

13 Phase 2 Modal Movements

13.1 Overview

- 13.1.1 For Phase 2 there will only be an increase in General Admission ticket holders, with a further 4,800 seats provided for this ticket type. No additional Hospitality tickets would be provided. It is however likely that the suite of intervention measures presented in Chapter 12 will influence the modal split of Hospitality ticket holders, so for completeness we have also included an analysis of that ticket type in this chapter, to provide an overview of the full capacity following both phases of expansion.
- 13.1.2 It is anticipated that the intervention measures proposed as part of Phase 1 (and outlined in the previous chapter) will have begun to influence supporter travel by the time Phase 2 commences, with additional measures proposed specifically for Phase 2 also influencing supporters' choice of mode over time. As such, we anticipate that the modal splits provided for Phase 1 will evolve, and to accommodate this shift we will assess likely ranges of mode share as opposed to a static figure, with an 'As Existing' scenario at one end of the range and a Target scenario at the other.

13.2 Calculations Methodology

- 13.2.1 Similarly to Phase 1, a home supporter attendance of 100% has been assumed for the capacity of the stadium (excluding away supporters).
- 13.2.2 A further 3,000 seats for away supporters, which as per the calculations undertaken in Phase 1 have not been included within the review for this chapter.
- 13.2.3 As discussed, within Phase 2, we provide a dual approach to assessing the impact from the change in capacity – a 'As Existing' approach (using the same methodology as Phase 1 and extrapolating the exiting baseline modal splits forwards to accommodate the additional mode) and a 'Target' approach whereby we take into consideration the likely influence the interventions will have upon supporter travel and reflect this within the modal splits. These two sets of calculations will essentially provide a range, within which the actual modal shares could operate and evolve over time.

Maximum match day capacity of each mode

- 13.2.4 The maximum match day capacity of each mode refers to the potential of each to accommodate match day supporters on match days, taking into consideration, where necessary, other travellers not associated with the match and varying service capacities, i.e. varying vehicle sizes such as single or double deck buses and 3 or 6 carriage trains.
- 13.2.5 In the Target approach, several modes will essentially be capped, with no further increase in proportional use by future supporters being facilitated (i.e. the modal share will not change from the As Existing baseline), with the anticipation that new supporters would be encouraged to choose an alternative sustainable mode of travel to and from matches.

- 13.2.6 Capped modes, where further increased proportional usage is not promoted, and no additional capacity supported include:
- Car;
 - Taxi; and
 - Dropped off.
- 13.2.7 In addition to this, no changes to capacity from the existing baseline, i.e. no additional capacity is being provided, is proposed for the following:
- Scheduled buses – no changes to the routes, vehicle sizes, vehicle numbers or frequencies are proposed. Capacity remains as existing, with an assumption that an average of 55 people could be accommodated on each service, and that of this 55, only 60% would be available for match use, recognising the remaining is for other travellers and some routes may not be as desirable as others;
 - Soccerbus – no changes to vehicle sizes or number of vehicles operating are proposed however increased demand should increase the frequency of the service (which currently departs based on how full it is). A new route is proposed as part of Measure 5, however this will not seek to increase capacity. Capacity remains as existing, being able to deliver 24 bus loads of passengers (at an occupancy of 90) over the 2 hour operating period;
 - Trains (Walking to Sandhills and Kirkdale then accessing service) - no changes to service frequency or number of carriages operating are proposed. Capacity remains as existing, however an assumption has been made that all services will consist of 3 carriages (although in reality some offer 6) and similar to the buses, that only 60% of this would be available for match day supporters.
- 13.2.8 Capacity is essentially undefinable or unlimited for the following modes:
- Car – undefinable limit but no further capacity assumed or provided for;
 - Dropped off – undefinable limit but no further capacity assumed or provided for;
 - Taxi - undefinable limit but no further capacity assumed or provided for;
 - Walk (City Centre and local area) – Unlimited capacity.
- 13.2.9 Capacity is proposed to be increased for the following measure to accommodate Phase 2:
- City Centre buses – As part of Measure 4, changes to the frequency, start time and route of the City Centre Express bus (currently operated as the 917) is proposed, with these changes having the full support of the operators, who have confirmed their ability to operate these services as outlined. The new capacity is noted in the following table.
 - Coaches – As part of Measure 3, additional drop off bays will facilitate additional coaches on match days, increasing the number of coaches which can be accommodated and hence increasing the potential capacity of this mode. The new capacity is noted in the following table.
- 13.2.10 The following maximum capacities are available for each mode to accommodate the **total** stadium capacity (so existing, phase 1 and phase 2) home supporters proposed following Phase 2 (55,596), as outlined in the points above with some modes with no definable or limitable capacity noted.

13.2.11 Capacity is reported in terms of the number of people who could be accommodated, or 'people spaces'.

Table 13.1: Maximum capacity review (weekday)

Mode	Capacity assumptions	Maximum capacity (people) for Phase 2
Scheduled bus	104 services @ 55 occupancy - using 60% availability	3,432
City Centre Express Bus	12 services @ average 70 occupancy per hour (42 over an extended 3.5 hours)	2,310
Car	Undefined	Undefined
Coach and Mini Bus	50 coaches @ 50 occupancy	2,500
Dropped off	Unlimited	Unlimited
Soccerbus	24 services @ 90 capacity over 2 hour period	2,160
Taxi	Undefined	Undefined
Sandhills & Kirkdale (Train)	53 services (both directions, no double counting) @ 576 3 car occupancy with 60% capacity available for matches	18,317
City Centre and Local Area (Walk)	Unlimited	Unlimited

Table 13.2: Maximum capacity review (weekend)

Mode	Capacity assumptions	Maximum capacity (people) for Phase 2
Scheduled bus	126 Sunday services @ 70 occupancy using 60% availability	5,292
City Centre Express Bus	12 services @ average 70 occupancy per hour (42 over an extended 3.5 hours)	2,640
Car	Undefined	Undefined
Coach and Mini Bus	50 coaches @ 50 occupancy	2,500
Dropped off	Unlimited	Unlimited
Soccerbus	24 services @ 90 capacity over 2 hour period	2,160
Taxi	24 services	Undefined
Sandhills & Kirkdale (Train)	36 services (both directions, no double counting) @ 576 3 car occupancy with 60% capacity available for matches	12,442
City Centre and Local Area (Walk)	Unlimited	Unlimited

13.2.12 Unless stated otherwise, these capacities are based upon a 3 hour build up to a typical weekday and weekend kick off time. Where capacities differ between Saturdays and Sundays, the lower of the two has been used, to ensure on days when this capacity limit is in force, supporters can still be accommodated sufficiently.

- 13.2.13 Proposed modal shares for Phase 2 therefore need to ensure that the number of people they generate do not exceed any of the above maximums for each mode – i.e. no mode can propose more people are moved than there is the capacity available to do so.
- 13.2.14 Through understanding the capacity of each mode it is possible to review the ability of each to accommodate the additional supporters in line with the As Existing scenario first and then against the Target scenario when demand changes.

13.3 Demand and Capacity Review

- 13.3.1 Similarly to Phase 1, the 'As Existing' mode splits are the existing 2013 modal splits extrapolated forwards for application against the proposed additional capacity for each ticket type. These are presented below in terms of the number of people each would accommodate following the Phase 2 expansion, which is then reviewed in line with the capacity of each mode as presented earlier.

Table 13.3: As Existing demand capacity review for Phase 2 (weekday)

Mode	General Admission		Hospitality		Capacity review		
	As Existing	No. people Phase 2	As Existing	No. people Phase 2	Total people (all ticket types)	Max capacity (people spaces)	Spare capacity (people spaces)
Scheduled bus	5.38%	2,533	1.24%	105	2,639	3,432	793
City Centre Express Bus	1.29%	607	0.30%	26	633	2,310	1,677
Car	63.00%	29,665	69.19%	5,887	35,552	Undefined	Undefined
Coach and Mini Bus	1.59%	749	0.77%	66	814	2,500	1,686
Dropped off	3.62%	1,705	3.85%	328	2,032	Unlimited	Unlimited
Soccerbus	2.27%	1,069	0.26%	22	1,091	2,160	1069
Taxi	19.37%	9,122	22.08%	1,879	11,000	Undefined	Undefined
Sandhills & Kirkdale (Train)	0.97%	455	1.41%	120	575	18,317	17,742
Walk - City Centre and Local Area	2.51%	1,183	0.90%	77	1,259	Unlimited	Unlimited

Table 13.4: As Existing demand capacity review for Phase 2 (weekend)

Mode	General Admission		Hospitality		Capacity review		
	As Existing	No. people Phase 2	As Existing	No. people Phase 2	Total people (all ticket types)	Max capacity (people spaces)	Spare capacity (people spaces)
Scheduled bus	6.20%	2,919	3.74%	318	3,238	5,292	2,054
City Centre Express Bus	1.48%	697	0.91%	77	774	2,640	1,866
Car	58.65%	27,617	48.92%	4,162	31,779	Undefined	Undefined
Coach and Mini Bus	2.80%	1,318	0.79%	67	1,386	2,500	1,114
Dropped off	3.29%	1,550	5.78%	491	2,041	Unlimited	Unlimited
Soccerbus	2.99%	1,407	0.23%	19	1,427	2,160	733
Taxi	22.17%	10,440	38.28%	3,257	13,697	Undefined	Undefined
Sandhills & Kirkdale (Train)	0.57%	267	0.23%	19	287	12,442	12,155
Walk - City Centre and Local Area	1.85%	873	1.13%	96	969	Unlimited	Unlimited

13.3.2 From the above, it can be seen that for an As Existing approach, all modes remain within capacity, however this approach sees a larger increase in the no. of vehicles which is not ideal given the unsustainable impact they have upon the local residential area and road network.

13.3.3 For car and taxi, the number of people equate to the following numbers of vehicles, applying the vehicle occupancy rates derived from the travel surveys.

Table 13.5: As Existing Phase 2 scenario number of vehicles summary

Day	Mode	Unit	General Admission	Hospitality	Total
Weekday	Car	People	29,665	5,887	35,552
		Occupancy rate	2.3	2.62	-
		No. vehicles	12,898	2,247	15,145
	Taxi	People	9,122	1,879	11,001
		Occupancy rate	2.26	2.49	-
		No. vehicles	4,036	755	4,791
Weekend	Car	People	27,617	4,162	31,779
		Occupancy rate	2.44	2.68	-
		No. vehicles	11,318	1,553	12,871
	Taxi	People	10,440	3,275	13,715
		Occupancy rate	2.5	2.38	-
		No. vehicles	4,176	1,376	5,552

- 13.3.4 For match day specific buses, the number of vehicles required are simply based upon existing services as outlined in Phase 1.
- City Centre Bus – 6 vehicles with a longer operating frequency, with further vehicles being made available a bonus;
 - Soccerbus – 6 vehicles as existing.

13.4 Target Modal Splits

- 13.4.1 Each mode is discussed in turn below in terms of how use is anticipated to change as a result of the intervention measures, demonstrating the thinking which fed into the development of a target modal split which is then presented at the end as a summary of the rationale from this discussion.

Scheduled buses

- 13.4.2 No changes to the services or their frequencies are proposed, with the bus routes which run within the vicinity of the stadium continuing to operate to their existing capacity. Some of the routes will be required to divert to avoid the road closure on Walton Breck Road, as outlined in Measure 1. There will be a continued requirement for the scheduled bus services to remain accessible to non-match day users, and as such, based on these factors no increase in the proportion of bus use is advocated for the target mode split, given that there is no scope or support for these services to immediately react to changes in demand associated with the expansion, and the City Centre Express offering a more attractive, dedicated match day.

City Centre Express Bus

- 13.4.3 Consultation with Arriva and Stagecoach has revealed that they would like to run an enhanced version of the 917 service, with an amended route and an increased frequency, as discussed in Chapter 12, Measure 4. As such, this route would be able to facilitate further use, particularly as it would be able to operate for longer prior to kick off which would cater for supporters wanting to travel to the stadium early to participate in dwell time activities.

Car

- 13.4.4 The target modal splits for car have been derived as the remaining modal share once all other modes have been assigned a target, i.e. the remaining percentage to take the total across all the modes to 100%. This method places an emphasis on not supporting use of the car and seeking to ensure supporters travel by alternative modes such as the City Centre Express or walking which will become more attractive due to regeneration works and changes to service frequencies, together coupled with the FMPZ and limited off-street parking ultimately capping the supply for car use which will have an impact upon demand.

Coach and Mini Bus

- 13.4.5 Measure 3 is seeking to facilitate further coaches in the vicinity of the stadium which will enable more supporters to travel by this mode for Phase 2. This initiative coupled with increased liaison with supporter clubs will ensure that more supporters are able to travel by this mode, and that the existing vehicles seek to maximise their occupancies, with a preference for larger coaches over smaller mini-buses. Increased, targeted promotion through supporters clubs will help to facilitate further use of this mode, particularly for those with General Admission tickets. Weekend use of the coaches is likely to be more popular than weekday, with the opportunity for combining a trip with a stopover in the City Centre for pre-match leisure pursuits such as shopping, eating and drinking. To take account of these factors, for the target share for coaches, a slight increase has been assumed for weekdays with a greater change for weekends particularly for general admission ticket holders.

Dropped off

- 13.4.6 No increases to the 'As Existing' mode share for dropped off have been facilitated for the Target share, and it is however possible that this mode may reduce due to the proposed formalisation of the closure of Walton Breck Road 2 hours prior to matches. Whilst some of the measures seek to formalise and control dropping off, the measures are such that they are unlikely to support increased use of this mode of travel.

Soccerbus

- 13.4.7 The directional change of the Soccerbus Route, as per Measure 5, should improve the accessibility of the route pre-match for the convenience of the supporters, with users being dropped off at exactly the same location as the pickup point for the return journey, making this location clear to users. The surveys showed that use of this mode post-match is lower in comparison to the numbers of supporters who choose to travel to the match using the service, which could be linked to the point above.
- 13.4.8 There is the capacity for the Soccerbus to work substantially harder, with the resources existing to support a service which can more than accommodate the anticipated demand. As such, an increase in Soccerbus use has been assumed which will utilise some of this capacity but not push the service so far that it does not operate efficiently. Minimal changes have been assumed for Hospitality users for both match day scenarios. For weekend General Admission supporters, this service is likely to be more popular following changes to the route and increased promotion which has been reflected through an assumed increase in the use of this mode.

Taxi

- 13.4.9 No increase to the modal split for taxis has been proposed for either match day scenario or ticket type. There is already a fairly high dependency upon this mode, and given the increase in supporters from existing through to Phase 2, even without an increase in modal share, the absolute number of vehicles and taxi trips will slightly increase.
- 13.4.10 Although Measures 1.1 – 1.5 will provide some facilities to support taxi drop off and pick up, the intention of these measures is not to increase proportional use of taxis as such, but instead to formalised the existing practice of pick up and drop off by them.
- 13.4.11 The use of this mode has therefore essentially been capped at the existing baseline 2013 modal share for all scenarios. The proportion of supporters anticipated to travel by this mode has not been changed, with the change in vehicle numbers simply a result of the increase in supporter numbers, not an increase in mode share.
- 13.4.12 Consultation with the taxi operators suggested that additional supporter movements can be accommodated by the existing vehicles as spare capacity does exist, given the number of licensed taxis and private hire vehicles operating within Liverpool (with a large proportion of these always working on match days) as well as additional capacity from outside the city region from neighbouring local catchments, reflecting the supporter catchment areas.
- 13.4.13 It is recognised that taxi's provide a convenient and direct mode of transport to the area with the majority of trips operating from the City Centre, however changes to the City Centre Express bus service provides a viable alternative to the taxi which for certain group sizes will be more cost effective than a taxi and also enable larger group travel.

Sandhills and Kirkdale (Train)

- 13.4.14 Vast capacity exists on the rail network on services from Sandhills and Kirkdale Stations, even if those walking to the station (covered by this category) are combined with those using the Soccerbus to Sandhills.
- 13.4.15 Improvements to the walk routes, as outlined in Measures 11 and 12 will make this a more logical mode, which avoids the need to wait for public transport form outside the stadium, promoting dissipation of supporters following a match. This travel option is likely to be more popular for weekend matches when supporters are likely to be less pressed for time to get home and as such the greatest change in mode share for this category in comparison to the As Existing is for weekend matches.
- 13.4.16 This mode choice would become increasingly attractive if it is well publicised and also integrated or combined ticketing options are explored with Merseyrail. A similar length walk route has been proven to be very popular at the Etihad Stadium in Manchester, paving the way for this route, with improved wayfinding, to be as successful and attractive.

City Centre and Local Area (Walk)

- 13.4.17 Improvements and changes to walk routes connecting to the City Centre (Measure 10) will further promote the importance of the City Centre as an interchange hub and will promote walking as a mode of choice, making it more attractive and hence more likely for supporters in the future.
- 13.4.18 Increase in use of this mode would be supported through improvements along the proposed walk route to the City Centre, such as Project Jennifer on Great Homer Street and clear signage to direct pedestrians along the route.
- 13.4.19 Increased usage of this mode has been assumed for weekends compared to weekdays for the same reason as mentioned above – people have more time to spend walking to the city centre on a weekend as matches tend to not finish as late. Only a small change is anticipated for hospitality users given the times they are required to be at the stadium prior to kick off.
- 13.4.20 This mode is anticipated to have a greater use post-match with signage making it clear how close the City Centre is and that this distance is achievable on foot.

Target Splits

- 13.4.21 Based on the capacity review undertaken by each mode for the As Existing scenario, although the supporters could be accommodated using this approach following Phase 2, there is a desire to encourage supporters to place greater emphasis on sustainable travel and hence reduce reliance upon the use of the car.
- 13.4.22 Therefore, the following series of target modal splits have been identified for each other mode based on the available capacities and the thinking behind likely changes in use of each mode as outlined above. By ensuring that the supporters can be accommodated on the additional modes, and by placing restrictions on the use of private vehicles (through the FMPZ) together with making the alternatives to driving more attractive and accessible it should be possible to influence supporters travel and encourage a modal shift. This has been proven to be possible, as demonstrated through the previous modal shift identified from 2008 to 2013 in comparisons with the previous planning permission.
- 13.4.23 The following tables presents the anticipated Phase 2 Target modal splits against the As Existing, for both weekday and weekends, firstly for general admission ticket holders, using the total final number of general admission tickets expected by the end of Phase 2 (47,088) and secondly for Hospitality ticket holders for the final figure of 8,508.

Table 13.6: Phase 2 proposed modal movement ranges (weekday)

Mode of Travel	General Admission		Hospitality	
	As Existing Mode %	Target Mode %	As Existing Mode %	Target Mode %
Scheduled bus	5.38%	5.38%	1.24%	1.24%
City Centre Express Bus	1.29%	4.40%	0.30%	2.50%
Car	63.00%	55.13%	69.19%	65.57%
Coach and Mini Bus	1.59%	2.50%	0.77%	1.00%
Dropped off	3.62%	3.62%	3.85%	3.85%
Soccerbus	2.27%	3.00%	0.26%	0.26%
Taxi	19.37%	19.37%	22.08%	22.08%
Sandhills & Kirkdale (Train)	0.97%	3.60%	1.41%	2.50%
Walk - City Centre and Local Area	2.51%	3.00%	0.90%	1.00%

Table 13.7: Phase 2 proposed modal movement ranges (weekend)

Mode of Travel	General Admission		Hospitality	
	As Existing Mode %	Target Mode %	As Existing Mode %	Target Mode %
Scheduled bus	6.20%	6.20%	3.74%	3.74%
City Centre Express Bus	1.48%	4.90%	0.91%	3.50%
Car	58.65%	47.13%	48.92%	42.48%
Coach and Mini Bus	2.80%	4.50%	0.79%	1.50%
Dropped off	3.29%	3.00%	5.78%	6.00%
Soccerbus	2.99%	4.00%	0.23%	0.50%
Taxi	22.17%	22.17%	38.28%	38.28%
Sandhills & Kirkdale (Train)	0.57%	4.60%	0.23%	2.00%
Walk - City Centre and Local Area	1.85%	3.50%	1.13%	2.00%

13.4.24 The following tables place these ranges into context by translating the modal shares into the numbers of home supporters, based on General Admission being 45,383 and Hospitality 9,863.

Table 13.8: Summary of numbers of people for Phase 2 by mode share for both scenarios (weekday)

Mode	As Existing scenario (People)	Target Split scenario (People)	Difference
Scheduled bus	2,639	2,639	0
City Centre Express Bus	633	2,285	1,652
Car	35,552	31,538	-4,014
Coach and Mini Bus	814	1,262	448
Dropped off	2,032	2,032	0
Soccerbus	1,091	1,435	344
Taxi	11,000	11,000	0
Sandhills & Kirkdale (Train)	575	1,908	1,333
Walk - City Centre and Local Area	1,259	1,498	239

Table 13.9: Summary of numbers of people for Phase 2 by mode share for both scenarios (weekend)

Mode	As Existing People	Target Split People	Difference
Scheduled bus	3,238	3,238	0
City Centre Express Bus	774	2,605	1,831
Car	31,779	25,806	-5,973
Coach and Mini Bus	1,386	2,247	861
Dropped off	2,041	1,923	-118
Soccerbus	1,427	1,926	499
Taxi	13,697	13,697	0
Sandhills & Kirkdale (Train)	287	2,336	2,049
Walk - City Centre and Local Area	969	1,818	849

- 13.4.25 The target mode splits have been put into the context of the available capacity of each mode in the following tables:

Table 13.10: Review of spare capacity by mode (Target Split, weekday)

Mode	Target Split (People)	Capacity (People)	Difference (spare capacity, people)
Scheduled bus	2,639	3,432	793
City Centre Express Bus	2,285	2,310	25
Car	31,538	Undefined	Undefined
Coach and Mini Bus	1,262	2,500	1238
Dropped off	2,032	Unlimited	Unlimited
Soccerbus	1,435	2,160	725
Taxi	11,000	Undefined	Undefined
Sandhills & Kirkdale (Train)	1,908	18,317	16,409
Walk - City Centre and Local Area	1,498	Unlimited	Unlimited

Table 13.11: Review of spare capacity by mode (Target Split, weekend)

Mode	Target Split (People)	Capacity (People)	Difference (spare capacity, people)
Scheduled bus	3,238	5,292	2,109
City Centre Express Bus	2,605	2,640	35
Car	25,806	Undefined	Undefined
Coach and Mini Bus	2,247	2,500	310
Dropped off	1,923	Unlimited	Unlimited
Soccerbus	1,926	2,160	295
Taxi	13,697	Undefined	Undefined
Sandhills & Kirkdale (Train)	2,336	12,442	10,106
Walk - City Centre and Local Area	1,818	Unlimited	Unlimited

- 13.4.26 This review demonstrates that each of the modes has the ability to comfortably accommodate the anticipated numbers of supporters as presented by the target modal splits. The generation of the modal splits was based on a range of assumptions and informed points based on experience from other stadia, as well as taking into consideration the scope of the proposed measures to include each mode.

13.5 Vehicle summary

- 13.5.1 Tables 13.11 and 12 show the total number of vehicles/trips for taxis and cars which would be generated for these modes for both the Target scenario as presented above based on maintaining the existing vehicle occupancy rates.

Table 13.12: Summary of numbers of cars for Phase 2 (weekday)

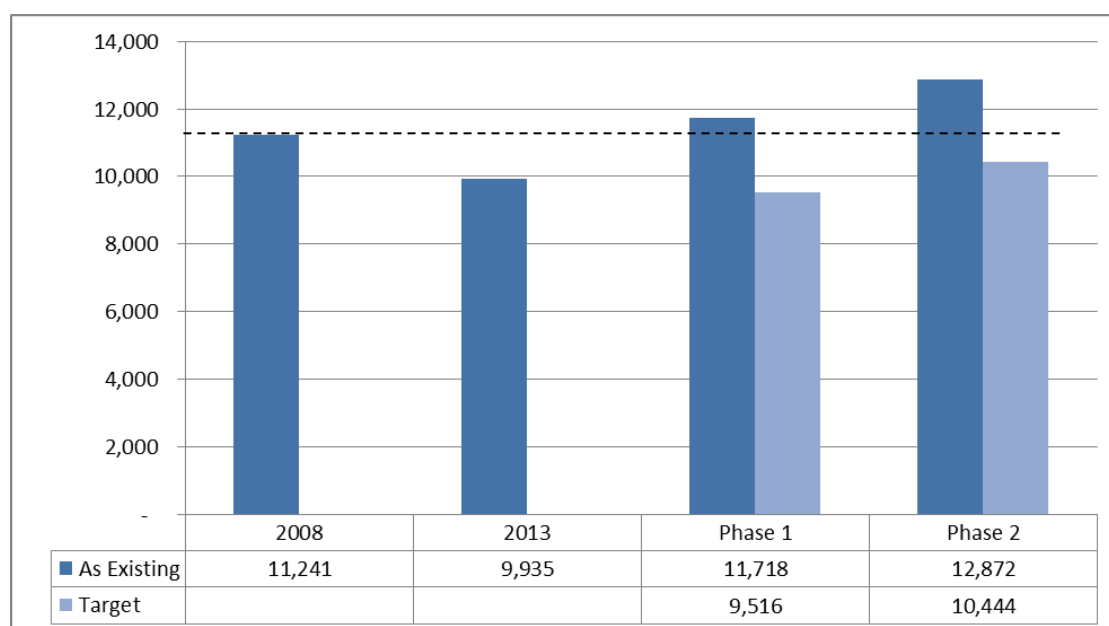
Item		Hospitality	General Admission	Total vehicles
Criteria	Car occupancy	2.62	2.3	-
	% parked off street	89.95%	64.40%	-
	% parked on street	10.05%	35.60%	-
As Existing Scenario	Total Vehicles from scenario	2,247	12,898	15,145
	No. vehicles off street	2,021	8,306	10,327
	No. vehicles on street	226	4,592	4,818
Target Scenario	Total Vehicles from scenario	2,129.27	11,287	13,416
	No. vehicles off street	1,915	7,269	9,184
	No. vehicles on street	214	4,018	4,232

Table 13.13: Summary of numbers of cars for Phase 2 (weekend)

Item		Hospitality	General Admission	Total vehicles
Criteria	Car occupancy	2.68	2.44	-
	% parked off street	86.68%	61.20%	-
	% parked on street	13.32%	38.80%	-
As Existing Scenario	Total Vehicles from scenario	1,553	11,318	12,872
	No. vehicles off street	1,346	6,927	8,273
	No. vehicles on street	207	4,392	4,598
Target Scenario	Total Vehicles from scenario	1,349	9,095	10,444
	No. vehicles off street	1,169	5,566	6,735
	No. vehicles on street	180	3,529	3,708

- 13.5.2 As modal share for car reduces, the number of vehicles also reduced for the Target approach in comparison to the As Existing. The anticipated number of vehicles at the end of Phase 2 is lower than the number of vehicles which was experienced in 2008 (weekend), despite the increase in supporter numbers. This is due to the reduction in modal share due to increases in other more sustainable options. This is demonstrated in the following chart, pulling together the vehicle number calculations covered within this chapter and Chapter 11.

Chart 13.1: Comparison of number of vehicles 2008 – Phase 2



- 13.5.3 Whilst no modal split was provided for weekdays in 2008 to enable a comparison, it is likely that the dependence upon private cars to reach the match was higher for a weekday than a weekend (as has been discovered to be the case in 2013), given the combined elements of

linked trips from work and less desire to drink prior to a weekday match making driving possible, with more people likely to leave the car at home for a weekend match to ensure they can enjoy a drink as part of the experience.

- 13.5.4 As previously discussed, although an increase above the 2008 figure is anticipated in a worst case scenario for Phase 1 assuming the intervention have no impact, once the interventions are fully bedded in, they are likely to have a positive impact upon the modal splits which should reduce this figure, which is demonstrated by the number of vehicles anticipated in the Target scenario for Phase 2.
- 13.5.5 A similar vehicle quantification exercise can be undertaken for taxi's to understand their anticipated trip numbers, and how these would be dissipated over a typical 3 hours build up to a match. As the mode splits do not alter between the As Existing and Target scenarios for taxi, these figures are static across both scenarios.

Table 13.14: Summary of number of taxis for Phase 2 (Weekday)

Item	Hospitality	General Admission	Total vehicles
No. taxi users	1,879	9,122	11,000
Taxi occupancy	2.49	2.26	-
No. of taxi trips	754	4,036	4,791
No. trips per hour (over 3 hour period)	251	1,345	1,597

Table 13.15: Summary of number of taxis for Phase 2 (Weekend)

Item	Hospitality	General Admission	Total vehicles
No. taxi users	3,257	10,440	13,697
Taxi occupancy	2.38	2.5	-
No. of taxi trips	1,368	4,176	5,544
No. trips per hour (over 3 hour period)	456	1,392	1,848

- 13.5.6 For the numbers of public transport vehicles, it is anticipated that the scheduled buses and the trains will continue to operate as per their timetables.
- 13.5.7 The Soccerbus would continue to operate with 6 vehicles with demand increasing the frequency of this service.
- 13.5.8 The City Centre service would be required to operate with 6 vehicles on a 12 services per hour frequency, and also cater for demand outside of the typical 3 hour build-up. Support for running such a service has been provided by both Arriva and Stagecoach, with their written responses provided in Appendix B.

- 13.5.9 There is anticipated to be a slight increase in coaches to Anfield, which are able to be accommodated within the existing provisions as well as potentially using additional facilities as outlined in Chapter 12.

13.6 Target Mode Splits application

- 13.6.1 It is envisaged that the target modal splits outlined above would likely begin to be realised prior to the commencement of Phase 2, and therefore be applicable to the Phase 1 capacity totals.
- 13.6.2 Given that the majority of the interventions are proposed to occur prior to Phase 1, these should begin to take effect, with the Phase 1 splits as outlined in Chapter 11 being a 'worst case' scenario where essentially minimal change is experienced. Following the implementation of the interventions, it is expected that through effective solution the travel behaviours of supporters will be influenced and the target modal splits outlined within this chapter may already be beginning to be achieved. To understand what this would mean to the movements for Phase 1, the target mode splits have been applied against the Phase 1 capacity, as presented in the tables below.

Table 13.16: Phase 1 Target Mode Splits (weekday)

Mode of Travel	General Admission		Hospitality		ALL
	Target Mode %	Target people	Target Mode %	Target people	Total people
Scheduled bus	5.38%	2,275	1.24%	105	2,381
City Centre Express Bus	4.40%	1,861	2.50%	213	2,073
Car	55.13%	23,313	65.57%	5,579	28,892
Coach and Mini Bus	2.50%	1,057	1.00%	85	1,142
Dropped off	3.62%	1,531	3.85%	328	1,858
Soccerbus	3.00%	1,269	0.26%	22	1,291
Taxi	19.37%	8,191	22.08%	1,879	10,070
Sandhills & Kirkdale (Train)	3.60%	1,522	2.50%	213	1,735
Walk - City Centre and Local Area	3.00%	1,269	1.00%	85	1,354

Table 13.17: Phase 1 Target Mode Splits (weekend)

Mode of Travel	General Admission		Hospitality		ALL
	Target Mode %	Target people	Target Mode %	Target people	Total people
Scheduled bus	6.20%	2,622	3.74%	318	2,940
City Centre Express Bus	4.90%	2,072	3.50%	298	2,370
Car	47.13%	19,930	42.48%	3,614	23,544
Coach and Mini Bus	4.50%	1,903	1.50%	128	2,031
Dropped off	3.00%	1,269	6.00%	510	1,779
Soccerbus	4.00%	1,692	0.50%	43	1,734
Taxi	22.17%	9,376	38.28%	3,257	12,633
Sandhills & Kirkdale (Train)	4.60%	1,945	2.00%	170	2,115
Walk - City Centre and Local Area	3.50%	1,480	2.00%	170	1,650

13.6.3 When converted into vehicle numbers, these figures equate to 12,266 vehicles on a weekday and 9,516 vehicles on a weekend, which are both lower than the respective figures under the As Existing scenario (13,830 and 11,718 respectively).

13.6.4 It is therefore clear that once the interventions begin to influence supporter travel both during the construction of Phase 1, as well as in the interim between Phase 1 and Phase 2, it is likely that the As Existing mode splits for Phase 2 will become obsolete once Phase 2 becomes operational.

13.7 Phase 2 Summary

13.7.1 This chapter has demonstrated although there is capacity upon the public transport network to accommodate additional supporter travelling in the same way as the currently do (As Existing), this results in a higher number of vehicles, especially when this figure is compared to previous levels experience in 2008.

13.7.2 There is also a desire by LFC to work to reduce reliance upon the car for match day travel, which has been demonstrated through the range of intervention measures which are being implemented to support sustainable travel. As such, it is likely that the existing modal splits will not simply continue forwards without being influenced by these measures. Therefore, the scale of the likely impact from each of the measures has been logically reviewed on a mode by mode basis to understand how each mode may changes in light of these measures, with target splits produced from this exercise for each match day scenario and ticket type.

13.7.3 The target mode splits were then demonstrated to be deliverable in terms of the capacity on the public transport network, given that they place greater pressure upon these services. The results showed that each mode still have acceptable levels of spare capacity available, and importantly that car use reduces with lower levels of vehicles anticipated for weekend travel than were previously experienced in 2008. This indicates that the Transport Strategy in terms

of delivery and facilitation of the additional supporters for Phase 2 would be able to deliver and seek to minimise the impact of private vehicles upon the surrounding area to the benefit for local residents.

Table 13.18: Phase 2 weekday summary numbers of people

Mode of travel	Existing 2013	Phase 1 As Existing	Phase 1 Target	Phase 2 Target
Scheduled bus	2,110	2,381	2,381	2,639
City Centre Express Bus	506	571	2,073	2,285
Car	26,895	32,528	28,892	31,538
Coach and Mini Bus	640	738	1,142	1,262
Dropped off	1,540	1,858	1,858	2,032
Soccerbus	880	982	1,291	1,435
Taxi	8,302	10,071	10,070	11,000
Sandhills & Kirkdale (Train)	426	529	1,735	1,908
Walk - City Centre and Local Area	998	1,139	1,354	1,498
Total (people)	42,296	50,796	50,796	50,796

Table 13.19: Phase 2 weekend summary numbers of people

Mode of travel	Existing 2013	Phase 1 As Existing	Phase 1 Target	Phase 2 Target
Scheduled bus	2,524	2,940	2,940	3,238
City Centre Express Bus	603	703	2,370	2,605
Car	24,417	28,964	23,544	25,806
Coach and Mini Bus	1,104	1,252	2,031	2,247
Dropped off	1,492	1,883	1,779	1,923
Soccerbus	1,154	1,283	1,734	1,926
Taxi	10,023	12,633	12,633	13,697
Sandhills & Kirkdale (Train)	226	259	2,115	2,336
Walk - City Centre and Local Area	755	880	1,650	1,818
Total (people)	42,296	50,796	50,796	50,796

14 Summary

- 14.1.1 The position of the stadium in relation to the City Centre and its accessibility to the city's transport network means that there is a wide variety of ways people can travel to and from the stadium, and highlights the importance of the City Centre as an interchange point for trips to the stadium. This was supported through the calculated capacity of the public transport network, which showed its ability to accommodate substantial additional supporters on match days.
- 14.1.2 The focus of this TA has been to ensure that a modal choice can be provided to all supporters travelling to LFC following the proposed expansion and that sustainable modes of transport are attractive and accessible, to reduce reliance upon private vehicles for match day travel.
- 14.1.3 The Transport Strategy, devised to deliver the necessary interventions presented in this TA, is based upon the facilitating of mode shift away from private car use, with a key objective to not increase the proportions of car use for match day travel for Phase 1 and the target to reduce these proportions for Phase 2. The transport strategy is not reliant upon the success of one mode of transport, but rather via a range of sustainable modes of travel being used slightly more than is currently the case.
- 14.1.4 To ensure this can be achieved, a baseline understanding of existing travel patterns was determined for both a weekday and a weekend match days through a number of data collection exercises to ensure that the forecasting of future changes in travel behaviour was based upon a robust and accurate baseline data set. It was calculated that the 85th percentile attendance at the stadium as it currently operates on match days (incorporating both weekend and weekday) is over 98% of total capacity for all matches.
- 14.1.5 On match days, currently the dominant mode of travel is the car, with taxi's being the second most popular. Public transport combined (Buses, Train, Soccerbus) accounts for an average of 9.7% of trips on match days.
- 14.1.6 A list of proposed intervention measures was presented which aim to assist and support a modal shift from car, to enable the additional capacity to be sustainably accommodated. The measures 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. A new Traffic Management Plan is proposed to enforce some of the physical measures on match days, with promotional initiatives being driven through a comprehensive Marketing Strategy.
- 14.1.7 These measures have been designed to maximise the efficiency of the existing systems in place in order to ensure that access to the stadium is achieved with minimal impact upon the transport network as well as the stadium's immediate neighbours. These were reviewed through extensive engagement and consultation with key stakeholders to ensure they would be deliverable and achievable in practice.

- 14.1.8 The current arrival profile for General Admission ticket holders is fairly evenly dispersed over a 3 hour build-up, showing that demand is spread over this period, removing peak pressures from the network. For Hospitality ticket holders, around 90% of respondents are already on site between 1 – 2 hours prior to kick off. One of the measures seeks to capitalise upon the improved offering of leisure and entertainment facilities at the Stadium to encourage longer dwell times in the area, to dissipate trips on the network and to reduce peak movements just before kick-off and just after final whistle. This will assist with post-match departures and minimise the peak demand on public transport services.
- 14.1.9 Taking the baseline 'As Existing' modal splits, these were applied against the anticipated increase in capacity for Phase 1 to understand how the supporters would likely travel to a match, before these figures were assessed against the capacity of the transport network to evaluate its ability to accommodate additional supporters.
- 14.1.10 As a worst case scenario, a higher anticipated number of supporters was reviewed for Phase 1, with the actual figure refined prior to the submission of this document, meaning the calculations are also taking into account around 200 additional supporters than is necessary.
- 14.1.11 For this approach (which essentially assumes nothing changes), it was demonstrated that the supporters could be accommodated within the existing capacities of each of the modes, with space remaining should a mode shift occur. It is likely however that the measures to be implemented for Phase 1 would take effect and positively alter the existing modal splits over time, meaning that by the time Phase 2 is complete, there will have been a positive change to the way supporters travel to the stadium.
- 14.1.12 To reflect this, for Phase 2, the As Existing scenario was also again applied, simply to demonstrate against a worst case (i.e. the interventions have no impact), as well as a set of Target mode splits calculated, which were devised firstly based on reviewing the potential of each mode to accommodate more supporters then secondly factoring in the changes to the mode as a result of the measures, which would make it more attractive, and a feasible alternative to the car.
- 14.1.13 It is likely that given the timescales for the implementation of the Phase 1 measures, they will have begun to have a positive impact upon supporter travel prior to the commencement of Phase 2, making the Phase 1 'As Existing' scenario quickly obsolete, with the target splits already beginning to be realised and therefore providing a stronger basis for the commencement of Phase 2.
- 14.1.14 Whilst the majority of hospitality ticket holders who travel by car and park off street can continue to be provided with off-street car parking spaces, the current scenario does not see all of these receiving off-street parking within LFC controlled car parks, which would continue to be the case moving forwards. Displacement of General Admission ticket holders from the LFC car parks would occur with these users required to utilise parking in other locations or seek alternative modes of travel.

- 14.1.15 Through not encouraging or supporting additional parking within the vicinity of the site, supply is essentially suppressed which will have an impact upon demand over time, with opportunistic parking not being facilitated and spaces being taken on a first come first served basis, positively influencing arrival profiles. The FMPZ will continue to protect the amenity of residents in the area and deter parking on-street by supporters.
- 14.1.16 The achievement of the Target mode splits would be strived towards by the Transport Working Group with a requirement for changes in the way travel is currently promoted to supporters, and a need to increase awareness of travel options being pivotal.
- 14.1.17 It is anticipated that the performance of these interventions is monitored by the Transport Working Group and a monitoring strategy is put in place to both review modal choice over time, and identify any significant on-the-ground issues which may require mitigation or action.
- 14.1.18 In conclusion, this Transport Assessment and the Transport Strategy contain therein has demonstrated how the expansion in capacity can be accommodated with a balanced approach across a range of modes, making best use of existing infrastructure and promoting sustainable travel in a realistic and achievable manner.

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A. Scoping Report (as agreed by LCC)

LFC Stadium Expansion

Transport Scoping Assessment

November 2013

Liverpool Football Club

Issue and revision record

Revision	Date	Originator	Checker	Approver	Description	Standard
-	Nov 2013	DC	PP	EM	Issue 1	

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1 Introduction

Liverpool Football Club intend to submit a hybrid planning application around Easter 2014 for the expansion of their existing stadium at Anfield. The detailed element of this application will be for the redevelopment of the Main Stand, and outline element of the application will be for the proposed increase in capacity of the Anfield Road Stand.

Overall, the two proposals will result in an increase in seating capacity of the stadium from approximately 45,000 to 60,000 seats.

Further, the proposal will include other changes to transport and access in the vicinity of the stadium, including: parking; servicing; road closures (temporary and permanent); pedestrian circulation; public transport waiting area; and traffic management. The details of these proposals will evolve as the planning for the stadium expansion progresses, and will be discussed with the Council at the appropriate time.

This document provides the proposed scope and methodology for the transport reports which will support the planning application for the proposed stadium expansion at Liverpool Football Club.

2 Planning Conditions

Liverpool Football Club have previously been granted full planning permission to construct a new 60,000 seater stadium on Stanley Park, plus outline planning permission for a mixed-use development on the site of the current stadium.

In support of this permission, a detailed transport assessment was prepared which presented an access strategy to enable the movement of the additional people and vehicles which the higher capacity stadium would generate on match and non-match days.

Since that time, the Club has reassessed its redevelopment plans, and now seeks to improve the existing stadium, rather than construct a brand new facility. However, since the permission was granted many of the planning conditions associated with the approved application have been discharged, off-site works constructed, and monies paid to the Council. Consequently, the development has effectively commenced.

The latest development proposal will still deliver a 60,000 seat stadium in an adjacent location and, as such, much of the transport works related to the previous access strategy will remain valid and of benefit to this latest application.

This section details the status of the previous planning conditions relating to transport and movement.

2.1 Planning Conditions

The following table provides the planning conditions set out in the Schedule of Conditions for the approved planning application and outline the conditions relevant to highways and transport.

Condition	Status
24. No part of the development hereby permitted shall commence until a scheme indicating measures to prevent match day parking within the curtilage of Anfield Cemetery have been submitted to and approved in writing by the local planning authority. These measures shall be implemented in accordance with the approved scheme prior to the first sporting event at the stadium.	Discharged 22 August 2008.
25. No part of the development hereby permitted shall commence until measures to control match day crowd movement through Anfield Cemetery during hours when the cemetery and crematorium are in use have been submitted to and approved by the local planning authority. These measures shall be implemented in accordance with the approved scheme prior to the first sporting event at the stadium.	Discharged 22 August 2008.
26. No sporting event shall be played at the new stadium hereby permitted until a scheme has been submitted to and approved in writing by the local planning authority which shows full details for the supervision and management of Stanley Park and Anfield Cemetery, and the away fans coach halting area on Priory Road on match days, and security arrangements for events at the stadium. The scheme, as approved, shall be implemented in accordance with the approved details.	Discharged 17 February 2009.
28. No sporting event shall be played at the new stadium hereby permitted until a scheme has been submitted to and approved in writing by the local planning authority for the provision and management of vehicle parking during the operation of the stadium hereby permitted. The scheme shall demonstrate compliance with the Association of Chief Planning Officers Secured Car Parks Award Scheme as set out in www.securedbydesign.com . It shall be implemented prior to the first use of the relevant car parking area and retained and managed in accordance with the approved details and retained for that purpose unless otherwise agreed in writing by the local planning authority.	Will require re-assessment as part of this application.

<p>29. Pursuant to the requirements of Condition 28, the following details of the car parking areas shall be submitted to and approved in writing by the local planning authority:-</p> <ul style="list-style-type: none"> (i) total number of spaces for both match and non-match days, including the spaces to be allocated to permit holders on Everton FC matchdays; (ii) directional signs and their locations including spaces allocated for Everton FC matchdays; (iii) surface markings; (iv) pedestrian routes within the car parks; (v) details of disabled car parking provision; (vi) details of cycle parking; (vi) lighting; (vii) means of access and egress control, including the location of any barriers; (viii) car park signage; (ix) notwithstanding the general approval of the points of access to the car parks under the terms of this permission, working details of the ramps and entrances/exits, including any consequent amendments to their widths. 	<p>Will require re-assessment as part of this application.</p>
<p>30. Details submitted pursuant to Condition 29 shall indicate the provision of no more than 970 car parking spaces within the site at any one time. In addition, at least 3% of all parking spaces available, for both match and non-match times, should be laid out to a standard suitable for use by disabled people and signposted in accordance with BS8300. Match and non-match day parking for disabled visitors shall be maintained for the benefit of those visitors at all times and available for their use in priority to other users.</p>	<p>Will require re-assessment as part of this application.</p>

33. The capacity of the new stadium shall be limited to 45,000 spectators (the maximum capacity) until such time as a scheme has been submitted to and approved in writing by the local planning authority for the implementation of the Park and Ride facilities, including the capacity and geographical location of sites, and the extended Football Match Parking Zone (FMPZ) as indicated on Arup figure 3 contained within the Access Strategy Report (Document CI/6). Unless otherwise agreed in writing by the local planning authority, those elements of the Access Strategy shall be implemented in accordance with the agreed scheme. The capacity of the new stadium shall be increased, up to a maximum of 60,000 spectators, in accordance with the provision and operation of Park and Ride spaces and the implementation of the FMPZ as set out in the following capacity matrix:

Table to Indicate Additional Permitted Stadium Capacity over and above 45,000 with varying Combinations of Operation of New FMPZ Zones with Park and Ride Spaces Dedicated to the Use of Liverpool FC on LFC Match Days.

New FMPZ / Verified total off-site park and ride capacity

Zone	0	500	1,000	1,500	2,000	2,500	3,000
0	45,000	46,350	47,700	49,050	50,400	51,750	53,100
2	46,150	47,500	48,850	50,200	51,550	52,900	54,250
5	47,300	48,650	50,000	51,350	52,700	54,050	55,400
8	48,450	49,800	51,150	52,500	53,850	55,200	56,550
11	49,600	50,950	52,300	53,650	55,000	56,350	57,700
14	50,750	52,100	53,450	54,800	56,150	57,500	58,850
17	51,900	53,250	54,600	55,950	57,300	58,650	60,000

All FMPZ zones implemented. However, requirements for park and ride spaces will require re-assessment as part of this application.

<p>34. No sporting event shall be played at the new stadium hereby permitted until the following highway works have been completed strictly in accordance with details to be submitted to and approved in writing by the local planning authority and implemented at nil cost to the City Council. The specific details of the works required are set out in the Access Strategy Report (Document C1/2).</p>	
<p>Footway Works</p> <ul style="list-style-type: none"> (i) minor kerb realignments around site to facilitate bus movements; (ii) footway re-profiling and surfacing for bus boarding purposes on Utting Ave and Priory Road sides of site; (iii) pedestrian approach route improvements; (iv) pedestrian crossing improvements at Utting Avenue/Priory Road Junction; and (v) new pelican crossings on Walton Lane (at Tetlow Street). 	<p>Footway Works Completed</p>
<p>Highway Works</p> <ul style="list-style-type: none"> (vi) variable message screens signing on strategic approach routes; (vii) kerb realignment to accommodate coach manoeuvre at St Domingo's coach park; (viii) creation of vehicular site access points/footway crossings at Priory Road (to car park) and Anfield Road (to Anfield Terrace); (ix) development and implementation of match day traffic signal plans; (x) new traffic signals at Walton Breck/Everton Valley Junction; (xi) upgrading of traffic signals at Stanley Road/Lambeth Road Junction; (xii) cycle approach route improvements; and (xiii) coach parking lay-by on Priory Road. 	<p>Highway Works Completed</p>
<p>Traffic Management Plan</p> <ul style="list-style-type: none"> (xiv) extension of the Football Match Parking Zone, subject to the restrictions set out in Condition 33; (xv) Walton Breck bus gate; (xvi) Anfield Road traffic management; and (xvii) reversal of existing one-way streets, as required to implement the extension of the FMPZ. 	<p>Traffic Management Plan partially completed. Note: Walton Breck bus gate no longer required; and Anfield Road traffic management will be reassessed as part of this application</p>

<p>Rail</p> <p>(xviii) designation of pedestrian link to stadium.</p>	<p>Rail Works completed</p>
<p>Taxi Rank</p> <p>(xix) rank on Walton Breck for approx 20 taxis;</p> <p>(xx) rank on Utting Avenue for approx 10 taxis.</p>	<p>Taxi Rank Works outstanding, and will require reassessment as part of this application</p>
<p>Public Transport Support</p> <p>(xxi) provision of Selective Vehicle Detection at up to six sites requested by Merseytravel on those routes that will assist key bus/coach public transport route to and from the stadium.</p>	<p>Public Transport Support completed</p>
<p>38. Details of any item of street furniture to be installed at the stadium site shall be submitted to and approved in writing by the local planning authority before any element of that furniture is installed in accordance with the approved details.</p>	<p>Outstanding. Will require assessment as part of this application</p>

2.2 Section 106

In addition to the above planning conditions there have also been a number of Section 106 agreements which have been acted on, including sizeable contributions to the implementation of the Football Match Parking Zones (FMPZs), new directional signage and CCTV.

Overall, it can be said that as part of planning obligations, Liverpool Football Club has already invested significant sums of money into the local area to improve conditions for visitors to the stadium, but also to the benefit of neighbouring residents. Further, with reference to condition 33, all FMPZ's have been implemented which gives consent for at least a 51,900 seat stadium.

3 Proposed Scope of Assessment

As identified in the previous chapter, a planning consent exists for a 60,000 seat stadium on a site adjacent to the existing ground and many of the transport planning conditions to realise that development have already been discharged by the Club.

It is therefore proposed that this transport assessment will build upon the previous work undertaken to gain the current consent, rather than starting the process again. However, since the 2008 approval, there have been a number of changes to transport conditions in the Anfield / Breckfield area which does affect how people travel to and from the stadium. Consequently, some new appraisal / reassessment will be required.

Areas which are not proposed to be reassessed are as follows:

- Traffic impact and highway capacity. Within Liverpool, traffic has generally been reducing year on year since 2004 (Travel in Merseyside, 2012), and as such background traffic is likely to be less than previous LFC stadium applications and traffic capacity improvements already constructed should still be fit for purpose. To verify this assumption a number of sources will be interrogated, including permanent traffic count site, new automatic traffic counts on streets in close proximity to the stadium and other historic data sources. Traffic data will also be required as part of the Environmental Assessment. At this time, it is not expected that junction capacity modelling will be needed as part of this application unless significant changes to infrastructure are being proposed;
- Non-match day scenarios. Separate assessments for non-match day situations will not be included within the transport assessment as no other land-uses apart from the stadium expansion will be included within the application.

The Transport Assessment will be the overarching transport planning report, which will detail the overall transport strategy for the expanded stadium. It will therefore summarise the assessment of the proposed development, and spectator travel planning initiatives.

The proposed scope of the transport reports will be dependent upon the emerging transport strategy. However, it will include the following key elements:

Stadium Operation

- All access and movement issues within the curtilage of the stadium, including:
 - Pedestrian access/egress/emergency routes;
 - Car parking (if any);
 - Servicing;
 - Players coach access;
 - Emergency vehicles; and
 - Outside broadcasting vehicles.

Stadium Adjacent Streets

Focusing on match days, this work will review the following:

- The existing match day traffic management plan, and whether this may change between now and when the expanded stadium becomes operational;
- How the strategy will need to change to accommodate the additional spectators which the stadium will generate, including:
 - Home and away coach parking;
 - Public bus access routes and boarding and alighting areas;
 - Road closures / traffic management, temporary and permanent;
 - Traffic regulation orders;
 - Local residents amenity;
 - Off-street car parking, corporate and non-corporate;
 - Pedestrian walk routes and cycle facilities;
 - Taxi routes and waiting / ranking areas;
 - On-street parking.

Stadium Wider Area

Covering key generators of travelling supporters, including:

- Local rail stations of Sandhills and Kirkdale;
- Soccerbus to and from Sandhills;
- The city centre, its associated transport hubs, car parks and nodes of activity;
- The wider transport network, including existing and proposed park and ride facilities;
- On-street parking outside of the Football Match Parking Zone;
- Public transport connections from the city centre, and other district centres; and
- Liverpool John Lennon Airport.

Other Developments / Initiatives

The following other developments / initiatives will be reviewed as part of the preparation of the transport assessment:

- The Anfield / Breckfield Spatial Regeneration Framework;
- Liverpool Waters;
- The mixed-use development off Great Homer Street.

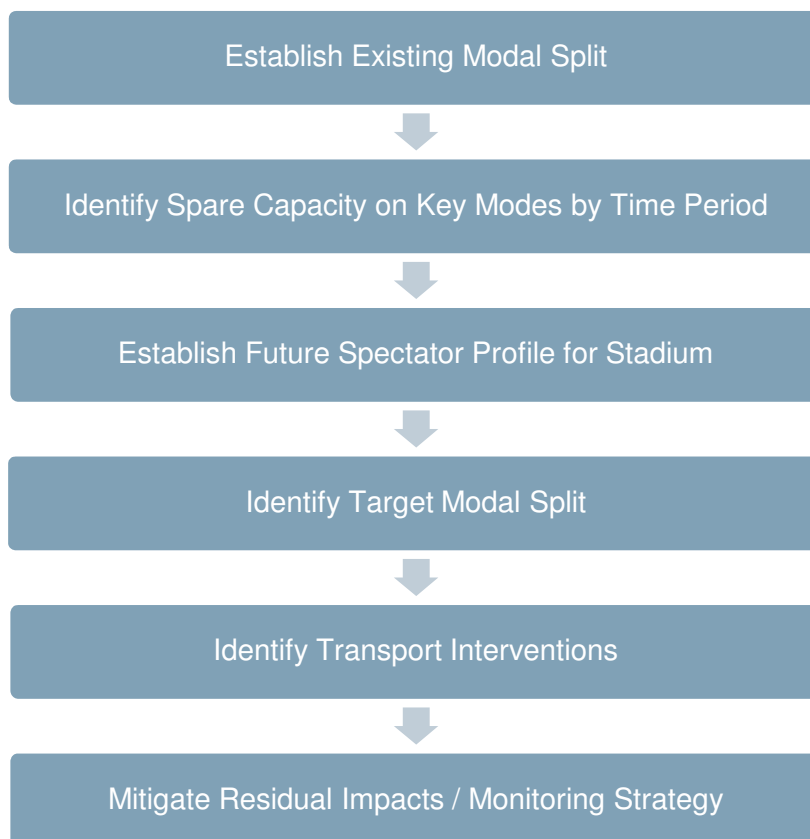
The transport assessment will therefore be a practical, evidence based document providing the strategy to manage the movement of the additional staff and spectators which the expanded stadium will generate.

The document will also draw upon previous detailed access strategies which have been undertaken in the planning for the stadium.

4 Proposed Methodology of Assessment

4.1 Methodology of Assessment Framework

To help prepare the preferred transport strategy to support the proposed expansion of Anfield stadium, a logical and robust methodology of assessment will be used. The framework for this methodology is summarised in the following chart with further details given below.



4.1.1 Establish existing modal split

Key to preparing a practical transport strategy which will be fit for purpose for the stadium expansion of Anfield will be an accurate estimate on how people are currently travelling to the stadium. It is proposed that this will be established through face-to-face interview surveys with home supporters on match days.

The surveys will differentiate between corporate and general admission spectators, and will be undertaken on a weekend afternoon and weekday evening Premier League match. Currently, the weekday evening game of Wednesday 4 December (19:45 kick-off) and the weekend afternoon game of Saturday 7 December (15:00 kick-off) are being targeted for these surveys.

Away supporters and staff will be excluded from the interview surveys.

4.1.2 Identify spare capacity on key modes by time period

The position of the stadium in relation to the city centre of Liverpool and its accessibility to the city's transport network means that there is a wide variety of ways people can travel to and from the stadium. However, there are more popular modes of travel which are used significantly more than others and it is therefore these modes which will need to work harder to accommodate the additional supporters which the expanded stadium will generate. If there is insufficient capacity on these modes to accommodate additional demand, then other travel opportunities may need to be introduced.

The available capacity on modes of travel is also affected by the proximity of kick-off and final whistle times.

To help identify existing capacities by modes of travel, the following surveys / observations will be undertaken:

- The occupancy of trains arriving at Sandhills and Kirkdale before kick-off, and departing after final whistle;
- The usage of Soccerbus before and after the match;
- The usage of the 917 bus service to and from the city centre;
- Occupancy of match day off-street car parks;
- The usage and locations of on-street parking, within and external to the controlled parking zones;
- The main pedestrian walk routes from the wider area and identification of significant barriers to movement.

Observations and information will be collected for other modes, but no formal surveys will be undertaken. For example, the numbers and origins of home supporter coaches; taxi routes, turn-arounds, drop-off and pick up points; drop-off by private car; other scheduled bus services; and car parking space availability (city centre / park and ride).

There is no cycle or motorcycle parking in the area, and its current usage on match days as modes of access are minimal. We are not therefore proposing to survey usage of these modes.

4.1.3 Establish future spectator profile for the stadium

The improved stadium will not only increase spectator capacity, but it will also be changing the facilities which will be available to spectators within the stadium complex. The composition of seating type is also likely to change when compared to existing, i.e. the numbers of corporate seats compared to general admission. Further, the nature of spectators who attend Premier Club football matches is changing over time.

This section of the methodology will be a review of current and future trends for spectators at football matches; discuss the proposed seating composition at Anfield; and will identify a spectator profile which the transport strategy will need to accommodate.

4.1.4 Identify target modal split

A future year target modal split will be established towards which the stadium transport strategy will need to work. Targets by mode of travel will be identified via a variety of methods, including: the Club's target population for the increase in stadium spectator capacity; the potential for modes of travel to accommodate additional patronage; discussions with stakeholders; the locations of spectators; the ticket type which will be available to spectators; and evidence from modal change from travel planning initiatives.

Target supporter modal splits will be presented for each phase of the stadium expansion.

4.1.5 Identify transport interventions

To support and enable the target modal split, a range of transport interventions will be required. These are likely to be a combination of: physical measures; operational measures; road safety measures; and promotional measures. The transport interventions will be split by phase of development, and will identify what objective they are intended to achieve and how they will cross-support other measures.

Note, the preferred transport strategy is likely to move away from the park and ride bias which was associated with previous planning consent, but will recognise the measures which have already been funded by the Club.

The package of interventions will be developed in consultation with stakeholders to help ensure consensus in practicality and deliverability.

4.1.6 Mitigate Residual Impact / Monitoring Strategy

The transport strategy will be developed to provide spectators with credible options for travelling to and from the stadium on match days in a way that minimises the wider impact of their travel. However, there are likely to be some residual impacts of the increased numbers travelling to the expanded stadium and appropriate mitigation will be proposed as required.

To review these potential impacts and to ensure that the preferred transport strategy is as effective as envisaged, a comprehensive monitoring strategy is also likely to be required.

4.2 Transport Assessment

The Transport Assessment report will be the document within which will record all of the information and data which will be used to develop the stadium transport strategy. This document will be supported by a range of figures, drawings and technical appendices.

4.3 Travel Plan

An Interim Travel Plan will be developed for Liverpool Football Club. This plan will solely be for employees of the Club travelling on a non-match day, and not for visitors or spectators to the stadium. The travel planning needs of spectators will be covered by the match day transport strategy within the Transport Assessment.

The Travel Plan will be developed in-line with current guidelines, and in consultation with Travelwise Merseyside.

5 Consultation

During the preparation of the transport reports which will support the forthcoming planning application, consultation is expected to be undertaken with the following stakeholders:

- Liverpool City Council;
- Liverpool Football Club;
- Merseytravel;
- Merseyside Police;
- Travelwise Merseyside;
- Bus operators;
- Rail operators;
- Taxi representatives;
- Parking operators;
- Event / traffic management companies.

Meetings will be recorded with minutes being circulated for comment.

B. Letters of support from transport operators

- B.1.1 Letters of support have been provided from the following stakeholders and are presented in this appendix:
- Arriva;
 - Stagecoach; and
 - Taxi representatives.

Bus Operators Declaration of Support for the proposed LFC Stadium Expansion

Liverpool Football Club (The Club) are proposing to increase the capacity of Anfield Stadium to accommodate up to 60,000 supporters over 2 phases. A Transport Strategy (TS) has been prepared to support the expansion. The TS seeks to ensure that fans and spectators can travel to and from the stadium via a variety of attractive and accessible modes of travel to reduce the reliance upon the private car. As such, the TS suggests a number of interventions to deliver enhanced public transport services between the city centre and the stadium to meet increased demand, as well as exploring supporting initiatives such as integrated ticketing and increased promotion.

A key intervention explored is an enhanced City Centre Express Service (currently operated by Stagecoach as a 917 service) resulting in improved frequency, operating duration, accessibility and capacity. The Club has been in long standing discussions with Arriva and Stagecoach (the potential operators) regarding the deliverability of this enhanced service and the following is agreed:

- The operators are willing to work with the Club to promote public transport as a way of accessing the stadium and encouraging the use of buses as a mode of access, recognising the likely increase in demand for services from the stadium expansion.
- The operators strongly support the proposition, as advocated within the TS that the City Centre is growing in importance as an interchange hub for supporters both before and after a match and the significance of providing good connections between the two points by public transport.
- The operators support the delivery of a City Centre Express Service on match days and are exploring the potential to deliver this enhanced service in co-ordination.
- The proposed operation of the enhanced service, including its route, duration and frequency and its management around the stadium pre-match and post-match, as set out in the proposed operation and management plan is considered acceptable in principle and deliverable.
- The operators wish to be part of the Transport Working Group which will oversee the successful delivery of this intervention and the other measures as advocated in the Transport Strategy.

The operators have also:

- expressed support for exploring the introduction of an integrated ticketing system on services in liaison with the Club, using the new 'tap and go' cashless card payment technology and;
- showed an interest in exploring options for the provision of a commercial service between the Stadium and Sandhills in lieu of the Soccerbus if this service was to no longer be supported by Merseytravel in the future.

These points reflect the key matters and proposals which have been discussed and are supported and agreed by both operators, who hereby provide confirmation of the points outlined above in support for the expansion proposal.

Signed

Date..... 11/4/2014

Print name..... MARTIN TAYLOR

For and on behalf of ARRIVA MERSEYSIDE

APPENDIX 1 - Strategy Mechanics

Bus Operators Declaration of Support for the proposed LFC Stadium Expansion

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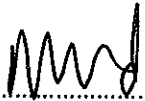
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- The operators strongly support the proposition, as advocated within the TS that the City Centre is growing in importance as an interchange hub for supporters both before and after a match and the significance of providing good connections between the two points by public transport.
- The operators support the delivery of a City Centre Express Service on match days and are exploring the potential to deliver this enhanced service in co-ordination.
- The proposed operation of the enhanced service, including its route, duration and frequency and its management around the stadium pre-match and post-match, as set out in the proposed operation and management plan is considered acceptable in principle and deliverable.
- The operators wish to be part of the Transport Working Group which will oversee the successful delivery of this intervention and the other measures as advocated in the Transport Strategy.

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- showed an interest in exploring options for the provision of a commercial service between the Stadium and Sandhills in lieu of the Soccerbus if this service was to no longer be supported by Merseytravel in the future.

These points reflect the key matters and proposals which have been discussed and are supported and agreed by both operators, who hereby provide confirmation of the points outlined above in support for the expansion proposal.

Signed  Date..... 16 / 4 / 14

Print name..... NATHAN WARD

For and on behalf of STAGECOACH MERSEYSIDE

APPENDIX 1 - Strategy Mechanics

APPENDIX 1 - Strategy Mechanics

This note sets out the calculations and assumptions with regards to bus services as presented within the Transport Strategy (TS). The following points present an overview of how the service is assumed to operate and is intended to be a guideline to provide background detail in terms of the anticipated demand and how this demand will be accommodated on the proposed enhanced 'City Centre Express' Bus Service and the scheduled 'Regular' bus services.

These points are intended to provide context to the declaration in terms of quantifying the level of support calculated within the TS. It is envisaged that they would evolve as travel behaviour to the stadium changed, with resource reacting to demand as required.

- The existing 917 service is understood to be being considered for operation jointly by Arriva and Stagecoach between the City Centre and the stadium as a 'City Centre Express Service'. The operators have held discussions with each other with regards to the operation of this service as a joint service.
- The City Centre Express Service would operate between the City Centre and Anfield, with pre-match drop offs and post-match pick-ups both occurring on Robson Street, close to Anfield Stadium. This arrangement is shown in the figures appended to this declaration.
- Post-match, there is space for 12 buses to stack on Robson Street just before final whistle, with their engines turned off, which would depart once full. Further buses could wait on St Domingo's Road and move into position on Robson Street when required, as communicated by drivers using radio should demand dictate.
- Pre-match it is anticipated that the service could operate for periods of 3.5 hours prior to kick off on weekdays and 4 hours on weekends. The service would operate using a minimum of 6 vehicles, which would depart in line with demand as opposed to operate to a set schedule. It is anticipated that these vehicles could achieve 2 return trips each per hour. It is estimated that there could be a pre-match demand for the service in the order of c.2,290 passengers on weekdays and c.2,600 on weekends, based on average occupancies of 70 passengers per vehicle.
- Post-match there could be a requirement for around 18 vehicles to move the anticipated numbers of supporters within a reduced time period of 1 hour (in comparison to the pre-match scenario). It is anticipated that these vehicles could achieve 2 return trips each per hour. This level of service could enable the above demand to be accommodated post-match, based on average occupancies of 70 passengers per vehicle.
- The levels of service would be reviewed in line with actual demand at regular periods to ensure that resource levels and capacity meet demand requirements.
- The scheduled bus services operating within the vicinity of the stadium (the 17, 26/27, 14, 19/119/244, 68/168), once non-match related passengers are taken into consideration, have remaining spare capacity to accommodate some supporters on match days, however no changes to these services are suggested.
- Acknowledge that the diversion routes which have been provided for the above services (where applicable) to ensure they avoid travel along Walton Breck Road (which is proposed to be formally closed to through traffic for a period of 2 hours prior to the match until 30 minutes post-match) are acceptable in principle. These diversions will help the service to continue operating during this time and reduce delays. Operators have been consulted with regards to the diversion routes and have provided support for the alternative routes for their respective services. These proposed routes are appended to this declaration.

Plans:

- Robson Street pick up and drop off location
- Scheduled Bus Route diversions



FIGURE 12.9 ROBSON STREET BUS STANDS

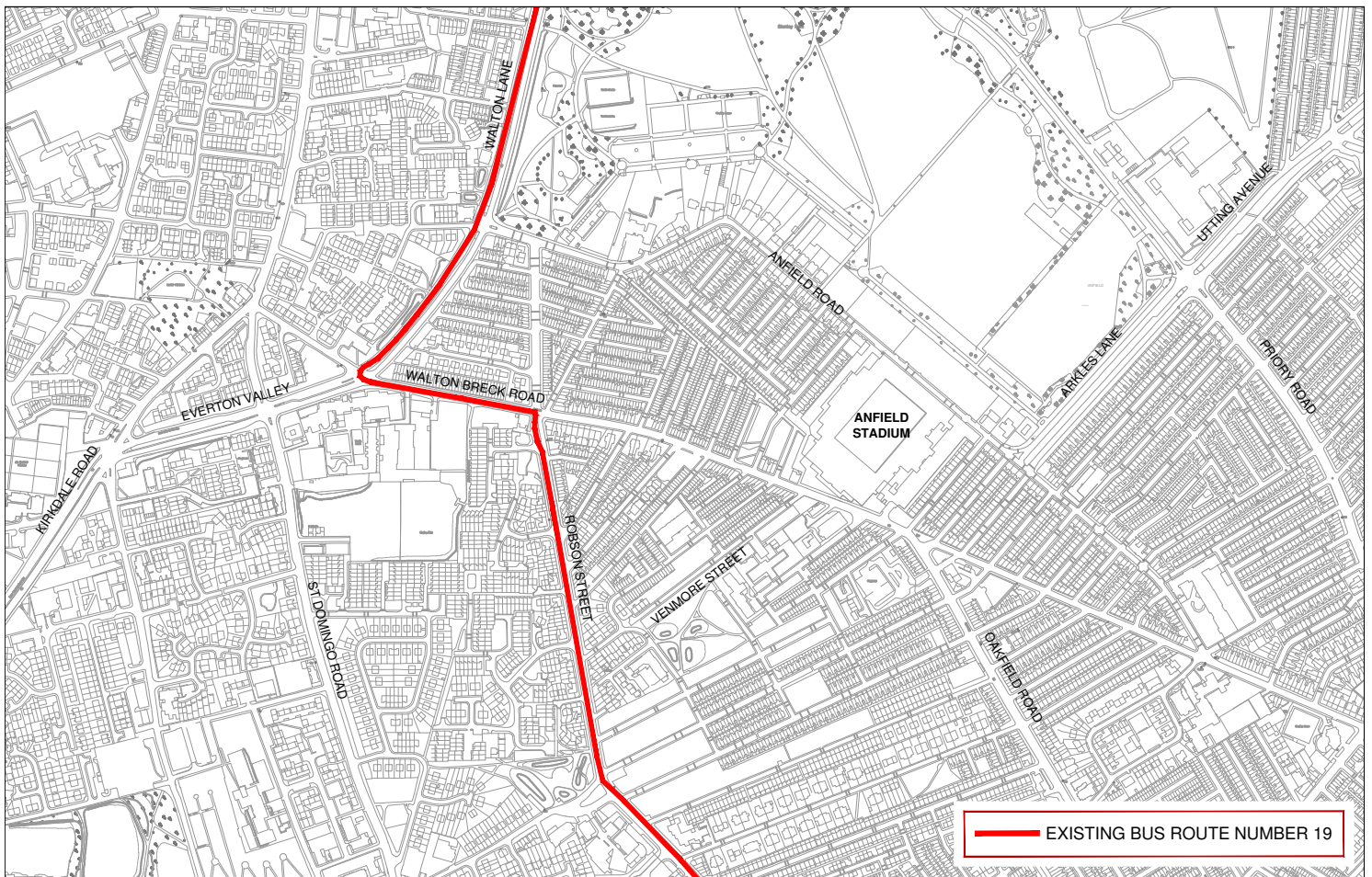
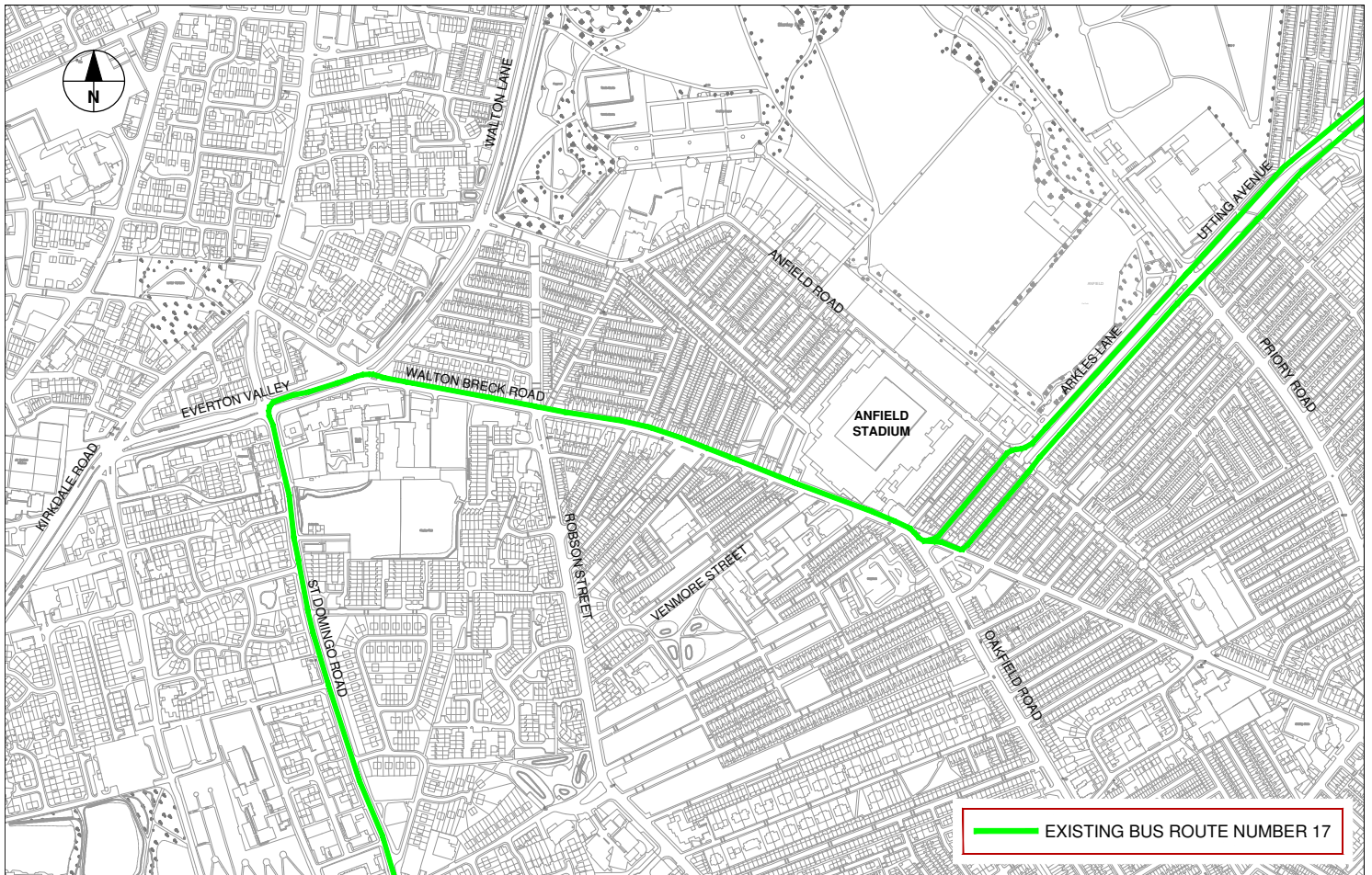


FIGURE 12.11a EXISTING BUS ROUTES

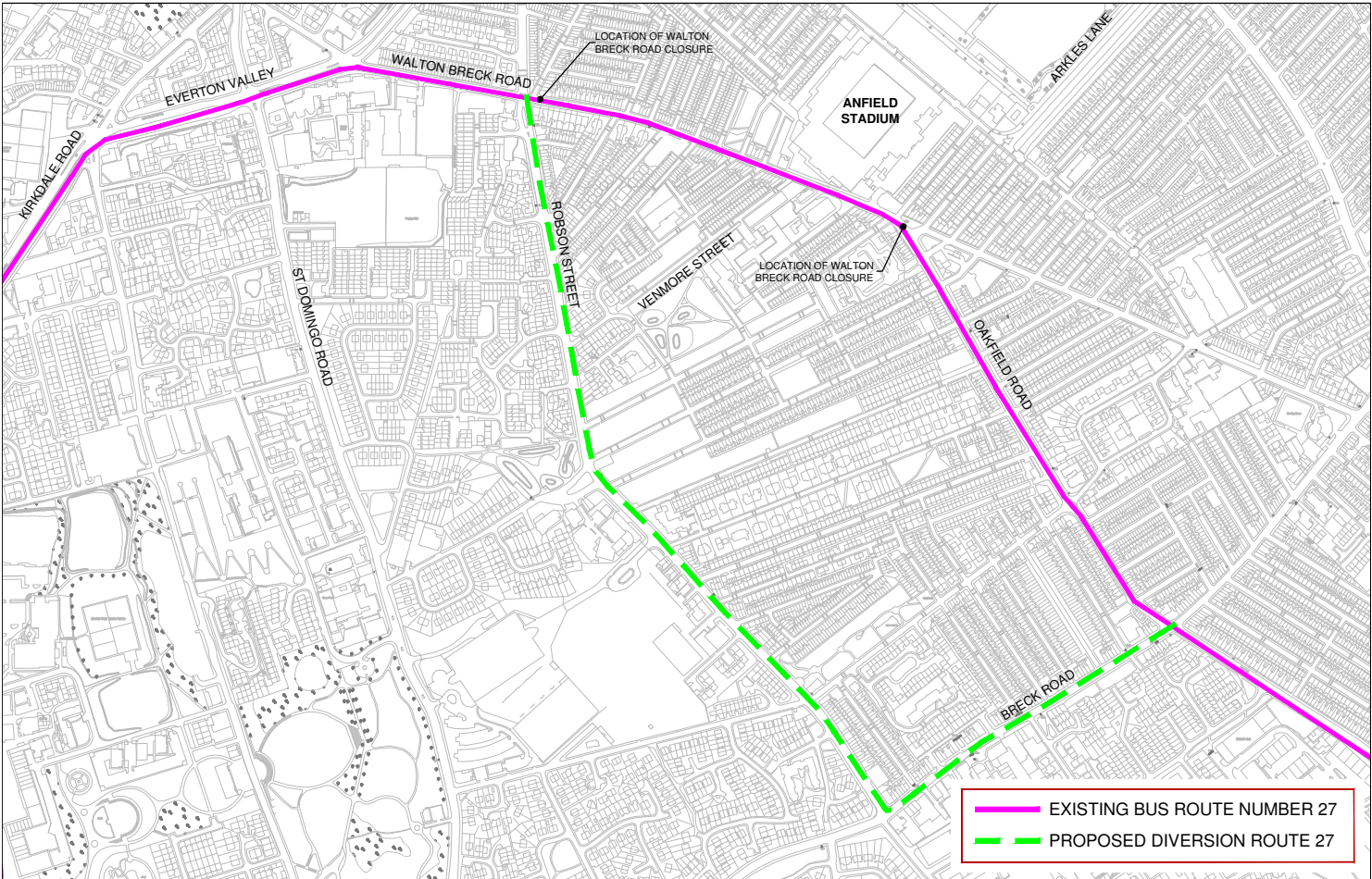
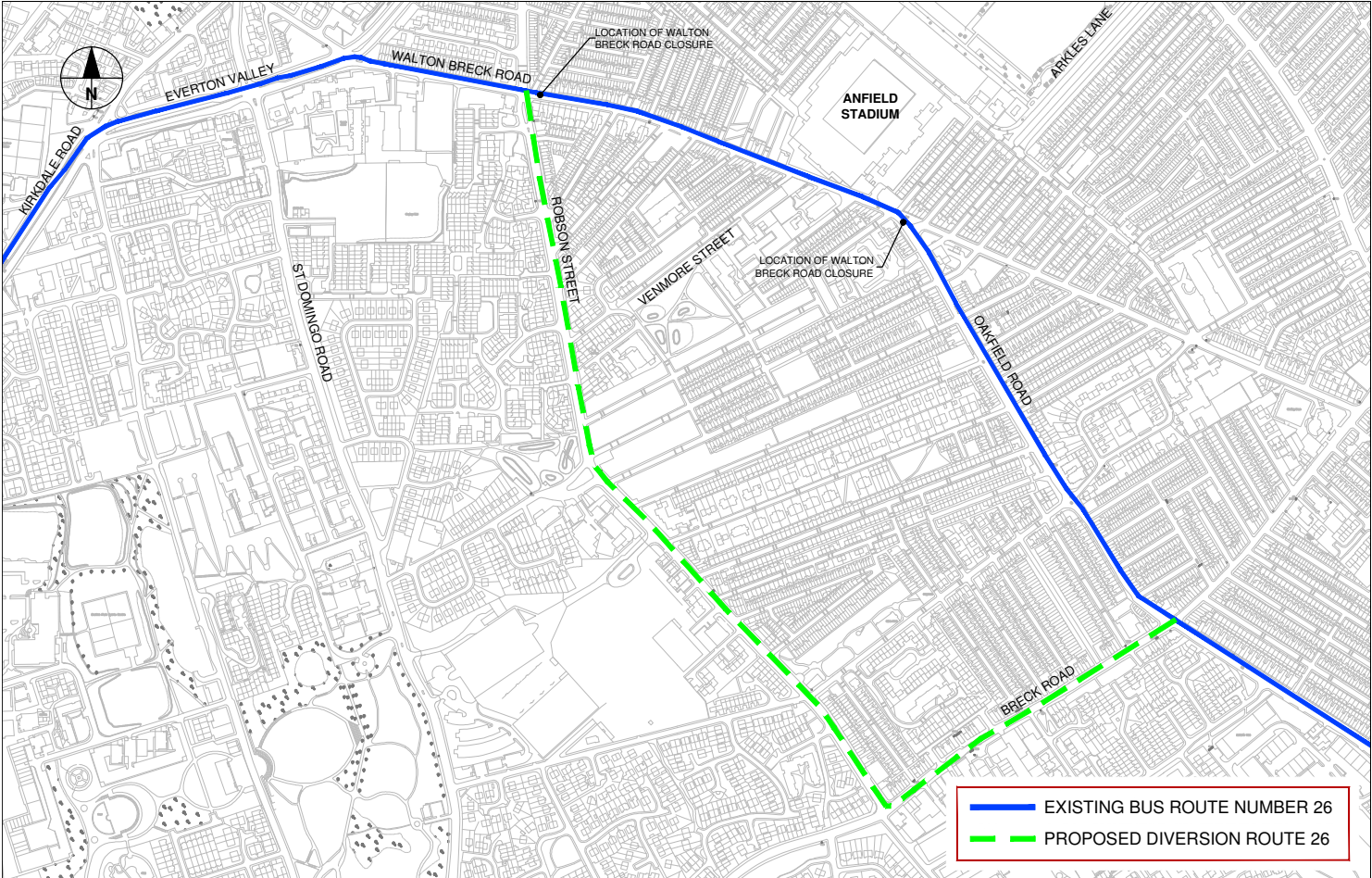


FIGURE 12.12b PROPOSED DIVERSIONS FOR BUS ROUTES

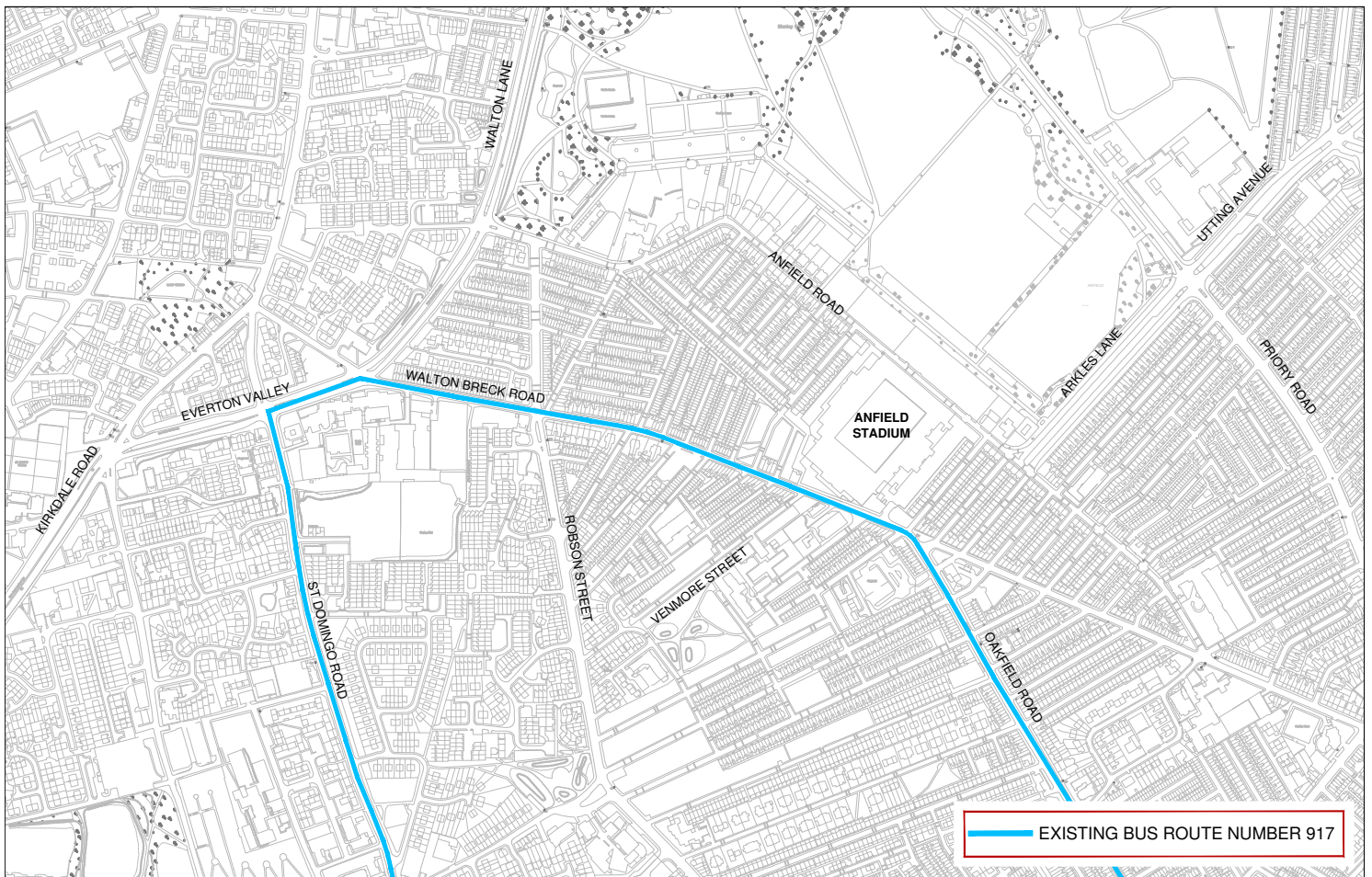
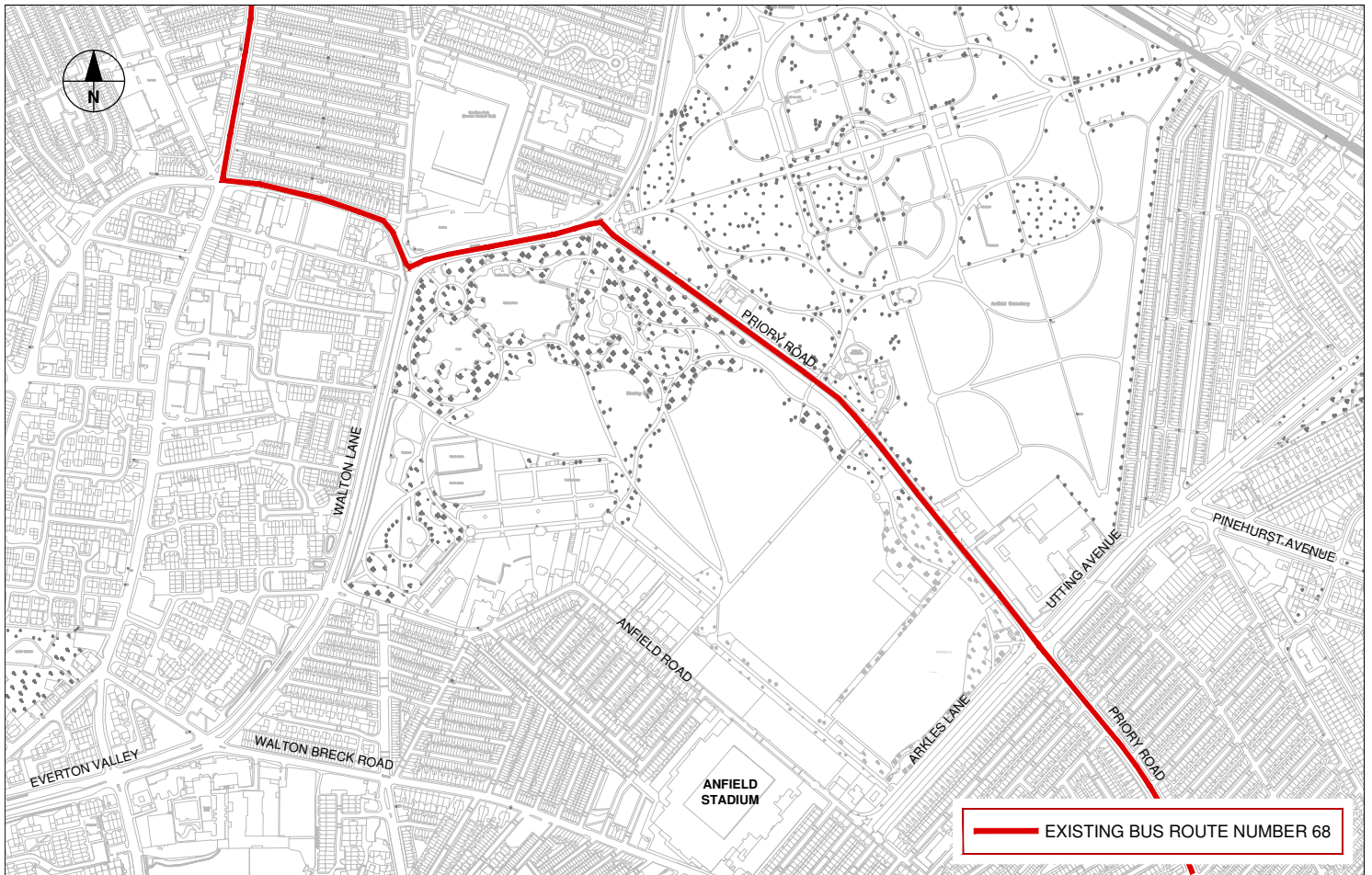


FIGURE 12.11c EXISTING BUS ROUTES

Taxi Representation Declaration of Support for the proposed LFC Stadium Expansion

Liverpool Football Club (The Club) are proposing to increase the capacity of Anfield Stadium to accommodate up to 60,000 supporters over 2 phases. It is recognised that this would place increased pressure on the transport network, which would require a range of interventions to accommodate the additional trips. These include formalising pick up and drop off locations for taxis and a likely increase in the number of taxi trips both pre and post-match.

This document compiles the key points that have been made within the Transport Strategy in relation to taxis which have been discussed with representatives from the Taxi Community to ensure they are realistic, deliverable and robust.

The following key points have been discussed:

- There are c.1,400 hackney cab licences in operation in Liverpool with around 80% of these operational on match days.
- Within the Transport Strategy, the proportion of taxi use has been capped as existing (determined through the 2013 supporter surveys), with the following mode splits maintained across the development phases within the Transport Strategy.

Mode share for Taxi

Day	Ticket type	Existing 2013	Phase 1 Target	Phase 2 Target
Weekday	General Admission	19.37%	19.37%	19.37%
	Hospitality	22.08%	22.08%	22.08%
Weekend	General Admission	22.17%	22.17%	22.17%
	Hospitality	38.28%	38.28%	38.28%

- When the increase in supporters is applied against these percentages, the number of taxi trips has been anticipated to increase to the order of the following table:

No. anticipated taxi trips pre-match

Day	Existing 2013	Phase 1 Target	Phase 2 Target
Weekday	3,637	4,365	4,764
Weekend	4,040	5,198	5,611

- The 'Existing 2013' scenario has been confirmed to reflect the order of current operations on match days and there are no concerns with regards to this operation.
- It is estimated that vehicles could achieve multiple trips per hour from the stadium to the City Centre, with further trips possible if traffic congestion could be eliminated.
- Pre-match, these trips would occur over a typical minimum 3 hour build up to a match.
- If these trips were to also be replicated in the post-match scenario, they would require to be undertaken within a shorter time period (typically around 1 hour).
- The proposed number of trips as presented above for Phases 1 and 2 are considered realistic and deliverable within the above operational timeframes pre- and post-match.
- There is enough capacity within the taxi industry to serve the increase in number of trips associated with the increase in capacity at the stadium.
- The proposed formal taxi holding locations on Sleepers Hill, Oakfield Road, Arkles Lane, Anfield Road (appended to this document) have been developed through consultation with

the taxi community and are considered appropriate in theory to be regularly reviewed by the Transport Working Group to ensure that issues are addressed to safeguard the ability of taxi's to serve the area pre- and post-match.

- The proposed disabled drop-off points would ensure that there is acceptable access for disabled passengers.
- Ranking vehicles would be able to wait with their engines switched off.
- Most demand on match days is generated from the City Centre, with the main pick-up points being: Williamson Square; Hannover Street; Great Charlotte Street; and Lime Street Station.
- There is an acknowledgement that the closure of Walton Breck Road (2 hours pre-match until 30 minutes post-match) would not be of concern to the Taxi Community as this closure would be pre-determined to enable alternative routes to be taken.

These points, as outlined above, reflect the key issues which have emerged from consultation with the Taxi Community representatives and are hereby confirmed as accurate to ensure that the strategy as outlined in relation to the expansion proposal for taxis, is deliverable.

Signed 

Date.....1ST APRIL 2014

Print name.....DAVID MCLEOD BRANCH SEC.....

For and on behalf ofUNITE THE UNION.....

C. Draft Traffic Management Plan

Liverpool Football Club Traffic Management Plan (Draft 1)

The traffic management plan in operation at Anfield Stadium has evolved over many years to its current form. As part of the stadium expansion application, it is proposed to further progress this plan to help manage the additional people and potentially vehicles who will be attracted into the area.

These proposed changes have been developed in consultation with Merseyside Police, Liverpool City Council, the Club and Merseytravel. They have also been discussed with transport operators who will be affected by the plan and presented to residents of the Anfield area.

The full details of the changes to the plan will be further developed, but the outline of the strategy is given below. It is intended that the changes will be brought into force before the extension of the Main Stand becomes operational, to allow people and organisations to become familiar with the revised arrangements.

1.0 Pre-Match (see also Plan A)

1.1 Road Closures

Eight hours prior to kick-off, the following stretches of road will be protected with No Waiting cones:

- Both sides of Anfield Road between Lothair Road and Sleepers Hill;
- Both sides of Walton Breck Road between Sleepers Hill and Oakfield Road;
- Both sides of Priory Road between Walton Lane and Utting Avenue;
- The north kerb of Arkles Lane between Anfield Road and Priory Road;
- The north kerb of Utting Avenue between Priory Road and Ince Avenue;
- Both sides of Sleepers Hill between Anfield Road and Walton Breck Road;
- The east side of Robson Street between Venmore Street and Walton Breck Road; and
- The east side of St Domingo's Road between Everton Valley and York Terrace.

Two hours prior to kick-off the following road closures will be brought into force and staffed by Club appointed traffic management personnel:

- Anfield Road at the junction with Sleepers Hill;
- Anfield Road at the junction with Lothair Road. This will move to Alroy Road once works commence on the Main Stand;
- Anfield Road at the junction with Arkles Lane;
- Walton Breck Road at the junction with Sleepers Hill;
- Walton Breck Road at the junction with Burleigh Road North;
- Robson Street at the junction with Burleigh Road South;
- Walton Breck Road at the junction with Oakfield Road;
- Walton Breck Road at the junction with Houlding Street – westbound only;
- Vienna Street at the junction with Walton Breck Road;
- Hartnup Street at the junction with Walton Breck Road;
- Donaldson Street at the junction with Walton Breck Road;
- Gilman Street at the junction with Walton Breck Road;

- Baltic Street at the junction with Walton Breck Road;
- Bagnall Street at the junction with Walton Breck Road;
- Pulford Street at the junction with Walton Breck Road.

The location and number of road closures will be subject to change depending upon the regeneration and redevelopment of the area.

No vehicles will be permitted past the road closures unless they are residents of the local area with a valid permit, are accessing the pre-booked LFC match day car parks off Anfield Road, or emergency vehicles.

Drivers on the approaches to the road closure zone will be warned via signage.

Management of the road closures will be by the Traffic Management Company appointed by the Club under the instruction of Merseyside Police.

1.2 Traffic Circulation

In support of the road closures Houlding Street will be permanently converted from two-way traffic running to one-way eastbound.

1.3 Public Buses and Special Event Buses

Public buses and special event buses (excluding the Sandhills Soccer Bus) will drop-off at existing bus stops within the vicinity of the stadium, with the exclusion of the stops within the extent of the match day road closure.

The Sandhills Soccer Bus will drop-off on the east side of Walton Lane near the junction with Anfield Road, in the same location as they pick up supporters from following the match. This will require the Soccer Bus to reverse the direction of its route from the current arrangement.

Public bus routes which are affected by the match day road closures will be re-routed on agreed diversion routes. Services that will currently be affected are the 17, 26 and 27, and their proposed diversion routes are shown on Plans B and C.

1.4 Taxis

Dedicated taxi drop-off areas will be provided on:

- The west side of Oakfield Road close to the junction with Walton Breck Road;
- The south side of Walton Breck Road between Houlding Street and Hawkesworth Street;
- The east side of Houlding Street;
- The east side Arkles Lane near the junction with Anfield Road;
- The west side of Sleepers Hill close to the junction with Walton Breck Road; and
- The east side of Robson Street close to the junction with Walton Breck Road.

1.5 Disabled drop-off

Designated disabled drop-off areas will be provided on:

- The west side of Oakfield Road close to the junction with Walton Breck Road; and
- The east side Arkles Lane near the junction with Anfield Road.

Additional disabled drop-off will be provided within Stanley Park car park for pre-booked vehicles with a valid permit.

1.6 Supporter Coaches

Home, away and hospitality coaches will continue wait in the locations as per their existing arrangement.

2.0 During the Match (see also Plan D)

2.1 Road Closures

All previously described road closures will remain in-force for the duration of the match. Closures that were manned prior to kick-off will remain manned during the match.

In addition, Priory Road will be closed to through traffic 30 minutes prior to scheduled final whistle. The closures will be enforced at the Priory Road junction with Walton Lane and Arkles.

2.2 Special Event Buses

During the match, special event buses will be permitted to stack in designated holding areas. These being:

- On the east side of Walton Lane to the north of Anfield Road for the Sandhills Soccer Bus;
- The east side of Robson Street between Venmore Street and Walton Breck Road (except for residents' bays) for other special event services; and
- The west side of St Domingo's Road between Everton Valley and York Terrace.

Buses should have their engines switched off while waiting.

2.3 Taxis

During the match taxis (hackney cabs) will be permitted to wait on both sides of Sleepers Hill between Anfield Road and Walton Breck Road in areas not protected by residents parking bays.

Taxis should have their engines switched off while waiting.

3.0 Post-Match (see also Plan D)

3.1 Road Closures

All road closures will remain in-force for a period of 30 minutes following final whistle. Closures that were manned during the match will remain manned post-match.

3.2 *Special Event Buses*

The passenger loading areas for special event buses on Walton Lane and Robson Street will be managed to help ensure efficient loading of departing spectators, and that the bus waiting area is not used by any other vehicle.

3.3 *Taxis*

The passenger loading area for taxis on Sleepers Hill will be managed to help ensure efficient loading of departing spectators, and to reduce the likelihood of vehicle conflicts.

