



New stadium for Liverpool Football Club
Stanley Park, Liverpool

Transport Strategy

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1 Introduction

1.1 Anfield Stadium

- 1.1.1 Anfield Stadium has been the home of Liverpool Football Club and Athletics Grounds Ltd (LFC) since 1892 and is positioned within the residential area of Anfield, approximately three kilometres north of Liverpool City Centre. Before that, since 1884, the site was used as a football venue by Everton Football Club.



Source: Mott MacDonald

- 1.1.2 Since this time the stadium has evolved to meet the needs of the Club. In its current form, the stadium provides seating for around 45,000 supporters in four individual stands - the Kop; the Main; Anfield Road; and the Centenary - with the latter being the latest stand to be improved.
- 1.1.3 At its peak, Anfield Stadium could accommodate more than 60,000 supporters, but as a result of the findings of the Taylor report commissioned following the Hillsborough Disaster in 1989, the stadium was converted to an all-seater in time for the start of the 1993 / 94 season, to be in its current form.
- 1.1.4 The stadium has grown up as a pivotal point of its community in the pre-car era, and is one of the few major football stadiums outside London still to retain this type of locality. It is in the middle of a complex network of interconnected streets that form the fabric of North Liverpool.

1.2 Planning History

- 1.2.1 There is a history of previous planning applications in relation to Anfield Stadium and proposed improvements to it, which have been submitted in the past, including its expansion and relocation to Stanley Park.
- 1.2.2 The 'original' application (AFL designed scheme), for the development of a 60,000 seater stadium on Stanley Park (a relocation of the existing stadium) was granted permission on 11th April 2006 (LPA Ref: 03/3214). This application provided an Access Strategy report (AS1¹) essentially was in place of a Transport Assessment and presented how supporter travel would be managed to facilitate the new stadium.

¹ Access Strategy One (AS1), 2003, Access Strategy Update, Ove Arup & Partners Ltd

- 1.2.3 The 'recent' application (KKS designed) also for a 60,000 seater stadium on Stanley Park was granted permission on 19th June 2008 (LPA Ref: 07F/2192) and included Access Strategy 2 (AS2²), which was later updated post application in 2008 to Access Strategy 3 (AS3³) to consider the implications of a 73,000 seat stadium. Within AS3, modal splits for supporter travel from 2008 are identified and these have been used within the transport assessment to assess change in supporter travel from 2008 to 2013.
- 1.2.4 Further details of the planning history can be found in the Design and Access Statement report, but in summary, LFC received full planning approval for a circa 60,000 seat stadium on two separate occasions (2006 and 2008).
- 1.2.5 To ensure that the permission remained active, many of the pre-commencement conditions were formally discharged on each of these permissions; however only the original scheme was formally implemented and is therefore 'live' in perpetuity.
- 1.2.6 For reference, the most notable of these implemented pre-commencement works are listed below:
- Funding for the implementation of 17 Football Match Parking Zones around the stadium;
 - Environmental, highway works and street furniture improvements on Priory Road and Arkles Lane. This included the coach lay-by along a large section of Priory Road and the footway works along Arkles Lane;
 - The signalisation of the junction of Priory Road / Utting Avenue, incorporating controlled pedestrian crossings;
 - A new signal controlled pedestrian crossing on Walton Lane near Tetlow Street. An important function of this crossing was to aid the walk route to Kirkdale rail station;
 - The funding for variable message signs on key approach routes. Many of these signs have been positioned around the area on the assumption that a new stadium would be constructed in Stanley Park, and are therefore perhaps not ideally placed for improving the stadium in its existing location;
 - Significant up-grade to an area off St Domingo Road for use as a home supporter coach park. These works have been completed, but under this application it is very unlikely it will ever be used as a coach park, and it will continue under its current function as an off-street match day car park under the control of the club;
 - Funding for the implementation of traffic signals at the Walton Breck Road / Everton Valley junction. This is currently one of the most important local gateways to the stadium area to and from the City Centre. The improvement also included controlled pedestrian crossing facilities, which in part aid the walk route to Sandhills rail station;

² Access Strategy 2 (AS2), 2007 Access Strategy Update, Ove Arup & Partners Ltd

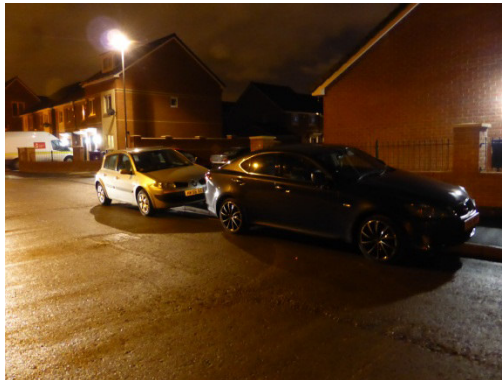
³ Access Strategy 3 and Interim Travel Plan (AS3) Final, 2009 Ove Arup & Partners Ltd

- New traffic signals at the Stanley Road / Lambeth Road junction. On match days this significantly reduces delays for the Soccerbus service running to and from the Sandhills rail station before and after a match;
- Implementation of a signed walk route between the stadium and Sandhills rail station;
- Funding for the provision of Select Vehicle Detection at up to six sites.

Overall, it can be said that LFC has already invested significant sums of money into the local area to not only improve conditions for visitors to the stadium, but also to the benefit of neighbouring residents.

1.3 Previous Access Strategies

- 1.3.1 The previous Access Strategies, developed in support of LFC's proposals for a new stadium in Stanley Park, were very similar and had the following focus:
- Promote access to the stadium by walking and public transport;
 - Minimise car parking close to the stadium;
 - Protect the amenity of local residents by better managing on-street parking;
 - Market the access strategy to supporters and staff;
 - Facilitating park and ride to areas remote from the stadium.
- 1.3.2 Overall, the strategies had the objective of not increasing the numbers of cars in the Anfield / Breckfield area between pre and post opening of the new stadium.
- 1.3.3 As identified above, the greater majority of the elements of the approved access strategies have already been implemented by the Club, and it is fair to say that they have had a dramatic influence on how supporters travel to and from the ground. In particular, the introduction and effective enforcement of the Football Match Parking Zone (FMPZ) has had a real positive influence on discouraging supporters to try and park on-street close to the ground.
- 1.3.4 The Keepmoat residential development just to the south of the stadium provides a reminder of what many of the streets were like on match days before the FMPZ was implemented. Here, new streets have been constructed, but the FMPZ orders, signs and road markings have not yet been reinstated. Consequently, the streets are being exploited on match days for convenient parking by supporters. The FMPZ orders for these streets are currently being processed and are due to be installed later this year – following this, match day parking by non-residents will not be permitted in this area.



1.3.5 There have also been some major changes not only in the Anfield and Liverpool areas, but also nationally, which have affected how supporters travel to the stadium. Notably, these include:

- The cost of fuel. Over the last decade the cost of fuel has dramatically increased, which has had a real impact on how people use their private vehicles. In particular, using rail and other public transport for longer distance journeys, and sharing their vehicle with other people;
- The recession. The UK is only now coming out of a very protracted recession which has generally reduced people's disposable income. This again has influenced peoples' travel choice, with, for example, much more use being made of advance booking of public transport to reduce travel costs;
- Changing travel habits in Liverpool are evidenced by the year-on-year reduction in vehicle mileage in the city (as measured by the regions Travel in Merseyside report);
- In Liverpool, there has always been a saying that 'when LFC play at home, it's almost impossible to get a hotel room'. This has been recognised by developers and hotel chains, and over the past years there has been a notable increase in the supply and quality of hotel accommodation in the city. This trend shows no immediate let up with several new hotel developments underway in the city this year (and importantly through building renovation rather than new build);
- Liverpool One has transformed the City Centre making it the destination of choice for many journey purposes. People appear to be spending much more time in the City Centre than they did previously, and in combination with the increased hotel availability, means that many more people are making the city a mini-break and combining their trip with a LFC home match;
- Transport operators have recognised the importance of the City Centre in being the place where supporters want to be before and after a match, and there are now special commercial match day services which run from just outside Lime Street station to Anfield. More of these are being planned to become operational in the future.

- 1.3.6 Based on the above, and other factors, the proposed park and ride element of the previous Access Strategies has now been superseded, and this new Transport Strategy has sought to face and embrace the City Centre and its many transport hubs as opposed to numerous park and ride locations.
- 1.3.7 This move has been welcomed by Liverpool City Council (LCC), the Club and transport operators, and is likely to be equally popular with travelling supporters.

1.4 Supporting Documents

- 1.4.1 This Anfield Stadium Transport Strategy is a summary document of a number of other transport reports which have been prepared in support of the stadium expansion application.
- 1.4.2 This is a non-technical document, and reference should be made to the following if further information is required:
- **Transport Assessment (C2/3)** - A detailed technical document giving the reasoning and rationale behind the preferred transport strategy as summarised in this document;
 - **Environment Statement (B1/5, transport chapter)** - Technical review of potential transport environmental impacts and mitigation measures of the proposed development;
 - **Interim Staff Travel Plan (C3/3)** - Framework travel planning measures for staff working at the stadium which will be developed into a full travel plan at a later stage.

2 Proposed Development

2.1 Stadium Improvement Proposal

- 2.1.1 Previous planning consents have been for the construction of a new stadium in Stanley Park, on the site which is currently being used for car parking (formerly called the Vernon Sangster car park). In this scenario, the existing stadium would have been demolished, and the site redeveloped for other uses.
- 2.1.2 Now, rather than demolish and re-construct, the Club are planning to retain as much of the existing stadium structure as possible and facilitate extra seating capacity through the expansion of two of the stands – the Main stand and Anfield Road stand.
- 2.1.3 The Club is proposing to redevelop the Main stand and the Anfield Road stand over two phases of work. Phase 1 would be the expansion of the Main stand, which would help facilitate a hospitality offer similar to that of the Centenary Stand, and is planned to be fully operational by the start of the 2016 / 17 season. Phase 2, Anfield Road stand, would follow after, and would be subject to a separate detailed application.

Figure 2.1: Visual of the Main Stand Expansion



Source: KSS Architects

2.2 Seating Schedules

2.2.1 The following table gives a summary of the existing seating schedule and how it is proposed to change over the two phases of works.

Table 2.1: Seating schedule

Scenario	Hospitality	General Admission	Totals
Existing	4,100	41,400	45,500
Phase 1 (Main stand)	8,730	45,070	53,800
Phase 2 (Anfield Road stand)	8,730	49,870	58,600

2.2.2 From the above table, the following items are of note:

- Approximately half of the seating in Phase 1 is for hospitality. From a transport perspective, this has a number of important considerations, including: the arrival and departure times and the typically longer dwell time compared to general admission; the requirement to provide suitable and sufficient off-street parking in close proximity to the stadium; and to need to provide adequate provision for taxis;
- In Phase 2, the increase in seating is all for general admission, with no additional hospitality seats. This will increase demand for other modes, notably: bus and taxi links to and from the City Centre; supporter coaches; other more remote off-street car parks; and walk routes to nearby rail stations.

2.3 Parking

Car Parking

2.3.1 LFC already controls access to a number of on and off-site car parks, and this practice will continue in the future. The most significant change will be that the Club will manage access to the former Anfield Comprehensive School site off Priory Road. This site is owned by the City Council, has been cleared, and is being used as an open access match day car park. For Phase 1 and into the future, the Club is proposing to continue to manage access to it, for use only by hospitality and other pre-booked permit parking. The Anfield Comp site has only recently come into operation, so those parking there now will either return to where they were parking before, or travel by alternative modes.

2.3.2 As part of the wider public realm improvements the opportunity will be taken to enlarge the Anfield Road car park between Phase 1 and Phase 2. This will be removed following the expansion of the Anfield Road stand (so post Phase 2).

2.3.3 A very limited amount of car parking will be provided under the new Main and Anfield Road stands, but access to these spaces will be very tightly controlled.

2.3.4 Use of Stanley Park will continue as existing, with the facility being rented from the City Council.

2.3.5 A summary of how LFC controlled parking (excluding players and operational staff) is proposed to change over the two improvement phases is given in the following table.

Table 2.2: Match day LFC controlled parking close to the stadium

Location	Existing		Phase 1		Phase 2	
	Standard	Disabled	Standard	Disabled	Standard	Disabled
Centenary Stand	33	-	33	-	33	-
Main Stand	12	-	35	3	35	3
Anfield Road	40	14	138	25	72	4
Stanley Park	970	30	955	45	934	66
<i>Sub Total</i>	<i>1055</i>	<i>44</i>	<i>1161</i>	<i>73</i>	<i>1074</i>	<i>73</i>
<i>Disabled %</i>		<i>4.00%</i>		<i>5.90%</i>		<i>6.40%</i>

Table 2.3: Match day LFC controlled parking remote from the stadium

Location	Existing		Phase 1		Phase 2	
	Standard	Disabled	Standard	Disabled	Standard	Disabled
Anfield Comp School	0	-	600	-	600	-
Anfield Primary	60	-	60	-	60	-
Pinehurst Primary	80	-	80	-	80	-
St Domingos	300	-	300	-	300	-
<i>Sub Total</i>	<i>440</i>	<i>-</i>	<i>1040</i>	<i>-</i>	<i>1040</i>	<i>-</i>

2.3.6 These two areas of parking summed together will mean that in Phase 1 there will be 2,201 parking spaces, with a further 73 spaces for disabled users close to the stadium. For Phase 2, these figures change to 2,114 and 73 respectively. No disabled parking spaces are proposed in the remote car parks, due to their distances from the stadium.

2.3.7 The Club is not proposing to construct any new car parks, or provide any parking for general admission ticket holders. Importantly, the parking stock will be better managed, with stricter access control.

Disabled Parking

2.3.8 From the above table it can be seen that dedicated disabled parking will be provided at various suitable locations, with the main area being within Stanley Park – which is similar to the existing arrangement. Access to these spaces will be pre-booked and restricted to those with a valid permit only.

Cycle Parking

- 2.3.9 Currently there is no dedicated cycle parking within the grounds of the stadium, and from the results of recent travel surveys (discussed later) there is no demand from supporters for this mode on match days.
- 2.3.10 However, from work at other stadiums it has been shown that cycling can be a popular mode of transport for staff who work at the stadium, and if suitable and secure parking can be provided it does start to be used over time. As such, 64 cycle parking spaces are proposed to be provided as part of Phase 1, to be available to both staff and supporters. These are to be located in prominent positions to increase the perception of security, and their usage monitored.

Motorcycle Parking

- 2.3.11 There is no dedicated motorcycle parking provided within the grounds of the stadium, and the travel surveys showed that there was no current demand. However, again to try and incentivise this mode, the Club have suggested that motorcycles be allowed to park within Stanley Park which is manned constantly on match days.

2.4 Outside Broadcast Units

- 2.4.1 Currently, Outside Broadcast Units (OBU's) are located to the front of the stadium between Walton Breck Road and the Main stand. This area will not be available (or suitable) following the expansion of the Main stand and the associated public realm improvements.
- 2.4.2 Due to the nature of the cabling connection between the transmitter units and the cameras within the ground, the OBU's need to be positioned as close to the stadium as possible. In addition, the OBU's need to achieve a particular communication link with satellites.
- 2.4.3 With these parameters, it is proposed to position the OBU's in a dedicated and secure facility at the northwest corner of the stadium between Anfield Road and Stanley Park.
- 2.4.4 This area will also be available for the ambulances which need to be on-site on match days.

2.5 Road Closures

- 2.5.1 The land assembled to facilitate the club expansion means that a number of nearby redundant roads will need to be permanently closed and stopped up. The road closures will significantly improve pedestrian circulation around the stadium development.

- 2.5.2 For stadium improvements, the following roads are proposed to be closed;
- Lothair Road;
 - Tinsley Street;
 - A small length of Rockfield Road and Back Rockfield Road; and
 - Lake Street.
- 2.5.3 A separate application for Anfield Road is proposed for it to be permanently closed and stopped up between Alroy Road and Skerries Road in advance of Phase 2, to facilitate stadium operations.
- 2.5.4 An application for these closures is being made under the section 247 of the Town and Country Planning Act 1990.
- 2.5.5 To mitigate the impact of the closures, it is proposed to construct a new section of road between Alroy Road and Gilman Street which will facilitate a more convenient alternative route.
- 2.5.6 This section of new road and Gilman Street will be two-way, and will increase the permeability of the area and improve the connectivity of Anfield Road to Walton Breck Road. As part of this measure, the one-way directions of Alroy Road and Rockfield Street are proposed to be reversed which will further complement the accessibility of the area.

3 Existing Match Day Travel Characteristics

3.1 Travel Surveys

- 3.1.1 To gain a good appreciation of the existing match day travel characteristics to Anfield stadium, face to face travel surveys were undertaken with home supporters for weekday evening and weekend matches in December 2013.
- 3.1.2 Surveys differentiated between hospitality and general admission supporters. No surveys of away supporters were undertaken as their travel characteristics vary significantly from match to match.
- 3.1.3 In particular, the surveys were targeted at identifying the final mode of travel that supporters used to reach the stadium before they started walking.

3.2 Travel Survey Results

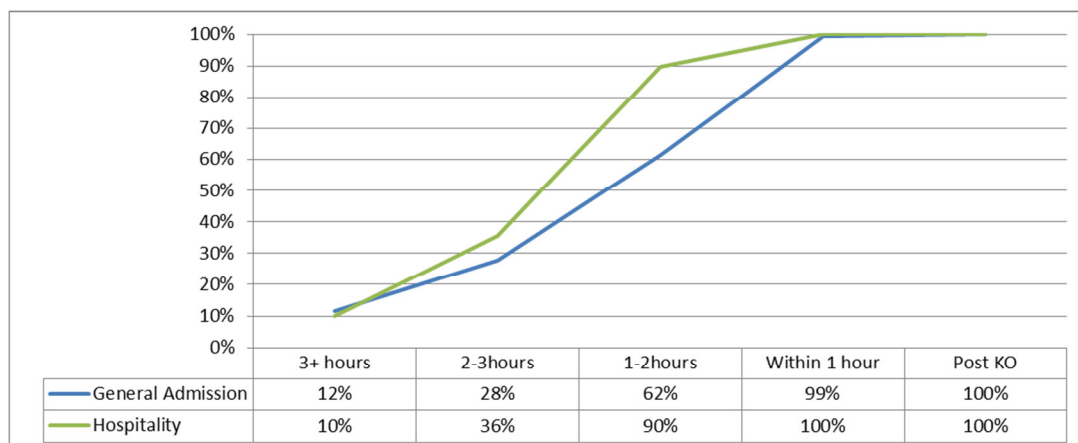
- 3.2.1 The following tables give a summary of the survey results for the weekday and weekend matches, with the figures weighted for each ticket type to provide an overall average.

Table 3.1: Weekday and weekend baseline mode splits

Mode	Weekday	Weekend
Scheduled Bus	5.0%	6.0%
City Centre Express Bus	1.2%	1.4%
Car (passenger and driver)	63.6%	57.7%
Supporter Coach	1.5%	2.6%
Dropped off	3.6%	3.5%
Soccerbus	2.1%	2.7%
Taxi	19.6%	23.7%
Train (Sandhills and Kirkdale)	1.0%	0.5%
Walk	2.4%	1.9%
Total	100%	100%

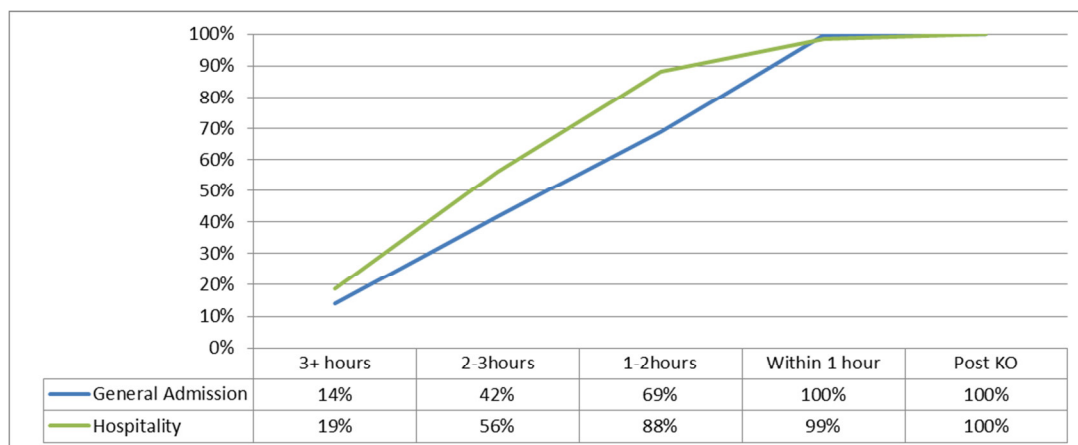
- 3.2.2 From the above it can be seen that car is the most popular mode of travel, but in comparison to the previous 2008 surveys, its usage has dropped by over 10% at the weekend.
- 3.2.3 The second most popular mode is taxi, with the most popular origin being the City Centre. Other public transport currently accounts for about 10% of supporters.
- 3.2.4 As the transport strategy moves forward, it will be targeting increasing the mode share for travel by public transport.
- 3.2.5 The surveys also recorded when supporters were arriving in the vicinity of the stadium, the results from which are presented in the following charts.

Chart 3.1: Weekday Arrival Profile



Source: Mott MacDonald Travel Surveys, 2013

Chart 3.2: Weekend arrival profile



Source: Mott MacDonald Travel Surveys, 2013

- 3.2.6 From the above results, what is interesting is how long before kick-off supporters are arriving into the Anfield area, especially those with general admission tickets. These ticket holders are permitted entry to the stadium from one and a half hours prior to kick-off, with most hospitality facilities become available 2.5 to 3 hours before kick-off.

4 Proposed Transport Strategy

4.1 Background

- 4.1.1 Anfield Stadium and LFC have been hosting top-end football matches for many years, and the associated transport access strategy has continued to evolve to meet the changing needs of the stadium, its supporter population, and their travel habits.
- 4.1.2 Within the Premier League, there are not many stadiums which are 'planted' within a built-up residential area. The local residents therefore experience a surge of people entering and leaving the area within a relatively short period of time on match days. The amenity of these residents needs to be protected as much as possible, and LFC have worked very hard to be a good neighbour. However, putting this into context, it must also be borne in mind that stadium events are only once every couple of weeks, between August and May, so supporting infrastructure needs to be in keeping with the timescales of the event and the surrounding built-up area.
- 4.1.3 Liverpool City Council has worked hard through the Local Transport Plan process, to improve sustainable access to the City and promote alternative modes of travel to the car. There is a balance act to be struck which provides measures which assist with stadium operations, on circa 30 days per year, yet do not encourage travelling by car on non-match days, and undermine the City Council's transport policy objectives.
- 4.1.4 Being positioned within a built-up area does have a number of accessibility benefits, notably:
- A network of streets which give a multiple choice of routes to approach and depart the area;
 - An established and good quality public transport network, with scheduled bus routes on the door step and Mersey Electric rail stations only a short distance away;
 - Good local amenity outside the stadium.
 - Good proximity to the City Centre; and
 - An established and historic supporter base residing in the area.
- 4.1.5 Many other stadiums in the UK do not enjoy these benefits, being located outside the built-up area, and are therefore more reliant upon access by private car and are much less accessible by public transport.

4.2 Existing Transport Strategy

- 4.2.1 The existing transport strategy for Anfield Stadium on match days is a combination of that which has evolved over the past decades, and that which has resulted from the works which have been funded by LFC to discharge planning conditions of previous planning consents for a new 60,000 seat stadium in Stanley Park – as discussed in Section 1.2.

4.2.2 As discussed in the previous chapter, this strategy has had a real and positive influence on how people travel to and from the stadium, with a significant decrease in the numbers of supporters travelling by car and attempting to access the area surrounding the stadium.

4.2.3 Notable issues which will be addressed are as follows:

Walton Breck Road

4.2.4 Walton Breck Road before a match can become very congested as a result of the demands of conflicting vehicle and pedestrian movements. Scheduled and match day express buses currently drop off supporters right outside the ground. After dropping passengers, taxis also make U-turns in this area to get back to the City Centre as quickly as possible. Supporter coaches are dropping off as close to the stadium as possible, as are some private cars. Footways are narrow, and consequently as the crowds build up, supporters will walk in the road.

4.2.5 The Police and the Club's appointed traffic management company do close the road, but the timing of this is inconsistent and sometimes not at all. As a consequence, scheduled bus services are significantly delayed behind the closure, causing timetable disruption.



- 4.2.6 When Walton Breck Road is closed, and vehicles removed, the space is transformed and spectators are able to approach the stadium in their many thousands without being restricted to using the footway.

Taxis

- 4.2.7 In the previous chapter it has been shown that taxis are the second most popular mode of travel for supporters accessing the stadium on match days. Taxis begin dropping off people at the stadium many hours before kick-off, and picking up for several hours after the match has finished, therefore making multiple trips, particularly to and from the City Centre. Both hackney cabs and private hire are used extensively by supporters.
- 4.2.8 However, there are currently no formal facilities / arrangements for taxis to drop-off before a game, and wait to pick-up at the end of the game.



Anfield Road

- 4.2.9 Adjacent to the stadium, Anfield Road is relatively narrow, but is a very popular route. A large number of supporters need to traverse this area, especially just after final whistle, and the space can become busy.
- 4.2.10 Anfield Road is consistently closed to through vehicles on match days no later than two hours before scheduled kick-off. The points of the closure are managed by at least two stewards who allow permitted vehicles to pass through to reach car parks off Anfield Road and residents of the area.



Way Finding

- 4.2.11 On the approaches and around the stadium, there is limited information for supporters to guide them to and from the stadium. After a game (particularly when it is dark), it would be easy for a supporter to become dis-orientated if they are not familiar with the area. It is not immediately clear in which direction to walk to reach the City Centre, or where to find a bus or taxi.
- 4.2.12 The Club has funded signage improvements in discharging planning conditions, as part of the previous planning consent.



Waiting Restrictions

- 4.2.13 It is several years since the City Council implemented the successful FMPZ's, and installed waiting restrictions and signage on a wide area of streets..



Soccerbus

- 4.2.14 Merseytravel operates a popular match day bus service between Sandhills rail station and Anfield. Many hundreds of people use this service, and before the game they are dropped off on the west side of Walton Lane near the junction with Anfield Road. However, this means that Soccerbus passengers have to cross Walton Lane to reach the stadium. Although there is a controlled crossing facility at the junction, observations have revealed that it is little used by Soccerbus passengers as it diverts them away from their desired shortest walking distance to the stadium, with passengers instead walking across the road through the traffic.



- 4.2.15 After the game, the Soccerbus reverses its route so that it can stack buses on the east side of Walton Lane to pick up supporters.

- 4.2.16 The above commentary summarises the main barriers to movement which exist in the vicinity of the stadium. We have carefully developed a package of intervention and mitigation measures, in close consultation with key stakeholders, to address these. The measures are addressed in the following section.

4.3 Proposed Transport Strategy

- 4.3.1 Overall, it can be said that the stadium's current transport strategy is working well, with a modal choice available to supporters and no significant barriers to movement or major impacts to the amenity to local residents. Anfield does get busy, but that would be expected when you consider that so many people are arriving into and leaving the area over such a short period of time.
- 4.3.2 To support the Phase 1 and Phase 2 Anfield Stadium expansion proposals, and help protect local residents' amenity, the transport strategy has the following objectives:
- To continue to evolve the current transport strategy, and build upon previous successful measures implemented;
 - To make the strategy more focused towards travel to and from the City Centre where a significant proportion of supporters undertake their final leg of their journey from, towards the stadium;
 - To temporarily close Walton Breck Road on match days to make it much more pedestrian friendly;
 - To provide dedicated facilities for match day buses to drop-off before a game, and to wait and pick-up after the match;
 - Similarly, to provide dedicated facilities for match day taxis to drop-off before a game, and to wait and pick-up after the match;
 - To agree diversion routes for scheduled bus services to operate on match days to avoid the road closure on Walton Breck Road;
 - To facilitate access by supporter coach;
 - To promote walk routes to key destinations;
 - To provide no general admission match day parking within off-street car parks controlled by the Club;
 - To provide no additional off-street car parks than are currently available;
 - To provide sufficient off-street disabled parking in close proximity to the stadium;
 - To provide sufficient, readily accessible off-street parking to meet the requirements of the hospitality offer;
 - To promote access by motorcycle and pedal cycle by providing secure parking facilities;
 - To protect the amenity of residential on-street parking in the surrounding area;
 - To promote match day travel opportunities to supporters via a variety of mediums; and
 - To facilitate a Transport Working Group to manage the match day transport strategy.

- 4.3.3 The outlines and detail of the proposed stadium transport strategy has been discussed with a range of stakeholders, comprising: the City Council, the Club, Merseyside Police; Merseytravel; Mersey Rail Electric; Stagecoach; Arriva; and taxi trade representatives.
- 4.3.4 A public consultation event was also held to provide an opportunity for the general public to review and comment upon the proposals.

5 Transport Interventions

5.1 Transport Interventions

- 5.1.1 To support the transport strategy objectives discussed in the previous chapter, and help manage the movement of additional supporters travelling to and from the stadium, a wide range of deliverable transport interventions are proposed and summarised within this chapter.
- 5.1.2 Also, as discussed below, these interventions are a mix of those that have already been funded by the Club to keep previous stadium expansion proposals live, but which also support and form part of the current transport strategy, and new proposals which will need to be delivered before the opening of the Phase 1 and Phase 2 improvements.

5.2 Previously Implemented Transport Interventions

Football Match Parking Zones (FMPZ)

- 5.2.1 The residential communities surrounding the Anfield and Goodison Park stadiums are now protected by one of the largest FMPZ's in the country. LFC have provided the funding for the implementation of 17 of these zones, which are now fully operational and are being enforced by LCC Parking Services. The scheme does include some free bays, but on-street parking is severely limited for people attending the match for a significant distance around the stadium.
- 5.2.2 The implementation and enforcement of the FMPZ has had a positive impact upon car use, with the proportion of supporters choosing to travel by car to the stadium on match days significantly reduced from 2008 to 2013.

Signage Contribution

- 5.2.3 Funding for the implementation of a signed walk route between Sandhills rail station and the stadium. Some of these signs have now become damaged / removed, and are proposed to be replaced as part of this application.

Arkles Lane and Priory Road Footway Improvements

- 5.2.4 Upgrade of footways adjacent to Stanley Park to a high specification. Priory Road is where a large number of home supporter coaches are parked, and Arkles Lane is used by away supporter (and players) and City Centre hospitality coaches. Utting Avenue, leading to Arkles Lane, is also an important walk route from the residential areas to the north of the stadium.

Priory Road Coach Lay-by

- 5.2.5 The provisions of the existing lay-by on the south side of Priory Road to accommodate home supporter coaches.

Up-grade of the Utting Avenue / Priory Road junction

- 5.2.6 Improvements, to the entire junction, including: signalisation; footway and carriageway up-grade; and controlled pedestrian crossing facilities on all arms.

New Pelican Crossing on Walton Lane

- 5.2.7 To facilitate safer pedestrian crossings of this busy road, and to also connect to the main pedestrian walk route to Kirkdale rail station.

New Traffic Signals at Walton Breck Road / Everton Valley

- 5.2.8 This to help facilitate turning traffic in and out of Walton Breck Road, and help manage the movement of pedestrians across this busy junction. The improvement is also a great aid to public transport to helping maintain their timetable.

Up-grade of Traffic Signals at Stanley Road / Lambeth Road

- 5.2.9 This improvement was particularly targeted at reducing the journey time for the Soccerbus, and giving controlled pedestrian crossing facilities on all arms. This junction is on the signed walk route between Sandhills rail station and the stadium.

Other measures

- 5.2.10 The Club has also provided funding for the improvement of Variable Message Signage in the area, and the surfacing, lighting and security of the St Domingo's Road parking lot.

5.3 Proposed Intervention Measures

- 5.3.1 In addition to the above significant measures which are already implemented, a further co-ordinated suite of interventions are proposed to be implemented to help support the stadium expansion and manage the movement of people and vehicles.
- 5.3.2 Within the Transport Assessment, more detailed information is provided on each intervention, and it will be seen that each has a particular focus, including: improving traffic management; facilitating public transport access; aiding pedestrian movement; and marketing and promoting the strategy to the various supporter groups. These interventions are summarised below:

Match Day Traffic Management Strategy

- 5.3.3 As discussed previously, Walton Breck Road is one of the main pedestrian access routes to the stadium. Currently before a match there is significant competition for space between pedestrians and vehicles,
- 5.3.4 In this intervention, Walton Breck Road will be closed to all vehicular traffic (except residents and emergency vehicles) from the junction with Robson Street in the west, to the junction of Houlding Street in the east. The closure will be in place for a period two hours prior to kick-off until half-an-hour after final whistle. This will therefore mirror the current practice on Anfield Road, with the proposed pre and post-match arrangements.
- 5.3.5 Although this sounds a relatively simple measure to implement (as it already happens, but on a much more ad hoc basis), in reality it will require a number of important interventions to not only ensure that the road closures will work efficiently, but to also support the transport strategy for the stadium.
- 5.3.6 The concept of this strategy has been discussed with key stakeholders in the preparation for this application, and the full details will be worked through prior to implementation.
- 5.3.7 The key aspects of the interventions are discussed below:

Traffic Management

- 5.3.8 Each match day road closure point will need to be manned by at least two experienced and qualified private traffic management personnel who will be employed by the Club. The road closures will be a mix of: 'soft closures' where vehicles will be permitted past; and 'hard closures' where no vehicles will be permitted past unless they have valid residents permit or are an emergency vehicle. Merseyside Police will still be in presence, but their personnel will not be needed to man the closures.
- 5.3.9 Lengths of street where buses and taxis will need to wait, and non-residential parking areas within the road closure (Walton Breck Road, Anfield Road, and Priory Road) will be protected with no waiting cones eight hours prior to kick-off.

Taxi Zones

- 5.3.10 Before the match there will be designated zones where taxis will be able to drop-off, turn around and return to the City Centre for another pick-up. These are all on the edge of the road closures, but are on convenient and direct walk routes to the stadium.
- 5.3.11 After the match, zones will be allocated for taxis to wait for passengers on Sleepers Hill, Oakfield Road and Arkles Lane with taxis also able to intercept supporters along the

designated walk route to the City Centre. Known areas where taxis will be waiting will give surety for spectators on which direction to walk when they exit the stadium.

- 5.3.12 The introduction of taxi zones is only part of improving the taxi offer. It will be supported by the wayfinding proposals with signage to direct supporters to the nearest taxi hub. Many supporters prefer to walk away from the stadium and hail a taxi. This will be encouraged by the transport strategy as it helps post match supporter dispersal.

City Centre Express buses

- 5.3.13 Before the match, bus stops will be allocated on Robson Street for the match day City Centre Express bus service (currently the 917 service) to drop-off spectators. Residential parking bays are to be retained, with the exception of one, however this will only be unavailable for use on match days.
- 5.3.14 After the match, the service will stack and wait for supporters along Robson Street. A second reservoir of buses will be waiting on St Domingo's Road to move round to Robson Street once the initial buses have filled and left.
- 5.3.15 These bus stops will be clearly marked as for match day use only. Access to the buses will be controlled by traffic management personnel, in line with the traffic management plan.

Soccerbus

- 5.3.16 The Sandhills rail station shuttle bus service will continue to drop-off and pick-up on Walton Lane. However, before the match it is proposed to reverse the direction of the existing route so that passengers are dropped-off on the east side of Walton Lane removing the need to cross the busy road.
- 5.3.17 Space is currently available along Walton Lane for additional Soccerbuses to stack after the match should demand dictate.

Scheduled buses

- 5.3.18 Standard scheduled buses will continue to operate through the Anfield / Breckfield area to timetable, but they will be operating to agreed diversion routes around the road closure zone.
- 5.3.19 Alternative bus stops on the diversion routes will be available, and bus stops affected by the diversion will be signed that they are not in use on match days with signage directing passengers to the nearest alternative bus stop from which they can board the service.

Taxi One

- 5.3.20 This is a relatively new service which uses hackney carriages, but runs to a fixed route like a scheduled bus. Currently, the service operates before a match from St. John's Lane near Lime Street to Anfield Road, and people using the service will be charged a fixed fare.
- 5.3.21 The stopping area on Anfield Road is often blocked by parked vehicles, so to help this service, a formal bus stand will be installed so that spectators can disembark on to the footway rather than the road. This bus stand will be clearly marked for match day use only.

Supporter coaches

- 5.3.22 Match day coaches will continue to operate as existing from Priory Road, Arkles Lane and Utting Avenue. The coach lay-by on Priory Road is proposed to be extended (to the east of Mill Lane) prior to the operation of Phase 2 to help maintain carriageway width along the road. Further coach parking would be available along Walton Lane should demand dictate.

Disabled drop-off

- 5.3.23 As discussed previously, pre-arranged, permit only disabled drop-off facilities will be provided within Stanley Park. In addition, further drop-off areas are proposed on Oakfield Road and Arkles Lane as close to the stadium as possible.

Promotion

- 5.3.24 Comprehensive promotion of the strategy will be required to help people become familiar with the new traffic management area, and to help avoid undue congestion and delays occurring outside of the road closure zone.

Post Consultation

- 5.3.25 Following consultation events with the public, it was decided that the following two measures would also be introduced in response to issues raised by members of the public:
- Bespoke residential parking passes for residents directly affected by road closure area adjacent to the stand. This will enable easier identification of vehicles entitled to pass through the road closures to reach their properties; and
 - A change to the directional flow of traffic along Skerries Road from southbound (existing) to northbound following comments from residents along the street that they experience high volumes of delivery vehicles using the road to connect to Walton Breck Road (presumably following Sat Navs). The correct route to take is along Arkles Road, which has restricted parking along one side of it to better accommodate through movements along the road.

Walk Routes, circulation and signage

- 5.3.26 The final mode of travel to the stadium, and the first mode away from the stadium is always by foot. However, there are a number of pedestrian issues in the vicinity of the stadium which are not ideal, and that the stadium expansion offers a good opportunity to improve.

Figure 5.1: Proposed public realm for stadium expansion



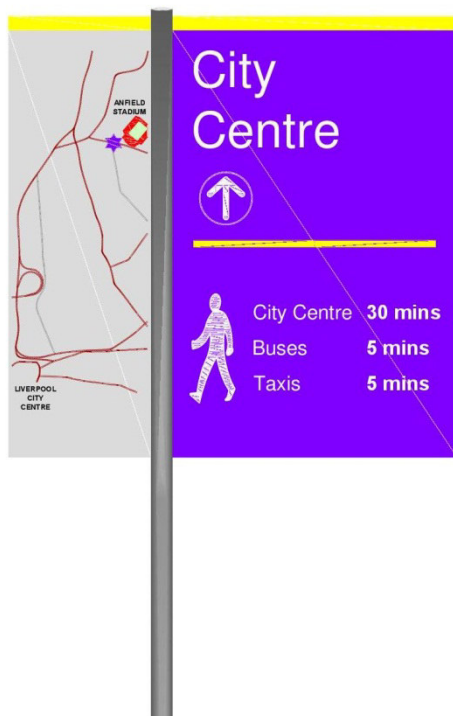
Source: Planit IE

5.3.27 The above graphic gives a representation of the public realm proposals adjacent to the stadium following construction of the expansion of the Main stand in Phase 1. In terms of pedestrian circulation this arrangement will offer the following significant benefits over the current arrangement:

- The width of the Anfield Road corridor to the north of the stadium will be around double the width that it is at present. This will make it much easier for people to walk round this side of the stadium, and especially after final whistle when it is at its busiest;
- New pedestrian walk routes will be created between Anfield Road and Stanley Park (and the hospitality car park) making this edge much more permeable than it is at present;
- To the west of the stadium, a very generous pedestrian plaza will be created, allowing people to walk freely and gather in the large square to the southwest. This plaza will be fronted with a range of supporter and visitor facilities which will help increase dwell time within the area of the stadium.

5.3.28 In addition, the closure of Walton Breck Road before the match will effectively bring this road into 'the space' of the new plaza, with the streets shops and businesses forming its southern edge.

5.3.29 To the north of the stadium, the pedestrian walk routes are already of a very high quality, but to the south where some key destinations exist, the following improvements are proposed:



Along Walton Breck Road, good quality signage is proposed to be provided at a high level to initially give clear directions to the bus and taxi public transport hubs.

These types of signs will then continue towards the City Centre at regular intervals along the preferred (and shortest) walk route.

Part of this route will be along Great Homer Street, which is likely to be the subject of significant public realm improvements as part of the (former) Project Jennifer development, which is understood to begin construction in the near future.

The reverse of these signs will direct walkers from the City Centre to the stadium, so the wayfinding measures will be of good use to people walking to and from Goodison Park as well as Anfield.

Note, the image to the left is a concept only, and will be subject to further consultation.

5.3.30 As discussed previously, there already exists a signed walk route to Sandhills rail station, but some of the installed signs have gone missing or are damaged. These are proposed to be reinstated in-line with the original scheme.

5.3.31 Kirkdale station is an important travel destination for supporters travelling to and from Anfield stadium, however the walk route between the two is somewhat convoluted and is not obvious. To help overcome this, new pedestrian wayfinding signage is proposed along the most direct walk route. This route will connect with the existing controlled pedestrian crossing facility of Walton Lane which the Club has already funded.

Marketing Strategy

- 5.3.32 Supporters who regularly travel to football matches (such as season ticket holders) are notoriously fixed in their habits, generally traveling the same way to the stadium for each home match.
- 5.3.33 At Anfield, the implementation and enforcement of the FMPZ has had a visible benefit in supporters travel habits and match days, and there is an evident move away from private car. The closure of Walton Breck Road is likely have an important affect too.
- 5.3.34 Existing LFC supporters are therefore 'primed' for further positive changes to their travel habits, and the new supporters which the stadium expansion will generate will not yet have their travel habits planned.
- 5.3.35 LFC have recognised the importance of the transition period between now and when the improved stadium becomes operational, and are therefore planning a wide scale and inclusive marketing strategy to make all supporters aware of the travel choices which will be available to them, and particularly the quality match day travel opportunities which will be available to them from the City Centre.
- 5.3.36 The marketing is planned to be undertaken through a variety of formats and mediums, such as the LFC website, information distributed with season tickets, displaying travel information around the stadium and announcements on the screens and tannoys. These would be developed in consultation with transport operators.
- 5.3.37 A Staff Travel Plan has been prepared to specifically address how staff travel to the stadium on match and non-match days. Within this, a number of promotional campaigns are proposed to raise awareness of travel options for staff to ensure they also are encouraged to use sustainable transport to access the stadium.
- 5.3.38 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 (see below) to address any arising transportation and access issues.

Transport Working Group

- 5.3.39 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:
- The Club;
 - The stadium Safety Action Group;
 - Liverpool City Council;
 - Merseyside Police;
 - Merseytravel;
 - The Club's appointed traffic management company; and
 - Public transport operators – bus and taxi.
- 5.3.40 The group will meet regularly to review the performance of the transport strategy, and evolve / change it where necessary as well as address any transport concerns which have arisen.

5.4 Summary

- 5.4.1 Moving forwards, this strategy is therefore based on building upon existing interventions as well as implementing new measures which will further assist with improving and facilitating sustainable access to the stadium on match days to support the key objectives of the strategy.
- 5.4.2 An updated traffic management plan has been produced for review and implementation by the traffic management company to ensure that the measures are efficiently managed on match days.

6 Conclusion

- 6.1.1 A new transport strategy has been developed, which is focused at improving sustainable transport access and improving the travel choices available to supporters. This strategy builds upon the previous work done by the Club in partnership with the City Council, and maximises the benefit of the clubs location.
- 6.1.2 In line with the City Council's Transport Policy (Local Transport Plans 1 to 3) an approach of not encouraging trips by car has been embraced, instead supporting improved access by sustainable modes such as public transport and walking, together with not providing any increase in parking for general admission ticket holders.
- 6.1.3 To build upon the measures which were implemented as part of previous planning applications, the Club are proposing to invest further in the local area through the provision of interventions to facilitate access to sustainable modes of travel, such as formal taxi ranks, enhanced wayfinding signage and improvements to public transport services through supporting alternative routes.
- 6.1.4 The formation of a Transport Working Group will ensure that the strategy is monitored on a regular basis, with any issues arising being reviewed and addressed.
- 6.1.5 The Transport Strategy has demonstrated how the stadium expansion and the associated changes to travel it is anticipated this will generate can be accommodated, with a balanced approach across a range of modes, making best use of and enhancing existing infrastructure and promoting sustainable travel in a realistic and achievable manner.

