



1.

# OUR VISION

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

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

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

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

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

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

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

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

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

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

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

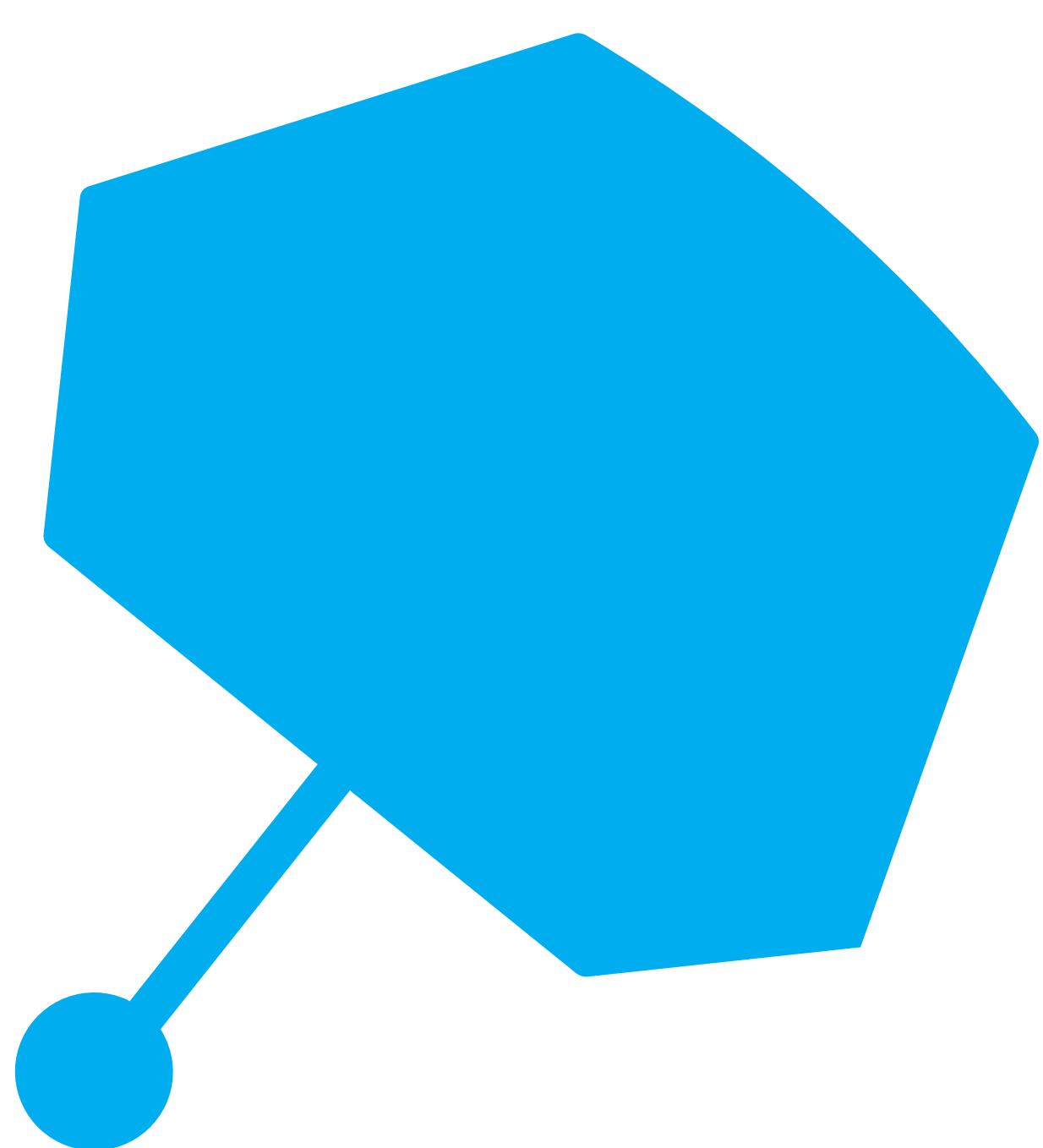
**This exhibition has been organised by Everton Football Club to explain our plans for a new stadium at Bramley-Moore Dock and for the redevelopment of its current home, Goodison Park.**

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

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

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

**Thank you.**





2.

# WHY YOUR VIEWS MATTER

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

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

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

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

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

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

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

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

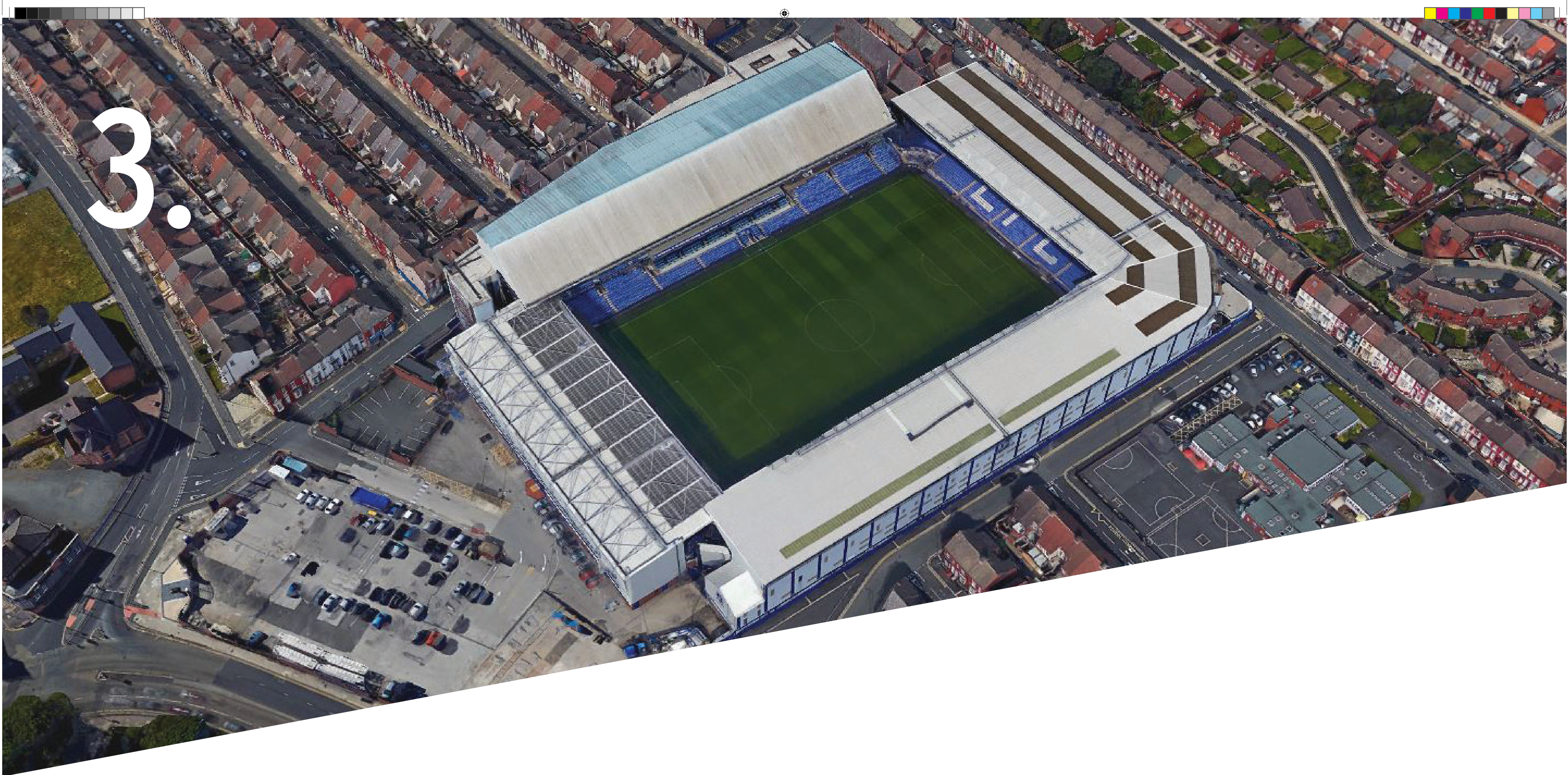
A second public consultation will be carried out in the summer of 2019. At this point we will consult on the proposed detailed designs for the stadium site and the outline of what our plans for Goodison Park will look like.

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

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







# WHY WE NEED A NEW STADIUM

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

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

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

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

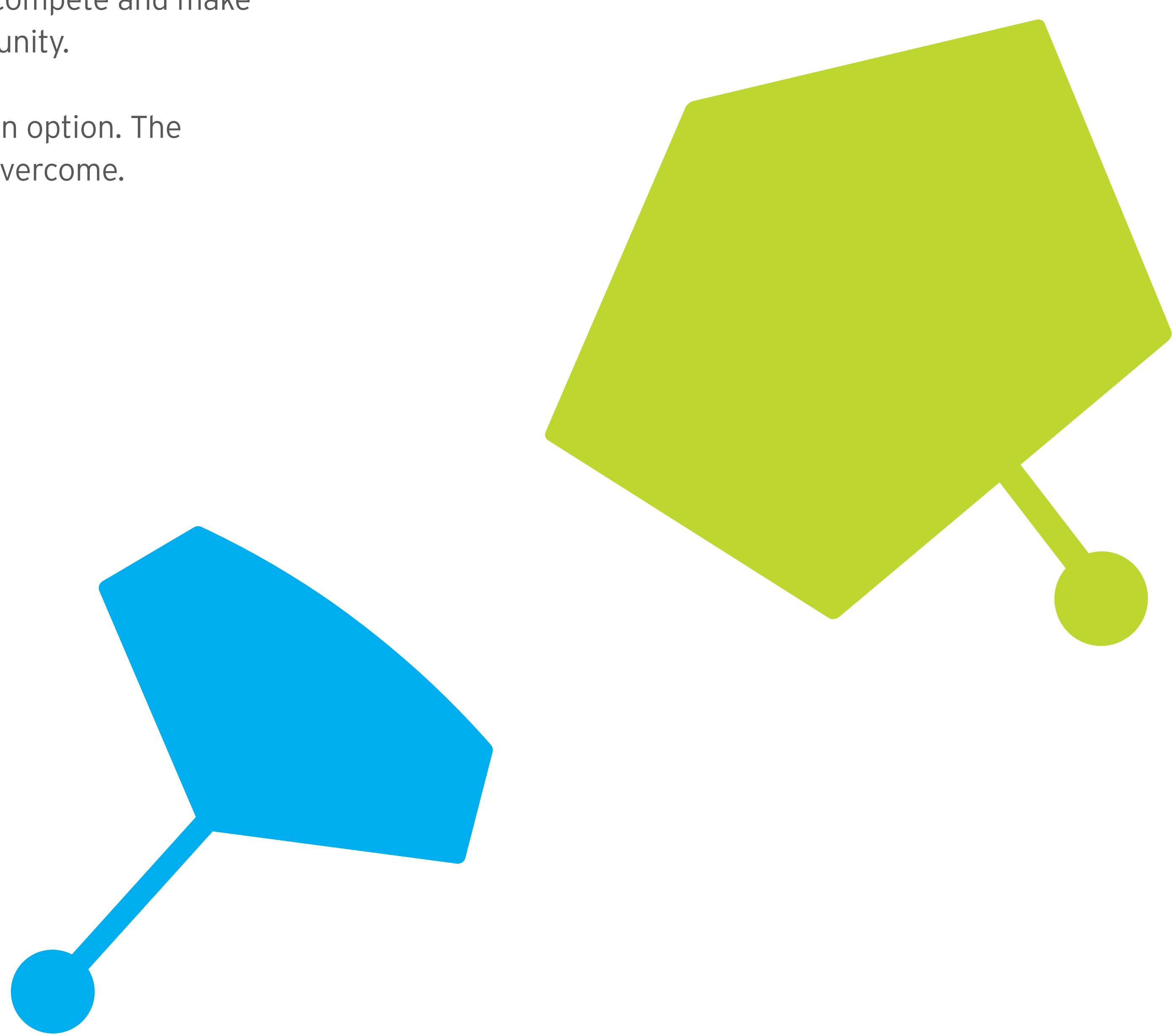
In recent years, several attempts have been made to find a new home for Everton. Each has been driven by the need to provide better facilities and greater capacity for supporters which will, in turn, create a platform for the Club to grow, compete and make an even greater positive impact in the community.

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

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

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

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





4.

# WHY IT HAS TO BE LIVERPOOL

## KEEPING EVERTON IN NORTH LIVERPOOL.

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

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

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

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

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

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

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

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

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# WHY IT HAS TO BE BRAMLEY-MOORE DOCK

## BREATHING LIFE INTO OUR HISTORIC DOCKS.

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

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

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

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

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

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

