



**Happy Christmas**  
*from all the*  
**Anfield Regeneration Partners**

# THE ANFIELD PROJECT

## LFC HELPS LAUNCH SPORTS AND COMMUNITY CENTRE

**LIVERPOOL FC stars Lucas Leiva and Adam Bogdan joined in the celebrations by coaching St Margaret's schoolchildren as Anfield Sports and Community Centre was officially opened.**

The Reds stars were joined at the launch of the new £2.3m development by the club's chief executive Ian Ayre and Academy and Ladies squads.

Improvements at the Centre include a new full size floodlit 3G pitch, a three court sports hall, the refurbishment of existing artificial grass turf pitches and other works including new commercial office space and café.

The new facilities also include the first Cruyff court in the UK outside London which will provide young people with a state-of-the-art facility to play sports as well as health and personal development support. It has been funded by the Dutch football legend Johan Cruyff's Foundation in conjunction with People's Postcode Lottery.

The redevelopment is part of ASCC's "4 Football 4 Everyone" project and has been funded by a number of supporting partners including Liverpool Football Club, Liverpool City Council, the Premier League & FA Facilities Fund - facilitated by the Football Foundation and Sport England.

Patricia Smith, Chair of the ASCC, said: "This has been a real team effort and we are delighted to share it with the wider community. It is important that this project design would not only ensure the provision of accessible sport facilities for local people but also one that would support the long term sustainability of the Centre."

The opening of the Centre also marks the keeping of a promise by Liverpool FC which dates back to 2002 when the club earmarked the land on which the former Vernon Sangster sports centre was situated for its stadium expansion and offered improved community facilities in return.



The football club is already using the centre as a base for charitable activities in north Liverpool through the LFC Foundation, which already runs a range of programmes from ASCC and where its staff are based full time.

Ian Ayre added: "This Centre is a very important resource for the local community and we have been delivering our charitable programmes here for some years. It's been a privilege to work with the ASCC project team developing this scheme and pulling in the funding needed to deliver it. It's fantastic that the Centre will become the official home for our charity and a real hub for our activities here in the heart of our local community."

Cllr Ann O'Byrne, deputy mayor of Liverpool,

said it was another significant milestone in the area's regeneration: "Congratulations to everyone. These kinds of centres are very important to promote health and wellbeing and I'm delighted that this great new facility is now open for use. It is also a real coup for the city that the Cruyff Foundation has been involved. In Liverpool we love 'firsts' and we can also say that Cruyff supports Liverpool!"

Alongside the LFC players, Foundation coaches put kids through skills and drills sessions and hosted a mini-tournament while the Foundation college played an exhibition match on the new 3G pitch, cheered on by the club's mascot Might Red.

**Andrea Cooper, Head of LFC Foundation, says:**

The LFC Foundation has been delivering sports programmes in the local community for a number of years and from the New Year the ASCC will be the official 'home' of the LFC Foundation's community programmes - a true hub for our charitable activities in the north of the City. The ASCC is a fantastic sports facility based right in the heart of the community. It provides people of all ages in north Liverpool with access to quality sports, social and recreational opportunities - catering for all skill levels from leisure and grassroots participation, right through to elite performance as well as volunteering opportunities and educational advancement. Come along and join in!



**HESTIA HIGH FLYERS AND HOMES FOR A £1 - PAGES 2&3**

## Fab Four fly to Dubai for first class career boost



**FOUR hospitality apprentices from north Liverpool have recently returned from a week learning the tricks of their chosen trades at one of the world's top academies.**

The 18-year-olds flew to Dubai to have special training at the world-renowned Emirates Academy of Hospitality Management (EAHM).

The four are currently training at the Isla Gladstone conservatory in Stanley Park with Hestia Careers, the training partner of the Anfield Regeneration project. Led by Your Housing Group in partnership with The Isla Gladstone, Hestia Careers recruits 18-24 year olds and places them in local hospitality businesses where they gain the necessary skills and experience to gain a qualification in their field.

**Providing access to this sort of training is one way we can help the young people working with us build the skills they need for a long and successful career in hospitality."**

For Aimee Pepper, Rachael McKenna and Alex Hughes who are aiming for NVQs in customer service and front of house skills and Danny Forshaw who is studying bakery, it was a trip of a lifetime.

Aimee, who is from Anfield and landed a place at Hestia Careers following weekend work in Kemps Bistro, said: "It was an amazing experience for all of us and gave us the opportunity to learn about more aspects of the industry and develop more.

"I've already learned a lot here at Isla Gladstone, having started working in the

bistro before progressing to office duties and corporate events, but this took it to another level."

The Emirates academy specialises in providing business management training with a hospitality focus and is situated next to the Burj Al Arab, regarded as the world's most luxurious hotel.

EAHM is an integral part of the Jumeirah Group, which manages numerous luxury hotel properties, has several international accreditations and also works closely with other international hotel chains enabling their graduates to be well placed for their future careers.

During their week-long visit the four learned about five star customer service and hotel management and were handed a qualification certificate for their successful completion of the programme.

Neil Dempsey, training manager with Hestia, based at Isla Gladstone, said: "This kind of opportunity doesn't come around often and each of them deserved it because of the attitude and application they have shown in their time since joining us. Training with such a household name will give their career prospects a massive boost."

The four were also accompanied by Isla Gladstone chef Aaron Morris.

Gemma McGowan, Director of Hestia Careers, added: "Providing access to this sort of training is one way we can help the young people working with us build the skills they need for a long and successful career in hospitality."

Louise Harris, Director of Community, Sustainability and Regeneration at Your Housing Group, added: "These types of opportunities don't come along every day and is true testimony to the work that Gemma and her team do. In partnership with Your Housing Group, Hestia Careers is an essential part of Anfield and offers the community the chance to follow their dreams".

## NEW RETAIL VISION COMING SOON FOR ANFIELD



**A NEW vision for the high street in Anfield is set to be unveiled by the end of February.**

The partners envisage new commercial and office premises in Anfield Square to create the environment for new enterprises, with new and refurbished commercial and residential premises along the Walton Breck Road High Street and Oakfield Road. The aim is to have a mix of businesses ranging from independents through to household names.

A hotel would be situated on the new Anfield Square and would anchor the wider programme of general improvement to Walton Breck Road High Street. It would have 100 rooms, creating many jobs and training opportunities in hospitality.

A group of local residents have been meeting at Homebaked Cooperative Bakery to discuss ideas on how to bring back to life the once busy Oakfield Road and who are also working closely with other local organisations, schools, shop owners and Liverpool City Council.

Homebaked Cooperative Bakery currently employs eight Anfield people all at living wage rates or above and last year trained 40 unemployed people, 10 of whom have since gone on to secure jobs or training. The bakery has the support of 20 local volunteers.

Homebaked Community Land Trust recently held an event at the entrance to the Rec on Oakfield Road in Anfield to generate more ideas and feedback from local people and visitors, as well as to promote local crafts and businesses.

Britt Jurgensen, Homebaked CLT Community Engagement Worker and Anfield resident, said: "We believe that the process of regenerating our neighbourhood should be led and powered by the people who live here. It's important that people who live here have a say in the regeneration of the area and the interest is there - our events and meetings are well attended and buzzing with ideas."

Angela McKay, CLT board member, added: "We want to rebuild the high street ourselves, create jobs and training for local people and keep the money circulating so it benefits our community rather than disappearing outside."

• If you are interested in Homebaked, its community activities or joining the group contact 0151 261 1745 or [hello@homebaked.or.uk](mailto:hello@homebaked.or.uk).



Pictures by Mark Loudon

## Home in time for Christmas!

**AT the time of learning she would become a home owner, Linda Shea hoped she would be in by Christmas and she is. Not only that, her son David is too. Linda and David are among Anfield's latest home owners, having each bought a home for a £1 - next door but one to each other on Randolph Street.**

The innovative scheme designed to help people buy homes and stay in Anfield is part of the wider £260m regeneration plan for the area. The scheme has prioritised existing Anfield residents for ownership of the houses, many of which had previously been earmarked for demolition.

It's meant that Linda can stay in a place she has called home for more than 30 years, while David has been able to buy his first house and still support mum.

Linda, whose husband Charlie died two years ago, said: "Anfield is home, all my friends are here and I am settled, I couldn't live anywhere else now, it's where we moved when we got married and we had our children here. This is a new start. Hopefully lots of new good times will grow from this."

In total, 23 properties have been sold for just £1, subject to the new home owners carrying out specified improvement works to an agreed standard within one year and owners using the property as their main residence for a minimum of five years.

The council retains a 25% equity stake on the £1 houses, which will be repayable as 25% of the selling price of the property whenever it is sold. Priority for these properties has been given to owner occupiers and tenants whose existing property in the area has been

designated for clearance and owner occupiers wanting to acquire an adjacent property in order to extend their current property.

Linda, who moved from a Your Housing Group property in nearby Hayfield Street, said: "The best thing about Anfield is its people and the spirit. All this work being done is a sign that things are getting better and the area will pick up again and it will be lovely when it's finished, we've waited a long time - I hope I'm still around to see it!"

David is in agreement with his mum: "I grew up in Venmore Street, love the area and didn't want to have to move away. Anfield is really improving and I think it

will become a very well sought after area. The new hotel that's planned will bring in the tourists and make things even better.

"I don't know what I would have done without the £1 homes scheme, it was looking like I'd never be able to buy my own house or I'd still be renting or living with mum."

Linda said that the way it has all worked out has been ideal for the pair of them: "David and I thought it would be great to live close to each other, we work well together and have supported each other and we can continue to do that. I'm made up he has his own house and I will have my own space again, but I will miss him, so it's ideal that we are living next door."



## Message from Ann O'Byrne, Deputy Mayor of Liverpool



I AM very much looking forward to 2016 and I say that even though this year is not even over. It's because

I'm excited about our plans for Anfield and no doubt like you, impatient for them to become reality. It's now exactly two and half years since we started the Anfield regeneration project and so much has been achieved already - and I want more.

I love this project because it's not just about building houses and a football stadium, it's about rebuilding communities and hopes and pride. I am very proud of everyone who is contributing so much to Anfield's regeneration, from my colleagues in the city council to our partners at Liverpool Football Club, Your Housing Group and Keepmoat, to all the local contractors and to all the residents and businesses who give us their views and continue to add to the vision.

On the eve of another New Year, it's right to take stock and reflect on what has been achieved so far. The most evident sign of progress is the amazing sight of the new main stand being expanded at the football club, but in the first 30 months of this project some 370 homes have also either been built or refurbished and 220 substandard and derelict properties have been demolished. A further 23 homes are being restored to their former glory through our homes for a £1 scheme. And most recently we have celebrated the opening of the Sports and Community Centre. All of this work has helped to create jobs and apprenticeships.

But it's also the intangibles that delight me - new confidence and energy. Linda and David Shea are the latest people to have each bought a house for a £1, invested in them to create homes and moved in time for Christmas. Linda talks about Anfield's spirit, David's delighted that he is a home owner. It's this kind of thing that indicates to me that we are on the right track. People and businesses want to stay in the area, others are waiting to move back into Anfield and there is so much pride and hope out on the streets. People are saying that Anfield is ours, we want it to be a nice place to live and bring up our children and given all that's gone before, that's wonderful.

For us here at the city council, we have learned that this is the way to do regeneration whoever your partners are - putting the community at the heart of everything we do.

We recently sought your views on the improvement to Stanley Park car park and, subject to planning approval, we are aiming to start works next year. We've also just held a traffic consultation event and thanks to everyone who attended and gave feedback, we are now considering all the responses.

There's lots we are ready to get going on from January onwards including making plans for the High Street, the new hotel and the new Anfield Square. Additionally early next year we hope to start a phased programme of improvements to the rear alleyways comprising of inspection, clearance, remedial works and if required additional lighting. And the house building and refurbishment will continue too, including Rockfield Phase 2 and Anfield Village Phase 3 and Keepmoat's next building phase in the Spring.

**Until then on behalf of the project partners I wish you a very Merry Christmas and a Happy New Year.**

FOR MORE INFORMATION - GO TO [WWW.ANFIELDPROJECT.CO.UK](http://WWW.ANFIELDPROJECT.CO.UK)



## MAIN STAND EXPANSION ON TARGET

**LIVERPOOL FC has released new images showing progress at Anfield, as work to install the final sections of the Main Stand's new upper tier is underway.**

Just a few concrete terrace sections remain, before the new tier, which will eventually hold more than 7,500 fans on a matchday is complete.

The latest photography shows how building work continues in-between each game at the Anfield.

Construction of the new roof is also continuing, as the site's cranes lift and secure steel roof rafters, each weighing 70 tonnes, beneath the truss.

Across the site there are plenty more signs of the Main Stand's transformation.

In recent weeks, work to fit L4's famous red sandstone bricks to the front of the podium has progressed significantly and the first cables and pipes have also been installed.

The Main Stand expansion project is on target for completion during the 2016/17 season.

### Facts:

- If all the bricks and blocks in the Main Stand were used to create a 0.5m high wall, it would stretch **40 miles**, this is further than the length of the Channel Tunnel
- The Main Stand capacity will be around **20,500**, if every seat in the Stand was placed end to end, it would stretch **6 miles**, this is further than the distance from Anfield Stadium to the City Centre and back
- The new roof truss is the same size and weight of **2 Airbus A380 passenger planes**
- If every surface that will need painting in the Main Stand were laid flat, it would create enough space to park **5,200 cars**
- The combined internal floor spaces within the Main Stand are **5 times larger** than the pitch



## Consultation paves the way for final phase of park restoration

**ENVIRONMENTAL improvements are to be carried out by the City Council on and around the Stanley Park car park, subject to planning approval, following a recent public consultation event when residents were able to give their views.**

The improvements are focused on a section of the park from Mill Lane, through to Utting Avenue, incorporating the restoration of Dahlia Walk and include replanting to create walkways, the planting of new trees, removal of dead or defective trees, improvements to existing paths, resurfacing of the existing car park, new and improved lighting and the repair of the sandstone entrances and gates.

Deputy Mayor of Liverpool, Cllr Ann O'Byrne said: "We've consulted residents at every step and again the community has told us what they think and we are amending the original proposals following feedback with the view to start work early next year.

"In the two years that the project has been running we have made great progress with new homes, new public spaces, new job and training opportunities and the restoration of Stanley Park is another piece in the jigsaw and is vital to the whole vision for the Anfield area."

Anfield residents have also recently been encouraged to have their say on proposed changes to traffic arrangements, which include changes to some residential parking spaces and the way that traffic currently flows through the area.

A drop-in event was held at Liverpool FC's Centenary stand for those residents affected by the proposed plans and where they could discuss them with representatives from Amey and Mott MacDonald, travel consultants for the area. Amey and Mott MacDonald are now reviewing feedback and will report back in the New Year.

## Contract awarded for Rockfield Road Refurbishments

THE next stage in the Anfield regeneration project is about to get underway with the contract to carry out the conversion work. Following a competitive tender the contract has been awarded to local contractors, Frank Rogers. The project will see nine 2 and 3 bedroom properties refurbished as part of the wider regeneration of the Anfield area, with work expected to start in early 2016 and be completed by late summer 2016. Once completed, the newly converted homes will be offered to new residents from the local Anfield area continuing our work to transform lives in areas where we operate.

## Need more information?

### For housing enquiries, call:

Liverpool City Council – Sue Hirst or Dave Highton on **0151 233 0214**

Your Housing Group – Dave Litherland on **01925 593709**

For general enquiries about the Anfield proposals, email: [anfieldproject@liverpool.gov.uk](mailto:anfieldproject@liverpool.gov.uk)

