

FIGURE 12.18 PEDESTRIAN ACCESS IMPROVEMENTS

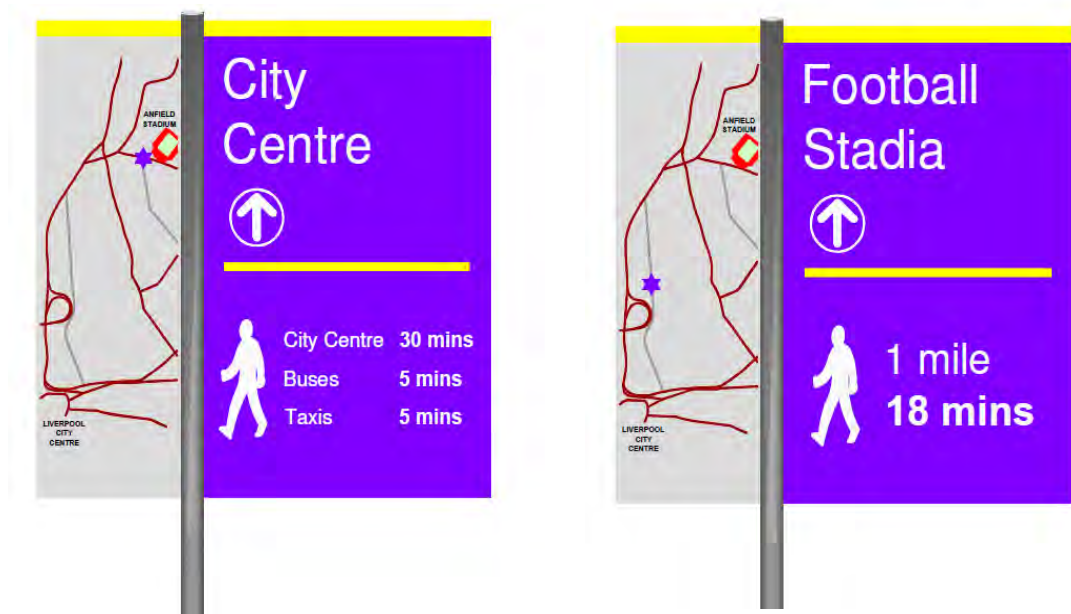
12.21 Measure 10.0: Walk route to City Centre

Background

- 12.21.1 The importance of the City Centre as an interchange hub has been demonstrated earlier in this TA and to support this notion, a signed walk route is proposed between the stadium and the centre to direct supporters. The route is proposed to run down Great Homer Street, which will be undergoing a transformation as part of the approved 'Project Jennifer' regeneration project and will be much more attractive as a walk route.

Intervention

- 12.21.2 To ensure the route is clear and easy to follow, a series of wayfinding signs are proposed to direct supporters between the stadium and the City Centre. The proposed route to be signed is shown in the following image, with regular signs to be located along the route and at key decision points.



Example concept wayfinding signs



FIGURE 12.19 CITY CENTRE WALK ROUTE

12.22 Measure 11.0: Walk route to Sandhills

Background

- 12.22.1 Sandhills Station is the closest of the three railway stations in the vicinity of the stadium, and also hosts a Soccerbus connection on match days. An alternative to using the Soccerbus is to walk the 1.3 miles (approximately 30 minutes) from this station to Anfield.
- 12.22.2 Some signage has been provided around the stadium to direct supporters to the ground from key walk routes; however there are improvements which can be made.

Intervention

- 12.22.3 It is proposed that to further support the facilitation of walking between the stadium and the station as an alternative mode of connection to the Soccerbus, improved wayfinding will be provided to fill missing gaps on the route to ensure the route is clear and direct. Additional signage is proposed along the route at the locations to be determined through a route audit. The proposed route is shown in the following figure. This signage will be in-keeping with existing wayfinding signage to ensure consistency along the route.



FIGURE 12.20 WALK ROUTE TO SANDHILLS

12.23 Measure 12.0: Walk route to Kirkdale

Background

- 12.23.1 Kirkdale Station, although not as popular for match day travel as Sandhills, is still important in terms of facilitating access to the stadium for supporters. Facilitating an expedient and safe route between the station and the stadium will help to further promote use of this station and rail travel.

Intervention

- 12.23.2 It is proposed that additional wayfinding signage will be provided along the route between the station and the stadium. The proposed route to be promoted is shown in the following figure, and is a convoluted route which consists of a number of streets but provides the most direct and quickest route between the station and stadium. The location of signage is to be determined through a route audit.

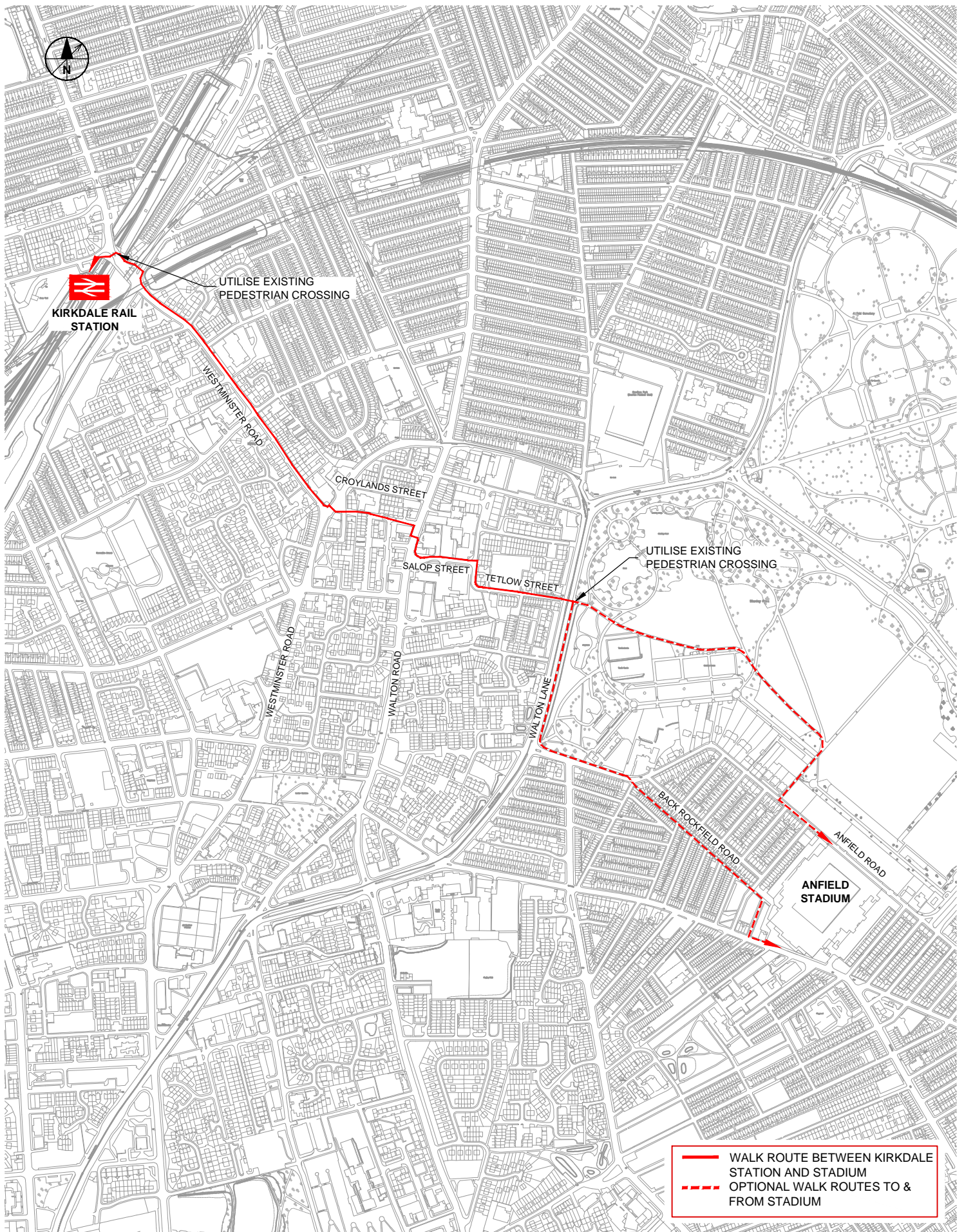


FIGURE 12.21 WALK ROUTE TO KIRKDALE

12.24 Measure 13.0: Integrated match day ticketing

Background

- 12.24.1 Integrated ticketing is concerned with combining tickets for travel to the stadium across modes as well as combining stadium access tickets with public transport tickets to remove the requirement for supporters to organise and carry multiple tickets, and increase the convenience of public transport.
- 12.24.2 The main bus operators in the city are Stagecoach and Arriva and they now have tap-and-go technology in their vehicles. This allows bus users to board a bus with a pre-paid card and thus avoiding the need for making a payment to the driver.

Intervention

- 12.24.3 Over coming years, the Club are keen to work together with Merseytravel and public transport operators to explore and promote other combined ticketing opportunities for travel to and from the stadium by public transport on match days. This initiative is likely to include the following steps:
- Discussions with public transport operators to explore the feasibility of introducing match day combined ticketing – for both rail and public bus;
 - Investigations into the technology to combine the match day public transport travel pass with the season ticket into a single smart card;
 - Improved match day travel awareness sections on the Club's website to promote match day public transport ticketing schemes.
- 12.24.4 Combined ticketing with purchasing combined travel tickets to support multi-modal trips is already demonstrated to work for Anfield through the Soccerbus and has evidence of success from initiatives further afield such as the Kombi-ticket in Germany and Magpie mover in Newcastle. These initiatives encourage sustainable access to the stadium, promoting modal shift from the private car, by making public transport a hassle free choice by removing the requirement for multiple tickets for match entry and travel.
- 12.24.5 The Club is very interested in discussing how pre-purchased public transport travel could be combined with their own season ticket and fan card smart technology.
- 12.24.6 Over time a shift in ticketing culture is happening and will continue as customer flexibility is catered for by changes in technology.

12.25 Measure 14.0: Marketing Strategy for Transport Access Options

Background

- 12.25.1 Currently, promotion by the Club and other organisations (such as Merseytravel) on options for how supporters can travel to and from the stadium is relatively limited, and restricted to initiatives such as: a travel page on the Club's website; information on Merseytravel website about public transport options (such as Soccerbus) and limited signage around the stadium. On the most part, the Club does not attempt to influence supporter travel choice for football match events at the stadium.
- 12.25.2 There is therefore significant opportunity to make good improvements in the travel awareness for supporters to football matches, particularly as a range of improvements to existing services and provisions are proposed within this suite of interventions which will make certain modes more accessible or appealing for match day travel. Once interventions are in place, it is important that supporters are made aware of them to ensure that they are recognised as a good way of reaching the stadium and they are used by supporters as an alternative to using their cars.
- 12.25.3 The importance of the City Centre has been highlighted, particularly the number of supporters who travel from the City Centre hotels to matches, with this sector being vital to engage and work with going forwards.
- 12.25.4 The purpose of the Marketing Strategy is to demonstrate the deliverability of the strategy by ensuring that effective promotion of travel options is being disseminated to supporters to enable them to make a modal choice, and to educate them about and encourage use of sustainable modes.

Intervention

- 12.25.5 Effective promotion of the various travel options to the stadium is key to achieving the target modal splits. In effect, the more awareness that is raised about sustainable modes, the more likely supporters are to review their travel choices and choose to travel by public transport or walking, as opposed to using their car.
- 12.25.6 To help promote the full range of stadium travel opportunities, the following measures are proposed:
- A significant up-grade and maintenance to the Club's website travel page;
 - Provision of travel promotional material to accompany the issue of season tickets;
 - Dissemination of travel information at the stadium, for example leaflets in the shop;
 - Provision of wayfinding maps or boards showing supporters where to go to connect to public transport;
 - Promotion of travel opportunities to all club members via a variety of mediums;

- Dissemination of information to supporters clubs for inclusion on their individual websites and their communications with their members;
 - Discussions with Merseytravel and transport operators to help further incentivise non-car travel to matches;
 - Regular advertising within match day programmes;
 - Provide transport and travel information/updates on LFC social media channels such as Twitter and Facebook;
 - Provide public announcements via the tannoy system to highlight any traffic issues through continued working with the police and LCC; and
 - Liaise with City Centre hotels to disseminate travel information to supporters who stay overnight pre or post-match to make their guests aware of travel options from the City Centre.
- 12.25.7 The promotion of alternative travel options has been demonstrated to be successful at Newcastle who have their 'Altoonative Travel' website and encourage journey planning and initiatives such as car sharing prior to matches.
- 12.25.8 This promotion will be paramount to ensuring that the various access options are well publicised to the public which in turn will support modal choice to supporters for match days travel.

12.26 Measure 15.0: Dwell Time Initiatives

Background

- 12.26.1 A way of dissipating supporter movements both before and after a match is through encouraging varying arrival and departure profiles by providing facilities which support early arrival or late departure from the stadium, so increasing dwell time in the area.

Intervention

- 12.26.2 A range of facilities are proposed as part of the re-development of the Main stand. Some of these facilities are already in place prior to kick off, but much less so post-match. These include
- Bars;
 - Eateries;
 - Fan Zones area; and
 - Retail outlets.
- 12.26.3 The provision of these facilities will attract some supporters to the ground earlier than existing which will help to dissipate travel movements, preventing a build-up of pressure on the transport network prior to kick off, as well as generating a smoother departure profile post-match as some supporters remain behind for longer.

- 12.26.4 The incentivisation of some of the facilities, such as offering money saving meal deals at a certain time prior to kick off or post final whistle, may attract some supporters to arrive early or depart later from the stadium. Such offers could be generally available or issued through promotions to season ticket holders as an added bonus in recognition of their support.
- 12.26.5 Reviews of practice at other stadiums shows that effective dwell time initiatives can have a positive impact upon the supporter departure profile, and include for example Newcastle United who show highlights from the match following final whistle on the big screens and undertaken crowd activities such as encouraging singing.

12.27 Measure 16.0: Staff Travel Plan

Background

- 12.27.1 An Interim Staff Travel Plan has been developed and submitted as a separate document to this TA. The document provides a toolkit of measures to help promote more sustainable travel by people working at the stadium and is aimed at both permanently employed staff at the stadium as well as those who work specifically on match days.

Intervention

- 12.27.2 To help promote more sustainable travel for staff employed at the stadium, the following measures are recommended within the Interim Travel Plan.

Table 12.3: Staff Travel Plan Actions

| Area | Action |
|-----------------------------------|---|
| Website and Intranet | Continue to update the website and intranet with current and relevant travel information. |
| | Continue to promote walking routes to the City Centre and in surrounding areas within the LFC website and intranet by providing a walking map. |
| | Provide information relating to cycle parking and routes through the intranet. |
| | Provide a link to www.liftshare.com from the LFC intranet and make staff aware of this. |
| | Publicise web links to travel information on publicity material aimed at staff. |
| Other Promotion/ Publicity | Work with Merseytravel to develop joint marketing campaigns to promote sustainable travel to the stadium. |
| | Take part in Merseytravel's LSTF campaigns. |
| | Publicise cycle parking and any cycle discounts to staff via poster campaigns, staff briefings and the intranet. |
| Partnerships | Include within the new employee starter manual travel information such as how to access the stadium through public transport, as well as promoting the cycle parking and facilities and provide information on car sharing. |
| | Continue to work in partnership with Merseytravel and the public transport providers to provide information to staff on services and season tickets. |
| | Join Merseytravel's Employers Network. |

| Area | Action |
|----------------------------------|---|
| Active Travel | Investigate the eligibility of new starters for Merseytravel's Transport Solutions offer. |
| | Look to apply for a Merseytravel Sustainable Travel Grant to fund travel plan measures. |
| | Promote walking and cycling through events using resources available via the Employers Network. |
| | Review feasibility of providing shower, locker and changing facilities to staff. |
| | Monitor usage of cycle parking at the stadium and provide additional cycle parking where required. |
| | Implement the cycle to work scheme so that staff are able to purchase a bicycle through salary sacrifice. |
| | Information to be provided on walking and cycle routes via email, staff newsletter, leaflets, information in staff common areas, website & intranet. |
| | Promote free cycle and bike maintenance training to staff. |
| | Continue to provide public transport information on the LFC website and intranet. |
| | Provide public transport information to match day staff in partners workplaces via staff intranet/website/common areas etc. |
| Public Transport | Work with Merseytravel to provide personalised journey planning information to staff. |
| | Work closely with Merseytravel and local public transport providers in order to improve access to the stadium by public transport. |
| | Provide a link to www.liftshare.com on the staff intranet and encourage participation through the staff travel awareness days. |
| Car Strategy | Encourage staff to car share to meetings and training. |
| | Promote the use of conference calls and video calling to reduce the need to travel to meetings. |
| Transport Committee | Set up a Transport Committee and meet biannually to review progress against the Action Plan, agree additional actions and discuss the development of the Travel Plan, record meetings and outcomes. This could be incorporated into the wider Transport Working Group meetings. |
| Monitoring and Evaluation | Undertake a staff travel survey to support the monitoring process of the Travel Plan. |

12.28 Scheme 17.0: Transport Working Group

Background

- 12.28.1 The forming of a Transport Working Group, consisting of dedicated representatives from LFC, LCC, Merseytravel, the Police, transport operators and the stadium Safety Advisory Group would enable a forum for discussion on issues relating to accessibility and transportation to the stadium and a platform for monitoring and managing interventions moving forwards to review the effectiveness of these in relation to the Transport Strategy.

Intervention

- 12.28.2 A Transport Working Group, led by LFC, should be formalised with dedicated representatives and stakeholders. The group's role will include facilitating regular discussion with the other members to review what is working and where there are issues in relation to accessibility for

all modes at the stadium. This can cover both match and non-match days, ensuring that the stadium remains accessible for all user types.

- 12.28.3 The group should consist of the following members as a minimum:
- LFC including the Travel Co-ordinator;
 - Representation from the Safety Advisory Group;
 - Liverpool City Council;
 - Merseytravel;
 - Mersey Police;
 - Merseyrail;
 - Bus operators – Arriva, Stagecoach, Soccerbus operators; and
 - Taxi representatives.
- 12.28.4 Other representations could include:
- Traffic Management Company;
 - A residents representative; and
 - A supporters representative.
- 12.28.5 The group should meet on a regular basis and consider the following:
- Where there are issues or concerns with supporter access;
 - If demand is being met for sustainable transport modes;
 - Any changes to the club operation, transport services or provisions which need to be taken into consideration which will influence supporter travel;
 - Progress of the monitoring strategy and any actions required to keep this moving forwards; and
 - Review of the intervention measures in light of the monitoring of supporter and staff mode splits, to ensure these are delivering the required results, and the development of solutions if issues need to be addressed.
- 12.28.6 The proposed interventions are a combination of physical measures requiring on-the-ground works, and promotional measures requiring effective communication to future visitors to the stadium on the travel opportunities which will be available to them.
- 12.28.7 To help ensure that the proposed interventions are positively influencing how spectators are travelling to and from the stadium on match days, a Monitoring Strategy will be needed to be implemented by the Transport Working Group. This strategy will both review modal choice over time, and identify any significant on-the-ground issues which may require mitigation or action.
- 12.28.8 Items that could be included within the Monitoring Strategy may be as follows:
- Review of target mode splits;
 - Spot surveys of modes of travel to review occupancy and usage on match days;
 - Nomination of a suitable employee of LFC to take ownership of the strategy;

- Regular discussions with representatives of the surrounding residential populations and supporters groups to identify any significant travel issues.

12.28.9 Monitoring should be an on-going exercise and be undertaken on a frequent basis until targets are achieved to ensure change can be reviewed, recorded and managed accordingly. Following the achievement of the targets, regular reviews of travel characteristics should be undertaken to ensure that accessibility continues to operate sufficiently.

12.29 Post Consultation (Stage D) measures

- 1.1.2 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 the 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 prevent residents living in the FMPZ wider area not directly affected using their pass to enter the area for through travel or parking; and
 - A change to the directional flow of traffic along Skerries Road from southbound 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 preferred route for these vehicles to take is along Arkles Road, which has restricted parking along one side of it to better accommodate through movements along the road.