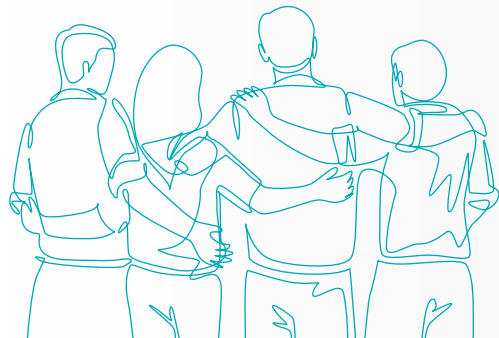
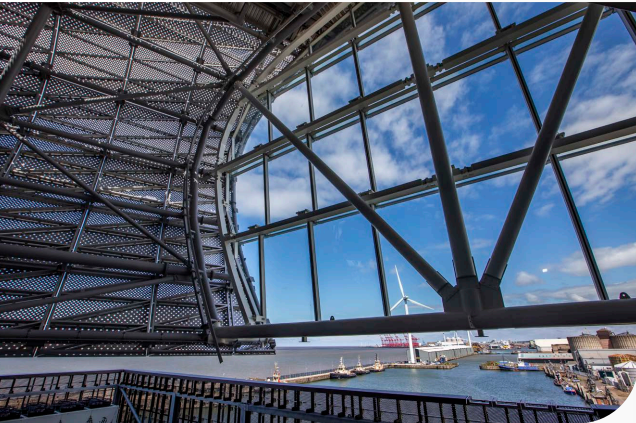




Case study

## Everton Stadium



Sport has the unique power of bringing families, people and communities together. It can be part of a shared history that spans generations and brings with it a real sense of pride and identity.

When Everton Football Club commissioned its new stadium at Bramley-Moore Dock – **an area of Liverpool steeped in industrial and dockland heritage** – creating a social value plan that focused on **delivering value to local people** and the community was an absolute priority. After all, the build was termed “The People’s Project” for a reason.

A comprehensive plan was created by Laing O’Rourke in consultation with Liverpool City Council and Everton Football Club in 2019, drawing on **strong local links** with organisations including Everton in the Community, Liverpool in Work and the Docklands Trail.

Over a three-year period, that social value plan has brought numerous initiatives to life that have given the people of Liverpool and Merseyside opportunities to develop skills, gain employment and engage with Everton Stadium before it opens its doors.

**Gareth Jacques, Project Leader for Laing O’Rourke at Everton Stadium, explains:**

“We empower our team to take ownership of social value and to understand how it

contributes to the entire project delivery process. At Everton, our project game plan identified social value as a whole team commitment, from embedding it into our delivery structure through our supply chain agreements, to all team members supporting with volunteering for the many initiatives delivered over the past three years.”

### Taking a whole-community view

While employment and employment opportunities have been a key focus area, a **richness of activity has been built into the programme** from the start, ensuring that benefits are felt throughout the community, and the project leaves **a legacy to feel proud of**. For instance, our team have been big **supporters of the local food bank**, not only through the provision of food and volunteering hours, but also in **helping food bank users**, through identifying employment opportunities and even providing pantomime tickets for some families.

Bramley-Moore Dock is an important site from an industrial heritage perspective, and the team has worked closely with Liverpool City Council and the Docklands Trail organisation, which celebrates Liverpool’s shipping history, to make sure that **features of historical significance around the site are treated, maintained and restored sensitively**. We have worked together to ensure that features



### At a glance

Over three years, the project provided:

- **118 apprenticeships** in total, including new, sustained, on-site and off-site apprentices
- **654 new jobs created**, including Laing O’Rourke and supply chain roles
- **24,000 student engagements in STEM**, including via STEM Live and direct work with 77 educational establishments
- **32 site visits**, including community and heritage groups and student groups
- **60 work experience placements**, including adult work placements
- **£33,000 raised for charities**, including Everton in the Community and Construction Lighthouse
- **£235m local economic spend**, supporting business prosperity in the area
- **£15k worth of materials** donated to local organisations, Docklands Trail and Allonby Canoe Club

such as the historic hydraulic tower, mooring posts, rail tracks and entrance gates – which features original brick work – have been given a new lease of life as part of the project.



Case study continued



Rewarding construction careers

Job creation, apprenticeships and work experience placements have been significant features of the work undertaken at Everton Stadium. This has been complemented by STEM education sessions and site visits, to inspire the next generation of construction professionals.

Everton Stadium also worked with local firm Hi impact Media to run STEM lessons that were broadcast using an **innovative online platform, STEMLive**. Targeted at key stage 2 pupils, a series of 45-minute lessons focused on topics as varied as

engineering design, 3D technologies, mechanical systems and properties of materials as part of a series called “Building the Future of Football”. Recorded on-site, pupils were able to see real-life engineering challenges and get a feel for the kinds of roles involved in a modern construction environment. The initiative has proven to be incredibly successful, with **24,000 children having now accessed the lessons**.

External recognition

The hard work that went into supporting the local community was recognised when Social Value Advisor, Abbigail Green, received **two gold awards at the Everton in the Community Blue Heart Awards**, for her dedication to making a difference.

Everton in the Community’s Director of Innovation and Strategy, John McDonald, said:

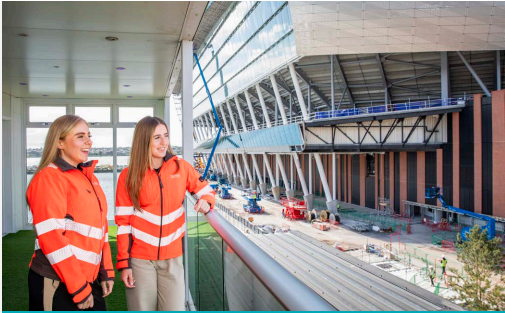
“Our Blue Heart Awards ceremony toasted the very best of community impact and development Everton in the Community has to offer. Abbigail’s win in not only one but two categories is testament to her endeavours to help people find employment. We thank her, and Laing O’Rourke for empowering our participants and enabling them to improve their economic status.”

Building Everton Stadium has been a true community project. Here are just a couple of stories from people who have helped to build the stadium.



Thomas was looking for stable, secure employment, following a period working as a taxi driver with less predictable work patterns. Having attended one of our “Meet the Supply Chain” events, Thomas secured a position as a General Operative with one of our supply chain partners, Firesafe Installation, and has been learning, growing and achieving new qualifications ever since.

“Working on the stadium development is a dream come true. Being a passionate Evertonian, I will be able to tell my family and friends for years to come that I helped create this amazing project. My Dad lived a five-minute walk from here, this is where I grew up, and now I’ve helped to leave such a huge legacy. I am so proud.”



Grace is currently taking part in our Professional Apprenticeship Programme, having secured the position on leaving sixth-form education in Liverpool.

“Over the past 18 months I’ve had the chance to work on my first live project, Everton’s new stadium, within the CHt Commercial team. It’s been a great start to my Laing O’Rourke career, working on such a unique project with such a knowledgeable team.

“As a Professional Apprentice the on-site experience has given me the chance to understand how important a site team is and what it takes to deliver a project to the highest standard.”

Image (far left): The original hydraulic tower at the docks has been preserved as part of the Everton project, Liverpool, UK

Image (near left): Viewing platform, Everton Stadium