

The logo for FMG sport & leisure consultancy, featuring the letters 'FMG' in a large, bold, white sans-serif font. Below 'FMG', the words 'sport & leisure consultancy' are written in a smaller, white, lowercase sans-serif font. The entire logo is set against a solid blue square background.

FMG
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The Sefton Council logo, consisting of the words 'Sefton Council' in a white serif font, centered within a solid blue horizontal bar.

Sefton Council



Orrell Mount Park Masterplan - Public Consultation Outcomes Report

A REPORT BY FMG CONSULTING LTD

5TH AUGUST 2022

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1. Consultation Strategy

Introduction

- 1.1 FMG Consulting Ltd were appointed by Sefton Council to carry out a community consultation/engagement process relating to development proposals at Orrell Mount Park, Bootle, L20 6DX.
- 1.2 This report details the findings of the community consultation process carried out between Monday 30th May and Friday 22nd July 2022.

Background

- 1.3 The Sefton Local Football Facility Plan (completed in 2019), Playing Pitch Strategy (2016) and recent analysis of Liverpool County FA's affiliation data collectively identified the need for 11 full size (11 a side) 3G pitches across Sefton. Sefton until recently only had a supply of one full size pitch with two more recently developed.
- 1.4 To bridge the gap between need and provision the Council is working with various partners and the Football Foundation to identify suitable locations across the borough. Orrell Mount Park in the Netherton & Orrell ward of Bootle was identified as one such suitable site based upon its size, location, and accessibility.
- 1.5 The development of 3G pitches requires the Council to identify the resources required to enable construction along with operating model and planning permission. At present the Council has an agreed partnership with the Football Foundation, as the key funding partner, and the Jamie Carragher Foundation (JC23 Foundation), as the appointed operating partner. The necessary planning permissions are in place which enabled the Football Foundation grant of £750,000 to be approved and for the site to be developed.
- 1.6 To gain the necessary planning permission, the partners were required to carry out statutory consultation and respond to any issues raised as part of this process to satisfy the planning committee.
- 1.7 The planning application was open to public comment both in support and objection to the proposals and all comments were considered by the Council's Planning Committee prior to decisions. Feedback was received in relation to residents' concerns of the reduction in green space and the impact of increased noise, parking, traffic, and antisocial behaviour. Plans for the site were adapted accordingly to comply with the planning process. Subsequently planning permission was granted in February 2021, with a further amendment in July 21, and the partners proceeded with the development.

- 1.8 Considering the localised opposition to the development a decision was taken in November 2021 to place the construction on hold to enable further consultation with residents and key stakeholders to take place.
- 1.9 The purpose of the consultation was to provide communities with the opportunity to receive information about the proposed scheme to make an informed choice of whether to support the proposed scheme or not, along with the ability to provide further comments and suggestions.

Consultation Strategy

- 1.10 The public consultation process was carried out from Monday 30th May to Friday 22nd July 2022.
- 1.11 FMG were supported by Sefton Council in developing the consultation process, supporting materials, and marketing of the consultation. Prior to commencement, the process, information gathering methods and public documentation was presented to, and subsequently approved by, Sefton's Public Engagement and Consultation Panel; Your Sefton Your Say. The panel includes representatives from the Council and other partnership groups and its purpose is to ensure that all community engagement processes carried out by or on behalf of the Council adhere to the Public Engagement and Consultation Framework.
- 1.12 The consultation process involved the gathering of both quantitative and qualitative feedback. The following consultation methods were utilised:
 - Public Consultation Survey (online and hard copy versions)
 - Stakeholder engagement interviews
- 1.13 6 public drop-in sessions using different venues in the area were also held to encourage residents to attend to ask questions and obtain more information relating to the development proposals.
- 1.14 Supplementary information was also publicly distributed both online, utilising a micro website accessed through the Council's official website dedicated to the process, and in hard copies:
 - Information booklet, including:
 - site masterplan proposal;
 - proposals background information;
 - how to participate in the consultation
 - frequently asked questions (FAQs).
- 1.15 All consultation materials are provided in Appendix A, B and C of this report.

Distribution Methods

1.16 Information relating to the consultation was distributed via the following channels

Online Methods

- Sefton Council social media platforms
- JC23 Social Media Platforms, including a video advertisement detailing the consultation
- Release of consultation information to local schools via Parent Mail systems
- Media press release to Sefton Council comms list. A list of the outlets to which information was distributed is provided below:
 - 107.6 Capital FM Liverpool
 - BBC News Online (North West)
 - BBC Radio Lancashire
 - BBC Radio Merseyside
 - Champion (Online)
 - Champion Series
 - Contact Centre
 - Explore Liverpool
 - Formby Champion
 - Freelance Journalists
 - Granada Reports - ITV Granada
 - Growth Platform
 - Hugh Baird College
 - Lancashire Post
 - Lancashire Telegraph
 - Lancashire Today
 - Liverpool Business News
 - Liverpool Echo

- Liverpool Echo (Online)
- Liverpool Live Radio
- Liverpool Post
- Liverpool World
- Marketing Liverpool
- Mercury Press Agency
- Metro
- Metro (North West Edition)
- Newshour - BBC World Service
- OTS On The Spot
- PA Media
- Place North West
- Q Local
- QLocal Southport
- Rock FM
- Sefton Communications
- Sefton Life
- Skelmersdale Champion
- Social.co.uk
- Southport Visiter
- Stand up for Southport
- The Guide Liverpool
- The Northern Agenda (Newsletter)
- The Champion magazine featured 2 printed articles regarding the Consultation and 1 online article.

Hard copy methods

- The council distributed the information booklets widely across the Borough which included leisure centres, community centres and local shops
- FMG distributed the information booklets to people who attended the drop in sessions
- The JC23 Foundation distributed the information booklets to local schools in the area

1.17 Information and advertisement of the consultation process was staged in 2 phases, with initial distribution at the start of the process and also at the halfway point

Consultation Survey

1.18 The consultation survey was the main source of quantitative information gathering in the process. The survey was available online using the Survey Monkey platform with hard copies also distributed to local community facilities to enable those not able to complete the online survey to participate in the consultation.

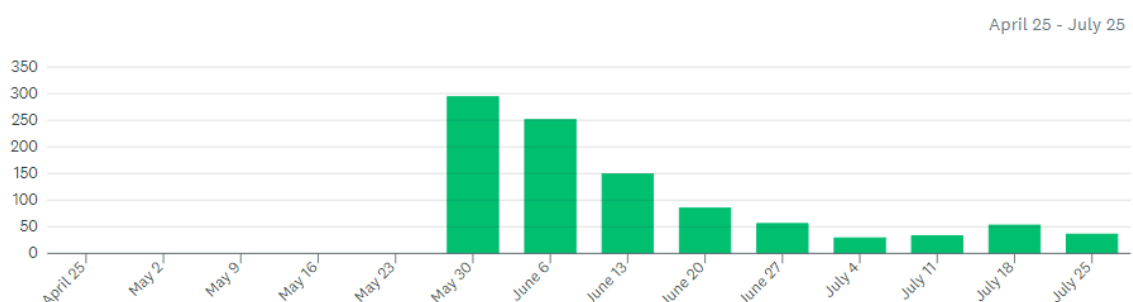
1.19 Please note that a full copy of the consultation survey is available in Appendix C.

1.20 Methods used to ensure the validity and accuracy of survey responses are as follows:

- Disabling multiple responses -- in terms of the hard copy versions, this was monitored via a numbering and receipt process.
- Asking participants to provide postcode data

1.21 Response levels were also monitored throughout the consultation period to ensure that no unusual patterns could be identified in the volume of responses being received at certain points in the process. Figure 1.1 below demonstrates the response levels throughout the consultation period.

Figure 1.1 – Consultation Survey Response Volume



- 1.22 The graph above shows the profile of responses to the survey over the consultation period. The response volume and profile are in keeping with what is expected of a consultation survey of this type, i.e., an initial influx of responses at consultation launch which gradually tails off as the weeks go on.
- 1.23 FMG are satisfied that there is no evidence of attempts to influence the results of the survey either way. If this were the case, we would expect an increase in responses at unusual points and more concentrated to one area.
- 1.24 It is noted that the responses on the graph recorded subsequent to the consultation period end date (i.e., those shown on week commencing 25th July) represent hard copy surveys which were inputted manually by FMG Consulting onto the platform for electronic data analysis. FMG confirm that no information or responses to the survey were received or submitted past the official closing date of the consultation period on the 22nd July.

Data Protection Compliance

- 1.25 As part of the Council's consultation policy, data questions relating to an individual's protected characteristics were also included in the Survey. This was to ensure that the process complied with the Council's Public Sector Equality Duty to monitor and reduce inequalities of outcomes.
- 1.26 To comply with Data Protection regulations, the survey was made anonymous, and no IP addresses were collected via the online survey. Participants were also asked to only provide the first four characters of their postcode. These measures were adopted to ensure that any responses in the survey could not be identified as belonging to one individual. Legal advice was provided by the Council's GDPR officer in relation to these restrictions.

Engagement

- 1.27 The survey received 986 responses, of which 36 were hard-copy versions.
- 1.28 The drop-in sessions were attended by

June Drop-Ins

- Morning: 7 attendees
- Afternoon: 8 attendees
- Evening: 26 attendees

July Drop-Ins

- Morning – 4 attendees
- Afternoon – 3 attendees
- Evening – 6 attendees

Comms Engagement Statistics

- 1.29 During the period of May 30th – July 24th the Orrell Mount microsite received 6,656 page visits. Of these views only 1,140 visitors then went to view more information on the consultation background
- 1.30 This accounts for 0.64% of all website visits to Sefton.gov.uk in the same period.
- 1.31 The following statistics provide a report of the reach of the social media advertisement and distribution of information relating to the process. The phase 1 and 2 statistics reference the two points in the process in which information was distributed (at the start and at the halfway point of the consultation period).
- 1.32 Table 1.1 below details the statistics from the engagement.

Social Media	Reactions/Reach/Views	Impressions/Engagement
Phase 1 (June)	Phase 1 (June)	Phase 1 (June)
Twitter	4,954	46,091
Facebook	63,493	199
Phase 2 (July)	Phase 2 (July)	Phase 2 (July)
Twitter	118	45,008
Facebook	190,899	8,000
Video Advertisement	Video Advertisement	Video Advertisement
Facebook	12,617	10,397
Twitter	172,852	43,584

- 1.33 Based on the comms statistics, FMG consider this to represent a positive distribution of information to ensure that the consultation process was widely advertised to encourage local participation in the process.

2. Consultation Outcomes

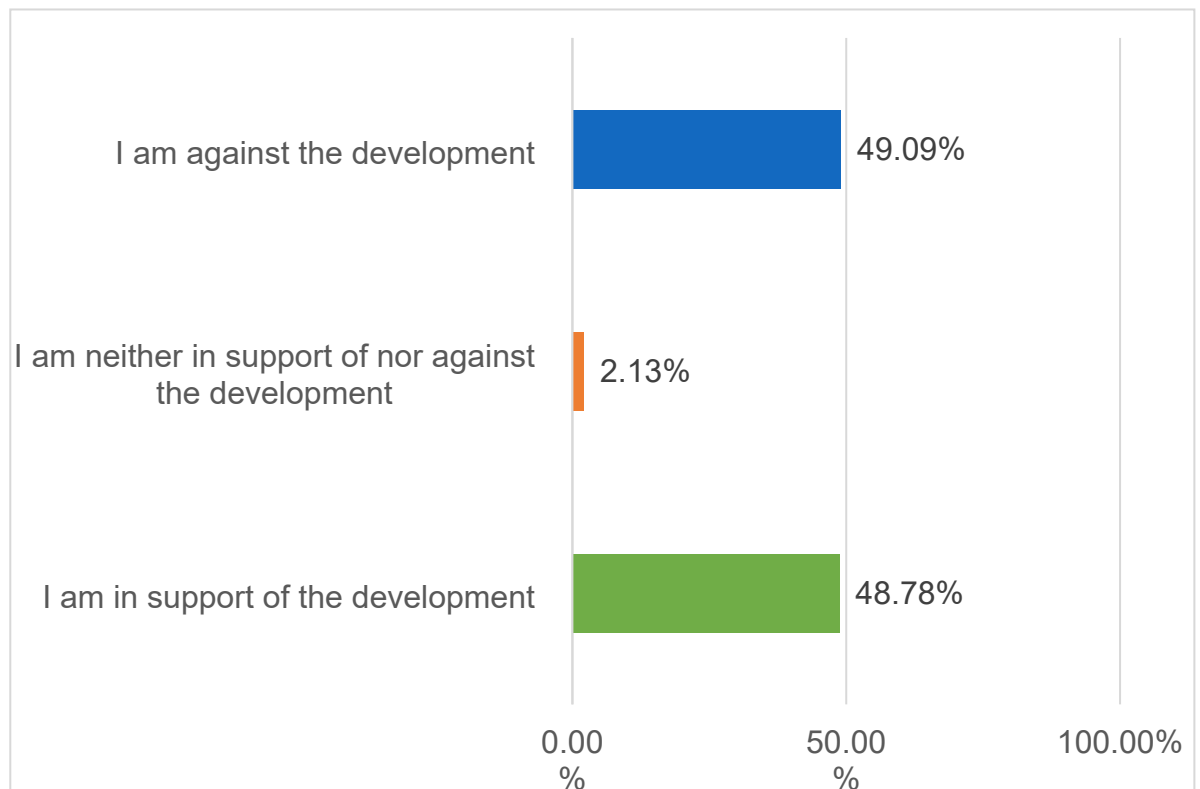
Survey Response

- 2.1 In total, 986 responses were collected via the Consultation Survey, 36 of which were hard-copy versions.
- 2.2 The survey was split into 3 sections with each containing questions about the following:
1. The proposed 3G pitch & new modular building for changing provision
 2. The proposed wider masterplan and other developments
 3. Personal data questions.

Response analysis – 3G pitch proposals

- 2.3 Participants were asked to state to what extent they were in support of or opposed to the proposal to develop a new 3G pitch and changing facilities at Orrell Mount Park. The results of the response to this question are provided in Figure 2.1 below.

Figure 2.1 – Support for 3G pitch proposals



2.4 For clarity, the following statistics are demonstrated in the graph:

- 48.78% in support (480 respondents)
- 2.12% neither in support nor against (21 respondents)
- 49.09% against (483 respondents)

2.5 Two survey participants did not answer this question.

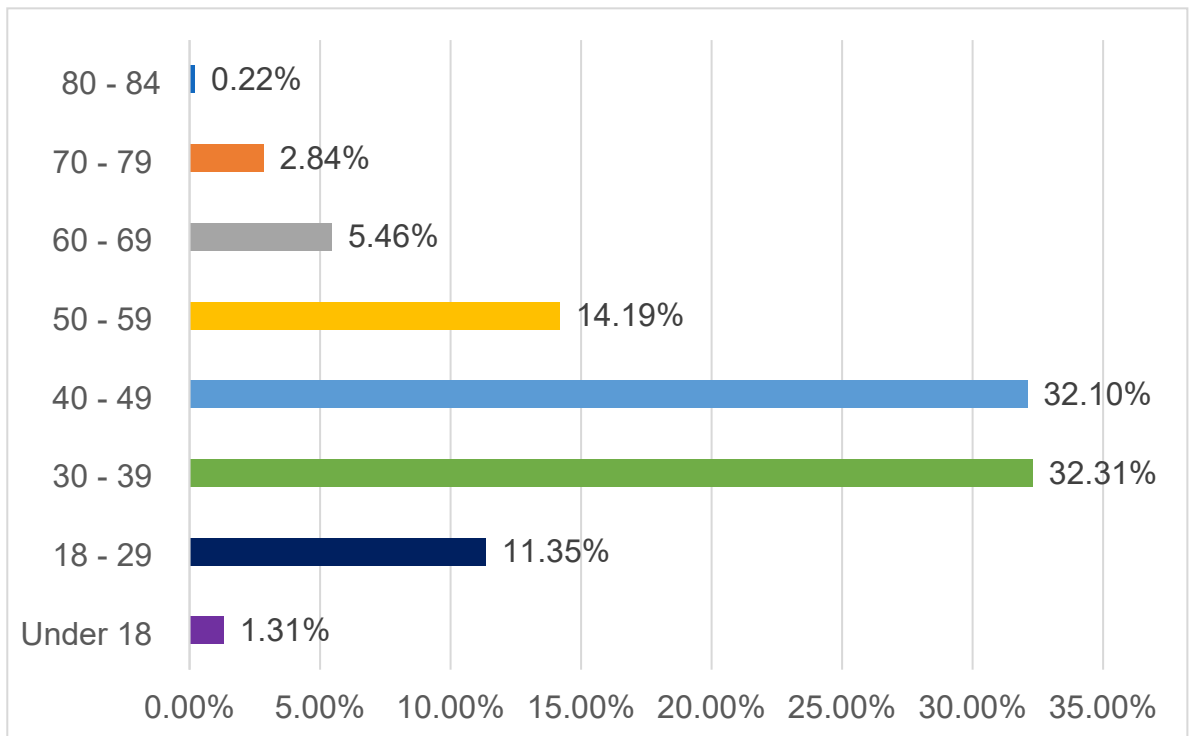
Characteristics of those in support of the 3G pitch proposal

2.6 The characteristics of those in support of the proposal are listed below.

- 52% of those in support currently use facilities at Orrell Mount Park, 48% do not.
- Those who support the 3G pitch proposal that currently use the park, do so for the following activities:
 - 38% walking
 - 32% dog walking
 - 37% play area
 - 23% Multi Use Games Area (MUGA)
 - 34% general recreational use

2.7 The age profile of those respondents who are in support of the 3G pitch proposal is shown in Figure 2.2 below.

Figure 2.2 – Age profile of residents in support of the 3G pitch proposals



2.8 As shown in the graph above, most respondents who are in support of the proposals for the 3G pitch development are aged 30 – 49 years (64% combined).

2.9 Of those who are in support, 11% are aged 18-29. In contrast, only 8.5% of those in support of the 3G pitch development are aged over 60 years.

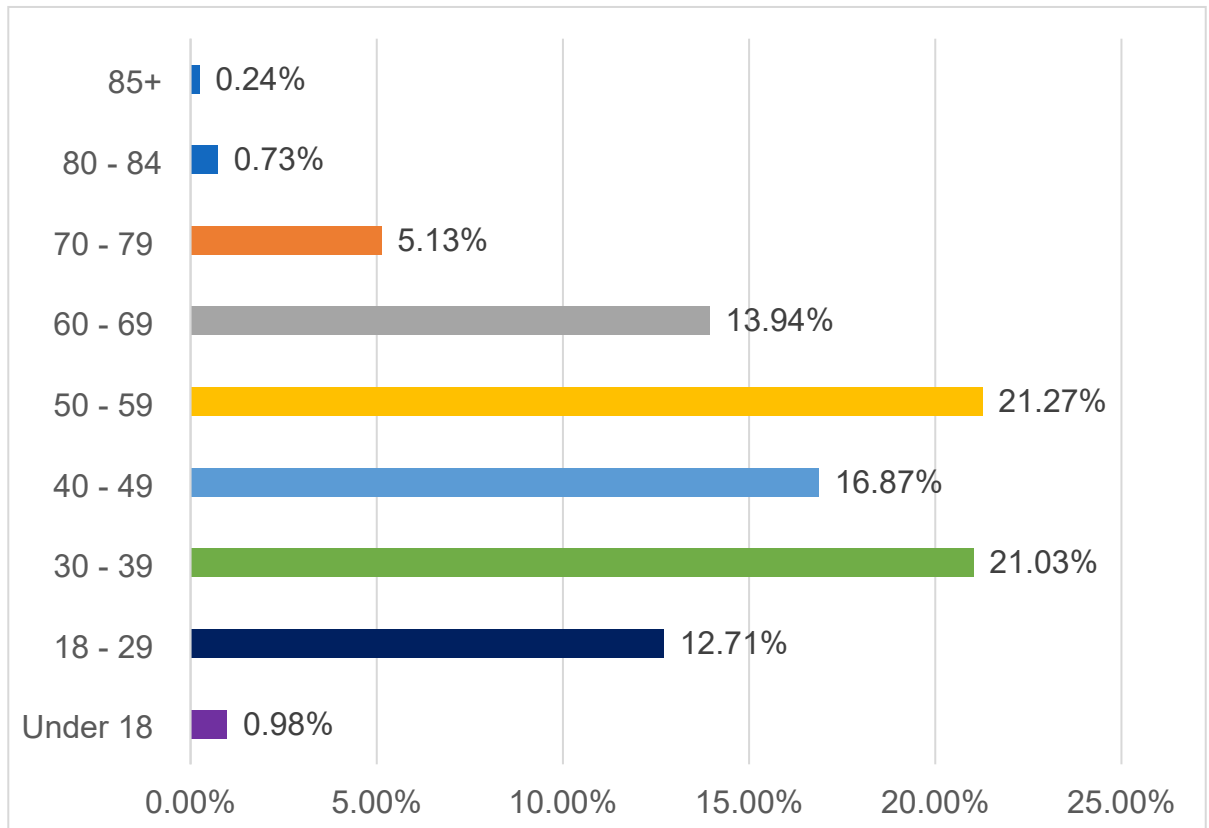
Characteristics of those opposed to the 3G pitch proposal

2.10 The characteristics of those who are opposed to the proposal are demonstrated below.

- 93% of those opposed currently use facilities at Orrell Mount Park, 7% do not.
- Those who are against the 3G pitch proposal that currently use the park, do so for the following activities:
 - 75% walking
 - 50% dog walking
 - 45% play area
 - 27% Multi Use Games Area (MUGA)
 - 56% general recreational use

2.11 The age profile of those respondents who are opposed to the 3G pitch proposal is shown in Figure 2.3 below.

Figure 2.3 – Age profile of residents opposed to the 3G pitch proposals



2.12 As shown in the graph above, the majority of respondents who are against the proposals are broadly older than those who are in support.

2.13 For example, of those who are against the proposals, 20% are aged over 60 (compared to 8.5% of those in support).

2.14 Having said that, 13% of those opposed are aged 18 - 29 years, whilst those aged 30 – 39 represent 21% of those opposed to the 3G pitch proposal.

2.15 This demonstrates that there is a broad range of age groups who are opposed to the 3G pitch proposals.

Map of Responses (heat map)

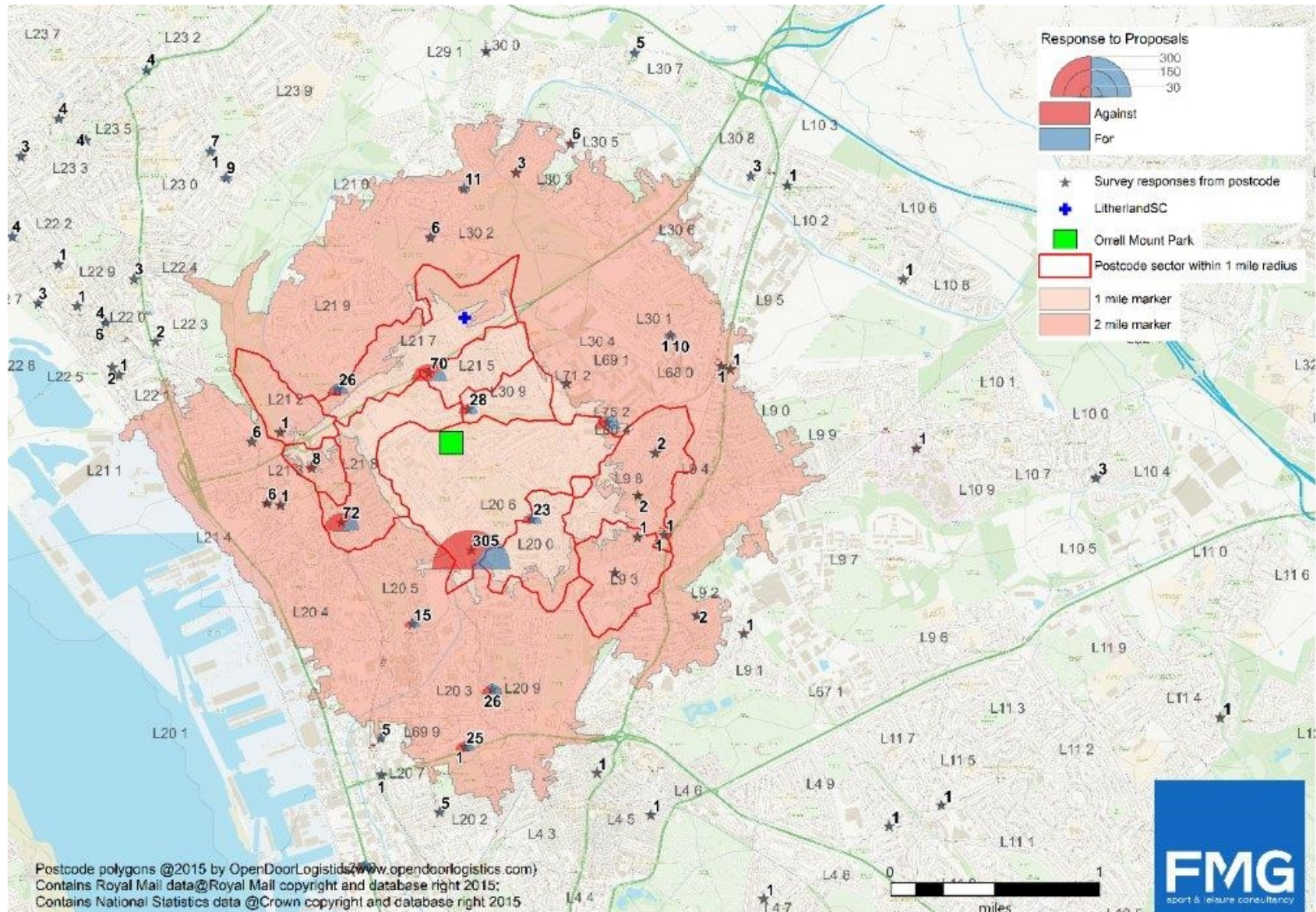
2.16 To further analyse the support/opposition to the 3G pitch proposal, GIS mapping tools, and the postcode data provided by respondents has been utilised to demonstrate the relationship between where survey participants live and their opinions on the proposed development. This has been shown overleaf in Map 2.1.

- 2.17 Map 2.1 above depicts the distribution of survey responses based on survey respondents who provided a 4-character postcode. The Site at Orrell Mount Park indicated by the green square. Responses belonging to postcodes situated within 1 mile of the site are reflected within the lighter red shade whilst those within 2 miles are coloured the darker red shade.
- 2.18 Of the 986 survey responses, 115 are not included in this map. Table 2.1 below shows the breakdown of the 115 responses.

Table 2.1 – Breakdown of Responses Not Mapped

Category	In Support	Against	Unsure	Total
Postcode provided was less than 4 characters	50	58	5	113
Did not respond to question 1	No data	No data	No data	2
Total	50	58	5	115

Map 2.1 – Heat map of responses to 3G pitch development



- 2.19 To aid the focus of this analysis, we have provided a breakdown of the responses within 1 mile of Orrell Mount Park. This provides evidence of support/opposition to the 3G pitch proposals from residents living within the immediate local area, considered to be most impacted by the development proposals.
- 2.20 A breakdown of the postcode heat mapping summary response data is demonstrated in Table 2.2 below:

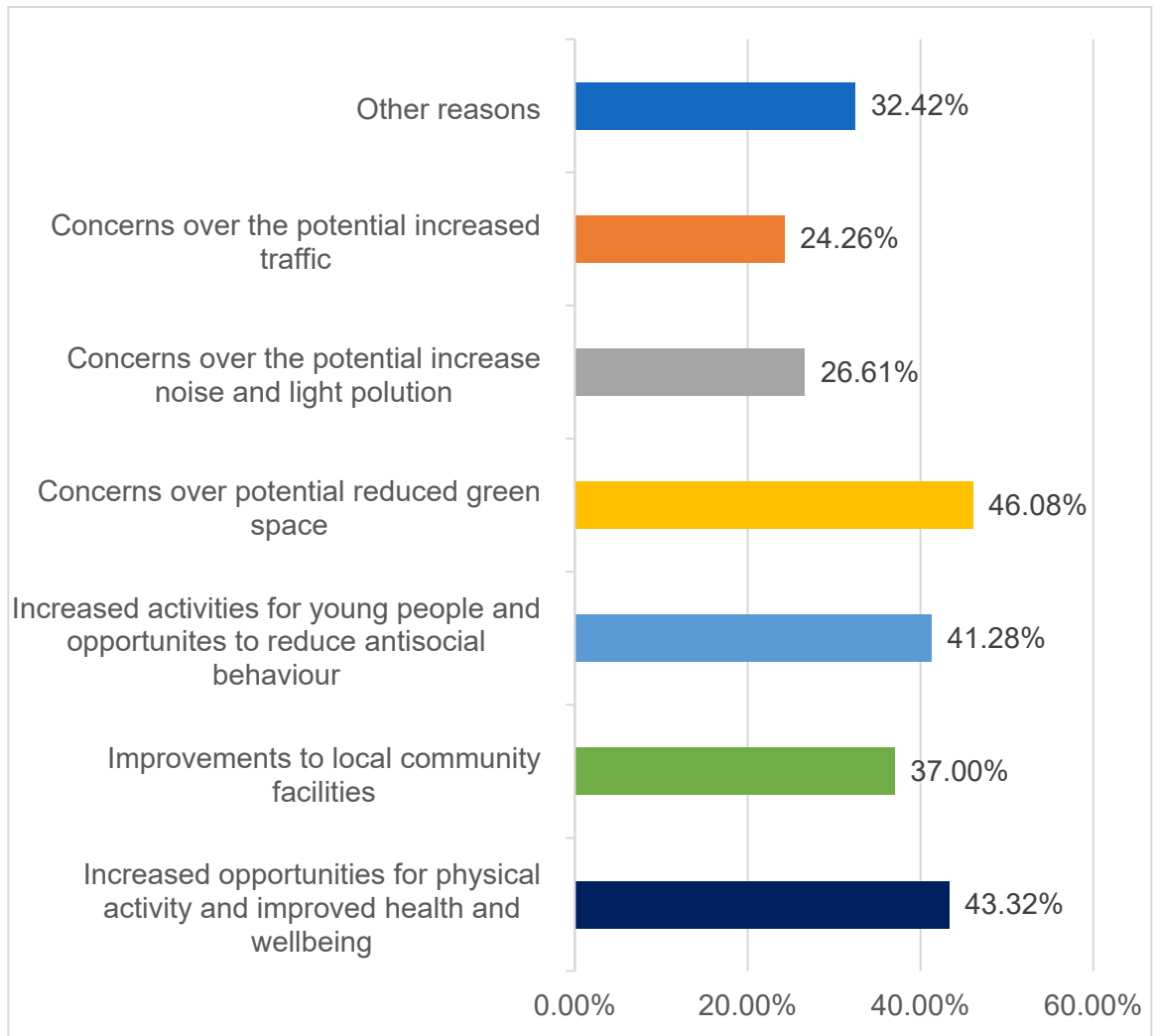
Table 2.2 – Postcode heat mapping summary response data

Postcode Mapped within 1 mile of Orrell Mount Park	Against the development	In support of the development	Neither in support of nor against the development	Total
L20 0	8	15	0	23
L20 6	205	94	6	305
L21 2	0	1	0	1
L21 5	51	17	2	70
L21 6	7	1	0	9
L21 7	18	20	1	39
L21 8	49	23	0	72
L21 9	6	20	0	26
L30 9	14	12	2	28
L9 3	0	1	0	1
Total (count)	358	204	11	573
Total (%)	62%	36%	2%	100%

- 2.21 As shown, 573 of the 986 survey respondents live within 1 mile of Orrell Mount Park (58%). Of those living within 1 mile, 62% (358 respondents) have stated that they are opposed to the 3G pitch development whilst 36% (204) are in support.
- 2.22 In context, of the 483 total survey respondents who are opposed to the 3G pitch development, 74% (358) are residents who live within 1 mile of Orrell Mount Park site. In contrast, of the total 480 survey participants who stated they were in support of the 3G pitch development, 42.5% (204) live within 1 mile of the site.
- 2.23 This demonstrates that, the opposition to the 3G pitch development is concentrated more greatly to those who live very locally to the site. Whereas the majority of those who support (57.5%) are residents living outside of the 1-mile catchment.

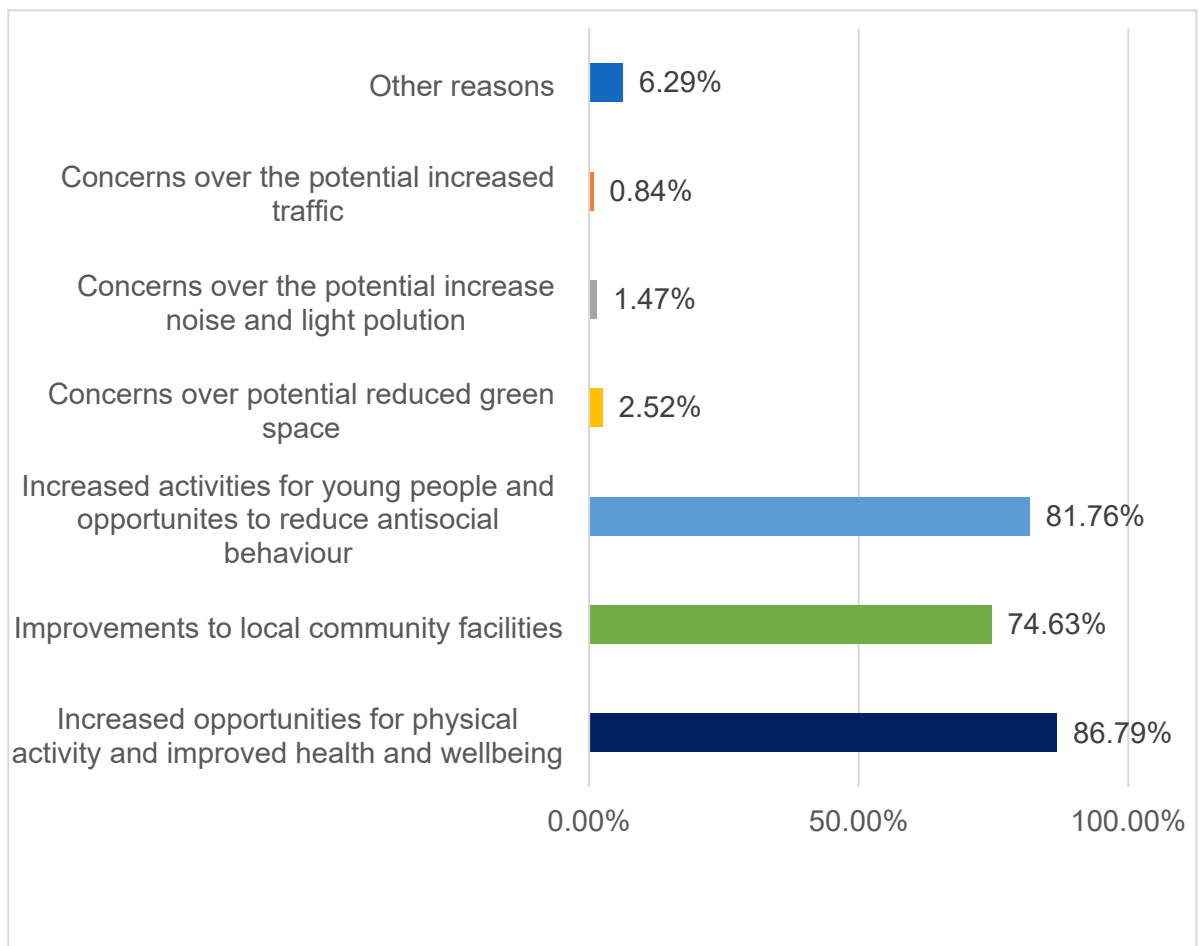
2.24 Survey participants were then asked to select the main reasons for their response to the previous questions. The results were as follows in Figure 2.4:

Figure 2.4 – Reasons for support or opposition to the 3G pitch proposals



2.25 We have also sought to analyse these results by splitting the responses to those who were in support of and against the development. This analysis is shown in Figure 2.5 below.

Figure 2.5 – Reasons for supporting the 3G pitch proposals



2.26 The most common reason for those in support of the 3G pitch development is due to the increased opportunity for physical activity and improved health and wellbeing (c.87%). The reason of increased activities for young people and the reduction in antisocial behaviour is also common amongst those in support (c.82%). C.75% of those in support of the development also stated that their reason was due to the improvement of local community facilities.

2.27 However, 2.5% of those in support still express concerns regarding the potential loss of green space due to the development (12 respondents). Whilst 1.5% have concerned over the potential increase noise and light pollution (4 respondents). 4 respondents (0.8%) state that they are in support but remain concerned over the potential increased traffic.

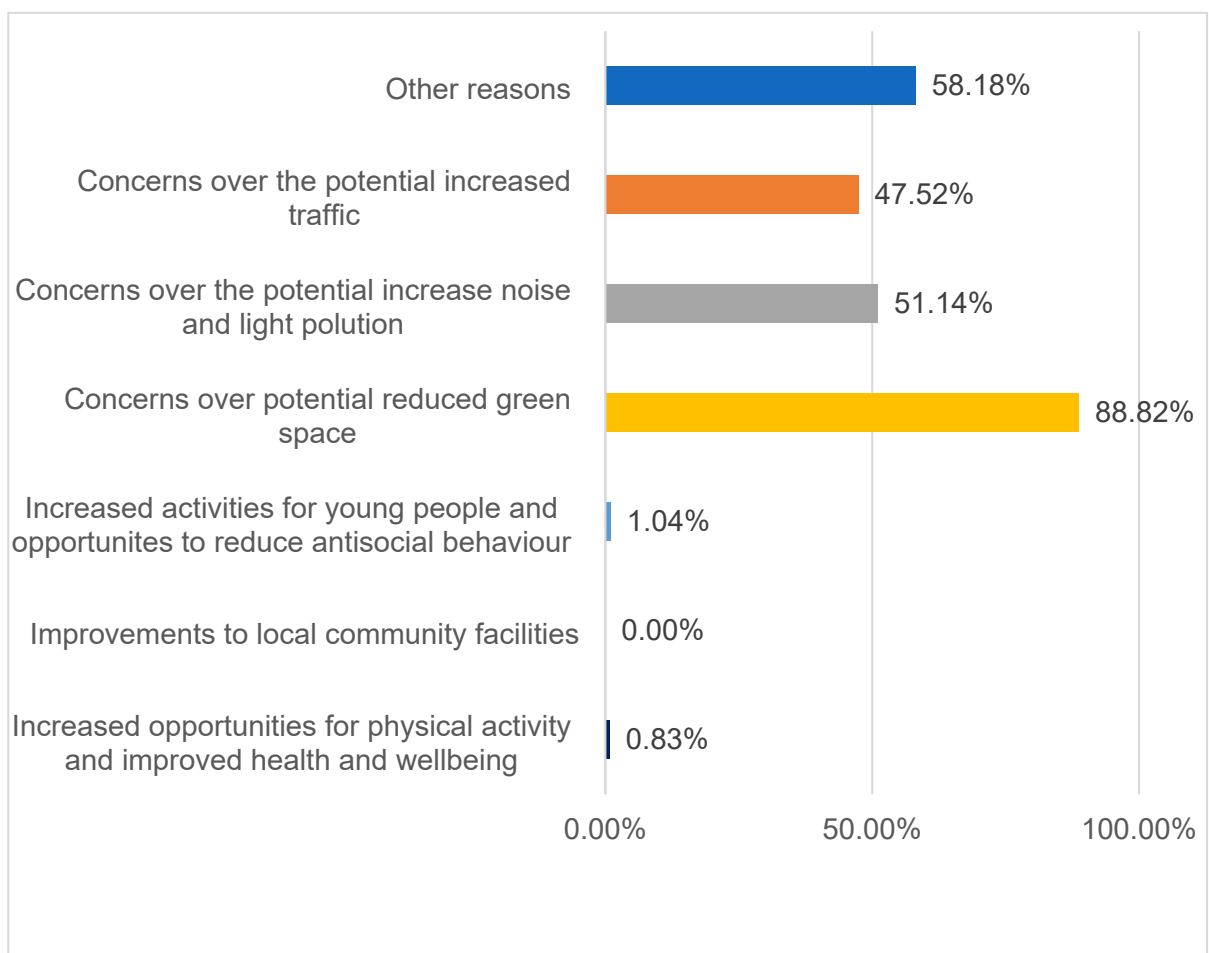
2.28 Other reasons and additional comments were also provided by 6% of respondents in qualitative format. A small sample of these responses are provided below:

- “Fantastic opportunity to make the facility a true hub of the community to be a multipurpose site used from schools to after schools programmes”

- “Will be a good safe place for young children to go and stay off the streets and out of trouble”
- “It’s a fantastic opportunity for the local community and will give much needed facilities to a deprived area, it should be embraced by the local area”
- “The planned changes look really good and would benefit the local area. Good investment which would benefit the area greatly and encourage greater use of the park”

2.29 Figure 2.6 below shows the reasons for opposing the 3G pitch proposal.

Figure 2.6 – Reasons for opposing the 3G pitch proposals



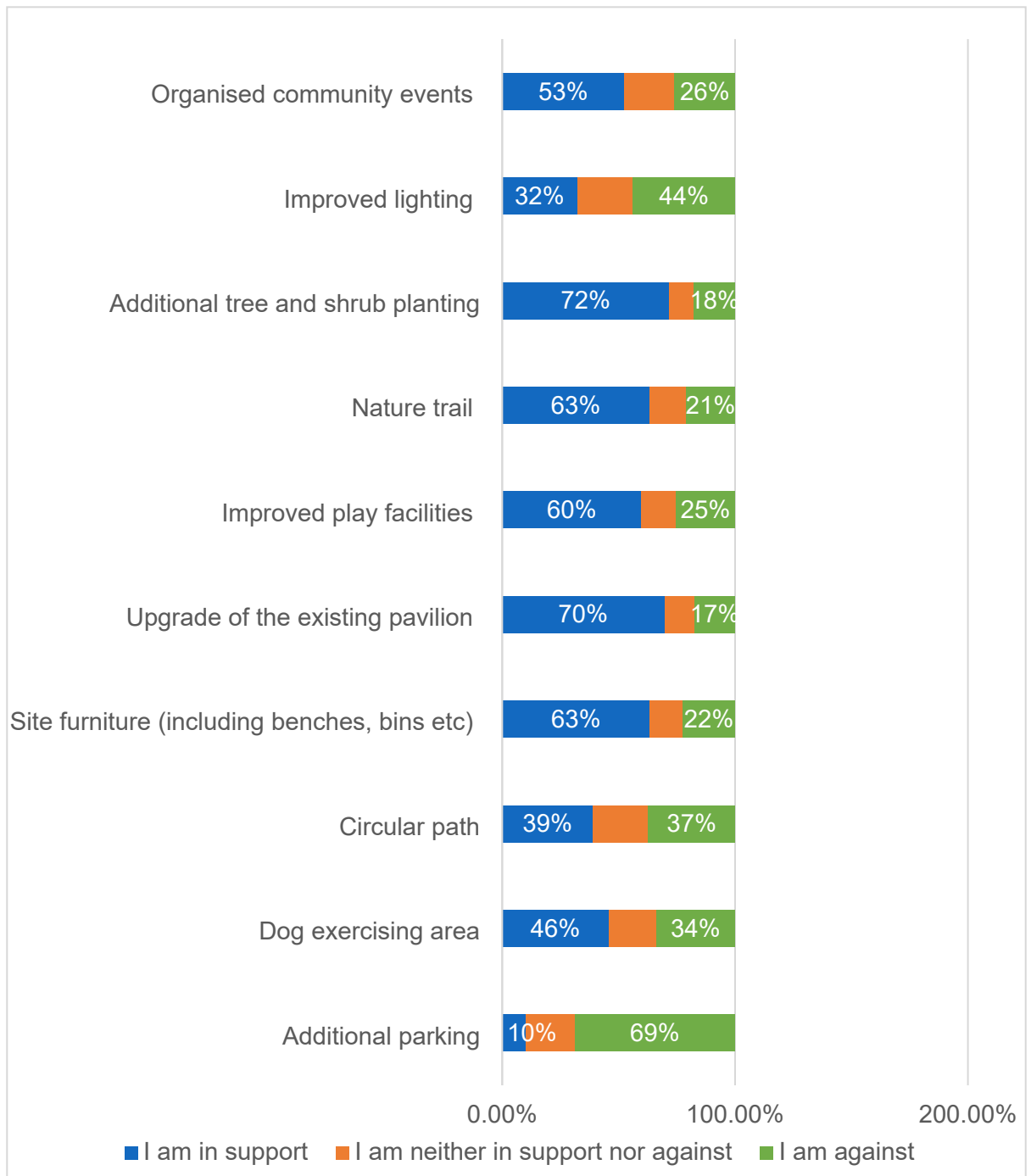
2.30 As shown in Figure 2.6, the largest reason provided for respondents opposed to the 3G pitch development is the concern over potential reduced green space (89%). 51% of those opposed to the development also stated the potential increase in noise and light pollution as a concern and reason whilst 47.5% have concerns over the potential increased traffic.

- 2.31 1% (5 participants) of those against the development stated that they recognise the increased activities for young people and the opportunities to reduce antisocial behaviour. 0.8% (4 respondents) of those opposed also considered the increased opportunities for physical activity and improved health and wellbeing.
- 2.32 Other reasons and additional comments were also provided by 58% of respondents in qualitative format. A small sample of these responses are provided below:
- “It’s a free space at the moment, used by local children who may not be able to afford to play there if this development goes ahead.”
 - “This is a valued green space used by the local community. To take this free access to a green space away will only cause detriment to the community”
 - “We the residents are against the development of a 3G pitch at Orrell Mount Park as it will take away precious green space from the community who regularly use it. The removal of grass to be replaced by concrete, plastics and rubber mixture is outdated and untenable from an environmental perspective and, also asking users to pay for a facility that they already use ‘free of charge’ is perverse in the context of a nation and local health and financial crisis! Placing this behind a ‘Pay Wall” removes this facility from the ‘poorest’ citizens? The local community stands united in our objection to this development.”
 - “I live opposite Orrell Mount Park. I do not wish to look onto big fences and lights. I want to keep all the green space and be able to see all the children, adults, dog walks etc that use the field. I am concerned about the noise and the safety of the pitch with all the dust that will be in the air. No good for wildlife either.”

Response Analysis – Wider Masterplan

- 2.33 Participants were asked to state to what extent they were in support of or opposed to each element of the wider masterplan proposals. The results of the response to this question are provided in Figure 2.7 below.

Figure 2.7 – Support for wider masterplan elements



2.34 As shown in the graph, there is a high level of support for the majority of the elements featured in the wider master plan proposals.

2.35 The most popular elements are the additional tree and shrub planting (72% in support), the upgrade of the existing pavilion (70% in support), new site furniture (63% in support) and the nature trail (63% in support).

- 2.36 Less popular elements of the wider master plan are the proposals for additional parking with 69% against this proposal, 44% are also opposed to the improved lighting proposals and 34% are against the dog exercising area and circular path (39% and 46% in support respectively of these elements).
- 2.37 255 respondents also provided additional comments relating to this question. The majority of these comments relate to concerns over the lack of allocated funding to support the wider masterplan proposals.

Other comments related to the improvement and development of Orrell Mount Park

- 2.38 Survey participants were also provided with an opportunity to feedback on any ideas for other developments they believed were required at Orrell Mount Park to improve the site for the local community. 159 comments were received, and these have been grouped into the following key themes:

- Maintenance of the current grass pitches and green space
- Restoration works on the Pavilion to bring it back into community use
- More seats/benches provided around the park
- More bins provided around the park
- More opportunities for people to socialise/organised community events
- Removal of dead trees and replanting of trees and shrubs

Individual Consultations Held

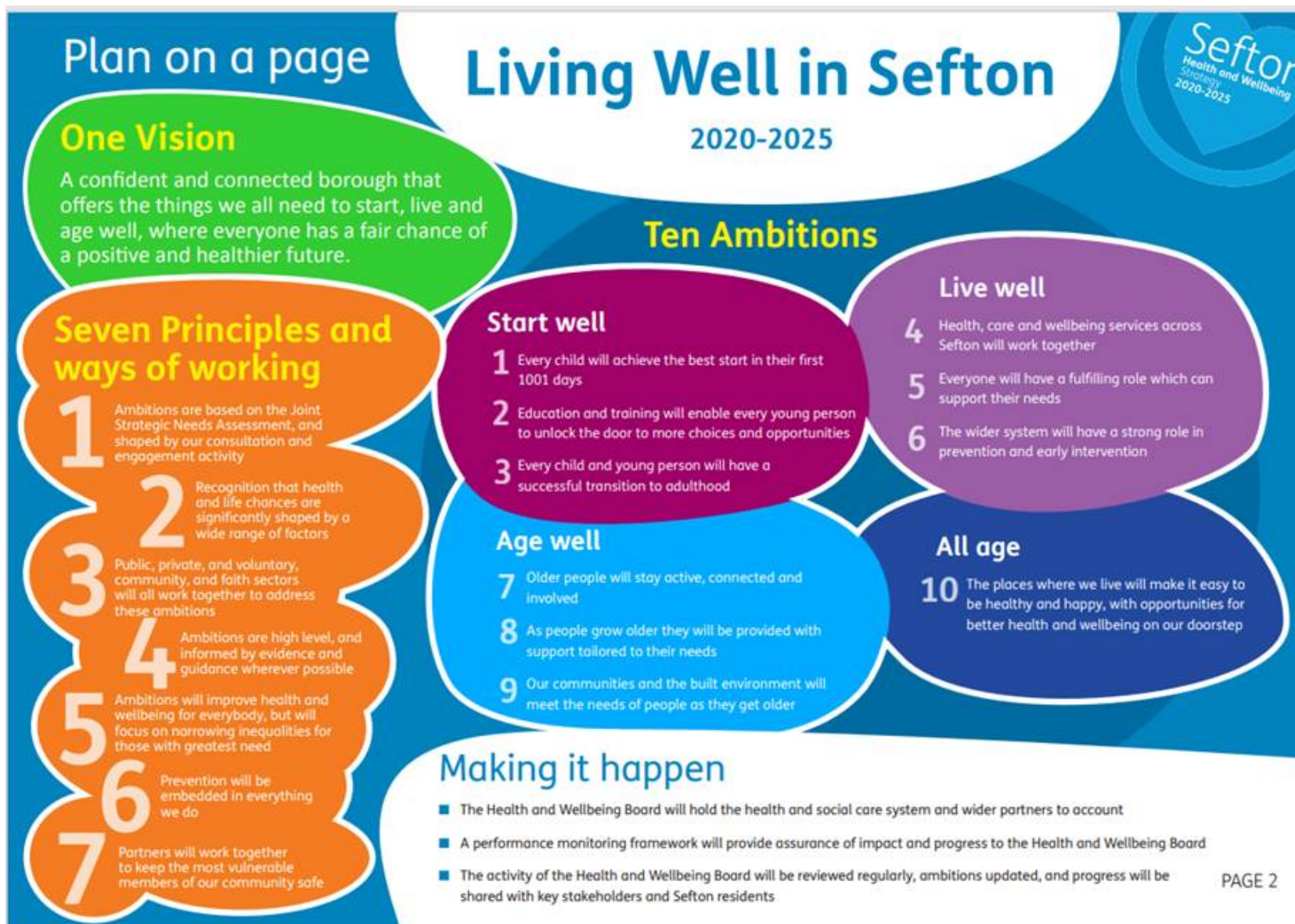
- 2.39 The following organisations were contacted and offered the opportunity to meet with FMG during the second stage of the consultation:
- Linacre Mission
 - Litherland Youth & Community Centre
 - St. Leonard's Youth & Community Centre
 - YKids Youth Centre
 - Aiming High Inclusion group
 - South Sefton School Games Organiser
 - Northfield FC (partner club for site)
 - Silcox Villa FC (partner club for site)

- 2.40 Whilst FMG did not receive a response from the organisations concerned, this is likely to be because they had already completed the online survey from the information that was distributed at the start of the process.

Sefton Council

- 2.41 FMG met with officers of the Council to discuss the proposals for Orrell Mount Park on Tuesday 5th July 2022.
- 2.42 The Council stated that the project was developed in line with their overarching Health and Wellbeing Strategy with its aim of providing '**A confident and connected borough that offers the things we all need to start, live and age well, where everyone has a fair chance of a positive and healthier future**'.
- 2.43 The Council's health and wellbeing strategy 'Living Well in Sefton' is summarised in Figure 2.8 overleaf which lists the Council's Ten Ambitions of Living Well in Sefton.

Figure 2.8 - 'Living Well in Sefton'



- 2.44 The Council identified a significant shortfall in the provision of AGPs across the Borough and developed the project for Orrell Mount to meet the needs of local people for fun, training, and match play. The Council's Playing Pitch Strategy and Local Facility Plan addresses the reprovision of pitches locally.
- 2.45 The Council currently operates six leisure centres and oversees the management of a further two however they felt that they needed a specialist operating partner to maximise the use and potential of the AGP pitch at Orrell Mount. Following a competitive procurement process in March 2021 the Council selected the JC23 Foundation to operate the new site.
- 2.46 The Council stated that upon completion of the project, amongst others the site would benefit two main partner Clubs, Silcox Villa and Northfield Football Club who both have a desire to grow their clubs from Under 7s upwards for both boys and girls.
- 2.47 The Council view is that 3G pitches provide an opportunity and a community asset to deliver a range of football and social outcomes. Crucially, the new pitch would provide usage all year round and therefore minimise the number of postponements currently experienced across the Borough.
- 2.48 The Council consulted about the proposals with both football and local community stakeholders. Group meetings were held with Liverpool County FA, local football clubs and local leagues. Individual consultations were also undertaken with each partner club to understand their needs and development plans.
- 2.49 The Council anticipate that participation at the site would increase by at least 90% through the provision of a varied programme of use including training, match play, informal recreation sessions, multi sports activities, and adult provision as well as Liverpool County FA programmes and initiatives.
- 2.50 The Council, using a specialist operating partner would achieve this through usage seven days a week between the hours of 09:00 to 22:00 (Mon-Fri) and 09:00 to 20:00 (Sat & Sun).
- 2.51 In addition to the consultation held, the Council also received letters of support from Silcox Villa, Northfield Juniors, Bootle BUCS, South Sefton School Sports Partnership, Linacre Bridge Hub, Sefton Council Community Safety and LFC Foundation.
- 2.52 The Council aim to work with identified partners to provide a range of opportunities to engage and establish women and girls teams. This will include working with South Sefton School Games Organiser regarding competition opportunities within schools, as well as new community sessions and both Partner Clubs, Northfield FC and Silcox Villa. The engagement and development of girls football will be a priority for the site.

- 2.53 The Council also aim to provide a range of recreational opportunities through the JC23 Foundation which will focus on growing opportunities for underrepresented groups including Lower Socio-Economic Groups and disability groups. Walking football will also feature on the site, with opportunities promoted through the Council's internal leisure team, Active Sefton. Sessions will be available for those recovering from injury, ill health as well as older adults.
- 2.54 Additionally, Sefton Council's Aiming High for Disabled People Team will also ensure that opportunities are offered to their service users, allowing them to be represented. Just Play Leagues and sessions will also be offered for those who do not want to commit to club training.
- 2.55 The proposed pitch is in Netherton & Orrell ward which is a suburban area of Sefton. This ward contains higher than average levels of poverty and poor health across the Netherton & Orrell Ward and the latest Sport England Active Lives results found 75.2% of young people currently take part in less than an average of 30 minutes physical activity p/day (vs. national average of 66.2%).
- 2.56 The area is also characterised by a higher than average benefits-dependent population and associated socio-economic problems via child poverty, low wage economy, and struggling families. 24.4% of 16-64 year olds are unemployed and 3.6% of 16-17 year olds classified as Not in Education, Employment or Training (NEET). 1.6% of the population claim Universal Credit.
- 2.57 The site is 1 mile from the local train station (Seaforth & Litherland) and has strong bus links locally and to Liverpool City Centre. The site is also situated off Dunning's Bridge Road which is a major 'A' road giving easy access to surrounding areas including, Maghull, Netherton, Aintree and Crosby.
- 2.58 The Council's most recent Playing Pitch Strategy identified a current and growing future demand for full size 3G AGPs across the Borough, particularly in Bootle and Netherton. This is further supported in the Local Football Facilities Plan (LFFP) which was completed in 2019 and recognised Orrell Mount as a priority project for the purpose of a full size 3G AGP and associated changing provision due to the known demand in the area by the number of affiliated teams and potential for capital receipts to be invested into the site.
- 2.59 The Council have also proposed the development of the wider park including the re-opening of the park's pavilion and improvements to the play area and multi-use games area which will be considered for future revenue investment, again, in line with the Council's Health and Wellbeing strategy.

Football Foundation

- 2.60 FMG met with the Technical Project Manager at the Football Foundation ('FF') on the 20th July 2022 to discuss the funding parameters for the site and the FF's opinions on the proposals and future opportunities for the park.

- 2.61 The FF highlighted the key outcomes that the FF are seeking to achieve from investment in 3G pitches; to deliver outstanding grassroots football facilities, resulting in better games and more players to help transform communities where demand is greatest, and impact will be strongest.
- 2.62 When asked to address concerns regarding the safety implications of 3G pitches, the FF referred to their position statement, confirming that the latest guidance and studies are continuously reviewed to ensure that their pitches are of high environmental and safety standards. A full account of the FF's position statement can be found at: Position Statement on 3G Pitches - SAPCA
- 2.63 The foundation also references that modern 3G pitches are fitted with retention methods such as kickboards and catchment grills to reduce the migration of the surface to other areas of the site.
- 2.64 In terms of the suitability of Orrell Mount Park for the proposed development, the FF recognise the growing demand for 3G FTPs in Sefton, referencing the Facilities Planning Model (FPM) which highlights the significant undersupply of FTPs in the local catchment, recognising local clubs in need of improved facilities.
- 2.65 However, the FF do recognise that Orrell Mount Park has significant scale which makes it a complex site for this development, both in terms of space allocation for the pitch and the position of the pitch near residential property which the FF recognise has resulted in significant local opposition to the development.
- 2.66 The Foundation confirmed that additional locations for 3G pitch development throughout Sefton were currently under consideration. The FF recount that, as part of the initial funding application process, Litherland Sports Park (L21 7NL) was another site considered as a viable site for the placement of 2 full sized 3G pitches, referencing the existing pitch at the site (previously funded by the FF) and its recent refurbishment works (not FF funded).
- 2.67 The FF consider that demand could still be met at an alternative location local to Orrell Mount Park, such as Litherland Sports Park (L21 7NL), due to its proximity and shared catchment. The FF would be fully supportive of a second application for the introduction of 2 new 3G pitches at an alternative location such as this. However, a new application would be required and time to complete this would be dependent on several factors, including local consultation with site managers, potential users, site investigations and design/planning tender works. In any event, the FF advise an estimated submission date of Spring 2023.
- 2.68 In terms of the cost implications of the project, following the Council's decision to pause development works at Orrell Mount Park, the FF cannot confirm estimations for this. However, the Foundation anticipate there to be considerable cost increases, especially due to inflation since the previous project cost estimates were carried out.

- 2.69 If the project at Orrell Mount Park were to continue, the FF consider project delays to be a significant risk and would therefore seek confirmation from the Council to ensure that future objections would not further stall constructors from undertaking the development.

JC23 Foundation

- 2.70 FMG met with the JC23 Foundation on Tuesday 12th July 2022.
- 2.71 The JC23 Foundation strongly support the development of a new 3G on the site having successfully tendered for the management of the facilities in March 2021 following a tender process and evaluation undertaken by Sefton Council.
- 2.72 The JC23 Foundation, headed up by former Liverpool footballer Jamie Carragher, was set up in 2019 to help have influence on the young people of Merseyside by offering “help to give local kids a chance”.
- 2.73 The JC23 Foundation, as well as supporting sick, disabled, and disadvantaged children, also helps community organisations and not-for profit organisations that support and provide services for young people.
- 2.74 The JC23 Foundation work very closely with the Community Foundation for Merseyside and Lancashire, they administer Jamie Carragher’s fund and manage certain donations, donate to foodbanks, hospitals, and other good causes.
- 2.75 The JC23 Foundation are proud of having raised over £250,000 for good causes and providing more than 160 primary schools (25,000 children) with coaching sessions. They have also provided over 80 starter packs to support the development of football teams across Merseyside and have provided 16 defibrillators to organisations.
- 2.76 The JC23 Foundation have developed a business plan and development plan for the Orrell Mount Park proposed 3G pitch and pavilion and this includes collaborating with local schools, clubs (for example Silcox Villa FC and Northfield FC) and many other local organisations.
- 2.77 The JC23 would also focus on providing opportunities for underrepresented groups such as creating new women and girls football teams, walking football, veteran football, affordable holiday camps, sessions for disabled people, crime prevention schemes and providing facilities for local schools’ use.
- 2.78 The JC23 Foundation would also provide some local employment and training opportunities particularly targeted at young people, for example in running programmes at the new pitch and providing opportunities to gain level 1 coaching qualifications in coaching and refereeing.

- 2.79 The JC23 Foundation stated that they are committed to supporting the Council and residents of the development of the wider masterplan and are in full support of the proposal to improve the whole park. This could include the development of the existing pavilion into a health and wellbeing hub and wider use of the park for programmes that could help improve the lives of local people.
- 2.80 The JC23 Foundation confirmed that if the Orrell Mount Park project did not go ahead, and if an alternative site for the development was proposed by the Council, they would still be interested in managing the facilities.
- 2.81 The JC23 Foundation expressed some concern about vandalism given the emotive nature of the development at Orrell Mount Park however this would not deter them from delivering their development plan for the benefit of the local community.
- 2.82 A copy of the development plan for Orrell Mount Park is provided in Appendix F to this report.

Friends of Orrell Mount Park (FOOMP)

- 2.83 FMG met with six representatives from the Friends of Orrell Mount Park Group. The meeting took place from 6pm to 9pm on Monday 11th July 2022 at Litherland Sports Park.
- 2.84 The group, who stated that they are representing residents and local and wider community, are vehemently opposed to the development of a 3G pitch on the field of Orrell Mount Park articulating this by citing health risks, and impact on wellbeing, the environment and community.
- 2.85 A summary of the reasons which they said they had repeatedly voiced are summarised below. In addition to the summary additional information was provided by the group to FMG and this has been referenced where appropriate and passed on to the Council for consideration.

Summary of FOOMP Comments

- The Park is the 'Green heart and lung of this community', it is a precious space enjoyed free of charge for generations will be lost forever if a 3G pitch is built.
- The local area 'green space index' had a score of 0.39 in May 2022. The group stated that a figure of anything less than 1, indicates that there is not enough green space per capita. The Group commented on what this score would be if the proposal to '*rip up acres of grass*' is allowed.
- 'Improved health and wellbeing' are cited as a key reason for the development. The Group commented that the health and wellbeing of the many others who already use this community green space had not been considered.

- The Group suggested that there were huge physical and mental health benefits gained from proximity to green space formed by the sense of tranquillity they afford. The group provided a quote from the 'Fields in Trust', an organisation that champions and supports parks and green spaces by protecting them for people to enjoy in perpetuity. Because once lost, they are lost forever. "Green spaces are good, do good and need to be protected for good. They are not to be taken for granted - they are the green hearts of our communities."
- The Group expressed concerns that the fencing surrounding the new pitch will exclude swathes of the community and those who cannot afford to pay to play.
- The Group commented on the validity of the scientific evidence that suggests there is no evidence to support claims that 3G pitches pose any health risks. The Group firmly believe that there are serious health concerns over 3G pitches and provided FMG with copies of research documents which have been included in Appendix H.
- The Group commented that the environmental impact of this development cannot be underestimated and that it goes against Sefton and Bootle's Green Plan.
- The Group expressed concerns about the environmental impact of the development footprint citing that the impact of the proposed new development would be greater than an already healthy grass field.
- The Group commented on the process that was undertaken by the Council to inform their decision making citing that local elected members may have been aware of the proposal for up to 3 years, and that during this time no local councillors challenged the plans or sought to inform their constituents. The Group also stated that the local community could have applied for Village Green status had they been made aware.
- The Group are bitterly disappointed that whilst residents submitted objections, in their view most of the local community knew nothing about the proposed development. Whilst the Group accepted that this was in part was due to the pandemic (since residents could not view physical plans and Councillors surgeries were closed and residents could not obtain advice or support), the process only allowed a noticeably short period for any objections.
- The Group said that as more awareness of the proposal become apparent a growing number of local people became strongly opposed to the development. The Group cited a petition that has been signed by c2550 whom are against the development. A copy of which has been passed on to the Council and referenced as Appendix I of this report.

- The Group stated that residents directly opposite the field are, understandably, genuinely concerned about the impact of the development in terms of increased noise, light and traffic pollution, antisocial behaviour, and potentially lower house prices. They alleged that these were the same concerns that housing developer raised as to why the pitches could not be re-instated on the new housing site.
- The Group provided the following links which provide further context and background to the Friends of Orrell Mount Park
 - [Friends of Orrell Mount Park - Masterplan Response](#)
 - [Friends of Orrell Mount Park - Blocked Vehicles](#)
 - [Friends of Orrell Mount Park - Pitches](#)

FOOMP Moving Forward

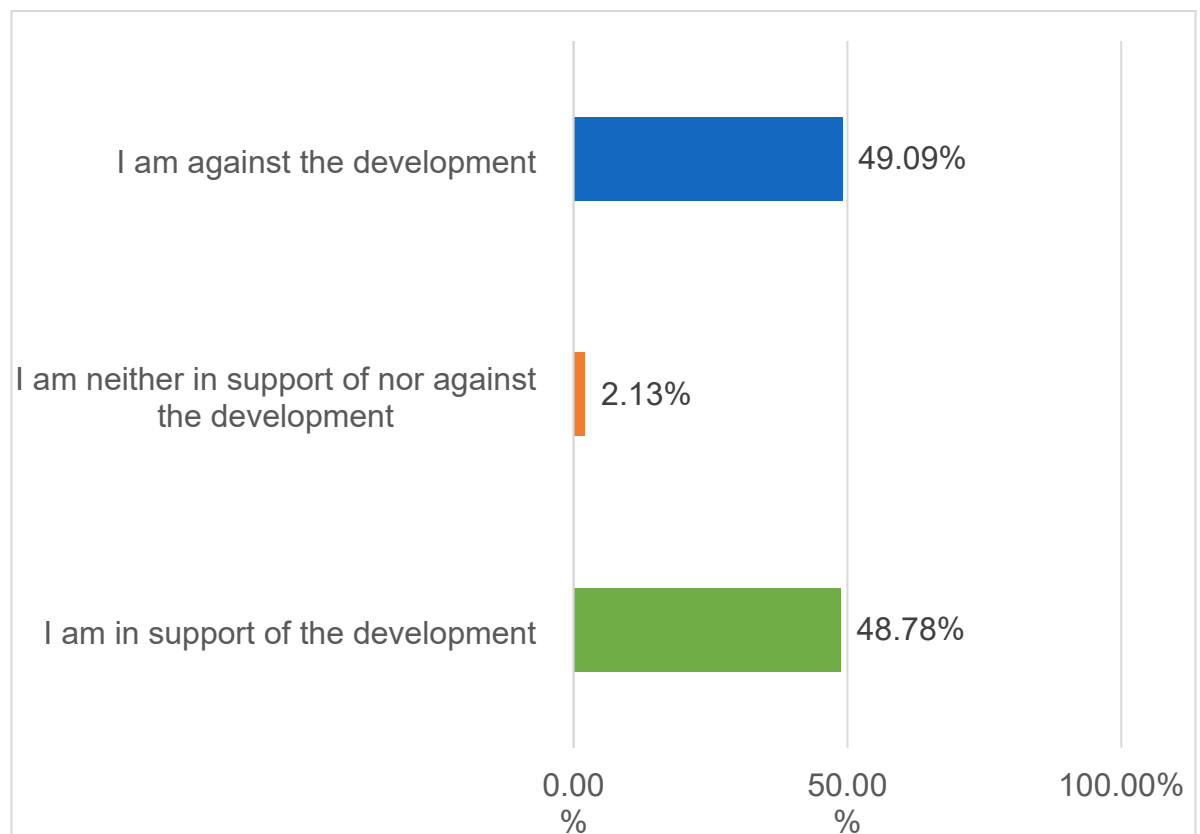
- 2.86 The Group, following the consultation period, would like to meet with Councillors to discuss the results and next steps and are keen to start to build bridges with the Council. The Group have suggested that it would make sense to have an open dialogue in a constructive and proactive manner.
- 2.87 The Group stated that if the Council decide not to proceed with the 3G element of the masterplan then the Friends Group would pledge to work with the Council, towards a common goal in improving the park for the benefit of the whole community.
- 2.88 The Group went on to say that they would include an approach to the Council to formally request a community asset transfer of Orrell Mount Park - to include the pavilion, field, children's play area, MUGA and surrounding parkland - from Sefton Council to the Community, to be managed as a social enterprise.
- 2.89 The Friends of Orrell Mount Park have approached and will take advice from Sefton CVS regarding its intention to apply to become a CIC or Charity. They would then bid in partnership with the Council for and access funding to renovate & refurbish the pavilion, improve pitches and facilities and will engage with the community to develop the other areas of the park and decide what community activities and events to run from the pavilion, on the field and in the surrounding park.
- 2.90 The Group are currently in discussion with other successful, well established and newly formed CIC's, charities and local community groups, who have generously offered advice, ideas and support. The Group have started to reference best practise through use of Sports England's online toolkit for information regarding community assets and have established a contact at Sports England who would provide tailored advice for; development of the park and funding that could be accessed to improve the grass pitches and facilities.

3. Consultation Summary

Summary of Quantitative Elements

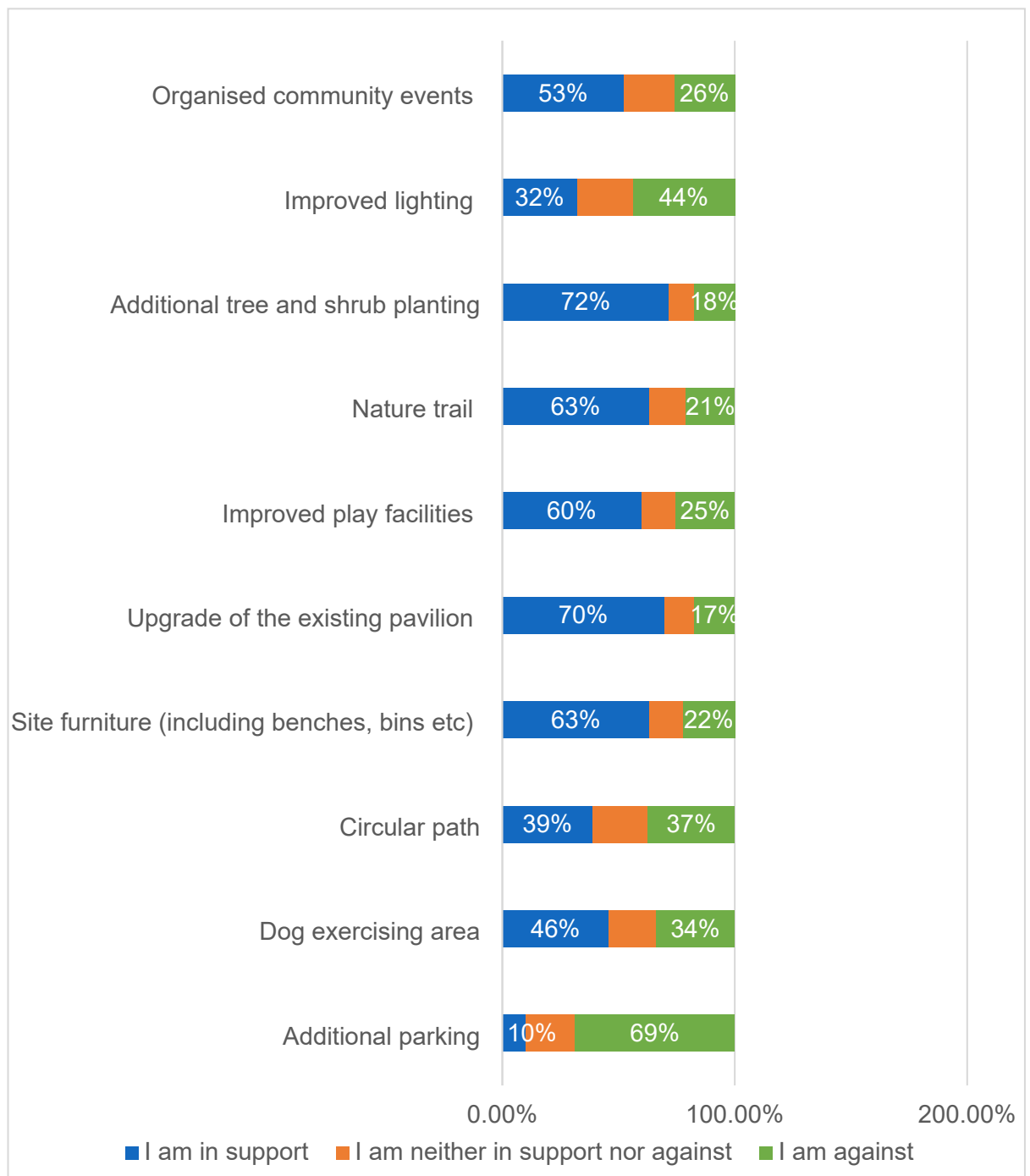
- 3.1 The public consultation was held between 30th May to the 22nd July 2022 and concerned the proposed developments at Orrell Mount Park, Bootle. For the purpose of the consultation, the development proposals were split into two parts namely, the proposed development of a 3G pitch and modular changing provision and the wider masterplan for the site.
- 3.2 The process involved the gathering of both quantitative and qualitative feedback utilising a survey and stakeholder engagement interviews. Multiple drop-in sessions were also held at locations local to the site to encourage residents to ask questions relating to the proposals.
- 3.3 Information relating to the consultation process was distributed extensively. The consultation survey was the main channel of information gathering and was available both online and in hard copy version. Figure 3.1 below details the support for the 3G pitch proposals.

Figure 3.1 – Support for 3G pitch proposals



- 3.4 In terms of the survey outcomes;
- 48.78% were in support of the 3G pitch proposals
 - 49.09% were against the 3G pitch proposals
- 3.5 However, of those residents who live within 1 mile of the site;
- 62% are against the 3G pitch development and only;
 - 36% are in support.
- 3.6 This indicates that the majority of those who have stated their support for the proposals live further than 1 mile from the site.
- 3.7 Only 52% of those in support of the proposals currently use the park compared to 92% of those who are against. The majority of those in support are aged 30-49 years, whereas those who are opposed to the development represent a wider age profile, 20% of which are aged over 65 (compared to only 8.5% of those who were in support).
- 3.8 The most common reason provided for those in support of the development are the increased opportunities for physical activity and improved health and wellbeing (87%). Whereas the most common reason provided for those opposed to the development was due to concerns of the potential reduced green space (89%).
- 3.9 Figure 3.2 below details the support findings from the wider masterplan.

Figure 3.2 – Support for wider masterplan elements



3.10 Elements of the wider masterplan that received the most support were the additional tree and shrub planting, the upgrading of the existing pavilion, new site furniture and the nature trail. However, 69% of respondents are against the proposal for additional car parking whilst improvements to lighting, the dog exercising area and the circular path also received less support from respondents.

- 3.11 The key themes emerging from additional comments provided by survey respondents included the maintenance of current green space and pitches, restoration of the pavilion for community use, more park furniture and bins, more organised community events and the removal of dead trees/replanting of more trees and shrubs.