

6. Socio-Economics and Human Health

Introduction

- 6.1 This Chapter reports the outcome of the assessment of likely significant environmental effects arising from the Proposed Scheme in relation to socio-economics and human health.
- 6.2 The Chapter describes the consultation that has been undertaken during the EIA, the scope of the assessment and assessment methodology, and a summary of the baseline information that has informed the assessment.
- 6.3 A number of effects have been avoided in advance of the assessment and where relevant these are clearly stated. The assessment reports on the likely significant environmental effects, the further mitigation measures required to prevent, reduce or offset any significant adverse effects, or further enhance beneficial effects. The conclusions are provided both in terms of the residual effects and whether these are considered significant.
- 6.4 This Chapter, and its associated figures and appendices, is intended to be read as part of the wider ES with particular reference to the introductory chapters of this ES (**Chapters 1 - 5**). It can also be read alongside the Socio-Economic Statement submitted with the application.
- 6.5 In addition, this Chapter should be read in conjunction with **Chapter 13 – Cumulative Effects Assessment**.

Legislative Framework and Guidance

- 6.6 There is no formal or specific legislation guiding the assessment of effects within this Chapter.
- 6.7 The following guidance has informed the assessment of effects within this Chapter:
- Homes and Communities Agency (2014) Additionality Guideⁱ (4th edition)
 - Healthy Urban Development Unit (HUDU) Rapid Health Impact Assessment Toolⁱⁱ (4th edition)

Summary of Consultation

- 6.8 No formal consultation has been undertaken to inform this assessment, on the basis that the EIA Scoping Report identified the potential only for significant socio-economic effects that are beneficial in nature. As such, no discussion to identify mitigation solutions was required.

Scope of the Assessment

- 6.9 An EIA Scoping Report was submitted to LCC in January 2020, as presented as **Appendix 2.1**. This section provides confirmation on the scope of the assessment presented within this Chapter following submission of the EIA Scoping Report.

Effects which are Not Significant

- 6.10 The commercial nature of the Proposed Scheme means that certain socio-economic and human health effects often resulting from new development are not relevant. The Proposed Scheme will not affect the number of new homes in the area or generate demand for school places or other forms of social infrastructure, for example, and it will not materially affect how people access food or leisure facilities.
- 6.11 Beyond this initial exercise, the following effects were identified through the EIA Scoping Report as potentially relevant to the Proposed Scheme, but will not be considered further within the Chapter because they are deemed to be not significant. The effects and evidence to support this are represented and updated as below.

Change in crime levels and community safety

- 6.12 Site security arrangements for the Proposed Scheme during the construction phase will be in line with the requirements set out in the Construction (Design and Management) Regulations 2015 and appropriate levels of security (personnel/CCTV) will be provided. Appropriate measures are and will remain in place to minimise the extent to which existing operations affect crime levels and community safety, and it is anticipated that these measures will be adapted and improved as necessary to reflect the increased stadium capacity following completion of the Proposed Scheme. As a result, there are unlikely to be significant effects in relation to crime and this will not be considered further.

Change in social cohesion and lifetime neighbourhoods

- 6.13 The urban form of the nearby residential areas will not be affected by the Proposed Scheme. Communities will not be displaced or moved as a result of construction or operational activities. Therefore, the impact of the Proposed Scheme on social cohesion is not significant and will not be considered further.

Active travel and public transport connections

- 6.14 A Transport Strategy is in place and has been updated as part of the Proposed Scheme. It includes the provision of bus services on match days to maximise use of public transport. It further incorporates way finding signage to promote journeys by foot and rail, and provides cycle parking at the Stadium to support trips by bike. Within this context, the impact of the Proposed Scheme on active travel and public transport connections is not significant and will not be considered further.

Likely Significant Effects

- 6.15 The following effects are considered elsewhere in the ES:
- Noise impacts affecting the population caused by matches, concerts, plant and traffic are discussed in **Chapter 11 – Noise and Vibration**.

- 6.16 The following effects (**Table 6.1**) – which following scoping relate exclusively to socio-economics, as distinct from human health – are considered potentially significant and are reported within this Chapter:

Table 6.1: Likely Significant Effects

Likely Significant Effect	Applicable Phase
Creation of direct, indirect and induced employment opportunities	Construction and operation
Economic productivity generated, measured in gross value added	Construction and operation
Expenditure of visitors in the local and wider economy	Operation

Extent of the Study Area

- 6.17 Socio-economic effects are assessed at various spatial scales, although there is no available guidance or policy to inform the definition of appropriate study areas for the purposes of socio-economic assessments. As such, it is considered reasonable to define study areas based on an understanding of relevant local and wider economic geographies, and the extent to which socio-economic effects are likely to be contained within these geographies. The availability and reliability of socio-economic data at various spatial scales is also a factor taken into consideration, with study areas therefore defined to align with established statistical geographies.
- 6.18 The following study areas – illustrated at **Figure 6.1** – have been defined and are referenced throughout the Chapter:
- A **neighbourhood impact area** covers the wards of Anfield and Everton, in recognition that the Site is located in the former but adjacent to the boundary with the latter. There is potential for certain socio-economic effects to be realised at this scale, given that the Club typically draws around 16% of its directly employed matchday workforce from three postcode districtsⁱⁱⁱ (L4/L5/L6) that broadly align with these wards;
 - A **local impact area** reflects the administrative area of Liverpool City Council, on the basis that the Club typically draws 59% of its directly employed matchday workforce from this area¹; and
 - A **wider impact area** captures the entire Liverpool City Region, including the city of Liverpool and the adjoining authorities of Halton, Knowsley, Sefton, St Helens and Wirral. These areas formally collaborate as a Combined Authority and Local Enterprise Partnership (LEP). There is also a relatively high level of economic containment, because the 2011 Census^{iv} indicated that the vast majority of jobs in the City Region (86%) are taken by people living therein. The city of Liverpool

¹ The EIA Scoping Report erroneously suggested that the Club drew 85% of its workforce from the city of Liverpool, but this actually reflects the *postcode area* of Liverpool (“L”) which extends into neighbouring Knowsley, Sefton and West Lancashire. This has been corrected within this Chapter

where the Site is located – similarly drew the majority of its workforce (91%) from the City Region.

Background Studies to Inform the ES

- 6.19 The Chapter has been partially informed by research commissioned and published by the Club into its wider economic impact during the recent 2017/18 season². This is used to supplement more recent data directly provided by the Club to inform this Chapter.
- 6.20 The Chapter incorporates and summarises all other information that has been drawn upon in undertaking the assessment. While the same information is presented in a separate Socio-Economic Statement, produced to support the planning application for the Proposed Scheme, it is not necessary to refer to that document to understand the findings of this Chapter.

Assessment Methodology

- 6.21 There is no singular guidance that sets out a methodology for assessing the socio-economic effects of development proposals. There is, however, official documentation of best practice – namely the Additionality Guide^v – which has been drawn upon where relevant in completing this assessment.
- 6.22 The assessment draws upon information held by the Club – as well as secondary datasets identified throughout – to estimate the quantifiable economic impacts likely to be generated during construction and operation of the Proposed Scheme, as follows:
- The number of employment opportunities created during the construction phase is estimated based on the projected construction costs introduced in **Chapter 4**. This is benchmarked against the average turnover per construction employee in the North West^{vi} before considering the impact of economic multiplier effects, leakage and displacement;
 - The gross value added (GVA) by those employed during the construction phase is estimated based on the average GVA per job in the local and wider construction industry^{vii};
 - Information supplied by the Club is drawn upon to estimate how the Proposed Scheme will affect the number of jobs normally provided on matchdays, before consideration is given to leakage, displacement and multiplier effects;
 - The GVA annually generated by the future matchday workforce is estimated based on the average GVA per job in the local and wider “recreation” industry, which includes sport stadia; and

² Deloitte (2019) The Economic Impact of LFC: key data from the Deloitte Report, season 2017/18

- The expenditure of those attending matches, concerts and major events held following completion of the Proposed Scheme is estimated based on geographic trends in recent ticket sales, supplied by the Club, and supplementary evidence on the average spend of visitors to the Liverpool City Region^{viii}.

Reporting of the Environmental Effect and Significance Criteria

- 6.23 The assessment of likely significant environmental effects as a result of the Proposed Scheme has taken into account the construction and operational phases.
- 6.24 The duration of the effect has been assessed as either 'short-term', 'medium-term' or 'long-term'. Short-term is considered to be up to 1 year, medium-term is considered to be between 1 and 10 years and long-term is considered to be greater than 10 years.

Determining Sensitivity of Receptor

- 6.25 The sensitivity of affected receptors has been considered on a scale of **high, medium, low or negligible**.
- 6.26 The sensitivity of receptors is determined through comparison with wider regional and national trends. Consideration is also given to the priority and value attributed to specific receptors in strategy and policy terms. The assessment is based on professional judgement.
- 6.27 In the absence of industry-wide guidance on assessing the significance of socio-economic effects, **Table 6.2** provides a general overview of the sensitivity criteria which have been applied in the assessment. Given the broad range of effects assessed within the Chapter, it is not possible to define specific criteria that would be applicable across all receptors. The sensitivity of each specific receptor is therefore discussed and justified in turn within the main body of the Chapter, based on these general principles.

Table 6.2: Defining Sensitivity of Receptor

Sensitivity	Definition
High	Receptor of national importance, with little ability to absorb, adapt to or recover from change.
Medium	Receptor of regional or local importance, with medium ability to absorb, adapt to or recover from change.
Low	Receptor of local importance, with some ability to absorb, adapt to or recover from change.
Negligible	Receptor of limited or no importance.

Determining the Magnitude of Change

- 6.28 The magnitude of change has been considered as the change experienced from the baseline conditions of the sensitive receptor and has been considered on a scale of **large, medium, small or negligible**. Further detail is provided at **Table 6.3**.

Table 6.3: Defining Magnitude of Change

Level of magnitude	Definition
Large	The change will result in significant changes to baseline conditions, or will be highly likely to affect large numbers of people and/or businesses over the long term. This is likely to be a very important consideration and material in the decision-making process.
Medium	The change will be demonstrable relative to baseline conditions, and is likely to affect a moderate number of people and/or businesses over a medium duration. The change may be important, but is not likely to be a key decision-making factor unless the cumulative effects of such factors lead to an increase in the overall effect on a particular socio-economic resource or receptor.
Small	The change will result in a perceptible difference from baseline conditions, and is likely to affect a small number of people and/or businesses over a limited period of time. The change may be raised as a local factor, but is unlikely to be critical in decision-making process.
Negligible	The change does not result in variation beyond baseline conditions, and is unlikely to measurably affect people and/or businesses.

Determining the Level of Effect

- 6.29 The level of effect has been assessed based on the magnitude of change due to the Proposed Scheme and then sensitivity of the affected receptor, as well as a number of other factors that are outlined in more detail in **Chapter 2 – Approach to EIA**. The level of effect has been based on professional judgement and **Table 2.2** has been a tool which has assisted with this process.
- 6.30 Whilst **Table 2.2** provides ranges, the level of effect is confirmed as a single level and not a range, informed by professional judgement. For each effect, it has been concluded whether the effect is '*beneficial*' or '*adverse*'. A statement is also made as to whether the level of effect is '**Significant**' or '**Not Significant**', again based on professional judgement.
- 6.31 The following terms have been used to define the significance of the effects identified and these can be 'beneficial' or 'adverse':
- **Major effect:** where the Proposed Scheme is likely to cause a considerable change from the baseline conditions and the receptor has limited adaptability, tolerance or recoverability or is of the highest sensitivity. This effect is considered to be 'Significant';
 - **Moderate effect:** where the Proposed Scheme is likely to cause either a considerable change from the baseline conditions at a receptor which has a degree of adaptability, tolerance or recoverability or a less than considerable change at a receptor that has limited adaptability, tolerance or recoverability.

This effect is considered more likely to be ‘Significant’ but will be subject to professional judgement;

- **Minor effect:** where the Proposed Scheme is likely to cause a small, but noticeable change from the baseline conditions on a receptor which has limited adaptability, tolerance or recoverability or is of the highest sensitivity; or where the Proposed Scheme is likely to cause a considerable change from the baseline conditions at a receptor which can adapt, is tolerant of the change or/and can recover from the change. This effect is considered less likely to be ‘Significant’ but will be subject to professional judgement; and
- **Negligible:** where the Proposed Scheme is unlikely to cause a noticeable change at a receptor, despite its level of sensitivity or there is a considerable change at a receptor which is not considered sensitive to a change. This effect is ‘Not Significant’.

Baseline Conditions

Attendance

- 6.32 The Stadium currently has capacity to accommodate up to 53,394 spectators on a normal matchday. Over a typical football season, in hosting up to 32 first team matches, it can therefore attract up to 1,708,608 spectators each year. This measures the number of *visits* to the Stadium rather than the number of individuals visiting, recognising that a single individual may attend multiple matches during a football season.
- 6.33 It is important to acknowledge that spectators are currently unable to attend matches at the Stadium, as a result of restrictions introduced during the COVID-19 pandemic that is ongoing at the time of writing. It is anticipated, however, that attendance will recover to utilise available capacity as restrictions are eased, eventually returning to the levels described above before the Proposed Scheme is completed.
- 6.34 Matches are typically attended both by local residents and people travelling to the city from further afield. Data supplied by the Club to inform this assessment broadly indicates that Liverpool residents – in the “L” postcode area³ – accounted for around 37% of those attending matches in the last full season (2018/19). Around one in five (21%) attendees were drawn from the adjacent postcode areas of Chester, Warrington, Preston and Wigan (CH/WA/PR/WN). Around one third of ticket sales originate from within the UK but outside of these proximate areas, with a further 10% originating from overseas.

Table 6.4: Geography of Ticket Sales (2018/19)

Postcode area		Proportion of ticket sales (2018/19)
Liverpool		36.6%
Adjacent:	Chester	10.2%

³ This covers the administrative area of the City and extends into neighbouring Knowsley, Sefton and West Lancashire

Postcode area	Proportion of ticket sales (2018/19)
Warrington	6.5%
Preston	2.8%
Wigan	1.8%
Other UK postcode areas:	32.2%
Overseas	9.9%
Total	100.0%

Source: Liverpool Football Club

- 6.35 Since 2019, the Stadium has also hosted concerts and major events in addition to first team football matches. A total of circa 178,000 people were attracted to the five such events⁴ held in 2019, with a sample of ticket sales for one concert suggesting that one in four travelled from beyond Liverpool and its adjacent postcode areas^{ix}.

Employment

- 6.36 On a normal matchday⁵, the Club directly employs an average of 1,963 staff with a further 443 people employed through agencies. The average matchday therefore provides employment for around 2,405 people in total, with up to 32 such matchdays per year. This has been disrupted by the pandemic, but is again expected to recover as restrictions are eased.
- 6.37 While more limited data is available for agency staff, the Club is known to draw around 16% of its directly employed matchday workforce – equivalent to circa 304 staff – from three postcode districts (L4/L5/L6) that broadly align with the neighbourhood impact area defined in this Chapter. Around 59% of the directly employed matchday workforce resides in the local impact area administered by Liverpool City Council, while 95% reside in the wider Liverpool City Region that forms the wider impact area.

Table 6.5: Place of Residence for Directly Employed Matchday Workforce (2019/20 season to November 2019)

Place of residence	Directly employed matchday employees	Proportion of directly employed matchday workforce
Neighbourhood impact area	304	15.5%
Local impact area	1,153	58.8%
Wider impact area	1,859	94.7%
Outside Liverpool City Region	104	5.3%

Source: Liverpool Football Club

⁴ Magic Weekend (two days), Take That, Bon Jovi and P!nk

⁵ Based on workforce data supplied by the Club for the first nine matchdays of the 2019/20 season (August – November 2019)

- 6.38 Concerts and major events provide further opportunities for employment. At least 1,850 people were employed as a direct result of each concert held in 2019, either directly by the Club or through agencies. The place of residence for those directly employed by the Club closely aligned with the profile shown above.
- 6.39 While the above focuses on jobs provided by the Club, its presence indirectly supports and induces further employment opportunities throughout the City and the wider City Region, through its supply chain and relationship with other businesses. It has been estimated that the Club supports a total of 4,564 full time equivalent (FTE) jobs throughout the City in this way, including but nearly doubling the current extent of its own matchday employment. This increases further to circa 5,706 FTE jobs throughout the City Region^x.

Jobs

- 6.40 The Business Register and Employment Survey^{xi} (BRES) produced by the Office for National Statistics (ONS) identifies that there are approximately 10,065 workforce jobs in Anfield and Everton as of 2018; the latest year available at the time of writing.
- 6.41 BRES data indicates that around 3,250 additional jobs have been accommodated in Anfield and Everton since 2015. Given that this represents a rate of growth (48%) which far exceeds that recorded in Liverpool and Liverpool City Region during the same period, it could be attributable to anomalies caused by the statistical registration of employment data at this very local scale. At higher spatial scales, where data recording is likely to be more consistent, it can be seen that employment growth within Liverpool (7.0%) exceeded that recorded in the wider Liverpool City Region (4.7%).

Table 6.6: Total Employment, 2015 – 2018

	Number of jobs		Change	
	2015	2018	Number	%
Anfield & Everton	6,815	10,065	3,250	47.7%
Liverpool	237,000	253,500	16,500	7.0%
Liverpool City Region	619,000	647,900	28,900	4.7%

Source: ONS via Nomis, BRES 2018

- 6.42 Consideration can also be given to the representation of certain industrial sectors, selected to provide context for the construction of the Proposed Scheme and isolate those sectors – relating either to recreation, tourism and leisure – most likely to be directly or indirectly affected by its operation.
- 6.43 As summarised in the following table, BRES data indicates that construction employment is under-represented in Liverpool and (to a slightly greater extent) in Anfield and Everton in comparison with the wider Liverpool City Region.

- 6.44 A significant proportion of jobs in Anfield and Everton are within the arts, entertainment and recreation industry, which includes sports activities. The 3,450 jobs recorded in this sector in 2018 represented almost a third (32.8%) of the neighbourhood's total jobs, far exceeding the proportions in Liverpool (3.9%) and the wider City Region (2.9%). This illustrates the influential role of such activities in the local economy of Anfield and Everton.
- 6.45 Accommodation and food service activities represent a smaller proportion of jobs in Anfield and Everton than the wider city and City Region geographies. This employment sector is nonetheless particularly well-represented in Liverpool in comparison with the rest of the City Region.

Table 6.7: Employment by Sector, 2018

	Construction		Arts, entertainment & recreation		Accommodation & food services	
	Number of jobs 2018	% of all jobs 2018	Number of jobs 2018	% of all jobs 2018	Number of jobs 2018	% of all jobs 2018
Anfield & Everton	225	2.1%	3,450	32.8%	450	4.3%
Liverpool	7,000	2.8%	10,000	3.9%	22,000	8.6%
Liverpool City Region	26,000	4.0%	19,000	2.9%	46,000	7.1%

Source: ONS via Nomis, BRES 2018

- 6.46 Whilst BRES data appears to show that arts, entertainment and recreation has grown to a significant extent in Anfield and Everton since 2015, this is in all likelihood due to changes in employment registration causing anomalies in the historic data at the neighbourhood level⁶. Nonetheless, it can be seen that accommodation and food services did appear to grow to a greater extent in the neighbourhood than at the city or City Region levels.

Table 6.8: Change in Employment by Sector, 2015 – 2018

	Construction		Arts, entertainment & recreation		Accommodation & food services	
	Change 2015-18	% change	Change 2015-18	% change	Change 2015-18	% change
Anfield & Everton	-120	-34.8%	3,000	666.7%	50	12.5%
Liverpool	0	0.0%	4,000	66.7%	2,000	10.0%
Liverpool City Region	2,000	8.3%	4,000	26.7%	2,000	4.5%

Source: ONS via Nomis, BRES 2018

⁶ BRES recorded only 450 jobs in this sector in 2015, compared to some 3,450 jobs in 2018

Business Base

- 6.47 ONS business count data indicates that there are a total of 625 business units located in the Anfield & Everton area^{xii}. At all spatial scales, the vast majority of businesses are micro-businesses, with fewer than ten employees.

Table 6.9: Businesses by Number of Employees, 2020⁷

	Micro (0 to 9 employees)	Small (10 to 49)	Medium-sized (50 to 249)	Large (250+)	All businesses
Anfield & Everton	570	50	10	0	625
Liverpool	12,860	1,395	270	75	14,600
Liverpool City Region	38,000	4,190	785	185	43,160

Source: ONS via Nomis, UK Business Counts 2020

- 6.48 As shown in the following table, wholesale and retail trade businesses are those with the greatest business sector representation in Anfield and Everton, this type of business being more prevalent in the neighbourhood than recorded in Liverpool as a whole or the wider City Region.
- 6.49 It is noted that the 75 accommodation and food services businesses present in Anfield and Everton contribute to the sector having a greater representation in the area than recorded at the wider spatial scales. Similarly, the arts, entertainment and recreation sector is well represented in the neighbourhood in comparison with Liverpool and the rest of the City Region.

Table 6.10: Profile of Businesses, 2020⁸

	Anfield and Everton		Liverpool	Liverpool City Region
	Number of businesses	% of total	% of total	% of total
Wholesale and retail trade; repair of motor vehicles	125	19.7%	15.2%	14.8%
Transportation and storage	95	15.0%	6.4%	6.8%
Construction	80	12.6%	10.1%	12.7%
Accommodation and food services	75	11.8%	8.7%	7.5%

⁷ Note that the total number of businesses in Anfield and Everton appears not to sum due to rounding.

⁸ Note that the total number of businesses in Anfield and Everton appears not to align with the total presented in the previous table due to rounding.

	Anfield and Everton		Liverpool	Liverpool City Region
	Number of businesses	% of total	% of total	% of total
Administrative and support services	55	8.7%	10.6%	9.7%
Professional, scientific and technical activities	40	6.3%	16.9%	16.0%
Human health and social work	40	6.3%	4.7%	4.8%
Manufacturing	25	3.9%	4.0%	5.5%
Information and communication	25	3.9%	5.9%	5.5%
Real estate activities	25	3.9%	5.1%	3.8%
Arts, entertainment and recreation	20	3.1%	2.3%	2.1%
Other service activities	20	3.1%	5.0%	5.3%
Utilities	5	0.8%	0.2%	0.4%
Financial and insurance activities	5	0.8%	2.4%	2.2%
Other sectors	0	0.0%	2.3%	2.9%

Source: ONS via Nomis, UK Business Counts 2020

Productivity

- 6.50 GVA is a measure of the value of output created (i.e. turnover) net of inputs used to produce a good or service (i.e. production of outputs). Put simply, GVA is the total of all revenue into businesses, which is used to fund wages, profits and taxes and therefore provides a key measure of economic productivity. Estimates sourced from Experian^{xiii} – which are not available below local authority level – indicate that over the past five years the annual average GVA of Liverpool equates to circa £12.54 billion, this representing circa 40% of the wider Liverpool City Region’s average annual £31.38 billion GVA.
- 6.51 The construction sector accounts for a slightly greater proportion of total GVA within the Liverpool City Region (5.9%) than in Liverpool itself (4.4%), whilst the reverse is true for accommodation and food services (which respectively contributes 2.3% and 3.0% of GVA). The recreation industries likewise make a larger contribution to total GVA in Liverpool than across the City Region.

Table 6.11: GVA by Sector (£millions), annual average 2014-2019

	All sectors	Construction		Recreation		Accommodation & food services	
	Total GVA	GVA	% of total	GVA	% of total	GVA	% of total
Liverpool	£12,536	£556	4.4%	£375	3.0%	£376	3.0%
Liverpool City Region	£31,382	£1,850	5.9%	£616	2.0%	£732	2.3%

Source: Experian, 2019

- 6.52 Liverpool generates a slightly higher GVA per job than the City Region as a whole, suggesting that the average job therein is slightly more productive. The GVA per workforce job figure for the construction sector is higher than the all-sector average at both spatial scales, highlighting its productivity, whilst jobs in recreation, accommodation and food generate lower GVA per workforce job. All of the sectors shown are slightly more productive in Liverpool than in the City Region.

Table 6.12: Average GVA per Workforce Job by Sector, annual average 2016-2020

	All sectors	Construction	Recreation	Accommodation & food services
Liverpool	£46,393	£53,940	£36,379	£16,763
Liverpool City Region	£44,548	£50,435	£28,236	£15,675

Source: Experian, 2020

Tourism

- 6.53 The latest published data indicates that the Liverpool City Region attracted around 67 million tourists in 2018^{xiv}. This included around 38 million visits to the city of Liverpool, of which 7% involved an overnight stay. It is notable that the number of visitors to the city, and the wider City Region, markedly increased over the previous year driven by growth in day visits^{xv}.

Table 6.13: Tourist Visits to Liverpool and the City Region, 2017-2018

	2017	2018	Change	% change
Visitors to Liverpool City Region	64,160,000	67,380,000	3,220,000	5.0%
Visitors to Liverpool...	35,418,000	38,038,000	2,620,000	7.4%
...of which <i>day</i> visits	32,830,000	35,320,000	2,490,000	7.6%
...of which <i>overnight</i> visits	2,588,000	2,718,000	130,000	5.0%

Source: North West Research, 2018/19

- 6.54 The comprehensive Liverpool City Region Visitor Survey is conducted every five years by the Liverpool City Region LEP, most recently in 2015 with reporting in 2016^{xvi}. The Survey reports on average daily visitor expenditure for both day and overnight visitors in the City Region, as outlined in the below table.

Table 6.14: Average Daily Visitor Expenditure in the Liverpool City Region, 2015

Type of expenditure	Day visitor	Staying visitor
Accommodation	-	£43.67
Eating & drinking	£12.74	£67.74
Shopping	£10.53	£51.69
Entertainment & attractions	£6.98	£15.67
Travel & Transport (within the City Region)	£4.57	£17.95
Other expenditure	£2.91	£4.12
Total expenditure	£37.73	£200.84

Source: Liverpool City Region LEP, Liverpool City Region Visitor Survey 2015

- 6.55 Based on the visitor numbers introduced above at **Table 6.13**, and assuming alignment with these averages, it can be estimated that tourists visiting the city of Liverpool in 2017 collectively spent some £1.9 billion, increasing to £3.4 billion throughout the City Region. This is assumed to have increased in proportion with recent growth in visitor numbers.

Population

- 6.56 The Anfield and Everton wards collectively accommodated a resident population of around 31,600 people in 2019^{xvii}. Since 2011, the combined population of the wards has increased by circa 2,355 people, this representing growth of 8.1%. This rate of growth is modestly higher than recorded in Liverpool (7.0%) and more substantially higher than recorded across the City Region.

Table 6.15: Change in Population, 2011 – 2019

	Population 2011	Population 2019	Change 2011 - 2019	% Change 2011-2019
Anfield & Everton	29,232	31,587	2,355	8.1%
Liverpool	465,656	498,042	32,386	7.0%
Liverpool City Region	1,506,492	1,559,320	52,828	3.5%

Source: ONS via Nomis, Population Estimates 2019

Deprivation

- 6.57 Liverpool ranks amongst the most deprived local authorities in England, based on the most recent Indices of Deprivation^{xviii} produced by the Ministry of Housing, Communities and Local Government (MHCLG). Only Middlesbrough saw a higher proportion of its communities rank within the most deprived 10% nationally.

- 6.58 **Figure 6.2** shows that the vast majority of neighbourhoods within Anfield and Everton similarly rank within the 10% most deprived in England. The Site is therefore situated within a relatively deprived area.
- 6.59 Employment is a factor taken into account in comparing deprivation, and as such it is relevant to note that – as of September 2020 – circa 2,835 people living in Anfield and Everton were claiming benefits for the principal reason of being unemployed⁹. This is equivalent to around 11% of adults aged over 16 residing in the area, based on the latest available population estimates for 2019.
- 6.60 While the claimant rate in Liverpool and the wider City Region is implied to be lower than in Anfield and Everton, there remain around 30,000 claimants within the local impact area and around 76,600 claimants across the wider impact area as of September 2020. These counts have increased by some 85% since March, with a moderately smaller increase in Anfield and Everton (68%), as a result of the COVID-19 pandemic but there remained a sizeable number of claimants at that point.

Table 6.16: Residents Claiming Unemployment Benefits, March/September 2020

	March 2020			September 2020		
	Claimants	Adult population (16+)	Claimant rate	Claimants	Adult population (16+)	Claimant rate
Anfield and Everton	1,685	25,341	6.6%	2,835	25,341	11.2%
Liverpool	16,115	411,088	3.9%	30,010	411,088	7.3%
Liverpool City Region	41,505	1,274,100	3.3%	76,585	1,274,100	6.0%

Source: ONS via Nomis

Future Baseline

- 6.61 Based on the trends introduced above, and notwithstanding the uncertain economic impact of the ongoing pandemic, baseline conditions could be expected to evolve as follows:
- As restrictions ease, the Stadium will once again be full to capacity and attract a consistent number of spectators each year on this basis. A *reduction* from the baseline position is however likely in overall terms, with the existing temporary permission for concerts and major events expiring in 2021;
 - As restrictions ease, the Club will provide a comparable number of employment opportunities to residents, both directly and indirectly, albeit this would again be expected to reduce from the baseline position introduced in this Chapter once concerts and major events are no longer permitted;

⁹ This includes people claiming Jobseeker's Allowance plus those claiming Universal Credit that are required to seek and be available for work

- The number of jobs in the neighbourhood, local and wider impact areas will continue to increase, extending the recent trend and adding value to the economy (GVA);
- The local and wider impact areas will continue to attract a growing number of tourists, who spend money and stay either for a day or overnight, albeit with this trend potentially interrupted by the pandemic;
- The population of the neighbourhood, local and wider impact areas will continue to grow, in line with the recent trend; and
- Liverpool will remain a relatively deprived area in the national context, with Anfield and Everton also continuing to experience relatively high levels of deprivation and unemployment.

Sensitive Receptors

6.62 The following sensitive receptors have been identified and assessed within the ES:

- Resident labour force;
- Workforce of the study areas; and
- Businesses situated in the study areas.

Primary and Tertiary Mitigation

Construction Phase

6.63 No primary or tertiary mitigation has been considered relevant to the socio-economic effects scoped into the assessment.

Operational Phase

6.64 No primary or tertiary mitigation has been considered relevant to the socio-economic effects scoped into the assessment.

Assessment of Effects, Secondary Mitigation and Residual Effects

Construction Phase

Creation of direct, indirect and induced employment opportunities

6.65 As introduced in **Chapter 4**, it is envisaged that approximately £42 million will be invested in construction of the Proposed Scheme, excluding inflation. This could be sufficient to directly support around 290 person-years of employment throughout the construction period, based on the average turnover per employee in the North West construction industry^{xix}.

6.66 Over a construction period of around two years¹⁰, the Proposed Scheme could directly and temporarily support an average of 145 gross construction jobs per annum. On-site

¹⁰ The present lack of clarity on a precise start and end date is considered to justify the two year construction period broadly assumed for the purposes of this assessment

employment can, however, be expected to fluctuate throughout this period, peaking during intense periods of activity.

- 6.67 Investment in construction will also generate considerable expenditure on materials, goods and other services that will be purchased from a wide range of suppliers. This expenditure has potentially far-ranging benefits both locally and further afield, as it filters down the construction supply chain. Construction workers will also spend their wages on goods and services, generating induced economic effects.
- 6.68 This results in an amplification of the initial investment in the Proposed Scheme, with an economic multiplier effect and linked benefits in terms of expenditure on goods and services. This can bring indirect employment and financial benefits for local individuals and firms involved in skilled construction trades and associated professions, and could help to sustain employment within this sector throughout the local and wider economy.
- 6.69 In the absence of detailed expenditure data for the Proposed Scheme, it is considered reasonable to apply composite multipliers drawn from best practice to broadly estimate the scale of such multiplier effects within each impact area^{xx}. This is summarised in the following table and indicates that investment could directly or indirectly support some 217 jobs per annum throughout the Liverpool City Region, including circa 181 jobs per annum in the local impact area of Liverpool and 159 jobs per annum in the neighbourhood impact area.

Table 6.17: Direct Employment with Multiplier Effects during Construction (per annum)

	Total per annum
Direct employment per annum, gross	145
With multiplier effect in neighbourhood impact area	159
With multiplier effect in local impact area	181
With multiplier effect in wider impact area	217

Source: Turley Economics; HCA

- 6.70 As with the earlier Main Stand expansion, it is likely that a single main contractor will be appointed to construct the Proposed Scheme, before offering sub-contracted work packages. The identity and approach of the main contractor, yet to be procured at the time of writing, will ultimately influence the extent to which additional employment opportunities generated during construction benefit individuals and businesses located in the neighbourhood, local and wider impact areas.
- 6.71 The neighbourhood impact area could respond positively to any such opportunities, given the representation of construction businesses shown at **Table 6.10**, albeit their relatively small size in employment terms is shown by the sector's relatively small share of jobs (**Table 6.7**).
- 6.72 It is nonetheless conceivable that a large contractor could draw upon a specialist workforce residing elsewhere, for example, resulting in the leakage of some or all

direct employment effects (albeit retaining induced effects generated through spending close to the Site). Such a large contractor could also redeploy its existing workforce in the city and City Region, displacing activity rather than necessarily generating new employment opportunities for residents.

- 6.73 While challenging to estimate at the current point in time, these remain important considerations which are likely to reduce the magnitude of the temporary employment effect generated during construction. Furthermore, although the construction sector is highly valued at the national level^{xxi}, it has evidently seen and continuously adapted to change in recent years, with **Table 6.8** showing that construction employment in the neighbourhood impact area has been volatile and also highlighting relatively pronounced growth in the wider impact area. This ability to adapt to change is considered to naturally reduce the sensitivity of employees and businesses in the construction sector.
- 6.74 The sensitivity of the resident labour force and business base (as identified in the Section above) is therefore considered to be low. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, temporary, short-term, beneficial effect which is considered to be minor.

Secondary Mitigation or Enhancement

- 6.75 There is scope to enhance the beneficial employment effect generated during construction through the insertion of clauses requiring the chosen main contractor to locally advertise supply chain and employment opportunities, and consider local workers, contractors and suppliers where practical and reasonable. This can be secured via planning conditions, and could involve production of an employment plan funded through s106 contributions. This would potentially increase the magnitude of the economic effect felt within the neighbourhood, local and wider impact areas.

Residual Effect

- 6.76 The sensitivity of the resident labour force and business base (as identified in the Section above) is considered to be low. The magnitude of change, following secondary mitigation, is considered to be large. Therefore, there is likely to be a direct, temporary, short-term, beneficial residual effect which is considered to be moderate.
- 6.77 This effect is considered to be Significant.

Economic productivity generated, measured in gross value added

- 6.78 The uplift in economic productivity generated by jobs created through investment in construction can be estimated, and measured in GVA.
- 6.79 As summarised in the following table, the creation of up to 145 gross construction jobs per annum at the Site could generate £7.8 million in GVA each year. This increases where multiplier effects are taken into account, reaching £11.0 million per annum – or £22.1 million in total throughout the entire construction period – across the wider impact area. This is inclusive of £9.5 million per annum in the local impact area and £8.5 million per annum in the neighbourhood impact area.

Table 6.18: GVA Generated during Construction (per annum)

	Neighbourhood impact area	Local impact area	Wider impact area
Effect of 169 direct jobs per annum		£7,800,000	
Plus indirect/induced employment	£8,500,000	£9,500,000	£11,000,000
Total GVA during construction	£17,000,000	£19,000,000	£22,100,000

Source: Turley Economics

6.80 While limited baseline data exists for the neighbourhood impact area, the construction sector in the local impact area generates some £556 million each year in GVA, as shown at **Table 6.11**. The GVA annually generated during construction of the Proposed Scheme is equivalent to around 2% of this current total, suggesting a relatively small change that will be temporary in nature.

6.81 As with the assessment of employment effects above, in defining sensitivity, the importance attributed to the construction sector at the national level is at least partially offset by its innate ability to adapt to changes in economic productivity.

6.82 The sensitivity of the economy, comprised of construction businesses and their workforce (as identified in the Section above) is considered to be low. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, temporary, short-term, beneficial effect which is considered to be minor.

Secondary Mitigation or Enhancement

6.83 No additional mitigation or enhancement over and above that which has been evaluated as part of the Proposed Scheme is required.

Residual Effect

6.84 In the absence of secondary mitigation, the residual effects remain as reported in the pre-mitigation scenario.

6.85 This effect is considered to be Not Significant.

Operational Phase

Creation of direct, indirect and induced employment opportunities

6.86 The Club typically provides employment for around 2,400 people on a normal matchday, but expects to employ 400 additional staff across all operational areas following completion of the Proposed Scheme. This is equivalent to growing the matchday workforce by around 17%.

6.87 While unavoidably omitting agency staff, the Club has provided a comprehensive breakdown of the place of residence for its directly employed matchday workforce (**Table 6.5**). These proportions can be indicatively applied to the *entire* matchday workforce, including agency staff, both currently and following completion of the Proposed Scheme. This allows for the leakage of employment effects and illustrates

how the demand for additional matchday staff could directly benefit people residing in the neighbourhood, local and wider impact areas. It suggests that 379 additional jobs could be filled by people living in the wider impact area, inclusive of 235 jobs for people living in the local impact area and 62 jobs for those living in the neighbourhood impact area.

Table 6.19: Estimating New Employment Opportunities for Residents

	Current employment	Future employment	New employment opportunities for residents
Neighbourhood impact area	373	435	62
Local impact area	1,414	1,649	235
Wider impact area	2,278	2,657	379
All jobs	2,405	2,805	400

Source: Liverpool Football Club; Turley Economics

- 6.88 **Table 6.16** shows that substantial capacity exists within the labour force to respond positively to these employment opportunities, minimising or removing the risk of displacing existing activity and likely generating additional jobs. There are around 2,835 people currently claiming employment benefits in the neighbourhood impact area, for example, with a substantial number of claimants even prior to the pandemic, and the estimated creation of circa 62 jobs for such residents would be of considerable benefit. Indeed, it is conceivable that people living in the neighbourhood impact area will ultimately occupy a larger share of the new jobs created, given the apparent volume of available labour and its proximity to the Site.
- 6.89 The above captures only those jobs directly supported on matchdays, either by the Club or through agencies. As highlighted in the baseline, this is augmented by further jobs indirectly supported by the Club, previously reported for both the local and wider impact areas^{xxii}. This Chapter has not sought to update these earlier calculations, which have not been made available in detail, but can nonetheless acknowledge the prospect of the Club increasing its wider impact on employment. It is considered reasonable to envisage such an outcome where the Club increases its own matchday workforce by 17% and attracts 14% more spectators to the Stadium each year, plus those attending concerts and major events.
- 6.90 The wider economic impact of the Club could be expected to broadly grow in proportion to such measures following completion of the Proposed Scheme. This is because businesses serving spectators would naturally grow their customer base in these circumstances, for example, while new supply chain opportunities could emerge from the Club's further growth as a major employer.
- 6.91 The following table therefore illustratively calculates how the previously reported total number of jobs supported by the Club could change following completion of the Proposed Scheme, when simply assumed to be directly proportionate to spectator numbers and the directly employed workforce. This suggests that its influence could grow to broadly support in the order of 5,300 jobs in the local impact area, and around

6,600 jobs throughout the wider impact area. This is, however, a relatively crude calculation.

Table 6.20: Estimating Wider Employment Effect during Operational Phase

	Local impact area	Wider impact area
FTE jobs supported in 2017/18	4,564	5,706
Increase proportionate to matchday spectators (14%)	5,214	6,519
Increase proportionate to matchday workforce (17%)	5,323	6,655

Source: Deloitte; Turley Economics

6.92 While the labour force continuously adapts to a changing economy as it creates employment opportunities, there remains a comparatively high rate of unemployment in this area which contributes towards its relative deprivation and that of the wider city. Improving this situation has long been a local priority for the Mayor of Liverpool, with a clearly stated desire for ‘*a strong and inclusive economy*’ which spreads the impact of the city’s ‘*magnetism and brand...beyond the city centre, into its communities*’^{xxiii}. This has only been reinforced in the city’s plan for recovery following the pandemic^{xxiv}. This is considered to elevate the sensitivity of the local labour force to the creation of new permanent jobs.

6.93 The sensitivity of the labour force (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, medium-term, beneficial effect which is considered to be moderate.

Secondary Mitigation or Enhancement

6.94 There would potentially be scope to enhance the beneficial employment effect within the neighbourhood and local impact areas through interventions, but this is considered unlikely to influence the magnitude of the eventual effect and as such has not been assumed to alter the residual employment effect.

Residual Effect

6.95 The sensitivity of the labour force (as identified in the Section above) is considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, medium-term, beneficial residual effect which is considered to be moderate.

6.96 This effect is considered to be Significant.

Economic productivity generated, measured in gross value added

6.97 A matchday workforce 17% larger than currently employed would naturally generate additional economic productivity, measured in GVA.

6.98 **Table 6.12** showed the GVA annually generated by an average job in the wider “recreation” sector, which includes sports activities. This can be reasonably applied both to the current and future workforce, to estimate the overall impact of their

employment at up to 32 matches and further concerts and major events over the course of a year.

- 6.99 As summarised in the following table, this suggests that the larger workforce resulting from the Proposed Scheme could generate an additional £14.6 million in GVA each year.

Table 6.21: GVA Generated by Matchday Workforce in Operational Phase (per annum)

	GVA per annum
GVA currently generated by matchday workforce	£87,500,000
GVA generated by future matchday workforce	£102,100,000
Change	£14,600,000
% change	17%

Source: Turley Economics

- 6.100 When considered in the context of **Table 6.11**, it can be observed that the GVA generated by the existing matchday workforce already equates to nearly one quarter (23%) of that generated by the *entire* recreation sector in the local impact area of Liverpool. Increasing the GVA directly generated by the Club appears beneficial within this context, though would have a more modest effect on the productivity of the whole economy which remains capable of adapting to continuous change.
- 6.101 The sensitivity of the economy, comprised of businesses and their workforce (as identified in the Section above) is considered to be low. The magnitude of change is considered to be small. Therefore, there is likely to be a direct, permanent, medium-term, beneficial effect which is considered to be minor.

Secondary Mitigation or Enhancement

- 6.102 No additional mitigation or enhancement over and above that which has been evaluated as part of the Proposed Scheme is required.

Residual Effect

- 6.103 In the absence of secondary mitigation, the residual effects remain as reported in the pre-mitigation scenario.
- 6.104 This effect is considered to be Not Significant.

Expenditure of visitors in the local and wider economy

- 6.105 The Proposed Scheme would increase the capacity of the Stadium by around 14%, allowing the accommodation of around 61,000 spectators per match. The expanded Stadium could therefore attract up to around 1.95 million spectators over the course of a season, representing an increase of around 244,000 people from the normal current level.

Table 6.22: Impact on Spectator Numbers

	Attendance per match	Attendance per year
Baseline	53,394	1,708,608
Following completion of Proposed Scheme	c.61,000	c.1,952,000
Change	c.7,606	c.243,392
% change	14%	14%

Source: Turley Economics

- 6.106 Data presented at **Table 6.4** and reproduced below indicates that around one third of match tickets (32%) were sold last season to UK fans travelling from beyond Liverpool and its adjacent areas, with a further 10% sold overseas. When illustratively assumed that these trends persist, the expanded Stadium could conceivably attract some 24,000 additional overseas visitors to matches each year, with a further 78,000 people attracted annually from other parts of the UK.

Table 6.23: Potential Origin of Additional Spectators

Area of residence	Share of ticket sales (2018/19)	Additional spectators per match	Additional spectators per year
Total	100.0%	c.7,606	c.243,392
Liverpool	36.6%	2,784	89,073
Adjacent areas	21.4%	1,625	52,011
Other parts of UK	32.2%	2,446	78,273
Overseas	9.9%	751	24,036

Source: Turley Economics

- 6.107 Such trips could contribute towards further growing the number of visitors to Liverpool, and the wider City Region, continuing the recent trend observed at **Table 6.13**. This would be likely to generate additional spending, as **Table 6.14** confirmed that the average day visitor to the Liverpool City Region spends around £38 per trip and the average overnight visitor spends around £201 per trip. Applying these averages suggests that up to £20.5 million could be spent each year if additional visitors travelling longer distances to matches at the expanded Stadium – including from overseas – stay overnight in the city, falling to circa £3.9 million where such visitors stay only for a day. In practice, expenditure is likely to fall within this range given that some, but not all, of these visitors can be expected to stay overnight.

Table 6.24: Potential Expenditure by Matchday Visitors from Overseas or Other Parts of the UK

	Total per annum
Additional spectators from overseas and other parts of the UK	102,300

Expenditure during day in City Region	£3,900,000
Expenditure during overnight stay in City Region	£20,500,000

Source: Turley Economics

- 6.108 While clearly beneficial to the local and wider economy, even the higher estimate equates only to around 1% of tourists' current expenditure in the city of Liverpool, which was estimated after **Table 6.14** of this chapter. For context, this level of expenditure is believed to have increased by around 7% in the preceding year, based on growing visitor numbers.
- 6.109 Expenditure generated by those attending matches will, however, be supplemented by that of individuals attending concerts and major events at the Stadium. As noted in the baseline, one such event held in 2019 attracted around one quarter of its crowd from outside Liverpool and the adjacent postcode areas. With the average event to date drawing a crowd of circa 35,600 people, a continuation of this trend could see around 8,900 people attracted to any such event from beyond Liverpool and the surrounding area. These individuals could spend around £336,000 during their day in the city, or as much as £1.8 million if staying overnight. While presented on a per event basis, this would accumulate where an as-yet unknown number of concerts are held each year in addition to football matches.

Table 6.25: Potential Expenditure by Visitors Travelling to Concerts and Major Events

	Total per event
Total attendance at five events held in 2019	178,000
Average attendance per event	35,600
Spectators from overseas and other parts of the UK (estimate; c.25%)	8,900
Expenditure during day in City Region	£340,000
Expenditure during overnight stay in City Region	£1,800,000

Source: Turley Economics

- 6.110 The significant value that has been attributed to the tourism industry in recent years^{xxv} – and indeed the more recently stated aims of '*rebooting the visitor economy through delivering major events*', and '*supporting the creative, cultural and visitor sectors to drive the city's economic recovery*'^{xxvi} – is considered to increase its sensitivity. The magnitude of any change is, though, likely to remain proportionate to the rising level of tourist expenditure already recorded in the study area.
- 6.111 The sensitivity of the visitor economy, comprised of its businesses and their workforce (as identified in the Section above) is therefore considered to be medium. The magnitude of change is considered to be medium. Therefore, there is likely to be a direct, permanent, long-term, beneficial effect which is considered to be moderate.

Secondary Mitigation or Enhancement

- 6.112 No additional mitigation or enhancement over and above that which has been evaluated as part of the Proposed Scheme is required.

Residual Effect

- 6.113 In the absence of secondary mitigation, the residual effects remain as reported in the pre-mitigation scenario.
- 6.114 This effect is considered to be Significant.

Limitation and Assumptions

- 6.115 To ensure transparency within the EIA process, the following limitations and assumptions have been identified:
- The assessment is desk-based and therefore reliant on data and information obtained from a variety of sources. No further verification of these sources has been undertaken;
 - No allowance has been made for inflation of construction costs;
 - The use of various local, regional and national averages, identified throughout, means that the economic impact of the Proposed Scheme is assumed to broadly align with that of similar development projects;
 - Agency staff are assumed to be drawn from the same areas as the workforce directly employed by the Club, in the absence of comparably detailed data for this segment of the workforce;
 - The geographic distribution of those purchasing tickets for matches, concerts or major events at the expanded Stadium is assumed to align with current trends; and
 - Spectators are assumed to have returned to the Stadium, with no restrictions on capacity, before completion of the Proposed Scheme.

Summary

- 6.116 This Chapter has considered the likely socio-economic effects of the Proposed Scheme, capturing its creation of new employment opportunities, its value to the economy – measured in gross value added (GVA) – and its generation of additional visitor expenditure. While human health has also been considered in this Chapter, such effects have either been deemed not relevant to the Proposed Scheme or scoped out of the assessment. Effects associated with noise levels generated by the Proposed Scheme during both construction and operation are reported in **Chapter 11 Noise and Vibration**.
- 6.117 It has been concluded that the following effects are not significant:
- Economic productivity generated during the construction phase; and

- Economic productivity generated during the operational phase.

6.118 The following residual effects are considered to be significant and entirely beneficial in nature:

- Employment opportunities created during the construction phase, following secondary enhancements that aim to maximise the local benefit where practical;
- Employment opportunities created during the operational phase, with similar potential to enhance the magnitude of this effect; and
- Expenditure of visitors in the local and wider economy.

6.119 There are considered to be no significant adverse effects relating to socio-economics or human health.

6.120 **Table 6.26** provides a summary of the effects, receptors, residual effects and a conclusion as to whether the effect is significant or not significant.

Effect	Receptor	Residual Effect	Is the Effect Significant
Construction Phase			
Creation of direct, indirect and induced employment opportunities	Resident labour force and business base	Moderate Beneficial	Yes
Economic productivity generated, measured in gross value added	Construction businesses and their workforce	Minor Beneficial	No
Operational Phase			
Creation of direct, indirect and induced employment opportunities	Resident labour force	Moderate Beneficial	Yes
Economic productivity generated, measured in gross value added	Businesses and their workforce	Minor Beneficial	No
Expenditure of visitors in the local and wider economy	Businesses in the visitor economy and their workforce	Moderate Beneficial	Yes

Reference List

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- ⁱ Homes and Communities Agency (2014) Additionality Guide: fourth edition
 - ⁱⁱ Healthy Urban Development Unit (2019) Rapid Health Impact Assessment Tool: fourth edition
 - ⁱⁱⁱ Based on workforce data supplied by the Club for the first nine matchdays of the 2019/20 season (August – November 2019)
 - ^{iv} Office for National Statistics (2011) Census – location of usual residence and place of work
 - ^v Homes and Communities Agency (2014) Additionality Guide: fourth edition
 - ^{vi} Department for Business, Energy and Industrial Strategy (2020) Business population estimates
 - ^{vii} Experian (2020) Local Market Forecasts: September 2020
 - ^{viii} Liverpool City Region Local Enterprise Partnership (2016) Liverpool City Region Visitor Survey 2015
 - ^{ix} Turley (2020) Economic Contribution: Music Events at Anfield, paragraph 4.6 and Figure 4.2
 - ^x Deloitte (2019) The Economic Impact of LFC: key data from the Deloitte Report, season 2017/18
 - ^{xi} ONS via Nomis (2019) Business Register and Employment Survey
 - ^{xii} ONS via Nomis (2020) UK Business Counts – local units by industry and employment size band. This data is not available at the ward level, and therefore business count analysis is presented having aggregated Middle Super Output Areas (MSOA) to constitute a best-fit area for the Anfield and Everton wards. MSOAs included in analysis are Liverpool 015; Liverpool 018; Liverpool 019; Liverpool 023; and Liverpool 024
 - ^{xiii} Experian (2020) Local Market Forecasts: September 2020
 - ^{xiv} North West Research (2019) Tourism Data Summary
 - ^{xv} North West Research (2018) Tourism Data Summary
 - ^{xvi} Liverpool City Region Local Enterprise Partnership (2016) Liverpool City Region Visitor Survey 2015
 - ^{xvii} ONS via Nomis (2020) Population Estimates, mid-2019
 - ^{xviii} MHCLG (2019) English Indices of Deprivation
 - ^{xix} Department for Business, Energy and Industrial Strategy (2020) Business population estimates
 - ^{xx} Homes and Communities Agency (2014) Additionality Guide: fourth edition. A multiplier of 1.1 is representative of '*the majority of interventions*' at neighbourhood level. A multiplier of 1.25 is the mean for all forms of intervention at the sub-regional scale, of Liverpool. A multiplier of 1.5 is average at the regional level, and therefore considered appropriate for the Liverpool City Region
 - ^{xxi} HM Government (July 2018) Construction Sector Deal
 - ^{xxii} Deloitte (2019) The Economic Impact of LFC: key data from the Deloitte Report, season 2017/18
 - ^{xxiii} Mayor of Liverpool (2018) Inclusive Growth Plan: a strong and growing city built on fairness, p6/82
 - ^{xxiv} Team Liverpool (2020) cityPlan
 - ^{xxv} Liverpool City Region Local Enterprise Partnership (2014) Visitor Economy: Strategy and Destination Management Plan; Liverpool Visitor Economy Network (2016) Growth Strategy Summary; Mayor of Liverpool (2018) Inclusive Growth Plan: a strong and growing city built on fairness
 - ^{xxvi} Team Liverpool (2020) cityPlan, p18