



The People's Project

Bramley-Moore Dock - Planning Addendum
Framework Event Transport Strategy Summary
September 2020





The People's Project - Bramley-Moore Dock Stadium

Framework Event 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

Framework Event Transport Strategy Summary

September 2020

Issue and Revision Record

Revision	Date	Originator	Checker	Approver	Description
A	23 rd October 2019	CR	KB	DD	First draft
B	26 th November 2019	CR	KB	DD	Second Draft
C	20 th December 2019	CR	KB	DD	FINAL
D	4 th August 2019	KB	RB	DD	Final Planning Resubmission
E	20 th August	KB	DD	DD	Planning Resubmission
F	28 th August	KB	DC	DD	Planning Resubmission
G	4 th September 2020	KB	DC	DD	FINAL

Document reference: 385175 | 13 | G

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	Framework Event Transport Strategy methodology	1
1.3	Supporting documents	2
1.4	Report structure	3
2	Event types and audience profiles	4
2.1	Introduction	4
2.2	Event assumptions	4
2.3	Transport considerations	4
2.4	Audience profiles	4
3	Framework Event Transport Strategy	6
3.1	Introduction	6
3.2	Traffic regulations and road closures	8
3.3	Rail	8
3.4	Commercial bus	9
3.5	Shuttle bus	9
3.6	Coach/minibus	11
3.7	Taxi	12
3.8	Car parking	12
3.9	Pick up/drop off	14
3.10	Walking and cycling	14
3.11	Disabled Access	14
4	Summary	16

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.
- 1.1.1 This report provides a summary of the more detailed Transport Assessment (TA) that has been produced by Mott MacDonald, particularly summarising the framework Event Transport Strategy that is put forward in greater detail within the TA.
- 1.1.2 The purpose of this document is to inform the reader of the main transport interventions which will be implemented on event days at the stadium without the need to refer to the much longer technical analysis and assessment which is included in the TA.
- 1.1.3 A standalone summary of the Match Day Transport Strategy (ref. 12/F) has also been produced in the same format as this framework Event 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 days in a concise and clear format. Indeed, both summary documents contain similar information, many of the match day measures being the same as the event day.
- 1.1.1 The purpose of the framework Event Transport Strategy set out within this report is to explore the transport management solutions that will be required to help ensure that the transport is managed in a safe and sustainable manner on major event days and that implications for the wider transport network are kept to a minimum.

1.2 Framework Event Transport Strategy methodology

- 1.2.1 A rigorous methodology has been undertaken to develop the framework Event Transport Strategy; this is largely based on the methodology to develop the Match Day Transport Strategy. The process is outlined in greater detail within the TA (ref. 10/K).
- 1.2.2 The strategy has been developed using potential event audience profiles for specific types of events as outlined in Section 2. This has led to development of event modal splits to ensure that the demand could be accommodated on the transport network. The way in which this demand is

accommodated on the network is detailed through several high-level interventions outlined in Section 3.

- 1.2.3 The framework Event Transport Strategy is intended to serve as a guide for the event bespoke Event Traffic Management Plans (ETMPs) that will need to be prepared for each individual non-football event. The proposed Match Day Transport Strategy was used as the starting point for the framework Event Transport Strategy given that the main principles of the match day strategy have been explored in some detail and agreed with key stakeholders. 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

- 1.2.4 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 Event Transport Strategy 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.
- 1.2.5 The main difference the design changes and consultation has had on the Event Transport Strategy 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.

1.3 Supporting documents

- 1.3.1 As referenced prior, this framework Event Transport Strategy is a summary document of the more detailed TA and associated documents, which have been prepared in support of the new stadium planning application.
- 1.3.2 This is a non-technical document, and reference should be made to the following if 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.
 - **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.
 - **Match Day Transport Strategy (12/F)** – A non-technical summary report that outlines the preferred transport strategy on match days at Bramley-Moore Dock.

1.4 Report structure

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

Section 2: Event types and audience profiles

Section 3: Proposed Transport Strategy and interventions

Section 4: Conclusion.

2 Event types and audience profiles

2.1 Introduction

- 2.1.1 This section provides information on the proposed non-football events at the site and how this has led to the development of three audience profiles. Each event / audience profile type will have different expectations and transport demands than others.

2.2 Event assumptions

- 2.2.1 The following bullet points outline the key assumptions for the events to take place at Bramley-Moore Dock:
- Up to four major events would take place per calendar year, with each day of activity being classed as one event.
 - As per match days, maximum spectator capacity for the events would be 52,888 though it is acknowledged that for some events, the capacity could be lower than this on account of staging requirements.
 - Events would typically take place in the evenings.
 - Similar to the proposed offering for match days, hospitality packages will be available for the major events and these ticket holders would predominantly be expected to arrive earlier and depart later from the venue.

2.3 Transport considerations

- 2.3.1 Key considerations for the events from a transport perspective are as follows:
- Unlike football supporters who habitually make the same journey for matches, those attending the events are unlikely to be familiar with the local area and transport arrangements and be visiting as a one off, or on a much less frequent basis.
 - Given the lack of familiarity with the stadium and surrounding area for event goers compared to future match days spectators, visitors attending the events will be more likely to plan their travel arrangements in advance and it is therefore important that travel information and advice is dispensed to ticket holders well in advance of the events through a variety of mediums including social media, the Club's website and the written press.
 - Each event promoter will have a responsibility to ensure ticket holders can travel to and from each event safely and will be required - through an agreement with the Club as the event licensee - to provide adequate public transport provisions for all ticket holders. This could include subsidy for shuttle bus services to and from the stadium in the event that the services are not run by commercial operators on a for-profit basis on event days.

2.4 Audience profiles

- 2.4.1 It is assumed that the likely catchment for attendance for events at the proposed stadium would be from North Wales, Merseyside, Cheshire and Lancashire. Smaller numbers of attendees would be from Greater Manchester and beyond as with the exception of one-off events (e.g. a one-off boxing fight) it is considered likely that comedy or music acts attracted to perform at Bramley-Moore Dock will also perform in Manchester.

- 2.4.2 However, a further important consideration is that for the first few years, there may well be a freshness element of attending major events at Bramley-Moore Dock which could increase the geographical pull for the events.
- 2.4.3 Three possible audience profiles have been suggested for major events at Bramley-Moore Dock as set out below. These audience profiles are high-level at this stage, serving as suggested profile which is suitable for the level of detail being provided within this framework Event Transport Strategy.
- 1.1.1 The three proposed audience profiles are set out below and represent three broad spectrums of audience type and how this effects potential mode splits:
- **Audience Profile 1 – Public Transport Focus.** This audience would be groups (likely single sex) who would be looking to drink on the evening or make more of an occasion of the event. This audience type would be less likely to drive and more likely to use public transport or get dropped off and picked up (e.g. groups of teenagers).
 - *Example event types – Pop concerts and boxing.*
 - **Audience Profile 2 – Mixed Groups.** This could include families or groups of varying ages. This audience profile would be less likely to drink and may want to travel together, making more use of public transport, possibly from the city centre. Likely that there will also be a notable reliance upon private cars.
 - *Example event types – Wrestling and comedy performances.*
 - **Audience Profile 3 – Private Transport Focus.** This group would make more use of private coach services, as well as making their own transport arrangements which may include private cars.
 - *Example event types – One-off events and concerts aimed at more specialist or mature audiences.*
- 2.4.4 Using the above audience profiles, a mode split assumption was estimated to highlight which modes would be expected to 'work hardest' for events with each different audience profile. In all three profiles, transport marketing and communications by Everton, the event promoter and Merseytravel will be vital to raising awareness of travel options prospective attendees.
- 2.4.5 A more detailed account of the development of the modal splits for each audience profile is contained within Section 12 of the Transport Assessment (ref. 10/K).

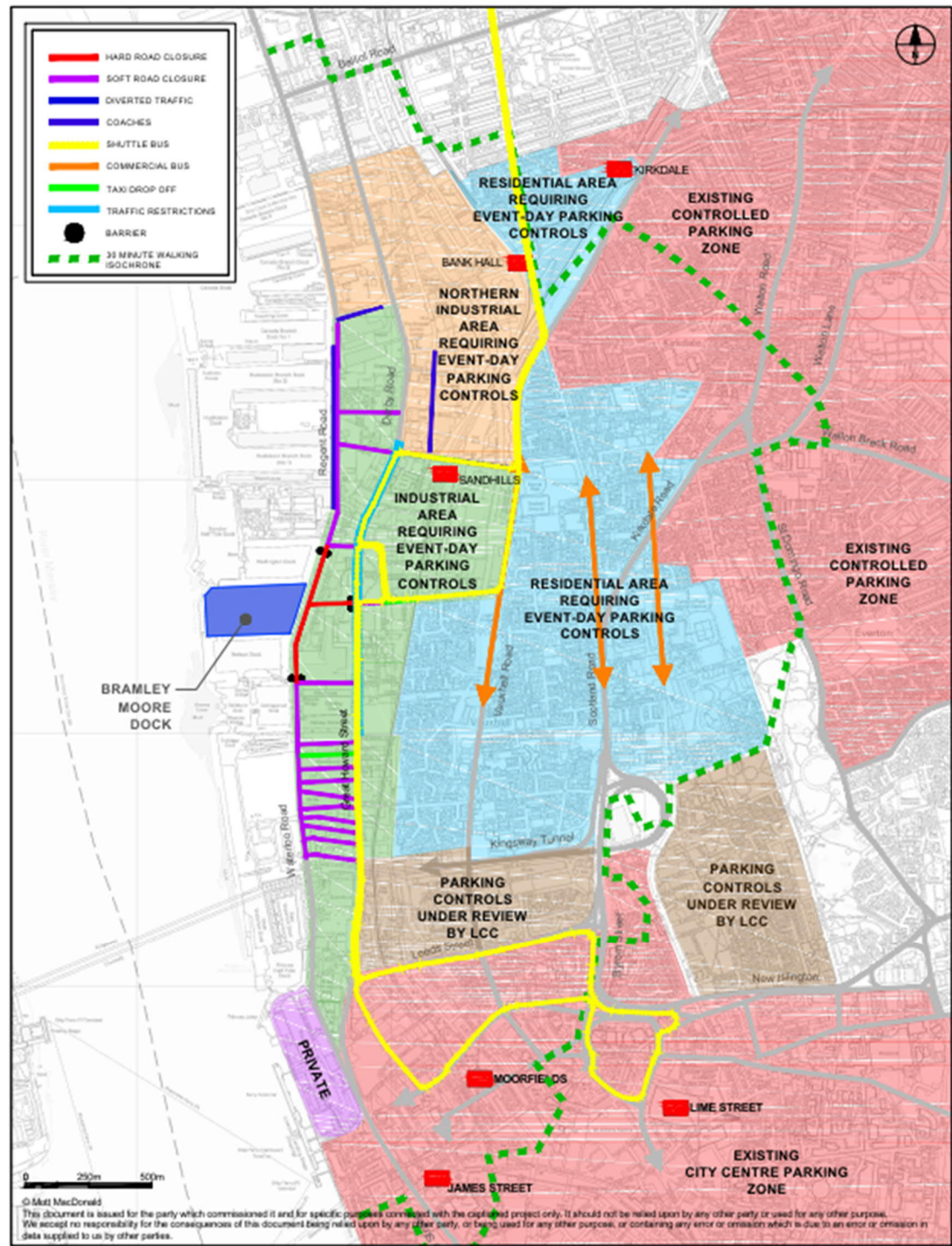
3 Framework Event Transport Strategy

3.1 Introduction

3.1.1 This section provides the framework for the Event Transport Strategy that will serve as a guide for the event bespoke Event Traffic Management Plans (ETMPs) that will need to be prepared for each individual event.

3.1.2 A key element of the Event Transport Strategy will be to ensure that the mode splits set out do not exceed the safe operational capacity of the mode and that those attending events are encouraged to consider public transport such as shuttle bus services rather than driving to the area. Clear information on travel options will need to be provided at the point of ticket sale, and further disseminated to ticket holders in advance of the event. A summary drawing presenting key elements of the Transport Strategy is shown as Figure 1.

Figure 1: Framework Event Day Transport Strategy



Source: Mott MacDonald

3.2 Traffic regulations and road closures

- 3.2.1 As per match days, a series of road closures will need to be implemented before, during and after each event. It is expected that these closures on event days will largely mirror the match day road closure plan that is set out within the Match Day Transport Strategy Summary Report (ref. 12/F).
- 3.2.2 Not only will these changes increase the amount of road space for pedestrians, but they will also deter event day traffic and through traffic from entering the streets close to the stadium. In summary the closures consist of:
- Temporary soft road closures to help provide a safer pedestrian environment on event days and discourage through traffic from the streets surrounding the stadium. Businesses and residents will still be permitted access to these areas.
 - Temporary hard road closure on the streets in the immediate vicinity of the stadium. These hard road closures will help to protect the streets that will be busiest with supporters during the pre- and post-event periods.
 - Temporary post-event traffic restrictions on the A565 Great Howard Street/Derby Road dual carriageway to reduce traffic speed and provide more space for pedestrians and a safer crossing.
- 3.2.3 To remove a stage, seating and equipment from the venue in the post-event period, some road closures may be required in the few days after each event. This will be developed in further detail in later phases of the planning application and agreed with key stakeholders.

3.3 Rail

- 3.3.1 Sandhills station's proximity to the new stadium site means demand for rail travel via Sandhills is likely to be high. As per match days, queue management systems would be needed to be implemented at Sandhills to safely manage crowd flows. This will be particularly important for the post-event period when ticket holder movements are condensed into a shorter period of time than in the pre-event period.
- 3.3.2 Given the likely finish times for evening concerts (possibly finishing later than most midweek football matches) as well as the fact that a number of visitors could be visiting Bramley-Moore Dock for the first time, it will be important to communicate times for last rail services from Sandhills and Lime Street Stations to all ticket holders.
- 3.3.3 Alongside clear pre-event travel communications and messaging, this could also be achieved through erecting banners at Sandhills Station that are clearly visible for when rail passengers leave the station when heading to the event, as per Figure 2 below. Rather than wait, for event goers with local knowledge, some 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 rather than wait at Sandhills in the post-event period.

Figure 2: Sandhills station



Source: Mott MacDonald

- 3.3.4 From Lime Street, the majority of last train departures to key regional destinations across the area are between 23:30 and 00:00 which should allow time for transfer from Bramley-Moore Dock via Sandhills into the city centre. This would also be achievable for other modes from Bramley-Moore Dock to Lime Street including shuttle bus, taxi, walk and cycle.

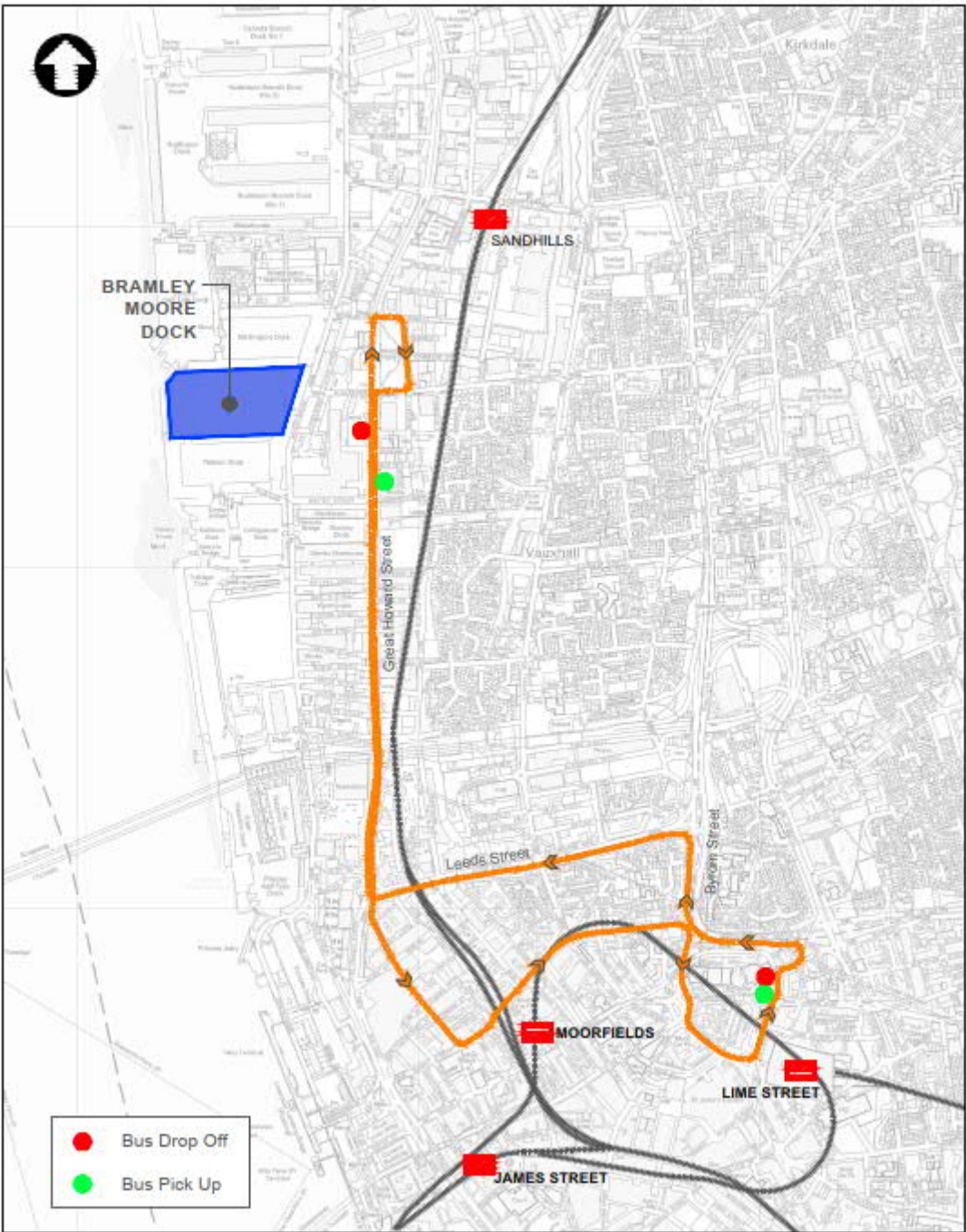
3.4 Commercial bus

- 3.4.1 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, there may be scope to increase capacity for services in future years.
- 3.4.2 The existing services provide links between the city centre to a range of destinations primarily north including Bootle, Netherton, Walton, Aintree, Maghull and Kirkby. These routes operate on a fixed timetable which may change on weekends and weekday evenings compared to daytime operation.

3.5 Shuttle bus

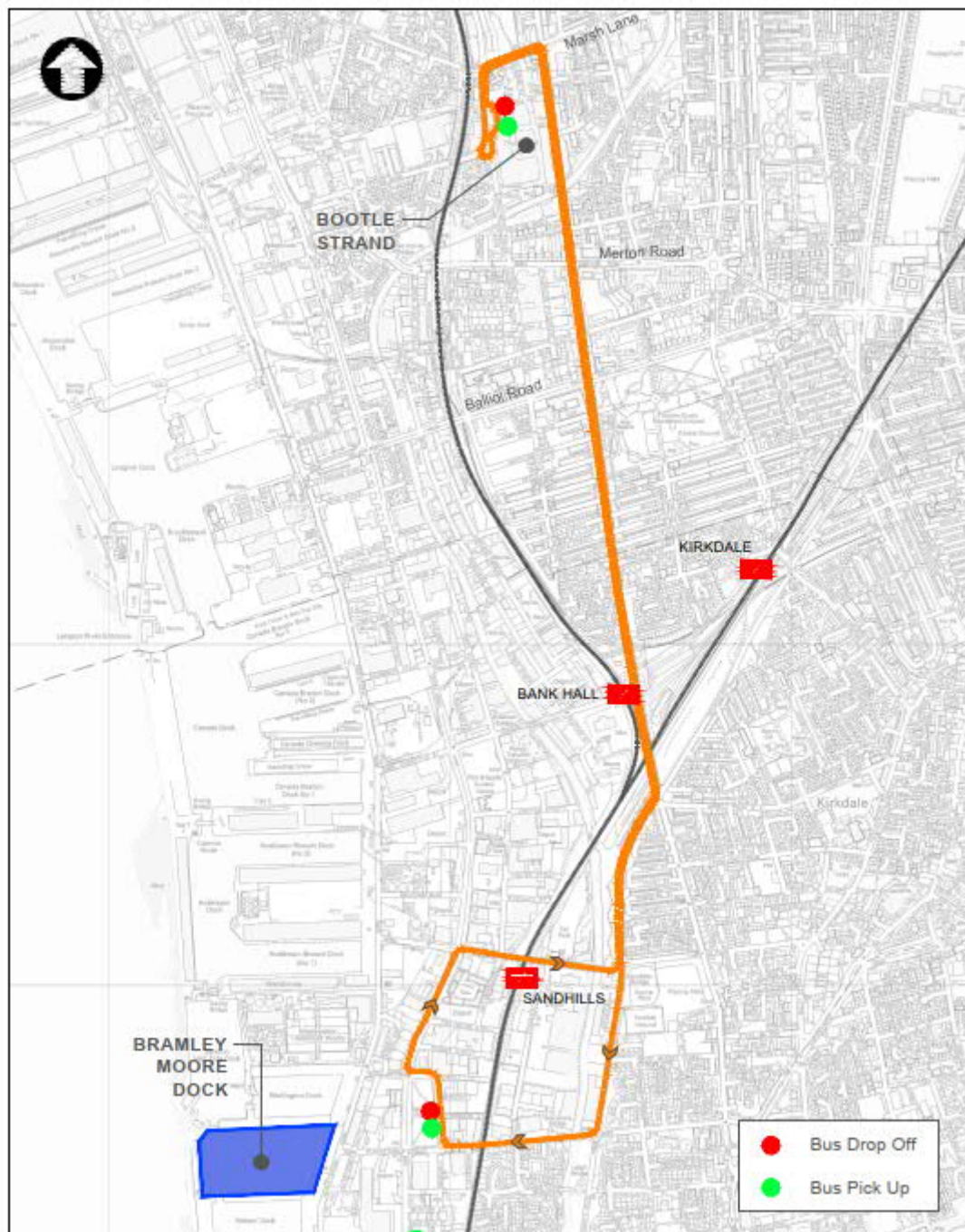
- 1.1.2 For event days, similar to the match day transport strategy it is proposed that shuttle buses would run between the site and the city centre, with a second service to Bootle town centre.
- 3.5.1 It is expected that these buses would route in the same way to the match day shuttle bus service. The indicative routes are shown in Figure 3 and below.

Figure 3: Indicative city centre shuttle bus route



Source: Mott MacDonald

Figure 4: Indicative Bootle Town Centre Shuttle Bus Route



Source: Mott MacDonald

3.6 Coach/minibus

- 3.6.1 Based upon knowledge of similar events across the North West, it is not expected that average coach capacity for events would not be as high as for match days. However, the number of

coaches is difficult to predict and will require engagement with event promoters to estimate potential demand.

- 1.1.3 Between Regent Road, Bankfield Street, Bankhall Lane and Sandhills Lane there is holding capacity for in excess of 70 coaches which will be adequate capacity to accommodate anticipated demand for each of the audience profiles. Space for coach layover can also be maximised by the fact that unlike on match days, there will be no need to segregate home and away coaches.

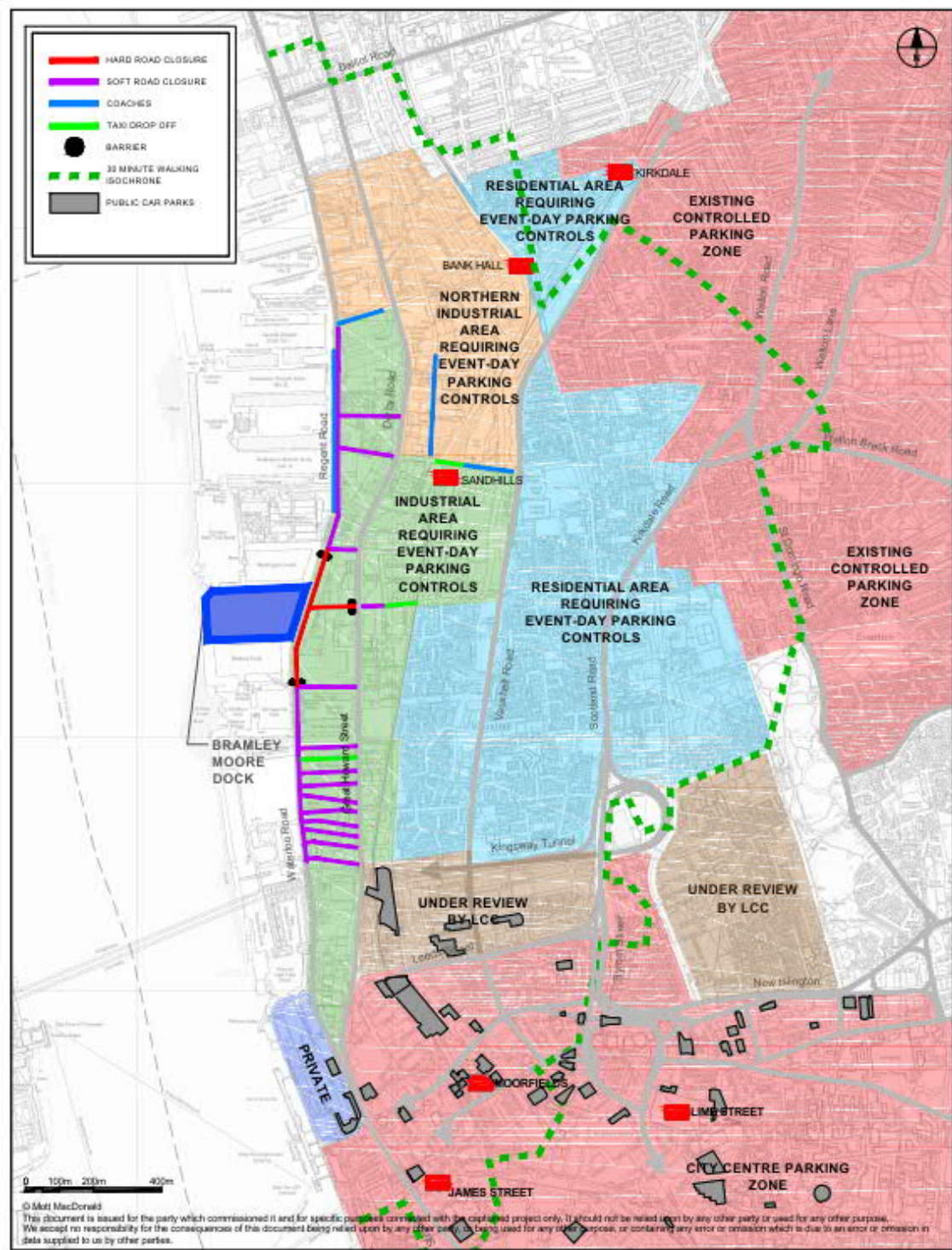
3.7 Taxi

- 3.7.1 Within the Match Day Transport Strategy, taxi hubs are proposed to be located at Boundary Street, Dublin Street and Sandhills Lane. It is proposed for the Event Transport Strategy, all of these ranks would be used.
- 3.7.2 Given the likelihood that a number of the major events will be 'one off' shows, it is likely that a significant proportion of the audience will be looking to stay over within the city centre and therefore be reliant on non-car modes to access the stadium. This will increase the importance of travel by taxi on event days.

3.8 Car parking

- 3.8.1 The Match Day Transport Strategy proposes a series of new parking controls to ensure supporter parking does not prevent access for local businesses and residents in the area and also to prevent congestion on local roads in the area.
- 3.8.2 The proposed parking management strategy is shown in Figure 5 below. This will include an extension to the existing controlled parking zones north of the city centre which are operated and enforced by Liverpool City Council.
- 3.8.3 Off-street parking will be accommodated within the city centre and non-Everton controlled car parking in the vicinity of the stadium. It is expected that a number of sites closest to the stadium will only be operational on match and event days, as is the case on match days at Goodison Park.

Figure 5: On-street parking management measures



Source: Mott MacDonald

3.9 Pick up/drop off

- 1.1.4 Drop-off and pick-up are likely to be in higher demand than on match days, particularly for events attracting a teenage or young adult demographic.
- 1.1.5 During the road closure period drop off and pick would need to take place outside of the closure area remote from the site. As with the Match Day Transport Strategy, exceptions would be made for disabled people who would be able to be dropped off within the soft closure areas.
- 1.1.6 As is the proposal for match days it is not proposed to establish a dedicated pick up and drop off area for private vehicles. In this way drop off and pick up traffic will be dispersed on the network.

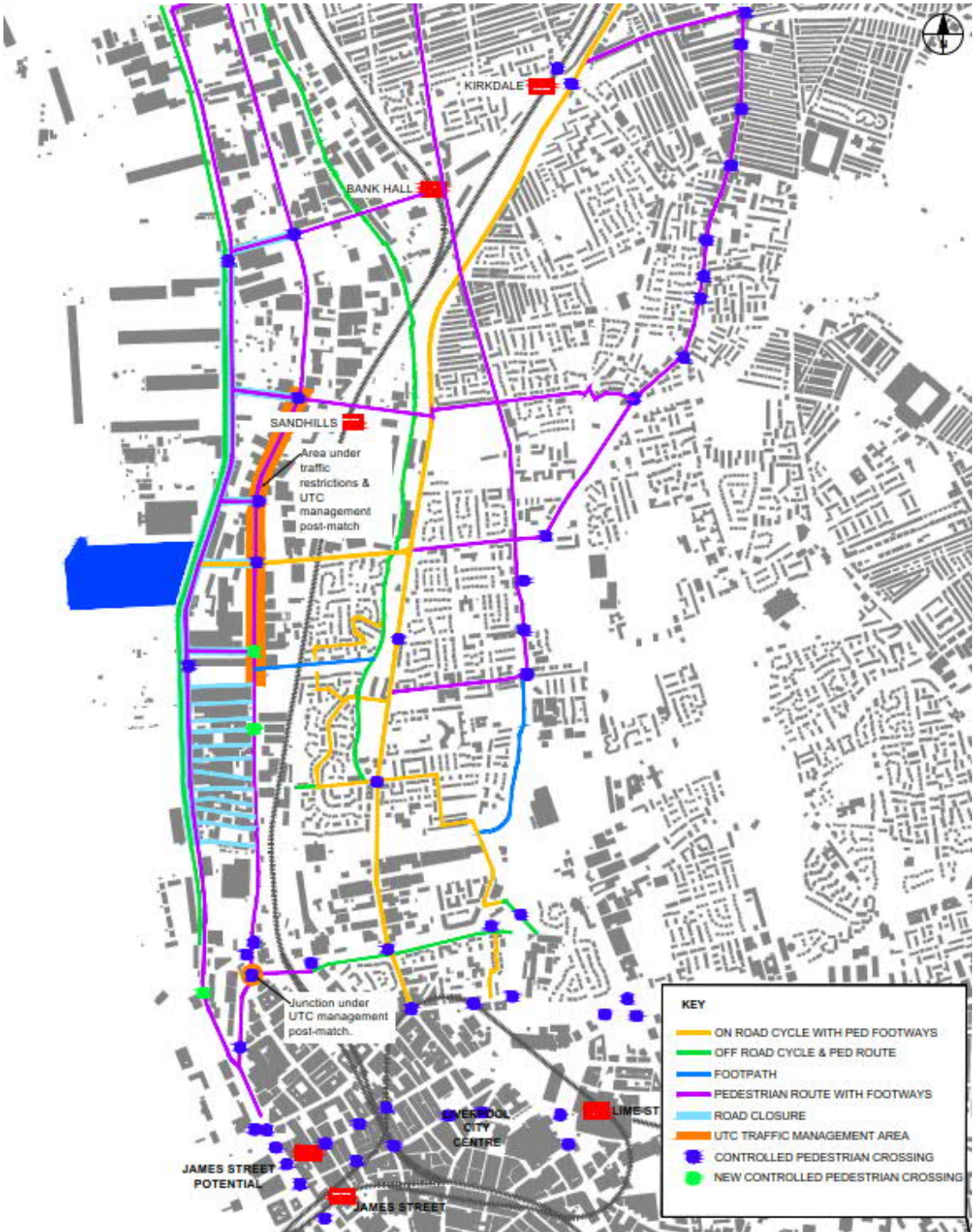
3.10 Walking and cycling

- 3.10.1 Regent Road has been upgraded to include wider footways and a high-quality cycleway which will support travel on foot and by bicycle to and from the new stadium. Given the relative proximity of the stadium to the city centre and the fact that the majority of events would be expected to take place in the summer months outside of the football season when the weather is typically more pleasant, active travel is expected to be an attractive mode of travel on event days.
- 3.10.2 Due to the pre- and post-event temporary road closures and traffic restrictions, there will be greater space for pedestrians in the area, further encouraging the opportunity for walking trips between to and from the stadium.
- 3.10.3 Liverpool City Council will also operate the Urban Traffic Control (UTC) which will control signal timings and ensure pedestrians have sufficient time to cross at signalised crossings, particularly at key locations such as the A565 Great Howard Street.
- 3.10.4 It is noted that as per the Match Day Transport Strategy, whilst cycle stands will be provided within the stadium plaza for use on both match days and event days, no event goers would be permitted to cycle within the plaza on event days in order to help keep pedestrians safe. The cycle stands to be provided within the plaza will be available for event day use.
- 3.10.5 Figure 6 shows the pedestrian amenities that will be available to event attendees on event days in the vicinity of the stadium.

3.11 Disabled Access

- 3.11.1 Disabled access arrangements for event days will be the same as for match days. Pick up and drop off arrangements for disabled supporters will be the same with taxis (with disabled passengers) and blue badge holders permitted to enter the soft closure areas for drop off and pick up. It is envisaged that the disabled parking provision on site will be the same on event days than match days. In terms of the mini bus services that are provided on match days by the club to Sandhills station and high capacity car parking- it is envisaged that this will remain the same. However, on major event days it will be the responsibility of the event promoter to provide the service rather than the Club. Disabled access arrangements have been developed in consultation with Everton Disabled Supporters Association and with Everton football and the

Figure 6: Pedestrian facilities on event days



Source: Mott MacDonald

4 Summary

- 4.1.1 Following the development of the Match Day Transport Strategy as summarised in the Match Day Transport Strategy Summary Report (ref.12/F), a framework Event Transport Strategy has been developed to support major-non-football events at Bramley-Moore Dock. These events could include music concerts, boxing or other combative sports or comedy performances and are likely to take place outside of the football season.
- 4.1.2 The framework Event Transport Strategy explores the traffic management solutions that will be required to help ensure that transport demand is managed in a safe and sustainable manner on major event days and that implications for the wider transport network are kept to a minimum.
- 4.1.3 The strategy builds upon the work to develop the Match Day Transport Strategy utilising the outputs of the supporter travel survey, as well as establishing a series of potential audience profiles that may affect potential mode splits. The audience profiles are public transport focus, mixed groups and private transport focus. Further details for each and the estimated mode shares are provided within the full Transport Assessment (ref. 10/K).
- 4.1.4 From the audience profiles, a series of interventions forming the framework Event Transport Strategy are provided by mode which is based on the Match Day Transport Strategy.
- Following any planning permission granted, this Framework Event Transport Strategy and the technical analysis which supports it as set out in the Transport Assessment may be used as a guide for the event bespoke Event Traffic Management Plans (ETMPs) that will need to be prepared for each individual non-football event.

