

WHAT YOU'VE TOLD US

For Everton fans, for our local community and for the wider city, Liverpool will always be our home. This is the second public consultation the Club has held regarding its proposals. During the first consultation, held last November, more than 20,000 people gave their views including fans, business and community leaders and our neighbours at Goodison Park. We wanted to ensure people understand our proposals and have had the opportunity to help us shape them.

This is what you have already told us:

97% of you said it was important that Everton stays

of you said it was important that Everton stays in North Liverpool

agreed Bramley-Moore Dock is an appropriate site

for Everton's new stadium

95% agreed on the new stadium being used on

non-matchdays to host other events

95% agreed with the proposed uses of the Goodison Park site for a community-led legacy

And you also highlighted the following themes:

How people could get to and from the stadium, especially on matchdays

Ensuring we create an 'iconic' design which is in keeping with the docks

Making sure we enhance and embrace the heritage of the site **Community benefit**

for all of your feedback.

Ensuring our plans for Goodison Park will have the best possible impact on the local area

Our latest plans address all the themes raised and we are grateful

THE STADIUM

We want to build a stadium that is right for Everton Football Club, right for Bramley-Moore Dock and right for Liverpool City Region.

The stadium you see today is the current proposed design; however, this is subject to further developement following feedback from this consultation and detailed technical assessment. Therefore, the designs may change before we submit a planning application later this year.

Site layout

Our proposals include extensive public spaces for use on both matchdays and non-matchdays, the creation of a waterway to connect the docks and a new multi-storey car park next to the river, with a footbridge linking it to the stadium. The car park would be low enough that it would not block views of the stadium from the river or views of the river from the main hospitality spaces in the stadium. Access to the stadium site for pedestrians would be through three new entrances, to account for the proper and secure crowd flow into and out of the site. This would be designed into the Regent Road wall and be in addition to the existing two entrances.

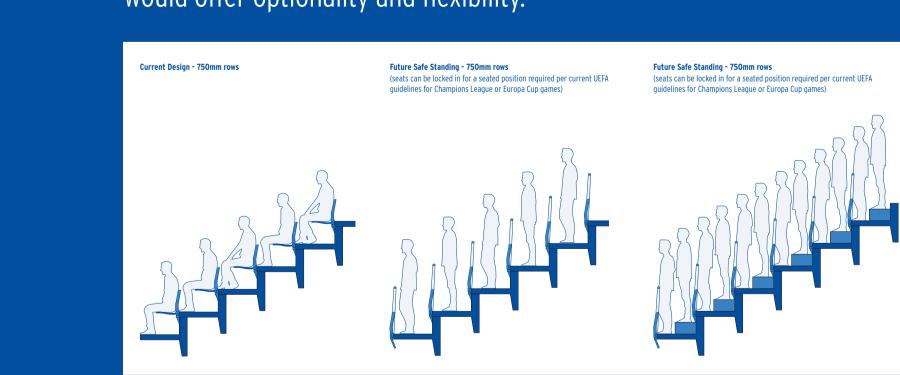
Orientation

The stadium would be built on a north-south orientation. This will help mitigate any potential damage to the dock wall and enables greater visibility of the Fan Plaza. This is also the best approach in terms of the impact of sunshine and shadow on the fans' experience and on the televising of matches. This orientation will help with prevailing winds and gives us the maximum amount of public space around the stadium itself.

We are proposing a stadium capacity of 52,000 with the potential for that to rise to 62,000 in the future, subject to further planning permission. The projected capacity takes into account several factors which include design and orientation of the stadium on a dock site, current and future ticket demand and forecast revenues and costs.

The stadium will also be 'futureproofed' for any changes in regulations in relation to 'safe standing'.

The design of two of the stands (north and south) will allow for rail seating and, in future should the law change, a safe standing solution would offer optionality and flexibility.





Construction materials



traditional brick, glass and steel. The dominance of the brick is designed to ensure the development looks at home in the dockland setting and takes its inspiration from the brick used in the nearby Stanley Dock complex. Where possible, we would retain the traditional flagstones and cobbles in the public areas around the stadium.

Inside the stadium

Inside the stadium, fans would be as close as five metres to the action, the closest possible distance current regulations allow, with all stands offering unobstructed sightlines. The overall design will also help amplify the noise within the stadium ensuring the best possible atmosphere.

The Fan Plaza

The Fan Plaza would be to the east of the stadium and would be about the same size as Liverpool's Pier Head. It would be the focus for preand post-match entertainment and activity.

Within the Fan Plaza, the top of the original dock wall could be revealed within the paving, maintaining the outline of the former dock. Some of the features being considered for the Fan Plaza include street food kiosks and designated entertainment areas for fans and visitors, including facilities dedicated to children.

Outside the stadium

A number of other public spaces could be created around the stadium to ensure not just the best experience for fans but for visitors on non-matchdays too. All public areas would be designed to be flexible so community, cultural and business organisations could use them.

The Club intends to continue the Liverpool Waters River Walk through the Bramley-Moore Dock site which, when linked with Peel L&P's completed Liverpool Waters development, would lead from the stadium to the Three Graces. The Hydraulic Tower, to be repaired and reused as part of the Club's proposed development, could be a start and end point for the city's River Walk.

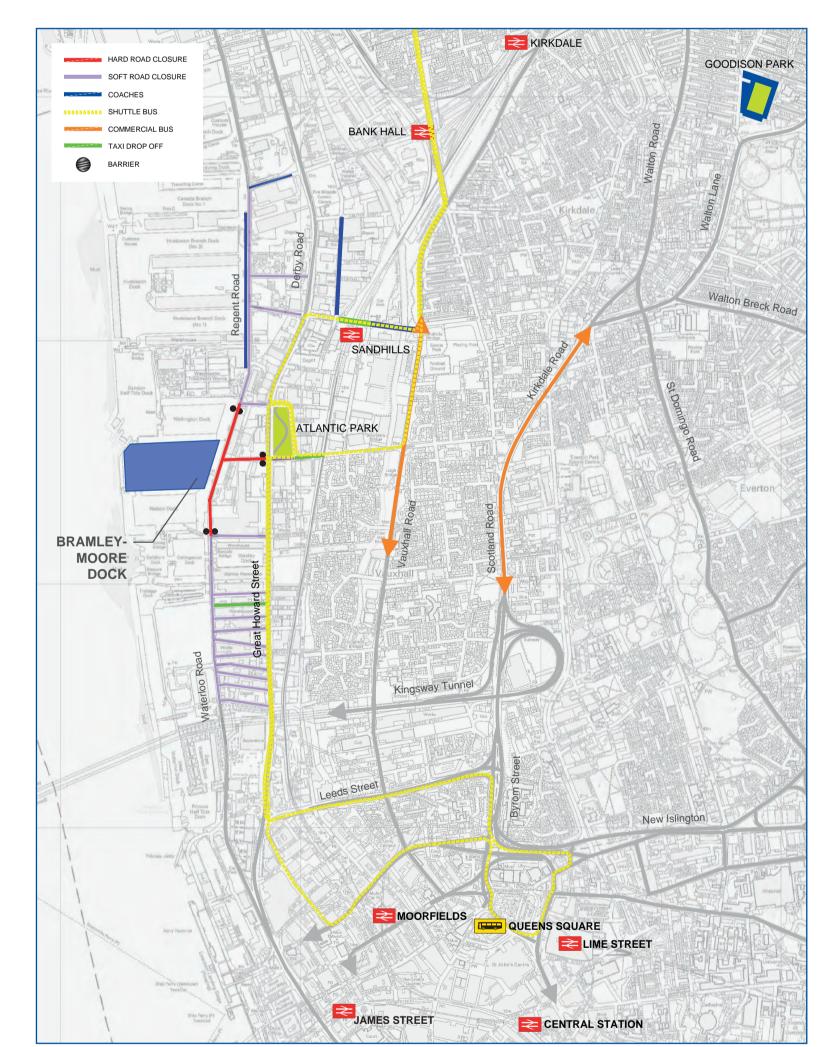
TRANSPORT

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

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

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

Transport plans



A shuttle bus service will run between the city centre and the stadium on matchdays. The bus will use the Atlantic Park loop as well as Great Howard Street to pick-up and drop-off passengers. Bus operators say a shuttle bus service between Bootle Town Centre and the stadium for onward travel northwards could also be viable. Vauxhall Road and Scotland Road, a short walk from the site, also have frequent bus services. Operators say that on matchdays existing services could increase in frequency to provide more capacity for supporters.

Sandhills Station

Sandhills Station connects to Liverpool City Centre stations, Southport, Ormskirk, Kirkby and South Liverpool. A travel survey of more than 8,000 match-going Evertonians, to understand how they currently arrive at the ground and how they would in the future, revealed that 55% of supporters would choose to use public transport if the stadium was built at Bramley-Moore Dock.

Coaches

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

Three taxi pick-up / drop-off points are proposed within a short distance of the stadium. Between these three-facilities, taxi travel will be far more convenient than is currently the case at Goodison Park.

Parking

On matchdays, a limited amount of parking at the stadium would be available in the new multi-storey car park. Spaces here would be available for disabled supporters as well as supporters who have pre-booked parking permits in advance of the match taking place. These people would have to enter the stadium at least one hour before

The car park would include charging bays for electric vehicles for use by fans, staff and visitors to the site on both match and non-matchdays. Working with Liverpool City Council, the Club would establish parking restrictions to prevent parking on local streets which would affect residents and businesses. Further detail on the parking strategy is to be developed in consultation with residents

Road closures

Road closures have been proposed following consultation with the

Police and Counter Terrorism authorities. Access to businesses and

for residents will still be possible in the soft closure areas during the

the match day closures and to divert traffic onto alternative routes.

Visitors on non-matchdays would be encouraged to use public

transport where possible but would also have the option of using

Our approach on non-matchdays

the dedicated car parking facilities at the stadium.

matchday. A signage strategy would be developed to warn motorists of

Traffic will be restricted on the streets immediately surrounding the stadium on matchdays to create a safer environment for walking. Street. These routes run past the stadium and will offer improved walking and cycling facilities on matchdays.

kick-off and wait after the final whistle until crowds have dispersed.

and businesses as the plans are progressed.

Liverpool City Council is currently upgrading walking and cycling routes between the City centre and Bootle on Regent Road and Great Howard

30 MINUTE WALKING ISOCHRONE 15 MINUTE WALKING ISOCHRONE Extensive work would be carried out with our construction partners to ensure we are minimising our carbon footprint throughout the construction period and beyond. Measures could include: Generating electricity from solar panels Installing a water source heat pump Harvesting rain water for use in toilets The provision of charging facilities in the car park for electric and hybrid vehicles The Club is looking at ways to minimise waste generation in both the construction and operation of the stadium, including through the promotion of recycling and reuse of materials. The Environment

Ecology

Sustainability

design, construction and operation.

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

AND ENVIRONMENT

We intend to harness the unique features of this location to create an

environmentally friendly and sustainable stadium, which is efficient in

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

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

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

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

BRAMLEY-MOORE DOCK

APPENDIX 15:

Stage Two Questionnaire



Bramley-Moore Dock

below

mic	Threy Woore Book		
1.	Do you support or oppose the proposed design of the stadium? Select one only Strongly support		
	Support		
	Neither support nor oppose		
	Oppose		
	Strongly oppose		
2.	Do you support or oppose the proposed re-use of historic features at Bramley-Moore Dock, including the Hydraulic Tower? Select one only Strongly support		
	Support		
	Neither support nor oppose		
	Oppose		
	Strongly oppose		
3.	Do you support or oppose the proposed transport strategy for both matchday and non-matchdays? Select one only Strongly support Support Neither support nor oppose Oppose		
	Strongly Oppose		
4.	Do you have any comments about the proposals for Bramley-Moore Dock? Please write in		

Cos	dia	on Dorl		
God	oaise	on Park		
	5.	Do you support or oppose the proposed outline layout/design for the redevelopment of Goodison Park? Select one only		
	Strongly support			
		Support		
		Neither support nor oppose		
		Oppose		
		Strongly Oppose		
	6.	Do you support or oppose the proposed mix of uses and amount of development proposed at Goodison Park? Select one only Strongly support		
		Support		
		Neither support nor oppose		
		Oppose		
		Strongly oppose		

7.	Do you have any comments about the proposals for Goodison Park? Please write in below
<u>Overall</u>	
8.	Taking account of what you have seen today about the People's Project and its potential impacts and benefits, which of the two following outcomes would you prefer:
Continu	ue with the development of the People's Project
OR	
eave t	he dock in its current state
have r	o preference
prefer	not to say
9.	Please write here why you prefer this outcome? Please write in below

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:

- 10. Which, if any, of these football clubs do you support? Select one only
 - Everton Football Club
 - Liverpool Football Club
 - Tranmere Rovers Football Club
 - Another football Club
 - I don't support a football club
 - Don't know

10b Routed question

Which of these statements best describes how you support Everton Football Club? Select one only

- 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
- 11. What is the first part of your postcode e.g. L 3
- 12. Which, if any, of the following boroughs do you live in? Select one only
 - Liverpool
 - Wirral
 - Sefton
 - Halton
 - Knowsley
 - St Helens
 - I live in another part of the UK
 - I live outside of the UK
 - I prefer not to say

13. Please tell us your age? Select one only

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

14. Which of the following do you identify as? Select one only

- Female
- Male
- Prefer not to say

15. Do you consider your gender to be the same as at your birth? Select one only

- Yes
- No
- I prefer not to say

16. What is your ethnic group? Select one only

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

17. Do you consider yourself to have a long term illness or disability? Select one only			
• Yes			
• No			
I prefer not to say			
17.a 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 (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 (places specify)			
Other (please specify)I prefer not to say			
17. b What effect do your impairment have on your day –to day life? Select one only			
No effect			
Some effectA significant effect			
I prefer not to say			
18. In which, if any, of the following ways have you seen or heard anything about The People's Project			
Consultation?			
Select ALL that apply			
Leaflet through my door			
Attended a roadshow			
Email			
Local press			
National press			
Social media			

Fan site

Through my place of work

People's Project website

Match day programme

Word of mouth

In another way

None of these

APPENDIX 16:
dvert for publicising Stage Two consultation

Statement of Community Engagement: Goodison Park



TAKE A VIRTUAL REALITY TOUR OF EVERTON'S NEW STADIUM

A roadshow about Everton's proposed new stadium is coming to a community near you over the next three weeks. It's your chance to learn more about the plans and to find out what the new stadium will be like with a stunning virtual reality tour.

The roadshow is part of a public consultation into plans for a stadium at Bramley-Moore Dock and proposals for the community-led redevelopment of the Club's current home, Goodison Park. As well as viewing the latest designs you can also learn more about the Club's plans for transport, heritage and the environment.





If you're unable to attend any of the roadshows you will be able to view all the consultation materials and share your views by completing a questionnaire online at www.peoples-project.co.uk

You can also download the official app and immerse yourself in 360-degree views of the proposed new stadium from your phone or tablet by visiting www.peoples-project.co.uk/app

FRI 26 JULY LIVERPOOL ONE **Outside John Lewis**

9AM - 8PM

FRI 16 AUGUST

ST HELENS

Centre, St Helens,

WA10 1AF

9AM - 5.30PM

SAT 27 JULY **BIRKENHEAD**

222 Grange Road West, CH41 6EB (outside Asda) 10.30AM - 5PM

> **SUN 4 AUGUST SPEKE**

New Mersey Retail Park, Speke Road, L24 8QB 10.30AM - 4.30PM

10.30AM - 4.30PM

SAT 3 AUGUST WIDNES

Green Oaks Shopping Centre, Green Oaks Way, WA8 6UB 9AM - 6PM

> **SAT 10 AUGUST** HUYTON

The Forum, Derby Road, Huyton, L36 5RT (near the Post Office) 10AM - 5PM

WED - THURS 14 - 15 AUGUST **Church Square Shopping LIVERPOOL**

> **CHURCH STREET Outside Carphone Warehouse** 11AM - 6.30PM

TUES 13 AUGUST LIVERPOOL CASTLE STREET

Next to Viva Brazil 11AM - 6.30PM

SAT 17 AUGUST SUN 18 AUGUST **NEW BRIGHTON**

Fort Perch Rock, CH45 2JU (in the car park) 10.30AM - 4.30PM

SUN 28 JULY

EDGE LANE

Edge Lane Liverpool Shopping Park, Edge Lane, L13 1EW

> WED - FRI 31 JULY - 2 AUGUST

LIVERPOOL ONE

Outside John Lewis 9AM - 8PM

> WED - FRI 7-9 AUGUST

LIVERPOOL CHURCH STREET

Outside Carphone Warehouse 11AM - 6.30PM

SUN 11 AUGUST

CROSBY

Crosby Lakeside Activity Centre, Cambridge Road, Waterloo, L22 1RR

10.30AM - 4.30PM

GOODISON PARK Goodison Road, L4 4EL 9AM - 2PM

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Statement of Community Engagement: Goodison Park		
APPENDIX 17:		
Liverpool Echo supplement for publicising Stage Two consultation		













■ People will get to experience Everton's

new stadium through virtual reality at a roadshow which will be touring the city

■ The VR experience will enable people to experience what it will be like in the new

stadium and will be offered to people who attend the roadshow and give their views on

opinions not just of football fans and people

■ It is important that the club gets the

in north Liverpool but of people from

particular allegiance to the club.

■ The views gathered in the public

elsewhere in the city and those with no

consultation will be taken into account as

when the club's planning applications are

■ Full details of the roadshow and how

on the back page of this supplement.

part of the design development process and

people can take part in the consultation are

region in the coming weeks.

the proposals.

being considered.

The People's Project



Our vision: A message from Professor Denise Barrett-Baxendale MBE DL, chief executive of Everton

TODAY our vision to build a new stadium for Everton Football Club and to deliver long-lasting benefits for north Liverpool and the City Region takes a major step forward.

Not only are we revealing our proposed designs for the stadium, but we are also providing more detail about the proposed community-led redevelopment of Goodison Park. Together, these projects can be transformational for so many people.

For us, football is about winning on the pitch, of course. That's what both we and our fans want. It is also about growing a financially sustainable business and delivering commercial excellence. We have to ensure our club is investing now for the next 125 years.

But The People's Project is about so much more than football. It is about delivering benefits to our community, to our neighbours and to our city.

It is now two and a half years since we announced that Bramley-Moore Dock, on the banks of the River Mersey, was our preferred location to develop a new state-ofthe-art stadium for the club. Since then, much work has been completed to realise that ambition.

Clearly, our focus is on designing a stadium which is right for our club and our fans

But we are equally aware of our responsibility to make sure it is right for everyone in the city.

That's because football, in our view, is so much more than a

It can and should be a force for good and for the creation and delivery of benefits which go beyond things like job creation and economic impact. At Everton, we have always

understood that. We've seen and heard the evidence

The 14 to 16-year-old pupils excluded from mainstream education who have found their talents and their purpose in our Free School. The lonely, and in some cases

suicidal, people who tell us that our mental health programmes have saved their lives. Literally,

And the positive feedback we get to our programmes that support elderly members of our community who live in social isolation or with dementia

A move to Bramley-Moore Dock would lead to the transformation of inaccessible dockland and the generation of thousands of new jobs. It

would mean the creation of a new riverfront icon which would be recognised the world over and become a beacon for inclusive

But this move would also unlock a huge opportunity at our current home, Goodison Park, to create something which would improve the quality of life for local people in one of the UK's most disadvantaged communities, people whom we regard not just as neighbours, but as

It's why we have called this huge, complex and challenging initiative The People's Project.

It is about ensuring our heritage as a club is protected and celebrated and is for everyone.

Bramley-Moore Dock sits in north Liverpool and the city's vast docker community was our football family for the best part of a century. Those dockers and their families were our lifeblood, finishing shifts at the docks and making the walk to $Good is on \ Park\ to\ support\ the\ team$ that represented them.

That's why a move to north Liverpool's waterfront makes sense on so many levels. It delivers transformative benefits to the city: it means we can deliver social and economic benefits to some of the most deprived communities in the UK; it unlocks the potential of a stunning location.

And it means that Everton. a proud and storied club with an enviable history, can continue to connect with its north Liverpool heritage and its dockland roots and build for the future.

Today we embark on a second views. We have to demonstrate not informed, but that we have listened

And we want to be able to demonstrate, as we submit our planning applications later this year, that the people of Liverpool City Region support us.

our first stage public consultation, not just from Everton fans but from fans of other teams and those with no interest in football - who could all see the benefits of our plans. We are truly grateful for this

support and feedback.

website to make vour support known.

Dome

growth and regeneration.

public consultation into our plans and it is essential that as many people as possible give us their iust that we have kept people

We had a tremendous response to

So please visit our

EVERTON Football Club's vision for a new stadium on the banks of the Mersey is revealed today - with computer-generated images depicting a stunning and iconic landmark for

assets which the club believe will improve the lives of residents in Liv- European Capital of Culture. erpool 4.

Liverpool City Region.

roadshow or visit the project being asked for their views via an district for the city. online survey.

The club will then consider the pool City Council towards the end of cational facilities.

And the club's plans to breathe regarded as the single most importional property consultancy firm new life into the area around Goodi- tant opportunity Liverpool has faced CBRE indicates The People's Project son Park are also unveiled - the crea-since 2008, when Liverpool ONE would deliver a £1bn boost to the tion of new homes and community opened its doors for the first time city's economy and the potential for

The stadium would act as a catalyst Details of the schemes, called The for a wave of regeneration that would be boosted by more than £2.2m and People's Project, will now go out to transform north Liverpool and its there would be an uplift of up to public consultation, with a roadshow largely abandoned dockland, lead- £1.7m in Business Rate income. visiting locations across Merseyside ing to the building of new homes, in the coming weeks and people new workplaces and an entire new tourism, with an additional 1.4 mil-

The associated plans for the club's before refining its plans and submit- homes and community amenities, ting planning applications to Liver- including health, enterprise and edu-

and the city celebrated its status as up to 15,000 new jobs and £34m of local income to local families.

BLUES' NEW HOME WILL BE

AN ICON FOR THE CITY

www.peoples-project.co.uk

Annual Council tax receipts would

There would also be a boost to lion visitors attracted to the city. Earlier this year, Lord Heseltine

current home at Goodison Park former Deputy Prime Minister and feedback from the consultation would mean the creation of new long-term champion of Liverpool's regeneration, described the club's plans as a "golden opportunity to bring lasting change to the north of the year. The People's Project is Research carried out by internathe city". The city's political leaders

the proposals. Both Liverpool Mayor city can access and enjoy on match-area north of the city centre has been Joe Anderson and Liverpool City days and non-matchdays." Region Mayor Steve Rotheram are backing the club, while a wide range of senior business leaders and other Everton's proposed new stadium at for this part of the city region and a decision-makers in the city jointly signed a letter in support of the proposals last year.

www.peoples-project.co.uk

Stadium Development Director should allay them once and for all." Executive Richard Kenyon said: "It's Colin Chong said: "We believe our proposals are great for both fans and clearly listened to the fans and all the public focus in coming weeks will be the wider city. They are sympathetic major stakeholders in what this sta- on the stadium, but our focus is to the Bramley-Moore Dock setting, dium needs to do to reflect not just equally on the legacy we leave which is part of Liverpool's World Heritage Site, and will help secure the heritage, but the city's as well." future of this club for generations to

age of a proud and glorious football exciting chapter for the city." club. The stadium will deliver an

are also united in their support for be an asset which everyone in the Moore Dock and the surrounding

Liverpool Mayor Joe Anderson years. If the new stadium comes to said: "If there were any doubts that fruition it would provide a new focus Bramley-Moore Dock would not be much-needed boost for the local befitting our world class waterfront, economy." then these breathtaking designs Everton in the Community Chief

Everton's ambitions and unique behind at Goodison.

Stadium architect Dan Meis said: needed regeneration of Liverpool's wants to create a very special place "We have designed a stadium that North Docks and these designs are a when we eventually come to move celebrates Liverpool's dockland her- confident statement of intent that the playing side of things to the itage and also celebrates the herit- the club will play its part in this new docks.

Steve Rotheram, Metro Mayor of ple's Project will deliver a significant unrivalled atmosphere and the pub- the Liverpool City Region, said: economic uplift and positive socilic spaces around the stadium will "There is no doubt that the Bramley- et al impacts on those most at need."

in need of regeneration for many

"The club and its architects have understandable that much of the

"The club is committed to remain-"This stadium has the potential to ing in Liverpool 4 through Everton in be a huge catalyst for the much the Community's presence and

"We are confident that The Peo-

Stadium will kick off north end development

ONCE built, Everton's new stadium would become a new international calling card for the city for the millions of worldwide viewers of Premier League football and would kick-start the development of other areas around Bramlev-Moore Dock which are ripe for investment and new development.

The two areas which stand to gain first are the other areas of Liverpool Waters, where the developer, Peel L&P, has already stated that a development at Bramley-Moore would lead to a re-think on their phasing, and the Ten Streets area of Vauxhall which is earmarked to become a new creative district in the city akin to the successful Baltic Triangle.

Darran Lawless, Development

Director, Peel L&P's Liverpool Waters, said: "Liverpool Waters will be home to five distinct and unique neighbourhoods and the interest that a new potential stadium for Everton has generated has shone a spotlight on the northern end of our schem

"It's a fantastic opportunity for the whole city and we are delighted that that such a highprofile development will be part of Liverpool Waters' £5 billion project to regenerate 60 hectares of the city's former docks.

"Everton is a fundamental part of a growing list of highcalibre partners that we are working with as excitement around the development continues to grow."



EVERTON has always made it clear

that the club wants a stadium that is

right not only for the club but also

dium from the river or views of the

river from the stadium. Access to the

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Road dock wall. These would be in

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The stadium would be built on a

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gives the club the maximum amount

of public space around the stadium

and future ticket demand and fore-

The stadium will also be 'future-

tions in relation to 'safe standing'

offering optionality and flexibility.

CONSTRUCTION MATERIALS

cast revenues and costs.

erpool City Region.

SITE LAYOUT

entrances.

CAPACITY

ORIFNTATION

EVERTON'S plans for the redevelopment of Goodison Park are the result of two years of engagement with local residents and businesses.

The community-led regeneration of Goodison Park is focused on creating new amenities which would benefit the people of Liverpool 4 once the playing side of the club has moved to Bramley-Moore Dock.

in the Community, has invested some £10m in a communityfocused campus close to Goodison Park in the past five years, including Everton Free School and Football College, The Blue Base, and The People's Hub.

a new permanent mental health centre as part of the campus, costing more than £1 million. The new drop-in facility will also help mental health programmes.

The club's plans for Goodison are designed to build on these and the land on which Goodison the Trust.

Richard Kenyon, Chief Executive "Our approach to the Goodison Park Legacy Project is to deliver value rather than financial value. for the local community and to ensure our vision meets their needs and becomes their vision

The masterplan shown here establishes some of the potential uses and amount of development being proposed at Goodison Park, any buildings, which would be no more than nine storeys.

How Goodison Park

the club's old home

could look under

ACCESS

Although the planning application

for Goodison Park will not fix the

could be provided around the site.

pedestrian access possible through

the site, from north-south and east-

The outline planning application,

which will be submitted later this

year, will provide an indication of

the amount and potential location

for landscaped areas, including a

mix of hard and soft

landscaping, perimeter

trees, private garden

space and public

A large publicly

space is proposed at

amenity space.

accessible open

the centre of the

masterplan as a lasting

reminder of Goodison Park's

The open space would provide

high quality managed green space

off Gwladys Street, Bullens Road

and Goodison Road, with

LANDSCAPING

footballing legacy.

details of the proposed access

arrangements, the masterplan

The club's official charity, Everton

In addition to these existing facilities, the charity has announced a fundraising campaign to develop deliver the charity's award-winning

achievements. The club will set up a Trust, overseen by a Delivery Board, in order to shape the development of the Goodison Park Legacy Project Park sits will be gifted by the club to

of Everton in the Community, said: something which maximises social This is the club doing what is right working with the local community

What the club is proposing

MASTERPLAN

including the maximum height of

for the use of everyone in the **QUALITY HOUSING**

A mix of housing (up to 48) and indicates that multiple access points apartments (up to 160) could be developed to create a choice in housing size, type and tenure. This could include new family housing developed under a scheme that would explore new ways to make them available to local residents who might never have otherwise been able to afford their own

YOUTH ENTERPRISE ZONE

The creation of facilities and support services to encourage business start-ups could be provided at the site. This could support young people in particular, or focus on a specific sector, for example within the creative and digital industries.

EDUCATION ZONE

The masterplan proposes the development of an education facility, which could accommodate the expansion of the Everton Free School and Football College or could provide a new facility for children or adults, with the potential to also build a new children's centre for community use.

HEALTH ZONE

GROUND WILL BENEFIT COMMUNIT

A multi-purpose centre could be delivered to address health and wellbeing issues for people of all ages to access advice, care and support for a wide range of issues. The club is currently engaging with the NHS to understand the nature of the need within this area

SUPPORTED LIVING

The provision of muchneeded accommodation and care for people with a range of needs could be orovided

Proposals being considered range from assisted living for the elderly to intensive residential care for people with dementia and other

Resident: It's a big change. Make your voices heard

L4 RESIDENT Maureen Delahunty will suffer, but through our own has been a community activist for surveys of businesses most have more than a decade, including in said that they don't see a big the last three years a director of benefit on a match day anyway. So, Love Walton CIC, which aims to depending on what the club leaves. make Walton a better place to live, it should have a positive effect on work, shop and socialise. the high street. The high street is She says that it's important that very important to us and we are Everton leaves a legacy at working with the club, the council, Goodison Park if the club moves to

Bramley-Moore Dock: "We are excited to see what the proposals "It's clearly important what will be and how that will play out. "The perception from some of the residents is that the high street

our MP and other interested parties to revitalise it.

Everton's legacy is. The club has been here for more than 100 years. so it's a big transition for everyone.

They have already said that they are going to leave the People's Hub and the Blue Base and hopefully this and new amenities will help keep us on the tourist trail to have people coming into the area."

The mother of two, who is also an Everton fan, adds: "We've worked a lot with Everton in the Community and their work has had a positive effect. This is especially true for vounger people and giving them access to services and running youth clubs which have been much,

provision across the city. They have done well and Everton has been a good neighbour, but there is scope for more and from what I've seen in the consultation that will happen.

'I think Everton in the Community also has an important role in reassuring residents and businesses, but the club's message is clear: "we are not just going to go, we are going to leave a legacy."

"It's important now for more residents to attend the consultations and make sure their much needed as we lose this kind of voices are heard.'

RETAIL AND LEISURE

www.peoples-project.co.uk

The club is proposing the creation of small-scale community-led retail and food and beverage facilities, which complement the area's existing offer and meet the needs of the existing and new communities at Goodison Park. Leisure space is also

roposed, which could be used by community groups and could accommodate a range of

OFFICE SPACE

Current proposals include approximately 4,000 sq m of office floorspace. It is anticipated that some of this would be occupied by Everton in the Community, providing staff with purpose-built space to allow the charity to continue the award-winning work which the team undertake in L4 and the surrounding area.

This would allow Everton in the Community to continue to support the community and grow in its scale and reach.

PARKING

The club is consulting with the Council's highways department regarding the level of parking proposed. Access to Goodison Park via sustainable modes of transport would be encouraged but parking would be provided on site to alleviate the impact of on-street parking.

LASTING TRIBUTE

The club is considering the retention of key features of the public art around Goodison Park. such as the Dixie Dean statue and the new Holy Trinity statue, to ensure Everton's historic role in the community is celebrated and to continue to attract visitors to the

for its dockland location and for Liv-Main Media Gantry The club and its advisors, including architect Dan Meis, were determined to design a stadium which would be in keeping with the dockland environment and which could be used for non-football purposes. The proposals include extensive, high-quality public spaces for use on both matchdays and non-matchdays, the creation of a waterway to connect the docks, and a new multistorey car park next to the river, with a footbridge linking it to the stadium. The car park would be low enough that it did not block views of the sta-

The Family Stand

The layout of Everton's

The site is right for fans, club, and the whole of the city

The club is proposing a stadium capacity of 52,000 with the potential tional brick, glass and steel. The tier akin to German club Borussia OUTSIDE THE STADIUM for that to rise to 62,000 in the future, dominance of the brick is designed Dortmund's famous yellow wall in A number of other public spaces subject to further planning permis- to ensure the development looks at the Westfalenstadion stadium. sion. The projected capacity takes home in the dockland setting and into account several factors which takes its inspiration from the brick THE FAN PLAZA include design and orientation of used in the nearby Stanley Dock The Fan Plaza would be to the east of on non-matchdays too. All public the stadium on a dock site, current complex.

the stadium. proofed' for any changes in regula-

INSIDE THE STADIUM The design of two of the stands (north and south) will allow for rail

dium and the car park using tradi- 'home' end would be a steep single cated to children.

the stadium and would be about the areas would be designed to be flexi-Where possible, the club would same size as Liverpool's Pier Head. retain the traditional flagstones and It would be the focus for pre-match business organisations could use cobbles in the public areas around and post-match entertainment and them.

the original dock wall could be the Bramley-Moore site which, Inside the stadium, fans would be as revealed within the paving, main- when linked with Peel L&P's comseating and in future, should the law close as five metres to the action taining the outline of the former pleted Liverpool Waters developchange, a safe standing solution with all stands offering enhanced dock. Some of the features being ment, would lead from the stadium sightlines. The overall design will considered for the Fan Plaza include to the Three Graces. The Hydraulic also help amplify the noise within street food kiosks and designated Tower, to be repaired and reused as the stadium ensuring the best possi- entertainment areas for fans and part of the club's proposed develop-Everton is proposing to build the sta- ble atmosphere. The stadium's visitors, including facilities dedi-

Lower East Stand

could be created around the stadium to ensure not just the best experience for fans but for visitors ble so community, cultural and

The club intend to continue the Within the Fan Plaza, the top of Liverpool Waters River Walk through ment, could be a start and end point for the city's River Walk.

Structure of docks to be protected

ONE of the club's major priorities has been to design a stadium which is sympathetic to

Liverpool's dockland heritage. Bramley-Moore Dock lies within the World Heritage Site and the club has worked closely with Liverpool City Council and other stakeholders, including Historic England, as it developed its proposals.

Liverpool is a dynamic and creative city and has a long history of imaginatively reusing abandoned docks and giving them a new lease of life

Examples include The Three Graces, which stand on what was once the 18th Century George's Dock, and Liverpool ONF, which uses land which saw parts of Liverpool's Old Dock filled in.

A key part of the stadium development plan is to restore the historic Hydraulic Tower on the site to create a unique visitor attraction which could attract tourists on non-match days.

The tower is situated in what would be the north-eastern corner of the Fan Zone Plaza. The club is investigating uses for the tower, such as a heritage centre to tell the story of the docks or a museum dedicated to the history of Everton.

The current proposed appearance of the stadium, with its brick base, is designed to be in keeping with the dockland setting, taking inspiration from the warehouse buildings of the 19th century including the

nearby Stanley Dock complex.

Across all the public spaces. the club wants to preserve historic features where possible For instance, the tracks of the old rail lines could be re-laid. Original features such as old gratings, paving and cobble stones, bollards, mooring posts, capstones and granite steps could also be restored as part of the overall development

The proposals would necessitate the dredging and infilling of Bramley-Moore Dock itself but this would be done in such a way that the actual dock structure would be protected. So if the stadium ever moved away from Bramley-Moore Dock in the distant future, the dock could be restored because of the preservation work carried out during the construction process.

The club also wants to create a water channel to the west of the stadium to ensure the visual continuity of the dock system, with the historic dock wall on the western side of the channel exposed. A footbridge is proposed to connect the new car park to the stadium.

Getting to and from the stadium

THE club has been working with relevant stakeholders to put in place the site, also have bus services a transport strategy for the stadium.

Because of the proximity of the site to the city centre - around a 20-minute walk - and to Sandhills Station, they expect far more fans to use public transport to get to and from matches.

Shuttle bus services would run and there is the potential for a shuttle also to be put on from Bootle town centre. Vauxhall Road and

Scotland Road, a short walk from which could increase in frequency on matchdays.

There would be dedicated on-street parking zones provided to accommodate supporter coaches and three taxi pick-up/drop-off points are proposed within a short distance of the stadium.

On matchdays, some parking at the stadium would be available in the new multi-storey car park.

Spaces here would be available for disabled supporters as well as supporters who have pre-booked parking permits in advance of the match taking place.

Working with Liverpool City Council, the club would establish parking restrictions to prevent fans from parking on local streets which would negatively impact residents and businesses

Further detail on the parking strategy is to be developed in

consultation with residents and businesses as the plans are progressed.

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

There would also be road closures on matchdays, with special arrangements in place for local residents and

The People's Project



Experience the Blues' new home at amazing roadshow

A STUNNING virtual reality experience will bring Everton's proposed new stadium to life at a roadshow which will be touring the city over the coming weeks.

The roadshow will feature an exhibition about the plans for Bramley-Moore Dock and Goodison Park, showing computergenerated images of the proposals and providing details about issues such as design, transport and environmental sustainability.

Visitors will be asked to complete a short survey to capture their views on the proposals and staff will be on hand to answer any queries.

The results and feedback from 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 before the end of the year.

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

Almost 21,000 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.

Prof. Denise Barrett-Baxendale, Everton's Chief Executive, said that it is vital that as many people as possible in the region, and not just fans, take this opportunity to view and have their say on both elements of the project.

She said: "The response to our initial proposals from the first stage consultation was as staggering as it was positive and it has helped us progress our design concepts and refine our plans on everything from Liverpool 4."

construction materials to transport strategies and environmental and heritage matters.

"We are determined that Everton's new home will also be an asset of which the whole of the City Region can be proud.

"We believe that our proposals for the stadium and for the reimagining of Goodison Park will support the city's inclusive growth agenda, creating an economic and societal uplift and be a key component in the regeneration of North Liverpool.

That's why we would like as many people as possible to visit the roadshow exhibition and to take part in our survey and let us know what they think."

The exhibition will also explain the impact of the club's renowned charity, Everton in the Community, and how, through the People's Project, its impact and reach would be extended.

Colin Chong, Stadium Development Director, said: "As well as the exciting design proposals for the stadium, we will be revealing many 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, **FRI 16 AUGUST** how fans will travel to and ST HELENS from the stadium and how we intend to create a powerful legacy

for our spiritual

home in

LIVERPOOL ONE

Outside John Lewis

FRI 26 JULY

9AM - 8PM

SAT 27 JULY BIRKENHEAD

222 Grange Road West, CH41 6EB (outside Asda)

10.30AM - 5PM

WED - FRI

7-9 AUGUST **LIVERPOOL** CHURCH STREET

Outside Carphone Warehouse

11AM - 6.30PM

SUN 28 JULY

EDGE LANE

Edge Lane Liverpool Shopping Park, Edge Lane, L13 1EW

10.30AM - 4.30PM

SAT 3 AUGUST

WIDNES

Green Oaks Shopping Centre, Green Oaks Way, WA8 6UB

9AM - 6PM

LIVERPOOL ONE

WED - FRI

31 JULY - 2 AUGUST

Outside John Lewis

9AM - 8PM

SUN 4 AUGUST SPEKE

New Mersey Retail Park, Speke Road, L24 8QB

10.30AM - 4.30PM

SAT 10 AUGUST

HUYTON

The Forum, Derby Road, Huyton, L36 5RT (near the Post Office)

10AM - 5PM

SUN 11 AUGUST

CROSBY

Crosby Lakeside Activity Centre, Cambridge Road, Waterloo, **L22 1RR**

10.30AM - 4.30PM

Church Square Shopping Centre, St Helens, WA10 1AF

9AM - 5.30PM

WED - THURS 14 - 15 AUGUST

LIVERPOOL CHURCH STREET

Outside Carphone Warehouse

11AM - 6.30PM

Next to Viva Brazil 11AM - 6.30PM

TUES 13 AUGUST

LIVERPOOL

CASTLE STREET

SAT 17 AUGUST

GOODISON PARK

Goodison Road, L4 4EL

9AM - 2PM

SUN 18 AUGUST

NEW BRIGHTON

Fort Perch Rock, CH45 2JU (in the car park)

10.30AM - 4.30PM



www.peoples-project.co.uk

Both The People's Project App and the campaign website will carry all the information on the consultation programme as it is finalised until August 25, and will be updated through the month of consultation and the lifetime of the

And if you can't go...

the exhibition online. The People's Project App will give

users the opportunity to view stadium images and 360

degree views, as well as via the People's Project website,

THOSE unable to attend the roadshow will be able to view

Contact us



peoples-project.co.uk

info@peoples-project.co.uk



@thepeoplesproject1

@PeoplesProject_

APPENDIX 18:

Stage Two Leaflet

•

SECTION 2 ABOUT YOU

It is important that we obtain the views of a wide range of people. With that in mind, the following questions are about you:

Which, if any, of these football clubs do you support? Select one only	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 an Everton supporter, which of these statements best describes how you support Everton Football Club? Select one only	I am a Season Ticket member I am a Hospitality member I regularly attend games but I 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		
What is the first part of your postcode e.g. L3	Which of the following do you identify as? Select one only	Which, if any, of the following boroughs do you live in? Select one only Liverpool Sefton		
Please tell us your age Under 18 35-44 18-24 45-54 25-34 55-64	Male 65-74 Female 75+ I prefer not to say not to say	Do you consider your gender to be the same as at your birth? Select one only Yes No I prefer not to say		
What is your ethnic group? Select one only White English / Welsh / Scottish / Northern Irish / British Gypsy or Irish Traveller Any other White background Wixed / Multe ethnic group White and Black Car White and Black Afr White and Black Afr	tiple Asian / Black os Asian British / Color d Indian Pakistani d Bangladeshi dican Chinese d Asian Any other Asian background	Caribbean Black British African Caribbean Any other Any other Black / African / Caribbean background Other ethnic group Any other ethnic group I prefer not to say		
Do you consider yourself to have a long-term illness or disability? Select one only 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 Learning impairment/ disability (e.g. Down Syndrome) Visual impairment Co-ordination difficulty Other (please specify) (blind or partially sighted) (e.g. movement co-ordination difficulty such as Dyspraxia) What effect do your impairments No effect A significant effect prefer not to say What effect do your impairments Some effect I prefer not to say				
In which, if any, of the following ways have you seen or heard anything about The People's Project Consultation? Select ALL that apply	Attended a roadshow Fan Email Thro Local press The	al media		

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SOCIAL AND ECONOMIC IMPACT

ECONOMIC IMPACT OF THE PEOPLE'S PROJECT

Research by international property consultancy firm, CBRE, identifies that our proposals could 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.



SOCIETAL IMPACT OF THE PEOPLE'S PROJECT

An evaluation by a specialist consultant also predicts there would be a huge boost in societal value created for people living, working and visiting Liverpool as a result of The People's Project.

The Club's new stadium proposals are estimated to bring £237 million worth of social value over a ten-year period. When combined with the continued growth of Everton in the Community over the same period this figure rises to £793.4 million.

£237 million of societal value generated by The People's Project (£m) (2024 - 2033)



Source: The Societal Value of the Relocation of Everton Football Club (RealWorth, 2019)

DELIVERY AND NEXT STEPS

The feedback from this consultation will be taken into account as we finalise our proposals for Bramley-Moore Dock and Goodison Park.

Once the proposals are finalised, we will submit 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 for Bramley-Moore Dock means that Everton will be seeking permission to begin developing a

new stadium on the site at the earliest possible opportunity, whereas the outline application for Goodison Park means the Club will be seeking to establish whether the scale and nature of the proposed development is acceptable to the Local Authority.

We expect to submit both applications at the same time, later this year.

There will be further engagement with Liverpool 4 stakeholders as we refine our plans for Goodison Park. Work would not begin on that part of The People's Project until our new stadium is open.

We will also continue to engage with businesses and residents in the vicinity of the proposed new stadium, including those who live in the Eldonian Village.

Contact details

E: info@peoples-project.co.uk

W: peoples-project.co.uk

🏮 @thepeoplesproject1 💆 @PeoplesProject_









THE **PEOPLE'S PROJECT**

WELCOME TO THE PEOPLE'S PROJECT - OUR VISION TO BUILD A NEW STADIUM FOR EVERTON FOOTBALL CLUB AND TO REDEVELOP GOODISON PARK, IN ORDER TO DELIVER LONG-LASTING BENEFITS FOR NORTH LIVERPOOL AND THE WIDER CITY REGION.

This is the Club's second stage public consultation as we move towards submitting planning applications later this year.

The proposals we are presenting now reflect the feedback received during and since the first stage consultation, including engagement with fans, local residents and businesses, local and national politicians and other key stakeholders.

Your feedback is a vital part of the planning process and will be taken into consideration. Please take the time to read this leaflet and complete the guestionnaire.

OUR VISION

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 must also ensure it is right for the city and region.

A move to Bramley-Moore Dock would mean that the playing side of the Club would leave Goodison Park, our home for more than 125 years. However, this does not mean the Club would abandon Liverpool 4 - far from it.

The new stadium would unlock a huge opportunity for North Liverpool and Liverpool 4, one which the local community will be directly involved in shaping.

Studies carried out by international property consultancy firm, CBRE, show the transformational effect our proposals could have. These indicate a £1 billion boost to the regional economy and the creation of up to 15,000 new jobs.

Many of these impacts would reach far beyond football and represent a once-in-a-generation opportunity to invest in communities, which would benefit significantly from this project.

WHAT YOU'VE TOLD US

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

This is the second public consultation the Club has held for its proposals. During the first consultation, which took place last November, more than 20,000 people gave their views. We wanted to ensure people understood our proposals and had the opportunity to help shape them.

This is what you said:

- 97% of you said it was important Everton stays in Liverpool
- 86% of you said it was important Everton stays in North Liverpool
- 94% agreed Bramley-Moore Dock is an appropriate site for Everton's new stadium
- 95% agreed on the new stadium being used on non-matchdays to host other events
- 95% agreed with the proposed uses of the Goodison Park site for a community-led legacy

You also highlighted the following themes: transport, appearance, heritage, and community benefit.

Our latest plans address all of these themes raised. We are grateful to everyone who provided feedback.



STAGE 2

BRAMLEY-MOORE DOCK



THE STADIUM

We want to build a stadium that is right for Everton Football Club, right for Bramley-Moore Dock and right for the Liverpool City Region. The stadium pictured in this leaflet is the current proposed design. This may change following feedback from this consultation and detailed technical assessment.

SITE LAYOUT

Our proposals include extensive, high quality public spaces for use on both matchdays and non-matchdays, the creation of a water channel to connect the docks and a new multi-storey car park next to the river, with a footbridge linking it to the stadium. The car park would be low enough so as not to block views of the stadium. Access to the stadium for pedestrians would be through three new entrances in the Regent Road dock wall. These would be in addition to the existing two entrances.

ORIENTATION

The stadium would be built on a north-south orientation. This is the best approach in terms of the impact of sunshine and shadow on the fans' experience and on the televising of matches. This will help mitigate any potential damage to the dock walls.

CAPACITY

We are proposing a stadium capacity of 52,000 with the potential to rise to 62,000 in the future, subject to further planning permission. This takes into account factors including current and future ticket demand and forecast revenues and costs. The stadium will also be 'futureproofed' for any changes in regulations in relation to 'safe standing'.

CONSTRUCTION MATERIALS

We are proposing to build the stadium and the car park using traditional brick, glass and steel. The dominance of the brick is designed to ensure the development looks at home in the dockland setting.

INSIDE THE STADIUM

Inside the stadium, fans would be as close as five metres to the action with all stands offering unobstructed sightlines. The overall design will also help amplify the noise within the stadium, ensuring the best possible atmosphere.

THE FAN PLAZA

The Fan Plaza would be to the east of the stadium and would be comparable in size to Liverpool's Pier Head. It would be the focus for pre and post match entertainment and activity.

OUTSIDE THE STADIUM

A number of other public spaces could be created around the stadium to ensure the best experience for fans and for visitors on non-matchdays too. All public areas would be designed to be flexible so community, cultural and business organisations could use them.





STAGE 2

GOODISON PARK LEGACY - A BRIGHT FUTURE FOR LIVERPOOL 4

WHAT WE ARE PROPOSING

The masterplan below shows the type of uses and amount of development being proposed at Goodison Park, with the maximum height of development being nine storeys.

ACCESS

A number of access points could be provided around the site and will be considered in due course.

OFFICE SPACE

Current proposals include approximately 4,000 sq m of office floorspace. Some of this could be occupied by Everton in the Community.

PARKING

As part of this pre-application process, we are consulting with the relevant stakeholders regarding the level of parking.

LASTING TRIBUTE

We are considering the retention of art such as the Dixie Dean statue and the new Holy Trinity statue to ensure Everton's historic role in the community is celebrated and to attract visitors to the site.

QUALITY HOUSING

A mix of housing (up to 48) and apartments (up to 160) could be developed to create a choice in housing size, type and tenure. This could include new family housing under a scheme to make them available to local people.

LANDSCAPING

The masterplan indicates the amount and potential location for landscaped areas, including trees, private gardens and public space. A public open space is proposed as a lasting reminder of Goodison Park's footballing legacy.

RETAIL AND LEISURE

We are proposing the creation of small-scale communityled retail, food and beverage and leisure facilities which complement the area's existing offer.

YOUTH ENTERPRISE ZONE

The creation of facilities to encourage business start-ups could be provided to support young people or focus on a specific sector.

HEALTH ZONE

A multi-purpose health centre could be delivered for people of all ages. We are currently engaging with the NHS to understand the potential need in this area.

SUPPORTED LIVING

Proposals being considered range from assisted living for the elderly to intensive residential care for people with dementia and other conditions.

EDUCATION ZONE

A new education facility could accommodate the expansion of the Everton Free School or be a new facility for children or adults, with the potential to build a new children's centre.



KEY

- 1. QUALITY HOUSING
- 2. LANDSCAPING
- 3. RETAIL & LEISURE
- 4. YOUTH ZONE
- 5. THREE ICONIC TOWERS
- 6. HEALTH ZONE
- 7. SUPPORTED LIVING
- 8. EDUCATION ZONE

PLANNING APPLICATION

The planning application will be accompanied by a range of technical assessments to consider the impact of the proposed development.

PLEASE COMPLETE OUR QUESTIONNAIRE >



THE PEOPLE'S PROJECT CONSULTATION

To take part in this consultation please complete the questionnaire, tear off this panel and return via freepost OR visit peoples-project.co.uk/consultation to complete the questionnaire online.

The consultation closes on 25 August 2019.

SECTION 1 THE PROPOSAL	Do you support or oppose the proposed mix of uses and amount of development proposed at Goodison Park? Select one only	
Bramley-Moore Dock	of development proposed at occasion rank, select one only	
Do you support or oppose the proposed design of the stadium? Select one only	Strongly Support Neither support Oppose Strongly support or oppose oppose	
	Do you have any comments about the proposals for Goodison	
Strongly Support Neither support Oppose Strongly support or oppose oppose	Park? Please write in the box below	
Do you support or oppose the proposed re-use of historic features at Bramley-Moore Dock, including the Hydraulic Tower? Select one only		
Strongly Support Neither support Oppose Strongly support or oppose oppose		
Do you support or oppose the proposed transport strategy for both matchday and non-matchdays? Select one only		
Strongly Support Neither support Oppose Strongly support or oppose oppose	Overall opinion	
Do you have any comments about the proposals for Bramley-Moore Dock? Please write in the box below	Taking account of what you have seen today about The People's Project and its potential impacts and benefits, which of the two following outcomes would you prefer:	
	Continue with the I have no preference development of The	
	People's Project I prefer not to say	
	Leave the dock in its current state	
	Please write in the box below why you prefer this outcome?	
Goodison Park		
Do you support or oppose the proposed outline layout/design for the redevelopment of Goodison Park? Select one only		
Strongly Support Neither support Oppose Strongly		
support or oppose oppose		



STAGE 2

GOODISON PARK LEGACY

OUR COMMITMENT TO LIVERPOOL 4

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

Our vision for our existing Goodison Park home is to redevelop it to create new community amenities which would benefit local people.

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

Our plans follow extensive engagement with residents and businesses and we will continue to talk to people as our plans progress.

WHAT WE HAVE ACHIEVED SO FAR

Everton in the Community has already invested £10 million in a community-focused campus close to Goodison Park over the past five years, including in its Free School, The Blue Base and The People's Hub.

In addition to these existing facilities, Everton in the Community has announced a fundraising campaign to develop a new mental health centre as part of the campus, costing more than $\mathfrak L1$ million.

WHAT WE WANT TO ACHIEVE

We have identified four core objectives which underpin our approach. These have been chosen as a direct result of what people told us in our public consultation in November and in community workshops since.

They are:

- Quality new homes either to rent or buy according to local needs
- New job opportunities and new opportunities for people to start their own enterprises
- Improved health and quality of life, including for older members of our community
- An improvement in the provision of educational and training needs







BEFORE

