

Football Club

First Travel Plan

**In Support of the Planning Application for a New
Ground with Stand**

CONTENTS	PAGE
1. INTRODUCTION	3
2. WHAT IS A TRAVEL PLAN?	3
3. NATIONAL AND LOCAL TRANSPORT POLICIES	4
4. BACKGROUND INFORMATION	5
5. OBJECTIVES WITHIN THE TRAVEL PLAN	6
6. MEASURES TO SUPPORT THE TRAVEL PLAN	7
6.1 TRAVEL PLAN CO-ORDINATOR	7
6.2 TRAVEL SURVEYS	7
6.3 FACILITIES FOR PEDESTRIANS	8
6.4 FACILITIES FOR CYCLISTS	8
6.5 PUBLIC TRANSPORT	9
6.6 GROUP TRAVEL	9
6.7 MOTORCYCLES AND MOPEDS	10
6.8 TRAVELLING BY CAR	10
6.9 CAR SHARING	10
6.10 CAR PARK MANAGEMENT STRATEGY	10
6.11 SPECTATORS AND VISITORS	11
6.12 REDUCING THE NEED TO TRAVEL	11
6.13 BUSINESS TRAVEL	11
6.14 NEW RECRUITS	12
6.15 DELIVERIES	12
7. MARKETING THE TRAVEL PLAN	12
8. SETTING TARGETS TO ACHIEVE OBJECTIVES	13
9. MONITORING THE TRAVEL PLAN	14
10. SUMMARY	14

1. INTRODUCTION

- 1.1 This Travel Plan (TP) forms part of the planning application to
Council for a new ground for
- 1.2 This TP outlines the measures intend to put in place to support the development of a new football stadium.

2. WHAT IS A TRAVEL PLAN?

2.1 A TP is a dynamic management tool which brings together transport and other business issues in a co-ordinated strategy. The emphasis in a TP is on increasing the choice of methods of travel, and reducing single occupancy car usage. A TP involves the development of a set of measures which can bring a number of benefits to an employer and employees, and to supporters and other visitors.

2.2 A TP aims to:

- Encourage the use of more sustainable modes of transport, such as walking, cycling and using public transport
- Reduce unnecessary travel
- Encourage the use of sustainable travel by improving facilities and providing information.

2.3 Travel Planning is a on-going process which will grow and develop with time. A TP will reflect the changing circumstances faced by an organisation, and the environment in which it operates. This first TP should be read as an 'interim' document, which acknowledges the current position of the Planning Application - together with the need for further work to develop the measures should Approval is given.

It is acknowledged that to be successful TP should involve:

- The genuine and committed support of senior management, seen to be leading by example
- A designated TP Co-ordinator to be responsible for the development, implementation and day to day running of the TP
- A working group, involving a range of people, to oversee the development and operation of the TP
- Communication with users as to the various methods of transport available
- Involvement of other organisations as partners, eg transport operators, local companies and the police
- Regular review and amendment of the TP, to give on going process.

2.4 A successful TP can bring the following benefits to:

- Increased attendance and revenues, with reduced costs
- An effective proactive approach to influence the travel behaviour of employees, supporters and visitors – promoting social inclusion and access
- Demonstrate corporate and social responsibility
- Demonstrate environmental responsibility
- Having to deal with less cars, and with a greater emphasis on safety
- Potentially having healthier employees, supporters and visitors.

- 2.4 TPs are relevant to the full range of activities relating to jobs, sport and leisure, retail and services, including offices, industry, health and education uses. Many organisations are introducing TPs to encourage their employees and visitors to use more sustainable forms of transport, and discourage single occupancy cars.
- 2.5 A TP can take a variety of forms to suit a particular organisation, but all tend to include practical measures to reduce the impact of:
- Reliance on single occupancy car travel
 - Car travel for business
 - Supporter / visitor travel
 - Deliveries and / or contractors travel
 - Company vehicles travel.

3. NATIONAL AND LOCAL TRANSPORT POLICIES

3.1 NATIONAL TRANSPORT POLICY

Building on the Government's commitment to sustainable development, the Department for Transport (DfT) is actively working to deliver the sustainable development objectives by:

- Tackling congestion, (which damages economic competitiveness, worsens local air quality, and adds to the stress of our daily lives)
- Reducing the environmental and health impacts of transport, (including transport's impact on air quality, greenhouse gas emissions, noise pollution and public safety)
- Reducing social exclusion related to transport and accessibility
- Integrating transport and land-use planning to produce more sustainable patterns of development.

This TP document has been developed by following the guidelines from the DfT in:

- The "Future of Transport" White Paper, July 2004
- The document "Smarter Choices", July 2004
- Planning Policy Guidance 13: Transport, ODPM July 2002.

3.2

3.3 LOCAL TRANSPORT POLICY

.....Local Transport Plan supports the development of TPs by employers and other journey attractors as a means of ensuring access by a variety of modes, and reducing reliance on the private car.

4. BACKGROUND INFORMATION ABOUT

4.1 LOCATION OF THE PROPOSED STADIUM

The proposed stadium is located on a brown field site (former colliery) on the southern outskirts of It is south west of the centre of .., to the south of the A..., at The site is approximately 500m east of the roundabout on the A.....

4.2 THE HISTORY OF THE SITE LOCATION

For years shared a ground, central to with .. Cricket Club. have since sold their share of this ground, and are in the process of seeking planning permission to build their own ground at

..... wish to have a dedicated ground with improved facilities, and therefore require a new and better stadium. are currently ground sharing with Football Club until their new stadium is available.

4.3 ROLE OF THE BOARD OF AND ... ARCHITECTS

The development of the site is being led by the Board of Ltd.Architects submitted a planning application for the stadium in August on behalf of the Board. The planning application cannot be formally considered until the submission of a supporting and accepted TP.

It is understood any successive occupier(s) of the site will have to produce their own TP as part of their own planning application, as this TP is specific to its intended use as a football stadium.

4.4 PLANS FOR THE PROPOSED STADIUM

The new stadium will provide seating and terracing for some spectators. It is envisaged that the earliest the new ground would be used is the 2006/7 football season – given normal development and seeding times etc. The intervening period will be used to develop the measures contained in this TP.

Currently, the Club has a crowd of some ... for normal league matches. The new provision will allow to accommodate more spectators in improved facilities – and there is scope for further expansion should success draw more support. The Club also needs to be able to fulfil both statutory and

football league requirements in respect of football grounds – both now and in the future.

The parking proposal at the new stadium is for some ... cars and ... coaches – of which some ... cars and the coaches (for disabled, Directors and guests, players, officials, away supporter's club coaches etc) will be on tarmac, with the balance on adjacent hardstanding. shares concerns about unrestricted parking outside the ground, both along the adjacent bypass and in nearby residential areas. is already addressing this issue, and has letters of intent from 3 local businesses to provide a further ... car park spaces on match days, (see later TP sections on bus and car use).

(Further, are aware of the proposed commercial development to the north of the new ground. Whilst not part of this Application, it is envisaged that some parking may be made available to the Club, possibly as some form of reciprocal arrangement).

4.5 NUMBER OF SPECTATORS AND MODE OF TRANSPORT

Based on those travelling to games in previous seasons, the maximum number of spectators travelling by different methods will be approximately:

- 50% will travel by car
- 30% will use public transport
- 15% will walk/cycle/other
- 5% will arrive on the away spectators coach

Assuming many supporters travelling by car will be car sharing, it is estimated there will be a maximum requirement of some ... car parking spaces – which is met by the provisions listed in 4.4. Notwithstanding this, this TP will outline measures to reduce reliance on single occupancy car travel, and demand for car parking.

It should be noted the new stadium will cause less travel movements than the existing ground share arrangement, where even “home” fans have to travel. Many home supporters will live more locally to the new site and are more likely to walk, cycle or use public transport.

5. OBJECTIVES WITHIN THE TP

5.1 Objectives of the TP:

- To approach the travel requirements of the stadium in a co-ordinated way
- To ensure employees, supporters and other visitors are aware they have a choice in the way they travel to and from
- To regularly monitor progress and inform employees, supporters and visitors, so the TP is seen as a working document
- To help reduce local road congestion and demand for parking on match days
- To raise awareness of health issues associated with travel.

6. MEASURES TO SUPPORT THE TP

This list details measures intend to undertake. The measures will be customised to reflect the size and nature of – and some are speculative pending further work triggered by the granting of Planning Permission. Some measures will be appropriate for employees, some for supporters and visitors, some are appropriate for all.

6.1 TP CO- ORDINATOR

..... will appoint a TP Co-ordinator to oversee the development of the TP. It is possible this role could be filled by a part time officer of the Club or an enthusiastic and knowledgeable volunteer supporter. The role is a sponsorship opportunity.

The role of the TP Co-ordinator, (with the support of the Directors) will be to:

- Create an effective liaison Working Group with partners – such as the local authority, police, transport providers, local businesses and residents. It is likely members of this group will also be supporters.
- Handle the detail, such as:
 - Provide travel information (ensuring accessibility to all)
 - Be the point of contact for travel queries
 - Co-ordinate the completion of the travel surveys
 - Set targets to help achieve modal shift
 - Monitor and review the measures in the TP.

6.2 TRAVEL SURVEYS

6.2.1 SUPPORTER AND EMPLOYEE TRAVEL SURVEYS

Surveys will be undertaken every (football) season which will assess:

- Mode of travel used
- Any modal shift over time.

Potentially more detailed surveys will be undertaken, (say every ... years) which will assess additional information:

- Where the trip was made from?
- Consideration of using other modes of transport?
- If they had known about other forms of transport would they have used them? (and, if not, why not?).

6.2.2 BUSINESS TRAVEL AUDIT

A business travel audit will be carried out to assess:

- How much business travel generates
- The use of other types of transport for business travel, other than single occupancy car
- The number of common journeys made, such as travel to offices/football grounds in the same area.

The results of the surveys will be used by to review the objectives of the TP, and the measures to address those objectives.

6.3 FACILITIES FOR PEDESTRIANS

..... will work with to ensure there are:

- Footpaths and safe crossing points, with dropped kerbs and tactile pavements, to enable pedestrians to reach the stadium safely. **Please note the Club's provision of the footpath along the by-pass, and also a link to the proposed commercial development (and public transport route) to the north.**
- Well lit footpaths with no overhanging foliage
- CCTV cameras located on well used routes
- Signposts on pedestrian and cycle routes.

As a result will be conveniently accessible for employees, supporters and visitors who live in the surrounding residential areas.

..... will encourage walking to and from the Stadium through:

- Providing information about safe walking routes to and from the stadium
- Raising awareness among employees and supporters of the health benefits of walking
- Providing cloakroom facilities with lockers for the safe storage of clothing for employees/players
- Providing changing and shower facilities for employees/players.

6.4 FACILITIES FOR CYCLISTS

..... will work with the local authority to ensure there are:

- Cycle lanes to enable cyclists to reach the stadium safely
- Cycle lanes to the stadium which link up with the local cycling network
- Sign posts on cycle routes.

As a result employees, supporters and visitors living within a few miles of the workplace could cycle to the stadium.

..... will encourage cycling to and from the stadium by:

- Providing safe, secure, covered, lit storage for bicycles conveniently located near the entrance of the stadium
- Raising awareness among employees and supporters of the health benefits of cycling
- Providing changing and shower facilities for employees/players
- Providing lockers for employees/players for the safe storage of clothing, helmets and accessories.

6.5 PUBLIC TRANSPORT

Existing services to and from the stadium:

- Currently no buses immediately serve the proposed stadium
- The nearest bus stop is ... miles away
- The bus station is... miles from the stadium
- The railway station is ... miles from the stadium

- There are regular bus services from the bus and railway stations to the bus stop on the main road near the stadium (... miles from the entrance)
-provide the bus services in the area.

..... will encourage the use of public transport by:

- Ensuring best possible public transport is provided on match days
- Negotiating with a local bus company to provide a service to the stadium, which is enhanced on match days – subject to sponsorship and interest
- Raising awareness among employees, supporters and visitors of the public transport options available by providing information through appropriate media, (eg on website, in match programmes, provided with tickets)
- Promoting the Traveline number to enable employees, supporters and visitors to create their own personal journey plan to the stadium (0870 608 2 608)
- Negotiating discounts with service providers, on bulk purchase of travel passes for employees and supporters.

6.6 GROUP TRAVEL

..... will encourage those travelling to and from the stadium to travel together where possible by:

- Encouraging group travel by promotion through appropriate media, (eg via website, match programmes etc)
- Identifying suitable taxi firms/minibus operators, and assist interested employees and supporters in arranging their hire
- Encouraging car sharing
- Encouraging employees and supporters to communicate with each other about methods of transport to discuss routes and problems, (eg via interactive website).

6.7 MOTORCYCLES AND MOPEDS

Motorcycles and mopeds offer a more environmentally-friendly travel alternative, and are more space efficient in terms of parking.

..... will encourage travel by motorcycles and mopeds through:

- Providing safe, lit, covered, secure parking conveniently situated at the stadium
- Providing changing and shower facilities, as well as lockers for the storage of helmets and clothing for employees/players who use a motorbike or moped.

6.8 TRAVELLING BY CAR

..... will support those travelling to the stadium by car by:

- Providing information to enable those spectators arriving by car to reach the stadium by the most direct route, and showing the location of car parking around the stadium

- Securing safe off road car parking areas near the stadium, (this is currently being negotiated, see later 6.10)
- Encouraging car drivers to drive safely without affecting vulnerable road users.

6.9 CAR SHARING

Employees and supporters who live close to one another could share their cars for the journey to and from the stadium.

..... will encourage Car Sharing (CS) through:

- Offering incentives for those willing to CS, such as guaranteeing preferential parking spaces in the safe, secure car park nearest the stadium, (with agreement from the local businesses and sponsors providing the spaces, see later 6.10)
- Providing formal CS scheme for employees and supporters. (Passes could be provided, or access to the preferential car park could be gained by having more than one person in the car on match days.)
- Raising awareness to employees and supporters of the potential savings on fuel, (and car parking charges?)
- Promote CS through appropriate media, (eg website, programmes)

6.10 CAR PARK MANAGEMENT STRATEGY

The Planning Application contains parking provision for ... cars and ... coaches on match days. These spaces will be for the use of Directors and their guests, players, employees, match officials and disabled spectators. It is possible that there will not be sufficient spaces for general spectator parking on 'exceptional' match days.

As such, will deploy a pro-active car parking strategy. This will include:

- Providing information about the restrictions on parking within the stadium car park
- Providing information about the location of other car parking spaces
- Negotiating with local organisations/sponsors to arrange to use their vacant car parking spaces on match days. This has already started with letters of support from (... spaces).

6.11 SPECTATORS AND VISITORS

When spectators "move" to the new stadium they may reconsider their travel arrangements. They may consider travelling by more sustainable modes than in the past.

..... will encourage spectators and invited visitors to use public transport by:

- Providing information about the TP measures before the stadium is operational
- Providing details of routes to by public transport, (as a paper document and / or by reference to the website)
- Providing details of the locations of the bus/rail station and indicate the approximate taxi or bus fare to

- Providing walking, cycling and public transport information, (eg bus timetables) at the entrance so spectators and visitors arriving on-spec can reconsider their travel behaviour for their next trip to
- Encouraging local spectators and visitors to walk or cycle by sending details of walking and cycling routes, (including cycle parking details within the stadium) with tickets or invitations
- Encouraging spectators from visiting clubs to travel on supporter coaches rather than travel by car, or alternatively car share.

6.12 REDUCING THE NEED TO TRAVEL

There are various other measures which could be introduced to reduce the need for employees and visitors to travel.

..... will support measures to reduce the need to travel by providing, or sharing another organisation's equipment for:

- Video or telephone conferencing as an alternative to attending meetings
- Tele-working to enable some work to be done from home.

6.13 BUSINESS TRAVEL

Following the Business Travel Audit, will introduce measures to reduce business car mileage including:

- Reducing business mileage payment rates, or paying the same rates on any size of engine
- Encouraging travel by rail for long distance trips and bus for local trips by offering to check timetable information and arrange tickets for employees
- Encourage car sharing to meetings
- Negotiating with a local taxi company a business contract with preferential rates for employees.

The provision of a company car as a perk for senior employees may be contrary to some TP measures. In that case will to consider the following measures:

- Offering cash alternatives to company cars
- Offering other benefits such as rail season tickets
- Offering to arrange and purchase tickets for rail travel.

Smaller, less polluting, cars could be offered. This should be done if the nature of the organisation's activity means the provision of a company car for certain employees is seen as a necessity.

6.14 NEW RECRUITS

When people change their job, or their job changes to a new location, they will reconsider their travel behaviour.

..... will introduce measures including:

- Giving new recruits information about walking, cycling and public transport facilities in the area
- Encouraging new recruits living within walking and cycling distance to do so

- Providing information about the TP measures before the stadium is operational, so people have time to plan their new travel arrangements.

6.15 DELIVERIES

Deliveries to the stadium will add to traffic on the roads.

..... will consider measures to:

- Encourage the use of local suppliers to reduce journey length
- Co-ordinating deliveries so more than one can be made in the same trip
- Co-ordinate deliveries so they do not coincide with match day traffic
- Provide information for suppliers so deliveries can be made safely without affecting vulnerable road users, such as safe entrance and exit routes.

7. MARKETING THE TRAVEL PLAN

The TP will need to be marketed, together with the measures contained therein.

The TP will be introduced, and kept up to date, to employees, supporters and visitors by using appropriate media, for example:

- website, – (which is current and well maintained)
- Use of a notice board for employees, (posters, leaflets)
- Briefing notes for Directors
- Information sent out with tickets or invitations to meetings
- Information included in the programmes
- Local radio / newspaper.

The information would include:

- What the TP is and benefits to
- Different methods of transport to and from, (an on line “Travel Guide” from which directions etc can be downloaded)
- New measures that have been introduced
- Results of surveys
- Details of progress of achieving targets and objectives, and publicising success.

7.1 REACHING DIFFERENT GROUPS

It is likely employees will have different concerns compared to home supporters and away supporters.

..... will support the requirements of the different groups by:

- Identifying the concerns raised from the surveys
- Identifying ways of publicising the measures which will address those concerns to the different groups.

7.2 LAUNCHING THE TRAVEL PLAN

An event to raise awareness of the TP will be arranged.

..... will launch the TP:

- Coinciding with a national or local transport campaign, such as “In Town Without My Car Day”
- Making use of the publicity material available about different forms of transport, which can use at no cost
- Enlisting the support of local press and radio.

7.3 BRANDING THE TRAVEL PLAN / LOGO AND SLOGAN

The TP will have an identity, which can be a bolt on to the recognisable brand.

..... will brand their TP by:

- Using a logo and slogan as the banner under which to take it forward
- Running the choice of a logo/slogan as a competition, (which will raise awareness of the TP).

8. SETTING TARGETS TO ACHIEVE OBJECTIVES

In order to assess whether the TP is being successful in achieving its objectives will:

- Set targets at the outset
- Set targets that are robust enough to create a modal shift in methods of travel.

8.1 TARGETS

- Appoint a TP Co-ordinator prior to occupying the stadium
- Provide information about all the different ways of travelling to the stadium 1 month before occupation, (on website and literature)
- Undertake an employee and supporter travel survey within 6 months of occupation of the stadium and report results
- Reduce the number of spectators travelling by car by ...% within ... years of the first survey. Increase the number of spectators using sustainable forms of transport by ...% within ... years of the first survey

9. MONITORING THE TP

In order to identify the progress in meeting targets, and highlight areas where measures need to be reviewed, will monitor the TP by:

- Brief surveys carried out every season among employees, players, spectators and visitors. These surveys will be used to monitor travel to and from the stadium and assess modal shift
- In depth surveys carried out every two years to assess travel patterns and reasons why employees, supporters and visitors travel the way they do
- In addition can monitor the effectiveness of many measures without further surveys such as:

- Being aware and sensitive to feedback from partners and the local community
- Counting the number of supporters using the proposed shuttle bus
- Noting the number of number of bikes on site
- Counting the number of cars parked in the car parks or on the road outside the stadium.

10. SUMMARY

This TP forms part of the Planning Application for a new ground at This development is required to give the Club a dedicated home ground, with improved facilities and the opportunity to develop further.

The Board of Directors recognise their responsibility towards this TP - and will endeavour to implement the measures, in a manner consistent with the size of the Club and the resources available.

For further information contact:

..... (Local Authority TPC)
.....