



# GOODISON PARK: A BRIGHT NEW FUTURE

## WE WILL WORK WITH OUR NEIGHBOURS AND THE LOCAL COMMUNITY TO REGENERATE LIVERPOOL 4.

The vision for our existing Goodison Park home is to redevelop it to create new community amenities which will benefit the people of Liverpool 4.

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

The proposed redevelopment will only take place once the stadium is built and the team is playing in its new home.

The precise details of the facilities that will be put on the site of Goodison Park are not yet defined.

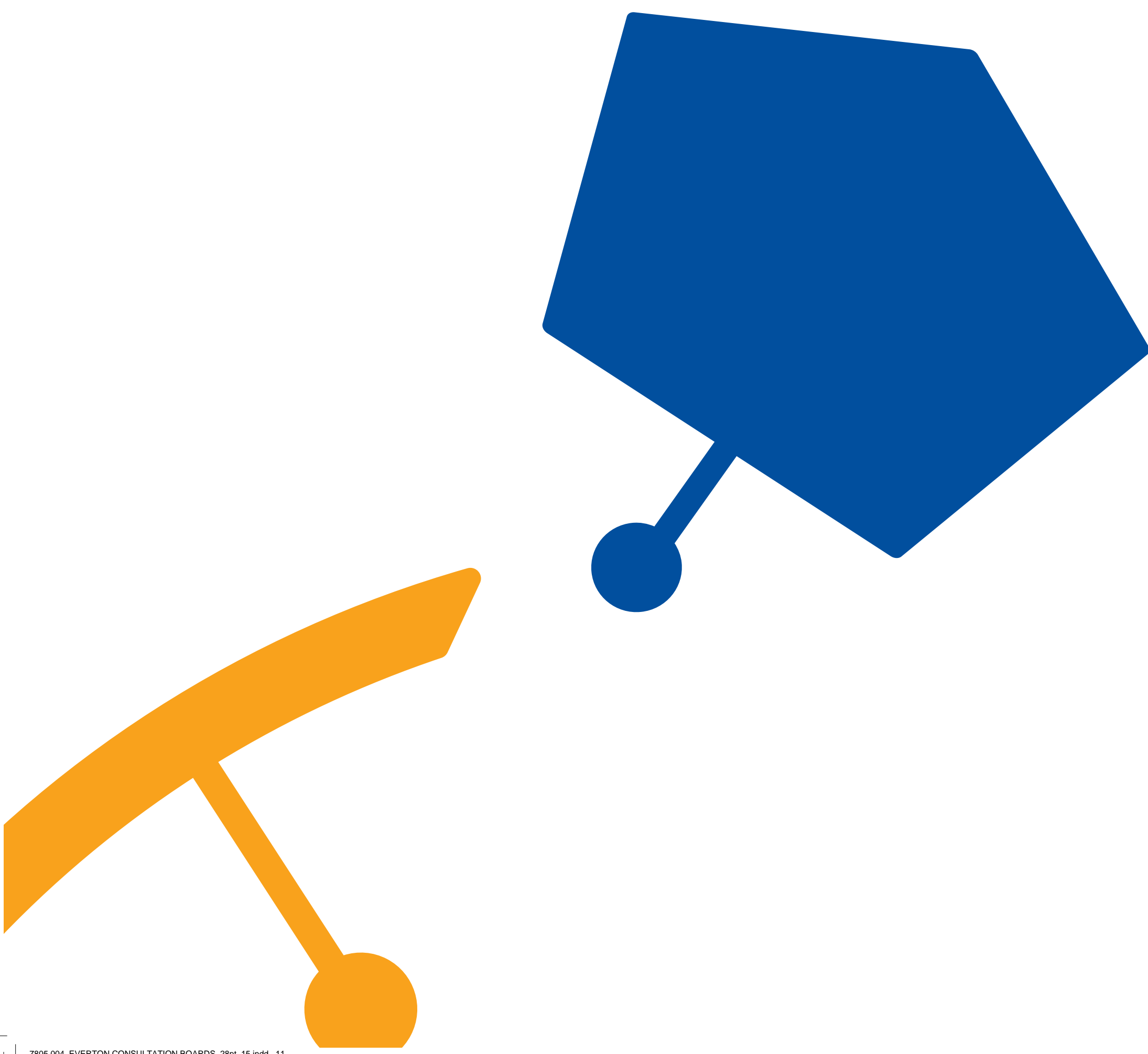
Some of the proposals being considered include:

- New housing, including a range of house types and sizes
- Health facilities
- Educational facilities
- Public green space
- Community space

It is the intention of the project team to submit an application for outline planning permission for Goodison Park at the same time as the detailed application for Bramley-Moore Dock. The outline application for Goodison Park will seek to confirm the type of uses and amount of development proposed at the site.

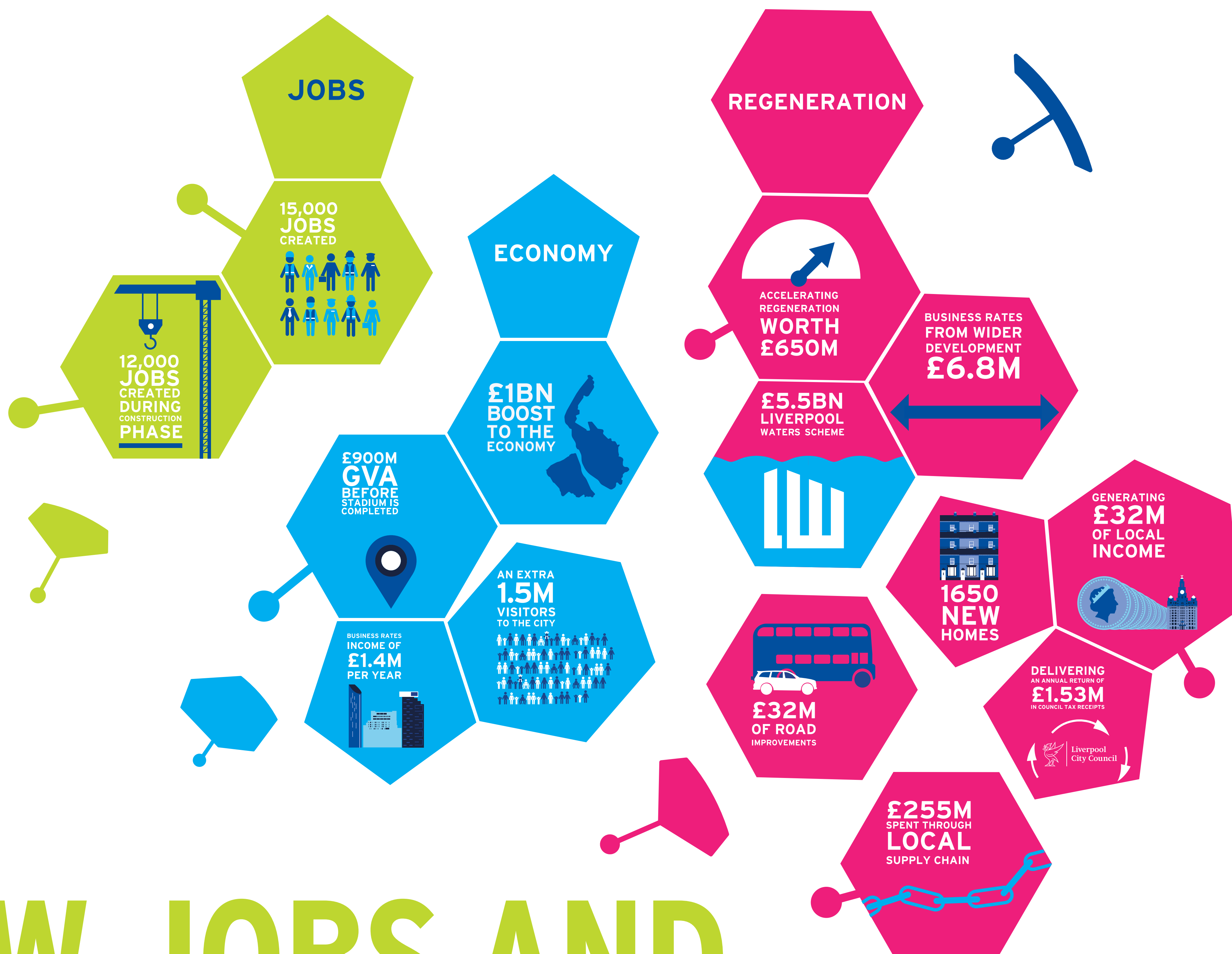
We will continue to consult with our neighbours and the local community in Liverpool 4 to refine our plans for Goodison Park while Bramley-Moore Dock is under construction.

Working alongside our supporters, we will also consider fitting ways to mark the historic nature of Goodison Park as the spiritual home of Everton Football Club.





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# NEW JOBS AND NEW OPPORTUNITIES

## THE PEOPLE'S PROJECT WILL BE TRANSFORMATIONAL FOR THE CITY REGION.

The two developments of The People's Project will deliver a once-in-a-generation opportunity, not just for Liverpool but for the entire city region.

### Jobs

According to international property consultancy CBRE, the development at Bramley-Moore Dock will bring in 15,000 new jobs, 12,000 of which will be during construction. We will be committed to working with our contractors and suppliers to ensure as many of these jobs as possible are created here in the city. The People's Project will have a positive impact on many families in Liverpool.

### Ten Streets

Ten Streets is an area of Vauxhall earmarked for development into a new creative district for the city. The vision is to create a thriving and vibrant community focussed around the famous Tobacco Warehouse and Titanic Hotel. The People's Project will promote interest in the development opportunities here and accelerate the regeneration of this area.

### Waterfront

The city's waterfront is famous the world over and is one of our greatest assets. However, the northern end of the docks within the World Heritage Site has been largely underused for many years with no public access. The People's Project will create a new and vibrant waterfront district and accelerate the delivery of this part of Peel's Liverpool Waters Scheme. For those arriving in the city on our river, the stadium will present a spectacular welcome.

### North Liverpool

The communities closest to Bramley-Moore Dock and Goodison Park stand to gain the most from the two developments. As the crow flies, there is approximately a mile and a half between the two sites, covering a handful of neighbourhoods. New jobs, new opportunities and new community facilities will be concentrated here.

### Socio-Economic Background

The People's Project will focus on how we can deliver the maximum possible benefit to people living near Bramley-Moore Dock and Goodison Park. From 15,000 new jobs to £250 million being spent in the local supply chain, this project has the potential to improve the socio-economic prospects of people living in the Kirkdale and County wards of North Liverpool.

### Tourism

There are few better symbols of the city's renaissance than the sight of cruise liners on the River Mersey. Attracted by the city's rich leisure and cultural offering, the city has experienced a tourism boom over the past decade which shows no sign of slowing down. Our developments will add 1.5 million visitors to the city, delivering further growth and securing more jobs.

Source: CBRE Nov 2017



# 13.

# FOOTBALL AND THE DOCKERS

**EVERTON RECONNECTS WITH ITS HERITAGE  
ON LIVERPOOL DOCKS.**

Dockers remain an important symbol of the city of Liverpool, embodying pride, resilience and hard work. The history of the dockers, the city and Everton Football Club is very much aligned and the move to Bramley-Moore Dock will enable the Club to reconnect with its dockland heritage.

With football having been the central passion for many of the city's dockers, they would have made the journey from the docks to the match to support Everton at Goodison Park on a Saturday afternoon.

There is also a connection between Everton players and the docks.

Tommy Wright, Tommy White, William S. Stewart, Patrick Gordon and 'Billy' Kirsopp were five of Everton's first team who also made their living working on the Mersey Docks over the years.

Tommy Wright became a dock worker after an illustrious career that included winning trophies for Everton and international caps for his country. Tommy joined Everton in 1964 and went on to make 373 appearances for his only Football League club, winning the FA Cup in 1966 and a runners-up medal two years later. The right full-back was an ever-present in the League Championship win in the 1969/70 season. The fan's favourite was also part of the England squad in the Mexico World Cup in 1970 and played in the quarter-final defeat by Brazil.

Tommy made Everton's 'Hall of Fame' in 2016 and was present at the unveiling of a plaque outside Goodison Park alongside many other outstanding Everton 'Giants'.

Tommy White was born in Salford but raised in Southport and signed for Everton in 1927. During his decade of service, the Club won two First Division titles, a Second Division Championship and the FA Cup.

Tommy's career ended back on Merseyside with New Brighton, managed by former Everton director W.J. Sawyer. By the outbreak of the war, Tommy was living at 13 Goodison Avenue, to the rear

of the current Sir Philip Carter Park Stand, and working as a dock labourer, a role he performed for the rest of his life.

William (Billy) S. Stewart was one of the first Scotsmen to play for Everton. Born in March 1867 and a former soldier, he made his debut on the opening day of the 1893-94 season, and was named Club Captain in 1897. Following the end of his football career, Billy worked on the Mersey Docks.

Patrick Gordon was born in 1870 in Renton, West Dunbartonshire. He signed for Everton in 1890 and played for the Club for three seasons. Patrick also worked on the Liverpool Docks serving both his Club and the city with distinction.

Inside forward William Henry James Kirsopp, known as 'Billy' was a Scouser working as a dock labourer for Cunard Shipping Company when his scoring ability attracted the attention of Everton's talent scouts. During his Everton career, Billy made 63 League and Cup appearances and scored 29 goals.

By relocating to Bramley-Moore Dock, we will be breathing new life into a piece of dockland that has been underused and largely closed off to the public for too long. We will be building a new home in a place where the historic and emotional connection with the Club is deep and strong.



Tommy Wright



Tommy White



14.

# WHAT HAPPENS NEXT?

## MUCH PROGRESS HAS BEEN MADE ON OUR PLANS BUT THERE IS A LONG WAY TO GO.

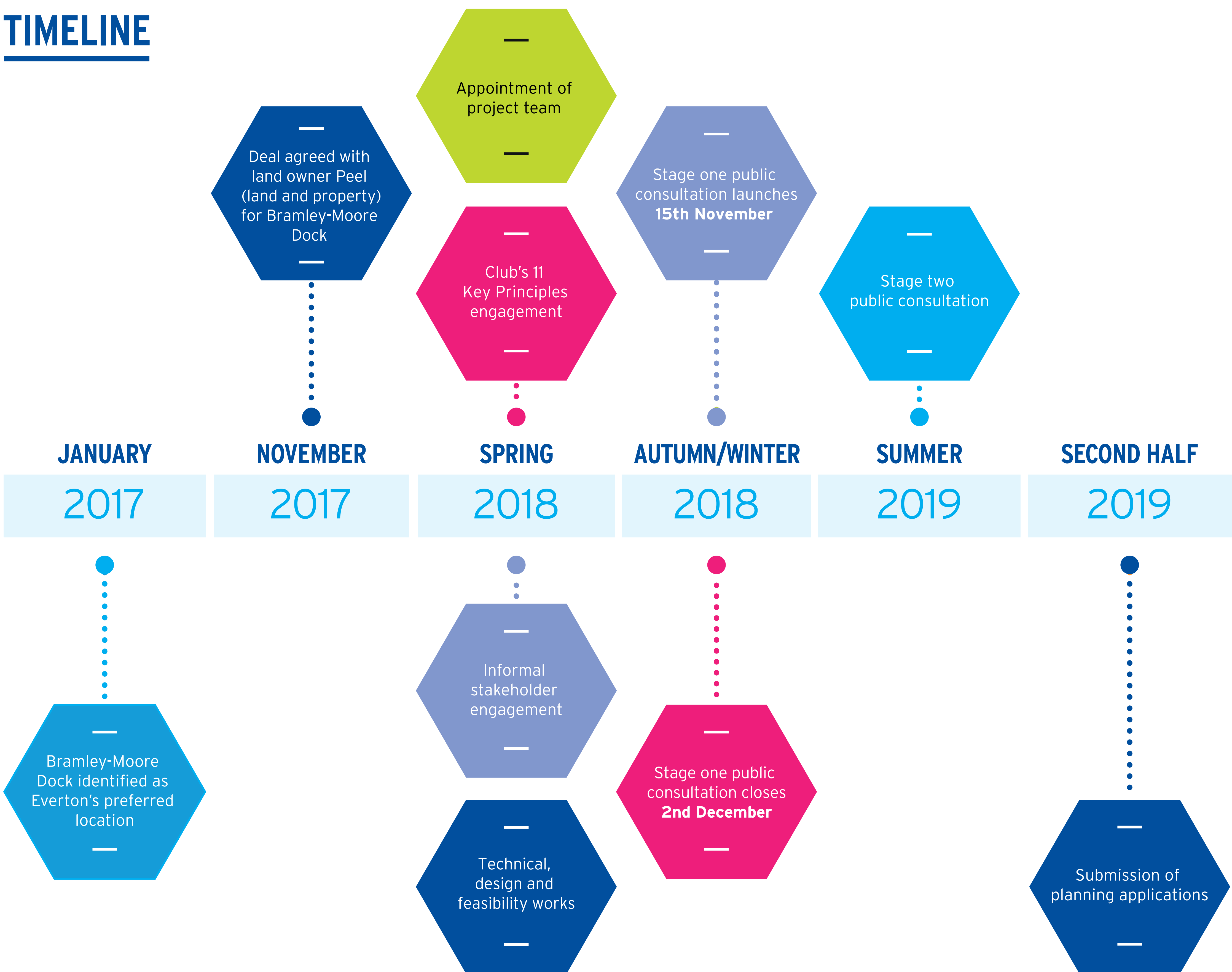
The results of this consultation, which lasts for three weeks, will be analysed and considered by the Club as it refines its plans for Bramley-Moore Dock and Goodison Park.

Ongoing technical work on the design of both schemes and engagement with relevant bodies, including Historic England and Liverpool City Council, will continue over the coming months and a second public consultation will be held in the summer of 2019.

At that consultation, we will share detailed designs for the stadium and its surrounding public areas and our high-level plans for Goodison Park.

Planning applications will only be submitted when we are confident that the people of the city and the communities close to Goodison Park and Bramley-Moore Dock have had opportunities to have their say on our proposals.

## TIMELINE



**APPENDIX 6:**

**Advert for publicising Stage One consultation**

# HAVE YOUR SAY

Everton Football Club plans to regenerate North Liverpool by building a new stadium next to the River Mersey and leaving a community-led legacy at its Goodison Park home.

**The first stage public consultation**, which launches today, will ask members of the public for their views on Bramley-Moore Dock as the proposed site for Everton's new stadium. It will also seek views on the Club's outline plans for Goodison Park.

You will be able to share your views by completing a survey online by visiting [www.peoples-project.co.uk](http://www.peoples-project.co.uk) or attending a public consultation at one of the locations below.

This will be followed by a **second stage public consultation in the summer of 2019** showcasing detailed new stadium designs and outline plans for Goodison Park.

The results of the survey from both stages of the formal public consultation will be used as part of the Club's planning applications, which are expected to be submitted in the second half of 2019. This formal public consultation is a key part of the planning application process.



**APPENDIX 7:**

**Liverpool Echo Supplement**



An aerial photograph of a city, likely Liverpool, showing a mix of urban development and industrial zones. In the foreground, there are large industrial buildings with white, arched roofs. To the right, a river or harbor area is visible with several large ships docked. The background shows a dense urban area with various buildings, including a prominent tall, modern skyscraper. The title text is overlaid on the top half of the image.

# A BLUEPRINT FOR THE FUTURE

*HOW EVERTON'S STADIUM VISION WILL  
SUPERCHARGE THE CITY'S GROWTH*





The People's Project

# City's future lies on this site

## NEW BLUES STADIUM WOULD START A WAVE OF REGENERATION IN THE NORTH

IT is arguably the single most important opportunity Liverpool has faced since 2008, when Liverpool ONE opened its doors for the first time and the city celebrated its status as European Capital of Culture.

And Everton's ambition to build a new stadium in a stunning location at Bramley-Moore Dock is about much more than a new home for a football club.

The new stadium would act as a catalyst for a wave of regeneration that would transform North Liverpool and its largely abandoned dockland, leading to the building of new homes, new workplaces and an entire new district for the city.

In tandem, associated plans for the club's current home at Goodison Park would mean the creation of new homes and community amenities, including the potential for new health and education facilities.

According to research by international property consultancy CBRE, the plans could deliver a £1bn boost to the city's economy, create 12,000 jobs during construction and a further 3,000 permanent jobs once the stadium is built.

It's no wonder, therefore, that the city's political leaders are united in their support for the proposals, aware that such transformational opportunities do not come along

very often. Both Liverpool Mayor Joe Anderson and Liverpool City Region Metro Mayor Steve Rotheram are backing the plans, while acknowledging there has to be a robust, transparent and fair planning process.

The Chief Executive of Liverpool FC, Peter Moore, also sees the huge benefits that would come from their footballing rivals moving to Bramley-Moore Dock, telling an audience at an international property conference this year that it would be "wonderful" and adding: "A rising tide lifts all ships in this particular instance here."

The club's fans have also expressed their wholehearted support for the proposals through several surveys and engagement events.

Everton acknowledge there are a number of detailed steps in the process as they seek planning permission for the stadium.

An important step was taken today with the launch of a widespread public consultation into both the Bramley-Moore Dock plans and proposals for what might happen at Goodison Park once the club leaves its current home.

For the next three weeks, people are being asked to give their views. It is important that the club gets the opinions not just of football fans and

Bramley-Moore Dock is much more than a new home for a football club, it's a £1bn boost to the city's economy



people in North Liverpool but from people right across the city and those with no particular allegiance to the club.

Everton Chief Executive Professor Denise Barrett-Baxendale says: "We believe we can create an amazing stadium not just for our fans but for the whole of the city. And we can also create something at Goodison Park which will help the local community thrive."

"This really is a once-in-a-generation opportunity to breathe new life into north Liverpool and to change thousands of lives for the better. It's an opportunity we can deliver on but only if we have the support of a wide range of stakeholders, including the people of Liverpool."

Stadium Development Director Colin Chong says: "The consultation which started today is an essential part of the planning process and will be followed next summer by a second consultation, at which point we will be able to show people detailed designs for the stadium and our out-

line plans for Goodison.

"At the point we submit our planning applications - some time in the second half of next year - we have to be able to demonstrate that we properly consulted with a wide range of people, that we listened to what they had to say and that we have their support."

One of the ambitions of the club will be to ensure its proposed stadium designs are sympathetic to the Bramley-Moore Dock setting, which is part of Liverpool's World Heritage Site. This means considering how they can restore the historic hydraulic tower on the site and how they can construct the stadium itself so the actual dock structure remains intact.

The club says it wants to design a stadium which creates an unrivalled atmosphere where fans feel close to the field of play. Its aim is to replicate the best characteristics of Goodison Park while providing improved modern facilities to meet and surpass the expectations of all fans.

The club is also considering creating a Fan Zone and a large public area which could also be used for non-football events and the stadium would have a range of meeting rooms and conference facilities.

The stadium would also be designed to the standards required to potentially stage large-scale concerts and events. Importantly, it could also be a new venue for community organisations to stage their events.

Mr Chong says: "We're very excited about how we can bring the old hydraulic tower back into use and will be working with heritage experts to ensure what we do matches the landscape. Our plans will see the filling in of the dock but it will be done in such a way that the structure of the dock is protected."

Everton Chief Executive Denise Barrett-Baxendale describes Bramley-Moore Dock as the "perfect location for a new home" for Everton, not least because of the strong historic connections between the club



### Liverpool Mayor Joe Anderson:

'A new Everton stadium at Bramley-Moore Dock would be a huge catalyst for change along the city's North Liverpool waterfront. The opportunity to have a development in the north docks delivering a further £1bn - as well as up to 15,000 jobs - makes this project a game-changer not just for the Club but the city.'





### Liverpool City Region Metro Mayor Steve Rotheram:

'I support Everton's proposals for Bramley-Moore Dock and believe their plans will have a transformational impact for North Liverpool and deliver benefits right across the city region. It's a project that could kick-start a new wave of regeneration for our waterfront, creating jobs and opportunities for generations to come.

The Combined Authority has responsibility for transport across the city region, and so we have a key role in ensuring that a new stadium would have the right strategic transport links. These opportunities will directly benefit some of our most deprived communities and I would urge everyone, regardless of their football loyalties, to work together to ensure these ambitious plans are delivered.'

and the old docker community.

She adds: "The truth is that both of this city's football clubs owe much of their heritage and their historic success to this vast army of dockers who made up a large pro-

portion of the club's fans. It's impossible to separate the history of the docks from the history of Everton - some of our season ticket holders worked on the docks as young men and we had players who were dock-

ers too. This connection between the docker families and the football clubs is an important part of the city's heritage and such an important part of our story that it's something we want to celebrate."

## So, what happens next?

THE formal consultation which Everton has launched today will lead to the submission of two planning applications to Liverpool City Council: a "detailed" application for a new stadium at Bramley-Moore Dock and an "outline" application for Goodison Park.

The detailed application at Bramley-Moore Dock means that Everton will be seeking permission to begin developing a new stadium on the site at the earliest possible opportunity and will include all the detail of the design and materials, plus related issues such as heritage,

sustainability and a transport strategy.

The outline application for Goodison Park means the club will be seeking to establish whether the scale and nature of the proposed development would be acceptable to the local authority.

This will give Everton the opportunity to refine plans while the new stadium is being built.

The club expects to submit both applications at the same time, in the second half of next year.

A number of engagement activities have already been held with Everton supporters, along with

informal discussions with other groups and people in and around the city.

The consultation launched today is different because it is part of the planning application process and because the club is seeking the views of everyone - not just Everton fans.

A second public consultation will be carried out next summer, at which point the Club will consult on more detailed designs for the proposed stadium and Goodison Park.

It will also continue to engage with the city council and Historic England about its proposals.

## The People's Project



Everton FC's CEO, Professor Denise Barrett-Baxendale

## Finding a home for Everton FC

**Professor Denise Barrett-Baxendale,** CEO Everton Football Club, writes ...

FINDING a new home for Everton has been a priority for our Board for several years.

We have 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 our community.

Goodison Park has a special place in the hearts of every Evertonian but we all understand the constraints that our home of 126 years has. The limited space for expansion means a complete redevelopment is not possible and made even more impossible by the years of upheaval this would create for local residents and the challenge of finding a new venue to play while demolition and rebuilding work took place. In fact, a new rebuilt stadium on the same footprint would actually have a significantly lower capacity due to current legislation.

In 2017, we concluded that Bramley-Moore Dock is the best site, not just for us but for the City of Liverpool and for North Liverpool in particular.

We can say this with confidence because we have looked long and hard at other options within the city and put each of them through a thorough assessment of their suitability. Since identifying Bramley-Moore Dock as the only viable option, we have carried out a lot of work and made significant financial investment to help us progress with our ambition.

While we are working hard to ensure that our proposals are right

for the club, we are equally aware of our responsibility to make sure it is also right for the city and the wider region.

And we are aware that if we are to be successful in our planning application, then we need to convince various decision-makers that our proposals are just that - beneficial for Everton, for the city, its World Heritage Site and the region.

A move to Bramley-Moore Dock means the team will no longer play at Goodison Park. That does not mean that the club will abandon Liverpool 4 - far from it - we will never abandon our spiritual home.

The new stadium will unlock huge opportunities for the area around Goodison Park. In recent years through Everton in the Community we have improved the area around our stadium. We have transformed derelict sites into community facilities which have helped to not just transform lives but also save them.

The Everton Free School and Everton College, The People's Hub, the transformation of the former St Francis De Sales Parish Club into The Blue Base as well as our plans for a new drop-in mental health facility, to be called The People's Place, represent an £8m investment in the area.

Using the Goodison Park site we will build on the investment we have made. Although final plans for the development are yet to be determined, they could include health facilities, education, community meeting rooms, business and leisure provision and homes. These plans will be refined in the coming years, overseen by a Trust Board informed by in-depth consultation with the local community.

We do hope you can support us in our vision.





## The People's Project

# Supercharging the

**15,000 JOBS AND  
A £1BN BOOST  
TO LIVERPOOL**

THE economic impact of the developments are large and wide-ranging: a £1 billion boost to the local economy, 12,000 new jobs during construction, 3,000 permanent new jobs thereafter. These are figures which will change the lives of many people in the city.

The cost of a new stadium at Bramley-Moore Dock and new community facilities at Goodison Park will be more than £500 million. It would be the second largest private investment in the City of Liverpool, behind only the £900 million invested to revitalise the city's retail heart with Liverpool ONE.

And it is this level of game-changing investment which will transform the fortunes of many families in some of the most deprived council wards in Europe.

That £500 million development cost becomes amplified when one considers the knock-on effect, to result in £900 million of extra economic activity, or Gross Value Added (GVA) as economists call it, happening in the city. This will provide a major boost to the city region's GVA which currently stands at around £30 billion.

The People's Project will bring lasting economic change to the city and it will do this through employing local people whenever and wherever it can. Current estimates show £225 million will be spent directly with local firms during the Bramley-Moore Dock development alone.

This will lead to new job opportunities for local people and spin-off benefits as those people have new-found spending power in the city.

How will this be achieved?

The model the club is currently developing is to make it a contractual requirement of building contractors to ensure as much spending as possible is routed through local

supply chains.

This approach is key to securing the 15,000 new jobs in the city which the project will bring, 12,000 of which will be during the construction phase. These are jobs which will be available to people with a range of skills and experience or with no experience at all. As well as directly creating jobs, thousands more will

be secured as hotels, restaurants and bars are filled.

And all this is just while construction is taking place.

Once built, the new stadium will become a new City for the millions of worldwide viewers of Premier League football and it will kick-start the development of other areas around Bramley-Moore Dock which

are ripe for investment and new development. The two areas which stand to gain first are the other neighbourhoods of Liverpool Waters, where the developer, Peel Land and Property, has already stated that a development at Bramley-Moore Dock would lead to a re-think on their phasing, and the Ten Streets area of Vauxhall which is ear-

marked to become a new creative district in the city akin to the successful Baltic Triangle.

The economic case for the People's Project is full of big numbers, big opportunities and big change. But it is only part of the story, a story which will bring lasting and real change to the city for generations to come.

Vauxhall's Ten Streets district stands to gain from the investment by Everton FC into a new stadium at Bramley-Moore Dock



## Donna Howitt, Marketing Director, Liverpool ONE

"IT will be a spectacular addition to the city's waterfront and a fantastic addition to an already vibrant city economy. We have seen here at Liverpool ONE how such investment attracts people and we look forward to seeing a boost to tourism numbers and the city's visitor economy."

**WHAT  
THEY  
SAY**

## Frank McKenna, Chief Executive, Downtown In Business

"THE planned development of Bramley-Moore and a new stadium for Everton is not just a huge opportunity to regenerate an area of the city that has for too long been neglected. The new ground can act as the catalyst for further investment and infrastructure improvements to North Liverpool. Importantly, this project will provide job opportunities for local people, a boost to the local economy and a further demonstration of the city's ambition."



Frank McKenna

## Ellen Cutler, Investment Director, Liverpool Vision

"THE stadium will enhance all the work we are doing to attract investment and businesses into the city region. It will be an incredible boost to the city and an amazing opportunity to kick-start regeneration on the north docks."

## Maureen Delahunty, Love Walton Community Interest Company

"THE club has done so much to create new community facilities and we're very confident they will do a great job of redeveloping Goodison Park."



## The People's Project

## city's economy

A computer generated image of Liverpool Waters



LIVERPOOL Waters is the regeneration project led by Peel Land and Property that will transform more than two million sq. metres of historic docklands on Liverpool's world-famous waterfront – with Everton's stadium a key part of the vision.

With an estimated value of £5 billion for Liverpool Waters, there are very few projects of this scale happening across Europe, and it is certainly the largest single development taking place in the city.

The project itself is divided into five neighbourhoods; Princes Dock, Central Docks, Clarence Docks, Northern Docks and King Edward Triangle.

Within each of these neighbourhoods will be residential, commercial and leisure spaces for places for people to live, work and play.

Peel Land and Property's mission

## Stadium is key part of £5bn development

to regenerate more than 60 hectares of land started with the acquisition of The Mersey Docks and Harbour Company in 2006. Since then, a 32-year plan has been developed alongside a number of stakeholders including Liverpool City Council, the Combined Authority and the UK Government.

Following a successful planning application in 2013, a masterplan was created, outlining the potential and vision for the project and how the five neighbourhoods will be developed, each with their own identity and purpose.

In 2018, the project is celebrating its busiest year to date, with a number of developments taking

shape at Princes Dock and Central Docks. Plans for a new Cruise Liner Terminal and Isle of Man Ferry Terminal are gathering pace with work due to start on both projects next year.

Proposals are also in place to build a 200-bedroom hotel close to the new cruise terminal at Princes Dock as well as significant road upgrades which include a new Mersey waterfront link road for the new Isle of Man Ferry Terminal.

The proposed new location for Everton Football Club's new stadium, Bramley-Moore Dock, is part of the Northern Docks neighbourhood which also includes Nelson Dock.

This neighbourhood was initially due to be developed in the later stages of the project. However, this quickly changed following Everton's interest in the site.

Sitting at the most northern point of Liverpool Waters' five neighbourhoods, and close to the Titanic Hotel, the proposed developments at Northern Docks will regenerate this once-forgotten area of North Liverpool. The masterplan for this area not only includes the new Everton stadium, but also residential, retail and a host of new exciting restaurants and bars.

Developing the stadium at Northern Docks, alongside the other uses outlined, will create new employment opportunities, greater public access and expand the perimeter of the city, providing an enjoyable, entertaining and engaging space for people to visit and enjoy.

## How docks transformed face of city

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 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 1.3m people fleeing the Irish famine, was closed in 1928 and a power station built on the land. It's now being re-used as the site of Liverpool Waters.

■ 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 – 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.

### John Hall, Chief Executive, Professional Liverpool

"THE club's plans would deliver a boost to all parts of the city region's economy because projects of this size have such a profound knock-on effect, creating jobs and opportunities not just in the construction sector but for all kinds of people, both professionals and manual workers."

### Carla Baker, learning mentor, Gwladys Street Primary and Nursery School

"THE club has been a great neighbour to us over the years and has played a really active role in school life. Part of me will be sad to see them leave but I'm really excited about their plans for Goodison Park. They've done so much to improve the local community already so we feel like we're in safe hands and we know they will consult with us as they develop the plans."

### Garry Fortune, Deputy Chairman of Liverpool Hoteliers Association

"IT'S going to be phenomenal and attract far more people to the city. It will boost hotel occupancy and it being on the waterfront will make it superb for other events which might want to come to the city. It's going to be amazing – the sooner the better from my point of view."

### Colin Thomasson, Executive Director, CBRE

"LIVERPOOL has been building up to move on to an equal footing with Manchester in recent years and the waterfront development is the missing piece of the puzzle. It's a catalytic development for Liverpool."





## The People's Project

# Leaving a legacy in L4

THE Goodison Legacy project is a firm commitment to extend the relationship between club and its local community around Liverpool 4 for generations to come.

"We will never leave our spiritual home," Professor Denise Barrett-Baxendale, Everton's CEO, has vowed.

Recent years have seen something of a transformation in the area around Goodison Park, with abandoned sites converted into places of purpose and lives not merely exchanged but frequently saved through the range of services provided by Everton and its official charity, Everton in the Community.

Everton Free School and Football College was the first component in what has become a rapidly-growing campus, giving a second chance to young people aged between 14 and 19, who have fallen out of education, employment or training. The People's Hub, opened in 2017, is an innovative community facility that meets the needs of local residents, housing local residents and community meetings as well as other community interventions including refugee integration, education sessions and sports development programmes, taking advantage of one of only seven Cruyff

Courts in the UK. It is also the place that Everton in the Community calls home.

The People's Hub, the renovation of the former St Francis De Sales Parish Club into The Blue Base, an accessible facility which houses pro-

grammes for senior members of the community as well as being a matchday lounge for disabled supporters, their families and friends, have been further additions to the campus where there are also plans for a new drop-in mental health facility to be called The People's Place.

These buildings represent an £8m investment and the commitment to work with the Trust Board to continue to develop the campus at Goodison is an integral part of Everton's plans to regenerate North Liverpool by building a new stadium next to the River Mersey and to leave a legacy at its home of more than 125 years.

"I recall losing many hours of sleep through thinking about leaving Goodison and everything that would mean for us," Professor Barrett-Baxendale said.

"How does a proper People's Club exit its community after 125 years? But then I realised that the answer was very simple - we don't. We don't leave our community, and we won't."

"The Board agreed to register Goodison Park as a community asset, so that site, the Grand Old Lady, will be used for community benefit."

"We've been working with colleagues at Liverpool Hope University as part of a research project to see how we build a happy, vibrant, prosperous community

that will thrive in the Liverpool 4 area when we relocate to Bramley-Moore Dock. We have been looking at how, when we have relocated, fans can still return to the site of Goodison Park and how we can build a community that will be suc-

Everton Free School and Everton College  
THE campus started with the development of the Everton Free School.

A £4.2 facility, it gives young people aged between 14-19 who have fallen out of education, employment or training a second chance.

The Everton Free School gives 200 young people a second chance at obtaining the education and direction they need to progress in their life and gives them a foundation for further education, employment or training.

The Free School has been a huge success achieving an overall attendance rate of 89% and a 100% pass rate for all pupils in the Sixth Form college.



Phil Jagielka at Everton Free School

### Joe Anderson, Mayor of Liverpool:

"Over the last three decades, EITC has also made a massive difference to the local community and is rightly recognised as one of the UK's top sporting charities. They are at the heart of so much in the Walton area, touching the lives of thousands of people every year. If you live in L4, the chances are you will have benefited, directly or indirectly."

### The Blue Base

FORMERLY known as the St Francis De Sales Parish Club, The Blue Base is the result of a major renovation costing £800,000.

The transformation has seen the Everton in the Community facility become a centre for the charity's initiatives with elderly supporters living with dementia and suffering from social isolation.

On matchdays the fully-accessible building becomes a meeting point for disabled fans before and after the match.

The facility is available to hire at a cost-effective rate with all proceeds generated being put back into the charity.



cessful. Some early ideas we had are about health, education, commercial and retail units, housing and leisure facilities, but we want to make sure we define our site and we remember who we are at Everton.

"Our investment already in the 'Goodison Campus' is clear evidence of our commitment to our neighbourhood which has been our home for the past 126 years. As I have said many times, Liverpool 4

will always be in our heart and soul."

Richard Scudamore, Executive Chairman of the Premier League, said: "What goes on at Everton Football Club in terms of community, education, young people all the way through enterprise and then into business - every aspect of the local community Everton see themselves at the centre of and they're a real example to other clubs."

Everton in the Community will

lead on the planning and community engagement with the proposal that building work will begin as soon as Everton has completed its move to a new stadium at Bramley-Moore Dock.

This new Goodison Park and the existing community buildings surrounding it will ensure the heartbeat of the club remains in the local community it has called home for more than 125 years.



## The People's Project

### The People's Hub

NEXT door to the Free School is a building which has become known as The People's Hub.

Opened by HRH Prince Edward in June 2017, the £1.2m development is an innovative community facility that meets the needs of local residents and a base for all staff.

The building houses many of the charity's award-winning projects and also offers the local community space for things such as local residents and community group meetings as well as other programmes including refugee integration, education sessions and sports development programmes taking advantage of one of only seven Cruyff Courts in the UK.

**EVERTON**  
FREE SCHOOL &  
Sixth Form College



Michael Keane plays with local children at The People's Hub

### Derek Goodwin, Everton in the Community participant:

'I have a Liverpool tattoo, but Everton in the Community saved my life.'



Everton manager Marco Silva speaks to participants during the official opening of the Everton Blue Base in September

### The People's Place

IN addition to the three existing facilities, Everton in the Community recently announced a fundraising campaign to develop a new permanent mental health drop-in centre which will form part of the campus. Costing more than £1m the new mental centre will deliver the charity's award-winning mental health programmes while also meeting one of the most prevalent issues facing the local community.

## Liverpool 4 will always be in our heart and soul

EVERTON is a club deeply rooted in its community. In recent years, through its charity Everton in the Community, it has changed the face of the area around Goodison Park, transforming derelict sites into improved destinations and helping to transform lives.

The City of Liverpool has seen hundreds of millions of pounds of regeneration delivered over the past few years but very little of that has gone into or impacted North Liverpool.

However, in the shadows of Goodison Park there has been significant investment by Everton and Everton in the Community into what is being called the 'Goodison Campus' - consisting of The Everton Free School and Everton Sixth Form College, The People's Hub, The Blue Base as well as the latest plans for a new drop-in mental health facility, to be called The People's Place. These buildings represent an £8 million investment into one of the most deprived wards in the region.

Everton has also purchased a number of derelict houses on Goodison Road (directly opposite the Main Stand) bringing them back to life and putting pride and value back into the area.

The houses have been used as offices and space to run programmes from. Everton Football Club is committed to Liverpool 4. We will never abandon Liverpool 4. We will always have a presence here.

Everton FC CEO Prof. Denise Barrett-Baxendale said: "We will maintain our presence with buildings like the Everton Free School, which is more than four years old, The People's Hub which is a year old, The Blue Base which our manager Marco Silva recently opened and we'll soon be adding The People's Place to our ever expanding campus.

"These buildings are clear evidence of our commitment to our neighbourhood which has been our home for the last 126 years.

"Liverpool 4 will always be in our heart and our soul."

Everton's Director of Marketing, Communications and Community and CEO of Everton in the Community, Richard Kenyon, added: "It is vitally important that the Club continues the excellent work we do in the community and these buildings are a physical sign of what we have been doing in the community. They enable us to run some of our award-winning programmes. And whilst we will always be committed to Liverpool 4, the move to Bramley-Moore will also be an opportunity to invest in and revitalise another area of North Liverpool."

A pioneering charity for over 30 years

Recognised as one of the most progressive sporting charities in the UK, it improves the lives of 20,000 people every year

Supports more than 1,100 children through school sport

Charity was granted Freedom of the City of Liverpool in 2018

More than 1,000 residents have been helped back into work through the charity's employment support

More than 30,000 volunteer hours for the local community registered in 2017

In 2017 more than 100 young people graduated from the charity's apprenticeship programme

More than 2,000 young people have accessed Everton in the Community's early intervention programmes which reduced crime by 75-82 per cent.



## THE IMPACT OF EVERTON IN THE COMMUNITY



# The People's Project



Visit the People's Project roadshow and join in the community consultation



## FIRST STAGE PUBLIC CONSULTATION ROADSHOW

# The People's Project hits the road

OVER the next three weeks, Everton Football Club is taking its People's Project community consultation on the road, stopping off at various locations around the Liverpool City Region.

The mobile exhibition is an opportunity for people from the region to give their views on some key questions relating to the proposed Bramley-Moore Dock stadium and a new community-led legacy project for Goodison Park.

The club is urging people to attend the roadshow and tell them what they think. The events mark the beginning of the formal public consultation phase for the club's plans and will lead directly to the submission of planning applications in the second half of 2019.

**Where the Roadshow will be**  
AS well as the locations and dates identified in the graphic (left) there will be the opportunity to review the consultation at the following locations:

At the following locations:

- Eldonian Village Hall, Burlington Street, L3 6LG**
  - Thursday, November 15 - 10am - 3pm.
- The Blue Base, Salop St, Liverpool L4 4BZ:**
  - Monday, November 19- 3:30-7pm
  - Tuesday, November 20 - 7:30-10:30am
  - Wednesday, November 21 - 8-10:30am
  - Thursday, November 22 - 9am-5pm
  - Friday, November 23 - 12-5pm
  - Monday, November 26- 3:30-7pm
  - Tuesday, November 27 - 7:30-10:30am
  - Wednesday, November 28 - 8-10:30am
  - Thursday, November 29 - 9am-5pm
  - Friday, November 30- 12-5pm.



On the move





**APPENDIX 8:**

**Stage One leaflet**



**Q6 Do you have any comments on the proposals outlined**

Tear along here

## SECTION 2 ABOUT YOU

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

**Q7) Which of these best describes which football club you support?**

- ☐ Everton Football Club
- ☐ Liverpool Football Club
- ☐ Tranmere Rovers Football Club
- ☐ Another football club
- ☐ I don't support a football club
- ☐ Don't know

**Q8) Please tell us your age?**

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

**Q9) Which of the following do you identify as?**

- ☐ Female
- ☐ Male
- ☐ Transgender
- ☐ Prefer not to say

**Q10) What is the first part of your postcode e.g. L3**

**Q11) What is your ethnic group?**

**White**

- ☐ English / Welsh / Scottish / Northern Irish / British
- ☐ Irish
- ☐ Gypsy or Irish Traveller
- ☐ Any other White background

**Mixed / Multiple ethnic groups**

- ☐ White and Black Caribbean
- ☐ White and Black African
- ☐ White and Asian
- ☐ Any other Mixed / Multiple ethnic background

**Asian / Asian British**

- ☐ Indian
- ☐ Pakistani
- ☐ Bangladeshi
- ☐ Chinese
- ☐ Any other Asian background

**Black / African / Caribbean / Black British**

- ☐ African
- ☐ Caribbean
- ☐ Any other Black / African / Caribbean background

**Other ethnic group**

- ☐ Arab
- ☐ Any other ethnic group

**Q12 Do you consider yourself to have a long term illness or disability?**

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

If yes, how would you describe your impairment? Please tick all the boxes that apply to you

- ☐ Hearing impairment (deaf or hard of hearing)
- ☐ Visual impairment (blind or partially sighted)
- ☐ Physical impairment - wheelchair user
- ☐ Learning impairment/ disability (e.g. Down Syndrome)
- ☐ Co-ordination difficulty (e.g. movement co-ordination difficulty such as Dyspraxia)
- ☐ Long-term illness (e.g. cancer, HIV+ etc.)
- ☐ Other (please specify)

What effect do your impairments have on your day-to-day life?

- ☐ No effect
- ☐ Some effect
- ☐ Significant effect
- ☐ I prefer not to answer this question



## BEFORE



## AFTER

# GOODISON PARK

## Achievements so far



Everton in the Community has invested £8 million in a community-focused campus close to Goodison Park over the last five years.

- **The Everton Free School** offers alternative educational experiences to students aged 14-16. 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** was opened in 2017 and is the home of Everton in the Community. It acts as a meeting place where local people can access information and support, get training or take advantage of sports facilities, including one of seven Cruyff Courts in the UK.
- **The Blue Base** is the result of a major renovation of an abandoned social club. It has been transformed into an Everton in the Community facility and matchday meeting point for disabled fans.

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 drop-in facility will also help deliver the charity's award-winning mental health programmes.

### Looking Forward

We want to build on these achievements and - should our plans to move to Bramley-Moore Dock progress - redevelop Goodison Park to create even more community amenities. We are currently considering:

- New housing, including a range of house types and sizes
- Health facilities
- Educational facilities
- Public green space
- Community space

It is the intention of the project team to submit an application for outline planning permission for Goodison Park at the same time as the detailed application for Bramley-Moore Dock. The outline application for Goodison Park will seek to confirm the type of uses and amount of development proposed at the site.

We will consult extensively with our neighbours and the local community in Liverpool 4 to refine our plans for Goodison Park as our plans to relocate to Bramley-Moore Dock progress.

### Contact details

**E:** [info@peoples-project.co.uk](mailto:info@peoples-project.co.uk)

**W:** [peoples-project.co.uk](http://peoples-project.co.uk)





# THE PEOPLE'S PROJECT

## A BLUEPRINT FOR NORTH LIVERPOOL

Welcome to The People's Project - Everton Football Club's vision to build a new stadium and deliver long-lasting benefits for people in North Liverpool and the wider City Region.

This leaflet has been sent to you to explain plans for a new stadium at Bramley-Moore Dock and for the redevelopment of our current home, Goodison Park.

It is part of a formal public consultation by the Club as we move towards submitting planning applications in 2019.

Your opinion is a vital part of the planning process and will be taken into consideration. Please take the time to complete the questionnaire and send it back to us free of charge.

**Your views are important to us.**

**Everton Football Club**



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 constraints of Goodison Park include the limited space for expansion because the site is surrounded by housing. A complete redevelopment of the existing stadium is not possible as it will require and result in years of upheaval for local residents, challenges for the Club in finding a venue to play in while demolition and rebuilding work takes place and limited scope to increase capacity. In fact, a new rebuilt stadium on Goodison Park

will actually have a significantly lower capacity due to modern legislation.

In 2017, we concluded that Bramley-Moore Dock is the best site, not just for us but for the city of Liverpool and for North Liverpool in particular.

We can say this with confidence because we have looked long and hard at other options within the city and put each of them through a thorough assessment of their suitability. Since identifying Bramley-Moore Dock as the only viable option, we have carried out a lot of work and made significant financial investment to help us progress with our ambition.

While we are working hard to ensure that our proposals are right for the Club, we are equally aware of our responsibility to make sure it is also right for the city and the wider region. And we are aware that if we are to be successful in our planning application, then we need to convince various decision-makers that our proposals are just that - beneficial for the Club, for the city, its World Heritage Site and the region.

A move to Bramley-Moore Dock means the team will no longer play at Goodison Park - our home for more than 125 years. That does not mean the Club will abandon Liverpool 4 - far from it.

The new stadium will unlock huge opportunities for the area around Goodison Park and we are committed to working with the community to help us shape these plans.





# YOUR VIEWS MATTER

## Why this consultation is taking place



This leaflet is part of a public consultation prior to the submission of two planning applications to Liverpool City Council: a 'detailed' application for a new stadium at Bramley-Moore Dock and an 'outline' application for the redevelopment of Goodison Park.

The detailed application at Bramley-Moore Dock means we will be seeking permission to begin developing a new stadium on the site at the earliest possible opportunity and will include all the detail of the design and materials, plus related factors such as sustainability and a transport strategy.

The outline application for Goodison Park means the Club will be seeking to establish whether the scale and nature of the proposed development will be acceptable to the local authority. This will give the Club the opportunity to refine plans while the stadium is being built.

We expect to submit both applications at the same time, in the second half of next year.

A number of engagement activities have already been held with Everton supporters, along with informal discussions with other groups and people in and around the city.

This consultation is different because it is part of the planning application process and we are seeking the views of everyone – not just Everton fans.

A second public consultation will be carried out in the summer of 2019, at which point we will consult on the proposed detailed designs for the stadium site and our plans for the redevelopment of Goodison Park.

### Benefits

Research by international property consultancy CBRE proves that our proposals will have a huge positive effect on North Liverpool and the wider city, acting as a catalyst for development within Ten Streets and the northern part of the Liverpool Waters scheme.

The development of additional homes for around 1,500 people will be brought forward and over £1.5 million every year will be paid to Liverpool City Council through additional council tax plus a further £7 million through business rates.

The construction of the stadium will deliver a £1 billion boost to the local economy and generate 12,000 new jobs.

The knock-on effect of a stadium in this location – including more hotel stays, more restaurant bookings and more visitors to the city's other attractions – will create an additional 2,000 jobs and £94 million of economic activity per year.

As well as completing and returning the questionnaire at the end of this leaflet, you can also visit an exhibition about our plans (see schedule below). The exhibition can also be viewed at [peoples-project.co.uk/consultation](http://peoples-project.co.uk/consultation)

WHEN	WHERE	DETAIL	TIME
15th - 16th Nov	Blue Base	Salop Street, L4 4BZ (in Blue Base car park)	11am - 5pm
17th Nov	Edge Lane	Liverpool Shopping Park, Edge Lane, L13 1EW	11am - 5pm
18th Nov	Speke	New Mersey Retail Park, Speke Road, L24 8QB	11am - 5pm
19th - 20th Nov	Liverpool ONE	Paradise Street (outside JD Sports)	9:30am - 8pm
21st - 23rd Nov	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	9:30am - 8pm
24th Nov	Goodison Park	Goodison Road, L4 4EL	9:00am - 1pm
25th Nov	Birkenhead	222 Grange Road West, CH41 6EB (outside ASDA)	11am - 5pm
26th-27th Nov	Liverpool ONE	Paradise Street (outside JD Sports)	9:30am - 8pm
28th - 30th Nov	Liverpool ONE	Thomas Steers Way (outside Hilton Hotel)	9:30am - 8pm
1st Dec	New Brighton	Fort Perch Rock, CH45 2JU (in the car park)	11am - 5pm



# ABOUT OUR PROPOSALS



## Bramley-Moore Dock

### Heritage

Our proposed stadium location lies within a World Heritage Site and we will be working closely with Liverpool City Council and other stakeholders, including Historic England and UNESCO, as the proposals develop.

The main heritage concern of the proposed stadium relates to the infilling of the dock, which forms part of the 'Outstanding Universal Value' of the World Heritage Site.

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



Bramley-Moore Dock

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.

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 to 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 at Bramley-Moore Dock which was used for powering lift equipment and raising dock gates and is now a listed building.

We are considering how we can then use this asset to tell visitors the history of the site and Club, including the strong bond which has 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 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 against the public benefits. This decision-making process is set out in national planning policy.

### Stadium Proposals

We want our new stadium to feel like home to our fans from the moment they arrive.

Our ambition is to design a stadium which creates an unrivalled atmosphere where fans feel close to the field of play. We aim to replicate the best characteristics of Goodison Park while providing improved modern facilities to meet and surpass the expectations of all our supporters.

We are considering creating a Fan Zone next to the stadium and a large public area which could also be used for non-football events. The stadium will also have a range of meeting rooms and conference facilities.

Our new stadium will also be designed to the standards required to stage large scale concerts and events.

Importantly, it could also be a new venue for community organisations to stage events, including in the Fan Zone.

Designs for the new stadium will be presented at the next phase of consultation in the summer of 2019.

The rich history and connections between Liverpool's old docker community and the city's football family are impossible to separate.

A move to the city's North Docks would be poignant for many of our supporters who will have had family members working there.

We would be breathing new life into docklands that have been under-used and closed off to the public for too long.



**PLEASE COMPLETE OUR QUESTIONNAIRE** ►



# THE PEOPLE'S PROJECT CONSULTATION



Your views matter. Please take part in this consultation by tearing off this panel, filling in the questionnaire and returning via freepost OR you can visit [peoples-project.co.uk/consultation](http://peoples-project.co.uk/consultation) to complete the survey online.

## SECTION 1 THE PROPOSAL

**Q1 How important is it that Everton Football Club remains in the city of Liverpool (see A on Map)?**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very important	Fairly important	Not very important	Not at all important	Don't know

**Q2 How important is it that Everton Football Club remains in North Liverpool?**

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Very important	Fairly important	Not very important	Not at all important	Don't know



**Q3 It is proposed that Bramley-Moore Dock will be the location for Everton Football Club's new stadium. Do you agree or disagree that Bramley-Moore Dock would be an appropriate site for Everton Football Club's new stadium?**

- ☐ I AGREE Bramley-Moore Dock is an appropriate site for Everton Football Club's new stadium
- ☐ I DO NOT AGREE Bramley-Moore Dock is an appropriate site for Everton Football Club's new stadium
- ☐ Don't know

Please write here why you agree/do not agree

**Q4 It is proposed that Goodison Park, Everton Football Club's current home, is redeveloped to create a legacy the community can benefit from including residential, educational, community and health amenities. Do you agree this is an appropriate use of Goodison Park?**

- ☐ I AGREE this is an appropriate use of Goodison Park
- ☐ I DO NOT AGREE this is an appropriate use of Goodison Park
- ☐ Don't know

Please write here why you agree/do not agree

**Q5 It is possible that the new stadium at Bramley-Moore Dock and its 'Fan Zone' could be used on non-match days to host other events (e.g. other sports events, concerts and cultural events) and also be used by community groups. Do you agree or disagree that this would be an appropriate use of the stadium?**

- ☐ I AGREE this would be an appropriate use of the proposed stadium
- ☐ I DO NOT AGREE this would be an appropriate use of the proposed stadium
- ☐ Don't know



**APPENDIX 9:**

**Stage One Questionnaire**



# THE PEOPLE'S PROJECT CONSULTATION



## INTRODUCTION

Thank you for agreeing to take part in The People's Project Consultation. It will only take a few minutes to complete.

All responses are anonymous and shall only be used in connection with the People's Project consultation and development. For further information please see our Privacy Policy online.

Please circle your answer where appropriate

## SECTION 1 THE PROPOSAL

**Q1 How important is it that Everton Football Club remains in the city of Liverpool (see A on Map)?**

- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

**Q2 How important is it that Everton Football Club remains in North Liverpool?**

- Very important
- Fairly important
- Not very important
- Not at all important
- Don't know

**Q3 It is proposed that Bramley-Moore Dock will be the location for Everton Football Club's new stadium. Do you agree or disagree that Bramley-Moore Dock would be an appropriate site for Everton Football Club's new stadium?**

I AGREE Bramley-Moore Dock is an appropriate site for Everton Football Club's new stadium

I DO NOT AGREE Bramley-Moore Dock is an appropriate site for Everton Football Club's new stadium

Don't know



Please write here why you agree/do not agree



## THE PEOPLE'S PROJECT CONSULTATION



**Q4 It is proposed that Goodison Park, Everton Football Club's current home, is redeveloped to create a legacy the community can benefit from including residential, educational, community and health amenities.**

**Do you agree this is an appropriate use of Goodison Park?**

I AGREE this is an appropriate use of Goodison Park

I DO NOT AGREE this is an appropriate use of Goodison Park

Don't know

Please write here why you agree/do not agree

**Q5 It is possible that the new stadium at Bramley-Moore Dock and its 'Fan Zone' could be used on non-match days to host other events (e.g. other sports events, concerts and cultural events) and also be used by community groups.**

**Do you agree or disagree that this would be an appropriate use of the stadium?**

I AGREE this would be an appropriate use of the proposed stadium

I DO NOT AGREE this would be an appropriate use of the proposed stadium

Don't know

**Q6 Do you have any comments on the proposals outlined**



## THE PEOPLE'S PROJECT CONSULTATION



### SECTION 2 ABOUT YOU

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

#### **Q7) Which of these best describes which football club you support?**

- Everton Football Club
- Liverpool Football Club
- Tranmere Rovers Football Club
- Another football Club
- I don't support a football club
- Don't know

**If you are NOT a supporter of Everton Football Club, please skip to Q9.**

#### **Q8) Which of these statements best describes how you support Everton Football Club?**

- I am a Season Ticket member
- I am a Hospitality member
- I regularly attend games but am not a Season Ticket member
- I occasionally attend games
- I support Everton Football Club, but do not attend games
- I prefer not to say

#### **Q9) What is the first part of your postcode e.g. L 3**

#### **Q10) Please tell us your age?**

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

#### **Q11) Which of the following do you identify as?**

- Female
- Male
- Prefer not to say



## THE PEOPLE'S PROJECT CONSULTATION



**Q12) Do you consider your gender to be the same as at your birth?**

- Yes
- No
- I prefer not to say

**Q13) What is your ethnic group?**

**White**

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

**Q14) Do you consider yourself to have a long term illness or disability?**

- Yes
- No
- I prefer not to say

**IF NO, skip to Q17**

**15) If yes, how would you describe your impairment? Please circle all the boxes that apply to you**

- Hearing impairment ( deaf or hard of hearing)
- Visual impairment ( blind or partially sighted)
- Physical impairment (e.g. wheelchair user)
- Learning impairment/ disability (e.g. Downs Syndrome)
- Co-ordination difficulty (e.g. Movement Co-ordination Difficulty such as dyslexia)
- Long term illness (e.g. cancer, HIV+ etc.)
- Other (please specify)

**16) What effect do your impairment have on your day –to day life?**

- No effect
- Some effect
- A significant effect
- I prefer not to say



## THE PEOPLE'S PROJECT CONSULTATION



**Q17) In which, if any, of the following ways have you seen or heard anything about The People's Project Consultation?**

**Circle ALL that apply**

Leaflet through my door

Attended a roadshow

Email

Local press

National press

Social media

People's Project website

Match day programme

Word of mouth

In another way

None of these



**APPENDIX 10:**

**List of attendees at stakeholder briefing event**

## Statement of Community Engagement: Goodison Park

NAME	JOB TITLE	ORGANISATION
Brian Connor	General Manager	Titanic Hotel
Christine Whittle	Cluster Revenue Manager	Titanic Hotel
Bill Addy	Chief Executive	Liverpool Bid Company
Andy Snell	Head of Business Growth, Membership, Strategic and International Trade	Wirral Chamber of Commerce
Mark Stanton	Chief Superintendent	Merseyside Police
Camilla Mankabady	Director of Communications	Liverpool City Council
Claire McColgan	Director	Culture Liverpool
Joe Keggin	PR & Communications Manager	Marketing Liverpool
Paul Corcoran	Head of Marketing	Liverpool Waters
Harriet Holbrook	PR	Liverpool Waters
Carolyn Knott	Partnerships Manager	Liverpool Enterprise Partnership
Gareth Abbott	Head of Business Support	Downtown IN Business Liverpool
Chris Brown	Director of Marketing	Marketing Liverpool
Chris Bliss	Director and Owner	Momentum Properties
Iain Finlayson	Business Performance Director	Liverpool One
Ben Williams	Commercial Director	The AA Liverpool Group
Professor Andy Smith	Associate Head of Sport Studies and Sport Development	Edgehill University
Paul Cherpeau	Chief Executive	Liverpool Chamber of Commerce
Sue Grindrod	Chief Executive	Gower Estates
Catherine Elwin	Rail Project Manager	Merseytravel
Stuart Haynes	Assistant <i>Diocesan</i> Secretary and Communications Director	Liverpool Cathedral
Dawn Fantin	Corporate Events and Engagement Manager	Liverpool John Moores University



**APPENDIX 11:**

**List of Councillors written to by EFC CEO**

## Statement of Community Engagement: Goodison Park

- Cllr Christine Spriggs
- Cllr Jean Stapleton
- Cllr Leon Tootle
- Cllr Mary Rasmussen
- Cllr Nick Small
- Cllr Pat Hackett
- Cllr Patrick Cleary
- Cllr Phil Davies
- Cllr Sharon Sullivan
- Cllr Tony Jones
- Dame Louise Ellman MP
- Lord Mayor Christine Banks
- Luciana Berger MP
- Stephen Twigg MP



**APPENDIX 12:**

**Press release announcing Stage Two consultation**

## **DETAILS OF THE PEOPLE’S PROJECT SECOND CONSULTATION REVEALED**

**17 July 2019**

Everton’s plans for a new stadium at Bramley-Moore Dock and a legacy project at Goodison Park will be shown across the Liverpool City Region as part of the Club’s second wide scale consultation with the public.

The People’s Project public consultation takes place from Friday 26 July to Sunday 25 August and will visit 12 locations across all six city region boroughs – Liverpool, Wirral, Sefton, Knowsley, St Helens and Halton – over 19 days of the month-long consultation period.

Visitors to the travelling consultation will also have the opportunity to immerse themselves in the project with a virtual reality experience allowing users to experience 360-degree views of the stadium. For those unable to attend, the exhibition and consultation survey will also be available via [The People’s Project website](#) and a new People’s Project app that will contain a range of interactive materials.

These will include an alternative reality version of the new stadium and a 360-degree VR tour of both the inside and outside of the ground. The app will be updated throughout the consultation period and the lifetime of the project.

The results and feedback of the month-long consultation will form part of the Club’s final submission for planning applications for both Bramley-Moore Dock and Goodison Park. Those applications are expected to be submitted by the end of 2019.

The public consultation marks the second stage of a formal process which began with a first stage public consultation last November.

More than 20,000 people took part in that consultation, with the overwhelming majority backing the proposed move to Bramley-Moore Dock, part of Peel L&P’s Liverpool Waters site, and the redevelopment of Goodison Park.



## **Statement of Community Engagement: Goodison Park**

Colin Chong, Everton's Stadium Development Director said: "As well as the exciting designs for the stadium we will be revealing more details about all parts of the project, including how the stadium will respect and complement its surroundings, our approach to heritage preservation and enhancement, how fans could travel to and from the stadium and how we intend to create a powerful legacy for our spiritual home in Liverpool 4.

"We believe that our proposals for the stadium and for Goodison Park will have a transformational effect on North Liverpool. It would support the city's inclusive growth agenda by creating economic and societal benefits through boosting our local economy, creating jobs, attracting new visitors and creating new civic amenities.

"It's important that as many people as possible visit the exhibitions, take part in our consultation survey and let us know what they think."

The month-long consultation will ask members of the public for their views on a range of issues in relation to both Bramley-Moore Dock and the Club's intention to leave a legacy at Goodison Park.

For residents living in Liverpool 4, a consultation leading on the Club's intention to leave a sustainable legacy at Goodison Park will open at The People's Hub on selected days over a two week period.

Consultation is an essential part of the planning application process and it follows previous engagement by the Club with its fans, local residents and senior business, cultural and public sector figures in the Liverpool City Region.

### ***Dates and times for public consultation:***

#### ***Consultation for residents living in Liverpool 4***

**ENDS**

**APPENDIX 13:**

**List of stakeholders attending Stage Two consultation launch**



## Statement of Community Engagement: Goodison Park

Full Name	Organisation
David Morris	ImTech
Peter Fieldsend	Torus
Guy Keen	Merseyside Fire and Rescue
Graham Burgess	
Andrew Lancel	Quarry Street
Mark Williams	Western Union
Ray Attwood	Money Corp
Rob Jones	Stage Coach
Jake Mills	Chasing the Stigma
Alastair Bennett	Premier League
Paul Corcoran	Agent Marketing
Andy Snell	Wirral Chamber
Matty Byrne	Merseycare
Neil Stewart	Medicash
Jon Power	CBRE
Marj Murphy	Medicash
Joe Hynes	Harcourt House
Tim Johnston	Amion
Dr Matthew Philpott	Healthy Stadia
Liam Guinan	Alpha
Matty Byrne	Merseycare
Darren Wynn	Carrington's Catering
Cathy Skelly	Liverpool City Council
Matt Biagetti	Liverpool City Council
Bill Addy	Liverpool Bid
Jayne Lloyd	Stay City Apartments
Claire McColgan	Liverpool City Council
Gerry Proctor	
Chris Wardle	Everyman Playhouse
Dickon White	The Jockey Club
marcus magee	Hilton Hotel
Professor Michael Parkinson	University of Liverpool
Erik Bichard	Real Worth
Grant Rowley	The Jockey Club
Chris Mckenna	Downtown in Business Liverpool
Steve Coffey	Torus
Oliver Pfeiffer	GLD Group
Mark FW Blundell	
Joe Keggin	Marketing Liverpool
Jay Shaw	Agent Marketing
Harriet Holbrook	Agent Marketing

## Statement of Community Engagement: Goodison Park

Jeanette Gill	Agent Marketing
Sue Grindrod	Grindrod Consultancy
Sue Gregory	Everton in the Community
Daniel Halliday	Claire House
Julia Huf	Fazenda
GARY WARING	Radisson Blu
David Owen	Investec
Sam Fearon	HSBC
Neil Sturmey	Grant Thornton
Chris Brown	Marketing Liverpool
Graham Anthony Jones	Quilter Cheviot
Mark Wiggins - Superintendent	Merseyside Police
Mr Paul Bibby	MSB
Tricia Campbell	Elliott Fletcher
Trevor Skempton	Merseyside Civic Society
Stuart domigan	Porcelanosa
Karen swan	Influential
Jonathan McCourt	GLD Group
Sir John Jones	Everton in the Community Chair of Trustees
Professor Charles Mills	Board of Governors - Everton Free School
Stephen Claus	Brabners
Alastair Miller	Soluis
Mark Power	Liverpool John Moores
Kevin Leary	University of Liverpool
Dr Helen O'Keeffe	Edgehill University
Professor Andy Smith	Edgehill University
Sue Russell	Hill Dickinson
Dawn Fantin	Liverpool John Moores
Crispin Pailing	
Stephen Power	
Paul Winfield	Liverpool John Lennon Airport
Iain Finlayson	Liverpool One
Graeme Rooney	Merseyside Police
Prof James Keaton MBE	Everton Trustee
Ian Pollitt	Peel Ports
Brian Connor	Titanic Hotel
shelley Lockett	Liverpool LEP Partnership
Jason Maher	Condy Lofthouse
Tim Carey	
Stephen Cowperthwaite	Avison Young, Chair of MIPIM
Mark Kitts	Liverpool Foundation Homes



## Statement of Community Engagement: Goodison Park

Christine Whittle	Titanic Hotel
Lucy O'Connor	Crossfield Construction
Paul Cherpeau	Liverpool Chamber of Commerce
Phil Jones	Peel Ports
Steve Macey	Buro Happold
Jane Harris	Steve Morgan Foundation
Brian Clark	Steve Morgan Foundation
Sara Wilde	Influential
Len Gowing plus child	
Zac Gowing	
Peter Norman	Pershing
Craig Clifford	Pershing
Dan Sweeney	
Dan Carden MP	MP
clare Dickinson	Fanatics
Chris Bailes	Fanatics
Lee Hambly	Easirent
Dave Mayner	Onward Homes
Tony Jenkins	
Sean Lundon (Everton)	Everton
John McKeown (Everton)	Everton
Daniel Manning (Everton)	Everton
Oliver Wright (Everton)	Everton
Jennie Kozlowski (Everton)	Everton
Rachael Jones (Everton)	Everton
Clare Kearney (Everton)	Everton
Julie Lloyd (Everton)	Everton
Phil Davies (Everton)	Everton
Amy Wells (Everton)	Everton
Tom Rowell (Everton)	Everton
James Kemp (Everton)	Everton
Julie Martin (Everton)	Everton
James Maryniak (Everton)	Everton
Andrew Lamb (Everton)	Everton
Mark Rollings (Everton)	Everton
David Lewis (Everton)	Everton
Lesley Beattie (Everton in the Community)	Everton in the Community
Sue Gregory (Everton)	Everton
Michael Salla (Everton)	Everton
Danny Donachie	Everton
Gretar Steinsson (Everton)	Everton
Paul Graley (Everton)	Everton

## Statement of Community Engagement: Goodison Park

David Unsworth (Everton)	Everton
Alison Haynes (Everton)	Everton
Jonathan Williams (Everton)	Everton
Richard Cronin (Everton Free School)	Everton Free School
Claire Lamontagne (Everton in the Community)	Everton in the Community
Kim Tanner (Everton)	Everton
Aidan Miller (Everton)	Everton
Linda Edwards (Everton)	Everton
Catherine Chadwick	Everton
Prof James Keaton MBE	Everton
James Kemp	Everton
Aidan Miller	Everton
Jo McCartan	Everton
Amy Wells	Everton
Kate Mannion	Everton
Oliver Wright	Everton
Alison Haynes	Everton



**APPENDIX 14:**

**Exhibition Boards for Stage Two**