

The logo for Volterra, featuring the word "Volterra" in white sans-serif font on a dark blue rectangular background. A lighter blue circular graphic element is partially visible on the left side of the rectangle.

Volterra

Outline Feasibility Report

Walton Hall Park

Prepared by Volterra Partners
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1 Executive Summary

- 1.1 Liverpool City Council (LCC), Everton Football Club (EFC) and Liverpool Mutual Homes (LMH) have a joint proposition to redevelop and regenerate Walton Hall Park with a stadium-led scheme which aims to transform the area. **This document sets out the outline feasibility for the scheme. Details for the scheme are still being developed so this report necessarily provides high level estimates of the potential benefits of the scheme.**
- 1.2 Walton Hall Park comprises 130 acres of open space and contains some well-regarded community uses, in comparison to other parks in the area however, it remains underutilised compared to other City parks and would benefit from investment if it is to achieve its full potential.
- 1.3 The City Council owns the freehold of Walton Hall Park. The Council purchased Walton Hall Park in 1914. It remained as unregistered land until 2007, when the Council applied to land registry to make a voluntary application to register its freehold ownership of the Park. This application was completed on 20.12.2007.
- 1.4 EFC needs a new home – Goodison Park does not offer the modern facilities that many other Premier League club grounds of Everton’s stature have. The current capacity of Goodison Park is also limiting the ability of EFC to generate competitive match day revenues – EFC matchday revenue for the 2011/12 football season was only a quarter of the top revenue generating club, Manchester United, and less than half of their neighbours Liverpool FC (LFC).
- 1.5 Both EFC and LFC are extremely important to the City as major drivers of tourism and leisure spend, significant employers as well as having huge fan bases in the local community – over 50% of EFC season ticket holders live within the Liverpool City postcode area.
- 1.6 EFC and LCC have been in discussions regarding a new stadium site for over 10 years. Following the demise of the most recent project involving a proposed move to Kirkby, an extensive search for alternative sites within the city was undertaken and Walton Hall Park was identified as the site that offered the greatest potential and one worthy of further exploration.
- 1.7 Together the joint proposition from EFC, LCC and LMH could form a regeneration scheme which can help to address these issues and build on the existing importance of football and sports heritage in order to regenerate the area. Stanley Park has been the benefactor of several years of investment and restoration due mainly to its links with Liverpool Football Club’s expansion plans and the access to regeneration funds as a result. This approach has seen major improvements to the park including the full reconstruction of grade II listed Isla Gladstone Conservatory. This approach could be replicated at Walton Hall Park to lever in private sector investment.
- 1.8 The Mayor of Liverpool has already made it clear that progressing this project is subject to a full and detailed masterplan, significant consultation and due planning process. In order to maximise the regeneration benefits of the project in terms of job outputs and new facilities, the maximum development capacity of the available space would be required. Recent ideas based upon the

maximum development capacity (whilst retaining a significant amount of park / greenspace) could include up to 1,000 aspirational homes, up to 30,000m² of commercial floorspace, split between leisure, retail and restaurants, up to 15,000m² of community floorspace, re-provision of existing pitches, and a state of the art 50,000 capacity football stadium. If delivered to maximum capacity, the scheme could therefore provide homes for 1,600-2,200 people and accommodate 900-1,250 permanent new jobs. Over the course of construction the scheme would also employ an estimated 8,700 people, equivalent to 870 full time equivalent positions. Around half of these jobs are expected to be taken by residents of Liverpool.

- 1.9 The intention is that the scheme will re-provide all facilities currently available and utilised at Walton Hall Park, providing new accommodation for the Lifestyles Leisure Centre and Liverpool Soccer Centre, along with children's play spaces and sports pitches.
- 1.10 The aspiration is to improve the links between the park to the neighbouring housing and community and with partners seek to physically improve the surrounding housing estates and their environment.
- 1.11 Everton in the Community (EITC), the football club's charity arm, has grown significantly since 2006. It is one of the UK's most successful charities, having won many awards. With the appropriate platform and potential site for further facilities, EITC has the potential to continue growing and helping more people. Experience of programmes to date show that this offers very real solutions to the types of social problems prevalent in this area. EITC supported programmes could include a Free School, apprenticeship schemes and work placements, as well as initiatives aimed at reaching out to a wide range of socio-economic groups.
- 1.12 The scheme could possibly accommodate university facilities linked to sports, a school, a larger primary health practice and a police station or other community service use. EFC, LMH and the City Council are working together to explore the proposal for a transformational regeneration project for Walton Hall Park
- 1.13 Three resident consultation events have been held in September and October 2014. Feedback from the events is to be collated by the team to inform the next stage of the project which is envisaged to be early 2015. All timescales and milestones at this stage are indicative and will be firmed up as the project progresses through each stage. Nonetheless, subject to approval of plans, agreeing a delivery mechanism and raising the necessary finances, works on the project could begin in 2016 or 2017. This presents a wonderful opportunity that could help to transform the area into one which is more inclusive, inviting and serves the needs of the existing and future population.
- 1.14 Whilst we estimate that the scheme will result in an overall loss of around 40% - 50% of green space if developed out to maximum capacity, Walton Hall Park (which would still be significant in scale) would be better designed, offering better quality facilities that are more inclusive for the local community and visitors from across the City.
- 1.15 There are many examples of comparative schemes that have had significant regeneration impacts on their local areas. The Etihad stadium in East Manchester, the Emirates stadium in north London and the O2 entertainment district in Greenwich all had very real and marked impacts upon the previously deprived areas in which they were located.

- 1.16 Access to attractive and inviting green spaces can lead to positive health benefits in the form of better physical and mental health, through wider participation in exercise and better access to nature. The sporting nature of the proposals at Walton Hall Park, with the specific focus on football, means that it is even more likely to succeed in delivering these sorts of wider health benefits for the local community.
- 1.17 Stadium developments are not silver bullets that will suddenly transform a deprived place into a prospering thriving community but if they are coupled with appropriate other complementary uses, benefit from thoughtful and innovative planning and design, and supported by collaborative transport, economic and development strategies, they have the potential to unlock regeneration opportunities and help to deliver long term step changes. Our view of the potential for a scheme at Walton Hall Park leads us to believe that it has the potential to do just this.

2 The Challenge

- 2.1 There are significant pockets of deprivation across North Liverpool, which are evident through high claimant rates, low skills and prevalence of crime. Walton Hall Park is one of Liverpool's largest urban parks at 130 acres but is underutilised and would benefit from investment if it is to realise its full potential and contribute to the regeneration of the neighbourhood and North Liverpool in general. Goodison Park does not offer the modern facilities that a club of Everton's status requires. Together these present a set of challenges that the proposed redevelopment of Walton Hall Park could address. We now discuss each of these in turn.

The Need for Socio-Economic Regeneration

- 2.2 Walton Hall Park is located directly north of the city centre within the North Liverpool and South Sefton (NLSS) Strategic Regeneration Framework (SRF) area¹. The park is included within the SRF policy of **Area 6: City Family Suburbs**. It is described as an area of huge potential, but one which despite significant investment still suffers from severe socio-economic deprivation and physical deterioration of the public realm.
- 2.3 A review of deprivation statistics for the area reveals high levels of deprivation, most notably related to unemployment. Headline crime statistics reveal a relatively high crime rate for the local area compared to the rest of the City, especially regarding cases of antisocial behaviour. Education deprivation is not as high as might be expected; although there is a certain amount of the local population without any qualifications, there is still a large proportion that possesses lower and intermediate level skills.

Unemployment

- 2.4 The local area around Walton Hall Park has a high number of residents claiming unemployment benefits. **Table 1** shows the Claimant Count rate – number of claimants as a proportion of total residents – for the local area, and also the Liverpool and National averages for comparison. The average Claimant Count rate across the local area is 7.1%, significantly higher than both the average for Liverpool (5.3%) and England (2.9%).

Table 1: Claimant Count Rate, Proportion of Residents aged 16-64, February 2014

Area	Claimant Count Rate
Local Area ⁱ	7.1
Liverpool	5.3
England	2.9

Source: NOMIS 2014, Claimant Count

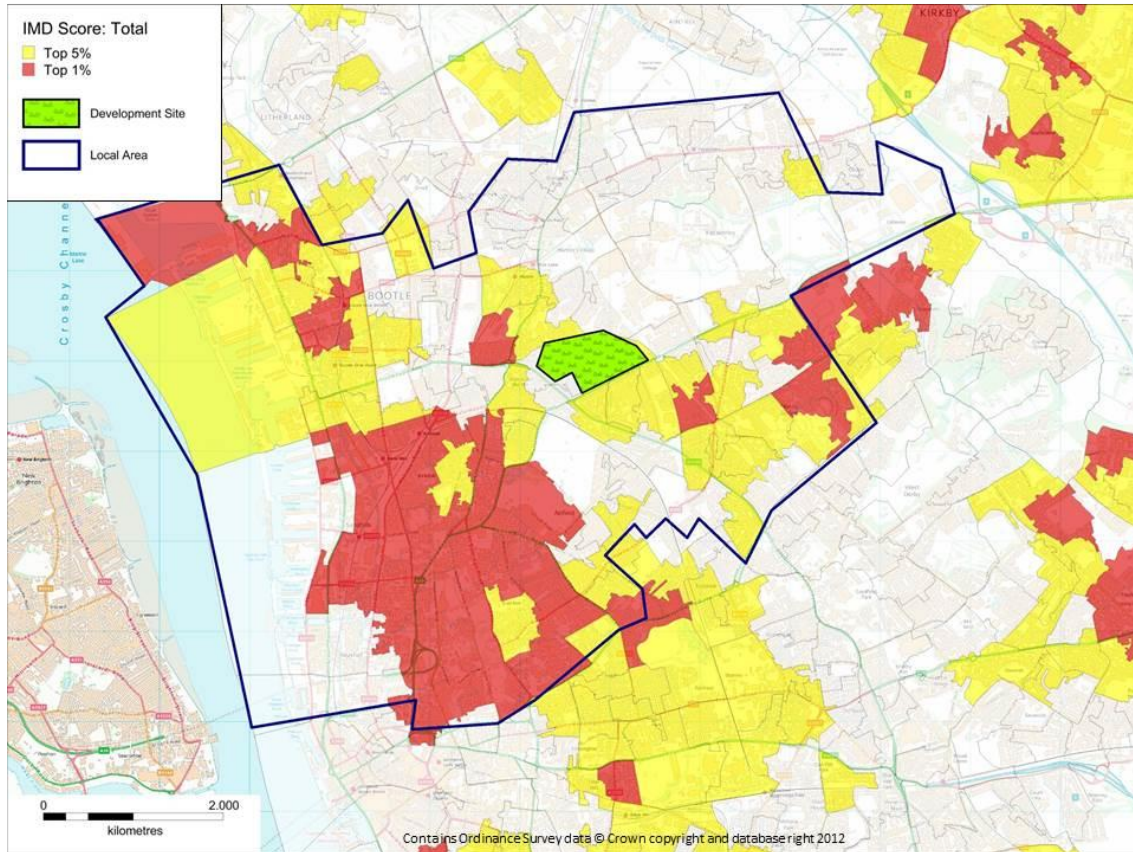
Deprivation

- 2.5 The local area has some of the most deprived areas in the country. **Figure 1** shows that within a 4km boundary of Walton Hall Park there are over fifty Lower Super Output Areas (LSOAs) in

ⁱ Claimant Count Rate only available for 2003 Census Area Statistic Wards. Equivalent Local Area includes Liverpool Wards: Anfield, Breckfield, Clubmoor, County, Everton, Fazakerley Melrose, Pirrie, Vauxhall and Warbreck Derby; and Everton Wards: Derby and Linacre.

the top 1% most deprived of the country. These LSOAs represent approximately 40% of the total area within the 4km boundary, which suggests a very significant level of deprivation in this area.

Figure 1: IMD 2010, Overall Domain; Walton Hall Park Local Area



Source: DCLG IMD 2010

Skills

- 2.6 Qualification level in the relevant geographical areas is shown in **Table 2**. The average skill and qualification level in the local area is lower than both the Liverpool and national averages. Across the local area, a significant proportion of residents possess no qualification (35.5%). Unsurprisingly there are also a smaller proportion of residents with the highest qualification level, NVQ4, across the local area. An average of just 13.1% of residents possess this level of qualification compared to much higher figures of 22.4% and 27.4% for Liverpool and England respectively.

Table 2: Highest Level of Qualification, Proportion of Total Residents, 2011

Area	No Qualification	Level 1 (%)	Level 2 (%)	Apprenticeship	Level 3 (%)	Level 4 (%)
Local Area	35.5	16.1	16.9	3.1	11.8	13.1
Liverpool	28.7	12.5	14.2	2.5	15.2	22.4
England	22.5	13.3	15.2	3.6	12.4	27.4

Source: NOMIS 2013, National Census 2011 - Qualification

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2.7 However, the proportion of residents who possess an intermediate skill level (NVQ1/2/3 and apprenticeship) is more in line with the Liverpool and national averages. This is encouraging and means that a large proportion of residents therefore possess skills that would suit themselves to entry level or intermediate level employment opportunities. The Claimant Count is recorded based on claimers' usual occupation – ie the types of jobs that they would normally occupy. A review of this shows that the two employment sectors 'Sales and Customer Services Occupations' and 'Elementary occupations' make up 69% of those seeking work, in comparison to 64% and 59% at the Liverpool and national levels respectively, meaning that the population seeking work here would be well suited to the types employment opportunities that the proposed development is most likely to create.

Crime

2.8 The area immediately surrounding the proposed development site suffers from a high rate of crime. Walton Hall Park sits in the policing neighbourhood of Warbreck & Fazakerley. As shown in **Table 3**, the latest crime rate for this neighbourhood was 9.6 offences per 1,000 population, higher than both the Merseyside average (8.5) and the national average (7.9). Data on rates of crime vary significantly at the local level, but throughout our review of crime statistics for this study, we have found that the area has consistently higher levels of crime, specifically anti-social behaviour.

Table 3: Crime Offences per 1,000 Population, January 2014

Area	Warbreck & Fazakerley	Merseyside	England
Anti-Social Behaviour	3.0	2.6	2.6
Burglary	0.6	0.8	0.7
Robbery	0.2	0.1	0.1
Vehicle Crime	1.0	0.6	0.6
Violent Crime	1.2	0.9	1.1
Drugs	0.3	0.3	0.2
Public Disorder, Weapons	0.6	0.6	0.5
Criminal Damage and Arson	1.1	1.0	0.8
Shoplifting	0.6	0.6	0.7
Other Theft	0.6	0.7	0.3
Other	0.1	0.1	0.1
Total	9.6	8.5	7.9

Source: UK Crime Stats, ONS National Census 2011 Population Estimates

2.9 Public interventions have occurred within the surrounding area in an effort to curb the prevalence of anti-social behaviour and crime more generally. Examples of these include the fencing off of a westerly entrance to Walton Hall Park. Bollards have been built between Lavender Way and Cavendish Drive to prevent joyriding, and there is no longer a direct road connection between the two avenues hence the importance of ensuring that the scheme isn't

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solely related to investment in Walton Hall Park but also in the connections with the wider residential areas.

Housing and Inclusion

- 2.10 The housing estate north of the park is poorly connected to neighbouring housing market, and both are cut off from the park, without direct and easy access, meaning that residents are deterred from using this community resource in its current condition. The current physical condition of Walton Hall Park is reinforcing its reputation as an underused community facility despite its abundance of greenspace.

The Need for Physical Regeneration

- 2.11 Although there is significant provision of greenspace in Walton Hall Park, this greenspace has been identified in the SRF as in major need of restoration and updatingⁱⁱ. The parks of North Liverpool are an important part of the city's culture. Several, including nearby Stanley Park, are included on the English Heritage's Register of Historic Parks and Gardens of Special Interest.
- 2.12 Walton Hall Park is currently home to the Lifestyles Leisure Centre and Liverpool Soccer Centre, which is a centre of excellence for football coaching; the Liverpool Soccer Centre attracted over 145,000 visitors in 2009². The park has benefited from some investment in facilities and contains children's play spaces as well as sports pitches.
- 2.13 Despite these positives aspects of Walton Hall Park, it does not offer well managed and inclusive open space which is inviting to the public. It is not successfully maximising the enjoyment and satisfaction that a park of this size and stature has the potential to deliver.
- 2.14 Preliminary research undertaken by LCC into Liverpool park use², although very much indicative, shows that Walton Hall Park is currently being underused as a community facility. Walton Hall Park was placed sixth out of the top ten Liverpool parks for event frequency, hosting only 6% of total events held at Liverpool parks. More importantly, attendance numbers at these events made up just 1.2% of total Liverpool attendances at park events in 2013. As shown in **Table 4**, attendance at Walton Hall Park made up less than a quarter of total attendance at the neighbouring Stanley Park, and is placed as low as ninth out of the top ten Liverpool parks for attendance.
- 2.15 Events held at Walton Hall Park are not resulting in a proportionate amount of attendees. The low frequency and even lower attendance of events held at the park is a sign that commercial partners do not view the park as an attractive venue for recreational events. This is significant given the size of Walton Hall Park, and its stature within local and regional planning policy.

Table 4: Top Ten Liverpool Parks for Attendance, 2013

Park	Attendance	% of Total
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ⁱⁱ Page 25 of the SRF: "The restoration of Anfield Cemetery, Walton Hall Park and some of the smaller parks will be important for improving the area's recreational facilities and strengthening its sense of place."

Sefton Park	232,015	57.8%
Croxteth Country Park	42,447	10.6%
Newsham Park	27,375	6.8%
Calderstones Park	27,160	6.8%
Stanley Park	20,235	5.0%
Otterspool Park and Prom	9,550	2.4%
Wavertree Mystery	6,750	1.7%
Everton Park	6,274	1.6%
Walton Hall Park	4,725	1.2%
Princes Park	2,860	0.7%

Source: LCC Park Events Programme, 2013

- 2.16 In contrast to the current condition of Walton Hall Park, neighbouring Stanley Park has been the benefactor of several years of investment and restoration due mainly to its links with Liverpool Football Club's expansion plans and the access to regeneration funds. Major improvement programmes have been carried out including the creation of a new children's play area, refurbishment of the park bandstand and the full reconstruction of grade II listed Isla Gladstone Conservatory. The Isla Gladstone Conservatory is now a highly desirable venue for refreshment and events, and contains a café and restaurant. This transformation has cemented the importance of Stanley Park in providing a green space for recreational activities for the local community.
- 2.17 In comparison to Stanley Park and parks in other cities, it is evident that Walton Hall Park would benefit from investment to achieve its full potential and assist in regenerating the local area.

The Need for a new Stadium for EFC

- 2.18 Goodison Park is the current EFC stadium, located in the Liverpool ward of County, 1.5 miles away from Walton Hall Park to the south west. The Stadium has been home to EFC since 1892 and is one of the world's oldest purpose built football grounds. The facilities and infrastructure at Goodison Park are of considerable age, and appear dated compared to other Premier League football club stadia of similar stature.
- 2.19 EFC had reported revenue of £99.5m for the 2011/12 football season³. This is only a quarter of the top revenue generating club in the Premier League, Manchester United at £395.9m, and less than half of their neighbours Liverpool FC at £233.2m. Matchday revenue, alongside Broadcast and Commercial, is the largest revenue stream for a club of Everton's stature. With a current capacity of around 40,000 and an older stadium, EFC are financially constrained in their ability to generate increased matchday revenue. A modern and larger stadium would therefore allow the club to compete on a comparable level with other clubs of a similar stature.
- 2.20 EFC currently supports 297 permanent staff and 1,000 casual workers on a temporary or matchday basis, making it a significant employer in the local area. The football clubs of both EFC and Liverpool FC (LFC) are hugely important to the surrounding area. Empirical research has shown that football stadia can create both tangible and intangible impacts in the local community⁴. Over 50% of EFC season ticket holders live within the Liverpool City postcode area, with over 30% of total matchday ticket purchases made by residents of Liverpool so far this

season. Retaining the club within the area is therefore important both from an employment perspective and as a popular attraction for the local community.

- 2.21 EFC is also home to its charitable arm Everton in the Community (EITC). This charity focuses on creating life-changing opportunities for the more vulnerable demographic of the local population. The charity currently delivers programmes across numerous areas including education, employment, social inclusion and healthcare, and plays a huge role in alleviating social problems within Liverpool and the wider Everton fan-base community. It is one of the most successful charities in the UK, having won 66 awards in the last three years including the Big Society Award.
- 2.22 Since 2006, EITC has seen growth in employees of around 63% and growth in turnover of 74%, signifying the increasing importance of the charity. Future growth of EITC is constrained by the facilities available to it at Goodison Park. With the appropriate platform and potential sites for further facilities, EITC has the potential to continue growing and helping more people.
- 2.23 The combination of regeneration needs of the local area surrounding Walton Hall Park, both in terms of socio-economics and physical restoration objectives for the park itself, the desires for EFC to expand and modernise its grounds, and the potential for EITC to grow and deliver wider social benefits, have resulted in LCC, EFC and LMH coming together to form a proposition to redevelop Walton Hall Park with stadium led regeneration.

3 The Opportunity

- 3.1 Given the desires of EFC for a new location in which they can develop a modern stadium that is better suited to the needs of a Premier League club of its stature and importance, coupled with LCC's objectives to regenerate Walton Hall Park and the surrounding area, EFC and LCC have come together, following an extensive search for alternative sites across the city, to bring forward this truly transformational project. In order to maximise the regeneration benefits of the project in terms of job outputs and new facilities, the maximum development capacity would be required. Recent ideas based upon the maximum development capacity (whilst retaining a significant amount of park / greenspace) could include up to 1,000 aspirational homes, up to 30,000m² of commercial floorspace, split between leisure, retail and restaurants, up to 15,000m² of community floorspace, re-provision of existing pitches, and a state of the art 50,000 capacity football stadium. If delivered to maximum capacity, the scheme could therefore provide homes for 1,600-2,200 people and accommodate 900-1,250 permanent new jobs. Over the course of construction the scheme would also employ an estimated 8,700 people, equivalent to 870 full time equivalent positions. Around half of these jobs are expected to be taken by residents of Liverpool.
- 3.2 It should be noted that the Mayor of Liverpool has made it clear that progressing this project is subject to a full and detailed masterplan, significant consultation and due planning process.
- 3.3 The stadium could be a state of the art modern facility with a capacity of up to 50,000 seats. The intention is to substantially increase the hospitality offering in terms of both corporate provision and level and quality of concessions.
- 3.4 In terms of residential development, the type of new homes to be provided will depend upon housing demand in the area and further consultation.
- 3.5 The commercial space is envisaged to include a variety of complimentary leisure and retail uses that would attract spending to the area and could turn this site into a major visitor destination. The leisure and restaurant uses could comprise both those associated with the stadium, as well as other units. The community uses could be home to education facilities, health centres, university departments, EITC backed schemes, and other public services.
- 3.6 The intention is that the scheme will re-provide all facilities currently available and utilised at Walton Hall Park, providing new accommodation for the Lifestyles Leisure Centre and Liverpool Soccer Centre, along with children's play spaces and sports pitches.
- 3.7 At a high level, based on the maximum development capacity, it is estimated that approximately 40 to 50% of the greenspace currently included within Walton Hall Park would be redeveloped. However the better planning and design of park greenspace, along with a better designed mix of leisure and recreational space, would more than outweigh any harm from loss of open space at Walton Hall Park. There is little doubt that a scheme such as this one offers a once-in-a-generation opportunity to make a significant difference to the lives of current residents, and prospective new ones, in the Walton Hall Park and surrounding NLSS area

4 Regeneration Potential

- 4.1 Regeneration is difficult to measure – it about the revival and transformation of areas that are struggling into prosperous places. Any area's best chance of regeneration and success in attracting inward investment usually rests on its ability to make the most of its existing assets and build upon them. Football and sporting heritage is by far one of this area's best assets and something that we therefore believe should be built upon and used as a catalyst for change.
- 4.2 Regeneration includes both quantifiable aspects such as job creation and generating economic wealth, and qualitative aspects such as physical and social change. In this section we discuss each of the positive aspects that we believe the stadium led development proposal at Walton Hall Park has the potential to deliver. Many of these impacts are estimated at a necessarily high level due to the emergent nature of the proposals.

Physical Regeneration

- 4.3 As detailed previously, Walton Hall Park is currently underutilised given its size and scale, when compared against other parks in the area. The stadium led development of Walton Hall Park would transform the park into a welcoming and inclusive environment that offers a wide range of uses to appeal to the whole community.
- 4.4 At a high level, based on the maximum development capacity of the park, it is estimated that the approximately 40 – 50% of the greenspace currently included within Walton Hall Park would be redeveloped. However, the retained greenspace would be better designed, managed and maintained, providing the sorts of facilities that the local community want to use. Thus reducing the quantum but improving the quality of provision.
- 4.5 It is envisaged that a range of leisure and retail uses could make the area into a major visitor destination. At this stage there are a variety of potential types of uses which could shape the exact location that is created here. In our view the most appropriate use with the best chance of success would be something that builds upon EFC and sports, to make it a destination with a unique and identifiable brand, to set it apart from other proposed developments in the area.
- 4.6 The proposals are consistent with overarching policy themes across the country: to identify areas for regeneration; to create inclusive healthy communities that are safe and accessible environments, where crime and disorder do not undermine quality of life; to promote economic growth and housing regeneration; to enhance levels of employment and skills.
- 4.7 The scheme would endeavour to provide superior provision of recreational open space for all demographics within the local community. We understand that the scheme would re-provide space to accommodate the positive and well used aspects of Walton Hall Park. This includes the Lifestyles Leisure Centre, Liverpool Soccer Centre, children's playspaces and sports pitches.
- 4.8 Both the leisure and community space would be primarily aimed at catering for the needs of the local population. It is also expected that many of the sport facilities housed within the new Stadium would also be available for public use, outside of matchdays. The aim of the proposal is to create a leisure and community destination, with services that draw in visitors throughout the week and weekend, day and night.

Quantifiable benefits

- 4.9 Dependent upon the split of floorspace between the different uses proposed if the maximum development capacity of the park is used we estimate that the scheme could deliver between 900 and 1,250 gross direct jobs on site. In addition to this, construction of the scheme is likely to support around 8,700 'job years', equivalent to 870 full time equivalent positions. Around half of all of these jobs are expected to be taken by residents of Liverpool. These workers would all spend money in the local area which would help to boost revenue in local shops.
- 4.10 Both operational and construction jobs would range across a variety of skillsets and would fit well with the skill level of the local community. Thus offering the potential for both entry level positions to attract low skilled residents, including those who may currently be unemployed, as well as the potential for career progression.
- 4.11 Within the context of EITC, this level of job creation also offers an amazing opportunity for these positions to be offered to socially disadvantaged or vulnerable groups within the local community; these are the specific groups that EITC has access to and promotes opportunities for.
- 4.12 EFC currently attracts an average matchday attendance of over 36,000 at Goodison Park. The new stadium offers the opportunity to increase capacity by around 25%. It is becoming increasingly important for top Premier League clubs to enhance matchday revenue with the implementation of the UEFA Financial Fair Play regulations; this can only be achieved by a competitive stadium capacity. EFC plans to increase season ticket holders in line with the increase in stadium capacity. The largest proportionate growth in ticket type associated with the new stadium will be hospitality tickets, which are intended to almost double. These types of tickets on average generate the highest yield and profit per ticket across Premier League clubs. Significant increased visitor expenditure is therefore expected to be generated by the new stadium.
- 4.13 The design of the new stadium at the Walton Hall Park Site would be of high quality. The proposed development will put forward a capacity of 50,000 seats, increasing the current capacity by approximately ten thousand seats.
- 4.14 Overall the scheme will be designed to create a destination that attracts visitors and encourages them to stay for longer periods of time. This has been seen at the O2 Arena where the surrounding supply of leisure and restaurants has meant that people arrive hours before events to enjoy a meal in the restaurants, and then stay afterwards to enjoy the bars and restaurants. This creates less pressure on the transport system as the arrival and departure peaks are reduced. It also promotes an area that is active and vibrant for longer periods of time, which in turn attracts more people to come and use it.
- 4.15 Whilst the amount of residential space is to be determined, it is likely that any new homes would be targeted at the family market and would create additional demand on education spaces. Any population increase also puts pressure on health and community services. Many development schemes make financial contributions to local authorities in order to provide them with money to invest in the provision of services to meet these needs. In contrast, the Walton Hall Park scheme

is being designed so as to provide new services itself, with the very best range of uses to directly assist with serving the needs of both the new and existing population.

Promoting Social Change

- 4.16 EFC is also home to its charitable arm Everton in the Community (EITC). This charity focuses on creating life-changing opportunities for the more vulnerable demographic of the local population. The charity currently delivers programmes across numerous areas including education, employment, social inclusion and healthcare, and plays a huge role in alleviating social problems within Liverpool and the wider Everton fan-base community.
- 4.17 Since 2006, EITC has seen growth in employees of around 63% and growth in turnover of 74%, signifying the increasing importance of the charity. With the appropriate platform and potential site for further facilities, EITC has the opportunity to continue growing and helping more people. This proposal offers the potential to do this.
- 4.18 EITC is currently responsible for delivering the Everton Free School, which opened in 2012 for pupils aged 14-19, achieved 'outstanding' ratings for many areas in its Department for Education pre-Ofsted visit report. EITC's programmes, including apprenticeships and work placements, have seen incredible success, with high rates of job placement and retention. One of the charity's most successful programmes is the Safe Hands initiative which targets young offenders with the aim of helping them re-integrate back into society. The scheme currently achieves a 76% non-reoffending rate. All of EITC's schemes translate directly into monetary benefits for both local and national government in the form of reduced benefit payments, and reduced costs of social and policing services.
- 4.19 The Everton brand offers an unrivalled ability to reach out to and connect people across a wider range of socio-economic groups than many other schemes, and this is acknowledged as one of the factors important in its ability to deliver its impressive outcomes.
- 4.20 The opportunity to give this hugely successful and life-changing charity the platform to expand and reach out to larger proportions of the local community could represent a huge regeneration benefit for the local area around Walton Hall Park, an area which suffers from social problems and consequently fits well with the opportunities and programmes offered by EITC.

Community benefits

The Importance of EFC to the Community

- 4.21 EFC have been looking for a new location in which they can develop a modern stadium that is better suited to the needs of a Premier League club of its stature and importance. In comparison to other Premier League grounds, Goodison Park is smaller and less modern. The inability to grow and increase the hospitality offering and matchday revenues has been constraining the growth of the club.
- 4.22 The football clubs of EFC and LFC are both hugely important to the surrounding areas. Over 50% of EFC season ticket holders live within the Liverpool City postcode area, with over 30% of total matchday ticket purchases made by residents of Liverpool so far this season.
- 4.23 The football clubs are very important to the local communities, with support very high and a real 'feel good factor' associated with the sport and the two teams. Empirical research has shown that football stadia can create both tangible and intangible impacts in the local community⁴. The opportunity to ensure this important employer and community focus is retained in the local area is therefore one that should be supported.

The Opportunity for Community Uses

- 4.24 The City Council, EFC and LMH are open to providing community uses within the project that would maximise the potential for regeneration of the area and would be flexible enough to include a wide range of uses such as schools, university presence, a health centre, and other community uses such as a police station. There is a requirement in North Liverpool for additional community facilities and we have identified an undersupply of primary schooling in the area, difficulty of access to health services, and also a high level of crime and antisocial behaviour. The project could look to co-locate such requirements when a masterplanning exercise is undertaken.
- 4.25 Based on our analysis of the current healthcare situation, we therefore conclude that provision of a larger primary health practice, would benefit the local area by easing access to an array of health services. SRF policy area 6 seeks to 'explore opportunities for the co-location of service delivery'.
- 4.26 Our analysis of the primary school situation concluded that provision of a primary school, either a free school, or a local authority run school, would benefit the local area, by both addressing an existing deficit and accommodating any new children that would move into the new housing built as part of the scheme. Provision of secondary education would also be beneficial, particularly if it targeted excluded or problem individuals who have struggled to remain within education elsewhere and may have turned to crime and anti-social behaviour.
- 4.27 Another important aspect of the proposed development is the potential to accommodate university facilities on the site. Although their use is currently flexible, it is likely the facilities would be of sports/technology/education nature. The educational sector in Liverpool has enhanced the role of sports related courses, including sports science, management and research. This has led to relationships being created between Liverpool Universities and key sports clubs and institutions in the City. More specifically, EFC has an existing relationship with Liverpool universities. The establishment of EFC and new university buildings in such close proximity would provide a physical dimension to the ties that currently exist, which would likely be of

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benefit to both EFC and the respective universities, ultimately benefiting Liverpool City as a whole.

- 4.28 Equally important is that these types of university facilities would fit naturally with the idea that the proposed development could be a centre for excellence. EFC is one of the country's leading football clubs, and so will provide an ideal backdrop for university students wanting to excel at their practice. The opportunity for EFC to inspire, in such close proximity, will be of great benefit to university students, especially those undertaking sport.
- 4.29 As with the wider proposals for the site, it would be the intention that university facilities would be used by students during the working week, as well as at weekends, with the aim of enhancing the 'active destination' aspect of the destination that the proposed development aims to build.
- 4.30 The potential that the scheme could house a school, a larger primary health practice, a police station or other community service use, as well as potential collaboration with a university, therefore presents a wonderful opportunity that could help to transform the area into one which is more inclusive, inviting and serves the needs of the existing and future population. More detailed information regarding exactly which community uses are most likely will become available as plans emerge. The importance of community and education uses as part of the proposals is clear.

Crime

- 4.31 Crime, fear of crime, and anti-social behaviour within the urban environment all have negative impacts upon community well-being and quality of life, where both physical and psychological health can be affected. Fear of crime can lead to poorer mental health, reduced physical functioning, and lower quality of life. Ensuring low levels of crime and fear of crime is therefore an important aspect in the design of new developments, including the Secured by Design⁵ police scheme.
- 4.32 A study by UCL in September 2007⁶ indicated that individuals with high fear of crime are twice as likely to suffer from depression. Promoting good design and layout in new developments, or improving that in existing developments is one of the most important ways of addressing issues of crime. The design of this scheme is intended to be of the highest quality and therefore take into consideration all of the leading design principles for reducing crime and creating an inviting, safe and secure development.

Investing in Public Realm

- 4.33 A significant ambition of the project is to invest in and improve the quality of the park and surrounding public realm. Whilst there will be an overall loss of actual greenspace the quality of that space and the nature of the proposals in terms of increased number of events, additional facilities and better management would mean that it is likely to be used more and provide a more inclusive and inviting resource for the local community.
- 4.34 Whilst difficult to quantify, improving green infrastructure has been shown to have some considerable positive social impacts. Access to attractive and inviting green spaces can lead to positive health benefits in the form of better physical and mental health, through wider participation in exercise and better access to nature. The sporting nature of the proposals at

Walton Hall Park, with the specific focus on football, means that it is even more likely to succeed in delivering these sorts of wider health benefits for the local community. Consultation with the local community will take place throughout the process, to ensure that the needs of the local community are met within the new provision.

- 4.35 It has also been shown that improving the aesthetic quality of a location has a positive impact upon land and property prices in the surrounding area, which in turn tend to be associated with lower levels of deprivation and better economic opportunities. A further economic impact of a considerably designed and aesthetically pleasing place is that the improvement in image often makes the area more attractive to prospective investors and employers. This can result in increases of economic output. A report by Forest Research in 2010, which used the Mersey Forest as a case study, found that for every £1 invested in a project, economic output would increase by £2.30 over the lifetime of the project. This implied rate of return on investment is similar to that of HS2, and under 'Value for Money' standards would represent 'high value for money'. The fact that private money will form a proportion of the investment would further increase the public sector's return on investment.

Benchmarking against other schemes

- 4.36 Whilst it is impossible to prove a-priori (or even ex-post) the exact nature and scale of benefits that stadium-led schemes can have, there are many examples of comparative schemes that have had significant regeneration impacts on their local areas. Examples of other stadium-led regeneration projects should be used as a benchmark for the impact that the proposal could have in the NLSS area.
- 4.37 The Etihad stadium was part of the wider regeneration of East Manchester for the Manchester Commonwealth Games in 2002. Whilst this was a much larger project, it shares similarities with Walton Hall Park and EFC because of its location in the neighbouring city of Manchester and its focus on sport. The area has attracted significant further investment and over 4,000 jobs are estimated to have been created in East Manchester over the past ten years. In addition to the employment opportunities, over 5,000 new homes have also been delivered, along with a sixth form college and a planned leisure centre.
- 4.38 The Emirates Stadium, home to Arsenal Football Club since 2006, was a similar project centred on the building of a new stadium for the Premier League club. However, it also involved the associated complete redevelopment of the old ground (Highbury) into flats which proved highly popular and delivered sales worth £157m in 2011 alone. The new stadium has proved a huge success for Arsenal who reportedly now has the 3rd highest matchday revenue in Europe behind Manchester United and Real Madrid. The new stadium was located on an industrial and waste disposal site in a deprived northern part of the Borough of Islington. In this sense, despite its London location, it shares many characteristics with the Walton Hall Park site.
- 4.39 The O2 is a large entertainment district in South East London, centred on a large indoor arena and music club. It opened in 2007, having replaced the then defunct Millennium Dome, and has been credited with regenerating this deprived part of London. It shares characteristics with Walton Hall Park, not just the deprivation of the surrounding community but also the mixed use

style of development and the innovative design of the arena to encourage a wider visitor profile both in terms of when it was visited and by whom.

- 4.40 Stadium developments are not silver bullets that will suddenly transform a deprived place into a prospering thriving community, and there are examples of failures where schemes have not had the desired effect. However, if they are coupled with appropriate other complementary uses, benefit from thoughtful and innovative planning and design, and supported by collaborative transport, economic and development strategies, they have the potential to unlock regeneration opportunities and help to deliver long term step changes. Our view of the potential development at Walton Hall Park leads us to believe that it has the potential to do just this.
- 4.41 In the absence of a large regeneration scheme, backed by significant investment, it is likely that the current physical and social challenges in the Walton Hall Park area would persist. The combination of regeneration needs of the local area surrounding Walton Hall Park, the restoration needs and objectives for the park itself, the desires for EFC to expand and modernise its grounds, and the potential for EITC to grow and deliver wider social benefits, have resulted in LCC EFC and LMH coming together to form a proposition to redevelop Walton Hall Park with stadium led regeneration. The intention is to create a truly transformative scheme – including the provision of leisure, retail, residential and community space – with the new EFC stadium as the focal point, using the sports and EITC focus as a catalyst for regeneration.

5 Vision

- 5.1 Walton Hall Park could be a truly vibrant and inclusive destination for use by all members of the public. The destination could be anchored by a world class football stadium, aspirational new homes, high quality new commercial developments, and state of the art outdoor leisure facilities. This could ensure that Walton Hall Park is provided with a new focus for business, economic activity and jobs, and most importantly a more appealing and better quality community greenspace with its associated leisure facilities. Walton Hall Park will become a destination with huge draw, both financially and socially, in an area which has already been identified as possessing huge potential for transformation.

Delivering the Vision

- 5.2 EFC, the City Council and LMH will work together to articulate a vision for Walton Hall Park in early 2015 and will consult with a wide range of partners and stakeholders including local residents. Given the potential size of this project the responses to the Vision will help to shape a Planning Framework for the site in 2015 which again will be subject to a public consultation process which may lead onto a formal planning submission towards the end of 2015. During the period of Planning deliberation EFC, LCC and LMH will explore the regeneration project in more detail together with the necessary funding arrangements for the scheme which comprise a number of component parts including football related, commercial and residential development, and the provision of new and re-provision of existing leisure facilities – each of which will require a complex and varied funding strategy to support the implementation of the scheme. Subject to approval of plans, agreeing a delivery mechanism and raising the necessary finances, works on the project could begin in 2017. All timescales and milestones at this stage are indicative and will be firmed up as the project progresses through each stage.

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