

STAGE 2

TRANSPORT

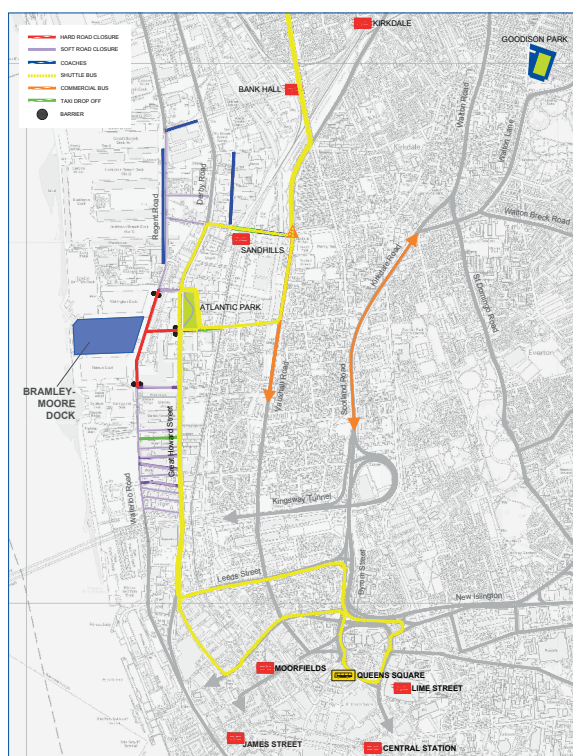
SUSTAINABLE LOCATION

We are working with a range of organisations - including Liverpool City Council, Liverpool City Region Combined Authority, train, bus and taxi operators - to develop the matchday transport strategy.

The site is well positioned in terms of sustainable transport and is only a 10 to 15 minute walk from Sandhills Station. The new stadium would therefore be well placed for access to the Merseyrail and public transport network.

The site is around a 20 minute walk from the city centre, so we would encourage fans to walk or use a shuttle bus to access the city centre for onward travel.

TRANSPORT PLANS



BUS SERVICES

A shuttle bus service would run between the city centre and the stadium on matchdays. Bus operators say a shuttle bus service between Bootle Town Centre and the stadium for onward travel northwards could also be viable. Vauxhall Road and Scotland Road, a short walk from the site, also have frequent bus services, which could be increased on matchdays.

SANDHILLS STATION

Sandhills Station connects to Liverpool city centre stations, Southport, Ormskirk, Kirkby and South Liverpool and would therefore be a valuable transport option for fans and visitors.

COACHES

There would be dedicated on-street parking zones for supporter coaches. Most of these could be on the closed northern section of Regent Road. Away supporter coaches could be located on Bankfield Lane, Sandhills Lane and Bankhall Lane.

TAXI

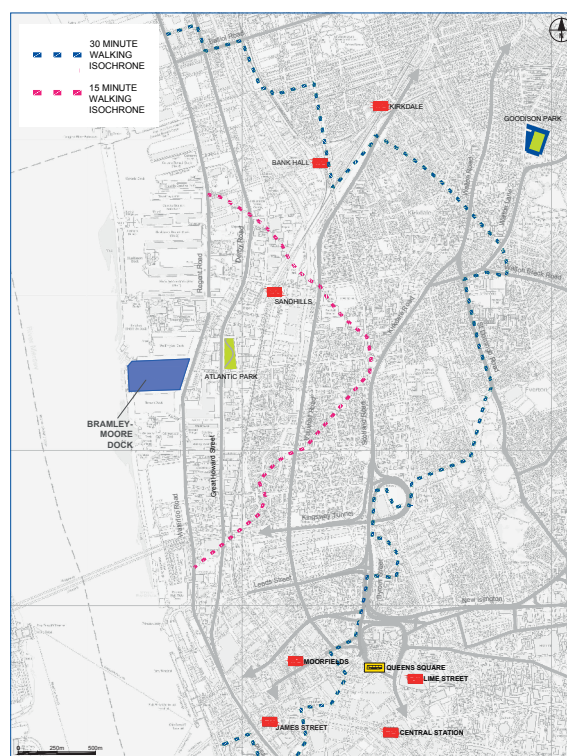
Three taxi pick-up/drop-off points are proposed within a short distance of the stadium.

PARKING

On matchdays, a limited amount of parking at the stadium would be available in the new multi-storey car park. Spaces would be available for disabled supporters and supporters who have pre-booked parking permits. We would establish parking restrictions to prevent fans from parking on local streets. Further detail on the parking strategy would be developed in consultation with residents and businesses.

WALKING ZONES

Traffic will be restricted on streets immediately surrounding the stadium on matchdays to create a safer environment for walking.



ROAD CLOSURES

Road closures have been proposed following consultation with the Police and Counter Terrorism authorities. Access to businesses and for residents will still be possible in the soft closure areas during the matchday. A signage strategy would be developed to warn motorists of the matchday closures and to divert traffic onto alternative routes.

OUR APPROACH ON NON-MATCHDAYS

Visitors on non-matchdays would be encouraged to use public transport where possible but would also have the option of using the dedicated car parking facilities at the stadium.

STAGE 2

SUSTAINABILITY AND ENVIRONMENT

SUSTAINABILITY

We intend to harness the unique features of this location to create an environmentally friendly and sustainable stadium, which is environmentally efficient in design, construction and operation.

Extensive work would be carried out with our construction partners to ensure we are minimising our carbon footprint throughout the construction period and beyond.

Measures could include:

- **Generating electricity from solar panels**
- **Installing a water source heat pump**
- **Harvesting rain water for use in toilets**
- **The provision of charging facilities in the car park for electric and hybrid vehicles**

The Club is looking at ways to minimise waste generation in both the construction and operation of the stadium, including through the promotion of recycling and re-use of materials.

THE ENVIRONMENT

The Club will work with a wide range of stakeholders to ensure a range of environmental issues are considered before, during and after construction. These include:

- Carrying out extensive ecological surveys before any work is done
- Ensuring marine life in the dock is removed before emptying the dock of water
- Ensuring the stadium has excellent noise insulation so residents and businesses nearby are not affected by crowd noise
- Putting in place flood mitigation measures to protect the stadium and surrounding area
- Ensuring sympathetic lighting treatments which showcase heritage and architectural features but do not cause undue light pollution
- Monitoring air quality during and after construction

The planning application will be accompanied by a range of technical assessments, including the following topics:

- Heritage & Archaeology
- Townscapes & Visual Impact
- Ground Conditions & Contamination
- Flood Risk & Drainage
- Air Quality
- Ecology
- Noise & Vibration
- Transport
- Wind Microclimate
- Daylight, Sunlight & Overshadowing
- Lighting

This technical work is ongoing and may result in further changes to the stadium design as we progress towards a planning application submission.

DURING CONSTRUCTION

Everton and its construction partners would abide by the principles of the Considerate Constructors Kitemark to ensure there is minimum disruption during the stadium build and during the redevelopment of Goodison Park.

A construction environment management plan and a travel plan would be agreed to ensure the right policies and practices are in place to manage site traffic, working hours and noise levels.

We would engage on an ongoing basis with all stakeholders, including neighbouring residents and businesses, to ensure their views are taken into account during all works.

STAGE 2

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 other structures, and is partly focused on the city's waterfront as well as the historic commercial centre.

WORLD HERITAGE STATUS

Our proposed stadium location lies within the World Heritage Site and we are working closely with Liverpool City Council and stakeholders including Historic England and UNESCO.

At present, access to this part of the World Heritage Site is restricted and the stadium will bring the site back into more productive use and open up the area up so the public can appreciate its heritage.

One of the main heritage impacts of the proposed stadium is the principle of infilling 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 a long history of imaginatively re-using abandoned docks and giving them a new lease of life. An example of which are 'The Three Graces' which stand on what was once the 18th century George's Dock.

STADIUM IMPACTS

As part of the planning application, we will be demonstrating there are no alternative sites which could accommodate the stadium. 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 national planning policy, which requires local authorities to consider whether substantial public benefits associated with a development outweigh the anticipated harm to heritage assets.

THE HYDRAULIC TOWER

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



BEFORE (left and centre images)



AFTER

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 massing and design of the stadium will reflect its historic setting.

RETAINING HISTORIC FEATURES

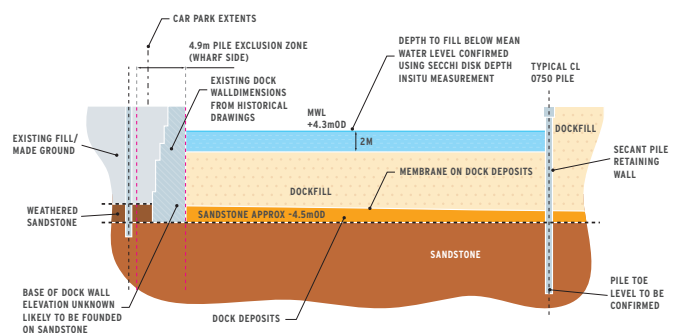


Across all the public spaces, we would look, where possible, to preserve historic features, such as bollards, paving stones, mooring posts and old rail tracks.

BUILDING ON THE DOCK

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

Innovative engineering would ensure the dock structure is protected, preserved and, where appropriate, exposed so that visitors can see it. Should the stadium ever move away from Bramley-Moore Dock in the distant future, the dock could be restored because of the preservation work done in the construction process.



WATER CHANNEL

The docks are visually interconnected, which forms part 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.

APPENDIX 19:

Attendees at Stage Two results briefing

Statement of Community Engagement: Bramley-Moore Dock

Name	Organisation
Alex Crane	Stage Coach
Bill Addy	Liverpool Bid
Brian Connor	Titanic Hotel
Bob Prattey	ACC
Christine Whittle	Titanic Hotel
Chris Bliss	Momentum Properties
Chris Brown	Marketing Liverpool
Chris Head	Merseyside Fire and Rescue
Chris Mawdsley	Aintree Hospitals
Claire McColgan	Culture Liverpool
Dawn Fantin	Liverpool John Moores
Frank McKenna	Downtown in Business
Helen O' Keefe	Edge Hill University
Iain Finlayson	Liverpool One
Joe Keggin	Marketing Liverpool
Jemima Pyne	Tate Liverpool
John Hall	Professional Liverpool
Julie Johnson	Liverpool Bid
Lisa Pearson	Arriva North West
Mark Basnett	LEP
Mark Lawler	Baltic Creative
Mark Power	John Moores University
Professor Michael Parkinson	University of Liverpool
Paul Cherpeau	Liverpool Chamber of Commerce
Paul Smith	Liverpool Cathedral
Phil McNamara	Alder Hey
Robin Tudor	Liverpool John Lennon University
Richard Hoare	Arriva North West
Steve Coffey	Torus
Steve Cook	Mersey Travel

APPENDIX 20:

List of recipients of consultation results report

Statement of Community Engagement: Bramley-Moore Dock

Fist Name	Last name	Position
Dan	Carden	MP
Maria	Eagle	MP
Frank	Field	MP
Peter	Dowd	MP
Bill	Esterson	MP
Sir George	Howarth	MP
Mims	Davies	MP
Jeremy	Wright	MP
Tom	Watson	MP
Dr Rosena	Allin-Khan	MP
James	Brokenshire	MP
Kit	Malthouse	MP
Jake	Berry	MP
Andrew	Gwynne	MP
Damian	Collins	MP
Clive	Efford	MP
Julie	Elliot	MP
Paul	Farrelly	MP
Simon	Hart	MP
Julian	Knight	MP
Ian	Lucas	MP
Brendan	O'Hara	MP
Rebecca	Pow	MP
Jo	Stevens	MP
Paul	Watling	MP
Clive	Betts	MP
Bob	Blackman	MP
Tanmanjeet	Singh Dhesi	MP
Helen	Hayes	MP
Kevin	Hollinrake	MP
Andrew	Lewer	MP
Teresa	Pearce	MP

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Mary	Robinson	MP
Matt	Western	MP
Mohammad	Yasin	MP
Ian	Mearns	MP
Ian	Blackford	MP
Gavin	Newlands	MP
Alex	Norris	MP
Anna	Turely	MP
Chi	Onwurah	MP
Chris	Green	MP
Damian	Green	MP
Chris	Matheson	MP
Dawn	Butler	MP
Gareth	Thomas	MP
Gordon	Marsden	MP
Graham	Jones	MP
Grahame	Morris	MP
Ian	Lavery	MP
Ian	Murray	MP
Jeff	Smith	MP
Jim	Fitzpatrick	MP
John	Grogan	MP
Jonathan	Reynolds	MP
Justin	Madders	MP
Justin	Tomlinson	MP
Laura	Pidcock	MP
Mark	Menzies	MP
Mike	Gapes	MP
Nik	Dakin	MP
Rosie	Cooper	MP
Sharon	Hodgson	MP
Stephen	Hepburn	MP
Toby	Perkins	MP

Statement of Community Engagement: Bramley-Moore Dock

Tracey	Crouch	MP
Martin	Vickers	MP
Alison	McGovern	MP
Mike	Wood	MP
Sir Mark	Hendrick	MP
Albert	Owen	MP
Helen	Whately	MP
Dr Sarah	Wollaston	MP
Lord	Pendry	MP
Lord Michael	Howard	MP
Lord	Triesman	MP
Lord	Polak	MP
Lord	Heseltine	MP
Lord	Grantchester	MP
Lord	Storey	MP
Caroline	Flint	MP
John	Stevenson	MP
Lord Goddard of Stockport		MP
Lord O' Neil of Gatley		MP
Lord	Haskins	MP
Liz	McInnes	MP
Michael	Stark	Deputy Head of Sport, DCMS
Sam	Haylen	Football Lead, DCMS
Genevieve	Mitchell	Head of Participation Sport, DCMS
Tom	Pudlo	PPS to the Sports Minister, DCMS
Adam	Conant	Deputy PPS to the SoS at DCMS
Lucy	Noakes	Special Adviser to the SoS at DCMS
Alex	Jackman	Special Adviser to the SoS at DCMS
Liam	Booth-Smith	Special Adviser to the SoS at MHCLG

Statement of Community Engagement: Bramley-Moore Dock

Peter	Cardwell	Special Adviser to the SoS at MHCLG
Hardip	Bego	Director of Integrations and Communities, MHCLG
Sarah	Morgan	PPS to the Northern Powerhouse Minster, MHCLG
Sean	Lawless	Researcher, Shadow Sports Minister
Emilio	Scozzafava	Researcher, Shadow Sports Minister
Sarah	Coombes	Head of Policy/Comms Shadow DCMS
Danny	Adilypour	Head of Policy/Comms Shadow DCMS

Appendix 21:

Press release announcing consultation results

HUGE VOTE OF PUBLIC SUPPORT FOR NEW EVERTON STADIUM AND LEGACY PLANS

- **Everton reveal record-breaking results for second stage public consultation**
- **96% of more than 43,000 responses support Club's plans for a new stadium and community-led legacy project**
- **98% of respondents support proposed Bramley-Moore Dock waterfront stadium design**
- **Outline design for redevelopment of Goodison Park supported by 92% of respondents**
- **Club on track to submit for planning by end of 2019**

Everton Football Club has revealed the results of its record-breaking public consultation into designs for a proposed 52,000 capacity stadium at Bramley-Moore Dock and outline proposals for a community-led legacy project at Goodison Park.

Analysis of the data has revealed that 96 per cent of the 43,039 respondents want The People's Project – the combined stadium development plan and redevelopment of the Goodison Park site – to continue and that eight out of 10 non-Evertonians also support progression of the plans.

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-seater 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 of responses support the proposed mix of uses and scale of development at the Club's current home to create a community-led legacy that could include new homes, health, education, youth and business facilities.

The second stage of The People's Project public consultation ran during July and August 2019 and included a 19-day touring exhibition that visited 12 locations across

Statement of Community Engagement: Bramley-Moore Dock

all six Liverpool City Region boroughs. The consultation also sought views on the plans for transport, heritage and the environment as part of the project.

The results show that 96 per cent of people support the proposed reuse of historic features at Bramley-Moore Dock, including the preservation and restoration of the dock's Hydraulic Tower, while 90 per cent support the proposed transport strategy for both matchdays and non-matchdays.

In total 43,039 surveys were completed, making it the largest ever response to a public consultation exercise for a commercial development proposal in the city's history. The consultation also reached 2,726 non-Everton fans, 24 per cent of whom said they had no interest in football.

The touring exhibition events were attended by more than 15,000 people and included a stunning virtual reality experience giving users a chance to fly over the new stadium, place themselves in the centre circle and enjoy the view from the proposed giant home stand on matchday. In addition to the events, the Club also received responses through dedicated digital channels as well as a postal survey for residents living around Bramley-Moore Dock and Goodison Park.

Professor Denise Barrett-Baxendale, Chief Executive of Everton, 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.

"I'd like to thank everyone that has taken part and had their say on all our plans. 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

Statement of Community Engagement: Bramley-Moore Dock

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 £34m 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 £237m of additional societal value.

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

Alongside the quantitative data, the consultation also yielded a large volume of qualitative commentary, observations and ideas. Every comment has been read and is being used to help shape the detailed planning application for the stadium and the outline planning application for the community-led legacy at Goodison Park. Both will be considered by Liverpool City Council at the same time.

Over the course of the two-stage consultation, more than 63,000 responses were received, with Everton's approach to engagement and consultation heralded as exemplar by industry experts.

The Club's first stage public consultation was also met with overwhelming support with 94 per cent of the 20,168 respondents backing the principle of a new stadium at Bramley-Moore Dock and 95 per cent supporting Everton's plans for a community-led regeneration at Goodison Park.

Mayor of Liverpool, Joe Anderson, 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 dilapidated docklands which sit in one of the poorest areas of the UK.

"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

Statement of Community Engagement: Bramley-Moore Dock

for our communities in North Liverpool and across the entire city by creating new opportunities, jobs and visitor appeal.”

Steve Rotheram, Metro Mayor of Liverpool City Region, added: “Denise and her team have talked me through what are a very impressive set of consultation results. 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.”

To be kept up to date with activity on the project, please visit the campaign website www.peoples-project.co.uk or follow The People’s Project social media channels.

ENDS