



The People's Project

Bramley-Moore Dock
Social & Heritage Value Report
December 2019

SIMETRICA

In partnership with **JACOBS**

Everton Football Club and Stadium: Social and Heritage Value Report

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Authors

Daniel Fujiwara, Ricky Lawton, Susana Mourato, Augustin Lagarde, Simon Garforth-Bles, Dora Radosevic, Madeleine Arber and Ithai van Emmerick.

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Executive Summary

Simetrica was commissioned by Everton Football Club and CBRE to run a series of studies to understand how Merseyside residents value (i) different aspects of cultural heritage, including built heritage and footballing heritage in Liverpool; (ii) different land use options at Bramley-Moore Dock, a site of significant industrial heritage that has been earmarked for redevelopment for a state-of-the-art football stadium; and (iii) the contribution that Everton in the Community (EitC) makes to society. The studies and results are intended to provide evidence for Everton to use in the planning process for their new proposed stadium at Bramley-Moore Dock.

The study uses two contingent valuation surveys on a large sample of nearly 2,000 Merseyside residents collected through online and face to face methods. Best-practice HM Treasury Green Book¹ methods were applied to elicit preferences and values from the general public for proposed changes that would impact on their welfare and wellbeing.

Survey A estimates how much residents in Merseyside value and would be willing to pay to maintain the label of 'UNESCO Liverpool Maritime Mercantile City World Heritage Site' for the Liverpool Waterfront. The survey also asks how much people would value a comparable (hypothetical) 'Liverpool City of Football Status'.

Survey B estimates people's preferences and values for either keeping Bramley-Moore Dock (BMD) in its current condition or building the new stadium, and values the contribution of EitC.

We find that Merseyside residents value heritage and the World Heritage Site status in Liverpool, but that the Stanley Dock Conservation Area (where Bramley-Moore Dock is located) does not add to the value of the World Heritage Site status. Merseyside residents also place a significant value on the contribution that Everton Football Club and Everton in the Community make to the city. In respect to the stadium, whilst people value heritage status in general in Liverpool and some people would prefer to leave Bramley-Moore Dock as it currently is, we find that overall people value higher the creation of a new stadium at Bramley-Moore Dock over its current use and condition. Overall the results of

¹ [H. M. Treasury 2018](#)

these studies paint a positive picture for the role of Everton Football Club, EitC and the new stadium in the community and for the local area.

More specifically, the results show that **cultural heritage (built and sporting)** is important to Merseyside residents:

- A very high proportion (over 90%) 'agree' or 'strongly agree' that it is important to preserve the historic character of city and that historic buildings should be preserved for future generations. A similar proportion agreed that footballing culture is important to the city of Liverpool. A smaller 80% were proud that Liverpool Maritime City has UNESCO World Heritage Status.
- UNESCO Liverpool Maritime Mercantile City World Heritage Status is moderately familiar to people, but the majority think of the iconic Pier Head, Three Graces and Albert Dock as the most important part of this area. Statistical tests show that there is no significant difference in the value people hold for the UNESCO Liverpool Maritime Mercantile City WHS with or without the Stanley Dock Conservation Area included.
- Just under half of the survey respondents considered themselves a football fan, but over two-thirds were familiar with the information that the survey presented about Football culture in Liverpool. This suggests that footballing culture has a value to people of Merseyside regardless of whether they themselves support a team.
- Half of the sample considered themselves Liverpool Football Club supporters and around a quarter considered themselves Everton supporters, which broadly aligns with what is known about the split across the city, giving greater confidence that the results are based on a balanced sample of Liverpool, Everton, and non-football supporters.

The value of these aspects of cultural and sporting heritage can be monetised as a maximum willingness amount that Merseyside residents would be willing to pay to support the designation label of Mercantile City/City of Football:

- For the continued maintenance of the UNESCO Liverpool Maritime Mercantile City World Heritage Site Merseyside residents would be willing to donate an

average of £12.35 per household per year (£6.2million for all households in Merseyside, or £70million Present Value over 30 years).

- The value of a setting up a hypothetical City of Football status is lower, at £7.20 per household per year (£3.6million for all households in Merseyside, or £37million Present Value over 30 years).

Merseyside residents also value the work of **Everton in the Community**, and would be willing to donate an average of £6.46 per household (£3.3million for all households in Merseyside) as a one-off donation to support its work.

Following on from this, the net value of the redevelopment of **Bramley-Moore Dock for a new stadium** and supporting uses is calculated by combining the positive willingness to pay (WTP) of those who would prefer to have a stadium development at the site (76% of the sampled population) with the negative willingness to accept (WTA) compensation amount required to reimburse those who would prefer to keep Bramley-Moor Dock in its current condition (12% of the sampled population).

- + The present value (PV) for the stadium development among those who would prefer this option over leaving Bramley-Moore Dock in its current form is **£218million** over a 30-year evaluation period.
- The present value (PV) among those who would prefer keeping Bramley-Moore Dock in its current condition is **£13million** over a 30-year evaluation period.

The two values must be considered in combination, since some in Merseyside would be positively and some negatively affected by the stadium development. **The net present value of the stadium development at Bramley-Moore Dock to the Merseyside population is therefore positive at £205million over 30 years.** Note that this figure captures the wider social and heritage benefits and impacts of the new stadium and does not include the economic benefits of the stadium, which should be added separately. These values are considerably larger than those for the continued administration of the UNESCO World Heritage Site at £70million Present Value over 30 years.

This constitutes a total value which includes direct use value, the option to use the stadium, the non-use value of having a state-of-the-art sport stadium, and the community, social, economic and regeneration benefits it would bring to the city and the local area. This

figure may be conservative, as we only focus on Merseyside residents and people outside of Merseyside may value the stadium and its supporting uses both in terms of the option to use it, and as a non-use value to see the redevelopment of an area of Liverpool's waterfront which is currently vacant and not accessible to the public.

Summary of the results and the values estimated in this report

Cultural heritage/Landuse option	Payment vehicle	Survey sample size per valuation question	Present value over a 30-year evaluation period (Merseyside residents)
Value of cultural (built and sporting) heritage			
UNESCO Liverpool Maritime Mercantile City World Heritage Site status	Annual donation	702	£69,614,625
City of Football status	Annual donation	749	£37,383,666
Everton in the Community charity work	One-off donation	964	£3,266,583
Land use options for Bramley-Moore Dock			
Stadium development at Bramley Moore Dock (amongst those in favour of this land use option)	Increase in monthly cost of living	719	NPV (WTP – WTA) £205,014,007
Stadium development at Bramley Moore Dock (amongst those against this land use option)	One-off compensation	74	

1 Introduction

The city of Liverpool and the wider Merseyside area are rich in cultural and sporting heritage. Liverpool is home to a number of heritage landmarks and historic areas of national and international importance from the underground arts and music scenes that have developed world renowned artists, being home to two Premier League football clubs, and being the British empire's major trading port in the 18th, 19th, and early 20th centuries. This includes the built heritage that is conserved within the city's many important Conservation Areas.² Elements of Liverpool's Waterfront along with parts of the City Centre were designated as a World Heritage Site in 2004 by the United Nations Educational, Scientific and Cultural Organization (UNESCO).³ In 2015 the city was awarded a City of Music status by UNESCO due to music's place at the heart of Liverpool's contemporary culture, education and the economy. Footballing culture is also integral to the heritage of the city. Everton and Liverpool have an important role in the history, heritage and culture of Liverpool.

The purpose of this report is to better understand the value that people place on cultural and sporting heritage in the city and specifically the impact and the value of a new stadium for Everton at Bramley-Moore Dock. We employ established best-practice methods for valuing cultural and sporting heritage and the stadium as set out by the HM Treasury Green Book⁴ and applied by the Department for Digital, Culture, Media, and Sport (DCMS)⁵, Department for Transport (DfT)⁶ and Historic England⁷. This was achieved through a state-of-the-art contingent valuation survey, which elicits preferences from the local residents and asks their willingness to pay (WTP) for proposed changes that would enhance their welfare, or willingness to accept (WTA) for those which would reduce their welfare.

² A Conservation Area is a neighbourhood or area considered worthy of preservation or enhancement in the planning system because of its special architectural or historic interest, taking into consideration characteristics such as the layout of roads, viewpoints, green features and characteristic building materials.

³ UNESCO recognises certain areas as UNESCO World Heritage Sites, if they deem the area to be of outstanding cultural or natural importance to the common culture and heritage of humanity.

⁴ HM Treasury Green Book 2018

⁵ Bakhshi et al. 2015; Lawton et al. 2018; Fujiwara et al. 2018

⁶ DfT 2014

⁷ Eftec 2005

Simetrica designed two valuation surveys delivered on a sample of nearly 2,000 Merseyside residents, both online and face-to-face, to ensure that a full range of local voices were heard. For a contingent valuation study the size of the sample is large, and improves confidence in the representativeness of the results. The surveys elicited people's preferences and values for:

- Built heritage within Liverpool's Conservation Areas and maintaining Liverpool Maritime Mercantile City UNESCO World Heritage Status.
- Footballing culture in the city.
- Different land use options at Bramley-Moore Dock, including the new proposed stadium for Everton. This provides an estimate of the overall value that the proposed redevelopment of Bramley-Moore Dock would bring to the people of Liverpool, inclusive of the preferences of those who would prefer to see the redevelopment and those who would not.
- The community outreach work provided by Everton Football Club's Everton in the Community (EitC) programme.

We estimate the value to society in terms of both **use** and **non-use values**. Use values represent the values to users and direct beneficiaries. This is relevant when assessing the benefits of the different land use options at BMD. Additionally, and especially in the areas of heritage and large transformational urban regeneration schemes, we should also acknowledge non-use values, which are an important and prominent part of guidelines in this area including the HM Treasury Green Book and the Organisation for Economic Cooperation and Development (OECD) guidelines. Non-use value is a crucial issue in the appraisal of cultural heritage assets since much of the value of these assets derive from their very existence or the benefits for future generations. Valuation of culture and heritage in other policy areas in the UK such as work conducted by the Department for Digital, Culture, Media and Sport has a significant focus on non-use value.⁸

Estimating use and non-use values allows us to derive the Total Economic Value⁹ for the new stadium and cultural heritage assets in Liverpool, which is aggregated to all households in the Merseyside region. This provides a comprehensive value estimate for the impact of the proposed redevelopment against the status quo do nothing option of

⁸ [Fujiwara et al. 2018](#)

⁹ [Pearce and O'zdemiroglu 2002](#)

keeping Bramley-Moore Dock in its current condition. We derive the overall heritage and social value of the new stadium which can be incorporated into Value for Money business case assessments. The methods applied in this report are the most appropriate way to capture the value of these important benefits and make sure they are fully accounted for in the appraisal process. In all cases, efforts have been made to minimise potential biases by applying best-practice methodology and survey design published by DCMS and the Arts and Humanities Research Council (2015) and to apply conservative estimation methods to produce the most realistic values for appraisal.

2 Review of existing literature

This literature review outlines the important factors that were considered when designing the valuation surveys and reviews the existing valuation studies on heritage and culture in the literature to inform best practice techniques for designing the valuation survey. This review allowed us to determine how the current study may contribute to the research field. When valuing non-market goods, such as heritage and culture, special care and consideration must be incorporated into the survey design to establish the Total Economic Value (TEV) (including the benefits to the community) of the asset being valued.

This literature review considers the multitude of assets that this report aims to value; heritage status, historical sites, community programs, and a redevelopment of a sports stadium in Merseyside. The full literature review is contained in Appendix 6.1. Below we provide a summary of key findings and conclude with the chosen valuation methods for the surveys and other factors to consider in the survey design.

- Different issues arise when valuing various assets of a single good. Stated WTP values can be influenced by the locality of the good, the locality of similar goods, and what use and non-use values the good could produce. For example, heritage site and protected status might produce a low use value for visitors to the heritage site but could produce a large non-use value of civic pride for local residents. These components are reviewed in more detail below and in the annex.

2.1 Heritage Sites and Status

Previous valuation studies of heritage sites and heritage status have explored public preferences for maintaining historic sites in their current condition, updating, or

redeveloping them. The most pertinent valuation to the current study was Massiani and Rosato's (2008) research which revealed that while most residents (91%) initially voted for the conservation of historic sites, tourism and leisure redevelopment was favoured over historic conservation of the site. Visitors to the sites were willing to pay more on average to conserve the sites than those who had not visited. While some studies found that civic pride was a factor in willingness to donate (Lawton et al., 2018), small groups of local residents were indifferent to supporting conservation work for their local historical sites (Grosclaude and Soguel, 1994; Santagata and Signorello, 2000).

Commonly used payment vehicles include local taxes and donations. However, taxes can introduce sensitivities by suggesting that the public would have to pay for development that is privately financed (as in the present study). While donations are voluntary, meaning that they are not incentive-compatible, since people could agree to pay a donation which they would not actually in reality.

2.2 Sports Stadia

There have been a number of studies exploring local people's WTP to keep sports teams and sports stadia in their city. Many of these were based in the USA. Of most direct relevance, Fenn and Crooker (2009) elicited a one-off WTP value in public funds of supporting a new stadium from over 500 Minnesotans' to save the Vikings football team from having to relocate outside of the city. Local people (made up of both supporters and non-supporters) gave a positive WTP for a new stadium for the team. When they accounted for the threat of the Vikings relocating to another city, the prestige of a new stadium, and a better chance at winning the Superbowl, this WTP value rose to \$219 (£186.80; Fenn and Crooker, 2009). Across the literature, studies investigating the value of a team, wherein the team may hypothetically have to move out of the city, report consistently higher WTP values (Groothuis et al., 2004; Johnson et al., 2006) when compared to studies where the hypothetical scenario is to maintain the status quo through supplementing the team's income (Castellanos et al., 2011) or attract an out of town team to the city (Johnson et al., 2006). For instance, in Johnson et al. (2006) the average total value across the period payments for keeping the city's NFL Jaguars in Jacksonville was significantly higher (\$161; £116.39) than attracting a new NBA team to Jacksonville (\$60; £43.37). In contrast, Castellanos et al. (2011) found that the average WTP in annual donations to a fund to supplement A Coruña's earnings to keep Deportivo in

existence was €10.77 (£12.44), this lower WTP potentially being driven by a less consequential threat that rising costs might mean the loss of the football team altogether.

The most commonly used payment vehicle in CV studies of sports stadia was public funding through taxes. Studies commonly find that 'users' (supporters) have higher WTP than non-supporters. In most studies, a positive WTP is reported by both groups, but there is a noticeable backlash from non-users (i.e. non-supporters) suggesting that sports teams should generate their own funds for a new stadium, rather than accessing public funding through taxes.

2.3 Community Programmes

The study conducted by Bakhshi and colleagues (2015) found the Tate Liverpool's community programmes were valued at a rate similar to the gallery's facilities itself (£1.05/£1.15 in difference). Unsurprisingly, those who had previously visited Tate Liverpool were willing to donate more than those who had not visited. For those who had visited, but chose not to support the gallery's displays, presentation, facilities, and visitor experience, were willing to contribute to the community programmes run by Tate Liverpool. This strongly suggests that the community programmes were recognised as a valuable resource to the local community.

2.4 Cost of Living Payment Vehicle

Across the literature, payment vehicles used to employ WTP estimates may be voluntary (e.g. donation) or compulsory (e.g. taxes or increases to cost of living). The cost of living payment vehicle has been used previously in wilderness valuation studies where everyday purchases, such as petrol or electricity, are hypothetically increased for respondents to have continued access to the wilderness or parklands (Campos et al., 2007; Lienhoop and MacMillan, 2007). Note that a cost of living payment mechanism is likely to lead to a higher WTP than other payment vehicles, such as donations, since it can be seen conceptually as the fullest account of the welfare benefits as expressed through willingness to pay linked to a person's stated preferences, for three main reasons:

- (1) It is easily understandable, and it is already managed within household budgets;

- (2) unlike taxes, which are inherently unpopular and emotionally charged, increases to the cost of living are expected over time and cannot be avoided like donations can be; and
- (3) it encompasses more of the social benefits, including civic pride, economic benefits, sports success, and so on.

3 Data and methodology

3.1 Sampling

The target survey audience was Merseyside residents as this population is most likely to be affected.¹⁰ The sample obtained is weighted using probability weights to reflect the sociodemographic characteristics of this region, ensuring that the results are more representative of the population at large. The sample will include both Liverpool and Everton Supporters, regular match-goers and non-supporters, those who are engaged with heritage and those who are not.

The sample was split between 1,542 online panellists and 299 face to face surveys. This provides a sample well in excess of minimum recommended sample guidelines as set by the UK Government.¹¹ Online survey sampling is performed online via a panel of pre-registered survey respondents. We use an online panel conducted by the survey company, Toluna.¹²

Online surveys are now the standard in large scale surveys (in many areas of research), due to their speed, cost-effectiveness and the fact that the large majority of the population is online in countries like the UK. Also, online surveys reduce social desirability bias and response acquiescence (the propensity to say yes to any question without fully considering), they can be easily tailored to individual respondents and they make it easier to present visual information. Despite these sampling measures, additional selection biases may be associated with sampling respondents from a pre-recruited Internet panel.

¹⁰ The goods to be valued under the current studies are arguably not large enough to justify recruiting a national sample. While there may be Everton supporters who live outside of the Merseyside area and Liverpool's heritage status might bring tourists to the region and increase civic pride, the majority of those who would be economically impacted from heritage tourism and a stadium would be those living in the region. However, we do not apply this aggregation procedure here. To provide a more conservative estimate for the purpose of business cases.

¹¹ [Pearce and O'zdemiroglu 2002](#)

¹² 'Influence Your World | Toluna'.

People can choose first whether or not to be part of an Internet panel and second whether they wish to participate in the survey, thereby introducing two elements of potential selection bias¹³. If non-response/representation-related bias exists, this makes it more problematic to extrapolate value estimates and make valid inferences directly from the sample to the target population, since the sample selection issues could lead to biased willingness-to-pay (WTP) estimates.¹⁴ To overcome these selection biases we include a sample of on-street face-to-face surveys in the sample.¹⁵

Face to face survey sampling was performed by the interview company Watermelon¹⁶. Interviewers were located in Liverpool city centre. Interviewer protocols ensured random sampling (1 in every 3 passers-by were approached) in order to create a representative sample.

Given the association between many of the valuation scenarios and Everton Football Club, it is important to ensure that Everton supporters (who could skew the values upwards) were proportionally represented in the samples and to this effect, respondents were randomly selected. In addition, we also apply statistical tests of whether WTP values differ between Everton and non-Everton supporters.

3.2 Survey design

There are a number of well-known potential biases in contingent valuation that need to be addressed in the design of valuation surveys.¹⁷ We apply a range of tools developed in the academic literature over the past three decades to correct for these biases.¹⁸

Two surveys were designed to elicit WTP values for different goods (survey instruments in Appendix 6.2). We conducted two pilot surveys (Survey A and B) on 13th and 14th August 2019 on 167 online panel residents of Merseyside. Debrief questions were included to ascertain potential problem areas in survey understanding, design, and flow prior to the

¹³ Bonnichsen and Ladenburg, 'Using an Ex-Ante Entreaty to Reduce Protest Zero Bias in Stated Preference Surveys—A Health Economic Case'.

¹⁴ Bonnichsen and Ladenburg show that males, older respondents and those without children are more likely to answer, while those households in the highest income group are less likely to answer. The consequence is that WTP is underestimated if selection is not taken into account.

¹⁵ Note, face-to-face surveys were performed for Survey B only (Valuation of Bramley-Moore Dock and Etc) due to time restrictions and the long length of the surveys (each averaging 14 minutes long).

¹⁶ www.watermelonresearch.com/

¹⁷ [Bakhshi et al. 2015](#)

¹⁸ [Johnston et al. 2017](#)

final survey going into the field.¹⁹ The pilot surveys allowed us to further test whether the hypothetical scenarios and payment cards were deemed realistic and appropriate. From the pilot survey results, no changes to payment cards or questions were deemed necessary. The pilot surveys were thereby performed under identical conditions to the final surveys; however, a face-to-face version of Survey B was created to increase the final sample size. A full pilot report can be found in the Appendix 6.3.

Survey A was designed for ***Valuation of Cultural Heritage Status***. It elicited WTP donations to establish an independent Liverpool Heritage Fund to maintain the UNESCO Maritime Mercantile City World Heritage Status on Liverpool's historic sites, including Bramley-Moore Dock. A secondary WTP question elicited the value respondents were willing to pay in donations to support the establishment of a City of Football Status for Liverpool. The status would entrust a fund to maintain sites with historical football significance and support the city's two football teams. These two elements of the survey give an indication of the relative value of different types of heritage – built, cultural and footballing – to Merseyside residents. In both scenarios, we stated that local councils were hypothetically unable to continue funding the maintenance of such sites and that it would rely on donations instead. However, we note that the WTP question for the UNESCO WHS was always asked first in the survey. This may introduce an 'order effect' whereby respondents give more of their budget to the first cultural good valued, with a diminishing marginal utility effect of each successive good valued. We explore this further in the Results section.

Respondents were randomly assigned to one condition: information on Liverpool's UNESCO conservation areas with or without information on the Stanley Dock Conservation Area. Thereby only one group saw information on the Stanley Dock Conservation Area in Survey A, prior to providing a donation value for the Liverpool Heritage Fund and City of Football status. This allows us to test whether people's valuation of the UNESCO WHS is significantly affected by having the Stanley Dock Conservation Area, the proposed site for Everton's new stadium, included within it.

¹⁹ Most respondents deemed the surveys to be an acceptable length (Survey A: 80%; Survey B: 83.93%), low in difficulty (96.35% of Survey A and 93.76% of Survey B found it okay, a little easy, or very easy), and had enough information on the survey purpose and aims (Survey A: 87.27%; Survey B: 89.29%).

Survey B was designed for the ***Valuation of Land use Options at Bramley-Moore Dock*** and separately for the wider community outreach work through Everton in the Community (EitC). The land use element of the survey provided detailed information about the current condition of Bramley-Moore Dock, its importance within the UNESCO Maritime Mercantile City World Heritage Status, and proposed redevelopment of the area for the stadium and supporting uses. This included information on the impacts on match goers, impacts on the public realm, impacts on the heritage of the docks, impacts on the Liverpool 4 area through the Goodison Legacy project, economic impacts, and the conservation and preservation work planned as part of the construction. As per best-practice we ensured that both the positive and negative potential impacts of the scheme were discussed and, in this respect, information about the impact on the UNESCO World Heritage Status from building on Bramley-Moore Dock was also provided, although any risk to WHS status is an existing issue (which was evident before the BMD stadium proposals) as a result of the wider Liverpool Waters development plans. This ensures that when respondents give their stated WTP/WTa for their preferred land use options they are accounting for the pros (stadium use, public realm use, economic and community benefits) and cons (harm to UNESCO WHS, impact on listed structures and the loss of the stadium from the Goodison area) of the scheme. Respondents were given a choice of two scenarios:

- (1) Status quo: keep the historical Bramley-Moore Dock as it is in its' current condition, or
- (2) Change in land use: a new stadium at Bramley-Moore Dock for Everton Football Club.

This choice task directly assessed what option the respondent prefers and also included a third "I have no preference" option.

For those who prefer the status quo condition, a follow-up question determining what impact (i.e. positive, negative, or nil) the stadium, if it were to go ahead and be built, would have on their quality of life. This 'hybrid' question is designed to exclude those who are just against the stadium development for the sake of it but would have little to no impact on their quality of life, and in this way provides more realistic willingness to accept values,

helping to reduce the common disparity between WTP and WTA approaches.²⁰ The WTA question was as follows:

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

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

The stadium development scenario asks respondents to imagine the hypothetical scenario where the stadium and its supporting uses have been built and where this might increase the cost of their living expenses.

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

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

Would you be prepared to pay in principle a hypothetical increase in your overall cost of living from your household budget each month for the stadium development and the

²⁰ [Bakhshi et al. 2015](#)

community, social, economic and regeneration benefits it would bring to you and your household, as well as to the city and the local area?

As outlined in Section 2.4, the cost of living payment mechanism is the most appropriate for a development of this type, which will have considerable economic, social and community impacts on the area and which will remain in operation for an extended period of time. It avoids strategic biases that could arise from direct requests for public donations or council funding, and is incentive compatible due to its compulsory nature.

A secondary scenario elicits WTP values for Everton in the Community (EitC), with respondents asked their willingness to donate to the program should the club hypothetically be unable to fully fund its programmes for 12 months.

Bias reduction methods are applied to the survey, as listed in Section 3.4. The use of visual aids is highly recommended when designing a valuation survey, particularly when providing respondents with information in the descriptive phase. While large blocks of descriptive text may burden the cognitive load of the respondent and be open to subjective interpretation, imagery allows a quick way to process and compare information (such as the status quo and hypothetical scenario). Furthermore, it allows the hypothetical scenario to appear more realistic, enhance stated preference credibility, and reduce the uncertainty around the good to be valued (Bateman et al., 2009). Examples of imagery within valuation surveys include: a map with the location of the heritage asset under valuation (Santagata and Signorello, 2000), current conditions (Grosclaude and Soguel, 1994) or digital manipulations of potential outcomes of the good under valuation (Campbell et al., 2009; Maddison and Mourato, 2001; Pollicino and Maddison, 2001).

In all cases, maximum WTP/minimum WTA bids were elicited via a payment card. A payment card elicitation method was with an open-end 'other' amount option to reduce anchoring bias set by the payment range.²¹ The payment card method provides a balance to the theoretical ideal with the practical constraints of the project (specifically, the sample size and potentially high zero response).²² The final sections of each survey asked a set of standard socio-demographic questions for use in analysis. We undertook extensive testing of the draft survey instrument and hypothetical valuation scenarios. The valuation

²¹ [Bateman et al. 2002](#)

²² [Maddison and Mourato 2001; Maddison and Foster 2003](#)

scenarios outlined above are more realistic than in many of the studies previously undertaken outlined in the literature review (Section 2) as the scenarios are believable and the payment vehicle naturally inclines over time.

It is also important to note that the values in this report are based on Merseyside residents only. Visitors to the city (both domestic and international) may also gain welfare benefits from the cultural heritage of the city and proposed landuse change, but these are not included in the current study.

3.3 Analysis

We estimated mean WTP/WTa figures for each of the valuation scenarios listed above and aggregated them to the population level. All WTP/WTa values were elicited through a payment card elicitation mechanism. This means that respondents' stated values are a lower bound of their actual willingness to pay because the actual amount they are willing to pay will lie somewhere between the amount they choose and the next amount on the payment card. To take into account these intervals we therefore used the mid-point between the amount chosen on the card and the next amount up, as is standard in the CV literature.²³ Following standard practice, all those who responded that they were not willing to pay in principle were coded as £0 bids. This ensures that the full range of values (both positive and non-positive) are included in the evaluation.

The surveys elicited WTP/WTa values on behalf of the household. Sample size and population weighting ensures that survey samples are representative of the Merseyside population, which means that the values can be aggregated to the local population. Values are aggregated to the Merseyside region proportionally, by taking the percentage of the sample who give a positive WTP or negative WTa value and scaling up to the equivalent proportions of the Merseyside population. Numbers of households in

²³ Bateman et al., *Economic Valuation with Stated Preference Techniques*.

Merseyside are estimated at 505,663, based on 2014 ONS data²⁴ updated by ONS predictions for household growth rate to 2019.²⁵

For the stadium option (Survey B) the net value is calculated for each group by subtracting aggregate WTA compensation for land use change at BMD from aggregate WTP to support the stadium development using the aggregation method outlined in Section 4.5. Values for a 30-year evaluation period (including 4 years of construction and 26 years operation) were discounted using the UK Government's 3.5% discount rate.²⁶ This provides a net present value for the impacts of the stadium development on Merseyside residents. WTP and WTA values incorporate future impacts (impacts on future users and generations) and hence do not need adding over time as this would lead to double-counting of the benefits.

Using the mean WTP rather than the median is good practice in CV studies.²⁷ The mean is relevant if the context of the valuation exercise is cost benefit analysis because it represents an average WTP for the population which can be aggregated (by the population size) to derive the total WTP across the population.²⁸

3.4 Bias correction measures

This section provides an overview of the approaches taken to correct for various types of bias in the survey responses.

Probability weights: The composition of the survey sample may not adequately reflect the composition of the target population, i.e. all Merseyside residents aged 16 and over, due to several reasons:

- self-selection bias resulting from the survey distribution method among an online panel of pre-registered respondents, where certain

²⁴ 481,584 households in Merseyside in 2014.

<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/families/adhocs/006938estimateofnumberofhouseholdsinmerseysidehaltonandwarringtonin2014>

²⁵ Table 1: National Household Projections, England, 2014-2039. 5% change in household in 2019.

https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/536702/Household_Projections_-_2014_-_2039.pdf

²⁶ H. M. Treasury 2018

²⁷ Vaughan et al. 2000

²⁸ Pearce and O'zdemiroglu 2002

demographic groups may be under- or over-represented compared to the general population;

- small sample bias resulting from the 'luck of the draw' which may cause certain demographic groups to be under- or over-represented in the sample compared to the Merseyside population.

In particular, as the unweighted socio-demographic characteristics in Appendix Table 6.15 shows, our sample is different in some aspects to our target population. As these characteristics may be drivers of WTP, any imbalance in our sample could result in biased value estimates (e.g. women tend to report lower WTP, so without correcting for over-representation of women in our sample we would underestimate the true valuation for preservation of local heritage). **Therefore, in order to account for these differences in representation, throughout the analysis we apply weights based on socio-demographic characteristics for Merseyside - gender and age – taken from the national census.**

Hypothetical bias occurs when the hypothetical nature of the CV survey leads to respondents overstating what they would pay in reality.²⁹ A range of counteractive approaches were made within the survey to address hypothetical bias. Counteractive (i.e. *ex ante*) treatments through so-called entreaties in the survey text are designed to reduce hypothetical bias and make the survey incentive compatible with standard welfare theory.³⁰ **In the survey we provide respondents with cheap talk scripts³¹ asking them to be realistic, reminding them of the household budgetary constraints, and the existence of other things that they may wish to spend their money on.³² Respondents are also informed that “studies have shown that many people answering surveys such as this one, say they are willing to pay more than they would actually pay in reality”.³³**

²⁹ Cummings and Taylor, 'Unbiased Value Estimates for Environmental Goods'; Landry and List, 'Using Ex Ante Approaches to Obtain Credible Signals for Value in Contingent Markets'; Mahieu, Riera, and Giergiczny, 'The Influence of Cheap Talk on Willingness-to-Pay Ranges'.

³⁰ Carlsson et al., 'The Truth, the Whole Truth, and Nothing but the Truth—A Multiple Country Test of an Oath Script'; Cummings and Taylor, 'Unbiased Value Estimates for Environmental Goods'.

³¹ Cheap talk script is a survey technique designed to reduce hypothetical bias in WTP estimates by reminding respondents of their budget constraints and availability of alternative goods, in order to make WTP values incentive compatible with standard welfare theory.

³² Cummings and Taylor, 'Unbiased Value Estimates for Environmental Goods'.

³³ Champ and Bishop, 'Donation Payment Mechanisms and Contingent Valuation', 2001; Cummings and Taylor, 'Unbiased Value Estimates for Environmental Goods'.

Ex-post, we also addressed hypothetical bias by exploring follow-up responses for inconsistencies and evidence of response acquiescence:

- Those who responded that they 'did not believe they would really have to pay' were excluded as this is an indicator that the valuation scenario was not answered in a realistic way.
- Those who completed the survey in an unrealistically fast time were excluded. Removal of so-called 'speedsters' is recommended practice in CV analysis. A threshold time of 3.5 minutes was set as the minimum period in which all of the information provided in the survey could realistically be read and used to make informed preference decisions (n=25).
- Those who reported an invalid postcode were removed from the dataset. These were removed due to the uncertainty of whether these respondents were current or previous Merseyside residents.
- Those respondents who neither provided a value on behalf of their household nor themselves were removed from the analysis as it is not known who these respondents were answering on behalf of.
- The maximum compensation value offered in the payment card for keeping BMD in its current condition was £5,000, set through piloting procedures. We excluded only one open-text WTA values which was unrealistically high for an household compensation payment (£1,000,000). However, we did allow open-text responses below this figure and above the maximum WTP in the payment card for the stadium development (£200), which was fully calibrated in piloting.

While the exclusions above lead to some sample loss, it is considered preferable to have a more robust set of responses that provides greater confidence in the WTP values.

Finally, although we apply a 30-year evaluation period as standard in HM Treasury Green Book guidance (2018), we incorporate data about how long people would be likely in reality to pay the increased cost of living to support the stadium development, and in this way avoid overattributing the benefits of the stadium development beyond that which people would realistically feel them.

3.5 Statistical tests

Using multivariate regression analysis, we explored how our sample willingness to pay/accept figures are associated with theoretically consistent drivers of value in ways that accord with prior expectations and previous findings from the literature.³⁴ This is an important test of the validity of the results obtained. Bateman et al. provide guidelines on common variables to be included in modern applications of CV. In line with this literature, we have included the recommended range of standard socio-demographic characteristics (gender, age, children, education and income) and relevant attitudinal variables (e.g. familiarity with heritage/sporting information and public spending on culture/heritage). The following regression model was used as part of the validation process to test that factors that are theoretically expected to affect WTP (such as income) and other factors that are known from the literature to have an effect (such as positive attitudes towards heritage and sport) are performing in the expected direction:

$$WTP_i = \alpha + \beta_1 X_i + \varepsilon_i \quad (1)$$

where WTP_i is the amount the individual i has stated they are willing to pay (mid-point), α is the deterministic factor and ε is the error term containing unobserved factors that determine willingness to pay. In X_i we control for the observed determinants of willingness to pay.³⁵ Regression tables are reported in Appendix 6.5.

We find that household income is significantly and positively associated with WTP for the stadium development, which aligns with theoretical expectations and provides additional confidence in the robustness of the valuation data. In the WTA regression (replacing WTP with WTA in the left hand side of equation (1)) income was not significantly associated with the level of compensation required. However, this lack of significance is likely to be driven by the low sample size of this regression and the high proportion of zero responses. Indicators of general sporting engagement were not significant drivers of WTP or WTA, but Everton supporters did have significantly higher WTP on average, which we would expect given their greater potential use benefits from the stadium. Engagement with heritage was not significantly associated with WTP or with WTA, either positively or negatively, which may suggest that consideration of heritage assets at Bramley-Moore Dock is not a major factor affecting a person's valuation. Furthermore, those who were

³⁴ Noonan, 'Contingent Valuation and Cultural Resources'.

³⁵ Bateman et al. 2002

familiar with the UNESCO Maritime City World Heritage Status had significantly higher willingness to pay for the stadium redevelopment of Bramley-Moore Dock, which may suggest that the potential trade-off between the stadium development and the UNESCO World Heritage Status is not a factor that the majority of Merseyside residents consider when evaluating the benefits of the scheme.

Regression analysis also enables us to test whether there are statistical differences in baseline income between those in favour of the stadium redevelopment of Bramley-Moore Dock and those in favour of maintaining the site in its current condition. Given that these groups constitute the gainers and losers of the scheme and provide positive and negative values that go into our Net Present Value calculation, it is best practice, following guidance from the HM Treasury Green Book, to account for how differences in the marginal utility of income impacts on WTP/WTa figures. In this case, we find that equivalised household income is statistically significantly lower (at the 5% level) for those who express a preference against the redevelopment of Bramley-Moore Dock. Following HM Treasury Green Book guidance, we apply welfare weights³⁶ to the WTa to adjust for the additional welfare losses felt by this group due to their lower income level.

Welfare weighted figures are presented alongside non-weighted figures in the final results. As none of the other services that we look at have gainers and losers we do not need to apply welfare weights to those values.

4 Results

4.1 The value of cultural and sporting heritage

In this section we report on Merseyside Residents' engagement and familiarity with cultural heritage in general, and Bramley Moore Dock / UNESCO Liverpool Maritime Mercantile City World Heritage Status specifically, and with football generally, and Everton and Liverpool Football Clubs specifically.

Indicators of engagement with sport and heritage show that around 20% were members of a cultural, conservation, environmental or other organisation, while a quarter placed Arts, Culture, & Heritage amongst top 5 priorities for public spending. A lower proportion

³⁶ Using Fujiwara's method (2010) as set out in the Green Book (2018) a welfare weight of 1.0689547 was estimated for the WTa group, normalised against the WTP group (which took a weight of 1).

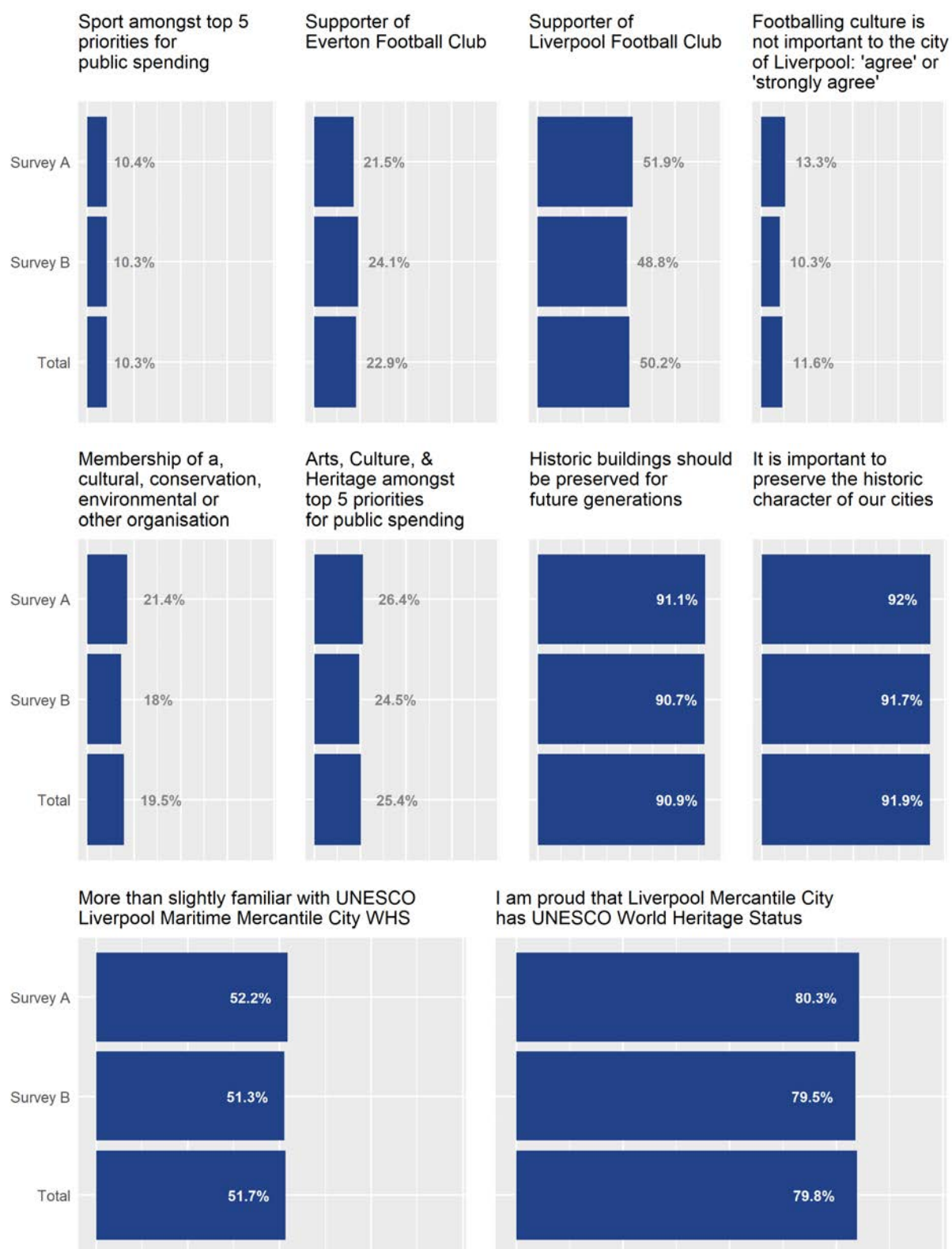
(10%) would prioritise public spending on sport. A higher proportion were supporters of Liverpool (50%) than Everton (22%), although this does include supporters of both clubs in both cases.

Agreement statements were included in the survey to understand the relative importance of different aspects of cultural heritage to Merseyside residents. A very high proportion (over 90%) agreed or strongly agreed with the general conservation statements that it is important to preserve the historic character of our cities and that historic buildings should be preserved for future generations. A similar proportion (88%) agreed that footballing culture is important to the city of Liverpool.³⁷ A smaller proportion (80%) were proud that Liverpool Mercantile City has UNESCO World Heritage Status.

Around half were familiar with the UNESCO Liverpool Maritime Mercantile City World Heritage Status. Around three quarters had visited a World Heritage Site in the past 12 months. This is high, but may relate to the fact that all respondents were either current or past Merseyside resident, and therefore likely to have visited Liverpool Maritime Mercantile City.

³⁷ This statement was framed negatively, so technically 88% disagreed or strongly disagreed that footballing culture is not important to the city of Liverpool.

Figure 4-1 Engagement with football and cultural heritage

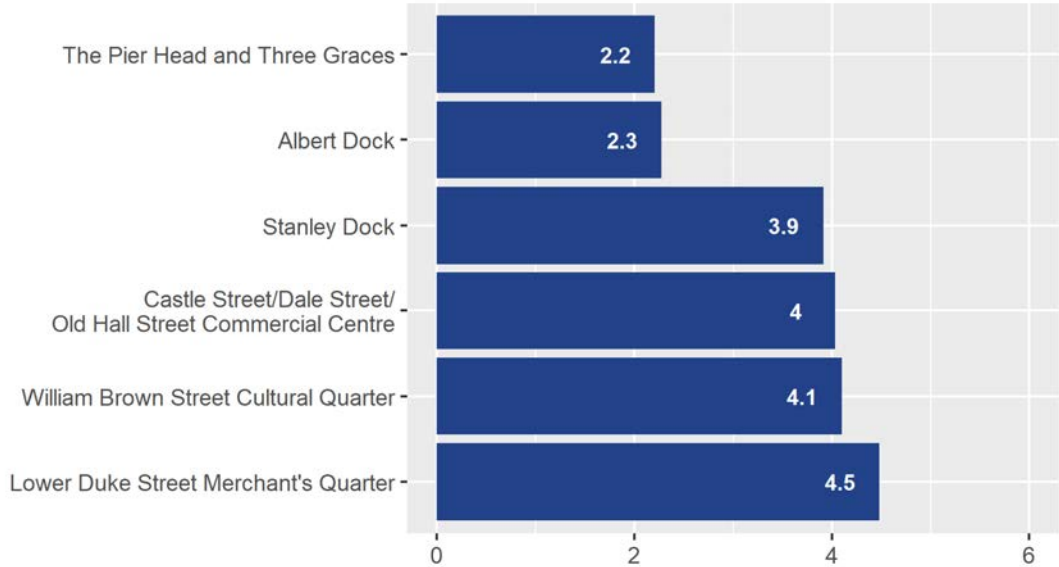


Note: Respondents may be fans of both Everton and Liverpool. Supporters are defined as those who indicate that they support, have paid to watch games, and/or have a season ticket for a football club. Survey sample results represent raw figures and are not weighted to Merseyside population.

When asked to rank in importance the six Conservation Areas that make up the Liverpool Maritime Mercantile City WHS, the vast majority of people considered the Pier Head and Three Graces and Albert Dock as the most important aspects of the WHS. The other four areas were of almost equally low importance (Stanley Dock, Castle Street/Dale Street/Old Hall Street Commercial Centre and the William Brown Street Cultural Quarter Conservation Area), with the exception of Lower Duke Street Merchant’s Quarter Conservation Area which ranked lowest overall. These results suggest that the UNESCO Liverpool Maritime Mercantile City World Heritage Status is moderately familiar to people, but that the majority think of the iconic Pier Head, Three Graces and Albert Dock Conservation Areas as the most important part of this area.

To understand the value that the public in Merseyside hold in the UNESCO Liverpool Maritime Mercantile City World Heritage Status, the survey put forward a hypothetical scenario where the continued maintenance of the status would be dependent on voluntary donations to a heritage fund (i.e., in a hypothetical scenario where current funding arrangements for its maintenance ended).

Figure 4-2 Ranking of Importance of Conservation Areas within the UNESCO Liverpool Maritime Mercantile City area (1 being highest ranked)



Note: Mean rank (out of 6, where 1 is top ranked and 6 is lowest ranked). Sample includes only half of the Survey A sample who were asked to rank all six conservation areas. Results weighted to be representative of Merseyside population in age and gender.

The survey average willingness to pay to support the administration and maintenance of the Liverpool Maritime Mercantile City World Heritage Status is £12.35 per household per

year. Aggregated across all 505,663 households in Merseyside, this amounts to a value of £6.2million per year³⁸ that residents in the Merseyside region benefit from maintaining the UNESCO Liverpool Maritime Mercantile City World Heritage Status. This WTP figure predominantly represents 'non-use' value³⁹ that Merseyside residents hold for the label of UNESCO Liverpool Maritime Mercantile City World Heritage Status being attached to the city. Statistical tests show that there is no significant difference in WTP for the UNESCO Liverpool Maritime Mercantile City WHS with (£12.06) and without (£12.64) the Stanley Dock Conservation Area (Appendix Table 6.3). This suggests that whilst Merseyside residents value having the WHS status; the Stanley Dock Conservation Area, which includes Bramley-Moore Dock, provides limited additional value. Therefore, they would value the WHS status almost the same with or without the Stanley Dock Conservation Area as it currently stands.

Table 4.1 Willingness to pay an annual donation to support a hypothetical Liverpool Heritage Fund in administering and maintaining the UNESCO WHS for the Liverpool Maritime Mercantile City

	Value
Sample size	702
Mean (standard error)	£12.35 (£0.87)
95% Confidence interval (low, high)	£10.65 - £14.06
Aggregate annual value to all households in Merseyside	£6,244,938 per year

Note: This scenario was in place of current funding arrangements for the maintenance of the UNESCO WHS. Upper and lower 95% confidence intervals are provided to enable sensitivity analysis. Results weighted to be representative of Merseyside population in age and gender. Full table of WTP results in Appendix Table 6.3. WTP in principle results in Appendix Table 6.2.

³⁸ £6,244,938 per household per year. Note that aggregation in this case is based on the full number of households in the Merseyside region, given that mean WTP incorporates all those who gave both positive, negative, and no in principle responses to the valuation question.

³⁹ Some people may get direct use value out of the WHS status (e.g. people in the tourism industry, but we believe that the majority of the value will be non-use.

4.2 The value of footballing culture

Just over one third of respondents had visited a sports stadium within the past 12 months (39%). Just under half (42%) considered themselves a football fan, but over two-thirds (68%) were familiar with the information that the survey presented about Football culture in Liverpool. This suggests that footballing culture has a value to people of Merseyside regardless of whether they themselves support a team.

Around a quarter (23%) considered themselves Everton supporters; 6% had paid to see an Everton game in the last 12 months, while 4% were season ticket holders.

Half of the sample considered themselves Liverpool supporters, 7% had paid to watch a Liverpool game, while 6% held a season ticket. The conclusion is that the sample is broadly representative of the Merseyside population (given what is known about the relative size of the supporter base for each club in the city), with more than half supporting no club, and Liverpool and Everton supporters being broadly split in terms of season ticket holders, with a higher proportion of general Liverpool supporters. This gives confidence that the survey samples are not over-represented by Everton supporters.

Table 4.2 Engagement with football in the city

	Survey A % (n/N)	Survey B % (n/N)	Total % (n/N)
Visited a sports stadium within the past 12 months	35.0% (290/828)	42.2% (427/1013)	38.9% (717/1841)
Football Fan (ANY club: Yes, definitely)	37.8% (313/827)	44.9% (454/1012)	41.7% (767/1839)
Everton supporter: Self-reported (includes supporters of both)	21.5% (178/828)	24.1% (244/1013)	22.9% (422/1841)
Everton supporter: Paid to see Everton game at least once per month	4.6% (38/828)	7.5% (76/1013)	6.2% (114/1841)
Everton supporter: Season ticket holder	3.7% (31/828)	4.8% (49/1013)	4.3% (80/1841)

Liverpool supporter: Self-reported (includes same set of supporters of both)	51.9% (430/828)	48.8% (494/1013)	50.2% (924/1841)
Liverpool supporter: Paid to see Liverpool game at least once per month	6.8% (56/828)	8.1% (82/1013)	7.5% (138/1841)
Liverpool supporter: Season ticket holder	5.9% (49/828)	5.5% (56/1013)	5.7% (105/1841)
More than slightly familiar with information about Football culture in Liverpool	67.5% (559/828)	NA	67.5% (559/828)

Note: Everton and Liverpool supporters non-exclusive in this table (i.e., 8% of individuals report that they are fans of both). Survey sample results represent raw figures and are not weighted to Merseyside population.

To understand the value that the public in Merseyside hold in the footballing heritage of the city, the survey put forward a hypothetical scenario where a hypothetical City of Football Status could be set up to celebrate and preserve the footballing heritage of the city.⁴⁰

Average willingness to pay to support the administration and maintenance of the City of Football Status was £7.20 per household per year. This WTP figure represents a predominantly 'non-use' value that Merseyside residents hold for the label of Liverpool City of Football Status being attached to the city.

Aggregated across all 505,663 households in Merseyside, this amounts to a value of £3.6million per year⁴¹ to the Merseyside region from its footballing heritage. This suggests that Merseyside residents value both the built heritage and footballing heritage of the city, but that willingness to pay to maintain the UNESCO Liverpool Maritime Mercantile

⁴⁰ The City of Football Status would work to: Conserve the historic sites of footballing significance around the stadiums and the city; Conserve historic artefacts related to the two clubs (e.g. matchday programmes, memorabilia, photographs, early radio and television transmissions); Celebrate and communicate footballing culture of the city both nationally and internationally; Support educational outreach programmes to teach about the cultural value of football in the city; Help ensure the continued existence of the two football clubs in the city.

⁴¹ £3,640,774 per household per year. Note that aggregation in this case is based on the full number of households in the Merseyside region, given that mean WTP incorporates all those who gave both positive, negative, and no in principle responses to the valuation question. Household numbers for Merseyside based on 2014 Office of National Statistics figures.

City World Heritage Status is nearly twice as high as the willingness to pay for a new City of Football status. It is important to note that two effects may be operating to lower the value obtained for the City of Football status: first, people are known to have greater aversion to losing something that they already have than gaining something new, an issue known as loss aversion⁴²; and second, order effects are known to operate in CV surveys, whereby the first good valued (UNESCO World Heritage status) is given a higher proportion of the household budget than the second (following the economic law of diminishing marginal utility).⁴³ These considerations should be taken into account when interpreting the results.

Interestingly Everton supporters appear to value the city's footballing heritage more, with a higher average WTP of £15.38 per household per year, compared to £7.61 among Liverpool supporters. WTP values were lower for including non-supporters and supporters of other teams at £3.85, which we would expect given their likely lower interest in football.

Table 4.3 Willingness to pay an annual donation to support a hypothetical new City of Football status (Survey A - Valuation of Cultural Heritage Status Labels)

	Everton Supporter	Liverpool Supporter	Other (non- supporter, supports other club or supporter of both)	Total
Sample size	109	331	309	749
Mean (standard error)	£15.38* (£3.86)	£7.61* (£1.35)	£3.85* (£1.32)	£7.20 (£0.99)
95% Confidence interval (low, high)	£7.72 - £23.03	£4.95 - £10.27	£1.25 - £6.45	£5.25 - £9.15
Aggregate annual value to all households in Merseyside (per year)				£3,640,774

⁴² [Ericson and Fuster 2014](#)

⁴³ [Johnson et al. 2006](#)

Legend: t-test of difference between split sample average and pooled total average excluding that group $\ast=p<0.05$. Results weighted to be representative of Merseyside population in age and gender. Full table of WTP results in Appendix Table 6.5. WTP in principle results in Appendix Table 6.4.

4.2.1 Everton in the Community

Merseyside residents were also asked to value the community outreach work that Everton in the Community (EitC) currently provides. A hypothetical scenario was presented where EitC would ask for voluntary donations for one year to continue its work.

Average willingness to pay to support the community outreach work that Everton in the Community currently provides for a 12-month period was £6.46 per household for a year. This WTP figure represents a predominantly 'non-use' value (plus potential use value for EitC beneficiaries) that Merseyside residents hold for the charity work of Everton in the Community, although it could include use value if any direct beneficiaries of EitC exist in our sample.

Aggregated across all 505,663 households in Merseyside, this amounts to a value of £3.3million⁴⁴ to residents in the Merseyside region from the work that EitC does in the community, even when they do not directly benefit from its services.⁴⁵ Note that this value is for a different set of services (EitC's charity work) than the value of footballing culture valuation in Section 4.2, meaning that it is possible to combine these values for footballing culture and charity work in Merseyside without risk of double counting.

The average donation amount was statistically significantly higher among Everton supporters (£12.67) than Liverpool supporters (£6.02), and lowest among fans of other clubs/both clubs/non-supporters (£4.19). This suggests that the value that people place in EitC is strongly associated with their club affiliation, despite the wider benefits that the charity has beyond Everton. This may be an important area for future communications strategies at the charity.

⁴⁴ £3,266,583 per household per year. Note that aggregation in this case is based on the full number of households in the Merseyside region, given that mean WTP incorporates all those who gave both positive, negative, and no in principle responses to the valuation question.

⁴⁵ Household numbers for Merseyside based on 2014 Office of National Statistics figures.

Table 4.4 Willingness to pay donation to support the community outreach work that Everton in the Community currently provides for a 12-month period (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	173	418	373	964
Mean (standard error)	£12.67* (£1.74)	£6.02* (£0.95)	£4.19* (£0.97)	£6.46 (£0.64)
95% Confidence interval (low, high)	£9.23 - £16.11	£4.15 - £7.88	£2.30 - £6.09	£5.20 - £7.72
Aggregate annual value to all households in Merseyside (per year)				£3,266,583

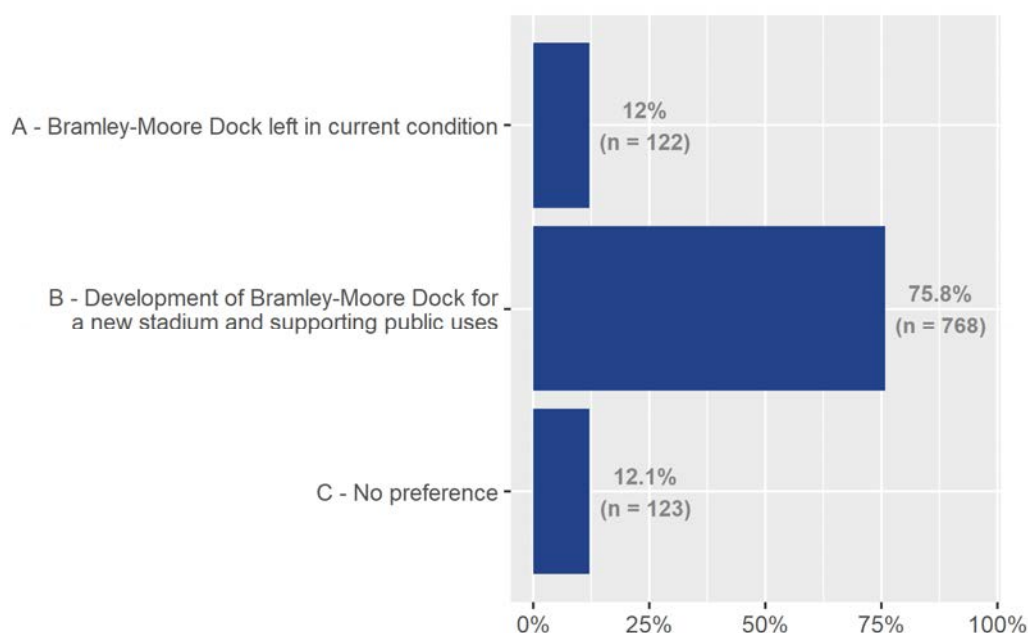
Legend: t-test of difference between split sample average and pooled total average excluding that group *= $p < 0.05$. Note: Others are non-supporters, supporters of another club or supporter of both. Results weighted to be representative of Merseyside population in age and gender. Full table of WTP results in Appendix Table 6.7. WTP in principle results in Appendix Table 6.6.

4.3 The value of the New Everton Stadium development

The remainder of the report addresses preferences and values associated with the land use options at Bramley-Moore Dock, which is the key area of research for this study. The CV survey provided extensive information about the historic structures at Bramley-Moore Dock and the proposed stadium development.

An overwhelming majority of survey respondents stated they would prefer to have a new stadium at Bramley-Moore Dock rather than leaving it in its current state. When presented with a choice in land use options at Bramley-Moore Dock, a three-quarter majority (76%) were in favour of the stadium development at Bramley-Moore Dock and supporting uses, while 12% had no preference, and another 12% would favour keeping Bramley-Moore Dock in its current condition. Respondents who selected “no preference” were excluded from providing a monetary value for either option.

Figure 4-3 Preferences for different land use options at Bramley-Moore Dock, prior to WTP/WTa question (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)



Note: sample size is based on final study group samples. Survey sample results represent raw figures and are not weighted to Merseyside population.

For those who indicated that they would prefer the stadium development at Bramley-Moore Dock (n=768 respondents), a hypothetical scenario was presented where the stadium development of Bramley-Moore Dock would lead to a general permanent increase in the cost of living in the city.⁴⁶ This allows us to derive a WTP value for the stadium. Survey information about the stadium development included information about the potential economic and social impacts of the stadium, the risks to heritage at the current site, the potential implications that the stadium development could have to the city maintaining its UNESCO World Heritage Status (although this risk exists without the scheme due to the wider Liverpool Waters plans) and information about the Goodison Legacy Project to make it clear that the scheme would seek to minimise negative impacts in the Liverpool 4 area.

Average willingness to pay an increase in the cost of living to support the stadium development was £83.27 per household per year.⁴⁷ This is a continuous payment that

⁴⁶ For instance, through increased transport costs, utility bills, rental and housing costs, due to increased relocation to the area and the area becoming more desirable, as well as the cost of food and drink.

⁴⁷ This is an annualised WTP value of £6.94 in monthly cost of living to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses.

Merseyside residents have expressed that they would be willing to incur in order to have the stadium development. The WTP value for the stadium development encompasses both the option use value and non-use value of the stadium, including civic pride, economic benefits, sports success, and other social benefits expected over time.

The values obtained in this study are comparable to previous studies eliciting WTP to keep sports teams and sports stadia in a city (Literature Review, Appendix 6.1), which range from £186.80 as a one-off payment to prevent the Minnesotan Vikings American football team from having to relocate outside of the city (including the prestige of a new stadium, and a better chance at winning the Superbowl)⁴⁸ to WTP of £116.39 per year over a 5-10 year period to keep the NFL Jaguars in Jacksonville.⁴⁹ Note that the payment term varies between these studies (between one-off and annual payment over a fixed term) which should be accounted for when making direct comparisons.

Everton supporters appear to value the redevelopment of Bramley-Moore Dock for a new stadium more, with a higher average WTP of £119.84 per household per year, compared to £75.50 among Liverpool supporters. This indicates that the stadium redevelopment holds value to Merseyside residents regardless of their footballing allegiances. It is important to note that these different valuations are all incorporated into the average WTP value and that the proportion of Everton to non-Everton supporters in the survey sample is broadly in line with those found in the Merseyside region.

These WTP values represent a combination of future use values and option values (an expectation that they will directly engage with the new stadium development) and non-use values for the existence of the new stadium and the benefits that others may experience. The survey collected follow-up responses on respondents' motivations for being willing to pay. Examples of option values include 15% who gave their payment amount because Bramley-Moore Dock will become more accessible to users with the proposed development, and 11% paid because they were Everton supporters and may therefore see games at the new stadium (use value). Follow-up responses which related to non-use values included being willing to pay from a sense that it will benefit the site (22%), or will benefit the community (30%). Note, only 5% were willing to pay because the

⁴⁸ [Fenn and Crooker 2009](#)

⁴⁹ [Johnson et al. 2006](#)

economic impacts would benefit them personally (which would be classified as a use value) (motivations for stated WTP reported in Appendix Table 6.13).

Table 4.5 Willingness to pay increase in cost of living to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses (annualised) (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	157	298	264	719
Mean (standard error)	£119.84* (£18.53)	£75.50* (£10.00)	£70.02* (£16.45)	£83.27 (£8.41)
95% Confidence interval (low, high)	£83.25 - £156.44	£55.82 - £95.18	£37.62 - £102.41	£66.75 - £99.78

Legend: t-test of difference between split sample average and pooled total average excluding that group $\ast=p<0.05$. Note: Others are non-supporters, supporters of another club or supporter of both. Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. WTP question asked as monthly cost of living question, annualised for consistency with other WTP values in this study. Full table of WTP results in Appendix Table 6.10

4.4 The value of Bramley-Moore Dock left in its current condition

For those who indicated that they would prefer to keep Bramley-Moore Dock in its current condition (n=122, 12% of respondents), a hypothetical scenario was presented where the stadium development at Bramley-Moore Dock has gone ahead, with the site converted into the new stadium for Everton and supporting uses. They were asked whether in these circumstances, the construction of a stadium on the site of Bramley-Moore Dock would significantly affect their quality of life.⁵⁰

Those who indicated that the loss of Bramley-Moore Dock would reduce their quality of life (n=25) were presented with a scenario where a local Government fund

⁵⁰ This methodology is known as a 'hybrid contingent valuation-wellbeing' question. It is founded in welfare economic theory, that compensation should only be made to those who would experience a loss of welfare (to give them the equivalent welfare gain through monetary compensation). Therefore, only those who would experience a loss in their quality of life are presented with the willingness to accept question.

could hypothetically be set up to compensate those who would have preferred to leave Bramley-Moore Dock in its current condition in the form of a one-off compensation per household⁵¹ and asked the minimum they would be willing to accept as a one-off payment for their household for no longer having Bramley-Moore Dock in its current condition.

Those who indicated that the redevelopment of Bramley-Moore Dock would increase their quality of life were excluded from the WTA question (n=13). A further n=34 respondents either gave 'Don't know' answers or gave invalid responses when presented with the WTA payment card, including protest zeros who indicated that no amount of money could compensate them for the reduction in quality of life caused by the redevelopment of Bramley-Moore Dock.

Those who indicated that the loss of Bramley-Moore Dock would have no impact on their quality of life (n=84) were allocated a zero WTA bid. The exception is those who indicated in follow-up responses that no amount of money could compensate them for the reduction in quality of life caused by the development (n=8), who were not assigned a zero value, since they have stated that they would be affected but are unable to conceive of this welfare impact in monetary terms (reasons not willing to accept reported in Appendix Table 6.14). These 8 respondents were instead imputed with a weighted mean of other valid responses to ensure they do not reduce the sample average WTA value. We believe this is the appropriate measure to take, given that we cannot be certain as to their underlying values for maintaining Bramley-Moore Dock in its current condition, and that these represent a small number of observations. Other reasons given were interpreted as protest zeros: those who don't agree that local Government funds should be used to compensate for the loss of Bramley-Moore Dock in its current condition (n=12), those who do not believe this scheme would actually happen (n=7), or who need more information to answer the question (n=8). Given that we cannot interpret the motivations of these individuals, they are removed from calculation of WTA following best practice. This leads to a higher mean WTA figure, which is appropriate given the likely hypothetical bias that may be operating on the compensation instrument.

⁵¹ Respondents are reminded that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the quality of life that Bramley-Moore docks currently brings you.

Average willingness to accept compensation as a one-off payment for their household for no longer having Bramley-Moore Dock in its current condition was £189.67 per household, based on a sample of 74 Merseyside residents.⁵²

The survey collected follow-up responses on respondents' motivations for accepting compensation. This data suggests that WTA values for the loss of Bramley-Moore Dock in its current condition are predominantly non-use in nature, for instance a concern that the development will impact the heritage assets of the dock (15%), or not wanting to see a football stadium at Bramley-Moore Dock (35%). Given that access to Bramley-Moore Dock in its current form is limited, we do not expect that WTA is composed of a great deal of use value, although responses such as "I like Bramley-Moore Dock as it is" (15%) may suggest some element of indirect use value (for instance, seeing it from the air or the river) (motivations for stated WTA reported in Appendix Table 6.14).

The survey collected follow-up responses on respondents' motivations for refusing compensation. The majority of respondents who preferred not to have Bramley-Moore Dock in its current condition did not require any compensation because leaving Bramley-Moore Dock in its current condition would not affect them much (22%), because they have more important things to worry about than dockland heritage (11%), or because there are other institutions which have greater cultural value and should receive Government funding (10%).

*Table 4.6 Predicted impact of redevelopment of Bramley-Moore Dock for a new stadium on quality of life (self-reported)
(Survey B - Valuation of Landuse Options at Bramley-Moore Dock)*

	Total (prior to exclusions from WTA)	Total (after exclusions from WTA)
No impact on quality of life	84	59
Reduction in quality of life	25	15

⁵² Note that only a small proportion of those who preferred to keep Bramley-Moore Dock in its current condition indicated that their quality of life would be impacted (n=15), and of these only 14 gave a non-zero compensation for the amount for loss of Bramley-Moore Dock. This low result possibly reflects the hypothetical nature of the question (would people really expect to be paid compensation for redevelopment of an area of the Liverpool waterfront?). This small sample size means that there is a wide confidence interval (£-26.79 - £406.13) which reduces the power of the estimation and reduces the representativeness of the values to the wider population. We try to counteract this potential limitation by removing 'protest zero' WTA responses from the sample, which has an upward effect on mean WTA and is likely to produce a more realistic WTA value.

Increase in quality of life	13	0
Sample size	122	74

Final sample asked WTA question is n=74, excluding those who said that the redevelopment would increase their quality of life (n=13), those who replied 'Don't know' when asked if they would be willing to accept compensation (n=9), those who gave ineligible open-text responses. Protest zeros who indicated that no amount of money could compensate them for the reduction in quality of life caused by the development are imputed with a weighted mean of other valid responses.

Table 4.7 Willingness to accept as a one-off payment for their household for no longer having Bramley-Moore Dock in its current condition (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	11	28	35	74
Mean (standard error)	£162.59 (£59.99)	£79.18 (£28.92)	£270.83 (£208.83)	£189.67 (£108.61)
95% Confidence interval (low, high)	£28.92 - £296.25	£19.84 - £138.51	£-153.56 - £695.22	£-26.79 - £406.13

Note: Others are non-supporters, supporters of another club or supporter of both. Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. Final sample asked WTA question is n=74, excluding those who said that the redevelopment would increase their quality of life (n=13), those who replied 'Don't know' when asked if they would be willing to accept compensation (n=9), those who gave ineligible open-text responses and protest zeros who indicated that no amount of money could compensate them for the reduction in quality of life caused by the development. Full table of WTP results in Appendix Table 6.12.

4.5 Aggregation of values

WTP values for the stadium development at the Bramley-Moore Dock site represent an increase in cost of living that would occur over multiple years. As previously stated, monthly figures were converted to annual figures and then set within a 30-year evaluation period using the Present Value discount rate of 3.5%.⁵³ Given that the benefits would only arise once the stadium is completed, we considered payments to start from September

⁵³ H. M. Treasury 2018

2023 onwards.⁵⁴ In the survey, respondents were asked how many years they would be willing to pay the increase in the cost of living. We used their responses to produce each individual PV with the correct length of time. We do not account for any benefits beyond September 2049. If respondents were willing to pay for fewer than 30 years their overall PV was reduced accordingly.

WTA values are one-off compensations paid in September 2019. Their PVs are simply the stated values.

To estimate overall values for the stadium development at the Bramley-Moore Dock site, we aggregate mean WTP and WTA values from the survey to the relevant national populations. The aggregation method takes the proportion of positive WTP/WTA responses and extrapolates mean WTP and WTA from the survey samples up to the same proportions within the general Merseyside population (weights based on income, gender, age and region). In this way, zero-response bids are accounted for in the aggregation figure, by aggregating to this proportion of the population a zero value.

- + The aggregate PV WTP value for the stadium development among those who would prefer this option is £218 million over a 30-year evaluation period.
- The aggregate PV WTA value among those who would prefer keeping Bramley-Moore Dock in its current condition is £13million over a 30-year evaluation period. This is a net negative value, which includes distributional weighting to account for the lower income of the group experiencing the welfare loss, in line with HM Treasury Green Book (recall Section 3.5).

The net present value (NPV) is calculated for each group by subtracting the aggregate WTA in PV terms from the aggregate WTP in PV terms (Table 4.8). This provides a net present value (NPV) for the development of a stadium for Everton Football Club at Bramley-Moore Dock. **The NPV over 30 years for the stadium development is £205million for Merseyside residents.**⁵⁵ This figure may be conservative, as we only

⁵⁴ The WTP values are present value of all the payments that would incur in the following year and we assumed the stadium to be finished by September 2023.

⁵⁵ It is worth noting that the compensation value is a one-off payment, compared to the annual WTP values for donations to historic trusts and costs in living. WTP and WTA values incorporate future impacts (impacts on future users

focus on Merseyside residents and people outside of Merseyside may value the stadium and its supporting uses both in terms of the option to use it, and as a non-use value to see the redevelopment of an area of Liverpool's waterfront which is currently vacant and not accessible to the public. This value is considerably larger than those for the continued administration of the UNESCO World Heritage Site at £70million Present Value over 30 years.

This NPV figure of £205million captures the wider social and heritage benefits and impacts of the new stadium and does not include the economic benefits of the stadium.⁵⁶

and generations) and hence do not need adding over time as this would lead to double-counting of the benefits. Given that the change (the stadium redevelopment) happens at one point in time, it is assumed that the compensation demanded to restore the individual to their initial welfare position (compensating surplus) is evaluated across the life course, and not as a continuous payment. This also accounts for adaptation effects, whereby individuals adapt to losses in their life and return to close to their original welfare position over a certain period of time, depending on the magnitude of the loss (Frederick and Loewenstein, 1999).

⁵⁶ There may be some small overlap with those who anticipate that the economic impacts would benefit them personally (which would be a use value), but this accounted for only 5% of the motivations behind WTP (see Appendix Table 6.13).

Table 4.8 Aggregation of Net Present Value to Merseyside population over 30-year evaluation period.

Cultural heritage/landuse option	Number of responses	% choosing landuse option	Proportional population of Merseyside households	Mean WTP (annualised)/WTA per household	PV based on 30-year evaluation period per household (£)	Total Net PV over 30-year evaluation period (welfare weighted)
Stadium development (WTP annualised monthly increase to cost of living, with follow up question on length of time WTP)	719	74.56%	377027	£83.27	£578.01	£217,925,169
Loss of Bramley-Moore Dock in current condition (WTA one-off compensation)	74	12.59%	63681	£189.67	£189.67	- £12,911,162
Total NPV (WTP – WTA)						£205,014,007

Notes: The PV calculations use the standard HM Treasury discount rate (3.5%) over a 30-year evaluation period (including 4 years of construction and 26 years operation in the case of the stadium development). PV is calculated from 2019, when the area began infrastructure works. At that point the disbenefits (WTA for loss of BMD in its current condition) begin, but the benefits (WTP for the stadium development) only arise after project completion, assumed to be the year after construction completes (i.e 2023 onwards). The percentage calculations of relevant populations are based on four decimal places (only one decimal place reported in the table); The aggregated value multiplies PV WTP by the relevant population and subtracts it by the mean PV WTA multiplied by relevant population of households in Merseyside (total 505,663) based on 2014 ONS data uprated by ONS predictions for household growth rate to 2019. The relevant population column is calculated by multiplying the % of choosing each landuse option by the total population, except where % choosing landsuse option NA because mean WTP is based on total sample (percentages do not add to 100% because 12% choosing no preference not reported in table);

The calculations presented in the table use numbers with multiple decimal places. The aggregated values will not, therefore, exactly match the result if using the rounded numbers in the table. Results weighted to be representative of Merseyside population in age and gender. WTA PV is corrected according to HM Treasury welfare/distributional weight to account for the lower income of this group at baseline prior to welfare loss (x 1.0689547). WTP/WTa values rounded at 2 decimal places.

5 Summary of results

Table 5.1 Summary WTP and WTA values for cultural heritage and land use options in Merseyside

Cultural heritage/landuse option	Payment vehicle	Survey sample size per valuation question	Mean WTP/MTA per household	Present value over a 30-year evaluation period
Value of cultural (built and sporting) heritage				
UNESCO Liverpool Maritime Mercantile City World Heritage Site status	Annual donation	702	£12.35	£69,614,625
City of Football status	Annual donation	749	£7.20	£37,383,666
Everton in the Community charity work	One-off donation	964	£6.46	£3,266,583
Landuse options for Bramley-Moore Dock				
Stadium development at Bramley Moore Dock (amongst those in favour of this landuse option)	Increase in monthly cost of living	719	£83.27	NPV (WTP – WTA) £205,014,007
Stadium development at Bramley Moore Dock (amongst those against this landuse option)	One-off compensation	74	£189.67	

All WTP/MTA values calculated as interval midpoints. WTA results welfare weighted. WTP/MTA values rounded at 2 decimal places. Results weighted to be representative of Merseyside population in age and gender.

6 Appendix

6.1 Literature review

6.1.1 *Aims and background*

This literature review aims to outline important factors to consider when designing a valuation survey and review the existing valuation studies on heritage and culture in the literature. This review will allow us to determine how the current study may contribute to the current research field and will inform best practice techniques to employ when designing the valuation survey. When valuing non-market goods, such as heritage and culture, special care and consideration must be incorporated into the survey design to establish the Total Economic Value (TEV) (including the benefits to the community) of the asset being valued.

This literature review considers the multitude of assets that this report aims to value; heritage statuses, historical sites, community programs, and a redevelopment of a sport stadium in Merseyside. The studies are therefore presented in relation to the asset being valued (historical status and heritage site, sports stadium, and community programs). What emerges in the literature is an inconsistent pattern of values due to differences in payment vehicles (taxes, donations, etc.) and hypothetical scenarios for the goods valued. This will be explored throughout this literature review, in relation to the asset being valued. The review will conclude with the chosen valuation methods for the surveys and other factors to consider in the survey design.

6.1.2 *Survey design of cultural heritage valuation studies*

Contingent Valuation (CV) is the approach elicited to establish a value for a good or service. This method employs stated preference techniques via a survey, where respondents provide their maximum willingness-to-pay (WTP) to have continued access to a good or service, or their minimum willingness-to-accept (WTA) for the loss of access to a good or service. In the current studies, the goods in question are a heritage site, heritage statuses, a stadium development, and a community program. Santagata and Signorello (2000) outline three important areas to consider when designing a CV survey:

the description of the good to be valued, the hypothetical scenario for the valuation, and the payment vehicle employed to establish this WTP value; presented within the survey in that order.

Most importantly, the efficacy of the WTP estimate is dependent upon the hypothetical scenario within the valuation study; the valuation scenario must be credible for the respondent to provide a realistic value. For the current study, the primary valuation scenario is outlined by the conservation of a historical site or the redevelopment of the site for a new football stadium with a potential risk of the football team leaving the city if the stadium is not built, but the loss of aspects of the cultural heritage site (Bramley-Moore Docks) with the added risk of losing the city's heritage status if it is built. While there are no examples in the literature which feature this valuation scenario, there have been multiple CV surveys on building new stadiums for sports teams and surveys on conserving historic buildings.

Different issues arise when valuing various assets of a single good. Stated WTP values can be influenced by the locality of the good, the locality of similar goods, and what use and non-use values the good could produce. For example, heritage site and protected status might produce a low use value for visitors to the heritage site but could produce a large non-use value of civic pride for local residents. These components will be reviewed in more detail below.

6.1.3 Heritage Sites & Status

Massiani and Rosato (2008) valued a partly used old industrial port site in Trieste, Italy, using a conjoint choice analysis method. The proposed project was that the old port could potentially be redeveloped into industry, offices, marinas, hotels and restaurants, parking, shops, education facilities and public services (hospital, schools, etc). Trieste province locals voted on their preferred option: status quo (keep the old port in its' current condition) or the redevelopment project of the port, which differed across four factors: conservation (0%, 25% or 50% of heritage buildings conserved), cost in taxes (€0, €25, €50, €100, or €150 for one or ten years), and the main and complementary facilities of the new site. While the study failed to achieve a robust significant cost and conservation estimate, strong preferences were found in the old port redevelopment. Initially, respondents indicated strong historical conservation attitudes; 91% of respondents wanted the historical buildings in the old port conserved. However, when provided with the

redevelopment options, the locals were in favour of tourist and leisure site uses with no strong preferences for conservation. Marinas, hotels and restaurants ranked high as the main and complementary site uses with a preference for taxes to be increased for ten years to cover the redevelopment costs. A strong aversion for port and industrial uses was obvious in the data.

Rather than valuing a specific site, Santagata and Signorello (2000) valued a cultural heritage program charged with maintaining the heritage of a national and locally funded museum, the Napoli Musei Aperti in Naples, Italy. The museum is novel in that it is a neighbourhood containing 29 churches, 8 palaces, 8 historical squares, and 1 museum. The annual cost to run the museum is €2.2. million (equivalent to £20,347,716.98 in 2019 terms). The survey asked respondents whether they would be willing to give an annual donation to a non-profit agency in order to keep the museum running for their continued access. Just over half (51.5%) of Naples citizens were willing to donate and gave an average value of ITL16,995 (£10.33) compared to 48.3% of Naples citizens who were not willing to donate anything. The study found users (i.e. visited at least once) were willing to donate more (ITL23,797; £14.47) than those who had never visited (ITL7960; £4.84).

Similarly, Grosclaude and Soguel (1994) valued the ongoing maintenance of historic buildings in Neuchâtel, Switzerland. Respondents were asked whether they were willing to donate to a trust to order to protect 16 historic buildings in the area from the direct impact of air pollution from road traffic. First, respondents selected their preferred buildings that they wished to be maintained (an average of six) and then provided how much their household would be willing to donate each month. An average of SFr14.3 (£57.74) was willing to be donated. After calculating that roughly 11% of local households were indifferent to conserving the historic buildings (and were not willing to donate) 14,034 households were predicted to be receptive and willing to donate, with a predicted annual bid of SFr121 (£488.61) per local household (Grosclaude and Soguel, 1994). An average maintenance cost was estimated to be SFr283,000 (£1,142,783.89) which predicted that the trust needs to raise approximately SFr1.7 million (£6,864,779.53) annually to maintain the six historic buildings in the poorest conditions (Grosclaude and Soguel, 1994).

Rather than an annual donation, Lawton et al. (2018) asked respondents whether they were willing to make one-off donations to maintain a historic city and an additional

donation to the cathedral in one of four cities (Canterbury, Lincoln, Winchester, and York) in England. The survey determined users (residents or visitors to the sites) and non-users (non-residents and those who had not visited) for the historic sites. Of those who had visited the cathedrals, 5.99% agreed that the cathedral brought a source of civic pride to the city, compared to 3.17% who had not visited the cathedrals. Likewise, 9.87% of city visitors believed that civic pride in the area was partly due to the historic heritage of the city, compared to 4.67% of who had not visited. On average, visitors of cities and cathedrals were willing to donate more (£9.63 and £7.42 respectively) than non-users (£6.14 and £3.75) to maintain the historical character of the cities and cathedrals.

Likewise, foreign visitors were willing to pay more than local residents when Tuan and Navrud (2008) valued the UNESCO World Heritage Site, My Son in Vietnam. Respondents were given a choice between two scenarios: improving the condition of My Son and preserving the site with an added option of upgrading the site's infrastructure or leaving the site as is to naturally deteriorate with use (status quo). WTP estimates were an increase in tax for local residents, whereas foreign visitors were asked whether they would be willing to pay an increase in the entrance fee (one-off elicitation). Foreign visitors were WTP an average of USD\$6 (£4.33; on top of the current USD\$4 entry-fee, £2.88) to preserve the site and \$1.50 (£1.09) to upgrade the site's infrastructure (Tuan and Navrud, 2008). Local households were WTP 32,000VND (USD\$2; £1.44) in taxes to preserve the site and 22,000VND (USD\$1.40; \$1.01) to upgrade the site's infrastructure (Tuan and Navrud, 2008). Although, these payment differences are thought to be due to large differences in income between foreign visitors and local residents.

Summary

Previous valuation studies of heritage sites and heritage status have explored public preferences for maintaining historic sites in their current condition, updating, or redeveloping them. The most pertinent valuation to the current study was Massiani and Rosato's (2008) research, which revealed that while most residents (91%) initially voted for the conservation of historic sites, tourist and leisure redevelopment was favoured over historic conservation of the site. Visitors to the sites were willing to pay more on average to conserve the sites than those who had not visited. While civic pride was a factor in willingness to donate (Lawton et al., 2018), small groups of local residents were indifferent

to supporting conservation work for their local historical sites (Grosclaude and Soguel, 1994; Santagata and Signorello, 2000).

Commonly used payment vehicles include local taxes and donations. However, taxes can introduce sensitivities by suggesting that the public would have to pay for development that is privately financed (as in the present study). While donations are voluntary, meaning that they are not incentive-compatible, since people could agree to pay a donation which they would not actually in reality.

6.1.4 Sports Stadia

There have been a number of studies exploring local people's WTP to keep sports teams and sports stadia in their city. Many of these were based in the USA. Groothuis et al. (2004) asked consumers (i.e. supporters) and non-consumers whether public funding through higher city taxes should support stadium building for local sports teams and buying the Hockey Pittsburgh Penguins Hockey team to keep them in Pittsburgh. Sport supporters were willing to pay higher increases in their annual taxes (\$30.76; £22.34) to keep the Penguins team in Pittsburgh and were more likely to support public funding to baseball and football sports stadiums (\$30.76; £22.34) than non-supporters (\$9; £6.53; Groothuis et al., 2004). Non-supporters were not willing to pay anything (mean WTP: \$0) to keep the Penguins in Pittsburgh. Supporters reported sports teams as generating more civic pride than other cultural institutions in the city. While 67% agreed that the Pittsburgh Penguins generate civic pride, only 39.7% reported attending games (Groothuis et al., 2004). This suggests that while most agree the Pittsburgh Penguins are an important cultural institution in Pittsburgh, non-supporters were not willing to pay to keep the team in the city. These low values from non-supporters may have been due to the hypothetical scenario enlisted.

For instance, Fenn and Crooker (2009) elicited a one-off WTP value in public funds of supporting a new stadium from over 500 Minnesotans' to save the Vikings football team from having to relocate outside of the city. Initial questions determined the supporter status of the respondents; 41% frequently read about the Vikings, 54% converse about the Vikings daily, 35% reported to would feel an absence of fun if the Vikings were to move out of town, and 18% described themselves as die-hard fans (Fenn and Crooker, 2009). When respondents were simply asked whether they would be willing to pay for a new stadium for the team, the average WTP value was \$41 (£34.97; Fenn and Crooker,

2009). If the scenario suggested the Vikings would share the new stadium with a local university team, the WTP value increased by \$123.01 (£104.92). When they accounted for the threat of the Vikings relocating to another city, the prestige of a new stadium, and a better chance at winning the Superbowl, this WTP value rose to \$219 (£186.80; Fenn and Crooker, 2009). Interestingly, any actual costs incurred by respondents to watch the Viking's games (\$0.10) were not a significant factor in the WTP values. This suggested some form of civic pride from the greater community for the Vikings team was at play.

Castellanos et al. (2011) similarly investigated prestige and civic pride from keeping A Coruña's Deportivo football team in for users and non-users (i.e. supporters and non-supporters respectively) with the hypothetical threat that rising costs might mean the loss of the football team altogether. The average WTP in annual donations to a fund to supplement A Coruña's earnings to keep Deportivo in existence was €10.77 (£12.44), but users were willing-to-pay twice as much as non-users (Castellanos et al., 2011). Although similar to Groothuis et al.'s (2004) results, 39.51% of the sample reported a WTP value of €0 and 54.79% of the sample believed that Deportivo should generate all their own funds. The survey items included measuring the number of games attended at Deportivo stadium, number of games watched on TV, consumption of goods (talks about, reads about, concerned about Deportivo, the impact on their quality of life from Deportivo being in the city, region of residence, prestige from having Deportivo in A Coruña, whether respondent recommend watching a football match to a tourist (compared to eight other tourism options), whether they attend at least one home game each season. Of which, 55% of users, and 49% of non-users, felt Deportivo impacted their quality of life in a positive way by remaining in the city (Castellanos et al., 2011).

Johnson et al. (2006) valued how much respondents were willing-to-pay through public funding to keep the NFL Jaguars in Jacksonville, Florida, and attract an NBA team to Jacksonville if the current arena was upgraded to NBA standards. Within the valuation, the number of years for the tax (10 or 20 years for the NFL Jaguars and 5 or 10 years for the NBA team) were varied. Within the total sample, 46% of respondents had previously attended a Jaguars game with an average of 1.53 games attended during the 2001 season. Whereas 38% said that they would attend NBA games, with an average of 2.9 games, if the arena was upgraded. Greater support was for the Jaguars compared to a new NBA team, with 46% willing to pay to keep the Jaguars in Jacksonville while 38% were willing to pay to attract an NBA team to Jacksonville. The average total value across the period

payments for keeping the city's NFL Jaguars in Jacksonville was significantly higher (\$161; £116.39) than attracting a new NBA team to Jacksonville (\$60; £43.37; (Johnson et al., 2006).

While all the above studies were valuing a sports team and their stadium, large differences can be found in the WTP estimates, which can be due to two main factors. First, the threat of the club leaving the city compared to a payment to supplement the club's current earnings or to improve the success of the team encourages large estimates. Studies investigating the value of a team, wherein the team may hypothetically have to move out of the city, report consistently higher WTP values (Groothuis et al., 2004; Johnson et al., 2006) when compared to studies where the hypothetical scenario is to maintain the status quo through supplementing the team's income (Castellanos et al., 2011) or attract an out of town team to the city (Johnson et al., 2006). Football fans are often willing-to-pay whatever it takes to keep their team local to avoid the negative impacts associated with the potential losing something (Kahneman et al., 1991). Second, payment vehicles (i.e. donations and taxes/public funding) result in large differences in estimates. When donations are elicited, the values can be significantly lower (Castellanos et al., 2011) than when the payment vehicle selected is a compulsory payment such as public funding through taxes (Fenn and Crooker, 2009; Groothuis et al., 2004; Johnson et al., 2006). This is likely due to donations providing a free ride; a way out to avoid a payment altogether. This will be discussed further in section 6.1.6.

Summary

There have been a number of studies exploring local people's WTP to keep sports teams and sports stadia in their city. Many of these were based in the USA. Of most direct relevance, Fenn and Crooker (2009) elicited a one-off WTP value in public funds of supporting a new stadium from over 500 Minnesotans' to save the Vikings football team from having to relocate outside of the city. Local people (made up of both supporters and non-supporters) gave a positive WTP for a new stadium for the team. When they accounted for the threat of the Vikings relocating to another city, the prestige of a new stadium, and a better chance at winning the Superbowl, this WTP value rose to \$219 (£186.80; Fenn and Crooker, 2009). Across the literature, studies investigating the value of a team, wherein the team may hypothetically have to move out of the city, report consistently higher WTP values (Groothuis et al., 2004; Johnson et al., 2006) when

compared to studies where the hypothetical scenario is to maintain the status quo through supplementing the team's income (Castellanos et al., 2011) or attract an out of town team to the city (Johnson et al., 2006). For instance, in Johnson et al. (2006) the average total value across the period payments for keeping the city's NFL Jaguars in Jacksonville was significantly higher (\$161; £116.39) than attracting a new NBA team to Jacksonville (\$60; £43.37). In contrast, Castellanos et al. (2011) found that the average WTP in annual donations to a fund to supplement A Coruña's earnings to keep Deportivo in existence was €10.77 (£12.44), this lower WTP potentially being driven by a less consequential threat that rising costs might mean the loss of the football team altogether.

The most commonly used payment vehicle in CV studies of sports stadia was public funding through taxes. Studies commonly find that 'users' (supporters) have higher WTP than non-supporters. In most studies, a positive WTP is reported by both groups, but there is a noticeable backlash from non-users (i.e. non-supporters) suggesting that sports teams should generate their own funds for a new stadium, rather than accessing public funding through taxes.

6.1.5 Community Program

There are limited studies in the literature which have previously valued community outreach programs with stated preference methods. One good example was conducted by Bakhshi et al. (2015) who valued Tate Liverpool and the gallery's community outreach work, which uses art to improve health and education outcomes in Liverpool. Respondents were given the hypothetical scenario that the Tate Liverpool's access to public funding might be reduced, leading to the reduction in the quality of their community outreach programmes (in addition to visitor experience, and the maintenance of displays, presentation, and facilities at the gallery). Donations were used to elicit WTP values for both those who had previously visited Tate Liverpool and those who had not. Visitors on site were asked whether they would be willing to give a one-off donation, while the online sample (visitors and non-visitors) were asked for an annual donation. The majority (60%) of gallery visitors were WTP a one-off donation in principle for the Tate Liverpool's community outreach programmes (Bakhshi et al., 2015). These visitors who were willing to donate towards maintaining Tate Liverpool's displays, presentation, facilities and visitor experience, provided a WTP value three times greater (£9.05; £9.95) than gallery visitors who weren't willing to donate but were willing to donate an average

of £3.05 (£3.35) for the community programmes (Bakhshi et al., 2015). Overall, the mean WTP for Tate Liverpool's community outreach programmes was £8 (\$8.80; not including their maintenance of the gallery and visitor experience). For the online sample, 47% of those who had not visited Tate Liverpool were willing to donate to Tate Liverpool in principle for the sum of their work and gallery maintenance, provided an average annual donation value of £5.41 (£5.95) compared to visitors from the online sample who were willing to donate £12.34 (£13.57) annually (Bakhshi et al., 2015).

The study conducted by Bakhshi and colleagues (2015) found the Tate Liverpool's community programmes were valued at a rate similar to the gallery's facilities itself (£1.05/£1.15 in difference). Unsurprisingly, those who had previously visited Tate Liverpool were willing to donate more than those who had not visited. For those who had visited, but chose not to support the gallery's displays, presentation, facilities, and visitor experience, were willing to contribute to the community programmes run by Tate Liverpool. This strongly suggests that the community programmes were recognised as a valuable resource to the local community.

6.1.6 Cost of living payment vehicle

Carlsson et al. (2013) elicited WTP to reduce CO₂ emissions in terms of monthly cost for the household until 2050 in China and Sweden, listing examples of the typical ways households would pay, such as increased energy and gasoline prices.⁵⁷ Respondents promised they would answer truthfully (via an oath script) and were asked what they would be WTP to reduce emissions by 30%, 60%, and 85%. Their average monthly WTP in cost of living increases were \$28.12, \$20.96, and \$16.09 (£20.43, £15.23, £11.69) for Swedish nationals and \$3.57, \$2, and \$1.62 (£2.59, £1.45, £1.18) for Chinese nationals for 30%, 60%, and 85% respectively. The WTP estimates were adjusted to USD for ease of comparison and while the Swedish nationals provided significantly larger WTP values these differences between WTP estimates were largely due to cultural differences.

Lienhoop and MacMillan (2007) valued three hydro-schemes in the Icelandic wilderness. Maximum WTP or minimum WTA in compensation was established by increasing or

⁵⁷ The text read: "We will now ask you about your household's willingness to pay for CO₂ emissions reductions. Reducing emissions will be costly for households, mainly because of increased energy costs, such as higher electricity and gasoline prices. Your household and your descendants will have to pay a monthly cost until the year 2050. Moreover, the cost will be

decreasing household expenses (electricity bills, VAT, and prices of certain goods) recorded in two sessions over two weeks. Lienhoop and MacMillan (2007) argued that the increases to the cost of living scenarios were inherently more realistic, than a tax for instance, because the profitability of the hydro-schemes in the valuation was uncertain but the likelihood of cost of living expenses was likely to increase or decrease depending on the scheme's profitability (Lienhoop and MacMillan, 2007).

Payment vehicles used to employ WTP estimates may be voluntary (e.g. donation) or compulsory (e.g. taxes or increases to cost of living). The cost of living payment vehicle has been used previously in wilderness valuation studies where everyday purchases, such as petrol or electricity, are hypothetically increased for respondents to have continued access to the wilderness or parklands (Campos et al., 2007; Lienhoop and MacMillan, 2007). A cost of living payment mechanism is likely to lead to a higher WTP than other payment vehicles, such as donations, for three main reasons:

- (4) It is easily understandable, and it is already managed within household budgets;
- (5) unlike taxes, which are inherently unpopular and emotionally charged, increases to the cost of living are expected over time and cannot be avoided like donations can be; and
- (6) it encompasses more of the social benefits, including civic pride, economic benefits, sports success, and so on.

For the first survey, the WTP values will be elicited by a question asking how much respondents would be willing to donate annually to a trust to maintain Bramley-Moore Dock and to a Liverpool City of Football Status trust. In this scenario, donating to a trust is a more realistic payment vehicle than increasing local council taxes to maintain the heritage status or the creation of a new football heritage status. Part of the second survey will also enlist a donation payment vehicle for the continuation of services by a community program (EitC). Once again, a donation is a more realistic payment vehicle for this scenario as the community would not be enforced to fund the running of Everton's community programs, but donations would be welcomed. For the second survey's asset (the stadium development), donations do not provide an appropriate payment vehicle. Depending on the respondent's initial choice, the values elicited will either be an annual WTP value in the cost of living due to the stadium development (i.e. change in good condition) or a

one-off WTA compensation value based upon the stadium development impacting their quality of life (i.e. status-quo condition).

6.1.7 Use of visual aids

It is highly recommended to employ visual aids when designing a valuation survey, particularly when providing respondents with the good's information in the descriptive phase. While large blocks of descriptive text may burden the cognitive load of the respondent and be open to subjective interpretation, imagery allows a quick way to process and compare information (such as the status quo and hypothetical scenario). Furthermore, it allows the hypothetical scenario to appear more realistic, enhance stated preference credibility, and reduce the uncertainty around the good to be valued (Bateman et al., 2009). Examples of imagery within valuation surveys include: a map with the location of the heritage asset under valuation (Santagata and Signorello, 2000), current conditions (Grosclaude and Soguel, 1994) or digital manipulations of potential outcomes of the good under valuation (Campbell et al., 2009; Maddison and Mourato, 2001; Pollicino and Maddison, 2001). Virtual Reality has been employed for virtual tours of sites that are not publicly accessible and to map out restoration work (Milan Cathedral; Castellanos et al., 2011; Fassi et al., 2016) and valuing various uses for farmland in a discrete choice experiment (Bateman et al., 2009).

6.1.8 Other factors to consider: Civic Pride

Sports teams can generate a local unity, loyalty to the sports team, and more generally, civic pride (Castellanos et al., 2011). While consumption or use values of fans can easily be tracked through ticket sales and merchandise, non-use values are also important to consider. Fans may continue to support a team regardless of their proximity to their home base (e.g. watching games on TV) of which is not accounted for in hedonic pricing or travel-cost methods (Owen, 2006).

Furthermore, civic pride in a sports team is a non-use benefit; a fan can support and feel pride from a sports team within ever having to pay for a ticket through consumption of games through media, and conversing with fellow supporters (Groothuis et al., 2004). Baade and Dye (1988) argue that economic benefits of sports stadiums are not large enough to justify the building of new stadiums or the extensive renovations of old ones alone. As such, consumption of supporting the team (in various forms) and intangible benefits (such as civic pride generated from the team) is critical in determining WTP values

and the total economic value of the good (Baade and Dye, 1988; Owen, 2006). These benefits are therefore necessary to capture when determining the economic benefits in whether (public) funding should be spent in building a sports stadium (Owen, 2006). Of which, the civic pride associated with supporting your local team would disappear if the team were to move away (Owen, 2006).

The potential risk (of the football team moving away) has been previously incorporated into the hypothetical scenarios, refer to section 6.1.4. The surveys will thereby employ questions investigating the level of support (i.e. season ticket holders, game attendance, etc.) towards the football team to keep the team in Merseyside and a tool to measure civic pride (Wood and Thomas, 2006) to account for any intangible benefits associated with supporting the football team and living in Merseyside.

6.2 Survey instruments

6.2.1 *Survey A*

Screener

You are invited to participate in an online survey. This research project is being conducted by the research consultancy Simetrica on behalf of Everton Football Club.

What is the purpose of the survey?

We are interested in understanding how the public think about history, heritage and culture in Liverpool. This survey has no relation to any public consultation currently being conducted. This is a hypothetical survey to help the researchers understand how the local community values heritage and culture. During this survey we will present a number of hypothetical scenarios to you, which will require you to imagine how much you would be willing to pay for something. You will not be asked to pay or donate any money at the end of this survey. There is no expected increase to your cost of living or local taxes from these situations. We would like you to be honest and answer as if you would if these scenarios were real.

Do I have to take part?

No, your participation in this survey is voluntary. We would welcome your input but there is no pressure for you to do so. You may refuse to take part in the research or exit the survey at any time.

What do I have to do?

We would like you to answer the questions in the survey as honestly as you can. It should only take you 15 minutes to complete.

Will my taking part in this project be kept confidential?

We will ask you to provide some personal information, such as age, gender, household income and region of residence. This information will only be used to ensure the sample is representative of the local population. All the information that we collect during the course of the research will be kept strictly confidential. We do not collect identifying information such as your name, email address or IP address. You will not be identifiable in any reports or publications. Any data collected will be stored and processed under strict compliance with the UK Data Protection Act 2018. This data will be used only for research purposes by Simetrica, an independent research organisation.

What will happen to the data?

The data is collected in an anonymised format. It will remain within Simetrica and will not be shared externally.

Who can I contact in relation to this research/survey?

If you have questions about the research project or any requests related to this survey, please contact d.radosevic@simetrica.co.uk.

Clicking on the "I agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- and that you are at least 16 years of age

- ☐ I agree
- ☐ I disagree

The material contained within this survey remains the intellectual property of Simetrica. Do you agree to treat the survey as confidential and not to screenshot or share its contents with any third party?

- ☐ I agree
- ☐ I disagree

The following questions will give you the opportunity to tell us more about you before we start.

Please answer openly and truthfully.

Are you currently resident in England?

- Yes No Don't know/rather not say
- ☐ ☐ ☐

Are you currently a resident in Merseyside?

- ☐ Yes

☐ No

Have you lived in Merseyside in the past 3 years?

☐ Yes

☐ No

Background questions



In this section we will ask some questions about cultural heritage in Liverpool. This includes both the built heritage of Liverpool and its sporting heritage.

In the last 12 months, have you visited any of the following for recreational and/or educational purposes?

Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> Site of archaeological interest (i.e. roman villa, ancient burial site) | <input type="checkbox"/> A museum or gallery |
| <input type="checkbox"/> Historic building open to the public (non-religious) | <input type="checkbox"/> Monument such as a castle, fort or ruin |
| <input type="checkbox"/> Historic park or garden open to the public | <input type="checkbox"/> A historic place of worship attended as a visitor (not to worship) |
| <input type="checkbox"/> A place connected with industrial history | <input type="checkbox"/> None |

(i.e. an old factory, dockyard or mine) or historic transport system (i.e. old ship or railway)

☐ A sports stadium

☐ Don't know/rather not say



The United Nations Educational, Scientific and Cultural Organization (UNESCO) recognises certain areas as UNESCO World Heritage Sites, if they deem the area to be of outstanding cultural or natural importance to the common culture and heritage of humanity.

How familiar, if at all, were you with this information about UNESCO World Heritage Sites beforehand?

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

☐ ☐ ☐ ☐ ☐

Have you visited any of the following UNESCO World Heritage Sites in the past 12 months? Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> None | <input type="checkbox"/> Durham Castle and Cathedral |
| <input type="checkbox"/> City of Bath | <input type="checkbox"/> Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church |
| <input type="checkbox"/> Ironbridge Gorge | <input type="checkbox"/> Lake District |
| <input type="checkbox"/> Studley Royal Park including the ruins of Fountains Abbey | <input type="checkbox"/> Maritime Greenwich |
| <input type="checkbox"/> Derwent Valley Mills | <input type="checkbox"/> Liverpool – Maritime Mercantile City |
| <input type="checkbox"/> Cornwall and West Devon Mining Landscape | <input type="checkbox"/> Blenheim Palace |
| <input type="checkbox"/> Saltaire | <input type="checkbox"/> Other universally important heritage site |

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Qualtrics Survey Software

- ☐ Tower of London
- ☐ Don't know/rather not say
- ☐ Palace of Westminster and Westminster Abbey including Saint Margaret's Church

Are you a member of any heritage, conservation or environmental organisation?

- ☐ Member of the National Trust or English Heritage
- ☐ Member of another heritage, conservation or environmental organisation
- ☐ Other
- ☐ None

How much do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
It is important to preserve the historic character of our cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud that Liverpool Mercantile City has UNESCO World Heritage Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footballing culture is not important to the city of Liverpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Historic buildings should be preserved for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We would now like to ask you some questions about football culture in the city.

Do you consider yourself to be a football fan?

- ☐ Yes, definitely
- ☐ Yes, moderately
- ☐ Sometimes
- ☐ No
- ☐ Don't know/rather not say

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Are you a fan of either Everton Football Club or Liverpool Football Club?

- ☐ Yes, I am an Everton fan
- ☐ Yes, I am a Liverpool fan
- ☐ I am a fan of both Everton and Liverpool
- ☐ I am not a fan of either club
- ☐ Don't know/rather not say

In the last 12 months, how often have you paid to watch a football game at Goodison Park (home of Everton)?

- ☐ Never
- ☐ Once in the past 12 months
- ☐ Once every 2-3 months
- ☐ One per month
- ☐ Every other week
- ☐ Once a week
- ☐ Don't know/rather not say

In the last 12 months, how often have you paid to watch a football game at Anfield (home of Liverpool)?

- ☐ Never
- ☐ Once in the past 12 months
- ☐ Once every 2-3 months
- ☐ One per month
- ☐ Every other week
- ☐ Once a week
- ☐ Don't know/rather not say

Are you a season ticket holder of **any** football club?

- ☐ Yes
- ☐ No
- ☐ Don't know/rather not say

We would like to ask you about your preferences for how public spending is allocated.

Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

Select 5 options or "Don't know/rather not say".

- | | | |
|---|--|--|
| <input type="checkbox"/> Education | <input type="checkbox"/> Pensions | <input type="checkbox"/> Housing |
| <input type="checkbox"/> Sport | <input type="checkbox"/> Environment | <input type="checkbox"/> International aid/development |
| <input type="checkbox"/> Arts, heritage and culture | <input type="checkbox"/> Public order and safety | <input type="checkbox"/> Don't know/rather not say |
| <input type="checkbox"/> Health care | <input type="checkbox"/> Transport | <input type="checkbox"/> Other |
| <input type="checkbox"/> The economy | <input type="checkbox"/> Defence | |

Info on conservation areas



Liverpool is home to a number of **heritage landmarks** and **historic areas** of national and international importance. One way in which cultural heritage in the city is recognised is through **Conservation Areas**, which cover areas including parts of the city centre and historic waterfront and docklands.

A Conservation Area is a neighbourhood or area considered worthy of **preservation** or **enhancement** in the planning system because of its special **architectural** or **historic interest**, taking into consideration characteristics such as the layout of roads, viewpoints, green features and characteristic building materials.



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

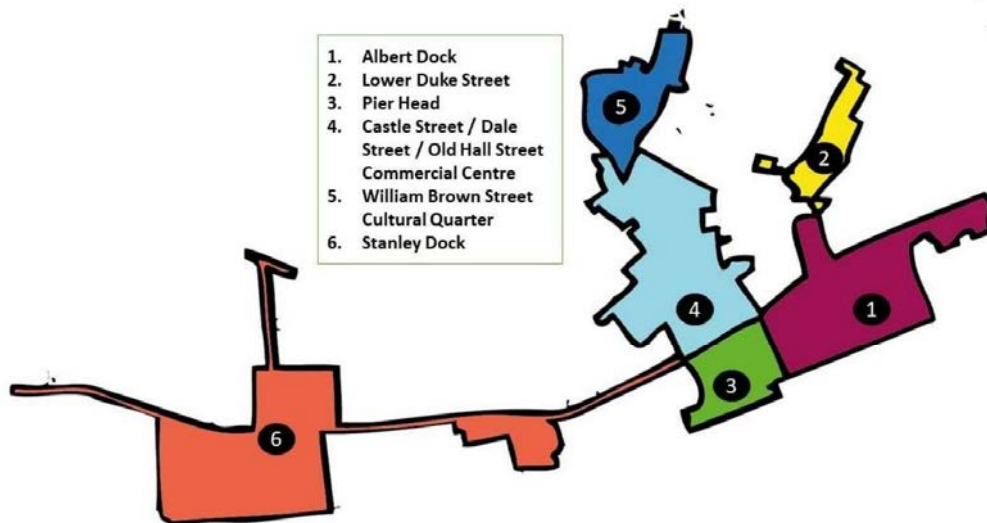
Not familiar at all Slightly familiar Moderately familiar Very familiar Extremely familiar

☐ ☐ ☐ ☐ ☐

UNESCO conservation areas inc Stanley Dock

Due to its **maritime and mercantile history** as a world trading port, elements of Liverpool's Waterfront along with parts of the City Centre were designated as a **UNESCO World Heritage Site in 2004**.

There are a number of Conservation Areas in Liverpool city centre and the waterfront which fall under **UNESCO World Heritage Status** as the Liverpool Maritime Mercantile City.



1. Albert Dock



- Monumental dockside warehouses grouped around a system of historic docks (opened 1848).
- Granted royal title in 2018 to mark its role in the City's maritime history.
- One of largest groups of Grade I listed buildings in England.

- Currently contains retail premises, bars/restaurants and tourist sites.

2. Lower Duke Street Merchant's Quarter



Duke Street was at the forefront of the first 'boom' in the city's mercantile economy, with much of the area as seen today in place by 1785.

Network of merchants' houses and warehouses built to serve the Old Dock.

Key buildings include:

- **The Bluecoat** (1718 Grade I listed)
- **The Royal Institution** (1799 Grade II listed)
- **The Old Bridewell** (1861 Grade II listed)

Currently used for a mix of hotels, residential apartments and cultural centres.

3. The Pier Head and Three Graces



Skyline dominated by three early 20th-century monumental buildings – the Three Graces:

- **The Royal Liver Building** (Grade I listed)
- **The Cunard Building** (Grade II*)
- **The Port of Liverpool Building** (Grade II*)

Three Graces currently used for private and public office spaces.

4. Castle Street/Dale Street/Old Hall Street Commercial Centre



Liverpool's historic commercial and civic centre contains a high density of 18th to 20th century architecture and sculpture, including:

- **Town Hall** (1749-1754 Grade I listed)
- **Martins Bank** (1932 Grade II*)
- **India Building** (1924-1931 Grade II*)
- **Oriel Chambers** (1864 Grade II*)

Currently contains commercial buildings and restaurants.

5. William Brown Street Cultural Quarter



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Created in the mid-19th century through philanthropic and civic investment.

Location for major cultural, educational and civic institutions:

- **St George's Hall** (1840-1855 Grade I listed)
- **World Museum and Central Library** (1857-1860 Grade II*)
- **Walker Art Gallery** (1877 Grade II*)
- **Lime Street Station** (1836)

Currently contains museums, galleries and other public buildings.

6. Stanley Dock



Largest and most complete system of historic docks anywhere in the world (dating from 1848), includes:

- **The Stanley Dock North Warehouse** (1852-1854 Grade II* listed)
- **The Stanley Dock Warehouse** (1853-1856 Grade II)
- **Victoria Tower** (1848 Grade II)
- **The Stanley Dock Tobacco Warehouse** (1900 Grade II)
- **Bramley Dock Hydraulic engine house** (1883 Grade II)

Part of Stanley Dock complex has been regenerated as hotels, apartments and office spaces, but much remains vacant.

How familiar, if at all, were you with this information about Liverpool's conservation areas beforehand?

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

☐ ☐ ☐ ☐ ☐

We would like to ask you **how important you think each of these Conservation Areas is to the historic character of Liverpool and to the residents of Liverpool and the country as a whole.**

Please rank the Conservation Areas below in terms of their importance as heritage assets to Liverpool, the wider area, and the country as a whole.

With 1 being the most important and 6 being the least important.

Lower Duke Street Merchant's Quarter

Albert Dock

Castle Street/Dale Street/Old Hall Street Commercial Centre

The Pier Head and Three Graces

Stanley Dock

William Brown Street Cultural Quarter

Willingness to pay to maintain UNESCO Maritime City WHS Status

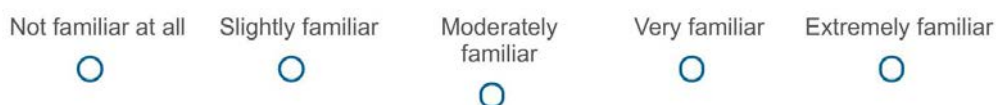
The Conservation Areas listed earlier are all contained within the **Liverpool Maritime Mercantile City**, which is designated as a **UNESCO World Heritage Site**.

As noted previously - Liverpool Maritime Mercantile City received World Heritage Status in 2004 due to its architectural history and the city's significance as a key commercial port. Liverpool is one of 32 World Heritage Sites in the UK.

World Heritage Site status can **help channel conservation funding to the area and can encourage additional visitors**. A study commissioned by the Department for Digital, Culture, Media and Sport (DCMS) estimated that World Heritage Site status in the UK adds between 0-3% more visitors per year to a site.

At the same time, World Heritage Site status **incurs costs to manage and administer the status**. These costs are predominantly funded from taxation by local councils as well as contributions from the World Heritage Fund.

How familiar, if at all, were you with this information about the UNESCO World Heritage Status at Liverpool Maritime City beforehand?



Consider a hypothetical situation where due to the current financial circumstances and cuts to Government spending, the local council is **no longer able to manage and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City**.

The World Heritage Status would be lost unless **alternative funds** were found for managing and administering the World Heritage Status.

It is important to note that heritage assets and the identified heritage value of key heritage assets would continue to be afforded statutory protection by existing planning and heritage controls (including listed building and conservation area designations), but the UNESCO World Heritage Status would be withdrawn from the Liverpool Maritime Mercantile City.

Alternatively, an **independent Liverpool Heritage Fund** could be established, funded by local donations, to administer the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City. This would be a not-for-profit organisation focused only on administering the World Heritage Status in Liverpool. As set out above, the conservation of heritage sites and assets would continue be protected by national and local planning controls, and would therefore be unchanged regardless of WHS status.

In this hypothetical scenario, would you be willing to pay in principle an **annual donation**, even if only a small amount, to support the **Liverpool Heritage Fund** in administering and maintaining the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City?

Yes

☐

Maybe

☐

No

☐

What is the maximum you would be willing to pay as an annual donation for you and your household, to the Liverpool Heritage Fund to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City?

- Studies have shown that many people answering surveys such as this one say they are willing to pay more than they would actually pay in reality. So please think about this question as if it were a real decision and you were actually making a payment in real life.
- Maintenance of the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City will be dependent on the hypothetical Liverpool Heritage Fund raising sufficient funds to continue to administer the UNESCO World Heritage Status. However, donors would be reimbursed if the level of donations exceeds the amount required for the UNESCO World Heritage Status. Note that this is a hypothetical question and there are no plans to withdraw funding for maintenance of the World Heritage Status.
- Remember, this is just for maintaining the status (i.e. the label) of World Heritage, not for conserving the heritage assets themselves, which will continue to be maintained, through existing planning and heritage controls, regardless of World Heritage Status.
- Please be realistic – consider your household budget and remember that there may be other things you would like to spend your money on, including supporting

other community and cultural institutions. Please do not agree to pay an amount if you think you cannot afford it, if you feel you have paid enough already or have other things to spend your money on.

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

Other amount (£)

How many years would you be willing to pay a donation to the hypothetical **Liverpool Heritage Fund** to administer and maintain the **UNESCO World Heritage Status** for the **Liverpool Maritime Mercantile City**?

- ☐ 1 year
- ☐ 2 years
- ☐ 5 years
- ☐ More than 5 years
- ☐ Other
- ☐ Don't know/rather not say

Other amount (years)

Your answer indicates that you and your household would be willing to pay at most £ **#{e://Field/wtp_unesco}** as an annual donation, to the Liverpool Heritage Fund

to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City.

Is this correct?

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

Which of the reasons below best describes why you are prepared to donate to the Liverpool Heritage Fund to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City?

- ☐ I do not believe I would really have to pay
- ☐ World Heritage Status designation is a source of pride for the city
- ☐ World Heritage Status designation attracts more tourists to the city
- ☐ I want to support the work of UNESCO
- ☐ World Heritage Status designation ensures more funding and protection for Liverpool's cultural heritage
- ☐ World Heritage Status designation is important and should be protected
- ☐ Other
- ☐ Don't know/rather not say

People have different reasons for saying they would not be willing to donate to the Liverpool Heritage Fund to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City.

Which of the reasons below best describes why you chose not to donate?

- ☐ I don't agree that the public should pay to support the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City
- ☐ I have more important things to worry about than World Heritage Status designation
- ☐ World Heritage Status designation is not very important to me
- ☐ I am already contributing to the city through my taxes
- ☐ The heritage assets themselves would continue to be maintained and protected, through existing planning and heritage controls, regardless of World Heritage Status
- ☐ I need more information to answer this question
- ☐ I would like to have donated but I couldn't afford to

- ☐ There are other things I would rather pay for which have greater cultural value for the city
- ☐ Other
- ☐ Don't know/rather not say

Willingness to Pay for new Liverpool City of Football Status

The city of Liverpool has a rich footballing history and heritage.

Everton Football Club



Everton was founded in 1878 and has played at Goodison Park since 1892. Everton was a founder member of the Football League and the Premier League. Goodison Park was the first stadium to stage an FA Cup Final and it staged one of the 1966 World Cup semi-finals.

Everton are the fourth most successful club in English football with nine league titles and have played more games in the top flight of English football than any other club. Their first top-flight league title was won in the 1890-91 season. Their last top flight league title was won in 1987. William Ralph Dean ("Dixie" Dean) holds the record for most goals scored in a single league season in England (60 goals in 39 games in the 1927-28 season).

Everton are seen as a highly innovative club; they were the first club in England to (amongst many other achievements):

- build a purpose-built football stadium
- wear shirts numbered 1-11
- employ a Coach / Manager and install Dug-outs
- install under-soil heating
- go on an overseas football tour
- appear in a live, fully televised football match (Arsenal vs Everton in 1936)

In 1988 Everton established Everton in the Community (EitC), an award-winning charity which delivers more than 40 projects and programmes benefiting around 20,000 people across Merseyside, with a particular focus on younger people.

EitC draws on around 250 volunteers to support delivery of these programmes. Its activities and expenditure create a value of nearly £3 million in the local area and over £5 million nationally.

Liverpool Football Club



Liverpool was founded in 1892 and joined the Football League the following year. The club has played at Anfield since its formation.

Liverpool has won 6 European Cups (more than any other English club), 3 UEFA Cups, 3 UEFA Super Cups, 18 League titles, 7 FA Cups, a record 8 League Cups, and 15 FA Community Shields.

The club has accumulated more top-flight wins and points than any other English team.

Notable highlights for the club include (amongst many other achievements):

- Being the ninth highest-earning football club in the world in 2016–17
- Having a worldwide fan base which includes LFC Official Supporters Clubs in at least 50 countries

The Liverpool Foundation is the official charity of Liverpool Football Club. The charity was formed in 2010 as a financially independent organisation with the aim to engage young people to improve their health, skills and life chances. In 2016-17, the foundation has supported 150 schools, filled 125,000 places on their programme, run 60+ programme sessions per week and raised £1.3m in funding.

Everton and Liverpool have an important role in the history, heritage and culture of Liverpool. **Jointly, Liverpool and Everton make the City of Liverpool the most successful footballing city in England with 27 league titles in total** (followed by Manchester and then London).

The football clubs in the city have also provided **important economic, social and emotional support and local pride** to the people of Liverpool, especially during times of economic downturn and the Hillsborough disaster.

The clubs and their charities are a core part of many people's lives in the city, contributing to the quality of life of local residents.

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

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

☐ ☐ ☐ ☐ ☐

Now imagine that the city of Liverpool was eligible for an internationally recognised heritage status recognising the cultural value of football to the city and the world. This **City of Football Status** would celebrate the history of Everton and Liverpool Football Clubs over the past 140 years.

This City of Football Status would sit alongside the UNESCO World Heritage Status.

The City of Football Status would work to:

- Conserve the historic sites of footballing significance around the stadiums and the city;
- Conserve historic artifacts related to the two clubs (e.g. matchday programmes, memorabilia, photographs, early radio and television transmissions).

- Celebrate and communicate footballing culture of the city both nationally and internationally;
- Support educational outreach programmes to teach about the cultural value of football in the city.
- Help ensure the continued existence of the two football clubs in the city.

The City of Football Status would also be expected to encourage up to 3% more visitors to the city each year.

At the same time, maintaining and managing the hypothetical Liverpool City of Football Status would impose additional costs which could not be supported through council budgets. Instead, residents in the city would be asked to fund the management of the Liverpool City of Football Status through an **additional top-up** annual donation.

This would be **on top of** any amount you previously agreed to pay for UNESCO World Heritage Status.

In this scenario, would you be willing to pay in principle, an annual donation, even if only a small amount, to support the creation of a hypothetical new City of Football Status?

Yes

☐

Maybe

☐

No

☐

What is the maximum you would be willing to pay as an annual donation for you and your household, **on top of any amount you previously agreed to pay for UNESCO World Heritage Status**, to support the creation of a new City of Football Status for Liverpool?

- Studies have shown that many people answering surveys such as this one say they are willing to pay more than they would actually pay in reality. So please think about this question as if it were a real decision and you were actually making a payment in real life.
- Maintenance of the City of Football Status will be dependent on raising sufficient funds to continue to administer the status. However, donors would be reimbursed

if the level of donations exceeds the amount required for the City of Liverpool Football Status. Note that this is a hypothetical question and there are no plans to create a new City of Football Status for Liverpool.

- Please be realistic – consider your household budget and remember that there may be other things you would like to spend your money on, including supporting other community and cultural institutions. Please do not agree to pay an amount if you think you cannot afford it, if you feel you have paid enough already or have other things to spend your money on.

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

Your answer indicates that you and your household would be willing to pay at most £ **{e://Field/wtp_football}** as an annual donation, to support the creation of a new City of Football Status for Liverpool.

Is this correct?

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

Which of the reasons below best describes why you are prepared to pay to support a new City of Football status?

- ☐ It will bring increased visitors and investment into the city
- ☐ A football specific designation would emphasize the importance of Liverpool's football history and heritage
- ☐ Football history, heritage and culture is important and should be protected
- ☐ Football is an important part of my everyday life

- ☐ I am proud of Liverpool's footballing history and would like it protected
- ☐ I do not believe I would really have to pay
- ☐ Other
- ☐ Don't know/rather not say

People have different reasons for saying they would not be willing to pay to support a new City of Football status. Which of the reasons below best describes why you chose not to pay?

- ☐ We do not need another designation, we already have World Heritage Status and Conservation Areas
- ☐ I am already contributing to football through my season ticket/matchday tickets
- ☐ There are other institutions which have greater cultural value
- ☐ I need more information to answer this question
- ☐ I don't agree that the public should pay to support a new Liverpool City of Football status
- ☐ I cannot afford to pay to support a new Liverpool City of Football status
- ☐ I am already contributing to football in the city through my taxes
- ☐ I have more important things to worry about than football
- ☐ Liverpool and Everton football clubs should pay to support the Liverpool City of Football status
- ☐ Other
- ☐ Don't know/rather not say

Next, we would like to ask how important you think Everton and Liverpool are to the footballing culture, history and heritage of the city.

Please indicate for each club below how important they are to the city, on a scale of 1 to 5 where **1 is not at all important** and **5 is extremely important**.



Demographics

We would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

What is your age group?

- | | | |
|--------------------------------|-----------------------------|--------------------------------------|
| <input type="radio"/> Under 16 | <input type="radio"/> 35-39 | <input type="radio"/> 60-64 |
| <input type="radio"/> 16-19 | <input type="radio"/> 40-44 | <input type="radio"/> 65-69 |
| <input type="radio"/> 20-24 | <input type="radio"/> 45-49 | <input type="radio"/> 70-74 |
| <input type="radio"/> 25-29 | <input type="radio"/> 50-54 | <input type="radio"/> Over 75 |
| <input type="radio"/> 30-34 | <input type="radio"/> 55-59 | <input type="radio"/> Rather not say |

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Rather not say

How many children under the age of 16 live in your household?

No children
1 child
2 children
3 children
4 children
5 children
6 children
7 children
8 children
9 children

What is your current legal marital status?

- ☐ Single and never married or never in a legally recognised Civil Partnership
- ☐ Married
- ☐ A Civil Partner in a legally recognised Civil Partnership
- ☐ Separated but legally married/ in a civil partnership
- ☐ Divorced/dissolved civil partnership

- ☐ Former Civil Partner
- ☐ Widowed/ surviving civil partner
- ☐ Co-habiting
- ☐ Rather not say

What is your highest educational level or qualification?

- ☐ No formal educational qualifications
- ☐ Primary education
- ☐ O level/GCSE/GCE
- ☐ A level/HNC/HND/etc
- ☐ Professional qualification
- ☐ College/University degree
- ☐ Higher degree (Master's, Doctorate)
- ☐ Rather not say

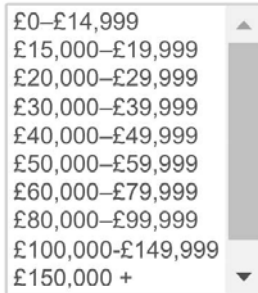
Which of the following best describes your current work status?

- ☐ Self-employed
- ☐ Employed full-time (>30hrs/week)
- ☐ Employed part-time (<=30hrs/week)
- ☐ Student
- ☐ Looking after the family/home
- ☐ Retired from paid work
- ☐ Temporarily sick or injured
- ☐ Long-term sick or disabled
- ☐ Unemployed
- ☐ Rather not say

What is your ethnicity?

- | | |
|---|--|
| <input type="radio"/> Asian / Asian British | <input type="radio"/> White Other |
| <input type="radio"/> Black / African / Caribbean / Black British | <input type="radio"/> Other ethnic group |
| <input type="radio"/> Mixed / Multiple ethnic groups | <input type="radio"/> Rather not say |
| <input type="radio"/> White British | |

Which of the following best describes your total annual household income before tax?



A dropdown menu with a list of income ranges. The list is as follows:

£0–£14,999
£15,000–£19,999
£20,000–£29,999
£30,000–£39,999
£40,000–£49,999
£50,000–£59,999
£60,000–£79,999
£80,000–£99,999
£100,000–£149,999
£150,000 +

Please could you provide the first half of your postcode (e.g. L23)?

This information will be used for analysis purpose only, to check the representativeness of our sample. The survey is anonymous and you will not be re-contacted. This information is entirely confidential.

Powered by Qualtrics

6.2.2 Survey B

10/16/2019

Qualtrics Survey Software

Screeners

You are invited to participate in an online survey. This research project is being conducted by the research consultancy Simetrica on behalf of Everton Football Club.

What is the purpose of the survey?

We are interested in understanding how the public think about football history, heritage and culture in Liverpool. This survey has no relation to any public consultation currently being conducted. This is a hypothetical survey to help the researchers understand how the local community values heritage and culture. During this survey we will present a number of hypothetical scenarios to you, which will require you to imagine how much you would be willing to pay for something. You will not be asked to pay or donate any money at the end of this survey. There is no expected increase to your cost of living or local taxes from these situations. We would like you to be honest and answer as if you would if these scenarios were real.

Do I have to take part?

No, your participation in this survey is voluntary. We would welcome your input but there is no pressure for you to do so. You may refuse to take part in the research or exit the survey at any time.

What do I have to do?

We would like you to answer the questions in the survey as honestly as you can. It should only take you 15 minutes to complete.

Will my taking part in this project be kept confidential?

We will ask you to provide some personal information, such as age, gender, household income and region of residence. This information will only be used to ensure the sample is representative of the local population. All the information that we collect during the course of the research will be kept strictly confidential. We do not collect identifying information such as your name, email address or IP address. You will not be identifiable in any reports or publications. Any data collected will be stored and processed under strict compliance with the UK Data Protection Act 2018. This data will be used only for research purposes by Simetrica, an independent research organisation.

<https://simetrica.eu.qualtrics.com/Q/EditSection/Blocks/Ajax/GetSurveyPrintPreview>

1/32

What will happen to the data?

The data is collected in an anonymised format. It will remain within Simetrica and will not be shared externally.

Who can I contact in relation to this research/survey?

If you have questions about the research project or any requests related to this survey, please contact d.radosevic@simetrica.co.uk.

Clicking on the "I agree" button below indicates that:

- you have read the above information
- you voluntarily agree to participate
- and that you are at least 16 years of age

- ☐ I agree
- ☐ I disagree

The material contained within this survey remains the intellectual property of Simetrica. Do you agree to treat the survey as confidential and not to screenshot or share its contents with any third party?

- ☐ I agree
- ☐ I disagree

The following questions will give you the opportunity to tell us more about you before we start.

Please answer openly and truthfully.

Are you currently resident in England?

- Yes No Don't know/rather not say
- ☐ ☐ ☐

Are you currently a resident in Merseyside?

- ☐ Yes

☐ No

Have you lived in Merseyside in the past 3 years?

☐ Yes

☐ No

Background questions

In this section we will ask some questions about cultural heritage in Liverpool. This includes both the built heritage of Liverpool and its sporting heritage.

In the last 12 months, have you visited any of the following for recreational and/or educational purposes?

Please select all that apply.

- | | |
|--|---|
| <input type="checkbox"/> A place connected with industrial history (i.e. an old factory, dockyard or mine) or historic transport system (i.e. old ship or railway) | <input type="checkbox"/> A museum or gallery |
| <input type="checkbox"/> A sports stadium | <input type="checkbox"/> Historic park or garden open to the public |
| <input type="checkbox"/> A historic place of worship attended as a visitor (not to worship) | <input type="checkbox"/> Monument such as a castle, fort or ruin |
| <input type="checkbox"/> Historic building open to the public (non-religious) | <input type="checkbox"/> None |
| <input type="checkbox"/> Site of archaeological interest (i.e. roman villa, ancient burial site) | <input type="checkbox"/> Don't know/rather not say |



The United Nations Educational, Scientific and Cultural Organization (UNESCO) recognises certain areas as UNESCO World Heritage Sites, if they deem the area to be of outstanding cultural or natural importance to the common culture and heritage of humanity.

How familiar, if at all, were you with this information about UNESCO World Heritage Sites beforehand?

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

☐ ☐ ☐ ☐ ☐

Have you visited any of the following UNESCO World Heritage Sites in the past 12 months? Please select all that apply.

- | | |
|--|--|
| <input type="checkbox"/> None | <input type="checkbox"/> Blenheim Palace |
| <input type="checkbox"/> Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church | <input type="checkbox"/> Durham Castle and Cathedral |
| <input type="checkbox"/> Palace of Westminster and Westminster Abbey including Saint Margaret's Church | <input type="checkbox"/> Derwent Valley Mills |
| <input type="checkbox"/> Maritime Greenwich | <input type="checkbox"/> Cornwall and West Devon Mining Landscape |
| <input type="checkbox"/> Ironbridge Gorge | <input type="checkbox"/> Studley Royal Park including the ruins of Fountains Abbey |
| <input type="checkbox"/> Liverpool – Maritime Mercantile City | <input type="checkbox"/> City of Bath |
| <input type="checkbox"/> Lake District | <input type="checkbox"/> Other universally important heritage site |
| <input type="checkbox"/> Tower of London | <input type="checkbox"/> Don't know/rather not say |
| <input type="checkbox"/> Saltaire | |

Are you a member of any heritage, conservation or environmental organisation?

- ☐ Member of the National Trust or English Heritage
- ☐ Member of another heritage, conservation or environmental organisation
- ☐ None

How much do you agree or disagree with the following statements?

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
Historic buildings should be preserved for future generations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is important to preserve the historic character of our cities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am proud that Liverpool Mercantile City has UNESCO World Heritage Status	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Footballing culture is not important to the city of Liverpool	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

We would now like to ask you some questions about football culture in the city.

Do you consider yourself to be a football fan?

- ☐ Yes, definitely
- ☐ Yes, moderately
- ☐ Sometimes
- ☐ No
- ☐ Don't know/rather not say

Are you a fan of either Everton Football Club or Liverpool Football Club?

- ☐ Yes, I am an Everton fan
- ☐ Yes, I am a Liverpool fan
- ☐ I am a fan of both Everton and Liverpool
- ☐ I am not a fan of either club
- ☐ Don't know/rather not say

In the last 12 months, how often have you paid to watch football game at Goodison Park (home of Everton)?

- ☐ Never
- ☐ Once in the past 12 months
- ☐ Once every 2-3 months

- ☐ One per month
- ☐ Every other week
- ☐ Once a week
- ☐ Don't know/rather not say

In the last 12 months, how often have you paid to watch a football game at Anfield (home of Liverpool)?

- ☐ Never
- ☐ Once in the past 12 months
- ☐ Once every 2-3 months
- ☐ One per month
- ☐ Every other week
- ☐ Once a week
- ☐ Don't know/rather not say

Are you a season ticket holder of **any** football club?

- ☐ Yes
- ☐ No
- ☐ Don't know/rather not say

We would like to ask you about your preferences for how public spending is allocated.

Public spending is allocated to several areas. In your opinion, what are the TOP 5 areas where public funds should be spent?

Select 5 options or "Don't know/rather not say".

- | | | |
|--|--|--|
| <input type="checkbox"/> Public order and safety | <input type="checkbox"/> International aid/development | <input type="checkbox"/> Health care |
| <input type="checkbox"/> The economy | <input type="checkbox"/> Pensions | <input type="checkbox"/> Environment |
| <input type="checkbox"/> Sport | <input type="checkbox"/> Arts, heritage and culture | <input type="checkbox"/> Don't know/rather not say |
| <input type="checkbox"/> Education | <input type="checkbox"/> Defence | <input type="checkbox"/> Other |
| <input type="checkbox"/> Transport | <input type="checkbox"/> Housing | |

Status quo information



Liverpool's city centre waterfront stretches more than 3km along the banks of the **River Mersey**, from the **Echo Arena** and the **southern docklands in the south**, to the inter-connected system of **historic docks** to the north.

In the past two decades, new buildings have been developed alongside the waterfront's heritage assets, including the Echo Arena, Museum of Liverpool and emerging development at the Liverpool Waters site.

Due to its **maritime and mercantile history** as a **world trading port**, elements of Liverpool's Waterfront along with parts of the City Centre were designated as a **UNESCO World Heritage Site in 2004**.

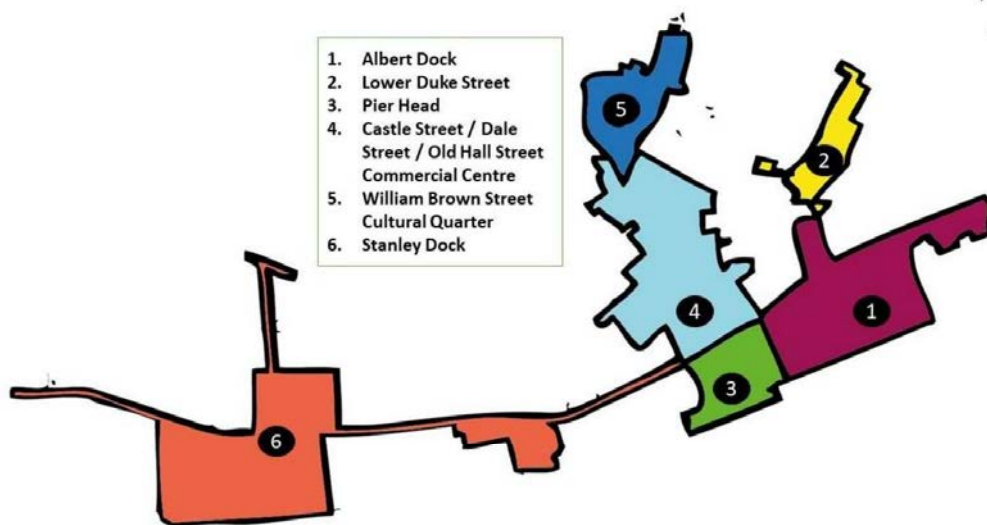
The Liverpool Maritime Mercantile City UNESCO World Heritage Site: "Liverpool – Maritime Mercantile City" covers the city centre including:

- The Pier Head and Three Graces
- Albert Dock
- Castle Street/Dale Street/Old Hall Street Commercial Centre
- William Brown Street Cultural Quarter
- Lower Duke Street Merchant's Quarter
- Stanley Dock
- Princes Half Tide Dock
- East Waterloo Dock
- Clarence Docks
- Northern Docks (Nelson Dock and Bramley-Moore Dock)

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

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

☐ ☐ ☐ ☐ ☐



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

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

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

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



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

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



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

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



Redevelopment

Redevelopment of Bramley-Moore Dock

There are two possible scenarios for Bramley-Moore Dock:

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

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

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

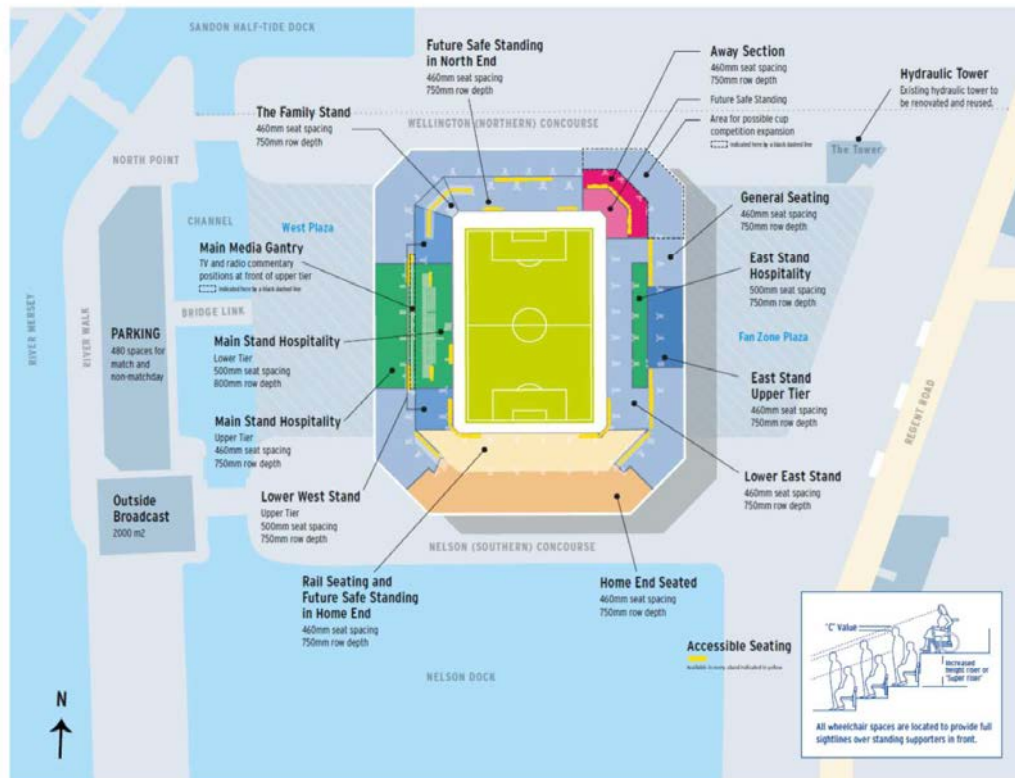
In Scenario 2, Everton FC would relocate its footballing home from Goodison Park to Bramley-Moore Dock. There would also be supporting uses, such as a Fan plaza including street food kiosks and family-suitable entertainment areas for fan and visitors.



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

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

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



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

Impacts on match-goers:

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

Impacts on the public realm:

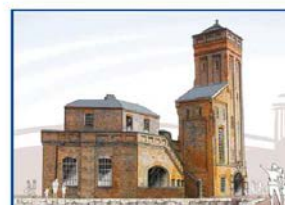
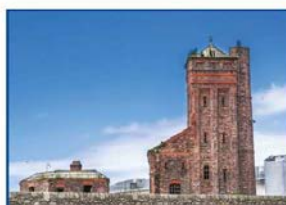
- New public realm space around the stadium for match-days and non-match-days, including a fan plaza, set to be the size of Liverpool's Pier Head and displaying the original Dock Retaining Wall, to be used for pre and post-match entertainment and activities.
- Improved public access to Bramley-Moore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

Impacts on the heritage of the docks:

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



BEFORE (left and centre images)



AFTER

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

Facilities being considered include:

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



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

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



Proposed Stadium design at Bramley-Moore Dock.

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

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

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

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

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



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

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



Valuation of two options at Bramley Moore Dock

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

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

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

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

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

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

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

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

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

Dock in current condition Willingness to accept

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

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

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

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

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

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

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

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

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

Other amount (£)

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

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

Is this correct?

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

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

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

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

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

Stadium Willingness to pay

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

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

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

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

Yes

☐

Maybe

☐

No

☐

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

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

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

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

Other amount (£)

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

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

Other amount (years)

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

Is this correct?

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

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

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

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

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

- ☐ I need more information to answer this question
- ☐ I am already contributing to the city through my taxes
- ☐ I have more important things to worry about than football
- ☐ There are other institutions which have greater cultural value
- ☐ Other
- ☐ Don't know

Everton in the community info

Everton in the Community

We would now like to ask you some questions about the community outreach work that Everton in the Community does.

BEFORE



The Everton Free School
and Football College



The People's Hub



The Blue Base



AFTER

Everton in the Community (EitC) is an award-winning charity, established by the Football Club in 1988, which delivers more than 40 projects benefiting around 20,000 people across Merseyside, with a focus on younger people. Its activities and

expenditure create a value of nearly £3 million in the local area and over £5 million nationally.

EitC has invested £8 million in community-focused developments close to Goodison Park in the last four years. Key EitC facilities include:

1. **The Everton Free School** - which offers alternative educational experiences to students aged 14-16 years old, for who traditional educational routes might have failed.
2. **The People's Hub** – which acts as a meeting place where local people can access information and support, get training or take advantage of sports facilities, including one of only seven Cruyff Courts in the UK.
3. **The Blue Base** - the renovation of an abandoned social club on Salop Street which is now used as a matchday meeting point for disabled supporters.

EitC has recently announced a fundraising campaign to develop a new permanent mental health centre ('The People's Place') on the campus to deliver their award-winning mental health programmes, which is expected to cost more than £1 million.

EitC's community outreach work is mostly supported by revenue from Everton FC.



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

Not familiar at all



Slightly familiar



Moderately familiar



Very familiar



Extremely familiar



Everton in the community willingness to pay

Imagine that due to a range of financial issues and changes, Everton would not be able to provide funding for the full range of community outreach work for one year.

In these hypothetical circumstances, an alternative source of funding would be required through voluntary donations from members of the public. The donations

would only be required for 12 months, after which Everton would again be able to fund the full range of community outreach services. Even if insufficient donations are received during this 12-month period, the Everton in the Community programs would always start up again in one year's time. Note that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the benefits that Everton in the Community provides.

This would be an **additional payment** for Everton in the Community over and above any increase in cost of living you agreed to pay due to the new stadium at Bramley-Moore Dock.

Would you be willing to pay a **one-off donation**, even if only a small amount, to support the community outreach work that Everton in the Community currently provides for a 12-month period?

Yes

☐

Maybe

☐

No

☐

What is the maximum you would be willing to pay, on behalf of yourself and your household, as a **one-off donation** to support the community outreach work that Everton in the Community currently provides for a 12-month period?

- Studies have shown that many people answering surveys such as this one say they are willing to pay more than they would actually pay in reality.
- So please think about this question as if it were a real decision and you were actually making a payment in real life.
- Please be realistic – consider your household budget and remember that there may be other things you would like to spend your money on, including supporting other community and cultural institutions. At the same, time, note that there are no plans to do this, and this payment should be seen as hypothetical amount that represents the benefits that Everton in the Community provides.
- Please do not agree to pay an amount if you think you cannot afford it, if you feel you have paid enough already or have other things to spend your money on.

☐ £0.00☐ £5.00☐ £30☐ £0.01☐ £7.50☐ £40

10/16/2019

Qualtrics Survey Software

- | | | |
|-----------------------------|------------------------------|---|
| <input type="radio"/> £0.10 | <input type="radio"/> £10.00 | <input type="radio"/> £50 |
| <input type="radio"/> £0.50 | <input type="radio"/> £12.50 | <input type="radio"/> £75 |
| <input type="radio"/> £1.00 | <input type="radio"/> £15.00 | <input type="radio"/> £100 |
| <input type="radio"/> £1.50 | <input type="radio"/> £17.50 | <input type="radio"/> £150 |
| <input type="radio"/> £2.00 | <input type="radio"/> £20 | <input type="radio"/> £200 |
| <input type="radio"/> £2.50 | <input type="radio"/> £22.50 | <input type="radio"/> Other amount |
| <input type="radio"/> £3.00 | <input type="radio"/> £25 | <input type="radio"/> Don't know / rather not say |
| <input type="radio"/> £4.00 | <input type="radio"/> £27.50 | |

Other amount (£)

Your answer indicates that you and your household would be willing to pay £ **£{e://Field/wtp_community}** as a **one-off donation** to support the community outreach work that Everton in the Community currently provides for a 12-month period.

Is this correct?

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

Which of the reasons below best describes why you are prepared to donate to support the community outreach work that Everton in the Community provides?

- ☐ Football is an important part of my everyday life
- ☐ I have (or know someone who has) benefitted from Everton in the Community's programmes
- ☐ I am an Everton fan
- ☐ I do not believe I would really have to pay
- ☐ I am a volunteer (I have volunteered) at Everton in the Community
- ☐ Everton in the Community's community outreach work is important and should be protected
- ☐ Other
- ☐ Don't know/rather not say

People have different reasons for saying they would not be willing to pay to support the community outreach work that Everton in the Community currently provides. Which of the reasons below best describes why you chose not to pay?

- ☐ I have more important things to worry about than community outreach
- ☐ I need more information to answer this question
- ☐ I don't agree that the public should pay to support the protection of Everton in the Community programmes
- ☐ There are other institutions which have greater community value
- ☐ Everton should pay for the community programmes
- ☐ I am already contributing to the city through my taxes
- ☐ I cannot afford to donate
- ☐ Other
- ☐ Don't know/rather not say

Demographics

We would like to ask you a few questions about yourself to help us understand the profile of our respondents. The survey is anonymous and all information provided is strictly confidential. It will be used for statistical purposes only.

What is your age group?

- | | | |
|--------------------------------|-----------------------------|--------------------------------------|
| <input type="radio"/> Under 16 | <input type="radio"/> 35-39 | <input type="radio"/> 60-64 |
| <input type="radio"/> 16-19 | <input type="radio"/> 40-44 | <input type="radio"/> 65-69 |
| <input type="radio"/> 20-24 | <input type="radio"/> 45-49 | <input type="radio"/> 70-74 |
| <input type="radio"/> 25-29 | <input type="radio"/> 50-54 | <input type="radio"/> Over 75 |
| <input type="radio"/> 30-34 | <input type="radio"/> 55-59 | <input type="radio"/> Rather not say |

What is your gender?

- ☐ Male
- ☐ Female
- ☐ Other
- ☐ Rather not say

How many children under the age of 16 live in your household?

A dropdown menu with a list of options for the number of children under 16 in the household. The options are: No children, 1 child, 2 children, 3 children, 4 children, 5 children, 6 children, 7 children, 8 children, and 9 children. The menu is currently open, showing the list of options. The background of the menu is light gray, and the text is black. There are small upward and downward arrow icons at the top and bottom of the menu respectively.

- No children
- 1 child
- 2 children
- 3 children
- 4 children
- 5 children
- 6 children
- 7 children
- 8 children
- 9 children

What is your current legal marital status?

- ☐ Single and never married or never in a legally recognised Civil Partnership
- ☐ Married
- ☐ A Civil Partner in a legally recognised Civil Partnership
- ☐ Separated but legally married/ in a civil partnership
- ☐ Divorced/dissolved civil partnership
- ☐ Former Civil Partner
- ☐ Widowed/ surviving civil partner
- ☐ Co-habiting
- ☐ Rather not say

What is your highest educational level or qualification?

- ☐ No formal educational qualifications
- ☐ Primary education
- ☐ O level/GCSE/GCE
- ☐ A level/HNC/HND/etc
- ☐ Professional qualification
- ☐ College/University degree
- ☐ Higher degree (Master's, Doctorate)
- ☐ Rather not say

Which of the following best describes your current work status?

- ☐ Self-employed

- ☐ Employed full-time (>30hrs/week)
- ☐ Employed part-time (<=30hrs/week)
- ☐ Student
- ☐ Looking after the family/home
- ☐ Retired from paid work
- ☐ Temporarily sick or injured
- ☐ Long-term sick or disabled
- ☐ Unemployed
- ☐ Rather not say

What is your ethnicity?

- ☐ Asian / Asian British
- ☐ Black / African / Caribbean / Black British
- ☐ Mixed / Multiple ethnic groups
- ☐ White British
- ☐ White Other
- ☐ Other ethnic group
- ☐ Rather not say

Which of the following best describes your total annual household income before tax?

£0–14,999
£15,000–19,999
£20,000–29,999
£30,000–39,999
£40,000–49,999
£50,000–59,999
£60,000–79,999
£80,000–99,999
£100,000–£149,999
£150,000 +

Please could you provide the first half of your postcode (e.g. L23)?

This information will be used for analysis purpose only, to check the representativeness of our sample. The survey is anonymous and you will not be re-contacted. This information is entirely confidential.

6.3 Pilot study

Everton Stadium Pilot Survey Report 14th August, 2019

Simetrica designed two surveys to estimate different aspects of social value relevant to the planning consultation. The survey will be delivered on a face to face sample of 330 passers-by in Liverpool city centre, and 1,400 online respondents on a registered panel, who are subject to terms and conditions to prevent them sharing information from surveys:

- Survey A estimates how much residents in Merseyside would be willing to pay to maintain the label of 'UNESCO Liverpool Maritime Mercantile City World Heritage Site' for the Liverpool Waterfront. The survey also asks how much people would value a comparable (hypothetical) 'Liverpool City of Football Status'.
- Survey B estimates people's preferences either for keeping Bramley-Moore Dock (BMD) in its current condition or building the new stadium and values the contribution of Everton in the Community (EitC).

Following best practice, pilot surveys were performed to test the functioning and interpretation of the surveys. Survey A was run on a panel of $n = 55$ current Merseyside residents on the 13th August, 2019. Survey B was run on a panel of $n = 112$ Merseyside residents (current: $n = 110$) and in past 3 years ($n = 2$) on the 13th - 14th August 2019.

Average length of Survey A was 14 minutes and Survey B was 16.5 minutes (median 13 minutes), although this does include debrief questions which will later be cut.

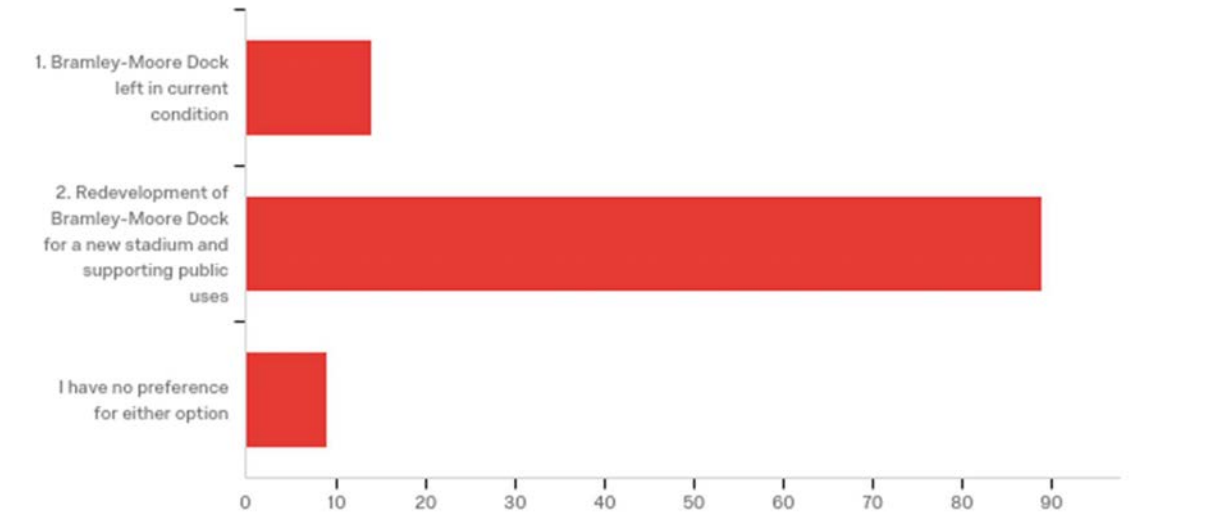
The pilot survey allowed us to test the range of willingness to pay (WTP) values provided in the payment cards, and to add additional options if it appears that the payment card is introducing a range bias by not providing sufficient high or low values, of which follows best practice in CV design. Debrief questions are asked to ascertain how well participants are responding to the survey, in order to identify potential problem areas in need of change prior to going into the field.

Survey A WTP results: Annual donation to maintain the UNESCO Liverpool Maritime Mercantile City World Heritage Site' for the Liverpool Waterfront and 'Liverpool City of Football Status'.

Average WTP an annual donation to support the Liverpool Heritage Fund in administering and maintaining the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City was £13.16 per year. This was only slightly higher than the WTP a top-up annual donation to support the creation of a new City of Football Status for Liverpool, at £13.10 per year. This may indicate that Merseyside residents value built heritage and football culture at around the same level. These figures are in line with WTP values obtained in other cultural heritage valuation surveys.

Survey B WTP results: ‘Compensation for loss of BMD’ or ‘Increase to the cost of living due to stadium redevelopment’ and ‘Everton in the Community donation’.

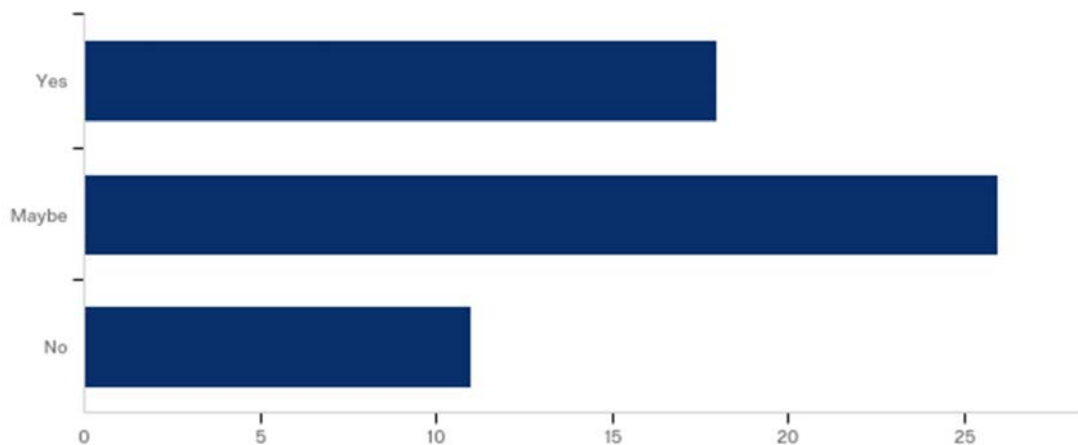
The majority (79%) would prefer the redevelopment of BMD for the new stadium and supporting uses. Whereas, 13% would prefer BMD to be left in its current condition, and 8% had no preference. Of those who would prefer BMD, only one respondent indicated that the stadium being built would reduce their quality of life. When asked if they would require compensation, they indicated that no compensation (£0) would be required. No respondents required compensation in a scenario where the stadium was built.



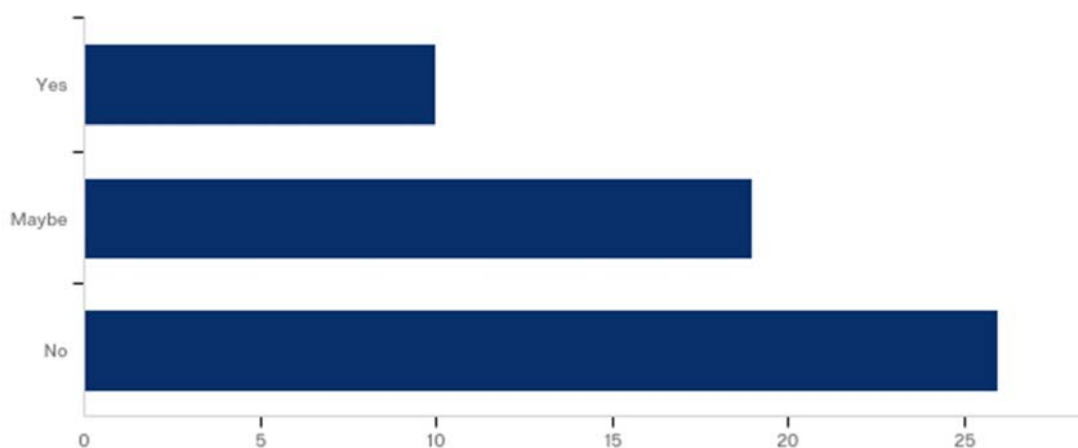
	N	Mean WTP/WTa	Maximum	£0
Survey A UNESCO WHS	37	£13.16/annum	£100	23%

Survey A City of Football Status	50	£13.10/annum	£150	54%
Survey B Stadium Redevelopment	89	£8.20pcm = £98.38/annum	£150	28%
Survey B Status quo (BMD)	1	£0	£0	100%
Survey B EitC Donation	112	£5.87/annum	£150	49%

For the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City, 32.73% ($n = 18$) of respondents recorded that they would pay and 47.27% ($n = 26$) of respondents were unsure (Maybe). Eleven respondents (20%) were not willing to pay.



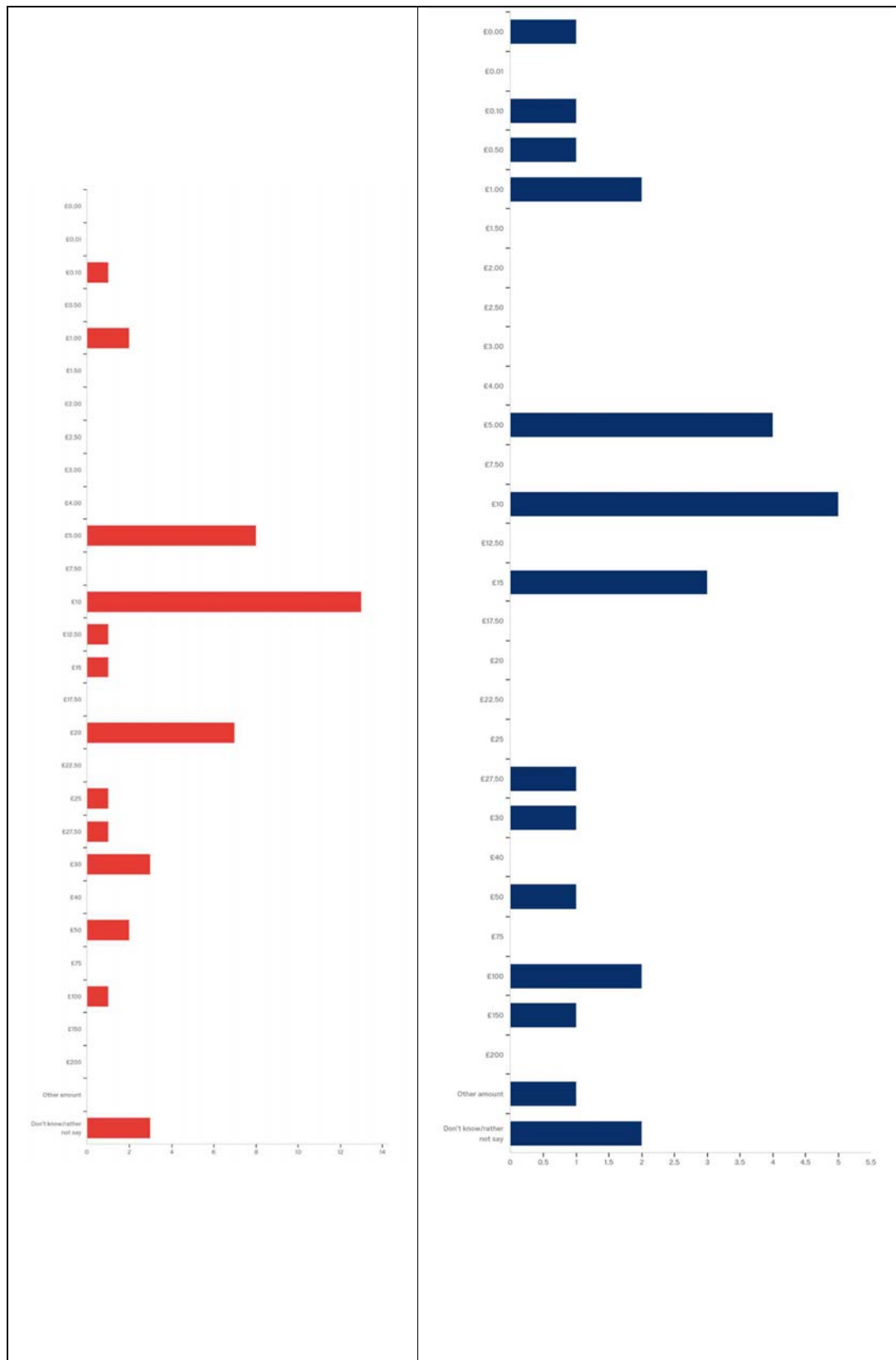
The survey found 18.18% ($n = 10$) of respondents were willing to pay for the City of Football Status for Liverpool with 47.27% of respondents reporting they were not willing to pay anything ($n = 26$). Nineteen respondents (34.55%) were unsure (Maybe).

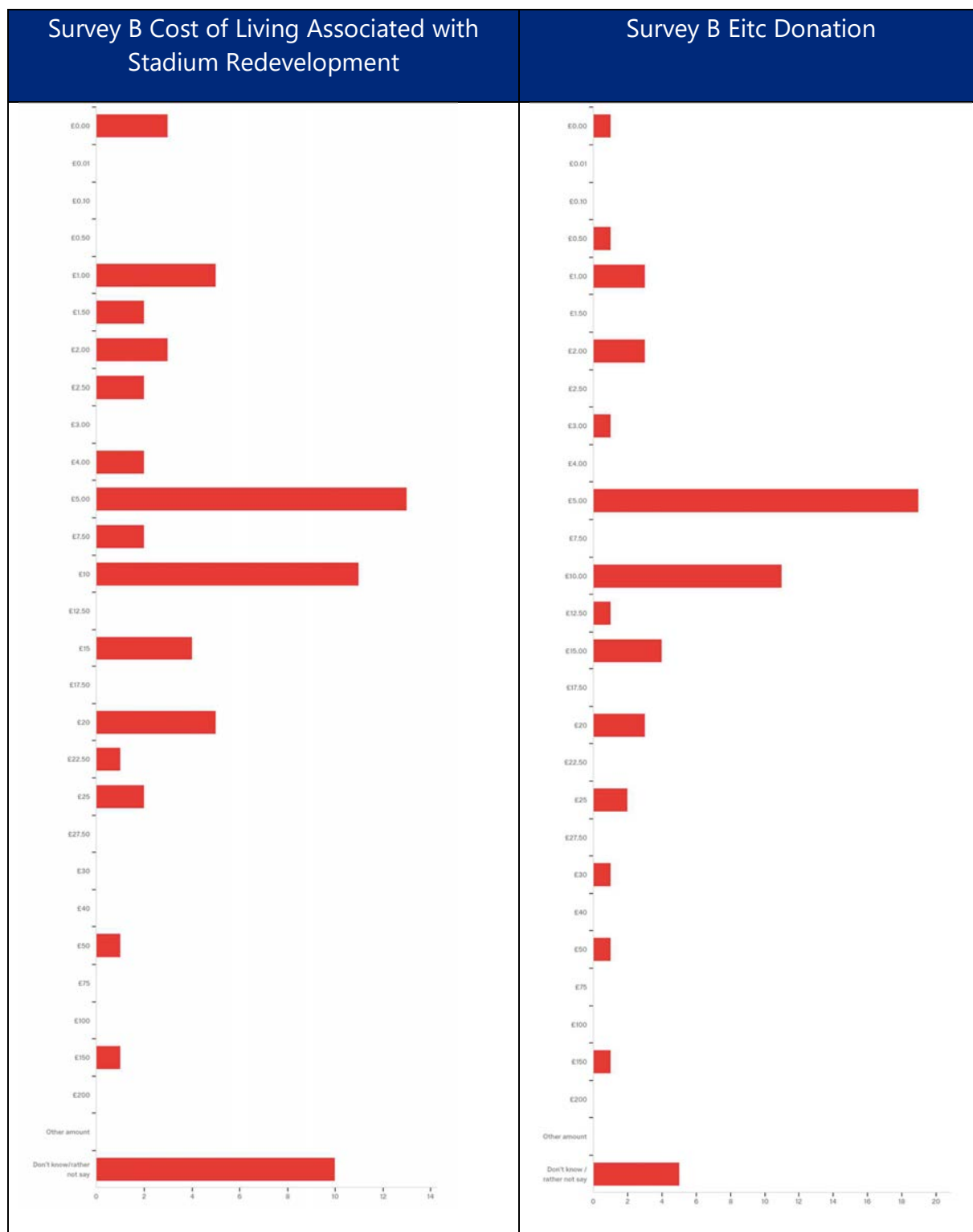


WTP results: Value range

The reported values with their frequencies for Survey A and B can be found below (note these are raw values without those not WTP in principle coded as £0). Payment bids are well distributed with no evidence of bunching between £10-£30 as we found in the pre-pilot. This indicates that the additional values added to the payment card after the pilot were successful in responding to respondents' stated need for a wider range of values.

Survey A UNESCO WHS for Liverpool Maritime City	Survey A City of Football Status for Liverpool
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Hypothetical scenario & Willingness to Pay: Realistic?

Survey A:

When asked whether the hypothetical scenario of a voluntary donation to a Liverpool Heritage Fund to raise funds for the UNESCO World Heritage Status for Liverpool Maritime Mercantile City was realistic or not:

- most respondents (47.27%, $n = 26$) found the scenario to be **somewhat realistic**
- 14 respondents (25.45%) found the scenario **neither realistic nor unrealistic**
- 6 respondents (10.91%) found the scenario **very realistic**.
- 3 respondents (5.45%) reported the scenario was **somewhat unrealistic** and six respondents (10.91%) found the scenario **not realistic at all**. This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

When asked whether the hypothetical scenario for a voluntary donation to support the creation of a City of Football Status was realistic or not:

- most respondents found this scenario to be **somewhat realistic** (38.18%, $n = 21$) while two respondents found the scenario to be **very realistic** (3.64%)
- 11 respondents found the scenario **neither realistic nor unrealistic** (20%)
- 11 respondents (20%) reported this scenario to be **not realistic at all**
- 10 respondents (18.18%) found the scenario to be **somewhat unrealistic**. This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

Survey B:

When respondents were asked how much they would like to receive in a **one-off compensation for no longer having Bramley-Moore Dock** in its current condition (i.e. those 13 respondents who were not willing to pay for the stadium redevelopment):

- 7 found the scenario **not realistic at all** (53.85%)
- 4 found the scenario **somewhat unrealistic** (30.77%). This is lower level of realism for a hypothetical survey of this kind, but this relates to the low likelihood of the Government compensating somebody for a planning decision, and is one of the limitations of the WTA as opposed to WTP method.
- 2 found it **neither realistic nor unrealistic** (15.38%).

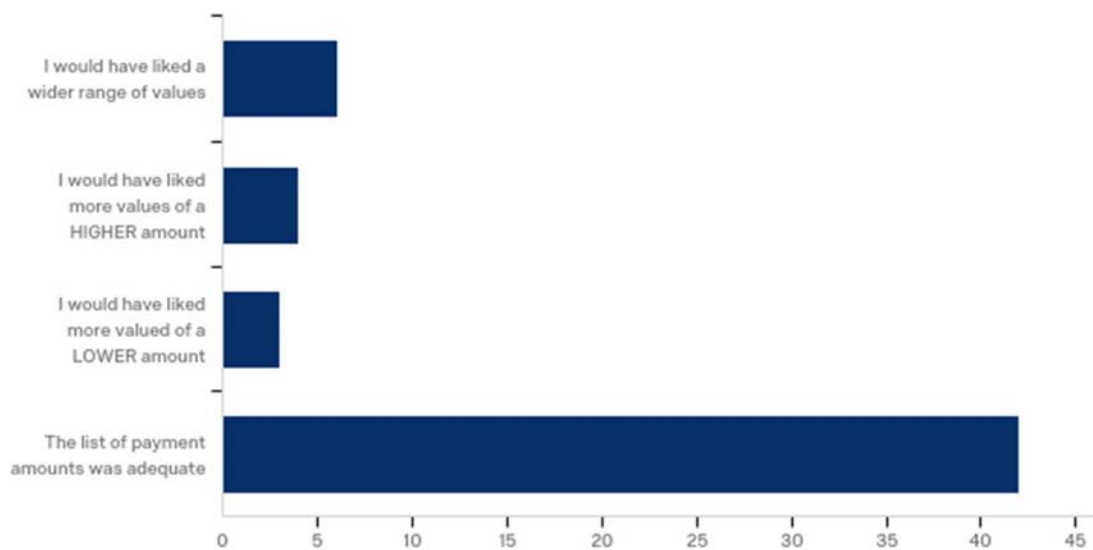
When respondents were asked how much they would be willing to pay in an **increase to their cost of living** due to the stadium redevelopment (i.e. those 67 respondents who would be willing to be for the stadium redevelopment):

- 24 respondents found the scenario **somewhat realistic** (35.82%)
 - while 23 respondents found the scenario **somewhat unrealistic** (34.33%)
 - 12 respondents found the scenario **neither realistic nor unrealistic** (17.91%)
 - 3 found it **very realistic** (4.48%) and only five found it **not realistic at all** (7.46%).
- This is an acceptable level of realism for a hypothetical survey of this kind and in line with previous CV studies for DCMS.

WTP: range

For Survey A:

- The majority of respondents (76.36%, $n = 42$) found the payment card WTP range **adequate**
- 6 respondents (10.91%) would have liked a **wider range**
- 4 respondents (7.27%) would have liked more **higher values**; however, we note that the highest value selected was £100 for the City of Football Status and £150 for UNESCO, meaning that these individuals had the opportunity to select £200 as a higher value but did not. We do not therefore recommend adding additional values to the payment card.
- 3 respondents (5.45%) would have like more **lower values**. Again, we note that the lowest value selected was 10p (by one respondent for both UNESCO and City of Football donations) or £1 (by two respondents). A lower value of 1p was available but not selected. We therefore consider the payment card to be well calibrated and do not recommend making any changes to the payment card post-pilot.

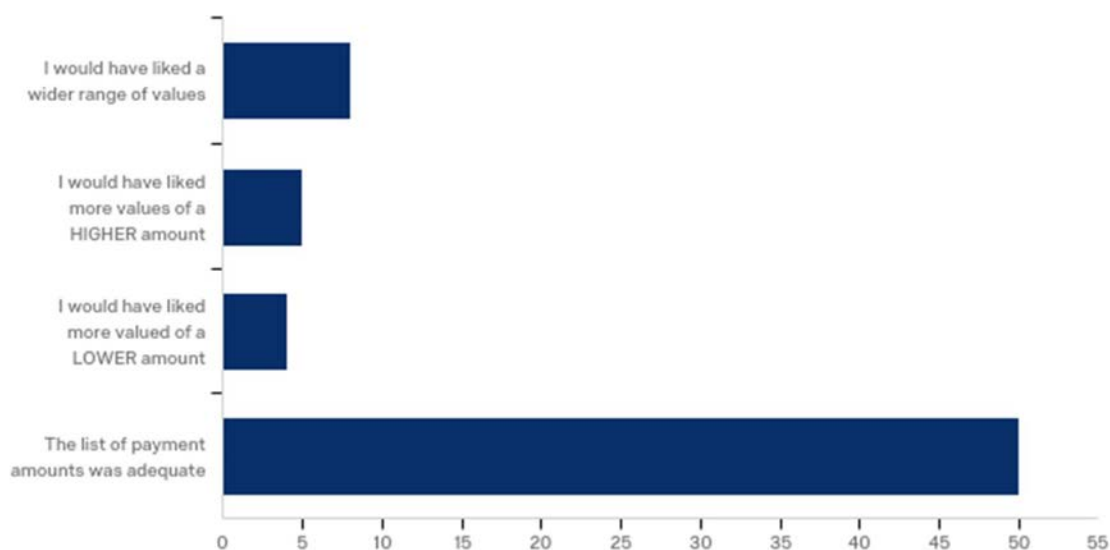


For Survey B:

Those who were willing to pay for an increase in their cost of living due to the stadium redevelopment ($n = 67$):

- 50 thought the list of payment amounts was **adequate** (74.63%)
- 8 would have liked a **wider range** of values (11.94%)
- 5 would have like **higher values** (7.46%); however, we note that the highest value selected was £150 ($n = 1$) and did not select the higher value of £200.
- 4 would have liked **lower values** (5.97%); however, we note the lowest value selected was £1 ($n = 5$) leaving values £0.01, £0.10, and £0.50 unselected.

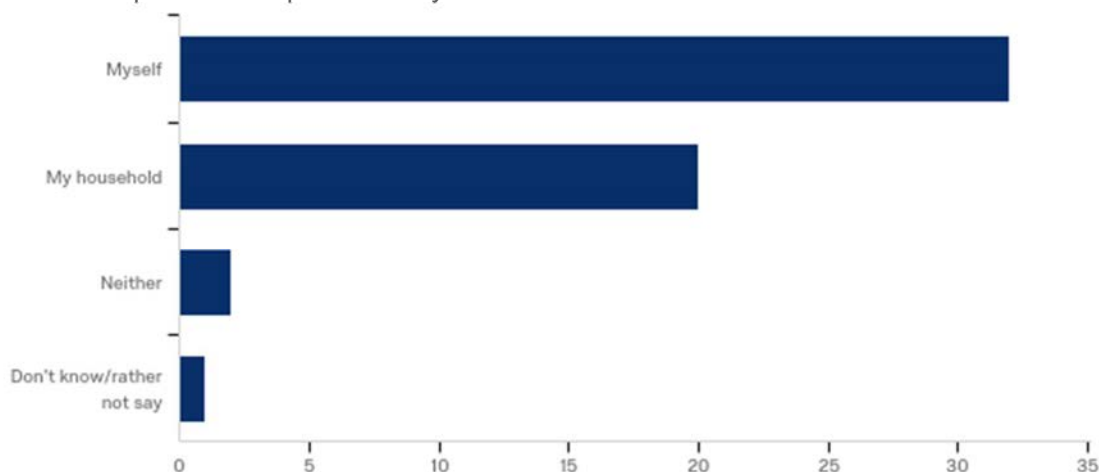
We therefore consider the payment card to be well calibrated and do not recommend making any changes to the payment card post-pilot.



Household vs individual WTP

In a follow-up question of whether their payment value was on behalf of themselves or their whole household, Survey A found that:

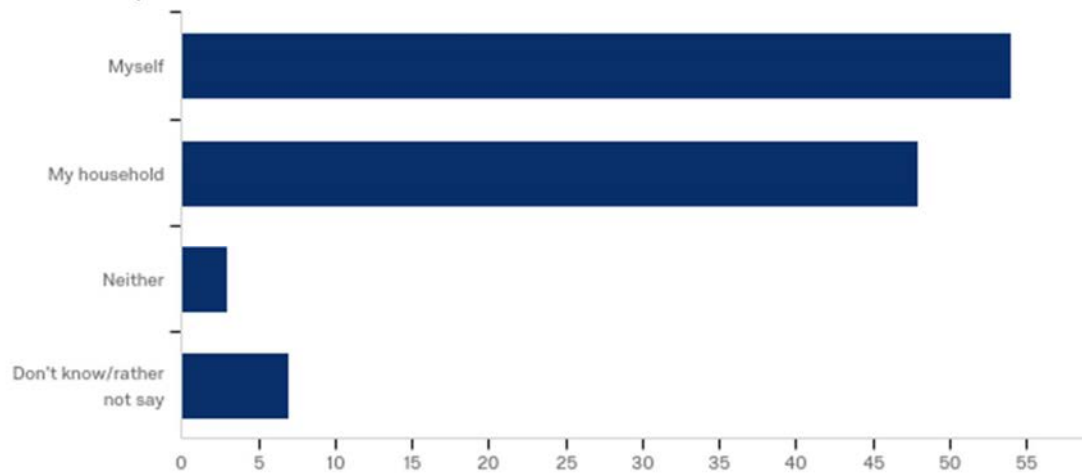
- 58.18% reported on behalf of **themselves** ($n = 32$)
- 36.36% reported on **behalf of their household** ($n = 20$)
- 2 respondents reported **neither** (3.64%)
- 1 respondent reported they were **not sure** (1.82%).



Similarly, Survey B found that:

- 48.21% reported on behalf of **themselves** ($n = 54$)
- 42.86% reported on **behalf of their household** ($n = 48$)
- 3 respondents reported **neither** (2.68%)

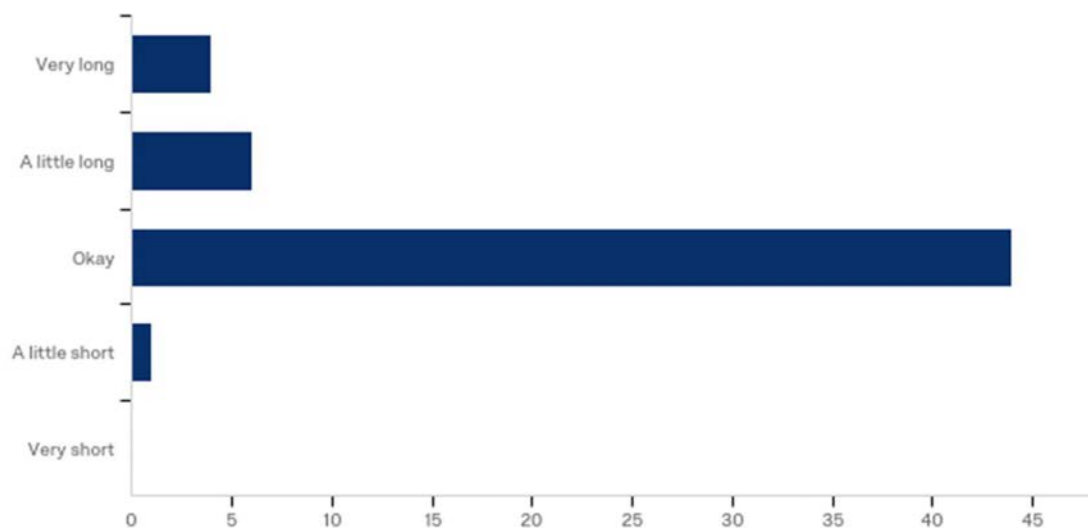
- 7 respondents were **not sure** (6.25%)



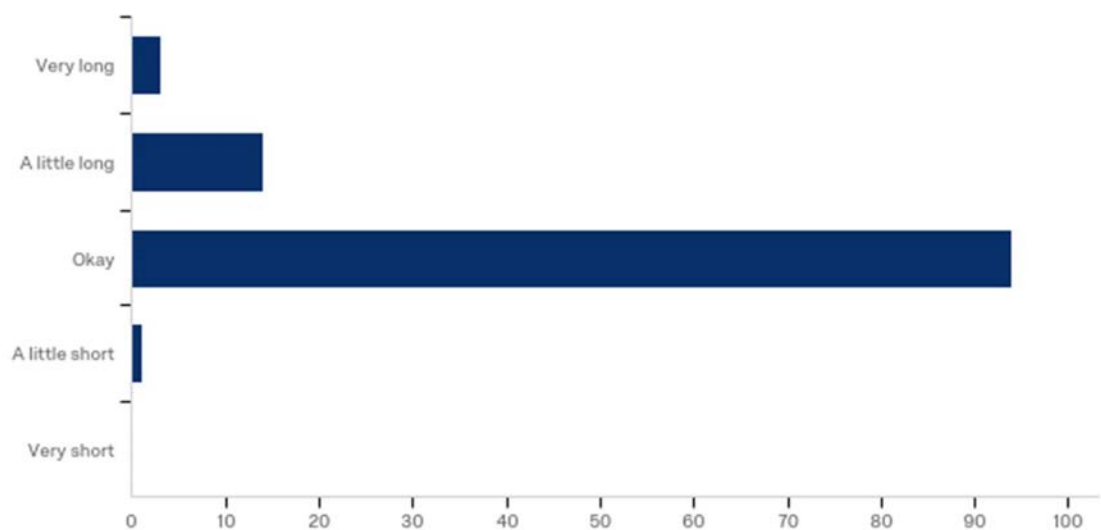
This is broadly in line with previous CV studies for the Department for Digital Culture Media and Sport.

Debrief questions

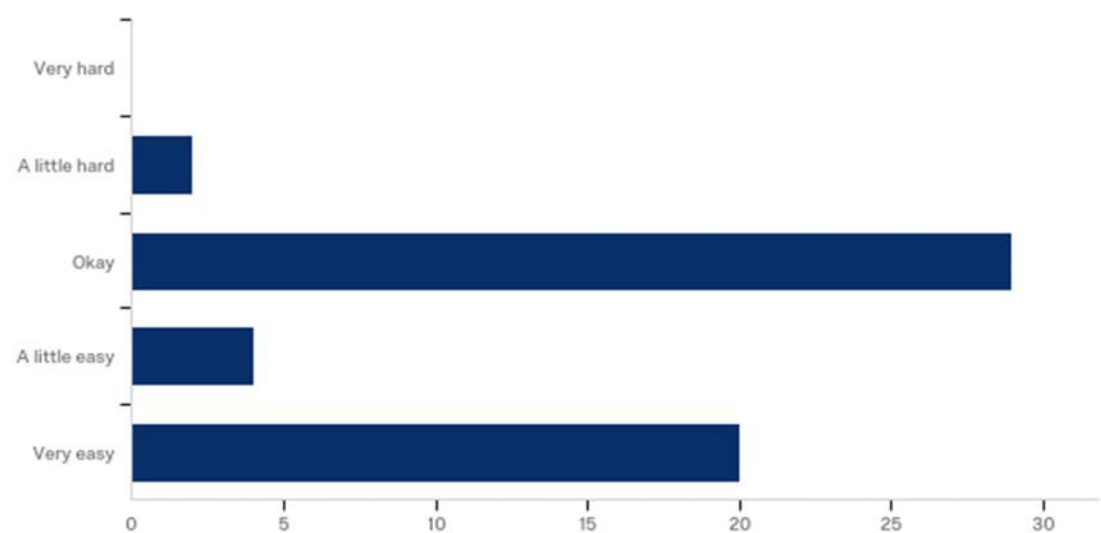
Most respondents reported Survey A to be an **acceptable length** (80%, $n = 44$); 1.82% ($n = 1$) found the survey **shorter than expected** while 10.91% ($n = 6$) found the survey **a little long**. Only four respondents found the survey **very long** (7.27%).



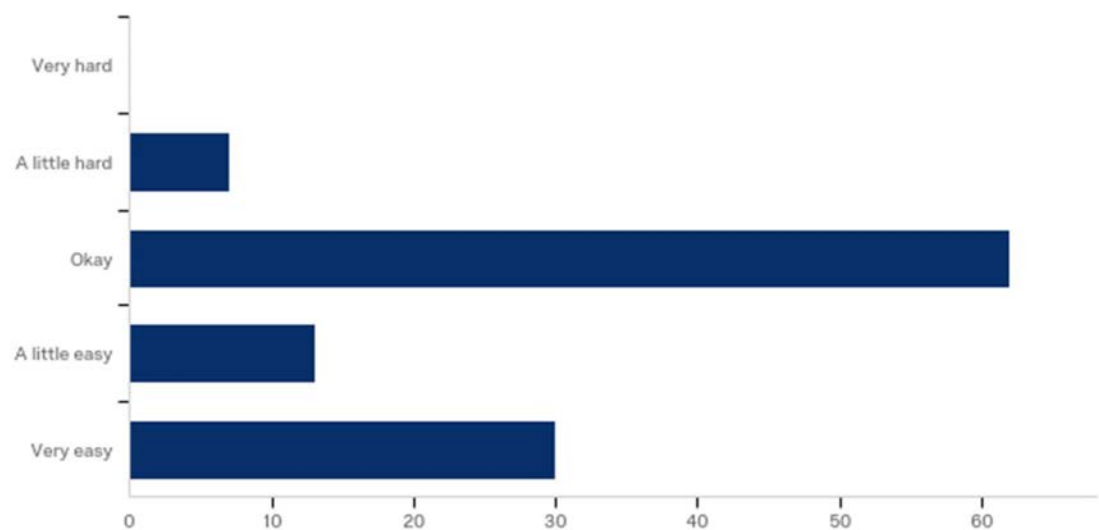
Likewise, most respondents deemed Survey B to be an **acceptable length** (83.93%, $n = 94$). Fourteen found the survey **a little long** (12.50%), one found the survey **a little short** (0.89%), while only 3 found the survey **very long** (2.68%). These values give us confidence that the length of both surveys is appropriate for the average respondent.



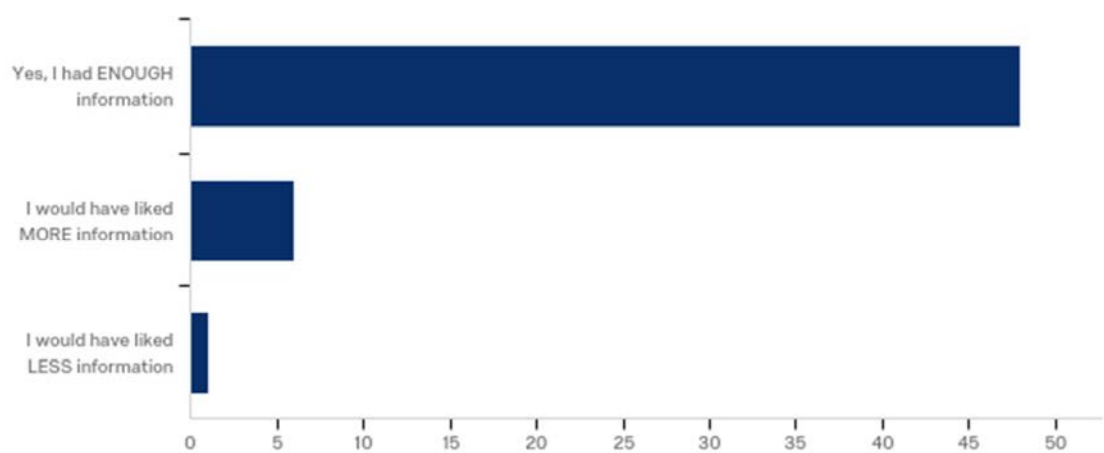
In terms of **difficulty**, the majority (96.35%, $n = 53$) of respondents reported Survey A's difficulty as **okay**, **a little easy**, or **very easy**. Two respondents (3.64%) found the survey **a little hard**.



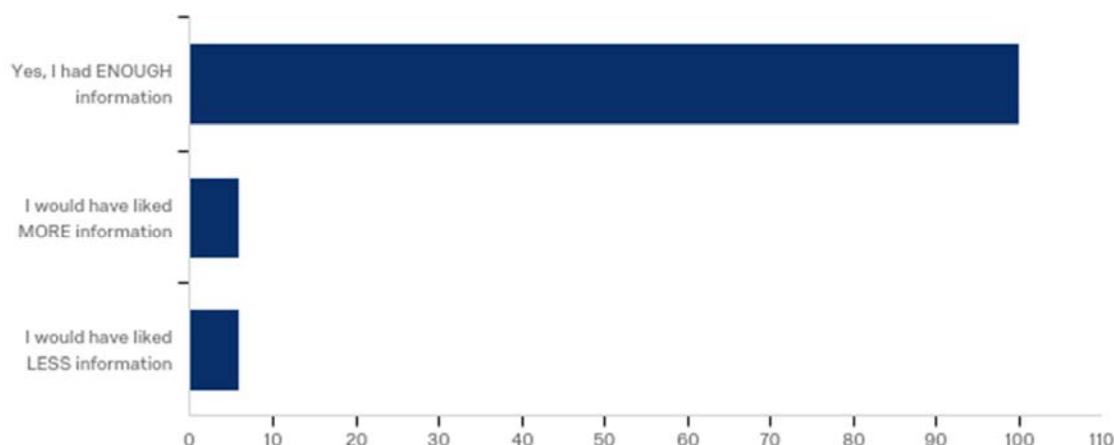
For Survey B, 93.76% of respondents found the survey difficulty as **okay, a little easy**, or **very easy** ($n = 105$). Seven respondents found the survey **a little hard** (6.25%). No one found either survey **difficult**, which gives us confidence that the difficulty of survey is appropriate for the average respondent.



When questioned whether Survey A presented a **sufficient amount of information** on the survey purpose and aims, 87.27% ($n = 48$) said that they had **enough information** and 10.91% ($n = 6$) of respondents would have liked **more information**, whereas only one respondent would have liked **less information** (1.82%).



Most respondents reported they had **enough information** in Survey B (89.29%, $n = 100$), with six respondents wanting **more information** (5.36%) and six respondents wanting **less information** (5.36%). This gives us confidence that both surveys presented enough information for respondents to make informed decisions about their payment values.



Four respondents (7.27%) felt some of the Survey A questions were **personal or sensitive**, while one respondent was not sure (1.82%). When provided an open text box to respond, one respondent commented their sensitivity was related to “money I have”. Another respondent reported “I would like to look into the question of making a donation more thoughtfully[sic]. I felt with more thought I may have been ready to donate more than I stated. I was cautious to comit[sic] to more in the survey”.

Six respondents (5.36%) found some of Survey B’s questions were **personal or sensitive**, with one respondent saying they were not sure (0.89%). Only one respondent clarified with the follow-up comment: “Because it ask[sic] if I could donate”. Based on this low level of sensitivity we do not recommend any changes to the current questions on either survey.

Further comments

Most further comments for both surveys were positive. Respondents reported the survey interesting, informative, and enjoyable to complete, with one respondent commenting “[it was an] Enjoyable survey learned somethings[sic] about Liverpool” and “I hadn't realised how complex the development of the dockland was before today”. Other comments included:

- “Merseyside is not just Liverpool. There are some aspects of both Liverpool and Merseyside which are commendable”.
- “I enjoyed this survey because it related my local area/community and gave me an opportunity to input opinions on a topic directly affecting myself and my family.
- “I am a football fan but grew up in Somerset so not a fan of Liverpool or Everton. However both teams are a huge part of Merseyside’s Identity and the ground is near where i work and will be great for a great city”

Some negative comments:

- “I was surprised to be asked to donate, when big companies would make a lot of money when this project completed[sic]. Instead of asking normal Liverpoolians to donate”.
- “Good survey however I would be more interested if it was about Liverpool FC”
- “Good luck with the new venture, I wish Everton and all their supporters a minimum of success.”

6.4 Full tables of results

Table 6.1 Visits to UNESCO World Heritage Sites in the past 12 months (%) (Survey A - Valuation of Cultural Heritage Status Labels)

UNESCO World Heritage Site	% (n/N)
Blenheim Palace	3.5% (64/1841)
Canterbury Cathedral, St. Augustine’s Abbey, and St. Martin’s Church	3.0% (56/1841)
City of Bath	8.4% (154/1841)
Cornwall and West Devon Mining Landscape	3.6% (66/1841)
Derwent Valley Mills	1.5% (27/1841)
Durham Castle and Cathedral	5.1% (94/1841)
Ironbridge Gorge	6.1% (113/1841)
Liverpool – Maritime Mercantile City	57.8% (1064/1841)
Maritime Greenwich	5.7% (105/1841)

Palace of Westminster and Westminster Abbey including Saint Margaret's Church	8.9% (163/1841)
Saltaire	2.7% (49/1841)
Studley Royal Park including the ruins of Fountains Abbey	2.8% (52/1841)
Tower of London	14.8% (272/1841)
Lake District	41.6% (766/1841)
Other universally important heritage site	6.8% (126/1841)
Don't know/ rather not say	4.7% (87/1841)
None	19.2% (354/1841)

Survey sample results represent raw figures and are not weighted to Merseyside population.

Table 6.2 Willingness to pay in principle to support a hypothetical Liverpool Heritage Fund in administering and maintaining the UNESCO WHS for the Liverpool Maritime Mercantile City

	Total
Yes	26.6% (220/828)
Maybe	52.5% (435/828)
No	20.9% (173/828)

Note: This scenario was in place of current funding arrangements for the maintenance of the UNESCO WHS. Results weighted to be representative of Merseyside population in age and gender. When asked if they would be willing to support such a fund in principle, around a quarter (27%) said yes, around half (53%) said maybe, and only 20% said no. As is standard in estimation of WTP, those who said no are assumed to have no value for the City of Football Status. The remaining were asked the maximum they would be willing to pay to support the City of Football Status.

Table 6.3 Willingness to pay an annual donation to support a hypothetical Liverpool Heritage Fund in administering and maintaining the UNESCO WHS for the Liverpool Maritime Mercantile City (Survey A - Valuation of Cultural Heritage Status Labels)

	WTP for 6 conservation areas in the UNESCO	WTP for 5 conservation areas in the UNESCO	Total
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	WHS (including Stanley Dock CA)	WHS (excluding Stanley Dock CA)	
Sample size	349	353	702
Mean (standard error)	£12.06 (£1.15)	£12.64 (£1.29)	£12.35 (£0.87)
CI (low, high)	£9.79 - £14.33	£10.10 - £15.18	£10.65 - £14.06
Median	£6.25	£6.25	£6.25
Max	£125.0	£200.0	£200.0
Zeros (including those not WTP in principle)	29.0%	28.0%	28.0%
Zeros, of those WTP in principle	3.5%	5.3%	4.4%

Legend: t-test $*=p<0.05$. Note: This scenario was in place of current funding arrangements for the maintenance of the UNESCO WHS. Results weighted to be representative of Merseyside population in age and gender. Respondents were randomly assigned to one condition: information on Liverpool's UNESCO conservation areas with or without information on the Stanley Dock Conservation Area. Thereby only one group saw information on the Stanley Dock Conservation Area in Survey A, prior to providing a donation value for the Liverpool Heritage Fund and City of Football status. This allows us to test whether people's valuation of the UNESCO WHS is significantly affected by having the Stanley Dock Conservation Area included within it. Statistical tests show that there is no significant difference in WTP for the UNESCO Liverpool Maritime Mercantile City WHS with (£12.06) and without (£12.64) the Stanley Dock Conservation Area.

Table 6.4 Willingness to pay in principle to support a hypothetical new City of Football status (Survey A - Valuation of Cultural Heritage Status Labels)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	26.1%	21.4%	3.5%	14.7%
Maybe	28.2%	32.7%	22.2%	27.7%
No	45.6%	45.9%	74.4%	57.5%

Pre-weighting sample size	109	331	309	749
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Note: Results weighted to be representative of Merseyside population in age and gender. When asked if they would be willing to support such a fund in principle, around 15% said yes, 28% said maybe, and 58% said no. As is standard in estimation of WTP, those who said no are assumed to have no value for the City of Football Status. The remaining were asked the maximum they would be willing to pay to support the City of Football Status. There does not appear to be a correlation between which team a respondent supports and whether they are willing to pay in principle for the City of Football status. However, a much higher proportion of non-supporters (74%, made up of non-supporters, non-football fans, and those who support both teams) would not be willing to pay in principle for the City of Football status, which we would expect given its focus exclusively on footballing heritage in the city.

Table 6.5 Willingness to pay an annual donation to support a hypothetical new City of Football status (Survey A - Valuation of Cultural Heritage Status Labels)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	109	331	309	749
Mean (standard error)	£15.38* (£3.86)	£7.61* (£1.35)	£3.85* (£1.32)	£7.20 (£0.99)
CI (low, high)	£7.72 - £23.03	£4.95 - £10.27	£1.25 - £6.45	£5.25 - £9.15
Median	£1.25	£0.00	£0.00	£0.00
Max	£200.0	£200.0	£200.0	£200.0
Zeros (including those not WTP in principle)	47.0%	50.0%	78.0%	61.0%
Zeros, of those WTP in principle	2.9%	7.4%	14.6%	8.3%

Legend: t-test of difference between split sample average and pooled total average excluding that group $\ast=p<0.05$. Note: Results weighted to be representative of Merseyside population in age and gender.

Table 6.6 Willingness to pay in principle to support the community outreach work that Everton in the Community currently provides for a 12-month period (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	29.9%	12.9%	7.3%	13.7%
Maybe	40.0%	26.8%	24.3%	28.1%
No	30.1%	60.3%	68.4%	58.2%
Pre-weighting sample size	173	418	373	964

Note: Results weighted to be representative of Merseyside population in age and gender. Again, 58% answered that they would not be willing to pay in principle to support the work of EitC for a year. The remaining 42% would or would maybe be willing to pay in principle. This percentage was higher among Everton supporters (70%) than Liverpool supporters (40%), which we may expect given the strong Everton team branding behind EitC and its links to the local Everton community.

Table 6.7 Willingness to pay donation to support the community outreach work that Everton in the Community currently provides for a 12-month period (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	173	418	373	964
Mean	£12.67* (£1.74)	£6.02* (£0.95)	£4.19* (£0.97)	£6.46 (£0.64)
CI (low, high)	£9.23 - £16.11	£4.15 - £7.88	£2.30 - £6.09	£5.20 - £7.72
Median	£6.25	£0.00	£0.00	£0.00
Max	£175.0	£200.0	£200.0	£200.0

Zeros (including those not WTP in principle)	32.0%	63.0%	71.0%	61.0%
Zeros, of those WTP in principle	2.8%	4.4%	8.3%	5.1%

Legend: t-test of difference between split sample average and pooled total average excluding that group $\ast=p<0.05$. Note: respondents who were fans of both Everton and Liverpool were not reported in this table (108/1428 respondents). Results weighted to be representative of Merseyside population in age and gender.

Table 6.8 Preferences for changing allocations (more or less) to the two different aspects of cultural heritage (UNESCO WHS for Liverpool Maritime Mercantile City and hypothetical new City of Football Status) (Survey A - Valuation of Cultural Heritage Status Labels)

Survey A Preference	n	%
Allocate MORE to administer and maintain the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City and LESS to support the City of Football status	43	13.31%
Allocate MORE to support the City of Football status and less to administer and maintain the UNESCO World Heritage Status and LESS for the Liverpool Maritime Mercantile City	32	9.91%
Keep your payments the same	200	61.92%
Pay less overall	48	14.86%
Pay more overall	0	0%
Total	323	100%

Survey sample results represent raw figures and are not weighted to Merseyside population. Respondents were given a follow-up question asking whether they would change their stated WTP values for both the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City and hypothetical new City of Football Status. While an almost two-thirds majority (62%) would keep their total payments the same, 13% would allocate more of their budget to the UNESCO World Heritage Status for the Liverpool Maritime Mercantile City, while 10% would allocate more to support the City of Football status and less to administer and maintain the UNESCO World Heritage Status and less for the Liverpool Maritime Mercantile City.

Table 6.9 Willingness to pay in principle to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Yes	34.1%	22.2%	18.7%	23.5%
Maybe	32.2%	34.4%	30.8%	32.6%
No	33.7%	43.3%	50.5%	43.9%
Pre-weighting sample size	169	322	277	768

Note: Results weighted to be representative of Merseyside population in age and gender. 56% would be willing to pay in principle (yes or maybe) for the redevelopment of Bramley-Moore Dock for a new stadium. This proportion was slightly higher for Everton supporters (66%) than Liverpool supporters (57%) (Appendix Table 6.9). A third of Everton supporters would definitely be willing to pay, a third 'maybe', and a third not willing to pay in principle. However, 51% of non-supporters, supporters of other teams, and supporters of both teams would be willing to pay in principle for the redevelopment of Bramley-Moore Dock for a new stadium, which indicates that the benefits of the stadium development are not confined to Everton supporters, or even football fans alone.

Table 6.10 Willingness to pay increase in cost of living to support the redevelopment of Bramley-Moore Dock for a new stadium and supporting public uses (annualised) (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other (non-supporter, supports other club or supporter of both)	Total
Sample size	157	298	264	719
Mean	£119.84* (£18.53)	£75.50* (£10.00)	£70.02* (£16.45)	£83.27 (£8.41)
CI (low, high)	£83.25 - £156.44	£55.82 - £95.18	£37.62 - £102.41	£66.75 - £99.78
Median	£73.62	£0.00	£0.00	£8.83

Max	£1472.4	£1472.4	£2355.8	£2355.8
Zeros (including those not WTP in principle)	36.0%	51.0%	56.0%	50.0%
Zeros, of those WTP in principle	3.3%	13.4%	9.8%	9.6%

Legend: t-test of difference between split sample average and pooled total average excluding that group $\ast=p<0.05$. Note: Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. WTP question asked as monthly cost of living question, annualised for consistency with other WTP values in this study.

Table 6.11 Number of years willing to pay increased cost of living for the stadium development (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

Number of Years WTP	% (n/N)
1 year	13.4% (49/367)
2 years	14.7% (54/367)
3 years	15.0% (55/367)
4 years	1.9% (7/367)
5 years	29.4% (108/367)
7 years	0.3% (1/367)
10 years	0.8% (3/367)
Indefinitely	24.5% (90/367)

Of the respondents who selected "Other" (0.52%): 0.16% (3/1841) were WTP for 10 years, 0.05% (1/1841) for 5 years, 0.05% (1/1841) for 7 years, 0.05% (1/1841) for 52 years, 0.05% (1/1841) for "as long as possible", 0.05% (1/1841) as a one-off payment, and 0.11% (2/1841) did not provide a time-frame. Results weighted to be representative of Merseyside population in age and gender.

Table 6.12 Willingness to accept as a one-off payment for their household for no longer having Bramley-Moore Dock in its current condition (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

	Everton Supporter	Liverpool Supporter	Other	Total
Sample size	11	28	35	74
Mean	£162.59 (£59.99)	£79.18 (£28.92)	£270.83 (£208.83)	£189.67 (£108.61)
CI (low, high)	£28.92 - £296.25	£19.84 - £138.51	£-153.56 - £695.22	£-26.79 - £406.13
Median	£50.00	£0.00	£0.00	£0.00
Max	£405.8	£405.8	£10000.0	£10000.0
Zeros (including those not WTP in principle)	41.0%	74.0%	84.0%	76.0%
Zeros, of those WTP in principle	40.6%	74.1%	84.5%	75.6%

Note: Results weighted to be representative of Merseyside population in age and gender. Respondents who are not willing to pay in principle are treated as £0 in estimation of mean WTP. Final sample asked WTA question is n=74, excluding those who said that the redevelopment would increase their quality of life (n=13), those who replied 'Don't know' when asked if they would be willing to accept compensation (n=9), those who gave ineligible open-text responses and protest zeros who indicated that no amount of money could compensate them for the reduction in quality of life caused by the development.

Table 6.13 Reasons given for WTP/ Not WTP for Stadium development (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

WTP Categories	% (n/N)
Football culture is important and should be protected	6.4% (24/376)
The proposed development of Bramley-Moore Dock will benefit the site	21.8% (82/376)

Bramley-Moore Dock will become more accessible to users with the proposed development	14.9% (56/376)
Football is an important part of my everyday life	3.5% (13/376)
I am an Everton supporter/ my family supports Everton	10.9% (41/376)
The risk of losing UNESCO World Heritage status for the Liverpool Maritime Mercantile City does not affect me much	1.1% (4/376)
I do not believe that I would really have to pay for increased costs of living*	4.5% (17/376)
The economic impacts will benefit me personally	5.3% (20/376)
Due to the significant community, economic and regeneration impacts	29.8% (112/376)
Other	0.5% (2/376)
Don't know	1.3% (5/376)
Total	376
Not WTP Categories	% (n/N)
I have more important things to worry about than football	13.5% (53/392)
I cannot afford to pay to support the development of the stadium	26.5% (104/392)
I am already contributing to the city through my taxes	29.6% (116/392)
I need more information to answer this question	5.4% (21/392)
There are other institutions which have greater cultural value	3.1% (12/392)
I do not support Everton	12.0% (47/392)

Other (please specify)	7.7% (30/392)
Don't know	2.3% (9/392)
Total	392

**excluded from mean WTP due to evidence of hypothetical bias. Survey sample results represent raw figures and are not weighted to Merseyside population.*

Table 6.14 Reasons given for WTA/ Not WTA for keeping Bramley-Moore Dock in its current condition (Survey B - Valuation of Landuse Options at Bramley-Moore Dock)

WTA Categories	% (n/N)
I like Bramley-Moore Dock as it is	15.00% (3/20)
I do not want to see Bramley-Moore Dock redeveloped	5.00% (1/20)
I do not want to see a football stadium at Bramley-Moore Dock	35.00% (7/20)
The redevelopment will negatively affect my quality of life and/ or that of my family	15.00% (3/20)
I don't want the development to impact the heritage assets of the dock	15.00% (3/20)
I am not an Everton supporter	5.00% (1/20)
If compensation is on offer, I would take it*	5.00% (1/20)
Other	5.00% (1/20)
Don't know	0% (0/20)
Total	20
Not WTA Categories	% (n/N)
I have more important things to worry about than dockland heritage	10.1% (9/89)
Leaving Bramley-Moore Dock in its current condition would not affect me much	20.2% (18/89)

The risk of losing UNESCO World Heritage Status for Liverpool Maritime Mercantile City does not affect me much	5.6% (5/89)
No amount of money could compensate me for the reduction in quality of life caused by the development	9.0% (8/89)
I don't agree that local Government funds should be used to compensate for the loss of Bramley-Moore Dock in its current condition	13.5% (12/89)
I need more information to answer this question	9.0% (8/89)
There are other institutions which have greater cultural value and should receive Government funding	9.0% (8/89)
I do not believe this scheme would actually happen	7.9% (7/89)
Other (please specify)	6.7% (6/89)
Don't know	9.0% (8/89)
Total	89

Survey sample results represent raw figures and are not weighted to Merseyside population. *excluded from mean WTA due to evidence of strategic bias.

6.4.1.1 Socio-demographics

Table 6.15 Supporter socio-demographic characteristics (weighted/ raked)

	Survey A	Survey B		Merseyside average
		Preference to maintain BMD in current condition	Preference for stadium development	
	% (n/N)	% (n/N)	% (n/N)	
Female	59.4% (492/828)	51.6% (63/122)	46.5% (357/768)	

Age (mean)	46 (0.59)	45 (1.61)	49 (0.61)	
Household annual income (£, mean)	£35,591 (951.66)	£32,237 (2398.40)	£35,704 (953.65)	
Dependent children under 16 years (%)	29.5% (243/823)	32.8% (40/122)	25.8% (197/764)	
Married/ with partner (%)	56.1% (457/815)	52.1% (62/119)	58.6% (446/761)	
University education (%)	40.6% (333/821)	32.8% (39/119)	33.9% (258/761)	
In employment (full-time, part-time, self-employed) (%)	57.3% (472/824)	63.9% (78/122)	60.5% (465/768)	
Member of a cultural, conservation, environmental or other organisation (%)	21.4% (177/828)	23.0% (28/122)	18.4% (141/768)	
Current resident of Merseyside (% n/N)	99.4% (823/828)	99.2% (121/122)	99.1% (761/768)	
Life Satisfaction: 0-10 (mean)	6.7 (0.08)	7.0 (0.22)	7.4 (0.07)	

6.5 Validity testing

Table 6.16 Determinants of willingness to pay/willingness to accept

	Survey B	
	WTP for stadium development	WTA compensation for stadium development
	Coefficient (t)	Coefficient (t)

Gender: Female	1.131 (0.08)	-193.5 (254.4)
Age: Log transformation, using midpoint	-27.30 (-1.06)	227.7 (399.8)
Household income: Log transformation, using midpoint	37.59*** (3.01)	-479.1 (458.1)
Education level: Degree and above	18.64 (0.91)	644.5 (579.3)
Dependent children	-25.68 (-1.29)	575.4 (663.5)
Current Merseyside resident	-15.01 (-0.41)	0 (.)
Distance to Goodison Park stadium (Log geodesic miles)		
Member of a cultural, conservation, environmental or other organisation	1.175 (0.06)	-241.6 (360.5)
Familiar with UNSECO World Heritage Status: Very/ Extremely	50.02*** (2.94)	536.0 (473.1)
Rank government spending on sport as a top 5 fiscal priority	0.839 (0.04)	-542.2 (574.1)
(Strongly) Agree: Historic buildings should be preserved for future generations	-14.84 (-0.65)	-337.0 (298.8)

Everton supporter: Self-reported (includes those who support both clubs)	54.08*** (2.96)	-84.36 (195.1)
Constant	-157.0 (-0.92)	5399.6 (4695.4)
Observations	634	53
Adjusted R ²	0.05	0.021

Notes: *** significance at <1%; ** significance at <5%; * significance at <10%. Reference group: for gender ref = male; for education Degree and above ref = all qualifications under Degree; for Dependent children ref = no children; for Familiar with UNESCO: Very/Extremely ref = not at all – moderately familiar. Gross annual household income; averages computed using the midpoints of the income and age categories. Heteroskedasticity-robust standard errors. All VIF scores <2 in pooled regression.