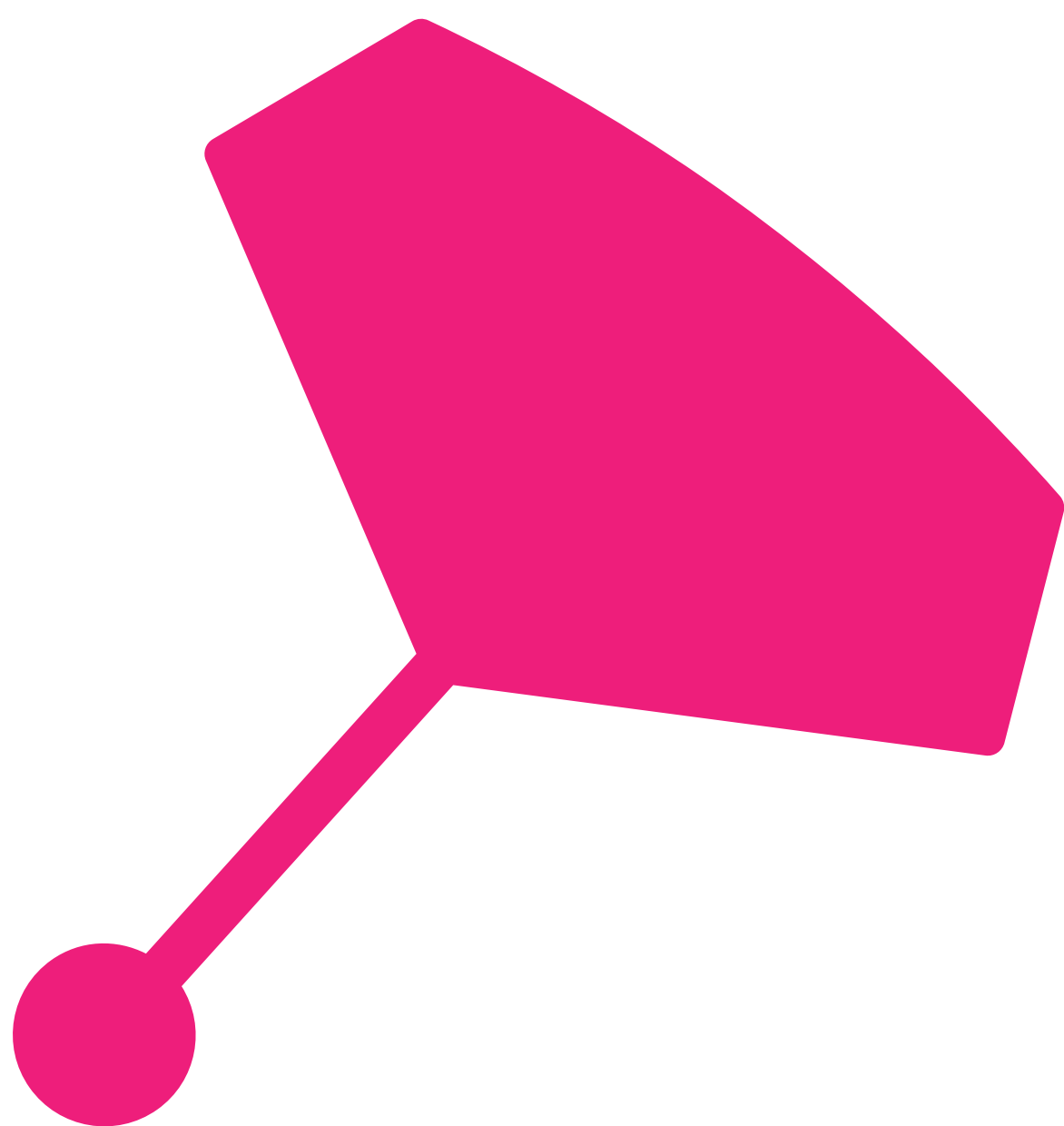


6.

WORLD HERITAGE SITE



RESPECTING A WORLD HERITAGE SITE.

Our proposed stadium lies within a World Heritage Site and we will continue to work closely with Liverpool City Council and other stakeholders, including UNESCO and Historic England, to share our plans and discuss possible initiatives that will respect and, where possible, restore the heritage value of the site.

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

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

We also believe the potential for our new stadium to stage major music events will contribute to the UNESCO City of Music status.

The main heritage concern of the proposed stadium relates to the infilling of the dock.

However, Liverpool has a long history of imaginatively reusing abandoned docks and giving them a new lease of life. Our proposal follows this tradition. The historic dock structure and walls will be protected by the way we plan to infill the dock, ensuring we minimise the impact on its historic features.

Should the stadium ever move away from Bramley-Moore Dock in the distant future, the dock could be restored because of the preservation work we will have done in the construction process.

We are also proposing to retain a water channel within Bramley-Moore Dock. This will preserve the connection between the docks from north to south Liverpool.

Our design team is carefully considering how the appearance of the proposed stadium can reflect the dockland setting and be sympathetic to its surroundings and the outstanding universal value of the World Heritage Site status. We will be consulting with organisations such as Historic England, as well as Liverpool City Council, to ensure our proposals are sympathetic to the site.

One of the key projects we will undertake is to carefully restore the Hydraulic Tower which was used for powering lifting equipment and raising dock gates and is now a listed building.

We are considering how we can use the tower to showcase the history of the site, including the strong bond which existed between the docks, dockers and Everton. This is one of a number of potential uses for the tower.

As part of the planning application, we will be demonstrating that there are no alternative sites which could accommodate the stadium proposals. Liverpool City Council, when reviewing the planning application, will need to consider the heritage impact balanced with the public benefits. This decision-making process is set out in national planning policy.

Engaging with Historic England
Historic England is the public body which ‘helps people care for, enjoy and celebrate England’s spectacular historic environment’.

Initial discussions have already taken place between the Bramley-Moore Dock project team and Historic England and this engagement will continue as we prepare to submit our planning application.



7.



OUR DOCKLANDS REINVENTED

LIVERPOOL HAS A LONG AND PROUD TRADITION OF REINVENTING ITS REDUNDANT DOCKLAND.

Liverpool’s history is one of innovation, expansion and reaction to change – and all three can be seen in the development of its dock system.

From the first enclosed wet dock in 1715, to the opening of the container terminal at Seaforth in 1971, a total of 43 docks and basins were constructed over seven-and-a-half miles of Liverpool waterfront.

But with changing times and tides over the last 300 years, many of the docks have become redundant and have found a series of new uses:

- The Three Graces which consist of the Royal Liver Building, Cunard Building and Port of Liverpool Building, stand on what was once the 18th-century George’s Dock, filled in at the turn of the 20th-century to create what would become one of the world’s great waterfront vistas.
- The neighbouring Manchester Dock, first opened in 1785, was one of a number closed and filled in at the end of the 1920s. The land was used as a car park for many years before it became the site for the new Museum of Liverpool.

- Clarence Dock, which had welcomed 1.3 million people fleeing the Irish famine, was closed in 1928 and a power station built on the land. It’s now part of the site of the Liverpool Waters development.
- There was another wave of dock closures in 1972, with Herculaneum and Toxteth Docks being filled in to become part of the Brunswick Business Park, and Kings Dock becoming the site of open-air concerts - and now the Echo Arena.
- Meanwhile, parts of Liverpool’s original Old Dock, filled in to become a site for the grand 19th-century Customs House, have been preserved beneath the Liverpool ONE development and can be visited on heritage tours.
- And, of course, Jesse Hartley’s Albert Dock was abandoned and silted up when it became a focus for regeneration in the 1980s. As the Grade I listed Royal Albert Dock, it is now one of the UK’s premier tourist attractions.



8.



OUR PLANS FOR BRAMLEY-MOORE DOCK

A WORLD-CLASS STADIUM IN AN ICONIC WATERFRONT LOCATION.

Our aim is to deliver a truly iconic and world-class football stadium which the entire city region can be proud of.

Our supporters want us to build a stadium that is a great place to play and watch football while providing improved modern facilities to meet and surpass their expectations.

- The design must celebrate the long, rich history that defines the Club. It must maintain our proud and unparalleled tradition for firsts and unite and galvanise Evertonians.
- Supporters have indicated their desire to be close to the pitch and have a clear ‘home end’.
- We will create an environment surrounding and adjacent to the stadium where fans will enjoy congregating and socialising - and an environment inside the stadium that will capture and amplify the intensity and intimacy of Goodison Park. The site will offer a vibrant and engaging Fan Zone for both home and away fans.
- The Main Stand will showcase our commitment to quality, professionalism and delivering the warmest welcome. While it will be modern, luxurious and imposing, it will retain its identity as a ‘football stand’ and an ‘Everton stand’. It will offer internal views of the pitch and external views of Liverpool Waters, the city and the River Mersey.

Our detailed designs will be revealed in the second stage of our consultation in the summer of 2019. Our architects continue to work on the designs as we consider many factors, including the feedback we’ve received from supporters to date. One such key factor is heritage, and, in order to consider this carefully, we have been consulting with Historic England and Liverpool City Council to develop our plans.

A comprehensive transport strategy will be included in our plans, including public transport enhancements and initiatives that will help make the stadium easy to get to and get home from.

Our new stadium will be designed to the standards required to potentially stage large-scale concerts and events, including other sporting events. Importantly, it will also be a new venue for community organisations to stage their events, including in the Fan Zone which could be created next to the stadium.



9.

HOW WE WILL ENHANCE AND PROTECT HERITAGE

**CELEBRATING, ENHANCING AND PROTECTING
THE HERITAGE OF LIVERPOOL'S DOCKS IS A
MAJOR PART OF OUR PLANS.**

We understand the importance of the docks to Liverpool's status as a World Heritage Site. However, we believe our proposals for Bramley-Moore Dock do not represent a choice between this development or preserving heritage.

Both can, and should, exist together, drawing strength from one another. As one of the oldest established cultural institutions in the city, Everton Football Club understands the importance of heritage.

Liverpool has a long history of imaginatively reusing abandoned docks and giving them a new lease of life. Our proposal follows this tradition.

Our plans will bring into public use a fascinating part of the city which is currently out of reach to the general public.

One of the key projects we will undertake is to carefully restore the Hydraulic Tower at Bramley-Moore Dock, a historic building which we would like to open to the public for the first time.

We are considering how we can use this tower to tell the history of the Club and site, such as the story of the strong bond which existed between the dockers and Everton Football Club. We welcome ideas on what the Hydraulic Tower could be redeveloped into.

We will also protect the original dock walls and retain a waterway linking the adjacent docks as part of a network.

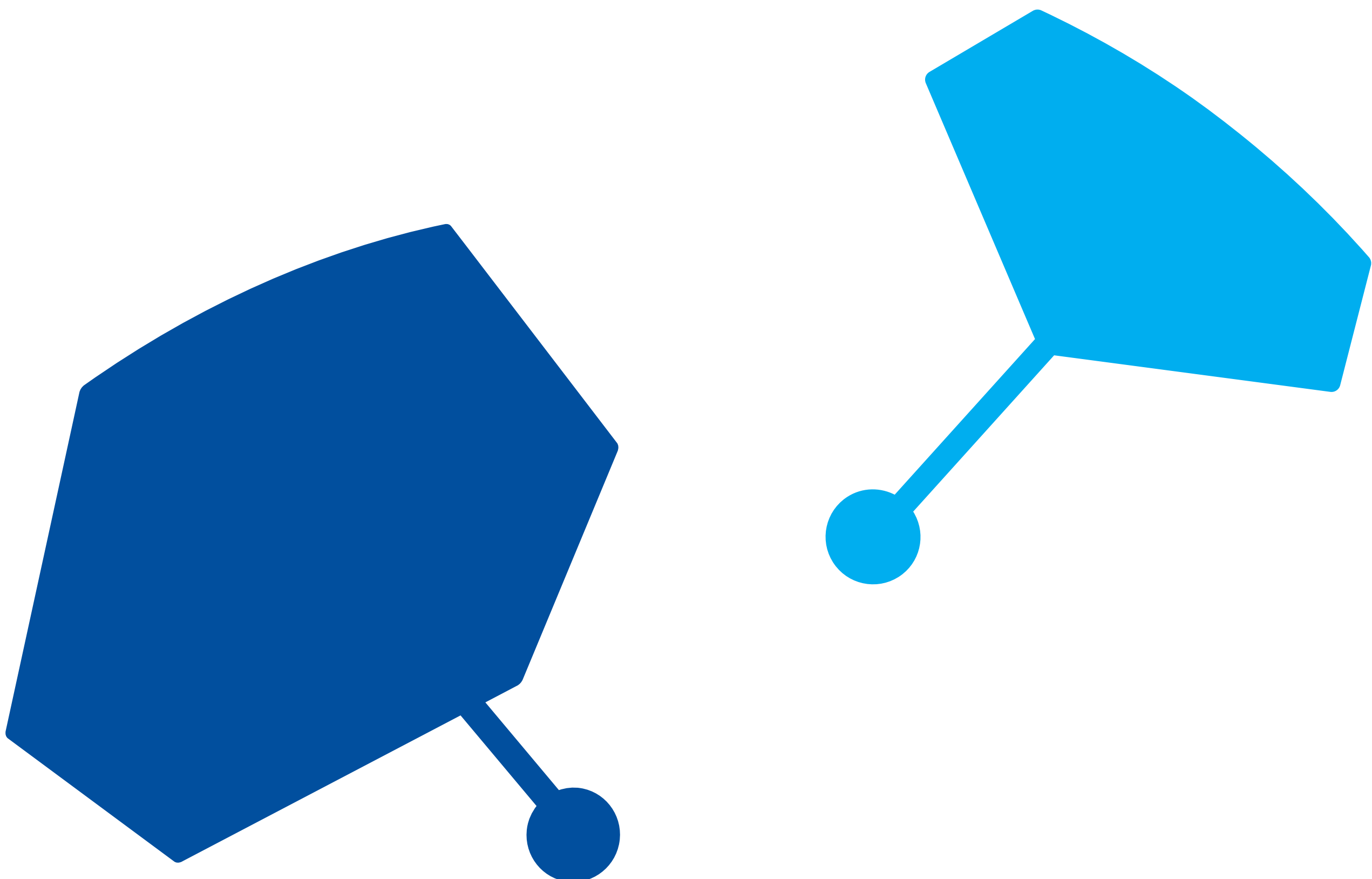
Our design team is carefully considering how the appearance of the proposed stadium can reflect the dockland setting and be sympathetic to its surroundings. The landscaping around the stadium will reflect the history of the site and reuse dock features where possible.

We are consulting with organisations such as Historic England and Merseyside Civic Society, as well as Liverpool City Council, to ensure our proposals are appropriate and sensitive to the site.

We will also ensure our proposals enhance the restoration and regeneration work which is taking place at the nearby Stanley Dock.



10.



OUR COMMITMENT TO LIVERPOOL 4

OUR INVESTMENT IN THE COMMUNITY IS CHANGING LIVES EVERY DAY.

Everton in the Community is Everton Football Club’s official charity but is separate to the Club and self-financing. Everton in the Community provides more than 40 programmes covering issues such as physical and mental health, employability, crime, education, youth engagement, disability, dementia and anti-social behaviour and supports around 2,000 other local charities a year.

We have invested £8 million in several community-focussed developments close to Goodison Park in the last four years.

Current Everton in the Community facilities include:

- **The Everton Free School** offers alternative educational experiences to students aged 14-16 years old. Established in 2012, the School’s alternative provision curriculum helps young people reach their potential when traditional educational routes have failed.
- **The People’s Hub** opened in 2017 and is the home of Everton in the Community. The Hub acts as a meeting place where local

people can access information and support, get training or take advantage of sports facilities, including only one of seven Cruyff Courts in the UK.

- **The Blue Base** which is the latest addition to the campus has seen the renovation of an abandoned social club on Salop Street which is used as a matchday meeting point for disabled supporters.

In addition to the three existing facilities, Everton in the Community has announced a fundraising campaign to develop a new permanent mental health centre as part of the campus, costing more than £1 million. The new centre will help people who are struggling with mental health issues regardless of their age or situation and help deliver the charity’s award-winning mental health programmes.

Through The People’s Project, these facilities on the ‘Goodison Campus’ will be joined by new developments shaped by the local community.

BEFORE



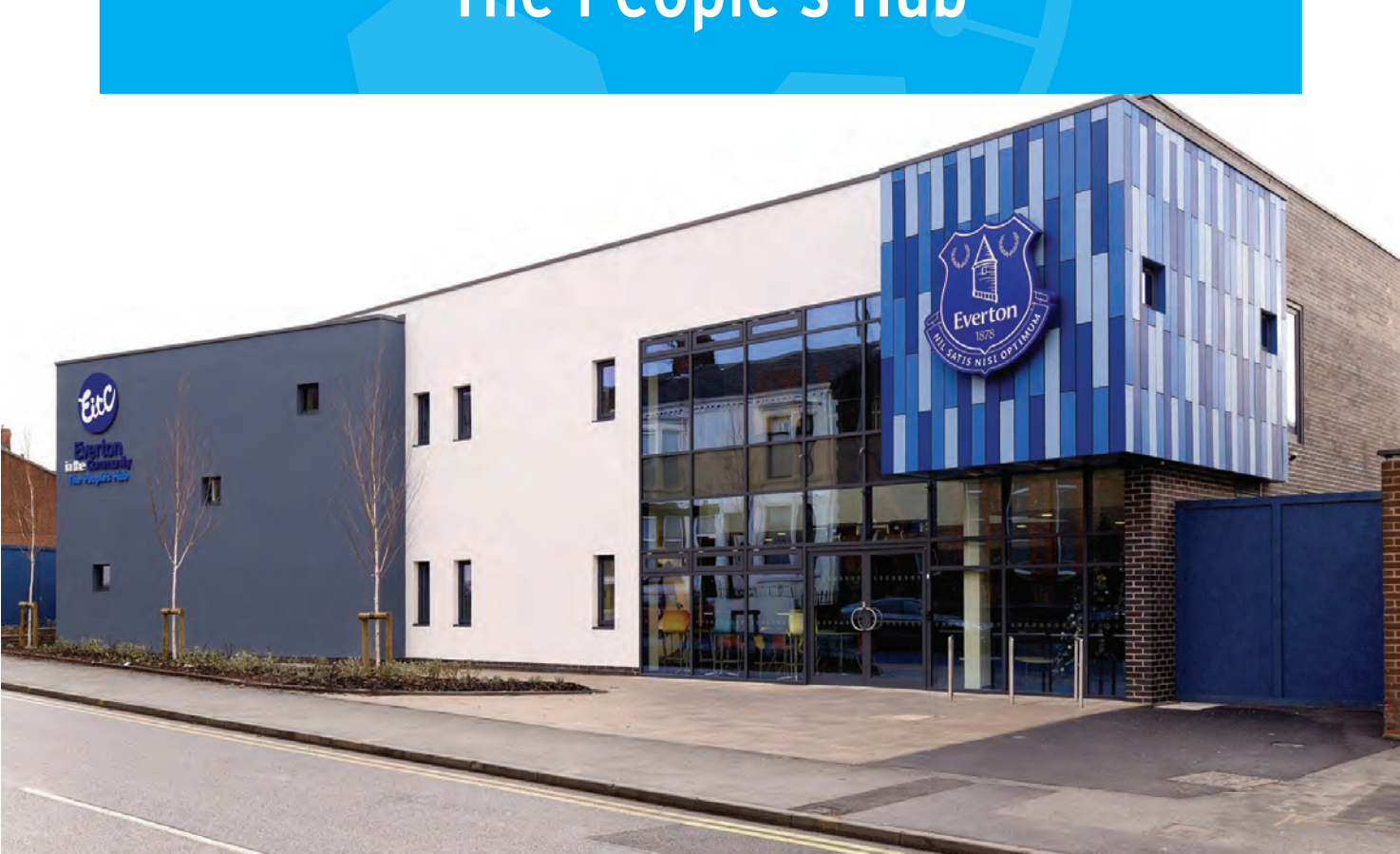
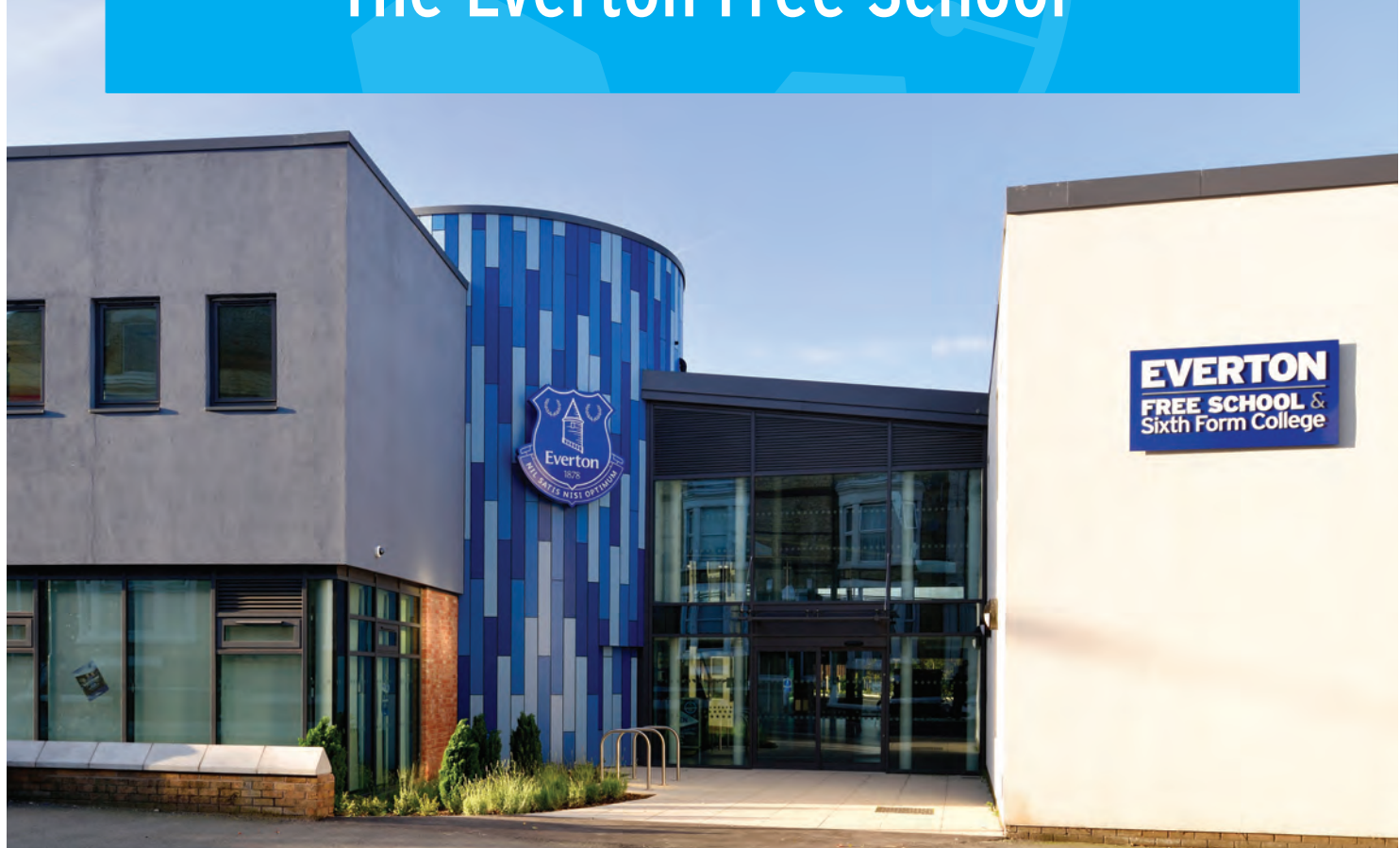
The Everton Free School



The People’s Hub



The Blue Base



AFTER