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 in Liverpool
86%	of you said it was important that 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

And you also highlighted the following themes:

Transnort

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

pearance

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

Heritage Making sure we enhance and embrace the heritage of the site

Community benefit 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 for all of your feedback.

THE STADUM

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.

Capacity

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.

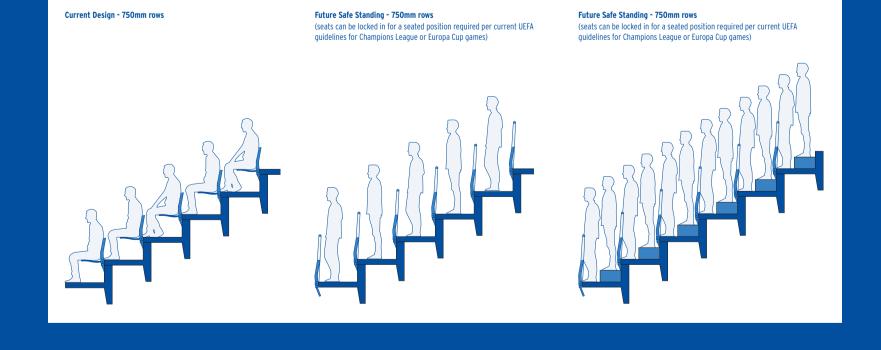
The projected capacity takes into account several factors which include

design and orientation of the stadium on a dock site, current and future

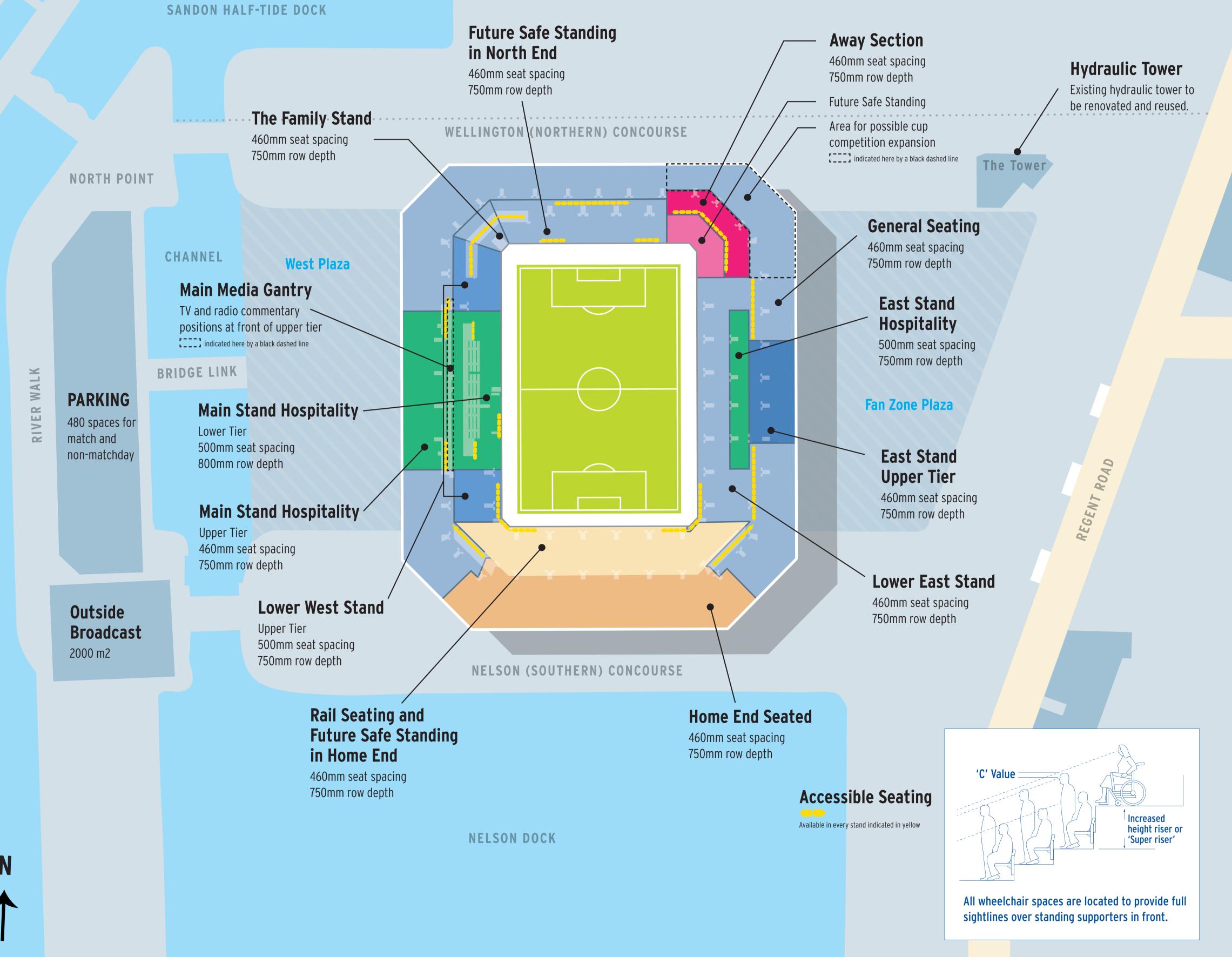
ticket demand and forecast revenues and costs. The stadium will also be 'futureproofed' for any changes in regulations in relation to 'safe standing'.

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

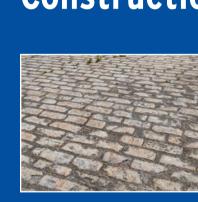
would offer optionality and flexibility.



BRAMLEY-MOORE DOCK



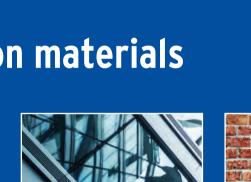
Construction materials



atmosphere.

The Fan Plaza

Outside the stadium A number of other public spaces could be created around the stadium



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 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

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.

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

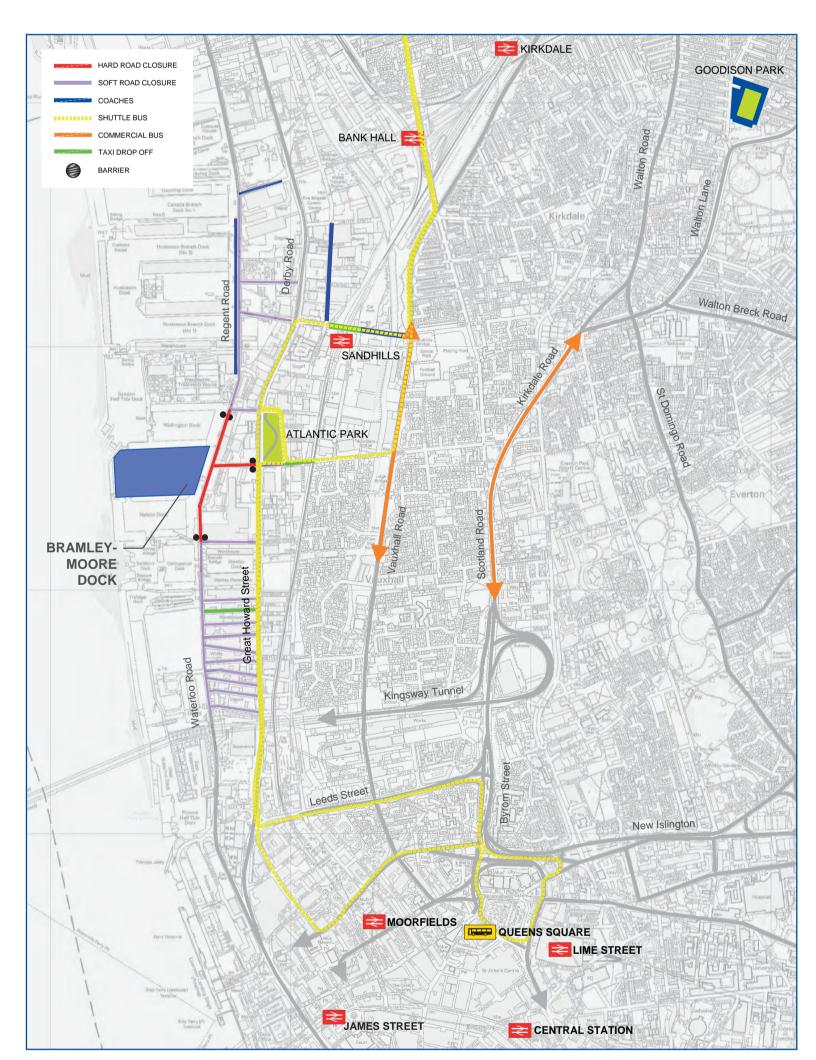
Sustainable location

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



Bus services

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.

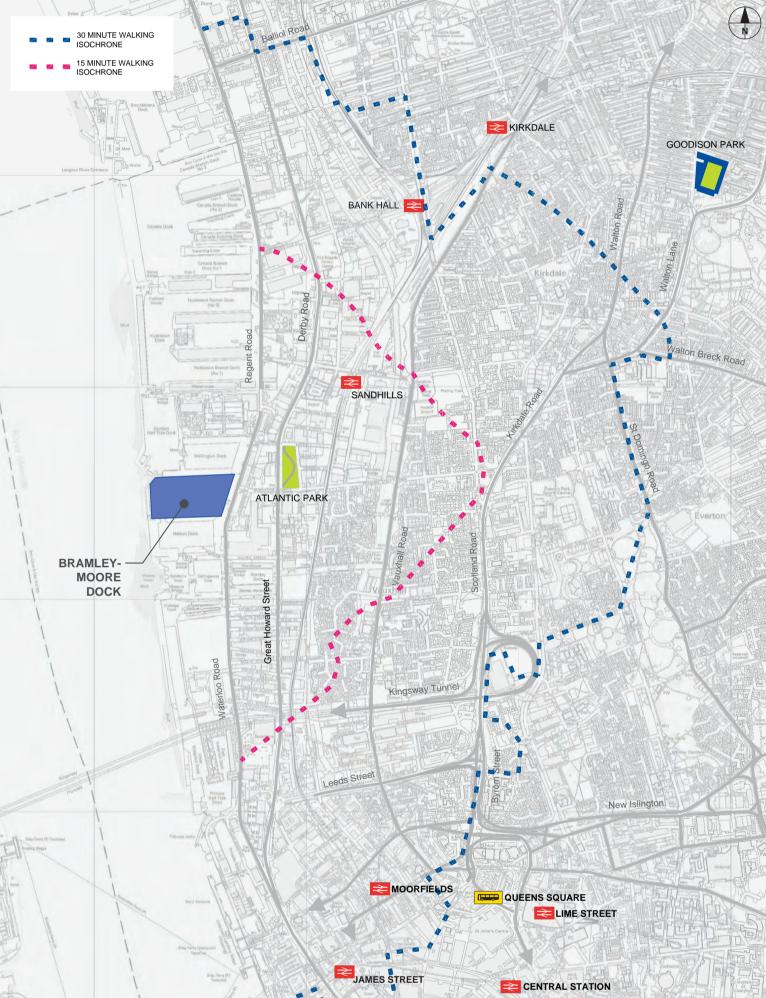
Parking

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

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 and businesses as the plans are progressed.

Walking zones

Traffic will be restricted on the streets immediately surrounding the stadium on matchdays to create a safer environment for walking. Liverpool City Council is currently upgrading walking and cycling routes between the City centre and Bootle on Regent Road and Great Howard Street. These routes run past the stadium and will offer improved



Road closures

250m 500m

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 matchday. A signage strategy would be developed to warn motorists of the match day closures and to divert traffic onto alternative routes.

Our approach on non-matchdays

Visitors on non-matchdays would be encouraged to use public transport where possible but would also have the option of using the dedicated car parking facilities at the stadium.

SUSTAINABILITY AND ENVIRONMENT

Sustainability

We intend to harness the unique features of this location to create an environmentally friendly and sustainable stadium, which is efficient in design, construction and operation.

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

The Environment

of materials.

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:

- 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 guality 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
 - Wind Microclimate Daylight, Sunlight &
 - Overshadowing

Lighting

Air Quality

Ground Conditions &

• Flood Risk & Drainage

Contamination

Ecology

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

walking and cycling facilities on matchdays.