

20.1 INTRODUCTION

20.1.1 Company

CBRE Ltd

20.1.2 Author

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20.1.3 Chapter Purpose

This chapter of the ES assesses the likely significant effects of the proposed development on the environment in terms of socio-economics. The chapter and it's supporting appendices describe the planning policy context, the assessment methodology; the baseline conditions at the application site and surroundings; the likely significant effects; the mitigation measures required to prevent, reduce or offset any significant adverse effects; the likely residual effects after these measures have been employed; and the cumulative effects. In summary, the objectives of the chapter present the results of the assessment of potential impacts and likely effects related to:

- Employment;
- Expenditure; and
- Social value.

20.1.4 Figures

N/A

20.1.5 Appendices

- Appendix 20.1: Economic Impact Assessment (authored by CBRE Ltd);
- Appendix 20.2: The Societal Value of the Relocation of Everton Football Club (authored by Real Worth); and
- Appendix 20.3: Everton Football Club and Stadium: Social and Heritage Value Report (authored by Simetrica).

The chapter has also been based on the Public Benefits Case which is contained within Section 14 of the Planning Statement, submitted alongside the planning application.

20.2 METHODOLOGY

20.2.1 Guidance

- HM Treasury, The Green Book: Central Government Guidance on Appraisal and Evaluation (2018);
- Homes and Communities Agency (HCA), Employment Density Guide (Third Edition, 2015); and
- HCA, Additionality Guide (Fourth Edition, 2014).

20.2.2 Legislation & Policy

- National Planning Policy Framework (NPPF, 2019);
- Liverpool Unitary Development Plan (UDP) (adopted 2002);
- Emerging Local Plan for Liverpool (2018); and
- Economic Strategies: A summary of relevant economic strategy documents from the Liverpool City Region (LCR) Combined Authority, Liverpool Local Enterprise Partnership (LEP) and Liverpool City Council (LCC).

20.2.3 Consultees

The societal value assessment (undertaken by Real Worth), engaged with the Club, Everton in the Community (EitC) staff, EitC beneficiaries and the People's Project Design Team to identify, analyse, quantify and communicate the societal (social and environmental) value of the Goodison Park Legacy Project and the growth of EitC. The social and heritage value assessment (undertaken by Simetrica) relied on a survey-based approach, which sought to gather the view of almost 2,000 residents from across the Liverpool City Region (LCR).

20.2.4 Scoping

Merseyside Environmental Advisory Service (MEAS) on 23 June 2017 stated that 'consideration needs to be given to the displacement of existing businesses'.

As the site benefits from an extant permission, development would be brought forward irrespective of the proposed development, and therefore Peel L&P have committed to finding a suitable location for the businesses currently operating on-site to relocate to. As such, no employment will be lost overall in this regard.

No further comments were received.

20.2.5 Consideration of Climate Change

The consideration of climate change is not relevant to the assessment of socio-economic impacts of the proposed development.

20.2.6 Consideration of Human Health

The social value assessment contained within Appendix 20.2 considers the social value impact of the proposed development on health (physical/mental) and wellbeing.

20.2.7 Consideration of Risk of Major Accidents and/or Disasters

The consideration of risk of major accidents and/or disasters is not relevant to the assessment of socio-economic impacts of the proposed development.

20.2.8 Alternatives

The future baseline, i.e. the consideration of the outline planning permission (OPP) relating to the Liverpool Waters application (reference 10O/2424) as varied by the non-material amendments to the original

permission, the most recent of which was approved on 23 August 2019 (reference 19NM/1121), has been set out within Section 20.7.

20.2.9 Geographical Scope of Assessment

The following spatial designations were deemed the most appropriate for measuring the contribution of the proposed development:

- Local – Kirkdale Ward (BMD) and County Ward (Goodison Park);
- Sub-Regional – LCR;
- Regional – North West Region (NWR); and
- National – UK.

Liverpool City and North West regions were deemed the most appropriate for reporting purposes given the economic influence of the proposed development, the relative compactness of Liverpool City and the need to reflect the potential influence within the North West region. In addition, it was necessary to use geographically aggregated data where appropriate, as the use of salary and other sensitive data meant it was necessary to safeguard client confidentiality.

20.2.10 Temporal Scope of Assessment

Site preparation and enabling works would commence in Q3 2020. The proposed development is anticipated to be operational in Q4 2023 for the commencement of the football season.

For the purposes of the assessment, two stages of the proposed development have been assessed: construction stage and operational stage.

The social value is the value generated over a ten year period (in terms of changes to people's lives) and the social and heritage value is the value generated over a 30 year period (perceived value of the new stadium).

20.2.11 Assessment of Baseline Conditions & Receptor Sensitivity

The existing characteristics of the local area form the baseline against which the proposed development and its impacts are considered.

The approach to forming the baseline was to analyse highly confidential information across a range of output variables received from the Applicant. These variables were then be used to support accurate estimates of the potential impacts of the proposed development, by modelling the results in accordance with Green Book, HCA and related guidance. In order to support this approach, the following details were sourced from the Applicant and associated entities such as EitC:

- Latest Everton business plan/annual report;
- Bramley Moore Dock (BMD) proposals/business plan/wider development site plan;
- Goodison Park re-development legacy proposals/business plan/site plan;
- Latest EitC annual report, impact reports, masterplan and outcome results;

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- All personnel wages by geography (domicile);
- Volunteer numbers and costs;
- Marketing spend/value;
- Supplier expenditure (all sites) by geography (source PAYE location);
- Supporters data; and
- Any other source of expenditure or income generation.

In addition, with regard to the social value assessment, the information was obtained via direct interviews supported by information from monitoring reports, testimonials, case studies, participant survey information, academic studies and reports of EitC programs, other reporting requirements for funders and direct correspondence with program delivery teams. The social value and heritage value assessment undertaken by Simetrica used online and face to face surveys as the primary source of data.

The following receptors have been considered in this assessment:

- Labour Market & Employment;
- Labour Market & Skills;
- Local Economy; and
- Local Community.

Table 20.1 sets out the scale of sensitivity that has been applied to receptors identified and considered within this assessment.

Table 20.1
Scale of Receptor Sensitivity Used in the Assessment

SENSITIVITY	DESCRIPTION
High	Local site and neighbourhood population and economy (especially where there is low resilience).
Medium	Local authority and regional population and economy (especially where there is medium resilience).
Low	National population and economy (especially where there is high resilience).

20.2.12 Assessment of Magnitude

The assessment was undertaken based on the description of development contained in chapter 3 of this volume of the ES. Table 20.2 indicates the scale of impact magnitude that has been used in undertaking the assessment.

Table 20.2
Scale of Impact Magnitude Used in the Assessment

MAGNITUDE	DESCRIPTION
Large	Substantial effect on receptors and high number of receptors affected.
Medium	Noticeable effect on receptors and medium number of receptors affected.

Small
Hardly perceptible effect on receptors and low number of receptors affected.

20.2.13 Assessment of Significance

The assessment of significance within this chapter is based on the matrix presented in Table 20.3.

Table 20.3
Significance Matrix

MAGNITUDE OF EFFECT	SENSITIVITY OF RECEPTOR		
	High	Medium	Low
Large	Major Significance	Moderate Significance	Minor Significance
Medium	Moderate Significance	Minor Significance	[1]
Small	Minor Significance	[1]	Negligible Significance

[1] The choice between 'Minor Significance' and 'Negligible Significance' will depend on the specifics of the impact and will be down to professional judgement and reasoning.

n.b. 'Negligible Significance' includes 'Neutral' and 'No Impact' assessments.

20.2.14 Relevant Associated Development

No associated development is proposed which is of relevance to this chapter.

20.2.15 Assumptions/Limitations

Key assumptions/limitations for the economic impact assessment, social value assessment and the social and heritage value assessment are presented in Appendices 20.1, 20.2 and 20.3 respectively.

The key assumptions/limitations for the chapter are:

- Due to the Applicant's fundamental commitment to ensuring local benefits and the generation of training and apprenticeships, including employers' requirements for such measures within early contractor tender exercises, the consideration of these has been combined with the design interventions and undertaken as one comprehensive assessment rather than the individual interventions being broken down.
- The generation of additional wage income and household income effects are interchangeable.
- The future baseline assumptions consider that the construction employment associated with the Liverpool Waters permission would be deployed elsewhere within the development, as the Applicant has still secured the ability to build up to the maximum development associated with BMD.
- The future baseline assumptions consider that the BMD uses associated with the Liverpool Waters permission would also be deployed elsewhere within the development, as the Applicant has still secured the ability to build up to the maximum development associated with BMD.

- With regard to the cumulative assessment, where the deadweight (and not only in displacement terms) of the proposed development has been taken into consideration, Goodison Park is a cumulative scheme given its operational and EitC links to the Club.
- The financial data reported in the chapter is drawn from the technical reports at Appendices 20.1, 20.2 and 20.3. By its nature it has been calculated through a number of mechanisms that have attributed it to various sources such as spend, job creation, revenue and income. As a consequence, through the consideration of indirect and induced multiplier effects, there may be some limited data duplication. As far as practicable this has been avoided, but it should be noted that this cannot be ruled out entirely.

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20.3 BASELINE CONDITIONS

KEY RECEPTORS	DESCRIPTION	SENSITIVITY	FURTHER INFORMATION
Deprivation	<p>LCR is ranked the 4th most deprived local authority area nationally. At a sub-regional level, there are significant and challenging issues despite many years of public intervention to address them.</p> <p>At the local level, it is clear that the issues apparent at the sub-regional level are significantly heightened for Kirkdale ward. Deprivation indices for North Liverpool demonstrate a community that is suffering severe deprivation against all indicators, with declining populations reflective of an area which remains in economic distress. Parts of these wards are within the 1% most deprived in the country.</p> <p>Deprivation indices that showed prevalence in the North Liverpool wards were Employment, Crime, and Education, Skills and Training.</p>	N/A	Appendix 20.1, Volume III
Labour Market & Employment & Skills	<p>The site was previously used for aggregate storage and distribution, operated by Mersey Sands. However, the lease for this use expired in August 2019. Cataclean’s lease expired in December 2019. The site remains occupied by Svitzer, which operates their tug boat services, until their lease expires in May 2020.</p> <p>The LCR is one facing major socio-economic challenges driven by a complex set of problems including a mix of major deprivation, severe supply side weaknesses and a significant lack of opportunities (compounded by uncertainty in relation to Brexit). This was illustrated in the LCR Growth Strategy ‘Building Our Future’ (2016), which highlights significant issues in terms of:</p> <ul style="list-style-type: none">Jobs Gap — LCR has the lowest employment rate of the largest cities in the UK and very low jobs density compared with other core cities.Worklessness — High levels of long-term sickness and significantly higher proportions of workless households than the national average.Skills Gap — One of the lowest educational attainment and skilled worker rates in the country. 15.9% of the population lack any formal qualifications, whereas only 25.7% have any higher level qualifications.	High	Appendix 20.1, Volume III
Local Economy	<p>The LCR Growth Strategy ‘Building Our Future’ (2016) also highlights the following significant issues in terms of the local economy:</p> <ul style="list-style-type: none">Wealth Gap — GVA per head remains about three quarters of the UK average (£20,696 against £27,555) implying an aggregate £10bn wealth gap.Productivity Gap — High levels of economic inactivity contribute to very low wealth per person at £20,696 GVA per capita.Business Gap — Generated by low business birth and survival rates, a relatively small stock of businesses, coupled with an over-dependence on public sector jobs. In 2019, there were only 274 businesses per 10,000 population.	High	Appendix 20.1, Volume III
Local Community	<p>The following items represent the social context of the local area:</p> <ul style="list-style-type: none">Ethnic diversity was half the national average in North Liverpool wards, with just 8.1% of the population identifying as BAME (Black, Asian, Minority Ethnicity) compared to 17.6% nationally.Qualification attainment is low in the North Liverpool wards, with 40% of working age adults having no qualifications, almost double the national level of 22.7%. Only 12% of 16-64-year-old residents have achieved a Level 4 qualification, compared to 27.2% nationally.Life expectancy was 5 years lower than the national average in the North Liverpool wards in 2015-2017. Major diseases such as cancer, cardio-vascular disease and respiratory diseases all had extremely high Standardised Mortality Rates (SMR) compared to Liverpool and the country. Alcohol-related deaths were high in all four of the wards, at an average of 3,682 deaths per 100,000 population, compared to 2,919 for Liverpool. Mental health problems showed higher occurrence than at borough and national levels, across the four wards. This was true for common mental health problems as well as for more severe mental health problems. Severe mental health problems had a prevalence of 1,722 per 100,000 population compared to 860 per 100,000 population nationally. Child obesity levels were extremely high for the area, 25.7% for 4-5-year-olds and 41.1% for 10-11-year-olds, compared to 9.3% and 19.6% respectively for the country.In 2018 crime rates were high in the North Liverpool wards, at an average of 147 crimes per 1,000 population and were highest in Everton and County wards. In December 2018 violent crime made up 30% of all crime and 15% was anti-social behaviour. In 2018 the crime rate for the seven wards was 143.0 per 1,000 population, with a peak in Linacre of 220 crimes per 1,000 population. In December 2018, 29% of all crime was violent crime and 21% was anti-social behaviour.The city of Liverpool and the wider Merseyside area are rich in cultural and sporting heritage. Liverpool is home to a number of heritage landmarks and historic areas of national and international importance from the underground arts and music scenes that have developed world renowned artists, being home to two Premier League football clubs, and being the British empire’s major trading port in the 18th, 19th, and early 20th centuries. This includes the built heritage that is conserved within the city’s many important Conservation Areas. Elements of Liverpool’s Waterfront along with parts of the City Centre were designated as a World Heritage Site in 2004 by the United Nations Educational, Scientific and Cultural Organization (UNESCO). In 2015 the city was awarded a City of Music status by UNESCO due to music’s place at the heart of Liverpool’s contemporary culture, education and the economy. Footballing culture is also integral to the heritage of the city. Everton and Liverpool have an important role in the history, heritage and culture of Liverpool.	High	Appendix 20.2 and 20.3, Volume III

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20.4 POTENTIAL SIGNIFICANT IMPACTS

PHASE	DESCRIPTION	ADVERSE/BENEFICIAL
Construction	Employment Impact: The proposed development will support construction jobs both directly and indirectly.	Beneficial
Construction	Training & Apprenticeship Impact: An increase in the number of construction training/apprenticeship programmes.	Beneficial
Construction	GVA Impact: The construction phase will generate additional wage and expenditure based GVA for the local economy.	Beneficial
Operation	Employment Impact: The proposed development will support operational jobs directly and create other job opportunities indirectly.	Beneficial
Operation	GVA Impact: The operational phase will generate additional wage and expenditure based GVA for the local economy.	Beneficial
Operation	Wage Income: The operational phase will generate additional wages for the local economy.	Beneficial
Operation	Expenditure: The operational phase will generate additional expenditure for the local economy, through the supply chain, supporters, events and tourism.	Beneficial
Operation	Marketing Value: The operational phase will generate an increase in marketing and sponsorship revenue for Everton Football Club, which in turn supports the marketability of the wider community.	Beneficial
Operation	Social Value: The increase in societal value as a result of the proposed development; i.e sustainable return generated.	Beneficial
Operational	Social & Heritage Value: The value that people place on cultural heritage in the city and specifically the impact and value of a new stadium for Everton at BMD.	Adverse/Beneficial*

*This impact has the potential to have either adverse or beneficial effects, therefore the balance has been considered within the assessment.

20.5 DESIGN INTERVENTIONS AND MITIGATION & ENHANCEMENT MEASURES

PHASE	DESIGN INTERVENTIONS & POSSIBLE EFFECT BEING MITIGATED/ENHANCED	DESIGN INTERVENTION & MITIGATION/ENHANCEMENT MEASURE	HOW SECURED / TRIGGER	MAGNITUDE	ADVERSE/BENEFICIAL	FURTHER INFORMATION
Construction	Generation of construction employment	<p>The Construction Management Plan (CMP) includes the following commitments:</p> <ul style="list-style-type: none">■ Creating a pipeline of future talent (apprentices) where requirements will be reviewed for on-site, off-site and heritage;■ Supporting economic growth (employment and supply chain);■ Running programmes in partnership with EitC, mirroring their programmes using construction as a ‘pull’, as they do with sport;■ Being innovative by moving away from traditional commitment to just numbers, i.e. work experience, school visits, combining these into meaningful and structured programmes where benefits can be seen; and■ Supporting adults on EitC programmes to the jobs market.	Planning condition	Large	Beneficial	N/A

20.6 ASSESSMENT INCLUDING DESIGN INTERVENTIONS AND MITIGATION & ENHANCEMENT MEASURES

PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE	SIGNIFICANCE	FURTHER MITIGATION PROPOSED?	FURTHER INFORMATION
Construction	Labour Market & Employment	Employment Impact: The capital cost of building a new stadium at BMD is estimated at £335m. Due to complexities of construction associated with the enabling works, protection and retention of heritage assets and construction of the stadium itself, a significant number of highly-skilled construction workers will be required. As such, the £335m of total expenditure is expected to create over 5,600 jobs for the region.	Large	Major Beneficial	No	Appendix 20.1, Volume III
Construction	Labour Market & Skills	Training & Apprenticeship Impact: The proposed development is likely to require significant skills and training programmes locally in order to support local entry to these job opportunities. The assumption for trainees generated by a development scheme is 1 trainee/apprentice per £1m of construction spend. Therefore, the development of a new stadium at BMD could generate places for 335 new trainees or apprentices.	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III
Construction	Local Economy	GVA Impact: From the £335m of total expenditure, the project generates a GVA of £271m.	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III

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PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE	SIGNIFICANCE	FURTHER MITIGATION PROPOSED?	FURTHER INFORMATION
Operation	Labour Market & Employment	<p>Employment Impact: Taking account of additionality factors, the impact of the new stadium is estimated to create 93 net additional jobs at the sub-regional level and around 196 net additional jobs at the regional level.</p> <p>The impact of the new stadium on supplier jobs is therefore to increase the scale of net additional jobs supported by 15 jobs at the sub-regional level and 69 jobs supported at the regional level.</p> <p>The new stadium should expect to attract approximately 1.15m football fans to the city each season. The assessment indicates that this should support 20 additional jobs at the sub-regional level.</p> <p>If five non-footballing events were held at the new stadium during the year then this would support 184 jobs locally at the sub-regional level.</p>	Small	Minor Beneficial	No	Appendix 20.1, Volume III
Operation	Labour Market & Employment	<p>GVA Impact: In terms of the direct stadium impacts there will be GVA impacts flowing from the enhanced operations at the new stadium. Taking account of additionality factors, estimated net additional GVA of almost £5m at the sub-regional level and more than £9m at the regional level is expected at the operational stage of the proposed development.</p> <p>Suppliers to Everton make a considerable contribution to the local and regional economy; in total they spend almost £19m of which around 50% are with regional based companies. The enhanced stadium will therefore increase the scale of net additional GVA by £0.72m at the sub-regional level and approximately £3m at the regional level.</p> <p>The enhanced stadium will generate additional supporters which would yield £0.96m of GVA at the sub-regional level.</p> <p>If five non-footballing events were held at the new stadium during the year then this would yield approximately £4.9m of GVA at the sub-regional level.</p>	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III
Operation	Local Economy	<p>Wage Income: Taking account of additionality factors, estimated net additional wage income at the sub-regional level is therefore estimated at £14.5m annually; rising to over £58m at the regional level.</p>	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III
Operation	Local Economy	<p>Expenditure: As mentioned above, suppliers to Everton make a considerable contribution to the local and regional economy; in total they spend almost £19m of which around 50% are with regional based companies. The enhanced stadium will therefore increase the scale of net additional expenditure by £1.8m at the sub-regional level and £4.6m at the regional level.</p> <p>The new stadium should expect to attract approximately 1.15m football fans to the city each season. The assessment indicates that this should yield net additional local expenditure of £2.38m at the sub-regional level.</p> <p>If five non-footballing events were held at the new stadium during the year then this would yield approximately £11m of additional direct spending at the sub-regional level.</p> <p>Assuming that the displacement effects of the new stadium is very low then the net additional spending by additional tourists/visitors would amount to approximately £9.3m at the sub-regional level.</p>	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III
Operation	Local Economy	<p>Marketing Value: Current sponsorship assesses that value as being £40m in 2019. A conservative estimate of the marketing and sponsorship revenue for the Applicant at 2024 is estimated to be £55m — a net additional increase of £15m as a result of the new stadium development.</p>	Medium	Moderate Beneficial	No	Appendix 20.1, Volume III
Operation	Local Community	<p>Social Value: Maintaining the presence of Everton Football Club within its immediate and wider community is extremely important. Evidence from the Mental Health Forum highlights the importance of football and associated clubs to the psychological well-being of supporters and in turn the immediate community — in this case the Blue Path**. Maintaining the linkages therefore between the old and new stadium is of heightened importance to the Applicant.</p> <p>In addition, the total additional societal value of the growth of EitC as a result of the relocation of the Club to BMD over the 10-year period is £102.9m, or £10.3m annually.</p> <p>**The Blue Path is intended to link Goodison Park with BMD via a series of development, wayfinding and signage.</p>	Medium	Moderate Beneficial	No	Appendix 20.1 and 20.2, Volume III
Operation	Local Community	<p>Social & Heritage Value: The assessment elicits preferences from respondents to hypothetical scenarios. These scenarios ask respondents to gauge their willingness to pay (WTP) for proposed changes that would enhance their welfare, or willingness to accept (WTA) compensation for those changes which would reduce their welfare. These scenarios are hypothetical and respondents are not required to pay or receive compensation.</p> <p>The assessment of the social and heritage value of the new stadium and its supporting uses is calculated by combining the positive WTP of those who would prefer to have a stadium development at the site (76% of the sampled population) with the negative WTA compensation — which is the amount required to reimburse those who would prefer to keep BMD in its current condition (12% of the sampled population). This assessment provided the following results:</p>	Medium	Moderate Beneficial	No	Appendix 20.3, Appendix III

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PHASE	RECEPTOR(S) AFFECTED	IMPACT	MAGNITUDE	SIGNIFICANCE	FURTHER MITIGATION PROPOSED?	FURTHER INFORMATION
		<div><div><div>A present value (PV) for the stadium development among those who would be WTP for the new stadium of £218million over a 30-year evaluation period.</div><div>A present value (PV) among those who would prefer keeping BMD in its current condition of £13million over a 30-year evaluation period.</div></div><div>The two values must be considered in combination, since some respondents in Merseyside considered that they would be positively and some negatively affected by the stadium development. The net present value of the stadium development at BMD to the Merseyside population is therefore positive at £205million over 30 years, which demonstrates that the people of Liverpool attach a significant positive social and heritage value to delivering a new stadium at BMD. This figure captures the wider social and heritage benefits and impacts of the new stadium and does not duplicate the above economic benefits, which are additional to this figure.</div></div>				

20.7 RESIDUAL EFFECT

The residual (post-mitigation) effects remain as per those detailed in Section 20.6 of this ES Chapter.

Phase	Receptor	Residual Impact	Residual Effect						Impact under Liverpool Waters Permission	Change from Liverpool Waters Permission
			Significance	Adv/Ben	St/Mt/Lt	D/Ind	P/T	R/IRR		
Construction	Labour Market & Employment	Generation of construction employment	Major	BEN	ST	D	T	R	Intermediate Beneficial	Moderate improvement due to complexities of construction associated with the stadium which will require a significant number of highly-skilled construction workers
Construction	Labour Market & Skills	Generation of training and apprenticeship opportunities	Moderate	BEN	ST	D	T	R	Not previously assessed	N/A
Construction	Local Economy	Generation of GVA	Moderate	BEN	ST	D	T	R	Intermediate Beneficial	No significant change
Operation	Labour Market & Employment	Generation of operational employment It should be noted that the only existing employment on-site is related to Svitzer. It is understood that the existing employment will be relocated, and not lost.	Minor	BEN	LT	D	P	R	Major/Intermediate Beneficial	No significant change
Operation	Labour Market & Employment	Generation of GVA	Moderate	BEN	LT	D	P	R	Major/Intermediate Beneficial	No significant change
Operation	Local Economy	Generation of additional wage income	Moderate	BEN	LT	D	P	R	Not previously assessed	N/A
Operation	Local Economy	Generation of additional expenditure	Moderate	BEN	LT	D	P	R	Not previously assessed	N/A
Operation	Local Economy	Increase in marketing and sponsorship revenue	Moderate	BEN	LT	D	P	R	Not previously assessed	N/A
Operation	Local Community	Generation of societal value	Moderate	BEN	LT	D	P	R	Not previously assessed	N/A
Operation	Local Community	Social and heritage value associated with the new stadium	Moderate	BEN	LT	D	P	R	Not previously assessed	N/A

Key: ADV/BEN = Adverse/Beneficial; ST/MT/LT = Short-term/Medium-term/Long-term; D/IND = Direct/Indirect; P/T = Permanent/Temporary; R/IRR = Reversible/Irreversible

20.8 SOCIO-ECONOMICS: INTER-DEVELOPMENT CUMULATIVE SCHEME EFFECTS

In regards to cumulative scheme effects it is considered that Goodison Park is linked to the development of the proposed development.

The Ten Streets development is the closest largest scheme that has not yet been approved and therefore will be the most impacted by the proposed development coming forward.

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It has been assumed that that the Liverpool Waters development earmarked for the BMD site has been redeployed within the wider Liverpool Waters development. Therefore, none of the benefits (e.g. jobs) would be lost as a result of the proposed development.

As such, the impacts of the Goodison Park and Ten Streets (comprising land to the north of the Titanic Hotel) developments have been considered within the cumulative assessment, as it is considered that these schemes would have the most significant relevant effects. None of the other schemes have been considered.

CUMULATIVE SCHEME	SCHEME DESCRIPTION	POTENTIAL FOR CUMULATIVE EFFECTS?	CONSIDERED WITHIN ASSESSMENT?
Goodison Park	Redevelopment of the Everton FC Football Stadium — Goodison Park. Mixed use residential development.	This scheme has the potential to generate additional societal value.	Yes
Ten Streets	Comprehensive redevelopment with mixed uses including digital and creative industries as part of a Cultural Enterprise Hub, residential, hotels and leisure (9.84ha).	This scheme has the potential to generate construction jobs, construction GVA, resident and employee expenditure, operational jobs and operational GVA.	Yes

PHASE	RECEPTOR	POTENTIAL CUMULATIVE EFFECT	ADDITIONAL MITIGATION (IF REQUIRED)	CUMULATIVE RESIDUAL EFFECT					
				SIGNIFICANCE	ADV/BEN	ST/MT/LT	D/IND	P/T	R/IRR
Construction	Labour Market & Employment	<u>Generation of construction employment</u> In regards to Goodison Park, an additional £76m in construction value and investment into the local economy would generate over 1,400 FTE jobs during the construction phase. In regards to Ten Streets, an additional £212m in construction value and investment into the local economy would generate over 3,500 FTE jobs during the construction phase. This would remain a Major Beneficial cumulative effect.	None Required	Major	BEN	ST	D	T	R
Construction	Labour Market & Skills	<u>Generation of training and apprenticeship opportunities</u> In regards to Ten Streets and Goodison Park, there would be additional training and apprenticeship opportunities. This would remain a Moderate Beneficial effect.	None Required	Moderate	BEN	ST	D	T	R
Construction	Local Economy	<u>Generation of GVA</u> In regards to Goodison Park, an additional £67m would be generated in GVA during the construction phase. In regards to Ten Streets, an additional £171m would be generated in GVA during the construction phase. This would result in a Major Beneficial cumulative effect.	None Required	Major	BEN	ST	D	T	R
Operation	Labour Market & Employment	<u>Generation of operational employment</u> In regards to Goodison Park, a net additional 450 operational jobs would be generated during the operational phase, plus 23 net additional EiTC jobs and 45 additional volunteer jobs. In regards to Ten Streets, an additional 2,000 operational jobs would be generated during the operational phase. This would result in a Major Beneficial effect.	None Required	Major	BEN	LT	D	P	R
Operation	Labour Market & Employment	<u>Generation of GVA</u> In regards to Goodison Park, an additional £22m would be generated in GVA from the additional jobs and almost £7m from the household income during the operational phase. In regards to Ten Streets, an additional almost £100m would be generated in GVA during the operational phase. This would result in a Major Beneficial effect.	None Required	Major	BEN	LT	D	P	R
Operation	Local Economy	<u>Generation of additional household income</u> In regards to Ten Streets and Goodison Park, therefore would be additional household income. This would remain in a Moderate Beneficial effect.	None Required	Moderate	BEN	LT	D	P	R

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PHASE	RECEPTOR	POTENTIAL CUMULATIVE EFFECT	ADDITIONAL MITIGATION (IF REQUIRED)	CUMULATIVE RESIDUAL EFFECT					
				SIGNIFICANCE	ADV/BEN	ST/MT/LT	D/IND	P/T	R/IRR
Operation	Local Economy	<u>Generation of additional expenditure</u> In regards to Goodison Park, an additional £1.42 of supplier, EITC wage and volunteer expenditure from new residents would be generated during the operational phase. This would result in a Major Beneficial effect.	None Required	Major	BEN	LT	D	P	R
Operation	Local Economy	<u>Increase in marketing and sponsorship revenue</u> This effect is specific to the proposed development, and therefore would remain in a Moderate Beneficial effect.	None Required	Moderate	BEN	LT	D	P	R
Operation	Local Community	<u>Generation of societal value</u> In regards to Goodison Park, 20% of the future growth of EitC (and all the benefits associated with it) is considered attributable to the stadium move to BMD. The following programmes are potential mitigation measures which will be directly associated with the stadium move to BMD: <ul style="list-style-type: none">Part of the expanded EitC Programme will be to deliver a ‘Prevent Agenda’ which has been developed in association with the Home Office. Everton in the Community will be the lead delivering agent within a Merseyside Alliance involving Liverpool Football Club, The Princes Trust and The Shrewsbury House Youth Club. The project will deliver a range of existing and bespoke activities that target young people aged 8 – 19 (and up to 25 with employability provision) to prevent serious violence and criminal exploitation across the Liverpool City Region. Up to 15 secondary schools will be targeted across Merseyside along with over 30 feeder primary schools. Targeted interventions will focus on South Sefton, North Liverpool, Liverpool Central, Huyton (across Knowsley) and Toxteth/Speke-Garston, and Halton. This represents a significant widening of the EitC mainstream catchment area and will launch the programme as a significant social intervention body across the City-Region.The package of projects and support initiatives will incorporate a large part of the existing EitC Programme but will involve an expansion of some of the themes. The Pathways theme in particular will receive increased investment in order to give Year 10 and 11 students hands-on experience in industry. The theme will also include a 120-hour skills and employability initiative working with groups of young people at risk of being NEET (Not in Education, Employment or Training), and the potential to work with schools to offer progressive support to keep young people in education or progress into work or apprenticeships.The expanded Programme will also include guidance and mentoring for social action projects, ‘world of work’ days, and enterprise programmes. The objective of the EitC Growth Strategy is to build on the successes of the existing Programme but target its efforts toward young people who are either excluded from economic and social development or at risk of being drawn into criminal or destruction behaviour because of a lack of alternative opportunity. These measures will result in a Major Beneficial effect. Further details can be found within Appendix 20.2, Appendix III.	None Required	Major	BEN	LT	D	P	R
Operation	Local Community	<u>Social and heritage value associated with new stadium</u> This effect is specific to the proposed development, and therefore would remain in a Moderate Beneficial effect.	None Required	Moderate	BEN	LT	D	P	R

Key: ADV/BEN = Adverse/Beneficial; ST/MT/LT = Short-term/Medium-term/Long-term; D/IND = Direct/Indirect; P/T = Permanent/Temporary; R/IRR = Reversible/Irreversible