

November 2020



EXPANSION OF ANFIELD ROAD STAND, ANFIELD

B1/3 - Planning Statement



Turley

Planning Statement

Expansion of Anfield Road Stand, Anfield
Stadium

Liverpool Football Club

November 2020

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Pre-ambble

This Health and Wellbeing Statement 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
- 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

This statement has been prepared by Turley (Planning and Development Consultants), with additional work, research and information provided, with thanks, by:

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- Planit ie (Urban Design, Landscape and Master planners)
- KSS Design Group (Architects)
- Liverpool Football Club
- Liverpool City Council

Executive Summary

Introduction

1. The Liverpool Football Club and Athletic Grounds Ltd ('LFC' or 'the Club') has made an application for full planning permission to enlarge the existing Anfield Road Stand and increase the capacity at the current Anfield stadium to c. 61,000; this will require realignment of Anfield Road around the stand and the creation of new public realm.
2. The application also seeks permission to enable the enlarged stadium to be permanently used to host up to 12 concerts or other major events per annum and for a wider range of team sports.
3. The application comprises nine core reports (as below), plus supporting documents:
 - Planning Statement
 - Environmental Statement
 - Transport Strategy
 - Design and Access Statement
 - Sustainability Statement
 - Health and Well-being Statement
 - Socio-Economic Statement
 - Heritage Assessment
 - Statement of Community Engagement
4. A guide to the application has also been prepared for information purposes. It contains a brief summary of all of the submitted application documents.
5. Together, the reports set out the context and detail of the development proposals, particularly having regard to the historic growth of the Club, technical details and analysis of impact on the environment, and access and parking arrangements. This planning statement draws information from each of those reports and sets out the case on behalf of LFC as to why planning permission should be granted.

Background

6. Anfield has been the home of LFC since the Club was formed in 1892. In the intervening years several planning permissions have been granted to enable the stadium to expand and evolve to meet changing needs. The latest development saw expansion of the Main Stand, which opened in September 2016.

7. At the time that planning permission was granted for the Main Stand development, outline planning permission was also granted to expand the Anfield Road Stand. The Environmental Statement and Transport Assessment submitted with that application assessed the impact of a 60,000 capacity stadium. While the Club has allowed that planning permission to lapse it sets a benchmark for, and is a material consideration in, the determination of this application.
8. Liverpool is a highly successful football club; it is second only to the Beatles as a tourism brand for the city. The Club creates local employment, and under normal operating circumstances visitors to the stadium on match, non-match and event days make a significant contribution to the economy of the city. The continued success of Liverpool Football Club is important to both the City of Liverpool and the Club.

The Application Site and Surroundings

9. The application site comprises the existing Anfield stadium site and land to the north of Anfield Road in the control of LFC.
10. The surrounding Anfield/Breckfield area is characterised by a predominance of pre-1919 housing of varying size and quality. There are large areas of new housing under construction to the south of Walton Breck Road and the high street is being regenerated through large-scale clearance and redevelopment and enhancements to the public realm. Significant recent investment by the football club in the form of the Main Stand expansion, extensive areas of high quality public realm and the new Club store are providing the impetus for that development.
11. Stanley Park and Anfield Cemetery comprise a significant area of open space (c.101ha in total) immediately to the north of the existing Anfield stadium. They were both laid out towards the end of the 19th century and are included on the English Register of Historic Parks and Gardens. Stanley Park was upgraded to a Grade II* landscape following the implementation of the Stanley Park Regeneration Plan funded, in part by LFC, it is highly valued as a resource by the local community and its recreational use has increased since the restoration was completed.

The Stadium Development Proposals

12. The proposal is for the expansion of the Anfield Road Stand which will add a further c.7,000 seats and increase the overall capacity of the stadium to c.61,0000
13. The new stand will principally, provide general admission (GA) seating, including the Club's junior ticket holders and away fans. There will be c.1,800 hospitality seats in the new stand with associated facilities. The stand will also accommodate some offices for stadium staff.
14. Anfield Road will be diverted around the new stand and an area of high quality public realm laid out between the road and the edge of Stanley Park with new pedestrian access points into the park.
15. During construction works every effort will be made to maintain operation of the stadium at its existing c.54,000 capacity. The development will be constructed behind

the existing stand with controlled access on a match day. More disruptive works, such as demolition of the existing roof and construction of the link between the new and old parts of the stand will be carried out during the two closed summer season over the construction period.

Planning Policy

16. A 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 an important policy objective and should encompass the three key strands of social, economic and environmental measures.

Key Issues

17. 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

18. 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.
19. 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 proposals. 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.
20. 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

21. 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

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

days. The Strategy has been adapted for also managing traffic on event days, including a three-concert series held in summer 2019.

Regeneration

23. 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.
24. 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 have in continuing 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.
25. 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

26. 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.
27. The Heritage Assessment demonstrates that the development would result in less than substantial harm to the significance of nearby heritage assets. Any harm is outweighed by the significant regenerative and overall public benefits delivered by the stadium expansion.

Technical Considerations

28. 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.

Conclusion

29. 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.
30. The development will deliver local and city-wide 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. This is particularly pertinent in light of the significant local impacts as a result of restrictions imposed by the global pandemic.

31. 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; a grant of planning permission is appropriate and in the wider public interest.

1. Introduction

- 1.1 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.
- 1.2 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.
- 1.3 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; which would bring the overall capacity of the stadium to c.58,500.
- 1.4 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.
- 1.5 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.
- 1.6 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.
- 1.7 In response to feedback received through the 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. 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. Submission of the planning application has been delayed as a consequence of the uncertainties arising from the global pandemic; in the circumstances, stakeholders were advised of the Club's intentions to submit the application in November 2020.
- 1.8 This Planning Statement is one of a suite of core documents comprising the planning application for the expansion of the Anfield Road Stand. It provides an overview of the application and the case for granting planning permission for the extended stadium, public realm, realigned highway and associated facilities. It draws on information

submitted in the detailed technical and supporting reports [**Documents B to P**] with their related appendices and carries out an assessment in the context of the development plan and other material considerations.

1.9 The report is organised in the following way:

- **Section 2** sets out the background to the proposals. This includes the history of the Club, a description of the Anfield Road Stand and its constraints, and a description of the surrounding area and regeneration activity that has been driven, in part, by the recent investment of the Club. It explains the reasons behind Liverpool FC's needs and aspirations to further extend and enhance spectator facilities at the stadium.
- **Section 3** describes the application site and the development proposals. It provides brief commentary on how the design of the new stand and its environs has evolved in consultation with key stakeholders. It also briefly describes the proposals in the context of Liverpool City Council's regeneration plans for the wider Anfield area.
- **Section 4** comprises a review of the key themes arising from national and local statutory and non-statutory policy. This confirms the relevant policies within the adopted development plan and other material considerations, including national planning policy and guidance, emerging development plan documents, economic and regeneration policy, and supplementary planning documents.
- **Sections 5 - 7** comprise the planning appraisal drawing, in particular, on details contained in the Design and Access Statement [**Document C2/2**], Environmental Statement [**Document D1/3**], Transport Assessment and Transport Strategy [**Documents E1/3 and E2/3**], and the other core documents comprising the planning application.
- **Section 8** draws all of the issues together in the planning balance, concluding that the proposal represents sustainable development that is supported by the development plan and other material considerations. In particular the significant benefits of the scheme which will continue to drive the sustainable regeneration of the Anfield area while fully supporting a range of key priorities and objectives of Liverpool and the city region.

1.10 The environmental impacts of the development have been fully addressed in the Environmental Statement (ES) [**Document D1/3**]. Where significant effects have been identified they are mitigated through the design of the stadium and/or suitable safeguards proposed through the planning application to ensure there will be no significant permanent adverse effects that, on balance, would outweigh the overall benefits of the scheme.

2. Background

- 2.1 This section sets out relevant background information relevant to the determination of this planning application.

The History of LFC and Anfield Stadium

- 2.2 Liverpool FC is one of the most illustrious professional association clubs in world football; they are currently holders of the FIFA World Club and 2019/20 Premier League title.
- 2.3 The Club has played continuously in the top-flight of English football for c.60 years; and is one of only six clubs that has remained in the English Premier League (EPL) since its inception in 1992. Liverpool FC has an impressive and consistent record of English and European football success. It is one of the world's most successful football clubs with 62 major first-team honours, including 6 Champions League / European Cup titles. Its women's team has also been crowned English champions twice, while the FA Youth Cup has been won by the Club on four occasions.

Figure 2.1: Liverpool FC lifting the Champions League Trophy (May 2019)



Source: Liverpool FC

- 2.4 Liverpool FC was established at the Anfield Road ground in 1892. The name Anfield is now synonymous with Liverpool FC. The Club's crest with the phrase 'This is Anfield' was painted over the players' tunnel in 1960 on the instructions of Bill Shankly; that symbol is now famous throughout the world. Today, Liverpool Football Club and Anfield are second only to the Beatles as key tourism brands of the city.
- 2.5 The original football ground comprised a local facility with small stands at the Anfield Road and Walton Breck Road ends. It was constructed in an area of, already, high-

density terraced 'workers' housing; the proximity of that housing has been a key factor affecting the on-going growth and development of the stadium over many years.

- 2.6 In common with other large football stadia established over a century ago, Anfield was originally designed to accommodate standing spectators. With only a relatively small proportion of seated accommodation this gave football grounds a large capacity for a relatively small area. In its heyday, in the late 1950s/early 1960s, the capacity of Anfield was around 58,000. By 1976, following a major rebuilding programme to improve spectator comfort and meet safety standards, the capacity of the ground had been reduced to 56,000; although average gates at that time are reported to be c.46,000.
- 2.7 In the early 1980s, Liverpool FC embarked upon a series of planning applications designed to up-grade facilities at the ground, including the provision of additional seated accommodation. That programme was accelerated following the Taylor Report in the aftermath of the Hillsborough Stadium tragedy, which recommended the provision of all seated stadia. The Kop, Sir Kenny Dalglish¹ and Anfield Road Stands were all rebuilt in the early 1990s reducing the capacity of the stadium to c.45,000.

Recent Planning History

- 2.8 In the late 1990s Liverpool FC recognised the need to explore options to increase the capacity of Anfield, bringing it back up to a figure commensurate with the pre all-seated stadia requirements. This coincided with the rising popularity of the game in the English Premier League (EPL) era, increased national and European competitiveness, and the expectations and space requirements from football's governing bodies for larger elite stadiums².

Stadium in the Park

- 2.9 The Club first began to explore options for an enlarged stadium in 1999 before deciding to progress alternative proposals for a new stadium in the adjacent Stanley Park. Planning permission for a new stadium in the park was granted on 12 April 2006 (LPA ref: 03F/3214). In March 2007 the ownership of the Club changed hands leading to the submission of a revised application for a new stadium in Stanley Park; planning permission for that development was granted in June 2008 (LPA ref: 07F/2191).
- 2.10 The key determining factor of LCC's decisions to grant planning permission for both schemes was the fact that the new stadium would secure the substantial regeneration and long-term maintenance of Stanley Park. The Stanley Park Regeneration Plan was subsequently completed for works west of Mill Lane in August 2010 using a combination of public and private finance including funds provided by Liverpool FC.

¹ Formerly the Centenary Stand

² increased corporate hospitality, media facilities, advertising space; larger pitch dimensions; larger changing rooms and ancillary facilities for players and officials; and sufficient pitch-side accommodation for press and analysts

Expansion of Anfield

- 2.11 Liverpool FC changed hands again in 2010. The new owners, Fenway Sports Group (FSG) are also owners of the Boston Red Sox baseball team with a track record of improving existing stadia.
- 2.12 In October 2012, Liverpool FC, LCC and Your Housing Group (YHG) announced plans to form a new partnership which would work together to explore a wider regeneration plan for Anfield (the “Anfield Project”). An integral part of this partnership was the Club’s confirmed preference to expand the existing stadium in a way that is supportive of that overall vision for regeneration, rather than relocate to a new stadium in Stanley Park.
- 2.13 A hybrid planning application for expansion of the Main Stand (full application) and Anfield Road Stand (outline application) was submitted to and approved by LCC in 2014 (LPA ref: 14F/1262) (the “2014 Scheme”). It was designed to add c.13,100 additional seats comprising c.8,300 in the new Main Stand and around 4,800 in the Anfield Road Stand, taking the overall capacity of the stadium to c.58,500. Notwithstanding, the Environmental Impact Assessment and Transport Assessment accompanying the application assessed the impact of expanding the stadium to accommodate up to 60,000 spectators. That permission sets down a baseline for the current application.
- 2.14 In granting planning permission for the 2014 Scheme, the report to the City Council’s planning committee on the 23 September 2014³ concluded that the development would help to deliver a stadium of national and international importance, creating additional job opportunities, and leading to increased confidence to accelerate the delivery of other regeneration projects in the Anfield area.

A copy of the officer’s report to planning committee is at **Appendix 1**.

- 2.15 Planning permission was granted subject to a Section 106 Agreement which required the Club to prepare and implement a Match Day Transport Strategy (MDTS), fund new signage to encourage walking routes into the city centre and an extension to the Football Match Parking Zone (FMPZ), and prepare employment and marketing strategies. It also required the Club to make a commuted sum payment towards completing the Stanley Park Regeneration Scheme east of Mill Lane.
- 2.16 Work on the Main Stand redevelopment began in December 2014. An innovative construction methodology enabled the replacement second and new third tier to be built around the original structure, keeping the existing stand open during the football season.
- 2.17 The extended Main Stand opened in September 2016 for the first home game of the 2016-17 season; a 4-1 victory against Leicester City Football Club. The extended stand contained significantly enhanced match-day facilities with best-in-class corporate hospitality. It also provided a large area of new public realm lying between the new Stand and the Rockfield residential area (Alroy Road). The public realm comprised Paisley Square, a large fan zone with match-day entertainment and food and beverage

³ Liverpool City Council (2014) ‘Planning Committee Report 23rd September 2014’, paras 9.1.1 – 9.1.5

concessions, and 96 Avenue, a 50m wide external concourse running along the full length of the stadium between Walton Breck Road and Anfield Road.

Figure 2.2: Photograph of the Main Stand on a match day



Source: Liverpool FC

- 2.18 Details submitted with the outline application for extension of the Anfield Road Stand included parameters for the scale, height and massing of the development to accommodate approximately c.4,800 additional seats, back-of-house spectator facilities, and some residential accommodation at the upper level. Siting and access were agreed at that time; this would have resulted in the closure of part of Anfield Road to vehicular traffic.
- 2.19 In August 2019, the Club announced that it would allow the outline planning permission for the Anfield Road Stand to lapse as they explored alternative options for the second phase expansion of the stadium, now the subject of this planning application.

Ancillary Stadium Works

- 2.20 Subsequent to the Main Stand, the Club has secured a series of planning consents for various complementary development and ancillary works. These include:
- In 2016, an outline planning permission and subsequent reserved matters approval was granted⁴ for a new LFC retail store with café. The retail store provides an attractive frontage to the Walton Breck Road high street and anchors the adjacent fan zone known as 'Paisley Square'. The store was constructed and opened in 2017.

⁴ LPA refs: 16O/0518 and 16RM/1451

- Between 2016 and 2018, the Club secured a series of planning permissions⁵ to personalise the public realm and install two new statues. These works have created a characterful landscape and public realm around the stadium supporting the fan experience on match days and widening the appeal of Anfield as a visitor destination throughout the year.
- A family fan zone has been created on Anfield Road, which includes retail concessions, activity area ('the family park') and food and drink kiosks drawing fans to the stadium early on match days. The LFC TV studio is a new local landmark on Anfield Road, offering views over 96 Avenue⁶.

Concerts and Major Events

- 2.21 Historically, Anfield Stadium has been used as a venue for musicians of different genres and for hosting other major events. However, those uses were explicitly restricted upon implementation of the permission for the new Main Stand (14F/1262, Condition 3).
- 2.22 In June 2018, a planning application was submitted to the Council seeking permission for Anfield Stadium to be used to host up to 10 concerts or other major events per annum in the closed season each year (mid-May to end of July). The application was amended in response to local feedback and a temporary planning permission was granted permitting up to 6 events per annum in the 6-week period (mid-May to end of June); that application was subsequently extended in March 2020 and expires on 30 June 2021 (LPA refs: 18F/1632 and 20F/0082).

Anfield Stadium Today

Use

- 2.23 The primary business of the stadium is as a Premiership football club home to, on average, 28 – 32 matches (including cup ties) per annum. The stadium also contains other ancillary functions that broaden the range of activity at the ground on match and non-match days.
- 2.24 The stadium benefits from a temporary planning permission that enables it be used to host concerts and other major events; pursuant to that permission a successful three-concert series was held at the stadium in summer 2019.

The Stadium

- 2.25 The existing Anfield Stadium reflects its historic 4-stand structure that has evolved over the last 130 years. Each stand is different, contributing to Anfield's famous and unique character.
- 2.26 The Stadium is a large and dominant structure in the street scene, it also an important landmark for Liverpool and helps to define Anfield as a distinct place from other predominantly residential areas of the city.

⁵ LPA refs: 17F/0890, 17F/0892, 17F/0894 17F/0896, 17A/0900, 17F/0904

⁶ LPA ref: 17F/0897

Figure 2.3: Existing Anfield Stadium



Source: *Planit ie*

2.27 A brief description of each stand is provided below:

- The **Kop Stand** is located on the southern side of the stadium fronting Walton Breck Road. The Stand accommodates c.12,850 spectators, including c.52 wheelchair accessible positions. It also houses the LFC museum and access to the stadium tour, which attracts more than 340,000 visitors to Anfield annually.
- The **Main Stand** is on the western side of the stadium; it has a seating capacity of c.20,670 (including up to 97 wheelchair accessible positions), making it one of the largest all-seater stands in European football. The Stand contains the players' facilities (changing rooms and lounges), press and media facilities, the main hospitality lounges (accommodating up to 4,600 guests) the boardroom, corporate boxes, kitchens and a small number of offices. It is the newest stand at the ground, completed in 2016, and is also the largest at over 140m in length and rising to 45m at its highest point.
- The **Sir Kenny Dalglish Stand** on the eastern side of the stadium accommodates c.11,520 spectators, including up to 42 wheelchair accessible positions and c.2,400 seats in hospitality lounges and boxes. The Stand also contains a range of function rooms and conference facilities which are used for corporate and other entertaining on match days and are available for private hire and events at other times.
- The **Anfield Road Stand** on the northern side of the stadium has a seated capacity of c.9,000 spectators, including c.36 wheelchair accessible positions for home fans and between 12 and 24 for away fans. It accommodates the away fan enclosure; typically, c.3,000 fans for EPL matches but with the flexibility to accommodate larger allocations of away fans as required for cup matches. General admission home fans and all of the Club's junior ticket holders

predominantly make up the occupancy of the Stand. It houses some 'back of house' facilities including some operational offices for the stadium, and storage / ground maintenance facilities.

Anfield Road Stand Constraints

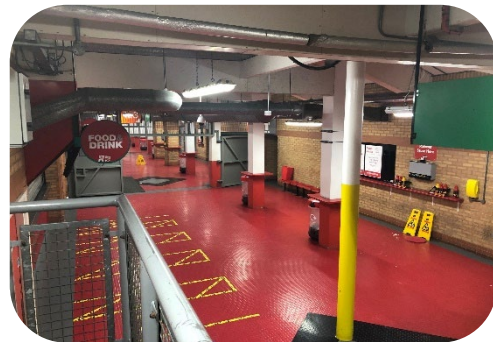
2.28 The Club has identified a series of qualitative deficiencies and operational inefficiencies of the Anfield Road Stand. A summary of the key issues are as follows:

- The existing Stand provides a c.120m long blank façade onto Anfield Road. While the façade is broken-up by turnstiles and exit doors, these are in use only on match/event days. This means the façade is generally inactive and does not contribute positively to the amenity of the street scene or the setting of Stanley Park.
- There is no 'sense of arrival' to the existing Stand; turnstiles are from the narrow footway immediately adjacent to the public highway (Anfield Road). This is not reflective of the high quality environment offered by the external concourse that surrounds the rest of the stadium.
- The existing internal concourses are inconsistent with the high-quality internal environment of the other stands. In particular, they are relatively narrow and cramped offering substantially less space/head than set out in the current standards for stadia concourses (see photos below).

Figure 2.4: Photographs of Existing Anfield Road Stand Concourse



Upper concourse

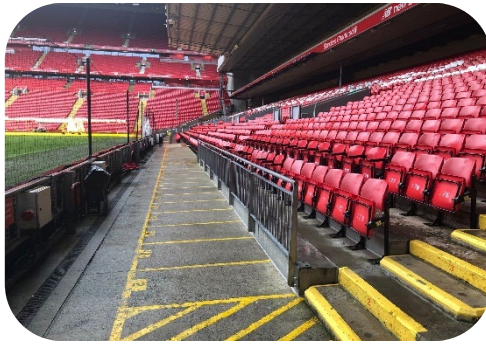


Visitor concourse

Source: Turley

- The limited availability of space means there is a restricted food and beverage offer due to constrained space for kitchens and storage. At present, the Club is only able to offer a 'baseline' food offer and the existing concessions fall well below the recognised standard. These factors indicate that the concourses provide both home and visiting supporters with cramped conditions on match/event days hindering supporter experience.
- The majority of accessible and wheelchair seating positions are located at pitch level; they have limited sightlines and are not well protected from inclement weather conditions.

Figure 2.5: Photographs of the existing accessible seating area



Existing accessible area



View from existing accessible area

Source: Turley

- The existing back rows of the lower tier in the Stand offer restricted views of the playing surface (this affects c.500 seats). Additionally, there are a number of seats in the Main Stand that have restricted views of the pitch due to the design of the existing Anfield Road Stand roof.
- Existing Club management and operational offices of the stadium are cramped and have no natural light.

The External Concourse

2.29 The Main Stand redevelopment has transformed the external concourse that surrounds the Stadium's perimeter. The key components are described below:

- **Paisley Square, Retail Store and Fan Zone:** The Club has developed an extensive area of public realm on the corner of The Kop and the Main Stand. LFC's retail store and the newly installed Bob Paisley / Emlyn Hughes statue acts as an anchor to the square and animates the area on match and non-match days. It provides a fan zone where supporters gather before a match. A stage for live entertainment and activities and a range of food, beverage and retail kiosks are brought into the square on match and event days animating the space and encouraging stadium goers to congregate there rather than in surrounding streets.
- **96 Avenue:** Is a tree-lined external walkway and public realm situated in front of the Main Stand linking Walton Breck Road high street (to the south) with Stanley Park (to the north). The concourse is up to 50m wide; it includes the Hillsborough Memorial, fan personalisation and the new John Houlding bust. The area contains podium-style seating for fans and other visitors to the area. 96 Avenue is kept permanently open and well-used by pedestrians / cyclists. It makes a significant contribution to attracting and encouraging visitors to Anfield on non-match days and supporting the wider regeneration of the area.
- **Family Fan Zone:** Is located on the north side of Anfield Road. It is open on match days and provides a family-orientated place for supporters to congregate.

A range of family activities, alongside food, beverage and retail kiosks are provided within the area which opens up to 4 hours prior to kick-off.

- **Wayfinding:** As part of the recent redevelopment works, the Club has refreshed the way-finding signage and branding around the stadium. This has delivered a cohesive and high-quality approach that helps visitors navigate their way around the stadium complex and surrounding area.
- **Outside Broadcasting Area:** located on the north side of Anfield Road and used by broadcasters to site mobile equipment facilitating live television coverage of domestic and European fixtures. The area is c. 2,000 sq. m. in area; while it provides sufficient space for televised domestic fixtures, it is currently substandard in respect to UEFA's guidance for European fixtures. The groundkeeper also uses this area to store the pitch grow lights on non-match days.

2.30 In combination, the work to the external concourse has created attractive and enjoyable spaces around the stadium. These enable supporters to safely meet and congregate before a match; as well as attracting visitors to the area on non-match days and providing a significantly improved environment and useable open space for the local community to enjoy.

Car Parking/Service

2.31 There are a number of car parks providing a mix of standard and accessible spaces on match/event days:

- 109 space car park (including 2 accessible spaces) is located immediately adjacent to the Sir Kenny Dalglish Stand. On non-match days the car park is available for the Club's visitors. This is also the main location for stadium deliveries and waste collections
- 125 space car park (25 accessible spaces) is situated on the north side of Anfield Road and adjacent to Stanley Park; on non-match days the car park is available for the Club's visitors
- 515 space car park is located at the junction of Utting Avenue / Priory Road. The site, formerly occupied by Anfield Community Comprehensive School, provides further safe and managed match and event day car parking; it is not open on non-match days
- 1,119 space car park, including 46 accessible spaces, is located at the western end of Stanley Park; it is owned by Liverpool City Council (LCC) and leased to LFC and Everton Football Club for exclusive use on their respective match and event days. On non-match/event days, this car park provides facilities for visitors to Anfield and Stanley Park.

The Surrounding Area

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

- 2.33 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.
- 2.34 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.
- 2.35 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’.
- 2.36 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. A number of notable schemes have been delivered, including:
- The refurbishment of c.80 existing terraced properties by Your Housing (Anfield Village);
 - The delivery of over c.500 new homes by Keepmoat in partnership with Homes England; and
 - On-going work to rejuvenate Walton Breck high street, including the demolition of many of the former frontage buildings to facilitate new shops with residential accommodation above, and plans for upgrading the public realm.

LFC’s Contribution to the City

Community

- 2.37 Liverpool FC is a long-standing stakeholder in Anfield. The Club is committed to regular and on-going engagement with the local community about the operation of the stadium and its development plans. This is delivered through a combination of monthly Ward Councillor forum meetings, community drop-in sessions and regular communication with local residents facilitated through the appointment of a Resident Liaison Manager (RLM) in 2019.
- 2.38 LFC has a number of well-established initiatives and programmes to actively liaise with and listen to the local community. In particular, in the past year, it has embarked on a “Respect our Neighbours” campaign to improve and enhance the relationship between the Club and its supporters with the immediate neighbours of the stadium. This campaign has led to:
- The appointment of the RLM;

- A specific web page and on-site notice boards for residents to stay up-to-date with information such as match fixtures, road closures, bus diversions and resident drop in dates;
- A community fund from the Summer Concerts, raising £30,000 for local community benefit; this has been matched by the club making £60,000 directly available for local initiatives;
- Following feedback from the local community, the Club actively encourage visiting coach drivers to turn off their engines when waiting for fans, cutting down on exhaust emissions. Drivers are invited into the stadium for refreshments and to watch the match;
- The Club conducted a local resident's ballot for concert tickets for the 2019 summer series when 150 pairs of free tickets were won by members of the local community. It also runs a "Local General Sale" programme which is an exclusive sale of match tickets available to all supporters with an L postcode.

2.39 Alongside this, in 2002, the Club established the 'Liverpool FC Foundation' as its official charity. Its mission is to create life-changing opportunities for children and young people through working in areas of high need and deprivation across the Liverpool City Region.

2.40 In 2014 the Club and its Foundation worked with LCC and a number of other key stakeholders to support the Anfield Sports and Community Centre ("ASCC"), a local charity established in 2005 comprising the activities of two long standing local community organisations (the Vernon Sangster and Anfield Sports Centre) on its "Football 4 Everyone" project. This led to significant investment in and development of the ASCC community and sports facilities which are located less than a mile from Anfield Stadium. The redeveloped ASCC is the Foundation's home and creates a hub for the Foundation activities in North Liverpool.

2.41 Operating from its hub at ASCC and in local schools, community facilities, parks and open spaces, the Foundation delivers over 25 community programmes and is active in more than 20 locations across the Liverpool City Region and beyond; engaging children, young people and members of the community every day. In the 2018/19 season, the Foundation worked with more than 28,000 children and young people across the city region.

2.42 Given this context, the Club set out a commitment to engage with the local community on the current plans at the earliest opportunity and have facilitated ongoing feedback as the scheme has evolved. Details are set out in the Statement of Community Engagement [**Document M1/1**].

2.43 The Anfield Road Stand expansion proposals were launched for public consultation between 27 November 2019 and 13 December 2019 with a second round of consultation in February 2020. During the consultation period local residents, political stakeholders, fans and the general public were invited to submit feedback on the proposals. In total over 1500 responses were received. The majority of feedback was positive, with 98% of all respondents to the second stage of consultation

demonstrating support for the project vision. While at the local level the support from respondents living in the Anfield and Everton wards was slightly lower at 87%; only 3% of local residents objected to the project vision.

- 2.44 Given the delay in submission of the application as a consequence of the global pandemic, the Club has used a variety of channels (social media, web-site and local newsletter) to advise the local community and stakeholders of the later submission date in November 2020.

Economic

- 2.45 It is important for the economy and image of the city of Liverpool that its football clubs continue to play at the highest level nationally and internationally. LFC has a large international fan base and attracts many overseas visitors to games. The majority of those visitors combine their visit to the stadium with at least one overnight stay in the city, making an important contribution to Liverpool's tourist economy. The Club's recent success in international competitions and hosting of the 2019 summer concert series has increased visitor numbers, overnight stays and general spending in the city.
- 2.46 The Socio Economic Statement [**Document J1/1**] estimates that under normal operating conditions the current stadium generates around £50m GVA annually to the city region, with a further c.£7m generated by the summer 2019 three -concert series.
- 2.47 A report⁷ by Kieran Maguire of the University of Liverpool's Management School summarised the benefits to the city of the football clubs playing in the Champions League:

"It is not just the clubs themselves that will benefit. Potential matches against high profile opposition such as Real Madrid, Barcelona and Bayern Munich, and the fans that they will bring, along with the increased media profile, will have a positive impact on the city's profile.

A recent study indicated that the average overseas football fan spends £776 when watching their team play overseas, which is great for the airports, hoteliers, bar owners, taxi drivers and restaurants.

Each home match is potentially worth up to £2.5million to the city economy...."

- 2.48 LFC is the largest employer in the Anfield area. An average match day provides employment for around 2,400 people in total across hospitality, retail, stewarding and agency roles, with nearly one in six of those directly employed by the Club residing in Anfield or Everton wards. Supply chain and indirect effects result in further employment and economic benefits as a result of the stadium operations.

Summary

- 2.49 Liverpool FC has made significant recent investment to expand and improve its Anfield home; including the expansion of the Main Stand, construction of a new stand-alone

⁷ University of Liverpool Management School (2014) 'Champions League set to Boost City's Coffers'

store on the high street, and substantial improvements to the public realm and facilities surrounding the stadium.

- 2.50 This investment has acted as a catalyst to the wider regeneration of the Anfield neighbourhood strengthening the significant contribution that Liverpool FC makes to the City's economy and the image of Liverpool as a successful and global city.
- 2.51 LFC is committed to further enhance the stadium and address the qualitative deficiencies and operational inefficiencies that currently exist in the Anfield Road Stand, resulting in poor quality local environment and hindering match day experience for supporters.
- 2.52 The Club is a long-standing stakeholder in Anfield neighbourhood and is committed to regular and meaningful engagement with the local community about the operation of the stadium and its expansion plans; as well as long-term investment in community projects through the LFC Foundation and providing both direct and indirect employment opportunities for local people.

3. The Development Proposals

Introduction

- 3.1 This section describes the development proposals in the context of the existing stadium site and the previous expansion scheme (2014 Scheme).
- 3.2 The total area of the application site is c.6.58ha (as shown on drawing no. 19870-KSS-ZZ-ZZ-DR-A-9001-S2-P4 Location Plan) and comprises the following land within Liverpool FC ownership:
- 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
 - The part of Anfield Road between the existing counter terrorism bollards at the junction of Alroy Road and west of Skerries Road.
- 3.3 The application site also includes a small part of Stanley Park at its southern edge where works are required to the existing landscaped bund – this is within Liverpool City Council ownership. The temporary construction compound will also be located in Stanley Park.

Summary of the Development Proposals

- 3.4 The proposed development forms the second phase of the Club's redevelopment of the stadium enabling expansion to accommodate c.61,000 spectators. It follows the successful implementation of the Main Stand and its associated public realm, and the lapsed outline planning permission for expansion of the Anfield Road Stand.
- 3.5 The principal drivers for the development are the Club's aspiration to increase overall stadium capacity and enhance the match day experience for its supporters and visitors.
- 3.6 This will be achieved by addressing the constraints that presently hinder the operational efficiency of the Stand. These constraints largely relate to its age and the lack of internal space caused by its limited footprint (see paragraph 2.28 above).
- 3.7 The description of development for this application is as follows:

"Full planning permission for:

- (i) *The partial demolition and extension of the Anfield Road Stand to provide up to 7,000 additional seats and internal facilities including general admission concourses, hospitality lounges, a family fan zone, club offices, staff facilities and plant and equipment; with associated public realm; lighting; landscaping and associated infrastructure.*

- (ii) *Use of Anfield Stadium for other team sporting events and to host up to 12 concerts and / or major events per annum*”

3.8 These components of the proposed development are described in further detail below.

Anfield Road Stand

3.9 Full details of the proposed development are set out in the Design and Access Statement; the following paragraphs provide a summary of the scheme:

Use and Amount

3.10 The proposed redevelopment of the Anfield Road Stand will provide an additional c.7,000 seats, including up to 83 wheelchair accessible positions for General Admission plus a further 3 hospitality positions. Those seats will be accommodated within the existing lower tier and new enlarged second tier, taking the overall capacity of Anfield Stadium to c.61,000.

3.11 Behind the tiered seating, there will be three storeys of accommodation plus roof top plant level, providing total net new floorspace of 14,415sqm (GIA) excluding the rooftop plant deck and seating terrace. This accommodation will have match day and non-match day functions comprising the following:

- **Ground floor** will house an extended Lower Concourse for home and away supporters. The quality of the concourse will be consistent with the rest of the stadium and provide ‘best in class’ food and beverage concessions, refurbished washrooms/toilets, vomitories to access the Lower Tier, and first aid facilities.
- Alongside this, the ground level will also house a large covered family fan zone replacing the existing open-air fan zone on Anfield Road; it will be directly accessible from Anfield Road providing pre-match accommodation and facilities including food and beverage concessions and fan entertainment. There will be no direct access from the fan zone to the seating bowl. For security reasons, ticket holders will need to exit the fan zone and re-enter the stadium through turnstiles at either end of the stand ensuring that the fan zone can open early as a place for supporters and the community to congregate up to 4 hours ahead of kick-off as currently occurs.
- The main entrance doors and lobby for hospitality guests will be centrally located in the facade, with lift access to upper floors and general admission turnstiles for home and away supporters with stairwells to access the Upper Concourse.
- **Mezzanine floor** will accommodate general ‘back of house’ facilities, including office space for stadium operations, staff changing and welfare facilities, and plant and equipment. There will be a void above the fan zone and lower concourse.
- **First floor** will house the hospitality lounges with pitch side glazing. This will comprise a central premium hospitality offer and a more informal ‘sports bar’. These areas will include bars, washroom/toilet facilities, kitchen areas and

vomitories to access the Upper Tier with windows overlooking the pitch and Stanley Park. On non-match days, these areas could host a range of events and functions, such as weddings, community meetings, and conferences. The remainder of the first floor will provide a dedicated home concourse for wheelchair users, as well as a separate away fan concourse with concessions, washrooms/toilets, and access to the Lower Tier.

- **Second floor** will accommodate the Upper Concourse with separate areas for home and away supporters; including measures to create flexible segregation arrangements to meet the larger ticket allocations for away team supporters in cup matches. The area will contain kiosks, washrooms/toilets, first aid facilities, and vomitories to access the Upper Tier.
- **Roof level** will provide space for various plant and equipment. Suitable external enclosures will ensure this equipment is not visible at ground level.

- 3.12 The Design & Access Statement [**Document C2/2**] and the submitted detail floor plans [**Document C1/2**] provide further detail in respect to the above.

Siting and Layout

- 3.13 The footprint of the redeveloped stand will extend toward Stanley Park across the public highway at the rear of the existing Anfield Road Stand. While the 2014 scheme would have resulted in the permanent closure of Anfield Road to vehicular traffic, the current proposals include re-routing the highway around the perimeter of the Stand. The road will be brought into the demise of the Club and 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.
- 3.14 The decision to keep the road open on non-match/events days to vehicles, pedestrians and cyclists is in direct response to feedback from the local community during public consultation (see Statement of Community Engagement, [**Document M1/1**]).
- 3.15 The expanded stand will result in the loss of the existing external family fan zone and 125 spaces within the car park on Anfield Road. A replacement fan zone will be provided in the enlarged stand and 25 accessible parking spaces will be re-provided through reconfiguring the southern end of Stanley Park Car Park.
- 3.16 The scheme will include new public realm around the perimeter of the expanded Anfield Road Stand. This will be a continuation of the existing concourse adjacent to the Main Stand.
- 3.17 To the rear of the new external concourse, a row of mature trees marks the edge of Stanley Park. All trees within the park are protected by virtue of its Grade II* status. Through careful design, the siting of the new public realm plaza and footpaths will protect the majority of the high and moderate quality trees. However, due to the constraints of the site, it will be necessary to remove 20 trees of moderate and low

quality⁸. Eleven of those trees were planted as part of the Main Stand works. The landscaping scheme includes replacement tree planting to mitigate this loss.

Scale and Massing

- 3.18 The proposed development will maintain the four-stand character of Anfield Stadium providing an improved comparative scale and massing with the recently enlarged Main Stand.
- 3.19 The maximum height of the proposed Anfield Road Stand is 36.6m (to the top of the highest part of the roof); making it slightly lower than the Main Stand, which is 45m (max).

Figure 3.1: Visualisation showing the expanded Anfield Road Stand from above



Source: KSS

Appearance

- 3.20 The redeveloped stand will provide a 'new front door' to Anfield Road that includes a new main entrance and entrance lobby to the hospitality area. This will have substantial glazing at ground floor level animating the street scene and creating a welcoming approach to visitors. Glazing at the upper levels will also create visual interest and 'break up' the façade; affording views over Stanley Park and beyond.

⁸ See Tree Retention and Protection plan

Figure 3.2: Visualisation showing the proposed new Anfield Road Stand façade



Source: KSS

- 3.21 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.
- 3.22 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.
- 3.23 The three central glazed bays provide access to the premium hospitality areas and are defined with splayed brickwork reveals with LFC signage surmounted by a sandstone band at first floor string course level.
- 3.24 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 visitors and the local community to enjoy on non-match days.
- 3.25 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.
- 3.26 The key components of the public realm and landscaping work is described below:

- The perimeter of the expanded stand will be surrounded by an external concourse (and the re-routed Anfield Road), which will continue the aesthetic established by the Main Stand. On match/event days, this space will facilitate necessary crowd movement around the stadium and provide an attractive and enjoyable space for visitors.
- On a non-match days the public realm will be fully accessible to all users. Pedestrians can circulate around the stadium via the concourse footpaths and the additional two pedestrian links from Stanley Park will further aid permeability along this boundary. The scheme has been carefully designed in consultation with key stakeholders, including disability groups, to strike an appropriate balance between pedestrians and vehicles giving the pedestrian greater priority and reducing the dominance of the car. While vehicles will be able to pass along the diverted Anfield Road its alignment and signage will be designed to deter use and slow traffic speed⁹.
- A new square will be created at the north-eastern edge of the new public realm adjacent to Stanley Park – this will provide opportunities for further fan personalisation matching that in 96 Avenue. There will also be the opportunity for further public artwork that will reflect the social history of Liverpool FC, the stadium and the local area.
- The scheme will retain and extend the existing outside broadcasting area by c.300 sq. m. This is necessary to accommodate additional space for broadcasting equipment which is required by UEFA for Champions League fixtures.
- Currently there are a number of existing trees to the Stanley Park boundary, some are within LFC land with others located in the park, close to the park railing. The design aims to minimise the impact on trees by avoiding development affecting root protection areas and retaining existing ground levels where possible. However, in order to achieve safe concourse widths for fan movement and an enlarged outside broadcast area, some tree removal is unavoidable.
- While the proposals show the removal of twenty trees, this will be mitigated through an extensive replanting strategy. New semi-mature trees will be planted in groups within the soft areas around the new public realm; including feature specimens to create a visual highlight from day one. The strategy will include tree planting to the existing grassed area lying between Mill Lane and the LFC TV unit, completing the tree planting along 96 Avenue and Stanley Park. The strategy will ensure that a high percentage of native species are planted offering biodiversity benefits.

⁹ Further details are set out in the Transport Assessment [Document E1/3] and the Design and Access Statement [Document C2/2]

Figure 3.3: Visualisation showing the proposed external concourse on a match day



Source: Planit ie

Consultation

- 3.27 The proposed extension to the Anfield Road Stand and enhancements to the public realm have been informed by an extensive briefing and engagement process with key consultees, including Liverpool City Council, Historic England, the Places Matter Design Panel and a wide range of disability groups.
- 3.28 This process has highlighted that the successful Main Stand development should be used as a benchmark in terms of quality architectural themes and materiality; the expanded Anfield Road Stand design should incorporate and interpret those themes to continue the aesthetic of the stadium.
- 3.29 The Places Matter design review panel's response was generally supportive of the scheme. In particular it:
- Offered overall support for a heavy masonry approach to the Stand, with its "cuts and carves" in the elevation, stating that this ties the development with its place and gives the building identity;
 - Supported the proposed hospitality entrance identifying that as a positive point that gives the Stand a more humanised approach;
 - Welcomed the proposals to add more permeability to Stanley Park via a series of meaningful linkages between the new plaza, the stand and the park;
 - Provided constructive feedback on the alignment, design and materials for the diverted Anfield Road; and
 - Highlighted that the public realm is the critical aspect of the scheme. The new public square adjacent to the park should be a vibrant and welcoming place.

Access

Pedestrians

- 3.30 General admission ticket holders will access the redeveloped Anfield Road Stand via turnstiles at ground floor; home fans entering via new turnstiles at the northeast corner and away fans via separate turnstiles on the stand's northwest elevation. Hospitality guests will enter via the new main entrance and access the lounges at the upper levels via stairwells or lifts.
- 3.31 The new external concourse will provide supporters with an enhanced and safer pedestrian experience when accessing the redeveloped stand. The scheme will also provide two additional pedestrian footpath links into Stanley Park via Dahlia Walk.
- 3.32 These works will continue to encourage and facilitate pedestrian access between the Park and stadium complex on match and non-match days. Greater permeability to the public realm will be beneficial to the local community, as it will facilitate easier access to Stanley Park from the surrounding neighbourhoods.
- 3.33 Pedestrians and cyclists will have access around the stadium at all times, unless complete closure of that part of Anfield Road within the site is required for the purposes of servicing concerts or other major events¹⁰.

Accessible Access

- 3.34 In recent years, LFC has invested significantly in upgrading facilities to ensure that the Anfield Stadium meets all relevant accessibility standards in terms of inclusive design, accessible seating provision, viewing position and amenity seating for less mobile or blind spectators.
- 3.35 The expanded Anfield Road Stand will continue this trend and include the following accessibility features:
- Specific turnstiles for home and away wheelchair users with lift access provided to upper floors;
 - 83 wheelchair positions (+23) will be provided in the extended stand. 42 of these will be elevated to provide better viewing; and
 - A dedicated wheelchair friendly concourse area.

Car Parking and Transport Strategy

- 3.36 Liverpool FC currently manages match-day car parks outside the Sir Kenny Dalglish Stand, in Stanley Park, Utting Avenue (the former Anfield Comprehensive School) and on Anfield Road. Collectively, they provide 1,868 spaces, including 73 disabled parking spaces. Access to the car parks is by pre-allocation only, principally linked to hospitality tickets in the stadium.
- 3.37 The proposed development will result in the loss of the Anfield Road car park (125 spaces). It is proposed to increase accessible parking in Stanley Park car park to provide

¹⁰ See Transport Strategy, [Document E2/3]

an additional 30 spaces in total across the car parks, which will result in a loss of standard spaces. Post expansion there will be a total of 1,690 spaces, including 73 accessible (which accounts for 6%).

3.38 The Club has prepared Transport Strategy documents for both Match Days and Events; they have been approved by Liverpool City Council. The Transport Strategies are 'live documents' that are regularly monitored and reviewed by a Transport Working Group. They support travel to and from the stadium on match and event days, with a focus on supporting sustainable travel choices.

3.39 As part of this application, an updated Transport Strategy [**Document E2/3**] has been submitted to setting out the proposed measures to accommodate the additional match day capacity; details are summarised below:

- Amendments to the existing sterile zone (road closures) around the stadium to improve pedestrian safety and provide greater capacity for supporters in the vicinity of the stadium;
- Relocate match day bus services and the existing taxi rank outside the amended 'sterile zone';
- Relocate home coaches to St Domingo's car park, enabling away coaches to move from Arkles Lane to Priory Road which has less residential frontage.
- Review public transport ticketing and queue management arrangements to improve boarding times through faster transaction and / or integrated ticketing, supporting efficiency in moving large numbers of supporters away from the area more quickly;
- Increase capacity of scheduled bus services;
- Provide additional wayfinding to public transport facilities and audit existing signage;
- Review the operation of existing car parks to ensure those pre-booked facilities are being utilised as much as possible;
- Develop a business permit scheme to support management of vehicles through the sterile road closure areas and 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 and continue to invest in promoting the marketing strategy to encourage 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 in conjunction with the RLM on match and event days so that local resident's complaints can be actioned in 'real time'

Lighting

- 3.40 New external lighting will be provided to the public realm matching that of 96 Avenue and offering an appropriate level of luminance for the intended use. A full lighting design, including details of lighting columns and luminaires will be submitted for future consideration. The Club is also taking the opportunity to review existing lighting around the stadium, in particular that to the rear of the Sir Kenny Dalglish Stand, to reduce impact on surrounding residential properties.
- 3.41 New pitch floodlighting on the Anfield Road Stand will match that installed on the new Main Stand in 2016.

Sustainability

- 3.42 The expanded Anfield Road Stand will include a suite of measures to promote energy efficiency and limit the impact of the scheme on climate change objectives.
- 3.43 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.

Further detail on these measures is set out in the Design and Access Statement [Document C2/2] and the Sustainability Statement [Document N1/1].

Construction

- 3.44 The development programme is based on the assumption that two close-season periods would be required to complete the works, with a late summer/early autumn commencement date being appropriate to facilitate a 22 to 23 month construction period.
- 3.45 The new stand will be erected to the rear of the existing enabling it to remain fully functional throughout the majority of the works, including during the football season.
- 3.46 LFC aims to minimise disruption by ensuring that more disruptive works, comprising erection of the roof and demolition of parts of the existing stand are carried out during the two closed seasons (mid-May to mid-July).

- 3.47 The Club is also committed to minimise any adverse effects on the local community during the construction period. The contractor will be required to submit and implement a detailed Construction Environmental Management Plan (CEMP), ensuring that 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 issues arising from construction; the Club's own Resident Liaison Manager will work with that person and be a further point of contact for the local community.
- 3.48 During construction, a compound will be provided in Stanley Park for use by contractors. This will include site offices and welfare facilities. Following completion of the works, this area will be restored to current conditions, or improved. Should vegetation loss occur, this will be replaced.

Concerts, Major Events and Other Sports

- 3.49 LFC wish to maintain occasional concert use of the stadium for concerts and / or other major events during the summer closed seasons, as well as widening the use of the pitch for other team sports (such as American Football and Gaelic games) which may take place on a limited number of occasions, for example during 'international breaks' in the football calendar.
- 3.50 The Club is seeking permanent permission to hold up to 12 concerts or other major events at the stadium per year. This will formalise the temporary planning permission which currently allows the stadium to host up to six music concerts or other major events (up to 30 June 2021). It is proposed that six of those events are limited to a maximum noise limit of 75dBA and events 7 onwards will have maximum noise limit of 70dBA.
- 3.51 The key points to this proposal are set out below.
- The preferred arrangement is to erect a temporary stage at the Anfield Road end of the stadium, however, it is also possible locate the stage in the centre of the pitch (for boxing events) or at the Kop End. This will allow elevated viewing from the proposed Anfield Road Stand wheelchair positions. Depending upon stage configuration, the capacity for concerts and major events could range between c.45,000 and c.60,000 persons; for concerts the figures are likely to reflect the spectator numbers for 2019 series which were attended by between 36,000 and 45,000 persons.

Figure 3.4: Image of a concerts hosted at the stadium in Summer 2019



- The concerts and major events would occur following the end of the football season and could take place over a 6-week period running from mid-May until LFC need to commence pitch preparation works around the end of June annually.
- Approximately 40 HGVs would be required to service a concert, delivering stage and production equipment and personnel to the stadium. Those vehicles would use the Stanley Park car park, crossing Anfield Road and entering the stadium from the Sir Kenny Dalglish car park at the Walton Breck Road end to load and unload. This may necessitate the full closure of that part of Anfield Road to all vehicles and pedestrians for safety reasons during an event.
- Concerts and major events would typically take place in the evening with concerts finishing no later than 11pm and start times dependent upon the length of performances or act. Boxing or other combative sport events may extend until 11:30pm.
- Hospitality packages would be offered which would require ticket holders to arrive earlier and depart later from the venue, similar to the current offering in hospitality for match days.
- Other team sporting events, such as Gaelic Games or American Football would take place on a small number of occasions per year, typically during breaks in the football calendar (estimate 2 – 3 times / year on average). Arrangements for transport and access to those events would be the same as for football or rugby matches as currently permitted.

3.52 The Club is the licence holder for concerts and other major events; they will enter into agreements with a concert / event promoter who will have the responsibility for organising and managing the event. The Club would be primarily responsible for

submitting Event Management Plans pursuant to the approved Event Management Strategy and agreeing those with the Council pursuant to its General Safety Certificate.

3.53 An Event Management Plan (EMP) for licencing purposes will include details of, inter alia:

- Spectator numbers and expected audience profile
- Event infrastructure requirements; including details of set up, take down and preparation for an event
- Health and safety
- Emergency evacuation
- Security
- Operational Event Management, including contact details
- Transport Management Strategy
- Noise Management Plan
- Community Liaison.

It offers LCC the opportunity to control the use of the stadium for other events under its separate licensing regime.

Summary

3.54 The proposed expansion of the Anfield Road Stand will provide an additional c.7,000 seats by extending the stand toward Stanley Park across the public highway at the rear of the existing Anfield Road Stand, the road will be re-routed around the perimeter of the new Stand and maintained by the Club.

3.55 The extended Anfield Road Stand, new areas of public realm and re-routed Anfield Road will achieve a high quality of design and materials reflective of LFC's status and design aspiration. The development will provide a 'new front door' to Anfield Road and positive relationship with Stanley Park continuing the successful implementation of the Main Stand and 96 Avenue/Paisley Square.

3.56 The application also seeks the permanent use of the stadium for concerts and other major events (up to 12/annum in the summer closed season, not including July) and other sporting events during international breaks. This will, potentially, increase the number of pitch events in the stadium to between 42 and 46/annum (maximum).

4. Relevant Policy Context

Introduction

- 4.1 This Section identifies the relevant local development plan policies and other material considerations. For completeness, this statement includes copies of the complete policies at **Appendix 2**.
- 4.2 The adopted **development plan documents** comprise:
- Liverpool Unitary Development Plan (UDP) [November 2002]
 - Joint Waste Local Plan for Merseyside and Halton (JWLP) [July 2013]
- 4.3 A suite of **supplementary planning documents** (SPDs) and guidance (SPGs) support the UDP and these provide more detail about how to apply individual policies. The following SPDs/SPGs are relevant to this application:
- SPDs:
 - Anfield Spatial Regeneration Framework [April 2014]
 - Design for Access for All [undated]
 - Ensuring a Choice of Travel [December 2008]
 - SPGs:
 - Car and Cycle Parking Standards [April 1996]
 - Trees and Development [undated]
- 4.4 **Other material considerations** include the following documents:
- National Planning Policy Framework (“the Framework”) [June 2019] and the associated Planning Practice Guidance (PPG)
 - Emerging development plan documents:
 - Liverpool Local Plan Submission Draft (LLP) [May 2018]
 - Liverpool City Region Spatial Development Strategy (SDS) [December 2019]
 - Anfield Neighbourhood Plan
 - Other policies and strategies:
 - Northern Powerhouse Strategy, HM Government [November 2016]
 - Inclusive Growth Plan, Liverpool City Council [March 2018]
 - North Liverpool Mayoral Development Zone, Liverpool City Council
 - Growth Strategy, Liverpool City Region LEP [2016]
 - Strategy and Destination Management Plan, Liverpool City Region LEP [November 2015]
 - Culture and Creativity Strategy, Liverpool City Region Combined Authority [March 2018]

- Building Back Better – A Covid Recovery Plan, Liverpool City Region Combined Authority [August 2020]
- City Plan, Team Liverpool [October 2020]

Adopted Development Plan Documents

- 4.5 Those development plan documents and policies that are relevant to this application are set out below.

Liverpool Unitary Development Plan

- 4.6 The Liverpool UDP was adopted in November 2002; the saved policies of the plan remain relevant until replaced by the emerging Liverpool Local Plan. The UDP contains a suite of general policies and objectives, as well as site-specific policies, which are relevant to consideration of the development proposals.

Proposals Map

- 4.7 The adopted proposals map identifies the entire application site as part of a 'primarily residential area' where general development control considerations apply. There are no site-specific allocations relevant to the application site. The land immediately to the north (Stanley Park) is a designated open space [**Policy OE11**].

Strategic Objectives

- 4.8 The strategic objectives and policies of the UDP were set within the context of the economic, social and environmental conditions effecting Liverpool at the time it was adopted and designed to address issues arising from them.
- 4.9 This is set out in the Corporate Policy Context chapter (3) of the UDP, which refers to other (non-planning) policy strategies and initiatives that existed across the city, and how the UDP was drafted to contribute to the holistic approach for addressing key issues such as population loss, high unemployment and declining environmental quality. Some of those issues remain relevant today and are included in the emerging Liverpool Local Plan.
- 4.10 The UDP includes a summary of the '*Corporate Strategy Statement: Vision for the City*'¹¹ (see UDP Figure 3.1); this highlights that Liverpool should be, inter alia:
- An attractive place to live, work in and visit
 - A rich and protected architectural heritage
 - A city which nurtures strong and stable communities
 - Strong and durable partnership between government, citizens and business
 - An attractive, safe and healthy environment
 - A pride in Liverpool's people, culture, education and heritage
 - A growing international status and a positive image to the outside world.

¹¹ Liverpool City Council (2002) 'Liverpool UDP', Figure 3.1

4.11 The Corporate Policy Context chapter concludes¹² by identifying that the UDP's overriding objective is for urban regeneration and this is refined into three key themes: economic regeneration, environmental improvement and reduction of inequality.

4.12 Those themes underpin the general, strategic criteria-based policies of the Plan, including:

- To reverse the decline in economic activity, investment and employment by directing regeneration and investment to the urban areas, including mixed use developments in appropriate locations; the promotion of a Liverpool as regional retail, cultural and tourism centre; and promoting regeneration within the City's most deprived communities, particularly through local partnership working [**Policy GEN1**];
- To protect and enhance a network of open space throughout the city recognising the vital role that an attractive open space network makes to the quality of life and providing opportunities for recreation, and supporting regeneration of the city [**Policy GEN2**];
- To protect and enhance the built environment of the City by encouraging high standards of design and landscaping and creating an attractive and safe environment [**Policy GEN3, 4 and 8**].
- To provide a balanced provision of transport infrastructure that provides access to all facilities for all of the City's residents; improves public transport and modes of access other than the private car, and allows the safe and efficient flow of goods in order to help secure regeneration of the local economy [**Policy GEN6**];

Football Clubs and Tourism

4.13 **Policy C7** acknowledges the importance of Liverpool and Everton football clubs to the city. It states that:

"1. In recognition of the car parking and other amenity problems experienced by many residents living within the locality of Liverpool and Everton football clubs, particularly on match days, the City Council will seek to provide effective solutions to remedy these problems and to maintain and enhance residential amenity in the area.

2. The City Council will assist both Clubs in progressing their development proposals, provided that these do not adversely affect residential amenity and are in accordance with other policies in the Plan".

4.14 The supporting text to **Policy C7** goes on to recognise the importance of the clubs as major tourist attractions and visitor centres playing an increasingly important role in the economy of the City [para 12.67].

4.15 The importance of tourism and recreation, generally, to economic regeneration is recognised in **Policy E8** of the Plan. It indicates that the City Council will support the development of tourism in Liverpool by protecting and improving visitor attractions;

¹² Liverpool City Council (2002) 'Liverpool UDP' Para. 3.30 to 3.39

promoting and encouraging the development of new attractions and visitor support facilities; carrying out environmental improvements; and establishing links with other tourist attractions in the North West. Tourism assets in the city are identified in the supporting text, including the two Premiership football clubs and the potential of the historic parks as visitor attractions.

Leisure Development

- 4.16 The UDP includes a general policy [**Policy E9**] relating to the location of new leisure development; **paragraph 6.167** of the UDP sets out a definition of 'leisure' for the purposes of the policy, including 'sports stadia'. The policy indicates that such developments should be located in the City and District centres and on sites identified in the plan. Leisure development in other locations will be assessed against a range of criteria.

Residential Amenity

- 4.17 **Policy C7** (above) makes specific reference to residential amenity in the context of the football clubs' development. A further policy [**H4**] refers to development in primarily residential areas having regard to impact on residential amenity and the character of the area.

Design Quality

- 4.18 A suite of development management policies set out criteria for consideration of design quality, security, car parking, access for all, landscaping, lighting, public art and the protection of trees. All are relevant considerations in respect of new developments [**Policies HD18, 19, 20, 22, 23, 24 and 28**].

Historic Landscape

- 4.19 A number of policies are aimed at preserving the setting and views of listed buildings and structures through improvements to the buildings themselves and in the quality of new development adjacent to such buildings [**Policies HD1, HD2, HD5**].
- 4.20 **Policy HD15** sets out the City Council's policy to take positive action to protect and enhance the character and setting of Historic Parks, Gardens and Cemeteries by preparing strategies for their management and maintenance; seeking funding for restoration and improvement and encouraging greater use, understanding and interest.
- 4.21 Development will not be permitted in or adjacent to a historic landscape where it adversely affects its character and setting, or would undermine its original function. Any development that is permitted should be of a high standard of design and materials.

Ecology

- 4.22 The UDP contains a number of policies relating to ecology and the protection of habitats. Policies refer to habitat creation and enhancement and impact on legally protected wildlife species [**Policies OE5 and OE7**].

Traffic and Parking

- 4.23 The Plan contains a number of traffic and parking policies related to road improvements, the provision of public transport and taxi facilities, conditions for

cyclists, pedestrians and road safety [**Policies T4, T6, T7 and T8**]. A Traffic Impact Assessment will be required for all major applications [**Policy T15**].

- 4.24 Car parking to meet operational and non-operational needs to maximum standards. Disabled parking should be provided to a minimum of 6% of the first 100 spaces and, thereafter, negotiated; it should be of necessary size and accessibility [**Policies T12 and T13**].

Environmental Protection

- 4.25 Environmental protection **Policies EP11 - EP13** set out the requirements for new development having regard to impacts on air, water, noise or nuisance, and protection of water resources and flood prevention.

Joint Merseyside and Halton Waste Plan

- 4.26 The Waste Local Plan was adopted in July 2013. It contains a number of general policies that are relevant to most forms of development including: ensuring that construction and demolition implements measures to achieve the efficient use of resources [**Policy WM8**]; and development incorporates sustainable waste management principles into proposals [**Policy WM9**].

Supplementary Planning Documents and Guidance

- 4.27 LCC has adopted a number of SPDs that supplement various policies in the UDP. A number of these documents are relevant to this application.

Anfield Spatial Regeneration Framework SPD

- 4.28 This document was adopted in April 2014, it provides guidance on the objectives and forms of development in the Anfield area, including the range of uses, urban design and development criteria, and general guidance.
- 4.29 The document sets a number of general overarching principles for development in the Anfield neighbourhood to facilitate regeneration and transformation. Three of these principles are specifically relevant to this application, namely:
- *“**Principle 3** Maximising the economic benefits of Liverpool FC (and Everton FC) as attractors of visitors to the area”*
 - *“**Principle 4** Environmental improvements throughout the area including new and enhanced public realm and green infrastructure”*
 - *“**Principle 6** Management of match-day and non-match-day traffic and people movement”*
- 4.30 Alongside this general guidance, the document provides specific ‘Plot Guidance’ in relation to certain sites within the SRF area. One of these plots is Anfield Stadium; the document explains that there is support, in principle, for the proposed expansion of the LFC stadium subject to the following criteria:
- (a) The development does not have a significant adverse impact on the amenities of residents living within the area.

- (b) The stadium development is of high design quality reflecting its local distinctiveness and role as a city landmark.
- (c) Areas of high quality public realm are created between the expanded stadium and adjacent uses.
- (d) The development aims to maximise activity at street level and permeability through the area.
- (e) The transport effects of the development are fully addressed and any proposed mitigation, including the provision of an appropriate level of car parking and improvements to public transport, are brought forward in a sustainable and manageable manner.
- (f) Ensuring that the expanded stadium preserves or enhances the special interest of Stanley Park and Anfield Cemetery, including views into, out of, and across these neighbouring heritage assets.

Design for Access for All SPD

- 4.31 This document highlights the principles for design of inclusive buildings which meet the needs of all users including disabled people.

Ensuring a Choice of Travel SPD

- 4.32 This document provides guidance on the access and transport requirements for new development. It sets out accessibility, parking and transport standards, and refers to design guidance for transport.

Other Supplementary Planning Guidance

- 4.33 Alongside these SPDs, the Council has also adopted a number of SPGs. While these documents are slightly older, they still provide important guidance to help interpret the policies within the UDP. The following documents are of most relevance to this application:

- SPG Note 6: Trees and Development
- SPG Note 8: Car and Cycle Parking Standards

Other Material Considerations

National Planning Policy Framework

- 4.34 The National Planning Policy Framework (“the Framework”) and accompanying Planning Practice Guidance (NPPG) sets out the Government’s planning policies for England and explains how these should be applied.

Achieving Sustainable Development

- 4.35 Chapter 2 of the Framework explains that achieving sustainable development means that the planning system has three overarching objectives – an economic objective, a social objective and an environmental objective [paragraph 8].

4.36 Planning decisions should play an active role in guiding development towards sustainable solutions, taking local circumstances into account, to reflect the character, needs and opportunities of each area [paragraph 9].

4.37 To achieve this, the Framework seeks to pursue sustainable development in a positive way; the presumption in favour of sustainable development is at the heart of the Framework.

Building a strong, competitive economy

4.38 Chapter 6 of the Framework provides a positive approach to economic development and makes clear that planning decisions should help create the conditions in which businesses can invest, expand and adapt. In particular, it states:

“Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and the wider opportunities for development” [paragraph 85].

Promoting healthy safe and communities

4.39 Chapter 7 of the Framework promotes the delivery of healthy, inclusive and safe places that promote social interaction. The provision of social, recreation, cultural facilities and services for local communities is encouraged, including the need to plan positively for sport venues [paragraph 92].

4.40 Planning decisions should promote public safety and take into account wider security and defence requirements by:

“...anticipating and addressing possible malicious threats and natural hazards, especially in locations where large numbers of people are expected to congregate¹³” [paragraph 95]

Promoting Sustainable Transport

4.41 The delivery of sustainable transport is promoted.

4.42 The planning system should manage patterns of growth with significant development focused on locations which are, or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health [paragraph 103].

4.43 Development proposals should only be prevented or refused on highway grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impact on the road network would be severe [paragraph 109]. It then lists [paragraph 110] a series of criteria that new development proposals should achieve, such as: give priority to pedestrians and cyclists; address the needs of people with disabilities and reduced mobility; and create places that are safe, secure and attractive.

4.44 The Framework is clear that all developments generating significant amounts of movement should be required to provide a travel plan, and the application should be

¹³ Footnote 42 of the Framework includes ‘sport stadia’ as of the place where people are expected to congregate.

supported by a transport assessment so that the likely impacts of the proposal can be assessed [paragraph 111].

Achieving well-designed places

4.45 High quality building and places should be created:

“Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities” [paragraph 124].

4.46 The importance of public engagement in the design processes is highlighted:

“Design quality should be considered throughout the evolution and assessment of individual proposals. Early discussion between applicants, the local planning authority and local community about the design and style of emerging schemes is important for clarifying expectations and reconciling local and commercial interests” [paragraph 128].

Other relevant policies

4.47 Alongside the above, the Framework includes a suite of environmental and technical policies in relation to matters such as climate change and flooding (Chapter 14), conserving and enhancing the natural environment (Chapter 15), and the historic environment (Chapter 16):

- The planning system should support the transition to a lower carbon future in a changing climate. Development proposals should take full account of flooding and shape places in ways that reduce greenhouse gas emissions, encourage the re-use of resources and support renewable and low carbon energy [paragraph 148].
- Planning decisions should contribute to and enhance the natural and local environment. To achieve this development proposals must minimise impact on and provide net gains for biodiversity [paragraph 170d]. Local authorities should prevent new development from contributing to unacceptable levels of soil, air water or noise pollution or land instability [paragraph 170e].
- Local authorities should identify and assess the significance of any heritage assets that may be affected, including by development affecting the setting of a heritage asset [paragraph 190] by taking account of the available evidence. When considering the impact of a proposed development on the significance of a designated heritage asset, great weight should be given to the asset’s conservation the more important the asset, the greater that weight should be [paragraph 193]. The Framework is explicitly clear that any harm to, or loss of, the significance of a designated heritage asset should require clear and convincing justification [paragraph 194].

Emerging Development Plan Documents

4.48 In accordance with Paragraph 48 of the Framework, decision-takers may also give weight to relevant policies in emerging plans according to this stage of preparation, numbers of outstanding objections and this degree of consistency with the Framework.

Liverpool Local Plan Submission Draft (Liverpool City Council)

- 4.49 LCC submitted its draft Liverpool Local Plan (LLP) to the Secretary of State (SoS) for the Ministry of Housing, Communities & Local Government (MHCLG) on 22 May 2018; the Examination of the plan is ongoing. As part of this process, the Examiners have identified a number of 'Main Modifications' they consider are necessary in order to ensure the plan is 'sound' A consultation on those 'Main Modifications' is expected to take place in early 2021, with a decision on the adoption of the plan expected later in 2021.
- 4.50 Due to the advanced stage of the plan's preparation, the decision-taker can give a degree of weight to its draft policies in the assessment of this application, but only where such policies are consistent with the Framework and any outstanding objection is limited [see **paragraph 48** of the Framework]. The key draft policies of relevance to this application are identified below. There have been no significant objections to the key draft policies throughout the examination process, and none of the proposed Main Modifications apply.
- 4.51 The draft Strategic Vision confirms *"By 2033 Liverpool will be a sustainable, vibrant and distinctive global city at the heart of the City Region...The City will have capitalised fully on its enhanced global and international connectivityand the ability to generate growth of sectors in which it has key strengths such asculture/tourism.... together with the sustainable development and redevelopment of other unique and important assets such as.... the City's football stadia"*.
- 4.52 The draft plan is clear that the development of new and existing business sectors will be supported and, where appropriate, protected and enhanced; this includes the tourism/visitor economy [**draft policy EC3**]. Proposals which reinforce and promote Liverpool's role as a centre for tourism, culture and major events and as a key destination for business tourism will be supported [**draft policy EC4**]; including those which:
- Enhance the city's existing tourist and cultural facilities
 - Expand provision where it contributes to the City's continued success as a destination for visitors and venue for major events, including those for sports
 - Support the sustainable development and redevelopment of Liverpool and Everton football clubs
- 4.53 Alongside this, the draft plan includes a suite of draft policies that seek to meet sustainable growth principles and manage environmental impacts; including making the best use of existing developed land and buildings; use of sustainable transport modes, and minimising waste, light and noise pollution [**draft policy ST3**].

Spatial Development Strategy (Liverpool City Region Combined Authority)

- 4.54 The Combined Authority (CA) has announced its intention to prepare a Spatial Development Strategy ("SDS") that will become part of the development plan for each of the Liverpool City Region ("LCR") authorities. The CA is currently conducting a second round of consultation on Issues and Options (running from 10 November 2020 to 1 February 2021).

4.55 The consultation proposes a vision where, *inter alia*:

“Opportunities for Building Back Better have been taken, creating a genuinely inclusive economy that is more competitive, connected, resilient, sustainable and greener; providing quality jobs, prospects and prosperity”

4.56 This is proposed to be achieved by, for example:

- Transforming the City Region economy so that it is competitive, environmentally clean, well connected, socially inclusive and future ready;
- Supporting the growth of innovative, sustainable and socially responsible enterprises of all sizes and types; and
- Redefining economic growth so that it values and involves the prosperity of all people and places.

4.57 The objective reflects the ambition of the city mayor and Metro Mayor for Liverpool and the city region *‘to punch its weight on the national and international stage, and for a prosperous economy that creates wealth for our nation and opportunity for our people’*. It is underpinned by the clear principle that *‘economic growth benefits everyone’*.

Anfield Neighbourhood Plan (Anfield Neighbourhood Forum)

4.58 The Localism Act 2011 introduced new powers for communities to develop Neighbourhood Plans. On 18 October 2013 the City Council approved an application for the Anfield Neighbourhood Area; that area includes the whole of the current application site. The Neighbourhood Plan is still in its infancy and, apart from the defined area, there is no detail to inform this application.

Other Policies and Strategies

4.59 A variety of other relevant policies and strategies have been prepared at national, local and sub-regional level.

National

4.60 The Government published its **Northern Powerhouse Strategy** in November 2016, aiming to tackle the region’s main barriers to productivity and *‘unleash its economic potential’*.

4.61 The strategy recognises that the North is a great place to live and work, it specifically refers to the regions football teams:

“From its thriving city centres to its national parks, and from its vibrant cultural offer to its world renowned sports teams, the North has a huge amount to offer people who live and work in the region”¹⁴

4.62 The Government recognise the importance of culture in place making and local growth¹⁵. This relates to the cultivation of regional and local identity, thereby

¹⁴ HM Government (2016) ‘The Northern Powerhouse Strategy’ para. 3.15

¹⁵ HM Government (2016) ‘The Northern Powerhouse Strategy’ para. 3.19

promoting the clustering of cultural activity attracting visitors, and retaining a skilled workforce.

- 4.63 Similarly, an Independent Economic Review of the Northern Powerhouse found that the varied cultural offer of the North contributes to quality of life, this is a critical supporting asset that underpins its economic capabilities¹⁶. This cultural offer supports the visitor economy, which is identified as a key strength of the LCR in particular:

“The Visitor Economy (both business and leisure travellers)...has played an important role in supporting private sector job creation (accounting for almost 50,000 jobs in total) and attracting substantial investment into the [Liverpool City Region] ... a destination of national importance”¹⁷

Local

- 4.64 LCC adopted its **Inclusive Growth Plan** in March 2018. The primary objective of the Plan is to make Liverpool one of the best cities in the world and a city known for its creative reinvention, passion, resilience, and its commitment to community and fairness.
- 4.65 The Plan sets out six aims¹⁸ to deliver this vision:
- Investing in our children and young people.
 - People who live well and age well.
 - Quality homes in thriving neighbourhoods.
 - A strong and inclusive economy.
 - A connected and accessible city with quality infrastructure.
 - Liverpool - the most exciting city in the UK.
- 4.66 A key ambition¹⁹ of the plan is to continue to grow Liverpool’s reputation as a cultural and sporting capital and the most exciting city in the UK in which to live, visit, work, study and invest. In particular, it highlights that its priorities are:
- *“Growing an ambitious, innovative, distinctive and inclusive cultural, music and sporting offer that positions Liverpool as a globally attractive city.”*
 - *“Promoting Liverpool as a global cultural and sporting destination.”*
 - *“Growing the visitor economy through investment in the destination offer and infrastructure.”*
- 4.67 Those priorities recognise that the distinctiveness of the city can make an important contribution to economic growth and regeneration, breaking the cycle of poverty and

¹⁶ SQW and Cambridge Economics (2016) ‘The Northern Powerhouse Independent Economic Review’ p.15

¹⁷ SQW and Cambridge Economics (2016) ‘The Northern Powerhouse Independent Economic Review Workstream 2: City Region & Local Area Profiles’ p.50

¹⁸ Liverpool City Council (2018) ‘Inclusive Growth Plan’ pg.6

¹⁹ Liverpool City Council (2018) ‘Inclusive Growth Strategy’ p.81

deprivation and creating a more inclusive and fair society for all of its citizens. The objectives²⁰ arising from those priorities include:

- *“To grow Liverpool’s global profile and reputation.”*
- *“Increasing day and overnight visits and increasing visitor spend.”*
- *“Attracting new and internationally significant events, conferences and performers to Liverpool.”*

- 4.68 Alongside this, Anfield sits within the **North Liverpool Mayoral Development Zone (MDZ)**, which was established in June 2012; it is one of six such zones, which have been established as key areas of opportunity with the aim of focussing investment to create 20,000 jobs across the city. The proposed expansion of Anfield Stadium and housing regeneration in the Anfield area are identified as key projects in that MDZ.

TeamLiverpool City Plan

- 4.69 The TeamLiverpool City Plan outlines the city’s overarching aim of creating a thriving, sustainable, fair city for everyone. The ambitious plan is to be achieved through six key themes, including tackling inequalities in health and education to create a strong, inclusive economy within a low carbon, connected and accessible city. The plan also aims to ensure that Liverpool is *“the most exciting city in the UK”* through expanding the already-strong cultural and sporting offer. In particular, the plan notes the need to deliver high-profile cultural and sporting events to drive the city’s economic recovery.

Sub-Regional

- 4.70 At a sub-regional level, the Combined Authority and the LEP have worked together and published a suite of documents that set out an overarching growth strategy for the City Region. A number of these highlight the importance of football to the success of the sub-regional economy.

Building Back Better – Our Economic Recovery Plan (LCR Combined Authority)

- 4.71 The recently released recovery plan outlines how, in light of the global pandemic, Liverpool City Region’s economic recovery can be delivered. The plan sets this out across four key strategic themes focusing on the business ecosystem and a people-focused, place and green-based recovery. A key ambition of the plan is to ensure that LCR can continue to attract investment on the international stage for its unique cultural and sporting offer, which will support the city in a post-COVID-19 and post-Brexit UK. The plan notes that the cultural and sporting offer is one the region’s key assets, which *“has proven to be the rocket fuel of regeneration”* whilst creating jobs, increasing economic growth and growing LCR’s international brand, as well as supporting communities’ health, wellbeing and quality of life.

‘Building Our Future’ Liverpool City Region Growth Strategy (LCR LEP)

²⁰ Liverpool City Council (2018) ‘Inclusive Growth Strategy’ p.83

- 4.72 This outlines a sustainable strategy to realise the area's ambitions for economic growth for the following 25 years, building on its unique strengths and assets. The document identifies the importance of Liverpool's global profile anchored by international brands such as Liverpool Football Club.

Strategy and Destination Management Plan (LCR LEP)

- 4.73 This outlines the key priorities, activities and projects that present the best prospects to increase the competitiveness of the City Region and maximise productivity from tourism. The Plan sets out its vision that by 2025, Liverpool will be '*world famous*' for its culture, music offer and Premier League Football. In order to achieve this, the plan targets capitalising on the domestic tourism market, particularly in order to attract visitors interested in culture and football – helped by the return of European football – through increasing visits to cultural events and attractions.

Culture and Creativity 30-Year Strategy (LCR Combined Authority)

- 4.74 This sets out a framework for embedding culture and creativity as central drivers for the success of the regional economy. It aims to co-ordinate the city region's cultural and creative offer in order that it can 'punch above its weight' through a dynamic and collaborative approach.
- 4.75 The Socio-Economic Statement [**Document J1/1**] also identifies a number of other reports and strategies specific to economic contribution of major sporting and music events. Those documents recognise that such events act as effective stimulants of local economic growth and can have significant positive impacts on local and regional supply chains, thereby contributing to fulfilling the wider aims of the Government's Industrial Strategy around boosting productivity and earning power in all regions of the UK.

Summary

- 4.76 The UDP and its accompanying Anfield Spatial Regeneration Framework SPD ("Anfield SRF") supports the principle of the expansion of Anfield Stadium subject to scheme addressing a series of development management considerations relating, primarily, to impacts on residential amenity, transport and the historic environment and design quality.
- 4.77 The Framework establishes a clear presumption in favour of sustainable development and states that development proposals that accords with the development plan should be approved without delay.
- 4.78 These documents are supplemented by various national, local and sub-regional policies and strategies that identify overarching growth strategy for the City Region and emphasise the important role that football has to play in delivering inclusive growth (particularly within the tourism sector), especially in light of the global pandemic, and meeting the ambition of the city region to be competitive at a global scale.

5. Decision-Making Framework

- 5.1 Applications for planning permission should be determined in accordance with the development plan, unless material considerations indicate otherwise. This is made clear in both the Town and Country Planning Act:

“In dealing with such an application the authority shall have regard to the provisions of the development plan, so far as material to the application, and to any other material considerations.” [Section 70(2)]; and

the Planning and Compulsory Purchase Act 2004:

“If regard is to be had to the development plan for the purpose of any determination to be made under the planning Acts the determination must be made in accordance with the plan unless material considerations indicate otherwise.”[Section 38(6)].

- 5.2 The Framework reiterates the primacy of the development plan [**paragraph 2**] in decision-taking and adds that planning decisions must apply a presumption in favour of sustainable development [**paragraph 11**].

*“For **decision-taking** this means:*

c) approving development proposals that accord with an up-to-date development plan without delay; or

d) where there are no relevant development plan policies, or the policies which are most important for determining the application are out-of-date, granting permission unless:

i. the application of policies in this Framework that protect areas or assets of particular importance provides a clear reason for refusing the development proposed; or

ii. any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in this Framework taken as a whole.” [**paragraph 11**]

- 5.3 On this basis, the key issues to determine in the consideration of this planning application are whether:

- the development proposals are in accordance with the relevant policies of the adopted development plan, insofar as those policies apply and the degree of weight that can be reasonably applied to them – see **Section 6: Compliance with the Development Plan**.
- there other material considerations, such as the Framework, emerging development plan documents, and other policies and strategies, that should be taken into account in the planning balance – see **Section 7: Other Material Considerations**; and

- there are any adverse impacts that will significantly and demonstrably outweigh the benefits of the proposal – see **Section 8: Planning Balance**.

5.4 The following chapters address each of these issues in turn.

6. Compliance with the Development Plan

Introduction

- 6.1 Having identified in Section 4 those parts of the development plan that are relevant and up-to-date, the following paragraphs assesses whether the development proposals are consistent with the development plan as a whole.
- 6.2 There are four principal policy themes to consider:
- **Theme 1: The Principle of Development** – having regard to the site specific designation and other relevant policies of the adopted Liverpool UDP, including those relating to residential amenity.
 - **Theme 2: Meeting Regeneration Objectives** – with reference to the importance of the substantial stadium-led regeneration benefits flowing from the recent and proposed redevelopment of Anfield Stadium and its relevance to the regeneration and growth objectives in the development plan and, more latterly, LCC's Inclusive Growth Plan.
 - **Theme 3: Impact on Historic Assets** – in particular the relationship of the proposed development on the setting of Stanley Park and Anfield Cemetery, and nearby built heritage assets; and
 - **Theme 4: Addressing Other Development Management Considerations** – Compliance with other development management policies in the adopted development plan relating to: air quality, archaeology, biodiversity, daylight / sunlight and overshadowing, flood risk, ground contamination, noise and vibration, obtrusive light, public art, visual effects, waste, and wind microclimate.

Theme 1: The Principle of Development

- 6.3 The UDP shows that the application site lies within a general land designation (Primarily Residential Area) that covers large swathes of the City. There are no site-specific designations relevant to the principle of development.
- 6.4 Notwithstanding, the UDP includes a number of policies relating to the football clubs and general leisure/tourism development which provide policy guidance relating to the principle of the stadium expansion.
- 6.5 **Policy C7** of the UDP provides in principle support by stating that the City Council will assist both Liverpool (and Everton) football clubs in progressing their development proposals. The accompanying text²¹ sets this in the context of the increasing importance of top-flight football to the economy of the city.
- 6.6 The Anfield SRF, which has been adopted to provide further guidance and support to UDP policies, including **policy C7**, is explicit in its support for the stadium expansion

²¹ Liverpool City Council (2002) 'Liverpool UDP' para. 12.67

confirming that: *'The SRF supports, in principle, the proposed expansion of the LFC stadium ..'*²².

- 6.7 **Policy E8** of the UDP provides general support for tourism development in Liverpool by, inter alia, protecting and improving visitor attractions. Liverpool Football Club is explicitly identified²³ in the supporting text as an existing tourist attraction and, therefore, receives in principle support from this policy.
- 6.8 **Policy E9** seeks to direct new leisure development to City and District Centre locations in the first instance, **or** to other sites identified for such purposes in the UDP. While the policy does not explicitly refer to football stadia, the supporting text does refer²⁴ to that type of development. As **policy C7** (and the Anfield SRF) do provide explicit in principle support for expansion of the Anfield stadium this is an indication that the application site is identified for such purposes in the context of **policy E9** and, in the circumstances, that policy also supports the principle of the current development proposal.
- 6.9 Both the UDP policies and the SRF parameters which inform **policy C7**, set out criteria against which applications to expand the stadium should be considered. Nevertheless, there is no doubt that the development plan supports the principle of expanding the stadium. This was made clear by the Interim Head of Planning in his report to Planning Committee regarding the hybrid application in September 2014:
- "While both the relevant UDP policies and the SRF parameters set out criteria against which the development proposals should be assessed, the Interim Head of Planning considers that the development plan, including the up-to-date parameters contained in the Anfield SRF SPD, provides clear support to the principle of expanding the existing stadium"*²⁵.
- 6.10 Since the approval of the 2014 Scheme, there has been no significant changes to local policy and that conclusion remains valid.

Residential Amenity

- 6.11 Development plan policy support for the expansion of the stadium is subject to ensuring that there will be no adverse effects on residential amenity. Similarly, there are a number of general development control policies in the UDP that set out criteria for new development having regard to the need to protect and improve the physical environment and character of the area [e.g. **Policy H4** and **C7**, and the Anfield SRF].
- 6.12 The proposed development, by its scale and nature, will have some impacts on the amenities of those people living in proximity to the expanded stadium. The Environmental Statement [**Document D1/3**] and supporting technical reports to this application identify potential impacts on residential areas / human receptors, identifying that the majority of impacts will be negligible or minor at the operational stage of the development. Notwithstanding, a small number of receptors are predicted

²² Liverpool City Council (2014) 'Anfield Spatial Regeneration Framework SPD, Parameter SRF14, pg. 58

²³ Liverpool City Council (2002) 'Liverpool UDP' para. 6.133

²⁴ Liverpool City Council (2002) 'Liverpool UDP' para. 6.167

²⁵ Application ref:14F/1262 report to planning committee, paragraph 8.1.4

to experience some minor negative impacts at the operational stage and some short-term adverse effects during the construction period.

- 6.13 The weight to be attached to any negative impacts, and thus the degree to which the proposals meet UDP **policies H4 and C7**, depends upon the scale and intensity of the impact, the number of people affected, and whether those impacts are outweighed by any other material factors. This balancing exercise was recognised by the Interim Head of Planning at the time of the 2014 hybrid application who concluded that while an increase in capacity of the stadium would create additional noise and disturbance on match days, and other minor noise, lighting and daylight / sunlight impacts had been identified...

*“...the stadium expansion is not predicted to have any significant adverse effects, either individually or cumulatively, on the amenity of local residents and the development would meet the general requirements of **policies H4 and C7** of the UDP”²⁶.*

- 6.14 The Main Stand expansion opened in 2016, increasing the capacity of the stadium to c53,700. In doing so, it has demonstrated through the implementation of a suite of measures, controls and management initiatives that any adverse construction and operational effects of the development can be mitigated so as to limit impacts on residential amenity. Measures included:

Construction Environmental Management Plan

- 6.15 Prior to commencing construction, the Club’s contractor agreed a detailed **Construction Environmental Management Plan (CEMP)** with LCC to secure best practice controls and measures to manage the temporary construction effects of the development. This included restrictions on working hours and deliveries, as well as standard control measures to minimise impacts on air quality, drainage, and through noise and vibration effects.

Matchday Transport Management Strategy

- 6.16 Prior to operating the new Main Stand, the Club agreed a **Matchday Transport Management Strategy (MTMS)** with LCC. This included a suite of measures to encourage travel to the stadium by a range of sustainable transport modes in preference to travel by car. This was achieved by a combination of : expanding the football match day parking zone (FMPZ); the Club managing access to off-street car parks through pre-booked tickets; introducing road closures to facilitate bus and taxi access; a new match-day bus service (917) connecting to the city centre; and incentivising the use of public transport through integrated ticketing, enhanced accessibility and awareness.
- 6.17 The Transport Assessment [**Document E1/3**], provides an overview of the current baseline of travel patterns to the stadium, and demonstrates how the introduction of measures in the MTMS has been successful in effecting a clear shift away from the private car to other more sustainable modes for access to the stadium on match days; in particular:

²⁶ Application ref:14F/1262 report to planning committee, paragraph 8.4.12

- There has been a considerable reduction in the proportion of people travelling to the stadium by car, falling from c.64% in 2013 to 40% in the latest surveys in 2019;
- There has been a commensurate rise in the proportion of people using taxis to access the stadium – that mode now accounts for around 30% of match-day trips;
- Use of buses, comprising special match-day services (917, 501 and Soccerbus) as well as regular services has increased; and
- There have been modest increases in those walking or cycling to the stadium.

6.18 Adopting the principles of the MTMS an Event Transport Management Strategy (ETMS) has also been agreed with LCC; this requires the submission of a bespoke Event Management Plan prior to each event reflecting the anticipated profile of spectators. Both the ETMS and the Event Management Plans focus on access to the stadium by public transport, while recognising and making provision for higher levels of (car) drop-off facilities in the local area.

Stadium Facilities

6.19 The Main Stand expansion resulted in the creation of extensive external concourses around the stadium and enhanced facilities for fans to congregate away from residential areas prior to the match. The external fan zones on Anfield Road and Paisley Square are open up to 4 hours prior to a match or event. They have had a positive influence on fan behaviour encouraging the majority of supporters to arrive at the ground earlier, minimising pre-match congestion on roads; and to congregate at the stadium rather than in the nearby residential streets where there are no facilities. This has considerably reduced the number of fans that now pass through and congregate in residential streets, reducing general noise and disturbance to residents.

6.20 The increased hospitality offer, including the Kop Bar (c.700 persons capacity), also encourages earlier arrival at the stadium, reducing pre and post-match traffic congestion.

Community Liaison

6.21 The Club has also implemented a number of initiatives and programmes to actively liaise with and listen to the local community – either directly or through the monthly ward councillor forums attended by the Residents Liaison Manager and other Club officials including the Chief Operating Officer for the stadium. This has enabled community issues to be quickly identified and addressed by LFC (for example provision and siting of external toilet facilities) and, where appropriate, in consultation with other relevant parties (e.g. Liverpool parking enforcement services, bus operators and Stadium TM – the Club's traffic management operatives). This has had a positive effect in reducing the impact on residential amenity of match and event day activities.

6.22 The Club has also significantly increased its communication with local residents in accordance with the Community Consultation Plan and commitments made as a result of the temporary permission for concert and major events. This has included: setting up a dedicated residents' page on the Club's web site; issuing regular newsletters to over 5,000 households (within an area agreed with ward members) and providing

community notice boards on site. These measures have increased residents' awareness of stadium activities; including advance notice of matches and events and any implications, particularly in terms of temporary road closures and bus diversions. The Resident Liaison Manager is on hand and contactable by residents during matches and concerts / major events enabling, wherever possible, a response to issues as they arise.

- 6.23** As predicted in the 2014 permission, the combination of those factors has significantly contributed to mitigating the effects of the stadium expansion and activities on residential amenity and reducing the level of complaints received by the Club.

Impacts of the Proposed Development

- 6.24** The scale and nature of the proposed redevelopment of the Anfield Road Stand is broadly comparable to the 2014 Scheme in respect to its scale, massing and siting. The notable differences are that it proposes an increase in the overall capacity of the stadium by c2,500 seats; and diversion, rather than closure, of Anfield Road.
- 6.25** The Environmental Statement [**Documents D1/3, D2/3 & D3/3**] and technical assessments [**Documents E to P**] accompanying this application identify and assess the potential impacts on residential amenity of the current proposals, taking account of the existing baseline situation as briefly described above. Those documents identify a combination of positive and negative impacts on the residential amenities of a number of properties in the area comprising a mix of short-term construction effects and some operational effects arising from a range of match day, concert and day-to-day activities. These are summarised below.
- There will be some adverse construction phase residual effects, primarily relating to noise during normal site hours (during the day), and impact on local views. All other effects identified during the construction phase would not be significant.
 - During operation there will be significant residual beneficial effects arising from the improvements to townscape character, the environment and health and well-being benefits in relation to improvements in movement and linkages, public open space and site character.
 - Some adverse effects are predicted to a single view (view south east from Anfield Road) as a result of the enlarged stand foreshortening views.
 - There is also a predicted limited significant adverse effect to the northwest façade of 73 Anfield Road occurring due to the realigned Anfield Road being in closer proximity to that property resulting in increased road traffic noise. While the increase in road traffic noise is significant in absolute terms, the levels fall well below that specified for entitlement to noise insulation treatment. Impacts will be mitigated through design (alignment and surface materials) as well as signage to discourage use and limit vehicular speed.
 - There will be some noise associated with concerts and other major events; largely as a result of amplified music. Noise levels will be limited to not exceed 75dBA measured at any sensitive receptor for up to 6 events, and to not exceed 70dBA for events 7 to 12.

- No air quality impacts are predicted as a result of the proposed development. Any construction effects can be suitably managed via the CEMP. In recognition of existing local concerns regarding idling of vehicles (predominantly coaches) during events and matches the Club has put measures in place to enforce a no-idling policy; this will continue.
- In terms of general disturbance, the application seeks to increase the number of days when the stadium is subject of intense activity – up from c.32 to around 44 (max) occasions per annum. While this has the potential to impact on residential amenities of the local community, the measures that have already been put in place as a result of the Main Stand expansion and concerts application (see above) serve to manage and limit both the geographic extent and intensity of impact. Additional measures now proposed, include the relocation of match day buses away from residential areas on Walton Breck Road, and appointment of a Transport Manager who will work with the Resident Liaison Manager on match /event days to support the continued development of the Transport Strategy and respond to any operational effects on the residential community as they arise.

Overall Conclusion on Residential Amenity

- 6.26 The previous application highlighted that the weight to be attached to adverse impacts on residential amenity, and thus the degree to which the proposals meet UDP policies, depends upon the scale and intensity of the impact, the number of people affected, and whether those effects are out-weighed by any other material factors.
- 6.27 In approving both the previous proposals to expand the stadium, and the temporary use of the stadium for concerts / other major events, the Head of Planning concluded on each occasion that they were satisfied there were no technical objections to the proposals and issues of noise, lighting, air quality and transport effects could all be managed through the imposition of suitably worded planning conditions. Such conditions were imposed on that grant of planning permission and have been fully complied with.
- 6.28 Overall, the adverse effects arising from the development proposals are limited and the implementation of the CEMP, Transport Strategy and Events Management Strategy will continue to partially mitigate these effects. Any residual significant adverse effects are limited to a small number of properties and occurring for relatively short durations on match/event days and on a small number of occasions per year. Those effects are similar in nature, magnitude, duration and extent to those identified in relation to the 2014 Scheme and the recent temporary concert use applications that were found to be acceptable by LCC.
- 6.29 In these circumstances, the development meets the general requirements of **policies H4 and C7** of the adopted UDP.

Theme 2: Meeting Regeneration Objectives

Stadia-Led Regeneration

- 6.30 Over the past 20 years, stadia-led regeneration has emerged as a multi-dimensional model including raising the profile of the city, enhancing civic pride, delivering urban

renewal and place-making, providing positive catalytic benefits to the local area, increasing local productivity, and supporting grassroots and community regeneration initiatives²⁷.

- 6.31 Since the early 2000s, a range of policies and strategies prepared by LCC have recognised that expansion of Anfield (or, previously a new stadium for Liverpool FC) has the potential to contribute positively to the UDP's regeneration objectives [**Policy GEN1**]²⁸. For example, the Anfield/Breckfield Regeneration Strategy placed an improved stadium for LFC at the heart of its proposals, stating:

*"LFC's expansion proposals could be the catalyst for regeneration and will certainly drive the regeneration process. The fullest advantage needs to be taken of the profile that LFC will generate, not only to ensure that its proposals move forward smoothly but to ensure that it provides a sustainable basis for continuing improvement and development over the long term"*²⁹

- 6.32 The regeneration benefits of Liverpool FC for the Anfield area has specifically been acknowledged by the Council in granting planning permissions for the new stadium proposals in Stanley Park and, more recently expansion of the Anfield stadium. This was articulated in the report of the Interim Head of Planning for the 2014 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" [emphasis added]³⁰.

Delivering Regeneration Benefits

- 6.33 The Club has delivered the first phase of the expansion of Anfield Stadium and its tangible stadium-led regeneration benefits can now be observed and measured, rather than simply predicted.

Place-making

- 6.34 The first phase of the Anfield Stadium expansion has had a substantial and positive 'place-shaping' effect in the area. The extended Main Stand and new LFC retail store provide a step-change in architectural design and materiality, while the extensive public realm of Paisley Square and 96 Avenue make a significant contribution to local place-making. Collectively, those works have significantly improved the physical environment and made a meaningful contribution to enhancing the pedestrian experience, footfall and permeability through the site for the local community and visitors to Anfield. Consequently, this has lifted the overall design aspirations for the

²⁷ London Assembly (2015) 'The Regeneration Game – Stadium-led regeneration', Para. 1.1

²⁸ North Liverpool Economic Action Plan, North Liverpool Area Action Plan, the Anfield/Breckfield Regeneration Strategy [2002], and the Anfield Spatial Regeneration Framework SPD [2014].

²⁹ Liverpool City Council 'Anfield/Breckfield Regeneration Strategy', Para. 13.3

³⁰ Liverpool City Council (2014) 'Planning Committee 23 September', Para 8.7.5

neighbourhood setting the tone for development and redevelopment in the wider area.

Catalyst for Urban Renewal

- 6.35 The delivery of the Anfield Stadium expansion and completion of the restoration plan for Stanley Park are anchoring regeneration in the area and having a positive catalytic effect on urban renewal. Those works have given renewed impetus to other initiatives and activities, including clearance of derelict and degraded buildings, refurbishment of existing housing stock, development of new housing, and reinvigorating Walton Breck Road high street. While those initiatives are on-going, there are clear signs that Anfield is transforming into a desirable residential neighbourhood.

Boosting Economic Productivity

- 6.36 Construction of the new Main Stand and the LFC retail store has directly created new jobs leading to increased productivity in the local area. Since the new stand opened, LFC has increased its total number of match/event day employees from c.1,790 to c.2,400, with approximately c.15% of jobs taken-up by local people living in Anfield and the surrounding communities. Alongside this, LFC's total economic contribution (gross value added) to the Liverpool City Region has risen to £497million³¹.
- 6.37 The recent expansion of the stadium has supported local businesses, through increased footfall on match/event and non-match days having an indirect effect on expenditure in local shops and food & drink establishments. The Club has also put in place procedures to prioritise local supply chains for the procurement of products and services that support the day-to-day operation of the stadium. This includes an accessible tender process, sourcing of local produce, and concessions, such as flexible payment terms, for small/local suppliers where needed.

Supporting Community Initiatives

- 6.38 LFC has a long history of supporting grassroots and community programmes. The recent expansion of the stadium has enabled the Club to increase its contribution to these; including the relocation of its charity to a local community centre and the development of its corporate social responsibility strategy through its Red Neighbours scheme.
- 6.39 A new Community Initiative Fund was also set up to support projects for the benefit of the community in and around the Anfield Stadium. The £60,000 funding pot generated from the 2019 summer concert series will be used to support and assist local groups (L4, L5 and L6 postcodes) or other not-for-profit organisations in developing and implementing their plans to create a lasting project or initiative which will be of benefit to the community. The fund was officially launched on 7 October 2020^{32,33}; the closing date for applications was 27 November.

³¹ Deloitte (2018) 'The Economic Impact of LFC for season 2017/18' pg. 8

³² Media launch: <https://www.liverpoolecho.co.uk/news/liverpool-news/liverpool-fc-offering-cash-support-19063456>

³³ Community Fund details: <https://foundation.liverpoolfc.com/community-initiatives-fund>

- 6.40 The further expansion and improvement of Anfield Stadium is expected to sustain and enhance those benefits, including the on-going work of the LFC Foundation, and contribute positively toward the overriding regeneration objectives of the UDP.

Liverpool Inclusive Growth Plan

- 6.41 Regeneration is not a static process and the local authority objectives and priorities change over time. The UDP is now almost 20 years old, and while regeneration remains a key priority for the City, the more specific objectives are regularly up-dated in response to changing circumstances. The Inclusive Growth Plan is the Council's latest iteration of the regeneration strategies and priorities for the city.
- 6.42 The Plan, which was published in 2018, sets out a vision to make Liverpool one of the best cities in the world; in order to achieve this it provides long-term aims and priorities for regeneration under six specific themes. The following table appraises the potential contribution of the development proposals against those themes:

| Themes | Contribution Proposals |
|--|---|
| 1. Investing in Our Children and Young People | <ul style="list-style-type: none"> 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. 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. 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. |
| 2. People who live well and age well | <ul style="list-style-type: none"> 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. 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. |

| | |
|--|--|
| <p>3. Quality Homes in Thriving Neighbourhood</p> <p>All residents have access to quality housing and feel a sense of belonging and wellbeing living in a safe and sustainable neighbourhood.</p> | <ul style="list-style-type: none"> • 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. • 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. • 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. |
| <p>4. Strong and Inclusive Economy</p> <p>Growing an increasingly modern, productive and fair economy where the benefits of growth are more equitably shared amongst all citizens.</p> | <ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> - Support the visitor economy by increasing match day capacity, attracting c.150,000 additional spectators into the city each year and generating approximately £20.5 million in additional spending in Liverpool. - 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 £14.6 million of additional GVA each year, beyond that generated by the current workforce. |

| | |
|---|--|
| | <ul style="list-style-type: none"> - 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.217 jobs during each year of construction and generating a total of around £22.1 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. |
| 5. A Connected and Accessible City with Quality Infrastructure | <ul style="list-style-type: none"> • 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. |
| 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. | <ul style="list-style-type: none"> • 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.

Conclusion

- 6.43 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.
- 6.44 Stadium-led regeneration can play an important and unique role in transforming deprived communities. LFC's expansion of the Anfield Stadium has been a longstanding component of a holistic vision in the UDP and local strategies to regenerate the Anfield area.
- 6.45 The new Main Stand has achieved tangible stadium-led regeneration benefits and made 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.
- 6.46 The current development proposals will further support and sustain those direct and indirect regeneration benefits; particularly in terms of new jobs and wealth creation, and improvements to the physical environment, including the delivery of additional high quality public realm. It is entirely in accordance with the overriding objective of the UDP and its specific regeneration policies and makes a positive contribution towards each of the six key themes of the recently published Inclusive Growth Plan.

Theme 3: Impact on Heritage Assets

- 6.47 The EIA Scoping Report confirmed that the proposed development is likely to have significant effects in respect to the historic environment. These effects have been assessed the ES Chapter 8 (Built Heritage).
- 6.48 Given this historic context, the decision-maker must determine this planning application by reference to:
- The statutory duty under the Planning (Listed Buildings and Conservation Areas) Act 1990 to pay special attention to the desirability of preserving listed buildings, their setting or any features of special interest they may possess; and
 - The relevant heritage policies in the development plan (UDP **policies HD5 and HD15**) and other material considerations (including the NPPF).
- 6.49 The policies in the development plan are not consistent with the most up-to-date policies contained in the Framework. In light of this, the assessment of the application proposals against relevant policies in the UDP takes account of policy within the Framework where appropriate.
- 6.50 In accordance with The Framework and LCC's validation checklist, a Heritage Assessment accompanies the planning application assessing the potential effect of the

proposed development on the setting and significance of nearby designated and non-designated heritage assets.

- 6.51 The application site is not within a conservation area and there are no designated or non-designated heritage assets located within the site boundary (with the exception of Stanley Park for the construction period). However, there are a registered parks and gardens, listed buildings and non-designated heritage assets within the surrounding area of the site.
- 6.52 As such, any potential effects arising from the redevelopment of the Anfield Road Stand (operational stage) on built heritage will be indirect in nature having potential to affect the significance of nearby identified assets through impact on their setting, rather than any direct physical effects.
- 6.53 A summary of the main conclusions of the assessment in relation to each asset are presented below:

Stanley Park

- 6.54 Stanley Park is a Grade II* registered park and garden and any development within or affecting the Park needs to be considered against the requirements of **policy HD15** of the UDP. That policy contains two primary objectives:
- To take positive action to protect and enhance the character and setting of Historic Parks, Gardens and Cemeteries; and
 - To not grant planning permission for development in or adjacent to a Historic Park, Garden or Cemetery which would adversely affect their character and setting.

(1) Positive Action

- 6.55 The first objective of the policy indicates that the Council will take positive action to protect and enhance the character and setting of historic parks. The application proposals are considered to be generally consistent with this policy objective and its associated criteria.
- 6.56 The design of the expanded stadium and its environs has given full recognition of the status of Stanley Park and Anfield Cemetery as registered parks and gardens and paid due regard to its detailed design principles.
- 6.57 The development will offer benefits to Stanley Park in terms of physical, social and economic improvements. The Anfield Stadium is already a major tourist attraction drawing significant numbers of visitors to the area on match and non-match days. It is expected that the expanded stadium and public realm will further assist in drawing visitors into the area, including Stanley Park and supporting the economic regeneration delivered through the Stanley Park Restoration Plan.
- 6.58 In light of the above, the development proposals meet the relevant criteria and the first objective of the historic park policy.

(2) Resist Development That Will Adversely Affect the Parks' Character and Setting

- 6.59 The second objective of **policy HD15** is considered in detail in the Heritage Assessment [Document J1/1] and the associated chapter in the ES [Document D1/3].
- 6.60 In summary, the Heritage Assessment confirms that there has been a football ground within the setting of Stanley Park since the late 19th century. The Anfield Stadium has been successively extended and altered and now comprises a large, modern structure that currently forms part of the setting of the Park along Anfield Road.
- 6.61 The proposed expansion of the Anfield Road Stand will increase the scale, massing and height of the stadium to the extent that it will be more visible and seen from additional areas within Stanley Park. However, it will principally continue to be most visible from the less sensitive and informal landscape of the middle ground and east of Mill Lane, with only limited views from the formal and decorative elements of the designed landscape. The development will not alter or interrupt any of the intended or designed views from the Park, all of which were intended to be northwards. Nevertheless, due to the increased visibility of the stadium from within the registered landscape the stadium expansion will cause some harm to the significance of the Park; the Heritage Assessment concludes that this constitutes 'less than substantial harm'. A number of design measures have been introduced to the scheme to minimise this harm in accordance with Historic England guidance.
- 6.62 Having regard to an assessment of the key viewpoints of the proposed development and its visibility from Anfield Cemetery, the Heritage Assessment concludes that while the stadium expansion will alter the experience of some users of parts of the Cemetery, the degree of harm to the significance is also less than substantial.
- 6.63 In assessing the proposals against the UDP **policy HD15**, in the context of the more up-to-date guidance in the Framework and PPG, the Heritage Assessment concludes:

"The Proposed Scheme does not involve the removal of features which are an integral part of the character and setting of Stanley Park and Anfield Cemetery and will not introduce a use that is not related to the original function of Stanley Park. The proposals are of a high standard of design and the proposed materials are appropriate to the historic character and setting of the park and complement the Main Stand which has recently been constructed.

*As set out above, the Proposed Scheme will cause some limited harm to the significance of Stanley Park and Anfield Cemetery, **paragraph 195** of the NPPF is therefore engaged and this less than substantial harm must be balanced with the public benefits of the proposal. The 'character' of Stanley Park and Anfield Cemetery will be preserved."*

Listed Buildings and Non-Designated Heritage Assets

- 6.64 There are a number of listed buildings in close proximity to the application site and which the expanded stadium has the potential to impact on their setting.
- 6.65 The Heritage Assessment [Document J1/1] confirms that the existing stadium has formed part of the established setting of No's 35 – 45 Anfield Road (grade II listed) and the Arkles Public House (grade II listed) for over 100 years. Similarly, this is the case for

the non-designated No's 31-33 and 73 Anfield Road. It goes on to assess the impact on the setting of those buildings as follows:

- The expansion of the Anfield Road Stand will not alter the domestic setting and immediate private garden curtilage of 35 – 45 Anfield Road and their relationship with Anfield Road. The development will not change, alter or harm the principal elements of setting that contribute to the significance of those properties, but will change the way in which they are experienced resulting in a limited degree of harm to their significance.
- While the views eastwards along Anfield Road towards the Arkles Public House will be eroded by the proposed expansion of the Anfield Road Stand, the building remains prominently sited at the junction of Arkles Lane and Anfield Road. The prominence and significance of the building will not be compromised or challenged by the expansion due to the distance and degree of separation between the two. Taking into account the significance of the listed building and its setting, the proposed development will not have a harmful effect on the asset and its significance will be sustained.

6.66 Overall, the Heritage Assessment concludes that while the proposed development conflicts with aspects of **policy HD5**, in that there will be some limited harm to the setting of nearby listed buildings, that policy is inconsistent and out-of-date in terms of the Framework.

6.67 The development will result in less than substantial harm to the significance of the listed buildings and wider public benefits will accrue. The limited conflict with UDP **Policy HD5** needs to be assessed in the context of the up-to-date heritage policy context and other material considerations.

6.68 In relation to the non-designated heritage assets, the development will cause a degree of harm to the significance of No's 31-33 and 73 Anfield Road. **Paragraph 197** of the NPPF states that in weighing applications that affect directly or indirectly non designated heritage assets, a balanced judgement will be required having regard to the scale of any harm or loss and the significance of the heritage asset which, in this case, is low.

Conclusion

6.69 The Heritage Assessment recognises that the enlarged stadium will result in some heritage impacts; however, they are less than significant and outweighed by the significant benefits of the scheme. As a consequence, the proposals accord with the relevant UDP policies as they should not be applied in accordance with the Framework.

Theme 4: Development Management Considerations

6.70 Other relevant design and technical development management policies of the UDP comprise general policies relating to matters of air quality; archaeology; biodiversity, daylight, sunlight and overshadowing; flood risk; ground contamination; historic environment; noise and vibration; obtrusive light; public art; TV and telecommunication; visual effects; waste; and wind microclimate. The chapters of the

ES [Document D1/3] and other technical reports [Documents E to Q] confirm that the development proposals are consistent with those policies.

Air Quality

- 6.71 The Air Quality Assessment [Document F1/1] considers the potential impacts on air quality during the construction and operation stages of the development.
- 6.72 The potential effects during construction include dust emissions from earthworks and construction activities, plant and equipment, and construction vehicles accessing and leaving the site. Subject to compliance with a Construction Environmental Management Plan (CEMP), which will include a range of tried and tested measures to limit the impacts of construction activity on air quality, no significant air quality impacts are predicted arising from the construction activity. The CEMP can be secured through a planning condition.
- 6.73 The Transport Strategy [Document E2/3] sets out the continued operation of a range of measures to manage traffic on match and event days including road closures near the stadium and encouraging the use of public transport and active transport (cycling and walking). Travelling to Anfield is discouraged by limiting the amount of parking that is available at the stadium, operation and enforcement of the Football Match Parking Zone (FMPZ), and proactive messaging advising visitors against parking on residential streets.
- 6.74 The Strategy has proven to be effective in encouraging a modal shift to sustainable transport modes and managing match/event day traffic.
- 6.75 During matches, the Club has implemented a strategy of inviting coach drivers into the Kop Bar for a hot drink and to watch the match on screen. This has been effective in significantly reducing incidences of coaches left with engines idling during the course of a match.
- 6.76 The measures proposed and already in operation demonstrate that it is unlikely there will be any adverse effects in respect to air quality and the proposed development accords with **policies GEN8** (Environmental Protection) and **EP11** (Pollution) of the UDP.

Archaeology

- 6.77 The potential impacts on archaeology were set out in the EIA Scoping Report [Appendix 2.1, Document D2/3]. This indicates that the site has low potential for archaeological remains from any period and is likely to be of negligible value due to its limited archaeological interest. As a consequence, archaeological impact was scoped out of the Environmental Impact Assessment. This conclusion was also agreed as part of the 2014 scheme which proposed an almost identical quantum of development on the same site.
- 6.78 There has been no change in circumstances to alter the conclusions of the 2014 planning application and no adverse archaeological effects are anticipated as a result of the proposed development which, therefore, accords with **policies GEN8** (Environmental Protection) and **HD17** (Protection of Archaeological Remains) of the UDP.

Biodiversity

- 6.79 ES Chapter 9 (Biodiversity) [**Document D1/3**] considers the potential impacts of the proposed development on the biodiversity of the site and the surrounding area. It confirms that the development will have no impact on any designated ecological sites.
- 6.80 While there may be a transitional bat roost in the Anfield Road Stand that is unlikely due to its characteristics. Nevertheless, further surveys will be carried out on a precautionary basis between May and July. In the unlikely event a bat roost is found, then appropriate mitigation can be agreed in accordance with standard practice.
- 6.81 There is a bat roost for a common pipistrelle bat in the Kop Stand; that has been in intermittent use for many years. The construction works will have no impact on the bat roost and since concerts take place during the summer months when it is not in use then they are also not expected to have any adverse impact.
- 6.82 The development of the Anfield Road Stand will provide some screening to Dahlia Walk, reducing the amount of light spill currently from the stadium flood lighting to the tree canopy; this would have some limited benefits to the bat foraging corridor.
- 6.83 These conclusions demonstrate there are unlikely to be any adverse effects in respect to biodiversity and the proposed development accords with **policies GEN8** (Environmental Protection), **OE6** (Development and Nature Conservation), and **OE7** (Habitat Creation and Enhancement) of the UDP.

Daylight, Sunlight and Overshadowing

- 6.84 The Daylight and Sunlight Amenity Appraisal within the EIA Scoping Report [Appendix 2.1, **Document 2/3**] evaluates the likely daylight, sunlight and overshadowing effects on nearby residential properties in comparison to the existing baseline situation. It concludes that while there will be some loss of daylight / sunlight to a number of windows of residential properties in Alroy Road (nos 2 – 24), Anfield Road (nos 72, 73 and 252), and Skerries Road (nos 25 – 29 (odd) and 26); the impacts on individual windows are negligible / minor and fall within allowable limits set out with the BRE guidance³⁴.
- 6.85 Given the orientation of the development overshadowing will primarily be limited to the proposed external concourse north of the proposed stand and a small part of Stanley Park – notably the car park. Any overshadowing impacts to the neighbouring residential areas will be negligible/minimal and will not harm residential amenity.
- 6.86 In the circumstances, no adverse effects in respect to daylight, sunlight and overshadowing from the proposed development are predicted and the proposals accord with **policies GEN8** (Environmental Protection) of the UDP.

Flood Risk

- 6.87 The Flood Risk Assessment [**Document H1/1**] has been prepared to assess the magnitude of any local flooding effects arising from the development proposals.

³⁴ BRE – Site Layout Planning for Daylight and Sunlight: A Good Practice Guide

- 6.88 The Report confirms that the Environment Agency Flood Map³⁵ shows the site is located in Flood Zone 1 and has a low probability of fluvial or tidal flooding, and is not within the vicinity of any watercourses. These factors indicate that surface water from the development proposals will not discharge directly or indirectly into a watercourse during operation or construction phase, and there will be no significant effects on fluvial or tidal flooding risk.
- 6.89 The Environment Agency Flood Map³⁶ also show the site to be located in an area at low risk of pluvial flooding; the majority of the site is currently impermeable and benefits from a positive drainage system that discharges into the combined public sewer in Anfield Road. During construction stage, the contractor will control surface water run-off rates via best practice and standard mitigation measures; this can be secured through the CEMP.
- 6.90 In the operational stage, the scheme's surface-water drainage strategy confirms that the scheme will discharge at a rate that is 30% better than existing brownfield runoff. To achieve this, the strategy accords with the relevant national and local guidance³⁷ and measures will ensure that attenuation from the scheme will minimise the risk of pluvial flooding; a detailed drainage strategy can be agreed in a suitably worded planning condition.
- 6.91 In light of these conclusions, it is unlikely there will be any adverse effects in respect to flood risk and the proposed development accords with **policies GEN8** (Environmental Protection) and **EP13** (Flood Prevention) of the UDP.

Ground Contamination

- 6.92 The Phase II geo-environmental investigation [**Document G1/1**] confirms that detailed site investigations have been carried out confirming that there is limited potential for contamination of the site. While there is some potential for ground gas, that risk is low and can be mitigated through appropriate construction techniques, such as reinforced concrete slab foundations.
- 6.93 An Unexploded Ordnance (UXO) survey confirms that there is a low probability of UXO hazard and no specific UXO surveillance works are necessary.

The appointed contractor will implement a variety of good environmental site practices whilst undertaking construction activities, to avoid and / or minimise effects at the source. A Piling Risk Assessment and production of the CEMP will secure this mitigation.

- 6.94 In the circumstances, the development is unlikely to be adversely affected by or effect ground contamination and, therefore, accords with **policies GEN8** (Environmental Protection) and **EP2** (Contaminated Land) of the UDP.

³⁵ Environment Agency (2019). Flood Map. Available at: <https://flood-warninginformation.service.gov.uk/long-term-flood-risk/map?eastng=336307&northing=393167>

³⁶ Environment Agency (2019). Flood Map. Available at: <https://flood-warninginformation.service.gov.uk/long-term-flood-risk/map?eastng=336307&northing=393167>

³⁷ Liverpool City Council (2018), Local Flood Risk Management Strategy

Noise and Vibration

6.95 ES Chapter 11 (Noise and Vibration) [**Document D1/3**] considers the potential impacts of the proposed development on sensitive noise receptors in the surrounding area. The assessment has confirmed that the proposals will not have significant adverse effects in relation to:

- Any increase in crowd noise as a result in the increased capacity at the stadium
- Noise arising from the use of the stadium for a wider range of team sports – that noise profile being no different than currently exists for football matches at the stadium
- Construction traffic
- The proposed plant and machinery at roof level and relocated and new external waste compactor (within the Kenny Dalglish Stand car park)
- Road traffic noise changes due to the re-alignment of Anfield Road; and
- Noise generated by events held at the Stadium during the football closed season.

6.96 The assessment recognises that there are likely to be noise and vibration effects on residential receptors in Alroy Road, Anfield Road, and Skerries Road as a result of some construction activities. While the predicted effects on these properties will be minimised through measures in the CEMP there will still be potential for some temporary and short term moderate adverse effects on those nearby residents. They will occur due to the close proximity of residential noise sensitive receptors and even with application of all reasonable mitigation they cannot be removed entirely.

6.97 In relation to any concerts or other major events held during the football closed season, the event promoters will be required to operate in accordance with the approved Event Management Strategy (EMS) and a bespoke Event Management Plan required for licencing purposes. Those measures ensure that noise associated with concert type events will be satisfactorily mitigated principally by implementation of standard noise management and monitoring control measures during the event as occurred during the 2019 summer concert series when only a small number of noise related complaints were received. As a result, while the proposed concert use is a direct and permanent long-term adverse effect, it will only occur on a small number of occasions per year and is not considered to be significant.

6.98 The noise assessment also predicts an increase in traffic noise to the northwest facing façade of 73 Anfield Road due to the re-alignment of Anfield Road. Through the design, alignment and use of materials on the road the predicted noise levels will fall well below that specified for entitlement to noise insulation treatment under the Noise Insulation Regulations and the effect is, therefore, not significant.

6.99 In light of these conclusions, the proposed development accords with **policies GEN8** (Environmental Protection) and **EP11** (Pollution) of the UDP.

Obtrusive Light

6.100 An obtrusive light assessment [**Document L1/1**] considers the potential impacts of the proposed development on sensitive residential receptors in the surrounding area. The

report concludes that the new public realm lighting and replacement floodlighting in the stadium will not exceed policy limitations, thus having a negligible effect on surrounding properties and Stanley Park.

- 6.101 While not directly related to the development, the Club has been made aware of a lighting impact on 73 Anfield Road arising from existing lighting columns to the rear of the Sir Kenny Dalglish Stand and will apply measures to ensure this is addressed.
- 6.102 There are no adverse effects in respect to obtrusive light and the proposed development therefore accords with **policies GEN8** (Environmental Protection), **HD28** (Light Spillage) and **EP11** (Pollution) of the UDP.

Public Art

- 6.103 The Council's arts officers has been involved in discussions with the landscape architects for the scheme and agreed the principles of an arts strategy for the new public realm. Existing features within the public realm around the stadium (statues, feature seating, fan personalisation) are already popular; the design intent is to enrich the proposed public realm through both commissioned pieces and the expansion of existing initiatives based on the following guiding principles:
- Artwork elements should be an intrinsic part of the development proposals, set within its context, and not an 'add on' piece.
 - The public realm needs to function all year round and artwork elements should be used to improve activation.
 - Artwork pieces should consider the social history of the stadium on the park as well as the Club's achievements.
 - Lighting will be considered to enhance and supplement public art elements
- 6.104 The artworks strategy can be secured by way of a planning condition ensuring that the requirements of UDP **Policy HD24** are met.

Visual Effects

- 6.105 ES Chapter 7 (Townscape and Visual Impact) [**Document D1/3**] has assessed the effects in respect to townscape and visual impacts. The key conclusions are as follows:
- During construction there will be a temporary adverse effects on the landscape character of Stanley Park due to its use as the construction compound. Following completion of the works, the compound area within Stanley Park will be restored to current conditions, or improved and any vegetation lost will be replaced.
 - Five key viewpoints are also predicted to result in significant temporary adverse visual effects during the construction phase – those are all views across and within Stanley Park; the sensitive landscape means that visual receptors are likely to be focussed on the landscape and sensitive to change.

- Four significant beneficial townscape effects have been identified during the operational phase:
 - **Townscape/landscape character.** The Proposed Scheme will create an enhanced relationship between the Stadium and Stanley Park.
 - **Movement and linkages.** The Proposed Scheme will include new, high quality public realm which prioritises pedestrian movement and enhances connectivity to Stanley Park.
 - **Public open space and tree cover.** The Proposed Scheme will include removal of 20 existing trees of varying quality. The landscape proposals include 19 new trees, which will help to achieve the key principle of bringing the 'green' from the park into the Stadium setting.
 - **Site Character.** The key principles embedded into the consented scheme will enhance site character.
- Only one viewpoint is predicted to result in a significant adverse effect during the operational phase and that is the view south east on Anfield Road. The extended stand will terminate views along Anfield Road, foreshortening the view and adversely impacting on the character of the street.

6.106 The Visual Assessment has been considered against the operational phase visual effects of the 2014 scheme and 5 viewpoints have been assessed more positively as a result of the more subtle architectural form of the stand now proposed which sits more comfortably within the sensitive landscape setting of Stanley Park than the consented scheme.

6.107 The assessment demonstrates that, overall, the visual effects of the proposed development are predominantly positive and accords with **policies HD18** (General Design Requirements), **HD22** (Existing Trees and Landscaping), and **HD23** (New Trees and Landscaping) of the UDP.

Waste

6.108 Best practice and standard measures will be implemented during construction to minimise any waste generated; this will be achieved through the waste hierarchy to minimise disposal and maximise reuse and recycling. To secure this approach, the appointed contractor will be required to prepare a Site Waste Management Plan (SWMP). The SWMP will consider the sourcing, transport and use, and disposal of waste and material resources, in a sustainable manner.

6.109 A baseline study into material resource and waste indicates that the operation of the proposed development is unlikely to generate large volumes of waste requiring treatment or disposal. Additional volumes of waste generated during the day-to-day activities of the stadium are unlikely to be significantly more than is currently generated. The Club has an Operational Waste Management Strategy that is being updated, to address any increase in arising from the operational phase of the development. This has identified the requirement for a new waste compactor which is

being relocated to an enclosed compound to the rear of the Sir Kenny Dalglish Stand (see Design and Access Statement, [**Document C2/2**]).

- 6.110 There is unlikely to be any adverse effects in respect to waste and the proposed development therefore accords with **policies EP7 and EP9** of the UDP and **policies WM8 and WM9** of the JWLP.

Wind Microclimate

- 6.111 ES Chapter 13 (Climatic Effects – Wind Microclimate) [**Document D1/3**] assess the effects in respect to the wind microclimate. The key conclusions are as follows:
- The assessment confirms that suitable and standard mitigation practices will manage temporary wind effects during the construction phase and ensure there are no significant effects. The implementation of the Construction Environmental Management Plan (CEMP) will secure these practices.
 - The assessment has identified that the baseline wind conditions mean that there are occasions of strong winds at the western corner and on the podium of the Main Stand, Anfield Road and within Stanley Park.
 - The design of the proposed scheme, including the landscaping proposals, will provide mitigation to substantially improve wind conditions currently experienced on Anfield Road and within Stanley Park.
 - Some further mitigation measures will be necessary to ensure satisfactory conditions at all entrances and locations around the stadium. Preliminary wind tunnel testing has demonstrated that a combination of hard and soft landscaping will be required as part of an effective wind mitigation strategy. This can be secured via a suitably worded planning condition.
- 6.112 In light of these conclusions, there is unlikely to be any adverse effects in respect to the wind environment and the proposed development accords with the thrust of the UDP.

Overall Conclusion

- 6.113 The development is consistent with the overall strategy and objectives of the development plan; as well as the site and topic specific policies relating to major sports development and the football clubs.
- 6.114 In particular, the proposals are wholly compliant with the overall objective of the UDP to secure urban regeneration, and makes a positive contribution towards each of the six key themes of the council's Inclusive Growth Plan which is the latest iteration of regeneration priorities in the city.
- 6.115 The proposals are also compliant with the overall strategy and those relevant technical, heritage and design policies of the adopted UDP that are up-to-date and to which weight can be applied in the decision-making process. In particular, the enlarged stadium will not result in any significant adverse effects on the residential amenity of nearby occupiers.

- 6.116 While it will result in 'less than substantial harm' to the significance of protected heritage assets, that harm is outweighed by the significant heritage and regeneration benefits of the proposal that are clearly in the public interest. No conflict arises with those parts of the relevant heritage policies that are up-to-date and in accordance with the Framework.
- 6.117 The development accords with the development plan and enjoys a S.38(6) presumption in favour of planning permission and the first part of the decision-making test in **paragraph 11** of the Framework is met.

7. Other Material Considerations

- 7.1 Both the Act and the Framework refer to other material considerations that may be taken into account in the decision-making process.
- 7.2 Having identified in Section 4 those material considerations that are relevant to this planning application, this section assesses the extent that those considerations support the application proposals for expansion of the Anfield Road Stand.
- 7.3 There are five principal material considerations comprise:
- The Planning History of the Stadium
 - National Planning Policy Framework
 - The Anfield SRF
 - Emerging Liverpool Local Plan (Submission Draft)
 - Other Economic and Regeneration Policies and Strategies.

Relevant Planning History

- 7.4 Outline planning permission for expansion of the Anfield Road Stand was granted by LCC in September 2014. While that planning permission expired in August 2019 it clearly established the principle and parameters for extending the Anfield Road Stand and for increasing the capacity of the stadium to c.60,000³⁸.
- 7.5 The current proposals for expansion of the stand are broadly similar in physical extent to the 2014 scheme. The key differences are: retention and diversion of Anfield Road, and an increase in the capacity of the stand (and stadium) by c.1,000 persons.
- 7.6 Subsequently, the Council has granted temporary planning permission for the stadium to be used to host concerts and other major events. A successful summer concert series in 2019 demonstrated that sufficient safeguards can be put in place to ensure that those events do not have a significant adverse impact on the amenities of local residents, while also making an important contribution to the city-wide and local economy and the image of the city. As a consequence, there is now a high level of support for concerts and major events to be permitted in the closed football season on a permanent basis (see Statement of Community Engagement, [**Document M1/1**]).
- 7.7 There has been no significant change in relevant planning policies or other material circumstances that would lead to the city council taking an alternative approach to the current application. The previous planning history is an important material consideration to be weighed in favour of the proposals in the planning balance.

National Planning Policy Framework

- 7.8 The National Planning Policy Framework sets out a series of national development management policies that are relevant to this planning application.

³⁸ 60,000 capacity was tested in both the Environmental Statement and Transport Assessment for the 2014 permission

7.9 While the adopted UDP pre-dates the Framework, many of its policies are broadly consistent with up-to-date national policy; the analysis in Section 6 of this statement, with reference to supporting technical documents, demonstrates how the proposals comply with the following principles of the Framework.

7.10 In summary:

- In accordance with Chapter 6 (**Building a strong competitive economy**), the expansion of the Anfield Road Stand will make a positive contribution towards economic growth and regeneration in Liverpool and the city region.
- In accordance with Chapter 9 (**Promoting sustainable transport**), the Club has fully considered the transportation issues associated with the expansion of the Anfield Road Stand. The increased capacity of the stadium can be accommodated through modifications to the Match Day Transport Strategy and the impacts on the highways network will not be 'severe'.
- In accordance with Chapter 12 (**Achieving well-designed places**), the expansion of the Anfield Road Stand will create a high quality building and associated public realm, making a significant positive contribution to the local environment.
- In accordance with Chapter 14 (**Meeting the challenge of climate change, flooding and coastal change**), the proposals include measures to embed sustainability objectives, including energy efficiency, and reduced carbon emissions. The development takes full account of flood risk and surface water run-off targets.
- In accordance with Chapter 15 (**Conserving and enhancing the natural environment**), the proposals will protect and enhance biodiversity through ensuring that there is adverse impact on protected species, compensatory planting with native species of any trees lost as a consequence of the development; and it will not contribute, or put at risk, the natural environment through unacceptable levels of soil, air, water or noise pollution or land instability.
- In accordance with Chapter 16 (**Conserving and enhancing the historic environment**), any harm to the significance of designated heritage assets is less than substantial and offset by the clear benefits of the development.
- **Chapter 8 - Promoting healthy and safe communities** – The design of the proposed expansion of the Anfield Road Stand and the associated areas of high-quality public realm will promote social interaction and provide opportunities for communities to meet. The Design and Access Statement [**Document C2/2**] demonstrates that the proposals are safe and accessible. In particular, the architect has developed the design of the scheme in consultation with Merseyside police to ensure the scheme addresses the issues of public safety and security. Therefore, it is clear that the proposal accord with the policies and guidance in this chapter of the Framework.

- **Chapter 14 (Meeting the challenge of climate change, flooding and coastal change)** The council declared a climate emergency in July 2019 and plans to establish a Climate Change Select Committee to assess four key themes: transport and air quality; buildings and the built environment; waste, recycling and energy, and; the low carbon economy. The Sustainability Statement **[Document N1/1]** demonstrates that the Club has taken a proactive approach to mitigating and adapting to climate change in both the design and operation of the expanded stand, in accordance with the policies and guidance in this chapter of the Framework.

7.11 In light of the above, the development proposal complies with the policies and guidance in the Framework and makes a positive contribution to the social, economic and environmental aspects of sustainable development; this is a material consideration that weighs in favour of the proposed development.

Anfield SRF

7.12 The Anfield SRF sets out a number of general parameters and guidance for development within the SRF area relating to its key principles and specific matters including: design quality, amenity and community safety, improvements to the public realm and sustainable transport **[SRF1 – SRF 9]**. It also provides site specific guidance in relation to the proposed stadium expansion **[SRF14]**. The chapters of the ES and supporting technical appendices confirm that the development proposals are consistent with those policies; the stadium expansion and associated open space will:

- Assist in furthering the transformation and regeneration of the Anfield area and positively addresses the SRF principles **[SRF1]**;
- Deliver a high quality proposal in design terms which positively contribute to the area's identity whilst preserving prevailing special historic interest **[SRF2; SRF 9 and SRF14 (c and f)]**;
- Ensure that the proposals will not have a significant adverse impact on the amenities of residents living in the area **[SRF3 and 14 (a)]**;
- Contribute to the provision of a legible and permeable network of public realm and open space in the area in accordance with **SRF 4 and SRF 14 (c and d)**;
- Improve the visual and functional relationship of the stadium between with Stanley Park, Walton Breck Road and the wider neighbourhood **[SRF 14 (c)]**
- Includes an Arts Strategy that proposes the appointment of an artist to provide input to the detailed design of the open space, particularly in the location of the area in accordance with the requirements of **Policy HD24**
- Provide a balanced provision of transport infrastructure for the development which focuses on public transport to further reduce reliance on the private car for access to the stadium; provide improved public realm and cycle parking facilities in accordance with the objectives of **SRF 8 and SRF 14 (e)**;

- Will be constructed in accordance with the principles to achieve the efficient use of resources and sustainable waste management principles in accordance with **SRF 5**.

7.13 The SRF positively supports the redevelopment of Anfield stadium; identifying it as a cornerstone to deliver the comprehensive regeneration of the Anfield area. This has already been demonstrated to great effect through the redevelopment of the Main Stand. An assessment of the current proposals against SRF guidance confirms full compliance with the Supplementary Planning Document; this is a material consideration that should be afforded significant weight in determination of the application.

Liverpool Local Plan (Submission Draft)

- 7.14 The emerging Liverpool Local Plan (Submission Draft) sets out a suite of strategic and development management policies that are relevant to this planning application.
- 7.15 Due to the advanced stage of the plan's preparation, the decision-taker can give a degree of weight to the draft policies in the assessment of this application, but only where such policies are consistent with the Framework and any outstanding objection is limited [see **paragraph 48** of the Framework].
- 7.16 Many of the policies themes in the emerging Local Plan are broadly consistent with the adopted UDP. Notwithstanding, it is also important to recognise that the development proposals will accord and contribute positively to many of its draft policies.
- 7.17 The expansion of the Anfield Road Stand is fully aligned with the draft Strategic Vision which confirms *"By 2033... The City will have capitalised fully on... the ability to generate growth of sectors in which it has key strengths such asculture/tourism.... together with the sustainable development and redevelopment of other unique and important assets such as.... the City's football stadia"*.
- 7.18 The expansion proposals will also be consistent with the draft plan insofar as the development of new and existing business sectors will be supported and, where appropriate, protected and enhanced, which includes the Tourism/visitor economy [**draft policy EC3**].
- 7.19 The draft plan is also clear that it will support proposals which reinforce and promote Liverpool's role as a centre for tourism, culture and major events and as a key destination for business tourism will be supported [**draft policy EC4**]; including those which:
- Enhance the city's exiting tourist and cultural facilities
 - Expand provision where it contributes to the City's continued success as a destination for visitors and venue for major events, including those for sports
 - Support the sustainable development and redevelopment of Liverpool and Everton football clubs

- 7.20 Alongside this, the draft plan include a suite of draft policies that seek to meet sustainable growth principles and manage environmental impacts; including making the best use of existing developed land and buildings; use of sustainable transport modes, and minimising waste, light and noise pollution [**draft policy ST3**]. The development management policies are broadly consistent with those in the adopted UDP (see Section 6).
- 7.21 In light of the above, the proposals broadly comply with the vision, objectives and draft policies of the emerging Liverpool Local Plan; this is a material consideration that weighs in favour of the development.

Economic and Tourism Policy Documents

- 7.22 Section 4 of this statement and the Socio-Economic Statement [**Document J1/1**] summarise a range of non-statutory economic and regeneration policy documents that provide strong support for developments that deliver economic growth generally, broadly acknowledge the economic and tourism benefits of Premiership Football Clubs to the economy and tourism industry, and, specifically identify LFC's development proposals as central to the regeneration of Anfield and North Liverpool.
- 7.23 The importance of Anfield as part of the tourism offer in Liverpool is well recognised. While the stadium is principally a football destination, it also offers other facilities and activities that draw visitors into the local area throughout the year resulting in socio-economic benefits for the city and local area in terms of job creation and day-to-day trading.
- 7.24 The Socio-Economic Statement estimates that expansion of the Anfield Road Stand would:
- **Increase matchday capacity by around 14%** to accommodate up to 244,000 additional spectators over a season. A continuation of recent trends would see around 150,000 of these spectators drawn from outside Liverpool and generate **up to £20.5 million annually in additional spending** in the city where they involve an overnight stay, supplemented by expenditure on transport, food and drink for those travelling shorter distances to the stadium.
 - Generate the need for **an additional 400 staff employed across all operational areas** on match days, with the majority (95%) of these jobs taken by people living in the Liverpool City Region, including **circa 235 jobs for people living in Liverpool and around 62 jobs for people living in the Anfield and Everton wards**.
 - This larger matchday workforce would be expected to boost the productivity of the local economy, generating **around £14.6 million of additional GVA** beyond that generated by the current workforce each year.
 - The wider economic impact of the Club could grow to support in **the order of 5,300 jobs across Liverpool and around 6,600 jobs throughout the entire City Region**.

- The short term construction impacts of the development can also be expected to generate a temporary economic boost in the order of up to **217 jobs during each year of construction throughout the Liverpool City Region** when allowing for multiplier effects and generate **around £22.1 million in GVA**.
 - **Secure and grow the ongoing economic contribution of concerts and major events;** based on the three concerts held in 2019 this will attract, on average c.42,000 visits and generate spending of circa £2.3million in the local economy event; as well as providing increased employment opportunities at the stadium.
- 7.25 The socio-economic benefits of the proposed development in terms of attracting more visitors to the city / Anfield, increasing expenditure in the city region, and providing enhanced local job opportunities are matters that should be afforded significant positive weight in support of the proposals.
- 7.26 The stadium expansion proposals and wider use of the stadium for concerts / major events and other sports is consistent with the objectives and policies set out in a wide range of national, regional, sub-regional and city documents to support economic investment and growth. These are also material considerations to be weighed in favour of a grant of planning permission.

Conclusion re Other Material Considerations

- 7.27 This section confirm that the development proposals are:
- Compliant with the Framework, in that it comprises sustainable development and would not give rise to adverse impacts which significantly and demonstrably outweigh the benefits when assessed against the Framework as a whole;
 - Compliant with the emerging Liverpool Local Plan (in that the relevant policies are consistent with the Framework and any outstanding objection is limited);
 - In alignment with the strategic objectives of economic and tourism policy objectives in a suite of relevant sub-regional strategy documents; and
 - Will result in significant socio-economic benefits in terms of job creation and increased GVA to the city economy
- 7.28 These are significant factors that add weight to a grant of planning permission in the overall planning balance.

8. The Planning Balance

Overview

- 8.1 This Planning Statement and the suite of application documents, demonstrate the case in support of the proposals consistent with the economic growth agenda, regeneration priorities of the city and the range and scale of local and city-wide benefits it will deliver.
- 8.2 The proposals are in accordance with those policies of the development plan that are relevant and up-to-date, and will amount to sustainable development in accordance with the Framework. This section of the Planning Statement now considers the overall planning balance having regard to the development plan and all other material considerations, and identified harm.

Harm

- 8.3 The suite of technical evidence supporting the planning application demonstrates the degree to which the stadium expansion proposals have been designed and configured to minimise harm through the iterative master-planning process and engagement with key stakeholders.

Impact on Residential Amenity

- 8.4 The physical expansion of the Anfield Road Stand will have some limited adverse effects on the residential amenities of a small number of dwellings lying to the east of the stadium resulting from altered views and noise impacts from traffic on the realigned Anfield Road. There will also be some permanent adverse noise impacts from concerts and other major events; the combination of a relatively small number of events annually, and effective management through the Event Management Plan, will ensure that the impact is not significant.
- 8.5 Some short-term adverse effects, in terms of general noise and disturbance, are also identified during construction of the new stand.
- 8.6 The overall effects are limited in geographic extent and nature, and not of a scale or significance to result in harm to outweigh the presumption set out in the Framework.

Impact on Heritage Assets

- 8.7 The development will result in 'less than substantial' harm to the significance of Stanley Park, Anfield Cemetery and listed buildings on Anfield Road. When balanced against the significant wider benefits of the proposal that are in the public interest, as required by paragraph 196 of the Framework, the development will not result in 'significant and demonstrable harm' to outweigh the presumption in favour of sustainable development.

Other Environmental and Technical Matters

- 8.8 The application proposals constitute sustainable development and fully embrace its economic, social and environmental dimensions in accordance with the objectives set out at paragraph 8 of the Framework. The ES and its associated technical appendices

confirm that all impacts can be satisfactorily mitigated to reduce the significance of effects such that there is no other resulting harm from the development.

Other Material Considerations

- 8.9 The development will result in significant local benefits in terms of direct and indirect economic, social and environmental regeneration. Those benefits need to be weighed in the balance and provide significant support for the proposals.

The Overall Planning Balance

- 8.10 Taken together, the significant benefits of the Anfield Stadium expansion proposals are judged to clearly outweigh the limited harm to the residential amenities of a small number of dwellings, principally on Anfield Road, and less than substantial harm to the significance of heritage assets.
- 8.11 The development is in accordance with the adopted development plan as a whole and, therefore, enjoys a S38(6) presumption in favour of a grant of planning permission.
- 8.12 The development is also compliant with the Framework, in that it comprises sustainable development and would not give rise to adverse impacts which significantly and demonstrably outweigh the benefits when assessed against the Framework as a whole.
- 8.13 Other material considerations, including the recent planning history of the stadium and a wide range of policies and initiatives to drive economic growth, alongside employment opportunities, increased GVA and expenditure in the city region add further weight in support of a grant of planning permission.

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