

Community-Led Regeneration and Creative Place Activation – Anfield, Liverpool



Project Overview

Anfield: globally recognised for its football heritage – had long been a place of contrasts: celebrated by millions but, locally, struggling with disconnection, dereliction, and poor perceptions. Andrew Edwards (V4 Senior Consultant since 2022, formerly Your Housing Group Senior Manager) led a transformational regeneration programme combining grassroots engagement, public realm investment, and creative placemaking.

This initiative exemplifies the impact that creative events and place-based engagement can have on local economies, resident sentiment, and town identity.

Alley Angels

At the heart of this programme was the Alley Angels initiative – a resident-led civic movement that built trust, improved safety, and transformed neglected spaces. This community-first work laid the foundation for the now-iconic Ian Rush mural, commissioned and unveiled to global attention just before Liverpool's FA Cup Final win in May 2022.

The project was part of a wider £225 million Anfield Regeneration Partnership between Liverpool City Council, Your Housing Group, Liverpool FC, and Keepmoat Homes. This included a £2 million environmental enhancement initiative and the delivery of over 600 new and 600 refurbished homes. Street scene investments included the removal of derelict housing, new bin stores, sustainable planting, and the creation of safer, greener public spaces.

Project Goals

To empower residents to lead transformation in their neighbourhood, improve safety and perception, and use creative placemaking to rebuild identity, attract footfall, and support local prosperity.

- Reclaim and improve neglected spaces
- Enhance safety, cleanliness, and visibility
- Drive civic pride and ownership
- Attract visitors, investment, and long-term sustainability
- Deliver health, education, and environmental value

This project was delivered by V4 senior consultant, Andrew Edwards, while in a previous role at Your Housing Group (YHG).

It demonstrates the kind of work our team brings into current projects and forms part of the experience and capability now embedded within the V4 team.

Outline Scope

As part of a wider programme to build pride, footfall and vibrancy in Anfield, V4 consultant led the delivery of a large-scale mural project celebrating Liverpool FC legend Ian Rush.

Commissioning Murwalls artists and working closely with local residents, the mural became an iconic, high-traffic destination that changed how people viewed the area, it catalysed a trail of artwork and improved perceptions of safety and culture.

Alongside this, the Alley Angels initiative mobilised over 150 local residents to transform alleyways through monthly clean-ups, greening, and artwork. This model of using creative place activation to engage communities and improve public spaces offers strong parallels with Chesterfield's ambition to animate its town centre.

Creative Place Activation: Ian Rush Mural



- **Designed and commissioned** a large-scale public mural featuring LFC legend Ian Rush, working with nationally recognised mural artists *Murwalls*.
- **Community co-creation was central:** local residents and businesses were consulted to ensure the artwork resonated and felt owned by the community.
- The location was strategically chosen on a **high-visibility route** to the stadium, **transforming an overlooked space** into a photo-worthy destination.
- The project was timed alongside match-day footfall to **maximise exposure** and **economic impact** for local traders.

Community-Led Activation: Alley Angels Programme

A resident-led programme, borne from the environmental enhancement phase. V4 consultant mobilised over 150 residents in Anfield through the Alley Angels initiative



- **Engaged** with local schools, through gardening, recycling and mural design, older residents, youth, conservation and health groups - promoting wellbeing
- **Supported with modest grants, artist facilitation, and coordination**, the programme activated underused and often neglected alley spaces.
- Monthly clean-up events, alleyway greening, and creative decoration.
- Each monthly activation became a **community mini-event**, with family participation, refreshments, music, and small performances.

Resulted in:

- Visible environmental improvements and reduced fly-tipping.
- Strengthened community networks, especially among young families and older residents.
- Cultural pride - through the expression of local identity via painted artwork and green installations

Social, Educational & Community Impact

- Pride and cohesion among residents
- School partnerships and hands-on learning
- Mental health benefits through nature and creativity
- Long-term community groups now leading future activities

Economic & Place-Based Impact

- Increased footfall and trade for local businesses
- Diversified tourism through the mural trail
- Local house prices have risen significantly
- Created jobs, volunteering, and local leadership opportunities

Media and Digital Amplification

- Featured on Sky Sports, BBC Radio Merseyside, ITV Granada, Liverpool Echo, This Is Anfield
- Strong social media reach and geo-tagged digital mural trail
- Positive place branding for Anfield and community-led regeneration

Sustainability and Legacy

- Community groups resourced, trained, and insured to continue activities
- Partnerships with schools, prescribers, and conservationists
- Replicable, low-cost event model for any community focus
- Ongoing mural commissions have created lasting identity and tourism