

All Together Now

C/O Spirit of Shankly
EDT
98 Great Homer Street
Liverpool
L5 3LF

12 March 2010

OPEN LETTER TO:

Cllr Warren Bradley, Leader of the City Council
Cllr Joe Anderson, Leader of the Labour Group
Steven Broomhead, Chief Executive NWDA
Michael Brown, Vice Chancellor, LJMU
Sir Howard Newby, Vice Chancellor, University of Liverpool
Robert Elstone, CEO, Everton Football Club
Christian Purslow, CEO, Liverpool Football Club
Lorraine Rogers, Chief Executive, The Mersey Partnership

We are writing jointly, on behalf of the Keeping Everton In Our City campaign and the Spirit of Shankly group, to formally request that your organisation co-funds an independent feasibility study to evaluate the viability and potential of the proposed Football Quarter.

Over the past decade the issues surrounding both clubs' stadia problems have not only put the regeneration of their respective communities and surrounding areas at serious risk but they have restricted the development and progress of both of our clubs which are recognised as key drivers of the local and regional economy.

Liverpool and Everton fans have therefore joined forces to campaign for the creation of a world class football quarter; an area which would maximise the commercial opportunities for both clubs and make a groundbreaking, far reaching social and economic impact on the areas surrounding Anfield, Goodison Park and beyond.

Commissioning the study would provide an independent assessment of the huge potential the project would have on some of the most deprived areas of the UK. Our aim is to ensure the football quarter delivers the following:

- Improvement to the urban character, public realm and transport
- Health initiatives involving sport and training facilities
- Education through providing pathways to higher and further education
- Economic development as a key driver of change and growth
- A sense of place for visitors and residents alike
- A reinforcement the city's status as a world centre for football

This alliance reflects our commitment to doing all we can to boost the development of our local communities and the wider city region. Action needs to be taken now. Please consider our request seriously.

Yours sincerely



Paul Rice
Vice President
Spirit of Shankly



Dave Kelly
Chair
Keeping Everton In Our City