



HERITAGE

Everton Football Club recognises the importance of heritage for the city of Liverpool and wants to protect and enhance it.

Liverpool's World Heritage Site covers six areas of the city, including countless buildings and structures. It is focused on the city's waterfront and its historic docks which, with its transatlantic advantage, dominated world trade in the 19th and early 20th centuries. As well as the docks, the World Heritage Site focuses on Liverpool's historic commercial centre which grew prosperous through the huge activity generated by trade through the city's maritime gateway.



World Heritage status

Our proposed stadium location lies within the World Heritage Site and we are working

closely with Liverpool City Council and other stakeholders, including Historic England, to assess the impact of the proposals on the Outstanding Universal Value of the World Heritage Site and ensure the design of the stadium responds to the characteristics of its location as it develops.

Liverpool's World Heritage Site covers six areas of the city, including countless buildings and other structures, and is partly focused on the city's waterfront as well as the historic commercial centre.

In addition, Liverpool was also awarded the title UNESCO City of Music in 2015 in recognition of its outstanding contribution to global music over the last 50 years.

We believe the Club has tremendous cultural significance to the city and the development has the potential to contribute positively to the UNESCO status. At present access to this part of the World Heritage Site is restricted and the new stadium will bring the site back into more productive use and open the area up so the public can appreciate its heritage.

One of the main heritage concerns relates to infilling of the dock. The surviving dock water spaces are key attributes of the World Heritage Site and fundamental to its Outstanding Universal Value. To secure planning permission it will be necessary to demonstrate that the benefits of the development outweigh any harm to the site's heritage value.

Liverpool has always been a dynamic and creative city and has a long history of imaginatively reusing abandoned docks and giving them a new lease of life. Examples of which include 'The Three Graces' which stand on what was once the 18th century George's Dock and Liverpool ONE which uses land which saw parts of Liverpool's Old Dock filled in. Our proposal follows this tradition and has been carefully designed to respect the site's historic location.

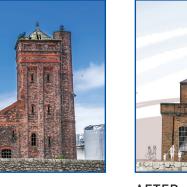
Stadium impacts

As part of the planning application, we will be demonstrating that there are no alternative sites which could accommodate the stadium proposals. Liverpool City Council, when reviewing the planning application, will need to consider this, alongside the heritage impact of the development and weigh this against the public benefits. This decision-making process is set out in the planning regulations and the national planning policy, which requires local authorities to consider whether substantial public benefits associated with a development outweigh the anticipated harm to heritage assets.

We are looking to restore the historic Hydraulic Tower to create a unique visitor attraction which could attract tourists on









The tower, which was built in 1883, is situated in what would be the north eastern corner of the Fan Plaza. The Club is investigating a range of possible uses for the tower, such as a heritage centre to tell the story of Liverpool's docks or a museum dedicated to the history of Everton.

The stadium design

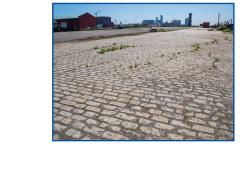




The current design of the stadium, with its brick base, is to be in keeping with the dockland setting, taking inspiration from the warehouse buildings of the 19th century, including the nearby Stanley Dock complex. The design of the stadium will reflect its historic setting.

The proposed new car park would be built from the same type of materials as the stadium.

Retaining historic features









Across all the public spaces, we would look to preserve historic features where possible. For instance, the tracks of the old rail lines could be restored and then re-laid. Original features such as old gratings, paving and cobble stones, bollards, mooring posts, capstones and granite steps could also be retained, restored and included as part of the overall development.



Building on the dock

Our proposals would necessitate the dredging and infilling of Bramley-Moore Dock itself. We are currently proposing to infill the dock using an established method which includes a combination of sand and gravel.

preserved and, where appropriate, exposed so that visitors can see it. Should the stadium ever move away from Bramley-Moore Dock in the

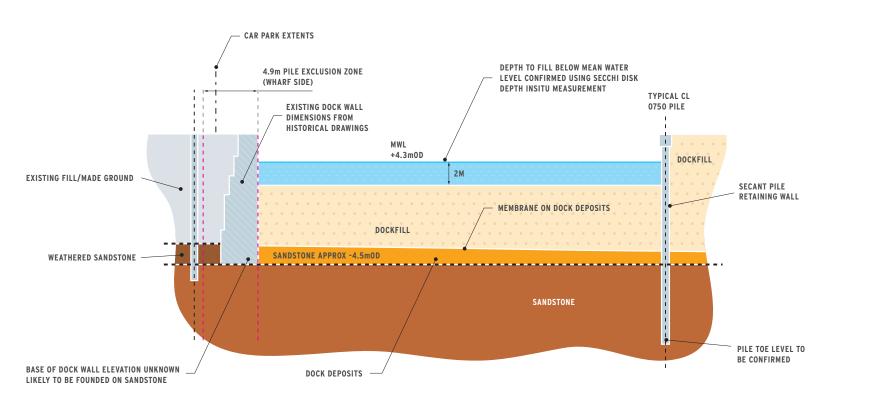
Innovative engineering would ensure the dock structure is protected,

distant future, the dock could be restored because of the preservation work done in the construction process.

We propose to:

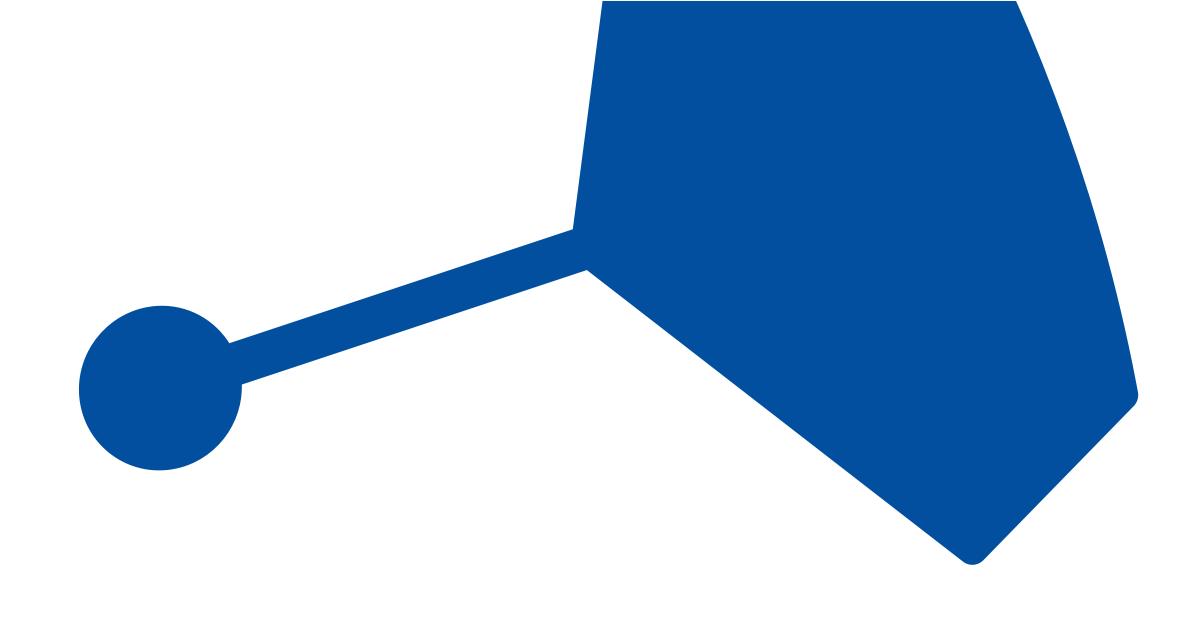
- Repair and restore the dock walls to prevent any further deterioration
- Limit the number of new penetrations or drilling into the dock walls (e.g. for drainage pipes)
- Expose the existing dock wall in certain parts of the development
- Keep ground levels close to existing historic ground levels to retain the character of the area

The stadium structure would be supported by concrete plates which would rest on piles driven into the sandstone which sits beneath the Northern Docks area. This means the actual dock walls would be protected from the weight of the stadium structure and would remain unharmed.



Water channel

The docks are visually interconnected, which is a key feature of the Outstanding Universal Value of the World Heritage Site; however, boats cannot currently travel from Bramley-Moore Dock through to adjacent docks. As part of the proposed development a water channel would be maintained to the west of the stadium to ensure the visual continuity of the dock system, with the historic dock wall on the western side of the channel exposed. A footbridge is proposed to connect the new car park to the stadium.



GOODISON PARK LEGACY

OUR COMMITMENT TO LIVERPOOL 4

We want to work with our neighbours and the local community t

Our vision for our existing Goodison Park home is to redevelop it to create new community amenities which would benefit the people



The community-led regeneration of Goodison Park is a key part of The People's Project and would be brought forward at the same time as the plans for Bramley-Moore Dock.

Our plans follow extensive engagement with residents' groups and businesses and we will continue to talk to people as our plans progress.

What we have achieved so far

Everton in the Community has already invested £10 million in a community-focused campus close to Goodison Park in the last

In addition to these existing facilities, Everton in the Community has announced a fundraising campaign to develop a new permanent mental health centre as part of the campus, costing more than £1 million. The new drop-in facility will also help deliver the charity's award-winning mental health programmes.

The Club will set up a Trust, overseen by a Delivery Board, in order to shape the development of the Goodison Park Legacy Project. The land on which Goodison Park sits will be gifted by the Club to the Trust, to aid the realisation of the project.



What we want to achieve

We have identified four core objectives which underpin our approach. These have been chosen as a direct result of what people told us in our public consultation in November and in community workshops since.

- Quality new homes either to rent or buy according to local needs
- New job opportunities for people and new opportunities for people to start their own enterprises
- Improved health and quality of life, including for older members of our community
- An improvement in the provision of educational and training needs

What we need to consider

The following have influenced the emerging masterplan for Goodison Park:

- The proximity of the site to existing residential properties, the Church of St Luke the Evangelist and the Gwladys Street Primary & Nursery School;
- The proximity of the site to the Grade II listed Stanley Park and neighbouring Anfield Cemetery;
- The character and massing of surrounding development and development recently approved in the area; and
- The existing road network, including connectivity to public transport and walking distances to key facilities.

GOODISON

Statement of Community Engagement: Bramley-Moore Dock

APPENDIX 15:

Stage Two Questionnaire



Bramley-Moore Dock

below

111110	y Weste Beek
1.	Do you support or oppose the proposed design of the stadium? Select one only Strongly support
	Support
	Neither support nor oppose
	Oppose
	Strongly oppose
2.	Do you support or oppose the proposed re-use of historic features at Bramley-Moore Dock including the Hydraulic Tower? Select one only Strongly support
	Support
	Neither support nor oppose
	Oppose
	Strongly oppose
3.	Do you support or oppose the proposed transport strategy for both matchday and non-matchdays? Select one only Strongly support
	Support
	Neither support nor oppose
	Oppose
	Strongly Oppose
4.	Do you have any comments about the proposals for Bramley-Moore Dock? Please write in

Coc	dica	<u>on Park</u>		
GOC	ouisi	<u>on park</u>		
	5.	Do you support or oppose the proposed outline layout/design for the redevelopment of Goodison Park? Select one only		
	Strongly support			
		Support		
		Neither support nor oppose		
		Oppose		
		Strongly Oppose		
	6.	Do you support or oppose the proposed mix of uses and amount of development proposed at Goodison Park? Select one only Strongly support		
		Support		
		Neither support nor oppose		
		Oppose		
		Strongly oppose		

7.	Do you have any comments about the proposals for Goodison Park? Please write in below
<u>Overall</u>	
8.	Taking account of what you have seen today about the People's Project and its potential impacts and benefits, which of the two following outcomes would you prefer:
Continu	ue with the development of the People's Project
OR	
eave t	he dock in its current state
have r	o preference
prefer	not to say
9.	Please write here why you prefer this outcome? Please write in below

SECTION 2 ABOUT YOU

It is important that we obtain the views of a wide range of people. To help ensure that we have, the following questions are about you:

- 10. Which, if any, of these football clubs do you support? Select one only
 - Everton Football Club
 - Liverpool Football Club
 - Tranmere Rovers Football Club
 - Another football Club
 - I don't support a football club
 - Don't know

10b Routed question

Which of these statements best describes how you support Everton Football Club? Select one only

- I am a Season Ticket member
- I am a Hospitality member
- I regularly attend games but am not a Season Ticket member
- I occasionally attend games
- I support Everton Football Club, but do not attend games
- I prefer not to say
- 11. What is the first part of your postcode e.g. L 3
- 12. Which, if any, of the following boroughs do you live in? Select one only
 - Liverpool
 - Wirral
 - Sefton
 - Halton
 - Knowsley
 - St Helens
 - I live in another part of the UK
 - I live outside of the UK
 - I prefer not to say

13. Please tell us your age? Select one only

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+
- Prefer not to say

14. Which of the following do you identify as? Select one only

- Female
- Male
- Prefer not to say

15. Do you consider your gender to be the same as at your birth? Select one only

- Yes
- No
- I prefer not to say

16. What is your ethnic group? Select one only

White

- White English / Welsh / Scottish / Northern Irish / British
- Irish
- Gypsy or Irish Traveller
- Any other White background
- White and Black Caribbean
- White and Black African
- White and Asian
- Any other Mixed / Multiple ethnic background
- Indian
- Pakistani
- Bangladeshi
- Chinese
- Any other Asian background
- African
- Caribbean
- Any other Black / African / Caribbean background
- Arab
- Any other ethnic group
- I prefer not to say

17. Do you consider yourself to have a long term illness or disability? Select one only
• Yes
• No
I prefer not to say
17.a If yes, how would you describe your impairment? Please tick all the boxes that apply to you
 Hearing impairment (deaf or hard of hearing)
Visual impairment (blind or partially sighted)Physical impairment (e.g. wheelchair user)
 Physical impairment (e.g. wheelchair user) Learning impairment/ disability (e.g. Downs Syndrome)
 Co-ordination difficulty (e.g. Movement Co-ordination Difficulty such as dyslexia)
Long term illness (e.g. cancer, HIV+ etc.) Other (places specify)
Other (please specify)I prefer not to say
17. b What effect do your impairment have on your day –to day life? Select one only
No effect
Some effectA significant effect
I prefer not to say
18. In which, if any, of the following ways have you seen or heard anything about The People's Project
Consultation?
Select ALL that apply
Leaflet through my door
Attended a roadshow
Email
Local press
National press
Social media

Fan site

Through my place of work

People's Project website

Match day programme

Word of mouth

In another way

None of these

APPENDIX 16:			
Advert for publici	sing Stag	e Two con	sultation

Statement of Community Engagement: Bramley-Moore Dock



TAKE A VIRTUAL REALITY TOUR OF EVERTON'S NEW STADIUM

A roadshow about Everton's proposed new stadium is coming to a community near you over the next three weeks. It's your chance to learn more about the plans and to find out what the new stadium will be like with a stunning virtual reality tour.

The roadshow is part of a public consultation into plans for a stadium at Bramley-Moore Dock and proposals for the community-led redevelopment of the Club's current home, Goodison Park. As well as viewing the latest designs you can also learn more about the Club's plans for transport, heritage and the environment.





If you're unable to attend any of the roadshows you will be able to view all the consultation materials and share your views by completing a questionnaire online at www.peoples-project.co.uk

You can also download the official app and immerse yourself in 360-degree views of the proposed new stadium from your phone or tablet by visiting www.peoples-project.co.uk/app

FRI 26 JULY LIVERPOOL ONE **Outside John Lewis**

9AM - 8PM

SAT 27 JULY **BIRKENHEAD**

222 Grange Road West, CH41 6EB (outside Asda) 10.30AM - 5PM

> **SUN 4 AUGUST SPEKE**

Speke Road, L24 8QB

New Mersey Retail Park, 10.30AM - 4.30PM

FRI 16 AUGUST **ST HELENS**

Church Square Shopping Centre, St Helens, **WA10 1AF**

9AM - 5.30PM

WED - THURS 14 - 15 AUGUST

LIVERPOOL CHURCH STREET

Outside Carphone Warehouse 11AM - 6.30PM

GOODISON PARK Goodison Road, L4 4EL

SAT 17 AUGUST

9AM - 2PM

SUN 28 JULY **EDGE LANE**

Edge Lane Liverpool Shopping Park, Edge Lane, L13 1EW 10.30AM - 4.30PM

> **SAT 3 AUGUST WIDNES**

Green Oaks Shopping Centre, Green Oaks Way, WA8 6UB 9AM - 6PM

> **SAT 10 AUGUST** HUYTON

The Forum, Derby Road, Huyton, L36 5RT (near the Post Office) 10AM - 5PM

> **TUES 13 AUGUST LIVERPOOL CASTLE STREET**

Next to Viva Brazil

11AM - 6.30PM

WED - FRI 31 JULY - 2 AUGUST

LIVERPOOL ONE

Outside John Lewis 9AM - 8PM

> WED - FRI 7-9 AUGUST

LIVERPOOL CHURCH STREET

Outside Carphone Warehouse 11AM - 6.30PM

SUN 11 AUGUST

CROSBY

Crosby Lakeside Activity Centre, Cambridge Road, Waterloo, L22 1RR

10.30AM - 4.30PM

NEW BRIGHTON Fort Perch Rock, CH45 2JU (in the car park)

10.30AM - 4.30PM

SUN 18 AUGUST

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