

**Colchester Borough Council on behalf of Colchester
Community Stadium Limited**

**WESTON HOMES COMMUNITY STADIUM TRAVEL
MANAGEMENT PLAN
(WHCSTMP)**

3 June 2011

CONTENTS

INTRODUCTION	1
Definitions	1
Purpose of the Stadium Travel Management Plan	1
Context for the Stadium Travel Management Plan.....	2
CONDITIONS	6
Condition 54.....	6
STADIUM TRAVEL MANAGEMENT PLAN.....	9
Requirements of the Stadium Travel Management Plan	9
Management of the Plan	9
Component of the Plan - Travel Concessions	10
Component of the Plan - Park and Ride Sites	11
Component of the Plan – Shuttle Buses	11
Component of the Plan – Controlled Parking Zones	12
Component of the Plan – Control of Vehicle Movement.....	12
Component of the Plan – Football Specials	13
Component of the Plan - Visiting Teams	13
Component of the Plan – Publicity and Education	13
Appendix 1 Staff Travel Plan.....	15
Appendix 2 Travel Mangement Plan Governance.....	18
Appendix 3 Publicity Check List	19
Signatories	20

1 INTRODUCTION

1.1 Definitions

- 1.1.1 Stadium Board – the board of Colchester Community Stadium Limited.
- 1.1.2 Stadium Management Company – the company appointed by the Stadium Board to manage the day to day running of the Stadium.

1.2 Purpose of the Stadium Travel Management Plan

- 1.2.1 This Travel Plan presents the formal document which sets out the package of measures to discharge the composite of Planning Conditions and Section 106 Obligations which are placed on the occupation and operation of the Colchester Community Stadium by virtue of the planning permission granted under application number F/COL/06/1727.
- 1.2.2 The purpose of the document is to establish the principles by which Weston Homes Community Stadium can be a safe and accessible venue for spectators, visitors and workers to attend, whilst minimising the effect of the stadium on local residents and neighbourhoods. This document will not set out a prescriptive methodology for managing travel to the Community Stadium, but will provide a framework which, it is anticipated, will evolve with the development of the stadium, the success of events including football matches and the changing transport infrastructure of Colchester and the sub region.
- 1.2.3 The plan emphasises a reduction in the dependency to travel to by car to Weston Homes Community Stadium by providing a network of public transport options and other sustainable modes of transport. This is complimented by a series of safe, managed car parking opportunities in and around the stadium which offers a balance of accessibility for these attending events, viability for Colchester United Football Club and the Stadium Management Company and the minimum disruption possible for local communities.

1.2.4 The package of measures comprises physical measures, management measures and educational measures. The complete package of each type of measure set out in this report is intended to be dynamic and subject both to refinement and where necessary being supplemented by extra items.

1.2.5 The initial individual components are set out in Section 3 of this report. Before that Section 2 considers the matter of conditions precedent and Grampian Conditions which, whilst not addressed by the operational Travel Plan, must properly be considered to ensure that all appropriate obligations are discharged.

1.3 Context for the Stadium Travel Management Plan

1.3.1 Application number F/COL/06/1727, was granted a planning consent as a replacement to consent F/COL/01/1622 in order to allow the Community Stadium to be occupied in advance of delivery of a proposed new junction with the A12 formed by the extension of the Northern Approaches Road. The new junction is now in place however, the Northern Approach Road project is in progress.

1.3.2 The planning consent for the Stadium relates to Application Number F/ COL/06/1727 and has appended to it several planning conditions which should be considered alongside the Stadium Travel Management Plan as follows, and must be discharged as either conditions precedent or Grampian type conditions.

1.3.3 The Stadium Travel Management Plan must ensure that any specific physical measures set in place in order to discharge the planning conditions must be maintained in place.

1.3.4 With respect to the matter of conditions these are addressed in Section 2.

1.3.5 **Condition Number 11** on the planning consent is relevant to this Travel Plan:

Any event within the hereby permitted Community Stadium that would have an attendance in excess of the licensed capacity of 10,000 visitors will be considered as a 'Large Event' and shall require the prior written approval of a Travel Management Plan by the Local Planning Authority which shall be submitted at least 28 days prior to the event.

1.3.6 Such events would most likely comprise on the pitch events such as concerts, classical music events or theatrical shows. No such events will therefore be allowed unless and until a bespoke Transport Plan has been submitted to and agreed in writing by, the Local Planning Authority. Discharging this obligation will be a requirement of each and any proposed Large Event.

1.3.7 **Condition 12** is also relevant:

There shall be no more than 667 car-parking spaces in connection with the Community Stadium. This number was in accordance with National Parking Standards.

1.3.8 **Condition 54** is relevant:

Prior to the development allowed under application F/COL/06/1727 being brought into use, a package of measures must be agreed in writing by the local planning authority in liaison with the highway authority as part of the development of a Stadium Travel Management Plan, the purpose of which would be inter alia, to ensure that the operational performance of the local road network is not compromised. The package of works shall include, but not exclusively;

(i) the provision of advance direction signage,

(ii) the promotion of traffic regulation orders,

(iii) the promotion of additional traffic management measures including the development of short term traffic signal controller time plans,

(iv) the provision of pedestrian, cycle and public transport facilities, and

(v) other measures as may reasonably be required by the Local Highway Authority linked to the permitted development, to mitigate the highway impact of the development hereby consented.

No part of the Stadium building and Ancillary development contained within that building together with car parking, coach parking and common manoeuvring and safety areas shall be occupied or brought into use unless and until the package of measures developed as part of the Stadium Travel Management Plan have been implemented to the satisfaction of the Local Planning and Highway Authority.”

1.3.9 **Condition 55** is a Grampian type condition on development as follows:

No part of the Stadium building and Ancillary development contained within that building together with car parking, coach parking and common manoeuvring and safety areas shall be occupied or brought into use unless and until the east-west route, as indicatively shown in Savell Bird & Axon Drawing Number N60744/01 has been implemented to the satisfaction of the Local Planning Authority, unless otherwise agreed in writing by the Local Planning Authority.

1.3.10 Both the previous consent and that granted under F/COL/06/1727 have a clear obligation set out in a formal Section 106 agreement to deliver a detailed Travel Management Plan.

1.3.11 The requirements of the Travel Management Plan are addressed in Section 3.

1.3.12 With respect to matters relating to the layout and design of the Stadium itself these are not items dealt with in the Travel Management Plan but are addressed in the reserved matters application and consent.

1.3.13 Finally, with respect to matters relating to the provision of a Travel Plan for day to day, non event day uses of the Stadium Building, Appendix 1 to this document includes the formal obligations set out within the Section 106 agreement.

- 1.3.14 Discharging the obligation outlined in 1.2.12 is not a matter directly related to the Stadium Travel Management Plan but must be properly addressed by the Stadium Board in discussions with the Local Authority and the prospective tenants or occupiers of non event day space.
- 1.3.15 Accordingly the governance framework is included at Appendix 2 for completeness with the requirement for discharging the Weston Homes Community Stadium Travel Management Plan (WHCSTMP) is an obligation being imposed on the Stadium Management Company at the time of occupation of the Stadium site.

2 CONDITIONS

2.1 Condition 54

Condition 54 is explained in more detail in this section

- 2.1.1 **Bullet point i) requires** a package of advance directional signage to advise travellers to the Stadium of the desired routes for approaching both the Stadium and the Stadium Park and Ride.
- 2.1.2 The recommended package of measures have been introduced. Illumination of some of these signs remains outstanding. A target date of the end of 2011 has been set for these.
- 2.1.3 Advisory routes have been publicised to ensure that the effects of road borne travel to the Stadium are minimised on the areas of Mile End and Highwoods.
- 2.1.4 With respect to the matter of wider area advance directional signage specific discussions took place with the Local Highway Authority resulting in a package of signs.
- 2.1.5 It is important to recognise that the proposed advanced directional signage strategy will need to be amended once the Northern Approaches Road is continued up to and including a new junction with the A12. An Action Plan needs to be devised by the end of 2011 for the introduction of these signs. (By whom? This is a comment and should be reflected as an action or series of actions against individuals or bodies).
- 2.1.6 Temporary signage is currently in place at the A12 junction with A1232 Ipswich Road to direct traffic to parking areas.
- 2.1.7 **Bullet point ii) requires** the identification of a package of Road Traffic Regulation Orders.
- 2.1.8 A recommended package of Traffic Regulation Orders has been put in place.

- 2.1.9 In consultation with the highway authority, Essex County Council, the Clearway on the first section of the East West Route was extended up to and including Boxted Road.
- 2.1.10 A clearway has been established on Severalls Lane. This also extends northwards along Langham Road, as far as Langham Lane.
- 2.1.11 Finally the existing clearway on Boxted Road from Ford Lane Roundabout has been extended to a point beyond some 340 metres north of the A12 bridge.
- 2.1.12 As part of this extension to the Clearway, the 30mph limit has been extended just north of the A12 bridge
- 2.1.13 However, these works remain uncompleted as the signage is not illuminated. This renders the traffic regulation orders unenforceable and this situation needs to be resolved before the end of 2011. (How? By whom?)
- 2.1.14 **Bullet point iii) requires** the identification of a package of traffic management measures to ensure that adverse impacts do not result in the surrounding area from the need for travel resulting from implementation of the Stadium consent.
- 2.1.15 Additional traffic management measures have included additional shuttle bus routes, the promotion of a new public pathway from Highwoods, the promotion of alternative parking options through leaflets handed to drivers once the car park is closed and the future development of a Park and Ride facility at the new A12 Junction. Measures will be reviewed on a regular basis and added to where required.
- 2.1.16 An integral part of the WHCSTMP is the system of stewards. This plan does not define the location of stewards due to expected variation in the types of events, modes of transport used and level of attendance. A stewarding plan has been developed based on matchday experiences and feedback from the Community. This will continue to be adjusted according to the changes in demands.

2.1.17 **Bullet point iv) requires** the identification of a package of traffic, pedestrian, cycle and public transport measures. These are presented in the traffic management plan referred to in section 2.1.13.

- i) The management of pedestrians exiting the stadium in a westerly direction has been managed through a system of road closures. Approval for this is reviewed on an annual basis by Essex Police and Essex County Council.

3 STADIUM TRAVEL MANAGEMENT PLAN

3.1 Requirements of the Stadium Travel Management Plan

- 3.1.1 The requirements of the Stadium Travel Management Plan are defined at Annexure E of the Section 106 Agreement which forms the basis for the following section.
- 3.1.2 The Stadium Travel Management Plan applies to all events held at the Stadium, but will only be applied to the extent necessary to satisfy the aims of the plan, planning conditions and the Section 106 agreement.
- 3.1.3 Any events requiring a Stadium Travel Management Plan should be notified to the Local Planning Authority using reasonable endeavours to ensure that the Event Day Notice has been served at least 28 (twenty eight) days prior to the Event Date.
- 3.1.4 Should the Stadium Management Company or any tenant of the Stadium wish to host a Large Event, defined as an event where the anticipated attendance will be greater than 10,000, a bespoke Travel Plan must be submitted to the Local Planning and Highway Authority as part of an application for a special licence from the Stadium licensing authority.
- 3.1.5 The bespoke Travel Plan will require the written approval of the Planning Authority at least 28 (twenty eight) days prior to the event.

3.2 Management of the Plan

- 3.2.1 Governance of the Travel Management Plan is detailed in Appendix 2.
- 3.2.2 The Stadium Board shall be responsible for implementing the Travel Management Plan.
- 3.2.3 The Stadium Board has established a Travel Strategy Group which meets at regular intervals of not less than twice per year, to consider transport matters associated with the use of the stadium and how they might be resolved. The Group is established under the direction of the Stadium Management Company (forming part of their KPIs) and is to include, as a minimum, a member from the Management Company as Chair, CUCST,

CUFC, and a community member. The venue for the Group is provided and financed by the Stadium Board-Management Company.

3.2.4 The role of the Travel Strategy Group is to co-ordinate all representations made by the members of the group with respect to the efficacy, appropriateness and continuing development of the WHCSTMP.

3.2.5 The Stadium Board must consider and respond to all representations made by the Travel Strategy Group at the next meeting of the group.

3.2.6 The Stadium Board must make appropriate changes to the plan to ensure compliance with the aims of the Plan in consultation with the Local Planning and Highway Authority.

3.2.7 The WHCSTMP shall be reviewed by the Stadium Management Company and the Stadium Board with suitable amendments made to fulfil the vision of the plan and be submitted to the Local Planning and Highway Authority annually in June of each year for approval. Consideration and determination shall not be unreasonably withheld or delayed.

3.3 Component of the Plan - Travel Concessions

3.3.1 With respect to existing stage carriage bus services, at agreed times on match days those with a match day ticket can travel with First Bus within the Inner Borough Zone to and from either the nearest bus stops to the Stadium or Bruff Close for a concessionary fare agreed between Colchester United FC and First Bus. In the event that First Bus may not provide this reduced rate service then the Stadium Board shall seek an alternative strategy to promote the use of public transport to the stadium.

3.3.2 The level of redemption should be monitored annually and any adjustments to the level of reimbursement should be agreed between the Colchester United FC and the local bus operating company.

3.3.3 Supporters will be provided with the opportunity to book parking spaces in advance. Car sharing is actively encouraged.

3.4 Component of the Plan - Park and Ride Sites

3.4.1 Park and ride opportunities will be investigated in the event of high attendances. The locations of the event day Park and Ride sites should be clearly signposted unless the Local Planning Authority is content that sufficient marketing material is available to publicise the location of these facilities.

3.4.2 Stewards may be allocated to the Park and Ride sites to manage the arrival of cars, loading of vehicles and discharge of vehicles safely.

3.4.3 It will be the responsibility of the Stadium Management Company to ensure that stewards are in place at the Park and Ride sites where necessary.

3.4.4 Park and ride sites shall be served by buses. The number and timings of the buses shall be determined prior to the event by the Stadium Management Company taking into account such factors as likely attendance and expected car use.

3.5 Component of the Plan – Shuttle Buses

3.5.1 In order to provide high frequency convenient public transport carriage for spectators arriving either by train, by connecting bus within the central area of Colchester, or on foot from areas of central Colchester , a shuttle bus loading and discharging point is provided in Bruff Close.

3.5.2 A fleet of up to 9 bus vehicles is made available to serve the pick up and drop off of spectators in the location of Bruff Close and other selected pick up points.

3.5.3 When necessary, stewarding will be allocated to the Bruff Close/Station Forecourt shuttle bus loading points to manage the arrival of spectators and the loading/unloading of bus vehicles.

3.5.4 The western side of the Community Stadium fronts on to Boxted Road. This road is unsuitable for the large volumes of private traffic that will access the Stadium. Entry and egress from the Boxted Road entrance is

therefore limited to buses and disabled drop off only. Stewards manage this area before and after the game.

3.6 Component of the Plan – Controlled Parking Zones

3.6.1 **Local roads** are protected from match day parking by the deployment of appropriate signage on the entrance to the residential areas at the direction of Colchester United FC in consultation with the Local Planning Authority and in response to any issues which are raised by the local community .

3.6.2 Where necessary, the efficiency of the signage proposal is reinforced by the presence of stewards at appropriate entry/exit points and at certain points within the cordon in consultation with the Local Planning Authority and in response to issues raised by the Community.

3.6.3 The stewards' advise potential football spectators of alternative parking provision to respect the needs of residents and to ensure the safety of their vehicles.

3.6.4 If the stadium experiences sustained large attendances, the Stadium Management Company must provide to the Local Planning Authority in a format to be agreed with the Local Planning Authority the results of a local area parking survey sufficient to confirm whether match related parking takes place in local roads.

3.6.5 ~~It is recommended that~~ the Stadium Management Company ~~is to~~ prepare a report on completion of the parking surveys for submission to the Local Planning Authority and, where spectator parking is recorded in local roads that report must propose changes to the WHCSTMP to address any significant negative impact on local roads.

3.7 Component of the Plan – Control of Vehicle Movement

3.7.1 At the end of certain events at the Stadium, it is necessary to restrict vehicular movements along the portion of Boxted Road from a point south of Lower Boxted Rd. to a point north of United Way, to ensure the safety

of pedestrians. This closure is implemented using a formal road closure order .

3.8 Component of the Plan – Football Specials

3.8.1 The Stadium Management Company and the Stadium Board provide shuttle bus pick up points throughout Colchester. This is continuously reviewed to attract new users to the shuttle bus service.

3.9 Component of the Plan - Visiting Teams

3.9.1 The Stadium Management Company use reasonable endeavours to ensure that visiting teams are informed of the restrictions on access and ticketing arrangements at the Stadium before the start of each season or at the earliest date when the identity of such team is known to the Stadium Management Company if later.

3.9.2 The Stadium Management Company use reasonable endeavours to encourage visiting spectators to travel by means other than the private car.

3.9.3 In order to facilitate coach travel to the Stadium, 32 coach parking bays are available adjacent to the south stand.

3.10 Component of the Plan – Publicity and Education

3.10.1 The Stadium Management Company promotes a high level of advance and continuing publicity explaining to users of the Stadium their options for travel. A publicity check list is provided in Appendix 3.

APPENDIX 1

STAFF TRAVEL PLAN

Purpose

The purpose of this Travel Plan is, in accordance with national planning guidelines, to reduce reliance on the private car especially single occupancy vehicles and encourage the use of more sustainable forms of travel..

Benefits

The following benefits can be enjoyed by both employers and employees:

- Reduced need for car parking
- May improve health and reduce stress levels of employees by encouraging more walking and cycling
- Promotion of equal opportunities by supporting those staff who do not have access to a car, and by providing travel incentives which are available throughout the organisation, rather than just for car users
- Promotion of the organisation as one committed to environmental issues
- The ability to stay operational at a time of expansion
- Enhanced travel awareness and encouragement of sustainable travel behaviour, to assist the reduction of pollution and congestion
- Potential for reduced travel costs for employer and employees

Objectives

The Travel Plan has the following primary objectives:

- To reduce the number of car journeys to the site by encouraging more sustainable alternatives to the car and encouraging more efficient use of the car
- To rationalise the travel costs incurred for employer and employee
- To promote the organisation as one which supports sustainable principles
- To help improve staff health

Current Provision

General

The Stadium Operations Manager has been given the responsibility for co-ordinating the Travel Plan.

- All modes of travel are supported in a similar manner
- Staff parking passes have been issued on the basis of need
- Pool cars are provided for business use.

Walking and Cycling

- Information on pedestrian access/cycle routes to the site are available to staff.
- Showers, changing facilities and facilities for drying wet clothes have been provided.
- Secure, sheltered, and conveniently located cycle storage facilities have been provided and are maintained.
- The Club has worked closely with the Homes and Communities Service, probationary Service, Borough & Parish Councils to establish and promote the opening of Tower Lane as a public pathway.. Further promotion of the new route to take place at the start of the new season.

Public Transport

- Public transport timetables and fares are provided on the staff notice board.
- The Club works closely with public transport operators to seek opportunities for enhancing services . A Park and ride scheme will benefit stadium employees and users in 2012.

Powered Two Wheelers (PTW)

- PTWs can be located in the cycle racks. One hundred cycle rack spaces have been provided.

Workplace Parking

- Pool cars have been provided to encourage car sharing for business

Flexible Working Patterns

- Some staff work on shifts and work hours to suit the need of the service. These can be unsociable hours..

Future Plans

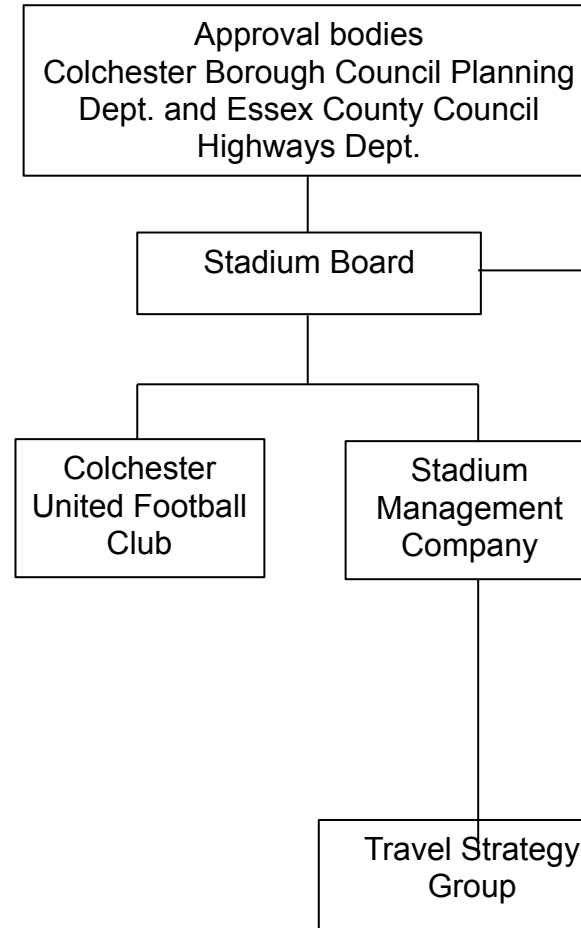
General

- Set up a car sharing scheme to identify potential car sharers and support car sharing initiatives. Provide information on the benefits of this.
- Carry out an initial staff travel survey with further surveys to be carried out every year. Surveys to be administered by the ECC Sustainable Travel Planning team using the online survey system that they have developed.
- Set up a number of performance based targets for the travel plan. The targets should be SMART and reviewed annually.
- Produce annual reports that review targets and effectiveness of initiatives. These should identify any additional measures that are necessary
- Work with Essex County Council's Sustainable Travel Planning team to develop the Travel Plan and to ensure continued accreditation within ECC's Travel Plan Accreditation scheme.
- Investigate the possibility of discounts for staff on local public transport services for commuting.

APPENDIX 2

TRAVEL MANAGEMENT PLAN GOVERNANCE

- SHG endorse the Plan and forward to Stadium Board
- Stadium Board gain formal approval from Highways Authority and Local Planning Authority
- Stadium Board delegate execution and day to day responsibility to Stadium Management Company.
- Stadium Board constitutes the Travel Strategy Group
- Travel Strategy Group Chair to be an independent director of the Stadium Board.



APPENDIX 3

PUBLICITY CHECKLIST

- Leaflets distributed to away clubs when sending out tickets informing the visiting clubs and their fans of the Transport Plan and how it operates.
- Leaflets to be located at Colchester United ticket office and other outlets selling tickets.
- Leaflets distributed with corporate tickets and other free tickets i.e. School tickets.
- Inform supporters of any changes to the Plan through the match programme and club websites (including visiting teams).
- Posters located around the stadium reminding supporters of the various travel options available.
- Posters/leaflets located in public transport i.e. Bus and Train Stations.

SIGNATORIES

Recommended for approval:

Signed for and on behalf of Stadium Travel Strategy Group

Name: Councillor A Turrell

Signature:

Date:

Signed for and on behalf of the Stadium Stakeholders Group

Name. Colonel (Retired) A Barton

Signature:

Date:

Signed for and on behalf of Community Stadium PLC

Name:

Signature:

Date:

Approved

Signed for and on behalf of the Local Planning Authority

Name of organisation:

Name:

Signature:

Date:

Signed for and on behalf of the Local Highways Authority

Name of organisation:

Name:

Signature:

Date: