



The People's Project

Bramley-Moore Dock
Statement of Community
Engagement
December 2019



Statement of Community Engagement:

**Everton Stadium Development Limited's application for a
new stadium at Bramley-Moore Dock, 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 referred to as 'Everton' or 'the Club') relating to community and stakeholder engagement for its proposed development at Bramley-Moore Dock (BMD).
- 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).
- 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 Bramley-Moore Dock and Goodison Park, 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 stadium at Bramley-Moore Dock. A separate SCE has been provided in support of the outline planning application for the proposed mixed use redevelopment at Goodison Park.
- 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 BMD application this consultation provided further detail, including the emerging design of the proposed stadium and proposed transport strategy, as well as information regarding potential impacts associated with the development.
- 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 of both groups engaged in the process.
- 1.13 Responses have been recorded and have been considered as the design for the proposed new stadium at Bramley-Moore Dock progressed, as detailed in this Statement.

Section 2: Introduction

- 2.1 In November 2017, the Club signed an agreement to lease the land at 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 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.
- 2.4 As pre-application discussions took place with Liverpool City Council and other stakeholders such as Historic England, the Club moved into the wider 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 the Design & Access Statement.
- 2.5 Divided into two phases, the first phase of public consultation took place in November and December 2018 and sought feedback on the broad, general principles of the development, including the principle of the Club moving to Bramley-Moore Dock.
- 2.6 Phase two took place in July and August 2019 and concerned the emerging detail and design of the Bramley-Moore Dock proposals and the outline proposals for Goodison Park.
- 2.7 The Club has submitted two separate applications; one for full planning permission for a new stadium at Bramley-Moore Dock and one in outline for the redevelopment of Goodison Park.
- 2.8 As the consultations covered both proposed developments, it is not possible to entirely separate the two projects in this report. However, we have endeavoured to do so where possible despite the consultation campaign being carried out as a singular exercise.

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- 2.9 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 and stakeholders across the Liverpool City Region relating to these matters.

Section 3: Site and proposed development description

- 3.1 The application site comprises Bramley-Moore Dock (BMD), located on the River Mersey, including the dock waterbody and quaysides. The development site covers 8.67 hectares (21.42 acres). The site is currently an underutilised dock and its previous primary use as a site for aggregate storage and distribution has now ceased.
- 3.2 To its west the site is bounded by the elevated River Mersey wall, beyond which lies the river. To its north the site is bound by Wellington Dock which has been infilled and now houses the United Utilities Wastewater Treatment Works (WwTW). To the northwest lies Sandon Half-Tide Dock, which remains connected to BMD via a pair of dock gates. Nelson Dock lies to the south of the site, with a connective dock gate between BMD and Nelson Dock. The eastern site boundary is formed by Regent Road.
- 3.3 The dock is within the Stanley Dock Conservation Area, which is one of the character areas of the City's UNESCO World Heritage Site (WHS), which is associated with its Maritime Mercantile history.
- 3.4 In addition to being located within the WHS and a Conservation Area, the application site also contains several listed structures. The dock walls of the Bramley-Moore Dock are Grade II listed.
- 3.5 The site also includes the Grade II listed Hydraulic Tower which is in a state of significant disrepair.
- 3.6 Separating the development site from the Regent Road highway (to the east of the site) is the Grade II listed Regent Road dock wall, which contains turreted entrances at the north-eastern and south-eastern corners of the site.
- 3.7 In 2013, Peel Land & Property obtained outline planning permission for the redevelopment of up to 60 hectares of dockland for a mix of uses, including housing, offices, retail and leisure provision (application reference 100/2424). Bramley-Moore Dock forms part of the 'Northern Docks' Neighbourhood area of Peel's Liverpool Waters development (which comprises Nelson Dock and Bramley-Moore Dock).
- 3.8 The application site is also within the Mersey Waters Enterprise Zone, which comprises Liverpool Waters and Wirral Waters.
- 3.9 The Club's planning application for BMD seeks permission for the following:

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Application for Full Planning Permission in accordance with submitted drawings for the demolition of existing buildings/structures on site (listed in the schedule); remediation works; foundation/piling works; infill of the Bramley-Moore Dock, alteration to dock walls and dock isolation works with vehicular and pedestrian links above; and other associated engineering works to accommodate the development of a stadium (Use Class D2) predominantly for football use with the ability to host other events with ancillary offices (Use Class B1a); Club Shop and retail concessions (internal and external to the stadium) (Use Class A1); exhibition and conference facilities (Use Class D1); food and drink concessions (internal and external to the stadium) (Use Classes A3 / A4 / A5); betting shop concessions (Sui Generis); and associated infrastructure including: electric substation, creation of a water channel, outside broadcast compound, photo-voltaic canopy, storage areas/compound, security booth, external concourse / fan zone including performance stage, vehicular and pedestrian access and circulation areas, hard and soft landscaping (including canopies, lighting, wind mitigation structures, public art and boundary treatments), cycle parking structures and vehicle parking (external at grade and multi-storey parking) and change of use of the Hydraulic Tower structure to an exhibition / cultural centre (Use Class D1) with ancillary food and drink concession (Use Class A3).

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 summarises 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 2019* 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 National Planning Policy Framework (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

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- 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 stage 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 a more detailed scheme 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 such as the proposed 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 (due to visual links and geographic proximity to BMD), would be directly affected.
- 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

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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 this 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 roadshows 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 BMD and Goodison Park. 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, 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.

Section 6: Preliminary engagement stage March 2017 – October 2018

- 6.1 This section details the engagement which took place prior to the Stage 1 public 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 opening lines of communication to key stakeholders and to provide updates on the nascent plans.
- 6.3 It is important to note that the local and national media interest 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 minutia 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 The scheduling and frequency of the below meetings should not be read as 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
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

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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
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

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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
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 the proposed new stadium at Bramley-Moore Dock and for the future of Goodison Park.
- 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' preferences for a new stadium and their thoughts on what makes Goodison Park special. 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 look at feel of the stadium and crystallised the views of fans on key issues such as closeness to the pitch, steepness of stands and ensuring a recognisable home end within the new stadium. Transport, heritage and the environment also featured heavily in the club's new stadium values as did the Club's commitment to leave a legacy at Goodison Park.
- 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 to the stadium 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 stadium architect. The series of workshops, held over a week at St Luke's church, allowed people to engage directly with stadium architect and talk through the impact of the principles on the design of the stadium, 947 people attended these sessions.
- 6.14 The table below (Figure 3) outlines the key elements of this activity, alongside project milestones included for context.

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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 generating 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 during this early informal engagement stage are detailed below (Figure 4). Examples of the media coverage from this stage are included in **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 site of the Club's proposed stadium
25-Nov-17	Agreement for land leasehold with landowner announced
01-Jan-18	Key principles survey announced

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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 City Region 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 Bramley-Moore Dock and Goodison Park
 - Ward councillors where a roadshow event(s) would take place
 - Ward councillors where promotional material would be distributed
 - Ward councillors where social media promotion would take place
 - MP from the Liverpool Riverside Parliamentary constituency in which Bramley-Moore Dock 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 visual link to BMD (Wirral) and proximity to the site (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 In addition to the above list, a one-off residents' consultation event was held in the Eldonian Village Hall, close to Bramley-Moore Dock, and a regular exhibition was staged at the Blue Base community centre for L4 residents. The purpose of these was to be located close to residential areas most affected by the proposed developments of BMD and Goodison Park, respectively.
- 7.16 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.
- 7.17 The roadshow exhibition was housed in an eye-catching exhibition trailer – pictured below (Figure 6) – and consisted of twelve exhibition boards which outlined the

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principles behind the Club's approach to develop both Bramley-Moore Dock and Goodison Park. The trailer was branded as The People's Project to ensure we engaged with non-fans as well as 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 principles behind the proposed relocation of the Club from Goodison Park to Bramley-Moore Dock and, integrally the principle of redeveloping Goodison Park. The content explained the rationale for development; why a new stadium was needed; why the Club wished to remain in Liverpool and North Liverpool specifically; the background to World

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Heritage Status; the potential economic impacts of development; the planning process and why the consultation was happening; the approach that would be taken towards heritage; and the proposed uses in the redevelopment of Goodison Park. 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's 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. Examples of the media coverage from this stage are included in **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 a wider audience beyond the Liverpool local authority boundary, 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
- 7.29 Finally, an eight-page supplement was produced and distributed by the Liverpool Echo newspaper. 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. The table below (Figure 7) provides a breakdown of attendees at each location.

Figure 7: Number of roadshow attendees by location

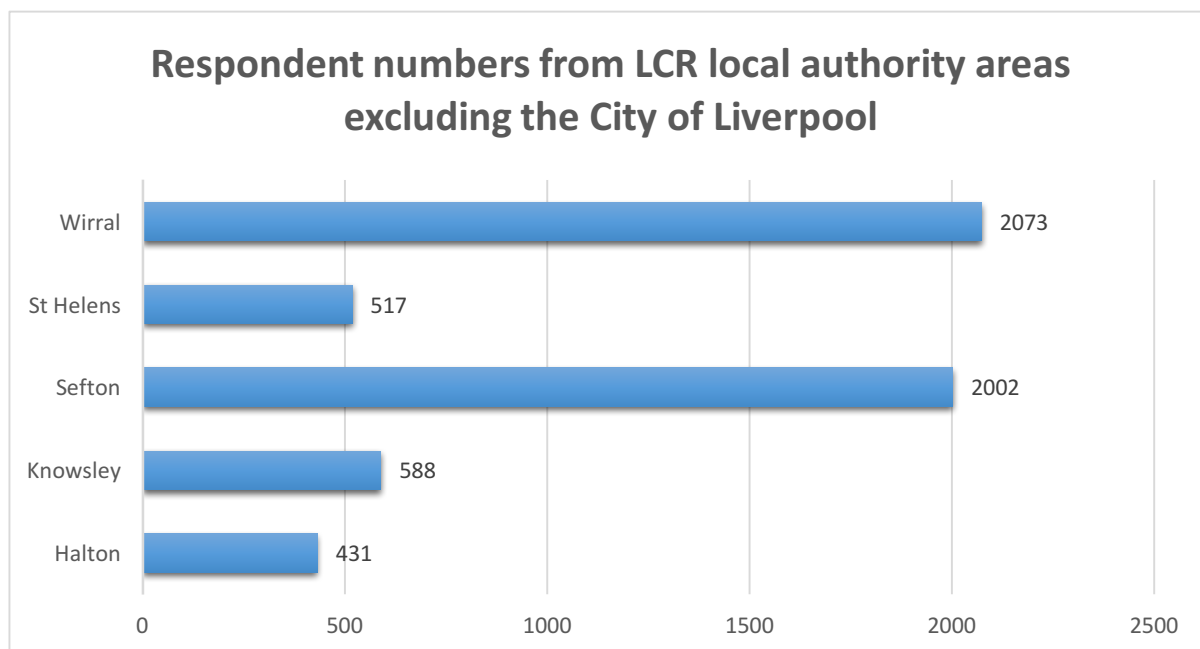
DATE (2018)	VENUE	LOCATION	NUMBER OF ATTENDEES
15 & 16 November	Blue Base	Salop Street, L4 4BZ (in Blue Base car park)	106 (15th) / 58 (16th)
17 November	Edge Lane	Liverpool Shopping Park, Edge Lane, L13 1EW	260
18 November	Speke	New Mersey Retail Park Speke Road, L24 8QB	218
19-20 November	Liverpool 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)
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

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3 December	Sefton	Liverpool Road, Crosby (Sainsbury's car park)	211
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- 7.31 Along with the 2,945 questionnaires which were completed at the roadshows, a further 15,660 were completed online and 1,563 postal copies were returned completed.
- 7.32 Combined, the total number of responses received to the Stage One 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.

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7.35 Responses to the questionnaire's key questions are shown in Figures 9 to 12 below
(NB. only questions pertinent to Bramley Moore Dock are included):

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

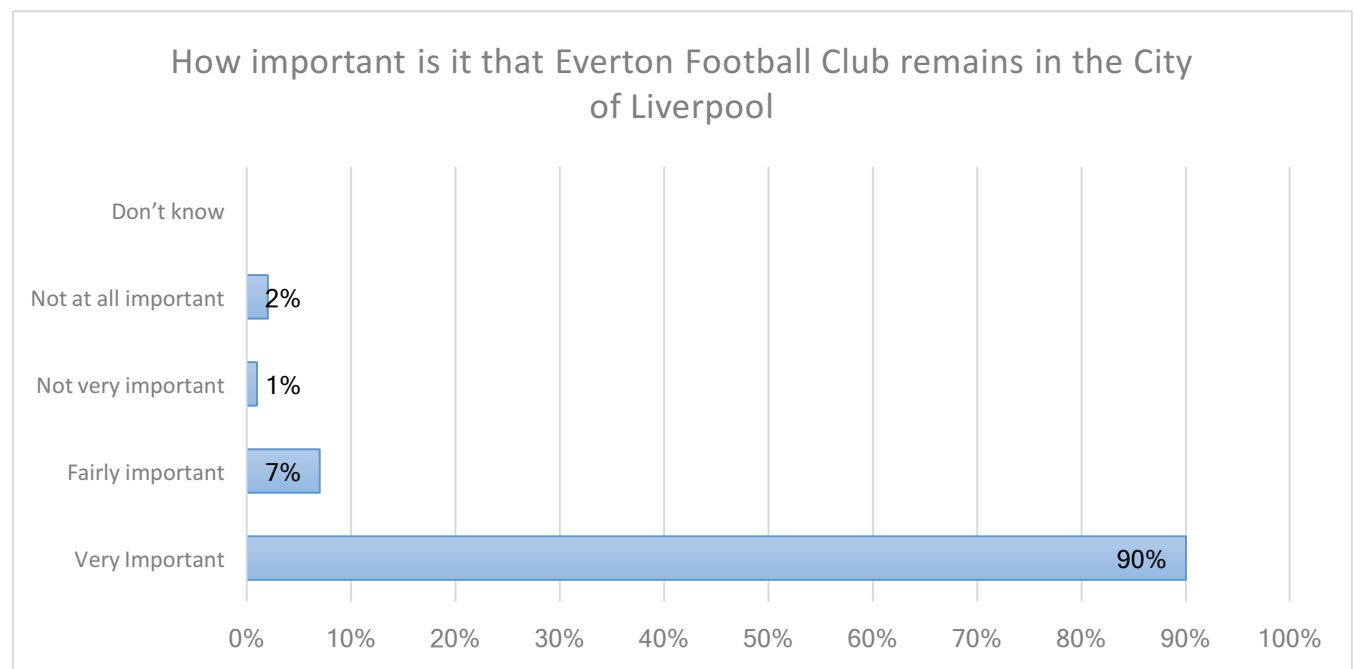
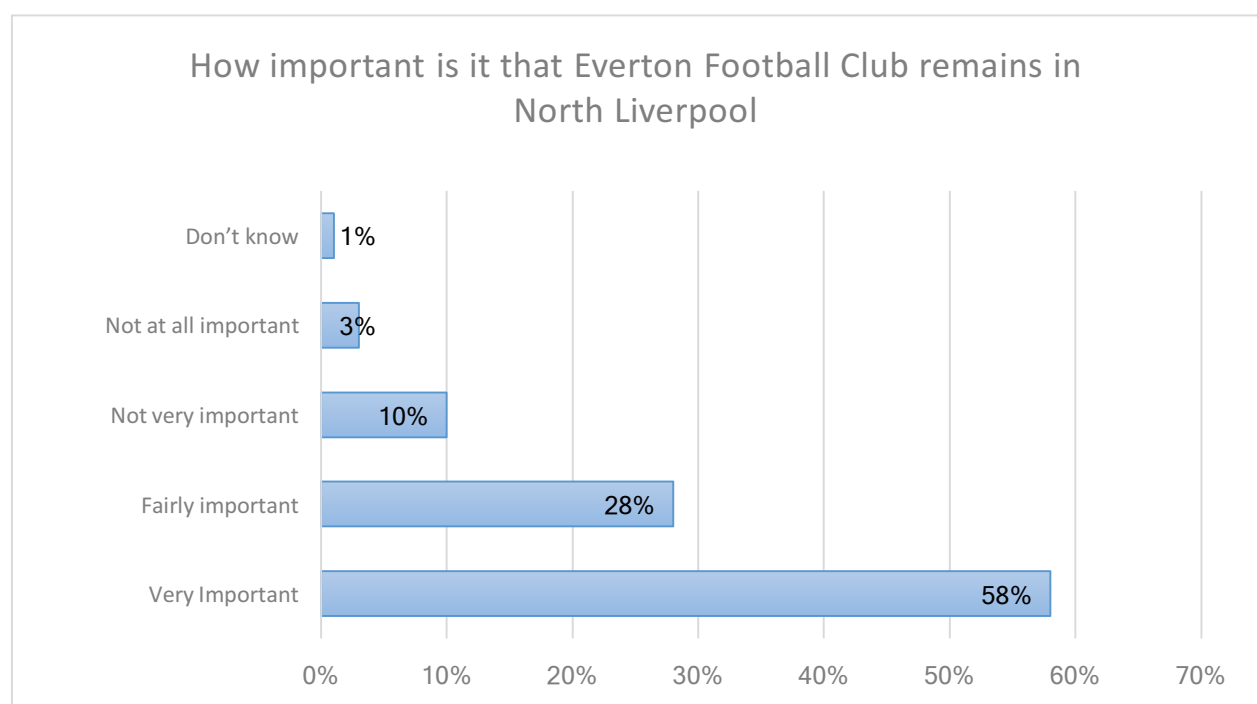


Figure 10: Responses to the question 'How important is it that EFC remains in North Liverpool'



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Figure 11: Responses to the question 'Is BMD an appropriate location for a new football stadium'

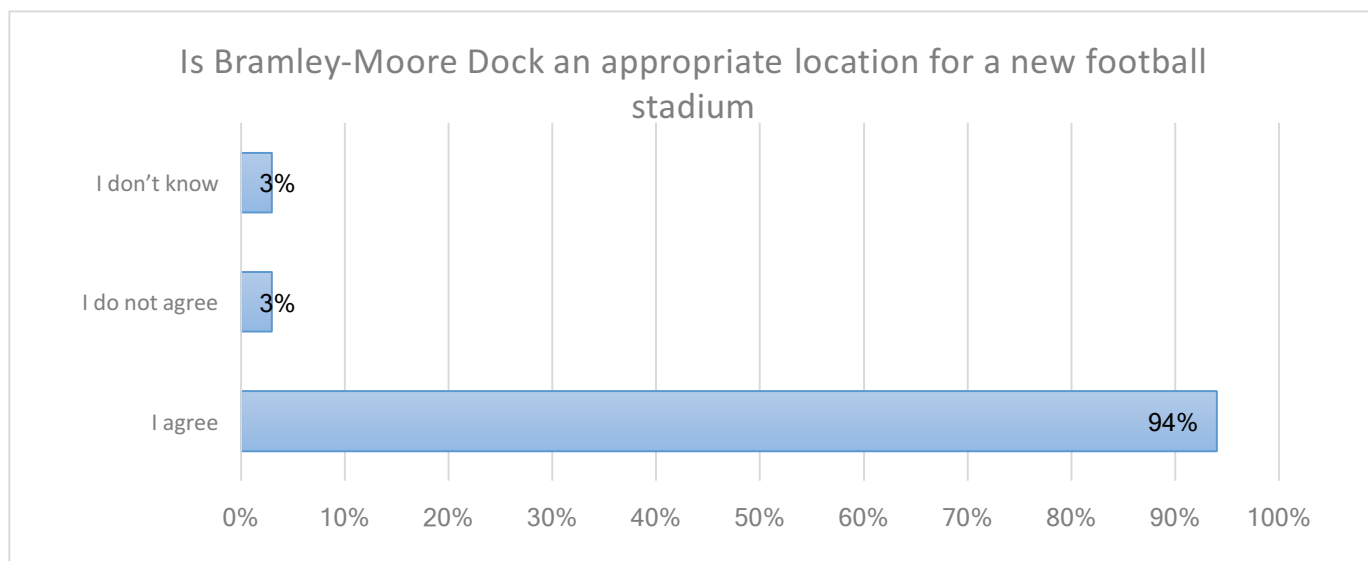
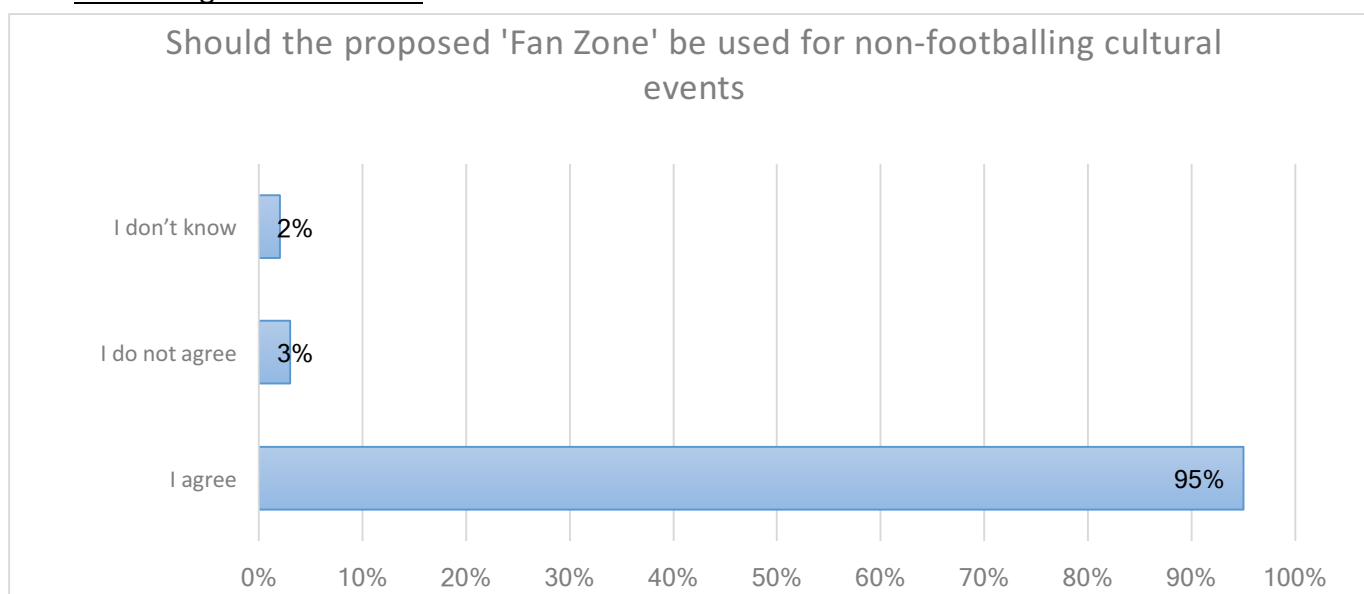


Figure 12: Responses to the question 'Should the proposed fan zone be used for non-footballing cultural events'



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

7.37 Figures from the key question bears repeating: Do you think Bramley-Moore Dock is a suitable location for a football stadium?

- Yes: 94 per cent
- No: 3 per cent

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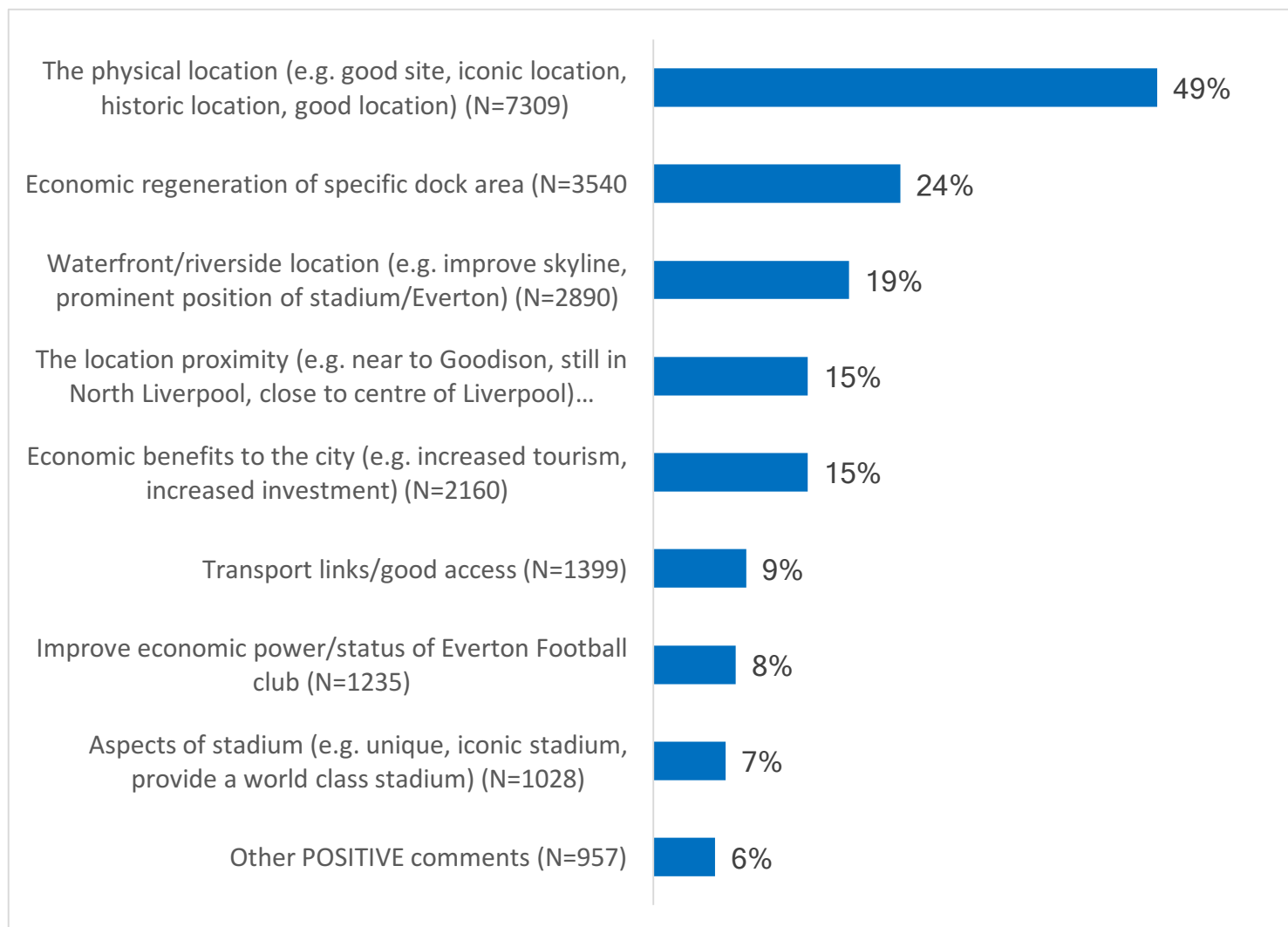
- Don't know: 3 per cent

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.
- 7.40 It is worth noting that comments reflecting support significantly 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 Again, responses pertinent to Goodison Park are omitted here. Figure 13 shows some of the main reasons given by respondents in answering why Bramley Moore Dock **IS AN APPROPRIATE** site for the new stadium.

Statement of Community Engagement: Bramley-Moore Dock

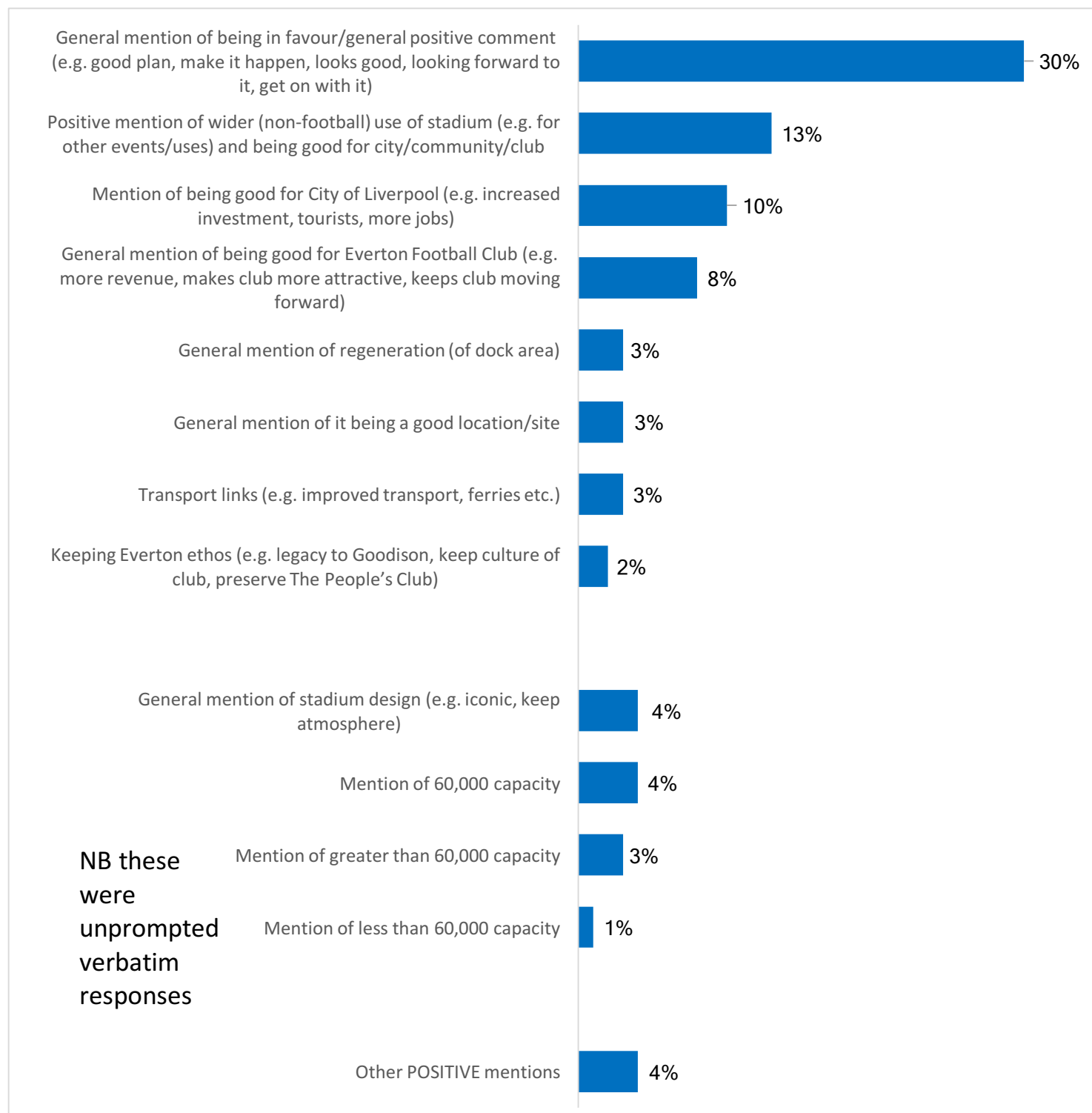
Figure 13: Reasons given by respondents who stated Bramley Moore Dock is an appropriate site for the new stadium



7.42 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).

Statement of Community Engagement: Bramley-Moore Dock

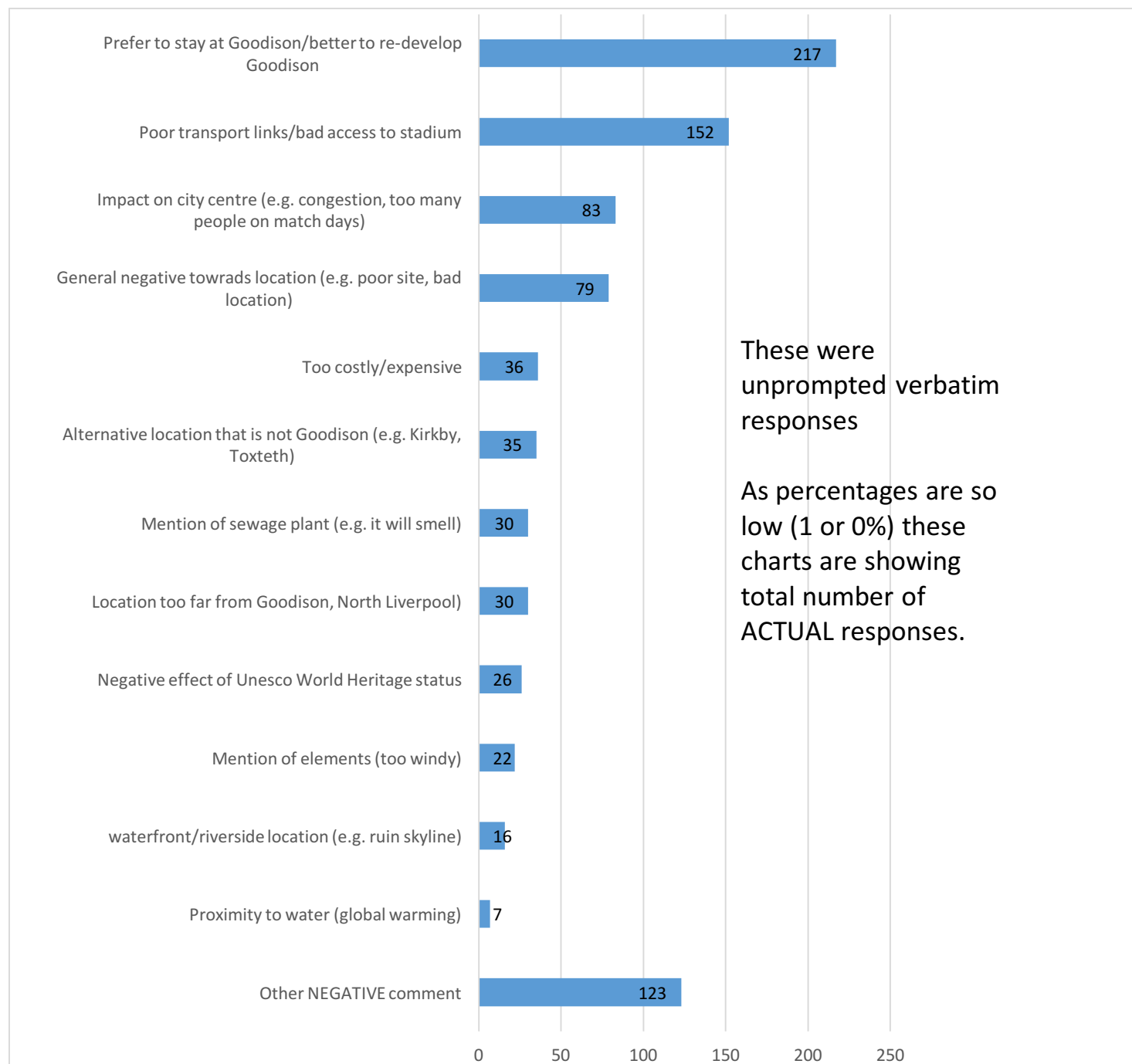
Figure 14: Supportive comments in response to the question ‘Do you have any comments on the proposals outlined’



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7.43 The following chart (Figure 15) shows some of the main reasons given by respondents in answering why respondents think Bramley Moore Dock **IS NOT AN APPROPRIATE** site for the Club's new stadium.

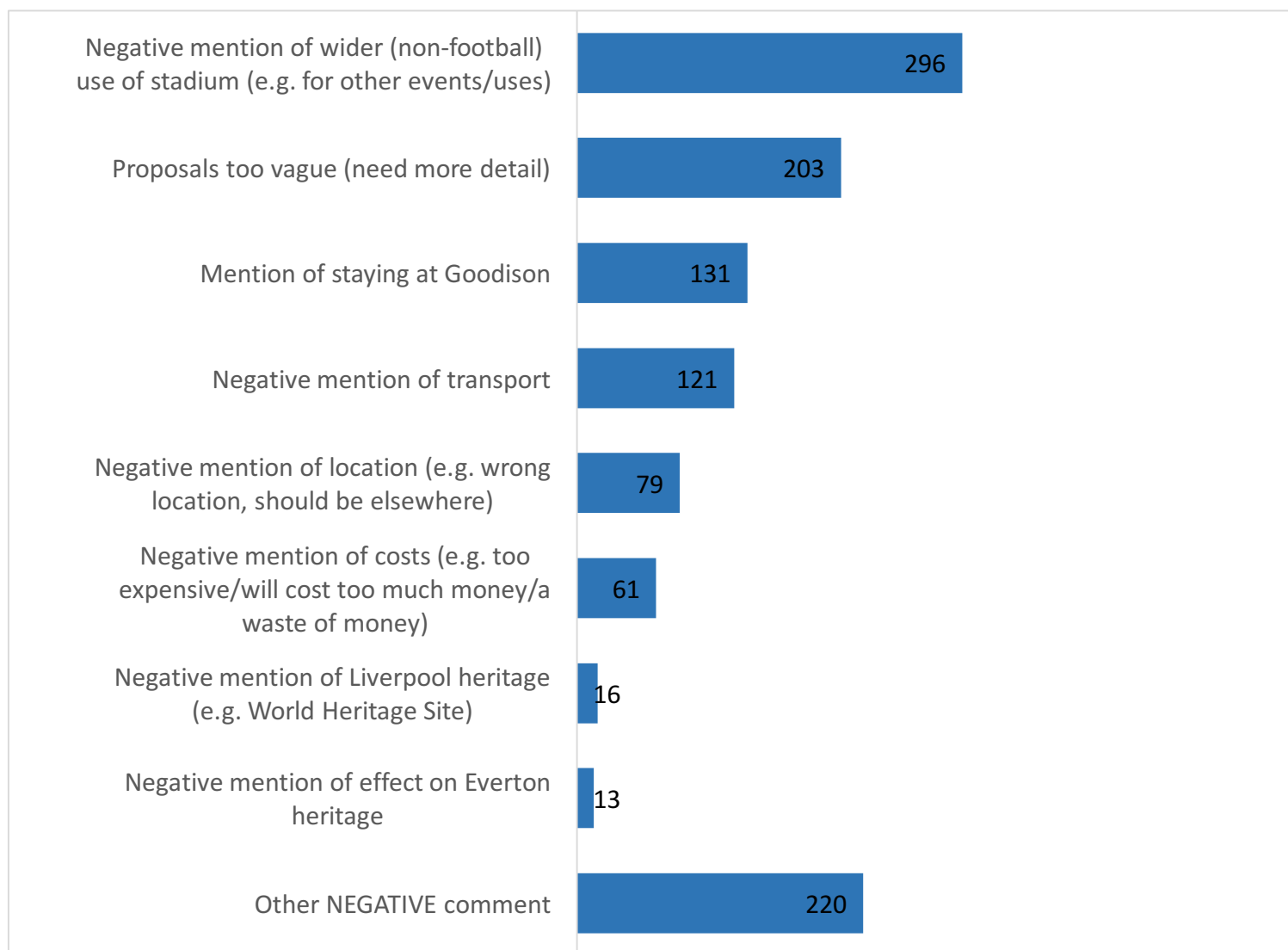
Figure 15: Reasons given by respondents who stated Bramley Moore Dock is not an appropriate site for the new stadium.



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7.44 As with the comments of support, the overall comments on the proposals which expressed concern in response to the other questions asked are recorded below in Figure 16, grouped by theme.

Figure 16: Negative comments in response to the question 'Do you have any comments on the proposals outlined'



7.45 In summary, the responses to the consultation were overwhelmingly in support of the proposals across all geographic and demographic groups. Of the 20,168 responses received, 94 per cent agreed that Bramley-Moore Dock was a suitable location for the new stadium.

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.

Engagement

8.2 The meetings, briefings and communications made with stakeholders are listed in Figure 17.

Figure 17: 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 Legacy project
23-Jan-19	City stakeholder	Presentation to Engage Liverpool & to local residents	Presentation to local residents on developments that will have a waterfront presence. Well received by local residents

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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
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

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13-Mar-19	City stakeholder	Frank Rogers (Chief Exec Liverpool City Region Combined Authority)	First stage public consultation results briefing and project update
14/15 Mar-19	International	International property audience MIPIM	Denise Barrett-Baxendale delivers Q&A on the Liverpool stand at MIPIM. Denise also delivers keynote speech and Liverpool City Region Dinner
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	<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>
06-Jun-19	City stakeholder	LCC WHS Taskforce presentation	<p>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.</p>

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07-Jun-19	City stakeholder	Dame Louise Ellman MP briefing	People's Project update
07-Jun-19	Fan engagement	Shareholders 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>
10-Jun-19	Fan engagement	Supporters' Club committee 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>
11-Jun-19	Fan engagement	Everton Heritage Society engagement workshop	<p>Delivery of presentation - Progress on:</p>

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			Location, look and feel of the stadium, Fan Plaza, Food & Beverage, Accessibility, Hospitality, transport, environment and Goodison Legacy project
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
20-Jun-19	City stakeholder	Everton CEO keynote speaker at Liverpool Echo Regional Business Awards	Speech included reference to and update on Bramley-Moore Dock
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	Visit included: <ul style="list-style-type: none"> - Update on project - Update on the work of Everton in the community

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			- Tour of the Bramley-Moore Dock site
11-Jul-19	L4 stakeholder	Everton Free School Stadium engagement session	<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>
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	City stakeholder	Frank McKenna, CEO - Downtown in Business	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
13-Aug-19	City stakeholder	Billy Addy, CEO, Liverpool BID	Attendance at our second stage consultation roadshow

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18-Aug-19	Stakeholder Engagement	Andy Snell, Head of Strategic Partnerships and International Trade, Wirral Chamber of Commerce	Attendance at our second stage consultation roadshow
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Travel Survey

- 8.3 In February 2019, the Club conducted an online survey with fans regarding their travel habits. The survey was distributed to all active supporters since the start of 2016/17 season with a valid e-mail address.
- 8.4 The survey covered a number of key topics including:
- Current travel methods to Goodison Park
 - Existing matchday routine at Goodison Park
 - Anticipated future travel methods to a new stadium at Bramley-Moore Dock
 - Anticipated matchday routine at Bramley-Moore Dock
- 8.5 In total, 8,044 responses were received to the survey. The headline results were that at the time of response, more than 15% of fans travelled to Goodison Park by train for weekday fixtures. This was anticipated to increase by 20% for travel to a new stadium at Bramley-Moore Dock, with collective car usage declining by 23%.
- 8.6 A similar picture applied for weekend fixtures, with a 23% anticipated increase in usage of the train and a decline in collective car usage by 19%. There was a small anticipated increase in bus usage by 2%.

Publicity

- 8.7 Media activity was generated across local, national and specialist press during the period. A selection of media announcements are listed in Figure 18.

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Figure 18: 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
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 July 26th along with a launch event, held on July 25th to reveal the proposed designs of the stadium development, as well as outline designs for the redevelopment of Goodison Park. 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 (refer to **Appendix 4** for the full list):
- Ward councillors covering Bramley-Moore Dock and Goodison Park
 - Ward councillors where a 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 Liverpool Riverside Parliamentary constituency containing Bramley-Moore Dock
- 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 designs of the stadium, including CGIs and a virtual tour, 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 designs for the new stadium at Bramley-Moore Dock and to provide more detail regarding the proposed layout and type of uses envisaged at Goodison Park. The content reminded consultees of the first stage consultation and its results. Content included detail about the proposed stadium and public realm layout and orientation and potential construction materials. It also detailed the Club's approach to heritage, explained the World Heritage Site status and described how the Club intended to protect the dock during construction. Details about how people would travel to and from the stadium were explained, as was the Club's approach to sustainability and environmental impact during construction and post-construction. Copies of the exhibition boards and the CGIs 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 of the roadshow are detailed below in Figure 19

Figure 19: 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

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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
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 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 first stage 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 19), 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 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.

9.13 The roadshow vehicle featured a virtual reality room equipped with 3D oculus goggles so attendees could experience a virtual reality tour of the stadium which depicted both the proposed exterior and the interior.

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 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).

9.17 A separate drop-in event dedicated to the travel and transport elements of the proposals was held at the Titanic Hotel. Specifically targeted at residents and businesses in close proximity to Bramley-Moore Dock, the event was staffed by representatives of the Club and its transport consultants, Mott McDonald and allowed attendees to examine the Club's match-day transport proposals and ask questions. To accommodate the working hours of the diverse businesses in the area, two sessions were held on Wednesday 21 August. The first session was held

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between 12 noon and 2pm and the second between 6pm and 8pm. To drive attendance, 611 letters were mailed to local residential (431) and business (180) properties.

Additional outreach methods

- 9.18 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.
- 9.19 To access the link and to prevent misuse, users were required to input details including a valid email address.
- 9.20 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.
- 9.21 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.
- 9.22 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 sites received communications by post.
- 9.23 The leaflets shown at **Appendix 18** included a tear-off copy of the questionnaire and a freepost reply.

Roadshow publicity

- 9.24 As with the Stage One consultation, in order to publicise the roadshow, a wide range of traditional and digital media outreach methods were used.
- 9.25 As noted above, the publicity began on July 24, 2019 with the briefing of key national, regional and local journalists on the pending consultation and with the reveal of the proposed designs to stakeholders and fan representatives.

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- 9.26 The key piece of collateral was a press release, a copy of which is included at **Appendix 12**, as well as electronic copies of the CGIs of the emerging stadium design.
- 9.27 The resulting media coverage provided wide-spread publicity and started a three week countdown to the consultation opening. A summary of media coverage is included at **Appendix 2**.
- 9.28 A key element of the press briefing was to remind media of 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.
- 9.29 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
- 9.30 An eight-page supplement was also published in the Liverpool Echo newspaper, which explained the design approach and publicised the roadshow and other methods by which people could take part in the consultation. This can be found in **Appendix 17**.

Quantitative analysis of responses

- 9.31 The roadshow proved to be of significant interest to the public with 15,000 people attending the roadshow overall. Figure 20, below, provides a breakdown of attendees at each location.

Figure 20: Stage Two roadshow attendees by location

WEEK DAY	DATE	LOCATION	TIME	ATTENDEES
Friday	26th July	Liverpool ONE (outside John Lewis)	9AM – 8PM	1207

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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
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

Statement of Community Engagement: Bramley-Moore Dock

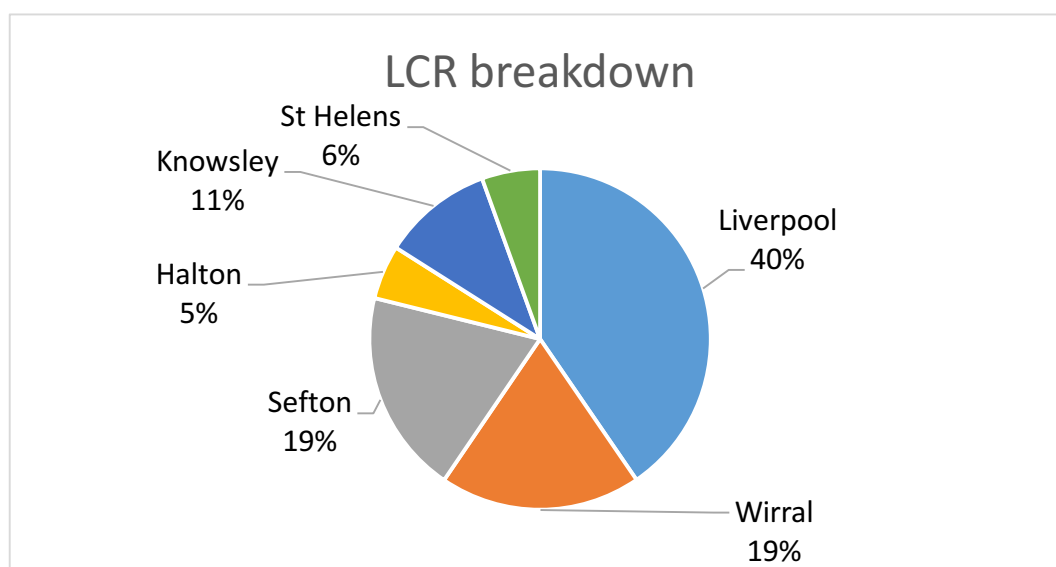
Saturday	17th August	Goodison Park, Goodison Road L4 4EL	9AM – 2PM	594
		The People's Hub, 46 Spellow Lane, L4 4DF	12PM – 2.30PM	60
Sunday	18th August	New Brighton, Ian Fraser Walk, CH45 2PB	10.30AM - 4.30PM	738

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

9.33 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.

9.34 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%). Figure 21, below, shows the breakdown of responses from within LCR.

Figure 21: Breakdown of Stage Two responses within LCR



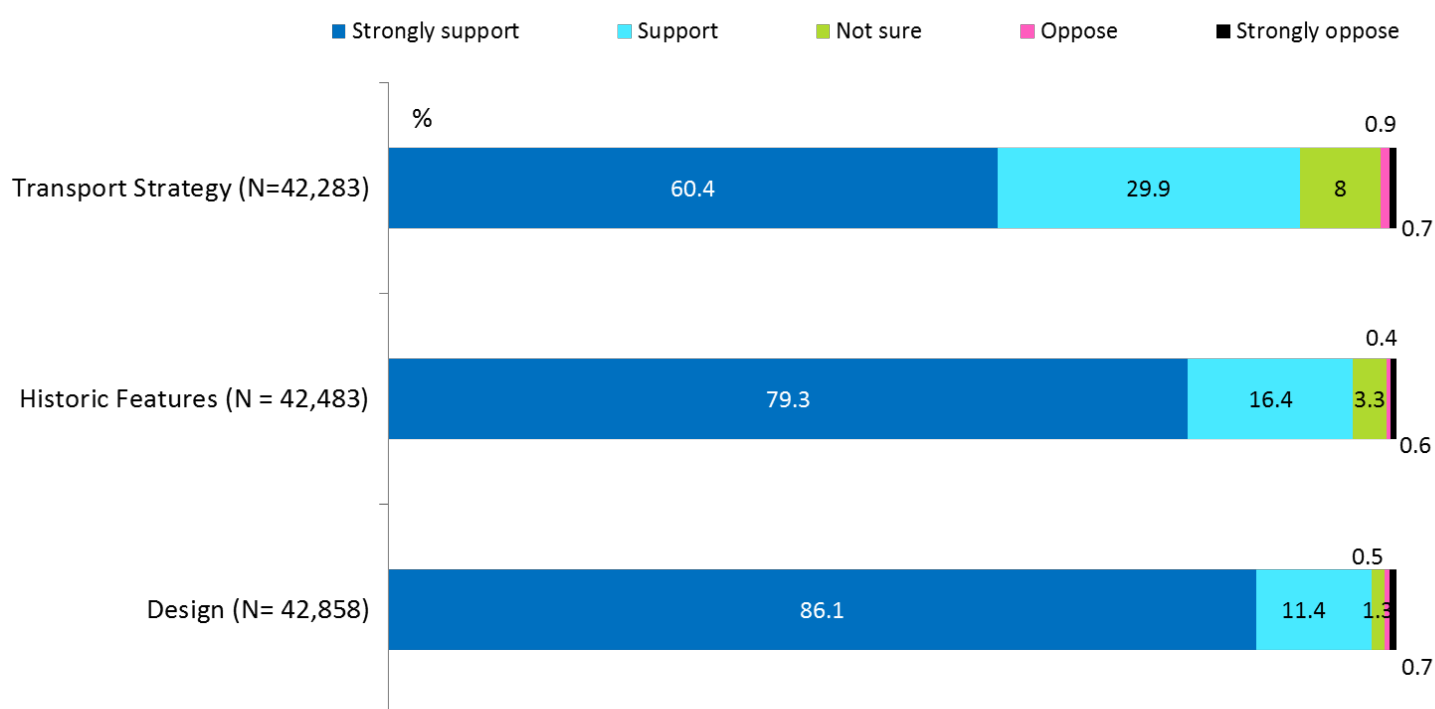
9.35 The roadshow approach succeeded in reaching non-club supporters with seven per cent (2,726) of respondents describing themselves as either non-football fans or followers of clubs other than Everton Football Club.

Statement of Community Engagement: Bramley-Moore Dock

9.36 Responses to the questionnaire's three key questions have demonstrated emphatic and widespread support for the Bramley-Moore Dock proposals, as shown in Figure 22.

- **98%** of respondents either supported or strongly supported the proposed stadium design
- **96%** of respondents either supported or strongly supported the proposed reuse of historic features
- **90%** of respondents either supported or strongly supported the proposed transport strategy

Figure 22: Responses to three key questions



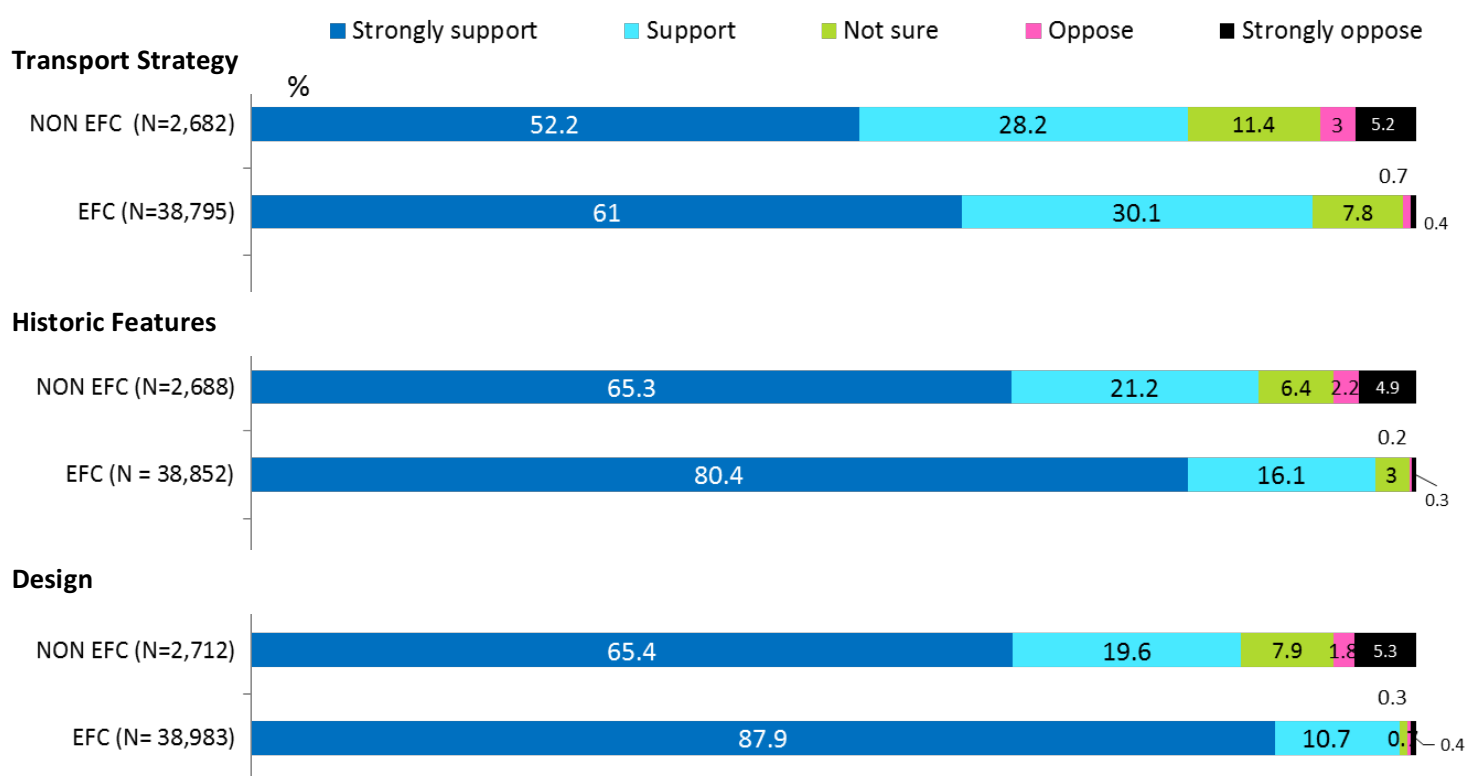
9.37 It is notable that the levels of support were also overwhelming among non-Everton fans, as shown in Figure 23, below.

- 85% of non-Everton fans either supported or strongly supported the proposed stadium design

Statement of Community Engagement: Bramley-Moore Dock

- 87% of non-Everton fans either supported or strongly supported the proposed reuse of historic features
- 80% of non-Everton fans either supported or strongly supported the proposed transport strategy

Figure 23: Responses to three key questions – EFC fans v non-EFC fans



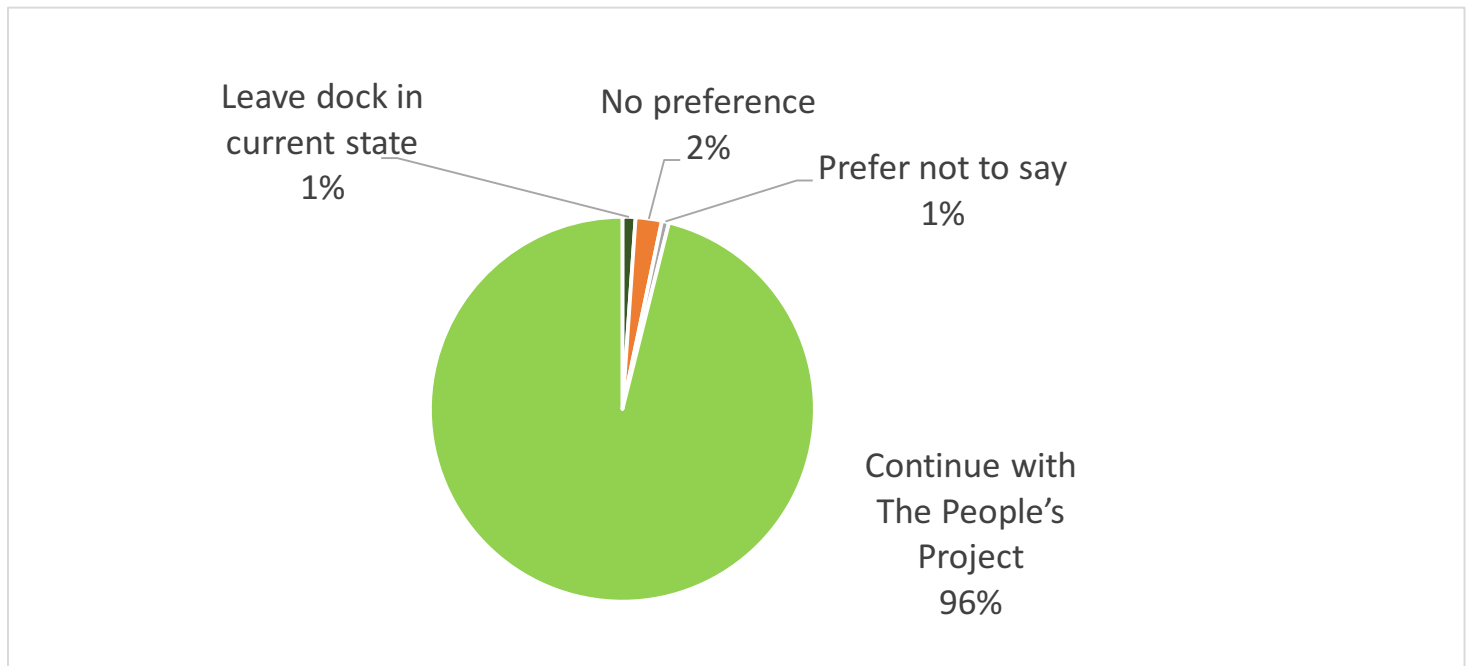
9.38 A concluding question was asked of consultees: Taking account of what you have seen today about The People's Project and its potential impacts and benefits, which of the following outcomes would you prefer?

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

Statement of Community Engagement: Bramley-Moore Dock

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 24, below.

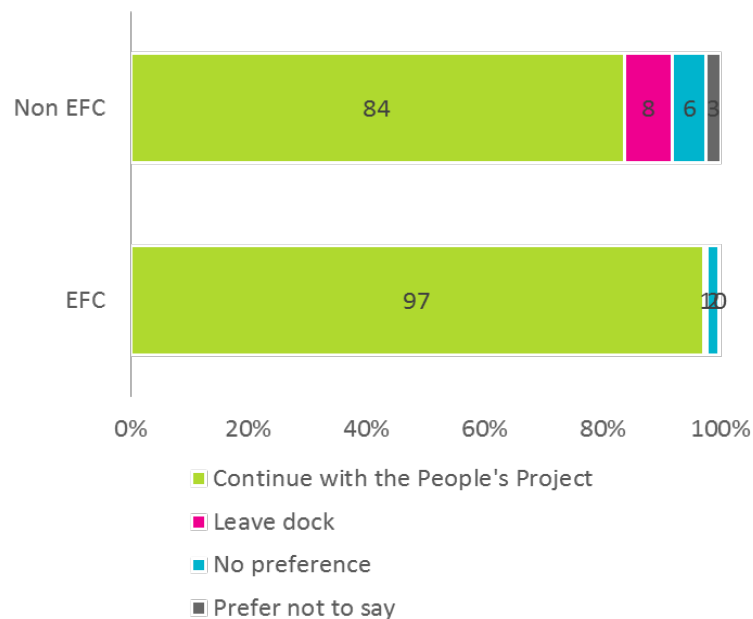
Figure 24: Responses to final question



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 25.

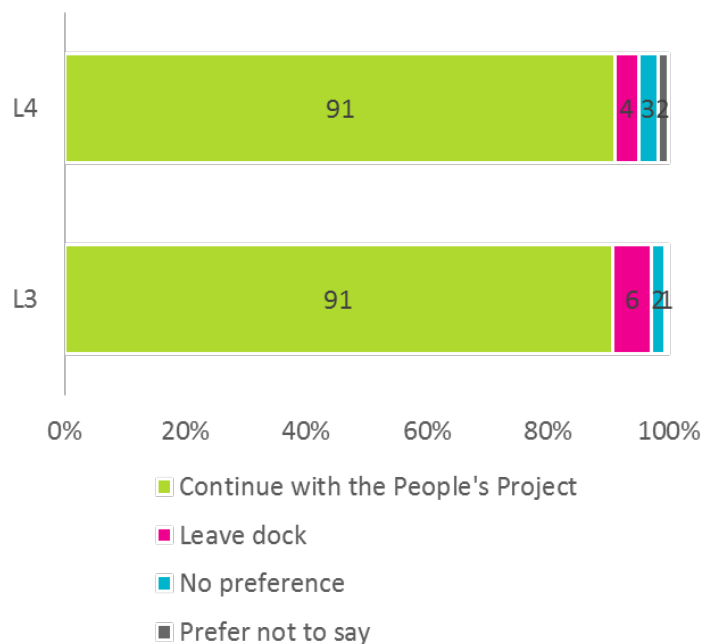
Statement of Community Engagement: Bramley-Moore Dock

Figure 25: Responses to final question EFC fans v non-EFC fans



9.41 More than 9 out of 10 responses from local residents in postcode areas L4 and L3 also prefer to continue with the development of The People's Project, as shown in Figure 26.

Figure 26: Responses to final question from L4 and L3

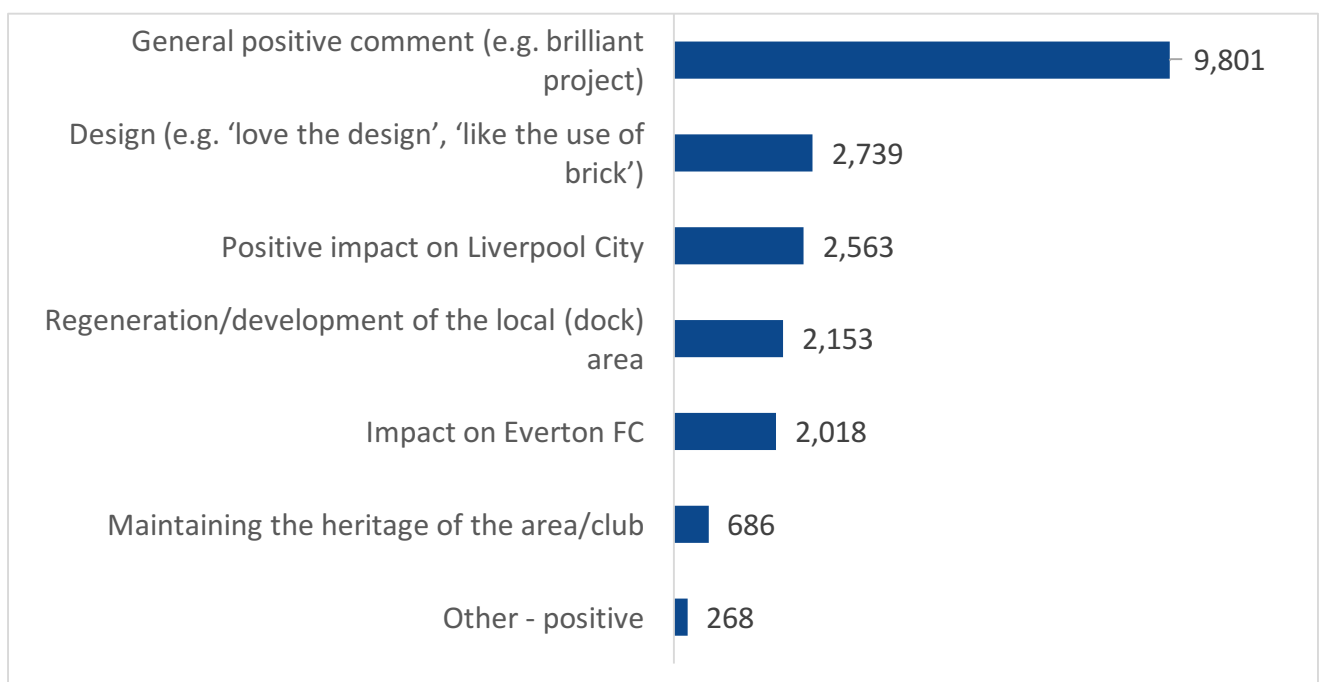


Qualitative analysis of responses

9.42 As in the analysis of the first stage consultation responses, unprompted comments submitted by consultees were grouped according to broad themes.

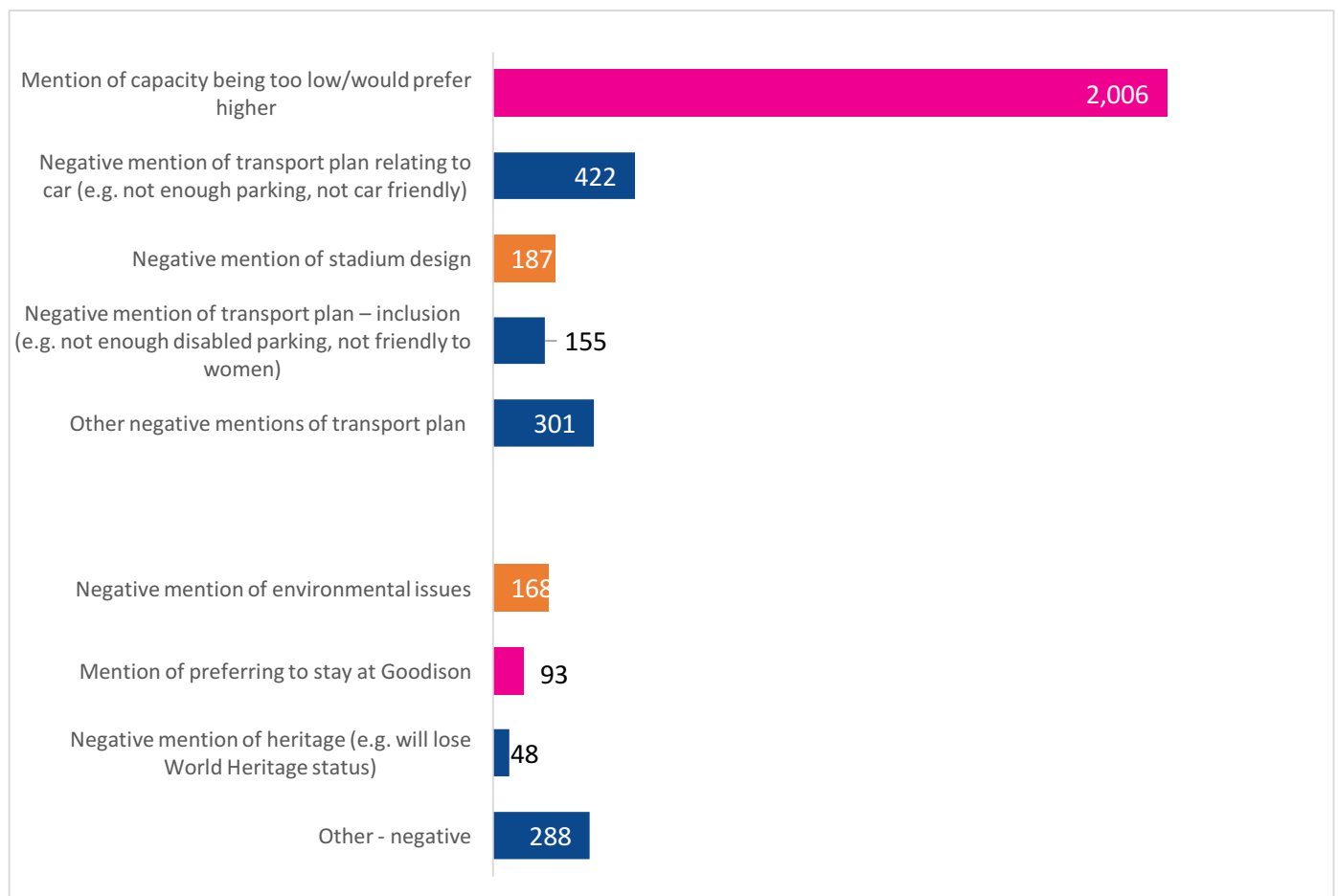
9.43 The following chart (Figure 27) summarises the main areas of support for the proposals.

Figure 27: Key themes of support for proposals



9.44 Figure 28 summarises the themes of comments of concern about the BMD proposals.

Figure 28: Themes from comments of concern

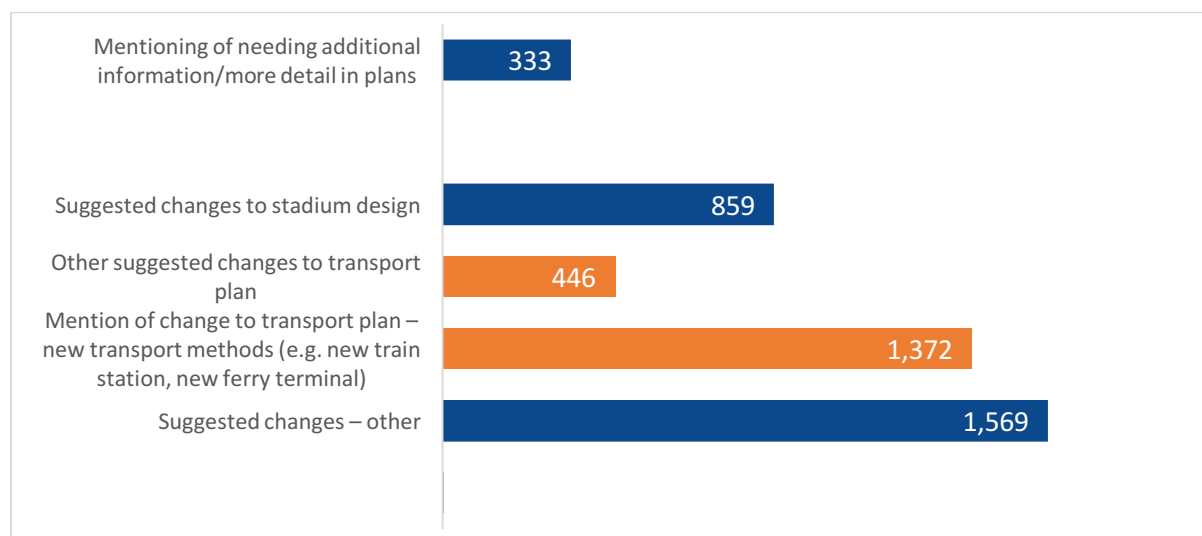


9.45 As Figure 28 shows, the majority of comments expressing concern related to a desire for the stadium capacity to be higher.

Comments about the design

9.46 A number of people raised questions about other aspects of the proposals, including the design, as shown in Figure 29.

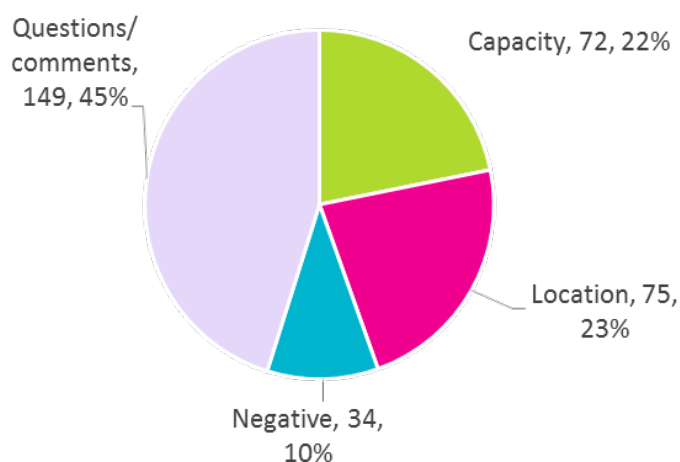
Figure 29: Themes of questions and suggestions



9.47 Suggested changes to the stadium design ranged from the retention or replication of elements of Goodison Park in the new stadium, to desired internal facilities and the make-up of the fan zone.

9.48 There were 330 comments about the proposed multi-storey car park. These included 75 comments on the location of the carpark – particularly its impact on views from the river – and 72 comments on the capacity of the carpark, as shown in Figure 30.

Figure 30: Themes of comments relating to carpark



Comments about the Transport Strategy

9.49 Of the 692 responses which did not support the transport strategy, 453 included comments. 170 comments related to parking/driving, 57 related to the provision of bus/shuttle services and 98 concerned train travel.

Environment related comments

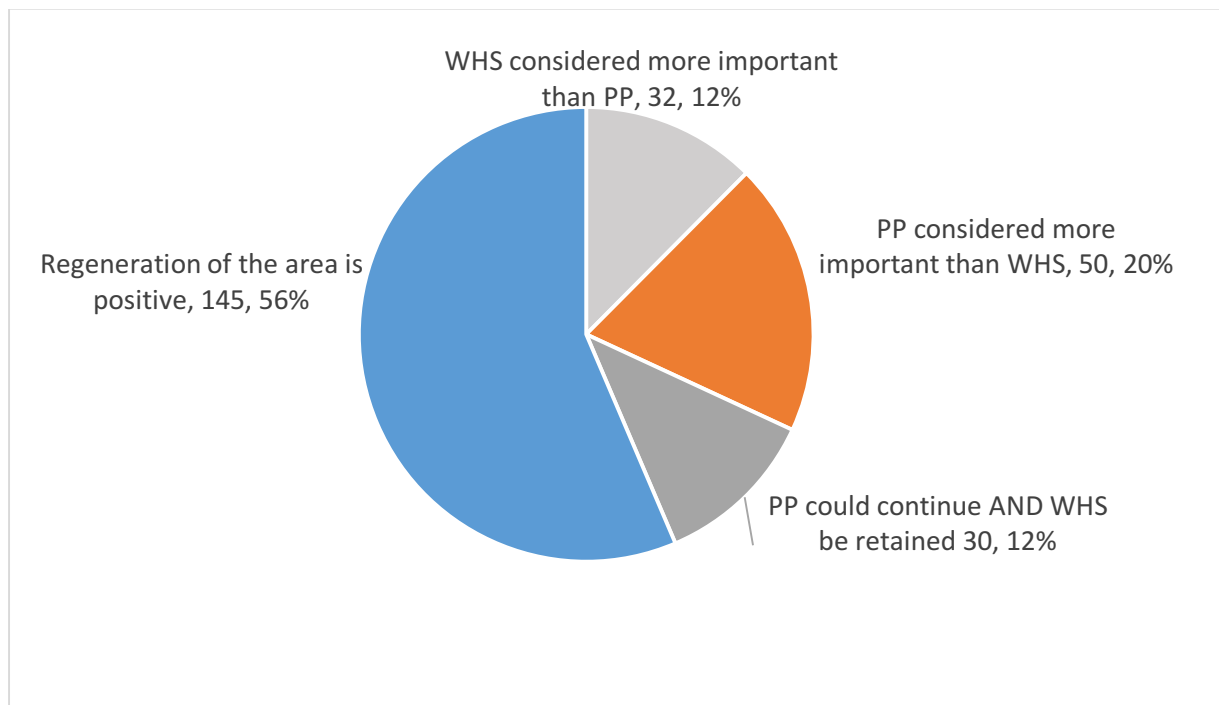
9.50 Of the comments received about Bramley-Moore Dock, 168 related to environmental issues, including 56 about flooding and 21 about wind.

9.51 The submitted Flood Risk Assessment contains information regarding the existing flood risk status of the site and the potential impact of the proposed development, including the mitigation measures which have been proposed. The Environmental Statement submitted as part of this application also includes a chapter on Wind, which details changes which have been made to the design of the stadium and public realm in order to mitigate the effect of the stadium on the local microclimate.

Heritage related comments

9.52 Out of the more than 43,000 responses received, there were only 257 (0.6%) unprompted comments recorded around Heritage in response to the question regarding the continuation of the People's Project. Only 32 (0.07%) respondents cited World Heritage Status / UNESCO as a reason not to continue with the People's Project, as shown in Figure 31.

Figure 31: Themes of unprompted comments recorded about Heritage



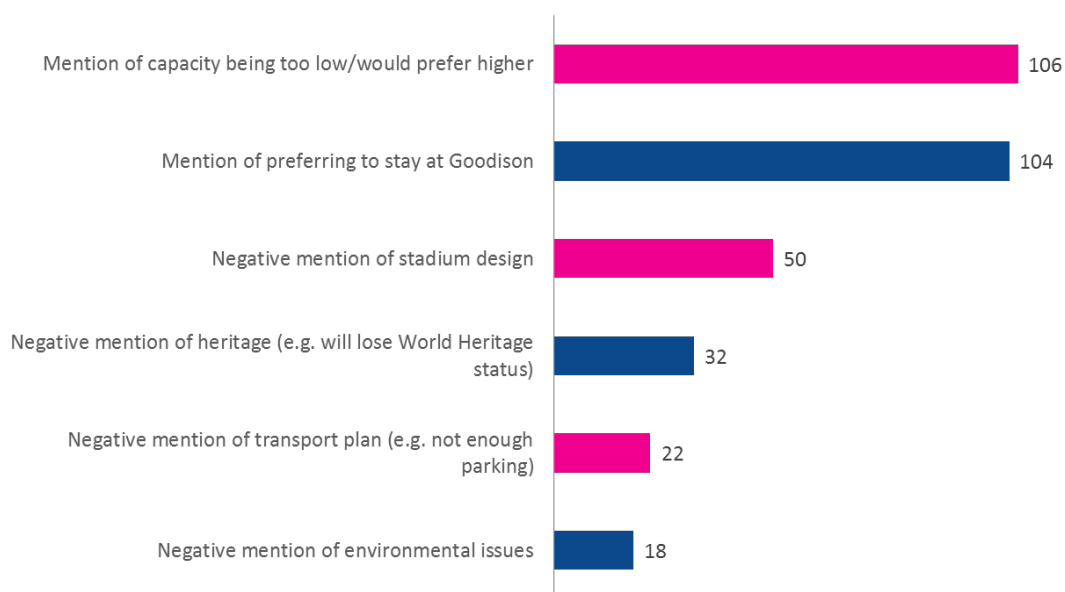
N.B. PP refers to the People's Project, WHS refers to World Heritage Status

Comments relating to the continuation of The People's Project

9.53 Of the 466 responses wanting the 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 32.

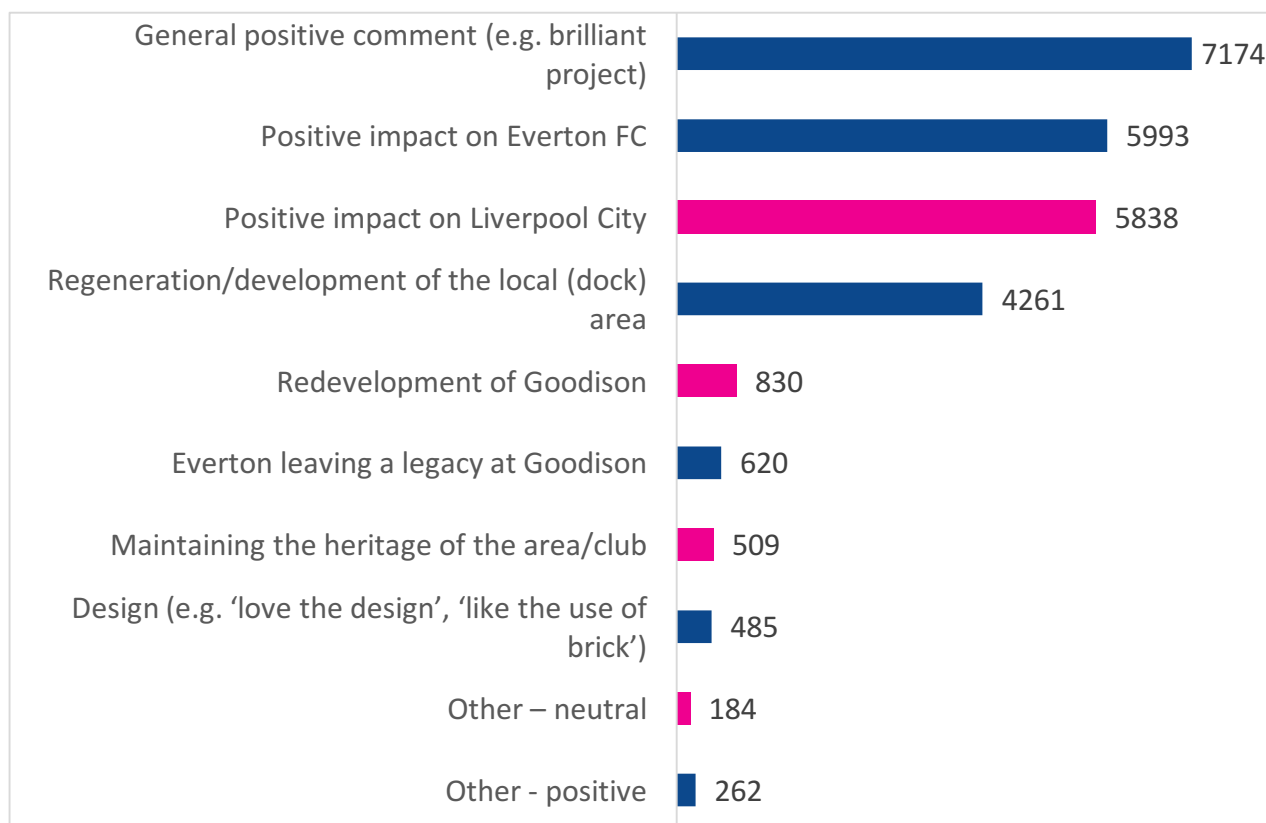
Statement of Community Engagement: Bramley-Moore Dock

Figure 32: Themes of comments from those who wanted the dock to stay in its current state



9.54 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 33.

Figure 33: Themes of comments from those wanting the People's Project to continue



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
- Supporter 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 34.

Figure 34: 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: Bramley-Moore Dock

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.
- 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

Statement of Community Engagement: Bramley-Moore Dock

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.

Supporter engagement

- 10.8 An accessibility event was staged to communicate the consultation results and provide disabled Everton supporters with an additional forum to ask questions about the proposals.
- 10.9 An email invite was sent to a database of 180 Everton Season Tickets Members registered with a disability, who had expressed an interest in receiving updates on the new stadium. In total 100 recipients confirmed their interest in attending, with 80 ultimately attending the event.
- 10.10 The event was held on Tuesday, 19 November 2019 at Goodison Park. It featured a panel made up of Colin Chong (Stadium Development Director), Mo Maghazachi (Senior PR Manager) and Mark Todd (Senior Access Consultant). The panellists discussed the results from the Stage Two consultation, the thinking behind accessibility at the proposed new stadium including the provision of accessible seating available in every stand and hospitality lounges. The audience were invited to ask questions of the panellists, with topics including the number of parking spaces, choice of seating, different disability requirements, concessions available at kiosks, and number of changing places facilities. Further information on this is included in the Design & Access Statement.

Publicity

- 10.11 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 20**.
- 10.12 This activity generated a large volume of media interest and coverage. Examples of media coverage from this period are included in **Appendix 2**.

Statement of Community Engagement: Bramley-Moore Dock

- 10.13 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 Bramley Moore Dock. This has made it difficult to identify themes relating to the design which are specific and consistent enough to prompt an alteration.
- 11.2 However, since the Stage Two consultation was carried out, there have been some changes made to the design which resulted from consultation with statutory consultees (e.g. Historic England) and changes which were made following further assessment of the proposed development.
- 11.3 Notably, and as described in more detail in the submitted Design & Access Statement, changes were made to the layout of the proposed development in order to address areas of the site which were experiencing an exceedance of wind safety criteria as a result of the stadium development. To mitigate this risk, the multi-storey car park has been moved from the western quayside to become integral to the stadium, forming part of the west stand. The site of the multi-storey car park is now proposed as surface car parking with a canopy containing PV panels. Various wind mitigation baffles and banners have been added to the stadium and public realm to mitigate the wind impacts elsewhere around the stadium building.
- 11.4 Therefore, although not directly driven by the Stage Two consultation findings, the removal of the multi-storey car park does also address comments of concern regarding the location of the car park, as detailed in Section 9 of this report (Figure 30).

Section 12: Conclusions

- 12.1 The engagement and consultation into the Bramley-Moore Dock proposals and redevelopment plans at Goodison Park elicited an almost unprecedented response, with a total of 63,207 responses received across the two stages of consultation.
- 12.2 A statistically significant number of responses (4,645) came from people who were either not Everton fans or were not football fans at all.
- 12.3 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 the BMD application site.
- 12.4 Across both stages of consultation, responses came from a representatively diverse mix of people according to age, ethnicity, gender and disability.
- 12.5 Of the 63,207 responses across both stages of consultation, only 55 responses made specific comments expressing their concern about World Heritage Site status.
- 12.6 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 had a disability.

Section 13: Appendices

APPENDIX 1:

Map of postal areas in receipt of consultation questionnaire

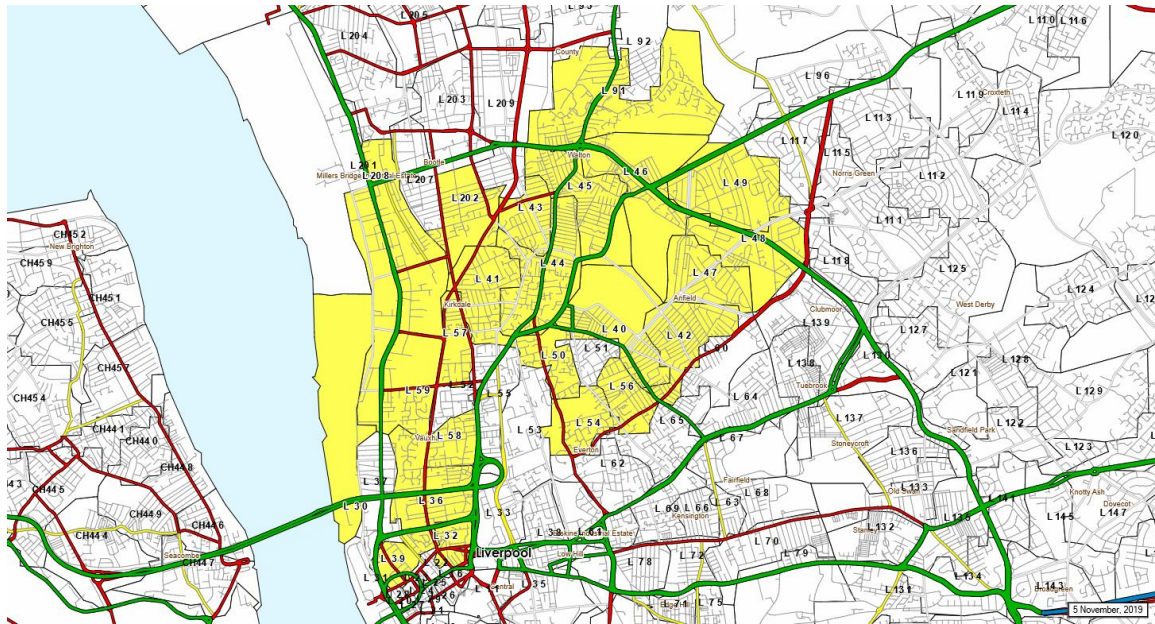
Statement of Community Engagement: Bramley-Moore Dock

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

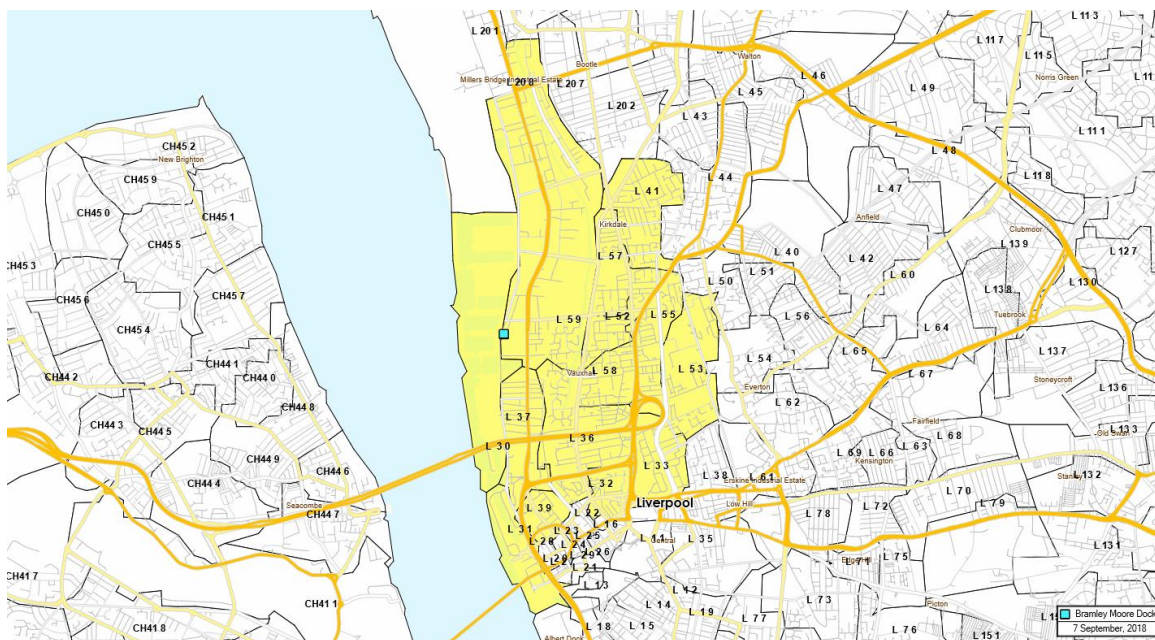
These responses were analysed at postal sector level and we were able to deduce that 1,231 (94%) of the responses came from a tighter catchment area of L3, L4, L5, L9 and L20 with a total population of 35,126

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 2



APPENDIX 2:

Examples of media coverage

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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

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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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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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By [David Prentice](#)
14:29, 23 NOV 2017 | UPDATED 15:15, 19 APR 2018

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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

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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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 widescale 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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21 December 2018 at 10:44am

Everton announce proposed capacity for planned new Stadium



Everton's planned new stadium at Bramley-Moore Dock will have a proposed capacity of 52,000 with the possibility to add a further 10,000 seats should demand require. Credit: PA

Everton's planned new stadium at Bramley-Moore Dock will have a proposed capacity of 52,000 with the possibility to add a further 10,000 seats should demand require.

The size and design of the new ground by the waterside remain subject to planning permission and public consultation but the club have finally settled on the number of seats following discussions with industry experts and engagement with fans.

Press Association Sport understands an assessment of current numbers estimated up to 8,000 new season ticket holders - although a more realistic estimate might be 3,000 to 5,000 - from a waiting list of 10,000 could come on board at the new stadium.

This would add to the 32,000 already on their books and the club are confident they can consistently fill a 52,000-seater ground.

Two stands will be designed to be able to adopt rail seating/safe standing should there be a change in the law and supporters express a desire for it to be introduced, with further future-proofing meaning capacity could be upscaled to 62,000.

A second public consultation will be held in the summer when proposed designs and an initial overview of proposals for Goodison Park will be presented, with a planning application due to be submitted in late 2019.

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Everton propose 52,000 capacity for planned stadium at Bramley-Moore Dock

By Sky Sports News

Last Updated: 20/12/18 5:35pm



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

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Everton announce capacity of 52,000 for proposed new stadium at Bramley-Moore docks

- Everton have made an announcement on the capacity of their proposed ground
- The stadium at Bramley-Moore Dock will have a capacity of 52,000
- That could be raised to 62,000 and there will be provisions for 'safe standing'

By [DOMINIC KING FOR MAILONLINE](#)
PUBLISHED: 19:32 EST, 20 December 2018 | UPDATED: 02:21 EST, 21 December 2018

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Everton have stated their intention to have a 52,000 capacity for their proposed new stadium at Bramley-Moore Dock.

The club have held a public consultation with supporters and there will be scope in the future to raise the capacity to 62,000 in the future.

The stadium will also be 'futureproofed' for any changes in regulations in relation to 'safe standing', which will make it easy to adopt a safe standing solution.



Statement of Community Engagement: Bramley-Moore Dock

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Everton reach crucial and emotional day in club's long and illustrious history

The latest designs for Everton's proposed Bramley-Moore dock stadium will be revealed on Thursday evening

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By **Adam Jones** Everton reporter

09:00, 25 JUL 2019

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Everton reveal new stadium designs

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24 Apr 18

▶ 1:34

Everton F1 troubled by

12 Mar 18

Everton reveal Bramley Moore Dock stadium designs

Designs for Everton's new £500m stadium on Liverpool's waterfront have been revealed.

The 52,000-capacity ground at Bramley Moore Dock could be ready to host games by 2023, the club said.

Architects said the stadium's brick and steel construction will make it appear "as though it has risen from the dock" in tribute to the city's maritime past.

25 Jul 2019

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These are the designs for Everton's new £500m stadium.

Pictures from Everton Football Club

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Everton reveal plans for £500m stadium in heart of Liverpool's docklands


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The new stadium will be built on semi derelict dockland close to

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By Verity Bowman
26 JULY 2019 • 2:20PM

Everton have unveiled plans for a new £500million stadium set to be built on semi-abandoned docklands, boldly claiming the new development will deliver a £1bn boost to the city's economy. The plans means Everton could be leaving Goodison Park as soon as 2023.


World-renowned architect Dan Meis revealed the state of the art designs at a former warehouse at the Titanic Hotel, close to the proposed Bramley-Moore Dock site.

Meis's concept shows a nod to the club's history and heritage, incorporating Goodison Park's famous Archibald Leitch lattice work and the historic maritime buildings nearby, but also looks to the future with a steel and glass finish.

The most striking feature, other than the stadium's silhouette on the

82



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FOOTBALL

Everton will meet MPs to discuss 'golden' stadium plans

Henry Winter, Chief Football Writer


July 15 2019, 5:00pm, The Times

Football

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

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 significant moment in Everton raising awareness for their scheme.

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Everton stadium plans get overwhelming public support

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



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

Everton say they have received overwhelming public support for their



Matthew Ord
Digital Staff Writer



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.

🏠 Sport - Football

Everton receive community backing for dockside stadium move



Everton hope to move from Goodison Park for the start of the 2023-24 season. CREDIT: GETTY IMAGES

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By Chris Bascombe

12 FEBRUARY 2019 • 4:23PM

Everton have taken another tentative step towards their £500 million new stadium by confirming overwhelming community support for a move to a dockside arena.

The Merseyside club was compelled to conduct a formal public consultation into the plans to leave Goodison Park and build at Bramley-Moore Dock.

Of over 20,000 questioned during the consultation, 94 per cent backed the choice of site. Around 2,000 of those involved in the survey said they were not supporters of Everton, enabling Everton

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Everton's Bramley Moore Dock stadium move backed by Heseltine

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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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23rd July

Everton to bring Bramley-Moore Dock public consultation to Wirral


By **Lauren Jones**
Multimedia Reporter



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St Helens Star

The screenshot shows the St Helens Star website. The top navigation bar includes links for News, Jobs, Sport, Saints, Events, Contact Us, What's On, E-Edition, Announcements, and Education. A large banner at the top features a video player for a Skoda Kamiq advertisement, with the text "MEET THE ALL-NEW ŠKODA KAMIQ" and "DRIVEN BY SOMETHING DIFFERENT". Below the banner, a news article is displayed. The article is dated 10th August and is titled "Everton FC stadium plans coming to Church Square Shopping Centre, St Helens". The author is James Mutch, a Reporter. The article includes a video player showing a rendering of the proposed stadium, with a red button that says "See all 10 photos". Below the video player are social media sharing icons for Facebook, Twitter, LinkedIn, and Email, and a comment count of 4 comments. To the right of the article is a red box with the text "VOTE Marie Rimmer" and a photo of Marie Rimmer, a woman with curly hair wearing a red top and a patterned scarf.

News

10th August

Everton FC stadium plans coming to Church Square Shopping Centre, St Helens

By James Mutch
Reporter

See all 10 photos

4 comments

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New Everton stadium to 'rise from Bramley Moore Dock'

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

A steeply pitched 13,000-capacity home end will form the centrepiece of Everton's new £500m football stadium, new designs reveal.

The 52,000-capacity ground at Bramley Moore Dock, Liverpool, could be ready to host games by 2023, the club said.


Architects say the stadium's brick and steel construction will make it appear "as though it has risen from the dock" in tribute to the city's maritime past.

The installation of rail seating could pave the way for some standing areas.



EVERTON FC

The design includes "a subtle nod" to the steel lattice trusses at Goodison Park






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'Tears and goose bumps' from Liverpool business leaders over Everton's Bramley-Moore Dock stadium plans

There's a huge buzz surrounding plans for Everton's new home

By **Tom Houghton** Business Reporter
16:31, 15 AUG 2019 | UPDATED: 16:52, 15 AUG 2019

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Designs of Everton FC's proposed new stadium at Bramley Moore Dock, created by Dan Meis

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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.

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Business leaders back Blues stadium scheme



'THIS IS A TRANSFORMATIONAL OPPORTUNITY FOR THE CITY'

Designs of Everton FC's proposed new stadium at Bramley-Moore Dock, created by Dan Meis

By TOM HOUGHTON

Business Reporter

tom.houghton@trinitymirror.com
@tomashoughton

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



Last chance for Everton fans to have their say on proposed Bramley-Moore dock stadium plans

Everton fans have just a few hours left to have their say on the club's new Bramley-Moore dock stadium plans

By [Adam Jones](#) Everton reporter
12:22, 25 AUG 2019



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Today is the last chance for Evertonians to have their say on the club's new Bramley-Moore Dock stadium plans.

Thousands of people across the city have already taken part in the second stage of public consultation on the proposed waterfront ground and Goodison Park legacy project.

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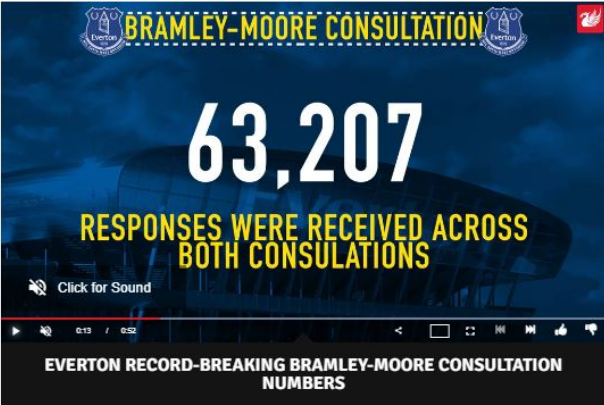


FIND OUT MORE

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 18:00, 10 OCT 2019



63,207

RESPONSES WERE RECEIVED ACROSS BOTH CONSULTATIONS

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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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Matthew Ord
Senior Digital Staff
Writer



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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Oscar Lynch
Features Editor



GRAND PLANS FOR LIVERPOOL WATERFRONT OUTLINED AT INSIDER BREAKFAST

11 Oct 2019 North West Property



Everton FC's new stadium at Bramley Moore Dock will "talk to the heritage and culture" of the city of Liverpool, with a planning application still on track for submission before the end of the year. *Insider's* Liverpool Waterfront breakfast also heard the latest on the Liverpool Waters and Wirral Waters regeneration schemes.

Insider's event brought leaders from the business, cultural and public sectors together to discuss the projects and initiatives which are transforming both sides of the River Mersey, and the importance of building a waterfront that works for the entire Liverpool City Region.

More than 100 people attended the event at Clockwise, Edward Pavilion at the Royal Albert Dock on Wednesday 9 October.

Iain Jenkinson, director of planning and development for CBRE, has been involved in Everton's proposed new stadium from the outset. He expects the club to be ready to submit a formal planning application "somewhere between November and December".



Everton FC new stadium plans get 'huge public support'

13 November 2019

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Plans for a new £600m 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 Joe Anderson said the stadium would also improve the area's "dilapidated docklands which sit in one of the poorest areas of the UK".

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HOME WIN
BLUES SET TO SUBMIT PLANNING APPLICATION AS CITY SHOWS
OVERWHELMING SUPPORT FOR STADIUM PLANS /**PAGE 8 & SPORT**

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 Morehan 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 Morehan got between them and was then assaulted, said Sarah Griffin, prosecuting.

Martins-Quinn, 28, of Lynton Way, Windle, 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 (96 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 dilapidated 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
@phil_kirkbride
@phil_kirkbride

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-Baxendale 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 96% wanting plans for a new stadium - and the subsequent redevelopment of the site at Goodison - to continue.

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-Baxendale

Everton's first stage of public consultation attracted over 20,000 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-Baxendale 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 £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."

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ITV REPORT13 November 2019 at 5:00pm

Everton receive huge vote of support for new stadium plans




The proposed design of Everton's new stadium. Credit: Everton FC

Everton Football Club has received a huge vote of public support regarding plans to build their new stadium, according to the club.


The club received over 43,000 responses to the public consultation, with 96% of respondents saying that they supported the plan for a new stadium and community-led legacy project.

98% of respondents to the survey also supported the proposed plans for the 52,000 capacity stadium at the Bramley-Moore Dock.


It is believed to have been one of the largest commercial public consultations in Liverpool's history.




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Public vote heavily in favour of
Everton new stadium project

Last Updated: 13/11/19 5:30pm



Everton's proposals of a new stadium have been boosted by positive public consultation results

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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 [wide scale 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.

"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 docker 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

Statement of Community Engagement: Bramley-Moore Dock

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.

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: Bramley-Moore Dock

“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: Bramley-Moore Dock

- 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