

November 2020



EXPANSION OF ANFIELD ROAD STAND, ANFIELD

E2/3 - Transport Strategy



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Liverpool FC Anfield Road Stadium Expansion

Transport Strategy

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1 Introduction

1.1 Pre-ambles

- 1.1.1 This Transport Strategy is one of a suite of core documents prepared in support of the application submitted on behalf of Liverpool Football Club and Athletic Grounds Limited (“Liverpool FC” or “the Club”) for full planning permission to expand the Anfield Road Stand to accommodate an additional c.7,000 spectators with associated hospitality and spectator facilities, new public realm, and the realignment of Anfield Road.
- 1.1.2 This development forms part of the phased regeneration of the Anfield Stadium and follows successful delivery of the Main Stand redevelopment and associated public realm (96 Avenue and Paisley Square) and a new free-standing Liverpool FC retail store and cafe.
- 1.1.3 It also reflects the wider regeneration of the Anfield area (The Anfield Project) that includes new and improved homes and regeneration of the Walton Breck Road high street, fuelled by the Club’s significant investment in the redevelopment of Anfield Stadium.
- 1.1.4 The following documents comprise the application:
- A1/1 Summary Guide to the Planning Application
 - B1/3 Planning Statement
 - B2/3 Appendices to Planning Statement
 - B3/3 Draft S106 Agreement
 - C1/2 Application Drawings
 - C2/2 Design and Access Statement
 - D1/3 Environmental Statement, Volume 1: ES Chapters and Figures
 - D2/3 Environmental Statement, Volume 2: Technical Appendices
 - D3/3 Environmental Statement, Volume 3: Non-Technical Summary
 - E1/3 Transport Assessment
 - E2/3 Transport Strategy
 - E3/3 Staff Travel Plan
 - F1/1 Air Quality Assessment
 - G1/1 Phase I Geo-Environmental Desk Study
 - H1/1 Flood Risk Assessment
 - I1/1 Heritage Assessment
 - J1/1 Socio-Economic Statement
 - K1/1 Health and Wellbeing Statement
 - L1/1 Lighting Impact Assessment
 - M1/1 Statement of Community Engagement
 - N1/1 Sustainability Statement
- 1.1.5 This statement has been prepared by Mott MacDonald (Consultant Engineers, Environmental Consultants and Transport Planners) with additional work, research and information provided, with thanks, by:
- Turley (Planning and Development Consultants)

- Planit ie (Urban Design, Landscape and Master planners)
- KSS Design Group (Architects)
- Liverpool Football Club
- Liverpool City Council

1.2 Interface with other transport documents

- 1.2.1 This TS is a sister document to the **Transport Assessment (TA, ref. E1/3)** but has been written to be read as a standalone document. As such, summaries of key information presented in the TA are provided which underpin the proposed strategy and how it has been developed. It covers both match days and events.
- 1.2.2 In addition to the TS and TA, a **Staff Travel Plan (TP, ref. E3/3)** has been created to outline how staff travel to and from the stadium on match and non-match days will be managed.
- 1.2.3 There is also a Transport chapter in the **Environmental Statement (ES, ref. D1/4)** which summarises the assessment undertaken to assess the significance of environmental effects of the proposal from a transport perspective.

1.3 Purpose of this document

- 1.3.1 The purpose of this document is to set out how supporters will be able to travel to and from Anfield on match and event days, including an overview how each mode of transport will operate as well as supporting measures such as road closures.
- 1.3.2 It is predominantly focussed on match day access and egress which is formalised in a Match Day Transport Strategy (MDTS) (see Chapter 7) with a formal Traffic Management Plan produced by Liverpool FC and their traffic management support to detail how the strategy will be implemented in terms of locations of stewards, signage etc. Chapters 2-6 of this TS provide an overview of the background information which has fed into the development and update of the MDTS.
- 1.3.3 There is a separate Event Traffic Management Strategy (ETMS) in place, with this document presenting suggested updates to this to cater for future events at the stadium – this is covered in Chapter 8. Events require their own considerations as they attract a different audience on each occasion, and therefore bespoke Event Traffic Management Plans (ETMPs) are provided for these, based upon the overarching strategy, for approval by Liverpool City Council (LCC) in advance of the event occurring.

1.4 Structure of this document

- 1.4.1 This document is structured as follows:
- Chapter 2: This chapter outlines the Match Day Transport Strategy, which was in place for the 2019/20 season on a mode by mode basis.
 - Chapter 3: This chapter introduces the proposed development.
 - Chapter 4: This chapter gives a brief overview of the baseline mode splits, and how supporters currently travel, based on surveys undertaken in late 2019.
 - Chapter 5: This chapter summarises what additional demand is required for each mode to accommodate the additional supporters.
 - Chapter 6: This chapter summarises the key stakeholder engagement that has been undertaken to develop the future strategy.

- Chapter 7: This chapter sets out the proposed strategy to address and accommodate the proposed additional capacity at the stadium.
- Chapter 8: This chapter summarises how the events would be managed.
- Chapter 9: This final chapter provides a summary of this document.

2 Match Day Transport Strategy (2019/20 Season)

2.1 Overview

- 2.1.1 The MDTS (Match Day Transport Strategy) for the 2019/20 season is summarised in Figure 2.1 and 2.2 and set out in more detail by mode in the rest of this chapter covering pre- and post-match arrangements.
- 2.1.2 Due to Covid-19 matches for the 2020/21 season to date have been played behind closed doors (i.e. without supporters) and it is anticipated that the majority of the remainder of the matches for this season will be either continue to be behind closed doors, or be held with only small numbers of supporters. An amended Traffic Management Plan is therefore in place at the moment, which due to their being no supporters in attendance does not require many of the match day specific elements noted below to be operational (e.g. no match day special buses and reduced number of road closures). The Transport Working Group is fully involved in reviewing the changes required to the plans (see section 2.11).
- 2.1.3 It is assumed that once the stadium is able to operate near to or at full capacity again, the Transport Strategy as set out here will resume.

2.2 Road Closures

Pre-match

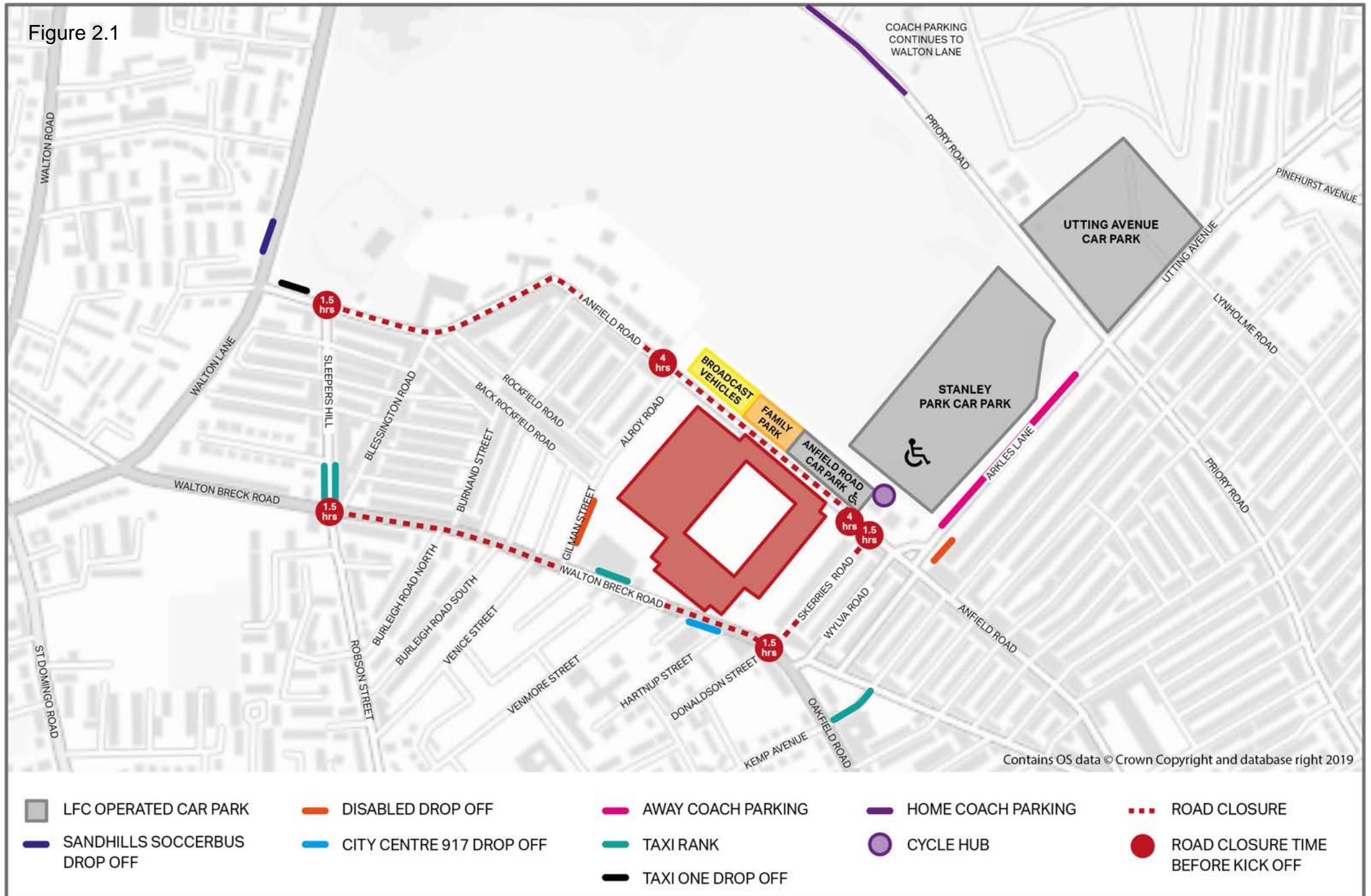
- 2.2.1 Several roads in the vicinity of the stadium are closed to vehicles prior to kick-off to allow fans to enter the stadium safely. Anfield Road is closed to all vehicles 4 hours prior to kick off between the junctions at Skerries Road and Alroy Road, with this closure manned by match day stewards and enforced with rising bollards. Stewards also staff two soft-closures on Anfield Road, whereby residents, disabled badge holders, and VIPs are allowed access, as well as those accessing businesses along Anfield Road. The first of these is at the Anfield Road/Sleepers Hill junction, with the second being closer to the ground at the Anfield Road/Blessington Road junction, where, in both instances, vehicles can be diverted off Anfield Road into the adjacent residential streets. The hard road closure is in place at the junction of Coningsby Road
- 2.2.2 A closure is also in operation on the opposite side of the stadium on Anfield Road between the automated bollard and Wylfa Road, where access to Skerries Road (one way southbound) is permitted for residents only. Skerries Road itself is closed to through traffic 1.5 hours prior to kick off.
- 2.2.3 Walton Breck Road is closed from 1.5 hours prior to kick off, with stewards enforcing this closure between Sleepers Hill and Oakfield Road. This requires the closure of side roads at their junction with Walton Breck Road between these locations.
- 2.2.4 Following kick off these roads reopen whilst the game is in place, then subsequently close again half an hour before the final whistle. The exception to this is Anfield Road, whereby the closure between Alroy Road and Skerries remains in place (between the automated bollards).

Post-match

- 2.2.5 Anfield Road, Skerries Road, Walton Breck Road and Arkles Lane are closed post-match for a period of around half an hour to allow for the safe egress of fans. This requires the closure of side roads at their junction with Walton Breck Road between these locations.
- 2.2.6 Road signs are placed on Walton Lane to ensure vehicles are aware of the closure, with turning movements from Walton Lane into Anfield Road and Walton Breck Road prohibited. The post-match closures generally last for 20 minutes, reopening at the discretion of the police once crowds have safely dispersed.

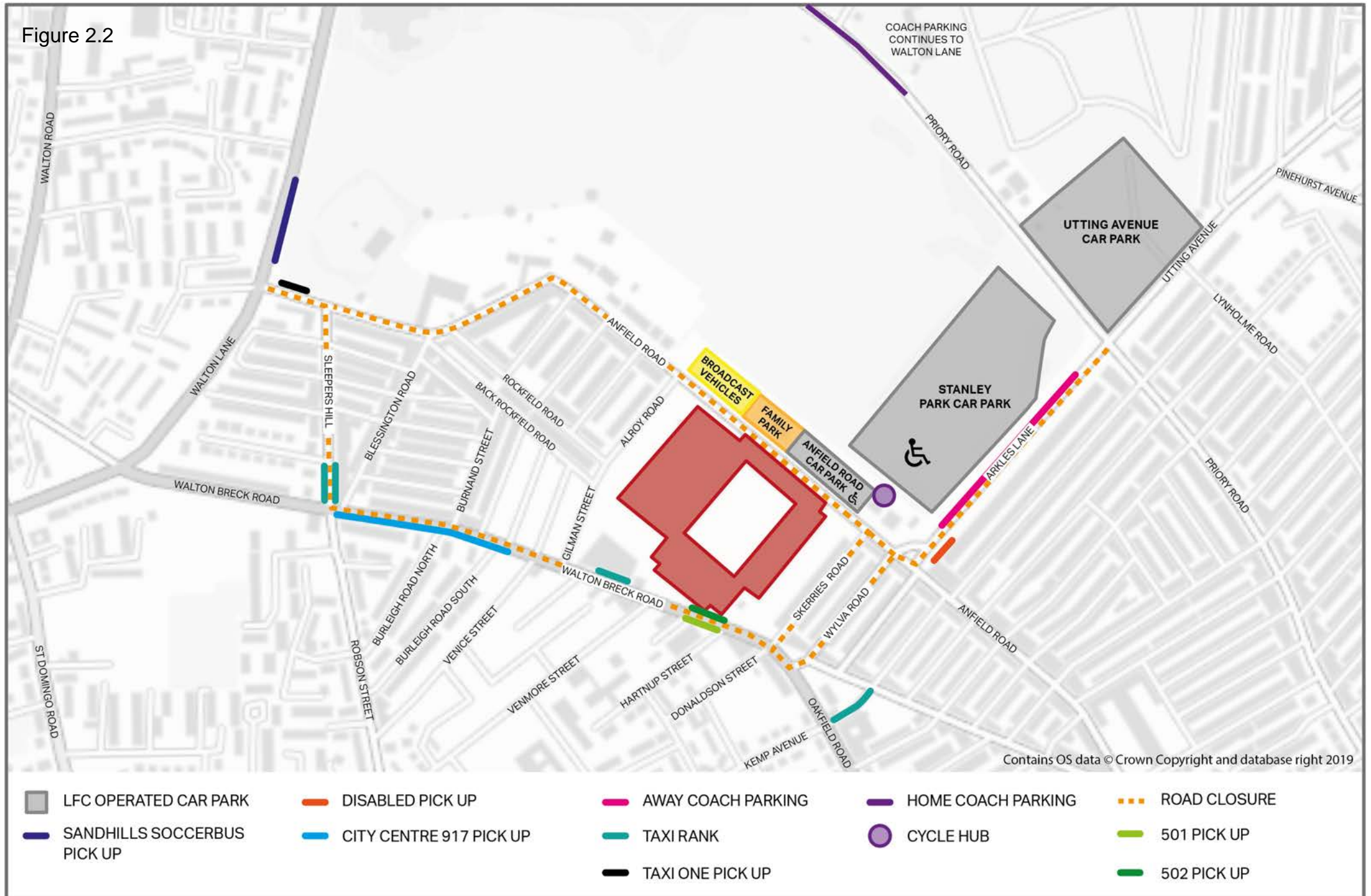
ANFIELD PRE - MATCH TRANSPORT PLAN 2019/20 SEASON

Figure 2.1



ANFIELD POST - MATCH TRANSPORT PLAN 2019/20 SEASON

Figure 2.2



Residents Road Closure Access Card

- 2.2.7 The club operate a resident's road closure access card system whereby local residents can apply to the club to have a card which identifies them as a local resident to the stewards staffing the road closure points. If it is safe to do so, production of this card should allow the residents access to their street within the closure area. This pass is available for all residents and needs to be renewed every season. Residents in possession of a pass still need to display a valid FMRPZ permit in their vehicles if they park within the FMRPZ.

2.3 Regularly Scheduled Bus Services

- 2.3.1 Regularly scheduled bus services with routes in the vicinity of the stadium continue to operate on match days however given the road closures and increased traffic in the area, those which travel along Walton Breck Road or Priory Road (north of Arkles Lane) are diverted 90 minutes prior to kick off and from 20 minutes prior to the final whistle until 45 minutes after.
- 2.3.2 The 26/27 Sheil Road Circular bus route is diverted away from Walton Breck Road and Oakfield Road, instead travelling along Robson Street and Breck Road.
- 2.3.3 The 17 bus from Liverpool to Kirkby is diverted along Breck Road and Priory Road instead of travelling via St Domingo Road, Walton Breck Road and Arkles Lane.
- 2.3.4 The 68 service from Bootle to Aigburth Vale travels along Utting Avenue and Queens Drive when diverted as opposed to the usual route via Priory Road and Walton Lane.
- 2.3.5 The diversion routes can be seen in Figure 2.3.

2.4 Match Day Special Bus Services

- 2.4.1 Several dedicated bus services serve Anfield Stadium on match days including the 917; 501; 502; and the Soccerbus. The operation of these services varies pre- and post-match. Their routes can be seen in Figure 2.4.

Pre-match

- 2.4.2 The Soccerbus provides a bus service from Sandhills Station to Walton Lane, a short walk from the stadium, to support interchange with rail services on the Northern Line between Southport, Ormskirk and Kirkby and Liverpool City Centre (Moorfields or Central) as well as all stations to Hunts Cross in the south (including Liverpool South Parkway). It runs for 3 hours before each match with the last bus from Sandhills station departing approximately 15 minutes before kick-off. The drop-off for the Soccerbus is on Walton Lane.
- 2.4.3 The 917 bus is a dedicated Stagecoach service running from Liverpool City Centre to Walton Breck Road (or Oakfield Road once Walton Breck Road is closed). Buses currently depart from St Johns Lane, opposite Queens Square Bus Station in Liverpool City Centre and in close proximity to Liverpool Lime Street Station. The first bus departs 3.5 hours before kick-off for Saturday and Sunday matches and 1.5 hours before kick-off for mid-week matches. Buses continue to depart at frequent intervals until the last departure, which leaves in time to ensure arrival at the ground in time for kick-off. Generally, 12 buses are used pre-match and each bus will complete a round journey approximately 3 times. Fan support stewards are located at Liverpool Lime Street Station and provide directions to the 917 service.
- 2.4.4 LCC are progressing with Phase 1 of the City Centre Connectivity Scheme which will impact upon use of St. Johns Lane for the boarding of the 917 bus for the 2020/21 season and onwards. Discussions are on-going with LCC and Merseytravel in relation to what changes will

be required to accommodate this services given its importance to the Match Day Strategy. This will possibly require the 917 bus to board passengers from a different location (potentially Commutation Row) but still in proximity to Lime Street Station.

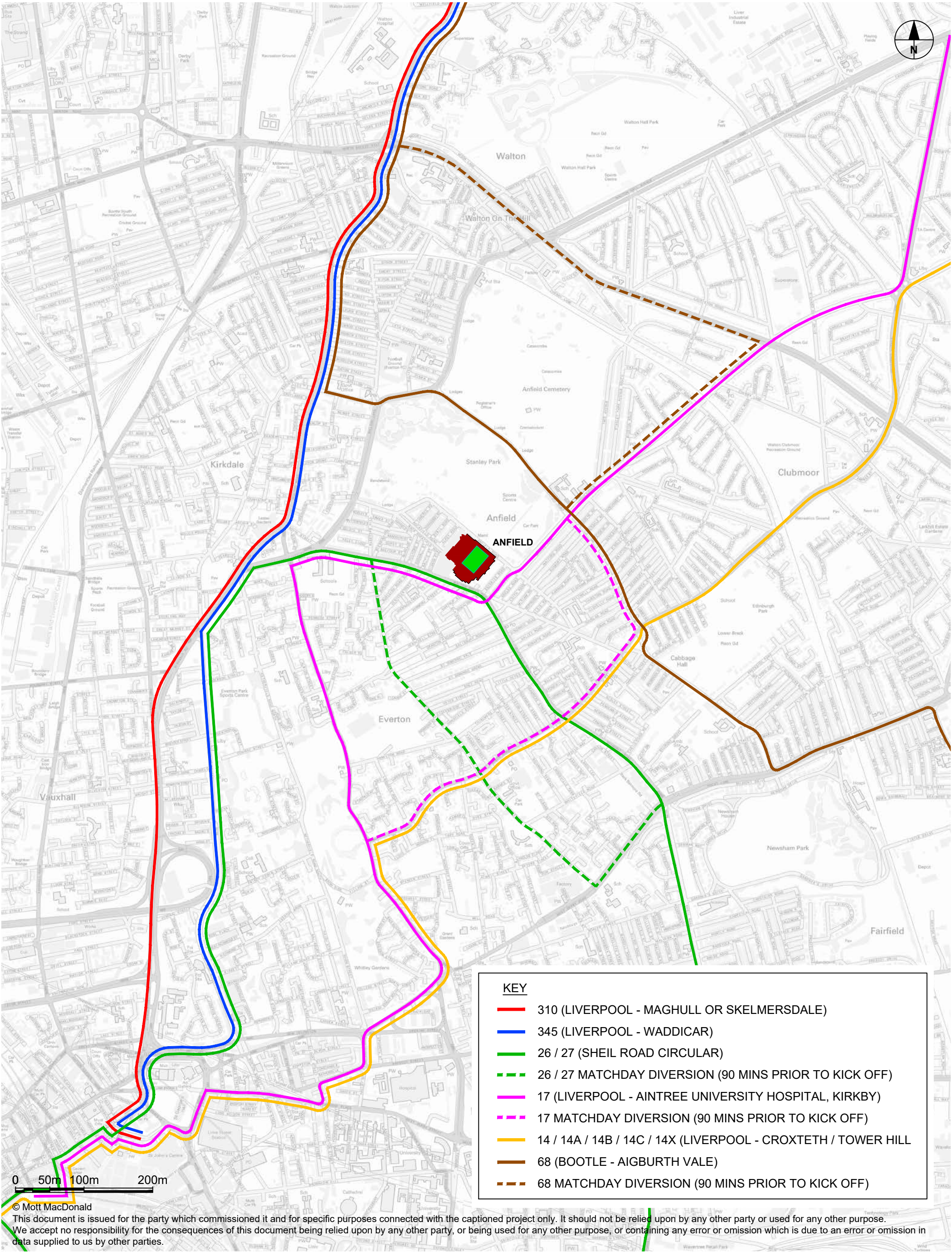


Figure 2.3: Scheduled Bus Services & Diversion Routes

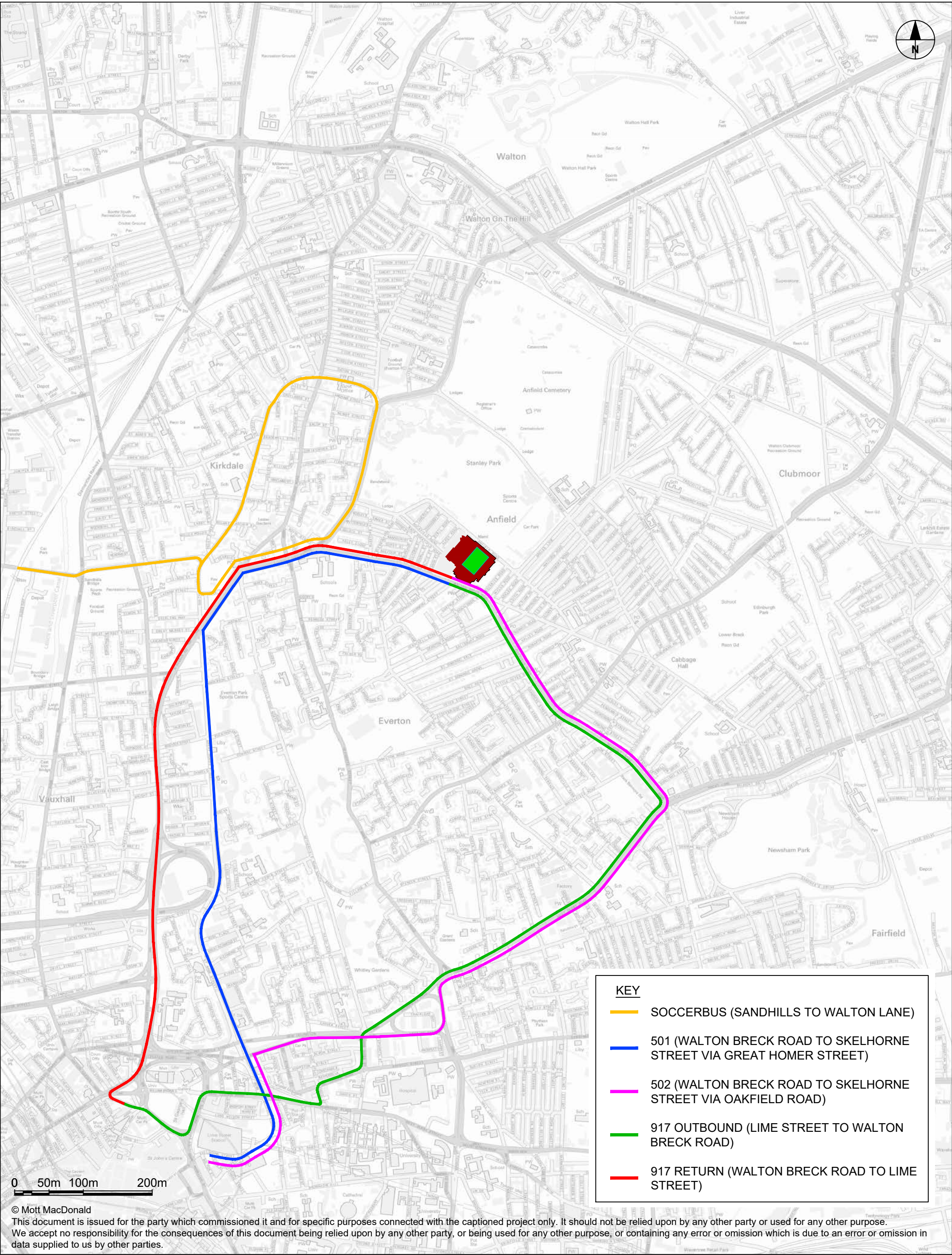


Figure 2.4: Matchday only Bus Service Routes

Post-match

- 2.4.5 The Soccerbus provides a return service for 90 minutes after the final whistle with the pick-up point being on Walton Lane, adjacent to Stanley Park.
- 2.4.6 The 917 bus also operates post-match with buses stacked on the westbound side of Walton Breck Road during the match. These buses depart when full and are walked out of the closure by the stewards before travelling via Walton Lane and Scotland Road to St Johns Lane in Liverpool City Centre. As with the pre-match service, buses continue to depart at frequent intervals, however 16 buses are generally used in the post-match operation, with these completing approximately 2 trips each, although this can vary depending upon demand.
- 2.4.7 The 501 service, operated by People's Bus, is a dedicated service running from Walton Breck Road to Liverpool City Centre via Everton Valley on match days only. Buses depart from the westbound stop outside the Kop Stand on Walton Breck Road and arrive in close proximity to Liverpool Lime Street Station. This is a post-match service only and departs for up to two hours after the end of the game.
- 2.4.8 The 502 service, also operated by People's Bus, is a dedicated service running from Walton Breck Road to Liverpool City Centre via Oakfield Road. Buses depart from the eastbound stop outside the Kop Stand on Walton Breck Road and arrive in close proximity to Liverpool Lime Street Station. This is a post-match service only with buses departing from 10 minutes until 50 minutes after the final whistle.

2.5 Rail

- 2.5.1 There are three rail stations located at a similar distance to Anfield Stadium and served by the Merseyrail Northern Line rail service: Rail services are not amended or altered for match days and run to a normal timetable. They provide a service pre- and post-match, although late finishing matches may mean it is difficult to utilise rail if the last services have run. From Sandhills Station, the last services run as shown in Table 2.1.

Table 2.1: Last train times from Sandhills Station

To	Weekdays	Saturdays	Sundays
Hunts Cross	23:16	23:16	23:16
Liverpool Central	00:09	00:09	00:12
Southport	23:52	23:53	23:53
Kirkby	00:01	00:01	00:01
Ormskirk	23:55	23:55	23:55

- 2.5.2 Sandhills Station is served by trains running to all three Northern Line northbound end destinations (Southport, Ormskirk and Kirkby) from Hunts Cross in South Liverpool via Liverpool Central in the City Centre. The Station is 2.1 km walk from the Stadium and is served by the Soccerbus on match days both before and after matches.
- 2.5.3 Kirkdale Station is served by trains running to Ormskirk and Kirkby from Liverpool Central and is 2.25 km walk from the stadium.
- 2.5.4 Bank Hall is served by trains running between Southport and Hunts Cross via Liverpool Central in the City Centre and is 2.25 km walk from the Stadium. Sandhills Station is on the same line as this station and is closer to the stadium for walking.

2.6 Taxi

Pre-match

- 2.6.1 Prior to road closures, hackney carriages and private hire vehicles drop off supporters in close proximity to the ground. Taxi ranks surrounding the ground are located on Anfield Road near the junction with Walton Lane; Sleepers Hill near Walton Breck Road; Walton Breck Road outside the club shop; and Houlding Street, between Oakfield Road and Walton Breck Road.
- 2.6.2 Once the road closures are active, taxis drop off as close to the stadium as possible. To the south of the stadium, it has been observed that taxis and private hire vehicles often use Kemp Avenue and the surrounding streets as a drop off location.

Post-match

- 2.6.3 Historically, prior to the closure of Walton Breck Road before the final whistle, between 30-50 black cabs are permitted by the police to wait within the road closure area to pick up supporters who choose to leave the stadium early. These vehicles have all exited the road closure area by the time the final whistle is blown and are not permitted to re-enter.
- 2.6.4 Post-match, the road closures on Walton Breck Road, Anfield Road and Arkles Lane prevent taxis from picking up directly outside the ground (with the exception of the above). The ranks on Sleepers Hill and Oakfield Road are well used by taxis however the majority of taxi use post-match is ad-hoc with supporters hailing black cabs or ordering private hire vehicles close to the road closures. Taxis which do not use designated pick-up or drop-off areas are moved on by the traffic management team. Despite being illegal, a number of private hire vehicles have been observed plying for hire around the ground post-match.

2.7 Taxi One

Pre-match

- 2.7.1 The Taxi One operates on match days only as a bus service using a taxi minibus. It provides a pre-match, direct service from St Johns Lane, opposite Lime Street Rail Station in the City Centre. The service begins 3.5 hours prior to kick-off and drops passengers on Anfield Road, opposite the junction with Sleepers Hill. Spaces can be pre-booked via social media, with each vehicle departing when full.
- 2.7.2 The service begins 3.5 hours prior to kick-off and operates as a registered bus service; it must follow a pre-determined route and offer a standard fare.

Post-Match

- 2.7.3 Post-match, no return service is provided, however transfers to Liverpool and Manchester Airports are offered following the match.

2.8 Coach

Pre-match

- 2.8.1 Three types of coach transport supporters to the ground: Home, Away, and Corporate. All three drop off passengers in close proximity to the ground. Away coaches proceed to park on the eastbound carriageway of Arkles Lane where there is space for approximately 15-20 vehicles, depending on their size. If overspill parking is required, the eastbound lane of Utting Avenue is utilised.

- 2.8.2 A lay-by for home coaches (and minibuses) is located on the south western side of Priory Road, from the junction with Walton Lane and has capacity for approximately 35 vehicles to park during the match. This is fully utilised during the majority of matches and thus overspill parking occurs on the carriageway south of the layby south to entrance to Stanley Park Car Park. This overspill can accommodate approximately 15 more vehicles. Additional vehicles unable to park on Priory Road use one lane of the southbound carriageway of Walton Lane, between Spellow Lane and Priory Road.
- 2.8.3 Corporate coaches often utilise the bus bay on Robson Street however others park further away from the ground or return to the town centre.

Post-match

- 2.8.4 Following the match's conclusion, home coaches load on Priory Road (or Walton Lane for overspill) where they parked pre-match. All coaches exit Priory Road onto Walton Lane and the majority generally travel eastbound, towards the M57 motorway.
- 2.8.5 Corporate coaches pick up supporters on Robson Street and depart via Walton Breck Road whilst the away coaches depart from Arkles Lane. Both of these movements generally only occur once crowds along the road have dispersed and the roads have been reopened.

2.9 Parking

Off-Street

- 2.9.1 On match days, the club currently operates three official car parks near the stadium with parking spaces for VIPs and disabled badge holders available in Anfield Road Car Park whilst Utting Avenue and Stanley Park Car Parks are available for Hospitality ticket holders only and require a permit to access them. Parking in these car parks cannot be purchased on the day with this policy in place to limit speculative car travel.
- 2.9.2 There are a number of private businesses or groups which operate non-official match day parking near to the stadium, over which the club have no control. Supporters who want to travel to the stadium are encouraged to park and ride, by utilising parking in the City Centre and travelling to Anfield using the match day special buses.
- 2.9.3 Vehicles leaving the official car parks after the match may be directed into a one-way system to ease the flow of traffic away from the stadium.

On-Street

- 2.9.4 Around Anfield Stadium and Goodison Park Stadium, a Football Match Residents Parking Zone (FMRPZ) is in place to restrict on street parking to those in possession of a valid parking permit. As part of the Main Stand expansion, the club paid for the zone to be expanded to encompass areas which were being subjected to intense match day parking, displacing residents from being able to park in their own streets.
- 2.9.5 The scheme is enforced by Liverpool City Council with Penalty Charge Notices issued to vehicles parking in the FMRPZ on match days which are not displaying a valid resident or visitor permit, or a disabled blue badge.

2.10 Liverpool FC Operations relevant to the MDTs

Home Coach

- 2.10.1 Approximately 75 minutes prior to kick off the Liverpool team coach enters the stadium. The coach travels from the City Centre along Walton Lane with a police escort. Traffic is stopped on Walton Lane and Sleepers Hill as the coach turns onto Anfield Road where it subsequently passes through the road closures, with the automatic bollards at the junction with Alroy Road lowered shortly beforehand. A large crowd usually gathers in anticipation for this arrival around 96 Avenue and Anfield Road outside the coach entrance to the stadium, with this managed by stewards.

Outside Broadcasting Unit Area

- 2.10.2 The Outside Broadcasting Unit (OBU) area is located between Anfield Road and Stanley Park and houses OBU vehicles which broadcast television and satellite streams of the match.
- 2.10.3 These vehicles typically arrive very early on the day of a match or the night before to allow time for setting up. They then depart later into the evening or the following day after a match. There is no movement to or from the OBU area whilst any of the road closures are in place.

Fan Support

- 2.10.4 Liverpool FC fan support stewards, identifiable by their light blue hi-vis jackets, aid supporters travelling to matches. Some stewards are present in Liverpool City Centre at Liverpool Lime Street and direct people to the 917 bus if required, whilst others are located around the ground prior to kick off to help supporters with any queries.

Residents Support

- 2.10.5 The club's Resident Liaison Officer engages with local residents and is available on match days for residents to report any issues such as obstructive parking, litter or anti-social behaviour, which can then be forwarded to the relevant authorities for action. A resident's hotline is available from 4 hours before- and until 1 hour after- matches for residents to report urgent issues. Outside of this, queries and requests can be submitted by email and a monthly resident's surgery is hosted to enable face to face discussions.

2.11 Transport Working Group

- 2.11.1 The Match Day Transport Strategy is a live document subject to continuous review at the Transport Working Group, a forum of key stakeholders specifically created to address issues and discuss proposed changes to the strategy with stakeholders. This forum was established following the Main Stand application and meets regularly. Members include:
- Liverpool FC Stadium operations
 - Liverpool FC's Stadium traffic management company, 'Stadium'
 - Liverpool City Council representatives for highways and licencing
 - Merseyside Police
 - Bus operators: Stagecoach, Peoplesbus, Arriva
 - Merseytravel
 - Taxi representatives from Unite the Union

- 2.11.2 The TWG provides a forum for suggesting and agreeing amendments to the MDTs to address any emerging issues or to address predicted changes. The forum to date has been very well attended and has ensured that the strategy remains fit for purpose.

2.12 Summary

- 2.12.1 The current pre- and post-match transport plans are available on the club website and shown in Figure 2.1 and Figure 2.2. These summarise the strategy as it is currently implemented.
- 2.12.2 The MDTs are under constant review through the TWG and amended as necessary to address issues arising.

3 Proposed Development

3.1 Anfield Road Stand Expansion

- 3.1.1 The ARS expansion proposals involve building a new larger upper tier behind the existing lower tier, whilst keeping the existing stand in operation; then, in summer 2022 the existing stand roof and upper tier will be removed from the pitch and the new tier will be connected to the existing lower tier. The final capacity of the new stadium will be c.61,000 which is slightly higher than that which was consented (in outline) in 2014 (which was for c.60,000).
- 3.1.2 The proposals seek to increase seat numbers in the ARS from 8,962 to 16,000, along with the provision of new associated facilities. The ARS will continue to accommodate away fans; the number of away fan tickets for each match depends upon the type of game (league or cup) and will vary between 3,000 and 9,000.
- 3.1.3 The expanded stand will provide an additional 7,000 seats. The scheme is primarily General Admission seating (c.5,200 seats) and there are also a proportion of hospitality seats (c.1,800) to be provided at the front of the new upper tier, connected to an upscale concourse space in the stand. The existing concourse and turnstiles will be retained for the lower tier fans, with just the new upper tier being provided with a new concourse. This design approach creates a large covered area on the ground floor, which Liverpool FC plan to use as a covered fan zone.
- 3.1.4 The footprint of the stand expands over Anfield Road car park which will also be permanently closed, with the loss of 125 parking spaces which include a proportion of disabled parking spaces. The disabled spaces will be relocated to Stanley Park car park.
- 3.1.5 The Stadium will remain operational during the construction process, as was the case for the Main Stand expansion in 2014-16, with the contractors making use of the closed season for works which require temporary loss of seats.

3.2 Anfield Road

- 3.2.1 The expanded stand footprint extends over Anfield Road itself. The road will be re-provided around the edge of the building, but as a private road and not as part of the adopted highway network. The current alignment from the existing automated bollards will be permanently stopped up via a S247 Road Closure Order.
- 3.2.2 As this will be a private road, it will be managed and maintained by Liverpool FC, who will enforce parking restrictions to prevent parking in the area and a 10mph speed limit. The private road status means design materials can be used which are more visually appealing than those available for use on a standard, adopted highway. The design seeks to provide high quality public realm and a pedestrian priority space.
- 3.2.3 In order to operate the Stadium safely on all match and event days (during construction but also when the expanded stand is operational), Anfield Road would still need to be temporarily closed either side of the match or event, as is currently the case. There will also need to be a temporary, full time closure of the road during the construction period. During this period, pedestrian and cyclist connectivity will be possible via Dahlia Walk, but vehicles will be required to re-route via the surrounding residential streets until the construction process is complete and the new private road is able to be opened.

- 3.2.4 Preparatory work to clear the site was undertaken as part of the Main Stand development, however there are services to be relocated in Anfield Road. Servicing access into the stand will be maintained from both sides (east and west) using the footprint of Anfield Road, but as the road will be stopped up, there will be no public right of way for vehicles through the stand.
- 3.2.5 The proposed design and layout for the new road has been through a design evolution process, with the proposed layout having been subject to a road safety review.

3.3 Events

- 3.3.1 As well as the ARS expansion, the application will be seeking to change the permitted use of the Stadium to allow events and other team sports, in addition to the currently permitted football and rugby. There is currently a temporary permission (ref: 18F/1626) expiring June 2021 for holding up to 6 events or concerts per annum. As part of the planning application, Liverpool FC would like to obtain permanent consent to use the pitch for a range of other uses including concerts, special events and other types of sporting fixtures. This would be for up to 12 concerts or events per annum.

3.4 Programme

- 3.4.1 Construction timescales have not been confirmed at this time and will be influenced by a number of considerations. In order to establish a position for the purposes of assessment work, the earliest construction timescales have been used, which would be a start date of 2021. The anticipated construction period is up to two years, which would mean the earliest the additional capacity in the expanded stand could become operational is for the start of 2023/24 season.
- 3.4.2 The following summary programme sets out the indicative dates for the project, taking into account the above:
- Submission of planning application: Late 2020
 - Determination of planning application: Spring 2021
 - Commencement of construction: Late summer / early autumn 2021
 - New ARS operational: start of 2023/24 season at the earliest

4 2019 Supporter Travel Surveys

4.1 Overview

- 4.1.1 This chapter provide a summary of the supporter surveys which were undertaken in 2019 and used to generate a baseline understanding of how supporters travel to Anfield currently (i.e. baseline mode splits), as well as supporting information such as arrival times, journey origins and vehicle occupancy rates.

4.2 Data Collection

- 4.2.1 In preparation for the Main Stand application, and to monitor change since, a series of travel surveys have been undertaken with home supporters to understand how they travel to Anfield on match days. This information has been used to determine modal splits for both weekday and weekend matches and used to inform the development of the Match Day Transport Strategy (MDTS).
- 4.2.2 Historically surveys have been undertaken in 2013, 2015 and 2018, using the same questions to enable comparison and cross year analysis. To ensure an up to date baseline for informing the development of the MDTS for supporting the additional capacity for the ARS expansion, the surveys were repeated again in late 2019 to form a new baseline to use in our assessment work. 2019 surveys were undertaken at the following matches:
- Saturday 30th November 2019 vs Brighton (15:00 KO)
 - Wednesday 4th December 2019 vs Everton (20:15 KO)
- 4.2.3 Surveys were collected both via face to face interviews on the match days themselves, as well as through self-completion by supporters via an online survey which was left open for 1 week following each match. The questions were the same for the online and face to face survey. A copy of the survey questions can be found in **Appendix A.1**.
- 4.2.4 Face to face surveys were undertaken as opposed to contact people online via the season ticket database as it allowed all ticket types to be targeted, and means the actual person attending the match provided information on how they travelled that day (as opposed to the season ticket holder responding who may not have attended the surveyed matches themselves). The same approach has been used for the surveys across all years to date.
- 4.2.5 Thirty interviewers were present on the ground at each match undertaking face to face interviews with home supporters. They were located at key points around the stadium to maximise the response rate. Unlike previous years, interviewers did not enter the turnstiles to interview supporters within the stadium concourses.

4.3 2019 Sample size

- 4.3.1 During the weekday match, a total of 1,383 valid responses were collected, including 1,187 completed face-to-face and 196 completed online. When the basic responses were multiplied by the number of people in the party, a representation of 3,163 responses were provided.
- 4.3.2 During the weekend match, a total of 1,819 valid responses were collected, including 1,495 completed face-to-face and 324 completed online. This provided a total representation of 4,580 responses when the basic responses were multiplied by the number in the party.

4.3.3 Based upon the home supporter capacity of 50,796, these statistics represent the following sample sizes, which are considered acceptable and representative for use:

- Weekday 6.2% of home supporters
- Weekend 9.0% of home supporters

4.4 Journey origins

4.4.1 For both the weekday and weekend fixtures, supporter travel to Anfield Stadium from hotels has increased from 21.4% (weekday) and 37.2% (weekend) games in 2018 up to 38% for both games in 2019. In comparison, travelling from home has fallen, continuing a trend noted in the 2018 survey analysis. The continual growth of Liverpool's international appeal is likely to have contributed towards this. The results from the survey are shown in Table 4.1.

Table 4.1: Journey origin (all ticket holders)

Journey Origin	Weekday 2019	Weekend 2019
Airport	3.6%	3.9%
Ferry Terminal	0.9%	0.7%
Home	51.3%	56.7%
Hotel	38.0%	37.6%
Other	0.4%	0.9%
Work	5.8%	0.2%
No Answer	0.0%	0.0%
Total	100%	100%

4.5 Arrival times

4.5.1 For the weekday fixtures, hospitality ticket holders tend to arrive slightly earlier than general admission ticket holders. For the weekday fixture, we have observed that far greater numbers of supporters are arriving over 3 hours before kick-off compared to the 2018 and 2015 surveys:

4.5.2 For the weekend fixture, similarly to the weekday match, hospitality ticket holders arrive at the Stadium earlier than those with general admission tickets.

4.5.3 In 2019, 37% of hospitality guests arrived 3 or more hours before kick-off (compared to 33% in 2018 and just 6% in 2015). For General Admission ticket holders, in 2019 34% arrived over 3 hours early in 2019 compared to 26% and 16% in 2018 and 2015 respectively.

4.6 Modes of travel

4.6.1 Cars remain the dominant method of travel for supporters, accounting for 41.0% of travel on weekdays and 38.2% on weekends however, the proportions have fallen since 2018. In the case of weekday travel, this is a significant reduction of 14.9%.

4.6.2 Following on from this, there have been notable increases in taxi travel and bus travel for the weekday fixture. Travel by taxi now accounts for 27.9% of travel (up 7.4%) whilst 14.3% of supporters now use the bus, compared to 8.6% in 2018. This trend is not repeated for the weekend fixture, where mode splits have remained similar to those seen in 2018.

4.6.3 The following table summarises the 2019 baseline modes splits.

Table 4.2: Mode splits 2019 (all ticket types)

Mode	% Weekday	% Weekend
Bus	14.26%	11.07%
Car (passenger and driver combined)	41.01%	38.19%
Coach and Minibus	1.55%	1.94%
Motorcycle	0.03%	0.00%
Soccer Bus	4.87%	7.40%
Taxi	27.88%	29.96%
Train	0.95%	1.35%
Walk	6.61%	5.76%
Dropped Off	2.85%	4.26%
Bicycle	0.00%	0.07%
Total	100%	100%

4.7 Vehicle occupancy

4.7.1 Average vehicle occupancy for travel by car remains similar to the results from 2018 whilst taxi occupancy has increased by over 8.5%. Average car occupancy for hospitality holders and general admission ticket holders stands at 2.36 people per vehicle with hospitality taxi occupancy being 2.92 and general admission occupancy being 2.85. Key figures are shown in Table 4.3.

Table 4.3: Vehicle occupancy rates (2019)

Ticket Type	Mode	Weekday occupancy	Weekend occupancy
Hospitality	Car	2.27	2.44
	Taxi	2.54	3.19
General Admission	Car	2.29	2.41
	Taxi	2.81	2.88

4.8 Sense check

4.8.1 The results from the surveys should be interpreted with care as they are based on a sample only from one match, and therefore there may be anomalies within the results which do not fully reflect the actual movements on the ground. As such, to ensure that the information being used in the assessment is robust, where possible, the results were sense checked with the operators and through observations. These checks conclude:

- Soccerbus is slightly over represented in the 2019 survey. Discussions with the operator suggest that actual numbers are typically c.1,000 per match, and therefore more in line with the 2018 survey results.
- Observations have shown that there are a small proportion of supporters cycling to the stand which is not fully represented in the survey.
- The number of coaches parked in the vicinity of Anfield on match days suggests that coach numbers are slightly under represented within the survey.
- Use of rail appears low, however the way the survey works is that it will have captured the penultimate mode of travel, so for those travelling into Lime Street for example, their mode of travel from the station to the Stadium will have been captured instead.
- Reduction in car use for weekday matches seems high (-14%), and not on trend with previous years which have seen a steady decrease over time.

5 Proposed Demand

- 5.1.1 This section details where current demand is focused and where additional capacity could be realised to support the expansion of the stadium. The Transport Assessment provides more information on how this assessment was conducted and the calculations behind them.
- 5.1.2 For each mode, current and future capacity is presented, with the summary converting this narrative into the proposed minimum and maximum future mode splits. These take into account how the additional c.7,000 supporters could travel to Anfield Stadium, assuming that they would travel the same as current supporters do, with some mode shift occurring where specific intervention measures are suggested to support this. The updated MDTs seeks to support attainment of these targets once the additional capacity at the stadium is realised, and measures to support this are implemented.
- 5.1.3 Assumptions were based on a post-match scenario which represents a worst case for transport with the vast majority of supporters trying to travel on the network in a short space of time (compared to pre-match where movement is spread over a longer period of time). Current assumptions were based on a current capacity of 53,862.

5.2 Buses

917

- 5.2.1 Discussions with Stagecoach, as the match day special bus operator for the 917, coupled with observation match days suggest that currently, the 917 service consists of 16 buses with these undertaking multiple trips.
- 5.2.2 Confirmation has been provided by the operator that additional vehicles could be provided to meet increased demand and there is also the potential for more return journeys if buses can secure a quicker journey by being located outside of the road closure, and improve boarding times through new ticketing initiatives. Existing capacity exists in this mode and can be realised through increased boarding times, multiple journeys and if necessary additional vehicles.

501/502

- 5.2.3 Discussions with Peoplesbus as the match day special bus operator for the 501 and 502, coupled with observation match days shows that, currently, the 501 operates with 5 vehicles and the 502 with 2 vehicles. These services operate post-match only.
- 5.2.4 It is suggested that the 502 is cancelled, allowing 7 vehicles to travel on the more efficient 501 route. Through increased numbers of trips by shorter journeys and the use of 7 vehicles rather than 5, the 501 can provide additional capacity moving forwards.

Soccerbus

- 5.2.5 Discussions with Peoplesbus as the match day special bus operator for Soccerbus, coupled with observation on match days suggest that the Soccerbus operates with 6 double decked vehicles, and typically achieves two return trips post-match per vehicle.
- 5.2.6 The discussions revealed that there is spare capacity on the existing service and additional trips could be undertaken using additional vehicles if necessary.

Regular Service Buses

- 5.2.7 From discussion with Arriva and Stagecoach as the main bus operators in the area, we understand that regular service buses are popular on match days and do support a proportion of the supporter movement total, particularly the 26/27, 17, 14 and 68 services.
- 5.2.8 It is calculated that around 8.1% of supporters travel by regularly serviced buses on weekday match days with 4.9% doing so on weekends.
- 5.2.9 If double-decked buses were used for regular services in the future as opposed to the single-decked vehicles used currently, an extra 40 seats could be provided per service and an increase in capacity of between 320-400 people could be provided. Use of the regular service buses is not being assumed to be too great, as these services are predominantly for local residents.

5.3 Rail

- 5.3.1 Analysis of current rail usage suggests trains are an under-utilised form of match day travel. Although the mode splits only account for those who have travelled to Anfield by walking from a station (and therefore don't account for earlier train travel as part of a multi-modal journey, for example arriving into Lime Street then using the 917).

5.4 Coach

- 5.4.1 Coaches are an efficient mode of travel, transporting large numbers of people in just one vehicle. Increasing travel by coach would help to support greater future sustainable movement of supporters. Providing additional coach parking could help facilitate growth in this mode.

5.5 Taxi and Private Hire

- 5.5.1 There are over 1,400 licenced hackney carriages in Liverpool, one of the largest concentrations outside of London. There are also numerous private hire vehicles, registered both in Liverpool as well as further afield and as a result, taxis play a significant role in moving supporters to and from the stadium on match days. The recent supporter surveys suggested that taxi occupancy rates are 2.68 people per vehicle per trip with a modal share of around 27% on weekdays and 3.04 people per vehicle per trip giving a mode share of 30% on weekends.
- 5.5.2 Taxis are able to undertake multiple trips on match days and vehicles travel from outside of Liverpool to service supporters on match days. Accordingly, there is great potential capacity for travel by this mode. Discussions with the taxi representatives demonstrate that the taxi trade will continue to provide capacity to match demand, and as such, to provide a robust assessment, only a conservative increase in taxi use has been assumed.

5.6 Car

- 5.6.1 No additional parking spaces are to be provided as part of the stadium expansion however a review of existing facilities will be undertaken to determine more efficient use of existing spaces. Currently car accounts for 41.0% on weekdays (22,083 people) and 38.2% of movements on weekends (20,575 people).
- 5.6.2 A target of 38% has been set for future car use, which places a cap on the current weekend figure. Increases in car occupancy could help to reduce the number of vehicles used by those travelling by car.

5.7 Drop Off

- 5.7.1 Drop off is an option for those who do not want to park their vehicles within the area, or who are unable to utilise public transport or group travel. This mode operates in a similar manner to a taxi, in that vehicles are not left parked in the area; however, they rarely undertake multiple trips which makes this option less sustainable than other modes such as driving and taxis.
- 5.7.2 The current mode share for drop off is 2.8% on weekdays (1,508 people) and 4.3% on weekends (2,316 people). There is no definitive capacity in relation to drop off. It is a mode that could be formalised and managed, and prevents vehicles from taking up space on the public highway by parking in residential zones. As such, a small increase on the 2019 figure to 5% has been assumed however this remains lower than previous surveys (such as 5.8% weekday and 6.6% weekend in 2018) recognising that it is not a mode which is required or desired to significantly increase.

5.8 Cycle

- 5.8.1 Cycle stands are currently provided at several locations around the stadium, and on match days these are well used. As part of the expansion, a new cycle hub is proposed to be located outside of the Anfield Road Stand.
- 5.8.2 It is an aim to double the usage of cycles on match days which should provide a modest benefit to the strategy and to support healthier travel choices among supporters and staff.

5.9 Walk

- 5.9.1 There is no limit on the capacity of walking as a mode of travel to and from Anfield, improvements in wayfinding and information on walking routes could support more walking movements between the City Centre and the Stadium. Walking has seen an increase in recent years, particularly since wayfinding signage was installed as part of the Main Stand expansion.
- 5.9.2 It is recognised that walking is not a practical mode for some people and therefore only a modest increase has been assumed.

5.10 Conclusions

- 5.10.1 Based on the approach taken summarised above (with more detail provided in the TA), the following table summarises for each mode the minimum (conservative) and maximum (more ambitious) targets for future mode splits once the new capacity is realised at the Stadium.
- 5.10.2 The cumulation of these targets shows that even for the minimum approach, the capacity able to be theoretically accommodated is greater than that being proposed, with over 100% being demonstrated. Based on the maximum targets, there is in excess of 30% space capacity on the transport network which would be able to accommodate higher numbers of people than those being proposed.

Table 5.1: Summary of minimum and maximum target mode splits

Mode	Minimum (conservative targets)		Maximum (ambitious targets)	
	%	No. people	%	No. people
Regular service bus	9.7%	5,946	15.9%	9,702
Match day special services (917+501)	8.4%	5,121	12.6%	7,682
Soccerbus	2.0%	1,224	2.8%	1,683
Train	3.0%	1,830	6.0%	3,660
Coach	4.8%	2,925	5.5%	3,375
Taxi & Private Hire	30.0%	18,300	40.0%	24,400
Car	38.0%	23,180	38.0%	23,180
Drop off	5.0%	3,050	5.0%	3,050
Cycle	0.1%	50	0.1%	80
Walk	7.5%	4,575	7.5%	4,575
TOTAL	108.5%	66,201	133.4%	81,386

5.10.3 The cumulation of these targets shows that even if the minimum targets are achieved there is the theoretical capacity to accommodate well over the 61,000 capacity being applied for. Based on the maximum targets, there is in excess of 30% additional capacity on the transport network which demonstrates the flexibility of the strategy, which could potentially accommodate higher numbers of people than those being proposed.

5.10.4 The following table re-baselines these to 100%, (i.e. 9.7% regular bus service out of 108.5% total = 9% actual).

Table 5.2: Re-baselined minimum and maximum targets and no. of people

Mode	Minimum target baselined	No. people (new capacity)	Maximum target baselined	No. people (new capacity)
Regular service bus	9.0%	5499	11.9%	7284
917	6.1%	3727	7.5%	4561
501	1.7%	1039	2.0%	1206
Soccerbus	1.9%	1161	2.1%	1264
Train	2.8%	1711	4.5%	2748
Coach	4.4%	2688	4.1%	2534
Taxi & Private Hire	27.6%	16864	30.0%	18318
Car	34.9%	21324	28.5%	17403
Drop off	4.6%	2811	3.7%	2290
Cycle	0.1%	61	0.1%	60
Walk	6.9%	4216	5.6%	3435
Motorcycle	0.0%	0	0.0%	0
TOTAL	100.0%	61100	100.0%	61103

5.10.5 As a comparison, the next tables (5.3 and 5.4) show how these differ from the current 2019 figures, and show where the extra c7,000 people will be facilitated.

Table 5.3: Minimum target comparison to existing Weekday 2019 baseline

Mode	2019 %	Min target %	Difference	2019 people	Min target people	Difference people
Regular service bus	14.3%	9.0%	2.5%	7,702	5,499	2,563
917		6.1%			3,727	
501		1.7%			1,039	
Soccerbus	4.9%	1.9%	-3.0%	2,639	1,161	-1,478
Train	0.9%	2.8%	1.9%	485	1,711	1,226
Coach	1.5%	4.4%	2.9%	808	2,688	1,880
Taxi & Private Hire	27.9%	27.6%	-0.3%	15,027	16,864	1,836
Car	41.0%	34.9%	-6.1%	22,083	21,324	-760
Drop off	2.8%	4.6%	1.8%	1,508	2,811	1,302
Cycle	0.0%	0.1%	0.1%	0	61	61
Walk	6.6%	6.9%	0.3%	3,555	4,216	661
Motorcycle	0.10%	0%	-0.1%	54	0	-54
TOTAL	100.0%	100%	0%	53,862	61,100	7,238

Source: Mott MacDonald Ltd

Table 5.4: Minimum target comparisons to existing Weekend 2019 baseline

Mode	2019 %	Min target %	Difference	2019 people	Min target people	Difference people
Regular service bus	11.1%	9.0%	5.7%	5,979	5,499	4,286
917		6.1%			3,727	
501		1.7%			1,039	
Soccerbus	7.4%	1.9%	-5.5%	3,986	1,161	-2,825
Train	1.4%	2.8%	1.4%	754	1,711	957
Coach	1.9%	4.4%	2.5%	1,023	2,688	1,665
Taxi & Private Hire	30.0%	27.6%	-2.4%	16,159	16,864	705
Car	38.2%	34.9%	-3.3%	20,575	21,324	749
Drop off	4.3%	4.6%	0.3%	2,316	2,811	495
Cycle	0.1%	0.1%	0.0%	54	61	7
Walk	5.8%	6.9%	1.1%	3,124	4,216	1,092
Motorcycle	0.0%	0.0%	0.0%	0	0	0
TOTAL	100.2%	100%	0	53,970	61,100	7,130

**This includes readjustments to reflect information from operators and some rounding*

6 Stakeholder Engagement and Identified Intervention Measures

6.1 Overview

- 6.1.1 It is important to undertake engagement at the early stages of the development process to ensure the views of a range of stakeholders and the public can be reviewed and incorporated where appropriate into the design evolution process. As part of the development of this planning application, the following engagement, outlined in Table 6.1 has taken place over the months leading up to the planning submission, to inform development of this assessment and the Transport Strategy.

Table 6.1: Consultation Undertaken

Date	Stakeholder(s)	Key Discussion Point
November-December 2019	Public	Initial Anfield Road Stand proposals
2 nd December 2019	Liverpool City Council Highways	Approach to Transport Assessment and v1 of TA scoping note
11 th December 2019	Transport Working Group	Match day transport strategy
19 th December 2019	Liverpool City Council Highways	Update on Anfield Road design proposals and assessment of impact of these
20 th January 2020	Stadium, Traffic Management Company	Match day strategy and stadium traffic management operations
20 th January 2020	Peoplesbus	Match day bus operations
21 st January 2020	Arriva	Scheduled bus service operations
21 st January 2020	Stagecoach	Match day bus operations
23 rd January 2020	Merseyside Police	Match day strategy and stadium operations
29 th January 2020	Liverpool City Council Highways and Planning	Update on Anfield Road design proposals and assessment of impact of these
30 th January 2020	LCC Licensing/Unite the Union (Black Cabs)	Taxi and private hire vehicle operations and strategy moving forward
5 th February 2020	Transport Working Group	Match day transport strategy
12 th -28 th February 2020	Public	Updated proposals taking previous feedback onboard

6.2 Public Consultation

- 6.2.1 Two stages of public consultation have taken place to provide an opportunity for the public to review and comment on the emerging design proposals before they are finalised for submission.
- Stage 1 – November / December 2019
 - Stage 2 – February 2020
- 6.2.2 The outcome of these are discussed in more detail below with more information provided in the **Statement of Community Engagement**.

Stage 1 Consultation

- 6.2.3 For this initial stage of consultation, six drop in events (between Friday 29th November and Wednesday 4th December) were held, where members of the public were invited to attend and view the emerging proposals for the scheme and complete a short feedback form on their thoughts in relation to the scheme as it was presented. These events included two match days to target club supporters whilst they were visiting Anfield.
- 6.2.4 The events were supported by a letter drop to surrounding residential and business properties, and Liverpool City Leaders, Elected Members and Metro and Liverpool Mayors were also contacted to view the emerging proposals.
- 6.2.5 Following the events, the feedback period was open until midnight on Friday 13th December.
- 6.2.6 Information provided by Turley (planning consultants) who led the consultation events suggests that:
- 823 individual feedback responses were received across a mix of online feedback form, paper feedback forms and support postcards
 - Over 90% of respondents expressed support for the proposed Anfield Road Stand Expansion which would bring the overall Stadium capacity to over 61,000.
 - 92% expressed support for early ideas for the public space improvements
 - 81% of respondents supported proposals to permanently extend the use of Anfield Stadium for concerts and other types of sporting events.

Stage 2 Consultation

- 6.2.7 A second consultation event was held in February 2020, with three drop in events to include one match day and a separate for Ward Councillors. From Stage 1 to Stage 2, the key change with regard to transport was the commitment to re-provide Anfield Road rather than close it completely. This was in response to confirmation from residents and ward councillors that they would seek to formally object to the closure of the road, and therefore cause a delay to the project programme. A revised design was presented at Stage 2 to show how the road could be maintained around the expanded stand.
- 6.2.8 Early changes in relation to the MDTs were also presented at Stage 2 to include:
- Relocation of match day special buses to Walton Lane from Walton Breck Road
 - Better use of regular scheduled bus service stops a short distance from the ground, and increased capacity on these services through the provision of larger vehicles
 - The review of parking provision and booking of this for Stanley Park Car Park and Utting Avenue Car Park on match days.
- 6.2.9 Following the events, the feedback period was closed on Friday 28 February 2020 however a further event was held on Saturday 7 March at the Liverpool vs Bournemouth game (kick-off at 12.30pm). This event replaced the event that was due to take place on Monday 24 February, which was cancelled due to bad weather.
- 6.2.10 Information provided by Turley who led the consultation events suggests that:
- During the consultation a total of 694 items of feedback were received across a mix of online feedback form, paper feedback forms and support postcards

- To date, 98% of respondents support Liverpool FC's vision for the Anfield Road Stand expansion. In comparison, 93% of respondents to the first stage consultation supported Liverpool FC's vision.
- 92% of respondents support the changes made to Anfield Road. This is similar to the response to the first stage consultation where 92% of respondents supported Liverpool FC's early ideas for the public space improvements
- 84% of respondents support Liverpool FC's plans to permanently expand the use of the Stadium for concerts and other types of sporting events. This is similar to the first stage consultation to which 83% of respondents also supported Liverpool FC's plans for concerts and other types of sporting events.

6.3 Transport Working Group

6.3.1 The Transport Working Group (TWG) was established as part of the new Main Stand application and is a forum comprised of key stakeholders specifically created to address issues and discuss proposed changes to the Match Day Transport Strategy at Anfield Stadium as well as recent strategy in terms of transport for the events. This forum meets regularly, with good attendance from key stakeholders to date. Members include:

- Liverpool FC's Stadium operations team;
- Liverpool FC's Stadium traffic management company, 'Stadium';
- Liverpool City Council representatives for highways and licensing;
- Merseyside Police;
- Bus operators: Stagecoach, Peoplesbus, Arriva;
- Merseytravel; and
- Taxi representatives from Unite the Union.

6.3.2 Regular TWG meetings have been held since the group formed in 2014, with several held in 2018 and 2019 in preparation for events. The most recent two focussed on the expansion proposals and an overview of discussion points is presented below for each.

TWG 1 – 11th December 2019

6.3.3 The following key points relevant to this document were discussed at the meeting and have been used to inform development of the strategy:

- Liverpool FC confirmed they were undertaking a review of coach and car parking arrangements, with the aim of making better utilisation of current car parks, and accommodating further coaches;
- Agreement that to improve management of the road closure points, there needs to be a scheme in place for business along Anfield Road and ultimately Walton Breck Road, whose customers are travelling through road closure points. Liverpool FC to review this; and
- Discussion with regards to changing legislation around 'Zone Ex' and the requirement for sterile road closure areas to comply with counter terrorism requirements. This would include the need to remove buses and taxi from the road closure area the implementation of Hostile Vehicles Mitigation (HVM) measures. Displaced services will need to be moved to nearby locations.

TWG 2 - 5th February 2020

6.3.4 The following key points relevant to this document were discussed at the meeting and have been used to inform development of the strategy:

- Counter Terrorism (CT) meeting in early January 2020 indicated that preferable CT infrastructure is rising bollards as opposed to temporary HVM measures for the sterile road closure points on Walton Breck Road;
- A business permit system is to be developed by Liverpool FC to improve management of the road closure on Anfield Road;
- The trialling of a taxi rank on Robson Street would be required before this was formalised;
- Use of St Domingo's Car Park and adjacent field for potential car/coach drop off location and pedestrian route cut through broadly supported; and
- There will likely be some impact on the future strategy from the LCC City Centre Connectivity scheme which could affect the boarding and alighting operation of the 917 bus at St Johns Lane. This is to be discussed further between Liverpool FC, LCC and the bus operators.

6.4 Individual Stakeholders

6.4.1 As part of the Transport Strategy to support the expanded Stadium, one to one engagement was undertaken with each of the TWG stakeholders to discuss the elements of the strategy most relevant to them and to finalise and agree changes as necessary. This ensured that the final strategy is fully supported by the Transport Working Group forum.

6.4.2 Where relevant, a signpost is provided at the end of each summary to show how the comments have fed into the identification of the interventions for inclusion in the Match Day Transport Strategy.

6.5 Stadium

6.5.1 Stadium (formerly StadiumTM) are the company employed by Liverpool Football Club to provide traffic management services and match day operational support around the Stadium. Stadium's stewards staff the official Liverpool FC car parks as well as enforce the various road closures surrounding the ground.

6.5.2 Stadium were consulted as their staff are present during every match day and experience how the match day transport strategy works, the areas where it is a success and areas where improvements could be made. This discussion included an overview of the operation of each of the various transport modes at present and how the road closure operation is executed.

6.5.3 The conclusions from this discussion were that they support the proposed changes to the strategy, notably the relocation of match day bus services and coaches. The road closures are effective during the pre- and post-match periods, however formalisation of the 20-minute post-match closure on Anfield Road and a discussion with business owners on Anfield Road regarding access to their establishments on match days would be beneficial. They also support the introduction of sterile zones on Walton Breck Road and Anfield Road to remove access to these areas for all vehicles. This would also ensure compliance with counter terrorism (CT) requirements.

INTERVENTIONS LINK

- Business permit scheme for Anfield Road
- Sterile Zone on Walton Breck Road and Anfield Road to comply with CT requirements

6.6 Peoplesbus

6.6.1 Peoplesbus are a local bus company who operate the 501, 502, and Soccerbus match day services which connect the Stadium to the City Centre and Sandhills Station respectively. These

services are important to the strategy as they provide supporters with sustainable travel choices, and link well with the national rail and Merseyrail networks for longer distance travel.

- 6.6.2 Peoplesbus were consulted on the operation of the three match day services they provide, giving an overview of whether the current strategy was working well with regards to their operation, as well as an overview of the actual and potential capacity and usage of their services.
- 6.6.3 The main point raised from this discussion was that the 502 service is not able to operate efficiently post-match, as it is not able to undertake the journey from Anfield into the City Centre within a reasonable travel time, due to congestion, particularly at the junction of Oakfield Road / Breck Road. This means vehicles are not able to return to Anfield to complete a second journey, limiting the capacity of the service. They currently operate only 2 vehicles for this route.
- 6.6.4 Peoplesbus confirmed that they would rather concentrate their resources on efficient operation of the 501 and Soccerbus services, and cease operating the 502. The 501 service currently operates with 4-5 vehicles, so in theory, when combined with the vehicles currently used by the 502 service vehicles, this could increase capacity of the 501 service to 6-7 vehicles.
- 6.6.5 The current location for the Soccerbus (on Walton Lane) works well and the service carries around 800-1200 supporters each way per match.
- 6.6.6 The company have looked at operating the 501 pre-match however no proposals have advanced. Regarding post-match operation however, Peoplesbus are supportive of the Soccerbus and 501 both stacking on Walton Lane.
- 6.6.7 The potential for an integrated ticketing system was also discussed with the bus operators, and it was concluded that this should be taken forward for a feasibility review, with the potential to link match ticket sales to bus tickets, as well as making bus tickets quicker and easier to purchase in advance.
- 6.6.8 Peoplesbus has provided a signed letter of support, reflecting their intentions to continue to provide match day special services and the potential for integrated ticketing. A copy of this letter is provided in **Appendix B**.

INTERVENTIONS LINK

- Relocation of 501 service to Walton Lane.
- Removal of 502 service.
- Integrated ticketing for bus travel

6.7 Stagecoach

- 6.7.1 Stagecoach operate several scheduled service buses in the area surrounding Anfield including the 14, 17, and 19 however they are the sole operator of the 917 match day service.
- 6.7.2 Stagecoach was consulted on the relocation of the 917 service from Walton Breck Road to Walton Lane, for post-match operations. This will remove the requirement for the bus to be walked out of the road closure area post-match. Stagecoach were supportive of this proposal.
- 6.7.3 Stagecoach also confirmed they were able to review the provision of larger vehicles on scheduled bus services in the vicinity of Anfield on match days to increase capacity on these services.

- 6.7.4 Stagecoach has provided a signed letter of support, reflecting their intentions to continue to provide match day special services and to review the opportunity for additional capacity on regular service buses and the potential for integrated ticketing. A copy of this letter is provided in **Appendix B**.

INTERVENTIONS LINK

- Relocation of the 917 match day service post-match from Walton Breck Road to Walton Lane
- Increase of capacity on regular scheduled service buses where possible
- Promotion of stops a short walk from the Stadium to access these scheduled services
- Integrated ticketing for bus travel

6.8 Arriva

- 6.8.1 Multiple scheduled bus services in the vicinity of Anfield Stadium are operated by Arriva (14, 26, 27, 68, 310 & 345) and, whilst these are not specific match day services, the relatively close proximity of stops to the Stadium can provide a sustainable choice for supporters who may wish to travel to and from areas of the city not serviced by Merseyrail or the match day special buses.
- 6.8.2 Arriva was consulted on their current operation in north Liverpool on match days and how this could change in the future to help support the increase in supporter capacity at Anfield. Through this discussion they confirmed that they would be able to review the provision of larger vehicles (double deck vehicles) on their regular services during match days, to provide additional capacity for supporters to use the services. It is important to note that it is not intended that supporters utilise these services and displace existing users from them.
- 6.8.3 As noted above for Peoplesbus, the potential for integrated ticketing was also discussed.

INTERVENTIONS LINK

- Increase of capacity on regular scheduled service buses where possible
- Promotion of stops a short walk from the Stadium to access these scheduled services
- Integrated ticketing for bus travel

6.9 LCC Licensing/Unite the Union (for Taxis)

- 6.9.1 LCC Licensing and Unite the Union were engaged with on behalf of the taxi trade. Their concerns centred around the implementation of a sterile zone on Walton Breck Road and their inability to serve supporters who choose to leave the Stadium early (with current arrangements permitting them within the road closure prior to final whistle).
- 6.9.2 It was discussed that an alternative location would be required for them to rank post-match, with Robson Street being a logical location to trial. It is important to ensure that this location works from an operational perspective before it is made permanent, so the trailing of ranks would be key.
- 6.9.3 The relocation of the rank would require signage and awareness raising via a marketing strategy.

INTERVENTIONS LINK

- Trailing of taxi ranks on Robson Street

- Prevention of taxis ranking within the match day closure on Walton Breck Road at final whistle and the trial of alternative locations before official ranks are finalised

6.10 Merseyside Police

- 6.10.1 Merseyside Police provide match day support to Liverpool FC and Stadium with crowd control, safety and traffic management via officers around the ground on foot, motorcycle or horse. The main point raised from discussions with them is that the current strategy works relatively well, however changes will have to be made to account for future sterilisation of Walton Breck Road and therefore some interventions will be required to ensure the new strategy supports the safety of supporters.
- 6.10.2 The police raised the requirement for queue management for the bus services on Walton Lane to be reviewed in more detail, and a risk assessment undertaken in relation to any supporting crowd safety barriers required.
- 6.10.3 They also raised the parking of corporate coaches on Robson Street and whether this could either be formalised or coaches moved to a central coach park location.

INTERVENTIONS LINK

- Relocation of the 917 and 501 match day services from Walton Breck Road to Walton Lane
- Relocation of corporate coaches from Robson Street to St Domingo's

6.11 Identified Intervention Measures

Through the stakeholder engagement process, a suite of intervention measures has been identified to be included in any updated MDTs. These measures are summarised below and incorporated into the strategy overview in Chapter 7.

Intervention	Overview
Measure 1: Introduction of Sterile Zones	Hard road closures on Walton Breck Road and Anfield Road with no vehicle movement permitted within.
Measure 2: Public Transport ticketing	Ticketing improvements to improve boarding times, and future integration opportunities for combining match and travel tickets.
Measure 3: Relocation of match day bus services	Relocation of the 917 and 501 from Walton Breck Road to Walton Lane post-match to avoid the Sterile Zone road closure
Measure 4: Scheduled bus services capacity increases	Increasing the vehicle size of scheduled bus services (i.e. using double decker vehicles) to increase capacity, and promotion of bus stops remove from the Stadium.
Measure 5: Taxi rank trials	Introduction of a taxi rank to replace the loss of the rank on Walton Breck Road (due to the implementation of the Sterile Zone). This to be trialled on Robson Street before being made permanent if successful.
Measure 6: Home coaches relocation	Relocation of Home coaches from Priory Road to St Domingo's car park

Intervention	Overview
Measure 7: Away coaches relocation	Relocation of Away coaches from Arkles Lane to Priory Road.
Measure 8a: Wayfinding Signage – new signage	Introduction of new banner signage in the vicinity of Anfield to sign supporters to the relocated transport services.
Measure 8b: Wayfinding Signage – existing signage audit	Review of existing signage and removal or update of inaccurate signs.
Measure 9: Cycle hub	New secure cycle hub to support cycling.
Measure 10: Car park operation review	Reviewing how Liverpool FC managed car parks are used on match days with focus on maximising use of existing facilities through improving ability to pre-book unallocated/untaken spaces
Measure 11: Business permit scheme	Introduction of a business permit scheme for business on Anfield Road to improve operation of the road closure to improve safety.
Measure 12: Marketing Strategy	Development and implementation of a Marketing Strategy to promote the updated MDTS and encourage use of sustainable transport modes.
Measure 13: Dwell time initiatives	Introduction of new dwell time initiatives to encourage supporters to stagger their travel times to and from the stadium
Measure 14: Staff Travel Plan	Updated Staff Travel Plan to continue to support staff travel to and from Anfield on match and non-match days.
Measure 15: Transport Working Group	Continuation of the TWG on at least a twice annually basis to ensure the MDTS is operating efficiently and safely.

7 Proposed Match Day Transport Strategy

7.1 Overview

- 7.1.1 This strategy sets out the amended MDTS (Match Day Transport Strategy) to include the identified mitigation measures, covering pre-match then post-match on a mode by mode basis.
- 7.1.2 The proposed MDTS is depicted in Figure 7.1 and Figure 7.2..

7.2 Road Closures

- 7.2.1 The following road closures will be in place pre- and post-match around the stadium:

Location	Pre-match closure	Whilst game in play	Post-match closure
Sterile Zone			
Anfield Road: between the automated bollards outside of the Anfield Road Stand	4 hours before KO	Remains closed	To 1 hour post FW (depending on when safe to reopen)
Walton Breck Road from Sleepers Hill / Robson Street to Oakfield Road	1.5 hours before KO	Remains closed	To 1 hour post FW (depending upon when safe to reopen)
Supporting road closure locations			
Anfield Road: West of the automated bollards to the junction with Walton Lane; and East of automated bollards to junction with Arkles Lane/Wylfa Road	2 hours before KO	Re-opens during match	30 minutes before FW to 1 hour post (depending upon when safe to reopen)
Skerries Road and Arkles Lane (SB)	1.5 hours before KO (residential access only)	Re-opens during match	30 minutes following FW
Walton Breck Road from Walton Lane to Sleepers Hill / Robson Street	None	None	30 minutes before FW to 1 hour post (depending upon when safe to reopen)
Sleepers Hill (Extent of)	None	None	30 minutes before FW to 1 hour post (depending upon when safe to reopen)
Robson Street	None	None	Closure of northern end so no movement to/from Walton Breck Road, whilst Walton Breck Road is closed
Walton Lane	None	None	One lane southbound from the junction with Walton Breck Road as far as Spellow Lane.

ANFIELD ROAD EXPANSION - PROPOSED MATCH TRANSPORT PLAN (PRE-MATCH)

Figure 7.1

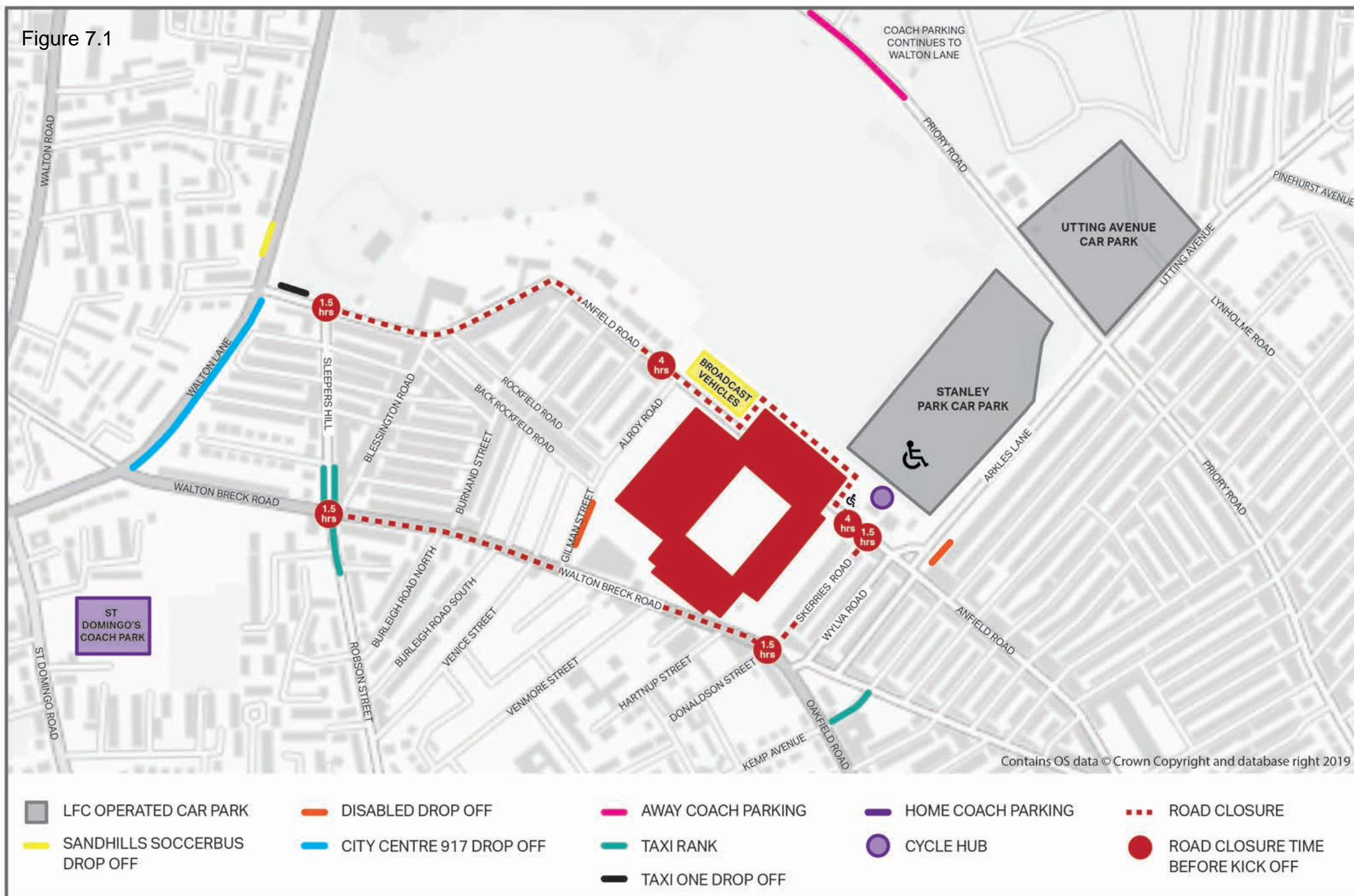
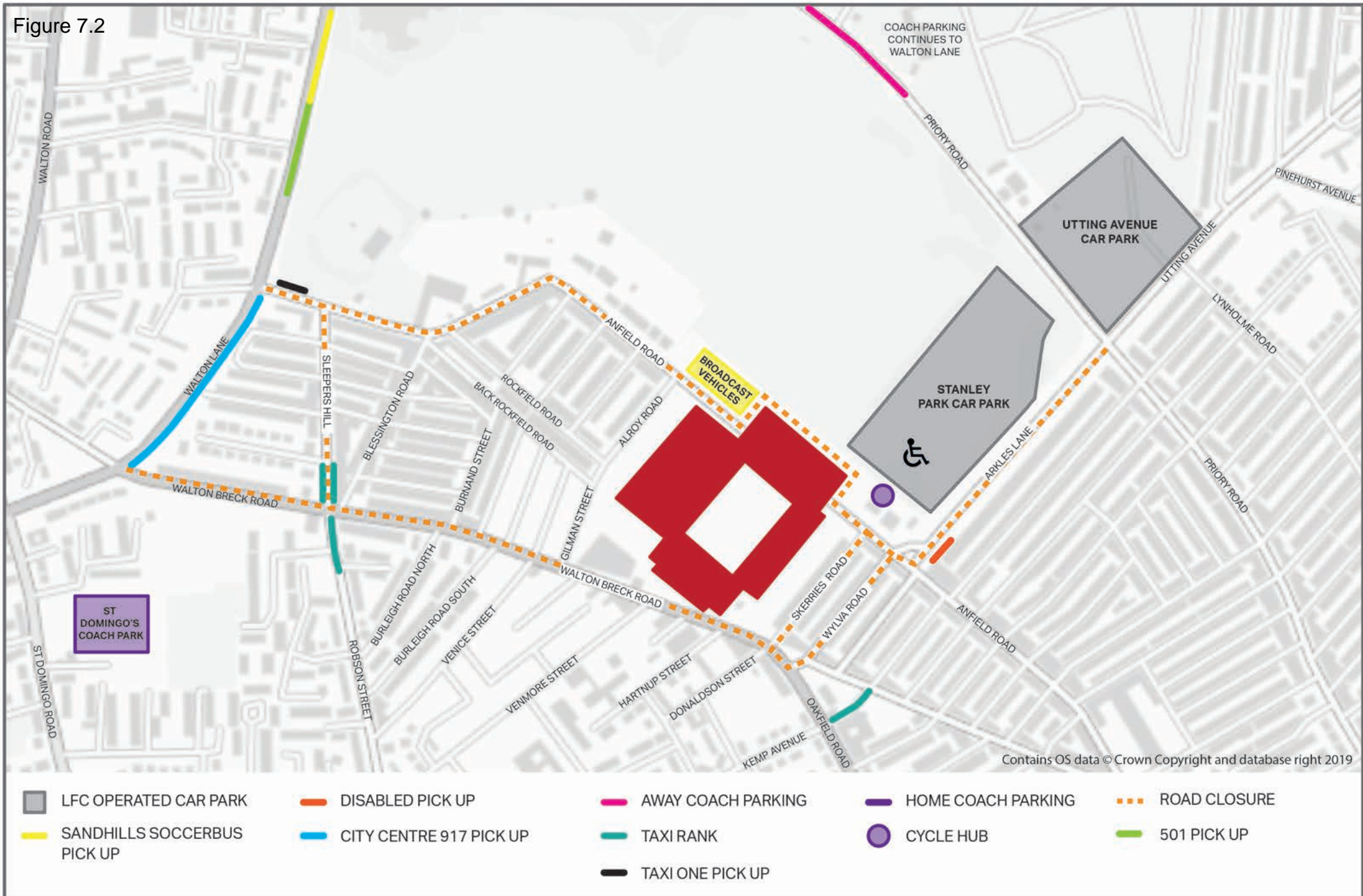


Figure 7.2



7.3 Pre-match

917 bus

- 7.3.1 The 917 bus will continue to depart from Liverpool City Centre, however the location of this will require review due to the Liverpool City Council Liverpool City Centre Connectivity Scheme proposals. Current suggestions are that the service could move from St John's Lane to Commutation Row near Liverpool Lime Street Station for the 2020/21 season. This is subject to ongoing discussion with Liverpool FC, Stagecoach, LCC and Merseytravel. The bus operator would be responsible for the management of the passenger queues at the pick-up location.
- 7.3.2 The revised service will continue to drop passengers on Walton Breck Road until the road is closed, then move to just outside the closure on Oakfield Road.
- 7.3.3 The first bus will depart Liverpool City Centre 3.5 hours before kick-off for Saturday and Sunday matches and 1.5 hours before kick-off for mid-week matches. Buses will continue to depart at frequent intervals until the last departure which leaves in time to ensure arrival at the ground in time for kick-off.

Soccerbus

- 7.3.4 There will be no change to the existing Soccerbus arrangement pre-match. It will continue to run for 3 hours before each match with the last bus from Sandhills station departing approximately 15 minutes before kick-off. Passengers will be dropped on Walton Lane (northbound side).
- 7.3.5 The bus operator would be responsible for the management of the passenger queues at Sandhills (as per existing arrangements).

Regular service buses

- 7.3.6 There will be no changes to the existing strategy for regular services buses, with the exception of these operating with larger vehicles wherever possible. The diversion routes shown previously in Figure 2.3 will still apply to avoid the road closures.

Rail

- 7.3.7 There will be no changes to rail services on match days.

Coach

- 7.3.8 Home coaches and Corporate coaches will be directed to St Domingo's car park. The provision of a walk route from the back of the car park via Lambrigg Row is being reviewed in discussion with LCC. Signage will be in place to direct supporters to the Stadium.
- 7.3.9 Away coaches will stack on Priory Road (northbound from the junction with Arkles Lane), utilising the existing layby. Away supporters will be walked through Stanley Park by the police for contentious games (if required). Signage will be in place to direct supporters to the Stadium.
- 7.3.10 Coach drivers will still be invited to utilise the KOP bar facilities to avoid engines running whilst vehicles are stationary. This will also continue to be monitored by the stewards.

Taxi and Private Hire

- 7.3.11 There is no change to taxi operations pre-match.

Taxi One

- 7.3.12 There would be no change to the Taxi One service pre-match.

Car

- 7.3.13 There would be no change to car arrangements pre-match with the exception that spare spaces in Stanley Park car park and Utting Avenue car park would be available to purchase in advance a few days before the match. No other parking is proposed and no changes to the operation of the Liverpool FC managed car parking is suggested.

Drop-off

- 7.3.14 No changes to drop-off are currently proposed, although this will be reviewed and monitored.

Cycle and walk

- 7.3.15 No changes to current arrangements, with no restrictions on walking and cycling.
- 7.3.16 A new cycle hub will provide additional secure cycle parking at the Stadium.

7.4 Post-match

917 bus

- 7.4.1 Post-match buses will stack on Walton Lane (SB), from the junction with Walton Breck Road, until the junction with Anfield Road. They will face southwards and board from both the front of the queue (with supporters queuing along the northern side of Walton Breck Road at the junction with Walton Lane) and from the middle of the bus queue (with supporters queuing back along Walton Lane and onto Anfield Road). This space can accommodate c16 vehicles.
- 7.4.2 A two-queue boarding approach will cater for supporters approaching the parked vehicles from both Walton Breck Road and Anfield Road.
- 7.4.3 The bus operator would be responsible for the management of the passenger queues. Signage will be in place to direct supporters from the Stadium.

501 bus

Soccerbus

- 7.4.4 The Soccerbus will operate the same as existing for post-match arrangements, with the exception that it will be stacked behind the 501 service, slightly further north on Walton Lane, within the proposed lane closure. It will provide a return service for 90 minutes after the final whistle.
- 7.4.5 The bus operator would be responsible for the management of the passenger queues. Signage will be in place to direct supporters from the Stadium.

Regular service buses

- 7.4.6 There will be no changes to the existing strategy for regular services buses, with the exception of these operating with larger vehicles wherever possible. The diversion routes shown previously in Figure 2.3 will still apply to avoid the road closures.

Rail

- 7.4.7 There will be no changes to rail services on match days.

Coach

- 7.4.8 Home coaches will be located at St Domingo's and depart from there. This may require some traffic management support to allow vehicles to exit the facility safely (for example holding traffic on St Domingo's to enable vehicles to pull out. This will be reviewed as use of the site is confirmed.
- 7.4.9 Away coaches will depart from Arkles Lane onto Priory Road.
- 7.4.10 Signage will be in place to direct supporters from the Stadium.

Taxi and Private Hire

- 7.4.11 Post-match taxis will no longer be able to rank on Walton Breck Road within the road closure. Use of a new facility on Robson Street is to be trialled via a S63 agreement and implemented permanently if successful.
- 7.4.12 Use of Sleepers Hill ranks may require review subject to confirmation on the extent of any road closure on Walton Breck Road east of Sleepers Hill.
- 7.4.13 Signage will be in place to direct supporters from the Stadium.

Car

- 7.4.14 Vehicles parked within the Anfield Road and Walton Breck Road area (and streets in-between west of the stadium including Sleepers Hill) will be required to wait for around 20 minutes before trying to move post-match to enable crowds to disperse.

Pick-up

- 7.4.15 No changes to pick-up are currently proposed, although this will be reviewed and monitored.

Cycle and walk

- 7.4.16 No changes to current arrangements, with no restrictions on walking and cycling.
- 7.4.17 A new cycle hub will provide additional secure cycle parking at the Stadium.

7.5 Summary

- 7.5.1 In summary, the following key changes are proposed to the existing MDTs to reflect the required interventions to support the future capacity increase:

Pre-match

- Introduction of sterile zone on Walton Breck Road from 1.5 hours pre-match to up to 30 minutes post-match, to remain closed whilst the game is in play. On Anfield Road, this sterile zone continues to be in place from 4 hours prior to kick off up to 1 hour post-match.
- Supporting road closures as per current plan
- Relocation of Away coaches from Arkles Lane to Priory Road to existing layby
- Relocation of Home Coaches from Priory Road to St Domingo's car park
- Continued diversion of regular service buses with additional capacity through larger vehicles.

- A new cycle hub will provide additional secure cycle parking at the Stadium.

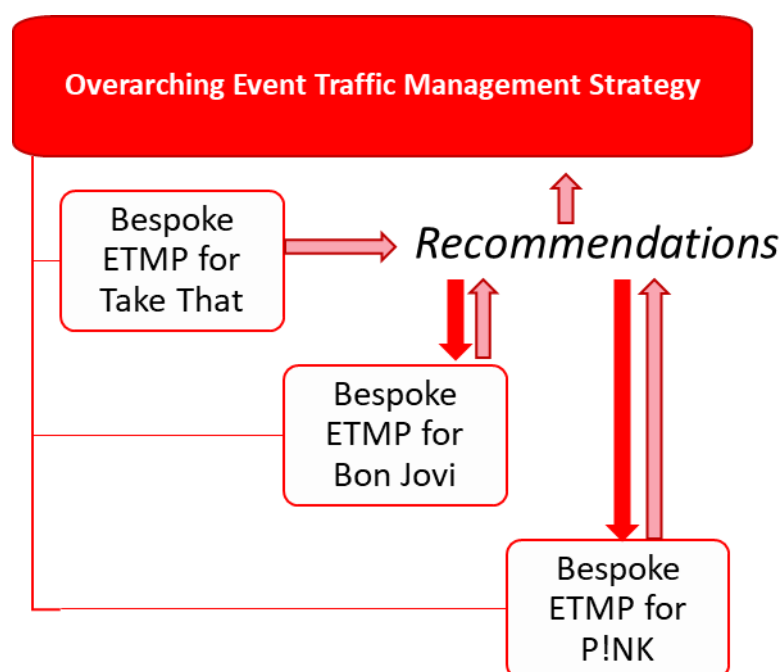
Post-match

- Implementation of sterile zone on Walton Breck Road from 1.5 hours pre-match to up to 30 minutes post-match, to remain closed whilst the game is in play. On Anfield Road, this sterile zone continues to be in place from 4 hours prior to kick off up to 1 hour post-match.
- Supporting road closures as per current plan
- Relocation of 917 service from Walton Breck Road to Walton Lane for pick up
- Relocation of 501 service from Walton Breck Road to Walton Lane for pick up
- Stopping of the 502 service
- Relocation of taxi services post-match from Walton Breck Rank to Robson Street
- Relocation of Away coaches from Arkles Lane to Priory Road
- Relocation of Home Coaches from Priory Road to St Domingo's car park
- Continued diversion of regular service buses with additional capacity through larger vehicles.
- A new cycle hub will provide additional secure cycle parking at the Stadium.

8 Events Transport Strategy

8.1 Background

- 8.1.1 An Event Traffic Management Strategy (ETMS) was prepared to support the planning application for temporary permission to host events and concerts at Anfield (ref:18F/1632) to allow Anfield Stadium to host up to six music concerts or other major events annually for a period of two years from the date of the first concert or event. This new proposed application would convert this permission into a permanent permission to cover up to 12 events per annum. The majority of those concerts/major events ('major events') will be held in May and June after the end of the football season.
- 8.1.2 The purpose of the ETMS is to set out the approach for managing and co-ordinating access, traffic and movement for concerts and major events at Anfield Stadium. The report also outlines the approach for marketing travel choices and promoting access by sustainable modes such as public transport, taxis and on foot.
- 8.1.3 The ETMS is required to ensure that transport arrangements are satisfactory and if any issues occur, there is an appropriate mechanism to review the strategy and make changes accordingly. It is required to be reviewed annually, however there are no events planned for 2020 and therefore the review for 2020 will be postponed until 2021.
- 8.1.4 Bespoke Event Transport Management Plans (ETMPs) are to be prepared for each of the individual major events falling under 18F/1632 (satisfying Planning Condition 5) and it is expected that this requirement extends to any new permission for on-going concert or event use of the Stadium.
- 8.1.5 For each bespoke ETMP, lessons learnt from previous events should be taken into consideration, and these also fed back to the overarching ETMS, as demonstrated in the graphic below.



- 8.1.6 Three events were held in summer 2019, with the maximum number of ticket holders in attendance at each of these three concerts being 48,000. The events were:
- Take That on Thursday 6th June 2019
 - Bon Jovi on Wednesday 19th June 2019; and
 - P!NK on Tuesday 25th June 2019.
- 8.1.7 No events were held in 2020 and none are currently planned for 2021. For each of these events, individual ETMPs were produced and approved by LCC in advance. Post event, individual monitoring reports were also produced and issued to LCC which set out (from a transport perspective) what had happened on the ground for each of the events, what had worked well and recommendations for change for future events.
- 8.1.8 As per planning condition 6, a report setting out the effectiveness of the bespoke ETMP was prepared and submitted to LCC to detail any problems encountered with the ETMP and identify any remedial measures for review and incorporation in the annual update of the ETMS and subsequent ETMPs.

8.2 Event Strategy Overview

The full ETMS can be found in **Appendix A.1** but the pre and post event arrangements can be seen in Figure 8.1 and Figure 8.2.

The following summarise the key elements of the ETMS which were applied to the three events in 2019:

Communications

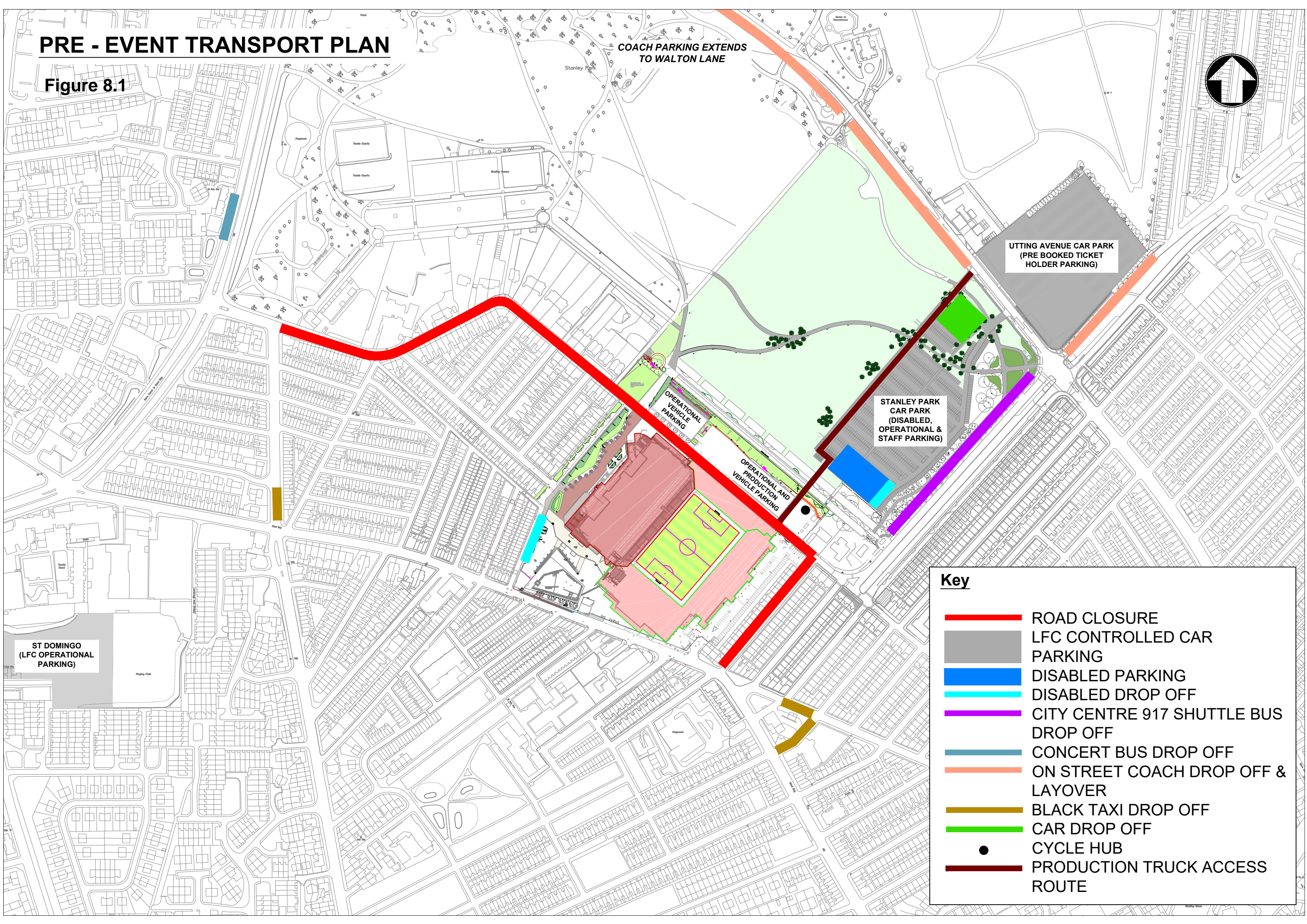
- 8.2.1 The ETMS recognises the importance for key event communications to be disseminated early and to issue clear travel and transport messages to ticket holders and the wider public before the major events.

Parking

- 8.2.2 All official Liverpool FC car parking must be pre-booked and attendees who have not pre-booked a space must be advised not to travel into the Anfield area by car and to travel by other modes. For attendees who haven't pre-booked a car parking space but still wish to travel by car, the only promoted alternative will be to drive to the City Centre and then park and ride or park and walk.
- 8.2.3 The Liverpool FC controlled car parks are located at Stanley Park and Utting Avenue. The ETMS states that the Utting Avenue car park is to be used exclusively for pre-booked ticket holder parking, with disabled, staff and operational parking available within the Stanley Park car park.

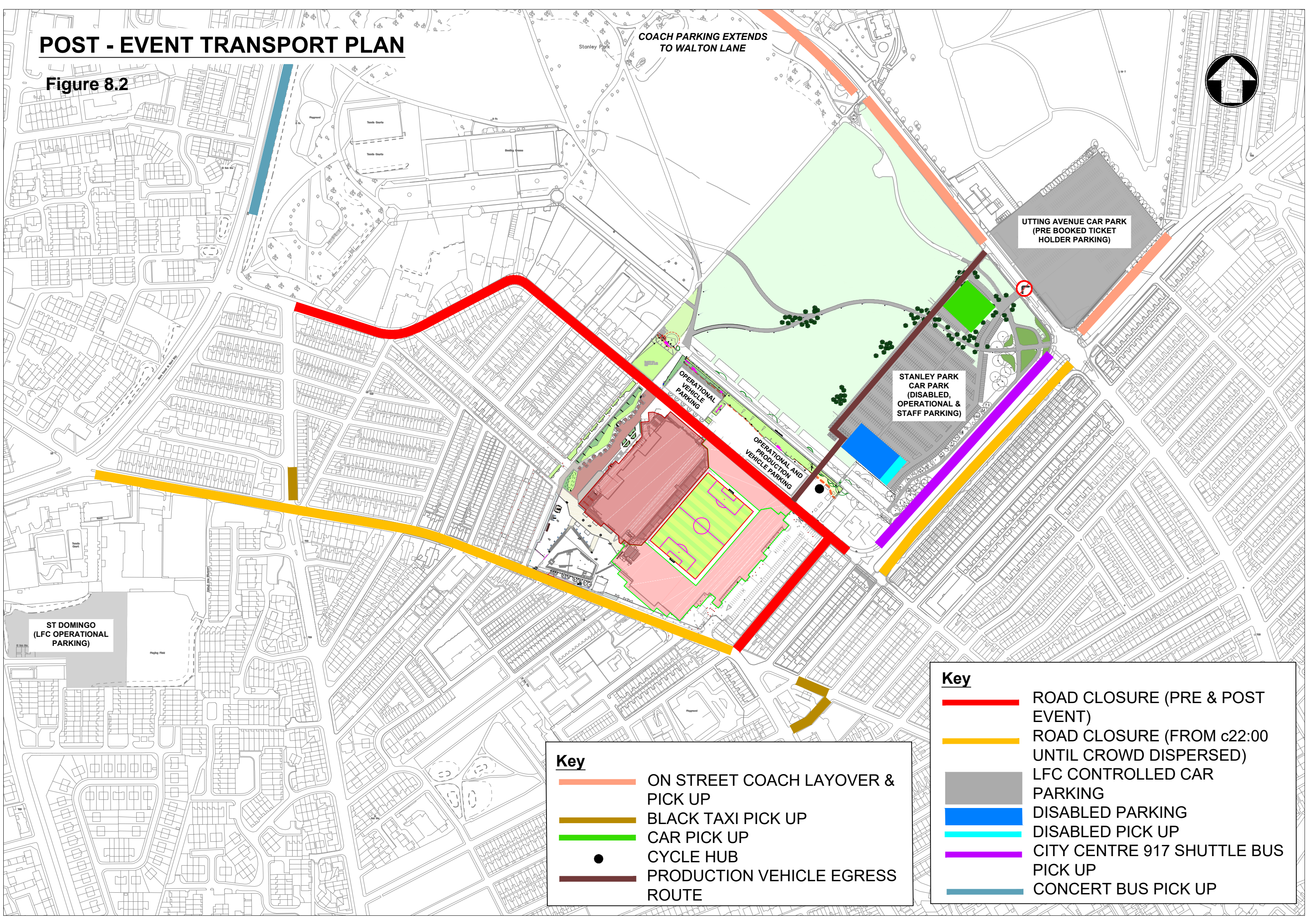
PRE - EVENT TRANSPORT PLAN

Figure 8.1



POST - EVENT TRANSPORT PLAN

Figure 8.2



Key

- ON STREET COACH LAYOVER & PICK UP
- BLACK TAXI PICK UP
- CAR PICK UP
- CYCLE HUB
- PRODUCTION VEHICLE EGRESS ROUTE

Key

- ROAD CLOSURE (PRE & POST EVENT)
- ROAD CLOSURE (FROM c22:00 UNTIL CROWD DISPERSED)
- LFC CONTROLLED CAR PARKING
- DISABLED PARKING
- DISABLED PICK UP
- CITY CENTRE 917 SHUTTLE BUS PICK UP
- CONCERT BUS PICK UP

Drop off and pick up

- 8.2.5 A formal drop off and pick up point was established within Stanley Park car park. A separate disabled drop off area will be established within the car park, with the disabled drop off point at Gilman Street also available for use.
- 8.2.6 It was expected that a number of vehicles would arrive early to wait in the drop off area ready to pick up following the event, therefore a dedicated pick up waiting area was provided and managed in Stanley Park car park. Any overspill of waiting vehicles utilised space on Priory Road.

Buses

- 8.2.7 Public bus services operate along their normal routes pre-event as Walton Breck Road will remain open up until just before the concert ends, when the post-event period of road closures commences. In the case of the concerts, this meant Walton Breck Road remained open until 10pm, minimising disruption to local bus services.
- 8.2.8 A shuttle bus service operated by Stagecoach operated between Liverpool City Centre (St John's Lane/St George's Plateau) and will drop off on the northbound carriageway of Arkles Lane. The shuttle bus service then picked up from the same location on Arkles Lane providing connectivity back towards the City Centre.
- 8.2.9 Passengers queue along Arkles Lane with the first bus filling up from the junction with Priory Road, allowing quick egress onto Priory Road and towards the City Centre. Given the post-event closure of Walton Breck Road, any timetabled service buses which use this route during the period of closure will need to be diverted.

Rail and Concert bus

- 8.2.10 The ETMS states that no special measures are required to support rail services, with Merseyrail services operating via Sandhills Station, in addition to mainline services into Liverpool Lime Street. Peoplesbus operate the current matchday Soccerbus service, rebranded as 'Concert Bus'. This is in operation to connect event attendees between Sandhills and Anfield at Walton Lane. The ETMS also notes stewards and crowd control may be required along the walking route between Sandhills and Anfield for those event attendees not using Concert Bus services.

Coaches

- 8.2.11 The ETMS states that the coach parking provisions are to be provided within the existing marked coach bays on Priory Road. Priory Road can accommodate approximately 35 coaches within the parking bay. Further contingency is identified within the free parking bays on the southbound carriageway of Utting Avenue between Hildebrand Road and Pinehurst Avenue. To prevent cars parking in these contingency bays, no waiting cones are deployed prior to the event.

Taxis

- 8.2.12 The ETMS notes the important role which taxis will play in providing a convenient mode of travel for event attendees not as familiar with public transport links to Anfield. The promotion of the designated hackney taxi ranks at Sleepers Hill and Walton Breck Road/Houlding Street are included in event travel arrangements, with additional private hire taxis encouraged to use the designated drop off and pick up area in Stanley Park car park.
- 8.2.13 The Taxi One service is also expected to operate between St John's Lane and the marked bays at the junction of Anfield Road and Sleepers Hill as per the matchday Taxi One operation.

- 8.2.14 For the post-event period, the on-street bays at Houlding Street and Sleepers Hill will be available for use by hackney taxis. The ETMS also proposes the use of the nearside southbound lane of Walton Lane between Walton Breck Road and Anfield Road for use as a hackney taxi rank. This will enable taxis to be regulated by LCC and provide taxis the ability to turn around and join the taxi rank on the nearside lane of the City Centre bound carriageway in the post-event period.

Walking and cycling

- 8.2.15 Walking and cycling were available for event travel as per match days with no restrictions.

Highway network and traffic management

- 8.2.16 The ETMS outlines the road closures that are enforced during the event. The road closures are aimed at improving pedestrian safety for event access and egress. In addition to the closure of Anfield Road in the pre and post event period, from 10:00PM on the day of the event (assuming an evening concert), Walton Breck Road (between Sleepers Hill and Oakfield Road), and Skerries Road will be closed for a 2-hour period or until crowds have dispersed and it is safe to reopen the road.
- 8.2.17 The stretch of Walton Breck Road between Sleepers Hill and Everton Valley will be closed eastbound and only westbound movements will be permitted to allow vehicles from Sleepers Hill and Robson Street to egress the area. The closure of Anfield Road is to be in place from 3 days before the event to up to 2 days after to support the event servicing, this is for the section of carriageway outside the Stadium between the bollards.
- 8.2.18 The use of the Urban Traffic Control (UTC) operated by LCC has been noted in the ETMS and will be manned for the events to proactively manage vehicle egress following the event and enable traffic to exit the area efficiently, dispersing within the wider road network. The UTC will operate on the matchday strategy that has been fine-tuned over the years to improve vehicle flows from Anfield, and through a manned operation on the event, can respond to any variations on the network should they arise.

8.3 Event Strategy Update

- 8.3.1 This planning application is seeking to make the temporary permission to stage events permanent. The expansion of the Stadium alongside this is unlikely to change the level of attendance significantly at the music events or concerts (compared to that for 2019), with this always being lower than on match days. This is due to the need to position a stage on the pitch which would lead to the subsequent loss of seating from the stand that would be located behind the stage. For other events, it is not expected that the capacity of the Stadium is increased above the c61,000, therefore not exceeding the number of attendees above that which is accommodated on match days.
- 8.3.2 An update to the ETMS should therefore be taken once future events are identified, and take into account recommendations from the 2019 events to improve the strategy and feed these recommendations through to the individual ETMPs.
- 8.3.3 Following the three events in 2019, a monitoring exercise was undertaken for each and a series of recommendations have been provided which should be reviewed and incorporated into any further ETMS update and the individual ETMPs. These recommendations are set out in Table 8.1.

Table 8.1: Event Traffic Management Strategy update recommendations

Theme/Mode	Future Actions	Concert from which the action originates
Transport communications	Ensure that direct links are set up between Liverpool FC and relevant dispatch inspectors from Arriva and Stagecoach for future events so that event day changes to bus routing can be communicated to event goers and the general public.	Bon Jovi
	Merseytravel to seek to avoid post-event tunnel closures after future events and ensure that no closures are put on until at least 00:00 in the event that a clash is unavoidable.	Pink
Car parking	Liverpool FC to consider using St Domingo car park for pre-booked parking spaces depending on demand for future events. / Consider how the St Domingo site can be used more efficiently for future concerts to better support the overall event operation.	Take That / Bon Jovi
	Consider the use of additional Liverpool FC controlled car parks such as Anfield Junior School (c.230 spaces) for parking for events from next summer.	Pink
	Explore the feasibility to allow cars to come out of Stanley Park car park and turn right as well as left to help reduce westbound queues on Priory Road.	Pink
Drop off and pick up	Liverpool FC to review the size of Stanley Park car park drop off and pick up facility with a view to amending its size for concerts from next summer. Recommended that the size of the drop off area in Stanley Park car park is made significantly smaller for future events as a result of its underutilisation for the 3 concerts.	Take That / Pink
	Liverpool FC to work with stakeholders to consider the feasibility of keeping Priory Road open in both directions in the post event period.	Pink
Buses	Explore potential to use Priory Road and/or another location for drop off, layover and pick up for the City Centre shuttle bus operations.	Pink
	Work with Stagecoach and/or other operators to ensure that the size of the City Centre shuttle fleet can be increased to in excess of 20 vehicles, particularly post event where there are periods when 20 vehicles is not enough to ensure that there is always at least 1 vehicle loading passengers.	Pink
	Lighting on Dahlia Walk to be improved for future concerts to improve pedestrian safety and egress from the Stadium towards bus stops on Arkles Lane.	Pink
Rail and Concert Bus	Peoplesbus to introduce contactless payment technology on all Concert Bus vehicles. It is understood that this is a committed action.	Bon Jovi
	Maintain early arrival and loading of the Peoplesbus vehicles to Sandhills (pre 5:00PM) to help encourage	Pink

	earlier travel to Anfield Stadium and reduce bus passenger queue lengths at Sandhills.	
	It is understood LCC is currently in the process of developing a junction improvement scheme for the Walton Lane/Spellow Lane junction, a junction that caused notable delays to shuttle bus movements across the three events. Maintain dialogue with LCC on the proposed scheme.	Pink
Coaches	Coach numbers to be monitored closely for each event to help determine whether a more suitable pick up and drop off location (possibly smaller but closer to the Stadium) can be identified for coaches as opposed to using Priory Road.	Bon Jovi
	Given the relatively low coach numbers across the three Summer 2019 concerts, explore potential to switch the locations for coaches and the City Centre shuttle buses to provide more vehicle stacking and queue space for the 917 City Centre shuttles on Priory Road. Liverpool FC to set up a working group to discuss this formally with key stakeholders.	Pink
Taxis	Need for more clear communication to event goers that the capacity of the taxi fleet is limited at the time of day that the events are finishing and that passengers need to leave the Stadium swiftly if looking to travel away from the Stadium by taxi.	Pink
	Need for further engagement with private hire taxis prior to future events to help understand their requirements and start dialogue to reduce the impacts of taxis on residential areas surrounding the Stadium.	Pink
Highway network and traffic Management	LCC are currently in the process of updating fixed VMS in the city and there may be opportunities for LCC and Liverpool FC to work together to locate new VMS at sites that would deliver messaging for future events and matchdays.	Pink
	Across the three Summer 2019 events, 'no waiting' cones either side of the central reservation had the best impact in terms of preventing drop off, parking and pick up on the Arkles Lane central reservation and should be used for future events.	Pink
	LCC have recommended that the Urban Traffic Control (UTC) is staffed for future events to respond to incidents or unforeseen delays on the highway network pre or post event.	Pink

9 Implementation and Monitoring

9.1 Travel Manger

9.1.1 The Club has recently appointed a new Travel Manager who came into post prior to the start of the 2020/21 season and will be responsible for overseeing the implementation, monitoring and update of the Transport Strategy, leading the Transport Working Groups and liaising with the Resident Liaison Manger to address transport issues raised by the local community, as well as with transport operators and Merseytravel.

9.2 MDTs Implementation

9.2.1.1 The updated strategy will be implemented by the Travel Manager on behalf of Liverpool FC and their support network including their traffic management company, as well as Merseyside Police, the bus operators and LCC licensing and parking. The strategy will be phased and amended over time with the following changes proposed on a season by season basis to transition the current strategy to the propose as presented in chapter 7. All timescales are indicative until the construction programme for the expansion is confirmed.

Table 9.1: Implementation timetable (indicative timescales)

Season	Proposals
2021/22	Introduction of sterile zone Relocation of 917 and 501 bus services and taxis Car par management review implemented Marketing strategy implemented Staff Travel Plan continued to be implemented TWG continued
2022/23	Relocation of home and away coaches Signage following trial of new locations of buses and coaches Business permit scheme implemented Marketing strategy ramps up Ticketing initiatives on bus services Staff Travel Plan continued to be implemented TWG continued
2023/24 (expanded ARS operational)	Dwell time initiatives introduced in ARS Cycle hub operational Staff Travel Plan continued to be implemented TWG continued
2024/25+	On-going review of implemented strategy Staff Travel Plan continued to be implemented TWG continued

9.3 MDTs Monitoring

9.3.1.1 The effectiveness of the strategy will be monitored by the Travel Manager through the Transport Working Group, with stakeholders at the meeting:

- Reviewing any comments or complaints from residents received in relation to match day operations;

- Reviewing and comments or feedback from stakeholders themselves on what is working well and what needs adjustment; and
- Agreeing interventions or changes as necessary to ensure the continued success of the plan.

9.3.1.2 The supporter surveys would be repeated at regular intervals to ascertain mode shift from the 2019 figures, and progress towards the target mode splits specified. To ensure results are comparable, the same methodology should be applied as has been done for previous years.

9.4 Events Traffic Management Strategy Implementation

9.4.1 The ETMS is reviewed and updated annually and submitted to LCC for their approval.

9.4.2 Based on the ETMS, prior to each event a bespoke ETMP is produced and signed off by LCC before each event. These documents are then implemented for each event.

9.4.3 This approval and implementation process will continue moving forwards.

9.5 Events Traffic Management Strategy Monitoring

9.5.1 The effectiveness of the ETMP is monitored for each event and to date, summary reports have been produced for the three events undertaken in 2019 outlining what when well, where there were issues and recommendations for change to the ETMS for subsequent events.

9.5.2 It is the intention that the ETMPs will continue to be monitored and feedback from this process fed into the annual ETMS update.

A. Appendix

A.1 Supporter Survey Questions

A.2 Event Traffic Management Strategy 2019

A.1 Supporter Survey Questions

Interviewer Name and ID



Liverpool Football Club Travel Survey

Privacy Note and Fixture Confirmation

*Hello, I represent Watermelon Research, an independent market research agency. We are carrying out a short travel survey on behalf of **Liverpool Football Club** to help improve your overall stadium experience. Your opinion would be of great value to us.*

There are no right or wrong answers, and please be assured that the information collected from you will be treated completely confidentially. Your answers will be combined with information from other participants and only the total results will be used for market research reporting. I can confirm that Watermelon Research adheres to the Market Research Society code of conduct on Market, Opinion and Social Research and Data Analysis.

There is also certain information that I need to bring to your attention as a legal requirement, the information is in this privacy note which explains about the legal basis and the purposes for processing your personal data, as well as your rights under the new GDPR regulations (General Data Protection Regulation).

We will be asking you questions to understand how home supporters and corporate/hospitality members travel to Anfield Stadium on match days.

The survey will take approximately 5 minutes to complete and your participation is entirely voluntary.

As a thank you for taking part you can be entered into a prize draw to win 4 x Anfield VIP Experience Day tickets (non match day). *More information about the Anfield Experience can be found on the club's website.*

We will retain any personal contact details you provide for prize draw and quality control purposes only under ISO20252 / IQCS, and this data will be destroyed within 2 months.

If you are happy to consent with the interview, please specify below which fixture this survey relates to:
(tick one only)

- ☐ Brighton (Saturday 30th November 2019)
- ☐ Everton (Wednesday 4th December 2019)



Liverpool Football Club Travel Survey

Questions

Q1. At what time did you arrive in the vicinity of Anfield stadium? (24 HR)

Q2. Where did you start your journey to Anfield Stadium today? (Please tick one only)
If you have travelled into the UK from abroad today, please start your journey from where you arrived into the UK.

☐ Home

☐ Airport

☐ Work

☐ Hotel

☐ Ferry Terminal

☐ Other

If Other, please specify

Q3. How did you travel to Anfield Stadium today?

Starting with the first mode of transport you used, please tick all modes of transport you used from where you started your journey (in Q2) to when you arrived in the vicinity of the stadium. For example, if you only used 2 modes of transport, please leave the Mode 3-8 columns blank, if you only used 3 modes of transport, please leave the Mode 4-8 columns blank. (Please tick one in each column)

	Start of journey Mode 1st	Mode 2nd	Mode 3rd	Mode 4th	Mode 5th	Mode 6th	Mode 7th	Mode 8th
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car as Driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car as Passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi (including the Taxi One service)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus (excluding Soccer Bus)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Soccer bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Coach	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mini Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bicycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you wish to be entered into the prize draw to win 4 x Anfield VIP Experience Day tickets (non-match day), please tick the adjacent box and enter your contact details below. ☐

In order to quality assure our research, we normally back check 10% of all interviews. This may involve a member of staff contacting you to check that this interview took place. You will also be given the opportunity to provide feedback. Please tick the box below if you are happy for us to contact you for this purpose and enter your details below. ☐

NAME

CONTACT DETAILS (telephone number or email address)

The following questions are about the mode of transport you used before walking to the vicinity of Anfield Stadium.

If you walked all the way to Anfield Stadium please go to Q9.

If you travelled by

- bicycle, motorcycle, coach or minibus before walking to Anfield Stadium, please go to Q9
- car, as a driver/passenger before walking to Anfield Stadium please answer Q4
- taxi before walking to Anfield Stadium please answer Q5
- bus before walking to Anfield Stadium, please answer Q6
- train before walking to Anfield Stadium, please answer Q7
- soccerbus before walking to Anfield Stadium, please answer Q8

CAR AS DRIVER/PASSENGER

Q4.a How many people, including the driver, were in the vehicle? (please enter number)

Q4.b Where was the vehicle parked? (Please tick one only)

- ☐ On-street ☐ Off-street car park in Liverpool city centre ☐ Off-street car park near Anfield Stadium
☐ I was dropped off

Go to Question Q9

TAXI

Q5.a How many passengers were in the taxi? Do not include the taxi driver (please enter number)

Q5.b Where did you get your taxi from? (Please tick one only)

- ☐ City Centre ☐ Elsewhere

Go to Question Q9

BUS

Q6.a Where did you get off the bus? (Please tick one only)

- ☐ Near Anfield Stadium ☐ City Centre ☐ Elsewhere

Q6.b. Which bus did you travel on? (Please tick one only) ☐ 917 Match day bus ☐ Other

Q6.c How many people were in the group travelling with you today? (please enter number)

Go to Question Q9

TRAIN

Q7.a Where did you get off the train? (Please tick one only)

- ☐ Lime Street Station ☐ Sandhills Station ☐ Kirkdale Station ☐ Other Station

Q7.b How many people were in the group travelling with you today? (please enter number)

Go to Question Q9

SOCCER BUS

Q8.a How many people were in the group travelling with you today? (please enter number)

Q9. What type of ticket do you have for today's match? (Please tick one only)

- ☐ Corporate / hospitality ticket
☐ Season ticket
☐ General admission ticket - purchased as a 'Member'
☐ General admission ticket - purchased as a 'Fan Club Card Holder'
☐ General admission ticket - purchased as through a supporters club
☐ General admission ticket - purchased another way

INTERVIEWER: Thank person for completing survey and complete prize draw and quality assurance boxes on front.

A.2 Event Traffic Management Strategy 2019



Event Traffic Management Strategy (Ref: 18F/1632)

Anfield Stadium Major Events

May 2019

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Event Traffic Management Strategy (Ref: 18F/1632)

Anfield Stadium Major Events

May 2019

Issue and Revision Record

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B	20/12/18	CR	AW	DD	Second Issue
C	16/01/19	CR	AW	DD	Addressing LCC Highways comments
D	30/01/19	CR	AW	DD	Fourth Issue
E	06/03/19	CR	AW	DD	Addressing LCC & Merseytravel comments
F	26/04/19	CR	AW	DD	Sixth Issue
G	30/05/19	AW	DD	DD	FINAL ISSUE

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1 Overview

1.1 Introduction

- 1.1.1 The purpose of this Event Traffic Management Strategy (ETMS) is to set out the approach for managing and co-ordinating access, traffic and movement for concerts and major events at Anfield Stadium. The report also outlines the approach for marketing travel choices and promoting access by sustainable modes such as public transport, taxis and on foot.
- 1.1.2 Liverpool Football Club (LFC) were granted full planning permission in 2018 (18F/1632) to allow Anfield Stadium to host up to six music concerts or other major events annually; it is likely that the majority of those concerts/major events ('major events') will be held in May and June after the end of the football season. This application is granted for a temporary period and provides LFC with permission to host major events for an initial two years. Associated with this approval were a set of planning conditions. These are provided in **Appendix A**.
- 1.1.3 Condition 4 states the requirement for an ETMS, prior to the first use of the stadium for major events/concerts. The ETMS is required to ensure that transport arrangements are satisfactory and if any issues occur, there is an appropriate mechanism to review the strategy and make changes accordingly.
- 1.1.4 It is noted that Rugby Super League's 'Magic Weekend', which saw all 12 Super League clubs play a match at Anfield Stadium across Saturday 25th and Sunday 26th May 2019, fell within LFC's existing permission which permits the stadium to host rugby matches throughout the season.
- 1.1.5 This ETMS has been developed to cover the major events Anfield will host from Summer 2019. There are three confirmed music concerts that fall under the new planning application (18F/1632) for Summer 2019. The three major events have all been confirmed for June 2019. Take That will play at Anfield on Thursday 6th, Bon Jovi on Wednesday 19th and P!NK on Tuesday 25th. All three concerts take place midweek and event times are from approximately 5pm until 10.30pm; exact timings will be confirmed in each of the event bespoke Event Transport Management Plans which will sit under this strategy document.
- 1.1.6 The maximum number of ticket holders in attendance at each of these three concerts will be 48,000, over 6,000 spectators less than the existing 54,074 matchday capacity and also less than the average 2018/19 Premier League attendance at Anfield of 52,983¹.

1.2 Transport Planning Conditions Overview

- 1.2.1 As per the planning conditions attached to 18F/1632, detail on transport planning and strategy for the major events is incorporated into a number of interlinked documents, including this ETMS. Key transport documentation that has been produced and the condition(s) that each will satisfy is as follows:

Event Traffic Management Strategy (ETMS)
- 1.2.2 This ETMS provides confirmation and evidence that Planning Condition 4, set as part of the approval for Anfield Stadium to host up to six music concerts or other major events in May or June per year, has been addressed and closed out. This condition relates to ensuring that travel

¹ As of 30/05/19 [<https://www.worldfootball.net/attendance/eng-premier-league-2018-2019/1/>]

to major events is managed, safe and that a modal choice is supported, with a focus on assisting travel by sustainable modes, including travel by public transport. This document builds on the approved 'LIVM3016 Concert Use Transport Strategy', the approved framework Transport Strategy for the major events submitted for application 18F/1632.

- 1.2.3 Detail on the operation of the Football Match Parking Zone (FMPZ), as required under Condition 3, is also documented within this ETMS under Section 5.2.

Event Transport Management Plans (ETMPs)

- 1.2.4 Bespoke Event Transport Management Plans (ETMPs) are to be prepared for each of the individual major events falling under 18F/1632, satisfying Planning Condition 5. Therefore for the concerts taking place in Summer 2019, individual ETMPs have been prepared for the Take That, Bon Jovi and P!nk events.
- 1.2.5 Building on the overall traffic management strategy and high-level framework established by this ETMS, these ETMPs include specific details on the arrangements for the key modes of travel, reflecting the operational level changes that will be made for each event to support the effective management of event specific audience profiles.

Event Management Strategy (EMS)

- 1.2.6 In accordance with Planning Condition 7, an Event Management Strategy (EMS) has been prepared for the major events and includes detail on a number of elements of traffic and travel including measures to control the idling of coaches associated with the major events, which is also documented at 5.4.26 of this ETMS, and traffic management and car parking details, building on the strategic approach set out within this ETMS.

1.3 ETMS Planning Conditions & Document Summary

- 1.3.1 As part of the schedule of conditions in the decision notice, Planning Condition 4 states that prior to the first use of the stadium for Major Events/concerts, an ETMS shall be submitted to and approved in writing by the Local Planning Authority, Liverpool City Council (LCC).
- 1.3.2 The planning condition states that the ETMS shall include, but not be limited to, the following, as shown in Table 1:

Table 1: Planning Conditions covered in this report & summary details

Ref.	Item	Signpost	Summary Details
A	Operation of the Temporary Traffic Regulation Order (TTRO) for Major Events.	Section 5.2	<ul style="list-style-type: none"> The TTRO operates across Anfield between August - May which covers the closure of Walton Breck Road and Anfield Road on matchdays; it will be updated to allow these closures to occur in June. The updated TTRO will also cover the use of on lane of Walton Lane as a post-event taxi pick-up area.
B	Information relating to car parking to serve Major Events.	Section 5.4.2 - 5.4.13	<ul style="list-style-type: none"> Off-street disabled parking will be available on a pre-booked basis through LFC's official website and will be located within Stanley Park car park (100 spaces). Approximately 600 spaces will be available for pre-booking by all ticket holders in the Utting Avenue car park. Concert attendees who have not pre-booked a parking space will be encouraged to travel by other modes and in the event that they do need to travel by car, they will be advised to park and ride or park and walk from the city centre.

Ref.	Item	Signpost	Summary Details
			<ul style="list-style-type: none"> As per matchday arrangements, the disabled drop-off bays on Gilman Street will be available for disabled drop-offs (pre-event only). A dedicated disabled drop-off and pick up point will also be available within the Stanley Park car park.
C	Procedures for liaising with public transport operators, taxi and coach companies, and where to find information relating to those services.	Section 6.2 & 6.3	<ul style="list-style-type: none"> Meetings of the Transport Working Group (TWG) in November 2018, January 2019, February 2019 and March 2019 discussed the ETMS in some detail, giving key stakeholders including Merseytravel, Stagecoach, Peoplesbus and taxi representatives the opportunity to shape and comment on the Pre and Post Match Transport Plan for events. 'Destination Anfield', the LFC team responsible for delivering the major events, are working with the communications teams of both LFC and the event promoters to ensure that the contents of the ETMS are distributed in a clear, concise and easily interpretable manner. Information on road closures, where to find event-day timetables for relevant public transport services (including the event shuttle buses), coach and taxi pick-up and drop-off locations, will all be provided to ticket holders, local businesses and local residents through official websites, the local press and social media.
D	A scheme for monitoring indiscriminate on-street car parking resulting from the use of the stadium for Major Events/concerts and the mechanism for review and identification of any remedial measures that may be required.	Section 5.2, 5.4.4 - 5.4.7 & 5.5.15	<ul style="list-style-type: none"> LCC were instructed by LFC in December 2018 to deliver the ETRO to amend the operation of the FMPZ, extending both the period (now August to June) and hours of enforcement (now from 10am till midnight every day) to enable the FMPZ to be enforced for the major events. Pre-event travel communications will make clear that unless a ticket holder has pre-booked a parking space through the LFC website, they should not travel into the Anfield area by car. Parking enforcement requirements for each event will require prior agreement with LCC as part of each ETMP. During the initial two-year period of the planning permission, the operation of the ETMS will be discussed on an event-by-event basis in meetings of the TWG.
E	Such information to be submitted in writing to the Local Planning Authority no less than three months prior to an event, or at such other interval may be agreed in writing by the Local Planning Authority.	Section 6.2	<ul style="list-style-type: none"> Through meetings of the TWG, the detail behind the ETMS has been discussed in some detail with the Local Planning Authority. Feedback has been taken on board from stakeholders, the public and ward councillors over an ongoing period since the EMTS was first submitted to Highways officers from LCC in January 2019.
F	Arrangements for the event promoter to meet with the Transport Working Group to discuss arrangements for preparing a bespoke Event Transport Management Plan for the Major Event.	Section 6.2	<ul style="list-style-type: none"> A meeting of the TWG took place in late March 2019 at which the ETMPs and their operation were discussed in detail with stakeholders and the event promoters. This meeting served as an opportunity for LFC's communications team and Stadium TM (LFC's appointed Traffic Management Company) to discuss a plan of action to communicate transport proposals and road closures in the build up to each of the events.

Ref.	Item	Signpost	Summary Details
G	A mechanism for monitoring and review of the ETMS and bespoke Event Transport Management Plan for the first five years annually from holding the first major event at the stadium.	Section 6.4	<ul style="list-style-type: none"> Following each event, conversations between the club, Stadium TM, LCC, Merseytravel and public transport as well as taxi operators will be required to understand the relative success (in transport terms) of each event and to identify potential improvements or changes to the ETMS and ETMPs to ensure minimal disruption for local residents and residents and improve the ease and safety with which ticket holders and staff can travel to and from each event.

1.4 Developing the ETMS

1.4.1 This document has been developed and will be implemented through the following process:

Table 2: Approach to development of ETMS

Stage	Methodology
Background Understanding	<ul style="list-style-type: none"> Matchday supporter surveys undertaken in October 2018 for both a weekday and a weekend fixture – vs Red Star Belgrade on Wednesday 24th October (20:00 KO) and vs Cardiff City on Saturday 27th October. Observations undertaken for fixture vs Fulham FC on Sunday 11th November 2018 (12:00 KO).
Stakeholder Engagement	<p>Key stakeholders who have been consulted in the development of the ETMS are as follows:</p> <ul style="list-style-type: none"> Bus Operators: Peoplesbus & Stagecoach Liverpool City Council: Urban Traffic Control (UTC), Traffic Management & Highways, Building Control, Parking Services and Licensing. Merseyside Police Merseytravel: Bus, Rail & Active Travel Pennine Events: Traffic and Event Management specialists Stadium TM: Traffic Management (responsible for implementing the TM strategy on major event days) Unite the Union: Representatives of black taxi trade <p>These stakeholders have been consulted together through the LFC Transport Working Group (TWG) and separately on an individual basis.</p>
Consultation	<p>Resident liaison drop-in sessions have been held on the following dates, Tuesday 8th January 2019, Tuesday 12th March and Tuesday 23rd April, at which key messages from this ETMS have been discussed with residents. Section 6.1 of this report documents how resident feedback has been taken on board at these sessions and incorporated into revised iterations of the ETMS.</p> <p>A Residents' Concert Surgery is also due to take place on Monday 10th June. Meetings between LFC and Ward Councillors also take place on the first Monday of every month, and have done so since September 2018, with the January and February 2019 meetings specifically discussing proposals within the ETMS to help shape the strategy. All ward councillors located within a ward that is covered in part by the Football Match Parking Zone (FMPZ) have been invited to these meetings and will continue to be invited in future meetings.</p>
Document Compilation	The individual schemes and strategy measures presented within this ETMS have been developed in conjunction with LFC and the key stakeholders listed above.
Approvals	Submit this ETMS to LCC and key stakeholders listed above (including Police, Stadium TM and Merseytravel) before implementation.
Implementation	It is intended that this ETMS will be implemented from June 2019 when the first concert at Anfield Stadium takes place. This ETMS forms the baseline and high-level framework from which to develop a bespoke ETMP for each major event.
Review	For the initial 2-year approval period, following each event, conversations between LFC, LCC, Stadium TM, Emergency Services, Merseytravel and public transport as well as taxi operators will be required to understand the relative success (in transport terms) of each event and to identify potential improvements or changes to the strategy to ensure minimal

Stage	Methodology
	disruption for local residents and residents and to improve the ease and safety with which ticket holders and staff can travel to and from each event. These conversations are expected to take place through the established TWG.

1.5 Layout of this document

1.5.1 The layout of the rest of this report is as follows:

- **Chapter 2:** Provides details of the proposed development which will see Anfield host up to six music concerts or other major events per year.
- **Chapter 3:** Reviews the current baseline of travel to the stadium that is set out in the matchday transport strategy, building on the findings from LFC's supporters' travel surveys.
- **Chapter 4:** Develops three scenarios for audience profiles attending major events, and outlines the varying impacts that audiences of a different type will have on all travel modes which serve Anfield.
- **Chapter 5:** Outlines the Pre-Event and Post-Event Transport Plans that have been produced to support the major events at Anfield.
- **Chapter 6:** Details the next steps to be undertaken to satisfy the requirements that are stated in the planning approval notice for the proposed development.

2 Proposed Development

- 2.1.1 The planning application submitted by LFC seeks full planning permission to use Anfield Stadium to host up to six music concerts or other major events per annum. The events are most likely to be held during the early part of the summer during the close football season across May and June.

2.2 Music Concerts and Other Major Events

- 2.2.1 LFC has undertaken a feasibility exercise to assess the potential capacity for hosting events at the stadium. Assuming the presence of a stage would preclude use of one of the sides of the stadium for audience members. With opportunities to displace some spectators onto the pitch, the resultant capacity would range between c.38,000 and c.48,000 persons, less than the current 54,074 matchday capacity.
- 2.2.2 Exceptionally, events may have a central stage in the middle of the pitch, for example boxing and other combative sports, in which case the capacity could increase to c.60,000 ticket holders. The planning permission allows for one such event (of the six permitted) to be held annually.

2.3 Historic Use of Anfield Stadium

- 2.3.1 Anfield has a long history of hosting high-profile concerts and other sporting events to which the new proposals look to build upon.
- 2.3.2 Whilst the primary business of the stadium is to host a Premiership football club and its average of 28-30 matches per annum (including cup ties), it also contains other ancillary functions that broaden the range of activity and draw people into Anfield on non-matchdays; these include the Liverpool FC museum in the Kop Stand and various function and meeting rooms to serve conferencing and events throughout the year.
- 2.3.3 As well as being home to Liverpool FC's first team, Anfield has hosted numerous international football matches and was one of the venues used during UEFA Euro 1996. Anfield has been the venue for many other sporting events, including the finish of the Liverpool city marathon in the mid-twenties, regular boxing matches in the inter-war years and even professional tennis. The Harlem Globetrotters played an exhibition match at the ground in the 1950s.
- 2.3.4 Aside from sporting uses, Anfield has been a venue for musicians of different genres, as well as evangelical preachers. One week in July 1984, the American evangelist Billy Graham preached at Anfield, attracting crowds of over 30,000 each night. Anfield also featured in Liverpool's 2008 European Capital of Culture celebrations when c.36,000 people attended a concert on 1st June 2008, headlined by Sir Paul McCartney.
- 2.3.5 It is noted however that both events took place over 30 years and 10 years ago respectively with smaller audiences than expected for the major events. Since this time there have been many improvements to the management of crowds at Anfield, especially since the expansion of the Main Stand and the current matchday strategy has evolved in respect of this. The general management of concert crowds within the City Region has also improved over the same period, building on prior experiences of managing large events such as the Giants Spectacular and Three Queens.

3 Baseline & Matchday Transport Strategy

3.1 Baseline Position

- 3.1.1 The baseline position represents the existing Matchday Transport Strategy (MTS) that was presented in the 2014 Transport Assessment that accompanied the Anfield Main Stand expansion planning application.
- 3.1.2 The MTS has been refined and updated on an ongoing basis since the opening of the Main Stand in the context of refreshed supporter travel surveys that have been undertaken for home fixtures, most recently in Autumn 2018. This chapter contains a discussion of how the current MTS operates as there are several elements of this that would be transferable to the ETMS.
- 3.1.3 The baseline position also includes information from stakeholder engagement that has been undertaken to produce the ETMS, including meeting with the Transport Working Group (TWG). The TWG is managed and chaired by LFC (with support provided to the Club by Mott MacDonald) and attended by a number of key parties including the Police, Stadium TM (as LFC's designated traffic management company), LCC, Merseytravel, bus operators and the taxi trade. The TWG serves as the principal forum for discussing and agreeing changes to the MTS and will again be used as a forum to discuss ongoing amendments to the ETMS if required.
- 3.1.4 A key difference between matchdays and major event days is that the supporters for matches tend to make the journey to and from Anfield Stadium on a regular basis, in a habitual manner. This is compared to event and concert audiences who are more likely to be one off visitors and therefore less familiar with the local area and how to travel to and from the stadium.

3.2 Supporter Surveys

- 3.2.1 Modal splits for matchday supporter travel have been obtained through a series of travel surveys which were first undertaken in 2013 to inform the Transport Assessment for the Main Stand expansion. A second set of surveys were undertaken in 2015 to assess the change and impact of new Transport Strategy measures that had been introduced. More recently, surveys have been undertaken in October 2018, representing the first round of surveys since the expanded Main Stand opened.
- 3.2.2 The most recent matchday surveys were undertaken for one weekday and one weekend fixture at the end of October 2018. The surveys targeted home fans only to understand how they travelled to and from the stadium, capturing the penultimate mode of travel, before the spectator walked into the stadium.

3.2.3 Table 3 below provides the updated modal share for supporters travel to Anfield for both weekday and weekend fixtures.

Table 3: Modal Split Summary (all ticket types)

Mode	Weekday 2013	Weekday 2015	Weekday 2018	2015-18 Change	Weekend 2013	Weekend 2015	Weekend 2018	2015-18 Change
Bus	6.2%	5.4%	8.6%	3.2%	7.4%	7.7%	11.6%	3.9%
Car	64.3%	63.7%	55.9%	-7.8%	53.5%	52.9%	39.4%	-13.5%
Coach/ Mini Bus	2.1%	1.8%	0.9%	-0.9%	3.9%	3.3%	1.2%	-2.1%
Soccer Bus	2.1%	1.2%	1.6%	0.4%	2.7%	1.9%	1.2%	-0.7%
Taxi	18.6%	17.3%	20.5%	3.2%	24.7%	25.5%	31.1%	5.6%
Train	1.0%	1.0%	0.6%	-0.4%	0.5%	0.6%	1.0%	0.4%
Walk	2.4%	6.3%	5.9%	-0.4%	3.6%	5.1%	8.1%	3.0%
Dropped Off	3.3%	3.3%	5.8%	2.5%	3.7%	3.0%	6.6%	3.6%
Bicycle	0.0%	0.0%	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%
Total	100%	100%	100%	NA	100%	100%	100%	NA

Source: 2013/15/18 Travel Surveys, Mott MacDonald

3.2.4 The results of the supporter surveys in Table 3 show that the proportion of supporters using car as the main travel mode to the stadium has decreased for both weekday and weekend fixtures between 2015 and 2018. This is offset by an increase in supporters travelling to Anfield via bus or taxi. For weekends, almost one third of supporters are now travelling to the stadium by taxi. All other modes recorded minimal change, confirming the dominance of car, bus and taxi within the modal splits.

3.2.5 It is expected that travel patterns for concerts at Anfield will likely draw most similarities with the profile of supporters travelling to weekend football fixtures rather than weekday fixtures, an approach that has been agreed with Merseytravel. This is on the premise that it is expected that the draw of the events at Anfield will attract a wide audience and there will be attendees staying in the city centre's hotels and making onward journeys by non-car modes. Postcode data received from ticket vendors for the Take That concert suggests that 15% of ticket holders have home postcodes outside of the North West and will therefore be more inclined to stay in the city overnight following the concert².

3.2.6 Merseytravel have also highlighted in meetings of the TWG that from their experience of high-profile one-off events; such as the Giants events in 2012, 2014 and 2018, and the Three Queens event in 2015; they anticipate a large proportion of trips originating from the city centre.

3.2.7 The results from the supporter surveys for the origin of where LFC home supporters are coming from is shown in Table 4.

Table 4: Location of where supporters are travelling from to Anfield on matchdays

Journey Origin	Weekday			Weekend		
	2015	2018	Change	2015	2018	Change
Home	72.9%	69.9%	-3.0%	67.4%	58.7%	-8.7%
Hotel	12.7%	21.4%	8.7%	25.3%	36.2%	10.9%
Airport	4.3%	2.7%	-1.6%	4.3%	2.6%	-1.7%

Source: 2013/15/18 Travel Surveys, Mott MacDonald

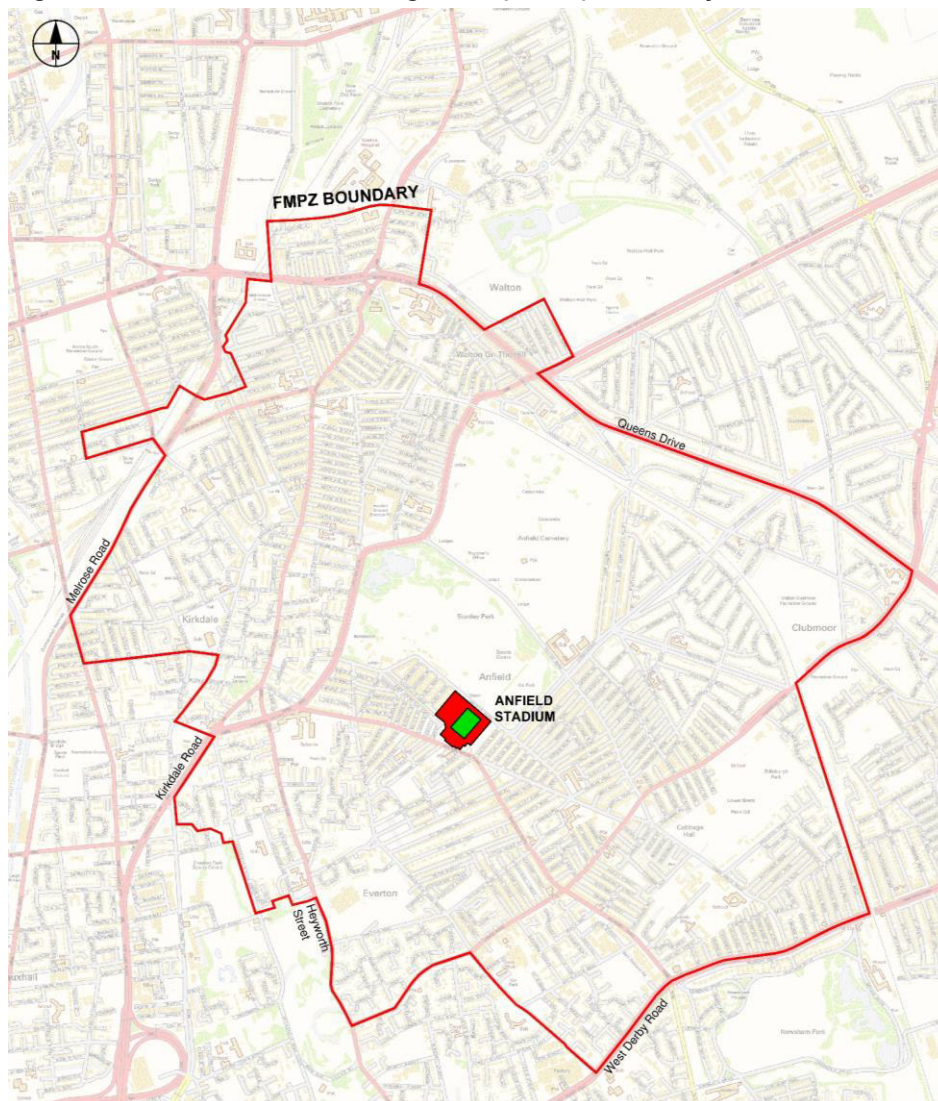
² As of January 2019; using postcode data obtained from See Tickets and Ticketmaster

- 3.2.8 The results of the supporter survey show that over 95% of supporters start their journey to the stadium from home, a hotel or an airport. Since the original survey in 2013, there has been a notable increase in the share of supporters travelling to the stadium from hotels for both the weekday and weekend fixtures, with over a third of supporters now travelling from a hotel for the weekend game.

3.3 Cars

- 3.3.1 Car is a main mode of matchday travel to and from Anfield Stadium. Car parking occurs in a range of on and off-street locations, though on-street parking is restricted by a Football Match Parking Zone (FMPZ) to protect the ability of local residents to park in the area on event days. The boundary of the FMPZ is indicated in Figure 1 below. The geographical extent of this FMPZ was widened to the south west from St Domingo Road to Kirkdale Road as part of the Main Stand expansion.

Figure 1: Football Match Parking Zone (FMPZ) boundary



Source: Mott MacDonald

- 3.3.2 There is a range of off-street private car parking in the vicinity of the stadium; the majority is controlled by LFC, although there are some smaller non-LFC controlled car parks. LFC's controlled parking provision is split between on-site parking at/in close proximity to the stadium and remote parking situated a short walk away from Anfield; this is shown in Table 5.

Table 5: Matchday LFC controlled parking

Location	Standard	Disabled
Matchday LFC controlled parking close to the stadium		
Sir Kenny Dalglish Stand	33	0
Anfield Road	124	25
Stanley Park	1071	45
<i>Sub Total</i>	1228	70
Matchday LFC controlled parking remote from the stadium		
Utting Avenue	600	0
St Domingo Road	300	0
Pinehurst Primary School	55	0
Anfield Junior School	50	
All Saints School	21	
<i>Sub Total</i>	1026	0

Source: Liverpool FC Anfield Stadium Expansion Transport Assessment, Site visit

- 3.3.3 LFC controlled parking for matchday visitors is primarily available at Stanley Park (1,116 spaces) and at Utting Avenue (600 spaces), with the majority allocated as part of hospitality packages. To help distribute arrival and departure times, car parks can be accessed from 5 hours before kick-off and are open until 2 hours after the final whistle. There are 45 accessible parking spaces available within the Stanley Park car park, with a further 25 accessible spaces located in the Anfield Road car park adjacent to the matchday Fan Zone.
- 3.3.4 In addition, there is a range of off-street private (non-LFC controlled) car parking in the vicinity of the stadium, the majority of which is solely used for matchday parking and either not occupied or not operational for other uses on non-matchdays. Several of the car parks are also in operation when Everton Football Club play matches at Goodison Park.

3.4 Taxis

- 3.4.1 Taxis are an important mode of travel to reach the stadium on matchdays. Supporters will often use a taxi to undertake the last leg of a trip made into the city centre by rail, bus or another mode. The high proportion of non-Liverpool residents travelling in from neighbouring boroughs as well as limited parking provisions in the vicinity of the stadium also contribute to the importance of taxis for matchday travel to and from the stadium.
- 3.4.2 The latest figures from the supporter surveys, as outlined above, reflect the growing importance of taxis within the modal share, which has continued to grow for both weekday and weekend fixtures in recent years. The increasing number of supporters staying in hotels, as per Table 4, also represents the importance of taxis to provide a convenient mode of travel for supporters not as familiar with public transport links to Anfield.
- 3.4.3 The increase in the number of hospitality tickets associated with the Main Stand expansion has also contributed to higher taxi use. This has been evidenced in the supporter surveys which indicate that hospitality ticket holders were more likely to travel by taxi than general ticket holders.

- 3.4.4 In the TWG meeting held on 13th November 2018, there was consensus from attendees that taxis are working well to service travel to and from Anfield on matchdays.

3.5 Coach and Minibus

- 3.5.1 Home coach parking is available on Priory Road, and this area can accommodate approximately 35 coaches on the south side of the road. Further coach parking for approximately 15 coaches is available on Arkles Lane (which is used to park the away team coaches on matchdays) and Robson Street. For some matches where further coach parking is required, Utting Avenue is used. Space for a further 10 coaches is also available on Walton Lane, although this space is usually utilised by the Soccerbus service on matchdays.
- 3.5.2 The LFC controlled St Domingo car park is surfaced and marked out to accommodate 74 coaches; this is however usually used for staff parking on matchdays, with the other locations sufficient to support matchday coach numbers.
- 3.5.3 The existing coach bays will be used to accommodate coach travel for the events, with no waiting cones also deployed on the southbound carriageway of Utting Avenue between Hildebrand Road and Pinehurst Avenue to protect the free parking bays for use as coach parking contingency. Further details on estimated coach modal share and provisions to accommodate coaches are contained in Sections 4 and 5.

3.6 Buses

- 3.6.1 A combination of scheduled buses, dedicated buses and Soccerbus provide bus access to and from Anfield Stadium on matchdays:
- **Scheduled bus services:** A number of bus services operate in the vicinity of the stadium, connecting to a range of destinations across the city and surrounding areas. Bus stops at Walton Breck Road, Walton Lane, Breck Road and Priory Road are all within walking distance of the stadium, however some are out of use on matchdays due to road closures, with service diversions in place.
 - **917 bus:** This is a dedicated matchday only service operated by Stagecoach running between the city centre and Anfield Stadium. The first bus departs 3 hours before kick-off for weekend fixtures and 1.5 hours before kick-off for midweek games. Pre-match, buses depart from St John's Lane every 10 minutes, and post-match, buses pick-up supporters from Walton Breck Road. The bus fare is £4 for a return trip or £2.10 each way if buying a single ticket.
 - **501 bus:** This is a further dedicated matchday bus service, operated by Peoplesbus, which only runs post-match. Services pick-up passengers from Walton Breck Road, running from approximately 10 minutes after the final whistle for up to 2 hours, running to Skelhorne Street for Lime Street Station. A single ticket costs £2.00.
 - **502 bus:** An additional service provided by Peoplesbus that is dedicated for matchday only runs from Walton Breck Road via Oakfield Road. The service mirrors the frequency of the 501 service post-match. The service drops passengers off at Skelhorne Street for access to Lime Street Station. A single ticket costs £2.00.
 - **Soccerbus:** The Peoplesbus run Soccerbus provides a direct bus service from Sandhills Station to the stadium (Walton Lane) on matchdays. It runs from 3 hours before each match and provides a return service from Walton Lane to the station for 90 minutes after the final whistle. A return adult ticket on the Soccerbus is £3.50, with a single trip costing £2.00. In addition, a family return ticket (x2 adults, x2 children) is offered for £7.00 and a group return

ticket (x4 adults) costs £10.00. Further discounts are available if passengers buy their Soccerbus ticket when they buy their rail ticket.

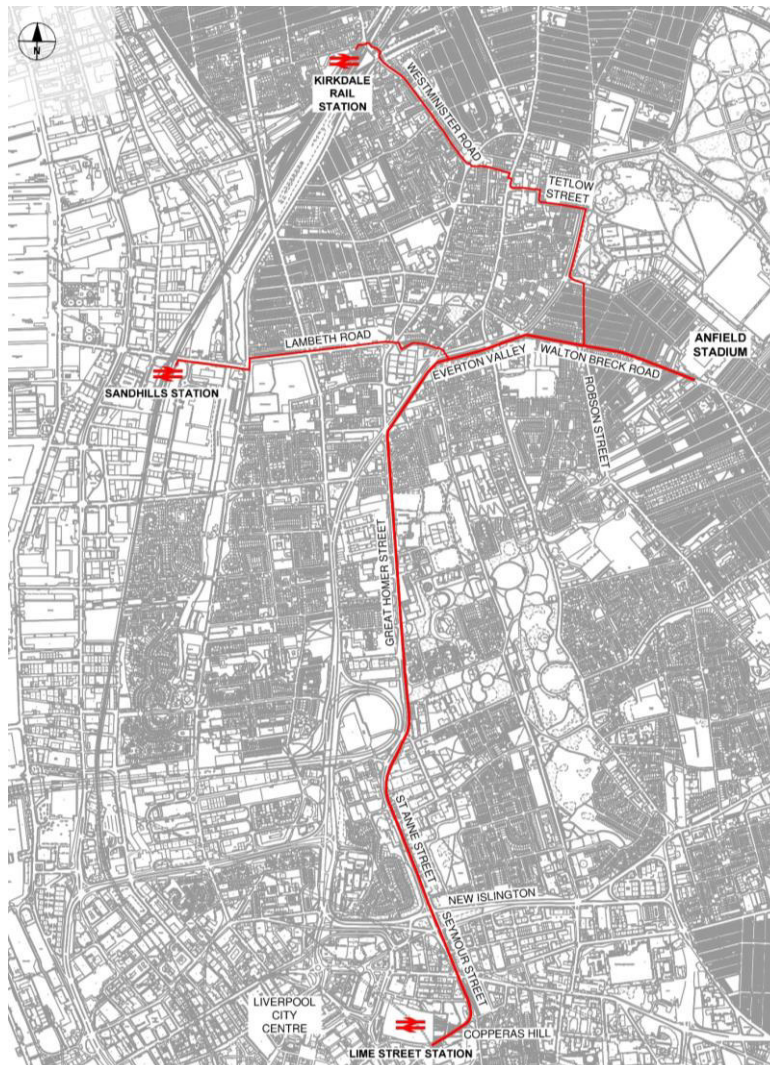
- **Taxi One:** This shared taxi service runs from three and a half hours before kick-off on matchdays between St John's Lane and the marked bays at the junction of Anfield Road and Sleepers Hill. The service costs £2 per adult and £1 per child.

3.7 Walking and Cycling

3.7.1 Prior to the Main Stand expansion, the only signed walk route to Anfield Stadium was from Sandhills Station. A number of directional signs to and from Anfield are located along this route.

3.7.2 As part of the Main Stand expansion a new signed route between the city centre from Liverpool Lime Street Station via Great Homer Street to Anfield was delivered, as shown in Figure 2. Though a number of spectators already walked the 2-mile route between the city centre and the stadium, the new clear signage has increased the visibility of the route, to encourage modal shift away from car.

Figure 2: Signposted Walk Routes to Anfield Stadium



Source: Mott MacDonald

- 3.7.3 From the recent supporter surveys there has been an increase of supporters walking for weekend fixtures (up 3% to 8.1% in total) as shown in Table 3. This is a positive outcome for matchday travel, however it is not expected that large volumes of spectators will be travelling on foot or by bicycle for the major events in 2019 due to the nature of the confirmed events.
- 3.7.4 Spectators to the events may be less familiar with walk and cycle routes around the stadium and are likely to be less appropriately dressed to walk a prolonged distance. The events currently confirmed are likely to finish later than weekday football fixtures and attendees will be less likely to want to walk or cycle back to home or the city centre for hotels or regional public transport connections.
- 3.7.5 Currently, cycling is not a prevailing mode of travel to or from Anfield for supporters; however the Cycle Hub at Stanley Park car park is helping to make this mode of travel more attractive. The Club are continuing to promote cycling as a safe method of travel to the stadium and there is evidence that the Cycle Hub is being particularly well used for midweek games, as noted in the TWG meeting on 13th November 2018.

3.8 Rail

- 3.8.1 There are three rail stations located at a similar distance from Anfield Stadium, all of which are served by Merseyrail:
- **Sandhills Station** is served by trains running to and from all three Northern Line northbound end destinations (Southport, Ormskirk and Kirkby) from Hunts Cross in South Liverpool via Liverpool Central in the City Centre. The Station is 1.3 miles walk from the stadium.
 - **Kirkdale Station** is served by trains running to Ormskirk and Kirkby from Liverpool Central and is a 1.4 mile walk from the stadium.
 - **Bank Hall Station** is served by trains running between Southport and Hunts Cross via Liverpool Central in the City Centre and is also a 1.4 mile walk from the stadium. Sandhills Station is on the same line as this station and is closer to the stadium for walking, therefore it is not typically a particularly popular station for supporters to travel to and from on matchdays; this is likely to be similar for events and concerts.
- 3.8.2 Whilst spectators would be expected to complete the last leg of a journey to the stadium on foot, by taxi or by bus, James Street and Liverpool Lime Street are also important stations for serving Anfield:
- James Street Station is located on the Wirral Line of the Merseyrail network and connects the city centre to destinations across Wirral (including West Kirkby and New Brighton) as well as towards Cheshire (Ellesmere Port and Chester) and North Wales (via Bidston and Chester). The station is a 2.6 mile walk from the stadium or can be reached through interchange at Moorfields Station onto the Wirral Line via Lime Street.
 - Lime Street Station is the largest and busiest station in the city centre, connecting Liverpool to regional and national destinations including Crewe, Manchester and Wigan. The station is a 2 mile walk from Anfield Stadium. Alternatively, the station can be reached via interchange on the Merseyrail Northern line at Moorfields.

3.8.3 Of relevance to this assessment, the times of the last rail services are noted below.

Table 6: Last train departures to key destinations (weekdays)

From	To	Train Operator	Last departure
Sandhills	Southport	Merseyrail	23:44
Sandhills	Hunts Cross	Merseyrail	23:36
Sandhills	Liverpool Central	Merseyrail	23:55
Sandhills	Kirkby	Merseyrail	23:32
Sandhills	Ormskirk	Merseyrail	23:53
James Street	Chester	Merseyrail	23:47
James Street	West Kirkby	Merseyrail	23:37
James Street	New Brighton	Merseyrail	23:52
James Street	Ellesmere Port	Merseyrail	23:32
Liverpool Lime Street	Manchester Piccadilly (via Warrington)	Northern	23:38
Liverpool Lime Street	Crewe	London Northwestern	23:34
Liverpool Lime Street	Preston (via Wigan)	Northern	23:02
Liverpool Lime Street	Manchester Victoria (via St. Helens)	Northern	23:31

Source: National Rail

3.8.4 As observed in Table 6, the majority of last train departures to key destinations across the area are between 23:30 and 00:00 which should allow time for transfer from Anfield Stadium following an event, given the proposed 10.30pm finish times for the three confirmed events in Summer 2019 and the 11pm curfew as per Condition 8 of application 18F/1632. There are few, if any, differences between the last weekday departure times from Sandhills and James Street stations on Saturdays and Sundays, with only minor differences (typically around 10 or 15 minutes) between last departure times for those journeys listed in the table which depart from Lime Street Station.

4 Scenario Building

- 4.1.1 Three Anfield major event audience profiles have been derived, drawing on evidence from other concert venues and professional judgement. For the purposes of this assessment it has been assumed that the catchment for attendance at events and concerts at Anfield would generally be North Wales and the North West (a 1-hour travel time catchment zone); this is based on preliminary market advice obtained from concert / event promoters as well as available postcode data for the Take That concert which indicates that c85% of the ticket holders are from the North West³. They have advised that while a proportion of people would travel from further afield, patrons are more likely to choose to attend a more local date of the same event if available. There may also be a novelty factor to events at Anfield for the first year or so, with local people choosing to attend an event as it is something new or to experience the stadium in a non-matchday setting.
- 4.1.2 The three proposed scenarios are set out below and represent three spectrums of audience type and how this effects potential mode splits:
- **Scenario 1 – Public transport dependent.** This audience would be groups, mainly single sex, who would be looking to drink on the evening or make more of an occasion, with flexible plans and who may therefore be less likely to drive, or would be being dropped off and picked up (for example teenagers). Example events – Take That, boxing or other combative sports.
 - **Scenario 2 – Mixed groups.** This could include families or groups of varying ages. This group may want to travel together, making more use of public transport, possibly from the city centre. Likely some reliance upon private cars. Example events – P!nk, Wrestling or comedy performances.
 - **Scenario 3 – Private transport dependent.** This group would make more use of private coach services or public transport, as well as making their own transport arrangements which may include private cars. Example events – one off, big name acts drawing in people from a wider area or concerts aimed at more mature audiences e.g. Bon Jovi or Paul McCartney.
- 4.1.3 Mode splits for each of these have been assumed, and a strategy set out as to how these could be accommodated across the modes on the transport network. It is expected that the mode splits would follow a profile based on the table below, to determine actual percentages by mode. Table 7 shows how dependent each scenario is upon each mode, based on the characteristics of the audience. This approach has been discussed and agreed with LCC.⁴

³ As of January 2019; using postcode data obtained from See Tickets and Tickmaster

⁴ Meeting held 2nd May 2018

Table 7: Example scenario mode reliance by scenario

Mode	Scenario 1	Scenario 2	Scenario 3
Private Cars	Low	Medium	High
Dropped off	High	Low	Medium
Taxis	High	Low	Medium
Coaches and minibus	High	High	High
Rail	Medium	Medium	Low
Buses (including any special arrangement bus services)	Medium	High	Medium
Walking and cycling	Low	Low	Low

- 4.1.4 This exercise highlights the modes which would be expected to 'work hardest' within each scenario, to allow the development of a strategy. This could include, as examples, ensuring additional coach parking, having specialist public bus services (similar to the matchday 917 shuttle bus) or identifying park and ride opportunities for scenario 2. In all scenarios, marketing and communications to those attending the events would be critical to raise awareness of travel options, as explored further in Chapter 6.
- 4.1.5 Based on the above ratings, the mode splits in Table 8 have been calculated, taking account of the weekday and weekend matchday mode splits from 2018 (see Table 3).
- 4.1.6 In each scenario, the proportion of event goers travelling by each mode is not expected to exceed travel by the same mode on matchdays unless there is known to be capacity or availability to support such a mode split figure.

Table 8: Suggested scenario mode splits or developing strategy

Mode	Matchday (evening) 2018	Matchday (weekend) 2018	Scenario 1	Scenario 2	Scenario 3
Private Cars	55.9%	39.4%	45%	50%	54%
Dropped off (by friends/family)	5.8%	6.6%	8%	6%	7%
Taxis (black taxis and private hire)	20.5%	31.1%	28%	23%	25%
Coaches and minibus	0.9%	1.2%	3%	3%	3%
Rail (local)	0.6%	1.0%	4%	4%	2%
Buses (including any special arrangement bus services)	10.2%	12.8%	8%	10%	5%
Walking and cycling	6.1%	8.1%	4%	4%	4%
Total	100%	100%	100%	100%	100%

*Includes those arriving in to Liverpool by rail to Lime Street and their onward journey from here

- 4.1.7 Using the maximum worst case capacity of 60,000, these suggested scenario mode splits are split out into numbers of people travelling by each mode within Table 9. Where appropriate, expected numbers of vehicles required to support travel by each mode are shown in italics. Detail on the assumptions that have been applied in Table 8 and Table 9, including calculations for numbers of vehicles, are displayed below the table.

Table 9: Numbers of people (and vehicles) associated with each mode under suggested scenario splits based on an attendance of 60,000

Mode	Matchday (evening) 2018	Matchday (weekend) 2018	Scenario 1	Scenario 2	Scenario 3
Private Cars	55.9%	39.4%	27,000 (11,111)	30,000 (12,346)	32,400 (13,333)
Dropped off (by friends/family)	5.8%	6.6%	4,800	3,600	4,200
Taxis (black taxis and private hire)	20.5%	31.1%	16,800 (5,545)	13,800 (4,554)	15,000 (4,950)
Coaches and minibus	0.9%	1.2%	1,800* (36)	1,800* (36)	1,800* (36)
Rail (local)	0.6%	1.0%	2,400* (7)	2,400* (7)	1,200* (4)
Buses (including any special arrangement bus services)	10.2%	12.8%	4,800*	6,000*	3,000*
Walking and cycling	6.1%	8.1%	2,400*	2,400*	2,400*
Total	100%	100%	60,000	60,000	60,000

*Includes those arriving in to Liverpool by rail to Lime Street and their onward journey from here

4.1.8

Assumptions:

- The proportion of visitors using private car and taxi as their main mode of travel to the stadium is assumed not to be any higher than the worst-case matchday for the high scenario. These levels of demand are currently accommodated for maximum capacity matches at the stadium (54,074). In most event instances, the number of ticket holders for a major event will be lower than the capacity of matchdays (see paragraph 1.1.6), meaning the absolute numbers of vehicles behind these percentages would be smaller.
- For the assumed number of vehicles associated with private cars and taxis, vehicle occupancy has been based on the findings from the October 2018 supporter travel survey. Those who travelled by car or taxi were asked to state the total number of people in the vehicle travelling to the match (excluding the driver in the case of taxis). For general admission ticket holders for the weekend fixture, average car occupancy was 2.43, with average taxi occupancy standing at 3.03. Based on our understanding of travel patterns for major events at comparable stadia in the North West, specifically the Etihad Stadium in Manchester, we would expect figures for car and taxi occupancy to be similar for event goers as they are on matchdays, if not higher. Drop-offs were analysed separately as part of the travel surveys and no vehicle occupancy figure is available for the purpose of these calculations.
- For drop-offs and pick-ups by members of the public (and also private hire taxis), this will take place off-street in a designated drop-off/pick-up area situated within the Stanley Park Car Park. This area would be coned off by traffic management staff to ensure it is used for drop-offs only. LFC will be responsible for liaising with LCC and the Club's appointed traffic management contractor for ensuring that the coning and management takes place. More detail on this arrangement and coning and management responsibilities for each event will be provided in the event bespoke ETMPs.
- Coach parking based on marked spaces Priory Road (35 spaces) and Utting Avenue (5 spaces) means c40 coaches can be accommodated (at an assumed capacity of 50 people

per coach). In total, this equates to approximately 2,000 passengers/people. As shown in Table 9 it is not expected that the mode split for coach will exceed 3% (maximum 1,800 passengers or 36 coaches working to a worst case 60,000 attendance) under any of the scenarios. To create coach parking contingency, no waiting cones will be used to prevent car parking in the free parking bays on the southbound carriageway of Utting Avenue between Hildebrand Road and Pinehurst Road.

- Local rail (Merseyrail) is underutilised on matchdays based on previous capacity surveys in 2015, with the recent travel surveys in 2018 suggesting this is still the case, notwithstanding small increases in utilisation of rail services from Sandhills and Kirkdale between the two survey periods. Estimating the number of trains that would be needed to support local rail movements is difficult; however as per the calculations made within the Transport Assessment to support the expansion of the Main Stand, the vehicle figures in Table 9 assume a 3-car service @ 576 people per train with 60% capacity available for events. This equates to an available capacity of 345.6 per train to support travel to and from the event. Given the times that events are expected to finish, it is likely that available capacity for patrons would increase significantly for return travel. The forecasted low numbers of trains that would be required to support rail travel means that travel to major events at Anfield could easily be accommodated within the existing timetabled service pattern. As shown in Table 6, all last services from Sandhills and James Street depart between 23:30 and 00:00, which should give event goers sufficient time to travel home by local rail from all events finishing by 10.30/11pm. It is understood that the three confirmed concerts for Summer 2019 will be finishing at 10.30pm, making travel to and from the event using Merseyrail both feasible and attractive.
- Longer distance rail is likely to play a role in events, providing transport from the wider North West region into Liverpool Lime Street. These ticket holders would then make use of shuttle bus services, taxis or walk onwards to the stadium and have therefore been included within these alternative mode splits. Again, as shown in Table 6, most last rail services from Lime Street to key destinations across the region depart after 23:30 which should enable event goers to travel back towards Lime Street by shuttle bus or taxi and then home by rail from Lime Street for events finishing by 10.30/11pm.
- From a transport perspective, it would be encouraged to ensure the events conclude as early as possible before 10.30pm to help maximise the opportunities to travel to and from the events via sustainable travel modes. This includes to support rail interchange between Merseyrail and regional services from Lime Street.
- Buses would include public services as well as commercially run special 'shuttle bus' services between Anfield and Liverpool City Centre. These special shuttle services are expected to be run by Stagecoach, who also operate matchday shuttle services. Peoplesbus are expected to operate their Soccerbus between Sandhills Station and Anfield.
- Walking is assumed to be lower than for matchdays to reflect the reduced likelihood that event attendees will live in the immediate proximity of the stadium and the fact that the events will be finishing later and have a higher proportion of females in attendance than matchdays. Those travelling by longer distance rail from Lime Street are categorised separately in this strategy whereas for matchday travel, a number are assumed to walk from Lime Street to the stadium.

4.1.9

A key element of the strategy will be ensuring that the above mode splits are not exceeded above their operational capacity and that those attending events are encouraged to consider public transport and special arrangements such as coach packages or shuttle bus services rather than driving to the area. This would be achieved through a combination of ticket sales (i.e. travel and event tickets are sold in combination) and travel planning, whereby sufficient and

clear information on travel options is provided at the point of ticket sale, and further disseminated to ticket holders in advance of the event. As noted under 5.4.4, event communications will also advise that unless a car parking space has been pre-booked, event goers should travel to the Anfield area by an alternative mode.

- 4.1.10 Given attendance at an event is usually a one-off arrangement, and booked quite far in advance, it is more likely that when purchasing tickets, people will consider how they will get to and from the event in good time and plan their travel arrangements accordingly.

5 Event Traffic Management Strategy

5.1 Approach

- 5.1.1 The LFC Matchday Transport Strategy (outlined in Chapter 3) has been used as the basis for preparing this Event Traffic Management Strategy. This has been agreed through meetings of the Transport Working Group and further meetings with key parties who sit on this group, notably Merseytravel, Stagecoach, Peoplesbus and the taxi trade, all of whom will be vital to the successful implementation of the strategy.
- 5.1.2 To develop the strategy, the following stakeholders have been consulted:
- **Bus Operators:** Peoplesbus & Stagecoach
 - **Liverpool City Council:** Urban Traffic Control (UTC), Traffic Management & Highways, Building Control, Parking Services and Licensing
 - **Merseyside Police**
 - **Merseytravel:** Bus, Rail & Active Travel
 - **Pennine Events:** Traffic and Event Management specialists
 - **Stadium TM:** Traffic Management (responsible for implementing the TM strategy on major event days)
 - **Unite the Union:** Representatives of the black taxi (hackney carriage) trade
- 5.1.3 All representatives were present for the TWG meetings held in November 2018, January 2019, February 2019 and March 2019 which included specific discussions on the plans for the events at Anfield.
- 5.1.4 The purpose of this ETMS is to be a document which can be used as a framework strategy for all major events and concerts, regardless of the expected audience profile (outlined in Chapter 4).
- 5.1.5 **It is important to note that operational level detail on all elements of the strategy presented within this chapter will be outlined in the bespoke Event Transport Management Plan (ETMP) being produced for each major event.**

5.2 Traffic Regulation Orders

- 5.2.1 There is a Temporary Traffic Regulation Order (TTRO) operating across Anfield between August - May which covers the closure of Walton Breck Road and Anfield Road on matchdays; it will be updated to allow these closures to occur in June, as required under Planning Condition 3 for 18F/1632. Instruction to amend the TTRO will be submitted by LFC to LCC; LFC would be required to cover any legal costs incurred by the City Council to update the TTRO. The updated TTRO will also cover the use of on lane of Walton Lane as a post-event taxi pick-up area, as discussed at 5.5.11 and 5.5.12 and agreed with the City Council, Unite the Union (as representatives of the black taxi trade) and other key stakeholders at the March 2019 TWG.
- 5.2.2 An Experimental Traffic Regulation Order (ETRO) is also required to change the existing times and hours of operation for the current TRO that enforces the FMPZ. LCC were instructed by LFC to deliver the ETRO in December 2018, extending both the period (now August to June) and hours of enforcement (now from 10am till midnight). As part of the ETRO process, information letters have been produced and delivered to councillors, stakeholders and frontages

to inform them of the ETRO timescales and forthcoming changes to signs. The ETRO could be taken forward to a permanent TRO in time. This would need to be discussed and agreed with LCC Highways, Parking Services and Legal Services. Liverpool Street Scene Services (LSSL), a wholly owned subsidiary of LCC, have been contracted by LFC to manufacture and install the new signage for the FMPZ to enable the ETRO to be enforced.

5.3 Event Transport Plan

- 5.3.1 The following sections set out by mode how event day traffic and transport can be managed; this is split into a Pre-Event and Post-Event Transport Plan. This is intended to act as a framework for the development of a bespoke ETMP for each event.
- 5.3.2 For both the Pre-Event and Post-Event Transport Plan, there is an indicative diagram (Figure 3 and Figure 4 respectively) to demonstrate how all modes will interact around the stadium and an accompanying commentary outlining the strategy by mode. The operational level detail behind these plans will be picked up with the ETMPs.

5.4 Pre-Event Transport Plan

- 5.4.1 This section provides further detail on the Pre-Event Transport Plan that is contained in Figure 3. It provides further details on how travel to the event by each mode will be managed and the location of key sites to serve the stadium, for each mode.

Highways/Parking

- 5.4.2 As per Table 8, the maximum mode split suggested for private car use is 54%, equating to 13,333 vehicles under the worst-case scenario of 60,000 spectators; this mode split is no higher than that which is currently experienced for a matchday. For the Pre-Event Transport Plan there will be several LFC controlled car parks in operation to support demand from private cars. LFC will be pre-selling 100 disabled parking spaces in the Stanley Park car park, with c600 spaces available for pre-booking in the Utting Avenue car park.
- 5.4.3 The location of the car parks both close to and remote from the stadium, and their function for the events, is identified in Figure 3. The Utting Avenue car park is to be used exclusively for pre-booked ticket holder parking, with disabled, staff and operational parking available within the Stanley Park car park. The north of the Stanley Park car park will also accommodate a general drop-off area whilst a disabled drop-off area will be located at the end of Stanley park car park closest to Anfield Stadium. All remaining LFC controlled car parks will be used to support operational and production vehicle parking, namely the Anfield Road car park and St Domingo car parks. The Outside Broadcast area on Anfield Road will also be used to support operational vehicle parking.
- 5.4.4 As part of the communications for the event and to help prevent speculative parking in the area, the official LFC controlled parking sites will be promoted to support the event and pre-event travel communications will make clear that **unless a ticket holder has pre-booked a parking space through the LFC website, they should not travel into the Anfield area by car.** Concert attendees who have not pre-booked a parking space will be encouraged to travel by other modes and in the event that they do need to travel by car, they will be advised to park and ride or park and walk from the city centre.
- 5.4.5 It is likely that other unofficial and private parking arrangements will materialise (as occurs on matchdays). Whilst these are outside of the control of LFC/event promoters they will provide off-street parking facilities for those who do decide to chance driving to the area, ensuring they do

not park on-street within the FMPZ; however, this will be actively discouraged in the marketing and web-based information for the event.

- 5.4.6 The dates of operation of the FMPZ will be extended to cover June to ensure that parking within this area can be managed, with LCC then able to undertake enforcement of the Order and help preserve parking for local residents. This will be through an experimental Traffic Regulation Order (ETRO) as outlined in Section 5.2. Parking enforcement requirements for each event will require prior agreement with LCC as part of each ETMP.
- 5.4.7 By making it clear to patrons that parking in the vicinity of the stadium is limited and coordinating when official car parks are sold out, it is expected that the number of private cars coming into the area on event day can be managed. A similar coordinated communication strategy has been a successful element of the matchday Transport Strategy on matchdays at Anfield, helping to reduce on-street parking and disruption to local residents and businesses. There will be clear communication by LFC and the event promoter via the appropriate channels to communicate when car parks are full for the event.
- 5.4.8 Accessible parking and drop-off for disabled users will be allocated at locations closest to the stadium. As per matchday arrangements, the disabled drop-off bay on Gilman Street will be available for disabled drop-offs, which has a maximum wait limit of 5 minutes to prevent it from being used as parking facilities. An area of Stanley Park car park will also be used to create an additional drop-off and pick-up area for disabled major event ticket holders. Off-street disabled parking will be available on a pre-booked basis through LFC's official website and will be located within Stanley Park car park (100 spaces). This disabled parking provision is over and above the level of official disabled parking available on matchdays (70 spaces).
- 5.4.9 Drop-off (and pick-up) is likely to be as significant as on matchdays and higher for events attracting a teenage or young adult demographic. Consequently, proposals are in place to establish a formal drop-off and pick-up point within the Stanley Park Car Park, as shown in Figure 3. This drop-off area would be separate to the disabled drop-off point. The ETMPs will provide further details on drop-off and pick-up.
- 5.4.10 The focus of transport arrangements to be located around Stanley Park, Priory Road and Arkles Lane arriving towards the stadium from the north via Anfield Road, aims to reduce event footfall and traffic along Walton Breck Road and avoid the need for Walton Breck Road to be closed pre-event, minimising disruption for the local community and maintaining local bus service connectivity on a key route through the area.
- 5.4.11 For the pre-event period and for the duration of each event, Walton Breck Road will remain open but the footways on either side of the carriageway will be widened (which will require barriers and suitable traffic management measures including crossing points) to help ensure safe pedestrian access to the stadium. The specific detail for the installation of crowd control, including the timings for when barriers will be erected, will be documented within the individual ETMP for each event.
- 5.4.12 Barriers and traffic management have been used successfully in the past on matchdays and aim to reduce vehicle speeds on Walton Breck Road without reducing capacity and ensuring two-way flows can be maintained; local service buses will be able to run their normal routes and to their regular timetable, helping maintain local access for the Anfield community.
- 5.4.13 The enforcement of 'no waiting' restrictions will also be required on Walton Breck Road pre-event to avoid drop-offs and pick-ups on the carriageway and to maintain flow on the corridor. Further information on use of barriers and traffic management on Walton Breck Road, such as waiting restrictions, will be confirmed by LFC's Safety Team and documented within the ETMPs.

Anfield Road Closure & Servicing

- 5.4.14 The only full road closure in either the pre-event period or during the event will be at Anfield Road adjacent to the stadium. A risk assessment for Anfield Road (to be appended to each of the ETMPs) has been prepared and this has identified several issues that demonstrate the requirement for a full closure of a section of Anfield Road. This risk assessment highlights the high intensity movement of production vehicles across Anfield Road between the area for operational vehicle parking on the north side of Anfield Road (shown in Figure 3) and the Sir Kenny Dalglish Stand car park for access and offloading in the pre-event period. The road is required to be closed to remove the risk of vehicle impact with other vehicles, vehicle impact with pedestrians and the risk of congestion on Anfield Road.
- 5.4.15 The section of Anfield Road between the security bollards (resident access to both Skerries Road and Alroy Road are unaffected) would be closed for up to three full days before the event to support event operations and servicing. The exact timings for this closure will be confirmed in each of the event bespoke ETMPs.
- 5.4.16 Anfield Road would then be closed on the day of the event to ensure crowd safety. For the post event period, Anfield Road will be closed for up to two full days between the security bollards to support post-event operations. Resident access to Skerries Road and Alroy Road would again be unaffected in the post-event period.
- 5.4.17 Given that construction and servicing requirements will vary on an event to event basis, full details on the pre and post event closure of Anfield Road and the periods when the road will be opened to general traffic will be specified in each of the ETMPs.
- 5.4.18 As shown in Figure 3, the service route for production and operational vehicles before and after the event will be through Stanley Park car park from Priory Road, avoiding the need for large vehicles to travel through the tight residential streets in the vicinity of the stadium and adding any undue local disruption. As referenced in Section 5.2, the TTRO would be updated to allow the closure of Anfield Road to occur in June.
- 5.4.19 Any 'managed/restricted access' restrictions on routes in the vicinity of Anfield Stadium for the pre-event period and for during the event (as occurs on matchdays) to reduce rat running through residential areas, help prevent speculative on-street parking within the FMPZ and retain access for residents and emergency services, will be picked up in the ETMP for each event. This will be enforced by event management staff.

Taxis

- 5.4.20 It is expected that the draw of the events at Anfield will attract a wider audience and there will be a large proportion of attendees staying in the city centre's hotels. Taxis will play an important role in providing a convenient mode of travel for supporters not as familiar with public transport links to Anfield.
- 5.4.21 The capacity of the taxi fleet is difficult to define as it depends upon how many vehicles are available and the length of trips that they do, as to how many trips they can accommodate within the travel window either side of the event.
- 5.4.22 Promotion of the designated black taxi ranks at Sleepers Hill and Walton Breck Road/Houlding Street will be included in event travel arrangement information disseminated to ticket holders. From engaging with Unite the Union's black taxi trade representatives on 20th November 2018, it was noted that given the staggering of trips depending on when an individual or groups will seek to arrive at the event, no special measures are required to support black taxis in the pre-event period.

- 5.4.23 If in operation on major event days, the Taxi One service, which runs on matchdays between St John's Lane and the marked bays at the junction of Anfield Road and Sleepers Hill, will function as per the existing matchday arrangement.
- 5.4.24 In addition to this, a safe off-street drop-off area will be provided within Stanley Park Car Park available for drop-offs by friends and family and private hires. Should this area become congested then additional contingency would be utilised on Priory Road, to be managed by traffic management staff and included within the updated TTRO.

Coaches and minibuses

- 5.4.25 The mode split for coaches and minibuses is not anticipated to exceed 3% (maximum 1,800 passengers or 36 coaches) under any of the scenarios. There would be no need for coaches to be segregated as occurs on matchdays (i.e. home vs away) and parking could be allocated to the bays on Priory Road (35 spaces) and Utting Avenue (5 spaces) with the safe arrival and departure of coaches and their passengers to be managed by dedicated traffic management staff. To create coach parking contingency, no waiting cones will be deployed to prevent car parking in the free parking bays on the southbound carriageway of Utting Avenue between Hildebrand Road and Pinehurst Road.
- 5.4.26 The EMP will set out how it will be ensured that coaches do not park with their engines idling as this can cause a deterioration in air quality and noise disturbance. An individual will be appointed by LFC with the responsibility for monitoring and checking that engines from waiting vehicles are not left running on the day of each event and pre-event guidance will be issued to coach and bus companies to inform them of regulations in relation to parking and layover. A coach driver lounge will also be made available and publicised by LFC to encourage drivers not to stay in their vehicles during the events and to further help reduce any potential disruption in the local area.

Rail

- 5.4.27 No special measures are required to support rail travel. Merseyrail services already operate to Sandhills Station (the closest station) at times which cover access to the stadium and as confirmed in the Transport Communications Meeting held on 17th April 2019, the Peoplesbus run Soccerbus (also referred to as Concert Bus for the major events) will be in operation on event days to connect rail passengers from Sandhills Station to Anfield Stadium at Walton Lane, as shown in Figure 3.
- 5.4.28 Stewards and crowd control may be required help manage pedestrian egress from Sandhills Station, and along the walk route to Anfield Stadium for any rail passengers not choosing to use the Soccerbus. This should be determined based on the expected audience profile for each event, and the likelihood of rail usage, to be discussed with Merseytravel. Details will be set out in the ETMPs based upon the anticipated spectator profile for each individual event.

Buses

- 5.4.29 Public bus services in the Anfield area will operate along their normal routes pre-event as Walton Breck Road will remain open, up until 10pm when the post-event period of road closures commences. Proposals to communicate this will be articulated in the Communications Strategy Plan.
- 5.4.30 Local bus services to reach the vicinity of the stadium from the city centre could prove popular. Given the times of the events intensified use of these services is not expected to disrupt or

severely impact non-event use of the services, with most travel occurring outside of local peak times.

- 5.4.31 Following consultation with Merseytravel and commercial operators of shuttle buses on 21st November 2018 and 21st February 2019, bus operators confirmed they would be able to service the event providing there are ongoing discussions on the likely demand for bus services as a travel mode to and from the events. These discussions have been maintained between LFC and the bus operators and based on forecast audience profile and ticket sale data, operators have confirmed their service requirements for the events in Summer 2019. The proposed locations of where special city centre shuttle buses would drop-off attendees is shown in Figure 3.
- 5.4.32 City centre shuttle buses (expected to be operated commercially by Stagecoach for Summer 2019 from St John's Lane/St George's Plateau) will drop-off and layover at the coach bays on the northbound carriageway of Arkles Lane before the event. Unlike on matchdays, there would be no requirement to separate home and away coaches and given that all coach parking is expected to be able to be sufficiently accommodated between Priory Road and Utting Avenue (even under the worst case 60,000 attendance), the bays at Arkles Lane are available to support shuttle bus movements. In the event that commercial bus operators are unwilling or unable to provide city centre shuttle services, or indeed the Sandhills Soccerbus, for the events, LFC would be required to cover the costs for Merseytravel to provide this service.
- 5.4.33 Stagecoach have also indicated that once their pre-event drop-off has been completed, their buses would leave the area and would not return until c10pm to service post-event movements, helping reduce any potential disturbance in the area. For any shuttle buses which do layover at Arkles Lane, as per 5.4.26, an LFC appointed officer will be on-site to ensure no bus engines are left running and a coach driver lounge will be available on each event day to reduce potential disruption from drivers staying in their vehicles during the events.

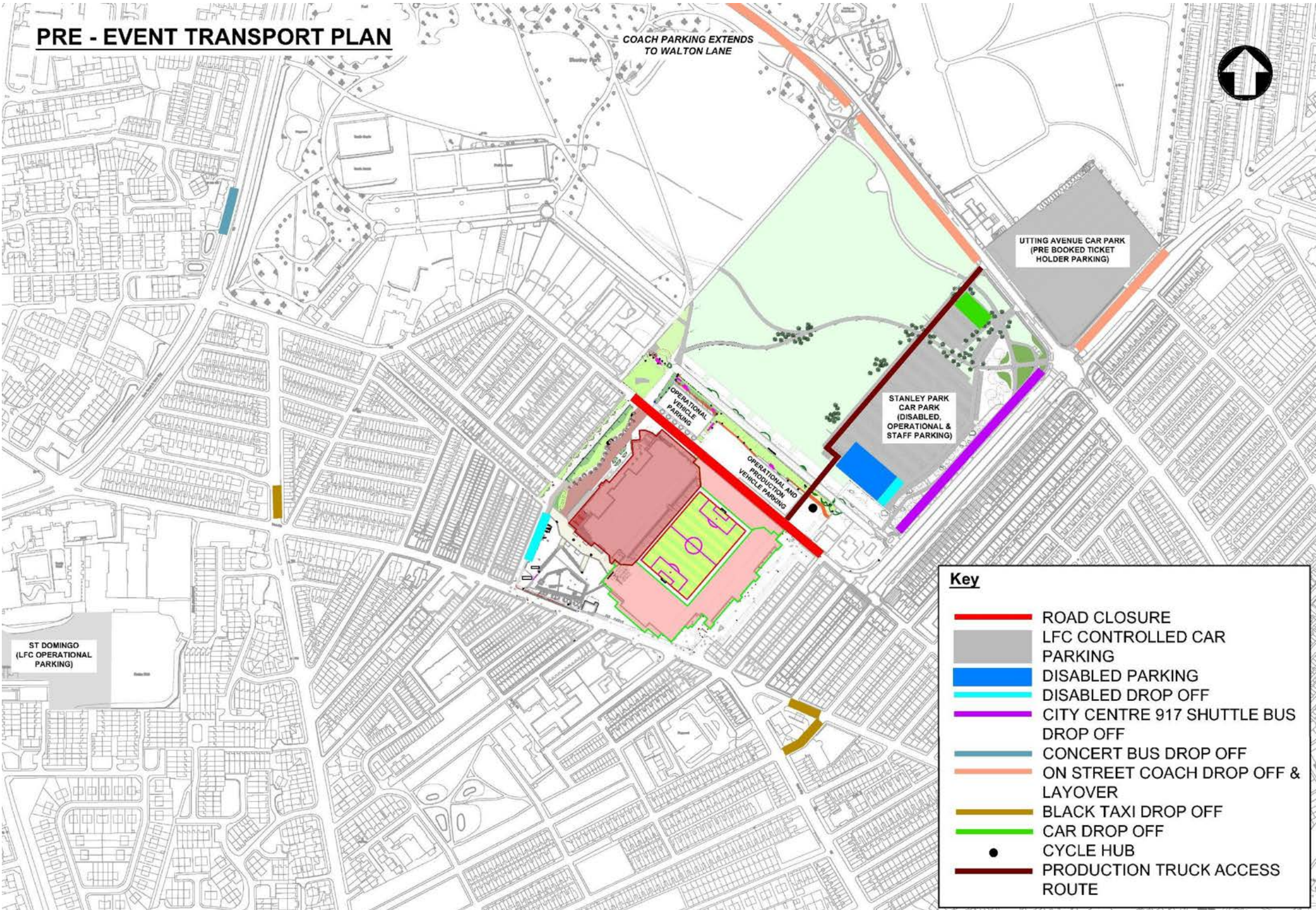
Walking and cycling

- 5.4.34 Walking would be encouraged to and from the city centre via the signed walk route along Great Homer Street (shown in Figure 2). The walk route should be promoted on the event organiser's and LFC's websites and through the travel planning work.
- 5.4.35 Cycle parking can be facilitated at the stadium's Cycle Hub on Anfield Road as shown in Figure 3 and would be free of charge on a first come, first served basis. It is not expected that cycling plays a role in event travel arrangements for ticket holders, however some staff may use this mode.

Staff Travel

- 5.4.36 It is envisaged that most of the staff helping to operate the stadium on the event day would be staff regularly employed by LFC on matchdays, and therefore familiar with travel and access arrangements. For the major events, staff who chose to drive will park (free of charge) in the Stanley Park car park, though all staff are encouraged to travel by sustainable modes, as per the Staff Travel Plan.
- 5.4.37 LFC will communicate to staff to pre-book a parking space, and state that they should not travel into the Anfield area by car if they have not booked a space, and instead be encouraged to travel via more sustainable modes. This will ensure that the capacity of Stanley Park car park can be monitored, and staff will be deterred from driving on the day to park in the area.

Figure 3: Pre-Event Transport Plan



Source: Mott MacDonald

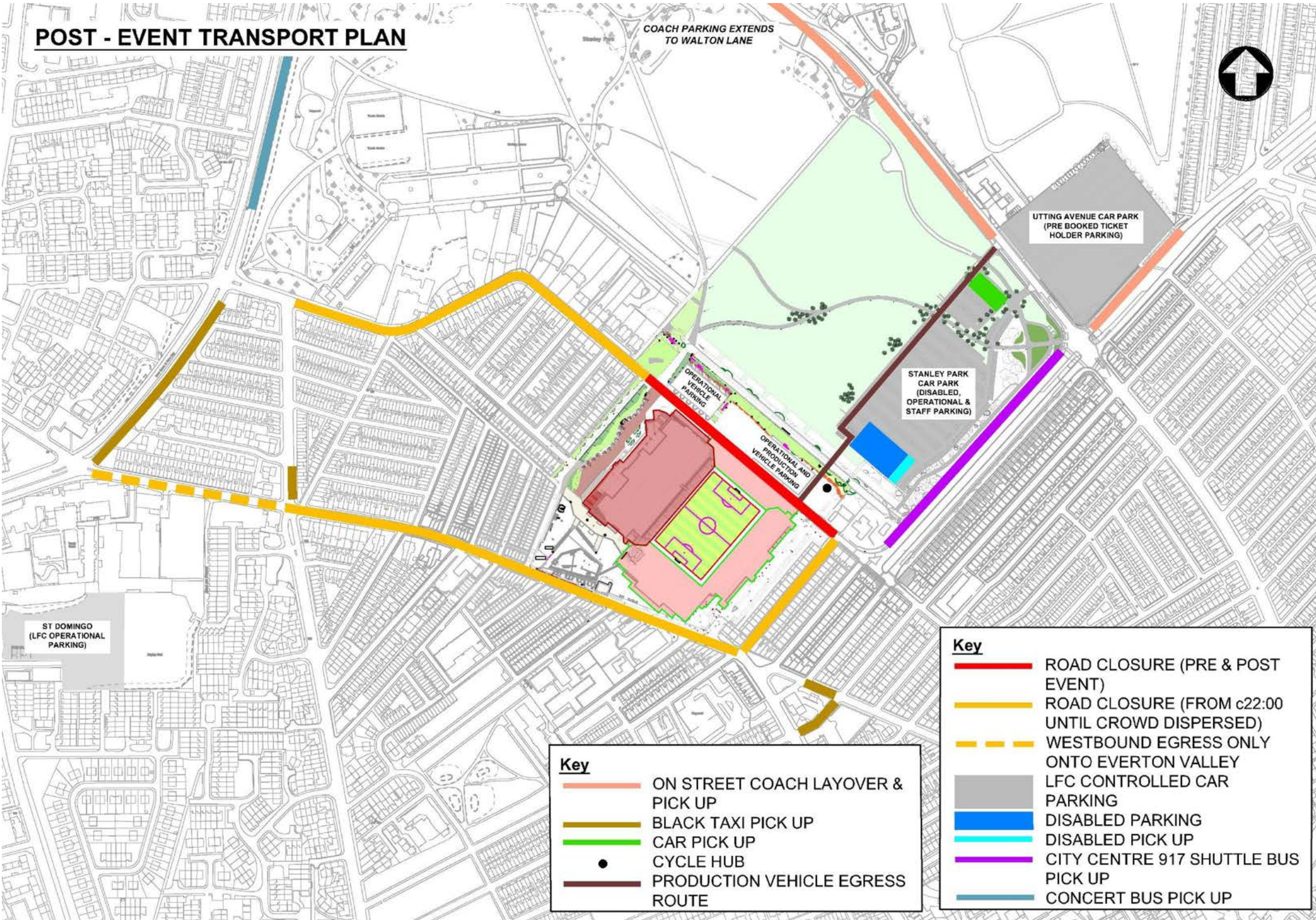
5.5 Post-Event Transport Plan

- 5.5.1 This section provides further detail on the Post-Event Transport Plan that is contained in Figure 4 overleaf. This section provides further details on how travel from the event by each mode will be managed and the location of key sites to service movements from the stadium, for each mode.
- 5.5.2 It should be noted that for some modes, such as private car, rail and coach there are no bespoke proposals that differ from what is proposed in the Pre-Event Transport Plan. Therefore, this will refer back to the Pre-Event Transport Plan.

Highways/Parking

- 5.5.3 As identified in the Pre-Event Transport Plan, parking has been allocated at LFC's controlled site both on-site and remote from the stadium. The sites are shown in Figure 4. It is anticipated that post-event egress from the Anfield area for private cars on the local highway network will largely mirror what occurs on matchdays.
- 5.5.4 As per Figure 4, to improve safe egress from Anfield for pedestrians, it is proposed that from 10pm on the day of each events, Walton Breck Road (between Sleepers Hill and Oakfield Road), Anfield Road (between Alroy Road and Sleepers Hill) and Skerries Road will be closed for a 2-hour period until c00:00 or until crowds have dispersed and it is safe to re-open the road. The stretch of Walton Breck Road between Sleepers Hill and Everton Valley will be closed eastbound and only westbound movements will be permitted to allow vehicles from Sleepers Hill and Robson Street to egress the area. This westbound egress is also required to enable safe egress of black taxis using the Sleepers Hill ranks.
- 5.5.5 The pre-event closure of Anfield Road for the stretch of carriageway between the security bollards would remain in place throughout the duration of the event and for up to a further two days after the event to support the post-event servicing and operations. LFC's Operations team will endeavour to fully re-open the road as early as possible and restore full local highway connectivity. These road closures will be covered by the updated TTRO as per Section 5.2 and full details of post event road closures will be detailed in each of the event bespoke ETMPs.
- 5.5.6 To ensure safe pick-ups by members of the public, a dedicated off-street area within Stanley Park car park will be established. A separate disabled pick-up point will also be established. The safe walking route to be provided from the north end of the stadium through Stanley Park will support this arrangement. Details of the pick-up/drop-off area within Stanley Park Car Park will be included within pre-event communications that are issued for ticket holders.
- 5.5.7 On matchdays at Anfield, a traffic control system, managed by LCC, operates in the post-match period to assist with efficient egress from the stadium area and to help reduce congestion and prolonged delay on the highway network. This system has been finely tuned over a number of years and delivers changes to signal timings on the highway network to improve flow onto key routes, including the A580. The system typically operates automatically and without any manual control on matchdays. However, given the nature of the major events and variations to elements of the typical matchday transport strategy, including pick-up locations for buses and taxis, it is proposed that the UTC Control Room (Urban Traffic Control) will be staffed and the traffic system manually controlled by LCC to proactively manage vehicle egress following the event and enable traffic to exit the area efficiently, dispersing within the wider road network. LFC will be required to meet the cost of staffing the UTC for each major event.

Figure 4: Post Event Transport Plan



Source: Mott MacDonald

Taxis

- 5.5.8 As referenced in the Pre-Match Transport Plan, taxis are becoming increasingly important for matchday travel and are expected to play an important role in supporting movements to and from Anfield for the events. In a meeting with Unite the Union's black taxi trade representatives on 20th November 2018, the taxi representatives highlighted that egress from the Anfield area for taxis needs to be properly managed and that pick-up areas for taxis need to be clearly communicated to improve the efficiency of operations and reduce local disruption.
- 5.5.9 On matchdays, taxis are deterred from servicing Anfield post-match due to the increased footfall from the stadium causing congestion on the local highway network. This therefore means on matchdays that spectators will walk further away from the stadium before flagging a taxi. Given that larger numbers of attendees to the events who will be less familiar with the local area around Anfield, there is a requirement for taxi ranks to be clearly located and readily accessible.
- 5.5.10 As for the pre-event period, marked on-street bays at Houlding Street and Sleepers Hill will be available for use by black taxis post-event. Vehicles picking up at Sleepers Hill will turn right at Walton Breck Road junction and head onto Everton Valley to leave the area.
- 5.5.11 Given the limited number of bays available at Sleepers Hill, in order to regulate pick-ups by black taxis as best as possible, it is proposed to mark off the nearside southbound lane of Walton Lane between Walton Breck Road and Anfield Road for use as a black taxi rank. This was discussed and agreed with the City Council, Unite the Union (as representatives of the black taxi trade) and other key stakeholders at the March 2019 TWG. In essence, this arrangement would serve as an extension of the one lane operation of Walton Lane, given that Soccerbus vehicles for connections back to Sandhills Station will be located in the marked bays on the near side lane north of the Anfield Road junction. The turning point at Anfield Road/Walton Lane will allow taxis to turn around and join the taxi rank on the nearside lane of the city centre bound carriageway and this will be managed by LFC's appointed traffic management company for each event.
- 5.5.12 As a result of the late evening finish times for each of the events, it is considered that Walton Lane has capacity to function as one-lane southbound between its junctions with Tetlow Street and Walton Breck Road in the post-event period without adding undue congestion onto the network. The operation of Walton Lane will be included in the TTRO.
- 5.5.13 To ensure that the Walton Lane and Sleepers Hill bays are used by licenced black taxis only, Unite the Union's taxi representatives confirmed in the ETMS taxi strategy meeting in November 2018 that they will be able to ensure that licensing officers will be stationed on the ground for each event to monitor entry of vehicles into the bays.
- 5.5.14 The proximity of Sleepers Hill and Walton Lane would also enable the area west of Anfield Stadium to be well signposted as the location from which to catch black taxis for post-event travel to onward destinations. The closure of Walton Breck Road will also help ensure pedestrian safety when walking to the taxi ranks.
- 5.5.15 Changes made to the FMPZ through the ETRO will be enforced during the conclusion of each event to also discourage pick-ups in residential areas at the end of the event. Parking enforcement requirements will require prior agreement with LCC as part of each ETMP.

Rail

- 5.5.16 For rail travel, the Post Event Transport Plan will mirror the Pre-Event plan in which no special measures would be recommended to support additional travel. The Merseyrail services already operate at Sandhills Station (the closest station) at times which cover egress from the stadium.
- 5.5.17 All last services from Sandhills and James Street depart between 23:30 and 00:00, which should give event goers sufficient time to travel to destinations across the City Region by rail for all events finishing by 10.30/11pm, especially given that the Soccerbus will be in operation post-event from Walton Lane to Sandhills. It is understood that the three confirmed concerts for Summer 2019 will be finishing at 10.30pm, and given the availability and capacity of rail in the post-event period, travel by Merseyrail is expected to be both feasible and attractive.
- 5.5.18 In terms of rail connectivity to regional destinations from Lime Street, most last services depart after 23:30 which should again enable event goers to travel back towards Lime Street by shuttle bus or taxi and then home by rail from Lime Street for events finishing by 10.30/11pm. For any events finishing later than this, pre-event communications will highlight that interchange time between Merseyrail services from Sandhill and final national rail services from Lime Street may be more limited.
- 5.5.19 As noted for the Pre-Event Transport Plan, stewards and crowd control may be required to help manage queues at Sandhills Station. This will be confirmed in the ETMP for each event.

Coaches and minibuses

- 5.5.20 As identified in the Pre-Event Transport Plan, coach parking has been allocated at Priory Road and Utting Avenue, areas that are currently used for coach parking on matchday. The sites are shown in Figure 4. It is anticipated that egress from the stadium following the event for coaches and minibuses on the local highway network will mirror what occurs on matchdays and therefore require no special measures to support travel.

Buses

- 5.5.21 Following the conclusion of the event, city centre shuttle services will pick-up from Arkles Lane, the same locations at which drop-off will occur, providing connectivity back towards Liverpool city centre. Passengers would queue along Arkles Lane with the first bus filling at the junction with Priory Road, allowing quick egress onto Priory Road towards the city centre. This would enable efficient egress for large volumes of event attendees from the area and mitigating any potential impacts of large crowds for residents in the area. As per the current matchday arrangement, Soccerbus services will pick up at Walton Lane, on the southbound carriageway to the north of the junction with Anfield Road, for connections to Sandhills Station.
- 5.5.22 Full details on shuttle bus operations will be outlined in the ETMPs for each event.
- 5.5.23 Given the post-event road closure of Walton Breck Road, any timetabled service buses which use this route post 10pm will need to be diverted. This will be covered in more detail within each ETMP and consultation will be required with Merseytravel and bus operators to ensure that diversion routes are communicated to bus drivers and the public. As a result of these road closures, it is likely that ticket holders who travelled to the event on a regular service bus would likely make use of a shuttle bus, taxi or another mode of travel for their return journey.

Walking and cycling

- 5.5.24 As outlined in the Pre-Event Transport Plan, walking would be encouraged to and from the City Centre via the signed walk route along Great Homer Street shown in Figure 2.

- 5.5.25 Cycle parking can be facilitated at the stadium's Cycle Hub on Anfield Road, in which egress from the site will occur in the same way as on matchday.

Staff Travel

- 5.5.26 No special measures are proposed for staff travel and allocated spaces for staff will be available in the Stanley Park car park.

6 Consultation & Next Steps

6.1 Consultation

Residents

- 6.1.1 Consultation on the ETMS has taken place in the resident liaison drop-in sessions on Tuesday 8th January, Tuesday 12th March and Tuesday 23rd April at which key messages and information from the ETMS have been discussed with residents. In each of the engagement sessions, LFC and Mott MacDonald have presented the ETMS and demonstrated how comments from residents from previous drop-ins have been incorporated into the latest iteration of the ETMS.
- 6.1.2 Of particular note, feedback was taken on board from residents in the January session on the need to keep Walton Breck Road open for as long as possible on event days in order to retain local access. This is reflected by the fact that Walton Breck Road is only proposed to be closed for a 2-hour period between 10pm and midnight on event days. A Residents' Concert Surgery is also due to take place on Monday 10th June to discuss the finalised ETMS and each of the ETMPs.

Ward Councillors

- 6.1.3 Meetings between LFC and local Ward Councillors from all relevant local wards including Anfield, Everton and all wards covered (even in part) by the FMPZ also take place every month and have done so since September 2018. The ETMS was specifically discussed in the January and February 2019 meetings to help shape the strategy. Feedback from Councillors which has been taken on board for Revision F of the ETMS has included:
- Proposals to ensure that bus/coach engines are not left running during events (See 5.4.26 & 5.4.33)
 - Location for a disabled drop off point for event days (See 5.4.8)
- 6.1.4 The updated ETMS was then discussed in detail with Ward Councillors in the meeting with LFC on 18th March, enabling them to see how their feedback was actioned upon and to highlight the process for developing each of the ETMPs.

6.2 Transport Working Group (TWG) & Event Transport Management Plan (ETMP)

- 6.2.1 Previous meetings of the Transport Working Group (TWG) in November 2018, January 2019, February 2019 have discussed the ETMS in some detail, giving key stakeholders an opportunity to shape and comment on the Pre and Post Match Transport Plan for events.
- 6.2.2 A further meeting of the TWG took place in late March 2019 at which the ETMPs and their operation were discussed in detail with stakeholders and the event promoters. This meeting also served as an opportunity for LFC's communications team and Stadium TM (LFC's appointed Traffic Management Company) to discuss a plan of action to communicate transport proposals and road closures in the build up to each of the events.

6.3 Communication

- 6.3.1 Through the meeting of the Transport Working Group in November 2018, initial discussions were held with LFC's Communications team about the need to disseminate early and clear travel and transport messages to ticket holders and the wider public before the major events begin to take place.

- 6.3.2 'Destination Anfield', the LFC team responsible for delivering the major events, are working with the communications teams of both LFC and the event promoters to ensure that the contents of the ETMS are distributed in a clear, concise and easily interpretable manner. In general terms, information on road closures, where to find event-day timetables for relevant public transport services (including the event shuttle buses), coach and taxi pick-up and drop-off locations, will all be provided. It is recommended that this information is distributed as appropriate using the following means:
- Official websites of LFC, the event promoter, bus companies and Merseytravel
 - Local Press (and possibly press further afield depending on the scale of event locations from which ticket holders are expected to travel from)
 - Social Media (including LFC and the event promoter's official Twitter and Facebook channels as appropriate)
- 6.3.3 Whilst it is understood that a number of elements of the ETMS replicate or bear notable similarity to existing matchday arrangements, it is important that broadcast travel information is carefully checked and made bespoke for the events to avoid any references to matchday operations which aren't in place on event days.
- 6.3.4 The LFC Resident Liaison Officer will also be briefed on the contents of the ETMS to enable them to successfully communicate the contents of the strategy to the local community, specifically focusing on areas of change in the ETMS compared to the existing Matchday Transport Strategy (full details are set out in the Communications Strategy Plan). Consequently, ensuring that the Resident Liaison Manager is adequately briefed on event road closures in the vicinity of the stadium and any changes to bus services (to be discussed and confirmed with bus operators in the lead up to each event) is of utmost importance.
- 6.3.5 The Communications Strategy Plan will include information on travel to/from the event using detail from the ETMS, and will be reviewed by Merseytravel to ensure there is clear and consistent messaging for event-related travel and to assist Merseytravel to develop their own pre-event communications as relevant. This information would be disseminated across the appropriate channels of communication by LFC, the event promoters and Merseytravel.

6.4 Ongoing Review

- 6.4.1 During the initial two-year period of the planning permission, the operation of the ETMS will be discussed on an event-by-event basis (most likely through the forum of the TWG) in order to ensure that continual improvements can be made to the pre and post-match Event Transport Plan.
- 6.4.2 Following each event, conversations between the club, Stadium TM, LCC, Merseytravel and public transport as well as taxi operators will be required to understand the relative success (in transport terms) of each event and to identify potential improvements or changes to the strategy to ensure minimal disruption for local residents and residents and improve the ease and safety with which ticket holders and staff can travel to and from each event. This will include review of potential changes which need to be made to the ETRO for the FMPZ.

Appendices

A. 18F/1632 Planning Conditions

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A. 18F/1632 Planning Conditions



Liverpool
City Council

Certificate issued to:-

Application No:18F/1632

Date Issued: 9 October 2018

Turleys
10th Floor
1 New York Street
Manchester
M1 4HD

PLD

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (GENERAL DEVELOPMENT
PROCEDURE) ORDER 1995**

Location: **Liverpool Football Club, Anfield Road, Liverpool, L4 0TH**

Proposal: **To allow stadium to host up to 6 music concerts or other major events in any calendar year.**

Applicant: **Liverpool Football Club and Athletic Grounds Limited
20 Chapel Street
Liverpool
L3 9AG**

Date Valid: **07/06/2018**

In pursuance of its powers under the above-mentioned legislation, the Local Planning Authority on **09 October 2018 GRANTED** planning permission for the above-mentioned development in accordance with your application, subject to the compliance with the conditions specified on the attached schedule, for the reasons stated.

(see attached)

Head of Planning

SCHEDULE OF CONDITIONS AND REASONS

Condition No	Condition
1	<p>The development hereby approved shall be carried out in accordance with the following drawings and documents unless otherwise agreed in writing by the local planning authority:</p> <p>(i) Drawing Numbers</p> <p>Site and Other Plans included in the Location Plan. LIVM3016 Concert Use Red Line Plan.</p> <p>(ii) Supporting Documents LFC Bats tech note V4 PR CHECKED LFC Bats tech note V5 August update. LIVM3016 Concert Use Air Quality.docx LIVM3016 Concert Use Bat Report. LIVM3016 Concert Use Economic Contribution report. LIVM3016 Concert Use Lighting Assessment Technical Note. LIVM3016 Concert Use Planning Statement(2). LIVM3016 Concert Use Transport Strategy LIVM3016 Concert use Noise Report.</p> <p>REASON: To ensure that the development is carried out in accordance with the approved plans and within the parameters of the grant of planning permission.</p>
2	<p>Unless otherwise agreed in writing, the stadium's playing pitch shall be used solely for the hosting of the following sporting events which shall be limited to the following:</p> <p>(a) Liverpool FC first, reserve, youth and ladies home Association football team fixtures. (b) The screening of Liverpool FC first team away Association football games (c) Other domestic cup competition football fixtures. (d) International (club and national team) football fixtures. (e) Rugby League and Rugby Union fixtures</p> <p>These are known hereafter as sporting events in this decision notice. In addition, the pitch may be used for the purposes of hosting concerts and other major spectator events (which for the avoidance of doubt shall exclude team sporting events but include non-team sporting events) (and which together shall be known as [Major Events] in this Decision Notice) subject to there being no more than 6 Major Events in any one calendar year and none in the month of July for a period of 2 years from the date of the first Main Event, such Main Event to occur within 2 years from the date of this consent.</p> <p>REASON: These are the events that have been assessed and which are considered to be acceptable in terms of their associated impacts</p>

	and the City Council would wish to retain control over the impacts of other events in the interests of the amenity of nearby occupiers
3	<p>Prior to the first use of the stadium for Major Events/ concerts (which for the avoidance of doubt excludes team sporting events as described in condition 2) an Experimental Temporary Traffic Regulation Order (ETRO) to amend the Football Match Parking Zone (FMPZ) Traffic Regulation Order (TRO) and extend the period of its operation, from August to May to August to June, and amend the times of operation shall be made and the associated changes to the existing traffic signs shall be implemented in full.</p> <p>Reason. In the interests of highway safety and to protect the amenity of residents living within the existing FMPZ area to comply with Policies T9 and C7 of the Unitary Development Plan.</p>
4	<p>Prior to the first use of the stadium for Major Events/ concerts, an Event Traffic Management Strategy (ETMS) shall be submitted to and approved in writing by the Local Planning Authority. The ETMS should set out the approach to managing and co-ordinating access, traffic and movements on event days at Anfield Stadium as well as the strategy for marketing travel choices and promoting access by sustainable modes such as public transport, taxis, walking and organised coaches. The ETMS shall include, but not be limited to the following:</p> <ul style="list-style-type: none"> ¿h Operation of the Temporary Traffic Regulation Order (TTRO) for Major Events ¿h Information relating to car parking to serve Major Events ¿h Procedures for liaising with public transport operators, taxi and coach companies, and where to find information relating to those services ¿h A scheme for monitoring indiscriminate on-street car parking resulting from the use of the stadium for Major Events/ concerts and the mechanism for review and identification of any remedial measures that may be required ¿h Such information to be submitted in writing to the Local Planning Authority no less than 3 months prior to an event, or at such other interval as may be agreed in writing by the Local Planning Authority ¿h Arrangements for the event promotor to meet with the Transport Working Group to discuss arrangements for preparing a bespoke Event Transport Management Plan for the Major Event. ¿h A mechanism for monitoring and review of the ETMS and bespoke ETMP for the first 5 years annually from holding the first Major Event at the stadium <p>Reason: To ensure that transport arrangements are satisfactory and that if any issues are encountered and there is an appropriate mechanism to review arrangements the strategy should be changed accordingly. To comply with Policies T9 and C7 of the Unitary Development Plan.</p>

5	<p>A bespoke Event Transport Management Plan (ETMP) shall be submitted to and approved in writing by the Local Planning Authority no less than 3 months prior to each Major Event. The ETMP shall be prepared in accordance with the approved ETMS referred to in condition 4 and should include details of how travel to and from the stadium will be managed and supported relating to the timing of the Major Event and the likely audience profile. The ETMP should include, but not be limited to, the following information:</p> <ul style="list-style-type: none"> ¿h A map showing the FMPZ and details of the TTRO operating in the area ¿h Details of suitable off-street car parking locations in the vicinity of the stadium and in the City Centre, and information of how to book spaces at those car parks ¿h Where to find information on regular bus and rail services for access to the stadium ¿h Details of any special bus, coach or shuttle services being provided for the Major Event, including times of operation, pickup and drop-off locations and seat reservation ¿h Coach parking arrangement associated with the Major Event ¿h Details of taxi services and locations of taxi ranks in the vicinity of Anfield Stadium ¿h A map showing the dedicated and signposted walking route from Liverpool City Centre to Anfield stadium, including distances and approximate walk times <p>Reason: To ensure that transport arrangements are satisfactory and that if any issues are encountered and there is an appropriate mechanism to review arrangements the strategy should be changed accordingly. To comply with Policies T9 and C7 of the Unitary Development Plan.</p>
6	<p>A report setting out the effectiveness of the bespoke ETMP shall be submitted to the Local Planning Authority within 3 months of each Major Event taking place. That report should detail any problems encountered with the ETMP and identify any remedial measures for inclusion in the review of the ETMS in accordance with the requirements of Condition 4.</p> <p>Reason: To ensure that transport arrangements are satisfactory and that if any issues are encountered and there is an appropriate mechanism to review arrangements and change the strategy accordingly. To comply with Policies T9 and C7 of the Unitary Development Plan</p>
7	<p>Prior to the use of the stadium for hosting Major Events, a full and detailed Event Management Strategy (EMS) shall be submitted to and approved in writing by the Local Planning Authority. The EMS shall set out the procedures, policies and arrangements for holding Major Events at the stadium, including, but not limited to, details of the following:</p> <ul style="list-style-type: none"> ¿h Traffic management and car parking in the local area in

	<p>accordance with the ETMS and bespoke ETMP for each Major Event</p> <p>¿h Measures to control noise levels associated with individual Major Events, including deliveries, setting up and taking down of sets</p> <p>¿h Measures to control the idling of coaches attending Major Events</p> <p>¿h Marketing strategy for Major Events including: ticketing options and where to find information relating to public transport services,-</p> <p>¿h Procedures for liaising with the local community prior to, during and immediately after Major Events</p> <p>¿h Procedures for monitoring and managing crowds outside the stadium that are attending the Major Event</p> <p>The management of Major Events at the stadium shall be fully implemented in accordance with the agreed EMS unless otherwise agreed in writing by the Local Planning Authority</p> <p>Reason: To establish measures to encourage more sustainable noncar modes of transport and ensure that the development is sustainable. To comply with Policies T9 and C7 of the Unitary Development Plan</p>
8	<p>No more than six Major Events as specified in Condition 2 shall take place in any calendar year and none in the month of July; of those no more than two, non-concert music events may continue up until 2330 with all concerts and other events finishing by 2300</p> <p>REASON: it is in the interest of residential amenity.</p>
9	<p>Any planting implemented as a consequence of the Main Stand expansion shall be maintained; any planting that dies within 5 years of the landscaping scheme being implemented shall be replaced in accordance with the approved scheme</p> <p>REASON: To ensure the landscaping is delivered in a timely manner</p>
10	<p>During sound checks, rehearsals and Major Events, the music noise level (MNL) measured at a point one metre from the façade of any noise sensitive receptor shall not exceed 75 dB LAeq 15min.</p> <p>REASON: it is in the interest of residential amenity</p>
11	<p>Prior to the holding of the first Major Event at the stadium, a Communications Strategy Plan (CSP) shall be submitted to and approved in writing by the LPA. The CSP shall include, but not be limited to, the following: arrangements for regular liaison with ward councillors; messaging to those attending Major Events at the stadium leading up to, during and immediately after the event; communication channels for local residents leading up to, during and after t Major Events; a mechanism for reviewing feedback received from the local community as a result of holding Major Events. Unless otherwise agreed in writing by the LPA the CSP shall be implemented for all</p>

	<p>Major Events at the stadium</p> <p>REASON: the Council wishes to ensure appropriate communication with residents and councillors in relation to major events and in the interest of residential amenity.</p>
12	<p>No video screen shall be applied to the external elevation of the development until details of that screen have been submitted to and approved in writing by the local planning authority. The details to include an explanation of the hours of use of the screen, the images to be shown and its maintenance. The screen shall only be operated in accordance with the approved scheme.</p> <p>REASON: The screen occupies a prominent location and the local planning authority wishes to ensure that it enhances the surrounding environment.</p>
13	<p>Notwithstanding the provisions of Schedule 3 and Classes 2 and 4 of the Town and Country Planning (Control of Advertisement) Regulations 1992, full details of any signage shall be submitted to and approved in writing by the local planning authority prior to installation.</p> <p>REASON: In order that the local planning authority may retain control and be satisfied of the visual impact and amenity of the proposal.</p>
14	<p>All external lighting fittings shall be orientated so that any measurements taken at any nearby habitable roomed windows do not exceed 6 lux.</p> <p>REASON: To safeguard the amenity of adjacent occupiers in accordance with Policy GEN8 of the Liverpool Unitary Development Plan.</p>
15	<p>There shall be no amplified music within the external concourse area, including any music directed thereto from within the premises, beyond levels agreed with the local planning authority (in conjunction with the Environmental Health Service).</p> <p>REASON: To protect residential amenity and avoid causing noise nuisance to neighbouring premises.</p>
16	<p>Noise control measures must be employed within the development such that sound generated within the commercial entertainment areas contained within the expanded stadium does not give rise to noise levels exceeding NR25 at the boundary of any nearby residential accommodation (expressed in terms of the maximum sound pressure level in each octave band) outside the hours of 0700 - 2300.</p> <p>REASON: To protect the amenity of such residential occupiers</p>
17	<p>The rating level of the noise emitted from any plant shall not exceed the existing background noise level. The noise level shall be determined at the nearest noise sensitive premises. The measurements and assessments shall be made according to BS4142: 1997. 'Method for Rating Industrial Noise Affecting Mixed Residential and Industrial Areas'.</p> <p>REASON: To protect amenity</p>

18	<p>ANFIELD ROAD STAND</p> <p>Approval of the details of the design and external appearance of the Anfield Road Stand development, the means of access thereto and the landscaping of the site (the Reserved Matters) shall be submitted to the local planning authority, prior to 23rd August 2019. The development shall be begun within three years of the date of this permission, or within two years of the approval of the last reserved matter, whichever is the later.</p> <p>REASON: To enable the local planning authority to control the development in detail and to comply with Section 92 (as amended) of the Town and Country Planning Act 1990.</p>
19	<p>Those parts of part of the landscaping scheme relevant to the Anfield Road Stand expansion shall be implemented in full within the first planting season of the additional seats in the expanded Anfield Road Stand being brought into use.</p> <p>REASON: To ensure the landscaping is delivered in a timely manner.</p>
20	<p>The capacity of the Anfield Road Stand shall not exceed 9,000 spectators until an Access / Egress Strategy has been submitted to and approved in writing by the Local Planning Authority which sets design and operational proposals for ensuring the needs of those with mobility or sensory impairments are appropriately considered and addressed. The strategy should address service and employment compliance with the provision as set out in accordance with the requirements of the Equality Act 2010 (Disability Discrimination Act (DDA) 1995) and other relevant guidelines. The report shall provide full details relating to accessible parking, drop off areas, approaches including safe crossings, routes, signage, furniture, lighting, sporting facilities, other facilities associated with the external activities and entrances to the stadium within the site. The report should include detailed fire evacuation strategy for the safe evacuation of disabled people from the stadium.</p> <p>Reason: To ensure that appropriate provision is made for disabled people and the Development is accessible to all with special access requirements in accordance with saved Policy HD19 of the UDP.</p>
21	<p>A Construction Environmental Management Plan for the works to the Anfield Road Stand shall be submitted to the local planning authority prior to those works commencing. No works shall commence until the Environmental Management plan has been approved by the local planning authority. The Environmental Management Plan shall oblige:</p> <ul style="list-style-type: none"> (a) a detailed specification of any demolition works including consideration of environmental impacts and the required remedial measures; (b) details of a scheme for the environmental monitoring of noise, dust and vibration; such details to include the equipment, its location and the operators/contractors who will monitor and manage the equipment; (c) a programme of assessment of the most sensitive receptors, including residential and commercial, where a monitoring programme of impacts will be undertaken as work progresses; (d) a programme of monitoring of permitted noise levels, emanating from the site at the boundary and at noise sensitive facades;

	<p>(e) engineering measures, acoustic screening and the provision of sound installation required to mitigate or eliminate specific environmental impacts;</p> <p>(f) unless otherwise agreed as part of the Environmental Management Scheme and Code of Practice, the operation of site equipment and/or plant and machinery generating noise, that exceeds 65dB (A) Laeq (over a 1 hour period) at the façade of residential or noise sensitive premises shall only be carried out between the hours of 0700 to 1900 Mondays to Friday, 0800 to 1300 on Saturdays and at no time on Sundays and Bank Holidays;</p> <p>(g) an assessment of the presence or absence of asbestos and suitable mitigation measures as appropriate;</p> <p>(h) measures required to contain dust such as debris screens, sheets, water sprays and enclosed chutes;</p> <p>(i) temporary storage of materials on site.</p> <p>All work shall be undertaken in strict accordance with the approved management scheme. The monitoring shall be undertaken for the course of the demolition and construction period and implemented in the approved Environmental Management Scheme at the cost of the development.</p> <p>REASON: To limit the detrimental effect of works on adjacent occupiers by reason of noise and disturbance in accordance with saved UDP Policies C7 and H4.</p>
22	<p>Prior to any works commencing on construction of the Anfield Road Stand the developer shall submit to and have approved by the local planning authority a Noise Monitoring Programme which shall include details of the following monitoring equipment, positioning of equipment, qualifications of the personnel, contact details of the operators/contractors and remote access to data. The approved Noise Monitoring Programme shall be implemented strictly in accordance with the approved scheme.</p> <p>REASON: To limit the effect of works on adjacent occupiers in accordance with save Policy C7 of the UDP.</p>
23	<p>Prior to any works commencing on construction of the Anfield Road Stand a method statement in respect of an Air Quality Management scheme for each period of enabling works within the demolition process to be approved in writing by the Local Planning Authority. The statement shall include the following:</p> <p>(a) an assessment of the presence or absence of asbestos and suitable mitigation measures is appropriate;</p> <p>(b) the inclusion of suitable measures for the containment of dust, such as the use of debris screens and sheets, suitable and sufficient water sprays; enclosed chutes for dropping demolition materials to ground level;</p> <p>(c) the use of enclosures or shields when mixing large quantities of concrete or bentonite slurries;</p> <p>(d) details of the provision for the temporary storage of materials on site with preference to the storage of fine dry materials inside buildings or enclosures, or the use of sheeting as far as practicable with water sprays as appropriate;</p> <p>(e) consideration to the use of pre-mixed plasters and masonry compounds.</p> <p>The Air Quality management scheme shall be implemented in strict accordance with details to be approved, unless otherwise agreed in writing by the local planning authority.</p> <p>REASON: To meet the Council's Air Quality Objectives.</p>

24	<p>No demolition of any part of the existing Anfield Road Stand as hereby permitted shall commence until details of a waste strategy for the those demolition works is submitted to and approved in writing by the local planning authority and implemented in strict accordance with the details to be agreed. The waste strategy shall include specified targets for recycling of materials from the demolished stadium including masonry, glass, timber, and metals and a methodology for monitoring the recycling of materials.</p> <p>REASON: To meet the Councils air quality Objectives and in the interest of residential amenity in accordance with save Policies H4 and C7 of the UDP.</p>
25	<p>Wheel washing facilities shall be provided and utilised at all traffic exits to the site for the duration of the construction period for the Anfield Road Stand, in accordance with details to be submitted to and approved in writing by the local planning authority prior to any part of the work commencing. Such facilities shall be used by all vehicles leaving the site and shall be maintained in working order until completion of the demolition and clearance works. The wheel washing facility will continue to be used until the works are complete.</p> <p>REASON: To ensure that the proposed work does not prejudice conditions of safety and cleanliness along the adjoining highway.</p>
26	<p>No part of the Anfield Road Stand expansion development shall commence until a method statement for site investigation for the purposes of identifying chemical and other potential contaminants on that part of the site and for any measure necessary to decontaminate the site shall be submitted to and agreed in writing by the local planning authority. The report shall include an assessment of materials to be imported into the site (if any). All measures specified in the approved report shall be undertaken in accordance with the relevant code of Practice and Guidance Notes, and completed to the satisfaction of the local planning authority to be confirmed in writing and prior to any development on any part of the application site affected by such contaminants.</p> <p>REASON: To ensure the safety and amenities of future occupiers are not prejudiced in accordance with save Policy H4 of the UDP.</p>
27	<p>No part of the works to the Anfield Road Stand as herby permitted shall commence until details of the proposed location of site compound(s) and the parking areas for construction traffic and match day parking during the demolition period shall be submitted to and approved in writing by the local planning authority.</p> <p>REASON: It is in the interests of the amenities of adjacent occupiers in accordance with saved Policy H4 of the UDP.</p>
28	<p>Prior to the works for the Anfield Road Stand commencing, details of the programme for the erection and location of artistically designed hoardings shall be submitted to and approved in writing by the local planning authority and thereafter be implemented and maintained around the site during construction works in accordance with the approved details.</p> <p>REASON: It is in the interest of visual amenity in accordance with Policy HD18 of the UDP.</p>

29	<p>Prior to the construction of the Anfield Road Stand to which outline permission is hereby granted commencing, samples of all materials to be used in the external finishes shall be submitted to, and approved in writing by, the local planning authority and the scheme shall be implemented strictly in accordance with the approved materials.</p> <p>REASON: In the interest of visual amenity in accordance with saved Policies GEN3 and HD18 of the UDP.</p>
30	<p>No submission of reserved matters for the Anfield Road Stand shall differ from the principles of scale, massing and height specified in the approved Design and Access Statement.</p> <p>REASON: It is in the interests of the visual amenity of the area, and to ensure that the development is carried out in accordance with the principles of mitigation set out in the Environmental Statement to minimise the environmental effects of the development.</p>
31	<p>The capacity of the Anfield Road Stand shall not exceed 9,000 spectators 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 Transport Strategy (Document C1/3) and include the following works:</p> <p>Measure 3.0: Extension to coach parking facilities (figure 12.13)</p> <p>REASON: It is in the interests of highway safety and in accordance with saved Policy T9 of the UDP.</p>
32	<p>The residential units on the upper tier of the expanded Anfield Road Stand shall be acoustically insulated in accordance with a scheme to be submitted to and approved by the local planning authority (in consultation with the Council's Environmental Health Service) which shall be installed to their satisfaction prior to the use hereby permitted commencing.</p> <p>REASON: It is in the interests of the amenity of occupiers of the proposed dwellings.</p>
33	<p>DEMOLITION</p> <p>During demolition works on any part of the site:</p> <ul style="list-style-type: none"> (a) the best practical means available in accordance with British Standard Codes of Practice BS5228 Part 1: 1997 shall be employed at all times to minimise the emission of noise from the site; (b) vehicular accesses to adjoining and opposite premises shall not be impeded at any time; (c) no waste or other burning material shall be burnt on the application site; (d) a suitable and sufficient means of suppressing dust must be provided and maintained, including the adequate containment of store or accumulated material so as to prevent it becoming airborne at any time and giving rise to nuisance. <p>REASON: To limit the detrimental effect of demolition and construction works on</p>

	adjacent occupiers by reason of noise and disturbance in accordance with save Policies C7 and H4 of the UDP.
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INFORMATIVES

The grant of planning permission requires the applicant to seek the implementation of an 18month experimental Traffic Regulation Order, the effect of which will alter the current Football Match Parking Zone with the signage updated to read August to June including changes to operating times.

Additionally, the Temporary Traffic Regulation Order that covers the closure of Walton Breck Road and Anfield Road annually is updated to allow these closures to occur for the proposed events, this Order typically runs from August to May inclusive.

The Traffic Regulation Order process is a lengthy legal process involving statutory public consultation and the applicant should allow an average of 6 months from instruction to implementation. All costs incurred by the Highway Authority will be required to be met by the applicant.

A number of conditions require that information is submitted to and agreed by the LPA either prior to commencement of occupation of the development. Information has already been submitted to and approved by the LPA pursuant to the original planning permission (ref: 14F/1262) for the following conditions to that permission (cond nos. 5, 6, 7, 9, 10, 11, 12, 14, 15, 16, 19, 20, 21, 24, 25, 28, 30 and 31) and no further approvals are necessary in respect of those details.

NB. This permission has been granted subject to the applicants entering into a legal agreement under Section 106 of the Town and Country Planning Act 1990. Details of the agreement are available on request.

The applicant is advised that all necessary off-site highway works shall be carried out by means of a Section 278 Highways Agreement and all highway materials removed shall be reclaimed by the City Council. In this respect, the applicant should contact the Council's Highway Management Section on telephone number 0151 233 5241.

There are areas of adopted highways that necessitate a Stopping-Up of the highway and the highway status removed. All closures required shall be at nil cost to LCC.

In the first instance the applicant is requested to contact Mr Michael Cassidy on 0151 233 5230 to progress these works.

Liverpool City Council is the street name and numbering authority and has the responsibility of allocating postal addresses to new properties and existing properties converted to residential. All street name and numbering must be managed and agreed appropriately in accordance with LCC standards and policy. Please contact Miss Zita Carroll on 0151 233 5240 to progress these works.

Reasons for Approval - Positive Planning

The decision to grant permission and impose any conditions has been taken having regard to the relevant policies and proposals in the Liverpool Unitary Development Plan 2002. The Local Planning Authority have worked with the applicant in a positive and proactive manner based on seeking solutions to problems arising in relation to dealing with a planning applications and have implemented the requirement in NPPF para 187.

The Head of Planning acknowledges the letter, dated 11th September 2014, from Liverpool Football Club to Level Playing Field (LPF) in which the Club commit to continue their current approach on access matters by consulting with LPF through the Liverpool Disabled Supporters Association and through the Liverpool FC Supporters' Committee Disabled Supporters' representatives.

NOTES FOR PLANNING DECISION NOTICES

OTHER CONSENTS

This permission refers only to that required under the Town and Country Planning Acts and does not include any consent or approval under any other enactment, byelaw, order or regulation. In particular, if building alterations are involved these may also require consent under the Building Regulations and before commencing work this aspect should be discussed with Building Control (Email: building.control@liverpool.gov.uk Tel: 0151 233 4458/ 4467). Where a building regulations approval is obtained and this requires changes from your planning permission, revised drawings must be submitted to the Divisional Manager Planning.

COMPLIANCE WITH THE PERMISSION/CONSENT

It is important that this permission/consent is implemented strictly in accordance with the plans approved by the consent. Where a planning permission is granted subject to conditions it is important that these are fully complied with. Non-compliance with the conditions of the permission/consent may well result in a Breach of Condition Notice being served on you or any other appropriate enforcement action required to remedy the breach of planning control.

APPEALS TO THE PLANNING INSPECTORATE

If you are aggrieved by the decision of the city council as local planning authority then you can appeal to the Planning Inspectorate. *Please note, only the applicant possesses the right of appeal.*

If you want to appeal, then you must do so within **six months** of the date of issue of this notice.

The Planning Inspectorate have introduced an online appeals service which you can use to make your appeal online www.gov.uk/government/organisations/planning-inspectorate. The Inspectorate will publish details of your appeal on the internet (on the Appeals area of the Planning Portal). This may include a copy of the original planning application form and relevant supporting documents supplied to the local authority by you or your agent, together with the completed appeal form and information you submit to the Planning Inspectorate. Please ensure that you only provide information, including personal information belonging to you that you are happy will be made available to others in this way. If you supply personal information belonging to a third party please ensure you have their permission to do so. More detailed information about data protection and privacy matters is available on the Planning Portal.

If you do not have access to this service, forms can be obtained from Initial Appeals, The Planning Inspectorate, Temple Quay House, 2 The Square, Temple Quay Bristol, BS1 6PN. (Tel: 0303 444 5334 or e-mail: enquiries@pins.gsi.gov.uk). *You must use a Planning Appeal Form when making your appeal. If requesting forms from the Planning Inspectorate, please state the appeal form you require.*

PURCHASE NOTICES

If the local planning authority or the Office of the Deputy Prime Minister refuses to grant permission to develop land or grants it subject to conditions, the owner may claim in certain circumstances that the land has become incapable of development. In these circumstances, the owner may serve a Purchase Notice on the Council under Part VI of the Town and Country Planning Act 1990, requiring the Council to purchase the owners interest in the land.

COMPENSATION

In certain limited circumstances, a claim must be made against the local planning authority for compensation. The circumstances in which compensation is payable are set out in Parts VI and V of the Town and Country Planning Act 1990.

NEW RESIDENTIAL DEVELOPMENT

In order to ensure that minimum disruption occurs once a development is completed; developers are asked to contact all the public utilities to ensure that adequate services are provided at the outset. In particular developers are asked to contact the Cable TV provider

PUBLIC NOTICE – PARTY WALL ETC. ACT 1996

From the 1 July 1997 any person intending to carry out works affecting party walls or involving excavations for foundations adjacent to a party wall will be required to serve notice on all adjoining owners before work commences. You are advised to engage the services of a private surveyor to act on your behalf in any formal private procedures and agreements that you are now required, by The Party Wall etc. Act 1996, to enter into.

Failure to comply with the Act may result in civil action being taken against you.

