



The People's Project

Bramley-Moore Dock
The Societal Value of the Relocation
of Everton Football Club
December 2019

The Societal Value of the Relocation of Everton Football Club



Report

To:

Everton Football Club

On:

The Societal Value of the Relocation of Everton Football Club

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Executive Summary

Context and Background

This report identifies, quantifies and communicates the societal value associated with The People's Project. The People's Project is associated with Everton's move from Goodison Park to a new site on Liverpool's iconic waterfront at Bramley-Moore Dock. In the coming years, major change will take place at Goodison Park and Bramley-Moore Dock and these changes will reverberate throughout Liverpool, reaching beyond football and into many of the city's communities, bringing new opportunities and creating new legacies. This report looks at the societal value creation of two elements of the People's Project; Goodison Park Legacy Project (GPLP) and the increase in operational capacity of Everton in the Community (EitC) as a result of the stadium move. Societal value is the quantification of the relative importance that people place on the social and environmental changes they experience in their lives.

This report does not include the carbon, energy and waste impacts and the heritage impacts of the People's Project. It also does not cover the financial return on investment or the added economic value (GVA) of the Project. These elements are outside the scope of this report as they are covered by work by other consultants commissioned by the Club.

The report analyses the societal value created in two areas:

- the Club's award-winning community development charity Everton in the Community (EitC), and
- the regeneration proposals for the area occupied by the old ground (the Goodison Park Legacy Project or GPLP) and the impact this is likely to have on that community in the future.

Methods

This report has been carried out using the methodology developed by the world-leading Social Value organisation Social Value UK / Social Value International. This means that the methods used, and outputs reported are robust, credible and defensible. Details of this approach are contained in the Technical Appendix which is Appendix D of this report.

A comprehensive socio-economic review of the areas influenced by the activities of EitC and the impacts of the GPLP aspects of the people's Project was carried out prior to the evaluations and prediction of societal value.

The EitC section used information that was mainly obtained from 16 interviews with 34 EitC staff members who delivered all of the 21 projects covered in the report. Supporting information came from monitoring reports, testimonials, case studies, participant survey information, data collected through views, academic studies and reports of EitC programs, and other reporting requirements for funders, as well as direct email exchanges with program deliverers at EitC. This was done using a semi-structured interview script which was focused on the changes that were observed in the participants' and local residents' lives. It also covered the effect on the volunteers and staff for each project. Questions focused on the key areas of:

- Physical health
- Mental health
- Experience of crime
- Wellbeing
- Experience of nature and green space
- Skill levels
- Job prospects

An analysis of these interviews and the socio-economic review of the areas in which the projects took place were combined to produce a list of changes (outcomes) to each of the stakeholders' lives. Stakeholder groups were also defined from interview transcripts. Quantities (number of participants, residents etc.) for stakeholder groups were gathered from interview transcripts, local statistics, supporting documents or email exchanges with EitC staff.

Information used to calculate the societal value of the GPLP project came from the following sources:

- A Theory of Change workshop held on 15th May 2019 with the Club, its architect and other key stakeholders;
- Discussions, funding strategies and other business plan documents produced by the Club;
- Schedule of accommodations and plans created by the project architect Condry Lofthouse; and
- Responses from stakeholder consultations held by the Club in 2018.

Each of the evaluations or predictions covered a 10-year period commencing with opening of BMD (2024-2033). The EitC impact is based on a pro rata extrapolation using the three years from the evaluation (2016-2018) and the expected increase in income (from £4-7.7M) for the Programme as set out in the EitC Growth Strategy.

The Societal Value of the Goodison Legacy Project

The results of the analysis show that wellbeing accounts for over 80% of the value calculated for GPLP. This is due to the big difference that GPLP is likely to make in the way people feel about themselves and their lives given the socio-economic context in which they live. The influence of the new park, the walk-in centre, and local financial advisory services account for much of this value.

Over two thirds of the societal value is generated by the walk-in centre and the park. A further 28% will be generated by a combination of the community-centred retail units, the Citizens Advice Bureau, the housing association that will manage the residential and care units, and other financial organisations, and the activities in the Education Building.

The Societal Value of Everton in the Community (EitC)

The results show that wellbeing and health factors produce the largest amounts of value, generating 95% of total value between them. The high proportion of wellbeing is indicative of the success of activities delivered by EitC and the supportive nature of

EitC's project delivery. High levels of wellbeing also reflect the importance of programmes like EitC in areas of high deprivation where even small changes in people's outlook can make a large difference to their lives. This may be the difference required to become motivated enough to work on being healthier, or to develop enough self-belief to seek out and secure a job.

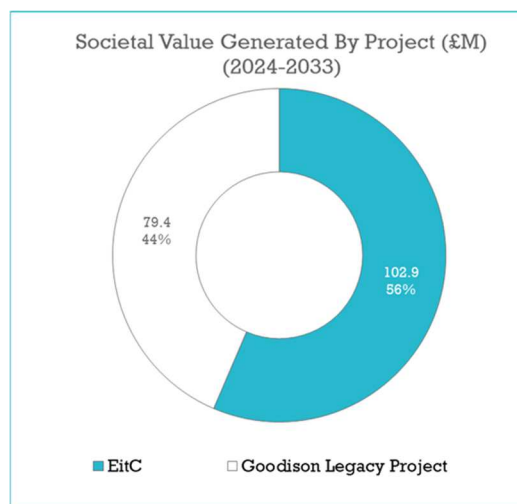
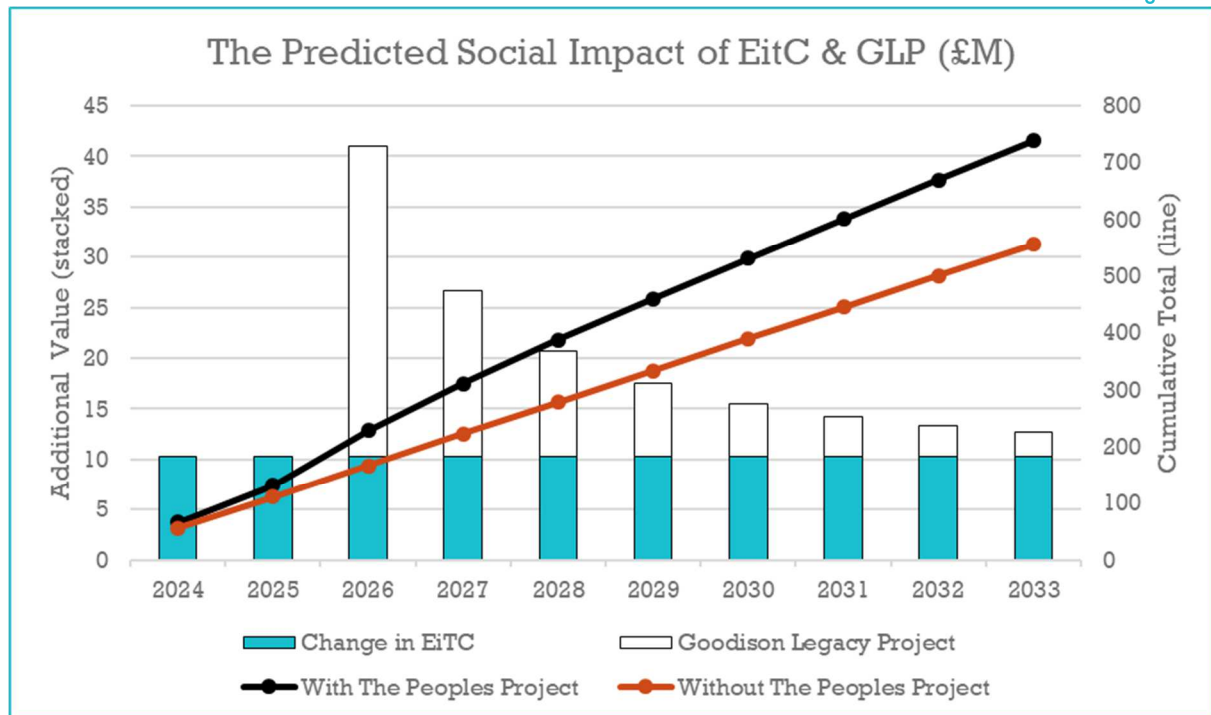
The Health and Community themes generate over 70% of the societal value of the organisation, but the Education and Support themes also contribute significantly. The Pathways theme is relatively small at present, partly due to the small number of programs (Activities) under the pathways theme, and partly due to the smaller intake of the Pathways programmes compared to some other programs within EitC. Pathways is due for investment under the EitC Growth Strategy and is expected to create a higher proportion of value in the next few years. Similarly, the Health theme produced a high proportion of the value due to the larger quantity of programmes under that title.

The Combined Predicted Societal Value of EitC and Goodison Legacy Project

The combined value of the two aspects of Everton activities year-on-year between 2024 and 2033 is over £182M. Everton in the Community generated the highest total value of the two activities, but with a fairly even distribution of societal value created (see the Figures and Table below). Following discussions with the club, the move from Goodison to Bramley-Moore Dock was assumed to be responsible for 20% of the increase in EitC investment for the period 2024 to 2033, so 20% of additional societal value generated by EitC for this period was attributed to the People's project. This is a conservative estimate and it is likely that the value generated through EitC activities as a result of the People's Project will be significantly higher. The 20% value was agreed upon as this figure can be approximated based on an indication from EitC staff of the types of changes to EitC operations that can be attributed to the stadium move.

The cumulative increase of value over time clearly shows that the move to the new stadium will generate significantly more societal value than the Club can produce without the People's Project. This increase represents help for many thousands of additional beneficiaries of both the EitC charity, and those that experience the various aspects of the Goodison Legacy Project. While the amount of societal value generated by the combined projects are significant, it represents a conservative prediction and it is likely that the actual amount of societal value will be substantially more than is shown in this analysis.

Activity	Without the People's Project (2024-2033) (£M)	With the People's Project (2024-2033) (£M)	Additional Value from The People's Project (2024-2033) (£M)
EitC	556.0	658.9	102.9
Goodison Legacy Project	0.0	79.4	79.4
Grand Total	556.0	738.3	182.3



1. Context of the Report

1.1. Purpose and Background

In November 2017, Everton Football Club (Everton) secured land at Bramley-Moore Dock in Liverpool with the intention of building a new stadium. The development is intended to replace the existing Goodison Park ground and associated premises located on the northern side of Stanley Park. The social and environmental implications of the move for the local communities and other stakeholders in both existing and new locations are considerable. This report seeks to identify, analyse, quantify and communicate the societal (social and environmental) value associated with the stadium move, known as The People's Project.

RealWorth, a consultant specialising in identifying, maximising, measuring and reporting the societal value of buildings, places and programmes, has been appointed by Everton to prepare a robust and comprehensive societal value report into:

- the impact of the Club's award-winning community development charity Everton in the Community (EitC)
- the regeneration proposals for the area occupied by the old ground (the Goodison Park Legacy Project or GPLP) and the impact this is likely to have on that community in the future.

This report relies on the accounts of project and programmes managers and co-ordinators, available statistics and demographic information, and policy and programme documentation to reach its conclusions. This report should be read in conjunction with information prepared by other consultants appointed by the Club. This includes:

- The impacts that the new stadium its associated works will have on fans, visitors and nearby communities.
- An estimate of the productivity (GVA) associated with the jobs that will be created as a result of the move to BMD and GPLP
- Environmental Impact Assessment of The People's Project

These other assessments are included as part of the planning submission for the People's Project.

1.2. The Report

This report is organised in the following manner:

- A description of the socio-economic context of the areas surrounding the new stadium and the GPLP.
- An analysis of how much societal value is predicted to be generated from each of the following aspects of The People's Project:
 - The Everton in the Community Programme (including the value associated with the future Growth Strategy)
 - The Goodison Legacy Project

2. The Socio-Economic Character of the Local Area

2.1. Introduction to the Socio-Economic Report

An understanding of the socio-economic context of a societal value report is important as it helps to explain the conditions in which stakeholders experience the Club's presence and the likely changes they will experience when the stadium moves to Bramley-Moore Dock. Factors such as crime, health, employment, and the presence or absence of amenities all have the potential to affect people's lives in different ways.

The geographical context for the relocation of Everton Football Club is the northern metropolitan Liverpool area. The Club has been located there for 125 years and takes its name from the adjacent district. The socio-economic study concentrates on the conditions surrounding the people that live in the north of city and compares this to the Liverpool City Region, the national picture, and occasionally other English 'core' cities. The focus on North Liverpool is because it is the people who live and work in this area that will be most affected by the move to Bramley-Moore Dock. It is true that over a season, hundreds of thousands of fans will descend on the stadium and be affected by the performance of the team. However, this study is interested in the longer-term and more profound effects of the move, and the societal value that the relocation brings (primarily) to local people.

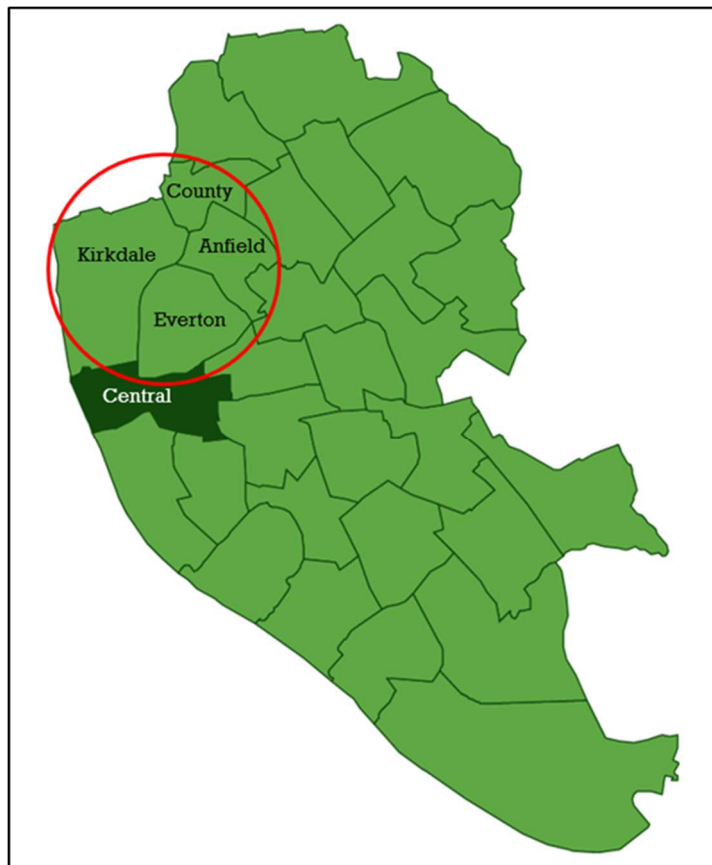


Figure 2.1: Ward map of Liverpool with the North Liverpool wards specified. Map taken from Liverpool Council website.

The full socio-economic report can be found in Appendix A. A summary of the findings are contained in the rest of this section.

2.2. The Economic Context

The average GVA (gross value added) per head in Liverpool City Region (LCR) was £17,852 in 2016, nearly £4,000 lower than other Core Cities. GVA per worker in Liverpool is £48,100 according to the Centre for Cities, compared to £54,700 nationally. Meaning workers in Liverpool earn £6,600 less annually than the national average. Liverpool was ranked the 4th most deprived authority in the country in 2015. The wider city region ranks as the most deprived of 39 LEP areas based on the Index of Multiple Deprivation (IMD) nationally. The LCR ranks highest for relative deprivation for income, employment, health and disability indices. It also ranks poorly for education, crime and living environment indices. Almost half of households in North Liverpool had an annual income of less than £15,000.

In the North Liverpool wards only 59% of working age adults were economically active in 2011 (10% lower than national levels). Unemployment was double national levels and the benefit claimant rate was high. Everton had the highest rate of unemployment, at 10.1%, compared to 4.4% nationally.

The proportion of economically active people across the South Sefton wards was lower than national average, at 65.7% compared to 69.7% nationally. Unemployment was almost twice as prevalent in the ward (7.5%) as it was nationally. Linacre had the highest unemployment rate, at 10.4%.

2.3. The Social Context

Ethnic diversity was half the national average in North Liverpool wards, with just 8.1% of the population identifying as BAME (Black, Asian, Minority Ethnicity) compared to 17.6% nationally. Some areas were even lower than this. BAME populations in the South Sefton wards were extremely low, at just 2.6% of total population.

A significant minority (43.7%) of households in the Liverpool wards around Goodison Park are occupied by a single person, compared to 30.2% nationally and 39.2% for Liverpool. Over a quarter of these North Liverpool households are one-person pensioner households (13.2%). In South Sefton one-person households comprised more than a third of homes in the area (35.2%), with a similar proportion of one-person pensioners to the North Liverpool wards. A high percentage of residents in these North Liverpool wards were affected by long-term illness or disability compared to national statistics. Poor health was higher in the North Liverpool wards compared to South Sefton.

Qualification attainment is low in the North Liverpool wards, with 40% of working age adults having no qualifications, almost double the national level of 22.7%. Only 12% of 16-64-year-old residents have achieved a Level 4 qualification, compared to 27.2% nationally. In South Sefton, a third of the population had no qualifications, with low proportions of Level 3 and 4 qualifications attained, at 13.7% and 15.4% respectively.

In the North Liverpool wards 41.6% of GCSE pupils achieved 5 A*-C grades in 2017 (20% lower than nationally). Concurrently Key Stage 2 attainment was also lower than national levels. Attendance at primary level was 1.4% lower than nationally, at 94.6%, and the gap widened at secondary school level with 92.5% attendance rate in North Liverpool wards compared to 94.6% nationally. Free school meal provision was very high with more than a third of primary (35.5%) and secondary pupils (37.7%) receiving them. GCSE attainment in South Sefton wards was lower than the borough but higher than the

national average, with 50.3% of secondary pupils achieving an A*-C grade in English and Maths in 2017, compared to 43.3% nationally. This was lowest in Derby, at just 42%. The progress 8 score of -0.4 shows that Sefton school pupils were underachieving in reaching their key stage 4 targets (National progress 8 score is 0). Half of all key stage 2 pupils in the seven wards were also underachieving and not meeting their targets. Free school meal provision was much higher than the national average, with 30.3% of pupils receiving free school meals at primary level and 32.4% at secondary level.

Life expectancy was 5 years lower than the national average in the North Liverpool wards in 2015-2017. Major diseases such as cancer, cardio-vascular disease and respiratory diseases all had extremely high Standardised Mortality Rates (SMR) compared to Liverpool and the country. Alcohol-related deaths were high in all four of the wards, at an average of 3,682 deaths per 100,000 population, compared to 2,919 for Liverpool. Mental health problems showed higher occurrence than at borough and national levels, across the four wards. This was true for common mental health problems as well as for more severe mental health problems. Severe mental health problems had a prevalence of 1,722 per 100,000 population compared to 860 per 100,000 population nationally. Child obesity levels were extremely high for the area, 25.7% for 4-5-year-olds and 41.1% for 10-11-year-olds, compared to 9.3% and 19.6% respectively for the country.

Health indicators for the South Sefton wards suggest that the seven wards have relatively poor health. Linacre had the 25th highest ward-level SMR in the country in 2017. The Standardised Incidence Rate (SIR) (SIRs are always 100 for country-wide level) for cancer was 126.3 (compared to 95.0 for the borough). Respiratory and cardio-vascular diseases also had high Standardised Admissions Rates (SAR) across the wards, these were generally highest in Linacre and lowest in Church. Alcohol-related harm hospital admissions were also higher than borough and country levels, at 148.2 (this was highest in Linacre and Derby and lowest in Ford).

In 2018 crime rates were high in the North Liverpool wards, at an average of 147 crimes per 1,000 population and were highest in Everton and County. In December 2018 violent crime made up 30% of all crime and 15% was anti-social behaviour. In 2018 the crime rate for the seven wards was 143.0 per 1,000 population, with a peak in Linacre of 220 crimes per 1,000 population. In December 2018, 29% of all crime was violent crime and 21% was anti-social behaviour.

North Liverpool wards have adequate provision for most services. The area was lacking in faith venues other than churches due to the mostly Christian and atheist population. There is currently a shortage of children's centres, and work by the Everton Neighborhood team has revealed that people would like a swimming pool in the local area. There is already a swimming pool at Everton Park sports centre, but there is demand for more swim facilities. South Sefton wards have adequate transport links to Liverpool city centre. The social infrastructure review showed adequate access to most services.

There were high levels of deprivation across the North Liverpool wards, Liverpool is ranked as the most deprived Local Enterprise Partnership (LEP) of England's 39 LEP areas. The average IMD score for the four North Liverpool wards was 62.4, with the highest score being in Everton. Everton, Kirkdale and Anfield all showed clusters of high-income deprivation. Deprivation indices that showed prevalence in the North Liverpool wards were Employment, Crime, and Education, Skills and Training. All LSOAs

in Everton, bar one, showed very high prominence of Employment, Skills and Training deprivation. There was also high-income deprivation in Anfield, Kirkdale and Everton. Only Barriers to Housing deprivation displayed low levels in the four wards. The average IMD score across the 7 South Sefton wards was 45.1 but it had a large range, with a high of 67.5 in Linacre and a low of 36.2 in Church. Deprivation was most severe in Linacre, Derby and St Oswalds. Employment, Health and Disability, Crime, and Employment, Skills and Training indices were all indices with high prevalence of deprivation.

Table 2.1 shows a summary of the main economic and social indicators for County Ward (the ward that contains the largest number of people living near the Goodison Park Stadium) and both the city and the country. The indicators confirm that the area around Goodison Park Stadium is one of the most deprived parts of the UK.

Table 2.1: Key Economic Indicators Affecting People in the Everton Area

Socio-economic Indicators ¹	County Ward	Liverpool	UK
Average Household Income (index base = 100) (2017)	78	100	137
Unemployment rate ²	5.8%	4.5%	4.1%
Claimant Count	6.1%	3.5%	2.0%
Worklessness % (working age) (2016)	33.5%	21%	14.5%
Incapacity Benefit Claimants (2016)	17.20%	10.90%	6.30%
Workforce 16+ (no qualifications) (2011)	37.30%	28.70%	22.70%
Workforce 16+ (NVQ4 +) (2011)	11.50%	22.40%	27.20%
Percentage 5+ GCSEs A*-C (2017)	43.8%	54.8%	60.6%
Life expectancy (index) (2015-17)	98	100	104
Child Poverty (2018)	39%	27.7%	16.8%
Crime per 1000 (2018)	150.7	113.6	na
IMD - % of area in most deprived 10% nationally	100%	49.6%	na
IMD score (highest = worse)	64.5	43.1	na
Business per capita ratio (bu:pop) (2016)	1:94	1:25	na
GVA per head (Index UK = 100) ³	57	88	100

Source: CBRE Economic Impact Assessment Report, December 2019 (data 2019 unless stated)

2.4. The Socio-Economic Context and its Effect on the Generation of Social Value

The social and economic conditions in the neighbourhoods around Goodison Park, the current home of Everton Football Club, are some of the most deprived in the UK. The situation has resulted from long-term underinvestment caused by the historic decline in the fortunes of the port, a low manufacturing base and, more recently, the policies of austerity by successive governments. Starting at such a low ebb, a significant percentage proportion would generate a large amount of social and environmental value in response to an investment to improve the local economy, health conditions, the incidents of crime,

¹ Data is 2019 unless otherwise noted

² Calculated by the difference between Liverpool Unemployment in 2016 and 2019 and applying this to County

³ Calculated by the difference between Liverpool GVA in 2016 and 2019 and applying this to County

and the improvement in education attainment. While this is a daunting project, a large organisation, with its base in the heart of North Liverpool and South Sefton would benefit a large number of people provided it had sufficient funding and the trust and support of the local population to overcome the disparities and exclusion experience by many in the area.

3. The Societal Value of Everton in the Community

3.1. Scope of the Project

The societal impact of Everton Football Club is heavily influenced by the activities of its sporting charity, Everton in the Community (EitC). Set up in 1988, EitC now employs (at the time of writing) 116 full time staff, 40 casual staff and over 200 volunteers. With a current turnover of almost £4M, EitC is one of the largest and most effective sporting charities in the UK. With over 40 different projects a year in one of the more deprived parts of England, EitC generates societal value for over 20,000-30,000 beneficiaries a year, many of whom are young people. However, other stakeholder groups including local businesses, local residents and family members of the participants also benefit widely from the activities of the charity.

The societal value assessment in this section of the report seeks to describe and quantify the social and environmental change that the EitC Programme has brought to stakeholders. This evaluation is designed to show:

- The importance of the Club in relation to the societal value it helps to generate within its targeted communities and stakeholder groups; and
- The anticipated value that it will continue to bring to communities in Liverpool as a result of the move to Bramley-Moore Dock.

3.2. Brief Description of the Project

The evaluation of the societal value that Everton in the Community (EitC) relates to a three-year period from 1st January 2016 – 31st December 2018. The majority of the people who experienced the changes caused by the charity live in the L4 postal district of Liverpool immediately surrounding the Goodison Park stadium. However, participants in some projects come from a wider area including the whole of the Liverpool City-Region.

The Club's community work falls into three broad areas; the charity - Everton in the Community (EitC), the Neighbourhood Team who are dedicated to maintaining a supportive relationship with the Clubs' near neighbours, and the Everton Free School, established in 2012 and supported by the Club. For simplicity, this report includes all three ventures and will be referred to as EitC activities.

EitC works with people of all ages, genders, ethnicities and socio-economic backgrounds. While its focus is on North Liverpool, it has projects in the City Region, and further afield both nationally and internationally. Projects cover a wide range of issues and needs such as mental health, physical education delivery, pathways to employment and dementia.

The primary EitC projects are shown in Table 3.1. Each project is categorised under one of five themes. Appendix C contains a brief description of each of the projects that have been analysed. The EitC website <http://www.evertonfc.com/community/> describes all of the projects in more detail.

Table 3.1: EitC Themes and Programs valued by RealWorth.

Theme	Project
Community	PL Kicks
	PL Girls
	NCS
Support	Breathing Space and Safe Hands
	Neighbourhood Team
Education	PL Primary Stars
	PL Enterprise
	Apprenticeships
	Everton Free School
Pathways	PL Works
	Working Futures
Health	Disability
	Healthy Blues
	Active Blues
	Tackling the Blues
	Imagine Your Goals
	Girls on Side
	Knowsley Veterans Club
	Pass on the Memories
	Stand Together
	Premier Skills
	Screening Experience

The Everton Free School offers alternative educational opportunities and experiences to young people aged 14-16, and Level 2 and 3 sport courses to post-16 students. Free Schools have the potential to have greater flexibility with the curriculum, better links to employers and new ways to support young people. They are a government initiative which began in 2010. The school had an intake of up to 120 students age 14-16, and 80 post 16. The School has a particular focus on offering an alternative education to young people who have had difficulties in fitting in with mainstream education in other schools. The Free School's website states that 'students follow individually tailored learning programmes with an emphasis on choice and challenge. Each student is given a personalised assessment when they join Everton Free School. This is done in close

consultation with the student and their family, supervised directly by the Deputy Principal. The curriculum is integral to the personal and professional development of students and aims to inspire positive attitudes to learning. There is an intention to develop a 6th Form and an 11-14 provision as part of the Goodison Legacy Project, planned to start in 2024.

3.3. Methodology

3.3.1. Information Used

EitC activities were analysed for a three-year period from January 2016 to December 2018. This period was chosen by the Club as it was likely to be a sufficient period of time to gauge consistent outcomes from the Programme, and recent enough so that records and the memory of project leaders were fresh enough to give reliable answers to questions about the impacts of the activities⁴.

The RealWorth methodology relies on the ability to understand the changes in people's lives as a result of the project under consideration. Whereas for some projects this may include participants and beneficiaries, in this case it was deemed sufficient to discuss these changes with the project delivery teams as they had collected output and outcome information, often as part of a funding obligation.

In Spring 2019, RealWorth conducted 16 interviews with 34 EitC staff members who delivered the projects. This was done using a semi-structured interview script (shown in Appendix B). Questions were focused on the changes that were observed in participants' and local communities' lives, as well as the effect on the volunteers and staff for each project. Questions focused on the key areas of:

- Physical health
- Mental health
- Experience of crime
- Wellbeing
- Experience of nature and green space
- Skill levels
- Job prospects

An analysis of these interview transcripts and the socio-economic review of the areas in which the projects took place were combined to produce a list of changes (outcomes) to each of the stakeholders' lives. Stakeholder groups were also defined from interview transcripts. Quantities (number of participants, residents etc.) for stakeholder groups were gathered from interview transcripts, local statistics, supporting documents or email exchanges with EitC staff.

⁴ Following the issue of the first draft of this report the Club requested that the three-year period of evaluation be extended to cover 2019. As discussed with the Club, this additional year has been estimated to be an average of the 2016 to 2018 analysis.

This information and the outcomes that were derived from this source material was then transferred into an Impact Map and assigned units of measurement (Indicators) and a monetary value of these units (Proxies). Finally, the numbers of people experiencing (both positive and negative) change was assessed and the societal value for each outcome was calculated. Appendices D, E and F contain more information about the RealWorth approach the assumptions that were made to calculate the social value that the charity generates.

3.3.2. Data Collection

There are many instances where collecting data according to best practice guidelines is simply not feasible and this was true in this case for several different reasons. The EitC study had a very large cohort of stakeholders numbering over 60,000 over a three-year period. A considerable number of these stakeholders were under the age of 18, vulnerable or both.

To take the above conditions into account, our research followed a strategy that was able to obtain the largest amount of information within the constraints of the study.

Various guidelines for data collection set out that long-term structural surveys and monitoring data are important sources of evaluation data, but where these data sets are not available, or inappropriate, recognise that alternative data collection methods can and should be used. These can include a range of qualitative and quantitative research methods including one to one interviews, group interviews, surveys and observations. These multiple methods can then be used to provide triangulation of data and corroborate findings.

In carrying out its work on the impacts of EitC, RealWorth had access to monitoring data (first-hand survey returns) from the Club for many (although not all) of the EitC programmes that were evaluated. This data was used to corroborate the group and on-to-one interviews carried out by the RealWorth researchers. Other information including statements by the police and local business owners, socio-economic information and information from other areas engaged in similar initiatives provided further corroborating information. This formed the basis of the triangulated findings that RealWorth used, in addition to the socio-economic base case, to monetise the outcomes.

Direct interviews with most of the charity's beneficiaries would have been operationally difficult or impossible, and (in many cases) inappropriate and unethical. In addition, intrusion on this scale would have undermined the trust placed by the beneficiaries in the Club. For all these reasons an alternative means of data collection was constructed.

The constraints set out above meant that we were unable to set up control groups to test the counterfactual impact of EitC programme. This is accepted by many best practice guidance which recognise that this is often difficult or impossible to do in a policy context (or in this case, a social intervention programme) for the following reasons:

- those areas or individuals who receive policy “treatment” in practice tend to be different from those that do not in quite obvious and relevant ways, and
- social policy interventions do not tend to be administered to the policy target group randomly, with no regard to perceived need, so there is not generally a group of untreated subjects who could have been eligible for the intervention but were purposely denied it.

The projects that make up the EitC Programme are tailored to either the specific conditions of one of the most deprived parts of England, or they focus on a specific groups of vulnerable people from the wider City Region. In both cases there are no comparable cohorts that can act as a control group.

3.3.3. Key Assumptions

The following assumptions were made as part of the prediction of societal value:

- The analysis of EitC activities from 2016-2018 was standardised so that any activity that started at any point during 2016 was normalised to start in January 2016. The Club requested that the three year evaluation carried out be extended to four years to include 2019. The fourth year was assumed to be an average (mean) of the three years evaluated.
- Opinions and testimonies expressed by project deliverers about or on behalf of participants were assumed to be truthful and factual in all cases.
- 21 EitC projects (out of a potential of approximately 40) were selected for their likely potential to produce the most societal value in the Programme. This suggests that the final figures presented in this report are probably lower than the actual amount of value generated by EitC over the study period.
- Participants participate in an EitC project for one year or part of a year, although there are several exceptions to this. For ease of calculation, each participant is assumed to generate societal value for a single year meaning that over a three-year period, there would be three separate cohorts per project. After the conclusion of the year, the participant was conservatively assumed to have generated no additional value from their time on the project although this is unlikely to be the case. This decision was taken because there was insufficient evidence of changes to people's lives after participation in a project. Improved post-participation tracking would allow further value to be added to these participants if they were able to show that the project had an effect on their lives beyond the point where they left the project.

3.4. The Societal Value of EitC (A Three-Year Evaluation)

3.4.1. Main Outcomes

Outcomes are the changes to people's lives as a result of a project, in this case the EitC Programme. The calculation of societal value of the EitC Programme is based on 234 separate outcomes, attributed across 21 assessed EitC projects (including the Free School and Neighbourhood Team efforts). To give an indication of the range of changes that have been assessed for this analysis, Table 3.2. shows the 20 outcomes that generated the most societal value. The projects that generated the single highest amount of societal value were PL Kicks, the Disability programme, the Neighbourhood team and PL Primary Stars. Several other programmes produced high levels of societal value for a small number of people, or a smaller change in large quantity of participants, or a combination of both.

Table 3.2: The 20 outcomes that produced the highest societal value in the evaluation of EitC. Note that outcomes in table are not in any order.

Stakeholder Group	Activity (Program)	Anticipated Change
Child/Youth Participants	PL Kicks	Improved physical fitness through participation in programme
Child/Youth Participants	PL Kicks	Improved physical fitness through participation in programme
Child/Youth Participants	PL Kicks	Increase in confidence and reduction in withdrawn behaviour as a result of participation in programme
Child/Youth Participants	PL Kicks	Reduction in knife crime
Child/Youth Participants	PL Kicks	Increased interaction with 'role model' figures through relationship with coaches
Families	Disability	Feeling calmer about child's hospital treatment due to seeing their children smile and have fun, socialising with other parents, and respite from caregiving
Disability Child/Youth Participant	Disability	Improved physical health through EitC PE sessions e.g. strength, coordination, balance
Disability Child/Youth Participant	Disability	Improved confidence from PE sessions, competitions, Play leaders and sports leaders
Local Community	Neighbourhood Team	Drop-in sessions at the hub improve mental health because people feel listened to
Adult Participants	Imagine Your Goals	Physical fitness improved due to participation in the programme
Adult Participants	Imagine Your Goals	Improved mental health through improved mental resilience
Veterans	Knowsley Veterans Club	Wellbeing – not anxious
Veterans	Knowsley Veterans Club	Improved mental health – relief from depression
Participants with Dementia	Pass on the Memories	Relief from dementia symptoms
Participants with Dementia	Pass on the Memories	Less anxiety and depression
Child/Youth Participants	PL Primary Stars	Increased physical fitness through project participation
Child/Youth Participants	PL Primary Stars	Increased confidence through project participation
Child/Youth Participants	Tackling the Blues	Improved physical fitness through participation in physical activity sessions
Child/Youth Participants	Tackling the Blues	Reduced anxiety through participation
Child/Youth Participants	Working Futures	Reduced risk of drug dependency

3.4.2. The Societal Impact of EitC's Activities

Outcomes were analysed and assigned a corresponding indicator (unit of measurement) and proxy value (monetary value). These values were then adjusted against tests including whether some, or all, of the value would have accrued regardless of the project, whether any other agencies were involved, whether the impact was displaced from elsewhere, and whether the impact dissipated over time.

Table 3.3 shows that the total value of all 234 outcomes associated with the EitC Programme was £161,144,000. The total amount invested (the Input amount) in the EitC Programme over the three-year period (2016 to 2018) was £10,935,000. The Sustainable Return on Invest on this figure is derived by dividing the total societal value by the input (investment) figure. This gives a ratio of 1:14.74, meaning that for every £1 invested in EitC activities £14.74 of societal value is generated for society.

Table 3.3: The Sustainable Return on Investment Generated by EitC (three years 2016-2018).

Total Value Created*	£161,144,000
Inputs	£10,935,000
SuROI Ratio	14.74

*This is the Present Value of the total value generated. A discount rate of 3.5% has been used to calculate the PV. This results in a lower value than that used in the amounts shown in the distribution tables elsewhere in the report.

In response to the Club's request to extend the evaluation period to include 2019, table 3.4 shows the total value created.

Table 3.4: The Sustainable Return on Investment Generated by EitC (four years 2016-2019).

Total Value Created*	£214,859,000
Inputs	£14,580,000
SuROI Ratio	14.74

*This is the Present Value of the total value generated. A discount rate of 3.5% has been used to calculate the PV.

Table 3.5 shows the ten outcomes that generated the most value. Wellbeing dominates this table, with health outcomes also providing a significant proportion of value generated. As a sport-focussed charity with several mental health initiatives this is expected and shows clear-cut effectiveness of EitC's strategies and projects. Improved physical fitness and improved confidence both appear more than once in Table 3.5, showing that EitC is achieving its objectives of improving lives through the medium of sport.

Table 3.5: Top 10 outcomes, that make up 47% of the total value generated by EitC (2016-2018).

Activity	Anticipated Change (Effect)	Factor	Stakeholder Group	Indicator	Societal Value (£) (Prior to NPV)
Knowsley Veterans Club	Wellbeing – not anxious	Wellbeing	Veterans	Number of adults experiencing enhanced wellbeing from relief from depression/anxiety	14,362,000
PL Primary Stars	Increased confidence through project participation	Wellbeing	Child/Youth Participants	Number of people (adults) experiencing enhanced wellbeing from having high levels of confidence	10,715,000

Activity	Anticipated Change (Effect)	Factor	Stakeholder Group	Indicator	Societal Value (Prior to NPV)
Imagine Your Goals	Improved mental health through improved mental resilience	Wellbeing	Adult Participants	Number of adults experiencing enhanced wellbeing from relief from depression/anxiety	8,283,000
PL Kicks	Reduction in knife crime	Wellbeing	Child/Youth Participants	Number of people experiencing enhanced wellbeing from reduced fear of crime	7,062,000
Disability	Improved confidence from PE sessions, competitions, Play leaders and sports leaders	Wellbeing	Disability Child/Youth Participant	Number of people (youths) experiencing enhanced wellbeing from having high levels of confidence	6,937,000
Disability	Improved physical health through EitC PE sessions e.g. strength, coordination, balance	Health	Disability Child/Youth Participant	Number of people moving from inactivity to active lifestyle (11-15)	5,920,000
PL Kicks	Increase in confidence and reduction in withdrawn behaviour as a result of participation in programme	Wellbeing	Child/Youth Participants	Number of people (youths) experiencing enhanced wellbeing from having high levels of confidence	5,784,000
PL Kicks	Improved physical fitness through participation in programme	Health	Child/Youth Participants	Number of people moving from inactivity to active lifestyle (11-15)	5,744,000
PL Kicks	Improved physical fitness through participation in programme	Health	Child/Youth Participants	Number of people moving from inactivity to active lifestyle (16-25)	5,545,000
Neighbourhood Team	Drop-in sessions at the hub improve mental health because people feel listened to	Wellbeing	Local Community	Number of adults experiencing enhanced wellbeing from relief from depression/anxiety	4,804,000

Table 3.6 and Figure 3.1 show the societal value generated by EitC activities against each factor. Factors are influences that have the potential to change people's lives. The results show that the main factors are consistent with the ten largest outcomes shown in Table 3.5 in that wellbeing and health factors produced the largest amounts of value, generating 95% of total value between them. The high proportion of wellbeing is indicative of the high success rate of activities delivered by EitC and the supportive nature of EitC's project delivery. High levels of wellbeing also reflect the importance of programmes like EitC in areas of high deprivation where even small changes in people's

outlook can make a large difference to their lives. This may be the difference required to become motivated enough to work on being healthier, or to develop enough self-belief to seek out and secure a job.

Table 3.6: Value by Factor for Societal Value generated by EitC (three years 2016-2018).

Factor	Societal Value	%
Wellbeing	110,352,000	66%
Health	48,046,000	29%
Ecosystem Services	2,123,000	1%
Employment	2,776,000	2%
Education & Training	2,962,000	2%
Crime	468,000	<1%
Total	166,727,000	100.0%

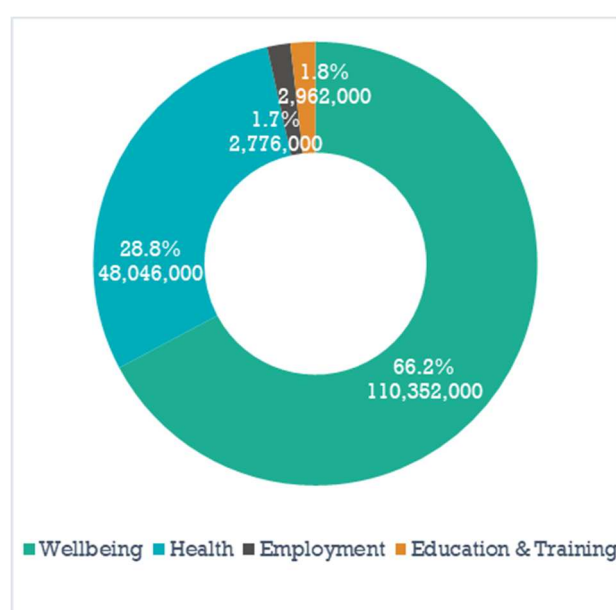


Figure 3.1.: Value by Factor for Societal Value generated by EitC. (Values that make up less than 2% of total value have been omitted).

Table 3.7 and Figure 3.2 show how societal value generated by EitC is distributed between the themes of the programme (see Table 3.7). It is worth noting first that programmes are not distributed equally among themes, meaning some themes have a much larger reach than others, depending on the number of projects and activities assigned to that theme. The Health and Community themes generate over 70% of the societal value of the organisation, but the Education and Support themes also contribute significantly. The Pathways theme is relatively small at present, partly due to the small number of programs (Activities) under the pathways theme, and partly due to the smaller intake of the Pathways programmes compared to some other programs within EitC. Pathways is due for investment under the EitC Growth Strategy and is expected to create a higher proportion of value in the next few years. Similarly, the Health theme produced a high proportion of the value due to the larger quantity of programmes under that title.

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Table 3.7: Value by Theme for Societal Value generated by EitC (three years 2016-2018).

Theme	Societal Value	%
Health	90,773,000	54%
Community	32,142,000	19%
Education	21,378,000	13%
Support	18,452,000	11%
Pathways	3,982,000	2%
Total	166,727,000	100.0%

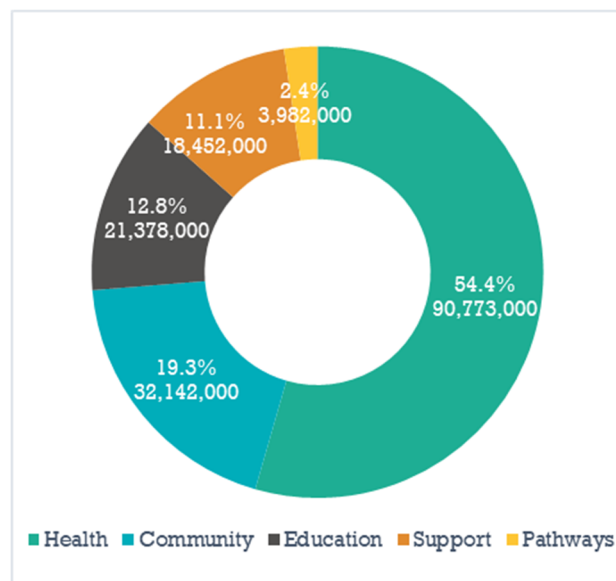


Figure 3.2: Value by Theme for Societal Value generated by EitC.

Table 3.8 And Figure 3.3 show the societal value of the Programme distributed by project. PL Kicks, PL Primary stars and the Disability programme all created high levels of societal value, largely due to the high numbers of participants engaged and the highly effective methods of engaging. The top 10 projects generated 90% of the societal value of the programme. These projects show fairly evenly distributed value between them; there is no dominant project in terms of social value generated.

Table 3.8: Societal Value generated by top ten EitC projects (three years 2016-2018).

Programme	Societal Value	%
PL Kicks	30,309,000	18%
Disability	23,400,000	14%
Knowsley Veterans Club	20,146,000	12%
Imagine Your Goals	16,564,000	10%
PL Primary Stars	14,439,000	9%
Pass on the Memories	12,258,000	7%
Tackling the Blues	9,755,000	6%
Breathing Space and Safe Hands	9,238,000	6%
Neighbourhood Team	9,214,000	6%
Everton Free School	4,890,000	3%
Working Futures	3,051,000	2%

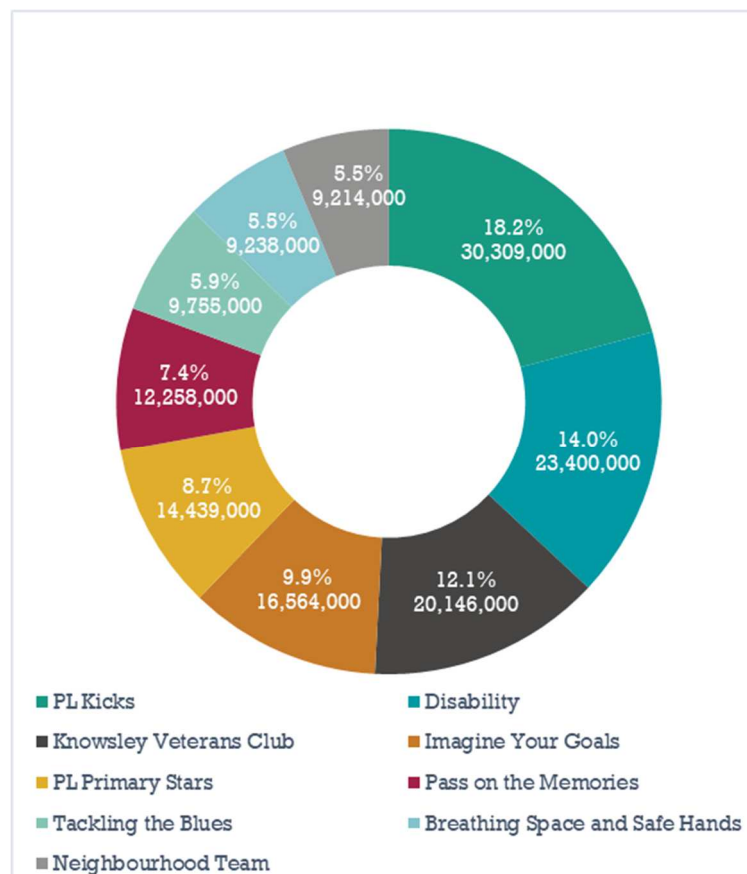


Figure 3.3: Value by Activity for Societal Value generated by EitC. Values that make up less than 5% of total value have been omitted to improve readability.

Table 3.9 And Figure 3.4 show how the societal value in the Programme is distributed by stakeholder group. The Child and Youth Participants account for 41.5% of the total societal value of EitC. This is due to the commitment of Club to engage with children and young people across Merseyside, and the consequent wide array of activities that children and young people can join. This stakeholder group benefits from improvements to mental health, education attainment, physical fitness, employment opportunities, the reversal of social isolation and much more. Adult Participants, Disability Child and Youth Participants and Veterans (from Knowsley Veterans Club) also generated high amounts of social value thanks to the highly engaging delivery of those programs. These four stakeholder groups were responsible for 75% of the total societal value of the Programme.

Table 3.9: Value by Stakeholder Group for Societal Value generated by EitC (three years 2016-2018). (Value is £1,000 higher than other tables due to rounding).

Stakeholder	Societal Value	%
Child/Youth Participants	69,244,000	42%
Veterans	19,886,000	12%
Adult Participants	19,306,000	12%
Disability Child/Youth Participant	16,764,000	10%
Participants with Dementia	9,717,000	6%
Local Community	9,434,000	6%
Families	5,578,000	3%

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Stakeholder	Societal Value	%
Everton Free School Pupils	4,728,000	3%
Carers	2,506,000	2%
Disability Football Team Players	2,238,000	1%
Alder Hey Participants	1,967,000	1%
Premier Skills Child/Youth Participants	1,734,000	1%
Apprentices	1,637,000	1%
Over 65 Participants	1,081,000	<1%
Volunteers	363,000	<1%
Premier Skills Local Coaches	290,000	<1%
SEN and SEND Free School Pupils	120,000	<1%
School Staff	49,000	<1%
Everton Free School Staff	41,000	<1%
Local Charities	36,000	<1%
EitC Casual Staff	7,000	<1%
Hospital/NHS Staff	2,000	<1%
Total	166,728,000	100.0%

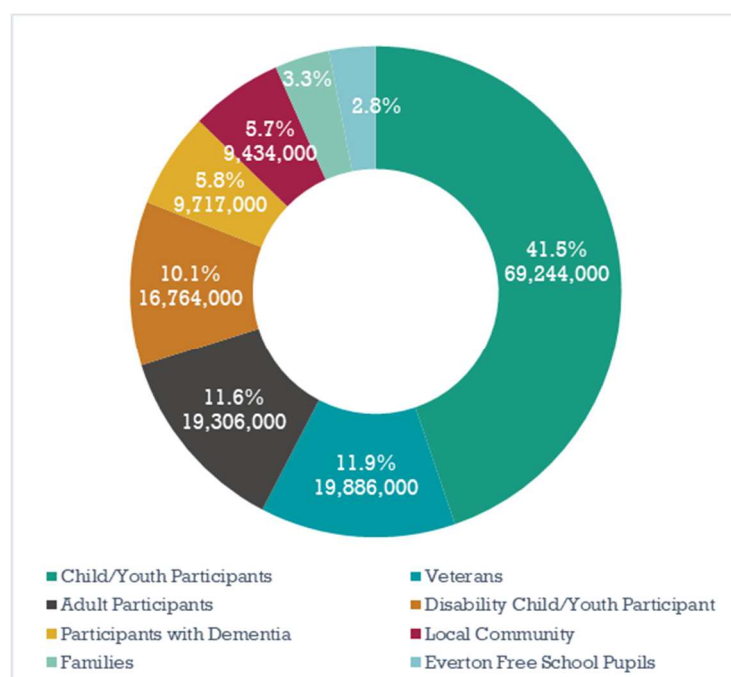


Figure 3.4: Value by Stakeholder Group for Societal Value generated by EitC. Values that make up less than 5% of total value have been omitted.

3.5. The Future Societal Value of EitC

3.5.1. The EitC Growth Strategy

Everton Football Club has recently reviewed the objectives and breadth of the EitC Programme through a new Growth Strategy. The Strategy reiterates two clear commitments of the Programme which seeks:

- To utilise the power of sport to motivate, educate and inspire positive change within our communities
- To be a pioneer of change at the forefront of sport and community development

In order to do this, the Strategy has been developed to both increase the number of people benefitting from the Programme, and to increase its effectiveness and societal impact. In investment terms, the programme is planned to expand from its current (2018) income of £4M to £7.7M by 2023, an increase of 92.5%.

Part of the expanded Programme will be to deliver a 'Prevent Agenda' which has been developed in association with the Home Office. Everton in the Community will be the lead delivering agent within a Merseyside Alliance involving Liverpool FC, The Princes Trust and The Shrewsbury House Youth Club. The project will deliver a range of existing and bespoke activities that target young people aged 8 – 19 (and up to 25 with employability provision) to prevent serious violence and criminal exploitation across the Liverpool City Region. Up to 15 secondary schools will be targeted across Merseyside along with over 30 feeder primary schools. Targeted interventions will focus on South Sefton, North Liverpool, Liverpool Central, Huyton (across Knowsley) and Toxteth/Speke-Garston, and Halton. This represents a significant widening of the EitC mainstream catchment area and will launch the programme as a significant social intervention body across the City-Region.

The package of projects and support initiatives will incorporate a large part of the existing EitC Programme but will involve an expansion of some of the themes. The Pathways theme in particular will receive increased investment in order to give Year 10 and 11 students hands-on experience in industry. The theme will also include a 120-hour skills and employability initiative working with groups of young people at risk of being NEET (Not in Education, Employment or Training), and the potential to work with schools to offer progressive support to keep young people in education or progress into work or apprenticeships.

The expanded Programme will also include guidance and mentoring for social action projects, 'world of work' days, and enterprise programmes. The objective of the EitC Growth strategy is to build on the successes of the existing Programme and target its efforts toward young people who are either excluded from economic and social development or at risk of being drawn into criminal or destructive behaviour because of a lack of alternative opportunity.

The Club states that the ability to expand its flagship community charity is directly associated with the proposed move to Bramley-Moore Dock.

4.5.1. Predicting Future Societal Value of the EitC Programme

The EitC Growth Strategy demonstrates that there are investment commitments that will almost double the size of the charity by 2023. The Club has confirmed that this increase is, in part, reliant on the move to Bramley-Moore Dock for a number of reasons:

- Future Partnerships will be based on the ability to place EitC participants into companies that are active in building, operating and supplying the new stadium and potentially developments in the vicinity of the site such as Liverpool Waters and the Ten Streets development;
- Confidence in the Club will lead to more donors and impact investors;
- The success of the Goodison Legacy Project may lead to more income for the charity; and
- Increased income for the Club through a bigger and better stadium may enable a larger contribution to EitC from the Club.

It is calculated that the total amount of societal value generated for EitC stakeholders by the Programme over the three years period evaluated (2016 – 2018) was £166,728,000. Extrapolating this evaluation to include a fourth year (2019) increases this to £222.3M. In both the three and four year period the societal value was £55,576,000 per annum. According to the Growth Strategy, by 2023 income coming into the programme will have increased by 92.5% which on a straight pro rata basis will increase the annual societal value to £107M per annum.

It is possible, given the ambitions of the Club and the success of the EitC Programme that this amount of value will continue to increase beyond 2023. However, taking a conservative view for the prediction of future value in this report, it is assumed that the Programme will continue to generate the same amount of value year on year thereafter.

It has also been agreed that all of the future societal value generated by EitC activities cannot be attributed to the People's Project. Following discussions with the club, only 20% of the projected increase in societal value generated has been attributed to the People's Project. This is a conservative estimate and the actual growth of EitC activities as a result of the People's Project could be significantly higher. This conservative estimate was agreed upon and approximated based on an indication from EitC staff of the types of changes to EitC operations that can be attributed to the stadium move. **The People's Project therefore generates an additional amount of societal value of £10.3M per year in EitC activities, or £103M over the ten-year evaluation period.**

RealWorth and the Club discussed the need for further work and analysis to be carried out in the future to develop and refine the forecasted impacts of the stadium move on EitC. The Club has recognised that this is something that can be undertaken as plans, aspirations, strategies and funding becomes clearer.

4. The Goodison Legacy Project

4.1. Brief Description of the Project

Goodison Park has been the home of Everton Football Club since 1892. The new stadium is to be located on the waterfront, but the Club is committed to 'leaving a lasting, positive legacy for the area' in and around Goodison Park. The Club took the decision to 'build on the award-winning work of Everton in the Community to leave sustainable economic and social benefits for the area'. The L4 area of North Liverpool has pockets of significant deprivation and the Club's intention is to ensure that the local community gains from the move to Bramley-Moore Dock.

The plan for the area occupied by the old stadium (referred to as the Goodison Park Legacy Project or GPLP) has been developed together with key stakeholders and has now reached a stage where it is ready to be submitted to the City Council for Outline Planning permission. The intention is that the plan will 'support the local community and its residents for generations to come'. Further local community consultation will take place once detailed plans for the GPLP are developed.

The Club has set out the following criteria for the GPLP:

- **Stakeholder Engagement** – which creates consultation at every stage of the development, informing rather than determining the on-going development of Goodison Park based on what is possible;
- **Respect** – for the adjacent communities as well as for all Everton stakeholders. Respect also for the Club's history;
- **Creating opportunities** – that impact positively on people's lives and make a real difference to their life chances;
- **Values consistent with Everton in the Community** – that include inclusivity, mutual respect, commitment to social justice and transparency;
- **Flexibility** – a scheme which allows flexibility to respond to changes in policy and market conditions;
- **Environmental Sustainability** – addressing all aspects of sustainability and aiming towards zero carbon emissions in response to local and national CO2 emission reduction targets;
- **Regeneration benefits** – that impact positively on the wider socio-economic development of the Everton community and beyond;
- **Vibrancy and quality of life** – that are given expression in both the design and on-going management of the scheme; and
- **Connectivity** – to ensure wider regeneration benefits through communication

The proposals for the area within the boundary of the existing Goodison Park Stadium will be submitted as part of a planning application for the People's Project (alongside the new stadium proposals at BMD). The full detail of the legacy project will be defined as reserved matters applications are prepared in the future. However, for the purposes of this report, the uses proposed in the outline planning application have been allocated to a number of areas or 'blocks'. This does not reflect the proposed parameters within the

outline application but the societal Value analysis has made the following assumptions about each block:

- Block A – Three residential towers with two restaurants on the ground floor of each tower have been assumed. The units will be marketed at rentals for low- and middle-income groups
- Block B1 – Enterprise and Digital Workspace Building – It is assumed that this building provides flexible workspace for start-ups and smaller expanding business avoiding the need to commit to costly office space or deposits. There may also be maker spaces and fabrication workshops, communal break out facilities, meetings rooms, learning zones, mentoring and start-up support and event space.
- Block B2 – Retail Units and a Café – This building could house five small ground floor retail units and a first-floor café. The assumption for the analysis of societal value is that the units will accommodate uses which include a convenience store, an EitC charity shop, a bike workshop and retailer, a community bakery and a food bank outlet for those in need of assistance. The café will provide a focal point for the whole project and may attract fans who wish to visit the area on match days before they make their way to the new stadium.
- Block C – Residential Units. The current proposal is that there will be 18 apartments, and 15 terrace houses and 12 townhouses in this block. It is assumed that these will be managed by a local social landlord at rents appropriate for the area.
- Block D1 – A new dedicated commercial block for Everton in the Community (EitC). This new EitC facility will house additional activity space that supports new programmes to address societal needs as described in the EitC Growth Strategy.
- Block D2 – Office space for community-facing financial services and social housing organisations.
- Block E - Residential Units. The current proposal is that there will be 11 terrace houses and 10 townhouses in this block. It is assumed that these will be managed by a local social landlord for rents appropriate for the area.
- Block F – The Education Building. The analysis assumes that the 6th Form from the Free School will move to occupy some of this building allowing the introduction of Key Stage 3 (11 to 14-year-old pupils) to be introduced into the Free School site on Spellow Lane. In addition, the building is assumed to contain a nursey or creche, and an adult learning centre operating in the evenings.
- Block G - The Care Home and extra Care Building. The analysis assumes 78 bed Care Home and 27 additional flats for Extra Care tenants. The operator/landlord could be a social landlord for the Care Home and could co-develop the extra care uses. This likely improved standard of care influences assumptions about the nature of care and the effect on carers.
- Block H – The health Walk-in Centre. It is assumed that this building could be a walk-in Centre for the local population, with particular emphasis on those suffering from dementia. The building is assumed to be arranged on a one stop walk in centre model, where possible bringing GP practices together.

- The new park and public realm: The green space in the centre of the blocks will be semi-public which is to say open during the day but gated at night. It will be accessed by some of the rear entrances to the blocks (care home, play streets behind the residential buildings, the rear steps to the café for example). It is assumed that there could be activities including outdoor classes along with mementos from the former stadium for visiting fans.

4.2. Methodology

4.2.1. Information Used

Information used to calculate the societal value of the GPLP project came from the following sources:

- A Theory of Change workshop held on 15th May 2019 with the Club, its architect and other key stakeholders;
- Discussions, funding strategies and other business plan documents produced by the Club;
- Schedule of accommodation and plans created by the project architect Condry Lofthouse; and
- Responses from stakeholder consultations held by the Club in 2018/2019.

The above information was used to compile an indication of the changes that people are likely to experience as a result of the predicted influence of GPLP. The final list of changes (or outcomes) were then entered onto a spreadsheet (Impact Map) and assigned units of measurement (Indicators) and a monetary value of these units (Proxies). Finally, the numbers of people experiencing (both positive and negative) change was assessed and the societal value for each outcome was calculated.

The period of impact for the GPLP was analysed from the start of 2024. This is the date that the new stadium plans to become operational. GPLP is forecast to become operational two years after the stadium opens. To achieve consistency with analyses for EitC, the evaluation period ends in 2033.

RealWorth also adjusts the gross value of each outcome by analysing whether the value would have occurred without the intervention, were any other parties involved in the impact on stakeholders, did the effects diminish over time, and did the intervention merely displace the impacts elsewhere. Appendices D and E contain more information about the RealWorth approach that was used to calculate the social value that will be generated by the regeneration project.

4.2.2. Key Assumptions

At the time of writing, the detailed design features of the buildings and public realm that will make up the GPLP is still evolving. As such it is likely that further work may be required to develop and refine the findings of this report following more detailed plans for the GPLP.

Consultation with local stakeholder groups likely to be affected by the development has taken place and feedback from all public consultations to date, including the most recent second stage consultation undertaken in July 2019, has been taken into account in this report. The granularity of questions asked in the second stage consultation was not detailed enough on societal value outcomes to change the analysis conducted in this report, and the overall support of the plans for the GPLP (92% of respondents) indicated that the outcomes already outlined in this valuation were appropriate.

The analysis assumes that the societal value generation for GPLP will start in 2026. The end date for the calculation is 2033. This is because, beyond this date, further amendments or changes to the neighbourhood may alter the future generation of societal value. This means that the duration that value is counted for GPLP in this analysis is 8 years. Appendix F contains more information about the assumptions that were made in order to calculate the social value generated by the regeneration project.

4.3. The Societal Value of the Goodison Legacy Project

4.3.1. Main Outcomes

Outcomes is the term used to describe the changes that people experience as a result of a project. The GPLP work relies on a prediction of outcomes-based information including consultation with the local community and discussions with the EitC and Regeneration teams at Everton. This produced 109 outcomes distributed between 6 factors including crime, health, wellbeing, skills, jobs, incomes and revenue, and the effect of green space.

The features of the GPLP that generate the largest number of high value outcomes are the organisation offering financial advice, the park and the walk-in centre. This result suggests that these elements of the project are most likely to change people's lives. This would seem to agree with the findings of the study which suggested limited green infrastructure in the immediate vicinity of the housing areas, the prevalence of low-income families, and large health disparities compared to the wider city-region.

Table 4.1 shows the top 10 outcomes by value. These outcomes represent 73% of the total societal value for the GPLP. Faster diagnosis, and enjoyment of a park close to home generate over half of the top 10 outcome values, and wellbeing is the dominant factor in this list. These features are very likely to make a big difference in the way people feel about themselves and their lives given the socio-economic context in which they currently live. This, in addition to the support and confidence that the presence of Everton in the Community offer to them is predicted to help many families in economic and social stress to cope better with these pressures.

Table 4.1: Top 10 outcomes, that make up 73% of the total value generated by GPLP.

Feature	Anticipated Change (Effect)	Factor	Stakeholder Group	Outcomes	Sustainable Return (Prior to NPV)
Block H: Medical Building (Walk-in Health Centre or Dementia Centre)	Patients have improved wellbeing through faster and more efficient diagnoses of problems	Wellbeing	Patients	People experience improved wellbeing from being in good overall health	29,217,000

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The Park	Local Residents have increased wellbeing through reduced anxiety due to access to urban greenspace	Wellbeing	Local Residents	Adults experience improved wellbeing from relief from depression / anxiety	7,528,000
Block D2: 3 office units for financial/mutual organisations	Local Residents have access to citizens advice bureau and credit union leading to increased wellbeing from being in financial comfort	Wellbeing	Local Residents	People experience improved wellbeing from experiencing financial comfort	4,108,000

Feature	Anticipated Change (Effect)	Factor	Stakeholder Group	Outcomes	Sustainable Return (Prior to NPV)
The Park	Visitors have increased wellbeing through reduced anxiety due to access to urban greenspace	Wellbeing	Visitors	Adults experience improved wellbeing from relief from depression / anxiety	4,033,000
The Park	Visitors have increased wellbeing from socialising in a public place due to increased urban greenspace	Wellbeing	Visitors	People feel increased wellbeing from socialising in community spaces	3,770,000
Block D2: 3 office units for financial/mutual organisations	Local Residents have access to advice and financial services leading to increased wellbeing through feeling in control of life	Wellbeing	Local Residents	People feel increased Wellbeing due to feeling in control of their lives	2,029,000
Block F: Education Building	Child/Youth Local Residents have increased educational attainment (L1+2)	Education & Training	Child/Youth Local Residents	Attainment of 5 good GCSE results	1,902,000
Block B1: Enterprise Building	Enterprise Workspace Residents have access to a professional work environment and cheap rent, leading to increased productivity of business and therefore increased income	Savings to Stakeholders	Enterprise workspace residents	Businesses' growth rates increase	1,848,000
Block F: Education Building	Child/Youth Local Residents in the Free School have increased wellbeing from feeling safe in their area	Wellbeing	Child/Youth Local Residents	People experience increased wellbeing due to feeling safe in their neighbourhood	1,613,000
The Park	Local Residents have increased wellbeing through feelings of belonging to neighbourhood	Wellbeing	Local Residents	People have increased wellbeing due to a feeling of belonging to a neighbourhood	1,602,000

4.4. The Societal Impact of the Goodison Legacy Project

Table 4.2 shows that the sustainable return on investment for GPLP is 0.59. This means that for every £100 invested in the Legacy Project, stakeholders benefit from £59 of societal value. As the project matures and more work is done in the community to understand how local people benefit from the project, it is likely that this figure will change and probably increase over time. However, this initial predicted figure reflects the caution that is required in a predictive study.

Table 4.2: Societal Value and Sustainable Return Generated by GPLP

Total Value Created*	58,963,000
Inputs	100,000,000
SuROI Ratio	0.59

*This is the Present Value of the total value generated. A discount rate of 3.5% has been used to calculate the PV. This results in a lower value than that used in the amounts shown in the distribution tables elsewhere in the report.

The Societal Value of The People's Project

Table 4.3 and Figure 4.1 show the societal value generated by GPLP distributed against Factor. Factors are influences that have the potential to change people's lives. The results of the analysis show that wellbeing accounts for over 80% of the value calculated for GPLP. This, as stated above, is due to the big difference that GPLP is likely to make in the way people feel about themselves and their lives given the socio-economic context in which they live. The influence of the new park, the walk-in centre, and local financial advisory services account for much of this value.

Table 4.3: Value by Factor for Societal Value generated by GPLP. (Value is £1,000 higher due to rounding).

Factor	Sustainable Return	%
Wellbeing	65,255,000	82%
Savings to Stakeholders	6,844,000	9%
Health	5,176,000	7%
Education & Training	1,991,000	3%
Ecosystem Services	46,000	<1%
Employment	28,000	<1%
Crime	21,000	<1%
Total	79,361,000	100.0%

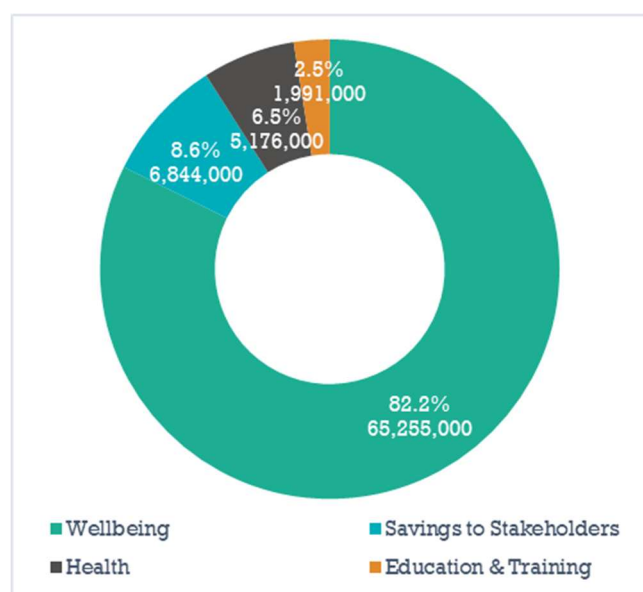


Figure 4.1.: Value by Factor for Societal Value generated by GPLP. Values that make up less than 2% of total value have been omitted.

The influence of these elements of GPLP are confirmed in Table 4.4 and Figure 4.2 which show the societal value generated by GPLP distributed against feature. Over two thirds of the societal value is generated by the walk-in centre and the park. A further 28% will be generated by a combination of the community-centred retail units, the Citizens Advice Bureau, the housing association that will manage the residential and care units, and other financial organisations, and the activities in the Education Building

The Societal Value of The People's Project

Table 4.4: Value by Feature for Societal Value generated by GPLP.

Feature	Sustainable Return	%
Block H: Medical Building (Walk-in Health Centre or Dementia Centre)	32,669,000	41%
The Park	20,482,000	26%
Block D2: 3 office units for financial/mutual organisations	8,119,000	10%
Block B2: 5 Community Retail Units	4,614,000	6%
Block F: Education Building	3,951,000	5%
Block G: Residential Care and extra care units for 102 people	3,412,000	4%
Block B1: Enterprise Building	2,420,000	3%
Block C: 33 Residential Units	2,039,000	3%
Block E: 21 Residential Units (town houses)	1,370,000	2%
Block A: 3 residential towers with a restaurant on ground floor of each tower	284,000	<1%
Total	79,360,000	100.0%

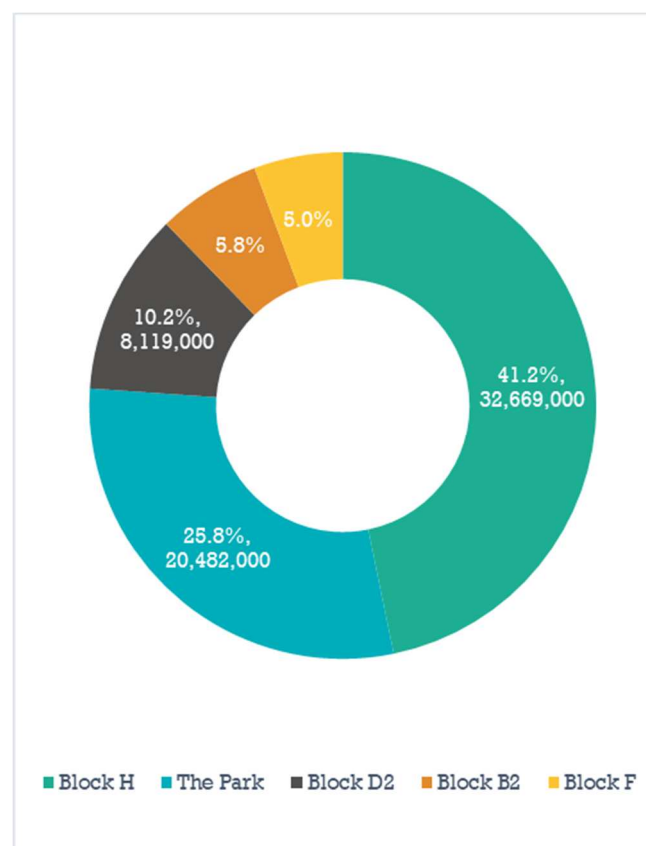


Figure 4.2: Value by Feature for Societal Value generated by GPLP. Values that make up less than 5% of total value have been omitted.

The Societal Value of The People's Project

Table 4.5 and Figure 4.3 show the societal value generated by GPLP distributed against stakeholder group. These are the groups of people who are directly influenced by GPLP and who have the potential to change the way it operates. The results show that patients primarily using the walk-in centre, local residents and visitors generate nearly 90% of the GPLP societal value. Other notable stakeholder groups are the young (5%), and the elderly (4%).

Table 4.5 Value by Stakeholder Group for Societal Value generated by GPLP. Total is £2,000 higher due to rounding)

Stakeholder	Sustainable Return	%
Patients	30,430,000	38%
Local Residents	22,618,000	29%
Visitors	9,149,000	12%
Child/Youth Local Residents	3,577,000	5%
Elderly New Residents	3,199,000	4%
New Residents	2,529,000	3%
Local Community	2,342,000	3%
Enterprise workspace residents	1,906,000	2%
Business Owners	1,501,000	2%
State	1,005,000	1%
Families	734,000	1%
Employees	278,000	<1%
Apprentices	85,000	<1%
Volunteers	9,000	<1%
Total	79,362,000	100.0%

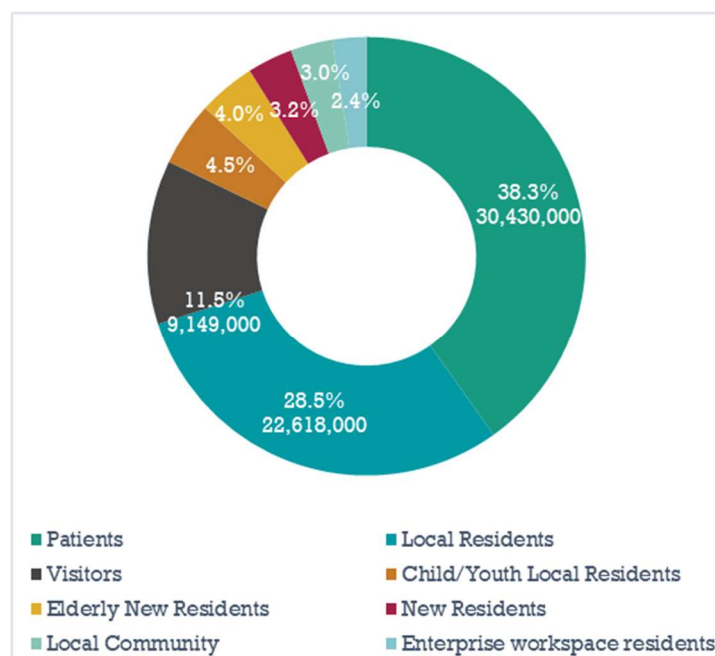


Figure 4.3: Value by Stakeholder Group for Societal Value generated by GPLP. Values that make up less than 2% of total value have been omitted.

5. The Combined Societal Value of The People's Project

5.1. The Two Components of the People's Project

Section 3 explains that the last four years (2016-19) of the Everton in the Community programme generated almost £215M of societal value, or £55.6M per year. The EitC Growth Strategy for the charity states that by 2023 the Programme will have increased by 92.5% which on a straight pro rata basis will increase the annual societal value by £51.4M to £107M per year. In order to calculate the added value of the move to BMD, the start date for the increased EitC value is taken to coincide with the BMD assessment period; 2024 to 2033. As stated in Section 3, we have made a conservative assumption that the value generated by the expanded EitC Programme stays the same throughout this period, and that only 20% of the additional societal value generated by EitC activities during this period can be attributed to the People's Project. **The total additional societal value of EitC from the People's Project over the 10-year period is £102.9M, or £10.3M annually.**

Section 4 of this report describes the societal value that could be generated by the Goodison Legacy Project (GPLP). The analysis assumes that the societal value generation for GPLP will start in 2024 although no value will accrue to the project until it becomes operational in 2026. The end date for the calculation is 2033. These dates are chosen to coincide with the start and end date of both the BMD and EitC timeframes. **The total societal value generated by GPLP over this period is approximately £79.4M**

In order to show how the move to BMD will produce added societal value for the stakeholders of North Liverpool and beyond, the following combination of values has been made from 2024 through to 2033:

- The added societal value of EitC representing 20% of the Growth Strategy increase enabled by the move to the new stadium
- The societal value of GPLP

When these two values are added together and spread across the timeframe 2024 to 2033 it totals over £182 million.

Figure 5.1 shows the combined value of the two aspects of Everton activities year-on-year between 2024 and 2033. The cumulative line graphs that are superimposed on the bar chart clearly show that the move to the new stadium will generate significantly more societal value than the Club can produce without the People's Project. This increase represents help for many thousands of additional beneficiaries of both the EitC charity, and those that experience the various aspects of the Goodison Park Legacy Project. While the amount of societal value generated by the combined activities is significant, it represents a conservative prediction and it is likely that the actual amount of societal value will be substantially more than is shown in this analysis.

The Societal Value of The People's Project

Table 5.1: The Predicted Societal Value Contributed by the People's Project

Activity	Without The People's Project (2024-2033) (£M)	With The People's Project (2024-2033) (£M)	Additional Value from The People's Project (2024-2033) (£M)
EitC	556.0	658.9	102.9
Goodison Legacy Project	0.0	79.4	79.4
Grand Total	556.0	738.3	182.3

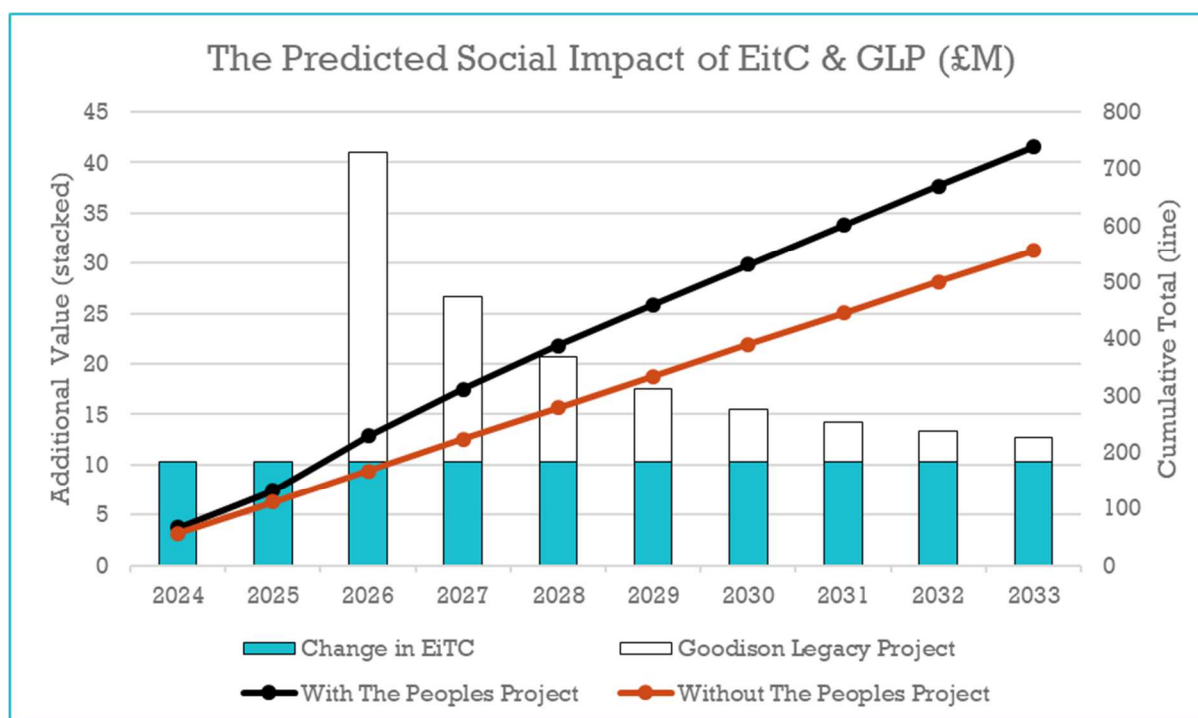


Figure 5.1: The Predicted Societal Value Contributed by the People's Project

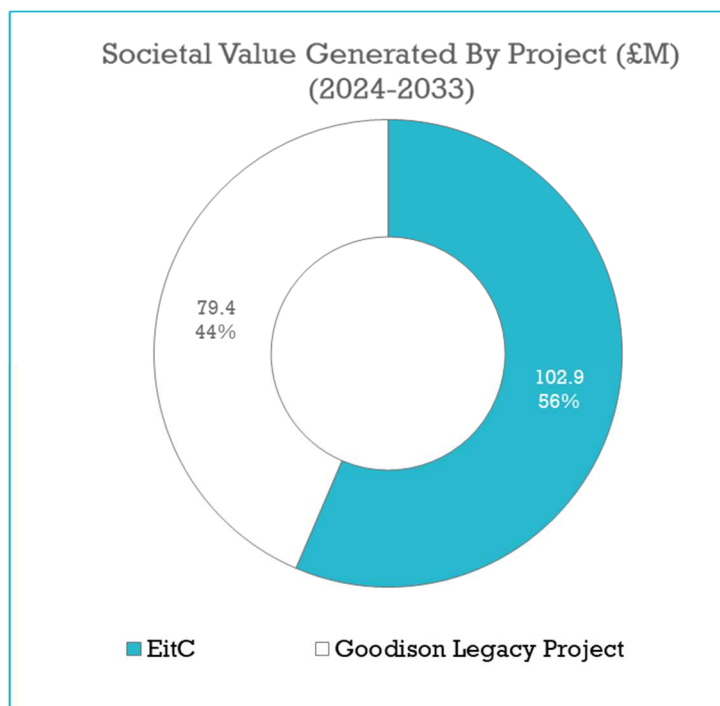


Figure 5.2: The Predicted Societal Value Generated by Project

Appendices

Appendix A – Socio-Economic Review of North Liverpool

Appendix B – Semi Structured Questionnaire use in the Everton in the Community Surveys

Appendix C – The Everton in the Community Projects that were selected for evaluation

Appendix D – Technical Appendix - RealWorth's Approach and Methodology

Appendix E – Worked Example to Illustrate the RealWorth Approach

Appendix F – Assumptions and Basis of Valuation

Appendix A – Socio-Economic Review of North Liverpool

1.0 Introduction

This Socio-economic review is compiled in order to gauge the changes in people's lives as a result of both the move to BMD and the Goodison Park Legacy Project. This work is carried out prior to every societal impact study conducted by RealWorth to understand existing conditions that govern key stakeholder lives. A thorough understanding of the background of an area facilitates a better understanding of the significance and magnitude of any changes that occur as a result of the intervention under consideration.

The geographical context for the relocation of Everton Football Club is North Liverpool (see Figure A1.1 and A1.2 where the Wards for this area are indicated). The Club has been located there for 125 years and takes its name from the adjacent ward. The socio-economic study concentrates on the conditions surrounding the people that live in the north of city, and compares this to the City-region, the national picture, and occasionally other English 'core' cities. The focus on North Liverpool is because it is the people who live and work in this area that will be most affected by the move to Bramley-Moore Dock, with a secondary focus on South Sefton due to a potential ripple of the effects and a potential expansion of EitC activities into this area. It is true that over a season hundreds of thousands of fans will descend on the stadium and be affected by the performance of the team, however, this study is interested in the longer-term and more profound effects of the move, and the societal value that the relocation brings to local people.

Two local authorities; Liverpool City Council and Sefton Council, are within the scope of this review. Both are part of the Liverpool City Region Combined Authority (LCR).

1.1 Liverpool City Region

The LCR also includes Knowsley, St Helens, Wirral and Halton, and is home to approximately 1.5 million people. Almost a third of this population live within the boundaries of Liverpool City Council. LCR has an ageing population and a long-standing skills gap that widens at Level 3 and again at Level 4 qualifications compared to the national average.

The average GVA (gross value added) per head in Liverpool City Region was £17,852 in 2016, nearly £4,000 lower than any other area that operates a Local Economic Partnership (LEP) Core City authority. GVA per worker in Liverpool is £48,100 according to the Centre for Cities, compared to £54,700 nationally. Workers in Liverpool earn £6,600 less annually than the national average and Liverpool was ranked the 4th most deprived authority in the country in 2015. The wider city region also ranks as the most deprived of 39 LEP areas based on the Index of Multiple Deprivation (IMD) nationally. The LCR ranks highest for relative deprivation for income, employment, health and disability indices. It also ranks poorly for education, crime and living environment indices.

1.2 Liverpool City Council

Liverpool is an historic city with a rich background of culture. However, much like the LCR, the city has struggled with deprivation and poverty, lack of investment, and all the problems that come as a result of poor economy. It has also suffered more than most from austerity cuts from central government because its high public sector workforce and low valued housing stock cannot be relied upon to compensate for the loss of Central

Government grants. Not all of Liverpool's wards struggle with high levels of deprivation, but the northern wards and wards that encircle the City Centre have the highest deprivation scores.

1.3 North Liverpool

Four wards have been chosen in the northern part of LCC for review as these contain much of the local community associated with Everton sites currently, and in the future. This is also the four wards which are covered wholly or partially by the Blue Mile – the neighbourhood outreach zone that the Club use to connect with the local community. The wards are; County, Anfield, Kirkdale and Everton. An analysis of the population and infrastructure in these areas assists in gaining a perspective on local communities that will be affected by both the move of the Club away from L4, and the efforts of the Club through its charity Everton in the Community (EITC) to continue to increase societal value in these areas. The new stadium site at Bramley-Moore Dock is situated in Kirkdale. The current Everton stadium is in County ward which also contain the majority of what the Club calls the 'Blue Mile' which describes the community it seeks to be most closely associated with assisting.

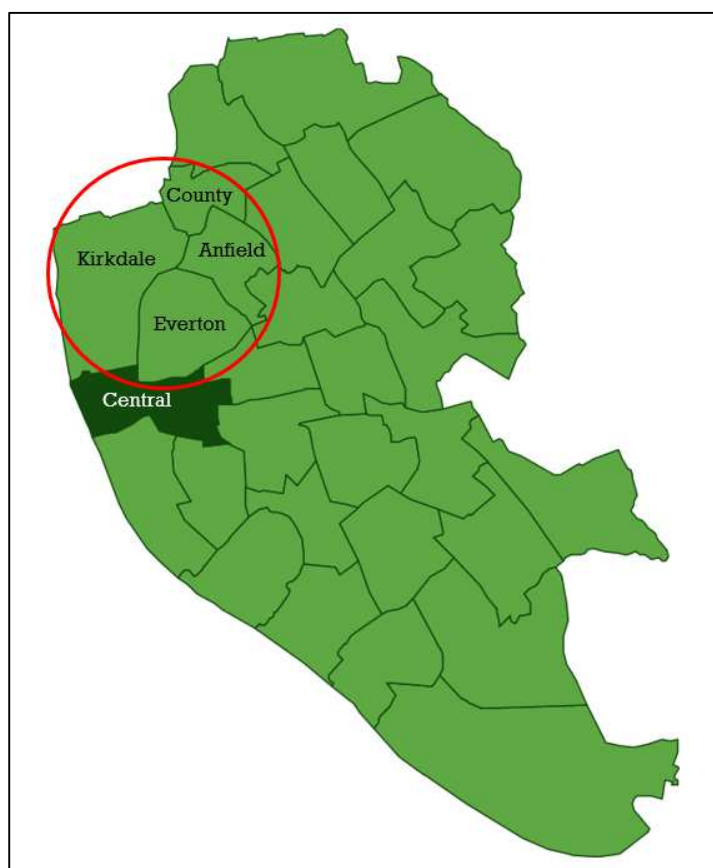


Figure A1.1: Ward map of Liverpool with the North Liverpool wards specified. Source: Liverpool Council website.

1.4 Sefton

Sefton Borough Council lies to the north of LCC and extends north along the coast as far as the town of Southport. Sefton has a disparate wealth gap between its northern and southern wards. Those in the North live more affably with improved quality of life while the wards bordering Liverpool (particularly in Linacre and Derby wards) show much

higher levels of poverty and deprivation. In 2015 Linacre was ranked the 13th most deprived ward in the country. The disparity makes it hard to offer a generalised statistical description of the Borough so this review offers analysis on the more relevant southern part of the authority only. These are the wards that are likely to be targeted by an expanded EitC programme once the move to BMD had taken place.

1.5 South Sefton

There are seven wards that are likely to be targeted by the Club's charity. These are; Linacre, Derby, Church, Litherland, Netherton and Orrell, Ford and St Oswalds. These wards have higher prevalence of poverty than their neighbours to the north such as Formby, Crosby and Southport. There is however a lack of consistency across the wards, with some wards showing relative affluence (such as Church and Ford) and others displaying clear indicators of deprivation (such as Linacre and Derby).

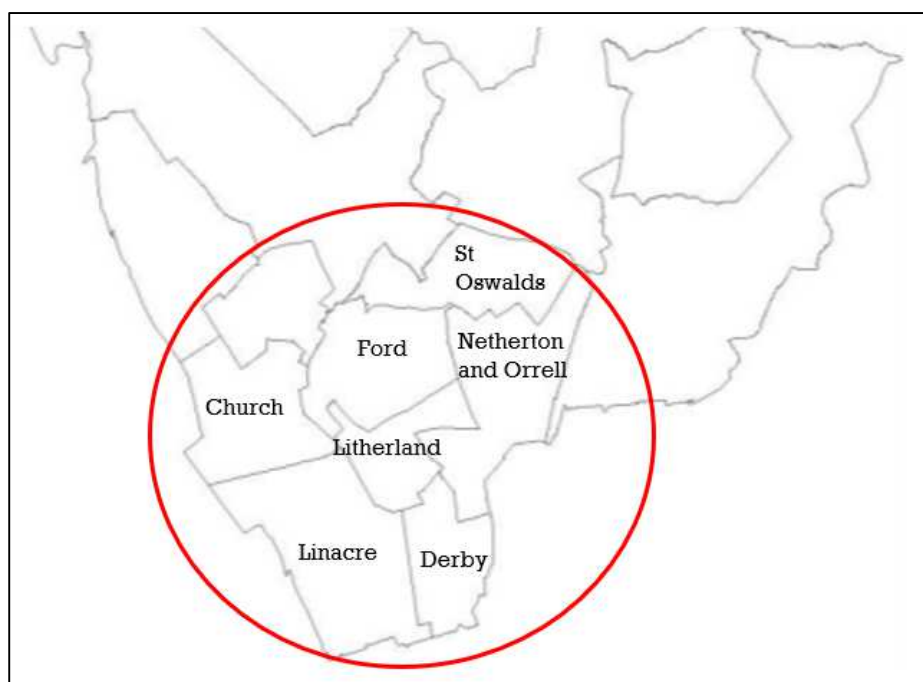


Figure A1.2: Ward map of South Sefton with the identified wards specified. Source: Sefton ward profiles website. Please note this is not a map of the whole of Sefton, only the Southern-most half.

2.0 Population and Households

2.1 Liverpool

In 2016 the population living within the boundaries of Liverpool City Council (LCC) was approximately 484,578. The age distribution is as follows:

- 0-15 - 17.0% (the same as the UK average)
- 16-64-year-olds - 68.4% (UK = 60.9%)
- 65 and over - 14.7%. (UK = 17.4%)

The population of Liverpool had been declining for 7 decades from the 1930s until the turn of the 21st century, when it started to stage a modest immigration recovery.

Liverpool is a mostly white city; White British ethnicity in Liverpool during the 2011 census was 86.3%, with a 13.7% BAME population, lower than the 17.6% for the rest of

the country. However, the fact that the city is also a port has meant that the city has had a diverse population for many centuries including one of the oldest Chinese populations in Europe.

The most common household type was one-person households (39.2%). Families (no dependent children) were also common (24.1%) while lone parent households comprised 17.2% of households and families (with dependent children) with 14.0% of the distribution. Other household types made up 3.8% of households and student households 1.7%.

Pensioner households (aged 65 and over) made up 17.2% of households in Liverpool, with 11.9% being one-person pensioner households. In Liverpool 31% of households were affected by long-term illness or disability.

The average full-time salary in Liverpool was £23,413 in 2019. The corresponding amount of earning in the UK was £35,425.

2.2 North Liverpool Wards

The North Liverpool wards have significantly lower ethnic diversity than Liverpool and the country, with BAME populations averaging 8.1% and reaching as low as 4.5% in County (compared to 17.6% nationally). The working age population was 6% larger than the national level and the percentage of residents 65 and over was lower than national average. This could suggest a low life expectancy, or a migration of retirees out of the area.

One-person households comprised over 40% of total households in the North Liverpool wards, with families (with dependent children) comprising only 10.6% of total households, roughly half of the national level. Lone parent households were almost double the national level. The high level of one-person and lone-parent households is indicative of a low-income area, due to fewer households having two earners.

Pensioner household levels were smaller than national levels but consistent with the Liverpool average. One-person pensioner households were higher than Liverpool and national levels, particularly in Everton. Persons affected by long-term illness or disability were higher than the national average at 27.9% and were also higher than the LCC average. The high level of long-term illness and disability is a strong indicator of the general poor health of local communities compared to the city and country.

On average 45% of households in the four North Liverpool wards had a household income of less than £15k. This was highest in Everton, at 53%. This is partially linked to the high level of one-person households, but it does not detract from it being a very low-income area and indicates a low level of full-time or permanent employment.

2.3 South Sefton

In the South Sefton wards, there was a higher proportion of both 0-17-year-olds and working age adults (16-64) than the national average, but people of pensioner age (65+) had lower population levels than average. Again, this could be due to a low life expectancy or a migration of retirees out of the area. The high proportion of 0-17-year-olds indicates that these boroughs are populated by families more so than the North

Liverpool wards. The BAME population levels in the South Sefton wards were extremely low, at just 2.6% of total population. A lack of ethnic diversity is more common in suburban areas such as in Sefton, so an almost entirely white population is not completely unsurprising. It does, however, create barriers to diversity that could present divisions.

One-person households were most common at 35% of total households, but not as dominant in the distribution as for the North Liverpool wards; this is another indicator of an increased number of families in the area. Families (dependent children) were lower than national levels and lone-parent households were higher than national average levels.

Pensioner household numbers were similar to national levels, but one-person pensioner households were higher. The percentage of those affected by long-term disability or illness was 24%, higher than the national average and wider Sefton average. The high levels of one-person pensioner households is consistent with the high levels of one-person households generally, and the high percentage affected by disability or illness could link to a number of health outcomes that show health deprivation in the area.

The percentage of households in South Sefton with a total income less than £15,000 was high at 45%, and particularly high in Linacre (69%). They were much lower Church ward (27.9%). The evidence that nearly three quarters of households in Linacre have a total income of less than £15,000 is a stark indicator of high deprivation and is consistent with the ward's high deprivation ranking. Once again it can be seen that there is a wide range in household income varying from ward to ward with Linacre possessing more than double the percentage of households earning less than £15,000 than Church.

Table A2.1: Summary of population and housing factors affecting each ward

Factor	UK	Liverpool	Anfield	County	Kirkdale	Everton	Average North Liverpool Wards	Linacre	Derby	Church	Litherland	Netherton and Orrell	Ford	St Oswald	Average South Sefton Wards
16-64-year-olds (%)	60.9	68.4	66.1	65.5	69.1	64.3	66.3	66	64	63	65	64	63	64	64.1
BAME population (%)	17.6	13.7	6.8	4.5	9.7	11.4	8.1	4	3	4	2	2	2.1	1	2.6
one person households (%)	30.2	39.2	41.1	41.7	45.1	46.9	43.7	43.8	34	40.4	34.5	27.7	33.2	32.9	35.2
families (dependent children) (%)	20.6	14	13.2	12.5	7.8	8.7	10.6	11.7	16.2	15.1	17.5	20.3	17.7	15.4	16.3
lone parent	11.8	17.2	22	21.8	21.8	22	21.9	22.5	20.7	13.7	18.9	19.1	19.7	21.2	19.4

households (%)															
one-person pensioner households (%)	12.4	11.9	12.1	12.3	13.1	15.3	13.2	12	14	11.5	12.9	12.8	14.9	14.7	13.3
Persons affected by long term illness (%)	17.9	22.4	24.9	25.2	28.7	32.6	27.9	28	24.5	23.6	22	23.3	24.3	26.6	24.6
Households earning less than £15k annually (%)			40	40	46	53	44.8	69	46.8	28	36	36	46	52	45

3.0 Employment and Economic Activity

3.1 National Perspective

In 2011 69.7% of the population of England and Wales was economically active with 38.5% of those people in full-time employment. The national unemployment rate was 4.4%. Associated professional, administrative and skilled trades were the most common occupation group at 32.3% of total employment. Managers, directors and senior officials or professional occupations was also a large occupation group at 28.2% of total employment. Plant and machine operatives and elementary occupations made up a lesser proportion of the population at 18.4% of the workforce, and caring, leisure and sales occupations similarly comprised 17.8% of total occupation.

From April 2017 to March 2018 the benefit claimant rate in the UK was 2.0% of the working age population (16-64-year-olds) with 18-24-year-olds having the highest claimant rate of any age group, at 2.8%.

3.2 Liverpool

The economically active people aged 16-74 in Liverpool made up 63.4% of the population in 2011. Centre for Cities puts this figure at 63.9% in 2016 with only Dundee of the British cities having a lower employment rate according to its study. The full-time employee population constituted 32.7% of total population. This represents a 6% deficit gap on the national figures although in the past the gap has been much greater. The unemployment rate was 6.7%, again higher than the national average but comparable to other Core Cities. The largest occupation group in Liverpool was associated professional, and administrative and skilled trades at 32.9%. Other significant occupation groupings were managers, directors and senior officials and professional occupations (25.1%), caring, leisure and sales occupations (21.1%) and plant and machine operatives and elementary occupations (20.9%). Associated Professional, administrative and skilled

trades remained the most common occupation group, but there were fewer managers, directors and senior officials and professional occupations in leu of more caring, leisure and sales occupations, and plant and machine operatives and elementary occupations.

The claimant count for 16-64-year-olds was 3.5% of the 16-64-year-old population in April 2017 – March 2018. The age demographic with the highest claimant rate was 25-49-year-olds at 4.0%. 18-24-year-olds had a claimant rate of 3.2%. These claimant rates are higher than nationally, and only Dundee, Middlesbrough, Birmingham and Hull had a higher rate according to Centre for Cities.

3.3 North Liverpool Wards

For North Liverpool wards the percentage of the population who were economically active was 59% (10% lower than the national average) and at its lowest in Everton with just 53% economically active. The full-time employment rate was low at 30% and the unemployment rate was double the national average. The benefit claimant rate was 6% (compared to 2% for the nation) and the age bracket with the highest claimant rate was 18-24-year-olds. The low economic activity and high unemployment is consistent with the low household income of the area. It also shows the area to have a lack of wealth compared to both Liverpool and the UK.

3.4 South Sefton Wards

Approximately 66% of the South Sefton population were economically active at the 2011 census which is lower than the national average level. It was lowest in Linacre at 59.4%. The full-time employment rate was 35% and the unemployment rate was extremely high at 8% (compared to 4.4% nationally). The unemployment rate among 18-24-year-olds was also high at 9.7% (compared to 2.8% nationally), and this was again highest in Linacre. In Linacre, similar conditions to the North Liverpool wards can be seen, except with extremely high unemployment rates relative to the borough, country, and the North Liverpool wards. The presence of more affluent wards in the South Sefton wards profile bring the average of economic inactivity and unemployment down but does not detract from the severity of unemployment in Linacre and Derby.

Figure A3.1: Summary of economic activity factors affecting each ward

Factor	UK	Liverpool	Anfield	County	Kirkdale	Everton	Average North Liverpool Wards	Linacre	Derby	Church	Litherland	Netherton and Orrell	Ford	St Oswalds	Average South Sefton Wards
Economic ally active (%)	69.7	63.4	63.1	64.7	56.4	52.9	59.3	59.4	64.8	68.6	66.9	67.9	66	66.5	65.7
Employed full-time (%)	38.5	32.7	31.7	33	31.7	24.1	30.1	29.1	34	38.8	36	36.7	35	34.9	34.9
Unemploy ed (%)	4.4	6.7	8.9	9	7.8	10.1	9.0	10.4	7	6.7	7	6.5	7.3	7.7	7.5
18-24-year-olds	2.8	3.2	7.8	8.5	4.5	7.5	7.1	13	11	9	7	11	10	7	9.7

claimant rate (%)															
0 qualifications (%)	22.7	28.7	36.3	37.3	40.4	47.3	40.3	39.4	35.1	25.6	31.2	31.6	32.7	36.7	33.2
Level 1 and 2 as highest qualification (%)	28.6	33.6	40.6	39	31.2	32.6	35.9	32.6	34	30	35	34.2	34.5	34.5	33.5
Level 3 as highest qualification (%)	12.3	15.2	11.1	12.1	14	8.7	11.5	11.1	11.9	13.3	23.6	12.5	12.2	11	13.7
Level 4 as highest qualification (%)	27.2	22.4	11.9	11.5	14.5	11.4	12.3	10.4	12.3	24.3	22.2	14.1	13.5	11.3	15.4
IMD score	-	-	59.6	60	62.5	67.5	62.4	67.6	51.2	36.2	39.5	37.2	39.8	44.4	45.1

4.0 Education

4.1 National Perspective

Of those taking English and Maths GCSE in England state funded schools in 2018, 43.3% gained a Level 5 or above in both subjects. In 2017, 62% of GCSE pupils achieved 5 A*-C grades. The average Attainment 8 score for England for the same year was 46.5, and the Progress 8 score was -0.01. The change in education system from 2017 to 2018 makes comparisons more difficult generally, as marking and scoring systems are not directly comparable, and the change of system threw off benchmarking of expected grades for the first year it was introduced.

The percentage of the England and Wales population with no qualifications was 22.7%. The most common qualification level was Level 1 or 2 qualifications, at 28.6% of total population. Level 3 qualifications were attained by a further 12.3% of the population and a further 27.2% gained a Level 4 or higher qualification.

4.2 Liverpool

In 2018 35.9% of pupils achieved a Grade 5 or higher in English and Maths. The Attainment 8 score for the same year was 43.5 and the Progress 8 score was -0.32 which is well below average. These values show that Liverpool is underperforming in Key Stage 4 education compared to England as a whole.

In 2018, 62% of pupils were meeting their expected targets (compared to 64% nationally) and 9% were achieving at a higher standard (compared to 10% nationally). Progress 8 scores for reading, writing and maths showed that Liverpool was performing at an average level for Key Stage 2 education, in regard to national values. This suggests that education deprivation in Liverpool is more of a concern at secondary school level than at Primary level, since most indicators of achievement at Primary level are similar to

the national values, but at secondary there is a widening achievement gap, as accentuated by Liverpool's low progress 8 score.

Attendance for the academic year 2016-17 showed Primary School attendance to be slightly better than Secondary School attendance. The attendance at Primary level was 95.4% and at Secondary, 93.9%. A widening attendance gap between Liverpool and England at Secondary level suggests that Secondary education is where pupils of a less well-off background tend to get left behind by the education system. In January 2018, 26.2% of Primary pupils and 22.6% of Secondary pupils received free school meals, compared to national averages for Primary and Secondary pupils of 14.5% and 13.2% respectively. There is a high number of both primary and secondary pupils receiving free school meals in Liverpool, which primarily provides consistency with the reduced wealth of the city, but also could be an indicator of a lack of academic performance, since poverty and reduced ability to concentrate on studies are often linked.

The percentage of Liverpool's population with zero qualifications was 28.7% in 2011 which was 6% higher than the national average. Level 1 and 2 qualifications are grouped and 33.6% of the population have achieved these. Level 3 qualifications were attained by 15.2% as their highest qualification, and a further 22.4% achieved a Level 4 qualification or above, comparing well with the national averages. A lack of A-level and undergraduate degree-level qualifications achieved in Liverpool partially explain the higher proportion of workers in lower-paying occupation groups, and the generally low average income.

4.3 North Liverpool Wards

In the North Liverpool wards, 42% of GCSE pupils achieved 5 A*-C grades which was 20% lower than the national average. The average Attainment 8 score for the area was 39.2 (compared to 46.5 for the nation). At Key Stage 2, 47.7% achieved the standard in reading, writing and maths, compared to 52% nationally. These statistics show that the North Liverpool wards were underperforming compared to the country, however the extent of disparity in educational attainment between the North Liverpool wards and England are not so great as for some other deprivation indicators researched in this body of work. It is also clear that this disparity is again greater at secondary level than at primary level education.

Attendance at primary level was slightly lower than national levels at 94.6% compared to 96% nationally. The gap widens at Secondary level with an average attendance rate of 92.5% in the North Liverpool wards, compared to 94.6% nationally. Free school meal provision was high across the four wards, at both primary and secondary level; 37.7% at primary level and 35.5% at secondary level, more than double the national percentage at both school levels, as well as being substantially higher than the Liverpool levels. This is a direct indicator of low household income in the area.

There was a high percentage of residents with no qualifications, almost double the national level, and a low percentage of residents with higher qualification levels. This skills gap is also indicative of low-income households and non-skilled occupations for local communities.

4.4 South Sefton Wards

The South Sefton wards showed mixed results in regard to GCSE attainment. Across the 7 wards, 50% of GCSE pupils achieved A*-C in English and Maths in 2015/16, compared to

60% for the whole of the Borough. The highest grades were in Church, at 58% and the lowest were in Derby, at 42% (closely followed by Linacre at 44%). The average Attainment 8 score was 46.2 (similar to the national level) and the Progress 8 score was -0.4, meaning that Sefton students were not meeting the progress targets from Key Stage 2 to Key Stage 4. This shows quite a lot of variation across the seven wards, where some wards are clearly lacking in educational achievement whereas others are thriving. At Key Stage 2 it was found that only 49.7% of pupils were achieving their targets, 15% lower than nationally. These poor Key Stage 2 target achievements suggest a disproportion in the quality of primary-level education compared to the rest of the country. It is, however, surprising for Key Stage 2 pupils to be underachieving more than Key Stage 4 pupils.

Free school meal provision was high, with 32.5% of Primary pupils and 30.3% of Secondary pupils receiving free school meals which was more than double the national level for all wards. Provision was not as high as for the North Liverpool wards, although this again is due to the wide range across wards, with high provision in Linacre and Derby, compared to lower provision in Church, Netherton and Orrell and Ford.

The percentage of the population with no qualifications was 33% across the South Sefton wards, more than 10% higher than the national level, and achievement of high-level qualifications was low. Low attainment of qualifications in both the North Liverpool wards and South Sefton wards ties in with the similarities in education and economic parameters in both areas.

Table A4.1: Summary of education factors affecting each ward

Factor	UK	Liverpool	Anfield	County	Kirkdale	Everton	Average North Liverpool Wards	Linacre	Derby	Church	Litherland	Netherton and Orrell	Ford	St Oswalds	Average South Sefton Wards
Eng. and Math Grade A*-C (%)	43.3	35.9	-	-	-	-	-	44	42	58	53	49	52	54	50.3
GCSE 5 A*-C (%)	60.6	54.8	40.8	43.8	42.4	39.2	41.6	-	-	-	-	-	-	-	-
Attainment 8 score	46.5	43.8	38.7	41.1	38.6	38.5	39.2	42.9	44.3	49.6	47.4	45.6	46.8	47.1	46.2
Progress 8	0.0	-0.3	-	-	-	-	-	-0.5	-0.2	-0.5	-0.3	-0.4	-0.5	-0.5	-0.4

KS2 reading, writing, maths (%)	52	56	44.6	55.3	37	53.8	47.7	-	-	-	-	-	-	-	-
KS2 achieving targets (%)	64	-	-	-	-	-	-	46	43	50	55	50	51	53	49.7
Free School Meals Secondary Pupils (%)	14.5	26.2	33.6	32.9	38.5	37	35.5	46	46	16	27	24	25	28	30.3
Free School Meals Primary Pupils (%)	13.2	22.6	43.3	33.6	33.7	40.2	37.7	46	46	18	29	26	28	34	32.4

5.0 Health

5.1 The National Perspective

Life expectancy, major disease mortality rates, mental health and childhood obesity are all common indicators to assess the overall state of health in an area. Below is the baseline of each area for England and the UK to benchmark the North Liverpool and South Sefton areas against.

Male life expectancy was 79.2 years, and female life expectancy 82.9 in the period 2015-2017, giving a median average life expectancy of 81.1 years.

Cancer was a big killer in 2017, with an Age Standardized Mortality Rate (ASMR) of 271.9 per 100,000 population. Respiratory diseases had an ASMR of 133.6 and Circulatory diseases had an ASMR of 241.8. Alcohol-specific deaths registered in the UK in 2017 determined 7,697 deaths per 100,000 population, and an ASMR of 12.2 per 100,000 people. Respiratory diseases are not as commonly fatal as circulatory diseases and cancer so will often have a lower mortality rate. The ASMRs for both cancer and circulatory diseases are high, therefore they are both major killers in the UK and of concern to the healthcare profession.

In 2015 depression reportedly had an incidence rate of 6,500 people affected per 100,000 population. Severe mental health conditions. had a rate of 860 people affected per 100,000 population.

The percentage of 4-5-year-olds that were classed as overweight in 2014/15-2016/17 was 9.3% and the percentage of 10-11-year-olds was 19.6%. Commonly 10-11-year-olds have a higher prevalence of obesity than 4-5-year-olds, and this is seen throughout the research.

5.2 Liverpool

The average life expectancy age in Liverpool in 2015-2017 was 78.2 years. This broke down to 80.3 for women and 76.2 for men. The national life expectancy is 81.1 which means Liverpool citizens are expected to live for 3 years less on average.

Standard Mortality Rates (SMRs) were consistently higher in Liverpool than they were nationally for the period 2015-2017. For example, cancer had an SMR of 185.1 in Liverpool and a value of 136.8 nationally. Cardiovascular Disease (CVD) had an SMR of 103.3 compared to 73.5 nationally. Respiratory diseases had a city-wide SMR of 66.7 and a national SMR of 33.8. The rate of alcohol-related deaths in Liverpool was 2,919 per 100,000 population in 2016/17. The state of health in Liverpool is clearly worse than for England. With high cancer, CVD and respiratory disease SMRs combined with a lower life expectancy impacting daily lives.

It is difficult to compare mental health data between areas as this information is not collected in a standardised way. A 2018 report by Liverpool Clinical Commissioning Group (CCG) reported that 14,022 people per 100,000 population suffered with common mental health problems. Serious mental health problems affected 1,425 people per 100,000 population which could be compared to the national 'severe mental health conditions, which occur at a rate of 860 people affected per 100,000 population. This is not a like-for-like comparison because of differences in conditions that are included, diagnosis and reporting style, however, generally it would appear that the state of mental health is worse in Liverpool than in England.

Obesity in children is generally more prevalent in Liverpool than nationally, with 12.2% of 4-5-year-olds and 23.5% of 10-11-year-olds classifying as overweight in 2014-15-2016/17. Nationally these values are 9.3% and 19.6% respectively, showing increased childhood obesity in Liverpool. This is consistent with the generally considered worse health, and the low economic prosperity of the city, since obesity is often linked to poverty.

5.3 North Liverpool Wards

Life expectancy was 5 years lower than country-wide levels at 75.7 years (73.1 for men and 78.4 for women), and therefore 2 years lower than the city-wide average.

The Standardised Mortality Rate (SMR) for cancer was extremely high in the North Liverpool wards, with a rate of 231.5 (compared to 136.8 nationally). A similar picture is true for respiratory and cardiovascular diseases. Respiratory diseases had an SMR of 115.1 compared to 33.8 nationally (more than three times larger) and cardiovascular diseases had an SMR of 131.4, compared to 73.5 nationally. These incredibly high SMRs support and explain the low life expectancy and suggest the area to be in high health deprivation. Alcohol-related deaths stood at 3,682 per 100,000 population and was most prevalent in Kirkdale, at 4,119 deaths per 100,000 population. In all wards the alcohol-related deaths were more prevalent than in the city generally, suggesting alcohol dependency to be a major problem in the wards.

A 2018 report from the Liverpool CCG on the neighborhood of Anfield and Everton showed high prevalence of common mental health problems relative to the city average. The report showed that 14,838 people per 100,000 population suffered from common mental health problems and 1,722 people per 100,000 population suffered from severe

mental health problems. Although not an overview of all four wards these values are an indication of mental health conditions covering the broad of the four wards.

Child obesity levels were high at 13.7% in 4-5-year-olds and 27.9% in 10-11-year-olds. There was greater disparity to national levels in child obesity in the 10-11 age bracket than the 4-5 age bracket, meaning obesity is a more severe issue in 10-11-year-olds relative to the UK standard than in 4-5-year-olds

5.4 South Sefton Wards

In the South Sefton wards, life expectancy was 3.4 years less than national levels, at 77.7 years (75.1 for men and 79.9 for women). Therefore the South Sefton wards had a higher life expectancy than the North Liverpool wards, but again there is a wide range in data collected across the seven wards.

Standardised Mortality Rates (SMR) were high, with Linacre possessing the 25th highest SMR in the country. The major causes of death in the South Sefton Wards have been measured on Standardised Incidence Rates (SIR), of which the national level is always 100 and wards are charted as higher or lower than this level. The SIR for cancer was 126.3, the highest being Linacre, at 144.6. The SIR of cancer for Sefton Borough was 95.0 (lower than national levels). Respiratory disease also had a high SIR across the 7 wards, but with a large range in incidence rates. The average SIR was 196.7 with a high in Linacre of 292.9 and a low in Church of 133.6. Due to the reduced number of fatalities caused by respiratory disease generally mortality rates are low, but incidence rates are very high, particularly in polluted and industrial areas, such as Linacre and Derby. The low SIR of respiratory diseases in Church is likely due to improved air quality and increased wealth. Circulatory diseases had lower SIRs than cancer and respiratory diseases but were still higher than national levels at 121.1. This SIR was highest in Derby at 155.9 and lowest in Church at 100.0. Generally, it can be seen that SIRs of common diseases were higher in the poorer wards. These wards have poor health, and this indicates relative deprivation compared to the rest of the country. This high health deprivation is consistent with Linacre's poor ranking in the IMD. Alcohol-related harm had a standardized admissions rate (SAR) of 148.2 across the seven wards, which was highest in Linacre and Derby, and lowest in Ford. Alcohol-related harm is extremely high in Linacre and Derby, showing that Alcohol addiction is more of an issue in these areas. Alcohol-related SARs are high in all South Sefton wards except for Ford and will limit the health of these wards significantly.

A 2015 report by South Sefton CCG indicated that 8,100 people per 100,000 population suffered from Depression and 1,200 people per 100,000 population suffered from severe mental health. These appear to be similar to the rates reported for North Liverpool wards, although there are no values for anxiety and stress. South Sefton mental health rates were higher than Southport and Formby, as well as Sefton borough and Liverpool borough. Where there is weaker economic circumstances prevalence of mental health problems appeared to be higher, which consistently shows a strong correlation between deprivation and poor mental health.

Child obesity levels were extremely high across the 7 wards at 25.7% for 4-5-year-olds and 41.1% for 10-11-year-olds (compared to 9.3% and 19.6% respectively for the country). This means that two in every five 10-11-year-olds in these wards were classed as overweight. This prevalence of obesity is extremely high, and much higher than the North Liverpool wards. This could be due to the reduced proximity to a city centre with increased amenities, clubs and facilities. Overall, Sefton borough's childhood obesity

rates are lower than Liverpool's, where the more affluent wards in North Sefton have low childhood obesity rates, further suggesting that childhood obesity rates are linked to poverty.

Table A5.1: Summary of health factors affecting each ward

Factor	UK	Liverpool	Anfield	County	Kirkdale	Everton	Average North Liverpool Wards	Linacre	Derby	Church	Litherland	Netherton and Orrell	Ford	St Oswalds	Average South Sefton wards
Life expectancy	81.1	78.2	75	76.8	74.6	76.2	75.7	77.6	77	76	78	79	80	76	77.7
male	79.2	76.2	71.9	75	72.3	73.4	73.2	75.9	74	73	75	77	77	74	75.1
female	82.9	80.3	78.7	78.5	77.1	79.3	78.4	79.2	78	79	81	81	82	79	79.9
child obesity 4-5	9.3	12.2	11.2	14.1	15.8	13.8	13.7	30	32	19	25	24	27	23	25.7
child obesity 10-11	19.6	23.5	26.4	28.5	29.3	27.3	27.9	44	46	34	39	43	43	39	41.1
cancer SMR	136.8	185.1	224.2	261.3	201.8	239	231.6	-	-	-	-	-	-	-	-
Cancer SIR	100	-	-	-	-	-	-	144.6	131.7	112.9	132.8	124.1	121.9	116.1	126.3
respiratory disease SMR	33.8	66.7	98	93.3	137.6	131.5	115.1	-	-	-	-	-	-	-	-
Respiratory Disease SAR	100	-	-	-	-	-	-	292.9	237.8	133.6	161	180.8	150.6	220.2	196.7
circulatory diseases SMR	73.5	103.3	128.2	128.6	126.6	142.3	131.4	-	-	-	-	-	-	-	-
Circulatory disease SAR	100	-	-	-	-	-	-	136.5	155.9	100	116.4	113.1	100.8	125.1	121.1
alcohol-related death per 100,000	-	2919	3467	3200	4119	3940	3681.5	-	-	-	-	-	-	-	-

Alcohol Related Harm SAR	100	-	-	-	-	-	-	195.5	195.5	125.6	138.3	120.1	111.2	151	148.2
Common Mental Health Problems per 100,00 (2018)	-	14,022	14,838	14,838	14,838	14,838	14838.0	-	-	-	-	-	-	-	-
Depression per 100,000 (2015)	6500	-	-	-	-	-	-								8100.0
Severe mental health problems per 100,000	860	1425					1722.0								1200.0

6.0 Crime

6.1 National Perspective

In 2018 there were 5,876,995 recorded crimes in England and Wales (excluding cybercrimes, fraud and other crimes that are not reported to Police). Based on the 2016 population estimate of 66,122,728 this gives a rough crime rate of 88.9 crimes per 1,000 population in England and Wales. A snapshot in December 2018 showed 485,112 crimes committed, with violent crime being the most common, at nearly a third of all crime reported.

Table A6.1: Crime Committed Nationally in December 2018.

Crime Type	Anti-social behaviour	Burglary	Robbery	Vehicle	Violent	Shoplifting	Criminal Damage & Arson	Other Theft	Drugs	Bike Theft	Theft from Person	Weapons	Public Order	Other
Crimes Reported	88,385	35,369	6,985	37,008	140,570	25,488	42,971	41,239	12,173	5,115	9,256	3,178	30,076	7,299
Percentage of Total Crime (%)	18.2	7.3	1.4	7.6	29.0	5.3	8.9	8.5	2.5	1.1	1.9	0.7	6.2	1.5

6.2 Liverpool

Crime data for Liverpool is split by four Community Police Team Hubs. These have been collated to present Liverpool city data as one entity.

In 2018 66,926 crimes occurred in Liverpool. Given a population of 484,578 this gives a crime rate of 138.1 crimes per 1,000 population. This crime rate is considerably higher than for the national average, by 49.2 crimes per 1,000 population. Due to Liverpool's previously established elevated levels of deprivation and lack of investment, high crime rates are not surprising. In December 2018, 5,754 crimes were committed and reported in Liverpool. The most common type of crime in Liverpool in December 2018 was violent crime at 29.7% of total crime. Anti-social behaviour was also a common type of crime, at 14.6% of total crime. The distribution of crime across crime types was consistent with national levels. Violent crime is nearly always the most commonly committed crime, with acts of anti-social behaviour very common in urban and suburban areas.

Table A6.2: Crimes Committed Liverpool January – December 2018.

Crime Type	Anti-social behaviour	Burglary	Robbery	Vehicle	Violent	Shoplifting	Criminal Damage & Arson	Other Theft	Drugs	Bike Theft	Theft from Person	Weapons	Public Order	Other
Crimes Reported	838	387	74	461	1709	251	452	399	450	48	165	41	395	85

6.3 North Liverpool Wards

In 2018 there were 9,010 crimes committed in the four North Liverpool wards. Crime rates are relatively high in the North Liverpool wards with an average of 147 crimes per 1,000 population (compared to 88.9 nationally). This is a 65% increase in the number of crimes per 1,000 population from the national picture to the four North Liverpool Wards, and a 6% increase on the average crime rate for Liverpool for the same period. Crime rates were highest in Everton and County, although were consistently high across all four wards.

In December 2018, 969 crimes were committed, of which 30% were Violent crime and 15% were anti-social behaviour. Criminal damage and Arson (CD&A) and drugs both comprised 9% of total crime, and vehicle crime made up 8% of total crime. By percentage the crimes committed were again consistent with national levels, with violent crime being most common, followed by Anti-Social Behaviour.

Table A6.3: Crimes Committed in the North Liverpool Wards in December 2018.

Crime Type	Anti-social	Burglary	Robbery	Vehicle	Violent	Shoplifting	Criminal Damage & Arson	Other Theft	Drugs	Bike Theft	Theft from Person	Weapons	Public Order	Other
Crimes Reported	142	55	10	81	288	30	86	60	101	5	17	7	68	19

6.4 South Sefton Wards

The Societal Value of The People's Project

In the South Sefton wards 12,170 were committed across 2018 with a corresponding crime rate of 143.0 crimes per 1,000 population, compared to 88.9 for the country. Crime rates were particularly high in Linacre at 220 crimes per 1,000 population; 2.5 times higher than the national average and higher, by a large margin, than any other ward reviewed in this study. The lowest crime rate among the South Sefton wards was in Netherton and Orrell, at 95.3 crimes per 1,000 population, slightly higher than the national average. This shows a wide range in extent of crime across the seven wards, but all are higher than to the UK, with some being substantially higher than both England and the neighbouring areas. The highest crime rates were found in the areas of greatest deprivation, again linking crime to deprivation.

In December 2018, 935 crimes were committed, of which the most common was violent crime, making up 29% of total crime. This was followed by anti-social behaviour, at 21% of total crime. Criminal damage and arson made up 10% of total crime across the South Sefton wards. Again, the distribution of crime types was consistent with national and regional levels and corresponds to the North Liverpool wards.

Table A6.4: Crimes Committed in the South Sefton Wards in December 2018.

Crime Type	Anti-social behaviour	Burglary	Robbery	Vehicle	Violent	Shoplifting	Criminal Damage & Arson	Other Theft	Drugs	Bike Theft	Theft from Person	Weapons	Public Order	Other
Crimes Reported	192	65	10	65	274	27	91	53	59	6	9	4	66	14

Table A6.5: Summary of crimes affecting each ward.

Factor	UK	Liverpool	Anfield	County	Kirkdale	Everton	Average North	Linacre	Derby	Church	Litherland	Netherton and Orrell	Ford	St Oswald	Average North
Population	66,122, 728.0	484, 578	14, 278	13, 994	17, 109	16, 137		12, 560	12, 176	11, 995	11, 381	12, 572	12, 606	11, 600	
Total Crime Jan-Dec '18	5876995	66926	2051	2109	2418	2432		2767	1991	1694	1497	1198	1520	1503	
Crime Rate Jan-Dec '18	88.9	138.1	143.6	150.7	141.3	150.7	135.6	220.3	163.5	141.2	131.5	95.3	120.6	129.6	143.1
Total Crime Dec '18	485112.0	5755.0	222.0	240.0	238.0	269.0	969.0	211.0	177.0	130.0	106.0	89.0	120.0	102.0	935

Violent Crime (%)	29.0	29.7	30.2	33.3	23.5	31.6	29.7	24.2	37.3	33.8	22.6	15.7	27.5	41.2	29.3
Anti-Social Behaviour (%)	18.2	14.6	11.7	10.8	18.5	17.1	14.7	24.6	15.8	21.5	33.0	24.7	10.8	13.7	20.5
Burglary (%)	7.3	6.7	7.2	5.0	6.3	4.5	5.7	6.2	3.4	12.3	4.7	9.0	10.8	3.9	7.0
Theft (%)	11.5	10.6	9.0	6.7	15.5	3.3	8.5	10.9	6.8	9.2	3.8	6.7	3.3	6.9	7.3
Criminal Damage (%)	8.9	7.9	9.5	13.3	7.1	5.9	8.9	7.6	12.4	7.7	10.4	7.9	9.2	13.7	9.7

7. Index of Deprivation

7.1. What is the Index of Deprivation?

The Department for Housing, Communities and Local Government defines the Index of Multiple Deprivation, (commonly known as the IMD) as the official measure of relative deprivation for small areas in England. It ranks every small area in England from 1 (most deprived area) to 32,844 (least deprived area). The IMD combines information from 7 domains to produce an overall relative measure of deprivation. The domains are combined using the following weights:

- Income Deprivation (22.5%)
- Employment Deprivation (22.5%)
- Education, Skills and Training Deprivation (13.5%)
- Health Deprivation and Disability (13.5%)
- Crime (9.3%)
- Barriers to Housing and Services (9.3%)
- Living Environment Deprivation (9.3%)

The health deprivation and disability domain of the IMD 2015 is made up of the following indicators:

- Years of potential life lost: an age and sex standardised measure of premature death

- Comparative illness and disability ratio: an age and sex standardised morbidity/disability ratio
- Acute morbidity: an age and sex standardised rate of emergency admission to hospital
- Mood and anxiety disorders: a composite based on the rate of adults suffering from mood and anxiety disorders, hospital episodes data, suicide mortality data and health benefits data

The crime domain is calculated by reviewing recorded crime rates for four different crime types:

- Violent crime
- Burglary
- Theft
- Criminal damage

7.2 Liverpool City Region

Liverpool City Region (LCR) is ranked as the most deprived Local Enterprise Partnership (LEP) of England's 39 LEP areas on the Index of Multiple Deprivation (IMD).

7.3 Liverpool City

In 2015 Liverpool City Council was the 4th most deprived Local Authority in England, with 10 of the city's 30 wards in the 1% most deprived wards in the country. In terms of Lower Super Output Areas (LSOAs) 45% were in the 10% most deprived LSOAs in the country and 9% were in the 1% most deprived. Most of this deprivation was found in the "inner core" which encircles the City Centre, and greater concentrations of deprivation were found in the North of the city. Out of 32,844 LSOAs Liverpool has 8 in the 100 most deprived.

Liverpool was the 3rd most deprived local authority in Health Deprivation and Disability out of 326 local authorities in the country in 2015. It was also 5th most deprived in both Income Deprivation and Employment Deprivation, 24th most deprived in Living Environment and 35th most deprived in Education, Skills and Training. Barriers to Housing was the only Deprivation Index where Liverpool did not rank poorly, at 290 out of 326 local authorities.

7.4 North Liverpool

The average IMD score for the four wards was 62.4, with the highest score being in Everton. Everton, Kirkdale and Anfield all showed clusters of income deprivation. Deprivation indices that showed prevalence in the North Liverpool wards were Employment, Crime, and Education, Skills and Training. All LSOAs in Everton, bar one, showed very high prominence of Employment, Skills and Training deprivation. There was also high-income deprivation in Anfield, Kirkdale and Everton. Only Barriers to Housing deprivation displayed low levels in the four wards. Based on the information displayed previously in this review the high levels of deprivation are an affirmation of the

low levels of economic prosperity, health and educational achievement as well as the high levels of crime.

7.5 South Sefton

The average IMD score across the 7 wards was 45.1 but it had a large range, with a high of 67.5 in Linacre and a low of 36.2 in Church. Deprivation was most severe in Linacre, Derby and St Oswalds. Employment, Health and Disability, Crime, and Employment, Skills and Training indices were all indices with high prevalence of deprivation. Lower prevalence was seen for Barriers to Housing (excluding St Oswalds) and Living Environment (excluding Linacre and Derby). The larger range of IMD score across the seven South Sefton wards than the North Liverpool wards is again indicative of the larger range seen in previous sections. Linacre and Derby have shown similar deprivation levels to the North Liverpool wards, with wards like Church and Ford displaying lower levels of deprivation.

8. Social Infrastructure

8.1 North Liverpool Wards (The Blue Mile)

The Blue Mile is the name given to the area around the Goodison Park stadium, and where much of the Club's charity and engagements efforts are focused. The area circled in Figure 1 approximates to the 'Blue Mile' although assistance is offered due to need rather than boundary or post-code. The 'Mile' covers parts of the four wards studied in this report. The social infrastructure review generally found that there were adequate services for most purposes in the local area, due to it being an inner-city environment with high population density and lots of local amenities. There was also high provision of social housing and foodbank services, which is indicative of the previously mentioned

low-income character of the area.

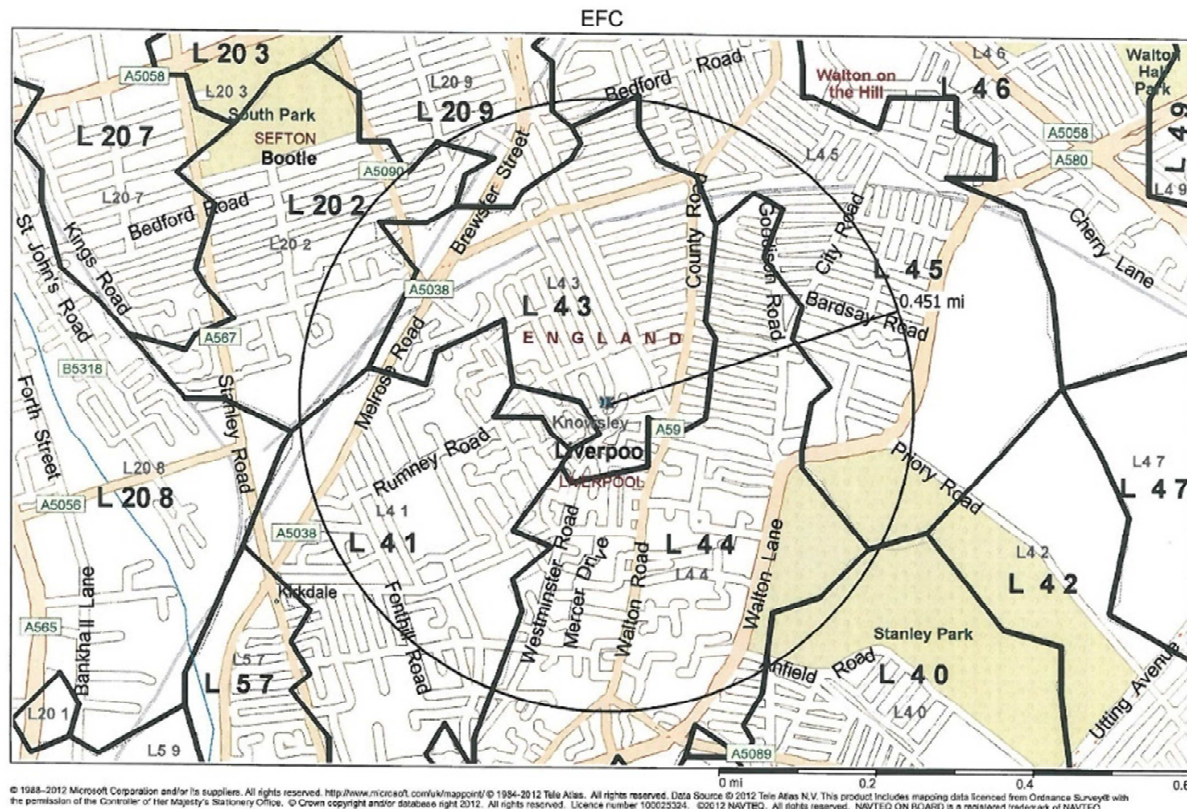


Figure A8.1: The Blue Mile area.

8.1.1. Early Years Services

There are over 15 day-nurseries within short distance of residents in the North Liverpool Wards. There are also adequate pre and afterschool play groups linked to this as well as childminding facilities, a creche and a play scheme.

8.1.2. Youth Services

There are some youth services such as Positive Futures, Walton Youth Project and the Breckfield Centre, as well as youth services provided by charitable organizations such as Everton in the Community. NEET young people and the low aspirations of young people in North Liverpool are targets of youth services. The more successful youth services in North Liverpool appear to be charitable organizations more than council-run initiatives (although most council-run initiatives are based in the City Centre). The lack of local authority focus on this area is probably the cause of charities focusing their attentions on North Liverpool youth services.

8.1.3. Services for the Aged

There are 16 care homes in L3, L4 and L5 jointly. There are also council-run services such as meal delivery, home care workers, telecare equipment and occupational therapy services. However, the degree of provision and demand for these cannot be researched in the current timeframe.

8.1.4. Adult and Community Learning

There is some provision for adult learning in the four North Liverpool wards – such as in Newsham Drive Adult Centre, Learn Direct. Part of Liverpool Community College

campus is in Vauxhall. It is likely not an area of high demand for local residents due to low economic prosperity meaning community members do not have spare time for adult learning classes.

8.1.5. Libraries

There are two functioning libraries in the boundary of the four wards – Breck Road library and West Derby library. Spellow library is also on the border of County and Derby. Everton library has remained disused since 1999.

8.1.6. Arts and Cultural Venues

Most arts and cultural venues are in the nearby City Centre (as expected). The Capstone theatre is just on the boundary of Everton. Kirkdale has become home to some music venues in recent years, such as the Invisible Wind Factory and North Shore Troubadour. Make Liverpool also have their base in North Docks, providing workshops, events, courses and venue space for the general public as well as workshop space for local artists.

8.1.7. Community Halls and Other Meeting Places

There are several community centres and church hall facilities in North Liverpool for use by and for the community.

8.1.8. Sporting and Recreational Facilities

A council-owned gym Lifestyles Everton Park is situated in Everton Ward, in which children 8-15 who receive free school meals can pay a £5 monthly membership for access to all lifestyle's facilities in Liverpool. The Everton gym contains a swimming pool, gym, outdoor pitches, a sports hall, squash courts and a selection of fitness classes.

Anfield sports and community center also has a gym and sports hall to provide a range of activities to the community. Everton in the Community facilities also have a sports hall and outdoor pitches for use by a range of residents in their activities and classes. There are a few other sports and training facilities in the area also.

8.1.9. Passive Open Space

There are two main parks in the area – Stanley Park and Everton Park. Everton Park is permanently open whereas Stanley park is gated and locked at night. Kirkdale and County are lacking in public green space compared to Anfield and Everton.

8.1.10. Cycleways and Trails

Cycle Lanes are generally thought to be far and few between in Liverpool, but the Council's cycling strategy "Liverpool's Cycling Revolution 2014-2026" has seen some changes to this. The most notable changes being the City Bikes initiative and cycling infrastructure in all new developments.

8.1.11. Schools and Universities

There are adequate Primary and Secondary school provisions in the area of the North Liverpool wards, with some specialized provision, such as Everton Free School.

There are 3 university campuses in Liverpool – University of Liverpool, Liverpool John Moores University and Hope University but none have campuses within the North Liverpool wards and most of the further education facilities reside on the southern

boundary of the City Centre. University of Liverpool and John Moores University are easily commutable on public transport from all the North Liverpool wards, meaning transport and geography are not a barrier to higher education.

8.1.12. Emergency, Health and Judicial Services

There are two nearby hospitals with accident and emergency wards – Royal Liverpool hospital and Aintree University Hospital. Both have good public transport links and are a short distance from the 4 wards by car. There are also specialized units at both hospital campuses. Clockview Hospital Mental Health Clinic is also just outside the County boundary.

Judicial and court services are all located in the city centre, and as such are not too far away from the wards, easily accessible by public transport. St. Anne Street Police Station is the station that serves these four wards. The fire station is also situated on St. Anne Street and is called Liverpool Community Fire Station.

Access to emergency and judicial services for the four wards are adequate and show close proximity. This is again because the vicinity in question is an inner-city urban area with high population density, meaning provisions and services must be close by.

8.1.13. Affordable Housing Provision

There is considerable affordable housing in Everton, with most of it being delivered by Social Housing organizations such as Liverpool Mutual Homes and Riverside Housing. On average across the wards 37.7% of housing tenures were socially rented, of which, 31.6% were rented from a housing association. Across Liverpool socially rented houses make up 27.7% of housing tenures, showing affordable housing provision to be high in the North Liverpool wards.

8.1.14. Public and Affordable Transport

Public transport links are good to and from the city centre by bus. Train links run on two lines from the city centre up through North Liverpool and along to Ormskirk and from the centre through to Fazakerley and Kirby. Transport links with other cities and major trainlines in the UK are also good, with Lime Street being a major train station that has direct trains to London, Glasgow, Leeds, Manchester and other major cities.

There is an airport in South Liverpool that has flights reaching most of Europe, although transport to the airport requires either a bus to town then a bus out of town, or a train to South Parkway then a bus from there.

8.1.15. Faith Venues

There is a high number of both Catholic and Protestant churches in the 4 wards. There is one mosque - Bait-ul-Lateef Mosque ran by the Ahmadiyya Muslim Association Liverpool. There is little in the way of religious provision for other faiths due to the low proportion of other faiths in North Liverpool. It is a mostly Christian and atheistic area.

8.1.16. Retailers of affordable fresh food

There are several supermarkets in the area such as Aldi, Sainsburys, Tesco and Asda that sell fresh fruit and vegetables. There is also a high proportion of frozen food supermarkets.

8.1.17. Other

It is important to look at the provisions supplied by foodbanks to local families who need them, given the current climate of austerity. The Trussel Trust Food Bank hold foodbanks at five different centres (four of which are church halls) within the four specified wards. The low average household income and high unemployment would suggest that there is relatively high food poverty in the area, so many households may sadly rely on foodbanks.

There is a Job Centre in Everton and a One Stop shop in Kirkdale (and a second one stop shop in the City Centre). These two centres serve a wide area of North Liverpool, so might not be capable of providing a lot of support to individuals due to high demand for services.

8.2. South Sefton Wards

Similar to the North Liverpool wards, the South Sefton wards showed adequate provision of services and facilities in most required areas. Due to its more suburban character, the nature of provision was slightly different than the North Liverpool wards and some services, such as arts and cultural venues, would require residents to travel into Liverpool city centre. The area was also lacking in passive open space and green space, potentially linking to the high levels of childhood obesity. Provision of early years, child and youth services were areas of key resource, likely due to the higher quantity of families in the area. More facilities were seen in the northernmost wards, and fewer seen in Linacre and Derby.

8.2.1. Early Years Services

In 2017 there were 5 children's centres in the South Sefton wards. There also adequate nursery places as well as play groups and after school care.

8.2.2. Youth Services

There are adequate youth services with most wards having a youth centre or community-driven service centre. Sefton Youth Services and Litherland Youth and Community Centre are two examples of such services specializing in community, social, educational and leisure activities for local youth residents, amongst other services.

8.2.3. Services for the Aged

Services for the Aged in South Sefton initially seem lacking, especially compared to wards such as Formby, Crosby and Waterloo – wards of North Sefton – with many services. There are adequate numbers of care homes for the aged population of the South Sefton wards however the quality of care homes in South Sefton is generally lower than North Sefton wards – reflecting the poorer demographic of these wards.

There are also community services for assisted living, befriending schemes from charities such as Age UK and helping hands services, among others. Many are based in more affluent wards but extend their reach to the South Sefton wards.

8.2.4. Adult and Community Learning

The Sefton Community Learning Service delivers adult learning courses in a range of subjects and skills. There are practical courses to improve employability, technological skills, and first aid, as well as recreational courses such as cooking, sewing, music and language. There is also a fee remission on employability-related courses for those who are unemployed or entitled to certain benefits. Sefton Community Service also have a

community allotment where volunteers can help with gardening. There is only one building for community learning services and this is in Seaforth (next to Church ward).

8.2.5. Libraries

There are 3 libraries within the South Sefton wards, Bootle library, Nertherton library and Spellow library (although just on the border of Bootle it is technically in County). Crosby library is also in Waterloo nearby.

8.2.6. Arts and Cultural Venues

There are no art galleries or museums in South Sefton, although Anthony Gormley's Another Place are nearby at Crosby Beach. Liverpool city centre is also abundant with free museums and galleries and is easily travelled to from the South Sefton wards.

There are plenty of pubs, bars and function rooms within South Sefton for parties and socialising. There is a lack, however, of concert and music venues. Any concertgoers would have to travel to Liverpool or Manchester to see popular or famous acts.

Aintree Racecourse is a popular attraction of North Liverpool near the boundary of South Sefton, being home to the Grand National every April, with some other events held throughout the year.

8.2.7. Community Halls and Other Meeting Places

Public meetings by CCG are held at Merton House, Stanley Road. Crosby Lakeside adventure centre can also be used for conference/meeting purposes (although outside the boundary of the 7 South Sefton wards). Most public activities advertised by Sefton Council are ran in Southport, Crosby and Waterloo – the more affluent wards.

8.2.8. Sporting and Recreational Facilities

There are 3 leisure centres within the boundary of the 4 wards, Bootle Leisure Centre, Litherland sports park and Netherton Activity Centre. These centres provide a range of swimming and gym-related exercise classes. They have both indoor and outdoor facilities, the outdoor facilities catering mostly to football.

8.2.9. Passive Open Space

There is seemingly a lack of passive open space in South Sefton. There are three parks, Derby Park, Primrose Valley Country Park and North Park, with no beach or river access directly adjacent to the wards as the access to the river is blocked off with docklands. A short train or bus ride to Crosby gives residents access to the beach, but it is not easily commutable on foot.

The Leeds Liverpool canal runs through many of the South Sefton wards, and offers good pedestrian access and a pleasant walking route.

8.2.10. Cycleways and Trails

There is good cycle access along the Leeds Liverpool canal. There are several cycle routes through Sefton, although these routes are weaker and require more main road-travel in the Southern-most parts of the borough.

8.2.11. Schools and Universities

There are 26 primary schools and 5 Secondary school in the seven South Sefton wards. Hugh Baird college also has a sixth form campus in Linacre – specializing in A-level or equivalent qualifications.

There are no University campuses in South Sefton.

8.2.12. Emergency and Judicial Services

There are two accident and emergency wards that residents of these wards could be taken to – Aintree University hospital in Fazakerley or Southport and Ormskirk Hospital NHS trust – however Fazakerley is much closer so residents would probably be taken to Liverpool in emergencies.

There are two police stations within the wards – Marsh Lane Police Station and Copy Lane Police Station. Merseyside Fire and Rescue Services also have a station with the ward boundaries, on Bridle Road. South Sefton Magistrates Court is in Bootle (Linacre) on Merton Road and Sefton Metropolitan Borough Council have a base at Bootle Town Hall on Oriel Road.

8.2.13. Health and Community Health

There are 19 GP practices within the boundary of the 7 wards, with some wards housing considerably more surgeries than others. Some other community health services in Sefton are blood testing, district nursing, podiatry, community clinics and GP out of hours services. There are 5 children's centres in the 7 wards delivering support to families and children as well as educational and ante-natal care, among other services.

8.2.14. Affordable Housing Provision

There are council housing opportunities for residents in South Sefton, as well as houses ran by housing associations (One Vision Housing, Sanctuary Housing, Adactus Housing, Riverside). There are properties ran by housing associations in all the 7 wards. In Sefton, 14% of housing tenure is socially rented (either from a LA or otherwise), however in Linacre this provision comprises 49% of housing tenures, showing housing provision to be higher in the South Sefton wards than the borough.

8.2.15. Public and Affordable Transport

Public transport services are adequate with local travel on train and bus routes. Depending on distance these journeys are usually between 20 and 50 minutes long on bus and 10-15 minutes by train. South Sefton residents must travel to central Liverpool for national transport links.

There are regular bus routes through the wards, such as the Stagecoach 52 and 53 buses. Train links are limited to just one trainline that stops at Bootle Oriel Road, Bootle New Strand and Seaforth and Litherland stations, and travels between Liverpool and Southport. The train is regular at 15-minute intervals during the daytime and provides connection between the 7 wards and Liverpool.

8.2.16. Faith Venues

There are no faith venues for Islam, Judaism, Sikhism, Buddhism or any other mainstream religion other than Christianity. There are several churches, for both Catholic and Protestant congregations.

8.2.17. Retailers of affordable fresh food

There are several supermarket establishments within the wards where residents can buy fresh fruit, such as Asda and Lidl. There is a Greengrocer in Linacre (on Knowsley Road).

8.3. Summary of Social Infrastructure Indicators

North Liverpool wards have adequate provision for most services. The area was lacking in faith venues other than churches due to the mostly Christian and atheist population. There is currently a shortage of children's centres, and work by the Everton Neighborhood team has revealed that people would like a swimming pool in the local area. There is already a swimming pool at Everton Park sports centre, but there is demand for more swim facilities.

South Sefton wards have adequate transport links to Liverpool city centre. The social infrastructure review showed adequate access to most services. The area was lacking in faith venues other than churches, due to the predominantly Christian or Atheist population.

9. Abbreviations

- ASMR – age standardized mortality rate
- CCG – Clinical Commissioning Group
- COPD – Chronic Obstructive Pulmonary Disease (sometimes referred to as respiratory disease in the text)
- CVD – cardio-vascular disease
- Everton or the Club– Everton Football Club
- EitC – Everton in the Community
- IMD – Indices of Multiple Deprivation
- LCR – Liverpool City Region
- LCRA – Liverpool City Region Authority
- LEP – Local Enterprise Partnership
- LSOA – Lower Super Output Area
- SAR – standardized admissions rate
- SIR – standardized incidence rate
- SMR – standardized mortality rate

Appendix B – Interview Script for EitC Project Deliverer Interviews

The Social Value of the EitC Project(s)

Name of Project(s):

Interviewee(s):

Interviewer:

Date of Interview:

Place of Interview:

A. Context / Understanding the Project [What is the interviewee(s) understanding of the Project]

A1: Please describe the origins of the project, and what it seeks to achieve

A2: *What were the main objectives? Has the programme met its targets?*

A3: What have been to main achievements of the project?

A4: Who were the main individuals who were on the delivery team? (job roles, responsibilities etc.)?

A5: What are the reporting requirements for the project and are there any reports available for review?

A6: How many people were affected (More detail in question B2 if required)?

A7: What funding do you have for the program and who receive it from?

B. Who Is / Was Affected by The Project (the establishment of stakeholders)

B1: Describe the groups of people affected by the [Project Name]. (visitors, local people, the young, local businesses, the old etc.)

B2: For each of the groups identified in B1 above, please explain the number of people affected

B3: Briefly, how do you think the [Project Name] will affect the lives of the identified stakeholders?

B4: Do you have any quotes, interviews, case studies, images or narratives that will help to bring these stories to life?

C. How Were People Broadly Affected

C1: What would you describe as the main changes to participant's lives as a result of their involvement in the project?

C2: Were there any volunteers who helped deliver the project? How were they affected by their involvement in the project?

C3: Do you have any quotes, interviews, case studies, images or narratives that will help to bring these stories to life?

D: How Were People Who Participated in the Project Specifically Affected (Change by Factor)

Thinking about those who participated in the project, please describe the changes that occurred to their:

- D1:** Physical health
- D2:** Mental health
- D3:** Experience of crime
- D4:** Wellbeing (The way they felt about themselves)
- D5:** Experience of nature and green space
- D6:** Skill levels
- D7:** Job prospects
- D8:** Anything else

E: Thinking about those who volunteered to help to deliver the project, please describe the changes that occur(ed) to their:

- E1:** Physical health
- E2:** Mental health
- E3:** Experience of crime
- E4:** Wellbeing - The way they felt about themselves
- E5:** Experience of nature and green space
- E6:** Skill levels
- E7:** Job prospects
- E8:** Anything else

F: Thinking about people other than deliverers and participants (e.g. people living in the adjacent community, suppliers to the project, etc.)

F1: Do you think any other groups of people were affected in any specific way by the [Project Name]? If so, please describe these and give the numbers of people affected

F2: Do you think the [Project Name] could have helped any groups of people not already discussed in the interview so far?

F3: Are there any other groups or organisations doing the same work as you that you know of?

G: Do you have any suggestions on how [Project Name] can be improved to deliver more or better outcomes for participants?

H: Is there anything else you would like to add?

Appendix C – The EitC Projects Selected for Analysis

Everton-in-the Community Projects

The programme has five pillars, referred to as Themes –

- Community
- Support
- Education
- Pathways
- Health

Community:

- **PL Kicks (including Kicks Multisport and PL Girls):** delivers more than 30 sports sessions in Merseyside each week for young people aged between 8 – 19 in partnership with the Premier League Charitable Fund, Merseyside Police and Crime Commissioner. It also includes 'The Youth Zone' which combines football and sport sessions with workshops on topics such as healthy lifestyles and employability as well as on the dangers of gang violence and drugs and alcohol. The programme continues to reduce anti-social behaviour and crime by 75%-82% during session times around Merseyside, which is a key priority for the Crime Commissioner.
- **National Citizen Service (NCS):** Government programme across England and Northern Ireland, delivered by EITC. NCS brings together young people from different backgrounds and helps them develop greater confidence, self-awareness and responsibility. Open to 15–17-year olds, NCS is a unique two or three-week full-time programme focused around fun and discovery, plus 60 hours committed to a community project that benefits both young people and society.

Support:

- **Breathing Space:** The three-year project (funded by BT Sport's The Supporters Club and the Premier League) is delivered by the charity's Youth Engagement team and is accessible for 14-19-year-olds who are either currently in care or at risk of entering the care system. It aims to improve enrolment and achievements in school; improve health and wellbeing and develop greater confidence and self-esteem.
- **Safe Hands:** A five-year project that targets young offenders in the Merseyside area, aiming to help them integrate back into society after leaving secure care by offering them opportunities that they may never have considered as options before. The scheme will support 150 individuals, both male and female aged between 15 and 21, utilising education, sport, media and the arts, to help get them back on their feet and into training, employment or further education, to prevent them from reoffending. The project provides 20 hours or more per week of bespoke, themed workshops and accredited education and training opportunities catering for participants' individual needs and interests. Since its launch in April 2012, the programme has achieved an 80 percent non re-offending rate among

participants, compared to the national average of 27 percent. The average persistent young offender costs the government £80,000 per year and £300,000 over their criminal career, the non-reoffending rate through Safe Hands would save the government £36million whilst creating economically active citizens.

- **PL Primary Stars:** programme engaging with young people on a curriculum-focused basis. Project is aimed at primary schools offering digital resources and free for every school, plus club-led delivery within schools during PE lessons. Mass led participation which includes literacy and numeracy competitions, examples include a poetry competition and Sky Open Rescue.
- **The Neighbourhood Team:** Initiative started in 2015 with motivations to keep in close contact with local community as the move to BMD looked more likely. The club did not want local community to feel abandoned, and to show that the club was a good neighbour. Responding to need, the Team have since worked with suppliers to put on events, projects and campaigns for local communities. Everton were the first club to set up a Neighbourhood Team, and it has since spread to other teams.

Education:

- **PL Enterprise:** Premier League Enterprise is a programme designed to help tackle the issue of under achievement at school. Now in its eighth year, the PL Enterprise Challenge, is an annual event where schools and young people can take part in an exciting national competition. This year, via a Club heat, Everton 4 Employment will work with four secondary schools with students from years 9 and 10. Opportunity to learn more about different aspects of their Football Club including marketing, finance and customer service as well as developing key entrepreneurial skills which are put to the test throughout the Challenge.
- **Apprenticeships:** Business and Sport since 2011, from August 2016 Everton Apprenticeships will be broadening its curriculum offer which will now extend to supporting job roles within Hospitality & Catering, Team Leading/Management and Customer Service. a minimum of 12 months in which time apprentices will work to complete all components of the project including functional skills in Maths, English and IT, Employee Rights and Responsibilities and vocational led qualifications. Apprentices will also undertake a recognised qualification in a subject related to their job such as L2 NVQ Sport Activity Leadership, L2 NVQ Customer Service and L2 or L3 NVQ Business Administration as well as the opportunity to work towards additional qualifications in First Aid and FA coaching badges. In February 2017 there were 60 Apprentices on the programme, with 31 individuals employed within the 'Everton family' (Club, Charity and Free School).
- **Everton Free School:** Everton Free School was established in 2012 and was a new venture for the club. It offers an alternative educational programme for young people aged 14-16 who have either been excluded, or are at risk of exclusion, from mainstream education pathways. There is also an attached sixth form teaching Level 2 and 3 sports qualifications for pupils aged 16-19. Both the Free School and Sixth Form represent pathways for young people to stay in education and gain further qualifications where mainstream education could no longer support them. Some key achievements of the Free School have been improved

maths and literacy skills, improved ready-to-work skills, a significantly reduced number of NEET school-leavers (Not in Employment, Education or Training) and improved mental health of pupils.

Pathways:

- **Working Futures:** Everton in the Community are one of the leading delivery partners in an ESF funded new two-year programme called 'Working Futures'. Everton 4 Employment will engage with over 200 unemployed young people across Greater Merseyside through delivery of a 12-week programme that provides specialist support in developing employability skills and practices. The programme aims to support 30% of learners into employment and more than 40% into alternative progressions such as Traineeships, Apprenticeships or Further Education.
- **PL Works:** A 12-week course to support young people aged between 16-25 who are NEET (Not in Employment, Education or Training) with life skills and skills for the future. There are a wide spectrum of participants ranging from graduates to non-readers/writers. Some can be highly educated whilst some participants have few skills. Sessions delivered include theory of teambuilding/teamwork and communication and then other sessions support practical side of the theory.

Health:

- **Disability:** The Disability programme covers several different projects and initiatives. The projects used in this evaluation were:
 - **The Alder Hey Programme:** EitC go to Alder Hey every weekday for at least 1 hour and go to a different ward every day. Format is that there is a play base set up in part of the ward and those with enough mobility come to play base. Also adapt to bedbound children and play games with them personally if they cannot join in.
 - **The Schools Programme:** EitC engage regularly with 12 specialist schools in Merseyside with weekly sessions through school year. EitC hold competitions at the end of each term, with some extra ones such as International Women's Day and Olympics day. Play Leaders and Sports Leaders schemes are also linked to the schools programme, helping SEN and SEND children to develop their sports and coaching skills.
 - **The Disability Football Teams:** Everton Football Disability club started regular weekly sessions in 2000. Started with just an adult and a junior team and now have 9 teams based on ability levels, including adult, junior, male and female teams. All teams train and receive coaching every week. They also play in monthly competitions locally, regionally and nationally.
 - **Halton Holiday Activities:** Holiday activities for 12-18 year old disabled young people in Halton. Different activities each day gauged on what the young people want to do. This is done by going into school assemblies and collation with prices/timings/logistics etc. All activities are free for parents. Activities include bowling, laser tag, nerf events, inflatables, the zoo, Blackpool lights. There is also a sports day event.
- **Healthy Blues:** Fitness sessions funded by Merseycare NHS Trust for males and females between the ages of 40-60. Similar aims to Imagine Your Goals. Project

aimed at those diagnosed with mental health issues and is seen as part of their treatment package.

- **Active Blues:** Aimed at sedentary males aged 35-50 in North Liverpool, the project is delivered by Everton in the Community, Edge Hill University and BNENC Breckfield Centre, with support from Liverpool City Council.
- **Tackling the Blues:** Programme targeting young people aged 8-14 who are experiencing, or are at risk of, developing mental health problems. Funding was provided by the NHS Southport and Formby, and NHS South Sefton Clinical Commissioning Groups (CCGs). The programme offers a range of interactive and engaging activities for young people. Weekly coaching sessions are currently delivered to just under 300 young people in primary schools, secondary schools and community groups across Sefton. The programme had an impact report done by Edge Hill Uni (Institute for Social Responsibility) in 2016.
- **Imagine Your Goals:** a ground-breaking fitness programme that also offers local people who are living with mental health issues an opportunity to talk about their problems and seek help and support in a familiar environment. The collaboration with Mersey Care enabled Everton to become the first Premier League club in the country to appoint a full-time mental health football co-ordinator.
- **Girls on Side:** Project was set up with same achievement as Imagine your Goals but not using football. Programme runs 3hr sessions twice weekly (total 6 hours per week), with a mix of physical sessions and social interaction sessions.
- **Knowsley Veterans Club:** Funded by the Royal British Legion, Knowsley Veterans' Hub (KVH) aims to engage ex-service personnel who are at risk of isolation with sport, training and social activities.
- **Pass on the Memories:** Launched in January 2013 and delivered in partnership with Mersey Care NHS Trust, the programme supports people living with dementia and their carers through respite time. Run from Goodison Park four times a week, 'Pass on the Memories' uses a range of interventions, including sporting reminiscence workshops and custom-made life story memory books, to help people share important memories and create new ones. It arranges visits of places of historical interest that they visited in their younger years as well as social events including the increasingly popular Blue Bingo as well as sessions on dancing and singing for the brain and arts and crafts.
- **Stand Together:** Everton in the Community have secured funding from NHS Liverpool Clinical Commissioning Group to deliver a new programme of four sessions every week of interactive and bespoke activities aimed at tackling social isolation among individuals aged over 75 living in Everton. The programme also delivers regular communication and assistance from staff within the Club's official charity Health and Wellbeing team by way of a home visit or a phone call offering friendly conversation and companionship in addition to a link to the outside world and a gateway for other services and support.
- **Premier Skills:** In partnership with the British Council, the programme helps the development of community coaches and referees all over the world along with the production of learning materials to help people's English skills. So far, charity coaches have supported the programme in Uganda, India, Vietnam, China, Malawi, South Korea, Egypt, Cameroon, Senegal, Dubai and Malaysia.

- **Screening Experience:** Everton have been hosting free heart screening events since 2013 - and have already identified 10 youngsters with potentially significant heart defects and 42 with heart-related problems. In 2016 the Blues received £10,000 from Medicash to carry out three further screening events in association with Vital Signs Foundation (VSF). The club has now held six screenings, screening over 500 15-35-year-olds in total.

Appendix D - Technical Appendix The Basis of Our Work

We use the methodology developed by the world-leading Social Value organisation Social Value UK / Social Value International. This means that the methods we use and the reports we generate are robust, credible and defensible. It also allows for external accreditation and benchmarking if required. More information on the methodology can be found here [http://bit.ly/SVUK Principles](http://bit.ly/SVUK_Principles).

RealWorth has had a long-standing involvement with Social Value UK. One of our founders has been a Council member for five years. RealWorth also convenes the national SVUK cross-discipline Thought Leadership Group on maximising social value in the built-environment which aims to develop and share best practice on societal value across the sector.

We have developed and refined SVUK's approach to improve its relevance to real estate development and have established:

- A bespoke library of relevant indicators and proxy values

- A standardised method of data collection and management which allows reporting by factor (crime, health, education, employment, etc), stakeholder group and beneficiary / recipient



Apply the 7 principles of social value at all times during the process; involve stakeholders, understand what changes, value the outcomes that matter, only include what is material, don't overclaim, be transparent, verify the results.

RealWorth's Approach – an overview

- A robust method of calculating the social value of pro-environmental factors associated with development
- A precedent library of development approaches and features which have been found to generate lasting social value

Social Return on Investment and HM Treasury Green Book

The 2018 Green Book is silent on the use of SROI-based social valuation and promotes the use of Social Cost Benefit Analysis ("SCBA"). Compliance with Treasury Guidance is not an area of speciality for RealWorth, it is our view that the SROI approach we use in our work is an adjusted form and therefore an extension of SCBA, which in itself is a generic / broad term for a collection of different valuation methods.

Unlike Cost Benefit approaches, SROI takes its primary source of information from the experiences of people. These are then monetised in a variety of ways (including standard CBA approaches) in the same way as described in the Green Book.

Notwithstanding the above, the current (2018) edition of the Green Book has moved much closer to the objective of ensuring that the lives of the greatest number of people are improved by projects and programmes and embraces the term social value. It now makes it clear that the purpose of project evaluation is to understand how interventions affect the wellbeing of people. We feel that the SROI approach we have taken in doing this work is supportive of this overarching aim of the Treasury.

Taking a Long-Term View

Our approach is designed not just to provide a forecast of social value at a "snapshot" in time, but to establish a framework for the ongoing monitoring and reporting of actual social value that is created in the occupation / implementation phases. We often are asked by clients to help them develop a simple post occupation / implementation evaluation and reporting framework. This allows all stakeholders to understand and report on the actual impacts and take corrective action where shortfalls occur against original plans.

Monitoring actual impacts (for say 5 to 10 years after implementation) has the additional benefit of building strong and lasting relationships and dialogue with affected stakeholders in an affordable, effective and efficient manner. This often provides a sound basis for shaping our clients' long-term interactions with their stakeholders by providing better understanding of their impacts to a wider number of people.

Our Methodology

Unlike the “desktop” approaches used by some other social value practitioners, our method is evidence based. Wherever possible we use actual accounts from the people who will or have already experienced change as a result of an intervention (policy, project, etc). This approach requires a degree of consultation and field work. Our work supports and complements the informal and statutory consultation processes. We help to shape and influence the consultation and engagement processes including the convening of a number of Theory of Change Workshops to supplement the other consultation arrangements.

Societal Value Balanced Scorecard



How RealWorth Captures People's
Experience of Change

We assesses the degree to which change has occurred (whether positive or negative) both in terms of the significance of the change, and the numbers of people that experience the change. Our studies rely on field work which collects information from people who are affected by the intervention (project, programme, etc.) and/or those who have an insight into the desired effects of the intervention.

Our approach allows the environmental and social value of an intervention to be made explicit through evidence, and then monetised to show the value relative to the amount of investment. Using evidence about how people experience change, we translate environmental and social value into economic benefits. For example, value arising from employment outcomes is classified as a social value and monetised to create an economic benefit in the same way that savings in CO² are monetised to create an economic benefit (albeit using different indicators and proxies). This provides an overall sustainable value and a return on investment (ratio) which can be used by decision-makers in a variety of ways to make better and more informed decisions. These decisions take into consideration impacts that are not normally considered in the traditional market based approach to financial return on investment.

The work we do complements and supports traditional market based techniques and gives decision makers more accurate information upon which to base their decisions.

Following the SVUK approach, the information collected about how people experience change is used to create an Impact Map which contains the following information:

- Stakeholders (groups of people, organisations or entities that experience change, whether positive or negative, because of the activity/intervention that is being analysed). Typical stakeholder group might include residents, employees, visitors, beneficiaries of charities or other third sector organisations, and people living close to the intervention.
- Inputs (the cost of the project including capital investment, the monetised value of volunteers, and any other in-kind contributions)
- Outputs (the number of units of delivery where applicable)
- Outcomes (the stated or predicted changes to stakeholder's lives)

Each of the outcomes are categorised against factors. These are topics that affect stakeholder's lives including crime, health, wellbeing, training and skills, employment savings & revenues to stakeholders and green and restorative space.

The outcomes are then monetised by identifying an appropriate indicator (the unit of measurement), and then applying a suitable monetary value (or proxy) to each indicator.

The values are then multiplied by the numbers of people affected (from the survey returns / field data / Theory of Change workshop / etc) and the amount of time the influence of the project / intervention was likely to stay with them to produce a gross value for each outcome.

The gross values of each outcome are then adjusted by analysing the extent that:

- the value would have occurred without the intervention (deadweight),
- other parties were involved in the impact on stakeholders (attribution),
- the effects diminish over time (drop-off), and
- the intervention displaces the activity and its impact elsewhere (displacement).

Indicators and proxies are typically taken from a wide range of sources including local and national government statistics, research bodies and think-tanks, and representative or accreditation organisations. Ecological value is derived from databases compiled through work on the Millennium Ecosystem Assessment. All the sources that RealWorth use are license and royalty free and are publicly available. This excludes the Community Investment Values from the Social Value Bank, authored by HACT and Daniel Fujiwara (source: www.socialvaluebank.org), which are used under licence agreed with the authors.

Appendix E – Worked Example to Illustrate the RealWorth Approach

The following is an extract from table 3.5 of this report. This extract summarises one of the outcomes associated with the EitC Programme.

Factor	Anticipated Change (Effect) / Outcome	Stakeholder Group	Indicator	Societal Value (Prior to PV)
Health	Improved physical fitness through participation in [PL Kicks] programme	Child/Youth Participant (aged 11-15 yrs)	Number of people moving from inactivity to active lifestyle	£5,744,000

The way the valuation of this outcome has been calculated is representative of the approach used by RealWorth throughout this Report.

The outcome relates to the EitC Premier League (“PL”) Kicks Programme. This particular element is an impact on young peoples’ health and fitness levels.

Step 1

We interviewed the programme leaders / deliverers from the PL Kicks Programme to establish:

- What the PL Kick programme did and the types of impacts and outcomes the PL Kicks Programme was set up to have.
- The kinds of people that had actually participated.
- The kinds of change they had seen and heard participants saying about how PL Kicks had changed their lives and any data that had been collected to support this.

From data obtained after the interview, the numbers of participants to the Programme within the 11-15 age range over the three-year period in question (2016 to 2018) was calculated to be 1,173 people.

Details of the semi structured interview questions we asked for EitC programmes is included at Appendix B.

Step 2

We then selected a financial proxy value from our library to reflect the monetary value of being in good health. The value we chose was in this case was the cost of treatment and lost productivity from Type 2 diabetes (<https://www.diabetes.co.uk/cost-of-diabetes.html>). In 2012 this was a value of £4,326 per person per year. This proxy value reflects the incidence of diabetes in people who are physically unfit.

Step 3

We entered all of the researched information into our impact map, such as the quantity, outcome and financial proxy. The impact map updates the financial proxy value to the current year and calculates the gross annual value of the outcome. The gross annual value (before the adjustments in Step 4 below) is £4.6M.

Step 4

Using information from the interviews, impact data in EitC's possession and our experience as social value practitioners, we then entered values into the impact map to adjust for Deadweight, Attribution and Displacement. These adjustments reflect the extent that the value would have occurred without the intervention (deadweight), other parties were involved in the impact on stakeholders (attribution), the effects diminish over time (drop-off), and the extent to which the intervention displaces the activity and its impact elsewhere (displacement). The net annual value after adjustments for deadweight, attribution and displacement is £1.9M. Using these values, the impact map then calculated the net outcome value of £5.74M over the three-year period. There was no adjustment made for drop-off.

Step 5

The £5.74M net outcome value was then allocated within the impact map to the relevant year(s) of activity (in this case 2016 to 2019) and assigned to a factor (in this case health), stakeholder group, etc for inclusion into the final report.

Appendix F - Assumptions and Basis of Valuation Everton in the Community:

Generally:

1. The analysis of EitC activities from 2016-2018 was standardised so that any activity that started at any point during 2016 was normalised to start in January 2016. The Club requested that the three-year evaluation carried out be extended to four years to include 2019. The fourth year was assumed to be an average (mean) of the three years evaluated.
2. Opinions and testimonies expressed by project deliverers about, or on behalf of, participants were assumed to be truthful and factual in all cases.
3. 21 EitC projects (out of a potential of approximately 40) were selected for their likely potential to produce the most societal value in the Programme. This suggests that the final figures presented in this report are probably lower than the actual amount of value generated by EitC over the study period.
4. Participants participate in an EitC project for one year or part of a year, although there are several exceptions to this. For ease of calculation, each participant is assumed to generate societal value for a single year meaning that over a three-year period, there would be three separate cohorts per project. After the conclusion of the year, the participant was conservatively assumed to have generated no additional value from their time on the project although this is unlikely to be the case. This decision was taken because there was insufficient evidence of changes to people's lives after participation in a project. Improved post-participation tracking would allow further value to be added to these participants if they were able to show that the project had an effect on their lives beyond the point where they left the project.

Quantity Assumptions:

5. Quantities for Everton in the Community came from information provided by EitC staff. Each value was taken as an average of annual participation over the past three years, or the past two years where the project has only been going since 2017.
6. The quantity of participants in Active Blues was 87. This was an average of the annual participation numbers for the program across three years (2016-2018). Quantity is 87.
7. The quantity of volunteers for Active Blues was 10. This was taken directly from the transcript of the semi-structured interview with Mike Salla. Quantity is 10.
8. The quantity of apprentices on the apprenticeship program was taken as 51 – an average of the yearly intake of apprentices over the last three years. Quantity is 51.
9. The Quantity of Child/Youth Participants in the Breathing Space and Safe Hands programs were an average of 2016/17 and 2017/18. Quantity is 142.
10. The number of Volunteers in this program was taken as the median from the semi-structured interview transcript, stated as 10-12 volunteers. Quantity is 11.
11. Alder Hey Participants in the Disability program showed an average annual participation of 1,253 patients. From here it was further estimated by EitC staff that 400 patients are helped with physiotherapy by EitC staff, and that 20 children on dialysis are helped with schoolwork and play. Quantity is 1,253, 400 and 20.

12. A conservative estimate of 50 Alder Hey patients have been assumed to have improved mental health. Due to important data protection around medical records there is no way to evidence this change any further.
13. Disability Child/youth participants that took part in the EitC PE sessions was taken directly from the transcript of the semi-structured interview and was equal to 900 students per year. Quantity is 900.
14. The number of Disability Child/Youth Participants that achieved the sports leader award was taken as 12 per year. This was based on the 2018 end of year monitoring report that stated 12 young people received the award. Quantity is 12.
15. The quantity of Disability Child/Youth participants that got an internship or work placement as a result of their participation in the sports leader's program was 8. This value was taken directly from the transcript of the semi-structured interview. Quantity is 8.
16. The quantity of attendees to the Halton Holiday program was 44. This was the average of attendees across the academic years 2016/17 and 2017/18. Quantity is 44.
17. The number of players in the Everton disability teams is 120 in the transcript of the semi-structured interview. Quantity is 120.
18. There are 450 pupils at Everton Free School. This comprises of 120 students per year group for years 9, 10 and 11 and 90 students in the 6th form college. Quantity is 450.
 - Within the Free School, RealWorth were informed that the school nurse makes 456 diagnoses a year
 - 30 students go out and volunteer in community projects.
 - 20 students per year gain level 1 coaching qualifications
 - 20 students per year gain level 2 coaching qualifications
 - 10 students per year gain level 3 coaching qualifications
 - 10 NEETs avoided per year
 - 32 members of staff at the free school
19. 52 adult participants in Girls on Side. Quantity is average of annual participation over 3 years. Quantity is 52.
20. Quantity of volunteers in Girls on Side is taken from transcript of semi-structured interview. Quantity is 3.
21. 50 adult participants in Healthy Blues. Quantity is average of annual participation over 3 years. Quantity is 50.
22. Quantity of volunteers in Healthy Blues is taken from transcript of semi-structured interview. Quantity is 2.
23. 541 adult participants in Imagine Your Goals. Quantity is average of annual participation over 3 years. Quantity is 541.
24. Quantity of volunteers in Imagine Your Goals is taken from transcript of semi-structured interview. Quantity is 18.
25. 238 veterans attended Knowsley Veterans Club annually. Average of annual attendees over 3 years. Quantity is 238.
26. Further assumptions that were taken from the transcript of the semi-structured interview were:
 - 17 veterans gained a new qualification
 - 30 veterans were also ex-offenders
 - 65 prisoners have been supported through Knowsley Veterans Club
 - 5 people per year are helped into fixed permanent housing

- 1 person per year is helped into full time employment
- 27. Quantity of Child/Youth Participants in NCS program was an average of participants over three years. Quantity is 566.
- 28. 12 local charities were supported through fundraising on the NCS program. Quantity taken from transcript of semi-structured interview.
- 29. It was assumed that 50% of NCS participants gain jobs after then NCS program, partly due to having NCS on their CV. Quantity is 57.
- 30. The neighbourhood team was documented to help a number of different stakeholder groups in the semi-structured interview transcript.
 - 15 families supported with food bank packages
 - 480 attendees to red cross workshops were assumed to benefit from increased health knowledge
 - 52 attendees to exercise sessions (such as yoga, Zumba etc.). Minimum number of attendees taken here to remove chances of double counting.
 - 8,000 attendees to drop-in sessions at the EitC hub
 - 2 people handed in their knives under armistice after sessions on knife crime
 - 20 volunteers with the neighbourhood team
 - 89 people (minimum attendees assumed to remove chances of double counting) working with Goodison Garden and Kirkdale Greening Project.
 - 34 people attend social clubs (knitting, football and yoga)
 - 27 local people have found casual work with Everton and EitC as a result of their relationship to the neighbourhood team
- 31. Pass on the Memories participants quantity was calculated using average annual attendees over 3 years. Quantity is 200.
- 32. Volunteers with Pass on the Memories were taken from semi-structured interview transcript. Quantity is 20.
- 33. PL Enterprise
 - 280 participants, from transcript of semi-structured interview.
 - 22 had improved school attendance
 - 49 reported improved confidence
 - 28 reported improved money management skills
 - There were 2 volunteers on the PL Enterprise program
- 34. For PL Kicks the quantity is 2347 participants, average of participants 2016, 2017 and 2018. It was assumed that this was split 50/50 between the 16 and over 16 age groups
 - 4 people were reported to stop their involvement in knife crime as a result of the program, from the transcript of the semi-structured interview
 - 50 PL Kicks participants gained a qualification, taken from end of year monitoring reports
 - 2 PL Kicks participants per year gained casual work with EitC, taken from transcript of semi-structured interview
 - 8 volunteers on the PL Kicks program, from transcript of semi-structured interview
- 35. Quantity for PL Primary Stars is an average of annual participant numbers for the years 2016-2018. Quantity is 1,006
- 36. The number of volunteers for PL Primary Stars is 16, taken from transcript of semi-structured interview

37. PL Works engages with approximately 30 participants per year, this value is taken from the transcript of the semi-structured interview
38. The Premier Skills program engaged 450 local coaches over 10 years, the quantity was therefore 45 annually, value came from email exchange with program leader
39. Quantity of participants for Premier Skills is based on an email exchange with program leader - 2000 local child/youth participants over 10 years averages to 200 participants a year
40. Total participants of the heart screening experience was 278 people.
41. The Quantity of Participants for Stand Together was based on the average annual participation numbers for the period 2016-2018. Quantity is 100 people.
 - The number of volunteers on the Stand Together program is 8, from semi-structured interview transcript
 - The number of carers who get relief from their caring duties through Stand together is 20, from semi-structured interview transcript
42. Quantity for Tackling the Blues was based on average annual participation for the years 2016-2018. Quantity is 323.
 - Assumed 11 schoolteachers benefitted based on assumption of 30 pupils to 1 teacher
 - 17 volunteers on project, from interview transcript
43. Quantity for Working Futures taken as average of 90 (based on 180 participants over two years, from interview transcript)
 - 60 participants entered employment after the program over the two years
 - 18 moved to further training after the course
44. We have assumed a conservative 1 to 1 ratio for family members receiving benefit from participants in the EitC programmes

Proxy Assumptions:

45. For Premier Skills, local (Ugandan) coaches working with their counterparts from Everton in the Community were assumed to gain employment from unemployment status. Upper limit of annual living wage in Uganda is £1,999.
46. Several programs were assumed to improve the mental health of participants, even though there was not definitive evidence for this effect. In most cases there was however anecdotal evidence for this effect. The lack of definitive evidence was due to sensitivity and data protection around mental health issues.

Goodison Legacy Project:

Generally:

47. At the time of writing, the detailed design features of the buildings and public realm that will make up the GPLP are still evolving.
48. Some consultation with local stakeholder groups likely to be affected by the development has taken place and has been taken into account in this report. However, a more comprehensive consultation process commenced in late July of 2019. The findings of this report may need to be updated to reflect the findings feedback of these activities.
49. The analysis assumes that the societal value generation for GPLP will start in 2026. The end date for the calculation is 2033. This is because, beyond this date, further amendments or changes to the neighbourhood may alter the future generation of societal value. This means that the duration that value is counted for GPLP in this analysis is 8 years.

Quantity Assumptions:

50. Apprentices in Block B2: national apprenticeship employment levels show SMEs to have 1 apprentice on average, so each of the community retail premises (bakery, bike shop and café/gallery) are assumed to have 1 apprentice. Quantity is 3.
51. Apprentices in Block F: Quantity is based on an assumption that EitC's apprenticeship scheme will double in size. The education block will generate 51 new apprenticeships on top of the 51 apprenticeships currently being enabled by EitC. Original quantity is an average of apprentices annually over the period 2016-2018 based on the EitC SROI calculation. Quantity is 51.
52. Apprentices in Block G: The national average of apprentices is 1 per 100 employees. Nurse staffing requires roughly 1 nurse to every 10 patients, meaning there are always 10 nurses on shifts. 8-hour shift patterns of 40-hr work week result in 4.2 rotations of staff required. $4.2 \times 10 = 42$ nurses. Normally there would only be 1 apprentice for the facility but given its links to EitC and the Free School it is a safe assumption to say there will be 2 apprentices. Quantity is 2.
53. Business Owners in Block A: 3 new restaurant premises, one on the ground floor of each of the three towers. Conservative assumption of just one owner per premises. Quantity is 3.
54. Business Owners in Block B2: 1 retail premise, 1 bike shop, 1 bakery and 1 café/gallery. Assume 1 owner per business. Quantity is 4.
55. Child/Youth Local Residents in Block F: Occupation level calculations based on floor space of the new free school building indicate roughly 420 new pupils. Quantity is 420.
56. Child/Youth Local Residents in the Park: 0-17-year-olds make up 21% of County ward's population (ONS, 2011). 21% of the local community value is 495. Local Community quantity has been calculated separately within this list. Quantity is 495.
57. Elderly New Residents in Block G: Quantity is 78 care home residents and 27 extra-care residents. Quantities calculated based of floor space and occupation levels. Quantity is 105.

58. Employees in Block A: Quantity is number of employees in restaurants and building maintenance, calculated using floor space and occupation level calculations. Quantity is 24.
59. Employees in Block B1: Quantity is based on precedent example of Plus X, Hayes – an existing workspace/accelerator facility of a similar size. Quantity is 5.
60. Employees in Block B2: Quantity is estimated calculation of staff per retail premise. Quantity is 28.
61. Employees in Block D2: Quantity is based on floor space and employment density guides. Quantity is 230.
62. Employees in Block F: Quantity is based on floor space and DfE area guidelines for schools. Quantity is 32 staff (26 teaching staff, 6 administrative and support staff).
63. Employees in Block G: Quantity is number of staff based on required nursing staff per number of elderly patients. There must be 10 nursing staff on site at all times. Assume a 40-hour work pattern. Estimate 42 nurses required. Quantity is 42.
64. Employees in Block H: Quantity is based on number of staff required per patients at a GP office. This GP/medical centre is predicted to attract 30,000 appointments per year. Need one staff member per 1,000 appointments. Quantity is 30.
65. Enterprise Workspace Residents in Block B1: Quantity is based on precedent example of Plus X, Hayes – an existing workspace/accelerator facility of a similar size. Quantity is 60.
66. Local Community using Blocks B2, F, G, H and the park: Quantity is based on the 2011 census populations of the surrounding 9 Lower Super Output Areas (LSOAs) within roughly ten minutes walking distance of the Goodison site. Quantity is 2,360.
67. New Residents in Blocks A, C, and E: These quantities were calculated using the same methods of calculating occupancy levels using floor space. The combined total of new residents is 431 new residents. Quantity is 431.
68. Patients in Block H: Quantity is the predicted number of appointments to a new GP centre, coincidentally also happens to be the same number of people as are in the Blue Mile, which acts as corroboration of the figure. Quantity is 30,000.
69. Visitors to Block B2: Quantity is number of annual visitors to retail units and the café/gallery combined. Quantity is based on calculation of annual visitors based on floor space and precedent examples of annual visitors. An assumption of 50% repeat business has also been assumed (meaning that on average it has been assumed that each visitor visits Block B2 twice a year). Therefore, there is a 50% unique attendance rate. Quantity is 18,750.
70. Visitors to The Park: Quantity is based on the total combined population of Anfield, County, Everton and Kirkdale. A statistic that 61% of urban populations use parks nationally has been applied giving a value of 36,266 visitors from these wards using the park annually. Residents of these wards were assumed to be Visitors because they don't live close enough to the park to meaningfully interact with it on a regular basis, therefore are not local community, but they do live close enough to come to the park at least once per year. Quantity is 36,266.
71. Volunteers in Block B2: Quantity is prediction of number of volunteers working in the charity shop and foodbank annually, based on floor space calculations. Quantity is 16.

Proxy Value Assumptions:

- 72. Enterprise Workspace Residents have been assumed to be more productive, and therefore generate higher profits.
- 73. Business owners in the retail units in Block B2 have increased profits due to increased footfall in the area
- 74. Local Residents who use the foodbank were assumed to save money from receiving foodbank packages.
- 75. New Residents in Block C and Block E were assumed to have lower rent or mortgage repayment costs, due to the premises being social housing, so they therefore save money.
- 76. New Residents were assumed to have lower energy bills due to highly energy-efficient buildings.
- 77. Families were assumed to have increased disposable income due to increased free nursery places in Block F, therefore they have greater flexibility in work schedule so can get more work.
- 78. Local Community save money on transport costs because the new medical centre is within walking distance of their home, so they can walk there instead of taking a bus.
- 79. The NHS were assumed to save money due to increased efficiency in delivery of care in Block G and Block H



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