



The People's Project

Bramley-Moore Dock - Planning Addendum
Match Day Transport Strategy Summary
September 2020





The People's Project - Bramley-Moore Dock Stadium

Match Day Transport Strategy Summary

September 2020

Mott MacDonald
Ground floor
Royal Liver Building
Pier Head
Liverpool L3 1JH
United Kingdom

T +44 (0)151 482 9910
mottmac.com

The People's Project - Bramley-Moore Dock Stadium

Match Day Transport Strategy Summary

September 2020

Issue and Revision Record

Revision	Date	Originator	Checker	Approver	Description
A	23 October 2019	CR	KB	DD	First draft
B	26 November 2019	CR	KB	DD	Second Draft
C	20 th December 2019	CR	KB	DD	FINAL
D	20 th August 2020	KB	RB	DD	Final Planning Resubmission
E	27 th August 2020	KB	DC	DD	Final Planning Resubmission
F	4 th September 2020	KB	DC	DD	FINAL

Document reference: 385175 | 12 | F

Information class: Standard

This document is issued for the party which commissioned it and for specific purposes connected with the above-captioned project only. It should not be relied upon by any other party or used for any other purpose.

We accept no responsibility for the consequences of this document being relied upon by any other party, or being used for any other purpose, or containing any error or omission which is due to an error or omission in data supplied to us by other parties.

This document contains confidential information and proprietary intellectual property. It should not be shown to other parties without consent from us and from the party which commissioned it.

Contents

1	Introduction	1
1.1	Bramley-Moore Dock Stadium	1
1.2	Match Day Transport Strategy Summary and detailed Transport Assessment	1
1.3	Match Day Transport Strategy methodology	1
1.4	Supporting documents	3
1.5	Report structure	3
2	Proposed development	4
2.1	Introduction	4
2.2	General layout	4
2.3	Seating allocation	5
2.4	Parking	5
2.5	Match day activities: Plaza and Fanzone	6
2.6	Match day staff	6
2.7	Site access strategy	7
3	Match Day Transport Strategy	8
3.1	Background	8
3.2	Transport Strategy objectives	8
3.3	Proposed Transport Strategy	8
3.4	Traffic restrictions and temporary road closures	10
3.5	On-street parking management	12
3.6	Shuttle bus	14
3.7	Commercial bus	16
3.8	Train travel	17
3.9	Taxi	17
3.10	Private car drop-off and pick-up	17
3.11	Coach parking	18
3.12	Walking	18
3.13	Disabled Supporters	21
3.14	Transport Working Group and monitoring	22
3.15	Marketing Strategy	22
3.16	Summary	23
4	Summary	24

1 Introduction

1.1 Bramley-Moore Dock Stadium

- 1.1.1 Mott MacDonald has been appointed by Everton Stadium Development (hereafter 'Everton') to provide transport advice in support of their proposal to develop a new football stadium at Bramley-Moore Dock. The capacity of the stadium on match days is 52,888 people.
- 1.1.2 The proposed stadium scheme forms part of a wider club-led regeneration strategy for North Liverpool ("The Peoples' Project") which also includes the community led redevelopment of Goodison Park, Everton's existing stadium. The proposals for Goodison Park are subject to a separate outline planning application with its own Transport Assessment. The planning application for the new stadium at BMD and the separate application for the redevelopment of Goodison Park have been submitted to Liverpool City Council (LCC) simultaneously.
- 1.1.3 The stadium will continue to be active when there is no match being played and when there is no event being held at the stadium. A restaurant located in the hospitality area within the proposed west stand will be accessible to the general public. Furthermore, the hospitality areas will be available for hire for conferences, meetings, weddings and similar events. The stadium also includes a club shop in the proposed east stand as well as small scale office accommodation for club staff and a ticket office. The Hydraulic Tower is proposed to be converted to an exhibition / cultural centre.

1.2 Match Day Transport Strategy Summary and detailed Transport Assessment

- 1.2.1 This report provides a broad summary of the Transport Assessment (TA) which has been produced by Mott MacDonald, particularly summarising the Match Day Transport Strategy that is put forward in greater detail within the TA.
- 1.2.2 The purpose of this document is to inform the reader of the main transport interventions which will be implemented on match days at the stadium without the need to refer to the much longer technical analysis and assessment which is included in the TA.
- 1.2.3 A standalone summary of the Event Transport Strategy (ref. 13/G) has also been produced in the same format as this Match Day Transport Strategy Summary report. Both summary reports serve to provide a useful overview of what will happen with regards transport on match days or event day in a concise and clear format.

1.3 Match Day Transport Strategy methodology

- 1.3.1 The main objectives of the Match Day Transport Strategy have been specified by the Club. These are:

- Make the stadium easy to get to, and easy for supporters to get home.
- Establish travel patterns which are safe, convenient and sustainable.
- Provide supporters with a real choice of travel options.
- Wherever practical, encourage sustainable modes of travel for supporters.
- Make efficient use of existing public transport infrastructure.
- Encourage supporters to use Liverpool city centre and Bootle town centre as transport hubs.
- Take reasonable measures to reduce the impact on residents and businesses as far as practical.

1.3.2 A rigorous methodology has been adopted to develop the Match Day Transport Strategy. The process is outlined in detail within the TA. In summary, the strategy has been developed using data from Everton's Supporter Travel Survey, to understand existing supporter travel behaviour at Goodison Park and to establish supporter's preferred mode of travel to Bramley-Moore Dock.

1.3.3 The existing transport network capacity at Bramley-Moore Dock has then been analysed to calculate the carrying capacities for supporters across each available travel mode. This has been established in discussion with Liverpool City Council (LCC), Merseytravel, Merseyrail Electrics and other transport operators (bus and taxi companies). Following this, a series of modal targets were established, allocating supporters to different travel modes on match days.

1.3.4 Through this understanding of the carrying capacity of the transport network and the level of demand that will materialise, the Match Day and Event Transport Strategies have been developed. The Strategies identify a range of measures and interventions which will be implemented to ensure the safe and efficient travel of supporters, and where practical encourage them to use certain modes to make best use of the existing transport network and minimise impact on the local community and environment.

1.3.5 The Match Day Transport Strategy is summarised within this report, providing an overview of the strategy on match days and providing a more detailed account of the bespoke transport interventions proposed to ensure travel to and from the stadium on match days is safe, efficient and sustainable. This approach has been agreed with Liverpool City Council in post planning submission consultation.

Post Planning Submission: stakeholder consultation, stadium design changes and changes to committed development

1.3.6 The stadium planning application was submitted in December 2019 (LPA ref. 20F/0001). Since the planning submission a number of changes have been made to the stadium design and layout, the main difference in transport terms being the removal of the previously proposed multi storey car park (MSCP) and changes to committed development in the local area. This revised version of the Transport Strategy Summary takes into account these changes as well as stakeholder comments received since submission. This is set out in detail in Section **Error! Reference source not found.** and Appendix M of the Transport Assessment .

1.3.7 The main difference the design changes and consultation has had on the Transport Strategy Summary and how it is presented in this document are as follows:

- Reduction in on-site parking at the stadium for major events. From 481 spaces to 85. Notwithstanding this, as set out in the Transport Assessment there is still sufficient capacity on the transport network to accommodate transport demand. The removal of 400 parking

spaces from the site represents around 5% of available parking capacity within a 30 minute walk on weekdays and 7% on weekends.

- Improved access for disabled supporters with the provision of free of charge shuttle services for disabled supporters between the stadium and Sandhills Station as well as Stanley Park car park. This provision was made following consultation with Everton Disabled Supporters Association and Liverpool City Council Inclusive Design.
- Change to event day parking restrictions. Area covered by match day parking restrictions expanded following advice from LCC Parking Services. Expanded to include the industrial area to the north of the stadium. This will have the benefit of reducing the potential for adverse traffic and parking impact in this area to local businesses.

1.4 Supporting documents

1.4.1 As referenced prior, this Match Day Transport Strategy is a summary document of the more detailed TA, which has been prepared in support of the new stadium planning application.

1.4.2 This is a non-technical document, and reference should be made to the following for further information:

- **Transport Assessment (ref. 10/K)** – A detailed document giving the reasoning and rationale behind the preferred transport strategy as summarised in this document.
- **Environmental Statement (Transport section within EIA)** -Technical review of potential transport environmental impacts and mitigation measures of the proposed development.
- **Interim Staff Travel Plan (11/I)** – Framework travel planning measures for staff working at the new stadium which will be developed into a full travel plan at a later stage.
- **Framework Events Transport Strategy (13/G)** – A non-technical summary report that outlines the preferred transport strategy on event days at Bramley-Moore Dock.

1.5 Report structure

1.5.1 Following the introduction contained in this section, this summary report is composed of the following sections:

- Section 2: Proposed development.
- Section 3: Proposed Transport Strategy
- Section 4: Transport interventions.
- Section 5: Conclusion.

2 Proposed development

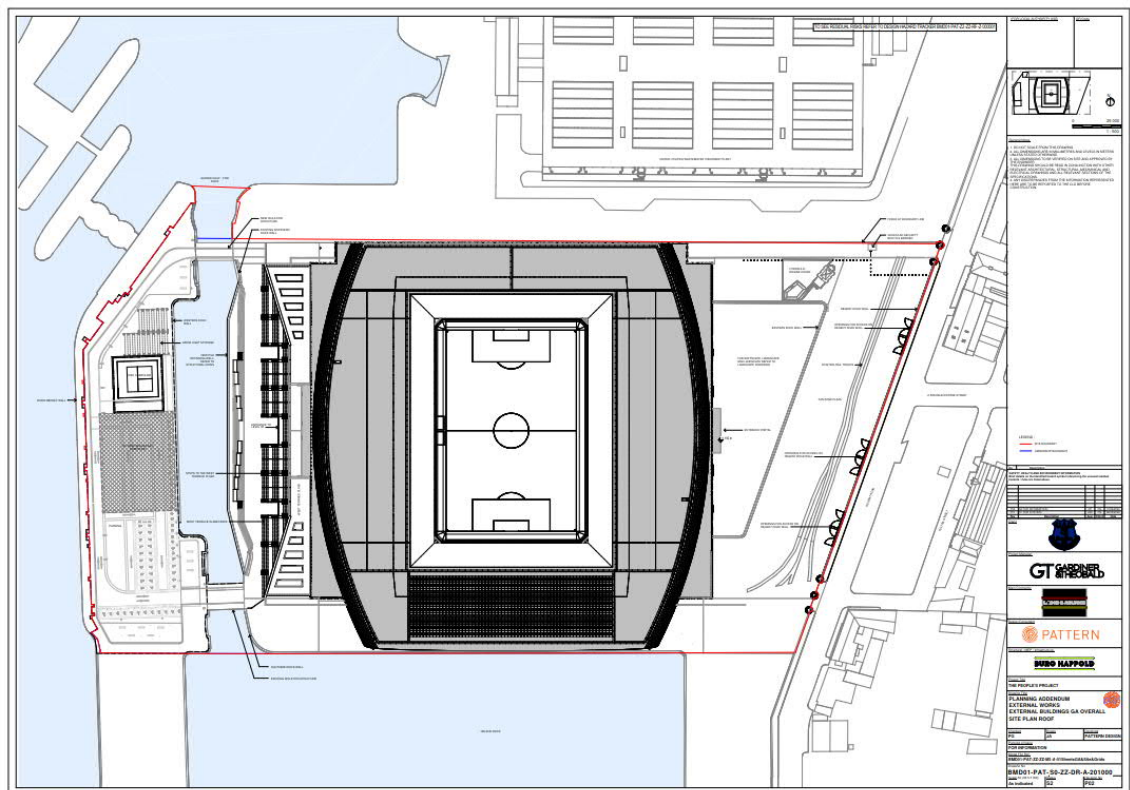
2.1 Introduction

- 2.1.1 Everton's new stadium at Bramley-Moore Dock will have a capacity of 52,888 people on match days. Although its primary purpose is a football stadium some of its facilities such as the club shop and hospitality facilities will be in use on non-match days. Accordingly, the stadium, like Goodison Park now, will attract transport demand when there is no Everton home fixture.
- 2.1.2 The stadium will also have the capability to host non-football events such as concerts and other sporting events. Clearly these other events will only be hosted when there is no potential for disruption to the primary footballing purpose of the stadium. The club envisages there could be a maximum of four such events per year.

2.2 General layout

- 2.2.1 Figure 1 shows a general layout plan of the proposed development. All vehicular access is provided directly from Regent Road though existing openings in the Regent Road wall. Pedestrians and cyclists will also use these openings. There will also be new pedestrian-only openings created through the Regent Road wall to increase pedestrian capacity to the stadium and provide safe accessibility on match days or event days.

Figure 1: Proposed Stadium Plan



Source: Pattern Architects

- 2.2.2 To the immediate west of the Regent Road wall a sizeable 'fanzone' plaza area will be created. This will assist in pedestrian circulation and also create space for food, drink and entertainment on match or event days. The existing Grade II listed Hydraulic Engine Room (tower) will be retained and will function as a museum with ancillary café once refurbished. Within this plaza area a small surface car park will be created for non-match day use.
- 2.2.3 All servicing will take place to the north of the stadium where internal service bays will be created as well as parking for coaches. The bulk of hospitality facilities will be accommodated within the western stadium structure.
- 2.2.4 Two vehicle and pedestrian bridges will connect across the water channel to the west of the stadium where a surface car park will be created. This area will also accommodate the Outside Broadcast Compound (OBC) where media vehicles and broadcast HGVs will be accommodated for televised matches or events.
- 2.2.5 To the west of the surface car park adjacent to the river wall, a 'River Walk' route will be created. It is envisaged that this route will eventually connect to the River Walk Route that The Peel Group will create as part of Liverpool Waters which will run to the city centre. The River Wall Route will be one of three north-south pedestrian/cycle routes that will be created through Liverpool Waters as development unfolds.

2.3 Seating allocation

- 2.3.1 For a typical match at the stadium, capacity is set at 52,888. It should be noted that this includes all people who will be seated within the stadium on match days, both revenue seats (paying supporters) and non-revenue seats (officials, media, teams, directors). A breakdown of the broad proportion in which these are split is provided below:
- Standard home seats: 84%
 - Premium seats: 10%
 - Away seats: 5.5%
 - Non-revenue seats: 0.5%
 - **Total 52,888**
- 2.3.2 It is envisaged that for a typical fixture, approximately 3,000 seats will be available to away supporters. This allocation for away supporters will fluctuate depending on the type of fixture, such as FA Cup or European fixtures. The above figures represent a ticket breakdown for a typical league fixture. For fixtures where the away supporter allocation is increased, this will come at the expense of the home seats and vice versa.

2.4 Parking

Car parking

- 2.4.1 The breakdown of the proposed surface car park (149 car parking spaces) to the west of the proposed water channel for mon match days and non-major event days is as follows:
- 71 standard bays;
 - 24 electric vehicle charging bays;
 - 52 accessible bays;
 - 2 accessible electric bays;
 - 4 motorcycle bays.

2.4.2 On match days the car parks will be occupied by disabled supporters, Club owners / directors, guests and supporters who have purchased a parking space as part of their match day ticket. On match days and major event days some car parking spaces will be occupied by broadcast vehicles. Accordingly, the car park capacity will be reduced. A breakdown is provided below:

- 25 standard bays;
- 6 electric vehicle charging bays;
- 52 accessible bays;
- 2 accessible electric bays;
- 4 motorcycle bays.

2.4.3 On account of match day road closures implemented close to kick off, and lasting for a time after the final whistle, entry and exit from the car park on match days will be restricted to certain time windows. It will also be necessary close to kick off and immediately post – match that access and egress to parking areas is restricted. This will provide circulation space to pedestrians.

Cycle parking

1.1.1 The new stadium will provide space of 152 cycles across the site, with room identified for expansion by 60 cycles to 212 in future should demand materialise.

2.4.4 This level of cycle storage will assist in encouraging this mode of sustainable travel. It is noted that very few supporters choose to cycle to matches at Goodison Park.

2.4.5 As part of the Match Day Transport Strategy, the use of cycle parking provisions at the stadium will be monitored. Subject to the level of demand for cycle parking, the Club may consider providing additional cycle parking in future years.

2.5 Match day activities: Plaza and Fanzone

2.5.1 There will be various activities taking place on match days within the Plaza area as part of a fanzone experience for supporters to meet, socialise and be entertained. The use of the fanzone may influence match day travel habits of supporters, resulting in some arriving early to the area to experience the fanzone and potentially dwell at the fanzone following the match. This will have the benefit of spreading transport demand across a longer period on match days.

2.5.2 The offer available at the fanzone will far exceed the existing entertainment offer at the current fanzone at Goodison Park. It will include:

- A stage;
- A mix of permanent and moveable concession stands offering food, drink, merchandise and other services;
- TV screens showing highlights and general Everton and football entertainment;
- Canopies for shelter and seating/table facilities so the fan zone can be used in poor weather;
- Pop up computer gaming tents;
- 'Beat the Goalie' & Junior 5 a side football pitches.

2.6 Match day staff

2.6.1 On match days at Goodison Park, approximately 1,200 staff are present on site. This is distributed across hospitality, media, hosting, catering, security, police and safety staff. It is noted that match day staff does not exclusively relate to staff employed directly by Everton. It

also extends to third party staff more generally; in loose terms it applies to anyone employed to work on match days at the stadium.

2.6.2 It is estimated that on match days at Bramley Moore Dock, there will be approximately 2,000 members of staff present. A breakdown is provided below:

- 900 catering staff.
- 800 staff consisting of stewards, security staff and emergency services.
- 200 Everton FC employees working in stadium operations, pitch staff, shop staff, hospitality and fan liaison.
- 100 external media broadcast and non-broadcast media.

2.6.3 A framework Staff Travel Plan has been submitted with this planning application which sets out measures which will be employed on match days to encourage match day staff to travel sustainable and use public transport, walking and cycling wherever possible.

2.7 Site access strategy

2.7.1 A site access strategy has been established for the stadium, which varies between match days and non-match days, to account for the difference in transport demand across various scenarios. Further details of the site access strategy for match days and non-match days are contained within the Transport Assessment document (ref. 10/K).

2.7.2 It should be noted that no servicing will take place on match days, with all required deliveries to take place up to a date before each match and waste removed from site in the days following the match. Similarly, media vehicles at the OBC will arrive up to one day before each match. Following the match, they will depart the site when crowds have safely dispersed the area.

3 Match Day Transport Strategy

3.1 Background

- 3.1.1 This section details the proposed Match Day Transport Strategy that has been developed to align with the defined objectives set by the Club. The strategy has also been developed to achieve the modal targets that have been set based on the available carrying capacities of each transport mode on match days.
- 3.1.2 The proposed strategy has been discussed in detail with Liverpool City Council, Merseytravel, Merseyrail and bus operators, and has been agreed by all stakeholders in the current form, prior to planning submission. Additionally, following planning submission in 2019 the strategy has been refined and improved (extension of parking zone to the north and improved disabled access measures). The changes made to the strategy since planning submission are set out in detail in Section **Error! Reference source not found.** and Appendix M of the Transport Assessment.

3.2 Transport Strategy objectives

- 3.2.1 The objectives of the Match Day Transport Strategy as introduced in Section 1 are contained below:

- Make the stadium easy to get to, and easy for supporters to get home.
- Establish travel patterns which are safe, convenient and sustainable.
- Provide supporters with a real choice of travel options.
- Wherever practical, encourage sustainable modes of travel for supporters.
- Make efficient use of existing public transport infrastructure station as a public transport hub.
- Encourage supporters to use Liverpool city centre and Bootle town centre as transport hubs.
- Take reasonable measures to reduce the impact on residents and businesses as far as practical.

3.3 Proposed Transport Strategy

- 3.3.1 Some of the key elements of the Match Day Transport Strategy are illustrated in Figure 2. This represents how the Match Day Transport Strategy will work for the various modes on the transport network.

LEGEND

- HARD ROAD CLOSURE
- SOFT ROAD CLOSURE
- DIVERTED TRAFFIC
- COACHES
- SHUTTLE BUS
- COMMERCIAL BUS
- TAXI DROP OFF
- TRAFFIC RESTRICTIONS
- BARRIER
- 30 MINUTE WALKING ISOCHRONE

Map Labels:

- BRAMLEY MOORE DOCK
- PRIVATE
- MOORFIELDS
- JAMES STREET
- LIME STREET
- RESIDENTIAL AREA REQUIRING EVENT DAY PARKING CONTROLS
- NORTHERN INDUSTRIAL AREA REQUIRING EVENT DAY PARKING CONTROLS
- INDUSTRIAL AREA REQUIRING EVENT DAY PARKING CONTROLS
- RESIDENTIAL AREA REQUIRING EVENT DAY PARKING CONTROLS
- EXISTING CONTROLLED PARKING ZONE
- PARKING CONTROLS UNDER REVIEW BY LCC
- EXISTING CITY CENTRE PARKING ZONE

Scale: 0, 250m, 500m

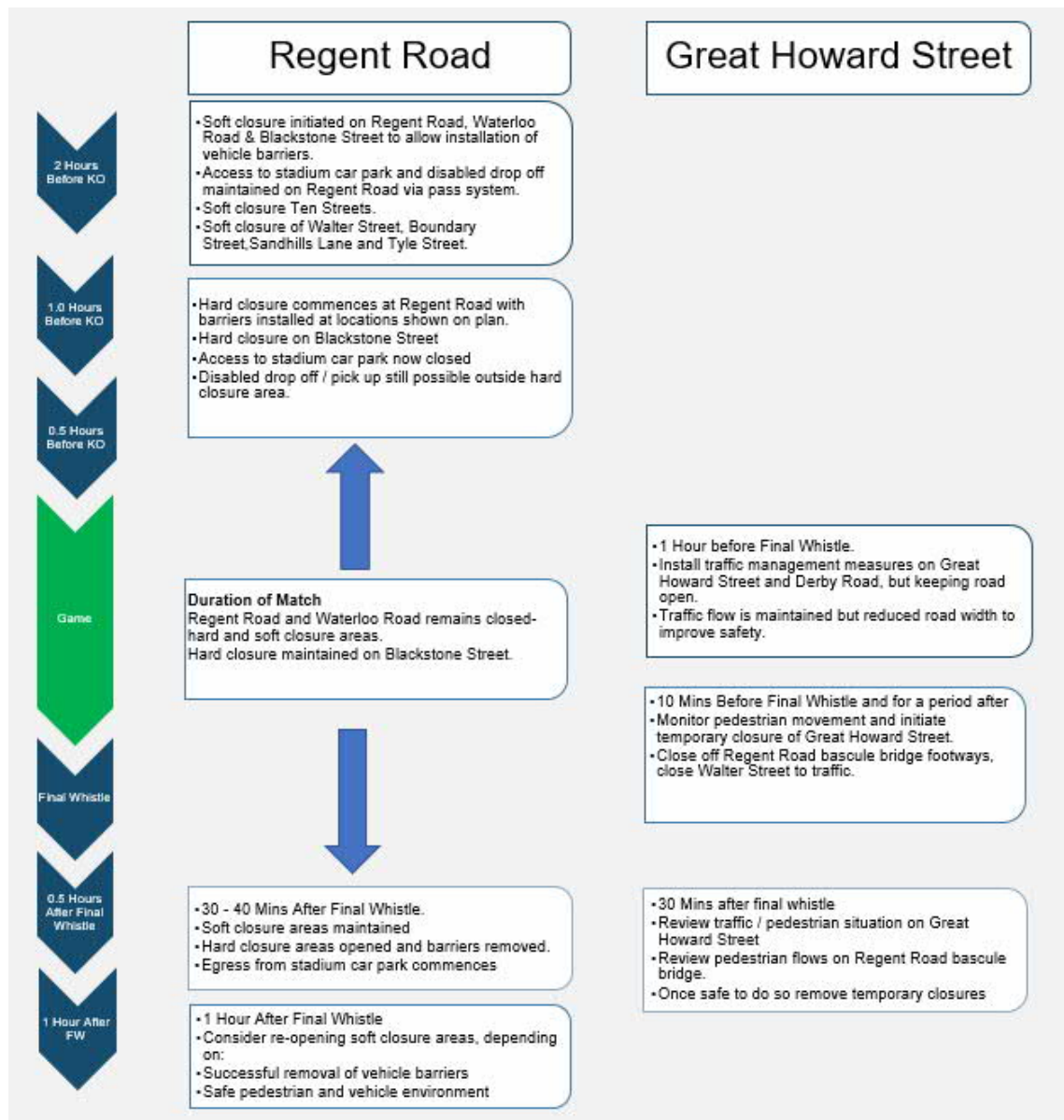
Copyright: © Matt MacDonald
This document is issued for the party which commissioned it and for specific purposes connected with the capitalised project only. It should not be relied upon by any other party or used for any other purpose. We accept no responsibility for the consequences of this document being relied upon by any other party, or being used for any other purpose, or containing any error or omission which is due to an error or omission in data supplied to us by other parties.

3.3.2 A summary of the key elements within the Match Day Transport Strategy is outlined below.

3.4 Traffic restrictions and temporary road closures

- 3.4.1 A series of road closures will be implemented immediately around the stadium and local streets, before, during and after the match. These closures have been recognised as necessary following engagement with the Police and Liverpool City Council. The rationale for these road closures is to support crowd safety and discourage large volumes of vehicles entering the area.
- 3.4.2 It should be noted that the timings of the restrictions and closures outlined in this section are indicative only. The final timings of the closures will be agreed with Liverpool City Council and the Police prior to stadium opening. Furthermore, once the stadium opens the timings of the closures will be constantly reviewed and refined, as will all traffic management interventions to be implemented on match days.
- 3.4.3 Figure 3 below provides a basic summary of the indicative closure timings. This contains details on the timeline of key closures on Regent Road and the A565 Great Howard Street.

Figure 3: Match day road closure timings



Source: Mott MacDonald

- 3.4.4 The road closures will be a mix of 'soft closures' where access for local businesses and residents will be maintained, and 'hard closures' where no vehicles will be permitted except for emergency vehicles.
- 3.4.5 A match day control centre will be established within the new stadium to allow the Police, Everton security and the match day traffic management team to be in constant contact. United Utilities and The Peel Group will also be in constant contact to coordinate any access or works that may be required on the adjacent Wastewater Treatment Works to the north (United Utilities) or at Liverpool Waters (The Peel Group).

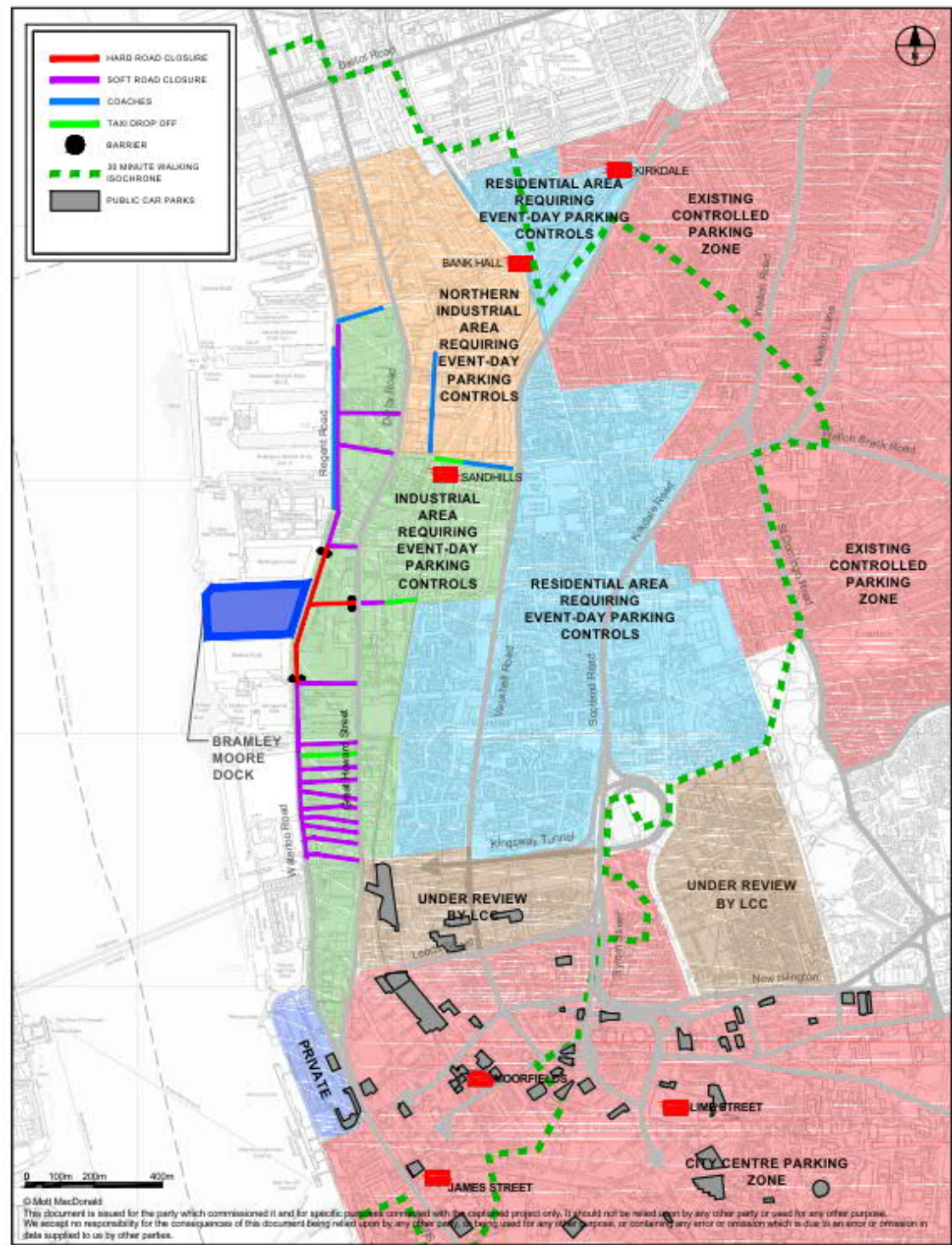
Vehicle signage

- 3.4.6 There will be a requirement to warn motorists on match days of the traffic management measures that will be in place and to avoid the stadium area where possible. This will be achieved via new modern VMS signage that will be equipped with LED technology. These new signs will be able to display text and images. These signs (which are currently under trial by LCC with a view to them being installed city wide) will be located on key vehicle routes on approach to the stadium so that motorists can make a detour if necessary, well in advance of the stadium area.

3.5 On-street parking management

- 3.5.1 On-street parking in the vicinity of the new stadium will require new controls to ensure supporter parking does not hinder access for local businesses and residents. This will also help to improve pedestrian safety in the area and encourage supporters to use sustainable modes of travel.
- 3.5.2 The proposed parking management strategy is shown in Figure 4 below. The primary focus of the strategy will be to deter parking in the industrial and residential areas to the east of the stadium, through extending the existing Football Match Controlled Zone parking restrictions which currently covers the area around Goodison Park and Anfield Stadium.
- 3.5.3 The area to the south of the stadium will be protected around the 'Ten Streets' to prioritise businesses parking and access through a permit system.

Figure 4: On-street parking management measures

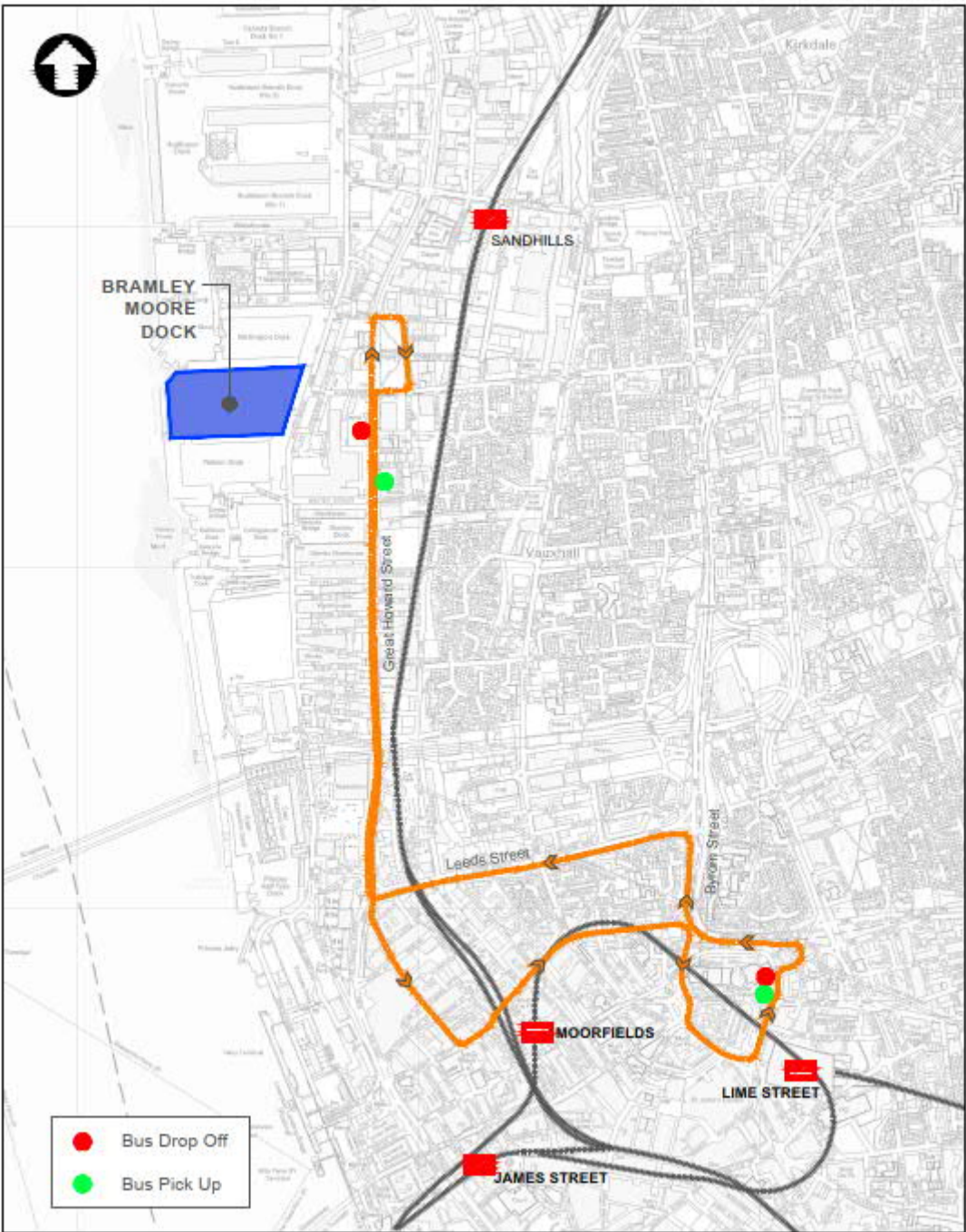


Source: Mott MacDonald

3.6 Shuttle bus

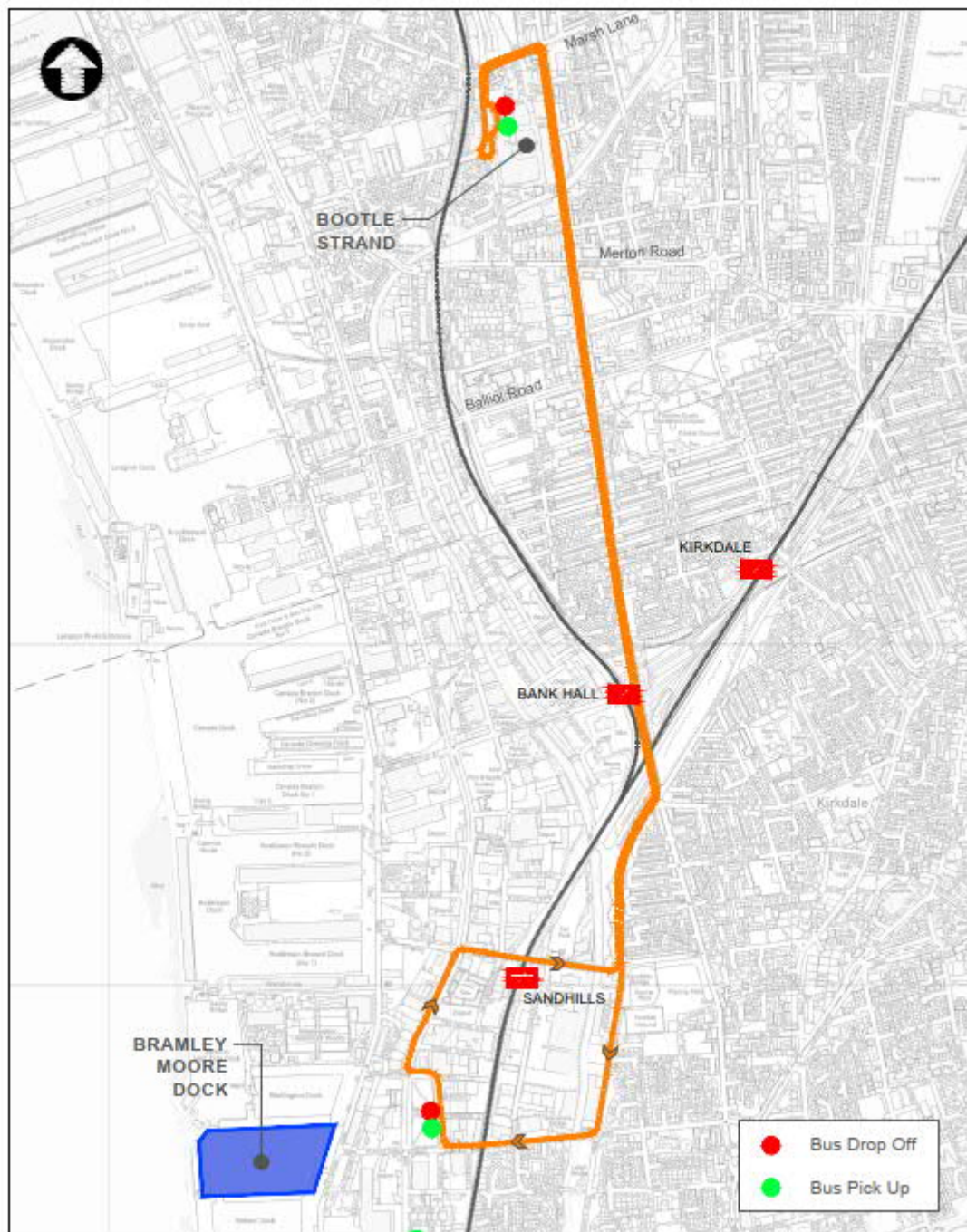
- 3.6.1 Two shuttle bus routes will operate to carry supporters to and from Bramley-Moore Dock in the pre- and post-match periods. The first service will run between the stadium and Liverpool city centre. The other service will run between the stadium and Bootle town centre.
- 3.6.2 Provisional routes have been discussed with bus operators. The final details of the routes, stops, and operation will be determined following planning permission. An illustration of indicative bus routes is provided in Figure 5 and Figure 6.
- 3.6.3 The city centre shuttle would run on a frequent basis from St John's Lane at Lime Street, to Derby Road northbound, south of Blackstone Street in the pre-match period. The service would then run from Derby Road southbound, south of the junction with Boundary Street to St John's Lane in the post-match period. In this way the service will pass close to Moorfields, James Street and Lime Street stations. An indicative route is shown in Figure 5.
- 3.6.4 Shuttle buses from Bootle would drop off and pick up from Boundary Street northbound adjacent to Atlantic Park. In Bootle, the main stops could include Bootle bus station as the terminus, and additional stops on Stanley Road near the Merton Inn and close to car parks could be considered. An indicative route is shown in Figure 6.

Figure 5: Indicative city centre shuttle bus routes



Source: Mott MacDonald

Figure 6: Indicative Bootle town centre shuttle bus route



Source: Mott MacDonald

3.7 Commercial bus

- 3.7.1 Commercial service buses are expected to operate to their existing timetables along corridors in the area, namely Vauxhall Road, Stanley Road, Scotland Road and Great Homer Street. Subject to the level of demand, discussions with bus operators has revealed there will be scope to increase capacity for services in future years.

- 3.7.2 The existing services provide links between the city centre to a range of destinations primarily north including Bootle, Netherton, Walton, Aintree, Maghull and Kirkby.

3.8 Train travel

- 3.8.1 Sandhills station's proximity to the new stadium means demand for rail travel via Sandhills is likely to be high. To manage this demand and ensure pedestrian safety particularly on the platform, corraling outside the station will be in operation in the post-match period. This will take place within an area of hardstanding to be provided on land owned by Merseytravel outside the existing station. In the pre-match period, there will not be a need for any special measures, with rail staff providing support when required.
- 3.8.2 The corraling system in the post-match period will ensure that capacity on the platform is not exceeded and all supporters can be directed to their desired train. This system will be marshalled, with each queue called to the platform via the subway in the interval between trains arriving at the station to ensure an efficient boarding process. The system will be refined in greater detail in consultation with Merseytravel, Merseyrail and Network Rail prior to the completion of the new stadium to ensure the process is safe and efficient, to maximise train capacities and reduce passenger waiting times.
- 3.8.3 Rather than wait, some supporters may elect to walk to other stations in the area, either Bank Hall or Kirkdale to the north, or to city centre services in the south.

3.9 Taxi

- 3.9.1 A taxi strategy has been developed for the new stadium to ensure black cab taxis and private hire taxis can safely and efficiently support travel to and from Bramley-Moore Dock.

Black cabs

- 3.9.2 Three taxi ranks will be provided for black cabs for supporters to use, particularly in the post-match period where taxis can rank up and carry supporters away from the area. The following ranks will be provided:
- Northern Rank – Sandhills Lane
 - Central Rank – Boundary Street
 - Southern Rank – Dublin Street

Private hire taxis

- 3.9.3 As private hire taxis traditionally tend to prefer to pick up and drop off away from congested areas for football matches and major events, there will not be a dedicated private hire taxi drop off and pick up area. Private hire taxis will use roads a short walk away from the stadium to avoid congestion and not become constrained via the road closures that will be enforced on match days.

3.10 Private car drop-off and pick-up

- 3.10.1 Disabled supporters will be able to be dropped off on Regent Road outside of the Bramley-Dock wall within laybys which are currently being constructed on street as part of the ongoing roadworks here. This drop off area will be marshalled and available until one hour before kick-off when the area is placed under hard closure.
- 3.10.2 Because of the need to close the area to traffic via a hard closure, for pedestrian safety it will not be possible to accommodate disabled drop off or pick up during the hard closure. The only

vehicular traffic permitted in the hard closure area will be for emergency vehicles only. It will be possible however for blue badge holders, taxis and cars with disabled passengers to drop off disabled passengers within the soft closure area.

- 3.10.3 For other supporters being dropped off or picked up no access will be possible to the areas under hard and soft closure. Therefore, up to two hours before the match supporters can be dropped off outside the stadium on Regent Road. With soft closures in place from 2 hours before kick-off supporters will need to be dropped off remotely outside the soft closure areas.
- 3.10.4 Side roads off Great Howard Street and Derby Road as well as other north-south routes such as Vauxhall Road, Commercial Road, Stanley Road and Scotland Road will be popular for this purpose. Similar to private hire taxis, drivers will not wish to pass too close to the soft closure areas and get caught in any congestion particularly in the post-match period when Great Howard Street will be closed temporarily.
- 3.10.5 In this way drop off and pick up traffic during road closure period will take place remote from the site and will be widely dispersed on the road network

3.11 Coach parking

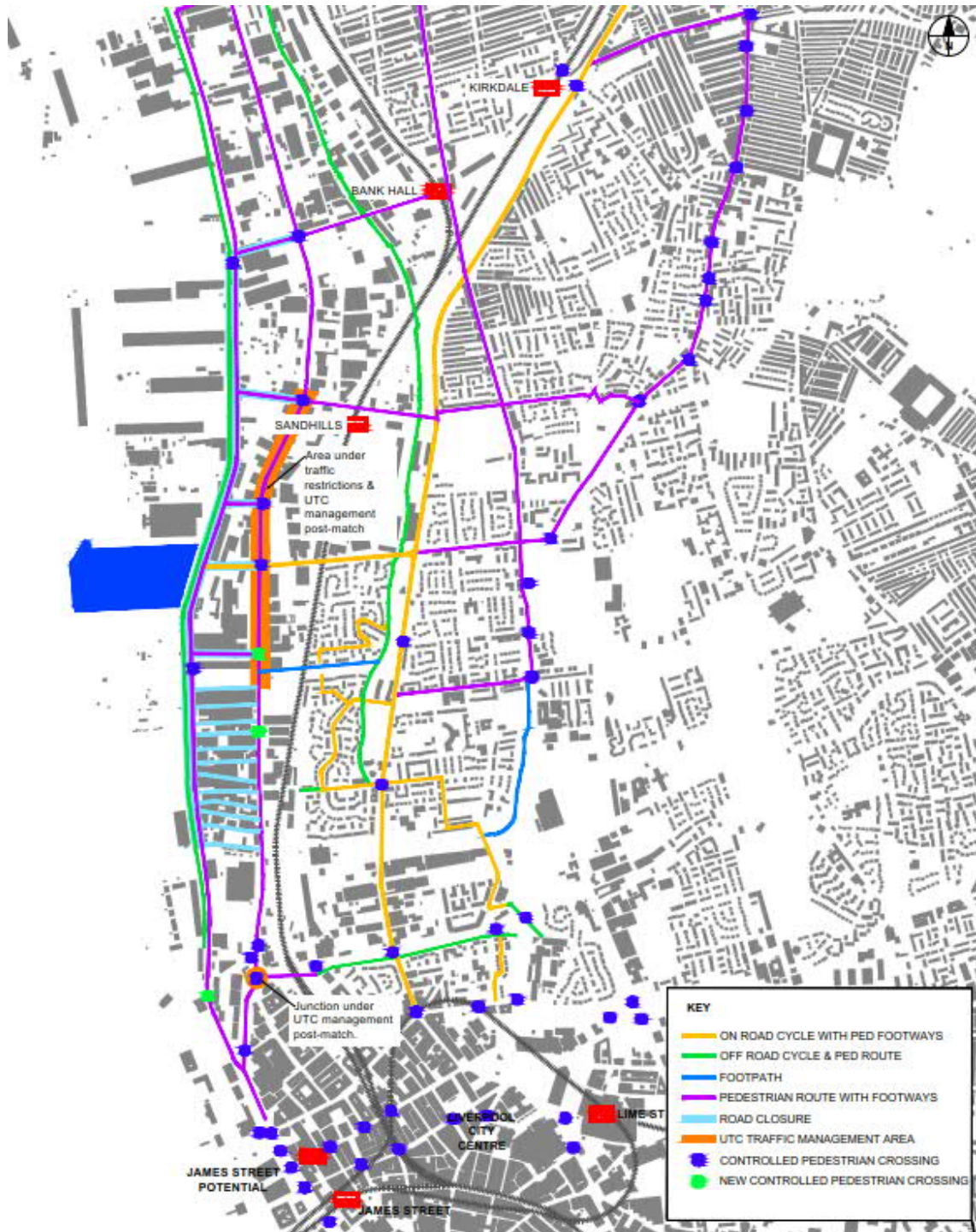
- 3.11.1 Coach parking will be provided across several locations, namely Regent Road, Bankfield Street, Bankhall Lane and Sandhills Lane. The coach bays will be temporary and operate on match day only, controlled by traffic management stewards.
- 3.11.2 The away coach parking will be provided on Regent Road north of the stadium, within the road closure. This ensures a short walk to the away supporter's section within the stadium.

3.12 Walking

Walking routes

- 3.12.1 Due to the pre- and post-match temporary road closures and traffic restrictions, there will be greater space for pedestrians on streets outside the stadium on match days. The area will also benefit from Liverpool City Council's major highway works set to be delivered through the North Liverpool Key Corridor Scheme. These works will significantly improve pedestrian and cycle connectivity with improved footways along Regent Road and the A565 Great Howard Street, and a new segregated cycleway running along Regent Road.
- 3.12.2 Pedestrian routes to the south linking the city centre are currently under redevelopment as part of the above scheme and this will provide a safe route by foot to the city centre. Liverpool City Council will also use their Urban Traffic Control (UTC) system which will control signal timings and ensure pedestrians have enough time to cross at signalised crossings. Figure 7 shows the pedestrian facilities in the area that will be available on match days.
- 3.12.3 Pedestrian routes to the north will be supported in the area around the stadium through the temporary road closures which will ensure pedestrians can safely walk northwards to access coach and car parking. This also applies for pedestrian routes east towards Sandhills station and shuttle buses. The series of hard and soft road closures and the UTC's control of signal timings will ensure pedestrian movement is safe and efficient, particularly in the post-match period when large volumes of supporters are egressing at once.
- 3.12.4 Figure 7 shows the pedestrian amenities that will be available to supporters on match days in the vicinity of the stadium.

Figure 7: Pedestrian facilities on match days



Source: Mott MacDonald

Pedestrian signage

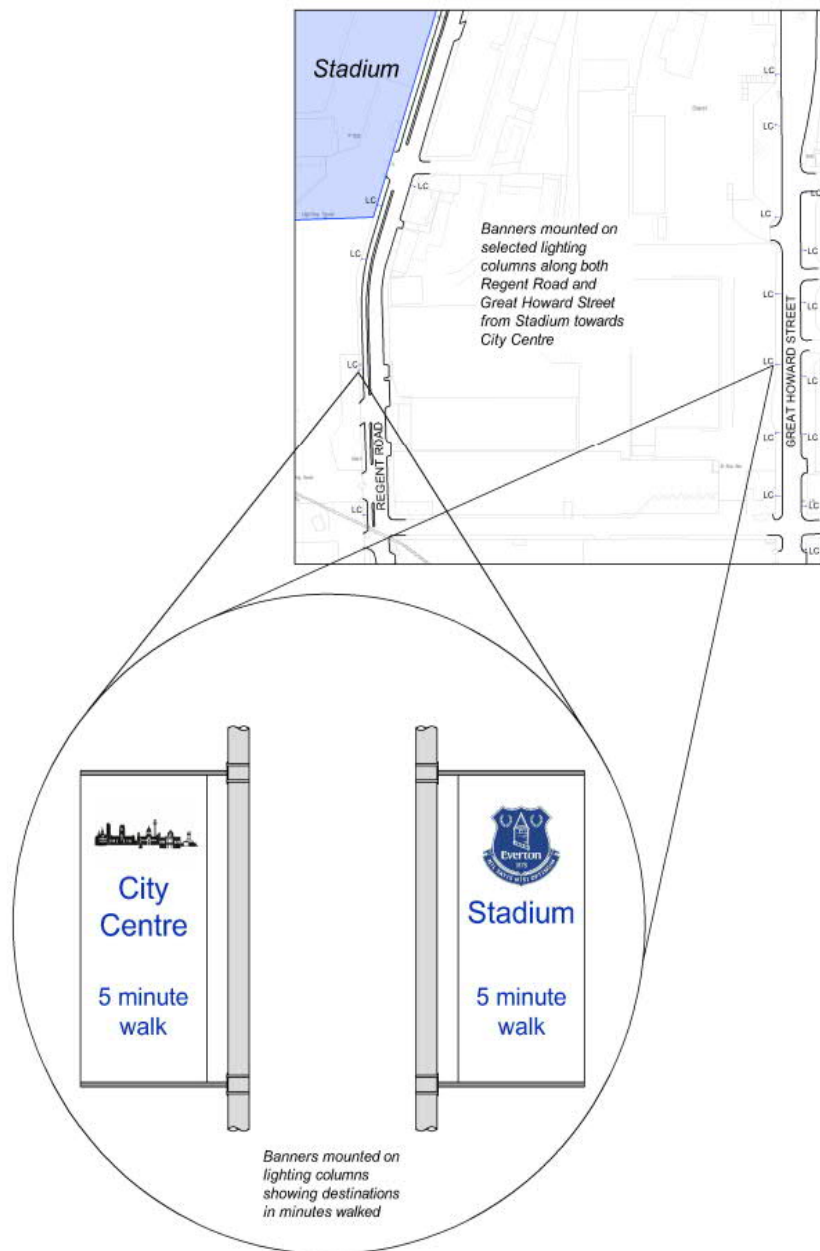
3.12.5

Although the use of smart phones to navigate our way around cities is now becoming the norm for many of us, it will still be important that signage is provided to assist those pedestrians who

are unfamiliar with the area. Improvements to wayfinding will be delivered to ensure pedestrians are directed along the correct routes to and from the stadium. These improvements will provide signage along key walking routes to the stadium from the city centre, Sandhills station, taxi ranks and key bus stops. These routes include Regent Road, A565 Great Howard Street, Boundary Street, Vauxhall Road, Scotland Road and Sandhills Lane.

- 3.12.6 Figure 8 illustrates a signage type that is already used around Goodison Park and other UK stadia that could be adopted on key walking routes around Bramley-Moore Dock. The sign consists of a banner fixed onto existing lighting columns.

Figure 8: Indicative pedestrian signage at Bramley-Moore Dock



Source: Mott MacDonald

3.13 Disabled Supporters

- 3.13.1 As with Goodison Park, prior to the opening of Bramley-Moore Dock, the Club will publish an access guide, consult and communicate with disabled supporters via various media on the travel options available to them on match days.

Travel by car:

- 54 accessible parking spaces will be available to supporters at the stadium and will be allocated by the Club;
- Disabled supporters will be able to be picked up and dropped off immediately outside the stadium on Regent Road up to one hour before kick-off and a period following final whistle once crowds have dispersed. Marshals will allow vehicles with disabled passengers or 'blue badge' holders through the soft road closures to access this area;
- During the hard closure periods 'blue badge' vehicles and vehicles carrying disabled passengers will be permitted access within the soft closure areas to pick up and drop off;
- Details of off-site car parks, along with walking distances will be provided to disabled supporters to assist those travelling by car on the most appropriate off-site car parks to use;
- A shuttle service will be provided by the Club free of charge to disabled supporters between Stanley Park car park and the stadium.;

- 3.13.2 Because of the need to close the area to traffic via a hard closure, for pedestrian safety it will not be possible to accommodate disabled drop off or pick up during the hard closure. The only vehicular traffic permitted in the hard closure area will be for emergency vehicles only. It will be possible however for blue badge holders, taxis and cars with disabled passengers to drop off disabled passengers within the soft closure area.

Shuttle services for disabled supporters

- 3.13.3 The Club will provide free of charge match day mini bus services between high capacity car parking, Sandhills train station and the stadium. Disabled supporters will be required to register on the Club's website and pre-book their journeys. The detailed operation of the shuttle will be agreed following any planning permission granted and will form a planning condition to the approval.

Train

- 1.1.1 Sandhills station is equipped with accessibility compliant access, with step free access to all platforms from the street via a lift and ramps. Once Merseyrail's new rolling stock is operational on the network later this year passengers will benefit from step – free access from platform to train.
- 1.1.2 We consider that in combination with the shuttle service for disabled supporters that train travel from Sandhills will be attractive for some disabled supporters who live nearby a Merseyrail station.

Taxi

- In the pre match period taxis will be able to drop off disabled passengers immediately outside the stadium on Boundary Street up to one hour before kick-off. One hour before kick-off up to final whistle disabled passengers can be dropped off in soft road closure areas.

- For black cabs the closest taxi rank to the stadium will be on Boundary Street approximately 350m from the stadium and will continuously operation all match day. In the post-match period, for those not able to travel this distance the free shuttle service for disabled supporters will provide a connection to Sandhills Station where a taxi rank is proposed.

Coach

- 3.13.4 For those disabled supporters choosing to travel by coach, supporter coaches with a high occupancy of disabled supporters will be permitted priority to use the closest coach parking areas on Regent Road or coach parking bays at Sandhills Station (for connection to stadium shuttle services). It will be the responsibility of the coach operator to notify the Club well in advance of the fixture so that the necessary traffic management arrangements can be made.

3.14 Transport Working Group and monitoring

- 3.14.1 Overseeing, guiding and maintaining the transport strategy will be the Transport Working Group. This is proposed to be made up of senior members of the following organisations:

- Everton FC.
- Liverpool City Council.
- Merseyside Police.
- Merseytravel.
- Merseyrail.
- Network Rail.
- Bus operators.
- Taxi representatives.
- Everton's incumbent traffic management company.

- 3.14.2 The group will meet regularly to review the performance and the transport strategy and then adjust and refine as necessary to address any emerging transport issues. Through the consultation process both United Utilities and Peel Holdings as site neighbours have requested to join the Transport Working Group. Furthermore, as a neighbouring Local Authority Area Sefton Council has requested membership. All three parties will be able to join the group following any planning approval granted to the stadium.

3.15 Marketing Strategy

- 3.15.1 Everton have played at Goodison Park for over 125 years and most supporters are fixed in their habits and have a regular way of travelling to and from the stadium. The results of the supporter travel survey revealed a willingness for supporters to change the way they travel to the match, with a swing towards public transport modes away from car.
- 3.15.2 Everton recognise the importance of the stadium move and the opportunity for change this presents in terms of travel. As travel habits are currently well established, a key challenge will be to make supporters aware of the travel options that will be available to them before they travel to their first game.
- 3.15.3 The club are planning a wide scale and inclusive marketing strategy to make all supporters aware of the travel choices which will be available to them, particularly the quality and convenience of sustainable match day travel modes.
- 3.15.4 The marketing is planned to be undertaken through a variety of formats and mediums, such as the EFC website, the EFC app, information distributed with season tickets, displaying travel

information around the stadium and announcements on the stadium screens and tannoy. These would be developed in consultation with transport operators.

3.15.5 A Staff Travel Plan (ref. 11/I) has been prepared to specifically address how staff travel to the stadium on match and non-match days. Within this, several measures are proposed to raise awareness of travel options for staff to ensure they are also encouraged to use sustainable transport to access the stadium.

3.15.6 The way staff travel to the stadium is proposed to be measured and monitored by a Travel Plan Co-ordinator who will work with the Transport Working Group to address any arising transportation and access issues.

3.16 Summary

3.16.1 Moving forwards, this strategy is therefore based on implementing a series of interventions that will utilise the network's infrastructure and provide new measures to provide safe, sustainable and efficient access and egress to the stadium on match days to support the key objectives of the strategy.

4 Summary

- 4.1.1 The Match Day Transport Strategy has been developed to achieve the main objectives set by Everton:
- Make the stadium easy to get to, and easy for visitors / users to get home.
 - Establish travel patterns which are safe, convenient and sustainable.
 - Provide supporters with a real choice of travel options.
 - Wherever practical, encourage sustainable modes of travel for supporters.
 - Make efficient use of existing public transport infrastructure
 - Encourage supporters to use Liverpool city centre and Bootle town centre as transport hubs.
 - Take reasonable measures to reduce the impact on residents and businesses as far as is practical.
- 4.1.2 The implementation of the Transport Strategy will ensure that a modal choice can be provided to all supporters travelling to Bramley-Moore Dock and that sustainable modes of transport are attractive and accessible, to reduce reliance upon private vehicles for match day travel.
- 4.1.3 The Match Day Transport Strategy has been informed by a baseline analysis to understand the existing capacity on the existing transport network and an analysis of the supporter travel survey to establish an emerging target modal split for each travel mode on match days. More detail on this is provided in the Transport Assessment which accompanies this planning application. Extensive pre- and post-application consultation has been undertaken with Liverpool City Council, Merseytravel, Merseyside Police, Sefton Council as well as public transport operators to agree the mechanics of the strategy and to refine it.
- 4.1.4 The Strategy follows an approach of encouraging access by sustainable modes such as public transport and walking. Parking restrictions and temporary road closures will limit vehicle access providing more space for pedestrian movement.
- 4.1.5 The measures proposed will provide high quality public transport services on match day through the operation of multiple shuttle buses both south to the city centre and north to Bootle and safe corraling to ensure demand for rail travel at Sandhills can be managed in the post-match period. There will also be formal taxi ranks and enhanced wayfinding signage along key walking routes.
- 4.1.6 The formation of a Transport Working Group will ensure that that strategy is monitored on a regular basis, with any issues arising being reviewed and addressed.
- 4.1.7 The Match Day Transport Strategy has demonstrated how the development for a new stadium at Bramley-Moore Dock and the associated travel demand it is anticipated this will generate, can be accommodated on the existing transport network.
- 4.1.8 To accommodate this travel demand, the proposed interventions outlined in this report will be adopted on match days. This will ensure the objectives of the Transport Strategy and target modal splits set out in the Transport Assessment. The proposed interventions represent a balanced approach across a range of modes, making best use of existing infrastructure and promoting sustainable travel in a realistic and achievable manner.

