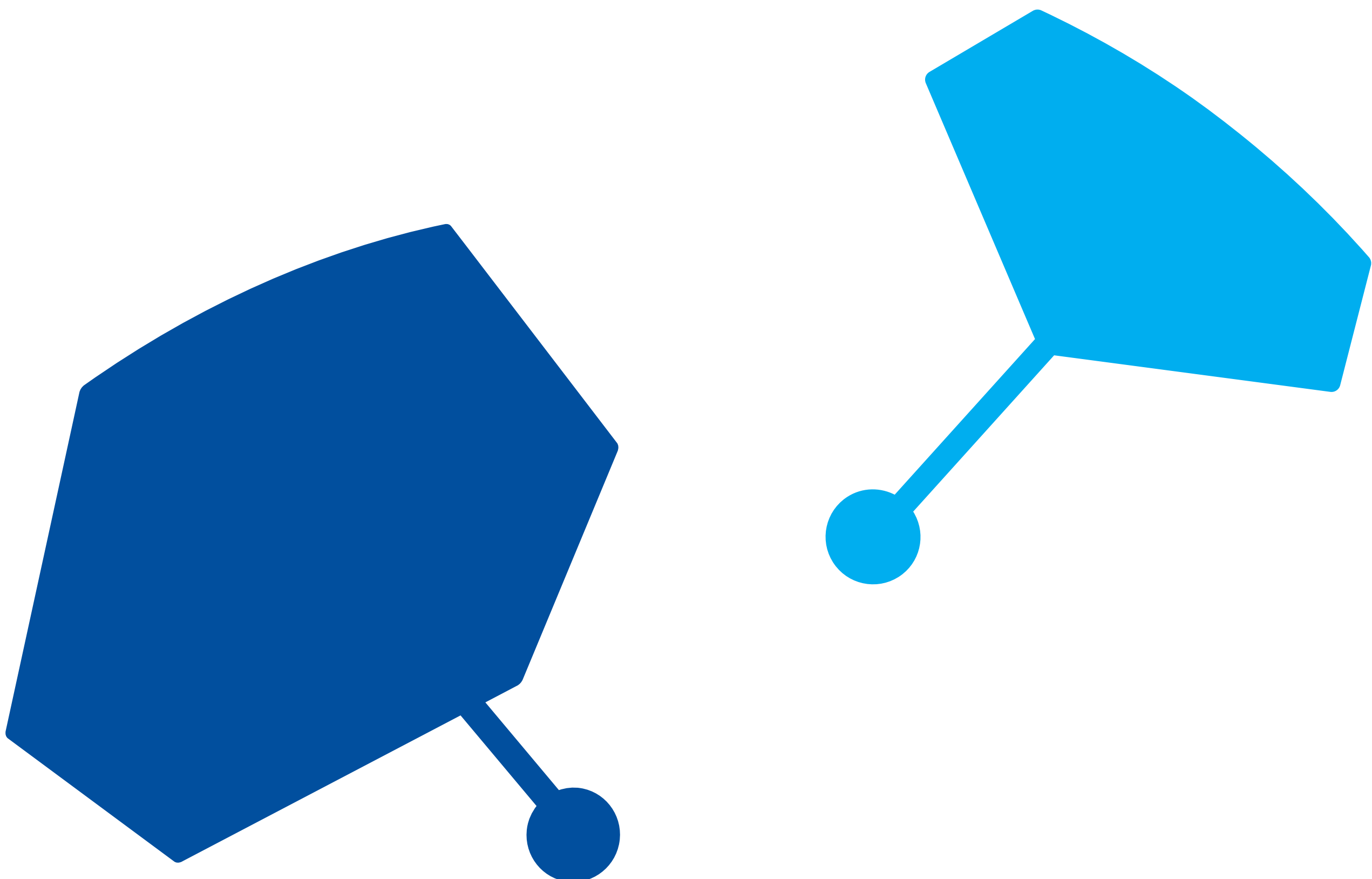


10.



# OUR COMMITMENT TO LIVERPOOL 4

## OUR INVESTMENT IN THE COMMUNITY IS CHANGING LIVES EVERY DAY.

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

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

Current Everton in the Community facilities include:

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

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

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

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

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

### BEFORE



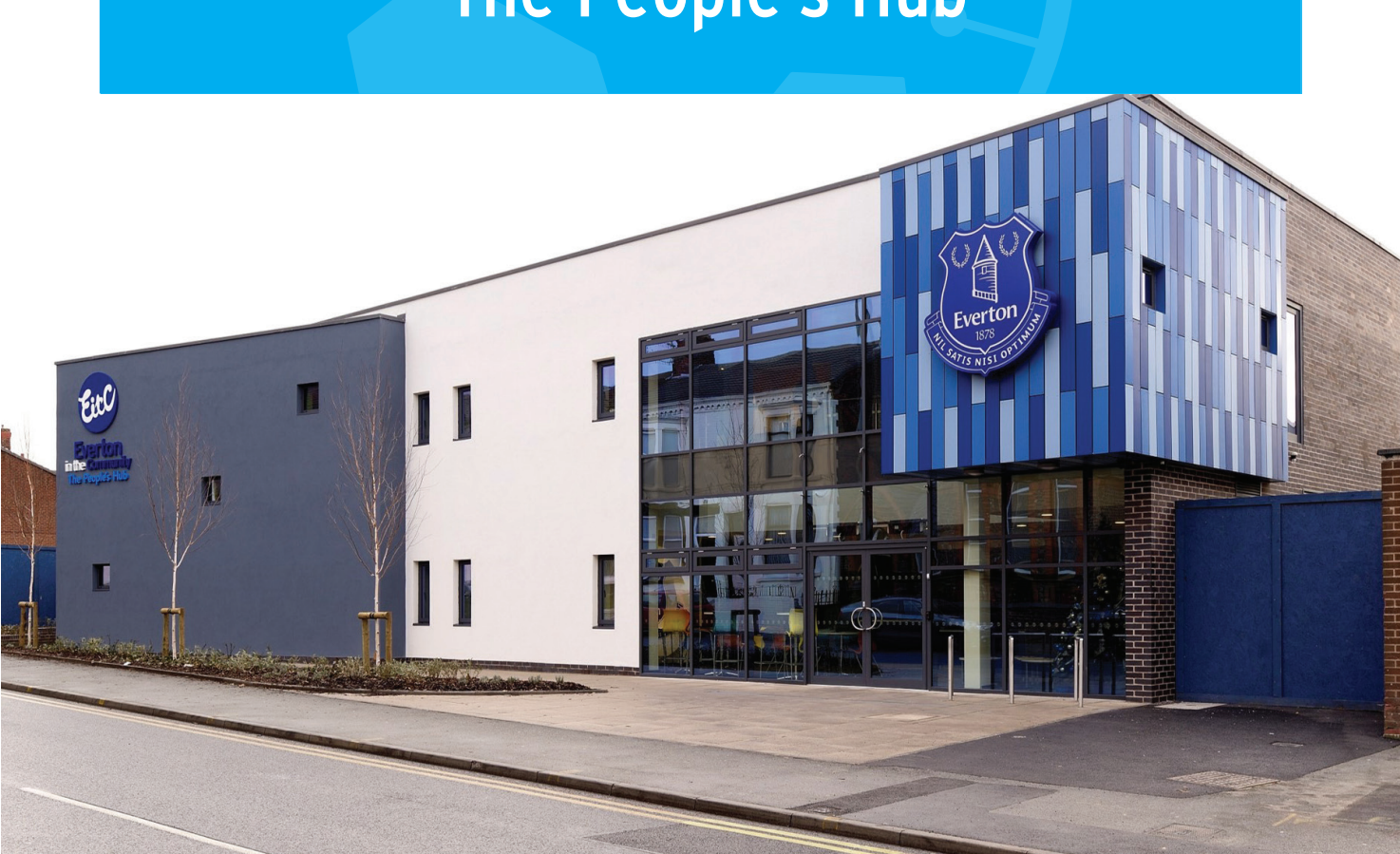
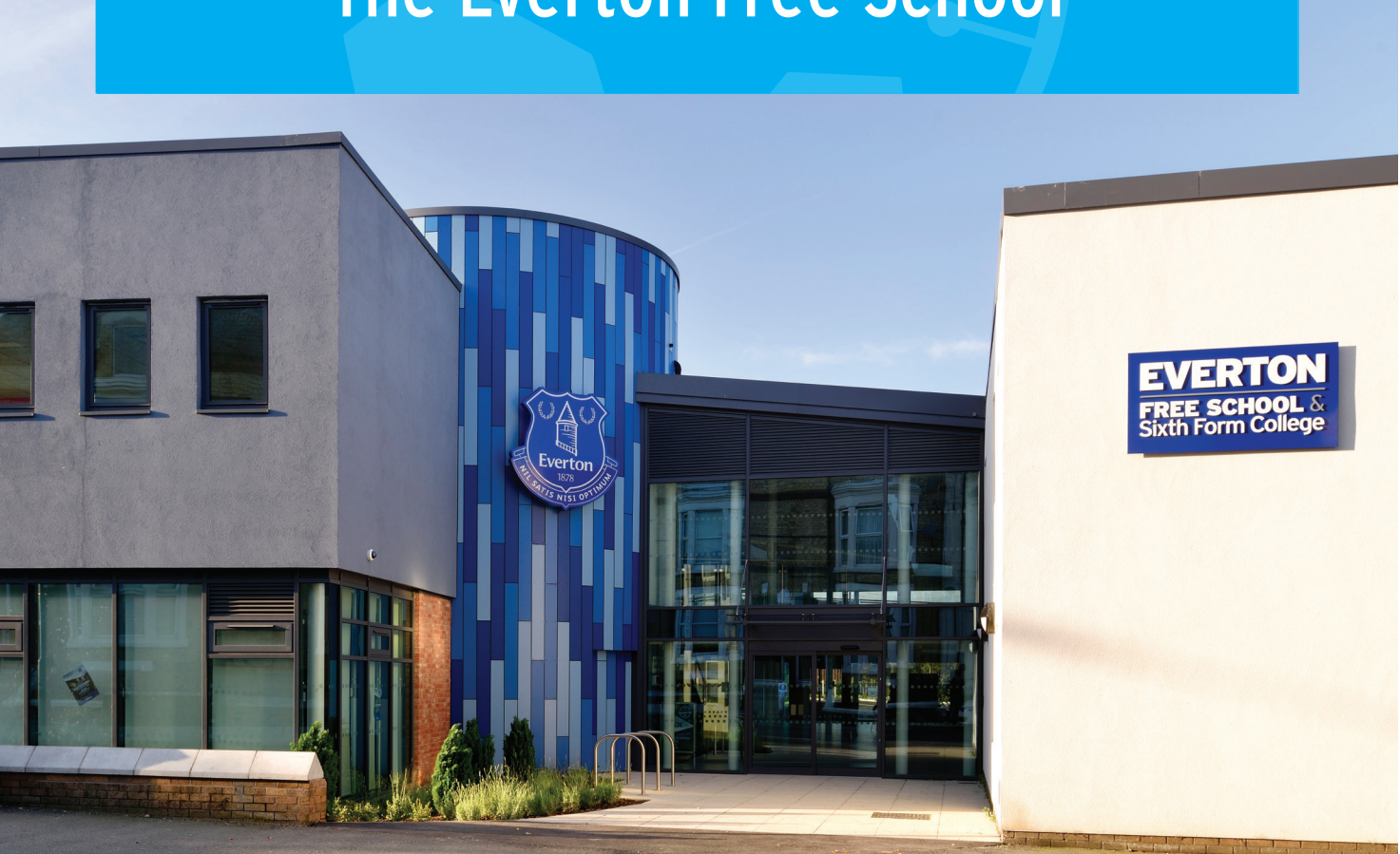
The Everton Free School



The People’s Hub



The Blue Base



### AFTER





# 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.

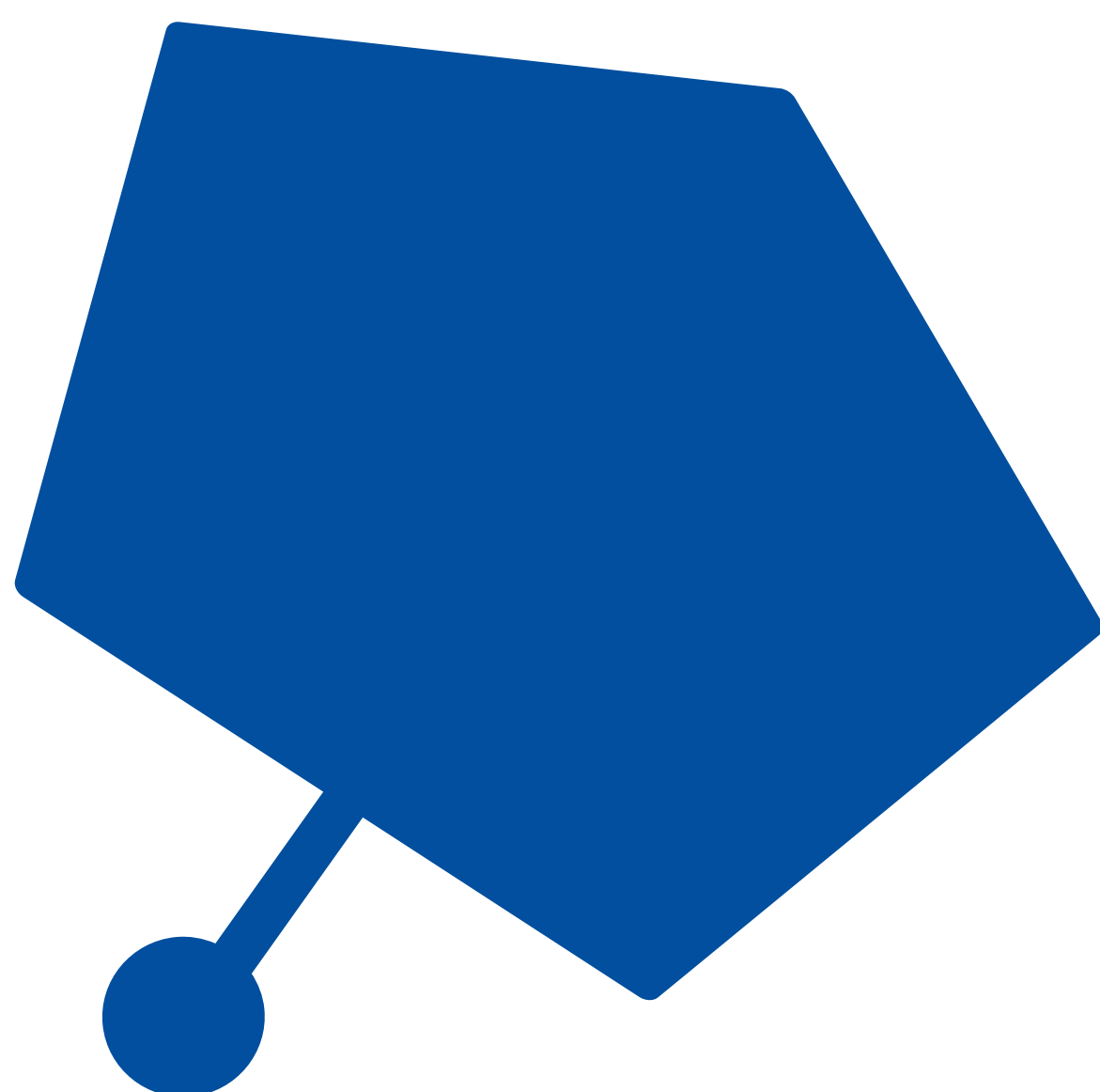
Some of the proposals being considered include:

- 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.





12.



# 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