

November 2020



EXPANSION OF ANFIELD ROAD STAND, ANFIELD

M1/1 - Statement of Community Engagement



Turley

Statement of Community Engagement

Anfield Road Stand Expansion, Liverpool

November 2020

An abstract graphic consisting of three overlapping circular shapes in various shades of blue. One large circle is a medium blue, another is a lighter blue, and a third is a darker blue. They overlap in the bottom half of the page, creating a layered effect.

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Client: Liverpool Football Club

Our reference

LIVM3025

November 2020

Pre-amble

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

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

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

The following documents comprise the application:

- A1/1 Summary Guide to the Planning Application
- B1/3 Planning Statement
- B2/3 Appendices to Planning Statement
- B3/3 Draft S106 Agreement
- C1/2 Application Drawings
- C2/2 Design and Access Statement
- D1/3 Environmental Statement, Volume 1: ES Chapters and Figures
- D2/3 Environmental Statement, Volume 2: Technical Appendices
- D3/3 Environmental Statement, Volume 3: Non-Technical Summary
- E1/3 Transport Assessment
- E2/3 Transport Strategy
- E3/3 Staff Travel Plan
- F1/1 Air Quality Assessment
- G1/1 Contaminated Land Assessment
- H1/1 Daylight, Sunlight and Overshadowing Appraisal
- I1/1 Flood Risk Assessment
- J1/1 Heritage Appraisal

K1/1 Socio-Economic Statement

L1/1 Health and Well-Being Statement

M1/1 Lighting Assessment

N1/1 Statement of Community Engagement

O1/1 Sustainability Statement

P1/1 Tree Survey and Impact Assessment

This statement has been prepared by Turley Strategic Communications, with additional technical work, research and information provided with thanks, by:

- Mott MacDonald (Consultant Engineers, Environmental Consultants and Transport Planners)
- Planit-IE (Urban Design, Landscape and Master planners)
- KSS Design Group (Architects)
- Liverpool Football Club
- Liverpool City Council

Executive Summary

In November 2019, Liverpool Football Club (“LFC” or “the Club”) launched a first stage public consultation on the proposed expansion of the Anfield Road Stand. This followed the expansion of the Main Stand and public realm improvements, which were completed and opened in 2016.

During the launch of the public consultation on the detailed proposals for the Anfield Road stand, Andy Hughes, LFC’s Chief Operating Officer stated *“For any expansion to the Anfield Road Stand to go ahead we need certainty on three key areas. Firstly, that we are able to reach agreement with local residents, businesses and community groups that they will allow the expansion plan to take place, which will mean closing a short section of Anfield Road between 96 Avenue and Skerries Road.*

Secondly, that we have the right sustainable financial and economic model in place to deliver a long-term sustainable Anfield. And lastly, that we are able to successfully navigate the complex planning landscape. We need to be satisfied on all three points for work to proceed.”

In response to this commitment and through a process of agreement of an accepted strategy for pre-application consultation with officers at Liverpool City Council (LCC), an extensive, multi-stage and significant period of public consultation on the proposed Anfield Road Stand expansion was planned and delivered.

Feedback and scheme changes

The feedback received during the consultation process has resulted in significant changes to the scheme. In demonstrating their commitment to listening to feedback, the Club made changes to the design of the proposed public realm around the expanded Stand which would allow for Anfield Road to be realigned and remain open.

The changes were communicated through a second stage consultation in February 2020, which provided a further opportunity for feedback to be provided.

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

In summary:

93% of respondents expressed support for the Club’s Vision which is to create a bigger Anfield Stadium, seeing more fans watch some of Europe’s best live football and international events in a world-class facility in the heart of Liverpool. The proposed vision would increase the capacity of the Stadium to over 61,000. **Support for the Vision increased to 98% support following the second stage of consultation.**

92% of respondents also supported early ideas for the public space improvements around the proposed expansion of the Anfield Road Stand. While there was a high level of support for the proposals at the first stage of consultation, the Club listened to specific concerns from

the local community and elected members about the closure of Anfield Road, revising their plans accordingly. Following the second stage, the level of support for the revised plans **remained high at 92%**; comments received at that time included:

“New design is showing the Club listening to locals”

“Should be quite an improvement”

“Excellent, well designed”

“It looks like it is in keeping with the Main Stand public realm and flows well.”

In relation to the proposals to permanently extend the use of the Stadium for concerts and other types of sporting events **82 % of respondents initially expressed support for concerts and events rising to 84% support following the second stage.**

In addition to this high level of support, more detailed feedback was received across the two stages of feedback. This was grouped and addressed by the project team under a number of themes including the proposed permanent closure of Anfield Road, transport and parking, ticketing and detailed design.

A wide-reaching consultation

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

The process has been invaluable as it has enabled the Club to seek feedback on early ideas for the expansion and significant changes to the proposed design by re-routing the existing Anfield Road around the expanded Stadium.

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

At the second stage consultation a further consultation leaflet was issued to the same c.5,500 properties in the local area and media coverage reached an estimated global audience of over 1.7 billion. During the second stage the consultation webpages received 64,557 views in total.

This Statement of Community Engagement (“SCE”) provides a full and detailed summary of the extent of engagement and consultation undertaken by the Club on its plans for the expansion of the Anfield Road Stand, detailing the feedback received and how the Club has responded to this, including changes to the proposed design.

Consultation events and briefings

To ensure the local community, local businesses, stakeholders, fans and other interested parties had an opportunity to view and comment on the plans, over nine events and briefings took place across the two stages of consultation.

The first stage included early briefings with Anfield and Everton ward councillors, LCC leaders and planning officers. A preview event was held for immediate residents, four events were held in the Kop Fan Bar for the local community, and two events were held on Anfield Road on match-days for fans and local residents. Engagement was also undertaken with fans via a 'Your Voice' panel.

The first stage events were well attended with over 600 people attending the consultation events and over 2,000 fans participating in the Your Voice panel.

Following the first stage of consultation the Club continued to engage with officers at LCC and a number of briefings took place with various stakeholders including Anfield and Everton ward councillors, the Liverpool Mayor, Liverpool City's Chief Executive and Dan Carden MP.

The second stage consultation events were similarly well attended with over 800 people attending the events

In April 2020, the Club announced that it was temporarily pausing the project due to the impact of COVID-19 on the construction programme. Due to the delay between the second stage consultation and submission, the Club is due to undertake several forms of publicity in tandem with the application submission, to ensure stakeholders, residents and fans are aware that the application has been lodged with the city council.

The Club's commitment to future engagement

During both stages of consultation the Club received further detailed feedback and questions on operational matters from fans such as future ticketing allocations, season tickets, seating and stadium facilities. Local residents have also provided detailed feedback on operational matters which continue to be managed effectively by the Club. Some of these detailed matters sit outside of the pre-application consultation on the expansion of the Stand; those matters will continue to be discussed with relevant parties post submission of the application.

Should planning permission be granted for the expansion of the Anfield Road Stand, the Club remains committed to on-going engagement with fans, its neighbours and the wider community through fan groups, the Club's Resident Liaison Manager and operational team moving into the construction process and beyond.

1. Introduction

- 1.1 This Statement of Community Engagement (“SCE”) has been prepared by Turley on behalf of The Liverpool Football Club & Athletic Grounds Limited (“LFC” or “the Club”).
- 1.2 This document reports on a two-stage consultation process undertaken for the Anfield Road Stand Stadium Expansion Project. The first stage was undertaken in November and December 2019 and the second stage in February and March 2020.
- 1.3 The two stages of consultation have demonstrated positive support for the proposals and provided the Club with the opportunity to make changes to the proposals as a direct result of the feedback received.
- 1.4 This document provides an overview of the stages and methods of consultation which have been undertaken by LFC to involve local residents, local businesses, political stakeholders, fans and the general public in the development of the proposals to expand Anfield Road Stand.
- 1.5 The statement provides a detailed record of the publicity and consultation activity that has taken place in order to inform interested parties of the application proposals with an opportunity to submit feedback at two stages. The two-stage process enabled the Club to consider feedback received during the design development of the proposals, resulting in changes to the plans in direct response to that feedback. A record of the feedback received during the two stages of consultation and the Club’s response is provided in this statement.
- 1.6 Finally, it reports on the steps taken to advise local residents and stakeholders of submission of the application in November 2020.

2. The proposals

2.1 LFC's vision is to create a bigger Anfield Stadium which will see more fans watch some of Europe's best live football and international events in a world-class facility in the heart of Liverpool.

2.2 A detailed application is submitted for:

"Full planning permission for:

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

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

2.3 Further detailed information relating to the planning application is included within the Planning Statement (**Document B1/3**) and associated documents including The Design & Access Statement (**Document C2/2**). This Statement of Community Engagement (SCE) should be read alongside these other documents.

3. Policy Framework

- 3.1 The applicant (LFC) recognise that national planning policy places an emphasis on community involvement as an integral and important component of the planning application process.
- 3.2 The Government's policy on community involvement is set out at a national level in a number of documents including the National Planning Policy Framework (February 2019) ("the Framework") and the Planning and Compulsory Purchase Act (2004). Locally, Liverpool City Council (LCC) provides its own guidance on pre-application consultation within its Statement of Community Involvement (SCI) adopted in 2013.

National Guidance

National Planning Policy Framework (February 2019)

- 3.3 The Framework sets out that the planning system should be a collective enterprise with the purpose of helping deliver sustainable development. Paragraph 128 explains that applications demonstrating effective pre-application engagement should be favoured over those that cannot. The purpose is to better coordinate public and private resources and help identify issues that can be resolved at the pre-application stage. In addition, paragraph 39 states that as a result, the outcomes for the community are improved and the planning system is able to function more effectively and efficiently.
- 3.4 As set out in this SCE, comprehensive community engagement has taken place prior to the submission of a planning application in full accordance with guidance set out within the Framework.

Local Guidance

Liverpool City Council

- 3.5 The Planning and Compulsory Purchase Act (2004) requires local planning authorities to produce policy documents called Statements of Community Involvement (SCI) which set out their expectations for community consultation as part of development plan-making and during the planning application process.
- 3.6 LCC's SCI, adopted in July 2007 and then updated in June 2013, sets out three requirements for pre-application consultation and states that:
- Developers must consult communities before submitting certain planning applications, having regard to any advice that their local planning authority may provide.
 - They must consider any responses they receive before they finalise their proposals and submit their applications.
 - When submitting their application they must account for how they have consulted the local community, what comments they have received, and how they have taken those comments into account.

- 3.7 The Club prepared a comprehensive consultation strategy underpinned by the key requirements identified in LCC's SCI. This was discussed and agreed with planning officers at LCC in pre-application discussions.
- 3.8 In summary in the LFC undertook a multi stage consultation engaging with a wide range of stakeholders including local residents, business owners, fans, political stakeholder and user groups. The Club considered all responses received and made changes to the plans in direct response to these comments. All of the activities undertake by the Club and a summary of the feedback received are summarised in this Statement of Community Engagement, which demonstrates how the Club have gone above and beyond the requirements set out by LCC in its SCI.

Summary

- 3.9 Both national and local policy guidance were fully considered, alongside the Club's commitments to communication and consultation, in the development of a comprehensive consultation strategy for the Anfield Road Stand expansion project. The strategy was agreed with officers at Liverpool City Council (LCC).
- 3.10 Throughout both stages of consultation the Club has actively engaged with a wide range of stakeholders, providing an opportunity for people to comment on the plans as they were in the development stage and making significant changes to the design in response to feedback
- 3.11 The following sections of this statement provide details of the consultation methods that have been undertaken by LFC in both stages of consultation, summarises the feedback received and demonstrates how the Club have listened to this feedback by making significant changes to the proposals.

4. Consultation approach

- 4.1 The strategy for pre-application consultation on the Anfield Road Stand expansion plans builds positively on public consultation that has taken place on plans for the expansion and extended use of the Stadium over recent years.
- 4.2 With specific reference to the expansion proposals for the Anfield Road Stand, the context of public consultation and involvement from local stakeholders and local residents stems back to and builds upon the work undertaken by Liverpool City Council (LCC) on the Anfield Spatial Regeneration Framework in 2013.

Background

- 4.3 Anfield Stadium has been LFC's spiritual home since 1892. From these early days, the Stadium and the Club have formed an important part of the local community.
- 4.4 The expansion of the Stadium was explored in 1999 when the Club considered its options for a larger stadium. The options under consideration included the expansion of the existing ground at Anfield or a possible new stadium in Stanley Park.
- 4.5 In 2006 and 2008 planning permission was granted for two separate schemes for a new 60,000 capacity stadium in Stanley Park and restoration of the Park. The majority of restoration works in Stanley Park (west of Mill Lane) were completed in 2012; around the same time the new owners of Liverpool Football Club decided that the Club would remain at and expand the existing Anfield stadium.

Anfield Spatial Regeneration Framework and the Main Stand expansion

- 4.6 In 2013, a Spatial Regeneration Framework (SRF) was prepared for the Anfield area by Liverpool City Council (LCC) to help guide and deliver the comprehensive and sustainable regeneration of the Anfield area. The SRF considered a number of regeneration objectives and principles for the wider Anfield area including the principle of expanding Anfield Stadium. This included in principle support for expansion of the Main Stand and Anfield Road Stand. Following a period of community and stakeholder engagement led by LCC in July 2013 and February / March 2014, the SRF was adopted in April 2014. The consultation undertaken at this time confirmed 'in principle' support from local residents and stakeholders for the Stadium expansion proposals.
- 4.7 Following the endorsement of the SRF, LFC progressed detailed plans for the expansion of the Main Stand and outline proposals for the Anfield Road Stand. Community and stakeholder events took place in April and May 2014. This included a comprehensive programme of public consultation activity and stakeholder engagement during the pre-application period involving wide reaching events with local stakeholders, local businesses, local community, special interest groups and fans.
- 4.8 In general terms, the feedback received during this consultation period demonstrated a high level of support for the expansion of the Main Stand and the future expansion of the Anfield Road Stand; collectively, those proposals would result in an increase in capacity of the stadium to c.59,000.

- 4.9 In September 2014 LCC granted planning permission for the expansion of the Main Stand by 8,300 seats and approved outline plans to expand the Anfield Road Stand by a further 4,800 seats, together with a significant new public realm around the Stadium and enhanced connectivity between Walton Breck Road and Stanley Park. The expansion of the Main Stand and the public realm improvements was completed and opened in 2016.

Concerts and major events at Anfield

- 4.10 In June 2018, the Club submitted a planning application seeking permanent planning permission for Anfield Stadium to be used to host up to 10 concerts / major events per annum in the closed season, which is between May and July each year.
- 4.11 Following deferral of the planning application, the Club carried out further engagement on the proposals with ward councillors and the local community. As a result of the feedback received the Club made a number of amendments to the planning application. This included accepting a restriction to host no more than six concerts / major events per annum, with none taking place in July and for the planning permission to be temporary for a period of two years from the date of the first concert or major event.
- 4.12 A temporary planning permission was granted by LCC in October 2019 and as part of the conditions set out by LCC the Club made a number of commitments to improve communication and engagement with local residents and stakeholders. These included:
- The production of a Communications Strategy Plan (CSP) which included measures to enable more effective engagement with residents and local stakeholders, including ward councillors, before, during and following concerts / major events.
 - The appointment of a Resident Liaison Manager whose primary role has been to ensure delivery of the CSP and to work proactively with LCC to resolve issues experienced by local residents.
 - Commitment to on-going liaison with ward councillors through the Ward Councillor Forum which meets monthly to discuss a range of issues including those relating to transport, parking enforcement, litter and public nuisance. The Forum has also agreed the extent of the neighbourhood consultation area around the stadium which now extends to c.5,600 households.
- 4.13 Following a successful summer 2019 concerts series, the Club submitted a planning application to LCC for the existent planning permission to be extended by c.3 weeks to 30 June 2021. This planning application was approved by LCC in March 2020.

Anfield Road Stand expansion

- 4.14 More recently, the Club has considered the detailed expansion proposals for the Anfield Road Stand. In August 2019 LFC announced that it would allow the outline planning permission for the expansion of the Anfield Road Stand to lapse in order to

allow work to continue on alternative options with a view to submitting a new planning application in the future.

- 4.15 The Club also considered how it could further maximise the use of improved communication and engagement measures established through the concerts / major event application and apply those to the pre-application consultation period on the proposals for the Anfield Road Stand expansion. A multi-stage process was detailed which provided a number of benefits including multiple opportunities for engagement and feedback on the plans, the opportunity for the project team to consider design changes in light of that feedback and delivering a wide-reaching public consultation informed by early discussions with the established local ward councillor forum including those from the Anfield and Everton ward areas.
- 4.16 The Club met with LCC planning officers on 31 October 2019 to update them on their plans including, at that time, the proposed closure of a small section of Anfield Road. As part of that meeting the strategy for consultation was discussed and agreed. The Club has continued to engage with planning officers throughout the process, further details are included in the next section of this statement.
- 4.17 The next section of the Statement provides a detailed summary of the activities undertaken during the first stage consultation.

5. First Stage Consultation Summary

- 5.1 A comprehensive programme of consultation activities was carried out during the first stage consultation period which ran from 27 November 2019 to 13 December 2019.
- 5.2 The programme of consultation for the Anfield Road Stand expansion proposals incorporated the following key events and actions:
- (a) Pre-application meetings with Liverpool City Council
 - (b) Media launch
 - (c) Project website
 - (d) Community leaflet
 - (e) Preview invitation letters
 - (f) Ward councillor and leader briefings
 - (g) Consultation exhibitions and events
 - (h) Dedicated feedback channels
- 5.3 A detailed summary of each of these activities is provided below.

A. Pre-application meetings with Liverpool City Council

- 5.4 As part of the pre-application process, the Club and its consultant team have engaged with planning officers at LCC. As outlined in the previous section of this statement the first meeting took place on 31 October 2019, in which the consultation strategy was discussed and agreed.
- 5.5 On 26 November 2019, a presentation was delivered to LCC planning officers by members of LFC's consultant team. The presentation included plans for public realm improvements and the emerging transport strategy. An opportunity was provided for officers to ask questions regarding the plans and to provide feedback.
- 5.6 The Club and its consultant team have continued to engage with LCC officers throughout the pre-planning process, meeting them at various points and seeking feedback throughout.

B Media launch

- 5.7 To ensure details of the consultation were shared with a wide audience an initial press briefing was undertaken by the Club on 20 November 2019 in which journalists were provided with the key information ahead of the official launch on 21 November 2019.
- 5.8 The launch of the first stage public consultation was covered in 77 articles in media titles in countries including the United Kingdom, Nigeria, USA and Mainland China.

- 5.9 A further media briefing was undertaken by the Club on 27 November 2019 at which further information about the plans were provided ahead of the first consultation event on 28 November 2019.
- 5.10 Details of the consultation were covered in over 300 titles in the United Kingdom, as well as in Ireland and Mainland China. The estimated global audience for the coverage relating to the first stage consultation was over 1 billion.

C. Project website

- 5.11 To ensure that information about the plans were available to view by a wider audience a dedicated website was launched on the existing up LFC's website. The website URL was www.liverpoolfc.com/anfieldroadexpansion.
- 5.12 The project website was launched on 21 November 2019 and provided details of the consultation event. The site was update on 28 November 2019 to provide more details of the plans. The contents largely resembled the contents of the exhibition material.
- 5.13 Overall, the webpage has widely publicised the scheme proposals. From the date the consultation was first publicised to the end of the first stage consultation (21 November to 13 December 2019) the pages on the website received 23,528 views in total.
- 5.14 A link to the news story was published via the @LFC twitter account which had c.13 million followers at the time of publishing. A post was also published on the LFC Facebook account which has over 35 million followers. An example of a Tweet is provided in **Figure 5.1** below.

Figure 5.1: Social media coverage

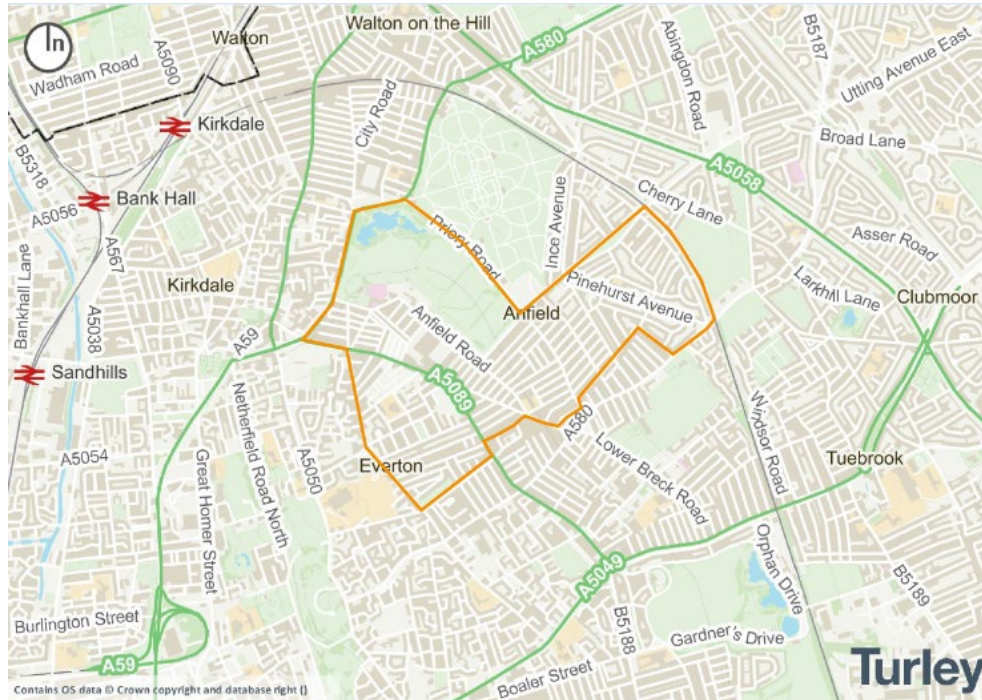


D. Community leaflet

- 5.15 LFC is committed to engaging with the local community and an important part of the first stage consultation was to ensure local residents had an opportunity to provide feedback.
- 5.16 To ensure local residents and businesses were aware of the consultation and had an opportunity to view the plans and provide feedback, a community leaflet was hand-delivered to c.5,600 properties in the Anfield area on 21 November 2019.

- 5.17 The consultation distribution area had been agreed with ward councillors at earlier Ward Councillor Forum meetings. The consultation area is identified in **Figure 5.2** below

Figure 5.2: Leaflet distribution area



- 5.18 The double-sided A5 leaflet outlined the vision of the project and invited local residents to a series of consultation events to find out more and provide their feedback. The leaflet also included details of the consultation website and email address.

E. Preview letters

- 5.19 Letters were issued via email on 22 November 2019 to invite regional and city stakeholders to a consultation preview event. A separate event was held for Anfield and Everton ward councillors and a second preview event for wider Liverpool stakeholders including the Mayor and LCC Officers. This allowed key political stakeholders to view the proposals in advance of the general public.
- 5.20 The letter set out the vision for the expansion of Anfield Road Stand and the forthcoming public consultation. It also invited these local stakeholders to view the plans in advance of the general public and discuss the proposals with the project team.

F Ward councillor and leader briefings

- 5.21 To ensure that ward councillors and council leaders were provided with an opportunity to view the plan, two preview sessions were held at Anfield.
- 5.22 On Thursday 28 November 2019 representatives from the Club and the consultant team met with Anfield and Everton ward councillors at Anfield. A summary of the discussion is included in the next section of this statement.

- 5.23 A private preview session was held for LCC leaders and strategic stakeholders on Thursday 28 November at Anfield between 6.00pm – 8.00pm.

G Consultation exhibitions and events

- 5.24 A series of consultation events was held at Anfield Stadium across the consultation period. These provided an opportunity for local residents, local businesses, fans and interested parties to view the proposals and provide their feedback.

Public exhibitions at the Kop Fan Bar

- 5.25 A number of events were held at the Kop Fan Bar at Anfield to provide an opportunity for residents, businesses owners, fans and interested parties to view the initial plan, speak with members of the team and provide feedback.
- 5.26 The four events were held at different times to ensure maximum opportunities for attendance. The events at the Kop Fan Bar in November 2019 were held on :
- Friday 29 November between 12.00pm – 2.00pm (for immediate residents)
 - Friday 29 November between 4.00pm – 8.00pm
 - Monday 2 December - Public consultation event (4.00pm – 8.00pm)
 - Tuesday 3 December - Public consultation event (12.00pm – 16.00pm)
- 5.27 The session on Friday 29 November (between 12.00pm – 2.00pm) was held especially for c.200 immediate residents who received an invite to attend this session.
- 5.28 The events were held at the Kop Fan Bar at Anfield Stadium, which was considered to be the most accessible venue for local residents. At the events a number of exhibition banners and pillars were displayed which included details of the project vision, the proposals (including public realm and key design principles) and benefits for the local and regional economy.
- 5.29 The events were attended by several members of the Club and the consultant team, who were on hand to talk through the plans and answer any questions. Feedback forms were available to complete at the events both in physical form and digitally on iPads.
- 5.30 The sessions were attended by c.120 people at the Kop Fan Bar and c.500 people visiting the match-day events at Anfield Road (see below).
- 5.31 A number of images from the events at the Kop Fan Bar are included in **Figure 5.3** overleaf.

Figure 5.3: Images from the Kop Fan Bar events



Pop-up information stand at Anfield Road

- 5.32 Two match-day fan and community events were held before the Liverpool vs. Brighton match on Saturday 30 November (between 12.00 and 3.00pm) and the Liverpool vs Everton match on Wednesday 4 December (between 5.00pm and 8.00pm).
- 5.33 At both events a trailer was located in the Anfield Road car park which included the key information about the proposals. Each event attracted several hundred fans and members of the local community.
- 5.34 At the pop up events, postcards were available which asked respondents whether or not they supported the proposed expansion of Anfield Road Stand in principle. 199 postcards were completed, a detailed summary of the feedback received at these events is provided in the next section of this report. Images from the match-day events are included in **Figure 5.4** below.
- 5.35 A selection of material from the first stage consultation is include at **Appendix 1**.

Figure 5.4: Images from the match-day events



H Feedback channels

- 5.36 Respondents were asked to comment on the proposals in the following ways:

- By completing a feedback form or postcard at the consultation events
- By completing an online feedback form on the consultation website (www.liverpoolfc.com/anfieldroadexpansion)
- By emailing anfieldroadexpansion@liverpoolfc.com
- By writing to Proposed Anfield Road Expansion, Liverpool Football Club, 20 Chapel Street, Liverpool, L3 9AG

Summary

- 5.37 The first stage consultation for the Anfield Road Stand expansion project in November / December 2019 provided an opportunity for the Club to share early stage ideas and proposals and an opportunity for feedback to be provided.
- 5.38 The following section of the report provides a summary of the feedback received during the consultation period.

6. First Stage Consultation Feedback

- 6.1 All feedback received during the first stage consultation period was recorded and analysed to enable the project team to understand and respond to issues raised, where appropriate, as well as assess the level of support for the proposals locally, from the wider city, nationally and internationally.
- 6.2 During the first stage consultation **826** items of feedback were received. The breakdown of this feedback per format is summarised in **Table 6.1** below.

Table 6.1: Feedback received per format

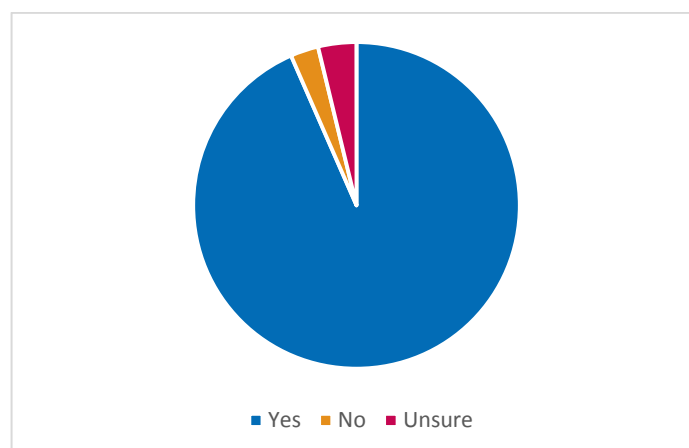
Feedback format	Number received
Support Postcards	199
Feedback forms	57
Digital feedback forms	527
Emails	43
Total responses	826

- 6.3 The following section explores this feedback in more detail.

Feedback forms

- 6.4 The feedback form was the primary method by which feedback was received; this includes physical and digital forms. The form posed six questions with the final question allowing respondents to provide any further comments they had. The questions were replicated over the physical and digital forms. A summary of the responses to each question is provided as follows:

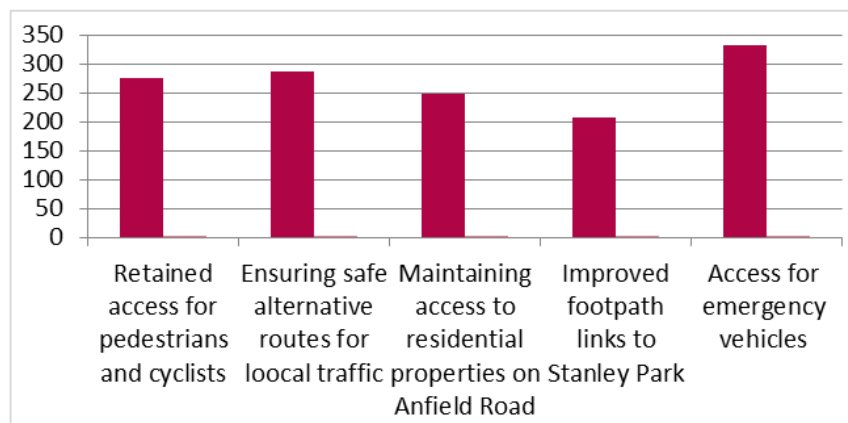
Question 1: Do you support our project vision for the proposed Anfield Road Stand Expansion which would bring the overall Stadium capacity to over 61,000?



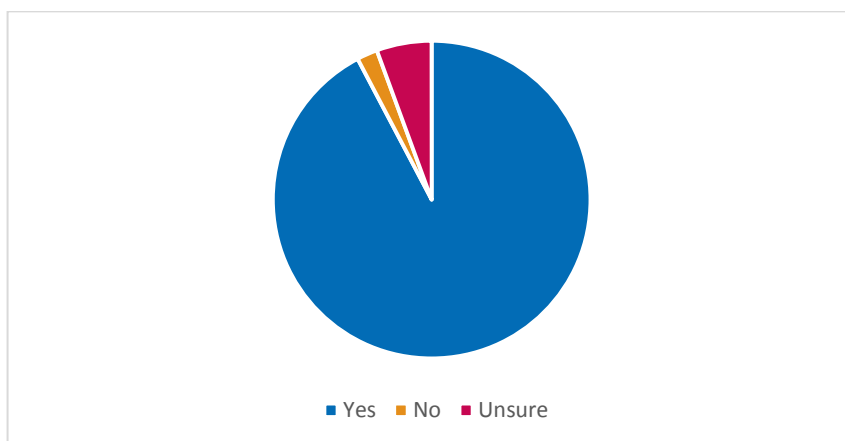
- 6.5 Of the 580 responses received to this question, 542 (93%) responded 'yes', 16 (3%) were unsure and 22 (4%) answered 'no'.

Question 2: Which of the following statements are most important to you in finding the best solution for the closure of a short section of Anfield Road?

- 6.6 The second question asked respondents to select up to three statements from a choice of five indicating their priorities for finding a solution for the partial closure of Anfield Road.
- 6.7 The most frequently selected options were 'access for emergency vehicles' selected by 25% of respondents, 'ensuring safe alternative routes for local traffic' selected by 21% of respondents and 'retained access for pedestrians and cyclists' selected by 20% of respondents. The graph below demonstrates how frequently each priority was selected by respondents.

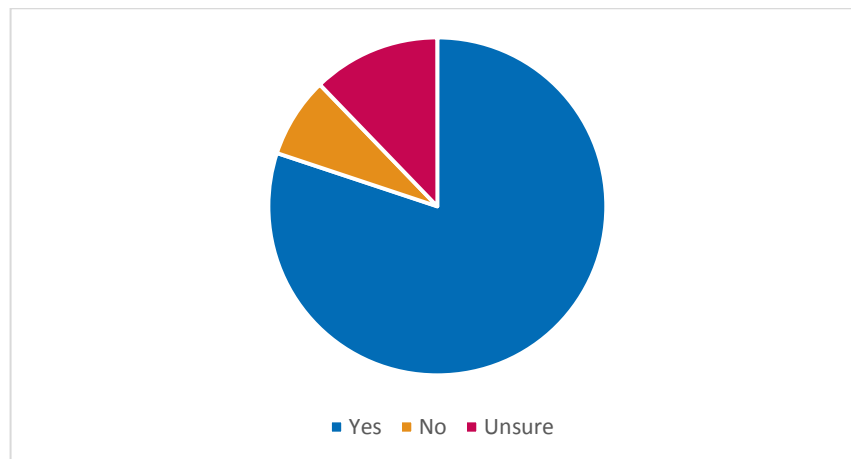


Question 3: Do you support our early ideas for the public space improvements around the proposed expansion of the Anfield Road Stand?



- 6.8 Of the 571 responses received to this question, 527 (92%) answered 'yes', 32 (6%) were unsure and 12 (2%) answered 'no'.

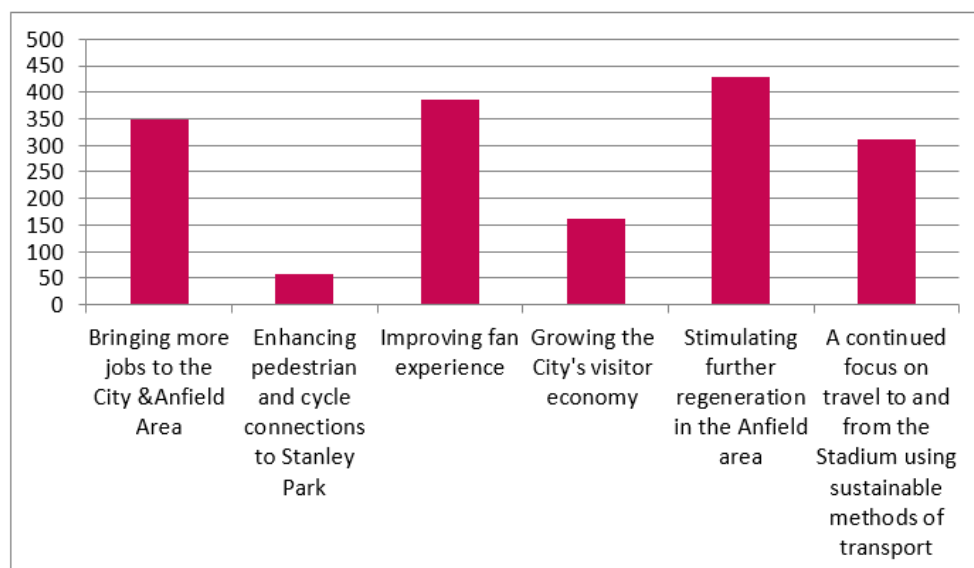
Question 4: Do you support our proposed plans to permanently extend the use of our Stadium for concerts and other types of sporting events at Anfield?



- 6.9 Of the 573 responses received to this question, 459 (82%) answered 'yes', 70 (12%) were unsure and 44 (6%) answered 'no'.

Question 5: At this first stage in developing our first-stage proposals, please tick three options to identify your priorities for the proposed Anfield Road Stand expansion:

- 6.10 This question asked respondents to identify their three priorities, from a choice of six, for the proposed Anfield Road Stand expansion.
- 6.11 The most frequently selected options were 'stimulating further regeneration in the Anfield area' selected by 25% of respondents, 'improving fan experience' selected by 23% of respondents and 'bringing more jobs to the City and Anfield area' selected by 21% of respondents. The graph below demonstrates how frequently each priority was selected by respondents.



- 6.12 The final question asked respondents to provide any further feedback or comments they had. For ease of analysis and reporting the feedback received, in both digital and physical formats, is reported alongside that feedback received via emails.

Emails

- 6.13 In total 43 emails were received at the dedicated email address anfieldroadexpansion@liverpoolfc.com. The emails received were from a mixture of both local residents and fans, and covered a range of topics including ticketing, transport, parking and detailed design.

Summary of detailed comments

- 6.14 Many positive comments were received during the consultation process and a sample of these is provided as follows:

"Very pleased that the club is showing ambition whilst being considerate of the impact on the local area."

"Bringing more fans to Anfield on match days, as well as allowing other concerts and events, will provide a positive benefit to the economy of Anfield and the city as a whole - bringing much needed new jobs."

"The landscaping and regeneration of the main stand area has been excellent and I like the vision in the new proposals."

"Exciting news. Plus, outside of any direct benefit to the club, it will further demonstrate Liverpool is a 'can-do' city for development, business and investment."

"As a local resident I think the expansion will be great for the Anfield area, especially if the area surrounding the stadium is regenerated in certain aspects too. It is great for business in the Anfield area as it will bring in more money, and it will also create numerous jobs for people"

"If Anfield stadium was able to hold concerts and other sporting events at Anfield, then this would boost the city's economy even further. It would also allow local people to watch concerts in their home city rather than travelling to Manchester."

- 6.15 The detailed comments received both via email and feedback form have been organised into themes for clarity of reporting and a summary of these is provided in section 7 of the report. These themes are summarised in **Table 6.2** along with a summary of the feedback received per theme.

Table 6.2: Summary of feedback received per theme

Theme	Summary of the feedback relating to this theme	How the Club responded to this feedback in the second stage consultation
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Theme	Summary of the feedback relating to this theme	How the Club responded to this feedback in the second stage consultation
Ticketing and hospitality	The majority of comments received related to ticket allocation and pricing. In particular how the additional seats will be allocated in terms of GA, hospitality and to those currently on the season ticket waiting list.	As part of the second stage consultation the Club provided broad numbers on how hospitality and GA tickets may be allocated but explained that the allocation of tickets would be dealt with at a later date.
Public transport	A number of comments were received regarding public transport including how this is managed on match days, and non-match days and questions were received with regard to providing a new rail link to and from the Stadium.	The Club provided an update on its transport strategy and responded to the questions regarding a rail link.
Design	Feedback was received with regard to the proposed design of the expanded Anfield Road Stand. This include comments about the proposed capacity, the potential for safe standing to be incorporated into the design and the internal design.	A response was provided to some of the questions received including capacity, fan experience and seating configuration.
Partial closure of Anfield Road	A number of comments were received from local residents and representatives objecting to the proposals to permanently close Anfield Road.	In response to the feedback received, the Club changed the plans and now propose to re-route Anfield Road around the footprint of the expanded Anfield Road Stand.
Parking / highways	Comments were received with regard to the impact on highways and parking during match days and questions regarding how this could be improved.	An update was provided on the Transport Strategy and the Football Match Parking Zone, with confirmation that the Club is in the process of reviewing car parking around the Stadium.
Resident impact / disturbances	A number of comments were received from local residents regarding how they are specifically impacted during match and non-match days.	A response was provided to a number of queries including the allocation of portaloos and how the Club manages litter, noise and anti-social behaviour.
Stadium accessibility	Comments received included those relating to the facilities and seat	Information was provided about the facilities that may be included

Theme	Summary of the feedback relating to this theme	How the Club responded to this feedback in the second stage consultation
and facilities	allocation for disabled fans and questions regarding the facilities that will be included in the expanded Stand.	within the Stand, relocation of the Family Park during construction and accessibility for those with disabilities.
Concerts / non match day uses	Although some support was received from local residents with regard to the permanent use of the Stadium for concerts / major events, it was suggested by some that the Club would need to make more effort to accommodate the concerns of residents.	An update was provided regarding the Club's intention in terms of concerts and events and a response provided to some of the questions asked by local residents.
Environmental impact	A number of comments and questions were asked about what sustainability measures will be included as part the Stand.	Information was provided about the Club's current commitments to the environment and the measures that will be included as part of the proposals.
Consultation	Some questions were asked about the consultation area used and the validity of the consultation and if comments will be listened to.	The consultation area includes c. 5,500 properties, has grown significantly over time and has been agreed with local councillors. The Club has responded to feedback and made direct changes to the proposed design as a result.
Immediate resident concerns	Some specific comments were received from immediate site neighbours including contractor parking, parking on Gilman Street and traffic management on Skerries Road.	The Club has made a number of changes including the installation of additional signs along Gilman Street. The Club also confirmed that it was reviewing the operation of Skerries Road on match days.

Support postcards

- 6.16 Postcards were available to complete at the pop-up events held on Anfield Road on match days. These provided respondents with an easy way to indicate whether or not they support the principle of the proposed Anfield Road Stand expansion. In total, 199 postcards were returned and 195 answered 'yes' that they did support the principle of the project, 1 'didn't know' and 3 answered 'no'.

Detailed analysis of feedback

- 6.17 The consultation strategy was designed to ensure that the views of key stakeholders could be heard and taken into account at an early stage of the design process. A more in-depth analysis of the feedback received from local Anfield residents, Anfield and Everton ward councillors and fans is provided below.

Local Anfield residents

- 6.18 Detailed analysis of the feedback form responses has been undertaken in order to understand the views of Anfield residents, as key stakeholders to the project.
- 6.19 Of the respondents who answered Question 1 of the feedback form and provided a valid postcode, 71 lived either in the Anfield or Everton wards. 72% of these answered 'yes' that they support the project vision to expand Anfield Road Stand, 11% were unsure and 17% answered 'no'.
- 6.20 Of the respondents who answered Question 3 of the feedback form and provided a valid postcode, 69 lived either in the Anfield or Everton wards. 80% answered 'yes' that they support the early ideas for public realm improvements, 14% were unsure and 4% answered 'no'.
- 6.21 Of the respondents who answered Question 4 of the feedback form and provided a valid postcode, 72 lived either in the Anfield or Everton wards. Of these respondents 63% answered 'yes' that they support the proposals to permanently extend the use of the Stadium for concerts and other types of sporting events, 10% were unsure and 28% answered 'no'.
- 6.22 The immediate resident briefing which took place on 29 November 2019 also allowed more detailed verbal comments from local residents to be captured by the project team. Most comments related to parking and traffic management and transport.

Ward Councillors

- 6.23 The preview event held for Anfield and Everton ward councillors on 28 November allowed their feedback to be analysed in more detail, as key local stakeholders and representatives of the local community. The main point of discussion with ward councillors was the proposed partial closure of Anfield Road and impact on local residents.
- 6.24 Public transport was also a main point of discussion with the lack of a train station in Anfield being noted by one councillor. The need to re-route buses was another concern regarding the proposed partial closure of Anfield Road and it was suggested that Mersey Travel should attend future consultation events to discuss re-routing with local residents.
- 6.25 Parking was another topic of discussion with a suggestion that free parking bays in the FMPZ should be changed back to resident parking, especially as more car owners are moving into the local area.

Fans

- 6.26 Two pop up events were held on match days to provide fans with a convenient way to view the proposals and to show whether or not they supported the plans, through the feedback postcards available. 98% of those who returned the postcards showed support in principle for the proposed Anfield Road Stand expansion.
- 6.27 In addition, separate to the pre-application consultation, LFC sought fans' feedback via the Your Voice fan panel which is open to anyone to join. A feedback form was sent via email to the Your Voice database of UK fans and the call for feedback was advertised across social media as well as LFC's website and newsletters.
- 6.28 In total 2480 fans submitted feedback via the Your Voice panel, 463 of which live locally in Liverpool. A summary of this feedback is provided as follows:
- 99% of fans support the project vision for the proposed Anfield Road Stand expansion
 - 96% of fans support the early ideas for public space improvements around the proposed expansion of the Anfield Road Stand
 - 77% of fans support the proposed plans to permanently extend the use of the Stadium for concerts and other types of sporting events
- 6.29 The most frequently selected priorities for fans in finding the best solution for the closure of a short section of Anfield Road were:
- Access for emergency vehicles
 - Ensuring safe alternative routes for local traffic
 - Maintaining access to residential properties on Anfield Road
- 6.30 The most frequently selected priorities for the proposed Anfield Road Stand expansion at this stage from fans were:
- Stimulating further regeneration in the Anfield area
 - Improving fan experience
 - Bringing more jobs to the City & Anfield area

Summary

- 6.31 Overall, a positive response to the proposals was received by both the local community and fans during the first stage consultation in 2019. In total 93% of respondents to the feedback form support the vision for the project and 98% of the support postcards received demonstrated support for the project in principle.
- 6.32 Proposals to increase the use of the Stadium for concerts and major events were also supported by 81% of respondents.

- 6.33 Stimulating further regeneration in the Anfield area emerged as the clear top priority for the Anfield Road Stand expansion and ticketing and hospitality was the most commonly recurring theme within the comments received.
- 6.34 A number of detailed issues and comments were raised in the comment section of the feedback form and in emails received to the consultation email address. These comments are explored and responded to in the following section of the report.

7. Scheme / Design Changes

7.1 Following the feedback received from the first stage consultation a number of changes were made to the scheme and design. These included the following significant amendments made in direct response to comments received from the local community and ward councillors:

- Anfield Road – In response to the feedback received during the first stage consultation it is now proposed that Anfield Road will re-route around the footprint of the expanded Anfield Road Stand. This would mean that access for vehicles, pedestrians and cyclists will be retained on non-match days as currently occurs and a short-section of Anfield Road will be closed to vehicles on match and event days as currently occurs.
- There has been a cap placed on the proposed number of concerts and major events limited to up to 12 concerts / major events per year, this will include six with a noise limit of 75db and six with a limit of 70db.

Figure 7.1: Image showing the revised public realm proposals for Anfield Road on a non-match day



8. Second Stage Consultation Summary

- 8.1 The Club undertook a second stage of consultation in February /March 2020. The primary purpose of the consultation was to demonstrate how the Club had responded to the comments received during the first stage, show the updated plans and seek feedback on those changes.
- 8.2 The programme for the second stage consultation included the following elements:
- (a) Press updates
 - (b) Meetings with key stakeholders
 - (c) Publicising the consultation
 - (d) Consultation exhibitions and events
 - (e) Dedicated feedback channels
- 8.3 A detailed summary of each of these activities is provided below.

A. Press Updates

- 8.4 On 6 January 2020, the Club issued a press release to provide an update on the project. This included initial details of the Club's plans to re-route Anfield Road around the expanded Stand, rather than seeking permanent closure of the road. The press release also confirmed the Club's intention to hold a second stage of consultation from 6 February 2020.
- 8.5 On Tuesday 11 February 2020 press briefings were held at Anfield. At the meetings invited press representatives were provided with details of the updated plans.
- 8.6 Following the briefings, coverage of the second stage consultation was publicised to a global audience with coverage in titles including was included in publications including the Daily Mail, the Guardian, the Mirror and the Independent. This coverage reached as estimated global audience of over 1.7 Billion.

B. Meetings with local stakeholders

- 8.7 In order to ensure key stakeholders were made aware of the emerging plans and kept aware of the Club's progress, representatives from the Club met with a number of stakeholders. A summary of these meetings are included below:
- 8.8 On 5 February 2020 representatives from the Club met with Liverpool Mayor, Joe Anderson, and the Chief Executive of LCC; the purpose of the meeting was to provide an update on the plans and to show how they have evolved through consultation.
- 8.9 On 12 February 2002 representatives from the Club met with Anfield and Everton ward councillors to provide them with an update of the plans. This meeting took place prior to the commencement of the second stage of public consultation.

- 8.10 On 6 March 2020, representatives from the Club met with Dan Carden MP. As with the previous meeting with the Liverpool Mayor and Chief Executive of LCC the purpose of the meeting was to provide an update on the plans and to answer questions.
- 8.11 A number of additional meetings were held with organisations in the local area to discuss accessibility in and around the extended Stand; in particular design changes to the public realm. A summary of the meetings is set out in **Table 8.1** below.

Table 8.1: Summary of Meetings

Date	Organisation	Summary of meeting
27 February 2020	Spinal Injuries Association (Merseyside Branch)	The proposals to remove kerbs was welcomed. The provision of accessible bays in Stanley Park were also welcomed and there was a suggestion that these should be allocated on a 'first come - first served' basis.
28 February 2020	Bradbury Fields	In general Bradbury Fields were supportive of the proposals while making suggestions to make the environment safer for the blind and visually impaired in all situations. These included the use of colour and textural differences and inclusive signage.
28 February 2020	RNIB North West	The feedback received during the meeting was to consider appropriate materials for wet and dry scenarios. There was also a request for a controlled crossing and use of chamfered kerbs. Flush kerbs do not follow National RNIB policy - the rationale for their use in the scheme was explained, and generally accepted.
10 March 2020	Independent Accessibility Consultant	The importance of signage and wayfinding design was discussed – this should be accessible to all and inclusive. It was also suggested that a dog spending area could be include as part of the proposals.

Date	Organisation	Summary of meeting
11 March 2020	Liverpool City Council elected members and officers including Cllr Sharon Connor (Cabinet Member – Regeneration and Highways), Cllr Pam Thomas (Cabinet Member – Inclusive and Accessible City), Cllr Laura Robertson-Collins – (Cabinet Member – Environment and Sustainability) and Graham Garnett – (LCC Inclusive Design Officer, Planning)	During the meeting operational issues were discussed including the management of litter around the Stadium and Park and the transport strategy.

C. Publicising the consultation

- 8.12 To ensure the consultation was publicised to a wide audience, a number of methods of publicity were undertaken. These are summarised below:

Community Leaflet

- 8.13 On Thursday 6 February 2020 a 2-sided A5 leaflet was distributed to local residential and business properties. The leaflet was similar in design to the leaflet issued to promote the first stage of consultation and provided details of the second stage consultation events.
- 8.14 As with the first stage consultation, the leaflet was distributed by hand by Club stewards. The distribution area was the same as the one used at the first stage. This can be found at **Figure 6.1 on page 10**.

Project website update

- 8.15 The consultation website was updated on the day of the first exhibition event (Wednesday 12 February 2020) with information provided at the events. An online feedback form was provided along with details of alternative methods of providing feedback.
- 8.16 Throughout the period of the second stage consultation (between 6 to 28 February 2020) the individual pages on the project website received 64,557 views in total

Stakeholder notifications

- 8.17 As with the first stage, notifications were issued via email to identified stakeholders; these were the same as those identified for the first stage of consultation.

Social Media

- 8.18 The second stage consultation was promoted via the Club's Twitter account which is followed by 14.1 million Twitter users. The Tweet is at **Figure 8.1** below.

Figure 8.1: LFC Twitter post promoting the second stage consultation



D. Consultation exhibitions and events

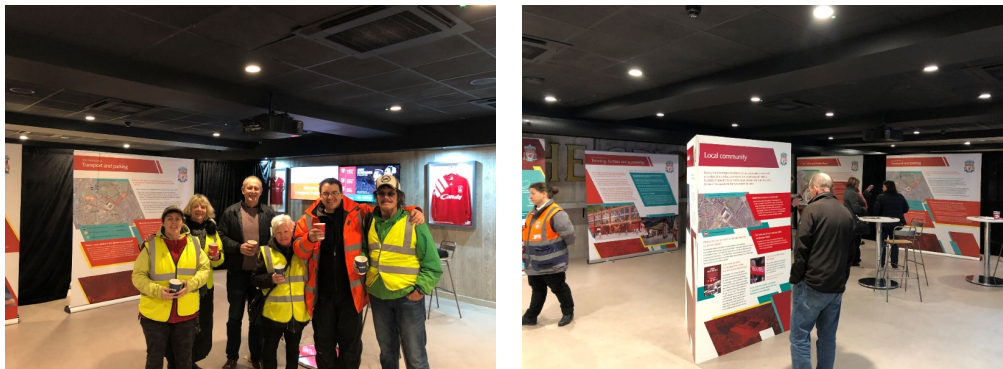
- 8.19 As part of the multi-stage consultation process a number of consultation exhibitions and events were held in February 2020. The events provided an opportunity for the present the updated design, respond to the feedback received during the first stage consultation and to invite feedback on the updated plans.
- 8.20 In ensure consistency with the first stage consultation the locations of the events were the same. However it was decided that fewer events were required due to the attendance at the first stage events. A summary of the events is include below:

Public exhibitions at the Kop Fan Bar

- 8.21 As with the first stage consultation the Kop Fan Bar at Anfield was chosen as the optimum venue to host the public exhibition events. Two events were held in February 2020:
- Wednesday 12 February 2020 - Public consultation event (12.00pm – 8.00pm) at the Kop Fan Bar, Anfield
 - Thursday 13 February 2020 - Public consultation event (12.00pm – 4.00pm) at the Kop Fan Bar, Anfield
- 8.22 At the exhibitions a series of banners were on display. To ensure continuity these were in a similar format to those used during the first stage consultation and included details of the updated design proposals, more information about the proposed design, ticketing, facilities and accessibility.

- 8.23 At the events members of LFC and the consultant team were present to answer any questions.
- 8.24 The events provided an opportunity for local residents and fans to find out more about the detailed plans and provide feedback. A detailed summary of the feedback received during the second stage consultation is included in the next section of this report.
- 8.25 The events were attended by c. 100 people. Images from the event are included in **Figure 8.2** below.

Figure 8.2: Images from the second stage events including an image of the Alley Angels



Residents at Bob Paisley Court

- 8.26 On 13 February 2020 representatives from LFC met with residents at Bob Paisley Court to provide an update on the plans.

Pop-up information stand at Anfield Road

- 8.27 As with the first stage consultation, it was planned to provide a pop-up information stand at Anfield Road on a match day primarily for fans and local residents.
- 8.28 An event was scheduled to take place prior to the Liverpool vs West Ham game on Monday 24 February. The event was due to start at 5pm until kick off at 8pm. However due to strong winds the Club's Health and Safety advised that the event not take place as planned. As an alternative, several information banners were installed at the entrance to the Kop Fan Bar and several members of the team were on hand to answer questions. Information about the change of location was tweeted on the LFC account which is followed by 8,000 Twitter users. This Tweet is included at **Figure 8.3** below.

Figure 8.3: Tweet publicising change of venue to the Kop Fan Bar



- 8.29 The match day consultation event was rescheduled to take place prior to the Liverpool vs Bournemouth game on Saturday 7 March 2020. Although this event took place

following the closure of the second consultation period, those visiting the information stand were advised that any feedback provided would be considered. Details of the rescheduled event were publicised by the Club on the project website.

- 8.30 A trailer was located in the Anfield Road car park, in the same location as the first stage consultation; it included the key information about the proposals. The event attracted several hundred fans and members of the local community.
- 8.31 At the pop up event, postcards were available which asked respondents whether or not they supported the proposed expansion of Anfield Road Stand in principle. 43 postcards were completed, a detailed summary of the feedback received at these events is provided in the next section of this report.
- 8.32 Images from the match-day event are included in **Figure 8.4** below.
- 8.33 A selection of material from the second stage consultation is include at **Appendix 2**.

Figure 8.4: Images from the match-day event



E. Dedicated feedback channels

- 8.34 The feedback channels available during the second stage consultation were exactly the same as those used during the first stage consultation. Feedback could be provided by:
- Completing a feedback form or postcard at the consultation events
 - Completing an online feedback form on the consultation webpage (www.liverpoolfc.com/anfieldroadexpansion)
 - Emailing anfieldroadexpansion@liverpoolfc.com
 - Writing to Proposed Anfield Road Expansion, Liverpool Football Club, 20 Chapel Street, Liverpool, L3 9AG

9. Second Stage Consultation Feedback

- 9.1 This section of the report sets out a summary of the feedback received during the second stage consultation. Feedback forms used both online and at the events were targeted primarily to obtain comments on the updated design proposals, gauge opinion for the Club's vision and updated plans, and to understand the extent to which respondents understood the updated plans. A dedicated email address and postal address was provided for more detailed feedback.
- 9.2 As with the first stage consultation, postcards were available at the pop up events to provide respondents with an easy way to indicate whether or not they support the principle of the proposed Anfield Road Stand expansion.
- 9.3 During the second stage consultation 735 items of feedback were received. The breakdown of this feedback per format is summarised in **Figure 9.1** below.

Figure 9.1: Feedback received per format

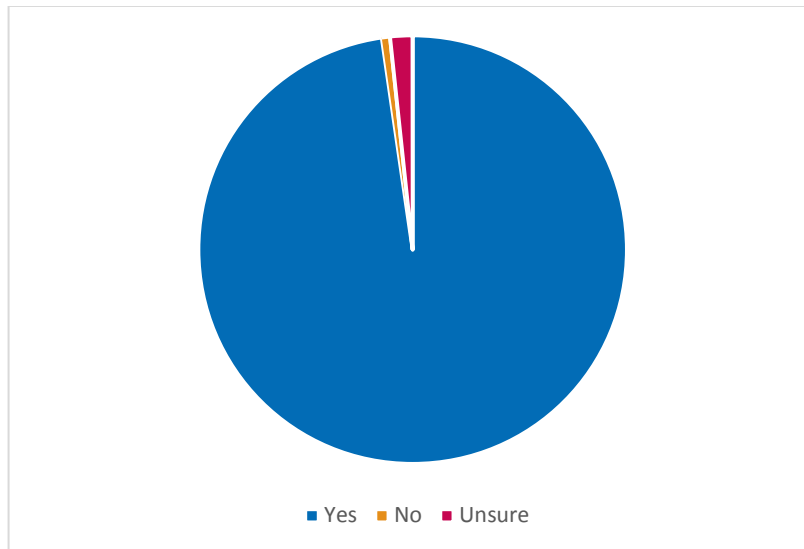
Feedback format	Number received
Support Postcards	41
Feedback forms	79
Digital feedback forms	573
Emails	42
Total responses	735

- 9.4 The following section explores this feedback in more detail.

Feedback form

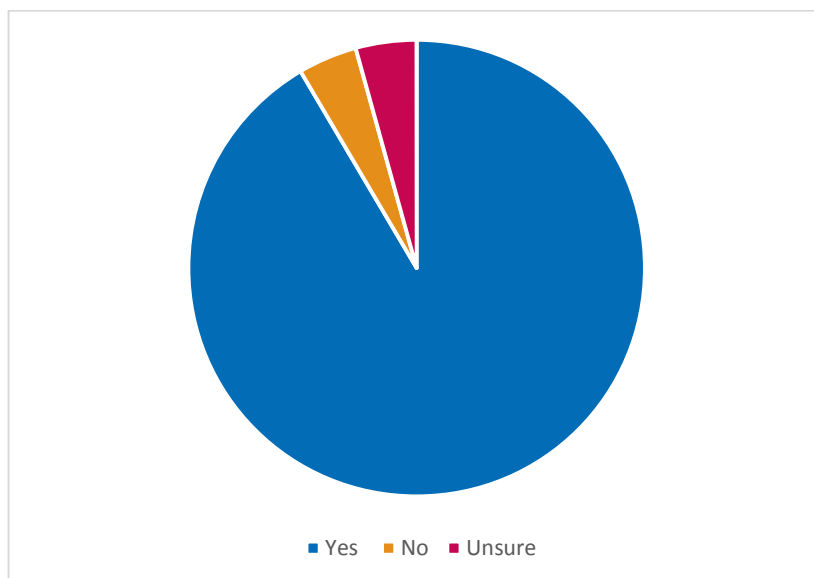
- 9.5 As with the first stage consultation the feedback form was the primary method by which feedback was received; this included physical and digital forms. The form posed a number of questions and asked respondents to provide feedback under the key themes identified in the consultation material. Space was also provided for any other comments. A summary of the responses to each question is provided as follows:

Question 1: Do you support our project vision for the proposed Anfield Road Stand Expansion which would bring the overall Stadium capacity to over 61,000?



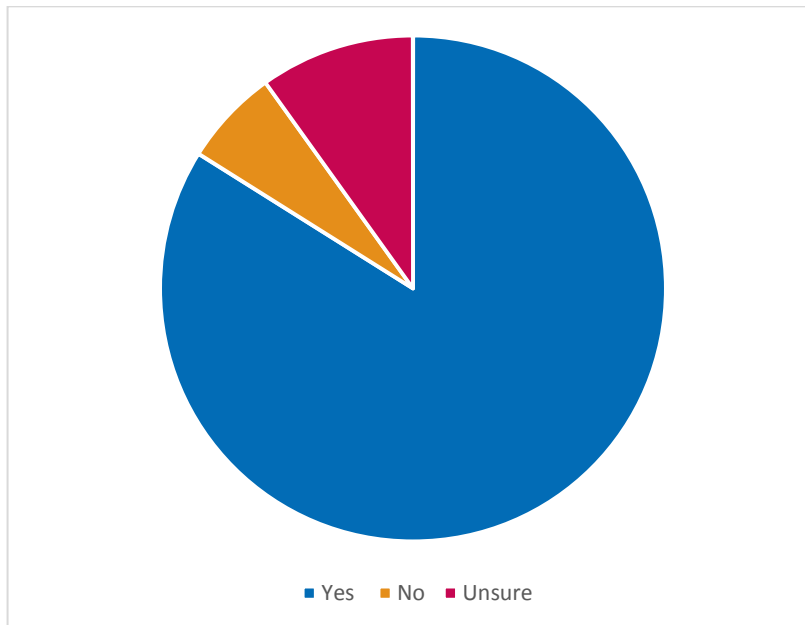
- 9.6 Of the 650 responses received to this question, 635 (98%) answered 'yes', 11 (2%) were unsure and 4 (1%) answered 'no'.

Question 2: we have made some changes to our plans since our first stage consultation, primarily we have reconsidered our plans for Anfield Road. Do you support the changes we have made to re-route Anfield Road around the footprint of the expanded Anfield Road Stand?



- 9.7 Of the 649 responses received to this question, 594 (92%) answered 'yes', 28 (4%) were unsure and 27 (4%) answered 'no'.

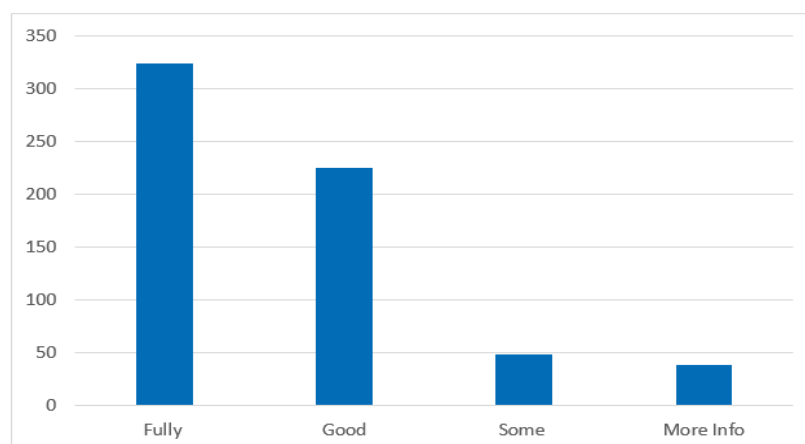
Q3. Our plans to permanently extend the use of the Stadium for concerts and other types of sporting events were well supported by feedback from our first stage consultation and remains part of our proposals. Do you support our plans to permanently extend the use of the stadium for concerts and other types of sporting events at Anfield?



9.8 Of the 647 responses received to this question, 543 (84%) answered 'yes', 64 (6%) were unsure and 40 (10%) answered 'no'.

9.9 All numbers have been rounded to zero decimal places. In certain circumstances this may result in the total adding up to more than 100%.

Question 4. At this second stage consultation, we have provided information about the feedback we have received so far and provided further detail of our plans under six areas of focus. Overall, how well has the information aided your understanding of the proposals?



- 9.10 Of the 636 responses received to this question, 323 respondents stated that they had a full understanding of the proposals, 255 had a good understanding, 49 had some understanding and 39 wanted more information.
- 9.11 The next section of feedback form provided room for comments to be provided. The first section asked for feedback under the identified themes and the second part provided space for further feedback to be provided. For ease of analysis and reporting feedback received (both digital and physical) is reported below alongside the feedback received via email.

Emails

- 9.12 In total 42 emails were received at the dedicated email address anfieldroadexpansion@liverpoolfc.com. The emails were received by a mixture of both local residents and fans and covered a number of topics including ticketing, detailed design, highways and transport amongst others.

Summary of detailed comments

- 9.13 Many positive comments were received during the second stage consultation. A number of these are included below:

"New design is showing the Club listening to locals"

"Should be quite an improvement"

"Excellent, well designed"

"It looks like it is in keeping with the Main Stand public realm and flows well."

- 9.14 A number of detailed comments were received during the second stage. For ease of analysis and response these are summarised by representative comments in the next section of this report alongside a response from the applicant.

Support postcards

- 9.15 As with the first stage consultation, postcards were available to complete at the pop-up event held on Anfield Road prior to the Liverpool FC vs. Bournemouth match. The postcards were similar to those used during the first stage consultation and provided respondents with an easy way to indicate whether or not they support the principle of the proposed Anfield Road Stand expansion. In total, 41 postcards were returned all of which supported the updated proposals.

Detailed analysis of feedback

Local Anfield residents

- 9.16 Of the respondents who answered Question 1 of the feedback form and provided a valid postcode, 69 lived either in the Anfield or Everton wards. 87% of these answered 'yes' that they support the project vision to expand Anfield Road Stand, 7% were unsure and 3% answered 'no'.

- 9.17 Of the respondents who answered Question 3 of the feedback form and provided a valid postcode, 69 lived either in the Anfield or Everton wards. 87% answered 'yes' that they support the early ideas for public realm improvements, 16% were unsure and 7% answered 'no'.
- 9.18 Of the respondents who answered Question 4 of the feedback form and provided a valid postcode, 69 lived either in the Anfield or Everton wards. Of these respondents 73% answered 'yes' that they support the proposals to permanently extend the use of the Stadium for concerts and other types of sporting events, 7% were unsure and 20% answered 'no'.

Summary

- 9.19 In summary, the feedback indicated that remains a large amount of support for LFC's vision, with 98% of respondents confirming that they support the Club's vision. This is an increase from the first stage consultation where 93% of respondents supported the vision.
- 9.20 The proposed changes to Anfield Road were welcomed by local residents within the comments received, however the overall percentage of supporters was the same, with 92% of respondents supporting the public realm improvements. When broken down into responses from the Anfield and Everton wards, 87% of local residents supported the public realm improvements, compared with the 80% who supported the public realm improvements proposed at the first stage consultation.
- 9.21 The proposals for concerts and special events gained more support by local residents in the second stage consultation, with 73% supporting the concerts and events, compared to the 63% supporting them in the second stage.
- 9.22 A number of detailed issues and comments were raised on the feedback form and in emails received to the consultation email address. These comments are explored and responded to in the following section of the report.

10. Applicant's response to second stage feedback

10.1 The feedback received during the second stage consultation is summarised by theme below. A draft response has been prepared where possible.

10.2 Public realm and Anfield Road

Representative comment	Applicant's response
Re-routing Anfield Road around the expanded Stand seems to be a good compromise and it shows the Club are listening to local residents.	The Club is happy that the proposed changes to Anfield Road have been welcomed. The aim of the first consultation exercise was to listen to views of local residents, businesses and supporters early in the design process and we are pleased to have identified a solution for Anfield Road that has overwhelming support.
Anfield Road should stay as it is and the Stand not be expanded.	Due to the continued success of the Club there is a pressing need to provide more seats to allow fans to watch games. Expanding the Anfield Road Stand would also deliver a number of benefits to the local area and the wider City. The principle of expanding the Anfield Road Stand has already been agreed by the City Council by the previous granting of outline planning permission for this development.
Who owns Anfield Road at present and in the future?	Anfield Road is currently a public highway managed by Liverpool City Council, Anfield Road Car Park and the Family Park are owned by the Club. Following the development all of the site will be in the ownership of the Club, including the re-routed Anfield Road which will be managed and maintained by LFC. That part of Anfield Road within the site will remain open to the public at all times, other than a closed to vehicular traffic on match and event days as currently occurs; this will be secured through a legal agreement.
Please can you include as much greenery as possible both in the public realm surrounding the Stand and as part of the Stand expansion?	The proposed plans for public realm includes new tree and shrub planting.
Could the paving along Anfield Road have the detail of the Liver Bird in the design?	As part of this application the Club is in dialogue with the City Council regarding the materials for the road surface.
Please can flower beds / railings be	The railings located alongside the park walkway

Representative comment	Applicant's response
installed to help the transition between the Stadium and the park walkway?	will be retained. In terms of planting, raised beds are to be provided which will enhance the transition between the Stadium and the park. Further details of the proposed landscaping and planting are included within the Landscaping Strategy.
It would be better if Anfield Road was closed to vehicles permanently as previously suggested. This would allow for a larger stand and increased capacity.	c.7,000 additional seats is the maximum capacity that can be achieved through an expansion of the Anfield Road Stand while complying with stadium design, safety and comfort standards. This will not change regardless of whether Anfield Road is permanently closed or re-routed.

Stadium design

Representative comment	Applicant's response
Please can you increase the capacity of the Kenny Dalglish and Kop Stands once you have completed work on the Anfield Road Stand?	There are no current plans to extend the other stands. The Club is focusing on the proposed expansion of the Anfield Road Stand.
Is there the potential for the corners of the Main Stand / Anfield Road end to be partially filled at some stage? Or can the seating be wrap around like Old Trafford?	The roof structure philosophy of the Stadium generally limits the infilling of corners between the individual stands to the lower tier. However some additional seating will be provided in the lower tier next to the Main Stand. Anfield has its own individual characteristics and cannot be compared with other stadia.
Can the pitch be extended to comply with international standards?	The proposed expansion of the Anfield Road Stand would not pose the opportunity to increase the length of the pitch. The expansion would be based on the refurbishment of the lower tier of the existing Anfield Road stand enhancing facilities, concourses and the overall comfort and appeal, along with the introduction of a new upper tier which would add further seats and new facilities.
How will the seating be designed? Will fans have a full view of the pitch from all areas of the Stand?	All of the seats in the new Stadium will have unobstructed views. Additionally, there are a number of seats in the Main and Sir Kenny Dalglish stands that currently have restricted views due to the existing Anfield Road Stand structure – those obstructions will be removed as a consequence of this development improving

Representative comment	Applicant's response
	views from those seats.
Why can't the Stand have three tiers like the Main Stand?	The Anfield Road Stand has a different function to the Main Stand and is predominantly for general admission ticket holders, including away fans. The design solution optimises capacity for those ticket holders and there is no fan experience or operational benefit in splitting the increased capacity over three tiers.
Can the capacity be increased further?	As highlighted above, c.7000 additional seats is the maximum capacity that can be achieved through an expansion of the Anfield Road Stand while complying with stadium design, safety and comfort standards.
Can personalised bricks be used on the façade?	There is no current proposal to include personalised bricks in the façade. There may be scope to provide further areas of fan personalisation within the new area of public realm – as currently seen in 96 Avenue.
Please can safe standing be introduced to the expanded Stand?	Whilst we respect the feedback received from some of our supporters, the proposed expansion plans will retain Anfield as a fully seated Stadium. Current legislation requires that stadia of all Premier League clubs be all-seated which the Club continues to comply with.
The expanded Stand should be the same height as the existing stands.	The Stand has been designed to the optimum height and scale to accommodate the maximum amount of seating possible under current regulations. While slightly lower than the Main Stand it will retain the characteristics of Anfield as a four-stand stadium, each having its own individual look and feel.

Concerts / usage

Representative comment	Applicant's response
Very happy for the Stadium to be used for other concerts	The Club welcomes the positive feedback received with regard to the 2019 summer concert series.
The concerts were too loud and late in 2019, please no more.	In granting temporary planning permission for the concerts, Liverpool City Council put in place a range of controls to manage impacts on the local community, including an Event Management Strategy (EMS) and appointment of the Resident Liaison Manager. Each concert is then subject of

Representative comment	Applicant's response
	an Event Management Plan (EMP) which is necessary under separate licencing purposes. The decision whether to allow the stadium to continue to be used for concerts and other major events rests with the City Council who will assess the information submitted with this application and the feedback from concerts held in 2019.
Please can we have no more than 4 – 6 concerts per year? What you had in 2019 was fine.	The current application seeks permission to host up to 12 concerts / major events per year, this will include six with a noise limit of 75db (as per the 2019 concerts) and six with a lower limit of 70db.
Please can you consider the impact on local residents when hosting concerts?	The Club has also listened to feedback from local residents and has appointed a Resident Liaison Manager (RLM) whose role is to liaise directly with the local community regarding individual concerns arising from match / event day activities. The RLM also meets regularly with ward councillors who can also be contacted directly to discuss specific issues
What impact will the concerts have on the pitch?	The Club takes great care when planning events to ensure sufficient recovery periods to get the pitch back into best condition ready for the next game. The Club will always try to minimise the risk of damage and take care to protect the surface.
Would prefer women's football matches be considered before concerts.	This feedback has been noted.

Ticketing

Representative comment	Applicant's response
Please can you confirm the allocation of tickets? How many tickets are you proposing to offer to fans on the Season Ticket waiting list? How many will be GA?	This stage of the process is to prepare for submitting the planning application. There will be much more work to do in the coming months and into next year around ticketing and how additional seats are allocated. It will require consultation with supporters and other key stakeholders when the time is right. The Club are committed to further discussions on this detail with its fans and others through established fan forums.
Will local residents have the	The Club already allocates a number of tickets

Representative comment	Applicant's response
opportunity to buy tickets easily?	available to local residents with an 'L' postcode. Information on how to enter the Local General sale can be found here: https://www.liverpoolfc.com/tickets/local-general-sale-q-as
Should be fully GA with no hospitality!	An element of hospitality is required to make the expansion financially viable. As outlined above the total allocations of GA and hospitality are yet to be decided.
Can something be done by the Club to stop ticket touts selling tickets at inflated prices? Or can the current ticket website be looked at?	The Club has recently overhauled its ticket-buying process by investing in innovative, industry-leading technology to improve ticket distribution and the way supporters can access Anfield. LFC has partnered with leading mobile-focused ticketing platform SeatGeek to improve the performance of its ticketing website and make for a smoother fan experience during peak sale times. This is in response to fan feedback.
Can GA tickets be allocated by ballots or lotteries? This may make the process fairer.	This feedback has been noted

Facilities

Representative comment	Applicant's response
I would like to see all of the Kop Stand as safe standing, this would increase overall capacity	This consultation only relates to the proposed expansion of the Anfield Road Stand. However this feedback has been noted by the Club.
Can more toilet facilities be introduced into the new Stand to prevent people from urinating in neighbours gardens?	Additional toilet facilities will be provided throughout the proposed Stand expansion. The Club is also liaising with ward councillors to identify appropriate locations for additional portaloos outside the stadium on match and event days.
Local residents and fans cannot get signal on mobile phones at match times. Can the signal be improved? Can the Wi-Fi also be improved?	The availability of mobile phone coverage is a matter for the relevant networks and services providers in the area. We anticipate that Wi-Fi will be provided as part of the expansion plans.
Would it be appropriate for the Family Park to be moved to the hotel site? This will be away from building work.	The Family Park will ultimately be relocated into the ground floor of the new Anfield Road Stand. The Club is still exploring options of where to re-provide the Family Park during construction. This will be decided prior to the commencement of

Representative comment	Applicant's response
	construction.
Will a video wall be installed to watch VAR and replays of goals?	This feedback has been noted by the Club. The focus at this stage is on the planning application of the Anfield Road Stand. The Club will look into the options for further facilities such as a video wall at a later date.
Is there an opportunity for a sky walk at the top of the roof?	A sky walk has not been proposed as part of the proposed Anfield Road Stand expansion but this feedback has been noted by the Club.
Can the possibility of a large open restaurant be explored?	A large restaurant is already provided in the Kop Stand (the Boot Room). 'Best in class' food and beverage concessions will be provided on the ground floor of the expanded Stand.
In terms of sound quality, what measures are being explored to ensure the unique atmosphere of the stadium will be retained?	The Club wishes to retain and special and unique atmosphere of Anfield – something it successfully achieved as part of the Main Stand redevelopment. An acoustic strategy has been prepared and has helped to inform both the design of the new stand and support the planning application.
Would the Club consider opening a museum?	There is currently a museum located in the Kop Stand.
Please provide covered areas for fans during bad weather	As part of the plans there will be a large covered family fan zone on the ground floor of the new Stand; this will replace the existing open-air fan zone on Anfield Road
Can you start taking contactless payments?	This comment has been noted

Accessibility

Representative comment	Applicant's response
Can the tunnelling under the Anfield Road stand be explored?	The Club has explored a range of options for diverting or closing Anfield Road. The current solution of diverting the road around the new Stand is the optimum solution to meet safety, design and movement requirements while also ensuring retained vehicular access along Anfield Road on non-match days.
Will there be additional wheelchair bays for the new stand?	Yes, wheelchair accessible positions will be provided in the enlarged seating bowl; this will include a raised wheelchair tribune with adjacent

Representative comment	Applicant's response
	companion seating for home and away fans.
It would be better if fans were directed away from the ground via Stanley Park.	Three additional footpath links will be provided linking to the existing Dahlia Walk pedestrian route which provides access through Stanley Park. This will continue to encourage pedestrian access between the Park and the Stadium.

Transport

Representative comment	Applicant's response
There is still a need for a train station at Anfield and should be seen as a priority.	<p>The closest train station to the Stadium is currently Sandhills and there is both a signed walking route and Soccerbus linking to the station.</p> <p>The Bootle Branch line, which runs the closest to the Stadium, carries freight only. A number of studies have been carried out over a period of c.20 years to explore the potential for re-opening the line for passenger traffic; to date, those studies have not been able to demonstrate that there is a viable business case for this. Reopening of the line would have limited effect on travel to matches as it has capacity restrictions and could only likely accommodate c.2,000 passengers in the 2 hours leading up to the match.</p> <p>The Club will continue to support the ongoing work being undertaken in the Liverpool City Region led by the Metro Mayor and Merseytravel / Merseyrail, who are exploring wider opportunities for opening up the Bootle Branch line for passenger use.</p>
Usual bus routes should not be re-routed when football buses can get nearer to the ground. Are you proposing to switch all local buses to the Walton area?	<p>Scheduled bus services are diverted from the road closure area to ensure they can continue to run to a match day timetable and minimise delays to local services as a result of match day congestion. This will continue to be the case moving forwards, with no further changes proposed.</p> <p>As part of the updated Transport Strategy it is likely that the match day 917 and the 501 services will relocate to Walton Lane to join the Soccer Bus. There will be no changes to other bus services or their existing match day diversion routes.</p>

Representative comment	Applicant's response
There needs to be better bus transport links for local residents in and out of the city	The existing scheduled bus services continue to operate on match days but alter their routes slightly to avoid road closures. Local residents are also able to utilise match day bus services. These services generally accept concessionary passes and Merseytravel saver tickets.
The surrounding area is gridlocked after each game.	The Club has prepared a Match Day Transport Strategy in agreement with LCC which aims to maximise access to and from the Stadium via public transport and other sustainable forms of transport. Recent surveys demonstrate that there has been a decline in car use over the years which means a reduction in congestion.
Can more information be provided to residents re bus delays?	The Club has existing lines of communication with public transport service provider and is able to relay details to local residents via the resident's hub.
Can more information be provided to supporters about transport links?	There is a dedicated section on the Club's website to provide information of travel options on match and event days. LFC is continually seeking to improve the messaging to supporters on travel options; in particular to encourage sustainable travel modes by raising awareness of travel options.
How will it be possible to get people away from the stadium quickly after an event/ match if Walton Breck Road is altered?	Walton Breck Road will continue to be closed to vehicles pre and post-match; this closure will now be applicable to all vehicles including buses and taxis. Pedestrian movement will still be possible along the route to reach public transport services. We are not proposing to narrow Walton Breck Road. Liverpool City Council has prepared a scheme to enhance Walton Breck Road; this should not affect match day operations as the road would be closed to vehicles.
There is a lack of safe road crossings, could more be provided?	Crossings already exist on key routes and at signalled junctions in the area, and match day stewards provide some support for crossing at locations where footfall is heavy and crossings don't exist
Traffic is being diverted the wrong way up Burleigh Road South	We have been made aware of this issue, with regards to vehicles from the car park being directed onto Burleigh Road South when this road is restricted to northbound movements

Representative comment	Applicant's response
	only. Vehicles in this car park should remain stationary until the road closure on Walton Breck Road has been lifted. This will be raised with the traffic management stewards and managed.
What will happen with parking and traffic management on Skerries Road?	For the current season a trial has been implemented whereby Skerries Road is closed for 90 minutes prior to kick off and for 30 minutes post-match, reopening whilst the game is in play. During the closure pre-match, if it is considered safe, residents are able to access their street. We are proposing that this is made permanent.

Parking

Representative comment	Applicant's response
Blue badge holder 'pinching' residents spaces and do not get punished for this.	Parking control and enforcement is the responsibility of Liverpool City Council, and not in the control of LFC. The RLM continues to liaise regularly with LCC and ward councillors on a wide range of issues, including parking.
Parking fines need to be higher and there are not enough traffic wardens	Parking enforcement and setting the levels of fines is the responsibility of Liverpool City Council and the Club has no control over this.
Away coaches need moving to a different location	The locations of both home and away coaches are proposed to change as part of the updated match day strategy. This would see the removal of away coaches from Arkles Lane and their re-provision on Priory Road, with home coaches to be relocated from Priory Road to St. Domingo's car park.
There is a need for more parking spaces	The Club is currently reviewing car parking utilisation in Stanley Park / Utting Avenue to optimise usage of those spaces on match days by LFC ticket holders. No additional car parking is proposed as LFC do not want to encourage take up of private cars as a way of travelling to Anfield. Parking in the city centre and utilising the match day bus services is recommended to those who would like to drive to the area.
How about a park and ride near the M57 / M58?	Park and ride is available using parking within the City Centre and travelling directly to/from Anfield on the 917 match day special buses.
What will happen with holders of	The operation and management of this car park

Representative comment	Applicant's response
parking passes for Goodison Park once Everton leave?	is not the responsibility of LFC and the future of the site would be determined by the land owner.
Can there be a proper coach facility / pick up close to the stadium?	The relocation of home and away coaches is part of the updated match day transport strategy. The current proposals would see home coaches relocated from Priory Road to St. Domingo's car park, and away coaches relocated from Arkles Lane to Priory Road.
Can you build a multi-storey car park close to the ground?	Providing additional car parking would attract additional vehicles to the area – this would have an adverse impact on local residents and would be contrary to the strategy of encouraging wider use of public transport to access the stadium.

Local community / residents

Representative comment	Applicant's response
More should be done to support the local community	In recent years the Club has made a number of commitments to the local community and has increased the level of support provided, this has included the appointment of a Resident Liaison Manager. Further details of which are included above.
Not enough portable toilets in Pinehurst Avenue, Utting Avenue and Priory Road.	This comment has been noted; the Club is currently liaising with ward councillors to identify additional locations to provide more portaloos for matches and events.
Please can the cleaning be improved on match days as there is increasing amounts of bottles and fast food packages left on the ground?	The Club's street cleaning team currently operate in 20 streets around the Stadium on match and event days. The Resident Liaison Manager is should be contacted in the first instance and informed of any hot spots that required additional cleaning, Additionally the Club also supports the Anfield Alley Angels volunteer group, which focusses on keeping streets within the L4 area clean and participates in activities such as litter picking, weed pulling, alley brushing and fence painting.
Could local residents get reduced tickets to concerts instead of a prize draw?	The Club will consider this for future concerts.
LFC should invest in housing for the local area	Since 2013 the Club has been a major part of the regeneration of the Anfield area. This has

Representative comment	Applicant's response
	included investment in the public realm which included a new public square, which has helped to improve the area for existing and new residents. The current proposals include further areas of enhanced public realm.
What roads will the construction traffic be using? How will you ensure construction traffic is controlled? Skerries / Wylva Road was severely disrupted last time around, please can this be avoided?	If planning permission is granted a detailed Construction Environmental Management Plan (CEMP) will be agreed with Liverpool City Council. This will provide details of how construction traffic will be managed. These comments have been noted.
How will noise and dust be managed during construction?	The Environmental Statement submitted with the application includes details of measures to mitigate the impacts of noise and dust during construction; measures include securing areas of working, wheel washes for construction vehicles, setting working hours etc. The contractor will also be expected to nominate and provide contact details of a community liaison representative to address any issues that arise. Those measures will be fully set out in the Construction Environmental Management Plan which will need to be approved by Liverpool City Council before the development commences.
Please can more bins be provided on Oakfield Road?	The Club advised any residents experiencing issues with litter to notify the Resident Liaison Manager.
Buses and coaches parking across Junction 5 leave their engines on during the game.	As part of the part of the 'Respect our Neighbours' campaign, the Club actively encourages visiting coach drivers to the Stadium to turn off their engines when waiting for fans to cut down on exhaust emissions. Drivers are now invited into the Stadium for refreshments during the game. The Club will continue to promote this initiative to all coach drivers.
The feedback statistics should be separated to show the views of residents, as fans and those visiting the Stadium are bound to be more enthusiastic.	This Statement of Community Engagement shows the geographic origin of consultation responses where that information has been provided by the respondent.

Sustainability

Representative comment	Applicant's response
Please can you reduce public waste?	<p>The Club is committed to reducing general waste and has a number of commitments to recycling as part of their "Reds Going Green" programme. The Club currently recycles over 55% of waste and regularly reviews what improvements can be made on match and non-match days.</p> <p>During construction of the Stand, contractors will be encouraged to re-use or recycle materials wherever practicable in order to minimise waste and removal of materials to landfill.</p>
Please can Suds / sustainable drainage be incorporated into the design?	<p>The site is located within an area at low risk of flooding and currently benefits from a positive drainage system. The strategy meets all relevant national and local guidance; it confirms that run-off from the development will be controlled to deliver a 30% improvement to the existing brownfield run-off rate in accordance with SUDS principles.</p>
Will you be looking to target BREEAM excellent?	<p>There is no BREEAM requirement for the Stadium; generally the BREEAM system is targeted towards other forms of development. Notwithstanding, the proposed design incorporates a number of sustainability measures including the provision of PV (solar) panels on the roof of the Stand, management of water usage through water drainage and waterless urinals, and reduced CO² emissions by installing low energy lighting.</p>

11. Project delay as a result of COVID-19

- 11.1 In April 2020, following the successful second stage consultation, the Club announced that it was temporarily pausing the project due to the impact of COVID-19 on the construction programme.
- 11.2 Following a temporary pause to the project, the Club made the decision to submit the planning application at the end of 2020, to ensure that it is in the position to move ahead with the proposed redevelopment as soon as the time is right.
- 11.3 While there has been no change to the proposals it has been over six months since the announcement of the project delay. The Club will, therefore, undertake several forms of publicity to ensure neighbours, stakeholders and fans are aware of the application submission. These include:
- Issuing a letter to the c. 5,600 properties in the Anfield area to share information about the submission. The letters are due to be delivered by hand on Monday 30 November 2020 to the properties within the consultation area identified in **Figure 5.2** (on page 11 of this SCE).
 - Providing an update to key stakeholders on Monday 30 November 2020, including the Liverpool Mayor, Liverpool City's Chief Executive and Anfield Ward councillors.
 - Issuing a press release to local and national media titles on Monday 30 November 2020 and providing an update on the www.liverpoolfc.com website.
 - Providing a dedicated update to the Fan Forum on Wednesday 2 December 2020.
- 11.4 Should planning permission be granted for the expansion of the Anfield Road Stand, the Club are committed to further and on-going engagement with local residents and the wider community, with fans and through the Club's Resident Liaison Manager and operational team.

12. Commentary and Conclusions

- 12.1 During the launch of the public consultation on the detailed proposals for the Anfield Road stand, Andy Hughes, LFC's Chief Operating Officer stated:

"For any expansion to the Anfield Road Stand to go ahead we need certainty on three key areas. Firstly, that we are able to reach agreement with local residents, businesses and community groups that they will allow the expansion plan to take place, which will mean closing a short section of Anfield Road between 96 Avenue and Skerries Road.

Secondly, that we have the right sustainable financial and economic model in place to deliver a long-term sustainable Anfield. And lastly, that we are able to successfully navigate the complex planning landscape. We need to be satisfied on all three points for work to proceed."

- 12.2 In response to this commitment, and through a process of agreement of an accepted strategy for pre-application consultation with officers at Liverpool City Council (LCC), an extensive, multi-stage and significant period of public consultation on the proposed Anfield Road Stadium expansion was planned and delivered.
- 12.3 During the first stage consultation undertaken in November and December 2019 over 800 responses were received. A large proportion of respondents supported the plans with **93% of respondents supporting the Club's vision**. A number of comments were also received regarding a number of detailed elements of the scheme including the proposed permanent closure of Anfield Road.
- 12.4 As a direct response to the feedback received the Club made a number of changes to the proposals including plans to re-route Anfield Road around the expanded Stadium and to limit the number of concerts per year to 12.
- 12.5 The Club undertook a second stage consultation in February and March 2020 to provide a response to the feedback received during the first stage consultation and to show more detailed plans. The majority of feedback received during the second stage consultation was positive with a number of respondents supporting the Club's plans for Anfield Road to remain open. **In addition 98% of respondents** supported the Club's vision during the second stage consultation, a notable increase to that of the first stage consultation.
- 12.6 **92% of respondents also supported early ideas for the public space improvements** around the proposed expansion of the Anfield Road Stand. Despite this high level of support, the Club listened to concerns about the closure of Anfield Road from local residents and elected members and revised their plans. **Following the second stage, the level of support for the revised plans remained high at 92% support.** Feedback to support this further was presented through the consultation including representative statements such as:
- "New design is showing the Club listening to locals"
 - "Should be quite an improvement"

- “Excellent, well designed”
 - “It looks like it is in keeping with the Main Stand public realm and flows well.”
- 12.7 In relation to the proposals to permanently extend the use of our Stadium for concerts and other types of sporting events at Anfield, 82% of respondents initially expressed support for concerts and events rising to 84% support following the second stage.
- 12.8 In addition, the match-day events held in December 2019 and March 2020 demonstrated support for the plans, with over 200 completed postcards received at these events declaring support for the plans.
- 12.9 The multi stage consultation were publicised to a wide audience, with over 10,000 leaflets issued to local residential and business properties to publicise both stages of consultation and press coverage with a global reach of over 1 billion. Several events were held including events at the Kop Fan Bar and on Anfield Road prior to several Premiership matches. The events were attended by over 800 people and the dedicated project website was viewed by over 70,000. The Club has also engaged with political stakeholders, user groups and fans.
- 12.10 Overall the extent of the activities undertaken and the wide reach of engagement over the two stages of consultation clearly demonstrate the Club’s commitment to engaging with local residents, stakeholders and fans who have demonstrated support for the proposals.
- 12.11 There has been no change to the proposals since the second stage consultation in early 2020. Nevertheless, in light of the delay, the Club has undertaken a further campaign to ensure that the local community, fans and other stakeholders are aware of the application submission.
- 12.12 In conclusion, the Club’s extensive, multi-stage and wide-reaching period of pre-application public consultation on the plans reported in this SCE, has been able to evidence and satisfy the need to reach agreement with local residents, businesses and community groups. The consultation activity has met and exceeded the best practice guidance set out in national and local planning policy in relation to pre-application public consultation.
- 12.13 Should planning permission be granted for the expansion of the Anfield Road Stand, the Club are committed to further and on-going engagement with local residents and the wider community, with fans and through the Club’s Resident Liaison Manager and operational team in the future as it moves into the construction process and beyond.

Appendix 1: First stage consultation material

Stage 1 - Community leaflet

ANFIELD ROAD STAND EXPANSION

We are opening a first stage public consultation to share our ideas for expanding Anfield Road stand.

Our vision is to create a bigger Anfield which would allow more fans to watch some of Europe's best football in a world-class facility in the heart of Liverpool.

We invite you to a series of drop-ins to find out more about our progress so far. We want to hear from local local residents, businesses and fans as we develop and shape our proposals.





Come and see us

At this first stage in our design process, we are holding a series of drop-ins to show you what we're working on, give you a chance to ask any questions and to provide your feedback.

The Kop Bar, Kop Stand
(Entrance via Walton Breck Road)

Friday, 29 November 2019
4pm – 8pm

Monday, 2 December 2019
4pm – 8pm

Tuesday, 3 December 2019
12pm – 4pm

Alternatively visit us at the pop-up information stand at Anfield Road on

Saturday, 30 November 2019
12pm – 3pm at Liverpool v Brighton

Wednesday, 4 December 2019
5pm – 8pm at Liverpool v Everton

Contact us for more information on anfieldroadexpansion@liverpoolfc.com or visit the website at www.liverpoolfc.com/anfieldroadexpansion

Stage 1 - Exhibition banners - Pack 1

PUBLIC CONSULTATION ON

Proposed Anfield Road Stand Expansion

Welcome to our first stage public consultation on our outline plans for the proposed expansion of the Anfield Road Stand.

We invite you to view our exhibition to find out more about our progress so far. We want to hear your feedback as we develop and shape our proposals. Our initial plans are on display and members of the project team are available to answer any questions you have.





Please provide us with your comments as follows:

- Complete a feedback form here today
- Write to us at: Proposed Anfield Road Expansion, Liverpool Football Club, 20 Chapel Street, Liverpool, L3 9AG
- Email your comments to: anfieldroadexpansion@liverpoolfc.com
- Visit our project website at: www.liverpoolfc.com/anfieldroadexpansion

Please ensure that your feedback reaches us by **Friday, 13 December 2019**

Thank you for your visit today

OUR VISION

A more ambitious Anfield

Our vision is to create a bigger Anfield Stadium which will see more fans watch some of Europe's best live football and international events in a world-class facility in the heart of Liverpool.





Our proposed images and plans on display could increase the capacity of the Anfield Road Stand by around 7,000 seats which would take the overall Stadium capacity to over 61,000.

We are also stating our ideas for extending the public realm around the Stadium and enhancing connections to Stanley Park.

The new proposals are consistent with the previously consented scheme. The footprint of the proposed Anfield Road Stand extends across Anfield Road.

Although the majority of Anfield Road will remain open for residents and businesses, a short section of the road between Stames Road and 96 Avenue would be closed. Access for pedestrians and cyclists would be retained around the expanded Anfield Road Stand.

We are committed to finding the best possible solution for the proposed Anfield Road Stand expansion. Your feedback is important to us and will be used to inform the plans and designs for the scheme, as well as helping to inform our decision on whether to proceed with the project.

THE STORY SO FAR

Anfield - our spiritual home

Anfield Stadium has been our home since 1892. Since then the Stadium and the Club have formed an important part of the community. Our purpose is to ensure that the local area benefits from the redevelopment of Liverpool FC and the Anfield community continues to thrive.





The timeline below sets out some important milestones in the history of our Club and the regeneration of Anfield.

1960s Anfield is our spiritual home

2006 / 2008 Planning permission granted for a new Stadium at Stanley Park and redevelopment of the Park

2012 Rebuild of Anfield Stadium

2013 The Anfield Regeneration Partnership is established, bringing Liverpool City Council, Liverpool Football Club, and the local community together to regenerate the area

2014 The Anfield Regeneration Partnership is established, bringing Liverpool City Council, Liverpool Football Club, and the local community together to regenerate the area

2016 Construction of new Main Stand and associated public realm

2017 Opening of new Main Stand and associated public realm

2018 Liverpool City Council granted planning permission for the Stadium to host concerts and major events

2019 Summer concert series at the Stadium

The Anfield Regeneration Partnership Since its establishment in 2013 the Anfield Regeneration Partnership has been working to deliver a new vision for the area. This includes a new high-quality public realm, improved transport links, and a new public realm around the Stadium. The Partnership is committed to ensuring that the local community continues to thrive and that the Stadium remains a part of the community.

THE PROPOSALS

Expanding the Anfield Road Stand





In 2014, Liverpool City Council granted planning permission to expand Anfield Stadium. This included detailed plans to expand our Main Stand by 8,300 seats and outline plans to expand the Anfield Road Stand by a further 4,800 seats, together with significant new public realm around the Stadium and enhanced connectivity between Walton Breck Road and Stanley Park.

The Anfield Road Stand's capacity and use

While the new Main Stand and associated public realm opened in 2016, we announced in August 2019 that we would allow the planning permission for the Anfield Road Stand expansion to lapse in order to allow work to continue on alternative options with a view to submitting a new planning application in due course.

We have started to prepare new plans for our proposed Anfield Road Stand: these show an almost identical footprint, scale, height and massing to the previously consented scheme but include around 7,000 additional seats, new sports bar / lounge hospitality.

Our early stage plans propose an extension of the public realm from 96 Avenue around the extended Anfield Road Stand plus the potential for enhanced links to Stanley Park.

The most significant changes are:

- Accommodating more seats** - Provision to increase seating arrangements inside the provision of c.7,000 additional seats, taking the overall Stadium capacity to c.61,000.
- Bar / lounge** - The new stand will provide an improved match-day experience for supporters and will include enhanced sports bar / lounge hospitality facilities and a covered bar zone.
- Permanent use of the Stadium for concerts and major events** - We are seeking the opportunity for permanent permission to use the Stadium to host concerts, other major events and a wider range of sports.

Concerts and major events

Liverpool City Council granted temporary planning permission in 2018 for up to six concerts / major events to be held at Anfield annually during a six-week period at the end of the football season (mid-May to end of June). This temporary planning permission is due to expire on 5 June 2021. We are currently submitting a separate application to extend that permission for three weeks to 30 June 2021.

We are exploring the opportunity for this planning application to secure permanent permission to host concerts and other major events, such as boxing, outside of the match-day calendar. Our plans also include proposals to use the Stadium for hosting other sporting events such as Gaelic games and American Football.

THE PROPOSALS

What is the transport strategy?





The Transport Strategy for the proposed Anfield Road Stand expansion is still being developed. Here we will show our initial ideas about how we might accommodate the increase in supporters travelling to and from the Stadium on a match-day and our proposed plans for Anfield Road.

Visitors to the expanded Anfield Road Stand will continue to be encouraged to travel to the Stadium by non-car modes.

How is the transport strategy working so far?

A Transport Strategy was agreed with Liverpool City Council for expansion of the Main Stand. This has been effective in reducing parking demand in the local area on match days and increasing the use of public transport, taxis, coaches and walking for access to the Stadium. Updated travel surveys are currently being carried out to identify what, if any, additional measures should be put in place to ensure that those travel patterns continue following construction of the proposed Anfield Road Stand. We will continue to work closely with Liverpool City Council, public transport operators and the local community to ensure that the transport impacts of the proposed development are minimised.

What will happen to Anfield Road?

Our outline planning consent for the Anfield Road Stand expansion confirmed the 'in principle' support for the extension of the Stadium footprint across part of Anfield Road. The partial closure of Anfield Road to vehicles was also supported by Liverpool City Council at that time; the current proposals reflect that previous permission.

Although the majority of Anfield Road will remain open for residents and businesses, a short section of the road between Stames Road and 96 Avenue would be permanently closed for vehicles, except for emergency services.

Prohibitions and controls will still be able to be used along the north side of the Stadium via the new public realm. These should therefore be able to impact upon pedestrian and cycle connectivity at the point.

To ensure we are providing the best possible solution, we are currently undertaking travel surveys on Anfield Road which will include updated data on the number of vehicles using Anfield Road as well as through between Walton Lane - Anfield Lane and traffic speeds adjacent to the Stadium.

We anticipate that the changes to Anfield Road would reduce the impacts arising from through traffic movement on the adjacent residential areas.

THE PROPOSALS

Extending the public realm





Significant new public realm and landscaping has been delivered as part of the new Main Stand development which benefits local Anfield residents, visitors and fans.

The proposed expansion of the Anfield Road Stand provides us with the opportunity to extend that high-quality public realm around the north side of the Stadium. Proposed public space and landscaping will be carefully considered to achieve successful integration into the fabric of the neighbourhood and improve water connections to Stanley Park as well as creating space to further enhance the experience of both those living in the area and visiting the Stadium.

Key design principles are:

- Extending the public realm and linking into the park and surrounding neighbourhood
- Improving connections between Walton Breck Road and Stanley Park, with proposals for high-quality public realm adjacent to the Grade II listed park
- Maintaining an attractive and safe pedestrian and cycle route along the full length of Anfield Road
- Maximising match-day and non-match day experience for the local community and visitors to the Stadium through high quality public realm and open space that integrates the proposed expanded Stadium into the fabric of the neighbourhood

Stage 1 - Exhibition banners - Pack 1

INCREASING OPPORTUNITIES

City-wide and local benefits

We are a major economic driver and provide a significant income in the Liverpool and the City Region.

During the 2019/20 season (to date):

At least 1,970 people are employed for an average match-day, excluding agency staff

Around 59% of the workforce are aged between 16 and 29

Around 85% of the workforce live in the City of Liverpool

At least 310 jobs are currently filled by Anfield residents (within the L4, L5 and L6 postcode area)

We are exploring how we can further enhance our contribution to the local and regional economy through the proposed Anfield Road Stand expansion

Our commitment to sustainability

We recognise that we have a responsibility to manage and mitigate its environmental impacts both now and in the future.

The award winning "Reds Going Green" programme is our ongoing initiative which has had a massive impact on the Club.

The initiative has seen:

In excess of **29%** energy and carbon reductions

A carbon reduction of **782 tonnes** per year

This is the equivalent to energy produced by **156** homes per year

96% "Landfill Free" waste management

The introduction of **compostable straws**, saving **6,000 plastic straws** on match-days; and

Compostable knives and forks saving **100,000** sets of plastic cutlery every year

FEEDBACK AND NEXT STEPS

Your opinion matters



We welcome your feedback

Your feedback is important as it will be used to inform any final designs and help us to make a decision on whether to proceed with the expansion.

We are asking for your feedback on our first stage plans that we have shown you today at the exhibition. This feedback will help us to further develop our plans and determine whether the plans are supported by our local residents, businesses and fans.

The feedback covers the following elements of the project:

- + Our project vision for the proposed Anfield Road Stand expansion
- + Our possible solution for the closure of a short section of Anfield Road
- + Our early ideas for public space around the proposed expanded Anfield Road Stand
- + Our proposals for permanently extending the use of the Stadium
- + Your priorities for the proposed Anfield Road Stand expansion



Area close to Anfield Stadium

Please provide us with your feedback through the following channels:



Provide your feedback at the exhibition today

Write to us at:
Proposed Anfield Road Expansion, Liverpool Football Club, 20 Chapel Street, Liverpool, L3 9AG



Email your comments to:
anfieldroadexpansion@liverpoolfc.com



Visit our project website at:
www.liverpoolfc.com/anfieldroadexpansion

Please ensure all feedback is submitted by Friday 13th December 2019.

Next Steps

- November / December 2019 First stage public consultation period taking place
- December / January 2020 Review of feedback received and further development of our plans
- February 2020 Second stage of public consultation on our detailed plans for the proposed expansion of Anfield Road Stand



Appendix 2: Second Stage Consultation Material

Stage 2 - Community leaflet



PROPOSED ANFIELD ROAD STAND EXPANSION

Second stage public consultation

In December 2019 we held a first stage of consultation to share our ideas for expanding the Anfield Road Stand. We have listened to all of the feedback received and have made changes to the proposals.

We are holding several drop-in events in February to show you our updated plans and to listen to your feedback, before a planning application is submitted to Liverpool City Council. Details of these events are included on the reverse of this leaflet.



Come and view the updated plans

We would like to invite you to see the plans, to ask any questions and provide your feedback. Details of the events are included below.

The Kop Bar, Kop Stand
(Entrance via Walton Breck Road)

Wednesday, 12th February 2020
12pm – 8pm

Thursday, 13th February 2020
4pm – 8pm

Alternatively visit us at the pop-up information stand at Anfield Road on:

Monday, 24th February 2020
5pm – 8pm at Liverpool v West Ham

Contact us for more information by email at anfieldroadexpansion@liverpoolfc.com or visit the website at www.liverpoolfc.com/anfieldroadexpansion

Stage 2 - Exhibition banners

**SECOND STAGE PUBLIC CONSULTATION ON
Proposed Anfield Road Stand Expansion**

At the end of last year, we undertook a first stage public consultation on our initial plans for the proposed expansion of the Anfield Road Stand.

During this first stage, we received over 800 responses. We are very grateful to all those who took the time to provide feedback.

Much of the feedback that we received was positive, supporting our vision to create a bigger Anfield Stadium which will see more fans watch some of Europe's best live football and international events in a world-class facility in the heart of Liverpool.

Over the past few months, we have reviewed and considered the feedback in detail and have made some changes to our proposals. This second stage of public consultation tells you how we've listened to the feedback and shows you our detailed plans.

Have your say
Before we submit a planning application to Liverpool City Council we are providing you with a further opportunity to comment. We invite you to provide your feedback as follows:

Complete a feedback form here today

Write to us at:
Proposed Anfield Road Expansion, Liverpool Football Club,
20 Canning Street, Liverpool, L2 0AB

Email your comments to:
anfieldroadexpansion@liverpoolfc.com

Visit our project website at:
www.liverpoolfc.com/anfieldroadexpansion

Please ensure that your feedback reaches us by
Friday, 28th February 2020

Thank you for your visit today



**YOU SAID, WE LISTENED
What you told us**

In November 2019 we launched a first stage consultation on our plans for the proposed Anfield Road Stand expansion. The events were visited by over 300 local residents, fans and stakeholders and during the consultation we received over 800 responses.

What themes did the feedback cover?

During the consultation we received a number of comments. To enable us to respond and address these we have collated the feedback under six areas of focus:

- Public realm and Anfield Road
- Stadium design and use
- Ticketing, facilities and accessibility
- Transport and parking
- Local community
- Sustainability

Your feedback told us that:

- 93% of respondents supported our project vision for the proposed Anfield Road Stand expansion.
- 92% of respondents supported our early vision for the public realm improvements.
- 82% of respondents supported our plans to permanently extend the use of the stadium for concerts and other types of sporting events.

The exhibition today provides our response to these six areas of focus and displays our latest detailed proposals.



**THE PROPOSALS
Public realm and Anfield Road**

During our first stage public consultation we shared our early ideas for extending the high quality public realm around the expanded Anfield Road Stand. The initial plans showed that whilst the majority of Anfield Road would remain open for residents and businesses, a short section of the road between Skerries Road and 96 Avenue would be permanently closed for vehicles, except for emergency services.



Our revised plans for Anfield Road

Based on the feedback from some local residents and representatives through our first stage consultation, we will now reroute Anfield Road around the footprint of the expanded Anfield Road Stand.

This means that access for vehicles, pedestrians and cyclists will be retained on both sides of the new stand and a short section of Anfield Road will be closed to vehicles on match and event days.

This change to our plans is supported by detailed crowd modelling and specialist transport advice. It is also likely that rerouting the road will help to reduce noise, reduce volume and speed of traffic using Anfield Road.

Our current proposals for Anfield Road, including our ideas for the design and materials are shown on the images below. We are continuing to discuss details such as the materials for the road surface with Liverpool City Council and are committed to a solution which ensures that this public space provides both visual and environmental benefits.

**THE PROPOSALS
Stadium design and use**

An important part of our vision for the expanded Anfield Road stand is to retain the unique atmosphere at Anfield and improve the experience for our visitors and fans including improved concourses, hospitality lounge and relocation of the current Family Park.

Our recent design development includes:

- Stadium capacity** If converted, these proposals will make Anfield one of the largest stadiums in the Premier League and would take the overall capacity to over 61,000. Whilst a number of respondents wanted to see an even bigger stadium, our detailed plans retain the previously shared capacity of around 7,000 additional seats, plus sports bar lounge / hospitality facilities. This proposed capacity increase is the maximum achievable whilst complying with stadium design, safety and comfort standards.
- Use of the stadium for concerts and major events** The opportunity to extend the use of the stadium is well supported by our feedback and therefore remains part of our proposals. We continue to discuss the details with Liverpool City Council to ensure the best solution. We have also listened to individual comments received from the local community, fans and visitors about the management of events at the stadium during concerts, special events and on match days together with suggestions for improvement. More information is provided on the Local Community panel in the exhibition.
- Fan experience** Retaining the special atmosphere at Anfield is one of the key design drivers and was instrumental in the current owners deciding to expand the existing stadium rather than relocate to a new stadium in Stanley Park. As part of the proposed design, the lower tier is to be retained and refurbished with a new upper tier built above it. The plans retain Anfield as four individual stands to reflect the historical evolution of the stadium. We are also continuing to develop an acoustic and lighting strategy which meets with our ambitions for a world-class stadium.
- Seating configuration** Whilst we respect the feedback received from some of our supporters, the proposed expansion plans will retain Anfield as a fully seated stadium and capable of delivering different configurations of event fan seating, dependent on specific league or cup requirements. Current legislation requires that stands of all Premier League clubs be all-seater, which we continue to comply with.




**THE PROPOSALS
Ticketing, facilities and accessibility**

Some of the questions that you asked us were:

What facilities will be included as part of the proposed Anfield Road Stand expansion?

The proposed design proposes back-of-house facilities including improved concourses, hospitality lounge and relocation of the Family Park to a covered position. The concourse facilities will be in a similar style to those in the Main Stand.

Where will the Family Park be located during construction?

We are currently reviewing options for provision of the Family Park during construction of the new stand. When we have clarity on this matter, we will ensure fans, the local community and other stakeholders are fully informed.

What about accessibility?

The proposals will include dedicated accessible entrances for home and away fans leading to new wheelchair friendly and adapted companion seats accessible seating in accordance with approved design standards will also be provided. The new public realm will provide step access from the disabled parking bays in Stanley Park to the stadium. In total, 6% of the parking spaces close to the stadium will be provided for disabled supporters - this is in line with Liverpool City Council standards.

Our first stage consultation provided information about accommodating around 7,000 additional seats taking the overall stadium capacity to over 61,000.

Following further design development and to enable us to proceed to planning submission, the detailed plans propose around 5,000 general admission seats and around 1,800 seats with lounge/sports bar type offering.

This stage of the process is to prepare for submitting the planning application. There will be much more work to do in the coming months and into next year around ticketing and how we allocate these additional seats. It will require consultation with supporters and other key stakeholders when the time is right. We are committed to further discussions on this detail with our fans and others through our established fan forums.

Proposed view of the Anfield Road Stand entrance



Existing general admission concourse in the Main Stand



**THE PROPOSALS
Transport and parking**

During the first stage consultation we received feedback on transport and parking. Some of the questions you asked us were:

Can the transport links to the stadium be improved?

A Match Day Transport Strategy was prepared as part of the Main Stand redevelopment and agreed with Liverpool City Council. This aims to maximise access to the stadium by public transport and other sustainable forms of transport. It is focused on the clear links between the stadium and Liverpool City Centre by service bus, Socobus, taxi and walking.

We are currently reviewing the Transport Strategy and continue to engage with the City Council and local bus operators regarding existing routes and services. These discussions have included the operation of the match-day special bus routes. Following feedback received, it has been agreed that the pick-up/drop-off point for that service will be moved to Walton Lane.

The plan included here shows our updated Transport Strategy proposals.

What improvements can be made to parking?



The proposed match day parking zone at the stadium is currently used for the stadium's own parking and covers those areas that are considered most appropriate to mitigate match day parking and surrounding residential areas.

We continue to work with Liverpool City Council regarding parking and encourage residents experiencing issues to report those to the Resident Liaison Manager who will engage with parking enforcement.

We understand that Liverpool City Council aims to introduce a new scheme for housing resident parking permits that will improve monitoring and enforcement. We are also reviewing our parking situation in Stanley Park, 96 Avenue to optimise usage of those spaces on match days by LFC ticket holders.

Could a new rail link to the stadium be provided?

During the consultation we received a number of comments about opening up a rail link close to the stadium. This has been explored on a number of occasions but discounted as it would have limited impact on travel by train from matches due to capacity restrictions. We continue to support the ongoing work being undertaken in the Liverpool City Region led by the Metro Mayor and Merseytravel / Merseyrail, who are exploring wider opportunities for opening up a passenger rail link on the Blue Boat line.

Stage 2 - Feedback form

PROPOSED ANFIELD ROAD STAND EXPANSION

SECOND STAGE CONSULTATION

Your opinion matters

Thank you for taking the time to view our plans for the proposed Anfield Road Stand expansion.

Before we submit a planning application to Liverpool City Council we are providing you with a second opportunity to comment.

We would be grateful if you could complete the feedback form below.

Please ensure that all comments reach us by **Friday, 28th February 2020.**

Q1 Do you support our project vision for the Anfield Road Stand which will bring the overall stadium capacity to over 61,000?

☐ Yes ☐ No ☐ Unsure

Q2 We have made some changes to our plans since our first stage consultation, primarily we have reconsidered our plans for Anfield Road. Do you support the changes we have made to reroute Anfield Road around the footprint of the expanded Anfield Road Stand?

☐ Yes ☐ No ☐ Unsure

Q3 Our plans to permanently extend the use of the Stadium for concerts and other types of sporting events were well supported by feedback from our first stage consultation and remains part of our proposals. Do you support our plans to permanently extend the use of the Stadium for concerts and other types of sporting events at Anfield?

☐ Yes ☐ No ☐ Unsure

Q4 At this second stage consultation, we have provided information about the feedback we have received so far and provided further detail of our plans under six areas of focus. Overall, how well has the information aided your understanding of the proposals?

Please select a statement below which is most appropriate:

☐ I fully understand the proposals ☐ I have some understanding of the proposals

☐ I have a good understanding of the proposals ☐ I would like to see more information

Please add any comments you have under the themes below.

Public realm and Anfield Road

Stadium design and usage

Ticketing, facilities and accessibility

Transport and parking

Local community

Sustainability

Q5 Please provide any further comments here:

NAME

ADDRESS

POSTCODE

EMAIL

I am responding as a:

☐ Local resident ☐ Local business ☐ Councillor ☐ Fan ☐ Other

☐ I am happy to be contacted with further updates about the proposed Anfield Road Stand expansion project

Please hand/submit this form back to us at the exhibition today

Alternatively, write to:
Proposed Anfield Road Expansion, Liverpool Football Club, 20 Chapel Street, Liverpool, L3 9AG

Email us:
anfieldroadexpansion@liverpoolfc.com

Complete a form online at:
www.liverpoolfc.com/anfieldroadexpansion

Please ensure your feedback reaches us by
Friday 28th February 2020

The information you provide will be used only for the purpose of keeping you informed about the proposed Anfield Road Stand expansion for Liverpool FC and for understanding public opinion on the project. It will be stored securely until completion of the project, after which this information will be deleted. Your information will only be shared with third parties for the express purpose of keeping you informed of the proposals, and with Liverpool FC and/or Liverpool City Council where there is a legal obligation to do so. It will not be forwarded on to any other third parties. You can contact us at any time to request the deletion of your information. Please contact us at anfieldroadexpansion@liverpoolfc.com

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