



The Football Quarter Concept

A Joint Perspective

Launched at Museum of Liverpool
28th December 2011



Foreword

The Football Quarter concept has been the subject of much discussion and recent anticipation since it was first mooted nearly two years ago by the All Together Now Group KEIOC (Keeping Everton In Our City) and SoS (Spirit of Shankly).

Significant progress has since been made. Now is the time for the public and private sector to work together and deliver this ground-breaking regeneration programme.

The areas around Anfield and Goodison Park are recognised as amongst the most deprived in the UK, whilst at the same time, the communities there are characterised by their unique spirit, tenacity, warmth and entrepreneurial potential.

The people of North Liverpool and South Sefton deserve the unprecedented opportunities The Football Quarter could potentially offer and it is now time that this untapped potential is realised.

The economic and social benefits will directly translate into more jobs, vastly improved standards in health and education as well as create a dramatic and positive physical change to the area and its facilities. We have a collective duty to ensure that the areas in the vicinity of both Anfield and Goodison Park capitalise on the regeneration potential and reflect the world renowned status of both clubs.

We call upon all community, political and business leaders to support The Football Quarter to help make the vision a reality.



Joe Benton MP - Bootle




Steve Rotheram MP - Walton



"The people of North Liverpool and South Sefton deserve the unprecedented opportunities The Football Quarter represents and it is time that this potential is realised."

All Together Now

The Football Quarter:

an exciting destination centred on Stanley Park, supporting our *two* great Football Clubs, offering state of the art facilities for our supporters, the local community, tourists and businesses, all benefiting from a shared and sustainable green infrastructure.

The Football Quarter:

will offer opportunities for meeting the city's tourism targets, regeneration of the local housing market, low carbon energy solutions and job creation whilst providing an environment that celebrates the unique and unrivalled history of our *two* great Football Clubs.

The Football Quarter

The No.1 Football Destination in the World



The Football Quarter prospectus will,

Inform, Excite, and Persuade you all...

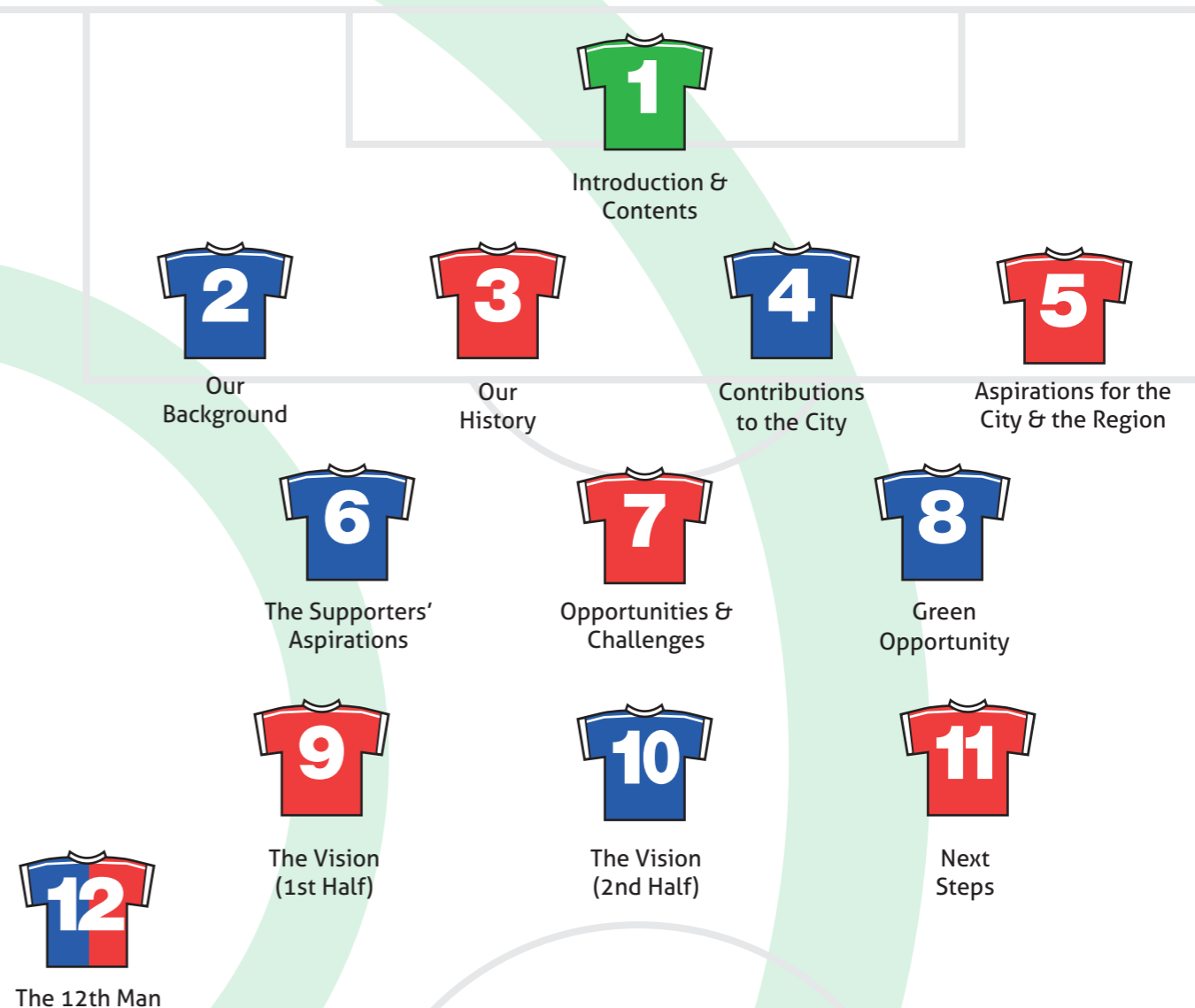
to support and get behind this great and worthwhile concept.

Our prospectus outlines the far reaching impact The Football Quarter will have on the economic regeneration of Liverpool and we invite you all to read a copy of it.

Supporters of Everton and Liverpool football clubs, through KEIOC and Spirit of Shankly, have already joined forces and demonstrated the enormous strength of feeling behind the concept.

With your support we can achieve The Football Quarter Vision and impact on the prospects for thousands of people and reinforce the City as the No.1 Football Destination in the World.

Chapter one



Liverpool

a city of
duopolies

“The city of Liverpool is famous throughout the world as a centre of football excellence.”



Our Background



Our Football history is second to none. A single club split into two in 1892. This historic event instigated a century of banter and endless argument that has divided friends, families and loved ones. This rivalry has influenced the very social fabric of the City. On the 118th anniversary of this historic event, KEIOC and SoS supporters groups put aside their legendary rivalry and under the banner, “All Together Now”, called for a Football Quarter to be established centred on Stanley Park.

“The Football Quarter could be an attractive 7 day venue that fully supports the local community and the City, offering an opportunity to increase the current 2 million football visitors to the City by 50% over a 5 year period. This opportunity should not be missed by the Council.”

The Football Quarter is designed to uphold the football clubs' traditions at the highest level, for the benefit of all the Supporters, the community and the City.

Sports & Events. Underpinning our ideas is the creation of a large scale open air venue, suitable to be used as a Fan Zone on match days for both clubs, and for other events such as exhibitions and sporting events. This will be linked to improvements to community football pitches, practice and coaching areas as well as a new leisure centre. In addition our concept proposals allow for university faculties or centres of excellence for sports science and the business of sport.

Football Stadia. Our Prospectus does not attempt to resolve the stadium plans for either club. However, it is our understanding that the vast majority of the Supporters would, if given the choice, prefer their clubs to remain in their spiritual homes, famously either side of Stanley Park, if they could be expanded and modernised. The All Together Now Group call on both clubs to consult with their most important stakeholder, the Supporters on any future proposals.

Retail and Commercial. Opportunities beyond the clubs' own merchandise operations could include football museums, bars, cafés, restaurants, hotels (budget and boutique), all in close association with the football stadia. All these elements would transform the area into a lively dynamic tourist destination.

Transport Infrastructure. A significant aspect for delivering a successful attraction will be the development of transportation links to and from the City Centre. Consideration for a full time, 'Park & Ride' facility and express transport service would enhance the whole project for the local community, supporters, tourists and for business development. In addition, we believe there is an opportunity to convert the Bootle to Edge Hill line in to a passenger route to service The Football Quarter.

Chapter two

“Our prospectus highlights the scope of The Football Quarter giving insight into the opportunities and challenges of the concept. It will help develop understanding of what can be achieved and hopefully contribute to the development and fulfilment of our Vision.”



"The most successful football city in England"



John Houlding, then President, left Everton with his closest friends to form a new Club, Liverpool FC.

Liverpool lift their first League Title, in the final game of the season with a win over West Brom.

Liverpool reach their 1st FA cup final, losing 1-0 to Burnley

The extended "Spion Kop" was officially opened with the construction of the roof. The terrace was named after the Boer War battle of 1900.

Jack Balmer gets Liverpool's fastest ever goal. Balmer hit the back of the net after just 10 seconds in the Merseyside derby at Goodison park

Liverpool won the first post war, and fifth in total, League Championship featuring Anfield greats of Billy Liddell and Bob Paisley.

2 Clubs... 69 Domestic trophies ... 12 European cups... **1 City**

The man who created The Liverpool Way as we know it today, Bill Shankly, became manager of Liverpool FC. Building the foundations for the large amount of success that followed under successive managers.

Liverpool Win their seventh championship despite only using 15 squad players

Under Bill Shankly, Liverpool take the first of their 7 FA Cups with a win over Leeds United.

Liverpool conquer Europe for the first time with the first of their three UEFA cups with a 3-2 aggregate victory over Borussia Mönchengladbach.

Liverpool defeat AS Roma to pick up their fourth European Cup and complete the treble with the League Championship and League Cup in the first all Merseyside final.

With Kenny Dalglish as manager, Liverpool win their 18th League Championship.

Liverpool's famed 12th man and "Anfield atmosphere" transferred to Istanbul, helps the team to win their 5th European Cup trophy against AC Milan.



1878
St Domingo's FC was formed at Stanley Park and formally renamed as Everton Football Club in 1879.

1888
Everton become founding members of the Football League

1891
Everton FC win their first League Championship

1892
Goodison Park opens and two years later becomes the first Football League ground to host the FA Cup Final.

1906
Everton win the FA Cup in their third appearance in the Final winning 1-0 over Newcastle thanks to an Alex "Sandy" Young goal.

1915
Everton clinch their second league title. The outbreak of the war means Everton remain Champions for four years.

1925
Everton sign William Ralph "Dixie" Dean from Tranmere Rovers for £3000.

1927
Dixie Dean helps Everton to their third title by scoring a record breaking 60 goals in one season.

1939
Everton win the First Division for the fifth time. Once again, the outbreak of the war means Everton retains the trophy for eight years

1948
Goodison Parks record attendance is set at 78,229 for a derby match against local rivals Liverpool.

1954
Everton finish second in Division Two which ensures their return to the top flight of English Football. This would be the last time Everton have been outside of the Top Division.

1960
The "Mersey Millionaires" sign Alex Young from Hearts for a club record of £40,000.

1966
Goodison hosts group games for Brazil & Portugal, along with the Portuguese Quarter Final & the Semi-Final between West Germany and Soviet Union.

1958
Goodison becomes the first stadium to install Under Soil Heating.

1978
Bab Latchford scores 30 league goals.

1985
Everton win the European Cup Winners Cup v R. Vienna having beaten Bayern Munich en-route at Goodison. They also secured their 8th League Title, and their 9th 2 years later.

1995
Joe Royle leads Everton to their 5th FA Cup victory with a 1-0 win over Manchester United.

2010 Keeping Everton In Our City (KEIOC) and Spirit of Shankly (SoS) launch The Football Quarter Concept (12 March 2010).

2011 Keeping Everton In Our City and Spirit of Shankly put aside their legendary rivalry and as one, under the banner "All Together Now", they call for the establishment of a Football Quarter around Stanley Park in the city of Liverpool, to uphold their clubs traditions at the highest level, for the benefit of the Supporters, the community and the city.



Our History

Chapter three



Chapter four

“The development of The Football Quarter could go a long way to help meeting the City’s target of 14,000 jobs in the tourist sector and a £2bn a year spend by 2020.”



Contributions to the City

Global Sporting Image.

Home to two Premiership football teams, the City is frequently identified with the fortunes of its football teams. The clubs have helped create the city’s sporting image around the world encouraging tourism and with it, business and commerce. Despite the global reach of English football with players and Supporters from around the world, clubs are deeply rooted in a sense of place. This is no more so than in Liverpool, where the clubs face each other across Stanley Park. The Football Quarter seeks to capture that sense of place and use it to drive investment in the future of the clubs, the communities and the City.

More than Just Brands.

The two great clubs are more than just brands for Liverpool. They are significant engines of economic activity and creators of social value within the City, which is still one of the most deprived in the UK. The supporters travelling to the matches use local services and facilities; their spending power sustains shops, food outlets and hotels. The two stadiums are the theatres around which this rich history has been made, but the terraced housing and surrounding streets also have their own special qualities and value. The jobs created by the clubs, beyond the playing and administrative staffs, are valuable in a fragile economy. Investment undertaken by the clubs can contribute to the cohesion of the communities around them and can provide a further stimulus to the creation of mutual support networks. The development of The Football Quarter could go a long way to help meeting the city’s target of 14,000 jobs in the tourist sector and a £2bn a year spend by 2020.

Destination Football.

Anyone who has been around the City on a match day can appreciate the number of people that attend the games. The figure is currently estimated at around two million who visit over a year. But League and Cup match-days are limited at no more than 50 to 60 days per year. There exists, through The Football Quarter vision, an opportunity to provide these supporters (many of whom are not residents of the City) with a reason to extend their match day visits or to re-visit outside of match days. Interest in the clubs as a tourist attraction is already proven with the Liverpool FC Museum already attracting 143,000 a year – one of the top ten attractions in the City.

Club Involvement

The two clubs are in a prime position to support and influence The Football Quarter initiative, ensuring their own development plans are incorporated into the over arching proposals. By being more closely aligned to the aspirations of the supporters and key stakeholders, the two football clubs would achieve a quicker route to delivery with a more attractive investment proposition.

More than Just Football.

There is also the opportunity for other, primarily sporting events and activities, to broaden the programme of attractions for visitors. This development could attract more visitors from outside the City. Whilst the City area supports a population of about 1.5m, the City Region catchment area extends to nearly 5m, and it is this region that helps to drive the success of the City. Support for the football clubs and interest in other sporting activities and sport-linked educational activities will draw the full potential from the region and beyond.

Family Friendly.

Broadening the appeal of The Football Quarter to include other sports, leisure and educational activities will attract younger and more female visitors, both of which would help balance the currently older demographic profile. A more “family friendly” environment will encourage more tourists. A larger and broader population living around or visiting the area will increase commercial activity and improve local living standards.

“The image of Liverpool is more than the Liver Birds, the Beatles and Football, but there is no doubting the impact that these have on tourism.

While the City has done well in promoting the other iconic images, the ‘All Together Now Group’ believes there are massive opportunities to capitalise on the appeal of Football and its two Premier League Football Clubs. The development of The Football Quarter complements the whole concept of developing “Brand Liverpool” and making the best of the City’s assets.”

Aspirations for our City and the Region

“Liverpool needs to be bold in its ambition. It has great potential and it needs to capitalise on this.”

“Rebalancing Britain”
by The Rt Hon The Lord Heseltine CH
and Sir Terry Leahy

Some of the key objectives set out for the City, which will help drive forward the region's economic growth and help to regenerate the neighbourhoods which surround Anfield and Goodison are summarised below:

City Region Visitor Economy

- Optimise the opportunities for our strong cluster of high profile spectator sport venues
- Diversify the sports culture offer
- Maximise the capacity of sports venues and use of their facilities throughout the year
- Provide new business opportunities at Everton and Liverpool Football Stadiums

Brand Liverpool

- Liverpool will be world famous for its exceptional culture, music, sport, UNESCO World Heritage Site, iconic waterfront and of course, the Beatles and Premier League football

Ian Ayre
chair of the visitor economy committee

David Andrews
director of visitor economy at TMP

Strategic Regeneration Framework (SRF)

- To transform North Liverpool and South Sefton so that its many assets, including its people, its river, and the very land it sits on, can once again become a vital source of prosperity, enterprise and creativity for the Liverpool City Region and our nation.

North Liverpool SRF, 2010

“The City is famous throughout the world as a centre of football excellence.”



Economic Regeneration Priorities for the Area

The regeneration priorities for North Liverpool and the area are set out in the North Liverpool Strategic Regeneration Framework (SRF), 2010. Delivering a number of key projects (such as the expansion of the Port of Liverpool and the new developments proposed at Liverpool Waters) will bring new opportunities into North Liverpool and benefit L4 by acting as a catalyst for wider regeneration.

However, the SRF makes it clear that:

The planned transformation of Anfield and Breckfield cannot happen without major investment in the two clubs infrastructure. In fact, the delays and uncertainty over the last few years has, according to the SRF, had a significant impact and slowed down the pace of regeneration.

The quality and importance of the areas sporting pedigree is already recognised. It is part of the hidden potential. For example the area is home to:

- Walton Hall Park - a 'Lifestyles Leisure Centre'
- The 'Liverpool Soccer Centre' (both a centre of excellence for football coaching and a major leisure attractor with around 145,000 visits made to the centre in 2009)

Community Regeneration Priorities for the Area

The impact that football can play in driving forward the economic success of North Liverpool will be undermined unless other issues are also addressed. The SRF promotes a joined up approach stressing the links between the economic ambitions of the two clubs and the success and failure of the wider community.

The future vision is to create a 'vibrant family neighbourhood' but to achieve this, the deep-seated and complex issues around deprivation and physical deterioration will need to be addressed.

The inability to deliver the proposals for the two clubs has had a significant impact on the local community, contributing to uncertainty; and leading to deterioration in the quality of the District Centres (County Road and Breck Road) and the slow-down in regeneration. The state and condition of the physical fabric needs to be addressed as further deterioration will increase the enormity of the task at hand and undermine the value and potential of The Football Quarter.

In terms of delivering the potential of The Football Quarter, the City Council holds a unique strategic position with the ability to take our ideas and develop them to align with the regeneration agenda for North Liverpool and the City Region.

“The Football supporters ask the two clubs to work together, with the City and other stakeholders to shape their own economic fortunes in a way, which also maximises the benefits that football and sport can unlock and to share their vision for regenerating the area by creating The Football Quarter.”

Chapter five



This prospectus looks to city leaders and key officers to revisit their plans for the area – and include our ideas for The Football Quarter – which will breathe new life into stalled projects and capitalise on the power of football and the special qualities of the area to drive forward economic change and physical improvement.



The Supporters' Aspirations

The Essence of The Football Quarter:

- Celebrates the history of the two Football Clubs.
- Attracts visitors all year round, not just for match days.
- Is safe, managed, family friendly, environmentally conscious, clean and desirable, while providing employment opportunities.
- That benefits from a residential regeneration scheme.
- That makes best use of the available land to provide educational, recreational, commercial and community facilities.

"The Football Quarter: an exciting destination centred on Stanley Park, supporting our 2 great Football Clubs, offering state on the art facilities for our Supporters, the local community, tourists and businesses, all benefiting from a shared and sustainable green infrastructure."

The 11 Must-Haves of The Football Quarter:

- 1 Supports and benefits from the renewal of the homes and neighbourhoods surrounding the grounds.
- 2 Pedestrian links between the two Stadiums and the "hub" of The Football Quarter.
- 3 Educational Faculty / Centre of Excellence in Sports, Business and Sports Science.
- 4 Better parking facilities to support the match day and event day requirements and be used as part of a wider Park and Ride Scheme to and from the City Centre.
- 5 The use of sustainable techniques and materials in order to promote the cleaner, greener ideal.
- 6 21st Century "flagship" Stadiums embracing the historical significance of each.
- 7 Football Museum celebrating the history of the most successful football city in England.
- 8 A public space, event area, capable of being used as a 'fan-zone' / showground / concert / exhibitions.
- 9 Community sporting and/or leisure facilities.
- 10 Better transportation links including new rail links utilising the Bootle to Edge Hill line.
- 11 Renewable energy solutions to benefit the local community.

Other Possibilities

- Creating a "Walk of Fame" between the two Stadiums with statues of past heroes of both Football Clubs
- Visitor Centres - including a new Genealogy Centre at the Cemetery
- Walking Tours - including "Historic Anfield Cemetery"
- Central Coach and Soccer Bus drop off point
- Special Football Quarter Signposting and clear transport links to and from the City Centre

Commercial Opportunities

- Hotels - independent or incorporated in to the Stadiums
- Conferencing Facilities.
- Bars, Restaurants, Cafes
- Kiosks to support "event days"
- Public Conveniences

Opportunities and Challenges

Site Challenges

- > Deterioration in the quality of the physical fabric
- > Key regeneration plans temporarily suspended due to lack of progress in redeveloping the two clubs
- > Expansion of existing grounds will have an impact upon immediate surroundings
- > Listed park and historic surroundings - a challenge to convert into an opportunity

Site Opportunities

- > Football Quarter *inner core* located between the two clubs using the attractive setting of Stanley Park
- > Quality pedestrian routes run through the park and connect with the wider neighbourhood
- > Merseyrail – freight line can be upgraded including provision of new station(s) to improve transportation links to/from the area
- > Football Quarter *outer core* - ensures benefits spill out into the wider neighbourhoods with additional Council owned land also incorporated into The Football Quarter
- > Upgrade key routes linking core area with outlying carparks, schools and community facilities
- > Walton Hall Park - lifestyle leisure centre and the Liverpool Soccer Centre



Chapter seven

“None of this is likely to happen unless The Football Quarter concept receives the support of all stakeholders, many of which will have seemingly divergent interests.”

An attractive and sustainable Football Quarter will include:

- > A mix of viable uses which appeal to visitors as well as generating business profits and returns for investors
- > An improved quality of place and an enhanced visitor experience
- > Sustainable and accessible buildings and facilities with safe and secure streets for those living, working and visiting the area
- > Benefits and opportunities for the community

Just as the supporters have come together to develop this prospectus we want to work with others to broaden and deepen the shared commitment to The Football Quarter

Below we outline some of the Opportunities and Challenges, which will need to be considered and discussed are set out below:



“We believe in marketing terms Liverpool is a world class brand...”

“Rebalancing Britain”
by The Rt Hon The Lord Heseltine CH
and Sir Terry Leahy

Success Factors

Opportunities

Challenges

A mix of viable uses

High value and revenue generating facilities will help to support a broader range of community facilities.

Noise issues may restrict the use of The Football Quarter in the evening, if venues are put close to residential areas.

The Council could gift or sell land and property to generate a bigger opportunity and also ensure The Football Quarter is linked to existing parks and community facilities.

The Football Quarter will fail to attract visitors & investors - if the quality and range of facilities are poor.

Quality of place & enhanced visitor experience

Make full use of existing facilities found in and around the park. Council can positively promote The Football Quarter concept and sell the vision as part of their regeneration, community and area management plans.

Families and other visitors will not come - unless perceptions & fears about safety are addressed. The area's image as an unfinished regeneration programme is a problem.

Sustainable & accessible buildings and facilities

Share car parking facilities between the clubs and other venues. Conversion of Bootle to Edge Hill line into a passenger route to create a quality public transport alternative.

Convenient and easily accessible parking is a 'must have' for many family focused leisure uses but the impact of providing this may cause a problem on the highway network

The Football Quarter promotes public realm and street improvements along all of the key routes to encourage more cycling and walking - initiatives, which policy and the Council already supports.

Is Walking and cycling a real alternative at the moment?

Regeneration benefits meeting the needs of the community

Community and regeneration objectives can be met by The Football Quarter if it also provides potential revenue streams and unlocks private sector investment.

A current lack of joined up thinking with two clubs pursuing their own (but not too dissimilar) objectives;

The Football Quarter concept can be used to bid and secure 'Growth Funding' grants & European funds.

Lack of public sector funding including loss of HMRI and downsizing of European funds.

Support & Buy-in

The Football Quarter can complement the growth strategy and should be fully integrated with wider city initiatives.

Regional Growth objectives foresee large -scale investment in areas of the waterfront and city centre, which may lessen the focus for investment in other parts of the City.



Green Opportunity

“The Football Quarter should aim to be a landmark development having sustainability at its core.”

Identifying project constraints at an early stage and complying with the renewable energy targets, set out in the Local Development Framework and other existing common policies or frameworks, will be vital to the successful integration and implementation of the following common city goals.

The aim will be to deliver a concept which mirrors the ambitions and objectives of wider strategic development and regeneration frameworks in Liverpool. In doing so provide an opportunity to improve the social, economic and environmental wellbeing of the neighbourhoods around The Football Quarter.

Delivering community and district energy systems would transform the way that power, heat and other resources are distributed, consumed and recycled. In doing so it would provide a catalyst for:

- Low carbon energy and technology innovation for renewable energy
- Decentralised large scale energy schemes
- Energy Infrastructure connected to renewable energy and the grid
- District/community energy schemes
- Sustainable development and effective use of waste and resources

Potential Iconic Green Scheme. The Football Quarter could provide a real opportunity for part of the city to implement a sustainable development strategy, focused on a district energy solution, within a manageable scale, and one which already has significant support from key stakeholders with common goals, and which already forms part of the City's regeneration strategy. Given the right impetus, there may even be value in Branding such a forward-looking sustainable project, providing another potential source of income as well as a novel modern, "Green" focus.

Such an initiative would strengthen the argument that the Green Investment Bank could be located in the region.

- Meeting the demands of climate change and global carbon emissions targets
- Providing on site generation of energy
- Decreasing the requirement for grid dependency, and reducing energy costs and power cuts
- Improving land and asset value, and enhancing the attraction of the area as a whole
- Safeguarding existing communities and future development potential
- Generating the opportunity for new public/private sector partnerships

The Football Quarter development can provide a standard for other urban development schemes in the area and help to recognise opportunities for energy generation from renewable technologies. Benefiting both the local community, businesses & the wider city region

The Football Quarter can deliver a flagship sustainable development that provides opportunities to utilise new technologies to deliver its energy requirements for the benefit of the local communities, the football clubs and Liverpool City Council. Such a course, marketed appropriately, might be a draw in its own right.

Chapter eight

The Vision 1st half

“The FQ provides both clubs with a unique opportunity to deliver their own visions in relation to the stadia while supporting an initiative that will benefit the local community, the City & the City Region”



The Football Quarter Centrepiece

- Open air events arena
- Central Fan Zone located within high quality, new 'green' buildings and structures
- On non match-days a showground or exhibition area used for concerts and community and visitor events
- Parkland walks and high quality public realm linking the two stadia
- Statues in the parks - depicting the footballing legends from both Clubs

EFC Stadium

We support:

- EFC remaining at Goodison through sensitive expansion – a neighbourhood steeped in history

Initial ideas;

- Idea One* - extend the Park End and Bullens Road Stands; or more dramatically
- Idea Two* - rotating the whole ground through 90 degrees creating a larger redevelopment area

Some issues to be addressed;

- Proximity to residential properties
- Integration of Gwladys Street

Further local community consultation is required, whatever the option

LFC Stadium

- The Football Quarter can work with either the redevelopment of Anfield or a new build stadium in Stanley Park

Most LFC Supporters would welcome a scheme, which could also retain its world famous spiritual home of Anfield

Some issues to be addressed;

- Proximity to residential properties
- Potential diversion of Anfield Road

The Council's engagement and support along with further community engagement will also be required

Community Sporting / Recreational Centre

A new community sports hub would fit well and make up for the loss of the demolished Vernon Sangster Centre

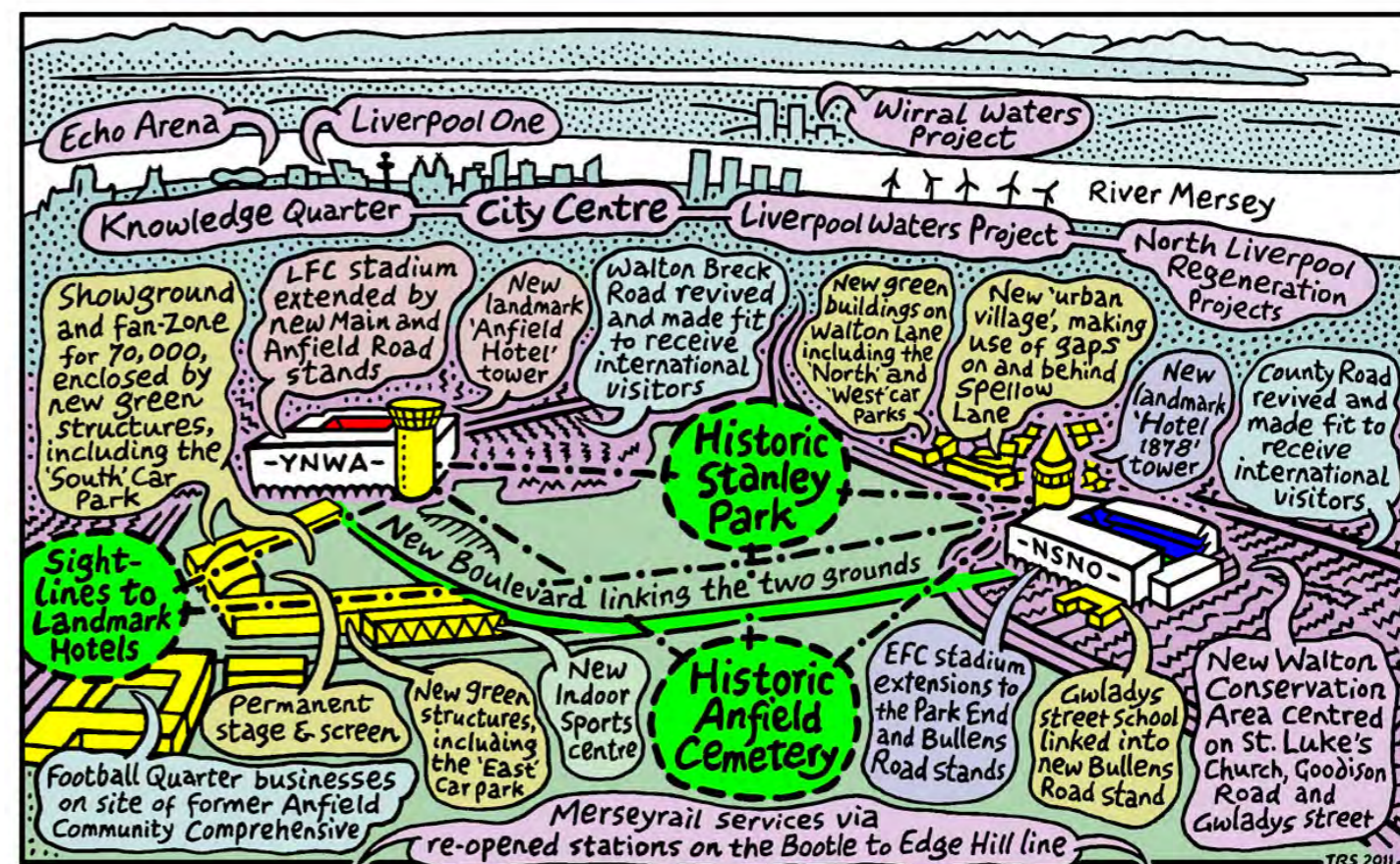
Better access to quality outdoor facilities and sports pitches for local use –with improved links to existing facilities

New transportation links

Accessible, safe and convenient venues and facilities with better transportation links

Bootle to Edge Hill rail line upgraded to connect the community & visitors and not just on match days

Quality parking facilities for tourists, visitors and match going Supporters with Park & Ride encouraging greater mid week use



A SKETCH OF SOME OF THE POSSIBILITIES OFFERED BY THE FOOTBALL QUARTER

The four car Parks (North, South, East and West) could also provide a daily park-and-ride service into town. A decision by LFC to build in the park, or by EFC to expand by rotating their pitch, would not change the basic principles

Hotels

- Must also cater for longer staying visitors. Two new hotels associated with the Football Clubs could be themed; and one more full time equivalent job is created for every additional three bedrooms provided.

Education

- Expansion of Goodison could create a new landmark educational facility by transforming Gwladys Street School if it formed part of the new development.
- Local Universities and colleges could be linked into The Football Quarter by relocating suitable departments or by expanding the range of courses available locally.

Housing

- The Football Quarter will make the location a more desirable and sought after area; It will raise demand and interest in the area and accelerate delivery of stalled projects.
- The Council can include our plans to help generate greater confidence in the area and ensure housing developers consider these ideas when preparing proposals.

Historic Quarter

- Visitors to The Football Quarter could also visit local heritage assets; and organised walking tours could be set up.
- A new 'Genealogy Centre' could be located within the adjacent Cemetery – generating even more visits

Chapter nine



The Vision 2nd half



Our 'Second Half' vision highlights the wider potential The Football Quarter offers:

A catalyst for wider regeneration bringing the power of football and its historic home to achieve greater success and better outcomes for the City and communities of L4.



Artists impression of the 'Fan zone'

For L4, the hub of The Football Quarter will potentially deliver:

- New physical development and jobs and training opportunities
- High quality facilities and venues - attracting people into the area (a seven day per week destination)
- First-class attractions and events bringing opportunities for the local community and existing businesses
- A desirable destination around which existing homes can be improved and new homes created
- Shared neighborhood services creating a cleaner, safer neighbourhood

For the City:

- The Football Quarter covers a tract of land almost equal in size to the City Centre lying immediately to the east of Liverpool Waters and the Port of Liverpool
- The successful transformation of the waterfront and City Centre can improve the prospects for local communities
- The interest generated by The Football Quarter will directly stimulate the local economy and bring the City closer together
- Training and improved skill courses offered in The Football Quarter (via local colleges and Universities)
- The Football Quarter sees private sector and public sector partners coming together to shape the physical plans

Chapter ten



Next steps...



Chapter eleven

Are you excited by what you have read?

If the answer is YES then now we need YOUR support.

We need our supporters, the community, Everton FC, Liverpool FC, the City Council and the business community to show support for The Football Quarter and help us take the NEXT STEPS, including...



City Leadership through

- > Persuading political leaders to back The Football Quarter
- > Investigating how public funding could support The Football Quarter
- > Aligning The Football Quarter with city and regional policies for maximum gains

Business Investment by

- > Inviting local businesses to sponsor The Football Quarter
- > Preparing investment appraisal and funding strategy
- > Promoting The Football Quarter with influential business leaders
- > Testing concepts with delivery partners

Technical Delivery through

- > Commissioning detailed technical feasibility reports and impact assessments
- > Consulting all stakeholders to capture ideas and register views
- > Submitting an outline planning application
- > Procuring development and delivery partners

Fan Endorsement by

- > Visiting www.facebook.com/footballquarter
- > Follow us on Twitter @TheFootballQtr for more information
- > Signing our online petition at www.ipetitions.com/petition/footballquarter
- > Handing out promo leaflets at matches and sporting events
- > Blogging fan websites
- > Writing supportive articles for fanzines
- > Calling local media outlets promoting The Football Quarter

Community Support through

- > Spreading The Football Quarter message through 'door knocking'
- > Promoting The Football Quarter through local websites and message boards
- > Talking at Community Groups to spread The Football Quarter concept
- > Convincing local community and political leaders to be The Football Quarter champions

Club Engagement by

- > Ensuring both clubs understand the Supporters passion for The Football Quarter
- > Presenting The Football Quarter to both clubs to secure high level support
- > Each Club engages with the Supporters in future discussions of The Football Quarter
- > Incorporating The Football Quarter into future stadia improvement schemes





Chapter twelve

The 12th Man



“The Football Quarter: an exciting destination centred on Stanley Park, supporting our *two* great Football Clubs, offering state on the art facilities for our Supporters, the local community, tourists and businesses, all benefiting from a shared and sustainable green infrastructure.”

Liverpool; the quintessential city of contradictions, an eclectic mix of individuals that never cease to attract world attention, sometimes good, sometimes bad, never indifferent; a city where the support of your football club is seen as an intrinsic part of city life, woven into the very fabric of local society, it may well define your friends, where you spend your weekends, it may even determine your demeanor following a thoroughly deserved win or a particularly outrageous defeat. What it won't define however is your colour, race, creed, family or social standing, as the support of your club transcends all attempts at traditional classification; it's much more important than that, as a certain famous individual very nearly said!

Of course famous local rivalries aren't uncommon, there are indeed many such examples in Britain and around the world, yet the inter-club rivalry in Liverpool stands alone due to a history that has the potential to be commercially exploited as a phenomenal resource, not only for the benefit of the clubs and their supporters, but for the good of the local communities, the city's businesses and the economy of the greater city region as a whole.

Our vision of The Football Quarter is multifaceted; it would be firmly established in and around the local and wider communities of North Liverpool, bringing much needed jobs and facilities to enhance the lives of its residents. It would encourage and attract businesses to the area in a bid to exploit an as yet untapped source of tourism in the Region. It's worth noting, people from all over the world already visit the Camp Nou, Wembley and the San Siro in their droves; Manchester is similarly hoping people will visit their "Sportcity" complex, yet none of these tourist destinations hold the significance, the history or the potential splendor and magic of The Football Quarter in the City of Liverpool.

Commercial opportunities for business are based not only on the unique history of football but on the rich sporting heritage the area currently has to offer and could develop in the future. The Football Quarter has scope for themed museums, bars, cafés, residential properties, restaurants and hotels, all in close association with the football stadia. Additionally it offers opportunities for events to be held at the new open air facility such as prestigious international amateur football tournaments, boxing events etc in addition to business conferencing. These are just a few of the exciting possibilities.

“Imagine if you will an area in and around beautiful and historical Victorian parkland, anchored by two great Clubs with magnificent 21st Century football stadia, reflecting their unique histories and presence in world football..”

“Both KEIOC and SOS want to work with the Clubs, the City Council, the Community and the Private Sector in delivering The Football Quarter”

The All Together Now Group would like to thank the following organisations and individuals for their time and commitment in supporting The Football Quarter.

> Capita Symonds > 3D Reid > Dr Alan Southern, Senior Lecturer at the University of Liverpool > Trevor Skempton > Museum of Liverpool

Photographs Supplied by: > John Johnson Photography > Liverpool Echo > Press Association > Propaganda Photos > Pete Carr

In addition Liverpool City Council have provided very useful background information and engaged positively in dialogue, which confirms the future of both clubs is fundamentally important to the prosperity of North Liverpool and that all public sector agencies should work together to maximise the economic opportunity both clubs in the one area presents.



KEIOC

www.keioc.net

Spirit of Shankly

www.spiritofshankly.com

Visit us on facebook

<http://www.facebook.com/footballquarter>

Follow us on twitter

@TheFootballQtr

www.thefootballquarter.com