



THE FUTURE FOR EVERTON



Don't let Everton get left behind...

Move forward and move into a stadium that will help the club grow.



THE FUTURE IS IN YOUR HANDS

In exactly the same way as every season has its end, every process has its conclusion and as a member of the Everton "family" I would like to invite you to actively play a role in a debate which, I believe, does constitute the most significant in our great Club's 129-year history.

As you will undoubtedly be aware, over the past 12 months or so we have been actively looking at the necessity of relocating Everton Football Club away from its current, much-loved home, Goodison Park.



"We are asking you to give us a mandate to bring this process to a conclusion."

Mindful of the affection in which the grand "old Lady" of English football is held, you will, I hope, understand that the decision to contemplate a move was in no way taken lightly.

Ultimately, the Club's Board of Directors reached the unanimous decision that not only was a new stadium an absolute must as we seek to reclaim our place in the upper echelons of the Premiership but the deal which is on offer in Kirkby is unmatched and that it would be churlish not to recommend it to you, the supporters.

We undertook an exhaustive 18 month search in the hope of finding a suitable - and deliverable - site within the Liverpool city boundaries.

Sadly, despite our best efforts and the best efforts of Liverpool City Council, this proved to be impossible, leaving us with just two possible alternatives - the redevelopment of Goodison Park or the relocation of the Club some four miles away in Kirkby.

Unfortunately, the truth of the matter is, we could not deconstruct and then reconstruct Goodison on the current very limited footprint without investing a prohibitively large sum of money - and without impacting upon our income streams across many future seasons.

In an ideal world, yes, we would remain at Goodison Park; that has been the Board's preferred option all along but it simply is not viable in either a financial or practicable sense.

The new stadium would offer the sort of top-class facilities, which are currently denied to our supporters in what is an ageing and uncompetitive arena.

Our income streams would, we believe, increase appreciably - thus increasing our bottom-line turnover figure, so helping us to achieve our primary goal of supporting the team manager.

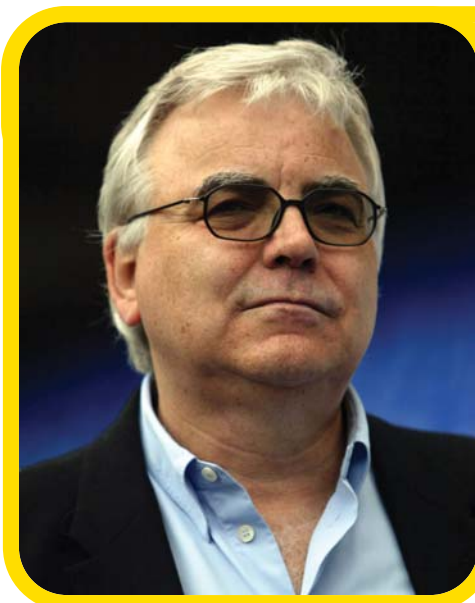
With this brochure we have outlined the reasons for our proposed move and why it needs to happen. I implore you to take the time to read it and then return your ballot paper to Electoral Reform Services in the envelope provided with your personal decision.

Moving away from Goodison to a new stadium in Kirkby is a BIG decision - but we do believe it to be the right decision as we seek to safeguard the future of our club.

Above all, we are determined to take the passion, heart and heritage of Goodison Park to our new home.

Keith Wyness
CEO

A NEW HOME TO BE PROUD OF



"I want only one thing, what is best for Everton Football Club and its fans."

No-one loves Goodison Park more than I do, but we have reached a critical moment in our club's history.

I have always made it clear that remaining in our current home is my preferred option, but that has simply not proved possible. So we must look to a future in a new home - one that will provide both the benefits of modern design and the heart of Goodison.

Those of you who know me and understand my passion for Everton's traditions and heritage will, I hope, fully

appreciate the decision that has been taken by the Board of Directors was reached only after months - and I do mean that quite literally - of hard work, research and, most saliently, soul-searching. The truth is we will simply not be in a position to compete with our rivals unless we move our club forward into a new era.

As I promised at the club's Annual General Meeting in December of last year, you, the supporters will have the final say by way of a ballot - arranged and overseen by Electoral Reform Services. I believe that we are the only major club in Britain who would invite their supporters to have what will be the decisive input on an issue of such massive significance; that is how it should be.

If, via the ballot, you do not want us to continue to pursue the Kirkby option, we won't. If you do, we will continue our negotiations. It's as simple as that.

This decision affects not just us, but future generations of Evertonians. Our children and grandchildren deserve a ground that can carry the club forward.

I am hugely aware of that fact and the part that I play in recommending this move. I want only one thing, what is best for Everton Football Club and its fans.

Bill Kenwright
Chairman



"What we don't want is to be left behind; we don't ever want to accept second-best."

The age-old adage that "time flies when you are enjoying yourself" seems both pertinent and relevant as I look back on more than five years in charge of Everton.

I have never, for one second, regretted the phrase I used in March 2002 when, upon my appointment as manager, I described Everton as, "The People's Club" - it is precisely that and it always will be.

I have grown to love Goodison Park since my arrival from Preston North End. It is what I would call a "real" football ground - a place of passion and drama, a place of genuine history.

I think I do speak for all the players when I say that, ideally, we would love to remain. However, I feel I do also speak for all the players when I say that we now appreciate that we cannot, we must move to keep up with our competitors and grow.

The past few seasons have been great for us and now we need to keep the momentum going. We are in a strong position in the Premiership with a fantastic new training ground just opening. The stadium in Kirkby will provide us with the facilities we need to keep moving forward and building on these successes.

Whether we like it or not, English football is now big business and over the past few years it has become patently clear that only those clubs which can boast an impressive financial clout can truly compete for the major prizes.

What we don't want is to be left behind; we don't ever want to accept second-best.

Moving to a new stadium will provide your football club - MY football club - with easier transportation and parking, better facilities and, hopefully, a team which can boast consistency and flair, a team which we can all be proud of.

I want what is best for Everton Football Club in both the short and long terms.

I trust the Club's Board of Directors - and I ask you to do the same.

What we need is to move forwards together - we need a sense of unity and shared purpose.

This is OUR football club and, as ever, nothing but the best is good enough.

David Moyes
Team Manager



THE BENEFITS FOR EVERTONIANS

- 50,000 seat capacity- and every seat enjoys a perfect sightline (Goodison has up to 10,000 seats with views classified as obstructive) with an ability to expand in the future - up to 60,000
- The new stadium could produce a significant amount of NEW profit that can go towards squad building
- Comprehensive bus and rail public transport services
- Strategic highway accessibility is exceptionally good, providing direct connections to 4 million households within a 45 minute journey. A strong base for the future
- Large areas of car parking will be available
- The new stadium will be designed to allow easy access to all levels by spectators, especially those with mobility impairments
- 3500 lounge spaces - vastly improving our revenue
- Over 3000 meals served at the new stadium - three times more than at Goodison with an ability to expand
- 38 corporate boxes - nearly three times more than at Goodison
- 326 metres of counter space and catering facilities - twice more than at Goodison
- State of the art facilities to host business meetings
- Ability to hold concerts and other special events

The beauty of this new facility is that Everton will have a very small debt. We have the opportunity to receive a significant contribution towards the project from our development partners, ensuring we will be in a position to build this new home - worth £150million - without a large drain on the club finances. Simply put, it's more money to spend on the team itself.

THOUGHTS FROM THE DRESSING ROOM

"I know there is a lot of history attached to Goodison and in many ways it would be a shame to move but you have got to move with the times. In this day and age it is all about attracting top players as well and if you have got a sparkling new stadium to show them it always helps. You just have to look at the facilities at other clubs to realise we are not currently at the level we should be at for a club of our stature. Moving from Goodison to a new stadium (in Kirkby) would resolve that situation. I think it would be fantastic on the corporate side to generate more money for the club so we can go out and compete."

Lee Carsley

"I have listened to a lot of the views in the debate over the possible move to Kirkby. It has clearly proved an emotive issue for fans, but when I am asked 'Would a move to Kirkby be good for Everton?' my response is 'Do you want to see Everton competing with the top clubs, regularly qualifying for European competitions and getting into the Champions League?' Goodison is a great ground with so much history and so many happy memories, but we need to be able to compete with the best and in order to do that we need to be in a modern stadium that will provide greater revenue for the club and greater facilities for the fans."

Alan Stubbs

"Premier League football is changing and there is a danger that if clubs don't keep up with the pace of change then you could fall way behind in the pecking order.

In all my time at Everton there has only ever been positive vibes around the dressing room and from talking to a number of supporters, out in the stands as well.

We are a club driven by ambition and the move to leave Goodison Park and relocate to Kirkby was one of the main reasons I was keen to commit my long-term future to the club during the summer.

A new stadium will present many opportunities for us all, but most importantly it will mean we have the permanent infrastructure in place to be able to consistently compete with the top teams in the League and in Europe.

It will be a wrench to move on from Goodison but it is important for the future of the Club that together we make the next bold step forward."

Tim Cahill

"I have been amazed at the support I have personally received from Evertonians since I arrived at Everton - their passion and enthusiasm is without doubt the best I have experienced.

Our supporters deserve the very best and their continued commitment and loyalty means they should be given the very best of what Premier League football has to offer - both on the field of play and off it.

We have been making progress on the football side and now the Club wants to do exactly the same by making the tough decision to move away from Goodison Park to a new stadium.

We have many great memories from Goodison and I have had some enjoyable times there but you cannot miss the chance to move forward or you could regret it in the years to come.

We are about to move to a new training ground and Bellefield will be missed but it is an example of what has to be done to make progress.

Progress is what every successful team strives for and I am confident that any move, which would provide additional revenue and facilities, would be to the long-term benefit of Everton and all its supporters."

Mikel Arteta

"Everton is a great club because of its fans, and these fans deserve a modern stadium befitting a club of our stature. The plans for the new ground are very exciting and I am sure it will mean a bright future for this club."

Andy Johnson





YOUR QUESTIONS ANSWERED

1. Why can't Goodison Park be redeveloped?

The simple truth is that the current footprint is far too small and that even if we were able to improve upon it, the entire process would prove to be prohibitively expensive. New land would have to be acquired - which would mean the demolition of both houses and small businesses in those areas which currently surround the existing stadium. Any redevelopment would not be able to attract new 'enabling development' which would mean the entire cost of the project would have to be borne by Everton Football Club. If a new stadium was to be built upon the existing site, the transportation infrastructure in the Walton area would have to be totally revamped and upgraded. Any redevelopment of Goodison Park would have to be carried out over two, perhaps three, seasons - something which would greatly reduce stadium capacity and impact on revenue streams year on year as the stadium's four sides were demolished and rebuilt.

2. Why can't we stay within the Liverpool city boundary?

In an ideal world we would do just that. We have worked with Liverpool City Council for a number of years in an attempt to find a suitable site and accompanying business package and plan. The package we are receiving at Kirkby could not be matched to allow a 'deliverable solution.'

The City Council had a specialist team searching for a possible new home for the Club throughout this period but, sadly, they were unable to isolate a site which met all the necessary criteria.

3. Why has the Board of Directors recommended a move to the site in Kirkby?

The Board of any football club must always take into account both the short and the long-term scenarios. Whilst the Club has made no secret of its desire to remain within the Liverpool city boundaries, we believe that the deal which is on offer in Kirkby is too good to turn down. Unless the Board

believed that this was not in the best interests of the Club, it would not be supporting it.

As the Premiership becomes more and more competitive, it is absolutely essential that we improve our revenue streams and annual turnover - this is the only way we can possibly hope to reclaim our place amongst English football's elite. The sad and inescapable truth is that Goodison Park has now become a financial liability - an ageing, if much-loved, stadium which needs constant costly repair work simply to maintain a status-quo. Indeed, our belief is that unless we move to a new home we will encounter major problems relating to the granting of our annual safety certificate.

4. Will a move to a new stadium definitely improve our finances?

Yes, we are confident that this will be the case. Statistical evidence provided by the Premier League and the Football League shows that all clubs moving to a new stadium experience an increase in attendances of anywhere between 15 and 30 per cent.

The new stadium will not just help with higher attendance, it will also give us the opportunity to maximise revenue from corporate hospitality - something we are currently unable to do.

5. Will any additional revenue be handed over to the team manager to invest on new players?

Our primary objective each and every year is to generate as much money as possible to ensure that the manager can be competitive within the transfer market. We feel that we have always supported the manager in terms of buying new players but, yes, we would like to do more and, yes, if our turnover figure increases in the wake of a move to a new stadium, we will do more.

One of the main reasons behind the proposed move is a desire to maximise all our revenue opportunities - something which we simply cannot do at Goodison Park. Because of the make-up of the proposed deal, and because of the manner in which it is structured, we will maximise the resources for the manager.

6. Are the players and the manager also in favour of moving to a new stadium?

It goes without saying that everyone on the playing side of the Club has a great affection for Goodison Park - any professional will tell you it is one of European football's most celebrated sporting theatres. Having said that, David Moyes and his squad are very enthusiastic, very excited, about the prospect of being at Everton Football Club when a new era opens.

With the opening of the new training-centre at Finch Farm and the prospect of a move to a state-of-the-art stadium, they all believe these are exciting times at Everton.

7. Will we own any new stadium?

We will have a 999-year lease which is, effectively, a freehold ownership.

8. Will the stadium be used for events other than football matches?

Although its primary use will, of course, be first-team matches, there will be the capacity to stage major shows and concerts at the stadium.

9. Will moving to a new stadium mean an increase in ticket prices?

We have always prided ourselves on what we believe to be a hugely competitive pricing structure and there is no reason for that to change.

What we most certainly would be able to offer at a new stadium is a far greater range of facilities - better catering outlets, better corporate and dining facilities, more comfortable seats with perfect sightlines, easier access to the stadium, better parking.



Our heritage and history are coming with us.

