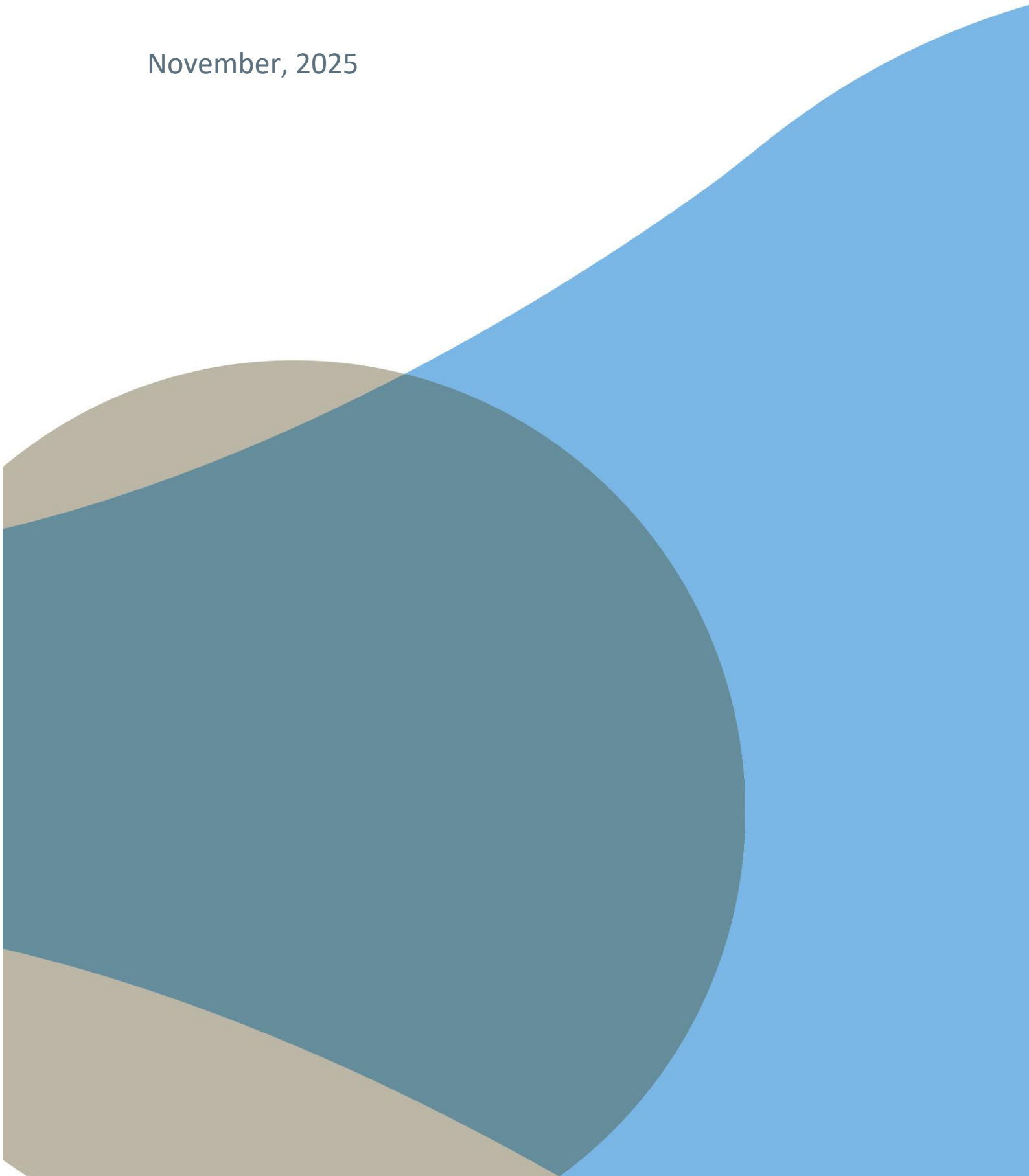


Statement of Community Engagement

Liverpool Football Club Academy

November, 2025



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1. Introduction

- 1.1 This Statement of Community Engagement (SCE) has been prepared by Turley on behalf of Liverpool Football Club (LFC) for a planning application for the LFC Academy at Simonswood Lane, Kirkby.
- 1.2 The SCE provides a record of the pre-application stakeholder engagement and public consultation activities undertaken to encourage and capture feedback.
- 1.3 Further details about the plans are provided in the accompanying technical reports submitted as part of the planning application and this SCE should be read alongside those documents.

Pre-application engagement overview

- 1.4 Throughout the pre-application process, the project team engaged with:
 - Officers at Knowsley Metropolitan Borough Council
 - Local elected members for Northwood ward (Cllr Harry Bell, Cllr Matthew Rawlinson and Cllr Marie E Stuart)
 - Cabinet Member for Regeneration and Development at Knowsley Metropolitan Borough (Cllr Tony Brennan)
 - Member of Parliament for Knowsley (Anneliese Midgley MP)
 - Strategic leaders of the Liverpool City Region (Steve Rotherham and Richard McGuckin)
 - Local stakeholders and residents
- 1.5 To promote the consultation and encourage the community to view and comment on the proposals, a range of digital and physical engagement methods were deployed, including:
 - Meeting with Cllr Harry Bell, Cllr Matthew Rawlinson and Cllr Marie E Stuart (ward members for Northwood) who were encouraged to share relevant information about the consultation with local residents.
 - Delivering c.1,500 letters to immediate site neighbours with information about the proposals and ways to feedback.
 - Correspondence with local businesses and groups neighbouring the site.
 - Hosting a dedicated project website at www.lfcacademyconsultation.co.uk detailing the proposals, frequently asked questions and answers, and encouraging visitors to submit their feedback via various contact methods.

- Delivering a public information drop-in event, where members of the public had the opportunity to meet the project team, ask questions and read the project information boards.

1.6 The consultation ran for two weeks from Wednesday 12th November 2025 – Wednesday 26th November 2025.

Recorded responses

- 1.7 Despite promoting the consultation through a number of accessible channels, a low level of feedback was received through the consultation period, with 1 Freephone call, and 2 online feedback forms, and 5 conversations as part of the public exhibition event.
- 1.8 In summary, the applicant considers the multi-channel engagement and consultation undertaken with the local community and other key stakeholders has been proactive, accessible and meaningful, and a comprehensive programme of activity has been undertaken to encourage responses and feedback despite a limited response.

2. Policy Context

- 2.1 The Applicant recognises that the National Planning Policy Framework (NPPF) (2024) places an emphasis on community involvement as an important part of the planning application process. To ensure the approach taken in the pre-application stages of this application is consistent with national and local guidelines, relevant policy was reviewed in full.
- 2.2 The Government's policy on community involvement is set out in a number of statutory and non-statutory documents, including the NPPF and the Planning and Compulsory Purchase Act (2004). Local additional guidance is provided in Knowsley Metropolitan Borough Council's Statement of Community Involvement (SCI) (2023).
- 2.3 Both have been considered below.

National Planning Policy Framework (2024)

- 2.4 The NPPF sets out that the planning system should be a collective enterprise with the purpose of helping to deliver sustainable development.
- 2.5 Paragraph 40 of the NPPF recognises early engagement as having the *"significant potential to improve the efficiency and effectiveness of the planning application for all parties"*. Further, paragraph 40 notes that conducting high-quality engagement at pre-application stage is conducive to improved community outcomes and streamlined, cohesive coordination between public and private resources. This also has wider benefits for the process; paragraph 42 notes that proactive engagement throughout the pre-application period delivers additional benefit in supporting the wider planning system to function more effectively and efficiently.
- 2.6 As set out in this Statement, comprehensive community engagement has taken place prior to the submission of the planning application, in full accordance with guidance set out within the NPPF.

KMBC Statement of Community Involvement (2023)

- 2.7 The Planning and Compulsory Purchase Act (2004) requires Local Planning Authorities to produce policy documents, called Statements of Community Engagement. KMBC sets out its expectations for pre-application engagement in their Statement of Community Involvement (SCI) (2023) document.
- 2.8 *"It is important that the techniques employed are tailored to engage the most appropriate parts of the community at the stages when their involvement will be of greatest relevance and value. It is also important that there is a clear understanding of*

the purpose of the exercise and a clear understanding of the limits to what can be achieved within the legal, policy and financial constraints set by national Government.”¹

- 2.9 The project team has fully reviewed both national and local guidelines on pre-application consultation and engagement before creating a consultation and engagement strategy.

¹ Knowsley Metropolitan Borough Council – Statement of Community Involvement (2023), 1.6

3. Pre-application consultation activity

- 3.1 An engagement and consultation strategy was prepared in line with local and national policies on delivering meaningful and proportionate engagement with the community, as detailed in **Chapter 2**.
- 3.2 The strategy identified key stakeholders, outlined the engagement methods and proposed pre-application public consultation timelines.
- 3.3 Details of this pre-application consultation and engagement is included under the sub-headings below.

Engaging with strategic stakeholders

- 3.4 A briefing call took place with Mayor of Liverpool City Region (Steve Rotheram) and Director of Place at Liverpool City Region (Richard McGuckin) on Tuesday 11th November by LFC.
- 3.5 Separate phone calls took place with ward councillors for Northwood (Cllr Harry Bell, Cllr Matthew Rawlinson and Cllr Marie E Stuart), with a follow-up email issued including an invitation to visit the site by LFC. A site visit is being organised and will take place in due course.
- 3.6 Knowsley Council Members and the local MP were also emailed with an invitation to attend the site by LFC. A site visit for Cabinet Member for Regeneration and Development (Cllr Tony Brennan) took place on Thursday 27th November and a further site visit for Annelise Midgley MP is taking place on Friday 9th January 2026.

Engaging with local groups and businesses

- 3.7 As part of the consultation activity, LFC also contacted local groups and businesses to update them on the plans and offer a line of communication if they had any questions or comments.

Engaging with the community

Site neighbour letter

- 3.8 To promote the consultation, c.1,500 letters were printed and distributed via LFC's Resident Liaison Manager to addresses local to the site.
- 3.9 The distribution area for the site neighbour letter, which was agreed with KMBC officers, is shown in **Figure 3.1** below.



Figure 3.1: Distribution area for the site neighbour letter

- 3.10 The letter provided a summary of the proposals, advertised the feedback deadline and promoted the various ways for residents to find out more, provide their feedback or ask questions.
- 3.11 The letter also included a Freepost return form, allowing the public to send their written comments directly to the project team.
- 3.12 A copy of the letter is included at **Appendix 1**.

Website

- 3.13 A dedicated project website was created and hosted at www.lfcacademyconsultation.co.uk and includes details of the proposals and an FAQ guide.
- 3.14 The website remains live at submission of the application and will be updated with the application reference number once it is validated.
- 3.15 The website also provided methods to contact the project team, including an email address (contact@lfcacademyconsultation.co.uk), a Freephone telephone number, and Freepost address.
- 3.16 The website also included an online feedback form that encouraged viewers to submit their comments to the project team for consideration.
- 3.17 A copy of the project website is included at **Appendix 2** and the website itself remains live and accessible.

Public Drop-in Event

- 3.18 A drop-in pre-application public consultation event was held at Park Brow Community Primary School at Broad Lane, Kirkby, L32 6QH on Monday 17th November 2025 from 4pm to 8pm.
- 3.19 The physical drop-in event was publicised on the website, in correspondence with elected members and in the site neighbour letter, to ensure as many people as possible were aware of the event.
- 3.20 The drop-in event was attended by 5 people, photos from the event are shown in Figure 3.2 below.

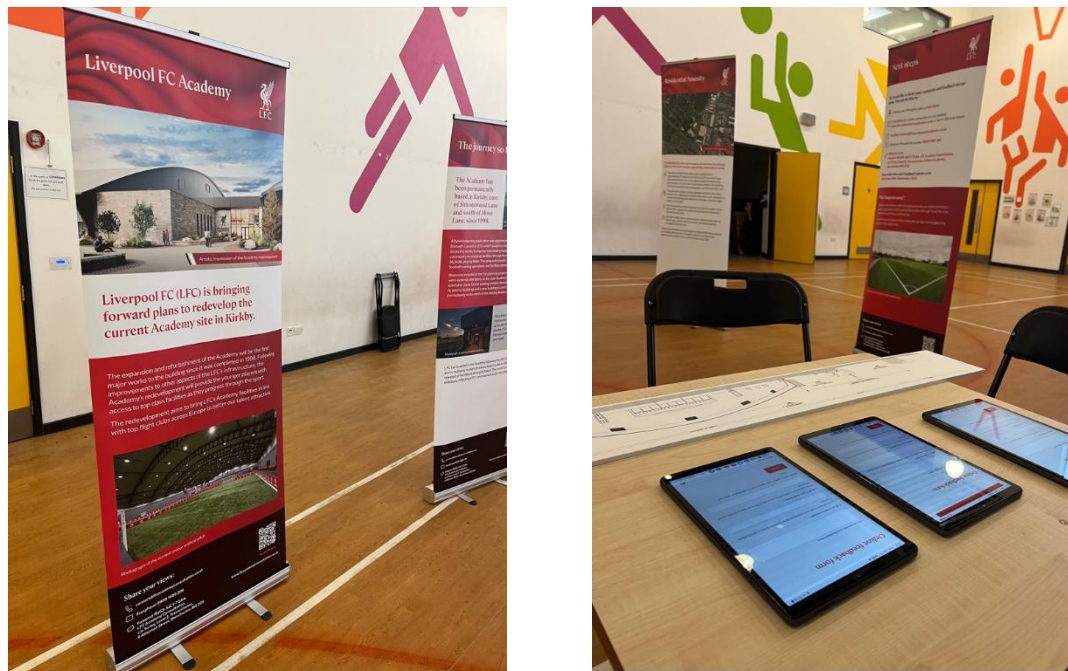


Figure 3.2: Images taken from the public drop-in event

- 3.21 A copy of the information banners is included at **Appendix 3**.
- 3.22 The written comments and feedback received throughout the consultation period have all been positive, with no negative comments received. Details are captured in **Table 3.3** below.

Feedback theme	Feedback method	Example quote or comment
Positive local impact	Freephone call	<i>"The Academy is the best thing that has ever happened to this area and long may it continue."</i>
Sensitive design considerations for neighbours	Online feedback form	<i>"Look a good plan without causing any inconvenience to the local and surrounding area."</i>
Community improvements	Online feedback form	<i>"Good improvements for community."</i>

Building heights	Verbal conversation at exhibition event	One resident expressed a minor concern that the proposed building heights would overshadow properties of Simonswood Lane. Following a conversation with the architects, and a review of the section drawing, the neighbour was reassured.
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4. Conclusion

- 4.1 The Applicant has undertaken a comprehensive process of pre-application engagement and consultation with key stakeholders and the local community. Despite proactive engagement, feedback received has been limited but positive.
- 4.2 The Applicant considers the pre-application engagement undertaken with the local community and stakeholders has been timely, meaningful and effective.
- 4.3 LFC remain open to any further conversations the community or local stakeholders would like to have about the proposals.

Appendix 1: Site neighbour letter

Dear Neighbour,

Public consultation | Liverpool FC Academy

We would like to invite you to participate in a public consultation regarding proposals for the extension and refurbishment of the existing Liverpool FC (LFC) Academy facility in Kirkby.

The expansion and refurbishment of the Academy will be the first major works to the building since it was completed in 1998. Following improvements to other aspects of LFC's infrastructure, the Academy's redevelopment will provide the younger players with access to top class facilities as they progress through the sport. The emerging masterplan proposals for the new Academy site include:

- Extending and refurbishing the Academy building, with internal reconfigurations and a small amount of demolition to allow for the connection between the existing building and the extension.
- A covered indoor pitch, which will replace the existing outdoor show-pitch. The eaves height of the indoor pitch building will be approximately 10 metres from the level of Simonswood Lane, with a domed roof that will be approximately 18 metres at its highest point, constructed of translucent material. The building will also be set back from the boundary with Simonswood Lane.
- An outdoor grass show-pitch, which will replace the existing all-weather artificial pitch.
- A permanent 499 (maximum) seat spectator stand set against the outdoor show-pitch. This will replace the current, temporary stand, with associated accommodation, such as changing rooms, official rooms and spectator facilities.
- Landscaping, pitch access and tree planting.
- Re-organisation of the car park to provide 40 additional spaces for visitors and coach parking on the eastern side of the site. The parking for the Academy will continue to be accessed from Arbour Lane.

The public consultation launches on Wednesday 12th November and you can find out more about the project and provide your feedback by:

- **Attending our public drop-in event at Park Brow Community Primary School on Monday 17th November, 4pm-8pm.**
- Visiting the dedicated consultation website: www.lfcacademyconsultation.co.uk
- Emailing: contact@lfcacademyconsultation.co.uk
- Calling our Freephone number: 0808 1688 296 (leave a message and a member of the project team will call you back)
- Writing to our Freepost address: Freepost RUGS-SJCY-TZAA, LFC Academy Consultation, c/o Turley, Level 5, Transmission, 6 Atherton St, Manchester, M3 3GS (you don't need a stamp).

Please make sure that your feedback reaches us by Wednesday 26th November.

Thank you for taking the time to read this letter and for your continuing support.

With best wishes,



Paul Cuttill,
Chief Operating Officer

Appendix 2: Website

Home Masterplan proposals Next steps

Liverpool FC (LFC) is bringing forward plans to redevelop the current Academy site in Kirkby.

The expansion and refurbishment of the Academy will be the first major works to the building since it was completed in 1998.

Following improvements to other aspects of the LFC's infrastructure, the Academy's redevelopment will provide younger players with access to top class facilities as they progress through the sport.

The redevelopment aims to bring LFC's Academy facilities in line with top flight clubs across Europe.



Artistic impression of the Academy redevelopment (click to enlarge)



Photograph of existing grass show-pitch and spectator stand

The journey so far

The Academy has been permanently based in Kirkby, east of Simonswood Lane and south of Moss Lane, since 1998.

A hybrid planning application was approved by Knowsley Borough Council in 2017, which sought to create one training campus for LFC (including works to improve the existing Academy campus), and enhance community recreational facilities through the improvements to the Eddie McArdie playing fields. The proposals brought LFC's first team and Academy football training operations and facilities together in one location.

Measures included in the full planning consent element of the application were external alterations to the main Academy building, a new 499-seat spectator stand for the existing outdoor show pitch (south of the existing Academy building), and a new building to cover the training pitch lying immediately to the north of the existing Academy building.

Since then, significant improvements have been made across the Academy's facilities to provide LFC's young players with the best possible opportunities all year round.

LFC has invested in the Academy following the 2017 planning permission and is reviewing its plans to ensure that it is able to offer the highest standard of facilities to emerging talent. The current proposals are more ambitious, reflecting LFC's commitment to the next generation of players.



Photograph of existing Academy building

Contact us

Freephone 0808 1688 296 (leave a message and a member of the team will phone you back)

contact@lfcacademyconsultation.co.uk

Freepost RUGS-SICY-TZAA,
LFC Academy Consultation,
c/o Turley, Level 5, Transmission,
6 Atherton St, Manchester, M3 3GS

Website produced by [Turley](#)

Masterplan proposals



Artistic impression of the Academy redevelopment (click to enlarge)

The masterplan proposals for the new Academy site include:



Extending and refurbishing the Academy building, with internal reconfigurations and a small amount of demolition to allow for the connection between the existing building and the extension.



A permanent 499 (maximum) seat spectator stand set against the outdoor show-pitch. This will replace the current, temporary stand, with associated accommodation, such as changing rooms, official rooms and spectator facilities.



A covered indoor pitch, which will replace the existing outdoor show-pitch. The eaves height of the indoor pitch building will be approximately 10 meters from the level of Simonswood Lane, with a domed roof that will be approximately 18 metres at its highest point, constructed of translucent material. The building will also be set back from the boundary with Simonswood Lane.



Re-organisation of the car park to provide 40 additional spaces for visitors and coach parking on the eastern side of the site. The parking for the Academy will continue to be accessed from Arbour Lane.



An outdoor grass show-pitch, which will replace the existing all-weather artificial pitch.



Landscaping, pitch access and replacement trees.

The design and material of the extension and proposed indoor pitch will match the material palette of the existing AXA Training Centre and the Academy Family Building to create a cohesive collection of buildings. Each building within the site will have its own identity and unique features whilst still matching the overarching design language.

Frequently asked questions

- Where is the Academy? [➤](#)
- Why does the Academy need redeveloping? [➤](#)
- Will the current Academy building be demolished and rebuilt? [➤](#)
- Why does the Academy need an indoor training pitch? [➤](#)
- How will the site be accessed? [➤](#)
- How have residents been considered as part of the design process? [➤](#)

Contact us

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contact@lfcacademyconsultation.co.uk

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c/o Turley, Level 5, Transmission,
6 Atherton St, Manchester, M3 3GS



Next steps

Ahead of submitting a planning application to Knowsley Borough Council by the end of the year, we would like to hear your comments and feedback on our proposals for the Academy.

You can:



Attend our public drop-in event on **Monday 17th November 2025, between 4pm-8pm** at **Park Brow Community Primary School, L32 6QH.**



Complete an online feedback form



Email contact@lfcacademyconsultation.co.uk



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Write to our Freepost address (you don't need a stamp)

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6 Atherton St, Manchester, M3 3GS

Please make sure your feedback reaches us by **Wednesday 26th November 2025.**

Online feedback form

1. Please provide your feedback here:

2. What is your postcode?

This information helps us to understand what feedback relates to which people or groups.

3. What is your email address?

Please provide your email address if you would like to be kept up to date on the proposals.

Please tick to confirm you agree to our Privacy Policy (required)

☐ Agree

Submit

[Privacy Policy](#)



What happens next?

Following consultation with the local community, we will be submitting a planning application to Knowsley Metropolitan Borough Council for their consideration by the end of the year.

We will ensure members of the community are kept informed about the progress of the application.

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Appendix 3: Information banners

Liverpool FC Academy





Artistic impression of the Academy redevelopment

Liverpool FC (LFC) is bringing forward plans to redevelop the current Academy site in Kirkby.

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The redevelopment aims to bring LFC's Academy facilities in line with top flight clubs across Europe to better our talent attraction.



Photograph of the current indoor artificial pitch

Share your views:

 contact@ifcademyconsultation.co.uk

 Freephone 0808 1688 296

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www.ifcademyconsultation.co.uk

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The journey so far



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Photograph of existing grass show-pitch and spectator stand

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Photograph of existing Academy building

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Masterplan proposals



Artistic impression of the Academy redevelopment

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↔ **Extending and refurbishing the Academy building**, with internal reconfigurations and a small amount of demolition to allow for the connection between the existing building and the extension.



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Residential Amenity



Aerial image of the Academy site

The masterplan for the new Academy site has been sensitively designed in the local context and with the community in mind.



The eaves height of the indoor pitch building will be approximately 10 meters from the level of Simonswood Lane, with a domed roof that will be approximately 18 metres at its highest point, constructed of translucent material. The building will also be set back from the boundary with Simonswood Lane.



The existing floodlights will be upgraded during the associated works for the replacement outdoor show-pitch and be designed to include LED lighting with defined cut-off angles, aiming the light directly at the pitch.



The configuration of the masterplan relocates the outdoor show-pitch further away from residential properties on the boundary of Simonswood Lane.



All traffic, construction and operational, will arrive at the site via Arbour Lane. Access off Simonswood Lane will be limited to emergency vehicles only.

A Construction Environmental Management Plan (CEMP) will be agreed with Knowsley Metropolitan Borough Council in accordance with standard practice ahead of any works commencing on site.

Share your views:



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Next steps



We would like to hear your comments and feedback on our plans. You can do this by:



Sharing your thoughts with us **here today**



Completing an online survey form on our website www.lfcacademyconsultation.co.uk or via the QR code below



Emailing contact@lfcacademyconsultation.co.uk



Calling our Freephone number **0808 1688 296**



Writing to us at
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Photograph of existing all-weather artificial pitch

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