



The People's Project

Goodison Park Legacy Project
Statement of Community Engagement
March 2020



Statement of Community Engagement:

Everton Stadium Development Limited's application for the redevelopment of Goodison Park, Liverpool

Prepared by Influential

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Section 1: Summary

- 1.1 The following report details the actions and activities undertaken by Everton Stadium Development Limited (hereafter 'Everton' or 'The Club') relating to community and stakeholder engagement for its proposed redevelopment of Goodison Park, known as the Goodison Park Legacy Project (GPLP).
- 1.2 The timescale covered by this campaign stretches from the preliminary engagement activities in March 2017 to the end of the second-stage formal pre-application consultation period in August 2019.
- 1.3 The engagement strategy was designed to meet both the spirit and expectation of Liverpool City Council's Statement of Community Involvement (2013) and the requirements of the National Planning Policy Framework (NPPF, 2019).
- 1.4 The Club organised a two-stage formal stakeholder and public consultation campaign and included other measures designed to engage with specific audiences during the period between the two consultation stages.
- 1.5 All formats of the consultation campaign included information relating to both Goodison Park and Bramley-Moore Dock, referred to collectively as 'The People's Project', so that consultees understood the wider context and how the two applications are related.
- 1.6 This Statement of Community Engagement (SCE) relates to the proposed redevelopment of Goodison Park. A separate SCE has been provided in support of the full planning application for a new stadium at Bramley-Moore Dock (BMD).
- 1.7 This Statement focuses on the consultation that the Club has undertaken with the public and key stakeholders at a local and national level. Engagement with statutory consultees is not covered in this Statement but instead detailed in the submitted Planning Statement, Design & Access Statement and Environmental Statement.
- 1.8 The first stage consultation ran during November and December 2018 and was focused on the principles of the developments.
- 1.9 More than 20,000 people responded during this first stage and the response was overwhelmingly positive.

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- 1.10 The second stage consultation ran during July and August 2019. For the Goodison Park application this consultation provided further detail, including the type of uses proposed and an illustrative masterplan showing how the development could look.
- 1.11 More than 43,000 people participated in this second stage consultation and the response was overwhelmingly positive.
- 1.12 During both consultations, considerable effort was put into reaching non-football supporting audiences and those that live within the wider City Region and statistically significant numbers engaged in the process.
- 1.13 Responses have been recorded and have been taken into account during the design process, as detailed in this Statement.

Section 2: Introduction

- 2.1 In November 2017, The Club agreed a deal to assume control of the Bramley-Moore Dock site with landowner Peel Land & Property.
- 2.2 This followed an exhaustive search, which began more than 20 years ago, for a location suitable to develop a new stadium and which met the Club's requirements.
- 2.3 The plans to relocate to a new stadium have created an opportunity to redevelop the existing stadium site (Goodison Park). One of the Club's main principles in relation to Goodison Park is that of non-abandonment and therefore Everton will remain involved in the future of the site. This outline planning application relates to the future development of Goodison Park, known as the 'Goodison Park Legacy Project' (GPLP).
- 2.4 Following the finalisation of the land deal, the Club carried out significant preliminary engagement with its supporter base and with other city stakeholders. This activity is detailed in Section 6 of this Statement and included detailed research with supporters to understand their preferences for a new stadium, a programme of one-to-one and group briefings with city stakeholders, and engagement with public and private sector audiences through a range of events.
- 2.5 As pre-application discussions took place with Liverpool City Council, the Club moved into the formal public consultation phase of its activity. Consultation with statutory consultees is detailed in the relevant chapter of the submitted Environmental Statement or appended technical report, the Planning Statement and Design & Access Statement.
- 2.6 Divided into two stages, the first stage consultation took place in November and December 2018 and sought feedback on the broad general principles of the development, including the redevelopment of Goodison Park for non-football use.
- 2.7 Stage two took place in July and August 2019 and concerned the emerging outline proposals for Goodison Park and detail of the Bramley-Moore Dock proposals.
- 2.8 The Club has submitted two separate applications; one for the detail of the Bramley-Moore Dock proposals and one in outline for Goodison Park. The outline planning application for the redevelopment of Goodison Park reserves all matters (access,

appearance, layout, landscaping, scale) for future determination through subsequent reserved matters submissions.

- 2.9 As the consultation covered both proposed developments, referred to collectively as 'The People's Project', it is not possible to entirely separate the two application proposals in this report. However, we have endeavoured to do so where possible despite the consultation campaign being carried out as a singular exercise.
- 2.10 The purpose of the report is to detail the activities undertaken by the Club and its advisers into how we have engaged with the various communities across the Liverpool City Region relating to these matters.

Section 3 – Site and proposed development description

- 3.1 Goodison Park has been the home of Everton Football Club since 1892.
- 3.2 The site is bounded by Goodison Road to the west, Gwladys Street to the north, Bullens Road to the east, Walton Lane to the south and Spellow Lane at the south-west corner. The Church of St Luke the Evangelist is located at the north-west corner of the site. The site covers 3.39 hectares (8.38 acres).
- 3.3 The site is characterised by the presence of a four-sided multi-tier football stadium along with areas for ancillary uses, including car parking.
- 3.4 Aligned north / north east, the northern (Gwladys Street) and eastern (Bullens Road) stands are the oldest parts of the stadium. These were originally built in the 1920s (Bullens Road stand) and 1930s (Gwladys Street stand) but have been significantly remodelled since the introduction of the requirements for all-seater stadia following the 1991 Taylor Report. Each of these stands have just over 10,000 seats.
- 3.5 The Goodison Road stand was developed in the early 1970s and is divided into three tiers: the Family Enclosure, the Main Stand and the Top Balcony and seats over 12,500 people.
- 3.6 The newest part of the stadium is the southern single-tier Park End stand which was built in the mid-1990s. It seats just under 6,000 supporters.
- 3.7 With the exception of a small circulation area at the northern end of the Goodison Road stand (at Goodison Place), and a small section at the southern end of the Bullens Road stand, the three oldest stands are built to the full extent of the site footprint.
- 3.8 To the rear of the Park End stand is a large grade-level area which is used for car parking and as a fan zone on match days. There is also a small directors' car park. On non-match days, the area is used for storage, car parking and provides access for maintenance within the stadium.

Proposed development

- 3.9 This outline application seeks permission for the following:

'Application for Outline Planning Permission for the demolition of existing buildings and redevelopment of the site for a mix of uses, comprising residential units (Use Class C3); residential institution (Use Class C2); shops (Use Class A1); financial & professional services (Use Class A2); food and drink use (Use Class A3); drinking establishments (Use Class A4); hot food takeaways (Use Class A5); business use (Use Class B1); non-residential institutions (Use Class D1); and open space, with associated access, servicing, parking and landscaping. All matters (Access, Appearance, Landscaping, Layout and Scale) are reserved for future determination.'

- 3.10 It is anticipated that the development will include a range of dwelling types, sizes and tenures, in order to provide choice to the housing market. Potential uses could include offices, a health centre, education facility, care home / extra care facility and small-scale retail, in order to meet local needs. The proposed development will therefore provide employment, housing and key facilities / services for the new and existing community.

Section 4: Legislation and Planning Policy Context

- 4.1 This section of the report sets out the relevant legislation, national and local planning policies and guidance in relation to the process of community involvement for the proposed development.

Local Policy

- 4.2 At a local level Liverpool City Council adopted its *Statement of Community Involvement* in 2013. This report summaries the City's approach to involving the various city communities and stakeholders in the planning process.
- 4.3 In relation to the procedure of involving interested parties in the planning application process, the Council emphasises the value of early engagement, or frontloading. It therefore welcomes and encourages pre-application discussions with developers (Para 1.11).
- 4.4 The City Council's *Submission version of the Liverpool Local Plan 2018* is awaiting examination by the Secretary of State. Whilst the draft plan acknowledges the role of communities in the planning process, particularly through neighbourhood planning, it makes no explicit requirement of developers to consult. However, it does reiterate the requirements of the NPPF as indicated below.

National Policy

- 4.5 The NPPF (February 2019) '...sets out the Government's planning policies for England and how these should be applied' (para. 1). It puts local plans at the centre of the planning system requiring applications to be '...determined in accordance with the development plan, unless material considerations indicate otherwise' (para. 47).
- 4.6 Section 2 of the NPPF outlines the presumption in favour of sustainable development which has three connected objectives (Para. 8):
- An economic objective – to help build a strong, responsive and competitive economy;
 - A social objective – to support strong, vibrant and healthy communities; and

- An environmental objective – to contribute to protecting and enhancing our natural, built and historic environment.
- 4.7 Section 4 on Decision Making outlines how planning decisions can be improved with paragraph 39 stating:
- ‘Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better coordination between public and private resources and improved outcomes for the community.’
- 4.8 The NPPF is supported by Planning Practice Guidance (PPG) which provides further information in relation to the policies outlined in the NPPF. The guidance provides detail on ‘engagement and pre-decision matters’ for local authorities and is therefore useful context. It covers:
- Public engagement practices
 - Identifying statutory and non-statutory consultees
 - Timescales for engagement
- 4.9 Together with the Localism Act, the National Planning Policy Framework seeks to give individuals a greater role and say in what happens in their local community.
- 4.10 The Localism Act 2011 also seeks to engage and involve local communities more in the planning process. It seeks to give further powers for communities and individuals to challenge local government on decisions and service provision.

Section 5: Community engagement strategy

A two-stage consultation

- 5.1 In order to meet both the spirit and expectation of the relevant policies outlined above, and to provide interested parties with a meaningful role in the development of the People's Project, a two-stage community consultation exercise was identified as the preferred method of engagement, rather than a single stage consultation.
- 5.2 Following best practice, it was decided that the first phase of the consultation would deal with the principle of the developments, while the second phase would seek feedback on the details of the application as far as they had progressed at that time.
- 5.3 The eight month gap between the two stages enabled the applicant to reflect on the comments received during phase one before returning to the community with the findings of the first stage consultation and an emerging illustrative masterplan for Goodison Park which considered and, where appropriate, incorporated comments received.
- 5.4 Dividing the programme into two stages enabled the applicant to disentangle questions relating to the broad principles of development from questions of detail, particularly regarding the proposed new stadium at BMD, such as design and materials.
- 5.5 This provided interested parties with clarity regarding the process and demarcated the kind of feedback the Club wanted to receive.
- 5.6 At both stages, feedback was garnered via a short questionnaire comprising both direct, closed questions and open-ended questions.

Reaching non-Everton fans

- 5.7 A fundamental principle of the consultation was the need to reach beyond Everton fans to engage with fans of other clubs, non-football supporting audiences and those that live within the wider City Region. This was due to the deemed scale of impact of the proposal and the fact that residents and other interested parties in local

authorities outside of Liverpool, particularly Wirral and Sefton, would be affected by the BMD proposals in particular.

- 5.8 This principle led to the development of the People's Project brand for the consultation, because it was anticipated that the Everton logo could present a barrier to non-Everton fans or those with no interest in football. It also governed the broad range of communications and engagement channels which were selected to take the consultation to the public.
- 5.9 For these reasons it was determined that the consultation exercise at both stages would include a roadshow which would take a touring exhibition to different locations within the Liverpool City Region. Prominent locations of high footfall were selected to encourage wide participation.
- 5.10 Visitors to the roadshow could view the consultation material, access the questionnaire and, significantly, ask questions of the project team.
- 5.11 Interested parties could also complete the questionnaire online by registering their email address. The software deployed prevented people from submitting multiple responses. If interested parties did not have an email address or online access they could contact the Applicant's communications team via telephone and request a hard copy. This telephone helpline was also set up to allow people the option to dictate their responses to the questionnaire to a member of the communications team.
- 5.12 At both stages of the consultation, leaflets with a pre-paid postal return mechanism and copies of the questionnaire were also posted to residential and business addresses in defined geographic areas most affected by the proposals i.e. areas located in close proximity to Goodison Park and BMD. Maps of the postal areas which were leafleted can be found in **Appendix 1**.
- 5.13 A key part of the strategy was to deliver a major publicity drive for the touring roadshow at both consultation stages. This took multiple forms including advertising, editorial media engagement and social media activity, including geo-targeted paid-for social media activity to ensure all local authority areas in the city region were reached. The publicity was designed to drive participation by a wide cohort of audiences,

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including non-football fans and those concerned with the city's wider regeneration and economic development.

- 5.14 A dedicated project website <https://www.peoples-project.co.uk/> was established as a portal for engagement, information and consultation. The website was kept up to date at all times with news and a wide range of detailed information about the proposals.

Reaching L4 residents

- 5.15 For the Goodison Park Legacy Project it was especially important to engage appropriately with residents of the area surrounding the site, referred to as 'L4' (the postcode area).
- 5.16 To ensure engagement with these audiences, specific local consultation activity was undertaken including additional events held at The People's Hub (46 Spellow Lane, Liverpool, L4 4DF) and dedicated focus groups, designed to engage with residents and stakeholders around Goodison Park on the issues they are facing living in L4 and how the redevelopment of Goodison to create legacy assets including community based facilities could address these issues. These activities are detailed in sections 8 and 9 of this report.

Section 6: Preliminary engagement stage March 2017 – October 2018

- 6.1 This section details the engagement which took place prior to the Stage 1 consultation, including:
- Stakeholder engagement
 - Supporter engagement
 - Publicity
- 6.2 All activity during this stage was led by the Club and had the objective of simply to open lines of communication to key stakeholders and to provide updates on the nascent plans.
- 6.3 It is important to note that the interest of the local and national media in the project has been extensive and therefore, some of the activities detailed below resulted in media coverage which publicised activities outside of the target audience. Alongside traditional media interest, the independent club supporter social media channels reported on much of the minutiae of the process, including some of the meetings detailed below.

Stakeholder engagement.

- 6.4 From an early stage we were aware that there were many parties in the city with a professional interest in our proposals. In order to provide them with relevant and up to date information, we used the period of time prior to the Stage One public consultation phase to meet with them and discuss the outline of our plans.
- 6.5 The table below (Figure 1) outlines the stakeholder meetings which were held during that period. The table does not necessarily capture all parties who were reached out to during this phase, rather only those who agreed to a briefing meeting.
- 6.6 Scheduling and frequency of meetings should not be read as in any way denoting priority.

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Figure 1: Pre-consultation stakeholder engagement

Date	Audience	Activity Overview	Main subject of discussion
08-Dec-17	City stakeholder	Meeting with Councillor Lana Orr, Liverpool Labour	Meeting to introduce project and possible jobs and skills provision opportunities
02-Feb-18	City stakeholder	Meeting with Dan Carden - MP Walton, Liverpool	Introduction to the project and an overview of possible uses for Goodison Park
16-Feb-18	City stakeholder	Stakeholder meeting with Councillor Wendy Simon	Introduction to the project and impact a new stadium could have city's tourism economy
16-Feb-18	City stakeholder	Stakeholder meeting with Claire McColgan - MBE Director of Culture Liverpool	Introduction to the project and impact stadium could have on cultural economy
16-Feb-18	City region stakeholder	Stakeholder meeting with Councillor Phil Davies, Wirral Council	Introduction to the People's Project
09-Mar-18	City stakeholder	Meeting with the City Council Cabinet	Update on project from Senior Club staff and take any questions from Cabinet
16-Mar-18	City stakeholder	Merseyside Civic Society meeting	Introduction to the project and Club's plans to enhance heritage
22-Jun-18	City stakeholder	Meeting with Luciana Berger MP Liverpool, Wavertree	Introduction to the project and opportunities for Liverpool City Region

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30-Sep-18	City region stakeholder	Meeting with Steve Rotheram - Metro Mayor Liverpool City Region	Project update, including dates for public consultation, impact and opportunities for transport and infrastructure
19-Oct-18	City stakeholder	Baltic / Ten Streets stakeholder meeting	Explanation on how project will create opportunities for creative sector
23-Oct-18	City stakeholder	Meeting Ward Councillors from County Ward	Project update and next steps ahead of public consultation
23-Oct-18	City stakeholder	Merseytravel meeting - Councillor Liam Robinson	Update on development of transport strategy
24-Oct-18	City stakeholder	New York Supporters' Group	How stadium will help attract more international fans
01-Nov-18	City stakeholder	Meeting with Councillor Joe Hanson	First stage public consultation briefing
09-Nov-18	City stakeholder	Liverpool Echo media briefing	First stage public consultation briefing
09-Nov-18	City stakeholder	Meeting with Dan Carden - MP Walton, Liverpool	First stage public consultation briefing
29-Nov-18	City stakeholder	Liverpool City Council Regeneration Forum	First stage public consultation briefing
06-Nov-18	City stakeholder	Stadium update meeting with Brian Connor / Christine Whittle from the Titanic Hotel	First stage public consultation briefing
06-Nov-18	City stakeholder	Meeting with Jean Grant, Chair of Merseyside Civic Society	First stage public consultation briefing. Discussion around heritage benefits from development

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07-Nov-18	City stakeholder	Meeting with Sue Grindrod, CEO Gower Estates (Royal Albert Dock)	First stage public consultation briefing
14-Nov-18	City stakeholder	Meeting with Liam Robinson (Chair of Merseytravel transport authority)	Update on stadium plans and potential transport strategy
21-Nov-18	City stakeholder	Meeting with Angie Burns - Manager of Bramley-Moore Pub	Impact on local area and economy
27-Nov-18	City stakeholder	Meeting with Councillor Roy Gladden, County Ward	First stage public consultation briefing
27-Nov-18	City stakeholder	Meeting with Councillor Gerard Woodhouse, County Ward	First stage public consultation briefing
29-Nov-18	City stakeholder	Meeting with Mike Doran (Senior Comms Manager - Liverpool City Council)	First stage public consultation briefing
30-Nov-18	City stakeholder	Phil Kirkbride (Liverpool Echo journalist)	Project update briefing ahead of media interviews

6.7 In addition to these briefing meetings, a number of stakeholder events were attended by members of the Club and design team. There were also a small number of other milestones during this phase which we include here (Figure 2) for context.

Figure 2: Pre-consultation milestones

DATE	AUDIENCE	ACTIVITY OVERVIEW
22-Jun-17	City stakeholder	Round Table Public Sector Event at The Titanic Hotel hosted by Mayor Joe Anderson
09-Feb-18	City stakeholder	Private Sector engagement event with Mayor Joe Anderson held at the Malmaison Hotel
02-Mar-18	City stakeholder	Public Sector engagement event with Mayor Joe Anderson held at the Malmaison Hotel

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09-Mar-18	City stakeholder	Goodwill Group formed (now evolved into the Goodison Legacy Advisory Group)
16-Mar-18	City stakeholder	'Downtown in Business' business network event
31-Aug-18	City stakeholder	National Media Briefing events
06-Sep-18	Stakeholder and Fan engagement	Blue Base official opening
12-Nov-18	City stakeholder	Letter and questionnaire distributed to L4 (postcode areas) residents

Supporter engagement

- 6.8 Significant amounts of activity at this stage was invested in understanding fans' desires for both for the future of Goodison Park and the proposed new stadium at Bramley-Moore Dock.
- 6.9 This activity took many forms and was met, as noted above, with significant volumes of comments and discussion on fan social media channels and forums.
- 6.10 The Club carried out an initial survey to understand fans' thoughts on what makes Goodison Park special and their preferences for a new stadium. In total, 3,462 people took part in the initial survey. The results helped refine Everton's '11 Key Principles' – the blueprint for the Club's stadium move. The principles covered the Club's commitment to leave a legacy at Goodison Park and the look and feel of the stadium. Transport, heritage and the environment also featured heavily in the club's new stadium values.
- 6.11 Once published, the '11 Key Principles' were tested further with another survey of the fan base and wider public to inform any refinement before the principles were used to brief the project design team and architects. 6,812 people took part in this survey.
- 6.12 The testing of the '11 Key Principles' also included consultation with city region business leaders, representatives from public sector stakeholders and community leaders.
- 6.13 During the testing of the '11 Key Principles', both fans and non-fans were given the opportunity to attend a workshop with the BMD stadium architect. The series of workshops, held over a week at St Luke's church, allowed fans to engage directly with

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the BMD stadium architect and talk through the impact of the principles on the design of the stadium, 947 fans attended these sessions.

- 6.14 The table below (Figure 3) outlines the key elements of this activity, alongside project milestones included for context.

Figure 3: Supporter engagement activity and milestones

DATE	AUDIENCE	ACTIVITY OVERVIEW	DETAIL
01-May-17	Club fan base	Initial Stadium Survey	Fan engagement around stadium
26-Jul-17	Club fan base	Robert Elstone Fan's Forum Podcast	Update on stadium
24-Jan-18	Club fan base	Release Initial Stadium Survey results	Fan engagement around stadium
25-Jan-18	Club fan base	Key principles survey	Fan engagement around stadium
21-Mar-18	Club fan base	Key principles survey results	Fan engagement around stadium
02-Apr-18	Club fan base	Key principles workshop sessions - St Luke's Church with Dan Meis	Engaging with fans to understand what Evertonians would want the new stadium to look / feel like
04-Jul-18	Stadium Team	Everton Stadium Development Director appointed - Colin Chong	Project milestone

Publicity

- 6.15 The majority of the activity here was not developed with publicity in mind. However, at key milestones of the project, media interest needed to be more proactively managed to ensure that accurate information was being circulated. The key publicity milestones at this early informal engagement stage are detailed below in Figure 4. Examples of the media coverage from this stage are included within **Appendix 2**.
- 6.16 These milestones were supplemented with occasional, ad hoc, media interviews and briefings with key journalists.

Figure 4: Key publicity milestones

DATE	MILESTONE ANNOUNCEMENT
05-Jan-17	Bramley-Moore Dock announced as the Club's preferred location
25-Nov-17	Agreement for land leasehold with landowner announced
01-Jan-18	Key principles survey announced
21-Mar-18	Key principles survey results
04-Jul-18	Everton Stadium Development Director appointed - Colin Chong
06-Sep-18	Blue Base official opening
11-Oct-18	Farhad Moshiri Interview with references to stadium development

Section 7: Stage One consultation November-December 2018

Roadshow and stakeholder engagement

- 7.1 The formal community and stakeholder engagement campaign was launched on Wednesday October 24, 2018 with a series of briefings to media announcing the Stage One public consultation roadshow, which would start three weeks later on November 15, 2018. A copy of the press release used to brief media outlets is included at **Appendix 3**.
- 7.2 A detailed explanation of the publicity for this stage of the campaign is provided in the next section.
- 7.3 The Club also informed key stakeholders in the city, including Liverpool City Mayor, Joe Anderson and Liverpool Metro Mayor Steve Rotherham.
- 7.4 In order to update other stakeholders, we wrote to a number of local politicians relevant to the People's Project. A list is included at **Appendix 4**, these included:
- Ward councillors covering both Goodison Park and Bramley-Moore Dock
 - Ward councillors where a roadshow event would take place
 - Ward councillors where promotional material would be distributed
 - Ward councillors where social media promotion would take place
 - MP from the Liverpool Walton Parliamentary constituency in which Goodison Park is located
- 7.5 In order to consult as many people as possible, we devised a touring roadshow exhibition which ran for eighteen days in total. The roadshow was held in locations in Liverpool but also in locations in the Sefton and Wirral local authority areas because of their proximity to Bramley-Moore Dock (Sefton) and because of our understanding that the proposals would have impacts which would transcend the Liverpool local authority boundary.
- 7.6 Prior to the commencement of the consultation, in October 2018, the consultation exhibition content and questions contained in the questionnaire were reviewed by Planning Officers at Liverpool City Council and agreed.

Additional outreach methods

- 7.7 The project website was a key repository of information and included copies of all of the exhibition materials along with a link to access the questionnaire.
- 7.8 For some parts of the roadshow where we wanted to further encourage engagement, we invested in targeted social media adverts which would display specific details of the roadshow to people within defined areas. This is achieved by using the GPS location functions used in all popular social media platforms.
- 7.9 The Club sent an email to its database of 142,000 active supporters since the start of 2016/17 season with a valid e-mail address, encouraging them to take part.
- 7.10 Finally, 51,416 consultation leaflets were produced and distributed to commercial and residential addresses within a one mile radius of both Goodison Park and Bramley-Moore Dock.
- 7.11 The leaflets shown at **Appendix 8** included a tear-off copy of the questionnaire and a freepost reply.
- 7.12 The dates, locations and times of the roadshows are detailed below (Figure 5):

Figure 5: Stage One roadshow timings and locations

DATE (2018)	WHERE	LOCATION	TIME
15 & 16 November	Blue Base	Salop Street, L4 4BZ (in Blue Base car park)	11am – 5pm
17 November	Edge Lane	Liverpool Shopping Park, Edge Lane, L13 1EW	11am – 5pm
18 November	Speke	New Mersey Retail Park Speke Road, L24 8QB	11am – 5pm
19-20 November	Liverpool ONE	Paradise Street (outside JD Sports)	9:30am – 8pm
21-23 November	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	9:30am – 8pm

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24 November	Goodison Park	Goodison Road, L4 4EL	9am – 1pm
25 November	Birkenhead	222 Grange Road West, CH41 6EB (outside ASDA)	11am – 5pm
26-27 November	Liverpool ONE	Paradise Street (outside JD Sports)	9:30am – 8pm
28-30 November	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	9:30am – 8pm
1 December	New Brighton	Fort Perch Rock, CH45 2JU (in the car park)	11am – 5pm
3 December	Sefton	Liverpool Road, Crosby (Sainsbury's car park)	10am – 3pm

- 7.13 The locations were selected to provide people with as much opportunity as possible to attend a roadshow if they so wished. We also wanted to ensure we reached non-football supporters and non-Everton supporters and so visited the city centre in areas of high footfall where passing members of the public may see the roadshow and be interested in attending, regardless of football allegiance or interest.
- 7.14 In selecting busy retail and leisure locations, we provided significant opportunity to both football and non-football supporters to engage with the process.
- 7.15 The opening times for the roadshow were designed to afford people the largest possible opportunity to engage should they wish to do so. This meant extended opening times into evenings, being open over lunch times and a mix of weekdays and weekends.
- 7.16 In addition to the above list (Figure 5), a regular exhibition was staged at the Blue Base community centre for L4 residents and a one off residents' consultation event was held in the Eldonian Village Hall, close to Bramley-Moore Dock. The purpose of these was to be located close to residential areas most affected by the proposed developments of Goodison Park and BMD respectively.

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- 7.17 The roadshow exhibition was carried on an eye-catching exhibition trailer – pictured below in Figure 6 – and consisted of twelve exhibition boards which outlined the principles behind the Club’s approach to develop both Goodison Park and Bramley-Moore Dock. The trailer was branded as The People’s Project in order to attract non-football fans.

Figure 6: Picture of roadshow trailer



- 7.18 The exhibitions were proactively managed to help draw visitors into the exhibition and to complete the questionnaire.
- 7.19 The questionnaire was accessed via one of a series of iPad terminals held within the trailer. A copy of the questionnaire is included at **Appendix 9**. Staff were on hand to assist any people who had difficulty completing the questionnaire.
- 7.20 Each session of the roadshow was attended by at least one member of the Club, one from the planning consultant (CBRE) and one from the communications and engagement agency (Influential).

Consultation roadshow content

- 7.21 The consultation was designed to lay before consultees the principle of redeveloping Goodison Park and, integrally, the relocation of the Club to Bramley-Moore Dock.

The content explained the rationale for development; why a new stadium was needed; the potential uses in the redevelopment of Goodison Park; the potential economic impacts of development; the planning process; and why the consultation was happening. Copies of the exhibition boards are included at **Appendix 5**.

- 7.22 Because of the consequential linkage between both the Goodison Park and Bramley-Moore Dock proposals, collectively forming 'The People' Project', both proposals were consulted on at once.

Roadshow publicity

- 7.23 In order to publicise the roadshow we utilised various traditional and digital media outreach methods.
- 7.24 As noted above, the publicity began on October 24, 2018 with the briefing of key national, regional and local journalists on the pending consultation.
- 7.25 The key piece of collateral was a press release, a copy of which is included at **Appendix 3** as noted above.
- 7.26 The resulting media coverage provided wide-spread publicity and started a three week countdown to the consultation opening. Media coverage is included within **Appendix 2**.
- 7.27 A key element of the press briefing was to highlight the launch of the new project website and its identity – The People's Project – and its associated social media channels.
- 7.28 In order to reach other parties, we also published adverts within five local newspapers within the city region. A copy of the advert is included at **Appendix 6**. The adverts appeared on the following dates:
- Wirral Globe 14/11/18
 - Runcorn & Widnes World 14/11/18
 - St Helens Star 15/11/18
 - Warrington Guardian 15/11/18
 - Crosby & Litherland Champion 28/11/18

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7.29 Finally, an 8-page supplement was produced and distributed by the Liverpool Echo. A copy is shown at **Appendix 7**.

Quantitative analysis of responses

7.30 The roadshow proved to be of significant interest to the public with 3,949 people attending the roadshow overall. Figure 7 below provides a breakdown of attendees at each location.

Figure 7: Number of roadshow attendees by location

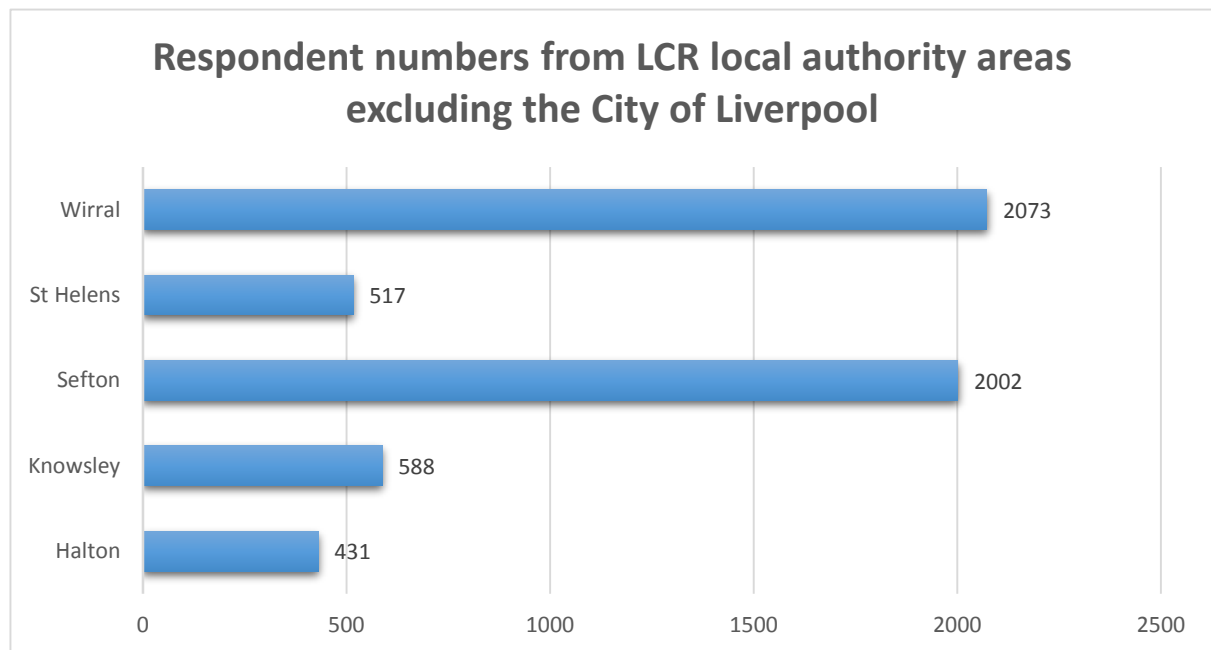
DATE (2018)	VENUE	LOCATION	NUMBER OF ATTENDEES
15 & 16 November	Blue Base	Salop Street, L4 4BZ (in Blue Base car park)	106 (15th) / 58 (16th)
17 November	Edge Lane	Liverpool Shopping Park, Edge Lane, L13 1EW	260
18 November	Speke	New Mersey Retail Park Speke Road, L24 8QB	218
19-20 November	Liverpool ONE	Paradise Street (outside JD Sports)	384 (19th) / 374 (20th)
21-23 November	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	122 (21st) / 214 (22nd) / 274 (23rd)
24 November	Goodison Park	Goodison Road, L4 4EL	118
25 November	Birkenhead	222 Grange Road West, CH41 6EB (outside ASDA)	350
26-27 November	Liverpool ONE	Paradise Street (outside JD Sports)	247 (26th) / 179 (27th)

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28-30 November	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	236 (28th) / 146 (29th) / 218 (30th)
1 December	New Brighton	Fort Perch Rock, CH45 2JU (in the car park)	234
3 December	Sefton	Liverpool Road, Crosby (Sainsbury's car park)	211

- 7.31 Along with the 2,945 questionnaires which were completed at the roadshows, a further 15,660 were completed online and 1,563 hard copies were returned completed.
- 7.32 Combined, the total number of responses received to the first stage consultation was **20,168**.
- 7.33 Of these responses, 12,721 (63%) were drawn from the Liverpool City Region (LCR). The City of Liverpool having the highest representation of 5,236 (26%), followed by Wirral (10%), Sefton (10%), St Helens (3%), Knowsley (3%) and Halton (2%). A number of responses (9%) from LCR were not allocated back to a borough due to overlapping postcode districts. Numbers of responses from other (non-City of Liverpool) local authority areas are shown below in Figure 8.

Figure 8: Respondent numbers from LCR local authority areas excluding the City of Liverpool



7.34 The roadshow approach succeeded in reaching non-club supporters with 10 per cent (1,919) of respondents describing themselves as either non-football fans or followers of clubs other than Everton Football Club.

7.35 Responses to the questionnaire's key questions are shown in Figures 9 to 11 below (NB. specific questions pertaining to the Bramley-Moore Dock application are omitted):

Figure 9: Responses to the question 'How important is it that EFC remains in the City of Liverpool'

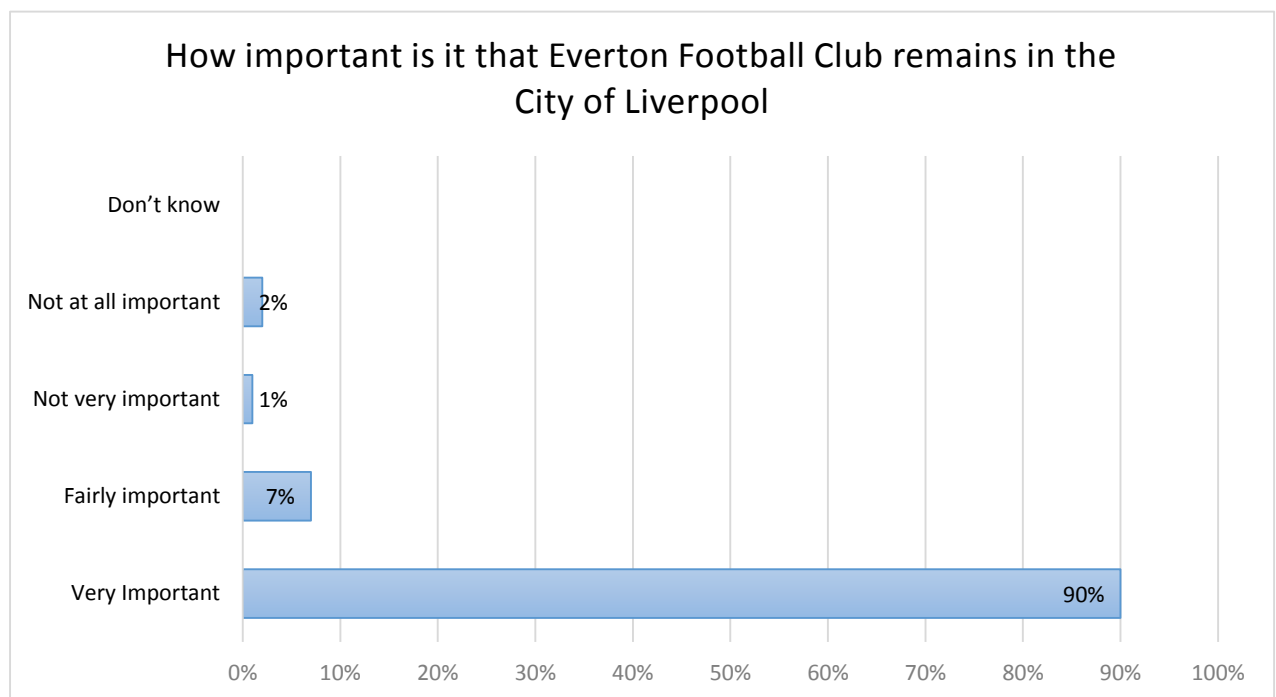


Figure 10: Responses to the question 'How important is it that EFC remains in North Liverpool'

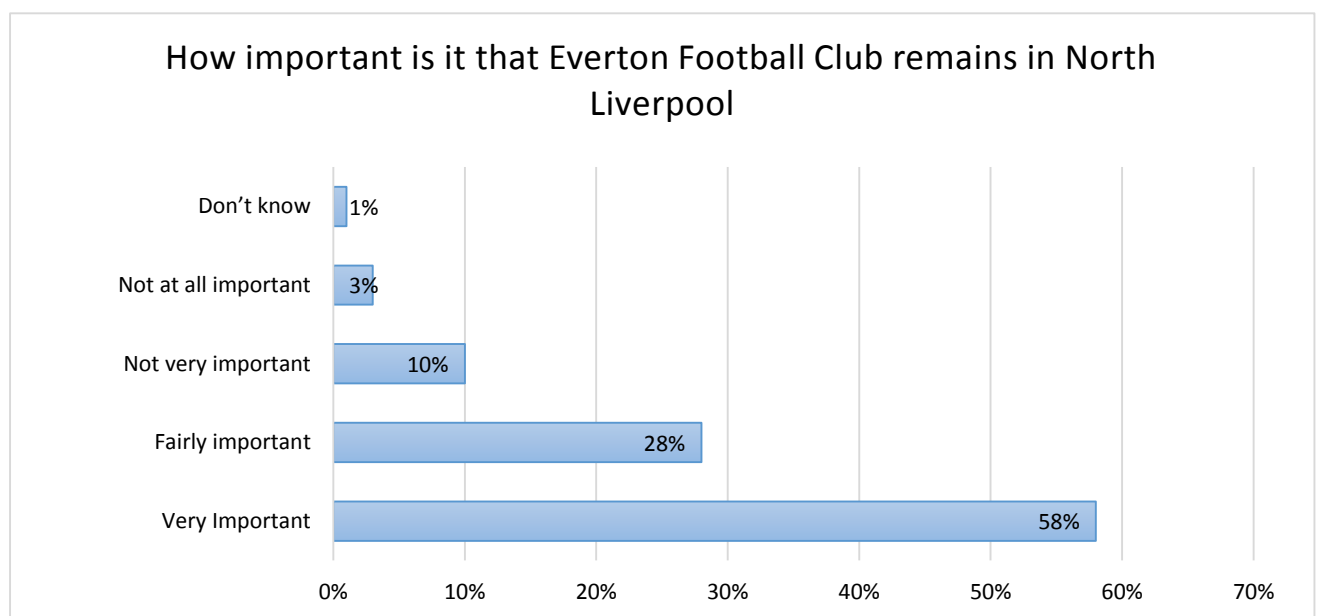
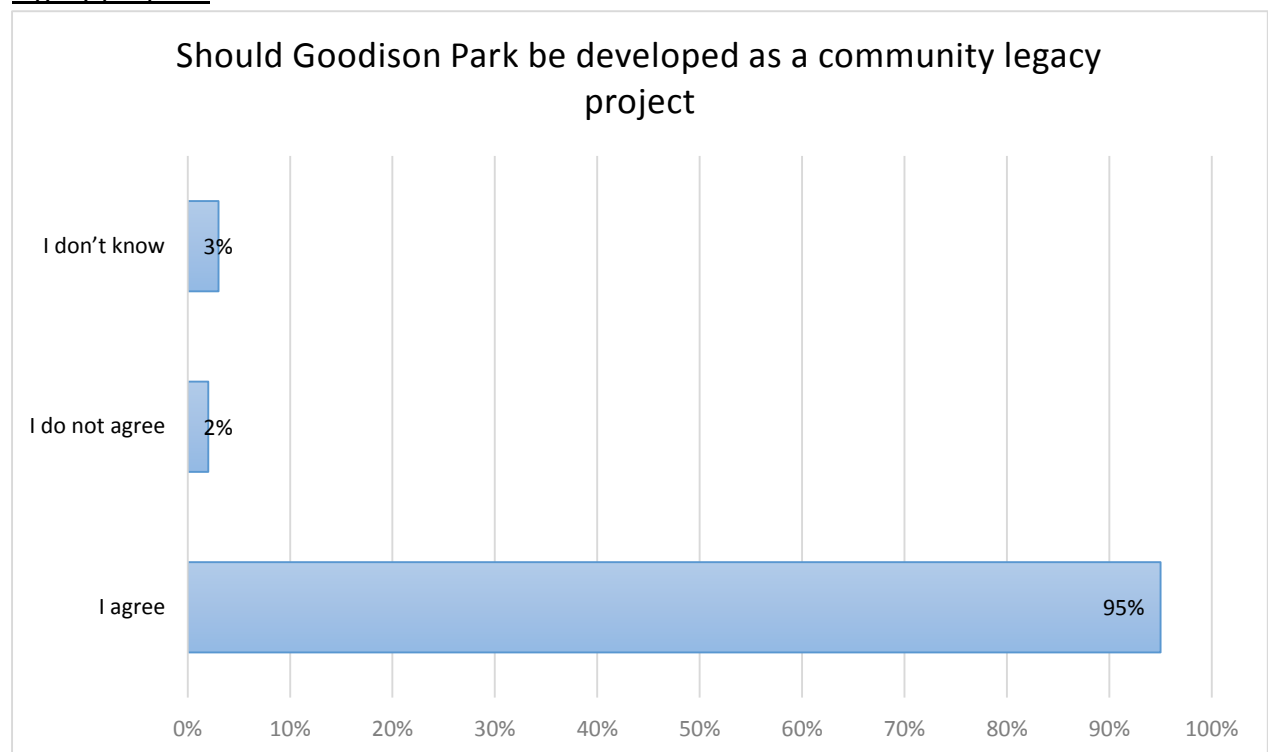


Figure 11: Responses to the question ‘Should Goodison Park be developed as a community legacy project’.



7.36 The charts above show the overwhelming support of respondents to the principles of development explored in the first phase consultation.

7.37 Results from the key question bears repeating: Do you think Goodison Park should be developed as a community legacy project?

- Yes: 95 per cent
- No: 2 per cent
- Don't know: 3 per cent.

Qualitative analysis of responses

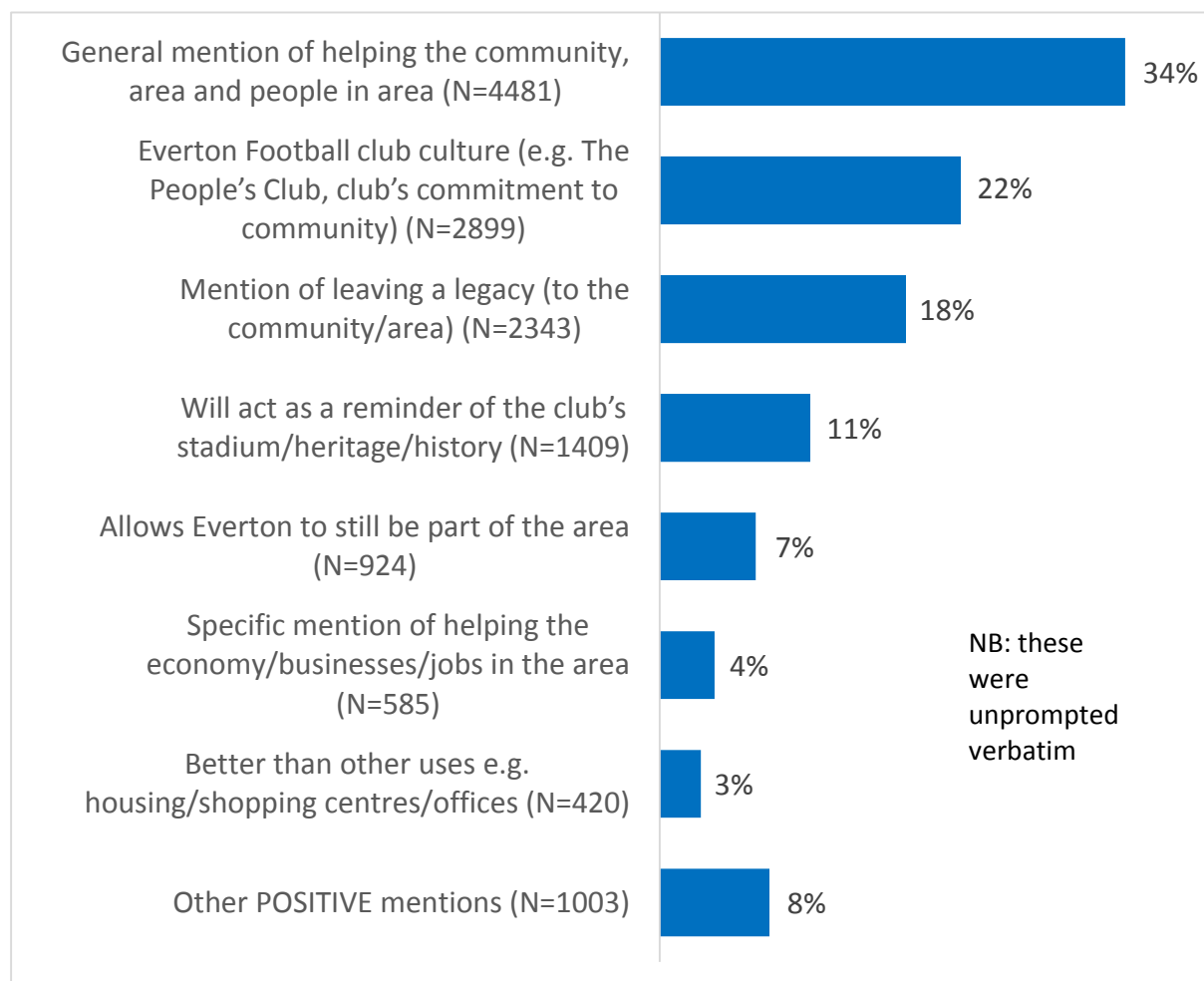
7.38 Owing to the huge volume of responses to each question, it is necessary to group responses together into logical themes.

7.39 What follows is a series of tables which outline the main themes raised.

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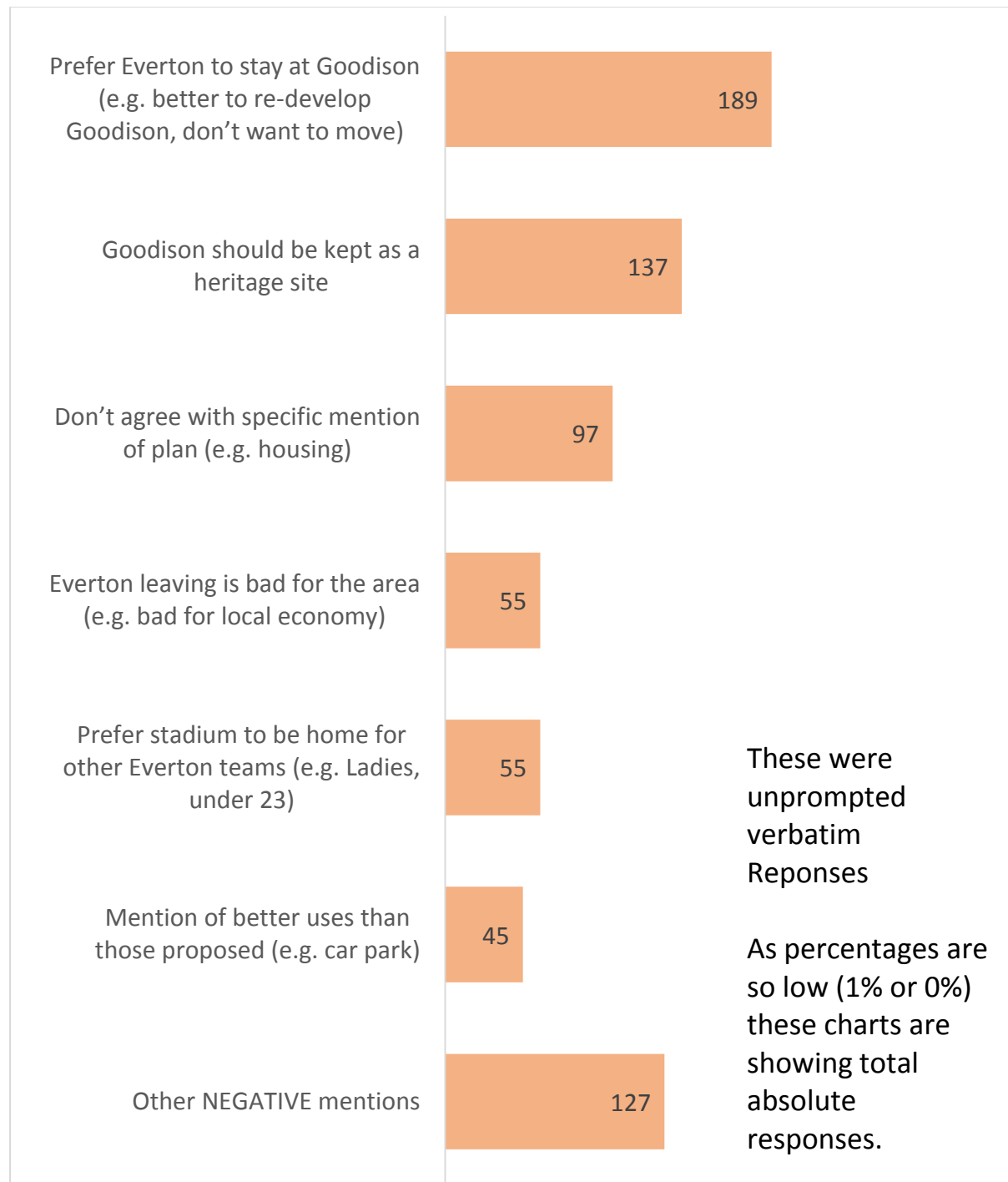
- 7.40 It is worth noting that comments reflecting support outweighed comments that highlighted concerns. So much so, that comments highlighting concerns cannot be expressed as percentages – as they would read as zero or one per cent – so the actual values are used in these instances.
- 7.41 Responses which relate to the principles of the stadium move to Bramley-Moore Dock are omitted here. Figure 12 shows some of the main reasons given by respondents in agreeing with the proposed re-use of the Goodison Park site.

Figure 12: Reasons given by respondents who stated Goodison Park should be developed as a community legacy project



7.42 Figure 13 shows some of the main reasons given by respondents in disagreeing with the proposed re-use of the Goodison Park site.

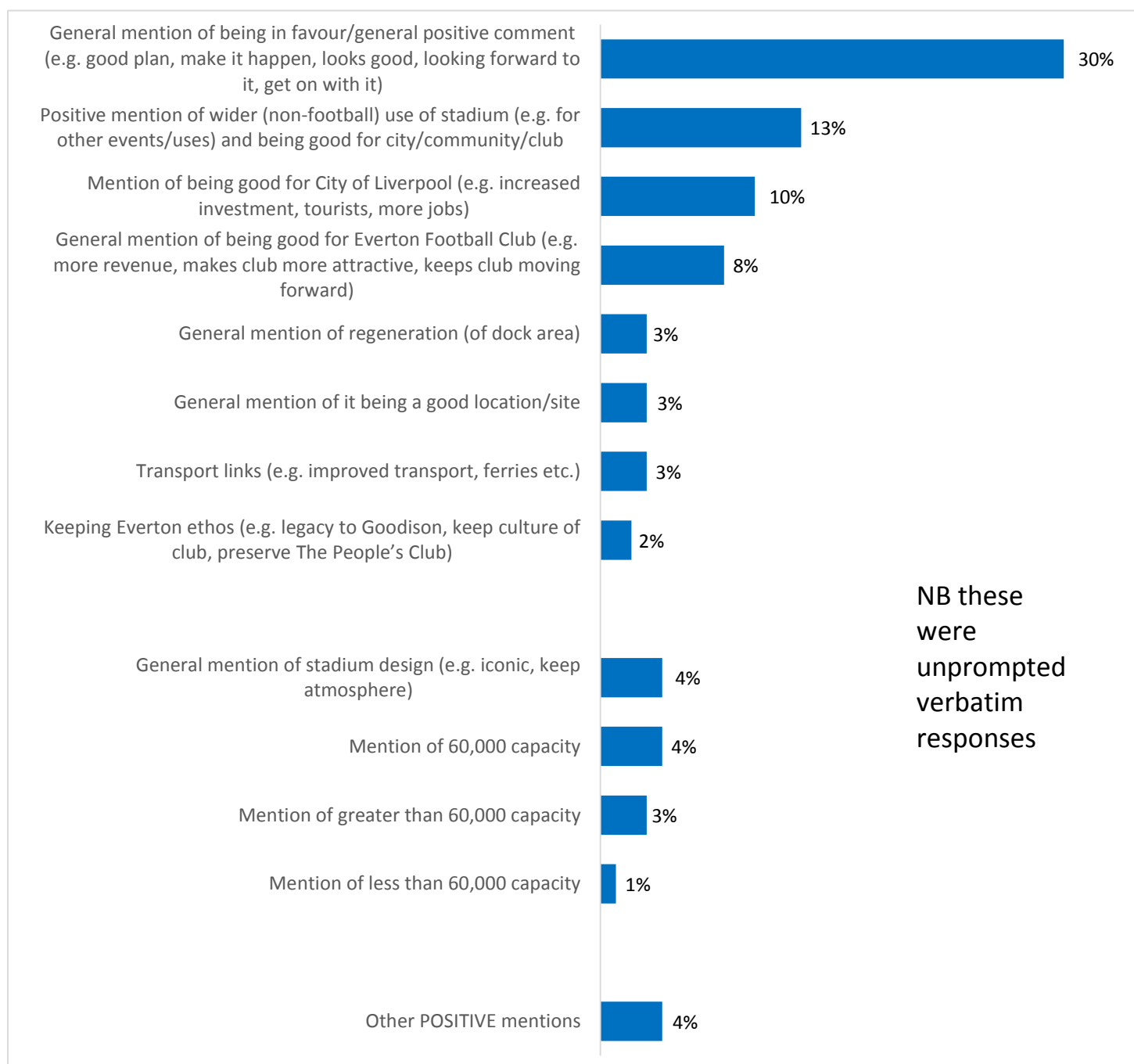
Figure 13: Reasons given by respondents who stated Goodison Park should not be developed as a community legacy project



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7.43 General comments of support received in response to the question ‘Do you have any comments on the proposals outlined’ are grouped into themes in Figure 14 below (NB. these may include references to both Bramley-Moore Dock and Goodison Park).

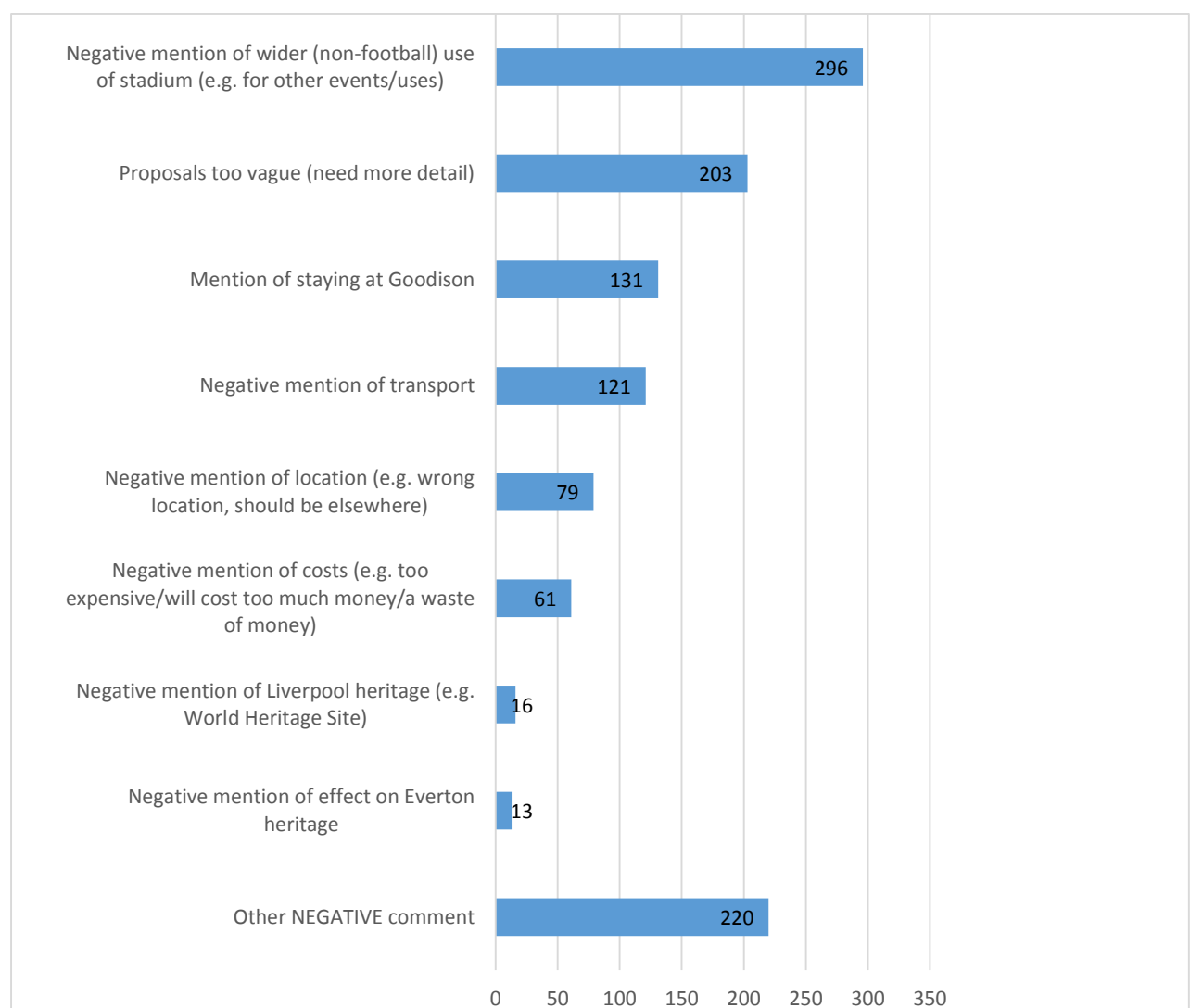
Figure 14: Supportive comments in response to the question ‘Do you have any comments on the proposals outlined’



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7.44 As with the comments of support, the overall comments on the proposals which expressed concern are recorded below in Figure 15, grouped by theme. This includes both comments relating to the new stadium proposal at BMD and the redevelopment of Goodison Park.

Figure 15: Negative comments in response to the question ‘Do you have any comments on the proposals outlined’



7.45 The responses to the consultation were overwhelmingly positive across all geographic and demographic groups.

Section 8: Interim activities January 2019 – August 2019

- 8.1 The results of the first stage consultation were communicated to stakeholders and the general public through public relations activity, social media, the project website and a series of briefings.

Additional L4 engagement

- 8.2 To provide additional engagement with those most closely located to Goodison Park, a series of focus groups were devised. The sessions were designed to engage with residents and stakeholders around Goodison Park on the issues they are facing living in L4 and how the redevelopment of Goodison to create legacy assets and community based facilities could address these issues.
- 8.3 A leaflet inviting residents to attend a focus group to share their views on the needs of the area was distributed to 800 houses around Goodison Park. Three separate focus groups were then conducted with L4 residents between 12th – 20th March 2019 at The People's Hub.
- 8.4 A total of 19 local residents attended the focus groups. This sample was made up of seven males and 12 females. Two attendees were aged between 18 and 35 years, nine were aged 35 – 64 years and eight were aged over 65 years. Nine members of the sample said they had previously engaged with Everton Football Club and 10 said they had not.
- 8.5 Each group was chaired by a moderator from the Club's communications and engagement agency (Influential). The moderator explained the Peoples Project's objectives and provided an overview of results from the Stage One consultation before chairing a discussion around the following four subjects:
- Housing
 - Health and well-being
 - Education
 - Other issues faced by L4

Qualitative analysis

- 8.6 Housing was seen as being a particular issue due to the low quality of much of the existing housing stock, exacerbated by the high number of private landlords neglecting their properties. A lack of variety in tenure was referenced and the knock on effect this has in enabling younger generations to stay in the area and create communities.
- 8.7 The area was seen as having multiple issues around poverty, with people referencing both food and fuel poverty and the rising number of people relying on foodbanks. Poor health, including mental health, and wellbeing were raised with observations about poverty impacting on health in general. Issues around drugs, crime and homelessness were also raised.
- 8.8 There was concern about the prospects of the area's retail business base, with people citing the closure of shops and the decline of the high street, along with a rise in low quality fast food outlets.
- 8.9 People thought the area required more provision for educational and skills training, including teaching people basic life skills such as cooking.
- 8.10 There was also a strong desire for facilities where communities could meet and participate in training or cultural activities, and some people referenced the desire for business incubation spaces, to provide local business opportunities.
- 8.11 Some specific issues regarding match days were raised, such as the impact of match day traffic (parking) and litter.
- 8.12 People expressed a desire for a mix of high quality private and social housing, especially targeting families and with provision for private gardens as well as communal spaces. They wanted to understand how homes could be ring-fenced so they weren't simply sold to private landlords and expressed the view that high-rise homes were not appropriate.
- 8.13 A cradle-to-grave community support and health centre was suggested, which would offer services and help to people across a range of needs: physical health, wellbeing, mental health, and loneliness. It was felt it could be a place for people of every generation.

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- 8.14 A community hub was requested that could offer enterprise space, education, leisure and social space. The kind of place where people could learn digital skills, learn to cook, or just meet their friends at a community café.
- 8.15 It was felt there should be a focus on training people, young people especially, so that they can learn a trade and attain recognised qualifications. Raising aspirations among young people was regarded as important.
- 8.17 The majority of respondents felt that Everton memorabilia should stay at Goodison Park so that people would still want to visit to see a piece of the history.

Stakeholder engagement

- 8.18 The meetings, briefings and communications made with stakeholders are listed in Figure 16 (NB briefings specifically related to elements of the BMD proposals have been omitted).

Figure 16: Stakeholder briefings and communications

DATE	AUDIENCE	ACTIVITY	MAIN SUBJECT OF DISCUSSION
09-Jan-19	City stakeholder	Trevor Skimpton - Merseyside Civic Society	Civic Society pledge their support to the project
15-Jan-19	City stakeholder	Bill Addy (Liverpool BID) and Chris Brown (Marketing Liverpool)	Impact of project on BID and tourism. Opportunity to tell the Club's story at MIPIM
15-Jan-19	City stakeholder	Make Liverpool (Liam Kelly)	Meeting to look at opportunities for youth engagement as part of Goodison Park Legacy Project
29-Jan-19	City stakeholder	Mayor Joe Anderson	First stage public consultation results briefing
05-Feb-19	City stakeholder	Metro Mayor Steve Rotheram and Frank Rogers, Combined Authority	First stage public consultation results briefing

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11-Feb-19	City stakeholder	Peel Land & Property	First stage public consultation results briefing
12-Feb-19	City stakeholder	<i>A full list of attendees can be found at Appendix 10</i>	First stage public consultation results briefing
12-Feb-19	Fan engagement	Briefing to fan sites and release of results via Everton comms channels and People's Project channels	First stage public consultation results briefing
12-Feb-19	City stakeholder	Letter from The Club CEO to list of Councillors <i>A full list of recipients can be found at Appendix 11</i>	First stage public consultation results briefing
12-Feb-19	Fan engagement	Presentation of first stage results to Club shareholders	First stage public consultation results briefing
26-Feb-19	City stakeholder	Mike Mullin and Evelyn McCowan from Invest Sefton (Sefton Council)	First stage public consultation results briefing
28-Feb-19	City stakeholder	CEO of Sefton Council Margaret Carney and Nicky Speed to discuss first stage results	First stage public consultation results briefing
29-Mar-19	City stakeholder	Club meeting with Lord Mayor Christine Banks	People's Project update meeting and update of first stage consultation results
02-Apr-19	City stakeholder	Merseyside Civic Society meeting	Update on the people's project and tour around Bramley-Moore Dock site
18-Apr-19	Club stakeholder	Lord Grantchester attended a site visit at Bramley-Moore Dock	Update on the people's project and how it will transform LCR
02-May-19	Fan engagement	Briefing - Chair of Shareholders	Project update and plans for second stage consultation
02-May-19	Fan engagement	Fan site briefings	Project update and plans for second stage consultation
02-May-19	City stakeholder	Brian Connolly - Titanic Hotel	Project update and plans for second stage consultation

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03-May	Club stakeholder	Premier League briefing	Project update and plans for second stage consultation
03-Jun-19	City stakeholder	Professor Michael Parkinson, University of Liverpool	Project update and plans for second stage consultation
06-Jun-19	Fan engagement	Fan Forum engagement workshops	Delivery of presentation -Progress on: Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project
06-Jun-19	City stakeholder	LCC WHS Taskforce presentation	People's Project Update covering an update on first stage consultation results, run through of Alternative Sites Assessment, current design principles (including dock in-fill methodology, materiality and landscaping), consideration given to heritage and Goodison Legacy Project.
07-Jun-19	City stakeholder	Dame Louise Ellman MP briefing	People's Project update
07-Jun-19	Fan engagement	Shareholders engagement workshop	Delivery of presentation -Progress on: Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project
10-Jun-19	Fan engagement	Supporters' Club committee engagement workshop	Delivery of presentation - Progress on:

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			Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project
11-Jun-19	Fan engagement	Everton Heritage Society engagement workshop	<p>Delivery of presentation -Progress on:</p> <p>Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project</p>
13-Jun-19	City stakeholder	LCC CEO Tony Reeves and Director of Communications Camilla Mankabady	Project update and communications plans for second stage public consultation
25-Jun-19	City stakeholder	Everton director of communications keynote speaker at Downtown in Business, The Future of Liverpool and the Northern Powerhouse event	Update on the project and impact on Northern Powerhouse
25-Jun-19	Sports stakeholder	Briefing for Mims Davies, Sports Minister	Update on the project and highlighting societal value
10-Jul-19	City stakeholder	Merseyside Civic Society site tour	<p>Visit included:</p> <p>Update on project</p> <p>Update on the work of Everton in the community</p> <p>Tour of the Bramley-Moore Dock site</p>
11-Jul-19	L4 stakeholder	Everton Free School Stadium engagement session	Delivery of presentation -Progress on:

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			Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project
16-Jul-19	National stakeholder	Westminster drop-in session held for MPs	Project update with particular reference to the societal value of the project and the work of Everton in the Community
23-Jul-19	City stakeholder	Chris Brown, Director, Marketing Liverpool	Attendance at our second stage consultation roadshow
13-Aug-19	City stakeholder	Paul Cherpeau, CEO, Liverpool & Sefton Chamber of Commerce	Attendance at our second stage consultation roadshow

Publicity

8.19 Media activity was generated across local, national and specialist press during the period. Whilst much of the activity focused on Bramley-Moore Dock, much activity also made mention of the associated Goodison Park redevelopment. A selection of media announcements are listed in Figure 17.

Figure 17: Media announcements

DATE	MEDIA HEADLINE
20-Dec-18	Everton announce proposed capacity for planned new stadium
16-Jan-19	Flexible safe standing welcomed by supporter groups
13-Feb-19	Everton reveals significant support for new stadium plans
10-Mar-19	Here's why Everton are promoting Bramley -Moore Dock Stadium on the French Riviera next week
11-Mar-19	Lord Heseltine back Everton's new stadium plans
12-Mar-19	Everton CEO says Bramley-Moore Dock will be 4th Grace of Liverpool's Waterfront
13-Mar-19	Everton at MIPIM – Plans to progress as stadium costs hit £500m

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15-Mar-19	Everton's Bramley-Moore Dock stadium plan generates significant interest worldwide
15-Mar-19	Everton's new Bramley-Moore Dock stadium bookends Liverpool's £2bn plans
09-May-19	Everton set timeframe for second public consultation

Section 9: Stage Two consultation July 2019 – August 2019

Roadshow and stakeholder engagement

- 9.1 The community and stakeholder engagement campaign was launched on July 24, 2019 with a series of briefings to media announcing the Stage Two public consultation roadshow which would start on 26 July along with a launch event, held on 25 July, to reveal the proposed outline designs for the redevelopment of Goodison Park and proposed designs for the stadium development. A copy of the press release used to brief media outlets is included at **Appendix 12**.
- 9.2 A detailed explanation of the publicity for this stage of the campaign is provided in the next section.
- 9.3 The Club also informed key stakeholders in the city of the upcoming Stage Two public consultation, including Liverpool City Mayor Joe Anderson and Liverpool City Region Metro Mayor Steve Rotherham.
- 9.4 In order to update other stakeholders, we wrote to a number of local politicians relevant to the People's Project. These included the following (please refer to **Appendix 4** for the full list):
- Ward councillors covering Goodison Park and Bramley-Moore Dock
 - Ward councillors where roadshow events would take place
 - Ward councillors where promotional material would be distributed
 - Ward councillors where social media promotion would take place
 - MP from the Walton Parliamentary constituency containing Goodison Park
- 9.5 A launch event was held for a wider group of city stakeholders (list of attendees at **Appendix 13**) and a second event, on the same day, was held for a broad group of fans. At these events, there were opportunities for people to ask questions of the Club and design team and the proposed outline concepts for Goodison Park, including CGIs and an illustrative masterplan, were revealed.
- 9.6 In order to reach as many people as possible, a touring roadshow exhibition was devised, as with Stage One. Running for 19 days in total, the roadshow revisited all the

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same locations as Stage One and additional locations to ensure that we covered all six authorities of the City Region.

- 9.7 The roadshow was designed to show the emerging outline proposals for Goodison Park. The content reminded consultees of the first stage consultation and its results. Content included detail about the proposed potential uses for the site as well as providing information about economic impact. Copies of the exhibition boards which were used in the exhibition are included at **Appendix 14**.
- 9.8 Prior to the commencement of the consultation, the exhibition content and questions contained in the questionnaire were reviewed by Planning Officers at Liverpool City Council and representatives of Historic England to ensure they agreed with the phrasing of the questions.
- 9.9 Because of the consequential linkage between both the Goodison Park and Bramley-Moore Dock proposals, both proposed developments were consulted on at once. The dates, locations and times are detailed below in Figure 18.

Figure 18: Timings and locations of Stage Two roadshow

WEEK DAY	DATE	LOCATION	TIME
Friday	26th July	Liverpool ONE (outside John Lewis)	9AM – 8PM
Saturday	27th July	Birkenhead 222 Grange Road West, CH41 6EB (outside Asda)	10.30AM - 5PM
Sunday	28th July	Edge Lane Liverpool Shopping Park, Edge Lane, L13 1EW	10.30AM - 4.30PM
Wednesday	31st July	Liverpool ONE Outside John Lewis	9AM – 8PM
Thursday	1st August	Liverpool ONE Outside John Lewis	9AM – 8PM
Friday	2nd August	Liverpool ONE Outside John Lewis	9AM – 8PM
Saturday	3rd August	WIDNES Green Oaks Shopping Centre, Green Oaks Way, WA8 6UB	9AM - 6PM
Sunday	4th August	Speke, New Mersey Retail Park, Speke Road, L24 8QB	10.30AM - 4.30PM

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Wednesday	7th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM
Thursday	8th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM
Friday	9th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM
Saturday	10th August	Huyton The Forum, Derby Road, L36 5RT (Near the Post Office)	10AM - 5PM
Sunday	11th August	CROSBY Crosby Lakeside Activity Centre, Cambridge Road, Waterloo, L22 1RR	10.30AM - 4.30PM
Tuesday	13th August	Castle Street. Next to Viva Brazil	11AM – 6.30PM
Wednesday	14th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM
Thursday	15th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM
Friday	16th August	St Helens Church Square Shopping Centre, St Helens, WA10 1AF	9AM – 5.30PM
Saturday	17th August	Goodison Park, Goodison Road L4 4EL	9AM – 2PM
		The People’s Hub, 46 Spellow Lane, L4 4DF	12PM – 2.30PM
Sunday	18th August	New Brighton, Ian Fraser Walk, CH45 2PB	10.30AM - 4.30PM

9.10 As with the Stage One public consultation, the locations were selected to provide people with as much opportunity as possible to attend a roadshow if they so wished.

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We also wanted to ensure we reached non-football supporters and non-Everton supporters.

9.11 In addition to the above list (Figure 18), four pop up consultation events were held specifically for L4 residents at The People's Hub (46 Spellow Lane, Liverpool, L4 4DF). To drive attendance, 4,000 leaflets were mailed to addresses in L4. The events took place on the following dates:

- Tuesday 30 July, 8am-3pm
- Wednesday 31 July, 1-8pm
- Monday 5 August, 8am-3pm
- Wednesday 7 August, 1-8pm

9.12 In selecting busy retail and leisure locations, we provided significant opportunity for both football and non-football supporters to engage with the process.

9.13 As with the Stage One consultation, we were also keenly aware that we should operate extended opening hours to afford people the largest possible opportunity to engage should they wish to do so.

9.14 The exhibitions were proactively managed to help draw visitors into the exhibition and to complete the questionnaire.

9.15 The questionnaire was accessed via one of a series of iPad terminals held within the trailer. A copy of the questionnaire is included at **Appendix 15**. Staff were on hand to assist any people who had difficulty completing the questionnaire.

9.16 Each session of the roadshow was attended by at least one member of the Club, one from the planning consultant (CBRE) and one from the communications and engagement agency (Influential).

Additional outreach methods

9.17 The project website was a key repository of information and included copies of all of the exhibition materials along with a link to access the questionnaire.

9.18 To access the link and to prevent misuse, users were required to input details including a valid email address.

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- 9.19 For some parts of the roadshow where we wanted to further encourage engagement, we invested in targeted social media adverts which would display specific details of the roadshow to people within defined areas. This is achieved by using the GPS location functions used in all popular social media platforms.
- 9.20 The Club sent an email to its database of 165,000 people who had opted in to its Everton News mailing list, encouraging them to take part.
- 9.21 Finally, 35,126 consultation leaflets were produced and distributed to commercial and residential addresses within a one mile radius of both Goodison Park and Bramley-Moore Dock, as shown in **Appendix 1**. The distribution area for Stage Two was smaller than in Stage One because analysis of responses revealed a lower response rate by post, therefore resources for Stage Two were redirected into more impactful channels. However, the leaflet distribution still ensured that those closest to the site received communications by post.
- 9.22 The leaflets shown at **Appendix 18** included a tear-off copy of the questionnaire and a freepost reply.

Roadshow publicity

- 9.23 As with the first stage consultation, in order to publicise the roadshow we utilised various traditional and digital media outreach methods.
- 9.24 As noted above, the publicity began on 24 July, 2019 with the briefing of key national, regional and local journalists on the pending consultation and with the reveal of the emerging designs to stakeholders and fan representatives.
- 9.25 The key piece of collateral was a press release, a copy of which is included at **Appendix 12**, as well as electronic copies of imagery depicting the future potential development of Goodison Park.
- 9.26 The resulting media coverage provided wide-spread publicity and started a three week countdown to the consultation opening. Media coverage is included at **Appendix 2**.
- 9.27 A key element of the press briefing was to reiterate the project website and its identity – the People’s Project – and its associated social media channels so media could direct interested parties to the website for further information.

9.28 In order to reach other parties, we also published adverts within five local newspapers within the city region. A copy of the advert is included at **Appendix 16**. The adverts appeared in the following media on these dates:

- Echo 26th July 2019
- Runcorn & Widnes World 31st July 2019
- St Helens Star 1st Aug 2019
- Wirral Globe 31st July 2019
- Warrington Guardian 1st Aug 2019
- Crosby & Litherland Champion 31st July 2019

9.29 We also published an eight-page supplement in the Liverpool Echo newspaper, which explained the proposals and publicised the roadshow and other methods by which people could take part in the consultation. This can be found at **Appendix 17**.

Quantitative analysis of responses

9.30 The roadshow proved to be of significant interest to the public with 15,000 people attending the roadshow overall. Figure 19, below, provides a breakdown of attendees at each location.

Figure 19: Stage Two roadshow attendees by location

WEEK DAY	DATE	LOCATION	TIME	ATTENDEES
Friday	26th July	Liverpool ONE (outside John Lewis)	9AM – 8PM	1207
Saturday	27th July	Birkenhead 222 Grange Road West, CH41 6EB (outside Asda)	10.30AM - 5PM	728
Sunday	28th July	Edge Lane Liverpool Shopping Park, Edge Lane, L13 1EW	10.30AM - 4.30PM	550
Wednesday	31st July	Liverpool ONE Outside John Lewis	9AM – 8PM	1079

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Thursday	1st August	Liverpool ONE Outside John Lewis	9AM – 8PM	1254
Friday	2nd August	Liverpool ONE Outside John Lewis	9AM – 8PM	1266
Saturday	3rd August	WIDNES Green Oaks Shopping Centre, Green Oaks Way, WA8 6UB	9AM - 6PM	872
Sunday	4th August	Speke, New Mersey Retail Park, Speke Road, L24 8QB	10.30AM - 4.30PM	472
Wednesday	7th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM	828
Thursday	8th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM	944
Friday	9th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM	776
Saturday	10th August	Huyton The Forum, Derby Road, L36 5RT (Near the Post Office)	10AM - 5PM	422
Sunday	11th August	CROSBY Crosby Lakeside Activity Centre, Cambridge Road, Waterloo, L22 1RR	10.30AM - 4.30PM	581
Tuesday	13th August	Castle Street Next to Viva Brazil	11AM – 6.30PM	505
Wednesday	14th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM	665
Thursday	15th August	CHURCH STREET Next to Carphone Warehouse	11AM - 6.30PM	818
Friday	16th August	St Helens Church Square Shopping Centre, St Helens, WA10 1AF	9AM – 5.30PM	641

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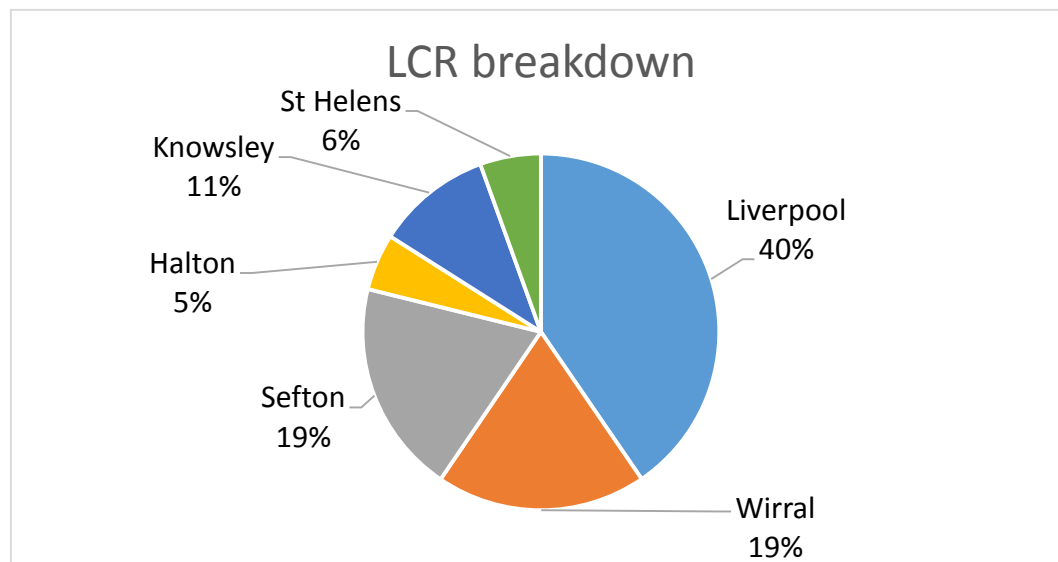
Saturday	17th August	Goodison Park, Goodison Road L4 4EL	9AM – 2PM	594
		The People's Hub, 46 Spellow Lane, L4 4DF	12PM – 2.30PM	60
Sunday	18th August	New Brighton, Ian Fraser Walk, CH45 2PB	10.30AM - 4.30PM	738

9.31 In total the Stage Two consultation generated **43,039** responses.

9.32 This was made up of 6,876 questionnaires which were completed at the roadshows, a further 35,332 which were completed online and 831 postal copies were returned completed.

9.33 Of these responses, 22,879 (53%) were drawn from the Liverpool City Region with the City of Liverpool having the highest representation of 9,252 (22%) and Sefton having 4,427 (10%). There were 1,471 (3.4%) responses from people who indicated that they live in the L4 postcode area, in which Goodison Park sits. Figure 20, below, shows the breakdown of responses from within LCR.

Figure 20: Breakdown of Stage Two responses within LCR

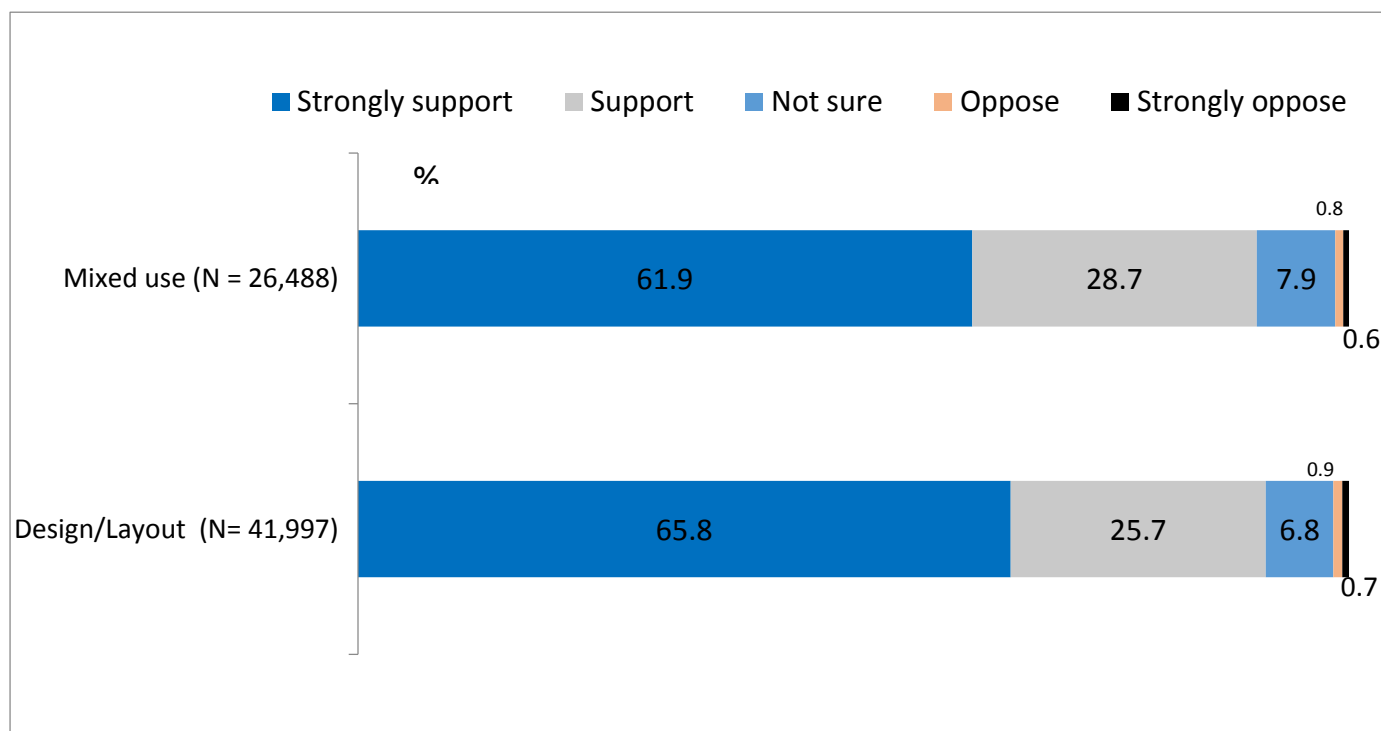


9.34 The roadshow approach succeeded in reaching non-club supporters with seven per cent (2,726) of respondents describing themselves as either non-football fans or followers of clubs other than Everton Football Club.

9.35 Responses to the questionnaire's key questions have demonstrated emphatic and widespread support, as shown in Figure 21: (NB. only questions pertinent to Goodison Park are included)

- **91%** of all respondents either supported or strongly supported the proposed mix of uses at Goodison Park
- **92%** of all respondents either supported or strongly supported the proposed design and layout of the development

Figure 21: Responses to key questions



9.36 It is notable that the levels of support were also overwhelming among non-Everton fans.

- 80% of non-Everton fans either supported or strongly supported the proposed mix of uses at Goodison Park
- 81% of non-Everton fans either supported or strongly supported the proposed design and layout of the development

9.37 Furthermore, levels of support were also overwhelming among respondents who indicated that they live in the L4 postcode.

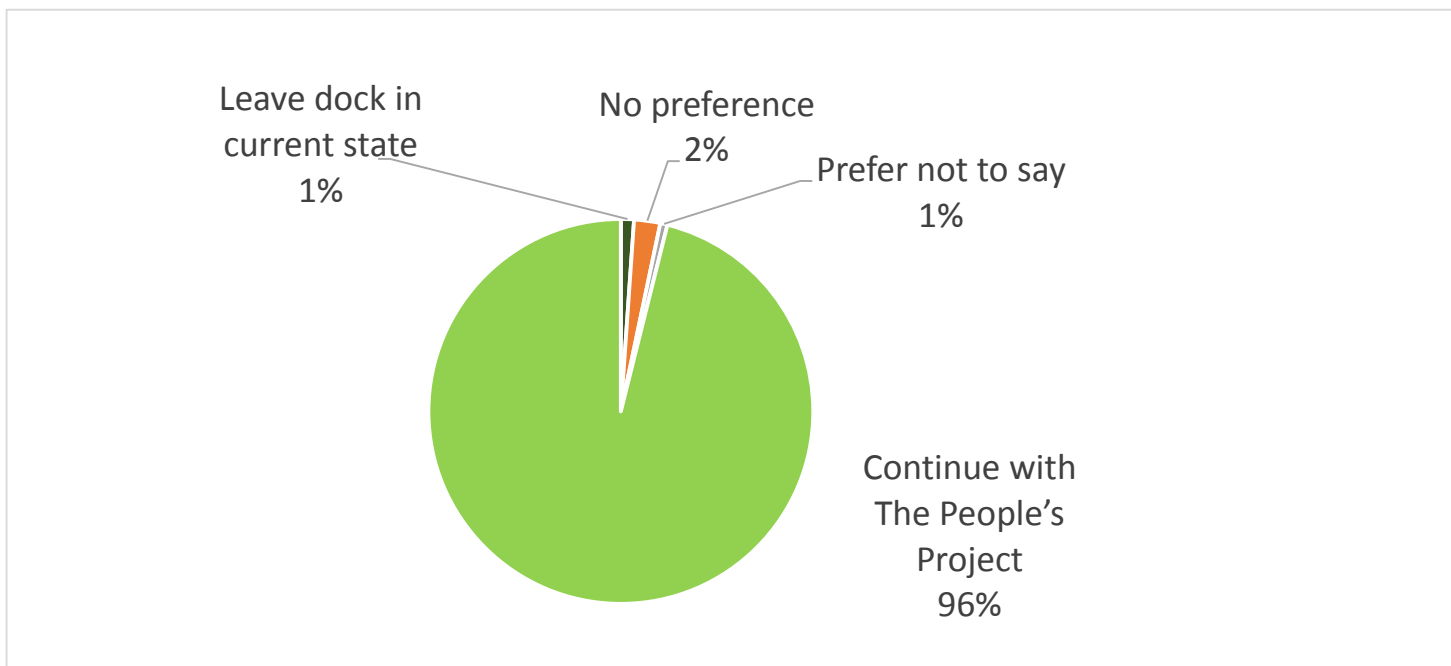
- 87% respondents who indicated that they live in the L4 postcode either supported or strongly supported the proposed mix of uses at Goodison Park
- 88% either supported or strongly supported the proposed design and layout of the development

9.38 A concluding question was asked of consultees: Taking account of what you have seen today about The People's Project and its potential impacts and benefits, which of the following outcomes would you prefer?

- Leave dock in current state
- Continue with The People's Project
- No preference
- Prefer not to say

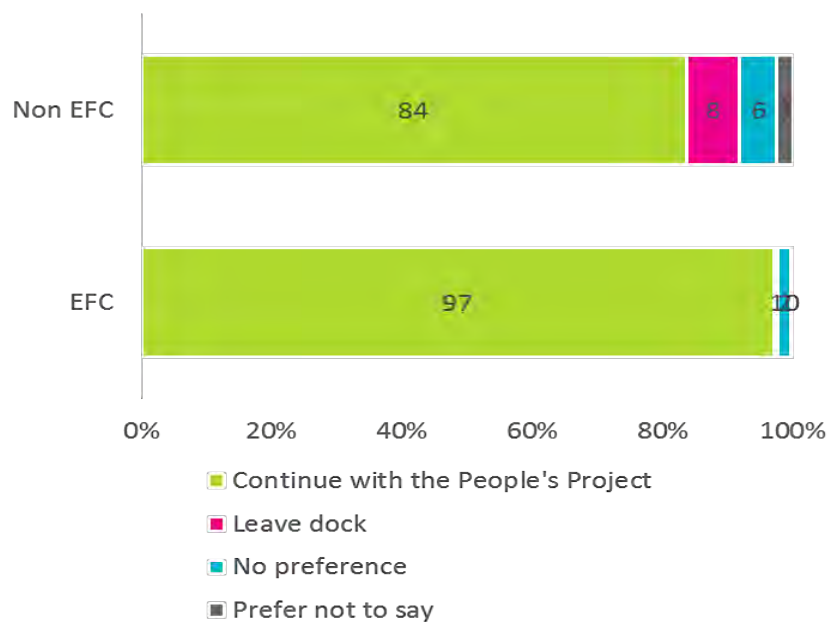
9.39 The response was overwhelmingly in favour of continuing with The People's Project with 96% of the 40,156 responses to this question choosing that answer. Only 1% opted to leave the dock in its current state, as shown in Figure 22, below.

Figure 22: Response to final question



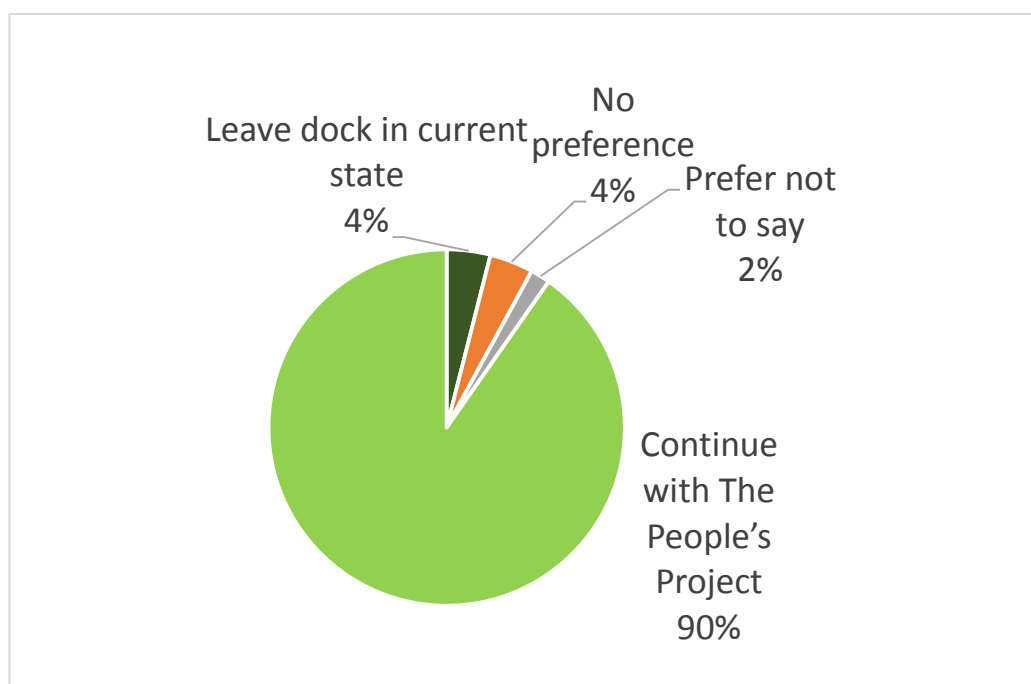
9.40 It is notable that even among non-Everton fans, 84% of respondents said they would prefer to continue with The People's Project, as shown in Figure 23.

Figure 23: Responses to final question EFC fans v non-EFC fans



9.41 Of the responses from L4, 1,336 (90%) said they prefer to continue with the development of The People's Project, as shown in Figure 24.

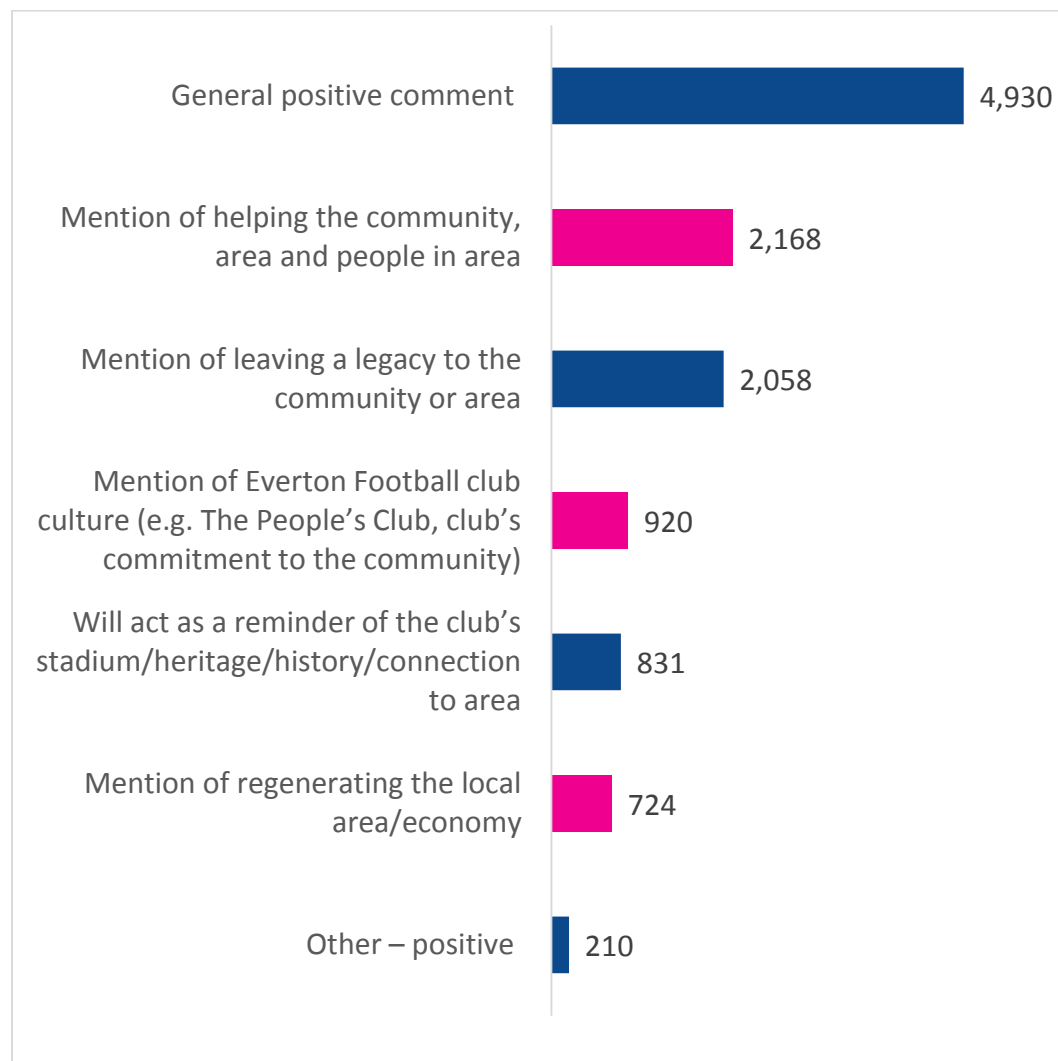
Figure 24: Responses to final question from L4



Qualitative analysis of responses

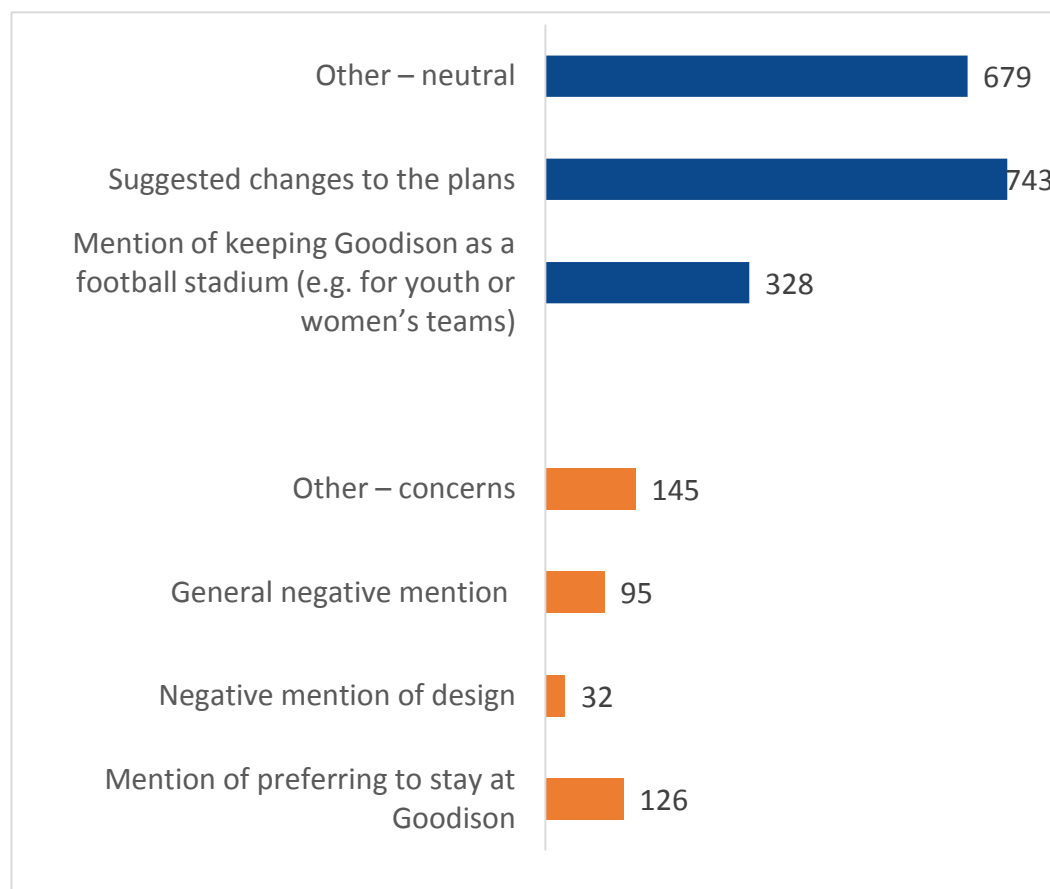
9.42 As with the analysis of the Stage One consultation responses, unprompted comments submitted by respondents were grouped according to broad themes. The following chart (Figure 25) summarises the main areas of support for the proposals.

Figure 25: Key themes of support for proposals



9.43 Figure 26 summarises the themes of the neutral responses or comments of concern about the Goodison Park proposals.

Figure 26: Themes of neutral and negative comments



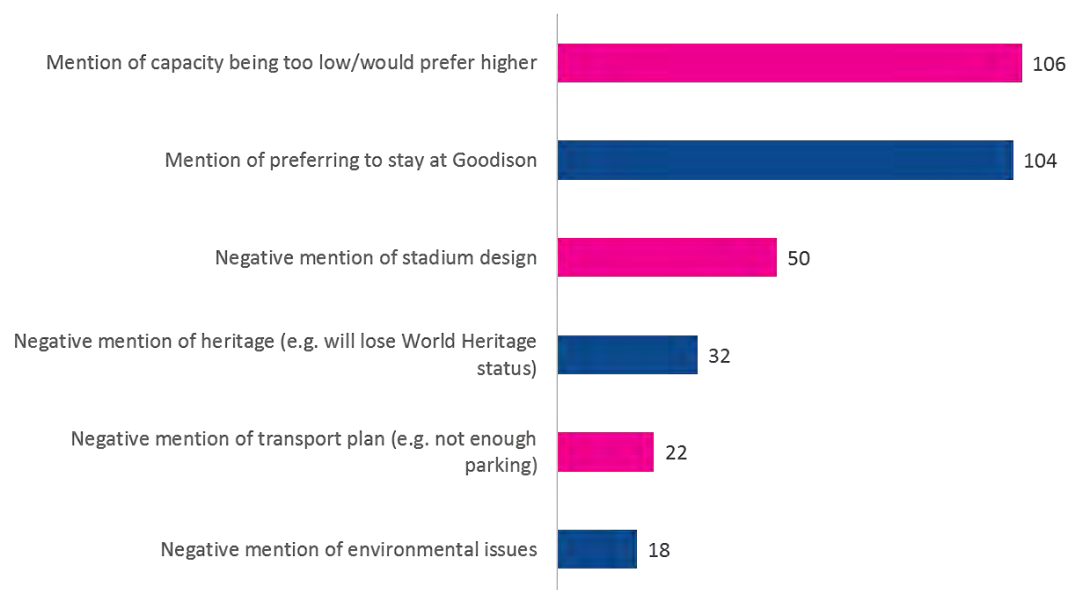
9.44 As Figure 26 shows, a number of people raised suggested changes and additions to the proposals. For example:

- There were 143 comments about retaining elements of Goodison Park’s history in the redevelopment
- 87 comments related to the need for community spaces such as a park, community football pitch
- 76 comments related to housing, including the need for affordable housing
- 53 comments suggested creating a museum about the Club
- 26 comments mentioned building a hotel (seven were against and 19 were in favour)
- 23 comments expressed support for more green space
- 11 suggested the creation of a leisure/sports centre
- 12 stated that they did not want to see the stadium demolished

Statement of Community Engagement: Goodison Park

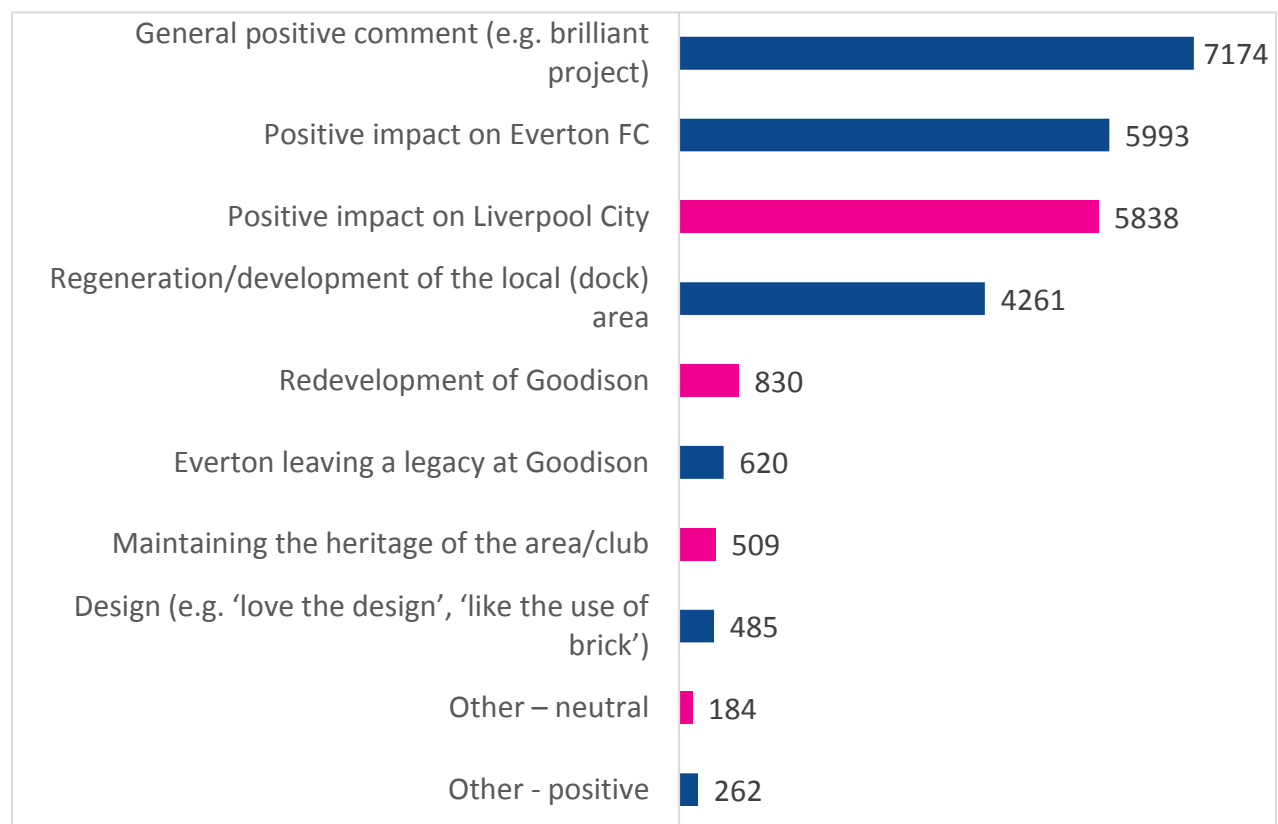
9.45 Of the 466 responses wanting Bramley Moore Dock to stay in its current state, only 243 provided comments as to why this was the case. The majority related to the capacity of the stadium or a desire for the Club to remain at Goodison Park. These are grouped into themes in Figure 27.

Figure 27: Themes of comments from those who wanted the dock to stay in its current state



9.46 Of the 96% of responses which said the People's Project should continue, a total of 26,156 comments were received explaining why they supported the plans. These are grouped into themes in Figure 28.

Figure 28: Themes of comments from those wanting the People's Project to continue



9.47 Figure 28 shows that among respondents the redevelopment of Goodison Park as a legacy project is considered a key part of the People's Project and is viewed in a positive light by a significant number of people consulted, with almost 1,500 people referring to it directly in their response.

Section 10: Post-consultation activity

10.1 This section details the engagement which took place following the conclusion of the Stage Two consultation, including:

- Stakeholder engagement
- Publicity

10.2 The results of the Stage Two consultation were communicated to stakeholders and the general public through public relations activity, social media, the project website and a series of briefings.

Stakeholder engagement

10.3 The briefings held with stakeholders are listed in Figure 29.

Figure 29: Stakeholder briefings

Date	Audience	Activity	Main subject of discussion
25-Oct-19	City stakeholder	Dan Carden, MP Walton, Liverpool	Second stage public consultation results briefing, update on progress of Goodison Park legacy project
01-Nov-19	City stakeholder	Dame Louise Ellman, MP for Liverpool Riverside	Second stage public consultation results briefing
07-Nov-19	City stakeholder	Mayor Joe Anderson	Second stage public consultation results briefing
11-Nov-19	City stakeholder	Metro Mayor Steve Rotheram	Second stage public consultation results briefing

Statement of Community Engagement: Goodison Park

11-Nov-19	City stakeholders	Peter Jones and Samantha Campbell, Liverpool City Council	Second stage public consultation results briefing
13-Nov-19	City stakeholders	Group briefing for members of business community and city stakeholders. <i>A full list of attendees can be found at Appendix 19</i>	Second stage public consultation results briefing
14-Nov-19	City stakeholder	Leader of Halton Borough Council, Councillor Rob Polhill	Second stage public consultation results briefing
21-Nov-19	National stakeholder	Marie Smallwood, Historic England	Second stage public consultation results briefing

10.4 In addition to the briefings, the results of both stages of consultation were captured in a 12-page report which was printed and supplied to all attendees at the group stakeholder briefing session (see **Appendix 19**) and also mailed to a list of 100 national stakeholders who had previously been invited to attend the Westminster drop in session. A list of the national stakeholders who received this report is included at **Appendix 20**.

10.5 Representatives of the Club also attended various events and conferences during this time to discuss the results of the consultation and the potential impact of the proposals on the regional economy.

10.6 This included The Stadium Business Design and Development Summit, at Wembley, London on November 27, 2019. At the event, the Club presented to the stadium development industry on the outcome of the public consultation, plans for the legacy project at Goodison Park and next steps for the planning application for Bramley-Moore Dock.

Statement of Community Engagement: Goodison Park

- 10.7 The Club also took an exhibition stand at the Liverpool City Region Local Enterprise Partnership (LEP) annual conference held at the Liverpool Arena and Convention Centre on November 19, 2019, showcasing key information about The People's Project and the results of the consultation. A representative of the Club took part in a panel discussion at the conference, discussing how ready the Liverpool City Region was for global investment, at which the potential impact of The People's Project was discussed.

Publicity

- 10.8 The results of the Stage Two consultation were announced to the public via a press release on November 13, 2019 and publicised on the People's Project website and social media channels. A copy of the press release can be found at **Appendix 21**.
- 10.9 This activity generated a large volume of media interest and coverage. Examples of media coverage from this period are included in **Appendix 2**.
- 10.10 Due to the scale and breadth of channels used across both stages of consultation, the People's Project was named winner in the Best Property and Construction Campaign category at the 2019 Northern Marketing Awards, held in Manchester on November 21, 2019.

Section 11: Consideration of responses received

- 11.1 The consultation generated a vast number of comments covering a broad range of subjects relating to the proposals for Goodison Park. This has made it difficult to identify themes relating to the design which are specific and consistent enough to prompt an alteration.
- 11.2 As stated in Section 9, 143 comments were received about retaining elements of Goodison Park's history in the redevelopment. This is a matter of detailed design, which will be addressed at the appropriate stage in the process. However, the Club will be looking into aspects of the stadium and associated memorabilia e.g. statues which could be retained within the Goodison Park site.
- 11.3 87 comments referenced the need for community spaces, such as a park or community football pitch and a further 23 comments expressed support for more green space. Although the proposed development is applied for in outline, with details of landscaping to be determined at a later stage in the design process, the illustrative masterplan indicates a central area of open space which could be used as a park or space to play football.
- 11.4 The consultation prompted 76 comments relating to housing, including the need for affordable housing. Although the exact type, tenure and size of housing is not to be determined as part of this outline planning application, the Club envisages that a mix of housing types and tenures will be provided at the site, including affordable housing.
- 11.5 In response to the 53 comments received which suggest creating a museum about the Club at Goodison Park, the exact end users of the proposed development are not known at this stage; however the application does seek permission for space to be used as a 'non-residential institution' (Use Class D1), which could include a museum.
- 11.6 The potential development of a hotel was mentioned by 26 people, with 7 people against the idea and 19 people in favour. At this stage it is not proposed to develop a hotel at the site.
- 11.7 11 people suggested the creation of a leisure/sports centre at Goodison Park. Although a specific leisure centre / sports centre is not proposed, the central open

Statement of Community Engagement: Goodison Park

space will be accessible to the public for use and areas of this could be used informally for sports.

Section 12: Conclusions

- 12.1 The engagement and consultation into the Goodison Park redevelopment proposals and emerging plans for a new stadium at BMD elicited an almost unprecedented response, with a total of 63,207 responses received over the two stages of consultation.
- 12.2 There was overwhelming support for the proposals at both stages of consultation, with only statistically insignificant variations in the percentage level of support emerging when examined according to criteria such as whether the respondent was a fan or not, where they lived, age, gender or whether they were disabled.
- 12.3 A statistically significant number of responses (4,645) came from people who were either not Everton fans or were not football fans at all.
- 12.4 A statistically significant number of responses were received from people living in all local authority areas of the Liverpool City Region conurbation, with very good representation from people living close to Goodison Park.
- 12.5 Across both stages of consultation, responses came from a representatively diverse mix of people according to age, ethnicity, gender and disability.
- 12.6 There were 1,471 responses from people who indicated they lived in the L4 postcode in which Goodison Park sits, of which 87% either supported or strongly supported the proposed mix of uses and 88% either strongly supported or supported the proposed design / layout.

Section 13: Appendices

APPENDIX 1:

Map of postal areas in receipt of consultation questionnaire

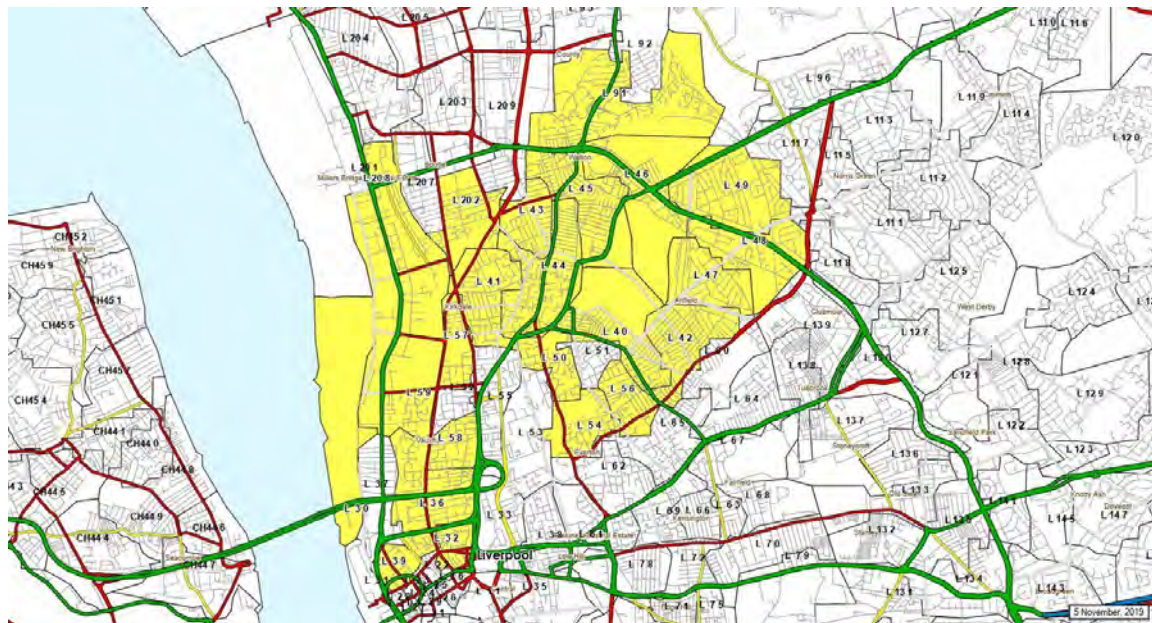
Statement of Community Engagement: Goodison Park

At Stage One the printed survey questionnaire was sent to 51,416 households and we received 1,318 responses via postal returns.

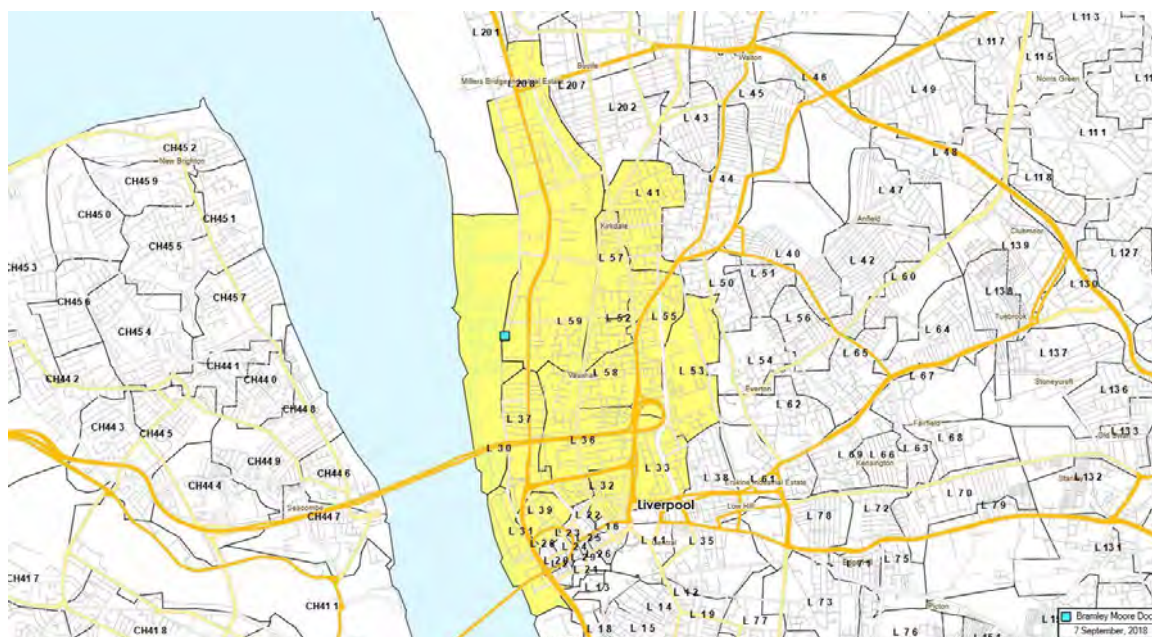
These responses were analysed at postal sector level and we were able to deduce that 1,231 (94%) of the responses came from a tighter catchment area of L3, L4, L5, L9 and L20 with a total population of 35,126

This information was used to reduce the distribution at stage two to 35,000 enabling us to target those households with the focussed area of interest

Stage 1



Stage



APPENDIX 2:

Examples of media coverage

Statement of Community Engagement: Goodison Park

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Everton may be preparing to leave Goodison Park, but the club is adamant its legacy will live on in the community



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Everton have been at Goodison Park for 124 years. CREDIT: GETTY IMAGES

Earlier this month Farhad Moshiri, Everton's majority shareholder, dropped the clearest hint yet that the club had decided on the location of their new stadium. Whether it is Bramley Moore Dock, in Liverpool city centre, or Stonebridge Cross, in Croxteth, Moshiri said: "In our mind, we know where we want to go. We are committed."

Everton have to move. Goodison Park, their 124-year-old home, is iconic, atmospheric but sadly – and evidently – not-fit-for-purpose in the modern game with its restricted view seats, limited capacity and equally limited facilities.

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Everton reveal Bramley Moore Dock as preferred stadium site

5 January 2017

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Goodison Park has a capacity of just under 40,000

Everton's preferred site for its proposed new stadium is Bramley Moore Dock, the club has confirmed.

The issue was discussed by shareholders at the club's annual general meeting at the Philharmonic Hall on Wednesday.

Liverpool mayor Joe Anderson said the council would invest £20m (\$25m) in a new road near the planned ground, alongside plans for a railway station.

He said the proposals were the "most exciting opportunity that the club has had in decades".



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Goodison Park could be preserved as “vital legacy project” as Everton move forward with new stadium

24 Mar 2017    

Everton FC has come to an agreement with landowners Peel Holdings, to acquire land to build a new £300m stadium on the banks of the River Mersey at Bramley Moore Dock.

Whilst the club is unlikely to complete the site purchase until it has obtained full planning for a stadium, the announcement does represent the beginning of the process that is likely to see Everton leave Goodison Park.

Liverpool City Council will act as a guarantor to help Everton secure funding for the project. Liverpool Mayor Joe Anderson said the purchase agreement was a significant step moving forward.

He commented: “We will provide security using our status as an organisation, enabling them to go the market to secure a loan. It won't cost Liverpool City Council taxpayers any funding... Indeed, the reverse is true. Out of the deal for that security [Liverpool City Council] would receive a substantial amount of money, in excess of £4.4m every year”

“For us it is a great deal – we’re spending no money. It is also a fantastic deal for the city because it helps us revitalise north Liverpool. It will be a catalyst for that particular area.”

It has been reported that Goodison Park – Everton’s home since 1892 – could be preserved as part of a “vital legacy project” in Liverpool. The football ground may be converted into facilities for the club’s award-winning Walton Hub charity, to go alongside the Everton Free School and community centre.


An official statement presented to the Council Cabinet read: “EFC intend to use the Stadium move to facilitate a vital Legacy Project at Goodison Park, delivering health, education, affordable housing and public spaces for the local community which is likely to stimulate further investment in the L4 area and will create social, environmental and economic benefits. Details of this will emerge from EFC in due course.”

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Everton exchange contracts on Bramley Moore Dock

Blues now own 200-year lease on Bramley Moore site where they plan to build a new stadium

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Everton have exchanged contracts on Bramley Moore Dock.

The Blues have formally signed an agreement to secure a 200-year lease on the proposed site of their new stadium and can now focus firmly on securing funding and gaining planning permission.

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Everton to launch public consultation over Bramley Moore stadium project

'The People's Project' will canvass opinion from next month

Planning application expected to be lodged in late 2019





▲ Bramley Moore dock, north of Liverpool's city centre, is located on a world heritage site. The owner, Peel Land & Property, had no plans to redevelop it for another 30 years. Photograph: Christopher Thomond/Guardian


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Sport • Football • Bramley Moore Dock

Everton's Bramley Moore Stadium and Goodison regeneration plans take major step forward

Blues are launching a crucial consultation process to begin in November as they seek widespread approval for new stadium plans

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By **Alistair Houghton** Executive Business Editor, **Joe Rimmer** & **Liam Thorp**
23.55, 24 OCT 2016 UPDATED 23.51, 24 OCT 2016

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EVERTON'S BRAMLEY MOORE PLANS TAKE MAJOR STEP FORWARD - LATEST FROM OUR REPORTERS

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Everton are asking the people of Liverpool to get behind their plans to build a new stadium at Bramley-Moore Dock and leave a lasting legacy at Goodison Park.

The club is launching a wide-scale public consultation into plans for an iconic new waterfront home, which they say will help regenerate north Liverpool.

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Everton launches stadium consultation

25 Oct 2018, 06:30 | Charlie Schouten

Everton FC will launch a public consultation on its plans for a new stadium at Bramley-Moore Dock next month with the club aiming to submit a planning application for the stadium, along with the redevelopment of Goodison Park, in the second half of 2019.


The consultation will launch on Thursday 15 November for a three-week period, and will survey members of the public on their views for the new stadium, as well as the redevelopment of the club's former stadium at Goodison Park, which could include homes along with health, business, and education facilities.

Named 'The People's Project', there will be consultation events held at a variety of locations including Liverpool One, Liverpool Shopping Park, Birkenhead, and New Brighton. There will also be a fixed public exhibition space at the Blue Base on Salop Street near Goodison Park.

The results of the consultation will feed in to the planning applications for both sites, which are expected to be submitted in the second half of 2019.

There will also be a further public consultation next summer, after which the club will present its proposed design for the stadium along with its proposals for the Goodison Park site.

Overall, the club predicts the new stadium and the redevelopment of Goodison Park could create a £1bn boost to the local economy, around 12,000 construction jobs, and business rates income of £1.4m per year.

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FOOTBALL

Everton will meet MPs to discuss 'golden' stadium plans

Harry Wilson, Chief Football Writer


July 15 2019, 5:00pm, The Times

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Everton hope to build their stadium at Bramley-Moore Dock, which Gossai said was "irreversible" in a report this year.

Everton visit the House of Commons today as they step up engagement for their Bramley-Moore Dock stadium proposal, which they argue will transform a dilapidated area of north Liverpool. "This is a golden opportunity," Richard Kenyon, Everton's director of marketing, communications and community, will tell politicians.

Relocating from their historic home at Goodison Park is proving a long, complex and inevitably emotional process. *The Liverpool Echo* comment sections brim with acerbic jousting between Liverpool and Everton fans about the development. Unesco closely follows events on a World Heritage site and the docks are on the list of sites at risk of losing their status.

This meeting with MPs, backed by the Premier League, marks a

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Everton stadium plans get overwhelming public support

Last Updated: 12/02/19 4:37pm

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Bramley-Moore Dock is the proposed site of Everton's new stadium

Everton say they have received overwhelming public support for their

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EVERTON FC SECURE 'OVERWHELMING' SUPPORT FOR STADIUM PROPOSALS

13 Feb 2019 • North West • Property



Everton FC have received "overwhelming public support" for their new stadium plans.

The club have revealed the results of the first stage of their formal public consultation into the Bramley-Moore Dock project, as well as a community-led legacy scheme at Goodison Park.

In total, 20,168 questionnaires were completed. Analysis of the data shows that 94 per cent of respondents agreed Bramley-Moore Dock was an appropriate location for The Toffee's proposed stadium, while 95 per cent agreed Goodison Park should be developed to benefit the community.

Of those who responded, 1,919 described themselves as non-Everton supporters, with three out of four supporting the Bramley-Moore Dock proposals. Near universal support from everyone consulted – 97 per cent – was shown for Everton remaining in the city of Liverpool, while 95 per cent also agreed the developed Bramley-Moore Dock, which is part of Peel Land & Property's Liverpool Waters regeneration project, is a suitable location for other sporting, music or cultural events.

News Liverpool News Everton FC

What next for Goodison Park? How local people will shape Everton's L4 legacy

Club looks to residents for future plans

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By **Liam Thorp**
05:00, 12 APR 2019

NEWS



General view outside Goodison Park (Image: Alex Livesey/Getty Images)

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With Everton set to leave their Goodison Park home in the next few years, those who live around the famous stadium will play a crucial role in what happens next.

Plans are moving forward for the Blues to create a new stadium at **Bramley-Moore Dock**, with a full planning application due before the end of the year.

But the club is also thinking about the **future of Goodison Park** - which has helped to define and support the L4 community since it opened all the way back in 1892.

Everton is looking at a community-led scheme to take shape in the area when the club moves away - and believes those who have lived around the stadium should have a big say in how this is created.

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The Club is inviting people living around the stadium to attend an exhibition where they will get the opportunity to speak to representatives from The People's Project and the Club's Neighbourhood teams about proposals for a community-led legacy following the football club's proposed stadium move to Bramley-Moore Dock.

The drop-in sessions, which take place next week, will give residents an opportunity to hear feedback from recent focus groups held with people living and working in the area as well as providing the opportunity to share their views and put questions to the Club.

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Everton's Bramley Moore Dock stadium move backed by Heseltine

2 hours ago

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Former Conservative minister Lord Heseltine helped drive the regeneration of Liverpool in the 1980s.

Conservative peer Lord Heseltine has described Everton Football Club's planned stadium relocation as a "golden opportunity" for the city of Liverpool.

The former deputy prime minister, who championed the city's redevelopment in the early 1980s, said the project could bring "lasting change".

Everton **hopes to begin work on a new ground** at Bramley Moore Dock in 2020.

Lord Heseltine said the plan would "reverse decline" and have a "wider economic impact" on the whole city.

The club plans to submit a final planning application for the move, which would rejuvenate the largely abandoned dock area north of the city centre, by the end of the year.

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The full details behind Everton's Goodison Park legacy project as Bramley-Moore dock plans revealed


Everton released the designs for their proposed new Bramley-Moore dock stadium on Thursday evening

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By **Adam Jones** Everton reporter
05:00, 26 JUL 2019 | UPDATED 07:48, 26 JUL 2019

SPORT



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THE HOME END IS A TOWERING COLOSSUS! DAVE PRENTICE ON HOW EVERTON FANS HAVE GOT WHAT THEY WANT IN THE NEW STADIUM

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Everton have now released the latest designs for their proposed Bramley-Moore dock stadium as the club moves closer to an exit from Goodison Park.

On Thursday the club unveiled images of the new waterfront ground at an event held at the Titanic Hotel for a select group of supporters, attended by stadium architect [Dan Meis](#).

The proposed new ground marries the traditions of both [Everton](#) and its new dockland home, while also bringing the modern aspects supporters will expect from their club's home in the years to come.

 **READ MORE**

▶ Everton's new Bramley-Moore dock stadium from every angle as spine-tingling video stuns supporters

However, plans for Goodison were also unveiled on Thursdaysay.

The legacy project will also be a key part of the second stage of public consultation the club are undertaking, which runs until August 25.

Blues supporters, residents of the local area and those living in the wider city are all being encouraged to share their thoughts on all aspects of the plans for both [Bramley-Moore](#) and L4.

RECOMMENDED



Everton confirm planning application as well as stadium changes



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Ancelotti praises 'fantastic' star & details where he 'must improve'

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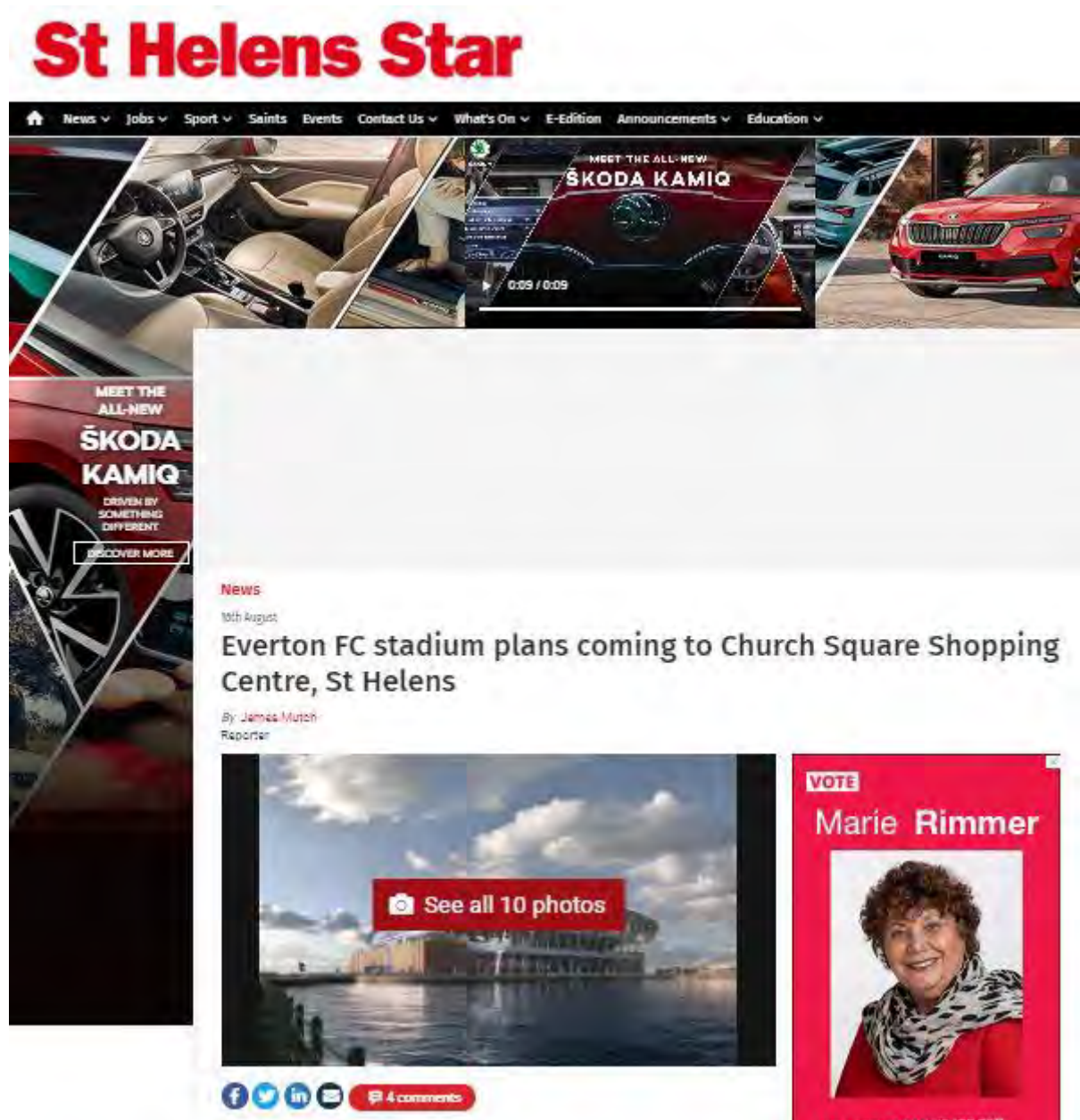
News
13th July
Everton to bring Bramley-Moore Dock public consultation to Wirral
By Lauren Jones
Multimedia Reporter



Everton is bringing its People's Project public consultation about the future of Goodison Park and Bramley-Moore Dock to Silverhead and New Brighton

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Commented





By TOM HOUGHTON
Business Reporter
tom.houghton@liverpoolcityregion.com
@tomeshoughton

EVERTON FC's plans for a new stadium have received resounding backing from Liverpool City Region's businesses, who described "a mixture of tears of joy and goosebumps" when the proposals were first revealed.

The Bramley-Moore Dock stadium proposals – and plans for a community-led legacy at the Toffees' current Goodison Park home – have been lauded as "exemplary" by a host of prominent business owners and leaders.

It's hoped the ground and large-scale community regeneration project will bring a huge boost to north Liverpool, and the club has already said the city faces a "once-in-a-generation chance" to create new jobs and opportunities in a variety of sectors across the city.

Leaders from multiple organisations, which together represent many of the city and the region's businesses and largest institutions, have signed a "dock-style" wall in support of the The People's Project – a new stadium at Bram-

ley-Moore Dock and a community-led legacy at Goodison Park.

A second public consultation is currently under way, with residents across Liverpool City Region invited to a roadshow visiting all six Merseyside boroughs.

Chief executive of the Liverpool BID company, Bill Addy, who is one of the signatories, said: "It's not very often you have everyone in a room looking at a vision with one single mind – let's get it delivered."

"This is a transformational opportunity for the city, particularly in the North and it will be the catalyst for its redevelopment, the city's expansion, which creates jobs and will bring the Mayor of Liverpool's inclusive growth programme into play in the North."

"The People's Project fuels that drive, not just for Bramley-Moore, but also for the Goodison legacy."

"I think that what Everton is delivering here in terms of consultation shows how serious the club is in engaging with the people. The club is showing that it wants to listen to everybody."

Steve Coffey, group chief executive of Torus, the biggest landlord in the North West, with 16,000

homes in Liverpool, said: "I don't see a better opportunity to be a catalyst for the transformation of north Liverpool."

"This project also fits in with rebalancing the city's economy, with the jobs that come through in construction and the jobs that will come through in the site afterwards."

Torus recently acquired Liverpool FC's Melwood training complex in West Derby, and Mr Coffey added: "Also, the legacy project at Goodison is an opportunity as the club moves out to transform that area, create community use and housing solutions and really make sure that there's a real tangible legacy for the long-term at the Goodison Park site."

Everton is on track to submit a planning application later this year for a stadium at Bramley-Moore Dock, part of Peel L&P's Liverpool Waters site.

At the same time, the club will submit an outline planning application for the redevelopment of Goodison Park to create new community assets after relocation, building on the life-changing and lifesaving work of its charity, Everton in the Community.

According to the club, two recent reports have also shown that massive economic and social value will be generated by The People's Project if it receives the go-ahead to proceed.

Everton FC's stadium development director, Colin Chong, said:

"The support of all aspects of Liverpool life and from both the public and from key stakeholders across the region is vital in the success of The People's Project."

"This is not only about football and buildings but also about economic development and social opportunity. It is a project for the whole of the city region, whether you are a football fan or not."

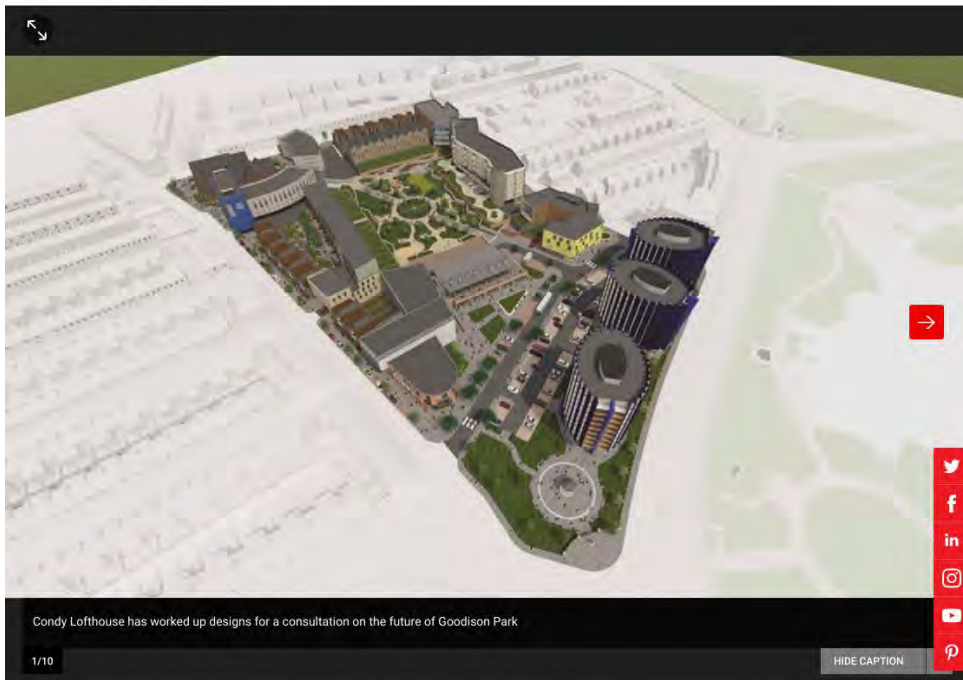


Bill Addy of Liverpool BID

< NEWS

Liverpool practice works up legacy plans for Goodison Park

24 SEPTEMBER, 2019 • BY GREG PITCHER



Condy Lofthouse has worked up designs for a consultation on the future of Goodison Park

1/10

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Liverpool practice Condy Lofthouse is working on the transformation of Everton Football Club's historic Goodison Park stadium into legacy facilities after the club moves to a new ground

The architect, which previously worked with the Premier League club on the overhaul of Goodison's Park End, drew up ideas for a consultation on the future of the ground.

This summer, Everton revealed images of a proposed Meis Architects-led 52,000-seat stadium next to the River Mersey at Liverpool Waters (see below).

The club has now held a second round of consultation last month on its overall plans for both the new stadium and the redevelopment of its current Goodison Park home.

On a dedicated website for the so-called People's Project, Everton says the scheme at Goodison Park will be 'community-focused' and 'support local businesses and residents for generations to come'.

It adds: 'Although final plans for the development are still to be determined, they could include health facilities, education amenities, community meeting rooms, leisure provision and homes.

'These plans will be refined in the coming years, overseen by a trust board and incorporating detailed consultation with the local community.'

Building work will begin at the current stadium as soon as Everton completes its move to the new arena, the club says.

The latest swathe of consultation on the combined projects included travelling roadshows using virtual reality technology complemented by a downloadable app.



London practices unite to end 40+ hour working weeks



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Garden Bridge: crowd-funded bid to recoup wasted millions fails



Five buildings to watch out for in 2020



Sadie Morgan and Jamie Foort recognised in New Year Honours list 2020



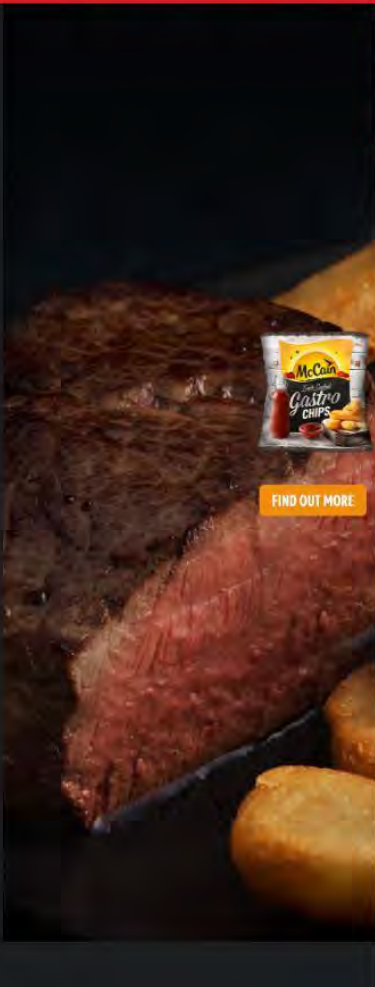
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Everton announce record-breaking public consultation numbers as new Bramley-Moore stadium edges closer

Everton's second stage public consultation on a proposed new stadium at Bramley-Moore dock has proven to success

SHARE      136 COMMENTS By [Adam Jones](#) Everton reporter 12:30, 10 OCT 2019



BRAMLEY-MOORE CONSULTATION

63,207

RESPONSES WERE RECEIVED ACROSS BOTH CONSULTATIONS

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0:13 / 0:52

EVERTON RECORD-BREAKING BRAMLEY-MOORE CONSULTATION NUMBERS

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Everton have announced the huge scale of the second stage of public consultation as a proposed new stadium at Bramley-Moore Dock edges closer.



Over 43,000 people responded to the next stage of the process towards a new waterfront ground and a community-led legacy project at Goodison Park after designs were released - which is double that of the consultation's first stage.


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EVERTON FC HAILED FOR APPROACH TO STADIUM CONSULTATIONS

19 Sep 2019 • North West • Property



Everton FC have been hailed for their approach to the two-stage consultation on plans for a new stadium at Bramley-Moore Dock and community-led legacy project at Goodison Park.

Under the banner of The People's Project, the club held their events in two stages; November/December 2018 and July/August 2019.

During the first, the roadshow visited nine locations across the Liverpool City Region to prove the principle of Everton moving to the Bramley-Moore Dock site and to explain the socio-economic benefits the project would have.

The results were used to help the Toffees finalise their thoughts on stadium design.

The second consultation featured a virtual reality experience to allow people to fly over and through the stadium to see the proposals in fine-detail, as well as allowing users to place themselves in the centre-circle and in the stand on matchday.

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Watch: Everton Football Club praised for immersive technology use in public consultation

October 11, 2019 by Stephen Delahunty

Senior academics have joined the boss of the Chartered Institute of Marketing (CIM) in praising the club for its "innovative" approach to a public consultation for a new stadium at Bramley-Moore Dock in Liverpool.

News

🐦 f in



Residents and fans take a virtual tour of the stadium

Under 'The People's Project' brand, the club held their public consultation in two stages, generating a response from fans and residents from across Liverpool City and beyond. The consultation presented the club's ambitions plans, and the community-led legacy project at current home, Goodison Park.

Across the two stages there were travelling roadshows that included the use of virtual reality technology, workshops for fans, residents, civic societies and key stakeholders to test the club's approach to the design of the new stadium, plans for transport, heritage and the environment, and what it plans to leave behind at Goodison Park.

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Everton FC new stadium plans get 'huge public support'

13 November 2019

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Designs for Everton's new £500m stadium on Liverpool's waterfront are revealed

Plans for a new £500m Everton FC ground have received a "huge vote of support" from members the public, the club said.

In a public consultation, 96% of 43,000 respondents supported plans for a new stadium and community-led legacy project at Goodison Park, it said.

It added 98% of those in favour also liked the design of the 52,000-capacity Bramley-Moore Dock stadium.

The plans are expected to be submitted to Liverpool City Council before the end of the year.

The club hopes to host games at the new ground by 2023.

'Transformational'

"This is a really important milestone and having the level of support we have from the Liverpool City Region public means we can submit for planning before the end of this year with confidence," chief executive Denise Barrett-Baxendale said.

She said the proposed waterfront stadium would provide the club with a "platform for growth" and was "vital to our long-term vision".

"This will be transformational, not only for Everton Football Club but also for north Liverpool and the wider city region," she added.

Mayor of Liverpool Jos Anderson said the stadium would also improve the area's "dilapidated docklands which sit in one of the poorest areas of the UK".



News

NEWS WIRE

Express bus route hangs in balance

ANOTHER express bus service to Liverpool from the surrounding Merseyside area could be axed.

Arriva has opened a consultation period on the future of the X1 route from Runcorn to Liverpool.

The company has announced it is planning to axe the service, which runs from Halton Hospital to Liverpool ONE in just under an hour, because it has "become unsustainable".

In its place, residents would have to rely on the much slower 500 service between Murdishaw and Liverpool ONE. Commercial considerations have already led Arriva to reduce the X1 service in recent years. The X1 Sunday service was dropped in 2011 due to low demand while last year the route was shortened, with only three early morning services stopping at Castlefields.

A plan in 2017 to scrap the X1's Runcorn High Street stop following the opening of the Mersey Gateway bridge was

abandoned due to public opposition.

Arriva has proposed withdrawing the X1 service from January next year, two months after Stagecoach's X5 express from Widnes to Liverpool also comes to an end.

Residents have until November 27 to respond to Arriva's consultation on the X1 service, which can be found on Merseytravel's website - www.merseytravel.gov.uk.

Mum bit off part of ear

A MUM was so angry when her ex-partner refused to hand back their daughter she bit off part of his left ear.

Sarah Martins-Quinn also bit him on the forearm, punched him in the face and tried to hit him in the genitals with a mop, Liverpool Crown Court heard.

Her attack on Oliver Moreham took place in his home while his dad was holding the couple's 17-month-old daughter.

When she tried to grab the child Mr Moreham got between them and was then assaulted, said Sarah Griffin, prosecuting.

Martins-Quinn, 28, of Lynton Way, Wintle, St Helens, pleaded guilty to assault causing actual bodily harm. She was sentenced to 18 months' imprisonment suspended for 18 months.

Mayor: 'Project could deliver huge boost'

MAYOR Joe Anderson has spoken of how Everton's plans for a new stadium at Bramley-Moore Dock will transform huge swathes of the city.

In what is believed to be the largest commercial public consultation in Liverpool's history, the results show near-universal support (98 per cent) for the design of the club's 52,000-seat stadium, which will form part of Peel L&P's £5.5bn Liverpool Waters development, and 92 per cent support for Everton's outline design for the redevelopment of Goodison Park.

In addition, 91 per cent support the proposed mix of uses and scale of development at the club's current home to create a legacy that could include new homes, health, education, youth and business facilities.

And one of the many Everton fans to back the proposal is Mayor Anderson, who said the project can be a catalyst for regeneration in north Liverpool.

He said: "We have been working with Everton from the start of this project and what has been clear from day one is that this stadium is not just right for

the club and their supporters, it's a development that is right for our disaffected docklands.

"Everton has carried out a brilliant public consultation to ensure everyone has had the opportunity to have their say on their proposals. Their plans for Bramley-Moore Dock and Goodison Park, alongside our regeneration ideas for Ten Streets and Walton, have the potential to deliver a huge long-lasting economic and cultural boost for our communities in North Liverpool and across the entire city."

As pointed out in the consultation, it isn't just Blues that are on board with the project. Lifelong Liverpool FC fan and Metro Mayor Steve Rotherham is equally impressed with the plans.

He said: "It is clear to see the people of the Liverpool City Region are firmly supporting Everton's plans for a new stadium and a legacy development at Goodison Park. I look forward to working alongside the club and our City Region leaders to maximise the full potential of this transformational project."

Blues set to submit plans for stadium by the end of this year

CLUB READY TO MAKE THEIR MOVE FOLLOWING PUBLIC CONSULTATION

By PHIL KIRKBRIDE

Everton FC Reporter
@PhilKirkbride

EVERTON will now submit a planning application for a new stadium "with confidence" following the results of a major public consultation on the project.

The Blues are on course to send a detailed application for their proposed 52,000-seater home at Bramley-Moore Dock to Liverpool City Council before the end of the year.

An outline application for the Goodison Park legacy project is also to be submitted.

It is believed that the process could take around 16 weeks and chief executive Denise Barrett-Barondale has been buoyed by the response from a ground-breaking public survey.

Everton had over 43,000 people take part in their second stage consultation on the People's Project, with 98% wanting plans for a new stadium - and the subsequent redevelopment of this site at Goodison - in confidence.

The Blues' chief said: "These results are a huge vote of confidence in our continuing plans for all aspects of The People's Project."

"This is a really important milestone and having the level of support we have from the Liverpool City Region public means we can submit for planning before the end of this year with confidence."

"The opinions, ideas and observations we've received will be used by the project team to inform the next steps of the project - as well as being included as part of our final planning applications."



An image of how the new stadium could look

"These results are a huge vote of confidence in our continuing plans for all aspects of The People's Project."

Everton chief executive Denise Barrett-Barondale

Everton's first stage of public consultation attracted over 28,000 respondents, but the survey carried out last summer is now believed to be the biggest public consultation on a commercial project the city has ever seen.

"I'd like to thank everyone that has taken part and had their say on all our plans," Prof Barrett-Barondale added.

"The results demonstrate a real understanding of the potential impact of The People's Project. A proposed new Everton

stadium at Bramley-Moore Dock will provide the football club with a platform for growth and is vital to our long-term vision."

"It also has the potential to deliver a £1bn boost to the city's economy and up to 15,000 new jobs with £30m of income going to local families."

"In addition, The People's Project will attract 1.4m new visitors to the city on an annual basis and deliver £250m of additional societal value."

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NEWS

Everton Football Club to submit plans for new stadium and redevelopment of former home before year's end

By Chris Druce | Wed 13 November 2019

Everton Football Club will submit plans for its new stadium and the redevelopment of its former home before the end of the year, after a public consultation showed overwhelming support for the proposals.



APPENDIX 3:

Press release announcing Stage One public consultation

EVERTON STADIUM PUBLIC CONSULTATION ANNOUNCED

24 October 2018

Everton Football Club's plans to regenerate North Liverpool by building a new stadium next to the River Mersey and leaving a legacy at Goodison Park will take a major step forward with the launch of a [widescale public consultation into the proposals](#).

The consultation, which will be held in November under 'The People's Project' campaign name, marks the start of a formal process which will lead to the submission of planning applications for both sites in the second half of 2019.

A new campaign website contains information on the consultation activities and will be the place for information relating to the construction of a new stadium in an iconic riverfront setting as well as the development of community-led amenities which could include homes, health, business and education facilities at Goodison Park.

The public consultation, which launches on Thursday 15 November and will last three weeks, will ask members of the public for their views on Bramley-Moore Dock as the proposed site for the new stadium. It will also seek views on the Club's intention to leave a legacy at Goodison Park.

The consultation is an essential part of the planning application process and it follows previous engagement by the Club with its fans, Goodison residents and senior business, cultural and public sector figures in the Liverpool City Region.

Everton Chief Executive Officer Denise Barrett-Baxendale, who was this week in New York City attending meetings with stadium architect Dan Meis, said: "This consultation marks a very significant moment as we progress with this project. We would like as many people as possible – and not just football fans – to take part and let us know their views.

Statement of Community Engagement: Goodison Park

“Our ambition is not just to create a new home for a very proud and historic football club but also a new landmark stadium, in an iconic setting, which will deliver huge regeneration benefits for the whole of the Liverpool City Region.

“We have deep roots in Liverpool 4 and are committed to building on the extensive investment we have already made in the area. We are preparing plans to redevelop the existing stadium site to create facilities which will benefit the whole community, creating jobs and improving lives.

“Everton is committed to delivering an authentic football stadium which responds to Liverpool’s World Heritage Site designation. The plans we are developing will respect the historic features of the site and complement its surroundings.

“The rich history and connections between the old dock community and the city’s football family are inseparable. A move to the city’s North Docks will be very poignant for many of our supporters who will have had family members work there and will give them a chance to enjoy a part of cultural Liverpool that has not been open to the city for decades.”

The public consultation will see an exhibition about the proposals visit a range of locations in the Liverpool City Region, including Liverpool ONE, retail parks in Speke and Edge Lane as well as Birkenhead and New Brighton in Wirral. There will also be a fixed exhibition at The Blue Base on Salop Street near Goodison Park for residents living in Liverpool 4.

People will be able to complete a short survey at the exhibition or log on to the project website to complete an online survey from Thursday 15 November. The results of the survey will be used as part of the Club’s planning applications, which are expected to be submitted in the second half of 2019.

Statement of Community Engagement: Goodison Park

A second public consultation will be held in the summer of 2019, at which point the Club will present the proposed design of the stadium and further details on its Goodison Park legacy plans.

Stadium Development Director Colin Chong said: “Our proposals are about to enter a new and very important stage as we begin this formal public consultation period. We and our advisers are stepping up our dialogue with a range of stakeholders as we progress our designs.

“We know everyone is very keen to see images of what the stadium might look like and we look forward to sharing them next year. We will abide by a careful and considered process that respects all stakeholders’ interests. This is a multi-faceted project and it is important that we do everything required to ensure our planning application, when it’s made, stands the best chance of success.

“The Club has already carried out a huge amount of work to get us to our current position, making sure any scheme we develop is right for the Club, the fans and for the city region as a whole. This is a long and methodical process and the public consultation forms an important part of this.”

The Club intends to submit a detailed planning application for the stadium in 2019 and, at the same time, an outline planning application for the redevelopment of Goodison Park.

Iain Jenkinson, Senior Director of international property advisory firm CBRE, said: “What is so significant about Everton’s plans is the transformational impact they will have on the regeneration and renaissance of North Liverpool, enhancing the social and cultural heritage that the Bramley-Moore Dock represents.

“The new stadium development would have a huge positive impact on the city’s North Docks and areas including the Ten Streets. The People’s Project will deliver employment, training and cultural opportunities for families living in some of Liverpool’s and the UK’s most deprived wards.

Statement of Community Engagement: Goodison Park

“Our research shows that the two developments together – at Bramley-Moore Dock and Goodison – will deliver once-in-a-generation benefits to the whole of the Liverpool City region, a £1bn boost to the economy and the creation of some 15,000 new jobs.”

Dates and times for Public Consultation:

[Click to download as PDF](#)

For residents living in Liverpool 4 a consultation leading on the Club’s intention to leave a sustainable legacy at Goodison Park is open at The Blue Base from Monday to Friday for two weeks.

Blue Base, Salop Street, L4 4BZ

- Monday 19 & 26 November – 3:30pm – 7:30pm
- Tuesday 20 & 27 November – 7:30am – 10:30am
- Wednesday 21 & 28 November – 8am – 10:30am
- Thursday 22 & 29 November – 9:30am – 4:30pm
- Friday 23 & 30 November – 12pm-5pm

ENDS

APPENDIX 4:

List of local politicians written to

Statement of Community Engagement: Goodison Park

- Cllr Kay Davies
- Cllr Roy Gladden
- Cllr Gerard Woodhouse
- Cllr Joe Hanson
- Cllr Lisa Gaughan
- Cllr Malcolm Kennedy
- Cllr Jane Corbett
- Cllr Frank Prendergast
- Cllr Ian Byrne

APPENDIX 5:

Exhibition boards used in Stage One consultation

1.

OUR VISION

THIS IS THE PEOPLE'S PROJECT – EVERTON FOOTBALL CLUB'S PLAN TO BUILD A NEW STADIUM AND TO DELIVER LONG-LASTING BENEFITS FOR PEOPLE OF NORTH LIVERPOOL AND THE WHOLE OF THE LIVERPOOL CITY REGION.

At the start of 2017 we announced that Bramley-Moore Dock was our preferred location to develop a new state-of-the-art stadium for the Club. Since then, a large amount of work has been completed to realise that ambition.

While we are continuing to work hard to ensure that the stadium is right for the Club, we are equally aware of our responsibility to make sure it is also right for the city and region.

A move to Bramley-Moore Dock will mean that the playing side of the Club will leave Goodison Park – our home for more than 125 years.

That does not mean that the Club will abandon Liverpool 4, far from it.

The new stadium will unlock a huge opportunity for the Goodison Park area and it is one which the local community will be directly involved in shaping.

The construction of a new stadium and the redevelopment of Goodison Park are clearly linked and it is for that reason that they are presented to you as a single project: The People's Project.

Studies carried out by international property consultancy CBRE show the transformational effect our development at Bramley-Moore Dock could bring to the city. These indicate a £1 billion boost to the regional economy and the creation of 15,000 new jobs.

Many of these impacts will be felt in parts of the city which have not benefited as much from economic growth over the last 25 years.

The potential investment at Bramley-Moore Dock represents the second largest private investment into the city ever – with only Liverpool ONE costing more.

The benefits of the developments outlined in this exhibition will reach far beyond football and into many different communities in the city and wider region.

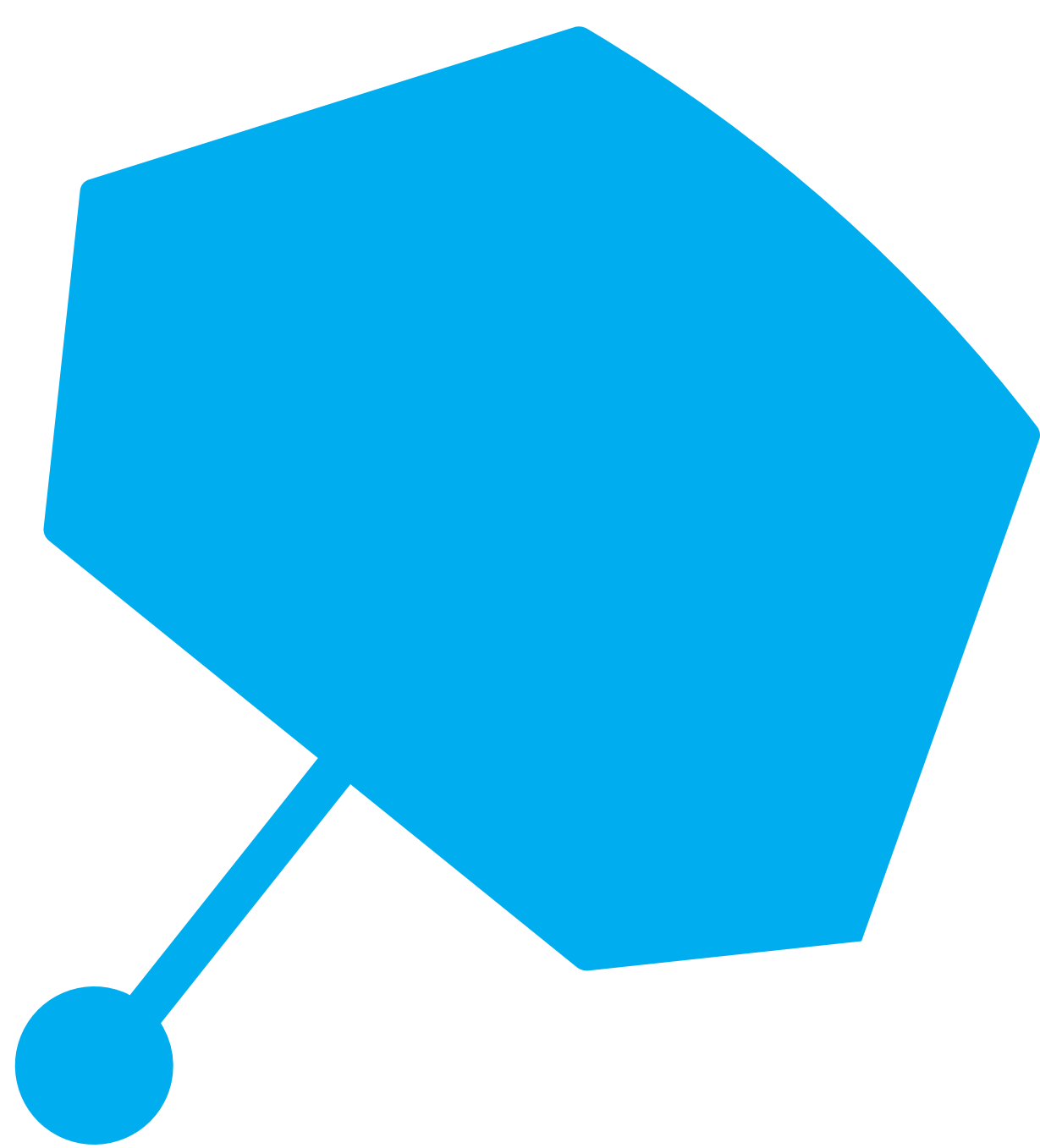
This exhibition has been organised by Everton Football Club to explain our plans for a new stadium at Bramley-Moore Dock and for the redevelopment of its current home, Goodison Park.

It is part of a formal public consultation by the Club prior to the submission of planning applications next year.

Please take the time to view the exhibition and please feel free to ask our staff and the Club's consultant team any questions. They will do their best to help you.

Most importantly of all, please do tell us what you think by completing the short questionnaire on one of the iPads at the end of the exhibition.

Thank you.



2.

WHY YOUR VIEWS MATTER

THE CHANCE TO HAVE YOUR SAY ON EVERTON'S PLANS FOR A NEW STADIUM AND THE REDEVELOPMENT OF GOODISON PARK.

This consultation event is a formal engagement exercise prior to the submission of two planning applications to Liverpool City Council. The two applications will consist of a ‘detailed’ application for a new stadium at Bramley-Moore Dock and an ‘outline’ application for the redevelopment of Goodison Park.

Both applications will be submitted at the same time, in the second half of 2019.

Some of you may be thinking that engagement has been under way for a long time, and you’d be right. A number of engagement activities have already been held with Everton supporters, along with informal discussions with a range of people and organisations in and around the city.

This consultation is different because it is a more formal public consultation and because we are seeking the views of everyone, not just Everton fans. Consultations such as this are a vital part of the process when making planning applications for large developments.

As we continue the process of developing the designs of the stadium and undertaking the large number of technical studies we are required to produce to support the planning applications, we must give people the opportunity to comment on our plans as they develop.

At the end of this exhibition, using the iPads, you’ll have the chance to give us your views and to leave your comments.

Your opinion is an important part of the planning process and will be taken into consideration as we progress our proposals.

A second public consultation will be carried out in the summer of 2019. At this point we will consult on the proposed detailed designs for the stadium site and the outline of what our plans for Goodison Park will look like.

It is important to note that Liverpool City Council will also undertake its own consultation into our proposals at the time we submit our planning applications. At this point people will get a further opportunity to give their views.

The planning application which we will submit for the new stadium next year will be what is known as a ‘full’ or ‘detailed’ planning application. This means the full detail of the design and materials, plus related issues such as sustainability and our transport strategy, will be included. Our planning application for Goodison Park will be what is known as an ‘outline’ application and will seek to establish the proposed uses and overall amount of development, so it will not be as detailed as our submission for Bramley-Moore Dock. This will give us the chance to continue to refine the plans for Goodison Park while the new stadium is being built. We will ensure that people living and working close to Goodison Park are consulted at every stage as we develop our plans.



3.



WHY WE NEED A NEW STADIUM

A NEW HOME FOR A NEW ERA FOR ONE OF THE WORLD'S MOST HISTORIC FOOTBALL CLUBS.

Goodison Park has been home to Everton Football Club since 1892.

The ‘Grand Old Lady’ saw major rebuilding work in the early 1970s, with the redevelopment of the Goodison Road (Main) Stand, and then again in the early 1990s with the development of the new Sir Philip Carter Park Stand (Park End).

Goodison Park is struggling to meet the demands required of a modern football club. The stadium has more than 4,500 obstructed views as well as waiting lists for Season Ticket and Lounge Memberships.

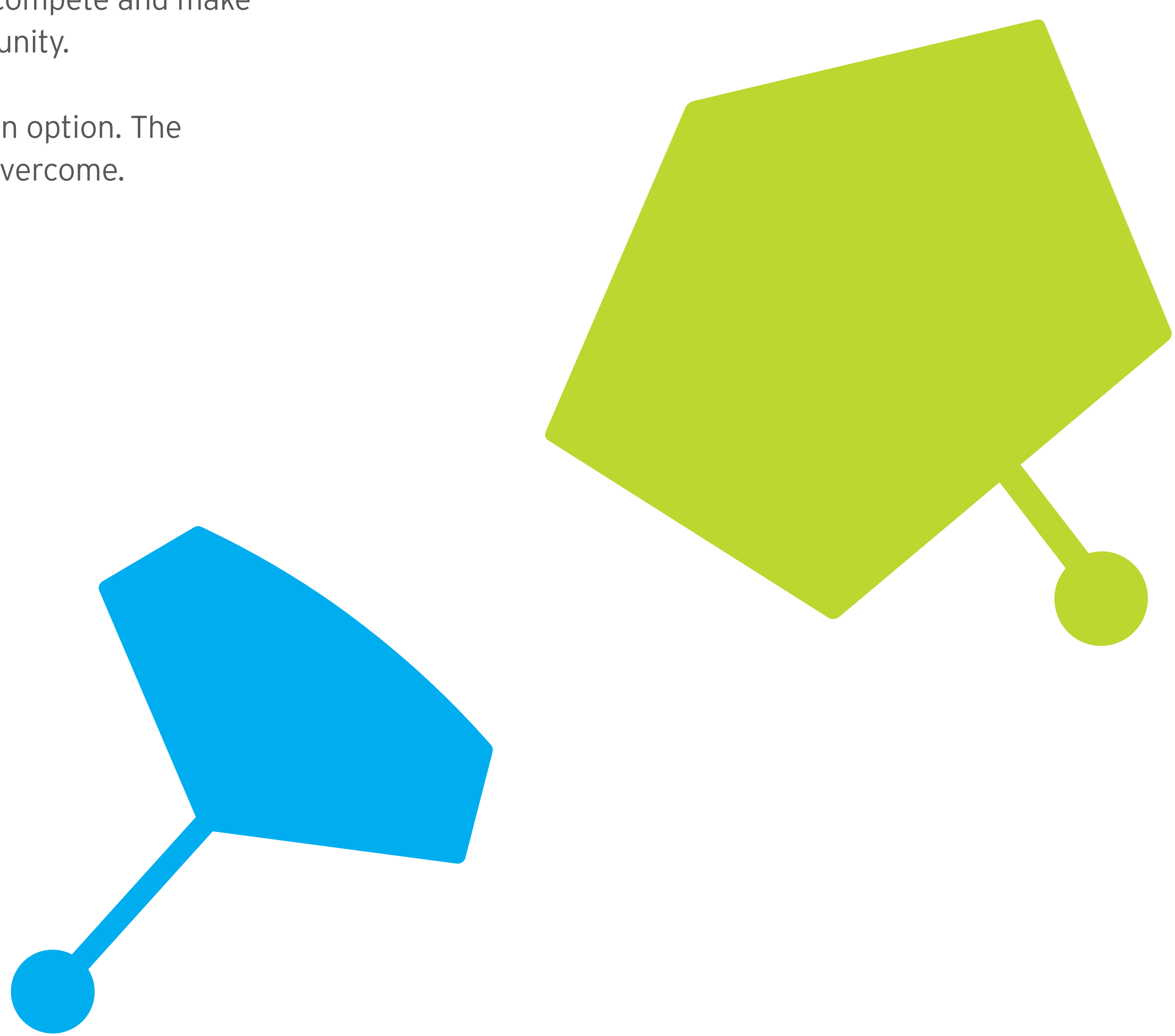
In recent years, several attempts have been made to find a new home for Everton. Each has been driven by the need to provide better facilities and greater capacity for supporters which will, in turn, create a platform for the Club to grow, compete and make an even greater positive impact in the community.

The redevelopment of Goodison Park is not an option. The constraints of the site are too significant to overcome.

These constraints include the limited space for expansion, as the site is surrounded by housing. A complete redevelopment of the stadium would result in years of upheaval, difficulties associated with continuing to play while demolition is ongoing and the limited scope to increase capacity at the site.

This is why creating a new state-of-the-art stadium on the banks of the River Mersey represents the best way forward for both the Club and the city. But we will not forget our roots in this process.

Hand-in-hand with the development at Bramley-Moore Dock, we will build on the existing facilities in Liverpool 4 and deliver a community-led redevelopment of Goodison Park.



4.

WHY IT HAS TO BE LIVERPOOL

KEEPING EVERTON IN NORTH LIVERPOOL.

For Everton fans, for our local community and for the wider city, Liverpool will always be Everton Football Club’s home.

We have been looking for a suitable alternative home for a number of years, including at Kings Dock, Kirkby and Walton Hall Park. However, these sites were not progressed for different reasons.

It is important to us that we remain within the city of Liverpool, to be close to our historic roots and our fan base.

But it is not just football supporters who should support our decision to remain within the city. The People’s Project will deliver real and lasting change far beyond match days.

The proposed transformation of an under-used and semi-derelict dock into a world-class sporting arena and the associated community-led development at Goodison Park will deliver significant economic, social and cultural benefits to the city of Liverpool as a whole.

A new icon on the city’s waterfront will become a beacon for the regeneration of the northern end of Liverpool Waters and the Ten Streets area, kick-starting over £650 million of investment in the local area.

Images of Everton in action on the pitch and a waterfront stadium will be beamed around the world to a Premier League audience of billions, enhancing the city’s brand and bringing new visitors to our city.

It will create new opportunities for our children through Everton in the Community’s expanded work at Goodison Park and will also help thousands of the most vulnerable people in the city.

IT IS IMPORTANT TO US THAT WE REMAIN WITHIN THE CITY OF LIVERPOOL, TO BE CLOSE TO OUR HISTORIC ROOTS AND OUR FAN BASE.



5.

WHY IT HAS TO BE BRAMLEY-MOORE DOCK

BREATHING LIFE INTO OUR HISTORIC DOCKS.

Bramley-Moore Dock is the northern-most dock within Liverpool’s World Heritage Site. Liverpool was granted World Heritage Site status in 2004 due to its historic role as a global centre of maritime trade and its integrated dock network.

Bramley-Moore Dock is, in our view, the best site in the city for a new stadium for Everton. We can say this with confidence because we have undertaken an extensive assessment of the other options in the city and have reviewed them against the requirements of the Club.

Bramley-Moore Dock is part of the Peel Land and Property Liverpool Waters development – a £5.5 billion regeneration scheme which stretches along Liverpool’s North Docks and is made up of five neighbourhoods.

In January 2017 it was announced that Bramley-Moore Dock had been selected as our preferred location.

Bramley-Moore Dock has been chosen for the following reasons:

- It is close to our existing home at Goodison Park
- It is close to the city centre
- It has good connections to public transport links, including to the city centre for onward travel
- It is an iconic location on the waterfront
- The benefits of developing a stadium in this location have a greater impact in terms of jobs and regeneration because:
 - The Kirkdale Ward, in which Bramley-Moore Dock is located, is one of the most deprived wards in Liverpool and the country
 - The investment, jobs and economic growth anticipated as a result of the stadium development is expected to have a catalytic impact on the ongoing regeneration of the adjacent Ten Streets and Liverpool Waters areas
 - The regeneration of the Bramley-Moore Dock site will have a greater influence on the city due to its proximity and connections to the centre
- Our proposals will open up an important part of the World Heritage Site to the public
- The stadium will complement the ongoing regeneration of the historic Stanley Dock complex

