TRANSPORT ASSESSMENT



25 NOVEMBER 2013

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1. Introduction

1.1 Background and Context

Mott MacDonald has been appointed by Manchester City Football Club to prepare a Transport Assessment and Travel Plan in support of a planning application to extend the North and South Stands and deliver additional pitch side seating through an expanding the seating capacity of the Etihad Stadium from its existing level of 47,670 to a maximum of 62,170 seats. The proposals include the refurbishment of the existing concourse to provide additional corporate space in each of the stadium's four corner 'quadrants' encouraging people to dwell longer and dissipate the impact of traffic demand. This expansion will be achieved through the provision of around 12,500 additional seats across the two stands, plus an additional 2,000 pitch-side seats.

The primary purpose of the stadium is as a facility to host first team football matches. Outside of the football season, a much smaller number of non-match events such as concerts are held at the stadium. For some of these events the pitch area is available for use by spectators; consequently the stadium capacity can be higher than for football matches. The football focussed nature of the stadium ensures that such non-match events are occur predominantly out-of-season.

The stadium expansion may be undertaken in two phases, with the South Stand being extended during Phase 1, followed by the North Stand in Phase 2, or both stands may be extended simultaneously. Each stand will provide a maximum of 6,250 additional seats and it is anticipated that if phased, the first phase will be complete and operational for the start of the 2017/2018 football season. The additional pitch side seating will be delivered as a subsequent phase of works once the stands are completed.

This Transport Assessment, which has been prepared in constant consultation with key stakeholders, establishes the baseline transport conditions and presents the proposed transport strategy to enable the safe and efficient movement of people and vehicles which will be generated by the additional seating capacity at the stadium.

Within this Transport Assessment, a range of mitigation measures are presented which will aim to reduce the travel impact associated with spectator travel to the site. This Transport Assessment is also accompanied by an Interim Staff Travel Plan which provides a suite of initiatives to encourage staff from the stadium to travel to work using sustainable modes.

1.2 Scope of the Assessment

In the preparation of this report, regular meetings have been held with the planning and highways departments of Manchester City Council, and subsequently a scoping assessment was issued to the Council and other stakeholders.

It should be noted that this Transport Assessment focuses on the safe and efficient movement of large numbers of people during a relatively short time period by a wide range of modes of transport, and in particular improving links with the nearby city centre and other surrounding transport hubs / opportunities. The assessment is therefore not road capacity oriented, and does not propose highway improvements to facilitate additional access to the local area by private car.

The assessment is focused on improving access within an area within a 20-25 minute walk time of the stadium (based upon a 1.4 metres per second walk time). The extent of this is discussed further in Chapter 2. The key rationale behind this is that, within such a distance, there is substantial non-car and remote parking infrastructure which is currently available and under-used outside commuter peaks. The combination of accepting practical 'caps' on highway network capacity, and encouraging use of other modes makes best use of available infrastructure without overproviding road capacity in East Manchester outside of 'event days'. To simply 'predict and provide' road capacity to cater for additional demand would result in increased severance and would be detrimental to adjacent communities and the environment.

Following this introduction, the document is structured as follows:

- Chapter 2 provides a summary of the local context of the Etihad Stadium, including a definition of the area of interest for this Transport Assessment. It also describes the existing site layout and discusses the existing stadium catchment based upon season ticket holder postcodes;
- Chapter 3 describes the methodology employed to produce a Transport Strategy for the Etihad Stadium expansion, detailing the data collection and analysis processes followed and the consultation events undertaken;
- Chapter 4 provides a summary of best practice from other stadium expansion projects from around the UK and Europe. This section highlights the measures that have been employed elsewhere and draws up a selection of benchmark stadia from which the strategic measures are drawn;
- Chapter 5 deals with the local and national policy that relates to the construction and expansion of large venues including football stadia, including any stipulations of particular relevance to this Transport Assessment;
- Chapter 6 describes the schedule of events that makes up a typical recent year for the Etihad Stadium. This includes both national and international football matches, rock and pop concerts and any other large trip attractors that might be held at the site. A typical attendance profile for events is defined and any existing event management plans are discussed;
- Chapter 7 defines the existing transport characteristics of the stadium, reviewing existing mode splits as determined by recent behavioural surveys undertaken at both weekday and weekend matches. Each existing transport option is discussed, with consideration given to existing traffic flows, parking demand, and generated pedestrian journeys. The existing Controlled Parking Zone associated with the stadium is also discussed in this chapter;
- Chapter 8 provides an outline of stadium expansion proposals and looks at phasing, as well as any additional committed and planned developments that may impact upon the stadium and its associated transport strategy;
- Chapter 9 provides a summary and analysis of the stakeholder engagement undertaken as part of the transport strategy formation, detailing the outcomes of meetings with key interested parties, transport operators and members of the public;
- Chapter 10 provides a commentary on the methodology utilised to derive target mode splits for each mode of travel to the stadium.
- Chapter 11 presents the transport strategy and outlines each of the proposed interventions in turn.
- Chapter 12 provides a summary of this Transport Assessment.

2. Stadium and Local Context

2.1 Etihad Stadium

The Etihad Stadium is the home of Manchester City Football Club (MCFC) and is positioned within a nationally and internationally renowned multi-event sports hub. The stadium began its existence as the centre piece of the 2002 Commonwealth Games where it hosted track and field events and was the venue for the opening and closing ceremonies. For these events, it had a capacity of 25,000. Following the Games, the stadium was converted to a purpose built football stadium and its seating capacity was increased to its current level of c.47,670, and at which time it became home to Manchester City Football Club. It has been their home ground ever since and it was renamed the Etihad Stadium in 2011, with the Stadium and the wider site surrounding the ground becoming known as the Etihad Campus. Prior to that Manchester City Football Club played at Maine Road's stadium in South Manchester which was tightly constrained by housing with little parking and poor road infrastructure. The substantial investment in East Manchester Infrastructure was part of a wider regeneration strategy.

In 2008, developments such as the building of the BT City Square Fan Zone, and the City@Home Offices were completed.

A wide range of other leisure and community facilities are located on the wider Etihad Campus, which also host major events. These are as follows:

- National Cycling Centre;
- National Squash Centre;
- Regional Athletics Centre; and
- Manchester Tennis and Football Centre.

Construction is currently underway to establish the Manchester City Football Academy on an adjacent site and construction is also underway on the Beswick Community Hub located to the south of the stadium complex.

The stadium and the surrounding uses have hosted significant events for over ten years, and this will continue in the future. The associated transport access and crowd management strategy for the Campus has therefore been well established, and refined to meet the needs of different types of events. These are still and will continue to be predominantly football focussed.

The Transport Strategy presented in this report is an evolution of the existing strategy which regularly facilitated 48,000 people and builds upon the strengths and opportunities available. Mitigation measures are proposed to help address existing access issues which have been identified during the course of this work, and also to effectively manage the additional people which the improved stadium will generate. This Transport Assessment is focussed on the subject of the planning application – the expansion of the stadium. We stress that this is not a 'new build' stadium.

2.2 Site Location and Study Area

The stadium is located to the east of Manchester city centre and is bordered by Ashton New Road to the south, Alan Turing Way to the east and the railway line to the north and west. Alan Turing Way forms part of Manchester's intermediate ring road. The Ashton Canal and the new Metrolink line run through the site to the north of the stadium. The site is surrounded by a mixture of residential and retail land uses, with some industrial use to the north and west. The site is accessible by a range of modes, with a new Metrolink stop, 'Etihad Campus' within the grounds, as well as a bus routes along Ashton New Road and Alan Turing Way. Within the site boundary, there is designated car parking for cars, corporate supporters and coaches. Provision is also made for pedestrians and cyclists, including cycle parking, marked cycle routes and wide, level walkways with a signed designated route into the city centre called 'City Link'.

Figure 2.1 (overleaf) presents the Strategic Transport Context of the area within Greater Manchester, highlighting the key public transport connections in the area, and showing how the site links with the surrounding area.

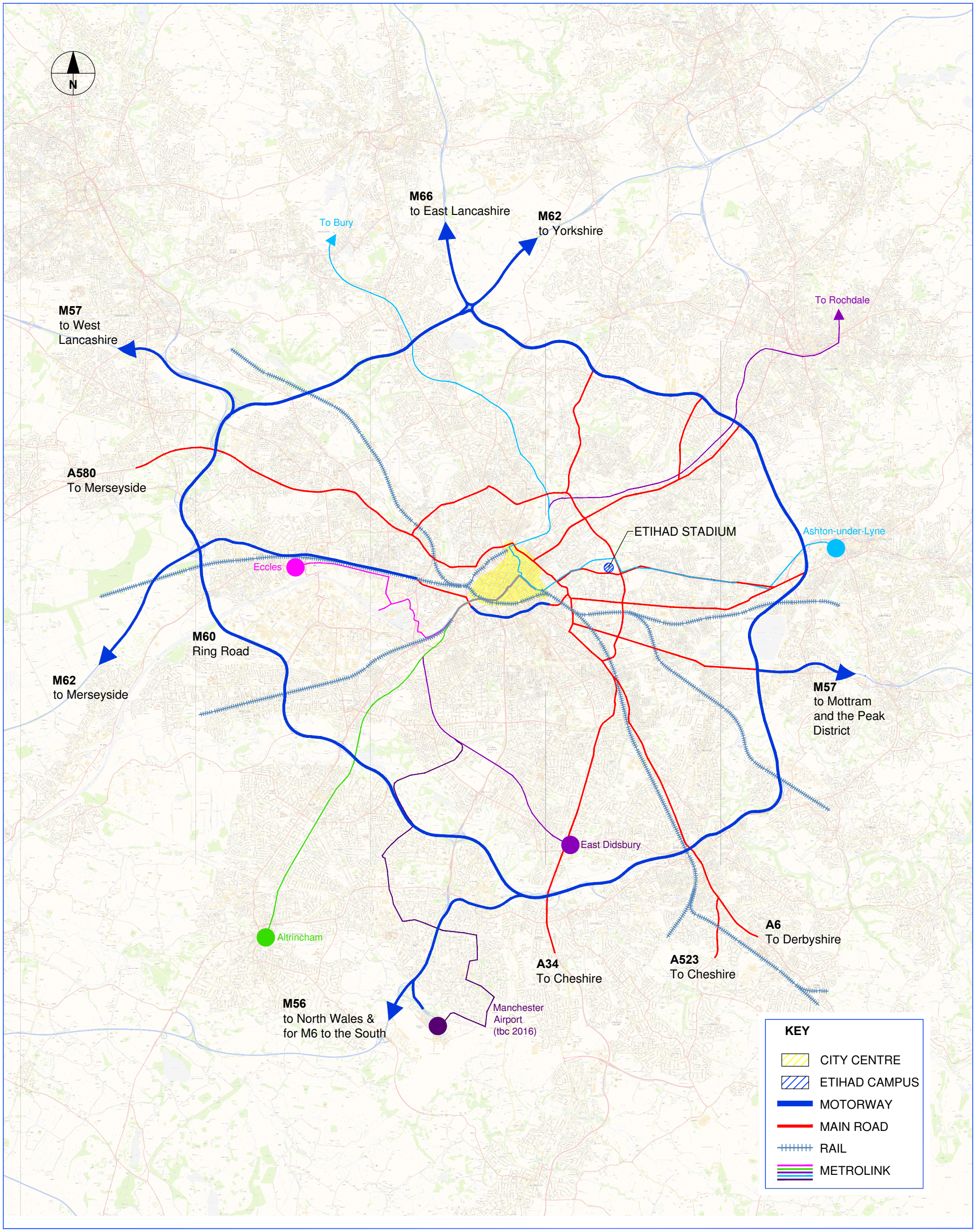

FIGURE 2.1 STRATEGIC CONTEXT

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2.3 Local Context

Beyond the Campus, the area comprises a mixture of commercial and residential uses. This includes the neighbourhoods of Beswick, Clayton, Openshaw and Miles Platting. The historic Philips Park is located to the north east, and the Eastlands District Centre, including an Asda superstore and McDonald's, is located to the East. There is a car dealership located immediately to the south west of the Site.

The main focus of the Transport Assessment is the extent contained within a 20-25 minute walk time of the stadium, based on an average walk speed of 1.4 metres per second. The extent of this can be seen in Figure 2.2. This area incorporates the large majority of the off-site car parks, as well as the public transport options including Metrolink, bus and train (Ashburys). Just outside of the extent are other key transport hubs such as Manchester Piccadilly station which is used to provide a connection from the outer lying areas to reach an acceptable walk distance to the stadium, for example getting the train to Piccadilly from outside Greater Manchester and then walking to the stadium. It is within the 20-25 minute walk time that transport issues become most critical, hence our agreed focus of attention to this area.

2.4 Site layout

The existing site layout is shown in Figure 2.3 and demonstrates the context of the site in terms of its access points and internal layout, with the on-site car parks and bus stops.

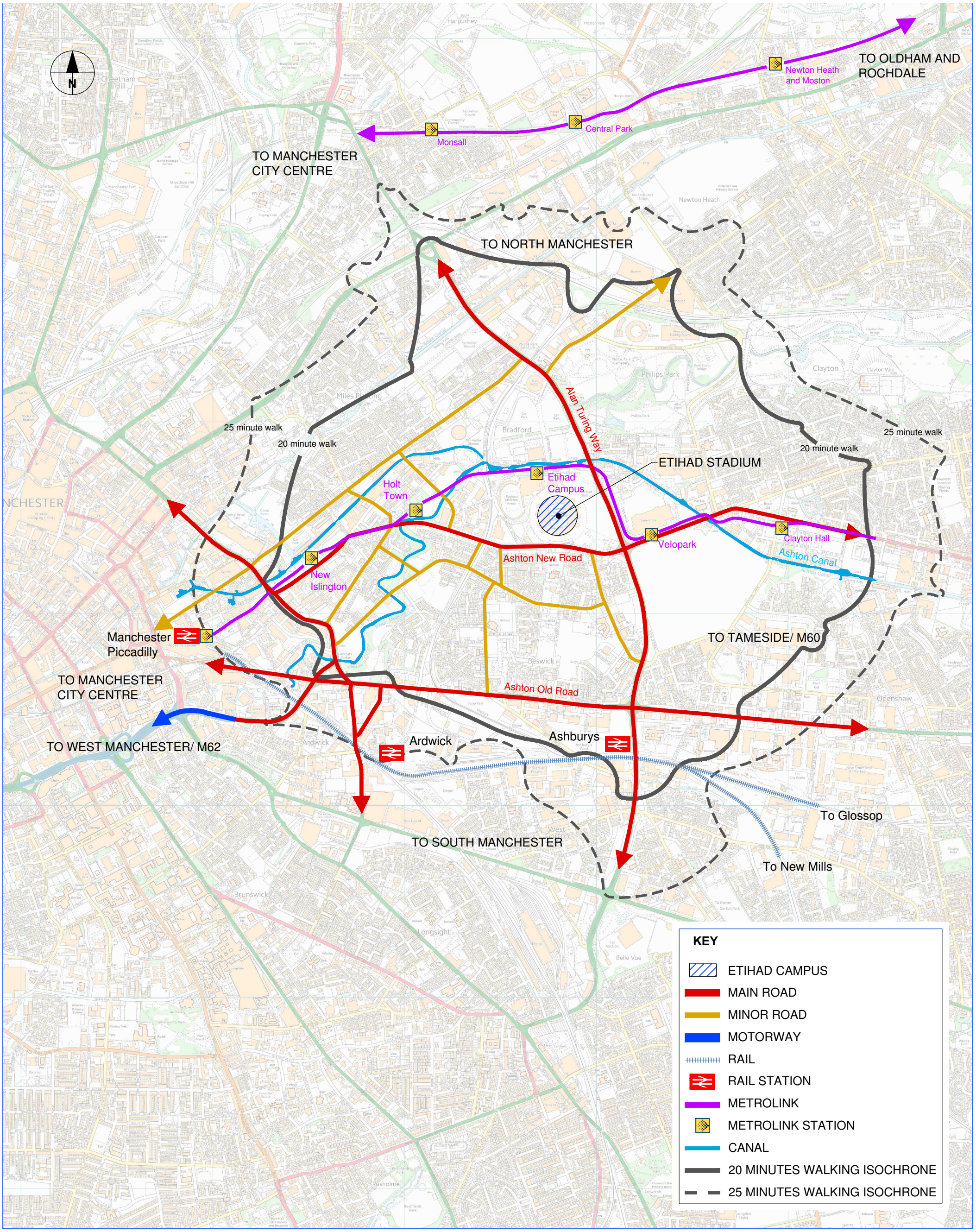

FIGURE 2.2 LOCAL CONTEXT

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FIGURE 2.3 EXISTING SITE LAYOUT

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2.5 Supporter catchments

To understand where the regular supporters live and therefore regularly travel from to reach the stadium, analysis was undertaken of the home postcodes of season ticket holders. These represent around 36,500 supporters (76.6% of the current stadium capacity), the vast majority for many games and a reliable source of data. Figures 2.4 and 2.5 show the distribution of postcodes from this exercise across the UK and then within the Greater Manchester area.

From these figures, it is clear to see that season ticket holders are distributed across the UK, and as expected there is a concentration of around 70% of the season ticket holders in Greater Manchester region. Manchester City Football supporters pride themselves on being primarily Manchester based. This means that 30% of season ticket holders are likely to travel from outside the Greater Manchester region for matches. There are notable clusters of postcodes outside the North West around London and Leeds demonstrating that there are areas away from the North West which attract considerable supporter numbers.

The distribution of season ticket holders within Greater Manchester shows that there is a fairly representative distribution of supporters across all areas. There are 11.3% of season ticket holders located in Tameside, which is now served by the Metrolink Extension to Ashton-under-Lyne, with a proportion of these falling within a viable catchment for the service and who could potentially use this as their main mode of travel to the stadium.

The home location of supporters will be likely to influence their choice of mode to travel to matches, with those located close to or along rail or bus links more likely to use them, with those on motorways, further afield or away from direct connections more likely to drive or use dedicated supporters coaches from their areas. There are however exceptions, for example as the club's status changes from regional to national and international, in tandem with increased interest in Premier League Football, more supporters may come for occasional games. These can be global or even with the UK from areas such as London, finding rail travel more attractive, with less reliance upon the private car. For Premier League matches, there are generally 3,000 away supporters, which represent 6.3% of the current stadium capacity.

A review of MCFC supporters clubs shows that there are over 100 across the world, demonstrating further the scale of supporter dissipation.

It is likely that the expansion to the stadium capacity will lead to changes to the existing catchment areas of supporters, with the additional seats providing more opportunity for new supporters to attend matches. This may be in the form of increased concentrations of catchments within Greater Manchester, or other catchment areas developing, supported by changes in transport as previously mentioned, such as improved Metrolink connections making the site more accessible for those in south west Manchester.

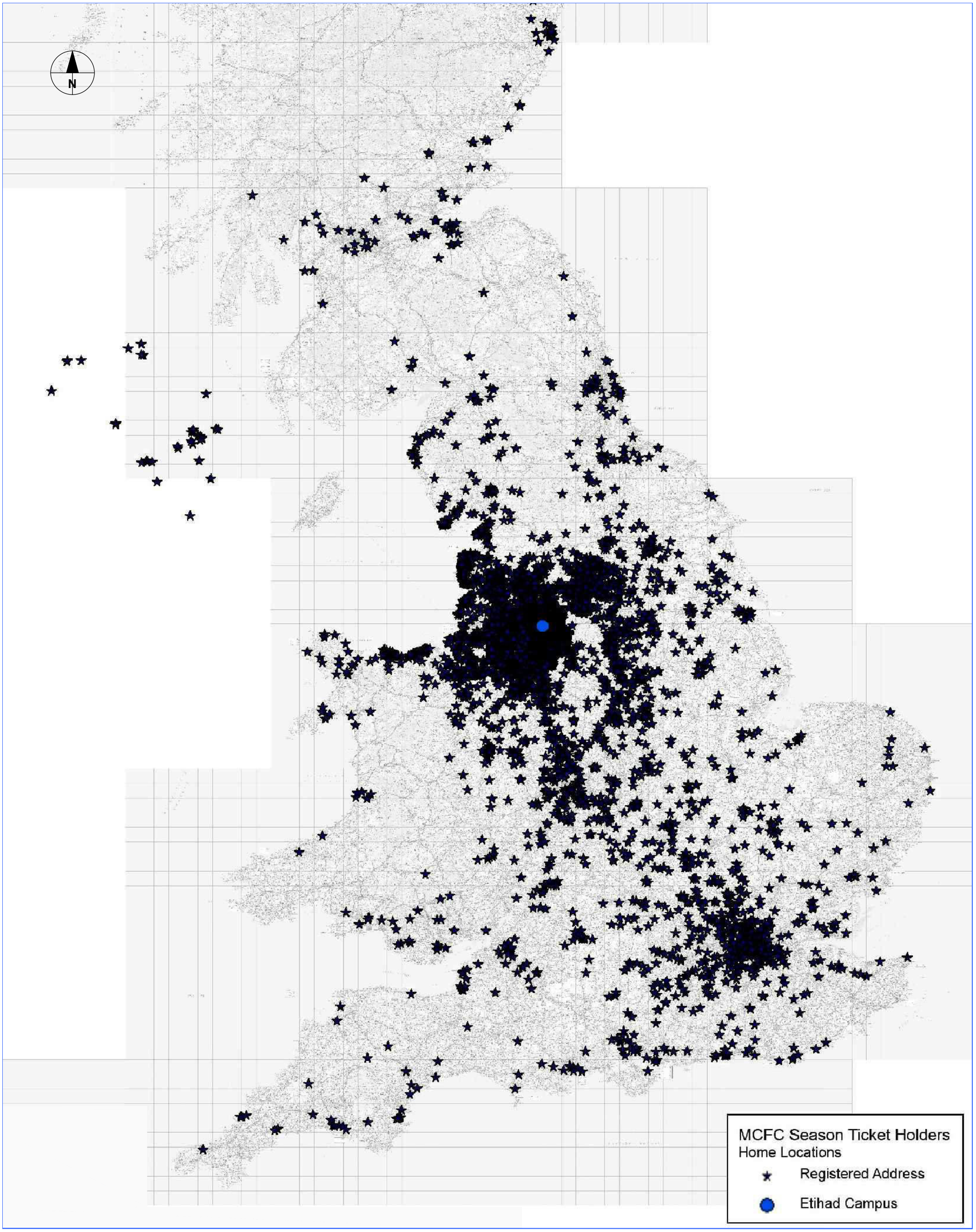

FIGURE 2.4 NATIONWIDE SEASON TICKET HOLDERS DISTRIBUTION

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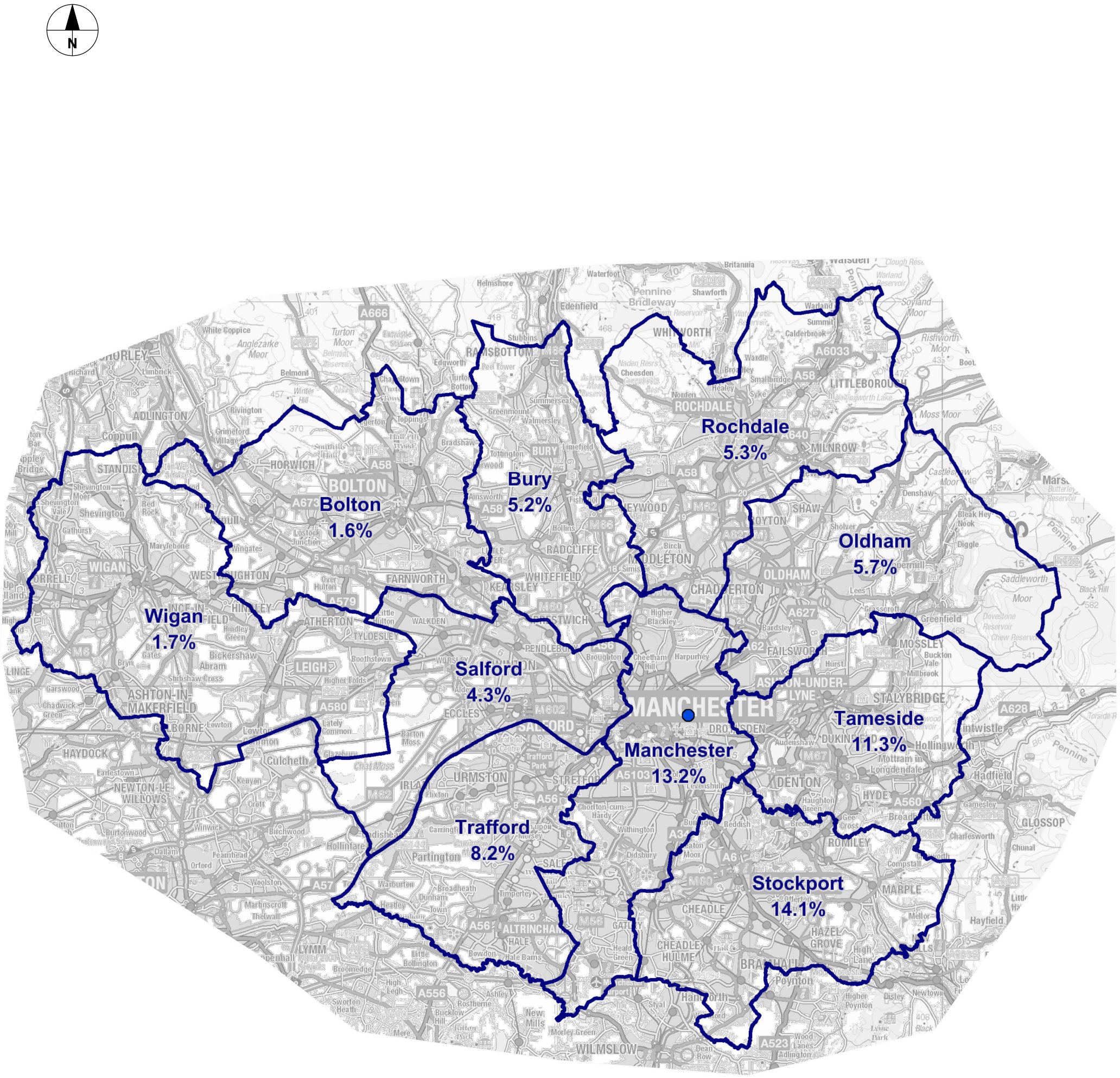

FIGURE 2.5 SEASON TICKET HOLDERS DISTRIBUTION BY GREATER MANCHESTER DISTRICT

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3. Methodology

3.1 Introduction

This section sets out the methodology for undertaking this Transport Assessment for the proposed Manchester City Stadium Expansion development. It also notes the scope of the document, as agreed with Manchester City Football Club and Manchester City Council as local Highways Authority.

3.2 Our approach

The study looks at all access and movement issues within the curtilage of the stadium and the adjacent areas, including:

- Pedestrian access routes;
- Official on-site car park provision and operations;
- Off-site car parking, both off and on-street;
- Metrolink operations and patronage;
- Servicing arrangements;
- Players coach access;
- Emergency vehicle access; and
- Access for outside broadcasting vehicles.

As will be discussed in greater detail below, the agreed methodology with Manchester City Council and the football club is based upon a modal shift approach in which trips new to the network are encouraged by a variety of measures to use sustainable modes of transport such as walking, cycling and public transport. The overarching aim of the strategy is to maintain and not increase existing levels of match day parking, with new journeys generated by the stadium expansion using alternative modes. No additional parking supply, junction capacity improvements, or other schemes that might encourage additional traffic are put forward as part of the strategy for this reason, and no area-wide transport modelling has been undertaken as a result.

An extent of 20-25 minute walk times has been agreed when considering existing on and off-street parking outside of the area, as well as public transport connections. Beyond this, ample parking and less influence occurs, with parking dissipated over a wider area.

The following sections highlight the processes, assumptions and key outputs of the methodology followed in the development of the transport strategy for Manchester City FC.

3.3 Stadium Adjacent Streets

The following is reviewed for the streets adjacent to the stadium:

- The existing match day traffic management strategy, and how this may change between now and when the expanded stadium becomes operational;

- How the existing match day traffic management strategy will need to change to accommodate the additional spectators which the stadium will generate, including:
  - Home and away coach parking;

- Public bus access routes and boarding and alighting areas. This will include special bus services operational only on an event day at the stadium;
- Road closures, temporary and permanent;
- Traffic Regulation Orders;
- Local residents amenity;
- Off-street car parking, corporate and non-corporate;
- Pedestrian walking routes;
- Taxi routes and waiting / ranking areas;
- On-street parking;
- Disabled access; and
- Cycling.

3.4 Stadium Wider Area

The assessment will cover key generators of travelling supporters, including:

- Ashburys local rail station;
- On-street parking within the Controlled Parking Zones enforced on match days;
- On-street parking outside of the Controlled Parking Zone enforced on match days;
- Public transport connections to the city centre, and other district centres by bus and Metrolink; and
- Existing Park and Ride facilities.

Key outputs from the Transport Assessment will therefore include:

- Stadium Access Strategy – a practical, evidence based strategy to manage the movement of the additional staff and spectators that the expanded stadium will generate;
- A record of consultation with stakeholders;
- An assessment of the day-to-day operation of the stadium;
- An assessment of existing road safety based on local accident data. The Stadium Access Strategy will consider the additional loadings (pedestrian and vehicle) on the local road network that the expanded stadium will generate and propose mitigation measures where required; and
- Concept designs of site access arrangements and any necessary off-site works.

The transport strategy is based upon the facilitating of mode shift away from private car use, with a key objective to maintain current levels of car use and parking in the general stadium area, not increase them. Importantly, no numerical junction or traffic impact assessment is to be undertaken as part of this Transport Assessment, and no area-wide modelling is considered to be required. It is accepted that junction improvements or other capacity increasing measures would only be required for a short time on a less than weekly basis which would only serve to encourage additional traffic.

The methodology which will be followed makes the best use of existing transport networks, and enhances the quality, safety and accessibility of these making the prospect of sustainable travel more attractive in relation to that of the private car. In general, the measures proposed are designed to maximise the efficiency of the systems in place in order to ensure that access to the stadium is achieved with the least overall impact upon the network and the stadium's immediate neighbours. The assessment and associated outcomes represent a shift away from the 'car culture' that has developed at the Etihad Stadium since the club moved, being very different to the nature of access to Maine Road.

The key information driver behind the transport and access strategy for the proposed stadium expansion is the establishment of the existing modal split of the stadium, and its projection into the future with the additional seating capacity operational. The methodology for the definition of the modal split is given in later sections, however the following points are worthy of note and highlight the reasons that no wide-scale traffic impact assessment should be required as part of this application:

- On-site car parking spaces will not be changing, and if anything usage of the available spaces may reduce as part of this application;

- The existing Controlled Parking Zones around the stadium complex are likely to be extended and better enforced;
- The new Manchester City Football Academy and the Beswick Community Hub will not be available for match / event day car parking;
- No new highway capacity improvements are planned for the area;
- Metrolink now runs through the site and offers a new non-car mode for people to access the site. The stadium previously worked without this, although we have agreed that this is not 'baseline'.

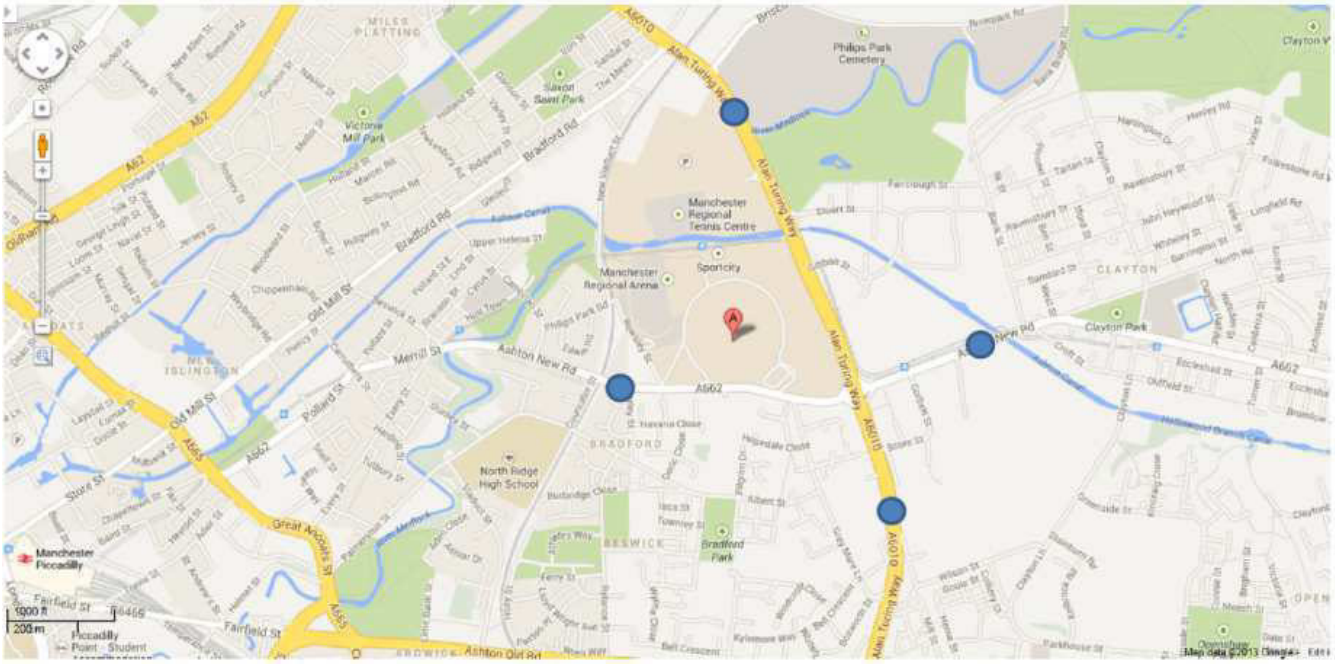
3.5 Traffic Counts

Although no junction modelling is to be undertaken as part of this TA, as explained at the beginning of this chapter, Automatic Traffic Counts were however obtained for the period of one week to include a weekday and a weekend match as well as corresponding days with no events to compare against. The following days were compared:

- Wednesday 25th September non match day;
- Wednesday 2nd October match day (vs. Bayern Munich);
- Saturday 28th September non match day; and
- Saturday 5th October match day (vs. Everton).

Traffic flows were monitored at four locations around the vicinity of the stadium and have been used to in the Environmental Impact Assessment as well as to provide an understanding of baseline traffic conditions. The following figure shows the locations of the counts.

Figure 3.1: Automatic Traffic Count Locations



The results from the counts are analysed in Chapter 7.

3.6 Event Assessment

A range of different types of events are currently hosted by the stadium, and these can occur at different times of the day and during different days of the week. This is covered in more detail in Chapter 6. As would be expected, by far the greatest majority of events are football matches, and of these the greater

majority are held on a weekend. The precise mix and number of changes on a season by season basis depending on cup successes in particular.

Non-football match events, such as concerts, can only occur during the summer months outside the football season due to the modifications which are required to the stadium. These types of events are therefore relatively infrequent, although they can host larger numbers of spectators as the pitch can be used as well as the stands. The stadium is not like, for example, the Veltins Arena of German Club Schalke where the event mode can be switched frequently, even during the season.

For non-football match events, specialised, bespoke access strategies have already been developed due to their unique characteristics (age group, late evening, and spectator numbers). These strategies are tried and tested and have been developed in consultation with key stakeholders. This practice will continue following the expansion of stadium. The club has actively sought to understand these more bespoke events, undertaking observational and other surveys at them to 'feed knowledge' of how they work and increase information to attendees prior to the event.

As such, the observations undertaken for this Transport Assessment have been focused on football match events. However, the interventions which are recommended later in this report will all be of benefit to the movement of people for non-football match events. This approach has been agreed with Manchester City Council.

Match day observations were undertaken at a number of the home matches at the stadium. These are outlined in the table below.

Table 3.1: Assessment days

Assessment	Match
General observations of all modes	(scoping) 31st August 2013 KO 12:45 vs. Hull City, Premier League 2nd October 2013 KO 19:45 vs. Bayern Munich, Champions League 5th October 2013 KO 12:45 vs. Everton, Premier League
Travel surveys with home supporters (See below)	2nd October 2013 KO 19:45 vs. Bayern Munich 5th October 2013 KO 12:45 vs. Everton
Car parking observations	(scoping) 22nd September 2013 KO vs. Manchester United, Premier League 2nd October 2013 KO 19:45 vs. Bayern Munich 5th October 2013 KO 12:45 vs. Everton

For the general observations, the following tasks were undertaken by a team of qualified transport planners:

- Review of use of Ashburys Station, before and after the match by supporters;
- Review of use of bus services and stops on Ashton New Road;
- Review of pedestrian movements along the City Link walk route, as well as at key junctions such as Alan Turing Way and Ashton New Road;
- Observations of taxi drop offs;
- Review of parking on-street within 2km of the stadium;
- Review of use of off-street car parks away from the campus;
- Review of use of off-street car parks at the Etihad Campus to include coaches;
- Observations of use of on-street parking, including within the CPZs.
- Cycle parking on the concourse;
- Metrolink use both before and after the match;
- Other 'ad hoc' observations with regards to movement and transport.

The observations outlined in the table were used to understand the existing baseline conditions for transport and accessibility and these are presented in Chapter 7 on a mode by mode basis.

3.7 Travel Surveys

To understand how supporters travel to the stadium for weekday and weekend matches, a comprehensive travel survey was undertaken with home supporters 3 hours prior to the following matches:

- Wednesday 2nd October 2013 – 19:45 kick of vs. Bayern Munich, Champions League
- Saturday 5th October 2013 – 12:45 kick off vs. Everton, Premier League.

It should be noted that assessing impacts of away supporters is inappropriate since the nature of travel is very varied. The two games chosen did however have 'capacity' away supporters in attendance and represent very different scenarios, one European and one 'derby' allowing us to reflect two 'worst case' scenarios of 'capacity full' away supporters.

Surveys were undertaken prior to the extension of the Metrolink service from Droylsden to Ashton-under-Lyne and after opening of the Metrolink from City Centre to Droylsden.

The surveys were undertaken by experienced market researchers, and complied with the Market Research Society code of conduct. The survey was targeted to home supporters, with the questions listed below asked. A total of 3,039 surveys were captured on the Wednesday and a further 1,941 on the Saturday to reflect the two modal splits for the two games. These represented 6.8% and 4.3% respectively of the full existing home supporter capacity of the stadium, which is considered to be statistically robust. A copy of the survey questions can be found in the appendix.

Table 3.2: Survey questions

Questions	Comments
Are you a home supporter?	This was the screening question used to ensure only home supporters were interviewed.
What was your main mode of transport to the Etihad Stadium today?	This question was constructed in a way which would allow us to understand the supporters' main modes prior to walking into the stadium itself. Multiple choices of modes were presented to the respondent, with only one mode able to be chosen.
For respondents who arrived by car: Where did you park? (On-campus car park, Other off-street car park, on-street, dropped off)	These questions enabled us to understand where people were parking, and also car occupancy levels.
For respondents who arrived by bus or train Where did you get off the bus?	Options presented were city centre, outside of the stadium, other bus stop
If you travelled by train, what station did you get off at?	Respondents were asked if they alighted at Ashburys, Piccadilly, Victoria, 'Other Manchester' or 'Other' station. This enables an understanding of which stations are being used and provides further information on the extent of walking from the stations (as in these instances, train was provided as the mode used before walking).
Including yourself, how many people travelled in this way?	This question was used as a multiplier, to factor up the responses to represent the group size. This questions was only concerned with the respondents travelling party, and not for example, the number of people travelling on the bus or train with them. For those travelling by car, it allowed a vehicle occupancy rate to be calculated.
Are you a season ticket holder?	This question was used to understand if supporters were season ticket holders or not.

The results from the surveys have been used to calculate the baseline up to date modal splits which are presented in Chapter 7.

3.8 Consultation

During the course of the preparation of this Transport Assessment, a wide range of key stakeholders have been consulted with to: help understand the existing situation; to discuss and agree the methodology and parameters of assessment; and to identify appropriate interventions to help enable the expanded stadium to operate safely and efficiently.

These stakeholders were as follows:

- Manchester City Football Club: strategic management; operations; and marketing;
- Manchester City Council: planning; development control; and highways management;
- Transport for Greater Manchester: Metrolink and public bus;
- Event management companies responsible for stewarding, traffic management and security; and
- Stagecoach as the main bus operator on match days.

Greater Manchester Police were invited to a meeting, but unfortunately were unable to attend.

In addition, a three day public consultation event was held at the stadium during October when a member of the transport planning team was available to answer any questions regarding the proposals and future transport conditions. Members of the public and visitors to the stadium were invited to provide comments and feedback.

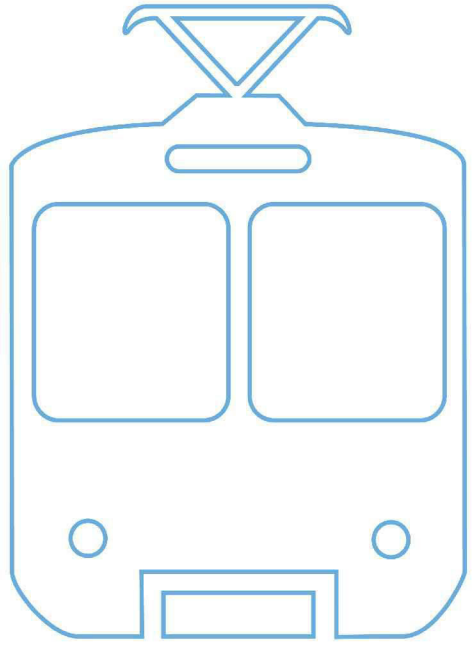
Details from the stakeholder and public consultation process are provided in Chapter 9.

The following images show the consultation boards which were displayed in the public consultation area providing information on transportation.

These boards provide information on accessing the stadium and demonstrate the strategy basis of the 20-25 minute walk extent, showing typical start locations for trips from the North West

FIGURE 3.2 MCFC CONSULTATION BOARDS (PRODUCED BY OTHERS)

ACCESSING THE STADIUM



ACCESSING THE STADIUM

The Etihad Stadium is extremely well-connected and accessible by a range of transport modes. As the capacity of the stadium increases it is important that visitors are able to travel to the stadium by a range of modes, and do not have to rely on travelling by car. For this reason the proposals do not include any provision for new car parking.

The Club wants to continue to be a good neighbour and protect the local environment for residents. To help stop inappropriate parking in nearby areas, they are working with the City Council to give further consideration to extending residents' parking zones.

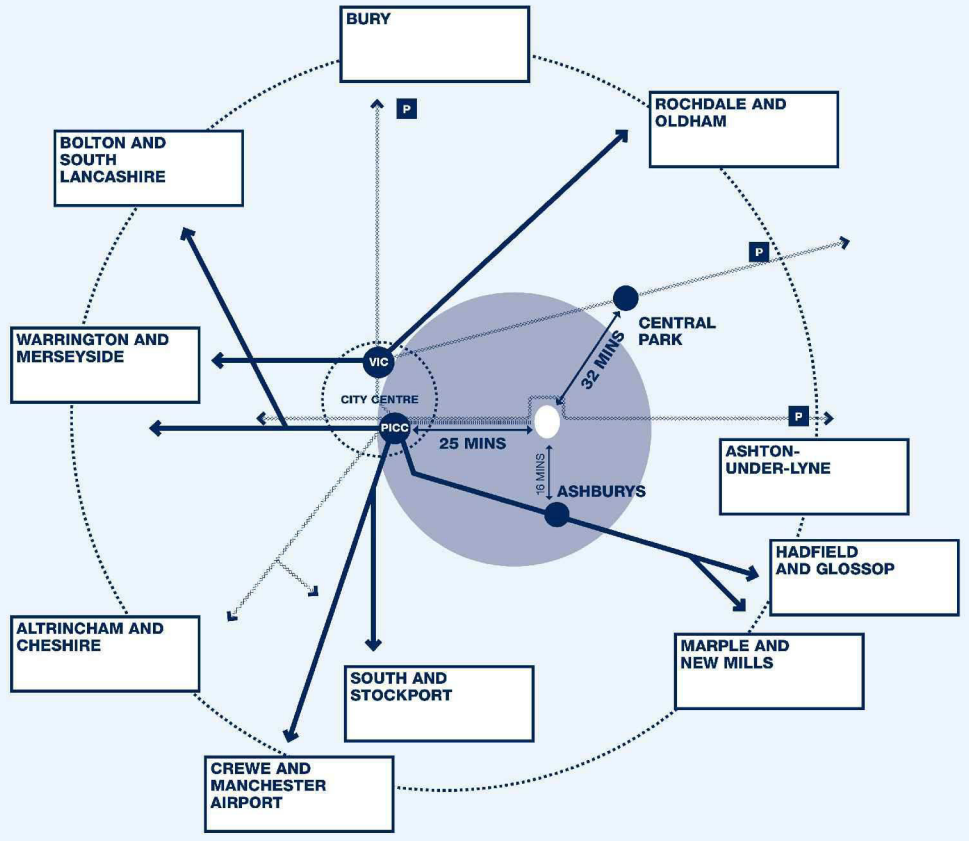
The arrival of Metrolink has helped make it easier for fans to leave the car at home, or at appropriate car parks away from the area. The newly opened extension to Ashton-under-Lyne will provide further opportunities for travel by tram.

The Transport Strategy which will form part of the planning application for the stadium expansion is also exploring the following measures;

- **Encouraging people to walk to and from 'hubs' on the transport network, particularly Piccadilly Station but also to other locations such as Ashburys Station and the Metrolink stop at Central Park. This can be achieved by improving walking routes through measures such as better signage and stewarding. This approach was successfully implemented when the Commonwealth Games were held at the Stadium in 2002.**
- **Working with bus operators to enable more frequent services on match-days and working with supporters' clubs to encourage better use of coaches, particularly where there are clusters of fans travelling to the stadium from the same area.**
- **Providing for and promoting cycling, an increasingly popular mode of travel, through the provision of dedicated parking and storage and improved routes.**
- **Where journeys cannot be made by public transport or without a car for its entire length, the Club will work with transport providers and car park operators to provide options for park and ride away from the Etihad Campus.**

It is achievable to implement each of these options by the time of the planned opening of the extended areas in the 2015/16 season.

TRANSPORT TO THE ETIHAD CAMPUS ENCOURAGING ACCESS USING NON-CAR INFRASTRUCTURE



	ETIHAD CAMPUS (PARKING NOT EXPANDED)
	20–25 MINUTE WALK ZONE PROTECTED PARKING FOR RESIDENTS
	'SUPER' WALK ROUTES TO HUBS
	IMPROVED BUS LINKS
P	MOTORWAY PARK AND RIDE
	RING ROADS
	RAIL
	TRAM

TYPICAL JOURNEYS

Oldham to the Etihad Stadium

- 10 minute walk. Home to tram stop.
- 5 minute wait for the tram. 18 minute journey.
- 35 minute walk. Central Park to the Etihad Stadium.

Door to seat: Approx 1hour 8 minutes

Warrington to the Etihad Stadium

- 10 minutes walk to the station.
- 5 minute wait for the train to Piccadilly. 20 minute journey.
- Walk or tram. Around 25 minutes.

Door to seat: Approx 1hour

Mott MacDonald

M.C.F.C. STADIUM EXPANSION

4. Best Practice

4.1 Best Practice

This chapter provides some examples of comparable sites that promote sustainable travel choices to demonstrate best practice.

This chapter presents some examples of best practice from other stadiums and football clubs across the UK and Europe, demonstrating initiatives that support sustainable travel options for matches and events and can be effective in alleviating transport impacts associated with such events. It is designed to demonstrate that positive measures can work, although we caveat that we recognise some of these are for 'new build' not just expansions of stadia

4.1.1 Door to Turnstile Report

The 'Door to Turnstile' report[1] is produced by the Campaign for Better Transport charity and is based on analysis of a series of travel surveys with supporters as well as assessments in terms of the information available on a clubs website and their travel plan arrangements. The surveys asked supporters a range of questions such as how they travel to matches, how much they spend and their opinions on travel options.

Figure 4.1: Premier League travel table (2013)

Premier League travel table

Position	Club	Points
1	Newcastle United	76
2	Arsenal	69
3	Fulham	65
4	Tottenham Hotspur	64
5	Southampton	61
6	West Bromwich Albion	60
7	Liverpool	59
8	Aston Villa	58
8	West Ham United	58
10	Sunderland	57
10	Norwich City	57
12	Chelsea	55
13	Wigan Athletic	53
13	Manchester City	53
15	Swansea City	51
16	Everton	50
17	Stoke City	47
18	Manchester United	46
19	Queens Park Rangers	45
20	Reading	39

Source: Campaign for Better Transport, 2013

The report placed Newcastle United at the top of its travel table, with MCFC coming joint 13th out of 20. The report presented the following general findings from surveying supporters from all of the football clubs as well as outlining measures which are currently in operation at other clubs to improve travel:

- Car sharing tends to be higher for away games
- Of those who said they would like to use public transport to get to matches, cost was the most common problem mentioned preventing them.
- Free or discounted travel is provided in Brighton, Newcastle and Sunderland
- Specialist football railcards would be welcomed by supporters, which would provide them with more affordable fares, and enable flexibility should matches be cancelled or rescheduled.

Figure 4.1 has been extracted from this report and shows the top 20 Premier League clubs and their ranking with regards to their travel information and travel planning.

Through the interventions outlined as part of this TA, it is possible that Manchester City could improve their position in this league table in the future. This is the aim of this

[1] 'Door to Turnstile' report, Campaign for Better Transport, http://www.bettertransport.org.uk/football

assessment, rather than a perpetuity of the current position. The stadium is well placed to embrace non-car modes, a point proven by the recent opening of Metrolink.

4.1.2 Brighton and Hove Albion

The new American Express Stadium, with 22,374 seats, is the home ground of Brighton and Hove Albion Football Club and was completed in 2011, in time for the 2011/2012 season. To mitigate against the impact of travel to matches at the site, the following measures were agreed and instigated as part of the planning process:

- Park and Ride terminal next to the stadium to support bus services connecting to park and ride car parks at Brighton Racecourse, Mill Road and Mithras House. The terminal also serves home and away coaches and scheduled services.
- A combined footpath/cycleway along the northern boundary of the Falmer School/Brighton University campus to the stadium
- A new footbridge over the railway at Falmer Station
- 220 cycle spaces.

Whilst the stadium is not located as centrally as the historical 'goldstone Ground', measures such as free local transport trips with match tickets and cycling initiatives have helped to ensure that supporters are able to access the site in a sustainable manner. This stadium is in a very different location to Etihad Campus and at one 'extreme' in terms of UK provision. Our extension proposals are however across a similar range of measures to provide balance.

4.1.3 Arsenal FC

The Emirates Stadium has implemented a number of initiatives to change the arrival profile of supporters to the stadium, such as opening club and box levels 2 hours post game, offering early arrival discounts and providing restaurants, lounges and bars on site. These encourage supporters to arrive earlier and hence reduce arrival numbers immediately before the match. These are similar to Manchester City's 'City Square' initiative which encourages supporters to stay longer.

There is a comprehensive colour coded signing system in place around the ground supporting walking trips to the site.

Other initiatives include the ability to book coach parking, a 3 tier national park and ride site as well as cycle parking both around the stadium and at local stations. Clearly London is a different 'supply and demand' context, however the example of City Square demonstrates Manchester City using similar methods.

4.1.4 Wembley Stadium, London

Bespoke Travel Plans are created for each team which plays at the stadium which is then distributed to the supporters prior to the match. These include information on coach times for connections from the club home towns, an overview of rail services and facilities within the vicinity of the stadium, park and ride postcodes and details on car parking zones, information on the official booking process and facilities for blue badge holders. While the Etihad stadium has more emphasis on 'one off' visits by supporters, as the stadium audience has evolved so has MCFC's response in terms of improving mapping and communication of travel.

4.1.5 Newcastle United

Newcastle United recently were ranked top for accessibility by a study[1] into travel choices for football supporters. The club has the following initiatives in place:

- Magpie Mover – A £10 ticket for home season ticket holders which is valid for a season and covers travel to and from home matches on public transport (bus, train, metro, ferry) within the Tyne and Wear area for travel up to 3 hours before and 3 hours after a match. St James' Park has a Metro Station adjacent to the ground.
- X50 Soccerbus – A direct service between the Metrocentre and the stadium for home games, enabling park and ride at the shopping centre with bus connection to the stadium. There is a flat single fare of £1 for adults and 50p for children, with parking being free. This shows football and a retail centre can mix, similar to City's relationship with the City Centre.
- 'Altoonative Travel' - A dedicated website for supporters (both home and away) providing information on travel to the stadium covering walking, metro, bus, cycling, car sharing and park and ride services. The website can be accessed at http://www.altoonativetravel.com/. The website provides:
  - Journey planning facility on the website to help with travel planning to a game.
  - Up to date travel news to keep supporters informed of travel disruption.
  - Car sharing club to reduce the number of single occupancy trips to matches.

4.1.6 Allianz Arena, Munich

The Allianz Arena in Munich has 11,000 parking spaces on site which are mainly concealed under the esplanade as well as 350 coach parking spaces adjacent to the stadium and park and ride facilities further afield. They also offer a pre-paid 'Arenacard' which can be used to pay for car parking as well as for purchasing items in the arena. While the public transport context is different in terms of regulation, this demonstrates how even in a 'state of the art' arena in a public transport orientated environment, the proportion of parking spaces is not dissimilar to that parking at the Etihad, with capacity (c.71,000) being similar to that proposed at the Etihad.

4.1.7 Public transport ticket partnerships

The following clubs and public transport providers offer rail and bus ticket discounts, combined journey options, or specialist services:

- **Swansea** – Combined train and bus travel is available for travel between Swansea station and the stadium, with rail users able to use their ticket to travel on the bus, which is paid for by the club.
- **Leicester** – An additional late night service is offered by East Midland Trains from Leicester Station following a match.
- **Greater Anglia** – Season ticket train travel is offered to supporters of Ipswich, Norwich and Tottenham Hotspurs football teams, providing them with train travel on home match days. There is an additional 25% discount for those who book their tickets early. Applicants must be match season ticket holders.
- **Soccerbus** – For both Liverpool and Everton home matches, Merseytravel offer a Soccerbus service which provides bus travel between Sandhills Station to the two stadiums, enabling multi-modal journeys, combining rail and bus. Combined bus and train tickets can be purchased before boarding the train, or alternatively, the bus service can be used without having first travelled by train.
- **KombiTicket** –the KombiTicket is available to supporters in the German Bundesliga, and they allow supporters access to public transport free of charge until the end of service after a match, but to include dedicated night services. This provided an incentive for using public transport over driving, and the flexibility over timings meant that arrivals and departures were staggered, instead of being concentrated within the couple of hours either side of a game.

Whilst limited quantifiable figures are available for some of these measures, from observations it has been seen that they are having a positive impact on shifting people on to sustainable transport. As an example, the Soccerbus in Liverpool is well used for Liverpool and Everton Matches, especially since the introduction of the Controlled Parking Zones around both stadiums has reduced the level of available on-street parking in streets adjacent to the stadiums, making park and ride via public transport (such as parking at Liverpool Southway and getting the train to connect to the Soccerbus) more attractive to drivers.

The aim for Manchester City is to start to shift the culture of travel and stadium use for all users, not just those related to stadium expansion. Our proposals therefore focus on this opportunity to improve travel to the stadium.

4.2 Benchmarking

Usually, measures to mitigate against additional trips, or to improve the associated impacts of trips to a venue are instigated in groups, with several measures put in place at one time. This therefore makes it difficult to attribute changes to modal shift to a particular single measure. The nature of stadium location changes significantly by club and wider network matters quickly influence success. Therefore, evidence of modal shift at comparable stadiums is usually due to a range of measures and local circumstances, with it not always possible for the venues themselves to quantify the mitigation, or associate it with a particular intervention. General trends can however be noted.

The following points represent examples where travel planning measures have helped to improve access to a range of locations, focusing where the information is available for home games at stadiums. These points demonstrate where quantifiable change has been identified as an attribute of a particular measure and support sustainable transport and marketing measures.

- **Arsenal** have worked with Transport for London and others to help supporters leave the car at home. Transport planning measures such as increased promotion of public transport mean the percentage of supporters arriving by car has fallen from 30% to 10% since moving to their new stadium[2]. Their section 106 agreement stated they were required to achieve a target modal split of 88% of supporters travelling by a mode other than the private car. Monitoring of this through matches in the 2006/2007 season showed that the measures had enabled them to achieve this modal split, with average percentage for car use shown to be around 11.5%.[3] Less than 12% of supporters arrive by car at the Emirates Stadium, more than 60% travel by tube, 12% use national rail services and 5% travel by bus (Islington Council, 2007).[5]
- The **KombiTicke**t initiative was extended to supporters for the 2006 World Cup held in Germany, together with increases in service frequencies and capacities, with a result of 57% of spectators travelling by public transport, and 23% arriving by car[4] which was a positive improvement from previous matches.
- An estimated 75,000 of the 90,000 crowd at the 2007 FA Cup Final (more than 80%) used the three upgraded rail stations at **Wembley** to access the stadium (London Assembly Transport Committee, 2007).[5] Many of these journeys may have involved formal or informal park and ride.
- There are numerous Personalised Travel Planning, or 'Smarter Choices' projects across the UK which have demonstrated the impact that the instigation of softer measures can have upon influencing and positively changing travel behaviour for work, education, shopping and leisure trips. These schemes collectively validate that through the promotion and marketing of sustainable travel, people are able to and hence more likely to make an informed choice on how to travel to a location. This is something which the club would seek to achieve through improve promotion of sustainable travel to the stadium, journey planning and exploring measures such as integrated ticketing to encourage supporters to leave their cars at home.

[2] http://www.bettertransport.org.uk/node/3761; accessed 04/11/2013

[3] Emirates Stadium Monitoring Programme 2007/08, Islington Council,2008 http://democracy.islington.gov.uk/download/meetings/area/eastareacommittee/4thnov2008/Emirates%20Stadium%20Monitoring%20Programme%202007-08.pdf/get.aspx accessed 06/11/2013

[4] Green Goal Legacy Report, 2006 World Cup, http://www.oeko.de/oekodoc/292/2006-011-en.pdf accessed 05/11/2013

[5] Taylor, 2008, Match day Travel Own Goal?, TPS bursary Paper, http://www.tps.org.uk/files/Main/neil_taylor__matchday_travel_own_goal.pdf accessed 06/11/2013

- The Evaluation of Effects of Smarter Choices in the Sustainable Travel Towns (DfT, 2010)[6] report presents the findings from a review of the effect of Smarter Choices on travel behaviour in three towns in the UK (Worcester, Darlington and Peterborough). The study concludes that the measures implemented in each town, such as implementing smarter choices programmes were successful in reducing travel by car, and increasing the use of other sustainable modes, notably buses, walking and cycling. The report recommended that the findings from the study should be used as justification for rolling out further schemes across the UK, demonstrating that promotion of sustainable travel is a successful way of initiating change and reducing reliance upon the private car.

This section therefore provides some evidence that the interventions outlined as part of the strategy presented in Chapter 11 are following best practice and have been shown to be successful in other locations in the UK.

Manchester City Football Club are, and have demonstrated through initiatives such as City Square and support for Metrolink, that they are committed to promoting non-car travel, particularly to the immediate stadium and its community environs.

This application relates to a stadium expansion and demonstrates how this is a catalyst for wider non-car promotion and use, in line with other best practice.

[6] http://www.transportforqualityoflife.com/u/files/Sustainable_Travel_Towns_Evaluation_summary_report.pdf accessed 08/11/2013

5. Policy Context

5.1 Introduction

This chapter reviews relevant existing and emerging planning and transport policy to demonstrate that the proposed stadium expansion accords with guidance at the national, regional and local levels.

5.2 National Policy

5.2.1 National Planning Policy Framework

The National Planning Policy Framework (NPPF), which was published in March 2012, sets out the Government's planning policies for England and how they should be applied. The primary purpose of the planning system is to contribute to achieving sustainable economic, social and environmental development; therefore there is a presumption in favour of sustainable development at the core of the Framework.

Chapter 4 discusses the important role that transport plays in facilitating sustainable development and contributing towards wider sustainability and health objectives. It states that *'the transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel.' (paragraph 29)*

Specifically, the Framework states that *'all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment…..Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.'* In addition, developments should be located and designed where they can provide access to high quality public transport facilities, give priority to pedestrian and cycle movements and create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians. The production of a Travel Plan can help to meet these goals. *(paragraph 32)*

The proposed development accords with the policy guidance set out in the NPPF. It is located in an area of good public transport provision, including rail, Metrolink and bus, and there are pedestrian and cycle facilities both on-site and in the local area. In many ways the presence of the Etihad Stadium and Campus helps increase economic viability and provision of transport amenities, both as day-to-day employer and as a key attractor. The Transport Strategy presented in this Transport Assessment seeks to address any issues of potential conflict between traffic and cyclists and pedestrians and the Travel Plan that accompanies this document sets out the measures that will be implemented to ensure that staff and visitors to the stadium have a real choice of mode of travel and to promote the use of more sustainable modes of transport.

5.3 Regional (Greater Manchester) Policy

5.3.1 Manchester Core Strategy

The Core Strategy Development Plan Document was adopted by Manchester City Council on 11th July 2012 and covers the period 2012-2027. It sets out long-term strategic policies to guide and inform future development within the region and acts as a framework for the assessment of planning applications. The Plan echoes the NPPF in terms of transport accessibility for new developments in that it states that

development must make the best use of existing and planned transport and also promote the most sustainable means of transport, including walking and cycling for short trips.

'Eastlands' including the 'Etihad Campus' is highlighted as a key focus for major national and regional sporting events and as a growth area with significant potential for employment creation, which is vital for both local people and in terms of adding value to the wider City Region. The Council sets out its aspiration to further develop East Manchester as a major commercial, leisure and residential investment location; therefore one of its key challenges is to strengthen the role of Eastlands and create opportunities for increasing both the level and quality of employment. Specifically, *'By 2027 Manchester will be….an international destination for tourism and culture with the Eastlands area of the Regional Centre a national attraction for sport, leisure and recreation.'* It is stated that *'the existing sporting and leisure infrastructure present at Eastlands provides a clear focus for additional development of a similar type.'*

Relevant policies contained in the Core Strategy are set out in Table 5.1 below, alongside commentary on how the proposed development accords with each of them.

Table 5.1: Manchester Core Strategy – Policies Relevant to the Proposed Development

Policy Reference	Commentary
T1 Sustainable Transport – *To deliver a sustainable, high quality, integrated transport system to encourage modal shift away from car travel to public transport, cycling and walking, to support the needs of residents and businesses and to prepare for carbon free modes of transport, the Council will support proposals that:* ▪ *Improve choice by developing alternatives to the car.* ▪ *Promote regeneration and economic vitality by relieving traffic congestion and improving access to jobs and services, particularly for those most in need and for those without a car.* ▪ *Improve pedestrian routes and the pedestrian environment.* ▪ *Contribute to improvements to the extent and reliability of the public transport network through safe and attractive waiting and interchange facilities, better priority, improved services and information provision.* ▪ *Take account of the needs of road users according to a broad hierarchy consisting of, in order of priority: 1. pedestrians and disabled people, 2. cyclists, public transport, 3. commercial access, 4. general off peak traffic, 5. general peak time traffic.*	This Transport Assessment is based on the fact that no further parking facilities are to be provided as part of the stadium expansion with sustainable transport being used to accommodate more supporters to reduce reliance upon the car, and demonstrate that the stadium is accessible by a range of modes.

Policy Reference	Commentary
T2 Accessible Areas of Opportunity and Need – *The Council will actively manage the pattern of development to ensure that new development:* ▪ *Is easily accessible by walking, cycling and public transport; connecting residents to jobs, centres, health, leisure, open space and educational opportunities.* *Includes proportionate Traffic Impact Assessments and Travel Plans for all major applications and for any proposals where there are likely to be access or transport issues.*	This Transport Assessment provides a Transport Strategy that sets out how the increase in visitors resulting from the stadium expansion will be accommodated on the various modes of travel, with emphasis placed on encouraging and facilitating the use of sustainable modes. The accompanying Travel Plan also sets out measures that will be implemented to ensure that the development is as accessible as possible.
EC7 Eastlands Strategic Employment Location *- Proposals will be expected to show how development of the area will:* ▪ *Support the continued social, economic and physical regeneration of East Manchester* ▪ *Consider wider design and layout objectives, taking advantage of important frontages such as Alan Turing Way and Ashton New Road* ▪ *Ensure the site is accessible to the East/North Manchester communities by a choice of sustainable and public transport provision* *Take advantage of the existing infrastructure on site and proposed improvements such as Metrolink and digital infrastructure*	This Transport Assessment sets out how the best possible use will be made of the existing transport system to accommodate the increase in visitors on match days. The Core Strategy notes that the Eastlands area is very accessible via public transport and sustainable transport modes from the neighbouring communities and the city centre. The expansion of the stadium will support wider regeneration in East Manchester by creating additional employment opportunities and increasing the number of visitors who spend money in the local area.

5.4 Local Policy

5.4.1 East Manchester Strategic Regeneration Framework 2008-2018

The East Manchester Strategic Regeneration Framework (SRF) provides guidance on the proposed redevelopment of the area over the ten year period to 2018. The Framework stresses the importance of having an effective transport network in place and also ensuring that there are good levels of accessibility to the public transport network and that this is taken into account for all new developments.

5.4.2 Eastlands Regeneration Framework (July 2011)

The Eastlands Regeneration Framework (ERF) is a publication produced by a Joint Development Board formed from representatives of New East Manchester Ltd, Manchester City Council and Manchester City Football Club that reviews progress in taking forward the East Manchester SRF, provides a robust framework for responding to planning application and guides future activities and investment priorities in the area.

One of the strategic development ambitions for Eastlands is to expand a world-class sports destination, facilitated in part by protecting the long-term expansion potential of the Etihad Stadium. One point of note is the intention to *"Capitalise on Metrolink investment by focusing development around transport nodes and promoting transport accessibility through pedestrian networks."*

The following points are key aims of the document:

- Maximise Access to the Extension of the Metrolink System;
- Promote Further Extension of Manchester Metrolink;
- Significant Improvements to the Cycling and Trail Network;
- Improved Bus Services;
- Supportive Services to Encourage Smarter Choices; and
- Key Junction Improvements.

These local documents demonstrate that the area surrounding the stadium is one of significant investment and change, with notable schemes such as the Beswick Community Hub, the Manchester City Football Academy and the Metrolink extension out to Ashton-under-Lyne demonstrating the changing prominence of the area, and creation of a true community focussed, sport led campus.

Within the regeneration framework for Eastlands (2011), this potential for new and complimentary development was recognised and encouraged. The ultimate vision saw the area becoming a world class hub for sports, education and health. As such, the area would become a major generator of people trips on a day-to-day basis.

It is important to note that the transport strategy to support this vision was very much about making better use of the existing network and that this correlates with our proposed transport strategy for this stadium expansion.

6. Stadium Events

6.1 Introduction

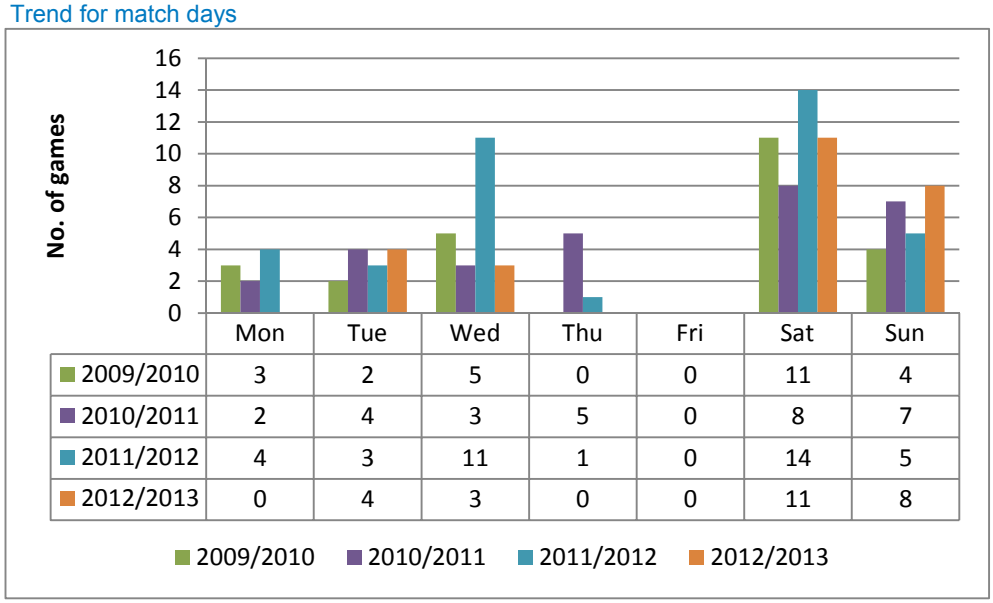
This section describes a typical annual calendar of both football and non-football events at the stadium and presents attendance data for the 2012/13 Premier League season, in order to provide clarity on the typical number and type of events held at the stadium on an annual basis and the average attendance generated.

In addition to football matches, there are several large non-football events which are held at the stadium over a year on both weekday and weekends, such as concerts and rugby matches. These events are infrequent and are typically held outside of the football season, meaning the events at the stadium are not clustered within the year. The attendance figures for events are greater than those for football matches, as in addition to the seating within the stands, space on the pitch is also made available to further increase the capacity of the stadium. As part of the proposed development, this approach would still be taken, with the anticipated non-match event capacity being just over 64,000.

6.2 Historic events

To understand how events at the stadium have changed over time, the last 4 seasons have been analysed in terms of the days of the week and kick off times, to understand the trend with regards to weekday and weekend match times.

Figure 6.1: Trend for match days



	Mon	Tue	Wed	Thu	Fri	Sat	Sun
2009/2010	3	2	5	0	0	11	4
2010/2011	2	4	3	5	0	8	7
2011/2012	4	3	11	1	0	14	5
2012/2013	0	4	3	0	0	11	8

This analysis illustrates the days of the week that football matches occurred at the stadium between 2009/10 and 2012/13. It shows that, across all seasons, the majority of matches were held on Saturdays, with the next most common match day being Sunday except during the 2011/12 season, when it was Wednesday.

The kick off time for matches has also been reviewed for the same seasons, with the following results:

Table 6.1: Match Start times 2009 - 2013

Period	Period constraints	No. games	Average attendance
Afternoon (Weekend)	12.00pm to 5.00pm	57	45,743
Evening (Weekday)	5.01pm to 9.00pm	53	41,403

The lower average evening attendance probably reflects several factors. These include League Cup Games attracting less supporters, but nearly always being mid-week, less propensity for away supporters to bring as many supporters and some longer distance season ticket holders not attending 'less important' matches.

6.3 Description of Events (2012-13 Season)

Table 6.2 describes a typical season of events held at the stadium, based on data from the 2012/13 football season and information on non-football events held during that period. During this period, there were 34 events spread across August 2012 to June 2013 with a peak attendance level of 55,000. This means that, in an average year, there is an event held approximately every 11 days. Pop concerts, such as Robbie Williams playing four nights in five, distort this figure

Table 6.2: Events Held at the Etihad Stadium, 2012/13

Type of Event	Detail	Date	Day	KO	Attendance
Premier League Football Matches	Man City vs. Southampton	19/08/2012	Sunday	16:00	46,109
	Man City vs. Queens Park Rangers	01/09/2012	Saturday	17:30	45,579
	Man City vs. Arsenal	23/09/2012	Sunday	16:00	47,318
	Man City vs. Sunderland	06/10/2012	Saturday	12:45	47,036
	Man City vs. Swansea City	27/10/2012	Saturday	17:30	46,801
	Man City vs. Tottenham Hotspur	11/11/2012	Sunday	13:30	47,208
	Man City vs. Aston Villa	17/11/2012	Saturday	15:00	47,072
	Man City vs. Everton	01/12/2012	Saturday	15:00	47,386
	Man City vs. Manchester United	09/12/2012	Sunday	13:30	47,166
	Man City vs. Reading	22/12/2012	Saturday	15:00	47,009
	Man City vs. Stoke City	01/01/2013	Tuesday	15:00	47,192
	Man City vs. Fulham	19/01/2013	Saturday	15:00	47,286
	Man City vs. Liverpool	03/02/2013	Sunday	16:00	47,301
	Man City vs. Chelsea	24/02/2013	Sunday	13:30	47,256
	Man City vs. Newcastle United	30/03/2013	Saturday	15:00	47,201
	Man City vs. Wigan Athletic	17/04/2013	Wednesday	19:45	47,106
	Man City vs. West Ham United	27/04/2013	Saturday	12:45	47,189
	Man City vs. West Bromwich Albion	07/05/2013	Tuesday	19:45	46,158
	Man City vs. Norwich City	19/05/2013	Sunday	16:00	47,054
				Average Premier League Attendance:	***46,970***
FA Cup Football Matches	Man City vs. Watford	05/01/2013	Saturday	15:00	46,821
	Man City vs. Leeds United	17/02/2013	Sunday	14:00	46,849
	Man City vs. Barnsley	09/03/2013	Saturday	17:30	46,728
				Average FA Cup Attendance:	***46,799***
Football League Cup	Man City vs. Aston Villa	25/09/2012	Tuesday	19:45	28,015
				Average League Cup Attendance	***28,015***

Type of Event	Detail	Date	Day	KO	Attendance
UEFA Champions League	Man City vs. Borussia Dortmond	03/10/2012	Wednesday	19:45	43,607
	Man City vs. Ajax	06/11/2012	Tuesday	19:45	40,222
	Man City vs. Real Madrid	21/11/2012	Wednesday	19:45	45,740
			Average UEFA Champions League Attendance:		***43,190***

Table 6.3: Non-football events

Type of event	Detail	Date	Day	Attendance
Music Concerts	Muse	01/06/2013	Saturday	55,000*
	Bon Jovi	08/06/2013	Saturday	41,501
	Robbie Williams	18/06/2013	Tuesday	55,000
		19/06/2013	Wednesday	55,000
		21/06/2013	Friday	55,000
		22/06/2013	Saturday	55,000
			Average Music Concert Attendance:	***52,750***
Rugby Matches	Magic Weekend**	25/05/2013	Saturday	30,793
		26/05/2013	Sunday	31,249
			Average Rugby Match Attendance:	***31,021***

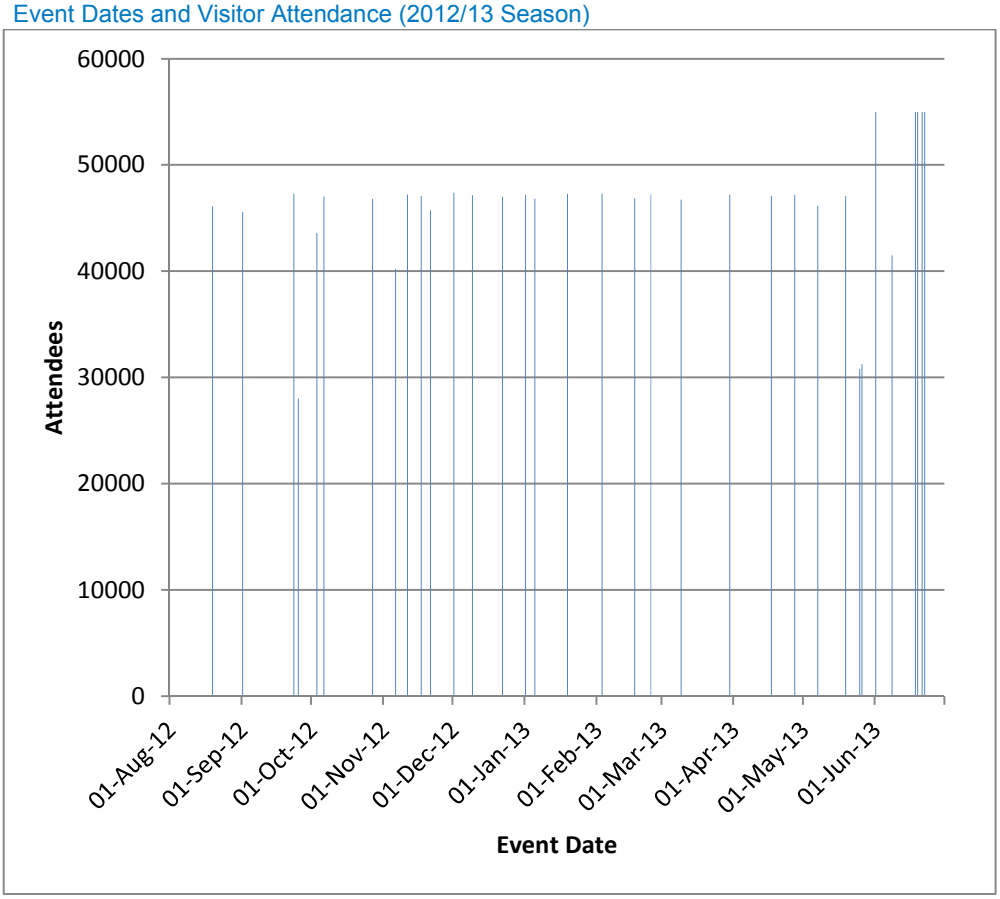
**NB attendance figures were not available but the concert was advertised as being sold out; therefore the same attendance figure was used as for the Robbie Williams concert.*

***Magic Weekend figures are for cumulative daily attendance over several matches. Not all supporters stay for the full day, dissipating arrival and departure times.*

6.4 Event Attendance Profile

Figure 6.2 below illustrates the temporal spread of events during the 2012/13 season and the attendance at each event. It can be seen that events are quite evenly dispersed over time due to the effect of football and that there is generally a period of at least a week between events, except when there is a continuous run of concerts e.g. the Robbie Williams concerts in June 2013.

Figure 6.2: Event Dates and Visitor Attendance (2012/13 Season)



6.5 Event Durations

As discussed above, events occur at the Etihad Stadium about once every eleven days and also on different days of the week. In addition, the events occur at different times of the day. The traditional 15:00 in the afternoon kick off on a Saturday is no longer the norm for a Premier league team, with many matches now occurring during the weekend at lunchtime and early evening to help fit in with television schedules. Also, it is increasingly common for Premier league matches to happen on weekday evenings at similar times to European cup matches, or to be moved to facilitate European matches.

The wide range of times when events can occur at the stadium has an important bearing on the transport access strategy which will need to be in place to enable safe and convenient movement of people during a relatively short period of time. There is no 'one size fits all' solution and our range of proposals reflects the need for 'flexible access' using a variety of modes.

To give an appreciation of the time periods involved with Premier league football matches, the Club has provided data on the times when spectators pass through the entry turnstiles before an event, as given in the following table.

From this information it can be seen that about 85% of spectators enter the stadium in the hour before kick off, and 60% in the 30 minutes before. Many people do arrive at the stadium complex and surrounding area sometime before actually entering the ground, but the statistics do show the compressed time periods involved. The club have tried to change such patterns to reduce 'peaks' with amenities such as 'City Square', which showcases events.

No similar data is available for after an event as the stadium gates are opened and people do not need to pass through a turnstile first before exiting.

Table 6.4: Typical Turnstile Entry

Turnstile Entry before Kick off	%age of Supporters	Accumulation
> 3 hours	0.3%	0.3%
2 - 3hours	1.2%	1.5%
1 - 2 hours	6.2%	7.7%
45 - 60 minutes	8.0%	15.7%
30 - 45 minutes	16.5%	32.2%
15 - 30 minutes	29.7%	61.9%
0 - 15 minutes	30.4%	92.3%
After kick off	7.7%	100.0%

Exit patterns in particular depend on a variety of factors, in particular the scoreline or nature of the game (exciting and close versus less exciting and concluded) but also factors such as weather and total attendance.

6.6 Event management plans

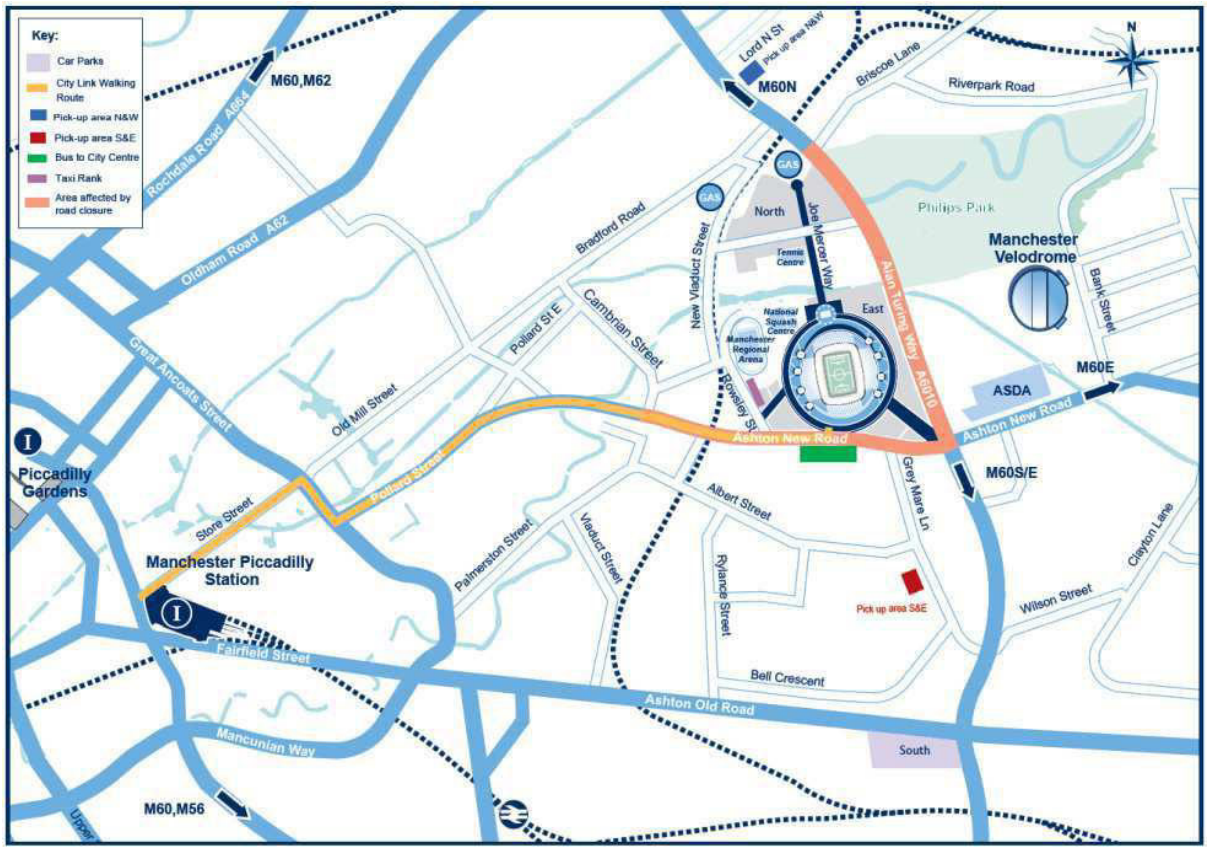
Given the infrequency and nature of the non-football events, there is no 'typical' event to focus a baseline on, with no typical profile audience. The target audience will influence how people will travel to the event, even within 'pop concerts' different artists appeal to different groups with different catchments and mobility capabilities. A Bon Jovi fan is very different to a Take That fan. As such, each non-football event has a bespoke management plan put in place to control and manage trips to the site. This plan takes into consideration the anticipated audience profile, with different events attracting different people. To underline this further, a concert aimed at teenagers is likely to attract more trips undertaken by car drop offs with lower levels of parking, as opposed to an event targeted at an older audience who would be more able to travel independently on public transport or drive themselves and park on-site or nearby.

A typical event management plan covers the following points:

- Traffic management;
- Pick up and drop off locations;
- Locations of car parks and their identity – e.g. for Take That in 2011 they were split into north and south, as well as coloured;
- Public transport changes for the event, such as increased frequencies or late services;
- Information on specialist coaches;
- Recommended walk and cycle routes;
- Pedestrian management techniques such as road and lane closures;
- Traffic management requirements including road closures.

An example visual event management plan from the Take That concerts held in 2011 is shown below and identifies the designated drop off and pick up points and taxi ranks.

Figure 6.3: Take That Event Managment Plan Map



6.7 Football Event Plans

The traffic management plan for the 2013-2014 football season has been provided in Appendix B. The focus of the plan is to improve traffic flows around the site as a whole whilst maintaining the safety of pedestrians walking to and from the event. It recognises the importance of ensuring the plan encompasses the needs of other road users, not associated with the event. Measures such as vehicle sterile road closures, lane closures and the deployment of Avalon pedestrian barrier systems are introduced during the exit phase, to ensure safe egress.

The main objectives of the plan are:

- The maintenance of public safety on the local highway infrastructure.
- To minimise disruption to all road users with special emphasis on maintaining the integrity of those routes which act as a local alternative to the strategic trunk road system.
- Minimise the disruption and impact of such an event on local communities.
- Maintenance of visitor traffic flow into the event.

During a typical event, the following measures are put into place:

- Ashton New Road will be closed from its junction with Alan Turing Way to its junction with Darley Street, except for buses and emergency vehicles to create a sterile pedestrian zone. There will also be road closures at; Swallow Street, Rowsley St and Grey Mare Lane. This is to prevent vehicles from entering Ashton New Rd from a side road.
- There will be a road closure on Frost Street from the junction with Ashton New Road to the junction of Beswick Street, in both directions.

- Alan Turing Way Northbound prior to Ashton New Road and Alan Turing Way and again prior to Gate 1, will be subject to a lane 1 closure.
- Following pedestrian dispersion, a road opening sequence is highlighted to ensure that the roads are opening in a safe manner.
- No Waiting cones will be deployed along Rowsley St and New Viaduct St with junction protection for side streets to prevent public parking along these roads.
- No Waiting cones will be deployed for 25 metres around the junction of Ashton New Road and Darley Street, these measures are put in place so as to prevent parked vehicles causing restrictions when Ashton New Road is Closed.
- Buses will be stacked on Ashton New Road to cater for pedestrians after the match with buses departing as soon as they are full.
- Trams will operate with 1 tram every 6 minutes for access to the site, with 1 tram every 6 minutes for leaving after a match, both with approx. 450 visitors per tram (an average of 4,500 per hour). Of these trams, one in every 2 will serve as far east as the Etihad Campus, with the other trams coming from Ashton-under-Lyne.
- The preferred taxi route from the city centre is via Bradford Road, turn right onto Cambrian Street and follow until it becomes Hillkirk Street. From Hillkirk Street taxis will turn right onto Ashton New Road, then left onto Every Street.

The plan goes into great detail with regards to the specific management measures required at each location described above, including the times of deployment, the staff resources and the positioning of traffic management tools such as cones and barriers.

It also designates specific car parks for different users, with supporters, corporate supporters, VIPs and coaches segregated.

The plan demonstrates how traffic is managed before and after an event to minimise congestion and delay on the traffic network and to try and ensure people can access and egress the area safely and in an efficient manner by a range of modes.

6.8 Summary

It is clear from the results presented within this chapter that the higher attended events occur on weekends. There has been some change in the number of events held on various days of the week over the last four seasons, with the latest season showing a tendency for weekend fixtures with some matches to be held on a Tuesday and Wednesday evenings. Attendance levels for football matches are consistently over 40,000 with music events typically attracting a greater number of people. These events tend to be concentrated outside of the football season therefore providing a distribution of events over the year.

It is also worth noting that the number of football matches per year is also dependent upon how successful the club is within cup competitions. For example, if the club does not progress well in European football then there can be fewer mid-week games.

7. Existing Transport Conditions

7.1 Introduction

There are currently a variety of options for travel to Manchester City Football Club (Etihad Stadium) on match or other event days, including use of the recently opened Metrolink tram link between Etihad Campus and the city centre.

There are a large number of potential mode combinations for accessing the stadium, for example a public transport journey into the city centre followed by a walking journey to the stadium, however the main modes of access may be categorised as follows:

Table 7.1: Journey types and example catchment

Mode of travel	Example catchment
Travelling by car and parking within walking distance of the stadium (either as a driver or a passenger)	Potential catchment of anywhere in the UK
Travelling by car and getting dropped off near the stadium	Likely to be supporters who live within a reasonable distance of the stadium to warrant potentially two return journeys (drop off and then pick up)
Travelling by bus directly to the stadium	Local services which serve the vicinity of the site and link to the city centre
Travelling by bus to the city centre and then walking to the stadium	Services which cater for the Greater Manchester area, meaning a catchment outside of the stadium vicinity
Travelling by train to Ashburys station and walking or cycling to the stadium	Local services mainly from the North West, in particular south east Manchester and Stockport suburbs
Travelling by train to Manchester Piccadilly or Victoria stations and walking or cycling to the stadium	Long distance train trips, e.g. from London or Birmingham, as well as local stopping services
Travelling by tram directly to the Etihad Campus stop	The catchment for this service is not only those living along the Metrolink line, but also those using the service to connect form the City Centre
Travelling by tram to the city centre and walking to the stadium	Catchment is likely to be those on other tram lines, such as Eccles, Altrincham and Bury
Travelling by tram to Monsall or Central Park stops and walking to the stadium	This is on the Oldham Line and links to a different catchment than the Ashton Line. This serves the Oldham/Rochdale area and M60/M62 north
Walking or cycling directly to the stadium from the journey origin	This is likely to be a shorter trip, either connecting from a city centre location or a local area
Travelling to the stadium by coach or minibus	Long-distance services into Manchester, such as National Express, as well as supporters clubs and minibuses from the local and wider area
Travelling to the stadium by taxi	This is likely to be a shorter trip, either connecting from a city centre location or a local area. Many rail connected journeys link to taxis
Travelling to the stadium by motorcycle	This catchment is likely to be within the north west or Greater Manchester region; however it could also be further afield

This section discusses each of these modes in turn, including any observed issues with any specific journey types or modes of travel, and then presents a breakdown of the existing match day travel patterns, including current mode split.

7.2 Baseline traffic flows

As previously mentioned, 24hour ATC data has been collected from four points around the stadium on Alan Turing Way and Ashton New Road for the following dates:

- Wednesday 25th September 2013 – to represent a weekday non-match day;
- Saturday 28th September 2013 – to represent a weekend non-match day;
- Wednesday 2nd October 2013 – 19:45 kick of vs. Bayern Munich, Champions League; and
- Saturday 5th October 2013 – 12:45 kick off vs. Everton, Premier League.;

The results from this count are shown below.

Figure 7.1: Weekday Alan Turing Way Traffic Flows, match day and non-match day - 2 hours prior to KO

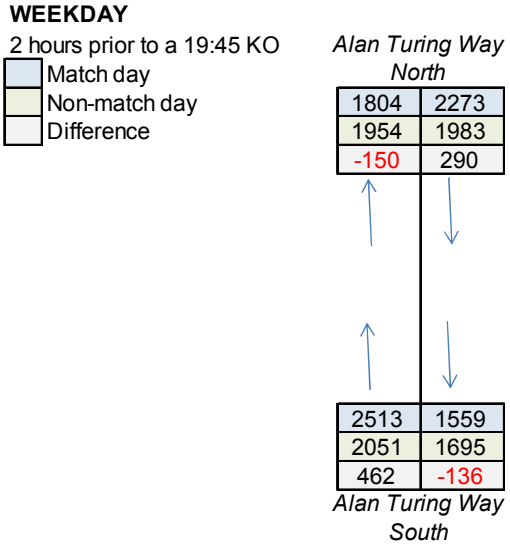


Figure 7.2: Weekday Ashton New Road Traffic Flows, match day and non-match day - 2 hours prior to KO

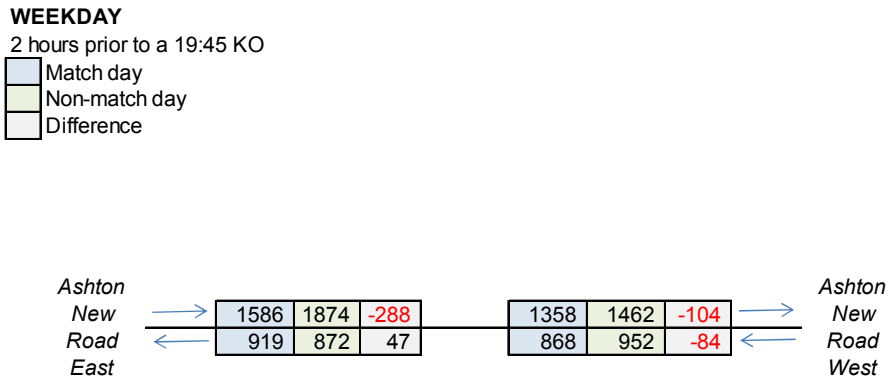


Figure 7.3: Weekend Alan Turing Way Traffic Flows, match day and non-match day - 2 hours prior to KO

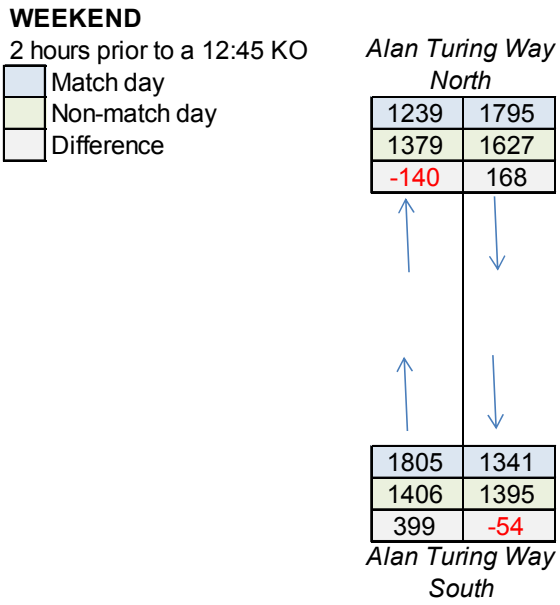


Figure 7.4: Weekend Ashton New Road Traffic Flows, match day and non-match day - 2 hours prior to KO

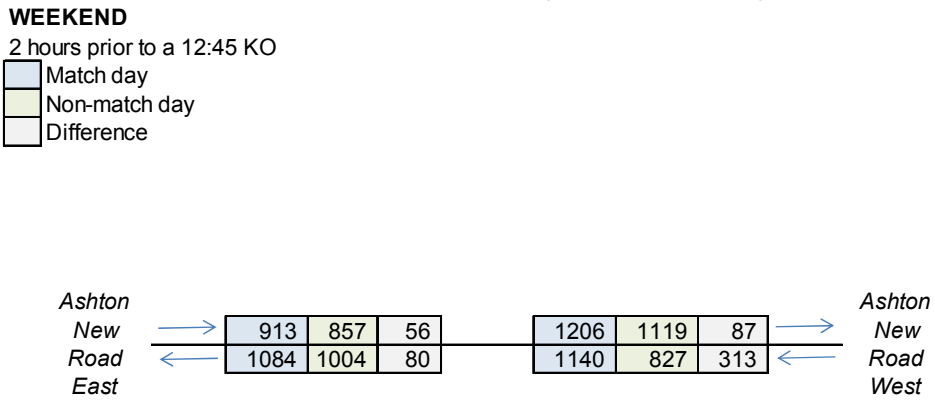


Figure 7.5: Weekday Alan Turing Way Traffic Flows, match day and non-match day - 1 hour after final whistle

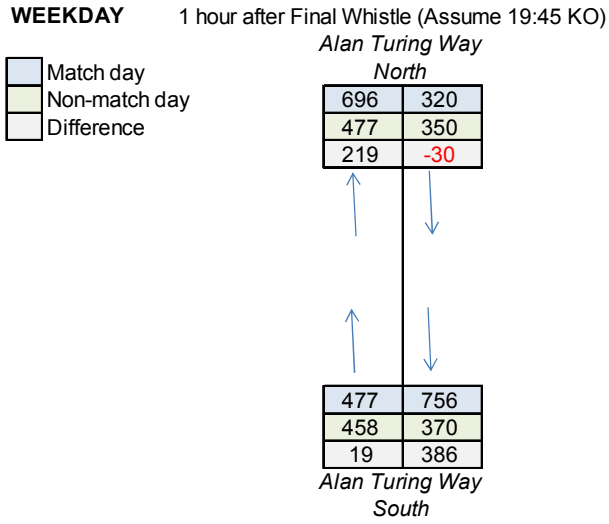


Figure 7.6: Weekday Ashton New Road Traffic Flows, match day and non-match day - 1 hour after final whistle

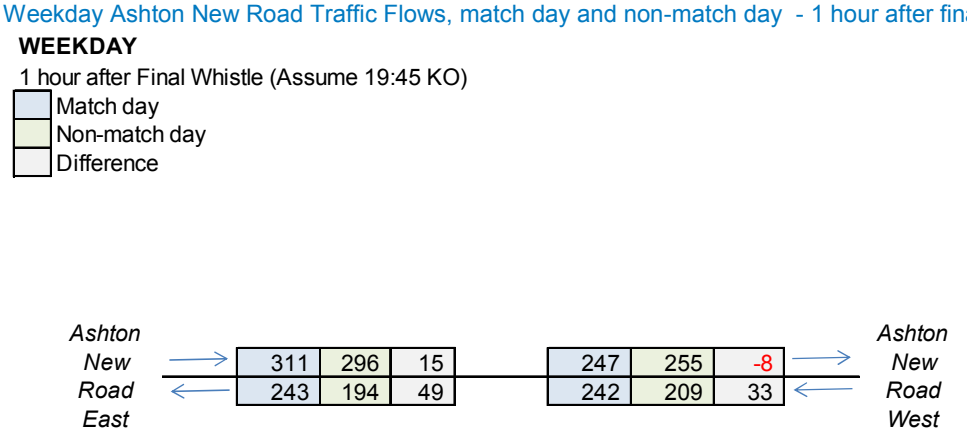


Figure 7.7: Weekend Alan Turing Way Traffic Flows, match day and non-match day - 1 hour after final whistle

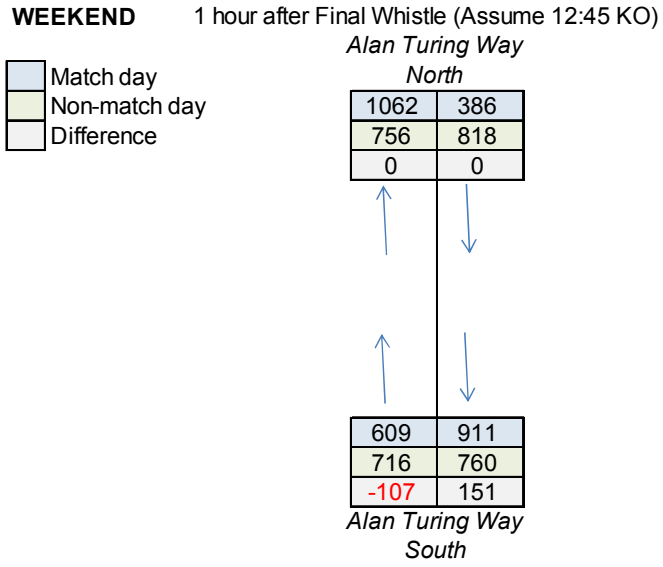
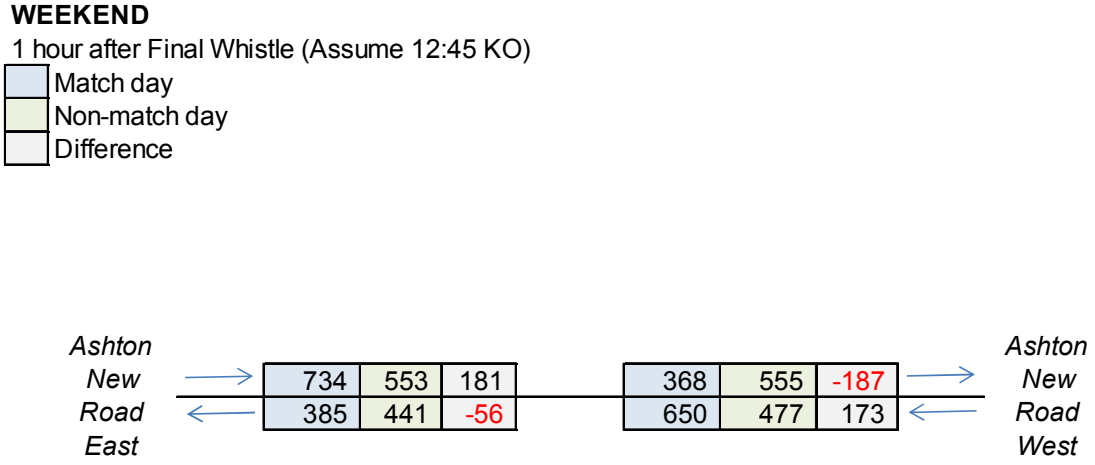


Figure 7.8: Weekend Ashton New Road Traffic Flows, match day and non-match day - 1 hour after final whistle



The following tables present analysis which has reviewed the difference between weekday match and non-match day traffic flows which have been compared for a period before and after the matches.

Table 7.2: Traffic flows before and after a weekday match

Period		Alan Turing Way North		Alan Turing Way South		Ashton New Road East		Ashton New Road West	
		NB	SB	NB	SB	EB	WB	EB	WB
4 hour period before kick-off	Non-Match	4104	4049	4307	3467	3611	1811	2916	1955
	Match	3815	4279	4952	3306	3250	1864	2773	1782
	Difference	*-8%*	*5%*	*13%*	*-5%*	*-11%*	*3%*	*-5%*	*-10%*
1 hour period after final whistle	Non-Match	477	350	458	370	296	194	255	209
	Match	696	320	477	756	311	243	247	242
	Difference	*31%*	*-9%*	*4%*	*51%*	*5%*	*20%*	*-3%*	*14%*

Table 7.3: Traffic flows before and after a weekend match

Period		Alan Turing Way North		Alan Turing Way South		Ashton New Road East		Ashton New Road West	
		NB	SB	NB	SB	EB	WB	EB	WB
4 hour period before kick-off	Non-Match	2932	3096	2994	2793	2278	1637	1767	1705
	Match	3437	2497	2637	3080	2254	1544	1554	1893
	Difference	*15%*	*-24%*	*-14%*	*9%*	*-1%*	*-6%*	*-14%*	*10%*
1 hour period after final whistle	Non-Match	756	818	716	760	553	441	555	477
	Match	1062	386	609	911	734	385	368	650
	Difference	*29%*	*-112%*	*-18%*	*17%*	*25%*	*-15%*	*-51%*	*27%*

For weekday matches, traffic is higher on some of the routes compared to non-match days, however this is not the case for all the counters. A substantial reduction is seen in the hour after the final whistle on Alan Turing Way NB, which is likely due to pedestrian congestion at the junction of Alan Turning Way and Ashton New Road, also reflected in reduced south bound movements into this junction. This trend is significantly increased for weekend matches. For weekend matches, traffic is generally reduced in the area prior to the match with only small increases noted.

In summary, these tables show that there are differentials between match and non-match day traffic flows, which are affected by the road closure on Ashton New Road, leading to a reduction in through flows after the match within the time period, as well as the traffic dispersing from the car parks on to Alan Turing Way slowing traffic along this route.

7.3 Baseline Modal Split

As previously outlined in Chapter 3, a baseline modal split for both weekend and weekday football matches was established through the undertaking of travel surveys with home supporters at the following matches:

- Premier League match against Everton on Saturday 5th October 2013;
- Champions League match against Bayern Munich on Wednesday 2nd October 2013

The results from the surveys have enabled a baseline modal split to be calculated for each match scenario which represent typical weekend and weekday matches and provides an indication of how supporters currently travel to the stadium. The baseline modal splits are shown in Table 7.4.

Table 7.4: Baseline modal splits 2013

Mode	Weekday modal split	Weekend modal split
Car (passenger and driver)	57.3%	68.2%
Dropped off	1.9%	4.0%
Motorbike	0.4%	0.0%
Bicycle	0.3%	0.2%
Walk Whole Journey	6.9%	1.6%
Taxi	6.0%	3.2%
Train (then walk to/from stadium)	5.7%	5.4%
Bus	5.8%	4.0%
Metrolink	12.9%	11.3%
Coach (all)	2.9%	2.0%

This shows that there are a range of modes being used by supporters to access the stadium on match days and that there are two distinct baselines for weekday and weekend matches.

7.4 Controlled Parking Zones (CPZs)

In 2005, nine Controlled Parking Zone's (CPZ) were introduced to cover nearby residential zones in areas surrounding the Etihad Stadium. Since the introduction of the City Football Academy, the Clayton Arm area has subsequently been replaced by the development. The remaining eight areas have been in operation ever since with only minor amendments to boundaries to take into account new development

The locations of the existing CPZs are shown in Figure 7.9. Within these zones, only residents and visitors displaying a valid pass within their vehicle are permitted to park during events. The CPZs themselves are advertised via gateway signage on the entry points into the zones, and on these signs the date and times when the next parking restrictions will be in-force are displayed. Consequently, the signage needs to be amended after each event for the CPZs to be able to be enforced. Vehicles parked within the zones without a valid permit and during the advertised events are liable to a fine via a Penalty Charge Notice (PCN) which can be issued by Civil Enforcement Officers.



As part of the preparation of this Transport Assessment for the proposed expansion of the Etihad Stadium, Mott MacDonald have undertaken detailed match day observations of parking in and around the stadium, to include parking within the CPZs.

A summary of these observations, and initial thoughts on the effectiveness of the existing CPZs, and whether their boundaries are adequate or require amendment to protect residential amenity following the expansion of the seating capacity of the stadium, are provided later in this chapter under on-street parking. Possible measures to protect on-street parking within CPZs are presented later in the report in Chapter 10.

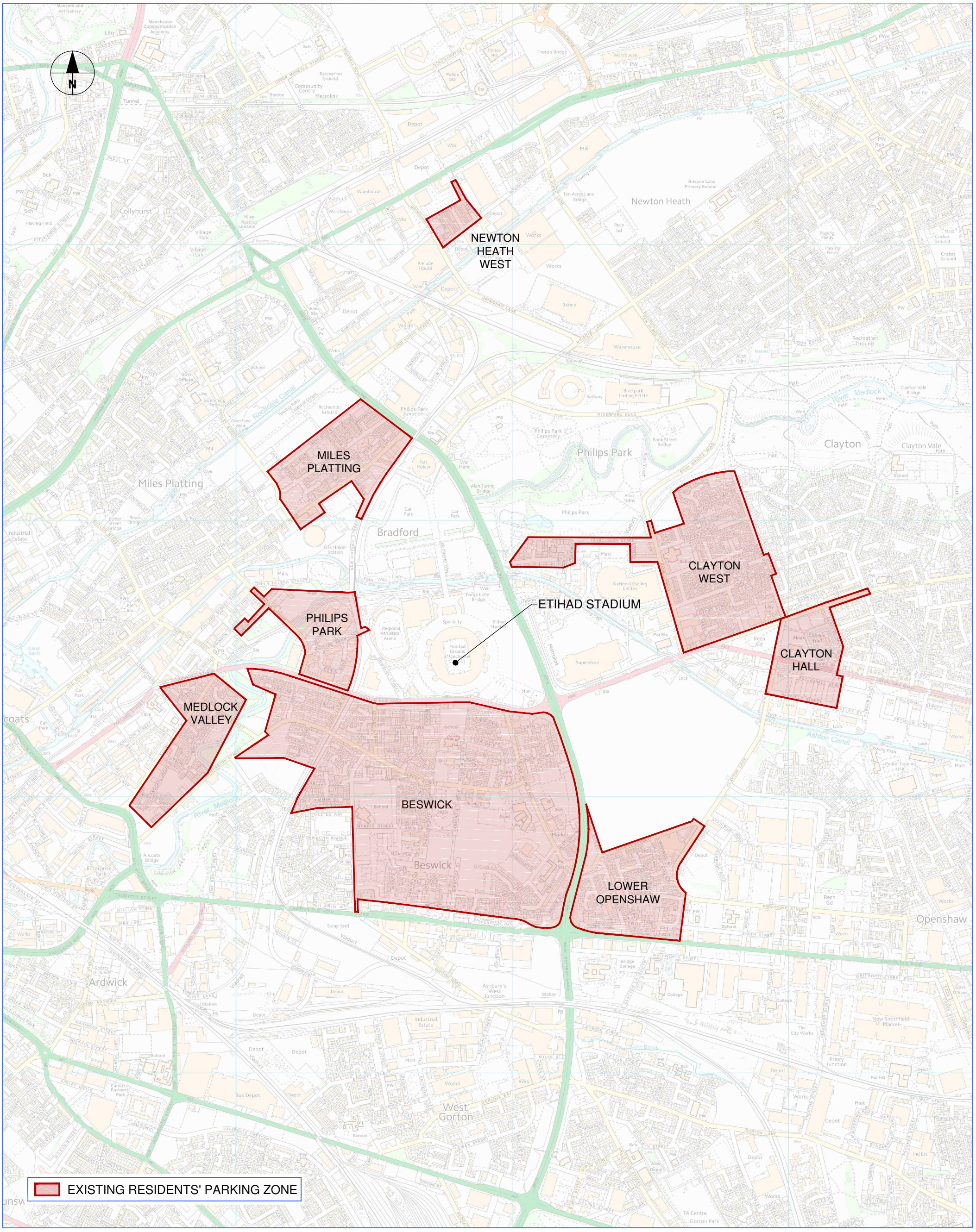


FIGURE 7.9 EXISTING CONTROLLED PARKING ZONES

M.C.F.C. STADIUM EXPANSION

Mott MacDonald

7.5 Transport Operations by Mode

7.5.1 Access by Private Vehicle

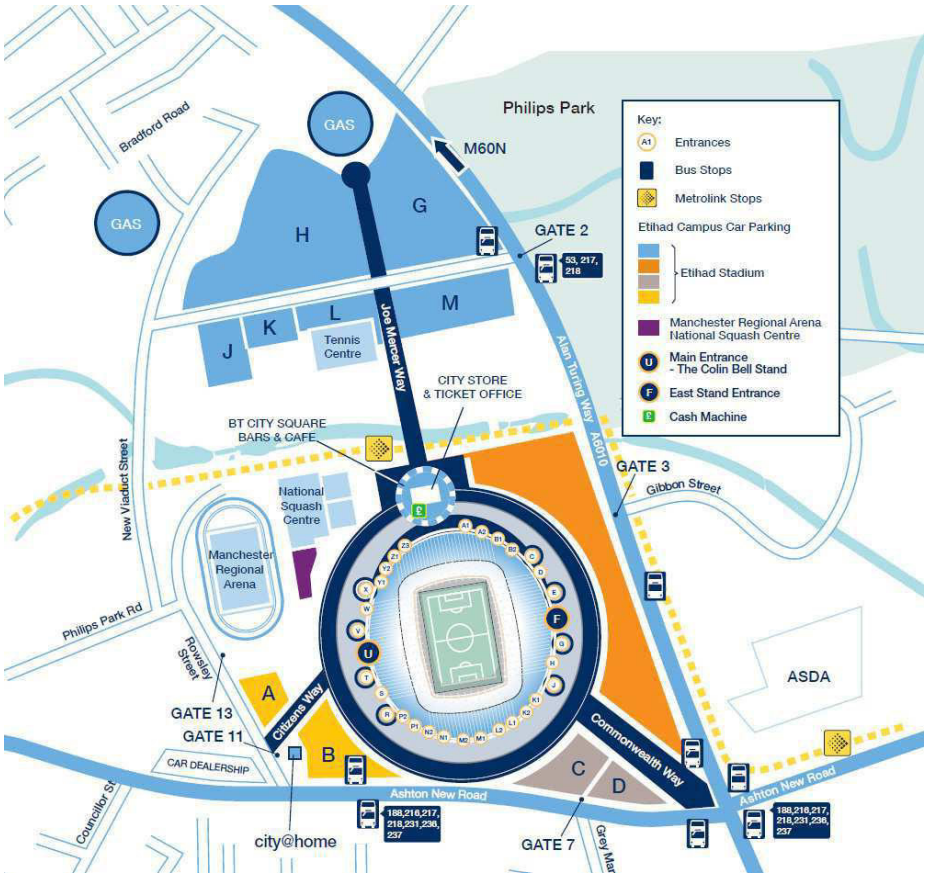
7.5.1.1 Car

Whilst there are a significant number of alternatives available for match day access, the modal splits shown above demonstrate that the majority of supporters still choose to access the site by car, parking either on-site, or in one of the numerous off-site locations be they on or off-street. It is clear that, as the capacity of the stadium increases, there is not the flexibility in the local highway network to accommodate a significant increase in vehicles. However on-site observations indicate that, whilst some areas of the city within walking distance of the stadium (outside of the controlled parking zones) experience high levels of on-street parking, there remains some spare capacity within the existing network (particularly in nearby off-street locations) to cater for some additional or transferred demand.

On site, there are 7 colour coded car parks as well as perimeter parking on the concourse for disabled users, which combined provide the following breakdown of spaces. All spaces are available on match and event days, with some of the car parks closest to the stadium itself open on non-match days for staff, visitors and conferences.

The locations of these car parks can be seen in Figure 7.10.

Figure 7.10: On site Car Park Locations



A review of on-site car parking, in terms of the utilisation was undertaken on the survey days. The results from this are presented below, and compared against the maximum potential of each car park based on its measured footprint size.

Table 7.5: Weekday on-site parking observations

Car Park	Potential Capacity*	% Full	Cars Parked**	Spare Capacity	No of Coaches	Max Coaches	Spare Coach Capacity
A	100	100%	100	0	0	0	0
B	123	95%	117	6	0	0	0
C		*Police and away coaches*			11	40	29
D		*Police and away coaches*			4	15	11
Orange	1500	80%	1200	300	0	0	0
G	650	75%	488	163	34	50	16
H	1280	80%	1024	256	0	0	0
J	195	30%	59	137	0	0	0
K	105	90%	95	11	0	0	0
L	92	100%	92	0	0	0	0
M	500	45%	225	275	0	0	0
Totals	**4545**	**-**	**3385**	**1160**	**49**	**105**	**56**

**based on observations*

***counted vehicles*

Table 7.6: Weekend on-site parking observations

Car Park	Potential Capacity*	% Full	Cars Parked**	Spare Capacity	No of Coaches	Max Coaches	Spare Coach Capacity
A	100	100%	100	0	0	0	0
B	123	95%	117	6	0	0	0
C		*Police and away coaches*			19	40	21
D		*Police and away coaches*			2	15	13
Orange	1500	90%	1350	150	0	0	0
G	650	90%	585	65	20	50	30
H	1280	95%	1216	64	0	0	0
J	195	45%	88	107	0	0	0
K	105	70%	74	32	0	0	0
L	92	95%	87	5	0	0	0
M	500	70%	350	150	0	0	0
Totals	**4545**	**-**	**3967**	**579**	**41**	**105**	**64**

**based on observations*

***counted vehicles*

A review of parking off site, both on and off-street was also undertaken on these survey days whilst the game was in play. Observations from this exercise are presented below.

On-street parking

Following kick off (KO), a drive-by of the streets surrounding the stadium was undertaken to understand the extent and volume of parking on-street. This included reviewing parking on-street within the Controlled Parking Zones which are in operation on event days.

The extent of on street parking was generally contained within a 20 to 25 minutes' walk time catchment, based on a walk speed of 1.4 metres per second. Parking appeared to be at a greater concentration for the Wednesday evening match in comparison with the Saturday match. For both matches, there were streets

which had been used for parking for one match but not for the other, such as Rondin Road and Clayton Lane being notably utilised for the Saturday Everton match with sparse parking in these roads on the Wednesday Bayern Munich game (to the extent that it was not clear if it was match related or not). A plan has been created which shows the streets which were parked on for both matches. This is shown in Figure 7.11.

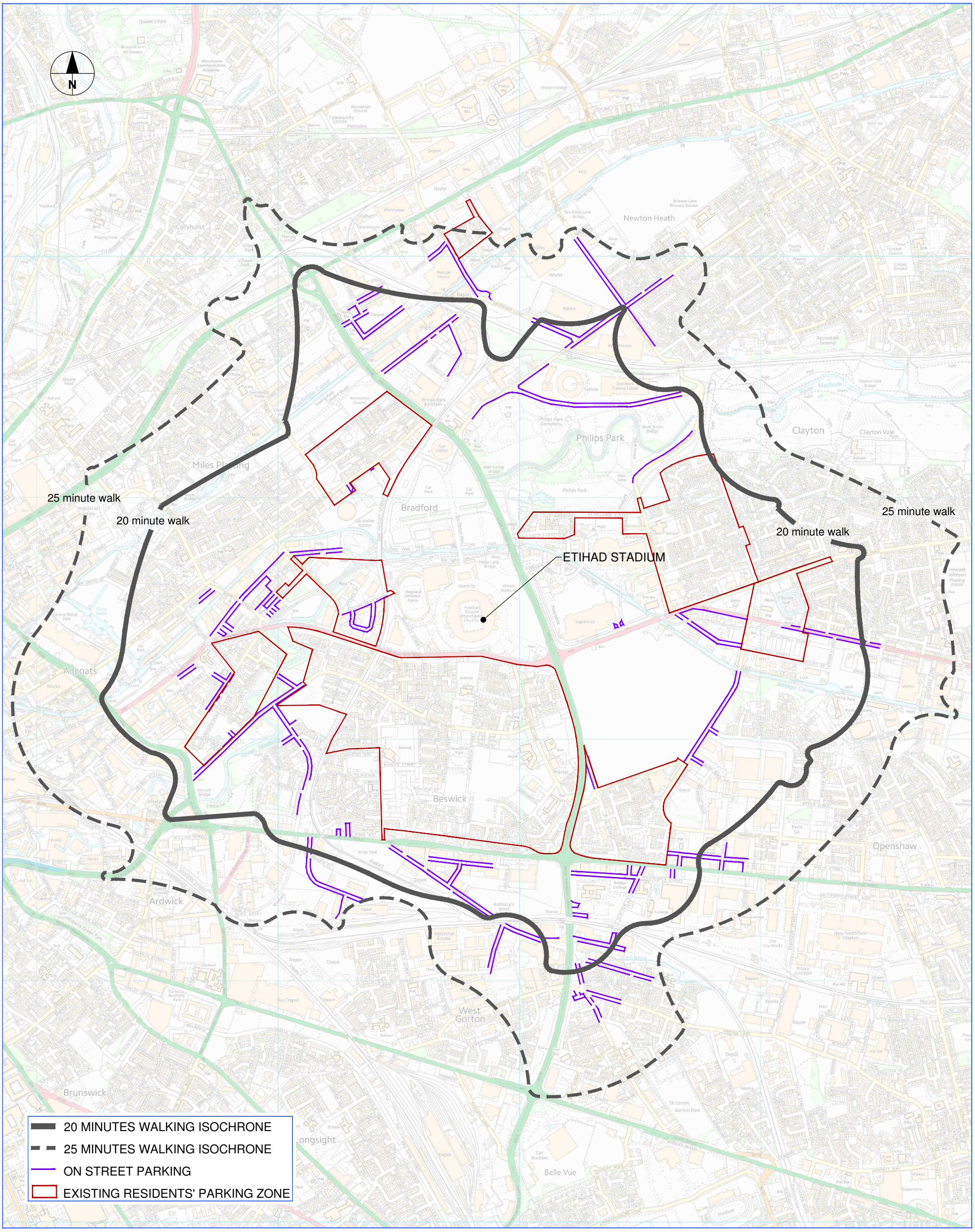


FIGURE 7.11 OBSERVED ON-STREET MATCH RELATED PARKING

M.C.F.C. STADIUM EXPANSION

Mott MacDonald

It was noted that the CPZs appeared to be working with minimal observed match-associated parking on street within these areas. Civil Enforcement Officers (CEOs) were observed on Wednesday evening within these zones. No CEO's were observed on Saturday by the surveyors (although this does not mean that the CEO's weren't on site), however the restrictions on parking within the CPZs was still being observed. Specifically in relation to the CPZs, the following observations were made:

- Within all of the existing CPZs minimal obvious match related on-street parking was observed during either the weekday or weekend match;
- To the north and south of the stadium, almost all of the match related on-street parking was within industrial / employment zones;
- To the west and east of the stadium, where on-street parking occurred it tended to be up to the boundary of the CPZs, (as close as is legally permitted);
- Within the Beswick CPZ to the south of the stadium, there were lengths of on-street parking, but this seemed to be local residents rather than supporters as it was tended to be clustered outside housing and spaces remained.
- The exception to this was to the west of the stadium within the Philip's Park CPZ where there was much on-street parking evident (Philip's Park Road and Edwin Road). However, this seemed to be by Blue Badge Holders;
- Residential areas outside of the CPZs were on-the-whole unaffected by match related on-street parking.

A large proportion of on-street parking was not occurring outside residential properties or on residential streets, but was instead heavily concentrated on industrial roads which were fairly quiet on match evenings and at the weekends (observations also undertaken of this on several match days, as outlined in Table 3.1). The following specific observations were made:

- A short section of Every Street between Great Ancoats Street and Merrill Street is not covered by waiting restrictions to either side of the road, and is outside of the adjacent Medlock Valley CPZ. This street is used by football service buses returning to the city centre before matches, and the on-street parking is reducing the road width to single lane running and hence delaying these services;
- To the west of the Beswick CPZ, there is much match related on-street parking, particularly along Viaduct Street and Palmerston Street. Again, in places, this effectively reduces the roads to single lane which could inconvenience local residents during these times;
- To the north of the stadium, many of the streets outside of the CPZs within industrial / commercial areas are used for on-street parking. In the majority of cases, this does not appear to be a problem, but in locations the parking is affecting access to some businesses who had placed cones along the street to protect their access points – especially for HGV's;
- Also, to the north of the stadium, Briscoe Lane is a public bus corridor, but is extensively used for on-street parking. Again, in places this reduces the road width to single lane running and results to delays for buses and other traffic;
- New Viaduct Street to the west of the stadium complex is a very narrow road with no waiting restrictions. Currently, no waiting cones are temporarily placed to control parking along this road during events.

Some vehicles were parking entirely on the footway on Ashton New Road, east of Alan Turing Way, to the west of Clayton Hall Metrolink Station. The on-street parking bays along Ashton New Road were well used on both days;

- The extent of Riverpark Road on both sides was heavily parked up for both matches;
- Parking was clustered on the fringes of the CPZs;
- Where there was no junction protection in the form of restrictions, parking was observed within the mouth of junctions, utilising all available space (e.g. on Grimshaw Lane);
- Parking was occurring on the construction area of Beswick Market to the south of Grey Mare Lane, which will not be available in the future, once the construction is complete;
- Blue badge parking was occurring on-street along Philips Park Road and Edwin Road.

Examples of parking on-street are shown in the following images which depict the Grimshaw Lane area.





Off-street (off-site)

A review of parking in off-street car parks away from the stadium was undertaken following kick off. Multiple off-street car parks are in operation around the stadium on match days. The majority of these were observed to typically charge £5 - £10 per vehicle and the quality of the facilities (e.g. surfaced, lit, CCTV, manned) varied greatly. Some of the car parks claimed to be 'accredited' a scheme that historically operated in conjunction with Manchester City Football Club, but is no longer in operation. Parking is restricted in ASDA to 1hour 45minutes and as such, there was no observed match day parking occurring within this car park.





The car parks ranged between:

- Existing car parks which are used once staff/customers have left;
- School playgrounds which are used for parking on match days; and
- Informal areas of land which are opened specifically for matches (with no obvious land use for the rest of the time).

There were notable concentrations of car parks as follows:

- To the west of the stadium around Philips Park Road (approx. 7 sites with 500 spaces);
- To the south beyond Ashburys around the junction of Gorton Road / Pottery Lane (approx. 5 sites with 550 spaces);
- To the south behind Ashton New Road within the Beswick area (10 sites with approx. 3500 spaces);

- To the north east along Briscoe Lane (approx. 5 sites with 1500 spaces);
- To the north off Alan Turing Way around Drewett Street (approx. 3 sites with 550 spaces);
- To the north along Bradford Road (5 sites with approx. 400 spaces);
- To the east of the stadium around the Velodrome (2 sites approx. 400 spaces).
- Absolute spaces within the car parks will vary as very few of the sites were seen to have marked spaces, with vehicles being parked differently on both days.

N.B. the no. of spaces are estimates from observations since in many cases it is difficult to definitely gauge this.

Most of these car parks were well utilised (around 75% on both weekend and weekday), however spaces remained in the majority, particularly the larger sites.





No quantitative surveys were undertaken for off-site car parks, however from observations, the majority of these car parks were well used on both of the days, with all of them being observed to be over 50% full (as a minimum). All of the car parks seen in operation on Wednesday 2nd were also in operation on Saturday 5th. Most of the car parks had attendants stood at the side of the road waving to encourage drivers in.

Issues

Despite over almost 60% of current supporters on a weekday and almost 70% on a weekend accessing the stadium by car, parking for these vehicles is being successfully catered for by existing on and off-street supply. Controlled Parking Zones are in operation in selected areas adjacent to the stadium to prevent on-street parking in sensitive, primarily residential, areas, and further areas are under review to understand the implications of extending this scheme.

ETIHAD STADIUM

OFF-SITE / OFF CAMPUS CAR PARKS

FIGURE 7.12 OBSERVED OFF-STREET & OFF-CAMPUS CAR PARKS

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7.5.1.2 Pick Up & Drop Off

A further car-borne mode of travel that does not result in the requirement to find a parking space is pick-up and drop-off. From the 2013 survey, this is undertaken by approximately 2% of supporters on a weekday, rising to 4% on weekends and is therefore not a very popular mode (*pro-rated based on full capacity*). The weekend drop off increase may be explainable by partners and families having more spare time to drop off and perhaps a second person combining drop off with City Centre shopping or other activity. In previous years, for large trip generating events such as the Commonwealth Games in Manchester in 2002, dedicated pick-up and drop-off locations were created to cater for the demand. Despite the success of this scheme, it has not been repeated for subsequent event or match day transport networks and there is not currently a dedicated pick up or drop off point. To over-encourage this for football in particular induces traffic issues, unless several people are dropped off by one vehicle it is not desirable from a 'best use of resources' perspective.





Issues

In general, pick-ups and drop-offs are undertaken on Ashton New Road to the south of the stadium, and this can be problematic at busy match-times with cars competing with buses and taxis for kerb-space. In addition, another key issue in common with taxis, is the fact that pick-up and drop-off journeys generate two trips for each person picked up, doubling the impact for every person moved. Turning movements were also observed to occur unregulated.

Pick up's are not able to occur from Ashton New Road after the match, as it is closed to vehicles for a period of time to enable the crowd to disperse.

All these factors leads us to conclude that for football in particular encouraging such activity is not overly desirable.

7.5.1.3 Taxi

Taxi is a mode of travel currently used by 6% of supporters on the weekdays and 3.2% on weekends according to the 2013 survey. Whilst on non-match days, taxis are able to provide a drop off and pick up service directly into the site itself, this is not possible on match days and on-site observations revealed that taxis tend to drop off supporters on Rowsley Street or on Ashton New Road, between the bus stop layby and the main site vehicular access, requiring a U-turn to return to Manchester City Centre. Neither of these locations are dedicated taxi ranks and some of the turning movements observed caused safety concerns, with on-coming traffic having to give way. The practice on Ashton New Road was also noted to cause occasional blockages to adjacent bus stops. Most use appears to be to and from the City Centre with many

journeys commencing at the rank at Piccadilly Station. A shared taxi is cheaper than Metrolink for multiple users who do not hold travel cards / concessionary fares. After games, taxis tend to 'hunt' for fares along Ashton New Road until its point of closure.





7.5.2 Active Modes

7.5.2.1 Walking

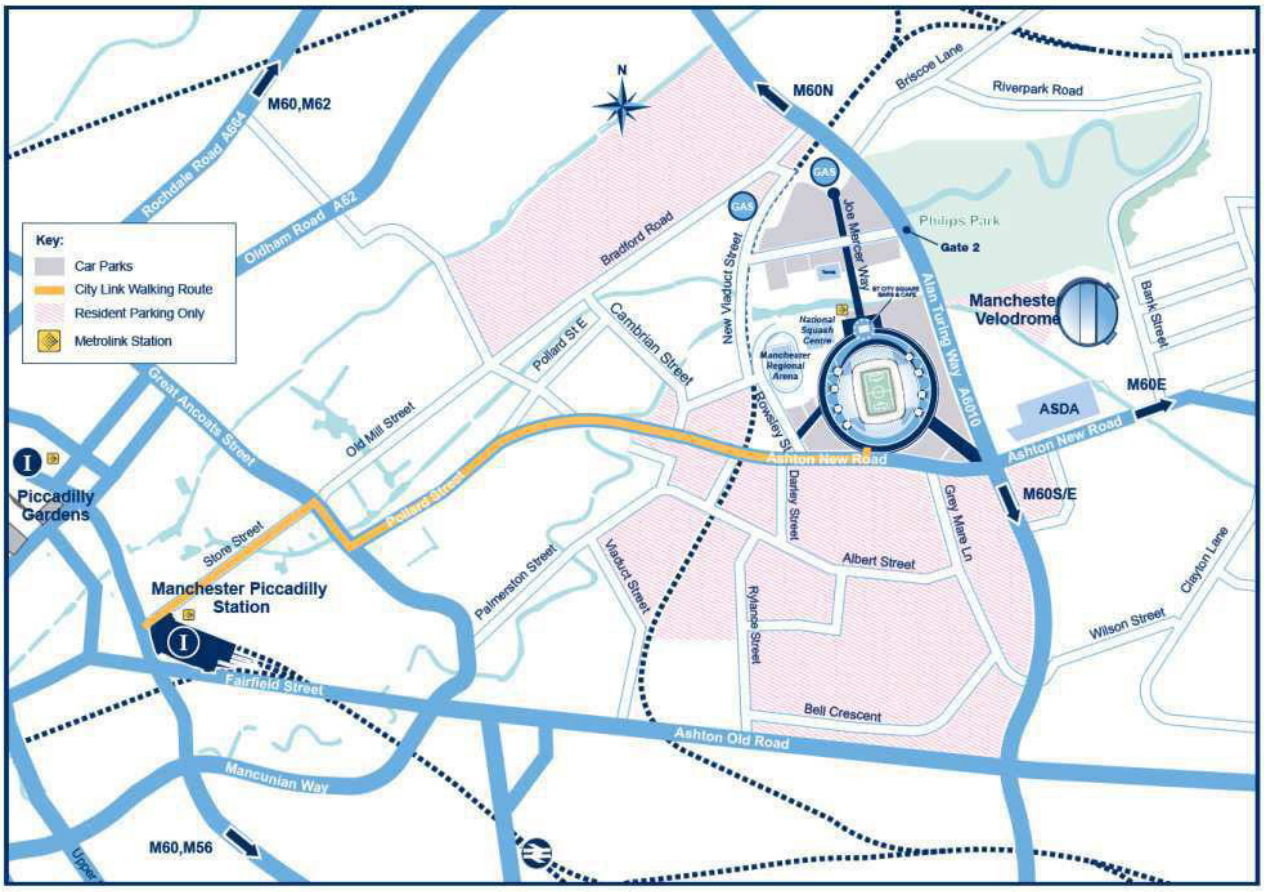
Whilst only those that walk directly between journey origin and the stadium are classified in the mode split as walkers, a key component of many of the other journeys is a walking journey – indeed it is the final mode for every journey made by able-bodied people into the stadium itself. Whilst supporters walk to the site from every direction, one of the most common routes is between the city centre and the stadium along Store Street, Pollard Street and Ashton New Road. Despite there being a maintained and signed route between Holt Town and the Etihad Stadium known as the City Link, and additional options along the Ashton Canal, the majority of people travelling from the city centre choose to walk along Merrill Street and Ashton New Road.





The route of the city link is shown in yellow on the following figure. It follows Ashton New Road, Store Street and to Piccadilly Station via Station Approach, off London Road.

Figure 7.13: CityLink Walk Route



There is an alternative route for the eastern end of the city link which connects into the stadium concourse adjacent to the Metrolink stop. This off-road part of the route is lit and follows the tram route and connects on to Holt Town, enabling onward connection to Ashton New Road. This route is not particularly well advertised or used at present, but has the potential to provide an alternative traffic free route to alleviate the pedestrian congestion experienced after a match on Ashton New Road.



Access point to off-road City Link next to Metrolink stop



City Link off-road walk route.

Figure 7.14 shows the popular walk-routes from the stadium, showing the possible access and egress points from the campus.

Issues

The walking demand can cause issues with traffic, particularly after the match when crowds are at their largest, at which time supporters have been observed to ignore pedestrian crossing controls and spill into adjacent junctions. Particular areas of concern, in terms of safety, include the junction of Alan Turing Way with Ashton New Road, and the junction of Pollard Street with the inner ring road (Great Ancoats Street). There are existing pedestrian footways and controlled crossing points in the vicinity of the stadium itself; however the crossing facilities are not suitable for large crowds due to the requirement for pedestrians to wait on islands in between the traffic.

The City Link walk route from next to the Metrolink stop is not well advertised and subsequently not well used at the moment. It has the potential to accommodate pedestrians who currently walk along Ashton New Road, providing a safe, off-road alternative.

It should be noted that traditionally when football stadia were located among communities, including the old Manchester City ground at Maine Road, there was a higher propensity to walk, since car ownership was lower. Even when car ownership grew, parking for such stadia was constrained. With management of interaction location with vehicular traffic there is no reason why such a large proportion of pedestrians cannot be accommodated on this network.

Even the current Premiership stadia like Anfield (Liverpool), Goodison Park (Everton), The Emirates (Arsenal) and Stamford Bridge (Chelsea) which are more constrained with far less parking accommodate pedestrian movements safely.





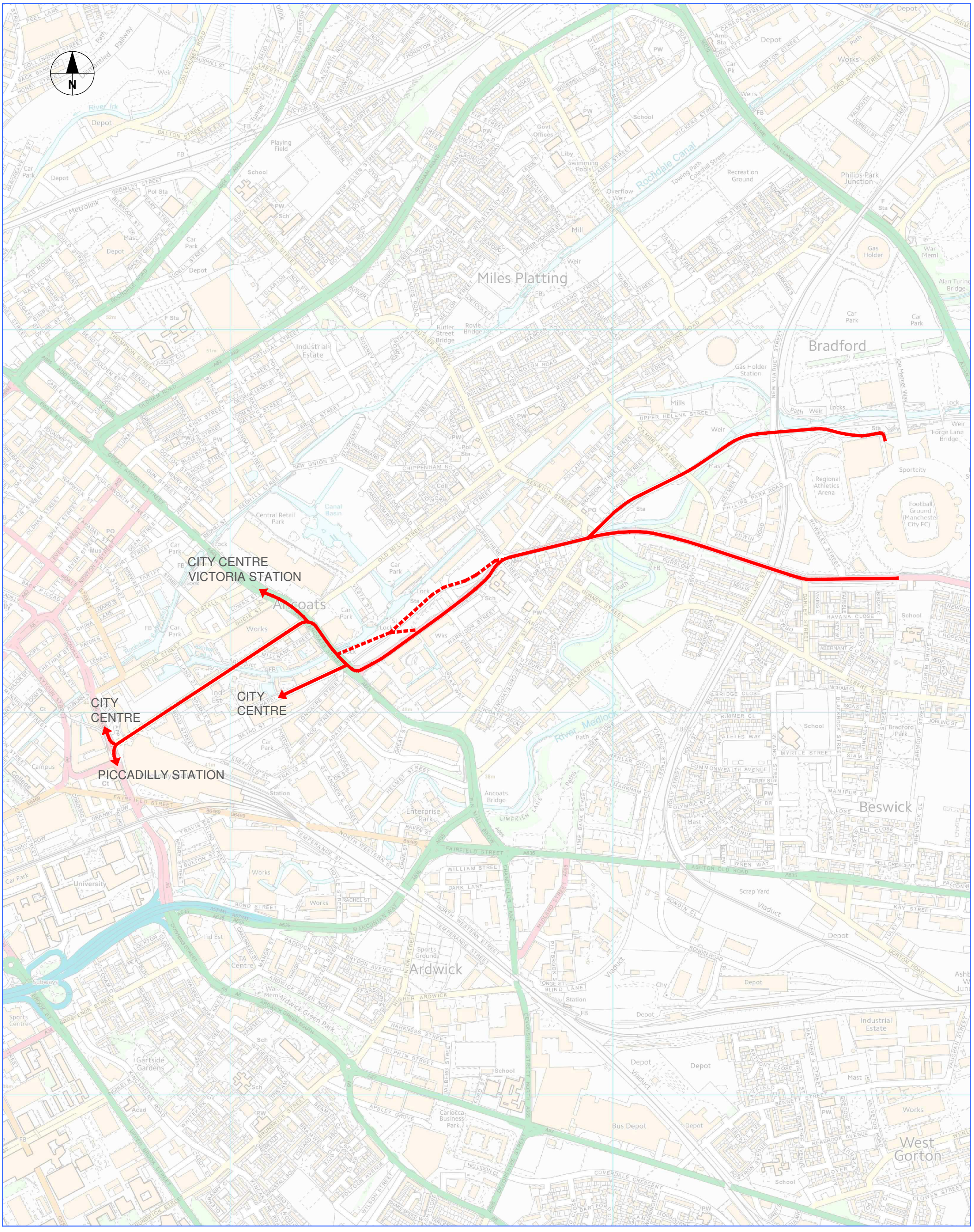


FIGURE 7.14 WALK ROUTES TO STADIUM FROM CITY CENTRE CORE

M.C.F.C. STADIUM EXPANSION

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7.5.2.2 Cycling

Cycling is currently a significantly underutilised mode with very few supporters being recorded as cycling in the 2013 travel survey. Cycle parking does exist at the stadium, and there was evidence that this is well utilised, with bicycles chained to railings and signs, as well as in the designated cycle parking areas. Whilst bicycles are not allowed on the tram, they may be taken on the train, providing an opportunity for a combined mode trip to Piccadilly, Victoria, or Ashburys stations, cycling to and from the stadium from these locations.





Cycle routes around the canal and eastwards toward East

A key opportunity relates to encouraging and marketing cycling using the inter-relationship with the nearby National BMX Cycle Centre and Velodrome. There is also the opportunity to further use the canal to connect to residential areas further to the east, such as Openshaw and Fairfield. There is also a Brompton Dock at Manchester Piccadilly which provides a further option for linked cycle travel to the stadium.

7.5.3 Public Transport

7.5.3.1 Bus Services

A direct non-car mode alternative in terms of accessing the Etihad Stadium is by bus on one of the services that pass directly adjacent to the ground on Ashton New Road, Alan Turing Way, or Bradford Road. The following table summarises the services that undertake these journeys in the period immediately before standard kick off times, and the extents of the routes.

Table 7.7: Bus Services to Etihad Stadium

Bus no.	Route	Services in 2 hours prior to Match		
Ashton New Road		**Mon - Fri**	**Sat**	**Sun**
		Eve	**PM**	**PM**
188	Ryder Brow - Gorton - Clayton - Manchester	0	2	0
216	Ashton - Droylsden - Clayton - Manchester	10	12	10
231	Ashton - Hartshead - Droylsden - Clayton - Manchester	4	4	4
Alan Turing Way		**Mon - Fri**	**Sat**	**Sun**
		Eve	**PM**	**PM**
53	Cheetham Hill - Harpurhey - Gorton - Rusholme - Old Trafford - Pendleton	4	4	4
217/218	Manchester - Clayton - Droylsden - Ashton - Mossley	2	2	2
Bradford Road		**Mon - Fri**	**Sat**	**Sun**
		Eve	**PM**	**PM**
74/76/78	Oldham - Failsworth - Manchester	9	12	6
77	Chadderton - New Moston - Newton Heath - Manchester	3	4	2
217/218	Manchester - Clayton - Droylsden - Ashton - Mossley	2	2	2
	Totals	**34**	**42**	**30**

There are bus stops for both directions along Ashton New Road adjacent to stadium, with a layby on both sides of the road. The 216, 217 and 231 services call here and provide a connection between the city centre and Ashton-under-Lyne. These services are both operated by Stagecoach. The 216 provides a service between Ashton and the city centre via the stadium every 10 minutes in each direction on Monday – Saturdays during the core hours of the day (approx. 6am – 6.30pm). This service pattern changes to 4 services per hour outside of these times. On Sundays, the service operates every 10 minutes between the hours of 11am to 5pm with services every 15 minutes outside of these times. In addition, a special 216 service operates (approximately every 10 minutes) on match days providing a dedicated connection for supporters between the city centre and the stadium, with no onward connection to Ashton. This service is commercially operated by Stagecoach. These buses only stop at the bus stop outside Gate 9.





The 53 service operated by First, runs along Alan Turing Way and provides a connection to the stadium from Cheetham Hill and Salford. This service operates approximately 2 services per hour Monday to Saturday, with a slightly reduced service on a Sunday. It runs southwards towards Longsight connecting with the busy A6 Manchester-Stockport corridor.

It may be seen that, in the two hours prior to matches on weekday evenings, 34 buses pass by the stadium in each direction, with this increasing to 42 in the two hours prior to Saturday matches. Sunday services are slightly, though not greatly, lower frequency, with 30 buses per hour passing the stadium in the two hours prior to kick off. Even on Sundays, assuming an average single deck bus capacity of 50 people, the capacity of this mode is 1,500 people in each direction in the two hours prior to the match, rising to 2,100 in each direction on a Saturday. These capacities would need to take into consideration other passengers not associated with matches. There is little priority for service buses in the form of bus lanes and other measures.

After a match, 10 double-decked 216 service buses are stacked along Ashton New Road with each unit leaving through the road block once it is full. Ground marshals control the numbers of passengers onto each bus ensuring that maximum capacities are achieved on each bus before it departs. Figure 7.15 shows the extent of the public transport provision with direct access to Etihad stadium.





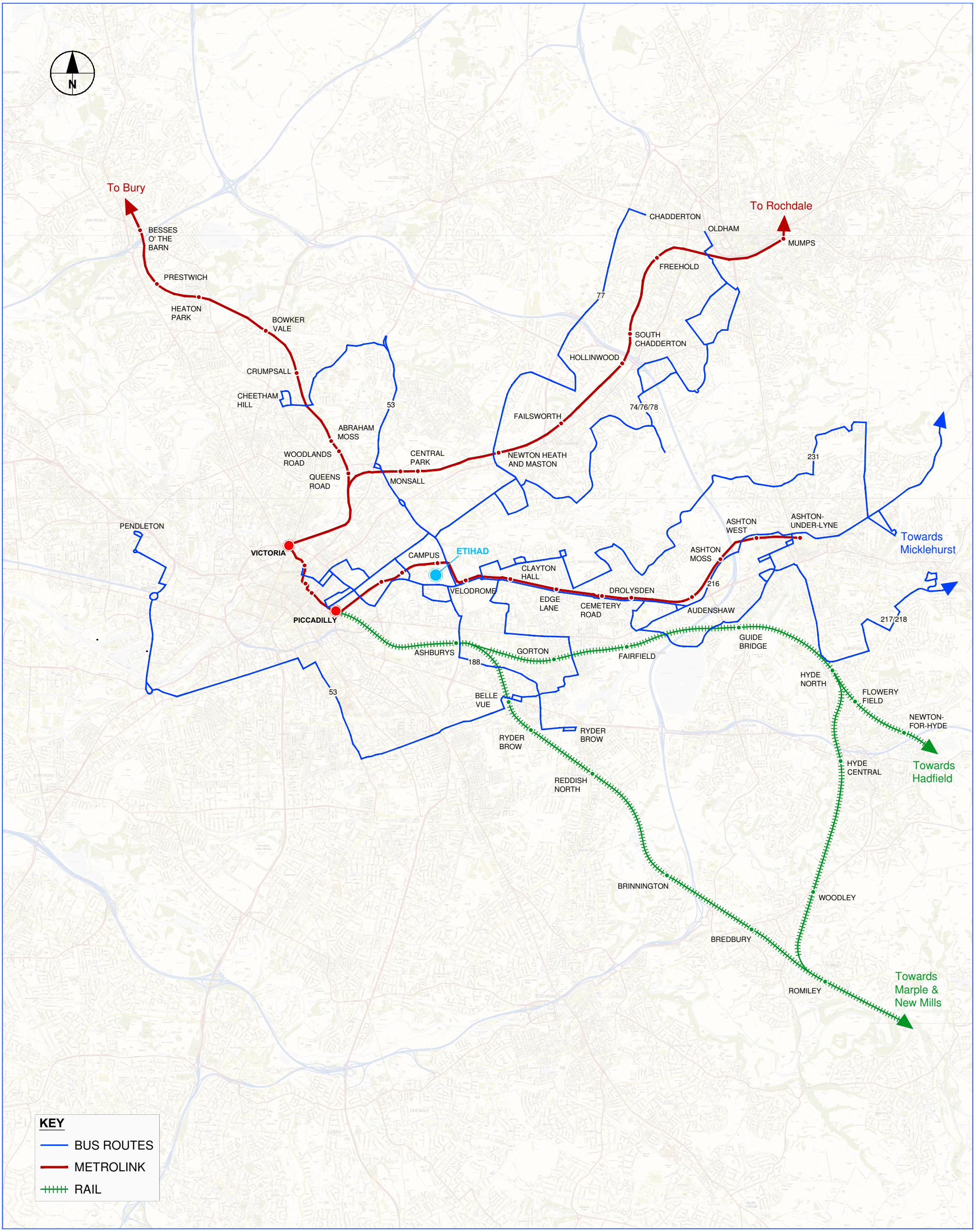

FIGURE 7.15 DIRECT PUBLIC TRANSPORT ROUTES

M.C.F.C. STADIUM EXPANSION

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It may be seen that direct public transport is almost entirely contained within the north east quadrant of city with the exception of direct tram access to stations on the Bury Line. This limits the ability of public transport to provide a direct and competitive journey time compared with the private car from areas to the south and west of the city centre, although interchange is able to cope with much of this.

In addition to the scheduled bus services, on match days there are several organised private bus services which also use the bus stops. These are required to be pre-booked and are intended as a return mode of travel, with supporters arriving and departing on the same service. Site observations recorded during the Manchester City vs. Hull football match on Saturday 31st August 2013 revealed that three chartered buses were operated by Bullock, between the site and Northenden, Bramhall and Denton. These dropped off and picked up supporters from the bus stops located on Ashton New Road. These services only operate on match days or if chartered for other events held at the stadium. This shows that with the right organisation such services can be commercially viable.

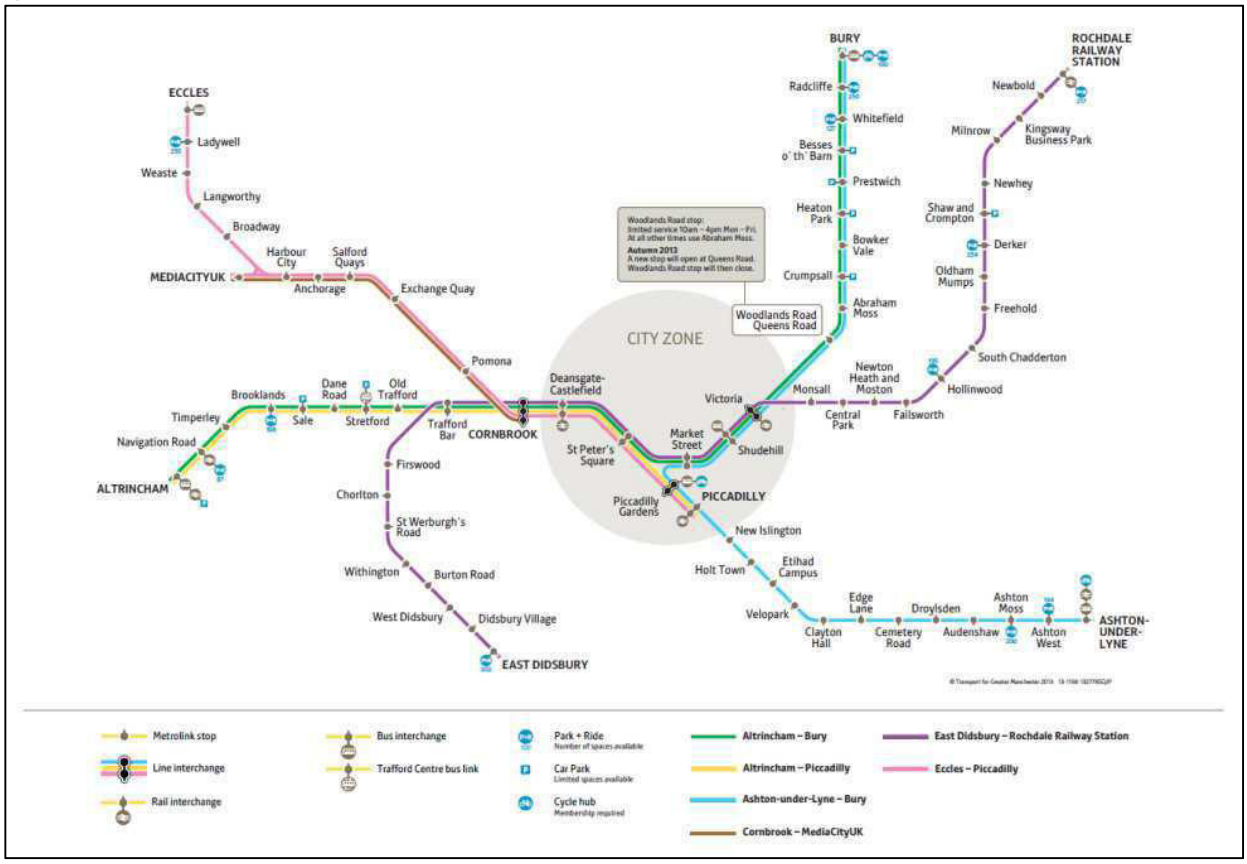
Issues

At present, the main issue with match day bus travel is due to the rush experienced after the match has finished. Waiting areas and footway widths on Ashton New Road are limited, reducing the number of people able to board buses. Marshalling services are currently provided by the operators and supported by the club, however due to space and waiting limitations, uptake is low. It is considered that this and the potential resulting long wait times for a bus to depart (it will generally leave only once full), is reducing the attractiveness of this mode after matches. Additionally many supporters choose to walk instead rather than wait for a service to load and depart.

7.5.3.2 Metrolink

Perhaps the most straightforward public transport related journey to the Etihad Stadium is to take the recently opened tram route which runs between Ashton-under-Lyne and Manchester Piccadilly, and extends through Manchester city centre via Victoria to Bury. The Metrolink network can be seen in the figure below. It should be noted that the network has extended significantly since the stadium was increased to its current capacity. Indeed although the recent extension brings the tram to the Etihad Campus itself, other extensions such as to East Didsbury and Eccles have helped to bring these corridors into the 'public transport viable' category.

Figure 7.16: Greater Manchester Metrolink Network



Source: Transport for Greater Manchester (http://www.metrolink.co.uk/stationinfo/Documents/Route_Map.pdf accessed 06/11/2013)

The trams run on 12 minute frequencies in both directions, increased to 6 minute frequencies in the period prior to each game. Therefore in the 2 hour period prior to each football match, there are 40 trams that stop at Etihad Stadium station (20 in each direction). The Metrolink line has only very recently been extended to Ashton-under-Lyne, so it is possible that the uptake of this service is yet to be realised.





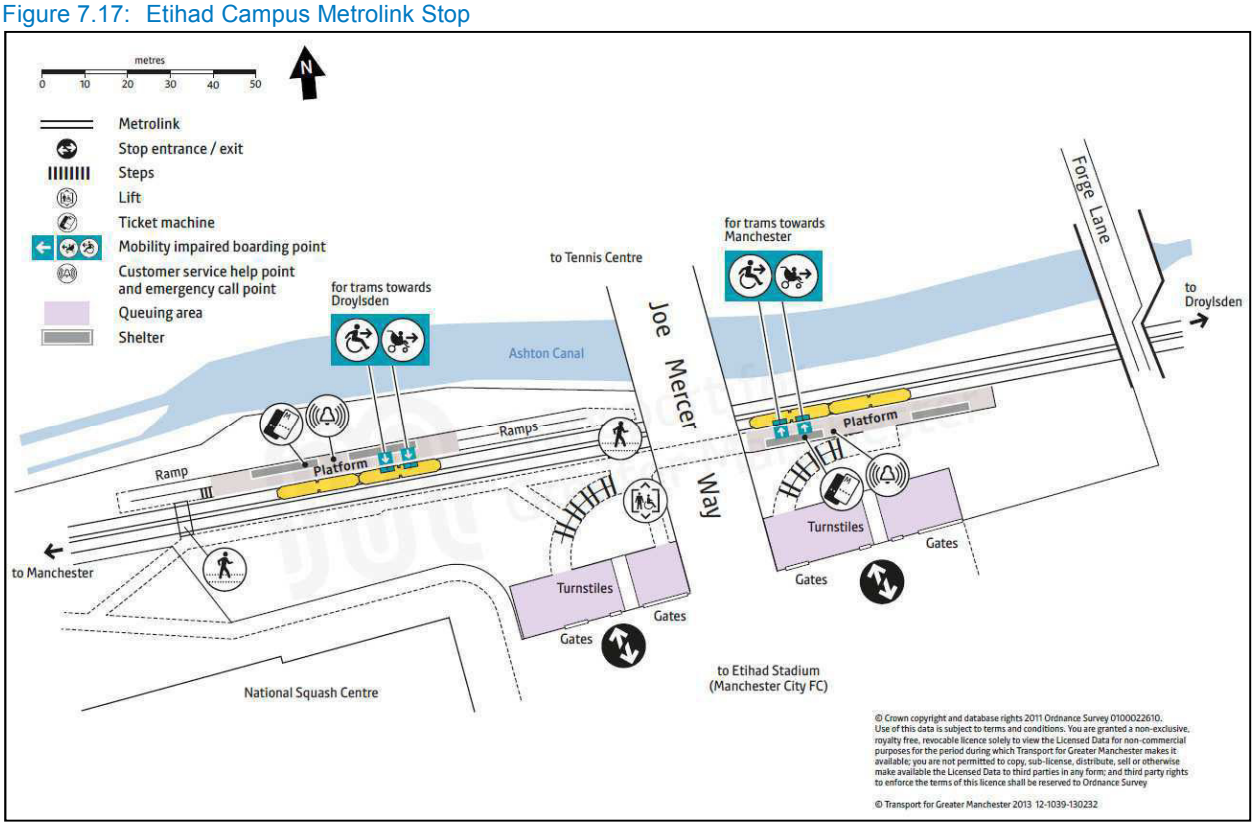
The Etihad Campus Metrolink stop layout is shown below. It may be seen that the Manchester bound and Ashton bound stops are staggered, with turnstiles and a corralling area to ensure that platforms do not become overcrowded as part of a detailed Stop and Crowd Management Operations Plan which is in place to manage this. There is, however, no segregation between home and away supporters whilst waiting for the Metrolink services. On match days and events (one hour after an event finishes), the tram stops to either side of the Etihad Campus stop (Velopark and Holt Town) are closed. This is to better manage

passengers and reduce fare avoidance. Recent ticket data from Metrolink indicated that around 3,000 return journeys are currently being made on Metrolink with more using the mode for travel to the match than from it, as shown through the surveys. This suggests many people do not like to queue after a match and choose an alternative mode.





Figure 7.17: Etihad Campus Metrolink Stop



Source:http://www.metrolink.co.uk/stationinfo/Documents/Access%20Guide%20Maps/Etihad%20Campus%20stop%20access_Web.pdf

The standard capacity of a modern 2-car Metrolink tram unit (including standees) is 206 people, however half of the trams in the hour leading up to a match are double (4-car) units carrying 412 people, indicating that the network has capacity for over 6,000 people between the city centre and the stadium in the two hours leading up to the start of the match (at 6 minute intervals), with additional capacity between the stadium and Ashton-under-Lyne in the opposite direction. The majority of people using the tram are likely to come from the Manchester direction, and further analysis is required in order to understand current levels of patronage.

A further future option for sustainable travel to the Etihad Stadium, and one of particular relevance for those travelling from the Oldham and Rochdale directions, is the use of Monsall or Central Park Metrolink stations. These are also relatively recent stations, opening in June 2012, with the line initially extending to Oldham Mumps and later to Rochdale Railway Station. It is planned, in 2014, to extend the line further into both Oldham and Rochdale town centres, further expanding the catchment of the line and making the potential for its use for match day access more significant as interchange with buses in these locations still occur. There is a clear requirement for passengers to walk from these stations to the football ground before kick off. This journey is approximately 1.8 miles from Monsall (2 miles from Central Park), and should take between 35 and 40 minutes. Although this may appear more distant than desirable this combined with regular tram frequencies means that journeys are very predictable compared to car alternatives or those available in the past.

Tram frequencies are every 12 minutes in each direction at present during match times, however it is proposed to increase these to 6 minutes at some point in the future – most likely once the second city crossing opens in Manchester to alleviate central capacity issues. Given the current 12 minute frequency, there is capacity for 2,060 passengers in each direction (4,120 in total) in the two hour period prior to match commencement, however it is likely that the majority of match-bound passengers will arrive from the Oldham and Rochdale directions, some perhaps finding it attractive to Park and Ride from the M60 and M62.

In addition to the above, the Etihad Stadium may be accessed via Metrolink by catching a tram on one of the other lines into Manchester City Centre (trams are available from locations including Altrincham, East Didsbury, Eccles, and Media City). This involves either an interchange of Metrolink services or a walk from Piccadilly or Market Street tram stops of approximately 25 minutes, with the favoured route being Store Street, Pollard Street and Ashton New Road. Options also exist for walking along the Ashton Canal or along the City Link walk route to the stadium, which is outlined further in the walking section.





Issues

The key issue with accessing the stadium by tram is one of capacity and its relationship in particular with post match queue / wait times. Whilst the trams between Manchester City Centre and Etihad Campus are not yet fully loaded on match days from observational evidence, the trams themselves are relatively low capacity and may limit the ability of this mode to carry significant numbers of additional people. Use of other lines such as the Oldham / Rochdale line is therefore crucial to ensuring that tram capacity is maximised. Tram is however a new direct mode and we stress that the stadium operated at its current capacity without it for a number of years. We have not over-stressed this point in this Transport Assessment but it is important to note as it gives extra robustness to our analysis.

7.5.3.3 Train

A mode choice with potential future capacity for accessing the Etihad Stadium is to catch a train to Ashburys rail station, to the south of the stadium. The station is located on the lines that run between Manchester Piccadilly and Glossop / Hadfield, and to New Mills Central via Marple (both via Brinnington, and via Hyde). The station is approximately 1.2km to the south of the stadium, with footways and lighting along the walk route.





Observations at Ashburys on 31st August 2013 show that the number of passengers in the inbound direction into Manchester alighting increases dramatically before each match from fewer than 10 to more than 70 per train, with around 330 travelling onwards to the stadium from the station in the hour before kick off. Given that the majority of these arrived on inbound trains towards Manchester, it may be concluded that the station is most useful for those travelling to the Etihad Stadium from stations to the east and south east of the city and from Derbyshire.
It is also likely that the ease of purchasing through tickets at little extra cost over and above Piccadilly could increase attractiveness of this for some travelling to the stadium on the wider rail network. This is not currently 'marketed' or 'sold' to potential users.

No stewards were present on match days at the stadium.

The following set of tables, show the timetabled rail services at Ashburys station in the 2 hour periods between the most common football match start times of 20:00 on a weekday, and 12:45, 15:00 and 17:00 on a Saturday and Sunday.

Table 7.8: Trains to Ashburys – Mon-Fri 18:00 – 20:00

Time at Ashburys	Origin	Destination
18:03	Manchester Piccadilly	Hadfield
18:07	Glossop	Manchester Piccadilly
18:07	Manchester Piccadilly	Marple
18:10	Manchester Piccadilly	Rose Hill Marple
18:18	Manchester Piccadilly	New Mills Central
18:27	Glossop	Manchester Piccadilly
18:52	Manchester Piccadilly	Hadfield
18:55	Glossop	Manchester Piccadilly
18:59	Marple	Manchester Piccadilly
19:07	Glossop	Manchester Piccadilly
19:18	Manchester Piccadilly	New Mills Central
19:21	Rose Hill Marple	Manchester Piccadilly
19:22	Manchester Piccadilly	Hadfield
19:32	Hadfield	Manchester Piccadilly
19:49	Manchester Piccadilly	New Mills Central
19:52	Manchester Piccadilly	Hadfield
19:55	New Mills Central	Manchester Piccadilly

Table 7.9: Trains to Ashburys – Mon-Fri 20:00 – 23:00

Time at Ashburys	Origin	Destination
20.33	New Mills Newtown	Manchester Piccadilly
20.48	Manchester Piccadilly	Hadfield
20.52	Hadfield	Manchester Piccadilly
21.45	Manchester Piccadilly	New Mills Central
21.48	Manchester Piccadilly	Hadfield
21.49	Marple	Manchester Piccadilly
21.49	New Mills Central	Manchester Piccadilly
21.52	Hadfield	Manchester Piccadilly
22.02	Marple	Manchester Piccadilly
22.02	New Mills Central	Manchester Piccadilly
22.45	Manchester Piccadilly	New Mills Central
22.48	Manchester Piccadilly	Hadfield
22.49	Marple	Manchester Piccadilly
22.49	New Mills Central	Manchester Piccadilly
22.52	Hadfield	Manchester Piccadilly

It may be seen that 9 trains are timetabled to stop at Ashburys in the outbound direction from Piccadilly in the two hour period prior to weekday matches, with 8 inbound services. The majority of these are likely to be Class 323 three car units which have a standard capacity of 284 seats. In this way, 2,556 seats are offered in the outbound direction and 2,272 in the inbound. In other words, such capacity is significantly underused. The capacity of services are constrained by the capacity of the platform.

Table 7.10: Trains to Ashburys – Saturday 10:45 – 12:45

Time at Ashburys	Origin	Destination
10:52	Manchester Piccadilly	Hadfield
10:56	Marple	Manchester Piccadilly
11:04	Hadfield	Manchester Piccadilly
11:18	Manchester Piccadilly	Rose Hill Marple
11:22	Manchester Piccadilly	Hadfield
11:32	Hadfield	Manchester Piccadilly
11:52	Manchester Piccadilly	Hadfield
11:56	Marple	Manchester Piccadilly
12:04	Hadfield	Manchester Piccadilly
12:18	Manchester Piccadilly	Rose Hill Marple
12:22	Manchester Piccadilly	Hadfield
12:33	Hadfield	Manchester Piccadilly

Table 7.11: Trains to Ashburys – Saturday 13:00 – 15:00

Time at Ashburys	Origin	Destination
13:04	Hadfield	Manchester Piccadilly
13:18	Manchester Piccadilly	Rose Hill Marple
13:22	Manchester Piccadilly	Hadfield
13:33	Hadfield	Manchester Piccadilly
13:52	Manchester Piccadilly	Hadfield
13:56	Marple	Manchester Piccadilly
14:04	Hadfield	Manchester Piccadilly
14:18	Manchester Piccadilly	Rose Hill Marple
14:22	Manchester Piccadilly	Hadfield
14:33	Hadfield	Manchester Piccadilly
14:52	Manchester Piccadilly	Hadfield
14:56	Marple	Manchester Piccadilly

Table 7.12: Trains to/from Ashburys – Saturday 15:00 – 17:00

Time at Ashburys	Origin	Destination
15:04	Hadfield	Manchester Piccadilly
15:18	Manchester Piccadilly	Rose Hill Marple
15:22	Manchester Piccadilly	Hadfield
15:33	Hadfield	Manchester Piccadilly
15:52	Manchester Piccadilly	Hadfield
15:56	Marple	Manchester Piccadilly
16:04	Hadfield	Manchester Piccadilly
16:18	Manchester Piccadilly	Rose Hill Marple
16:22	Manchester Piccadilly	Hadfield
16:33	Hadfield	Manchester Piccadilly
16:52	Manchester Piccadilly	Hadfield
16:56	Marple	Manchester Piccadilly

Table 7.13: Trains to/from Ashburys – Saturday 17:00 – 19:00

Time at Ashburys	Origin	Destination
17.04	Hadfield	Manchester Piccadilly
17.18	Manchester Piccadilly	Marple
17.22	Manchester Piccadilly	Hadfield
17.33	Hadfield	Manchester Piccadilly
17.52	Manchester Piccadilly	Marple
17.57	Marple	Manchester Piccadilly
18.04	Hadfield	Manchester Piccadilly
18.18	Manchester Piccadilly	Marple
18.22	Manchester Piccadilly	Hadfield
18.33	Hadfield	Manchester Piccadilly
18.33	Manchester Piccadilly	Marple
18.52	Manchester Piccadilly	Hadfield
18.56	Marple	Manchester Piccadilly

On a Saturday, 6 trains are provided in each direction through Ashburys station in the 2 hour period prior to matches commencing. This provides seating capacity for 1,704 rail passengers in each direction, with some additional standing space on services.

Table 7.14: Trains to Ashburys – Sunday 10:45 – 12:45

Time at Ashburys	Origin	Destination
10:52	Hadfield	Manchester Piccadilly
11:04	Manchester Piccadilly	Rose Hill Marple
11:22	Manchester Piccadilly	Hadfield
11:34	Hadfield	Manchester Piccadilly
11:52	Manchester Piccadilly	Hadfield
12:04	Marple	Manchester Piccadilly
12:22	Hadfield	Manchester Piccadilly
12:34	Manchester Piccadilly	Rose Hill Marple

Table 7.15: Trains to Ashburys – Sunday 13:00 – 15:00

Time at Ashburys	Origin	Destination
13:04	Hadfield	Manchester Piccadilly
13:22	Manchester Piccadilly	Hadfield
13:34	Hadfield	Manchester Piccadilly
13:52	Manchester Piccadilly	Hadfield
14:04	Hadfield	Manchester Piccadilly
14:22	Manchester Piccadilly	Hadfield
14:34	Hadfield	Manchester Piccadilly
14:52	Manchester Piccadilly	Hadfield

Table 7.16: Trains to Ashburys – Sunday 15:00 – 17:00

Time at Ashburys	Origin	Destination
15:04	Hadfield	Manchester Piccadilly
15:22	Manchester Piccadilly	Hadfield
15:34	Hadfield	Manchester Piccadilly
15:52	Manchester Piccadilly	Hadfield
16:04	Hadfield	Manchester Piccadilly
16:22	Manchester Piccadilly	Hadfield
16:34	Hadfield	Manchester Piccadilly
16:52	Manchester Piccadilly	Hadfield

Table 7.17: Trains to Ashburys – Sunday 17:00 – 19:00

Time at Ashburys	Origin	Destination
17.04	Manchester Piccadilly	Marple
17.18	Hadfield	Manchester Piccadilly
17.22	Manchester Piccadilly	Hadfield
17.34	Manchester Piccadilly	Buxton
17.48	Hadfield	Manchester Piccadilly
17.52	Manchester Piccadilly	Hadfield
18.18	Hadfield	Manchester Piccadilly
18.22	Manchester Piccadilly	Hadfield
18.34	Manchester Piccadilly	Buxton
18.48	Hadfield	Manchester Piccadilly
18.52	Manchester Piccadilly	Hadfield

On a Sunday, the services reduce to four trains in each direction in the two hour pre-match period. This provides seating capacity for 1,136 people in each direction. Sunday use of rail can help increase the viability of maintaining running such service frequencies.





A short observational survey was undertaken between 11:30 and 12:10 on Saturday 31st August, prior to a Premiership match against Hull City FC. During this period, 4 trains were observed, 3 inbound and 1 outbound service from Manchester. From these services, 331 (98%) of the passengers arrived on inbound services (destined for Manchester Piccadilly), and all passengers were believed to be match related i.e. bound for the Etihad Stadium. Given that, in this period, the inbound direction has capacity for around 800

seated passengers and more standing, there is likely to be significant opportunity for additional passengers to use existing rail services into Ashburys in the future, however this may be limited until safety concerns due to overcrowding at the station and on the platform are addressed or managed further. This represents a significant strategic opportunity.

An additional option for rail passengers is to catch a train to either Manchester Piccadilly or Manchester Victoria rail stations in the city centre, and then walk to the stadium. Trains from all over the UK serve Manchester Piccadilly, and Victoria is served by trains from many locations across the North of England (and is soon to begin taking a larger number of services under the 'Northern Hub' scheme currently being implemented). Capacity into these termini is hence unlikely to be a limiting factor in accessing the ground, particularly with changes. Electrification of lines, for example to Preston, helps journey times and therefore increases the relative attractiveness of this option.

A more significant constraint is the length of the walking journey from either of these locations to the Etihad Stadium. From Manchester Piccadilly, the distance is 1.5 miles and the journey along Store Street, Pollard Street and Ashton New Road is 20 - 25 minutes. From Manchester Victoria, the distance is 2.1 miles, equating to around 40 - 45 minutes via the A665 and A662.

Issues

The key issue for direct rail access to Ashburys is likely to be managing platform capacity at the station and potential safety concerns as a result. The station is at high level above the A6010 Pottery Lane and both platforms are accessed from street level via a narrow flight of steps leading up from the north side of the railway bridge. A scheme is underway to provide a direct access from the southern platform to the road without having to cross over the railway and use the northern platform access, however currently the single flight provides access to both platforms. Given the constrained nature of these and the relatively small platforms at the station, it is unlikely that the station could accommodate significant crowds of people, however there is clearly capacity for some additional use, particularly with increased match day management.



7.5.4 Motorcycles

The modal split surveys indicated that motorcycles are used by some supporters 0.03% (16 supporters) on a weekday and 0.41% (195) on a weekend to travel to the stadium. Motorcycles were observed to be parked at the cycle stands, as well as located around the perimeter of the stadium, chained to available street furniture.



Issues

It was noted that the motorcycles parking on site were utilising the bicycle stands around the stadium concourse. This represents a small proportion, but with some potential to grow, maximising use of existing space.

7.5.5 Supporters Coaches

Supporters coaches pick up, drop off and park in a designated coach parking area located to the north east of the stadium. This is the same practice for both match and event days. In total 49 coaches were observed to park in this location on a weekday match (2nd Oct) and 41 for the weekend match (5th Oct). Assuming a standard capacity of 57 per coach, the existing coaches provide capacity for 2,337 and 2,793 people respectively, and currently only a small proportion of this space is being utilised, with spare capacity on some coaches noted.



The coaches were provided by private operators and they generally only offer return travel – i.e. it is not permitted to use the coach to travel home after a match if you did not arrive on it.

Coaches provide an alternative to driving for supporters who live further away from the match or within a supporter 'hotspot' where there are multiple MCFC supporters who regularly travel to matches. Observed start destinations of coaches included Didsbury, Denton and Pendlebury.





Coaches are also popular for away supporter travel, with several coaches coming from the opponents home town to transport away supporters, depending on the nature of the journey. For example, a London Club's supporters like Arsenal or Tottenham would find it far quicker to come by train however from Hull or Norwich, coach times may be more comparable. For European matches an important use of coaches to the away end is the leg to and from Manchester Airport.

Issues

More coaches could be utilised to provide additional capacity for moving supporters as spare capacity within the coach parking areas was observed during matches, as outlined in tables 7.5 and 7.6.

Coaches were noted to be parking in the residential streets and bus stops to the south of the stadium, as these locations enable a quicker departure following the game for journeys in that direction in particular.

The parking within bus stops particularly was observed to cause disruption to the regular bus services, with buses unable to pull over to pick up passengers.

8. Proposed Development

This chapter outlines the proposed development of the stadium for which this Transport Assessment has been prepared, and also identifies other committed developments in the vicinity which may have a bearing on this application.

8.1 Proposed Development Characteristics

The seating capacity of the Etihad Stadium is proposed to be increased potentially over two phases of work, with Phase 1 being completed in 2015 and Phase 2 in 2017. Phase 1 will expand the south stand, and Phase 2 the north stand. Alternatively, both stands could be expanded simultaneously and be completed by 2015.

The Stadium has an existing match day capacity of 47,670 seats. The Club is considering an expansion of the capacity of the Stadium with an additional maximum 6,250 seats in the south stand and 6,250 seats in the north which represents a total increase of 12,500 seats plus 2,000 extra seats pitch side, taking the total maximum capacity for match day events to 62,170.

Figure 8.1: Proposed development - artists impression



No significant changes to either the external layout of the site or grounds are proposed. Measures to support the development in terms of changes to transportation provisions and accessibility are recommended as part of this Transport Assessment and are presented in Chapter 10.

It is possible that the development will be undertaken in two Phases, with the South Stand being developed first, followed by the North Stand at a later date. However, this Transport Assessment has been based

upon the proposed final development which provides a 'worst case scenario' and covers the full scale of the development to increase the stadium capacity to c.62,000.

8.2 Committed and Planned Developments

During the course of the study we have taken into account proposals associated with the following committed and planned developments that will impact on access to and from the stadium:

- Beswick Community Hub – for which planning permission was granted on 18th April 2013 and construction has begun;
- Manchester City Football Academy – currently under construction;
- The re-development of Central Retail Park – for which planning permission was granted on 30th May 2013; and
- Milners Wharf Phase 2, Munday Street – recently approved by the City Council.

There are other potential development opportunities in the area; however as there are no definite development proposals these have not been taken into account during the preparation of the Transport Assessment.

8.2.1 Manchester City Football Academy

This development comprises football training facilities, a 7,000-capacity arena and ancillary Offices and Media Centre, 12 full-size and 2 half-size football training pitches, detached building forming accommodation for Youth Development and First Teams and incorporating two full size football pitches, a grounds maintenance building, energy centre, pedestrian bridge across Ashton New Road linking to the Etihad Stadium, associated parking, landscaping, boundary treatments and other infrastructure works.

Planning conditions associated with the Manchester City Football Academy are as follows:

- The proposals incorporate a pedestrian footbridge linking the Etihad Stadium with the Arena. The bridge crosses the Alan Turing Way/Ashton New Road junction diagonally. There are no proposed changes to the existing pedestrian crossings available at street level on the Ashton New Road/Alan Turing Way junction as a result of the proposed bridge;
- As part of the development five new vehicular accesses are proposed. These are:
  - Ashton New Road: vehicles can access via this location to a 149 space car park, which will be available for predominantly office staff. A further car park comprising 105 spaces is located centrally within the site which can also be accessed from this entrance;
  - Alan Turing Way: a new access will be located to allow vehicles travelling southbound only along Alan Turing Way to access the site, whilst vehicles will only be permitted to exit left only onto Alan Turing Way southbound. A car park comprising 190 spaces will be accessible from this location, whilst the central car park comprising 105 spaces will also be accessible here;
  - Clayton Lane: two accesses will be constructed off Clayton Lane. The southern access will be used by the first and reserve players, coaches and associated staff. A car park comprising approximately 119 spaces will be accessible off Clayton Lane via this entrance. The northern access will be used primarily by maintenance vehicles servicing the site;
- A small secondary entrance into the secondary maintenance/storage area is proposed from Wilson Street.
- The car parking on site will not be used for public car parking provision as part of the use of the Etihad Stadium for main match day events.

8.2.2 Beswick Community Hub

A new development which is under construction and comprises a new Sixth Form College, rugby pitch and leisure centre with associated parking and other infrastructure works. There will also be a detached building to form a Sports Research Institute and a dedicated building to form retail floor space.

Relevant transport measures associated with the Beswick Community Hub are as follows:

- New pedestrian crossing on Alan Turing Way to link each side of the development (located on both sides of Alan Turing Way).
- A section of Grey Mare Lane will be subject to a prohibition of driving order;
- Provision of a new link road to the north of the proposed retail provision, linking Alan Turing Way to Grey Mare Lane. The new junction with Alan Turing Way will be left-in / left-out only;
- Provision of new bus stops to either side of Alan Turing Way in the vicinity of the proposed pedestrian crossing;
- Re-routing of buses due to the proposed prohibition of driving along a section of Grey Mare Lane;
- Formal closure of a number of roads to enable the new development plots;
- New car park off Kylemore Way.

The majority of this development will not be in operation during matches and events at the stadium, given the evening and weekend nature of these, compared to the sixth form college which is predominately operational during the day with the exception of the leisure centre which will operate extended hours. As such, the inter-operational impacts are expected to be low. There will however be some impact upon the Beswick Hub development from events at the stadium, with, for example, Grey Mare Lane being closed for safety purposes to support pedestrian connections to and from Ashburys Station and the south and an increase in parking in the surrounding area impacting upon transport in the vicinity of the Hub.

8.2.3 Central Retail Park Re-Development

Application for development comprising the refurbishment of four units at the Redhill Street/Great Ancoats Street junction of the site, demolition of remaining units and erection of a 4,645 square metre retail foodstore (use class A1), with attached cinema (use class D2) and erection of seven new retail units comprising shops (use class A1) and/or restaurants and cafes / bars (use classes A3 and A4) together with the re-cladding and insertion of mezzanines to the retained units, reconfiguration of existing vehicular access points, creation of new servicing area and associated landscaping and public realm works.

Relevant transport measures associated with the Central Retail Park Re-Development are as follows:

- The proposals include a pedestrian link bridge between the proposed food store and retained non-food retail units, which provides access between Great Ancoats Street and Cotton Field Park.
- Customer vehicular access will be via Great Ancoats Street utilising a modified existing site access with an additional exit only junction to the western corner of the site.
- The car park in front of the retained retail units is to be upgraded and an area of additional car parking with 422 spaces is to be positioned under the foodstore and pedestrian link.

Relevant planning conditions associated with the Central Retail Park Re-Development are as follows:

- Prior to occupation, a Travel Plan should be submitted to and agreed by the City Council. This should set out a commitment to surveying the travel patterns of staff during the first three months of use and regularly thereafter, proposed measures to reduce the dependency of employees on the private car, mechanisms for the implementation of the measures and measures to monitor and review the effectiveness of the Travel Plan.
- No development shall commence until full details of the proposed pedestrian link bridge on the northern boundary of the application site between the site and Cotton Fields Park have been submitted and approved in writing by the City Council.

8.2.4 Milners Wharf Phase 2

An application for a development comprising 1 no. 8 storey block and 1 no. 9 storey block to form 144 residential apartments with associated access, a detached building to form an A1 Retail Unit (316sqm), car parking and landscaping has recently been approved by Manchester City Council.

The site will be accessed via the existing access road off Munday Street, which is already used by the occupiers of Phase 1 and which provides vehicular and pedestrian access to the blocks and car parking areas. There are no other relevant transport measures associated with the proposed Phase 2 scheme that need to be considered at this stage.

8.2.5 Summary

The former two of these developments are in close proximity to the stadium and operate as part of the Etihad Campus. The latter two are located further afield and as such are unlikely to be impacted upon by the expansion.

9. Stakeholder Engagement

Stakeholder engagement meetings and consultations were undertaken with a range of representatives, with the following section providing a summary of these:

9.1 Manchester City Council (MCC)

Keynote meetings were held with representatives from MCC Highways on the following date, with the key points from the meeting relevant for inclusion in this TA summarised below.

Table 9.1: MCC Meeting Summary

Meeting	Comments
21st August 2013	The purpose of the meeting was to discuss in principle the proposed scoping of the Transport Assessment and Travel Plan for the increase in capacity of the Etihad stadium
	The City Council would be very supportive of integrated ticketing strategies to help promote public transport travel
	Metrolink has been very popular since it started operations.
	There are proposals to expand the controlled parking zone (CPZ) around stadium.

Further regular meetings have been held to discuss emerging issues and prospects.

9.2 Transport for Greater Manchester (TfGM)

The following table provides a summary of the key points raised at the meetings with TfGM which are of relevance to this TA.

Table 9.2: TfGM Meetings Summary

Meeting	Comments
21st August 2013 (Metrolink)	The purpose of the meeting was to understand the current operational arrangements for Metrolink on match and non-match events in the vicinity of the Etihad stadium
	Currently for football matches, frequency of trams are doubled to one every six minutes with every second tram being a double unit;
	Double unit tram has a capacity of about 420 people, and this takes around three minutes for everyone to board;
	Passengers are corralled before being allowed to access the tram platform, and there is a detailed Stop and Crowd Management Operations Plan in place – a copy of which was issued along with layout drawings;
	Significant more demand to and from the city centre, compared to the direction of Droylsden;
	Operations Plan working well;
	Plan is managed by on-the-ground Metrolink and contractor supervisors;
	There is no segregation between home and away supporters, however this is not causing an major issue;
	For the Robbie Williams concert every tram to and from the city was a double unit, with around 10,000 people being transported;
	Directional signage to and from the tram stations could be improved;
	The frequency between trams could be reduced to about 4 ½ minutes minimum. Need to check that sufficient trams exist as old style trams cannot run on the new lines. Need to also ensure that there is sufficient power to operate an increase of trams to this frequency;

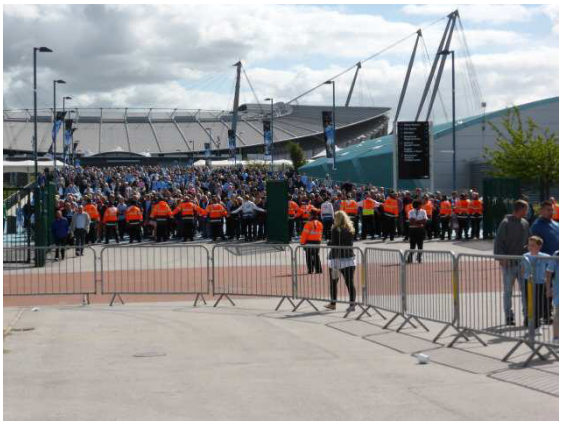
Meeting	Comments
	Season ticket holders have the opportunity to purchase discounted annual Metrolink passes which can be used on home match days. Adult ticket £70 and child £30. The pass is valid from any Metrolink stop all day on match days;
	The pass has to be bought through the club, and can only be purchased by season ticket holders. This season 210 passes were sold, but this amount is expected to increase year-on-year;
	Possible opportunity for MCFC season ticket passes to be coded to include Metrolink passes. Issue to be explored through travel plan;
	Opportunity available to visit Metrolink control room to see management of operations.
28th August 2013 (Bus Services)	The purpose of the meeting was to understand the current arrangement of bus operations on match and non-match events in the vicinity of the Etihad stadium
	Existing bus operations that serve the Etihad are; 216 (Stagecoach) bus from Piccadilly Gardens (outside NatWest), at 10-minute intervals, with 216 then stacking up along Ashton New Road for post-match inbound service.
	No specific bus services from Victoria Station
	No event public transport maps currently exist

9.3 Event management companies

MCFC employs specialist companies to help manage the movement of people and vehicles in and around the stadium, and over recent years this has been more the case with the numbers of uniformed police officers reducing.

A benefit of this is that the event management company has considerable resources it can draw on for staffing, and that they also have on-going experience at wide range of special event types – such as major concerts and festivals.

An example of their experience is shown in the people and vehicle movement strategy which has been implemented north of Joe Mercer Way towards the middle of this year. This strategy enables a traffic free pedestrian route through the largest car parking areas of the stadium.





These strategies are refined after each event following feedback from the Club and supporters.

The current area of influence of the event management companies is relatively tight around the Etihad Stadium, and is limited to the main pedestrian and vehicle routes in and out of the site. However, there is no reason why event stewarding cannot be extended further afield from the stadium – for example, to monitor walk routes, or manage people movements at transport hubs.

9.4 Stagecoach

Stagecoach is the main public bus operator on the roads adjacent to the Etihad Stadium, and already operates a range of special services before and after events.

For football match events, the number of special services has been reduced since the opening of Metrolink. However, for non-football match events the number of special bus services can be significantly increased.

It is understood that there is only limited promotion of special football match services, although a stand is available within Piccadilly Gardens for the exclusive use of this service.

Due to timing of events at Etihad, there are always spare buses which Stagecoach can call upon as the events are outside of peak times. Currently, around five double decker buses are used on the special 216 city centre / Etihad service before a match as there is time for each vehicle to make multiple journeys. After a match, buses have to stack up outside the stadium on Ashton New Road before making a single journey back to the city centre.





9.5 Public Consultation

A consultation period was held at the stadium for the period of one month to allow members of the public to review the proposals, ask questions and provide comments and feedback. A planning exhibition was erected on the concourse of the stadium, inside which were plans, and information displays to enable the public to review the proposals.

In addition to this, three dedicated public consultation events were undertaken at the stadium and attended by representatives from Mott MacDonald to provide advice and information to the public with regards to transportation queries. The consultation events were held:

- Thursday 17/10/13 – 16:00 to 19:00;
- Saturday 19/10/13 – 12:00 to 15:00; and
- Tuesday 22/10/13 – 14:00 to 17:00.

The point below outlines the query presented by a member of the public in relation to transport and access at the public consultation event:

- Operation and enforcement of the CPZ – One local resident raised a concern with regards to the operation and enforcement of the CPZ. This particular resident mentioned that every resident receives a blue permit for their own vehicle(s) and are also issued with 2 pink permits which can be allocated to

visitors. They was concerned however that the pink visitor permits were being abused by some of the residents with them being issued to people attending the matches and not actually visiting friends/family in the residential properties.

10. Target Match Day Modal Split

10.1 Introduction

In this section, the target mode splits that will form the basis of the future transport strategy for the expanded Etihad Stadium are derived, and the process for the derivation described. The transport strategy for the Etihad Stadium is based around an analysis of the relative levels of spare capacity estimated for each of the existing modes of travel and their association with catchment capacity required. It is clear that, whilst there is some spare capacity in both parking levels on or around the site, and on Metrolink between the City Centre and the stadium, this is in relatively short supply. The strategy is therefore based around the encouragement of the use of other modes, particularly other public transport routes and lines, and walking routes between the City Centre and the stadium. This is based upon an extent of a 20-25 minute walk time from the stadium, based upon a 1.4 metre per second walk speed, as previously outlined in Chapter 2.

The following sub-sections describe the potential within each mode to accommodate additional patronage, describing how the stadium may expand without generating significant additional demand for car use to and from the area, and will highlight the target mode split (both in absolute terms and as a percentage of demand) for travel to the stadium following both phases 1 and 2 of the transport strategy. Furthermore, it will provide a brief review of the estimated maximum possible potential of each mode to carry additional people, providing an approximate estimate of maximum stadium capacity acceptable in transport terms.

10.2 Potential for Additional Capacity by Mode

The following bullet points summarise, for each mode, the relative potential to accommodate further demand:

- **Car Travel** – The strategy aims to maintain or reduce the current levels of match related parking, so that the impact on the surrounding highway network can be minimised, however it should be noted that on-site observations highlight that significant spare capacity is available here, particularly at a weekend match, and improvements to drop-off efficiency could also increase use of this mode;
- **Bicycle Use** – At present, it is clear from a large number of vehicles chained to railings outside the ground that there is a significant suppressed demand for this mode, with existing facilities considered inadequate. There is therefore the opportunity to increase use of this mode by increasing cycle and cycle parking on-site;
- **Walking Directly to Etihad Stadium** – Given the continual construction of housing and the corresponding increase in the residential population of areas within walking distance of the stadium, particularly in the city centre where accommodation densities are highest, walking directly to the site is considered a mode with significant growth potential. This is particularly true of new high density housing to the east of the city centre and along the walking route between Piccadilly and the Etihad Stadium. The use of this mode may be better encouraged by a substantial promotion, marketing and signage strategy and package of improvements to the walking route between the City Centre and the stadium;
- **Train to Ashburys station** – Whilst use of this facility is limited at present by platform width constraints, there is considered to be the potential for greater use of this mode, particularly at weekend matches where more trains are available after the game. Whilst the remoteness of the station means that this increase in use is likely to be restricted, it is considered that better promotion, stewarding and staffing on the route and at the station could result in a much better level of use than currently observed;

- **Bus to Etihad Stadium** – The use of this mode is currently limited by inefficiencies on Ashton New Road in terms of marshalling, bus stacking, footway width, and the ability for buses to get away after matches. By introducing a more efficient system at both ends of the journey (with stacking buses near Piccadilly station or at another feasible location), widening footways, extending shelters and ensuring bus departure times, it is possible to attract greater levels of use to this mode;
- **Bus and Train to City Centre** – The main potential to increase rail and bus use is, however, at City Centre stops and stations at which capacity is not nearly as limited (both Piccadilly and Victoria are to increase their capacities as part of the Northern Hub package of works). As for those that walk directly to the site, the use of bus and rail trips to the city centre may be better encouraged by a substantial promotion, marketing and signage strategy and package of improvements to the walking route between the City Centre and the stadium;
- **Metrolink to Etihad Stadium** – There may be some potential to increase the capacity of services between the City Centre and Etihad Campus by forming all trams with double vehicles, however due to the popularity and high demand for this mode, the strategy will not attempt to increase its usage above the natural proportional increase as a result of the additional seats. It is possible, however, to increase the proportion of people from the east who use Metrolink services, and this is made more likely when the route is extended to Ashton-under-Lyne linking with Park and Ride sites in the near future;
- **Metrolink to Central Park** – Results highlight that this mode is used more during the weekday matches than at weekends, however it is considered that there is a good opportunity to make better use of Central Park station, particularly for people from the Rochdale and Oldham direction. Promotion and signage of the walking route to the stadium is required for this;
- **Metrolink to City Centre** – Given that the majority of Metrolink lines do not serve Etihad Campus directly, but instead serve either Piccadilly or Victoria in the city centre, there is the opportunity to attract significant additional tram users by improving the walking route between the city centre and the stadium. In addition, better use may be made of the Park and Ride sites at key Metrolink locations such as Brooklands, Ladywell, Radcliffe, Whitefield, and East Didsbury, users of which may prefer to alight in the city centre and walk rather than change onto a busy tram. Indeed many may combine a tram trip with a pre/post match beer or meal adding value to the local economy;
- **Coaches (including Supporters Coaches and Minibuses)** – There is the opportunity to greatly increase the usage of these at an early stage in the strategy due to the potential use of sites adjacent to the Etihad Stadium for match day coach parking. This has the potential to be a relatively high capacity and efficient mode of travel on match days.

10.3 Potential Mode Shifts Achievable from Transport Strategy

Whilst the full range of measures to be delivered as part of the Transport Strategy for the Etihad Stadium is discussed in detail in the following section, the following tables summarise the potential mode shift considered achievable as a result of a number of key measures. This does not tell the whole story, since the total transfer of new trips to each mode will be composed of proportional growth as well as shifts between modes (as discussed in sub-section 10.4), however the table highlights the methods by which people may be encouraged to transfer from travel by private car.

Table 10.1: Phase 1 Measures, Shifts and Assumptions – Additional 6,250 seats at South Stand

Measure	Phase 1 Shift	Assumption
Extension of Metrolink from Droylsden to Ashton-under-Lyne serving new stations *(Scheme ref no.2)*	112 people from car parking to tram from Ashton	Assumes 25% of supporters living within 800m of new station will shift
New 500 space total Park and Ride potential at Ashton-under-Lyne *(Become available from scheme no.2)*	750 people from car parking to tram from Ashton	Assumes 10% of supporters living within 25 mile catchment to north, east and south of M60 will shift
Improvements to walk routes between Manchester City Centre and Etihad Stadium including enhanced Stewarding *(Scheme ref no.4)*	1,070 people from car parking to be split between, bus, train and tram to the city centre, then walking to the stadium, or direct walking to the stadium.	Assumes a 2% increase to the proportion of people accessing the stadium in this way
Enhanced and secure cycle parking at Etihad Stadium *(Scheme ref no.5)*	200 people from car parking to cycle modes	Assumes space for 100 stands to accommodate additional vehicles (2 per stand)
Improvements to quality and promotion of walking route between Ashburys station and Etihad Stadium *(Scheme ref no.6)*	245 people from car parking to train	Assumes 10% of supporters living within 800m of stations on Hadfield and New Mills lines will shift
Promotion of Central Park and Monsall Metrolink stations as potential stadium access points *(Scheme ref no.8)*	540 people from car parking to Oldham and Rochdale Line tram	Assumes a 1% increase to the proportion of people accessing the stadium by tram
Increased promotion of home coach parking *(Scheme ref no.9)*	540 people from car parking to coach	Assumes a 1% increase to the proportion of people accessing the stadium by coach
Improved promotion of area-wide travel and combined ticketing initiatives *(Scheme ref no.11 and 13)*	540 people from car parking to be split between bus and tram modes	Assumes a 1% increase in the proportion of people accessing the site in this way

Table 10.2: Phase 2 Measures, Shifts and Assumptions - Further 6,250 seats at North Stand

Measure	Phase 2 Shift	Assumption
Additional use of 500 space total Park and Ride potential at Ashton-under-Lyne *(Become available from scheme no.2)*	450 people from car parking to tram	Assumes facility becomes fully used
Improvements to walk routes between Manchester City Centre and Etihad Stadium including enhanced Stewarding *(Scheme ref no.4)*	600 people from car parking to be split between bus, train and tram to the city centre, the walking to stadium	Assumes a further 1% increase to the proportion of people accessing the stadium in this way
Enhanced and secure cycle parking at Etihad Stadium *(Scheme ref no.5)*	200 people from car parking to cycle modes	Assumes space for 100 stands to accommodate additional vehicles (2 per stand)
Improvements to bus facilities, footway widths and efficiency of loading on Ashton New Road *(Scheme ref no.4 and 7)*	300 people from car parking to bus	Assumes a 0.5% increase to the proportion of people accessing the stadium in this way
Increased promotion of home coach parking *(Scheme ref no.9)*	300 people from car parking to coach	Assumes a further 0.5% increase to the proportion of people accessing the stadium by coach
Area Wide Ticketing and Sustainable Travel Promotion *(Scheme ref no.11 and 13)*	600 people from car parking split between bus, train and tram	Assumes a further 1% increase in the proportion of people accessing the site in this way
Enhanced Taxi Rank Provision *(Scheme ref no.12)*	70 people from car parking to taxi	Assumes a 0.1% increase in the proportion of people accessing the site in this way
Additional capacity on Metrolink in both directions on Ashton and Rochdale lines *(Scheme ref no.2)*	300 people from car parking to Metrolink	Assumes a c1,000 seat increase in hourly capacity before and after the match
Improved Access and Signage to City Link Walk Route and Ashton Canal *(Scheme ref no.4)*	300 people from car parking to walking	Assumes a 0.5% increase in the proportion of people accessing the site in this way

10.4 Additional 2,000 seats

In addition to the 12,500 additional seats expected to be delivered within Phases 1 and 2 of the strategy, there is potential for a further 2,000 seats to be constructed at an unspecified time during the expansion. As it is unknown whether these will be required and at what point they will be delivered, these have not been attributed to a specific phase, however the transport strategy will need to be able to accommodate these. As is shown in the following sub-section, Phases 1 and 2 of the strategy have been deliberately designed so as to bring about a greater mode shift than that required by the 12,500 seats alone, in order to accommodate the demand from these additional 2,000 seats, whilst still retaining approximate current levels of parking demand in the area (around 11,500 vehicles on a Saturday afternoon). In this way the strategy may be said to be 'future proofed' against further potential expansion.

10.5 Target Mode Split Derivation

In order to derive an estimated future target mode split for travel to and from the stadium, the following process has been followed:

1. Determine existing mode split using surveys and observational data;
2. Determine a Phase 1 'Do Nothing' scenario by applying additional 6,250 trips across modes using existing proportions;
3. Apply the mode shifts noted above for Phase 1 to obtain a Phase 1 'With Intervention' mode split;
4. Determine a Phase 2 'Do Nothing' scenario by applying additional 6,250 trips across modes using Phase 1 'With Intervention' proportions;
5. Apply the mode shifts noted above for Phase 2 to obtain a Phase 2 'With Intervention' mode split;
6. Apply the additional demand expected as a result of the potential additional 2,000 seats proportionally across all modes using the 'Phase 2 With Intervention' mode split derived in the previous stage;
7. Note the change in demand for each mode between existing and final mode splits.

The results of this process are summarised in the following table which shows the evolution of mode splits between existing Saturday and final Phase 2 'With Intervention', which includes the additional 12,500 seats.

Table 10.3: Mode Split Evolution – Saturday Match day

Mode	Initial Mode Split	Existing Saturday	Phase 1 - With Intervention	Phase 2 - With Intervention	With Additional 2,000 Seats	Final Mode Split
Car	57.3%	27,098	26,690	26,696	27,588	44.6%
(Vehicles)	-	11,307	11,137	11,139	11,512	-
Dropped Off	1.9%	902	1,021	1,140	1,178	1.9%
Motorbike	0.4%	195	221	246	255	0.4%
Bicycle	0.3%	122	338	577	597	1.0%
Walk Whole Journey	6.9%	3,241	3,937	4,621	4,775	7.7%
Taxi	6.0%	2,827	3,200	3,644	3,766	6.1%
Train to Ashburys	1.0%	459	767	857	886	1.4%
Train to City Centre	4.5%	2,144	2,687	3,225	3,333	5.4%
Other Train	0.2%	102	122	137	141	0.2%
Bus to site	4.6%	2,172	2,579	3,299	3,409	5.5%
Bus to City Centre	0.5%	223	622	1,038	1,073	1.7%
Other Bus	0.7%	334	371	414	428	0.7%
Metrolink to Etihad from West	11.8%	5,567	6,276	7,009	7,243	11.7%
Metrolink to Etihad from East	1.0%	464	1,524	2,268	2,344	3.8%
Metrolink to Central Park	0.0%	0	643	1,136	1,174	1.9%
Metrolink to City Centre	0.1%	62	444	839	868	1.4%
Coach	2.9%	1,389	2,108	2,653	2,742	4.4%
85th Percentile Attendance	-	47,300	53,550	59,800	61,800	-
Stated Stadium Capacities	-	47,670	53,920	60,170	62,170	-

The change column shows how use of each mode is predicted to change as a result of the stadium expansion in the context of the proposed transport strategy **and including the potential additional 2,000 seats**. The key findings are therefore:

- Parking demand in the area is predicted remain at approximately current levels with around **11,500** match related vehicles parked in off and on-street locations;
- Walking directly to the site is expected to increase substantially from around **3,250** people to around **4,775** people, with the majority of the additional walkers originating in the city centre;
- Taxi use to the site is predicted to increase by around **940** supporters catered for mainly by the provision of a new dedicated taxi rank facility on Ashton New Road;
- Train, bus and Metrolink use to the city centre, followed by walking to the site are all predicted to increase substantially from around **2,500** to around **5,275** as a result of the improvements to the promotion, staffing and infrastructure associated with the walking route to the stadium;
- Bus use to the site is predicted to increase by around **1,240** to **3,410** due to improvements to services and facilities on Ashton New Road and Alan Turing Way;
- Whilst Metrolink use between the city centre and the stadium is likely to increase by around **1,680** people over the course of three hours before the match, this could potentially be absorbed by additional capacity generated by the doubling of services. Significantly more new tram users will be attracted to use the mode by promotion of other lines and options including services from Ashton-under-Lyne and the east, from Rochdale and Oldham using the Central Park stop, and using Metrolink Park and Ride sites to access the city centre;

- The use of supporters coaches is predicted to increase by around **1,350** (25 coaches) due to the potential use of an adjacent or nearby site as a coach park.

It should be noted that similar figures apply to the weekday evening matches following implementation of the strategy, although with a higher demand for parking due to a stronger desire to leave quickly following the match

Also to note is the possibility that both phases of the expansion may occur at the same time, with the full strategy being required in one single phase. Achieving the full mode shift in this case should not be problematic, although a period of 'bedding in' time may be required for the measures to reach their full potential. One particular measure, that of Area Wide Combined Ticketing, may require an accelerated lead in time as discussions with TfGM and transport operators commence however it should be noted that the club has already started working on this proposal and is therefore well placed to implement this measure at whatever point in the strategy it is required.

10.6 Potential Maximum Additional Person Movements

Whilst the mode split presented in the previous sub-section presents a set of realistic and achievable targets for the transport strategy, it is also considered important to understand the maximum possible capacity of each mode, so that, in the event of a further future expansion of the Etihad Stadium beyond the 14,500 seats already discussed, a degree of confidence can be gained that this is feasible in transport terms. This analysis provides an understanding of the likely ability of the strategy to accommodate any future additional demand.

The following bullets note for each mode, the potential maximum capacity based on observation, conversations with bus and Metrolink operators, and realistic estimates. The additional people per mode are based on existing numbers as recorded during the recent surveys, and are shown in bold:

- **Car Parking** – Whilst it is not desired to increase car parking levels at the stadium above what is already observed, weekday evening match parking levels have been found to be significantly higher than Saturday afternoon catering for over 13,500 vehicles. Therefore for the purposes of establishing maximum potential of the network for person movement, parking levels have been capped at existing weekday match levels of 13,525 vehicles equating to 32,413 people assuming an average occupancy of 2.4. This represents an increase of **5,315** people from existing Saturday levels;
- **Drop off** – At present, drop-off represents only a small proportion of total car trips to the stadium, and this is likely to be due to limited kerb-space and inefficient management of this important mode. As a result, improved efficiency and the provision of a convenient drop-off area should allow an additional **560** people to be dropped off during a two hour period;
- **Walking** – Given the large number of new residential accommodation proposed and under construction within walking distance of the stadium (particularly high density accommodation within the city centre). In this way, it is estimated that an additional **1,600** people may be encouraged to walk directly to the stadium;
- **Taxi** – Taxi use is currently limited to the stadium itself, however it is considered to have the potential for growth with the provision of a large taxi-rank facility. If an occupancy of 3.5 is assumed, then it is considered possible to increase use of this mode by **1,100** people (between 300 and 320 taxis over a two hour period);
- **Train to Ashburys station** – Whilst the current profile of the station means that any increase in its use is likely to be lower than other modes, it is considered that better promotion, stewarding and staffing on the route and at the station could result in an additional **500** people using this mode;
- **Bus to Etihad Stadium** – From conversations with bus operators, it is clear that, if there were demonstrable demand, bus supply could be increased greatly. If frequencies were to be doubled for instance, and assuming a maximal occupancy of 90 people per bus, an extra **1,800** people could

potentially access the site. This requires approximately 20 vehicles – remaining a realistic number to be sourced within Greater Manchester.

- **Bus and Train to City Centre** –The use of these modes may be better encouraged by a substantial promotion, marketing and signage strategy and package of improvements to the walking route between the City Centre and the stadium. If an additional 30 people per train travelled to the stadium in this way (112 trains in the two hour period prior to the match), then **3,360** additional people could arrive by train. By a similar argument, an extra **1,600** people could arrive by bus into the city centre, and a further **600** by routes passing within walking distance of the stadium;
- **Metrolink to Etihad Stadium** – There is considered to still be substantial potential to increase the capacity of services between the City Centre and Etihad Campus by forming all trams with double vehicles and increasing frequencies to providing 12 trams per hour from the current 10 (including specials). This would provide space for an additional **3,700** people although this does not overly rely on this. It is also possible, however, in the short term to increase the proportion of people from the east who use Metrolink services by doubling existing trams, and this is made more attractive by linking with Park and Ride sites at Ashton-under-Lyne. It is estimated that, in total, an additional **3,260** people may be moved in this way;
- **Metrolink to Central Park** – Results highlight that this mode is used more during the weekday matches than at weekends, however it is considered that there is a good opportunity to make better use of Central Park station, particularly for people from the Rochdale and Oldham direction. Promotion and signage of the walking route to the stadium is required for this, and could result in an additional **1,200** people using this mode;
- **Metrolink to City Centre** – Given that the majority of Metrolink lines do not serve Etihad Campus directly, but instead serve either Piccadilly or Victoria in the city centre, there is the opportunity to attract significant additional tram users by improving the walking route between the city centre and the stadium. In addition, better use may be made of the Park and Ride sites at key Metrolink locations such as Brooklands, Ladywell, Radcliffe, Whitefield, and East Didsbury, users of which may prefer to alight in the city centre and walk rather than change onto a full tram. In total, 30 trams in a two hour period access the city centre which do not serve Etihad or Central Park, and if 40 additional passengers were to use each, this would equate to **1,200** additional people;
- **Coaches** (including Supporters Coaches and Minibuses) –This has the potential to be a relatively high capacity and efficient mode of travel on match days, and may facilitate up to **1,650** additional people spread across 30 extra coaches each carrying an average of 55 people.

Adding the impact of the additional 200 cycle stands (creating 400 extra spaces) as noted previously Summing all of these potential additional person movements, it is possible to understand the maximum possible capacity of the Etihad Stadium in transport terms. The increased usage of each of the modes noted above equates to an additional **27,845** people above existing numbers of supporters (13,345 more than the additional seats to be added during phases 1 and 2 including the potential additional 2,000 seats), which would support a stadium with a maximum capacity of **75,515** people. It should be noted that this is the absolute maximum estimated ability of the transport network to accommodate additional supporters, and in practice the demand for each mode is likely to be significantly smaller than this.

The following table highlights the mode split for the existing Saturday and the maximum potential person movement scenario based upon the assumptions noted above. This shows the estimated maximum number of additional people that may be carried by each mode:

Table 10.4: Existing and Maximum Person Movement Mode Split Comparison (Saturday 2013)

Mode	Initial Mode Split	Existing Saturday	Max Person Movement	Max Mode Split	Change from 2013
Car	57.3%	27,098	32,413	43.1%	5,315
(Vehicles)	-	11,307	13,525		2,218
Dropped Off	1.9%	902	1,462	1.9%	560
Motorbike	0.4%	195	395	0.5%	200
Bicycle	0.3%	122	322	0.4%	200
Walk Whole Journey	6.9%	3,241	4,841	6.4%	1,600
Taxi	6.0%	2,827	3,927	5.2%	1,100
Train to Ashburys	1.0%	459	959	1.3%	500
Train to City Centre	4.5%	2,144	5,504	7.3%	3,360
Other Train	0.2%	102	102	0.1%	0
Bus to site	4.6%	2,172	3,972	5.3%	1,800
Bus to City Centre	0.5%	223	1,823	2.4%	1,600
Other Bus	0.7%	334	934	1.2%	600
Metrolink to Etihad from West	11.8%	5,567	9,267	12.3%	3,700
Metrolink to Etihad from East	1.0%	464	3,724	5.0%	3,260
Metrolink to Central Park	0.0%	0	1,200	1.6%	1,200
Metrolink to City Centre	0.1%	62	1,262	1.7%	1,200
Coach	2.9%	1,389	3,039	4.0%	1,650
85th Percentile Attendance	-	**47,300**	**75,145**	-	-
Stated Stadium Capacities	-	**47,670**	**75,515**	-	-

The change column shows how use of each mode would change as a result of the stadium expansion in the context of the proposed maximum person movement scenario. It may be seen that the largest potential increases in usage aside from the private car are for:

- Walking directly to the site - additional 1,600 people;
- Taxi – additional 1,100 people in 315 taxis;
- Bus directly to the site – additional 1,800 people;
- Bus to the city centre – additional 1,600 people;
- Train to the city centre – additional 3,360 people;
- Metrolink to Etihad – additional 6,960: 3,700 from the city centre, and 3,260 from the east;
- Metrolink to Central Park – additional 1,200 people;
- Metrolink to the city centre – additional 1,200 people; and
- Coach to the site – additional 1,650 people.

Whilst it is unlikely that there will be a necessity for the modes to accommodate the above numbers of additional people, this analysis highlights that the above maximum person movement figures should potentially be possible, creating comfort that the forthcoming strategy will be effective in moving the required demand. It is important to note that this demonstrates that if there are any future expansions at the stadium that additional capacity should be easily accommodated within the provisions of the proposed transport strategy.

11. Proposed Transport Strategy and Interventions

11.1 Proposed Transport Strategy

As was discussed within the previous chapter, a target modal split has been developed for the Etihad Stadium to help enable the expansion proposals. The target modal split can be considered a worse case forecast as it has a core assumption that there will be no additional car trips generated by the proposal when compared to an existing weekend match day. As a consequence, the modal split requires non-car modes to be able to effectively transport the additional population to and from the stadium, and therefore there will need to be a number of focused interventions to enable this strategy.

A phased implementation plan of the intervention measures is summarised at the end of this chapter.

When comparing the target weekend match day modal split with existing, the following table highlights where significant modal changes are occurring

Table 11.1: Existing and Target Weekend Match Day Modal Split Comparison

Mode of Travel	2013 Mode Split	People	Target Mode Split	People	Difference
Car	57.3%	27,098	45.6%	27,209	110
Dropped Off	1.9%	902	2.0%	1,196	294
Motorbike	0.4%	195	0.8%	457	262
Bicycle	0.3%	122	0.6%	365	243
Walk Whole Journey	6.9%	3,241	7.2%	4,308	1,067
Taxi	6.0%	2,827	6.1%	3,633	806
Train to Ashburys	1.0%	459	1.2%	735	276
Train to City Centre	4.5%	2,144	6.2%	3,690	1,546
Other Train	0.2%	102	0.2%	140	38
Bus to Site	4.6%	2,172	6.0%	3,573	1,401
Bus to City Centre	0.5%	223	2.0%	1,208	985
Other Bus	0.7%	334	0.7%	423	88
Metrolink to Site from West	11.8%	5,567	11.8%	7,063	1,496
Metrolink to Site from East	1.0%	464	3.8%	2,265	1,801
Metrolink to Central Park	0.0%	0	0.5%	301	301
Metrolink to City Centre	0.1%	62	1.7%	1,000	938
Coach	2.9%	1,389	3.4%	2,049	660
85th Percentile Attendance	**100%**	**47,300**	**100%**	**59,615**	**12,315**
Stated Stadium Capacities	**-**	**47,670**	**-**	**60,170**	**-**

From this comparison, the following items are of evident:

- No additional private cars within the vicinity of the stadium;
- A small increase in the number of people accessing the site by cycle and motorcycle;
- A large increase in the numbers of people walking from the city centre; either from their place of residence or travelling to the city centre by another mode and then walking;
- A modest increase in people travelling to the site from the city centre by bus and Metrolink;
- A small increase in the number of supporter coaches;

- A small increase in people travelling to the site via the Oldham / Rochdale Metrolink line, and then walking from the nearest station; and
- A large increase in people travelling to the site from the east via the Ashton-under-Lyne Metrolink line.

The target transport strategy is therefore not reliant upon the success of one mode of transport, but rather via a range of modes of travel being used slightly more than is currently the case.

11.2 Proposed Transport Interventions

To help enable the realisation of the above transport strategy focused and coordinated transport interventions are proposed as identified in the following sub-sections. These interventions are a mix of physical measures which will require on-the-ground works, and promotional measures targeted at making visitors to the stadium aware of travel opportunities.

11.2.1 Scheme 1: CPZ / On-street Waiting Restrictions

Status: Physical Measures

Cross-linked Schemes: Scheme 11

Background

As discussed in Chapter 7, there are a range of measures on streets surrounding the Etihad to manage and control on-street parking. These measures include: waiting restrictions (such as single and double yellow lines) used to protect junctions, road crossings and sensitive road links; and Controlled Parking Zones (CPZs) covering adjacent residential areas. The CPZs are only operational during the days of events at the Etihad Stadium, and are there principally to protect the amenity of local residents from intrusive on-street event related parking. Vehicles parking within CPZs without a valid permit, or on conventional waiting restrictions are liable to be issued with a parking fine.

Managing availability, location and demand for parking is critical to ensure that the aim of not significantly increasing numbers of people arriving by car is achieved and that people find alternative modes progressively attractive. This has to be combined with not increasing highway capacity – to do so would simply be over-designing at the expense of the day-to-day needs of the communities in the immediate and wider area. This section of the Transport Assessment therefore considers the potential for changes and alterations to the Controlled Parking Zones around the Etihad Stadium, both in recognition of the need to continually review the effectiveness of such zones, and to support the wider Transport Strategy, which promotes hubs such as Piccadilly and Ashburys. The details of this scheme therefore draws conclusions from;

- Comprehensive observational site visits to understand the location, nature and extent of parking on match days and the way in which the Controlled Parking Zone operates at present;
- Discussion with City Council officers and review of locations that have additionally been drawn to our attention;
- Focussing on locations that will additionally add benefit to the wider transport strategy – for example helping ensure that key routes towards the City Centre are kept clear for those using non-car modes.

At the heart of our consideration is the delicate balance between improving the operation of Controlled Parking on an event day, particularly from a residents and safe access perspective, and ensuring that it does not simply shift parking that currently occurs to locations that would be less desirable. This section of the report therefore provides our thinking and understanding on the locations and the extent that we believe need change or attention. This is a process that will involve on-going commitment from the club, in liaison with the City Council to take forward the details in consultation with the community, and therefore a

contribution will be agreed which allows implementation of our suggestions and on-going running costs and maintenance.

Our investigations show that the extent of parking in residential areas around the stadium is limited due to the current Controlled Parking Zone measures, and that within the same walking distance from the stadium there is both unused on-street parking in areas that are not residential and potential to use available off-street parking capacity, including the club's own car parks . Our work therefore shows that, because there are already a variety of parking areas close to the stadium that are not fully utilised at present there is no substantial need to expand the geographical extent of the controlled parking zone further outwards. The focus needs to be on making areas close to the stadium clearer and more effective, including improving ease of management, rather than geographically expanding coverage beyond reasonable walk distances. The areas shown in Figure 11.1 are therefore those being forwarded to be the focus of the Controlled Parking Zone changes.

Intervention

During the preparation of this Transport Assessment, the adequacy of the existing on-street waiting restrictions have been reviewed under weekday evening and weekend match day conditions. Further, detailed discussions have been progressed with the City Council to determine where amendments will be occurring as a result of development proposals in the area.

Based upon this review, the following amendments to existing waiting restrictions and CPZs could be considered to both help better protect local residents and businesses from intrusive match related on-street parking, and also from the additional on-street parking which the proposed stadium expansion could generate.

1. Every Street. Introduce new No Waiting At Any Time restrictions along the central section of Every Street to help protect the route as a public transport corridor;

2. Medlock Valley East. Introduce a new CPZ to cover the residential area of Medlock Valley East to help protect the amenity of local residents;

3. Briscoe Lane. Introduce new No Waiting At Any Time restrictions along sections of Briscoe Lane to help protect the route as a public transport corridor

4. Briscoe Lane. Review (and amend where appropriate) the existing Traffic Regulation Order provision to ensure that they are fit for purpose;

5. New Viaduct Street. Introduce new No Waiting At Any Time restrictions along the length of New Viaduct Street as a permanent measure, and extend the waiting restrictions to cover the length of Philips Park Road;

6. Extension of the Clayton West and Clayton Hall CPZs in an easterly direction to include the residential area between Edge Lane and the existing CPZ boundaries;

7. Extension of Beswick CPZ to include streets to the west of Rylance Street;

8. Extension of the Beswick CPZ in a southerly direction to include the recent housing developments between Ashton Old Road and the existing CPZ boundary (area south of Bell Crescent and Kylemore Way);

9. Larne Street and the northern section of Mill Street are to be stopped up as part of the Beswick Community Hub Scheme (not to be implemented as part of this development application for the stadium expansion);

10. Parking restrictions to be introduced as part of the City Football Academy on Clayton Lane and Wilson Street (not to be implemented as part of this development application for the stadium expansion);

11. Ten Acres Lane - This route will be reviewed to determine the need for waiting restrictions on Ten Acres Lane which will be introduced where appropriate to protect the amenity of the route.

12. Several Locations. Within the industrial / commercial areas surrounding the stadium consider introducing localised junction and access waiting restrictions to help protect the operation of businesses and the manoeuvring of HGV's, for example at the junction of Lord North Street and Grimshaw Lane.

Of the above measures, the potential extensions to the CPZs would only be enforceable during the event times displayed upon the gateway signage, whereas the No Waiting At Any Time restrictions would be enforceable at all times.

On the basis of this review, there appears to be no requirement for a significant increase in the extent of the CPZs, but more focused extensions could be of benefit to the amenity of local residents where match day on-street parking is actually occurring.

The CPZs will continue to be managed to ensure that the areas are effective at preventing on-street parking associated with events at the stadium. A monitoring process should therefore be undertaken to investigate any future displacement of parking which could result in the introduction of further measures.

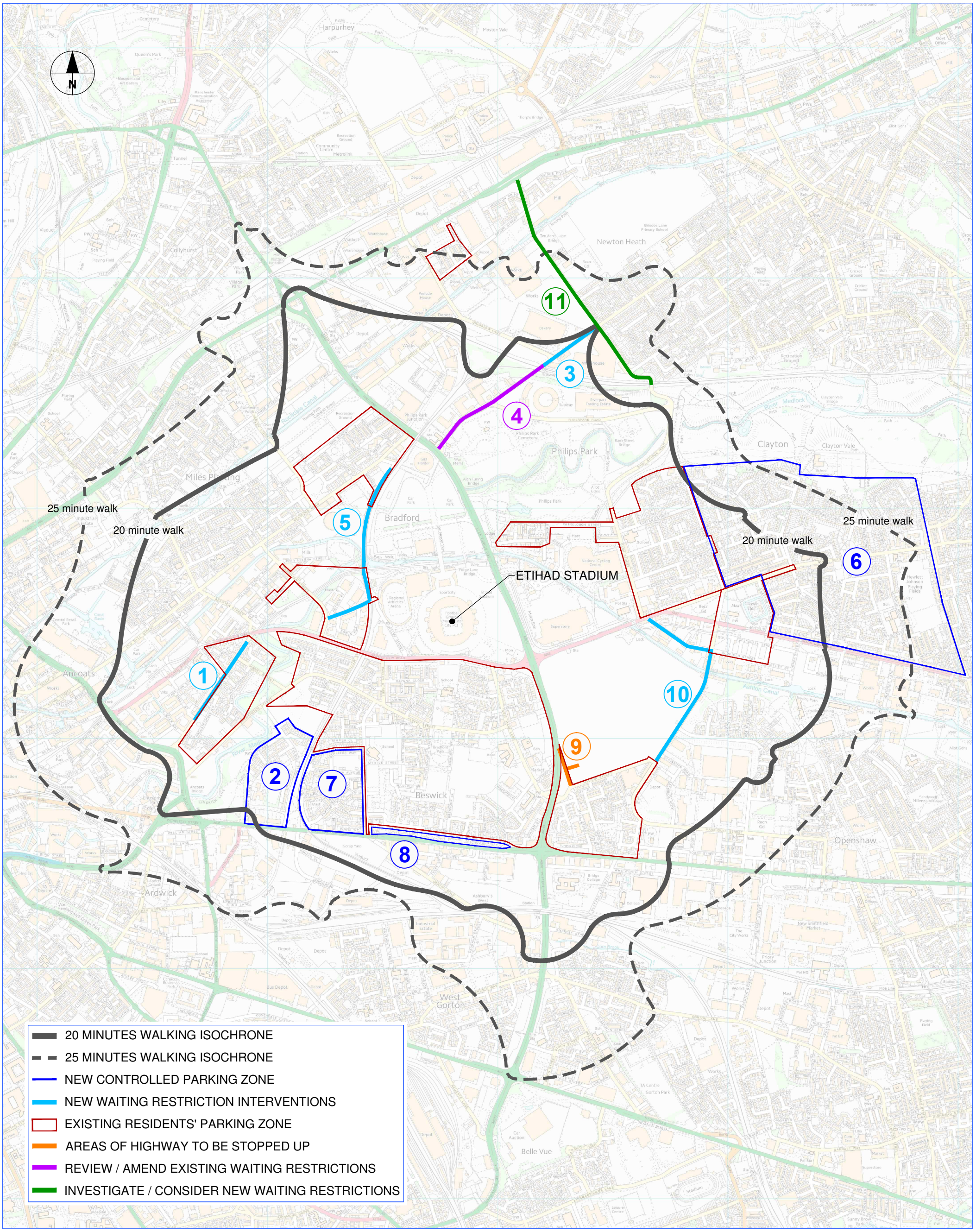


FIGURE 11.1 POTENTIAL WAITING RESTRICTION INTERVENTIONS

M.C.F.C. STADIUM EXPANSION

Mott MacDonald

11.2.2 Scheme 2: Completion of the Metrolink line to Ashton-under-Lyne

Status: Promotion

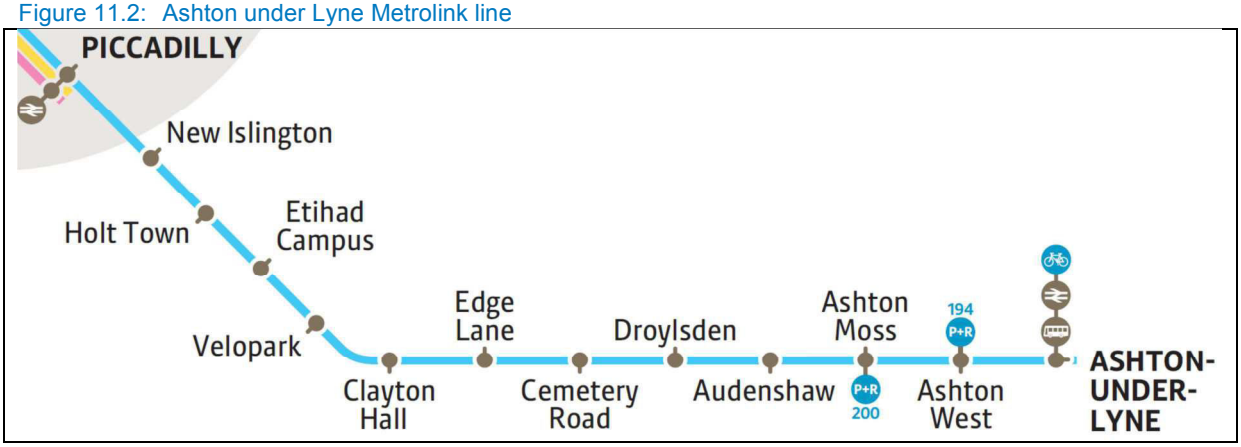
Cross-linked Schemes: Scheme 3, Scheme 11, Scheme 14

Background

Early in October 2013, the Metrolink extension to Ashton-under-Lyne was completed, where previously the line only extended as far as Droylsden (since early 2013). This will open up a new catchment of people for travel to the Etihad Campus by tram – not just from Ashton-under-Lyne, but also other station catchments along the line.

Furthermore, this Metrolink line crosses the M60 orbital Manchester ring road, which now allows simple interchange between tram and cars that have travelled from a wide range of destinations. Ashton-under-Lyne Station and town centre also provide further public transport connections with 'one interchange' required.

Figure 11.2: Ashton under Lyne Metrolink line



Source: TfGM

In terms of passenger capacity on stadium event days, this section of the Metrolink line has significant spare capacity and therefore offers much opportunity as an alternative mode of travel for spectators.

Intervention

Spectators travelling to the Etihad Stadium who live local to the Ashton-under-Lyne Metrolink line will be aware of its existence and the opportunity it will give for travel to and from the stadium. However, for those living further afield (including away supporters) the benefits of the opportunity may not be known.

To help maximise the benefit of the Metrolink extension, promotion will need to be made to spectators via a range of mediums. This could include: the Club website; travel pages within match day programmes; information which is included with ticket purchase; and travel apps for smart phones and tablets.

The promotion will need to be coordinated with TfGM to help ensure that the maximum benefit is achieved, in particular in relation to matters such as advantageous ticket promotions that encourage people to use public transport at other times. In this sense, using public transport to access the Etihad Campus can be seen by providers as a sales opportunity for more general use of public transport by attendees.

11.2.3 Scheme 3: Park and Ride facilities adjacent to the Ashton-under-Lyne Metrolink

Status: Promotion

Cross-linked Schemes: Scheme 2, Scheme 11, Scheme 14

Background

Along with the opening of Ashton-under-Lyne Metrolink extension, a number of dedicated park and ride facilities came into operation. Ashton Moss Park and Ride has a total of 200 spaces and Ashton West 194 spaces. This parking is free of charge and secure. In addition, there are other formal and informal parking opportunities which will be available in close vicinity to the line and its stations, including the town centre of Ashton-under-Lyne. Ashton-under-Lyne is the terminus of the East Manchester Metrolink line which have been taken into consideration in the calculations; from here it is a 26-minute journey to Etihad Campus.

Intervention

Cross-linked with Scheme 2, this scheme offers the opportunity to 'capture' spectator's vehicles remote from the stadium area and allow them to travel onwards via a high quality public transport system.

Similar to Scheme 2, effective and repeated promotion will need to be made to spectators via a range of mediums, and again coordination with TfGM will be required.

11.2.4 Scheme 4: Improvements to walk routes between Manchester City Centre and the Etihad Stadium Complex

Status: Physical measures

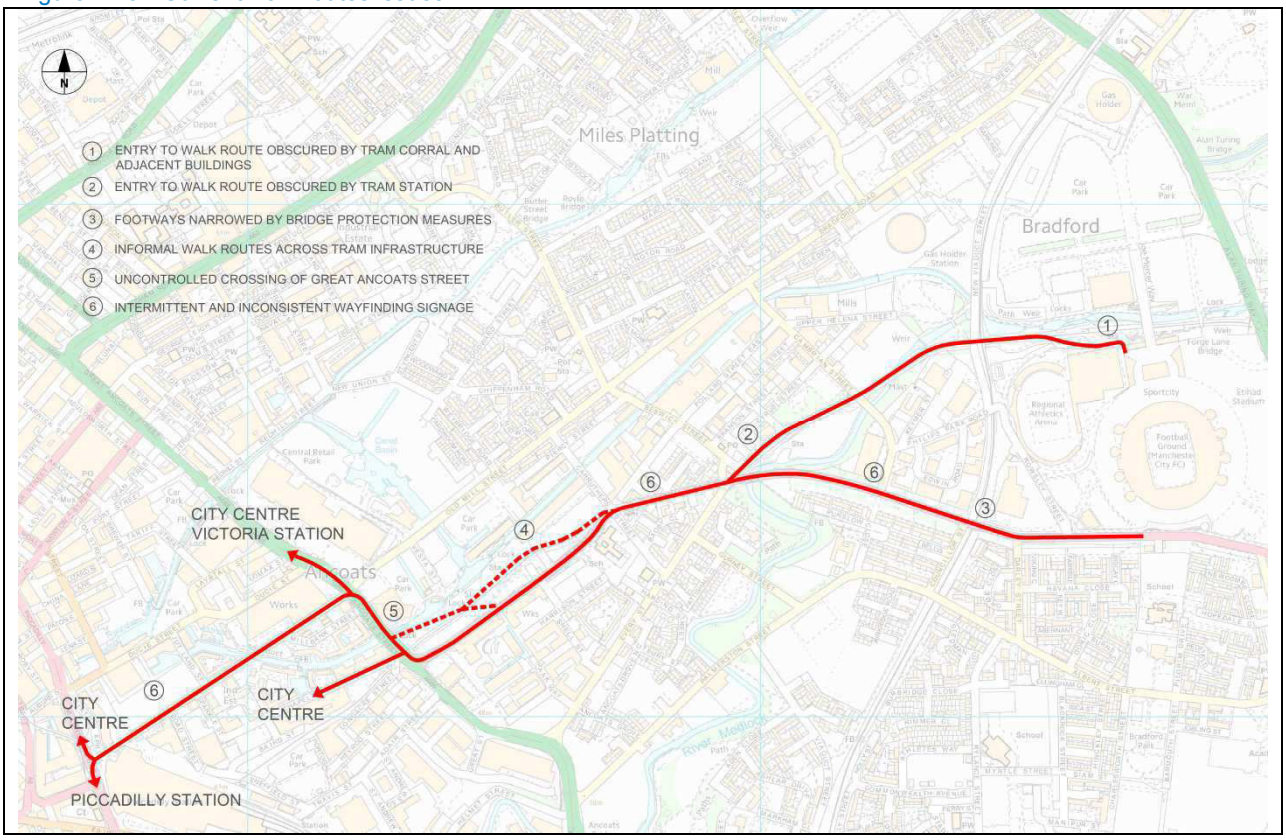
Cross-linked Schemes: Scheme 11

Background

In the preparation for the Commonwealth Games when the stadium was used to host the opening and closing ceremonies and track and field events, a signed walk route was established between the city centre and the stadium. This route is still a major access route for spectators accessing the stadium. However, over time, the quality of the infrastructure has degraded and the construction of the Ashton-under-Lyne Metrolink line and the Etihad and Holt Town tram stops has obscured / convoluted sections of the route.

The current walk routes and issues are highlighted on the following plan.

Figure 11.3: Current walk routes issues



The city centre is the largest travel hub in the region, and it is also a major place of residence including many thousands of students, professionals and families. A well-defined, convenient, direct and safe walk route to the Etihad Stadium and the established and emerging sports hub will be of significant benefit to reducing walk trips into the area. The route will also have the potential to take pressure from Metrolink and bus services between the city centre and the stadium.

Overall, the route is about 1.6 kilometres long which take about 15 to 20 minutes to walk.

Interventions

A range of measures are suggested along the routes, as outlined below, and these will require further discussions with the City Council before a preferred package is decided upon.

Measure 1: City Link Walk Route, Stadium North

On the north side of the stadium, there is the old 'City Link' walk route. However, the entry to it has now become obscured by Metrolink corralling area for the Droylsden / Ashton-under-Lyne, a toilet block and other adjacent buildings. The level of obscuring is to such an extent that without prior knowledge, you would be unlikely to recognise it as a pedestrian route to the city centre.

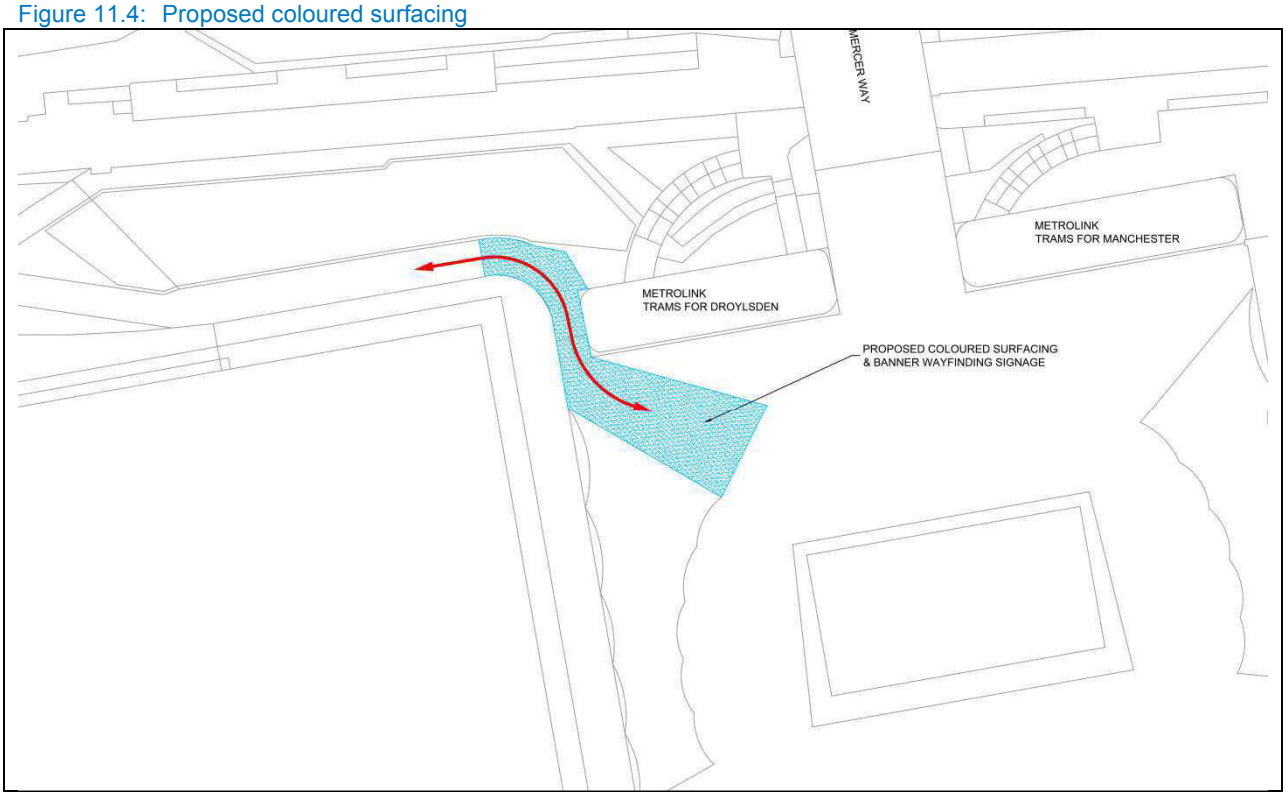




However, for spectators seated at the north end of the stadium it would be the quickest and most convenient route back to the city centre. In an attempt to overcome this loss of identity, Figure 11.4 gives a concept of measures to regain its prominence which could include:

- Textured and coloured surface dressing to highlight the entry point to the route – similar to as has been used on the Joe Mercer Way overpass;
- Banner signage at the entry, giving destinations and walk times;
- Improved lighting to highlight its presence at night time;
- Continuous sign posting along routes;
- Walk Route imagery and signage that encourages use and gives credibility to walking;
- Evident placing along walking routes of pre and post event stewards;
- Identify and work with the Council to eliminate safety concern hotspots;
- Address and assess all crossing points and junctions;
- Promote walking as a positive and healthy option.

Figure 11.4: Proposed coloured surfacing



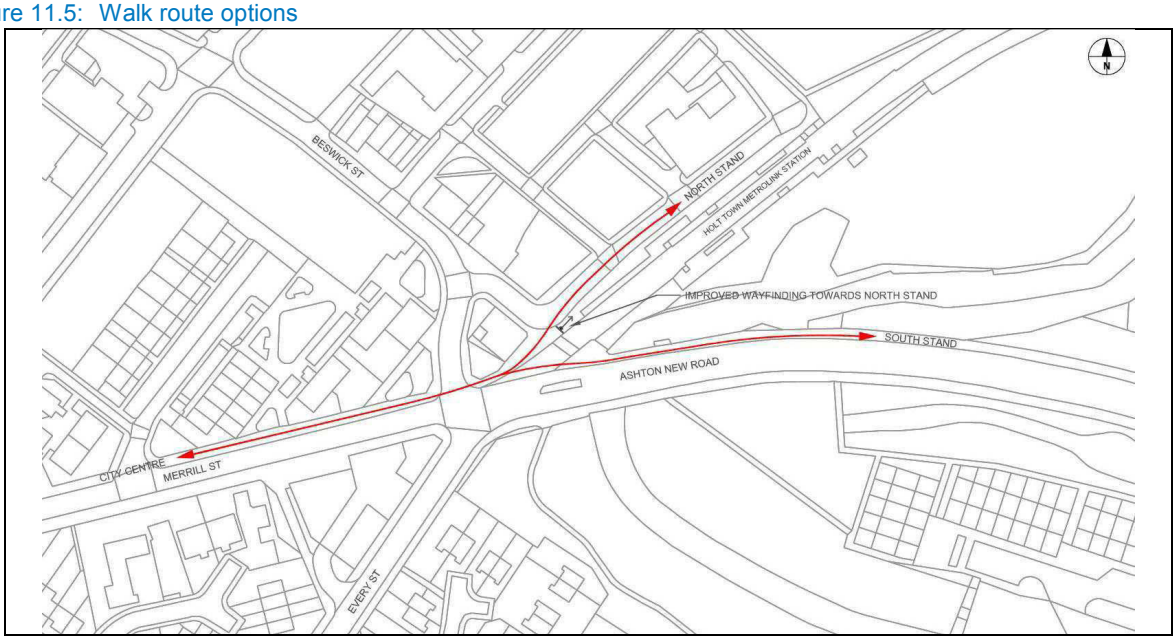
Measure 2: City Link Walk Route, Holt Town Metrolink

Similar to Measure 1, the section of the old 'City Link' walk route adjacent to the Holt Town Metrolink stop has become obscured and its prominence lost to the tram platform and associated infrastructure. Currently, only a small finger post sign designates the route for people walking from the city centre which is easily missed even during daylight. In this location it is suggested that a much larger sign is required to advertise the route choice for spectators. A concept of this arrangement is given in Figure 11.5 below.





Figure 11.5: Walk route options



Measure 3: Pollard Street Pedestrian Route

Since the opening of the Ashton-under-Lyne Metrolink line, a number of cut-through routes have become available for pedestrians adjacent to Pollard Street between Merrill Street and Great Ancoats Street.

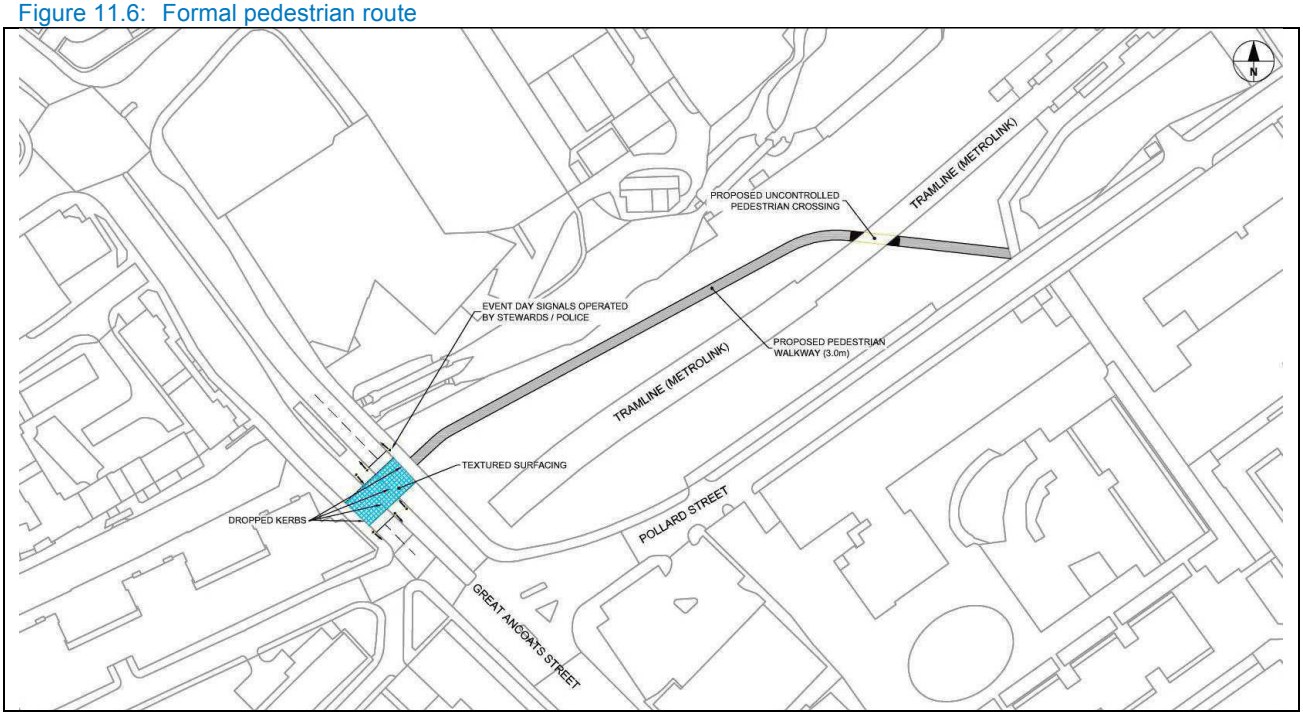




As indicated in the above photographs, spectators are tending to take the shortest walk route back to the city centre, which in this location is including the tram tracks and undesignated routes across open land in the ownership of the City Council.

This measure would introduce a more formal pedestrian route across the open land between Pollard Street and Great Ancoats Street, and warning signage at the Pollard Street / Merrill Street junction in an attempt to dissuade people taking the route along the tram track past New Islington station – as indicated in the below image. Also, see Measure 5 for details of the Great Ancoats Street crossing.

Figure 11.6: Formal pedestrian route



Measure 4: *Great Ancoats Street Pedestrian Crossing*

Perhaps the biggest barrier for pedestrians walking between the city centre and the Etihad Campus is the crossing of Great Ancoats Street. There are controlled crossing facilities at the Pollard Street and Store Street signal junctions, but these are off the desire line and spectators - particularly returning to the city centre after a match - tend to cross on-mass between these two junctions.

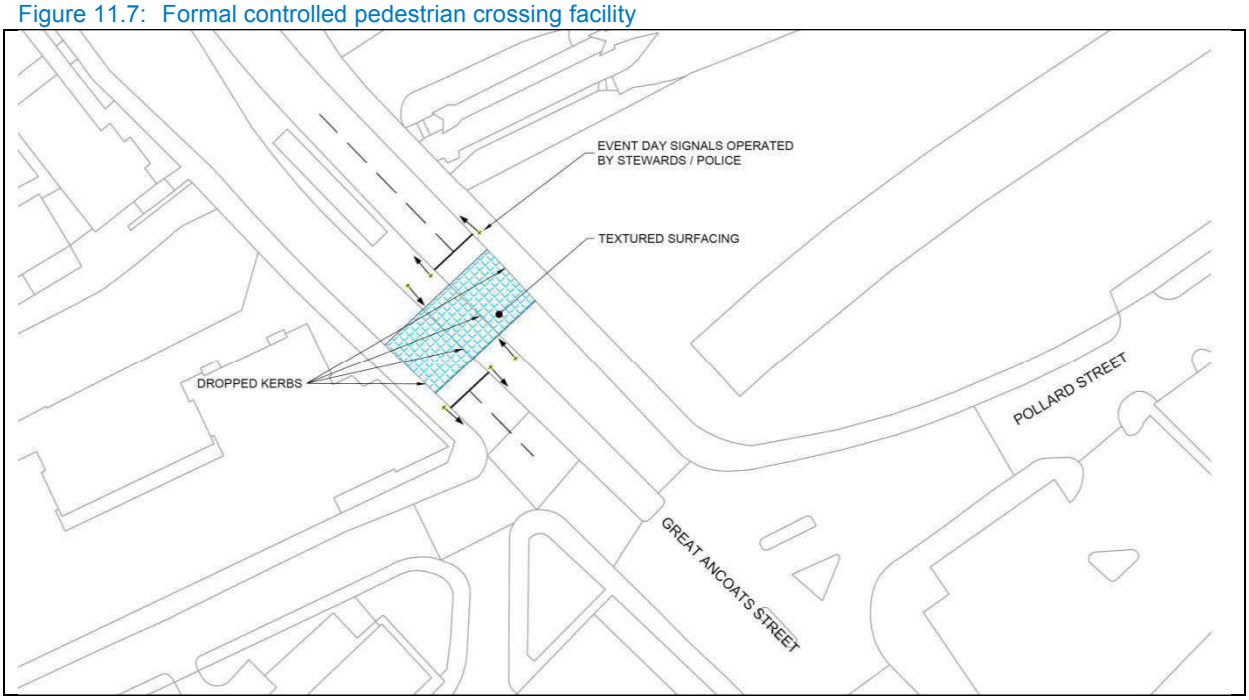




Several options are available to aid pedestrian crossings of Great Ancoats Street before and after events as discussed below:

Measure 5, Option 1: Install a formal controlled pedestrian crossing facility with a layout similar to the concept arrangement shown below.

Figure 11.7: Formal controlled pedestrian crossing facility



This arrangement would only be in operation during Etihad Campus event days, and would need to be controlled by a police officer or similar person of authority. The advantages of this arrangement is that it would stop the traffic on Great Ancoats Street to allow people to cross the road and that it could be manually operated by only one person. The disadvantage is that it will require expensive equipment that will only be used when there are major events at the stadium.

Measure 5, Option 2: Provide a designated crossing point of Great Ancoats Street between the Pollard Street and Store Street junctions with dropped crossings and possibly coloured surfacing, and manage the road crossing with stewards and / or police officers.

This arrangement would not require any new traffic signal equipment, but would require more personnel to manage the movement of people across the road and stop the traffic on Great Ancoats Street.

Measure 5, Option 3: Introduce all-red signal stages at the Pollard Street and Store Street junctions, which could be manually activated by the City Council's Urban Traffic Control Unit to temporarily create a no traffic zone between the two junctions.

To avoid undue delay to traffic on the ring road, this arrangement would probably only be able to be used after an event at the stadium when pedestrian crossing demand will be at its highest and clears within a relatively short time. This option could incorporate the dedicated crossing facilities included with Option 2, but without the need for stewards or police.



Measure 6: City Centre / Etihad Campus Walk Route Branding

This measure would 'brand' the walk route between the city centre and the Etihad Campus through the introduction of improved signage and event banners to ensure a consistent level of way-finding is provided along its length. An example of the visual effect of this measure is given in the image (left) and superimposed onto the photograph below. This is intended to illustrate the point only at this stage and is not a proposed design for the signage. This would be designed and agreed with the club at a later date.

Clearly management of this would be needed to ensure maintenance and consistency.

The possibility for fixed eye-level signs on lampposts and other fixings, and/or directional signage on the pavement could also be considered as a means to improve wayfinding.

Measure 7: Increased Stewarding

Associated with the branding of the route, this measure would provide increased stewarding along the walk route which would help with: increasing personal security; aiding road and junction crossings; keeping the route clear of waiting vehicles; and emphasising the route particularly at night time after events.

11.2.5 Scheme 5: Additional secure cycle stands around the stadium

Status: Physical measures

Cross-linked Schemes: Scheme 11, Scheme 14

Background

Cycle parking is provided around the stadium at various locations via the provision of 'Sheffield Stands', but there is currently no formal motorcycle parking. On match days there is a clear demand for this type of parking, and almost all are over-full with additional spaces being found wherever a cycle can be securely chained (including the secure area outside the corporate entrances).







The cycle parking spaces to the south side of the stadium (adjacent to Ashton New Road and the away supporter entrances) were observed to be less well used; this may be because the parking is perceived to be unsecure.

Intervention

Provide parking for an additional 100 cycles, and dedicated space for 100 motorcycles. The parking will be in secure locations (to be agreed with the architect and landscape architect), and will be designated with clear signage. This may include opportunities for sponsorship or promotion.

11.2.6 Scheme 6: Improved walk route along Grey Mare Lane and links to Ashbury rail station.

Status: Physical measures

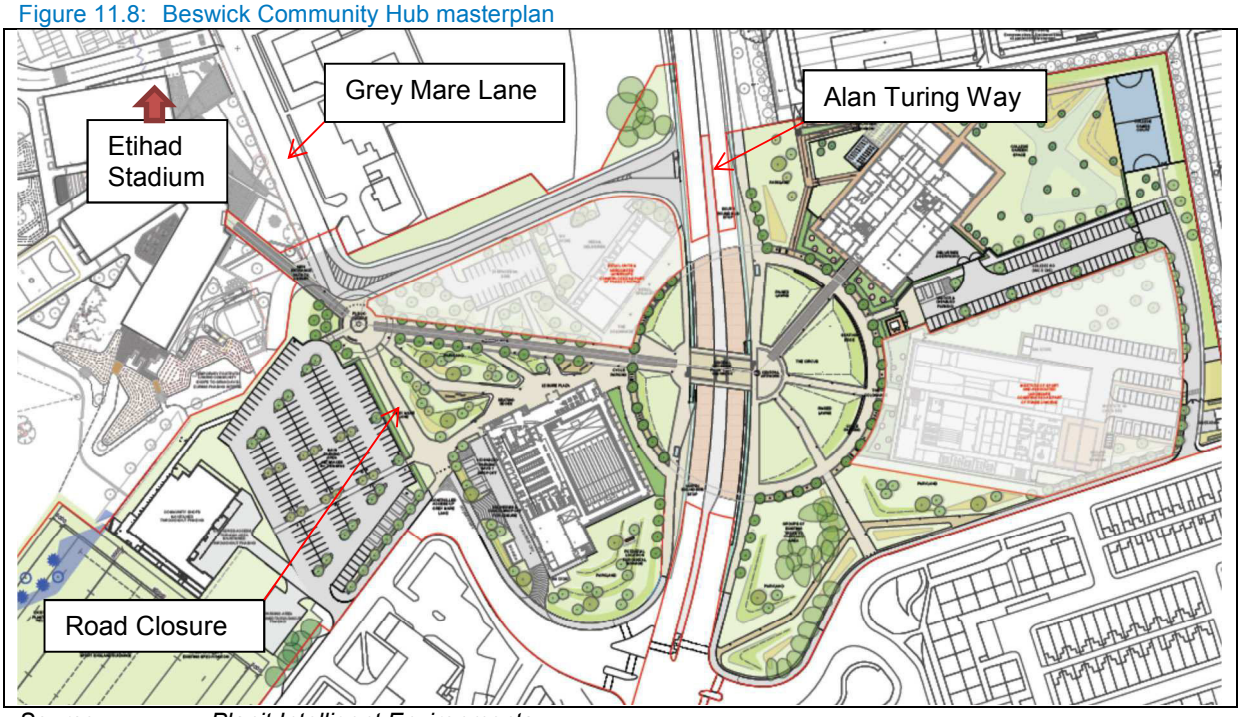
Cross-linked Schemes: Scheme 11

Background

Particularly at weekend matches, Grey Mare Lane is a location where many MCFC supporters gather before a match and make use of the local pubs and eateries. Grey Mare Lane also provides the most convenient access route to the large number of match day off-street car parks, and also to the closest heavy rail station; Ashburys. Grey Mare Lane is therefore the preferred walk route to and from the stadium for many thousands of supporters.

An important change which is planned for Grey Mare Lane is associated with the nearby Beswick Community Hub development which has recently gained planning approval – the masterplan of which is shown in the image below.

Figure 11.8: Beswick Community Hub masterplan



Source: Planit Intelligent Environments

As part of this development, Grey Mare Lane will be closed to traffic on a section about half way along its length, and alternative traffic routes provided from Alan Turing Way in a left in left out manner.

There therefore exists the opportunity to build upon this proposal, and enhance the pedestrian environment on the remaining sections of Grey Mare Lane.

Intervention

Similar to Scheme 4, this intervention would seek to improve the walk route to and from the stadium along this major pedestrian axis via localised footway improvements (resurfacing and dropped crossings), new way-finding signage and possible event banners.

11.2.7 Scheme 7: Improvements to bus facilities, footway width and marshalling of passengers on Ashton New Road and in the city centre.

Status: Physical measures

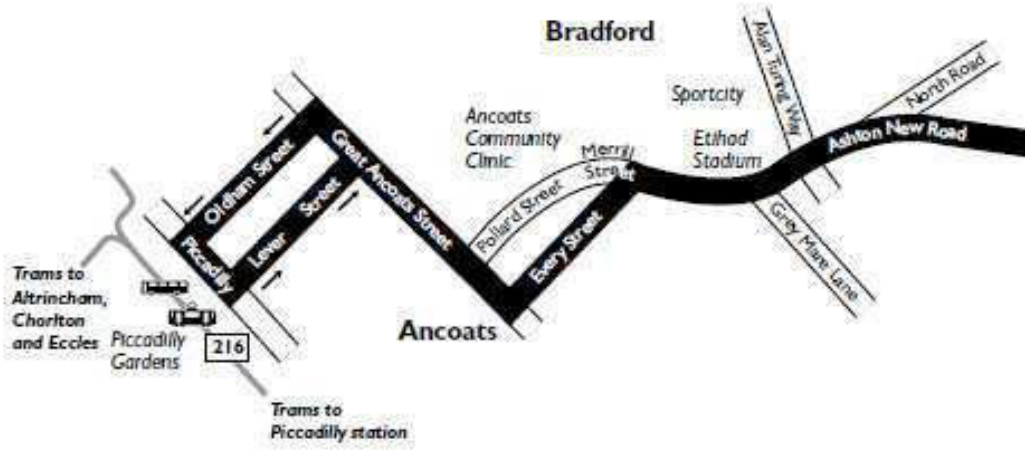
Cross-linked Schemes: Scheme 11

Background

An important mode of access to and from the stadium is bus, especially to and from the city centre. Currently, Stagecoach operates a special event service alongside its standard 216 service between the city centre and Ashton-under-Lyne.

The route for the 216 service follows Ashton New Road, Every Street and Great Ancoats Street. Notably, the stops on Ashton New Road are just to the west of the stadium and the stop within the city centre is in the northeast corner of Piccadilly Gardens. The route is shown below.

Figure 11.9: 216 route plan

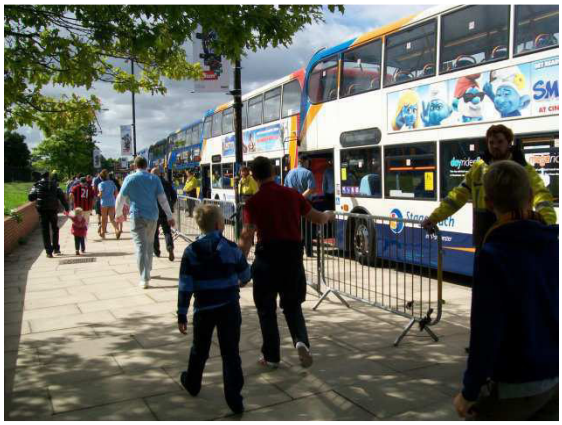


Source: Stagecoach, 2012 (http://www.stagecoachbus.com/PdfUploads/Map_26804_216.pdf)

Prior to an event, the event services are able to follow a circular route, picking up people in the city centre, dropping them off outside the stadium and then returning to the city centre to make another pick-up. Stagecoach currently operates between 5 and 10 buses on this circuit. With a journey time of less than 10-minutes and a bus capacity of 90 people per vehicle, this mode is able to provide transport for significant volumes of people.

However, after an event, low visitor dwell times and heavy congestion along Ashton New Road, result in buses being restricted to just one trip.



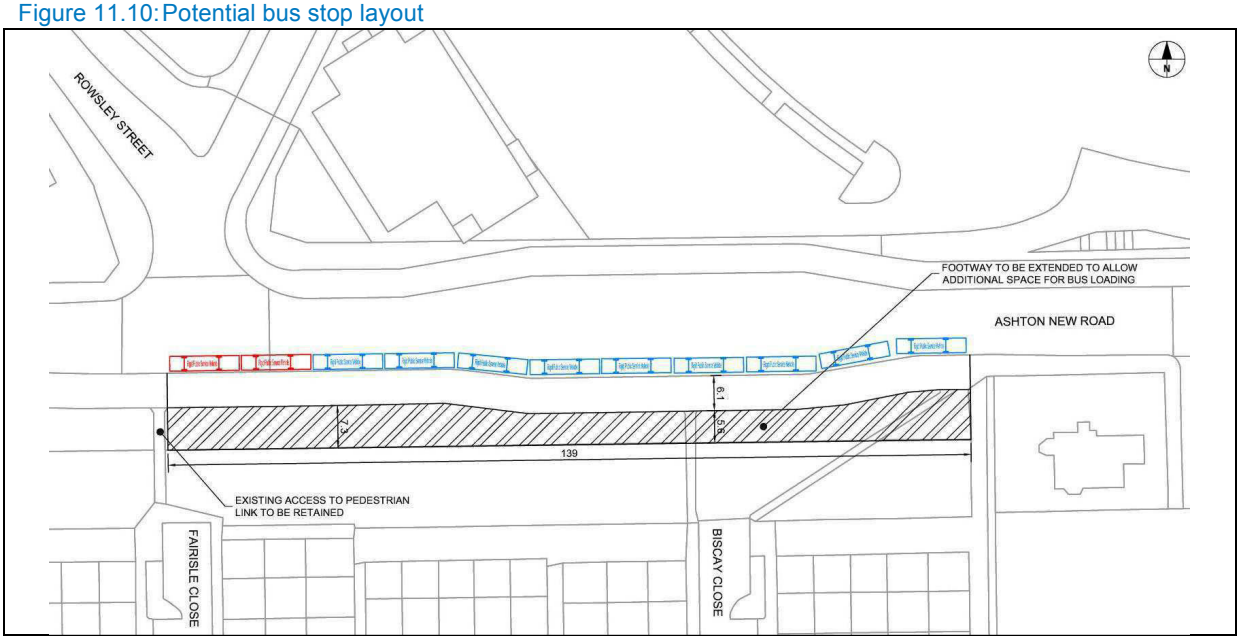


To mitigate against this, Stagecoach tend to stack additional buses along Ashton New Road and other nearby streets before the end of an event to help ensure adequate capacity is available. Even so, there is only so long people are prepared to wait (especially after a football match) before alternatives modes of travel are used or buses are avoided altogether.

Intervention

In an attempt to make bus boarding more efficient after an event, and hence reduce the amount of time people need to wait before boarding - a possible option is to increase the footway width adjacent to the city centre-bound bus stops. This would allow more generous passenger corralling areas to be created, whilst also maintaining an adequate footway width for people to walk past. A concept layout for this arrangement is shown in the image below.

Figure 11.10: Potential bus stop layout



This arrangement would allow around eleven double decker buses to wait on Ashton New Road, and also space for improved corralling of spectators to speed up bus boarding. If required, additional buses could wait on Grey Mare Lane and move forward to the spectator loading area once the first group of buses have moved off.

The land required for the widening is in the ownership of the City Council and is currently green space.

11.2.8 Scheme 8: Improved usage of Central Park and Monsall Metrolink stations as stadium access points.

Status: Promotion

Cross-linked Schemes: Scheme 11

Background

To the north of the Etihad Campus exists the newly converted Oldham / Rochdale Metrolink link which was formerly heavy rail with fewer stops. This serves an entirely different passenger catchment to the Ashton-under-Lyne Metrolink line. This route has additional park and ride facilities, and is on a direct line from East Didsbury and Chorlton. The closest stations to the stadium are Central Park and Monsall – being about 1.75 km or a 25 / 30 minute walk.

Travel surveys of spectators undertaken as part of this application indicate that very few spectators are currently using this Metrolink line and these stations to access the stadium. Therefore, a good opportunity exists to make better use of these facilities.

Intervention

To help maximise the benefit of the Oldham / Rochdale Metrolink route, promotion will need to be made to spectators via a range of mediums, which could include: the Club website; travel pages within match day programmes; information which is included with ticket purchase; and travel apps for smart phones and tablets.

11.2.9 Scheme 9: Increased promotion of home coach parking

Status: Promotion

Cross-linked Schemes: Scheme 11

Background

There are currently two locations in the vicinity of the stadium which have been designated for supporters' coaches. One area is within the Blue car park at the north end of the stadium site for the use of home supporters; and one area within the Grey car park just to the south of the stadium, for the use of away supporters.





The space allocated for home supporters could accommodate around 50 coaches, but substantial spare capacity has been observed at recent football matches. It is understood that a fundamental reason for this is that the location is not popular with supporter clubs arriving from the south and west. This is both due to the distance of the car park from the popular Grey Mare Lane establishments and the delays of exiting the car park after a game.

Intervention

The existing spare capacity for coach parking within the campus will be better promoted and utilised to encourage an increase in coach parking. This will be monitored by the Club who will also seek assess the opportunities for home coach parking south of the stadium at a suitable and safe place in due course.

Promotion of the coach parking facility on site will be required with home supporters clubs to help ensure that the practice of coach on-street parking is minimised, and also to encourage more clubs / clusters of home supporters to travel to and from games by coach.

11.2.10 Scheme 10: Gate 1 Pedestrian walk route improvement

Status: Physical Measures

Cross-linked Schemes: Scheme 8

Background

At the start of this football season, a new scheme was introduced to manage the movement of people and vehicles to the north of the stadium, and in particular, managing the movement of people through Gate 1 at the northern end of the stadium site.

A key element of the scheme is a segregated walk route from the northern end of Joe Mercer Way to Gate 1, at which point people turn left and either cross Alan Turing Way and head up Briscoe Lane or continue walking north.

However, as people leave the stadium site and turn left there is a narrow pinch-point in the walk route caused by a combination of the available footway, a kerbed cycle route and street furniture. This pinch point reduces the speed people can leave the site, and could potentially result in crushing issues.

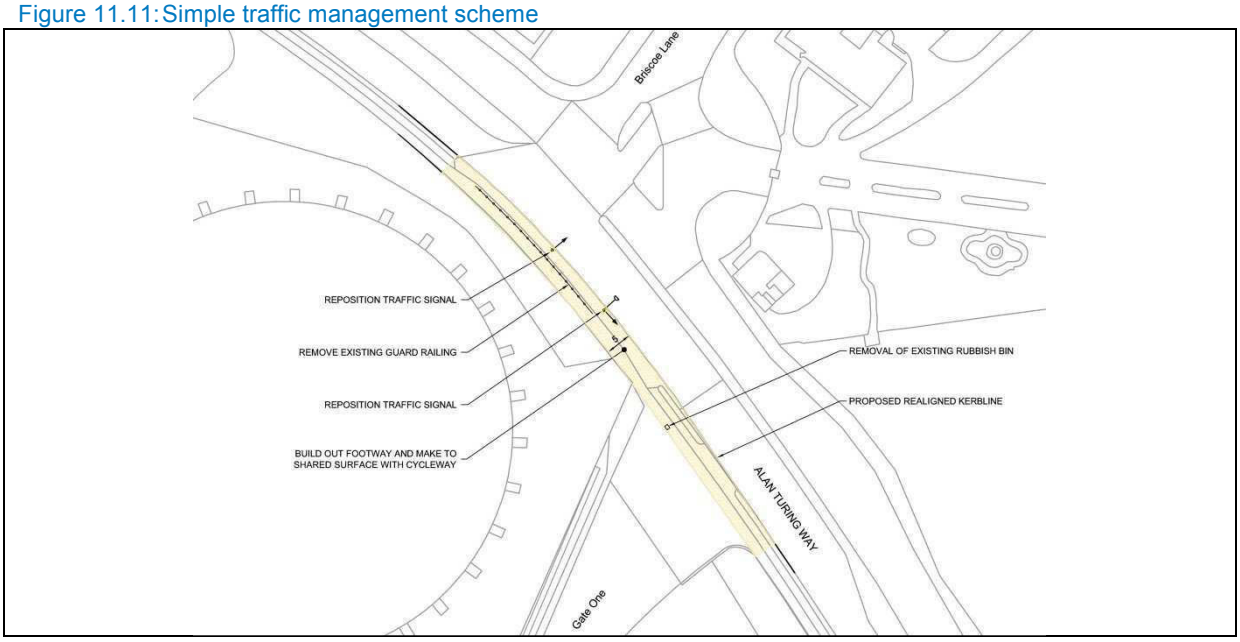




Intervention

Figure 11.12 below gives the concept of a simple traffic management scheme which would effectively double to width of the walk route at the pinch point, and would therefore greatly ease the movement of people leaving the stadium site via Gate 1.

Figure 11.11: Simple traffic management scheme



Key elements of the scheme would be:

- Raising the cycleway along this section to the same level of the footway. The cycleway would still be continuous but would be demarcated by markings rather than kerbs. Currently it is separated from the carriageway by a kerbed island;
- Removing extents of guard railing and other street furniture; and
- Repositioning a number of the traffic signals at the Briscoe Lane / Alan Turing Way junction.

11.2.11 Scheme 11: Promotion of Stadium Travel Opportunities

Status: Promotion

Cross-linked Schemes: All schemes

Background

Currently, promotion by the Club and other organisations (such as TfGM) on options for how spectators can travel to and from events is relatively limited, and restricted to initiatives such as: a travel page on the Club's website; information when season tickets are purchased (such as TfGM's annual Metrolink pass); and signage around the ground. On the most part, the Club does not attempt to influence spectator's travel choice for football match events at the stadium.

However, for non-football match events (such as concerts) a significant effort is made to promote the full range of options to travel to and from the stadium. This is particularly necessary as many of the spectator's to these types of events will not have been to the stadium before, and overall spectator's numbers can be higher than for a football match.

There is therefore significant opportunity to make good improvements in the travel awareness for spectator's to football match events, particularly as new modes have become available (such as the extension of Metrolink to Ashton-under-Lyne), and to help maximise the benefit of the Intervention Schemes proposed as part of this transport strategy.

Interventions

To help promote the full range of stadium travel opportunities, the following measures are proposed for consideration by the Club:

- A significant up-grade and maintenance to the Club's website travel page;
- Provision of travel promotional material to accompany the issue of season tickets;
- Promotion of travel opportunities to all club members via a variety of mediums;
- Dissemination of information to the many supporters clubs for inclusion on their individual websites and their communications with their members;
- Discussions with TfGM and transport operators to help incentivise non-car travel to matches;
- Regular advertising within match day programmes;
- Provide transport and travel information/updates on MCFC social media channels such as Twitter and Facebook; and
- Provide public announcements via the tannoy system and overhead TV screens to highlight any traffic issues through continued working with the police and the Highways Agency.

The promotion of alternative travel options has been demonstrated to be successful at Newcastle who have their 'Altoonative Travel' website and encourage journey planning and initiatives such as car sharing prior to matches.

11.2.12 Scheme 12: Rowsley Street Taxi Rank

Status: Physical Measures and Promotion

Cross-linked Schemes: Scheme 11

Background

Currently, there are no dedicated taxi rank / drop-off facilities provided at the Etihad Stadium despite taxis providing an important mode of access. The lack of facilities is resulting in taxis dropping off, picking up, ranking and turning around in locations which are sometimes not suitable and resulting in conflicts with other vehicles and pedestrians.

Taxis are mainly travelling between the city centre and the campus, and are doing so by routes which offer them the least delay so that they can maximise pick-up opportunities. Any formal taxi facility would therefore need to be provided to the west of the stadium.

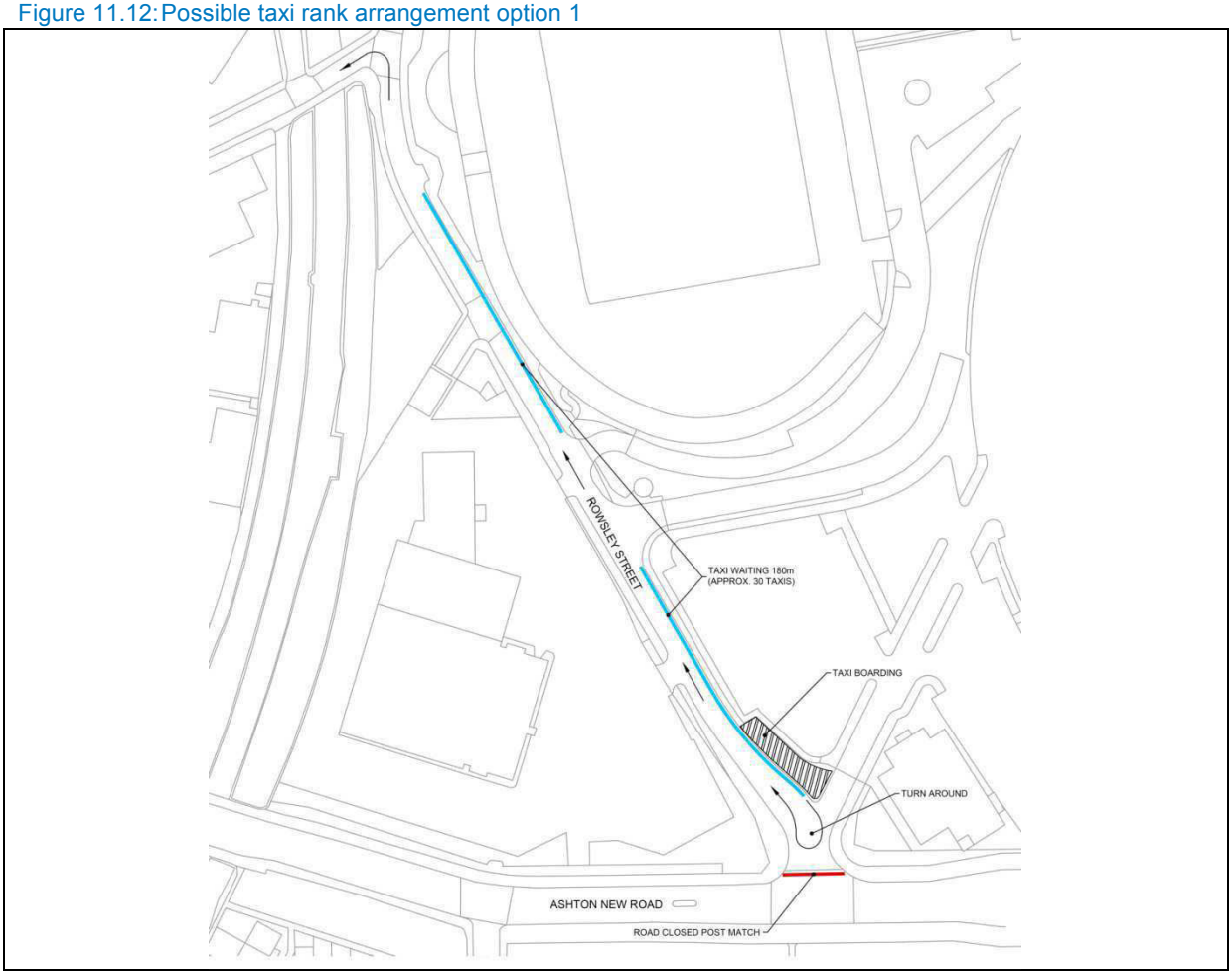
Intervention

The obvious location to position a taxi rank of some kind would be in the area of Rowsley Street near the junction with Ashton New Road. This location is already popular with taxi drivers and would allow some segregation from pedestrians and buses on Ashton New Road. It is also experiences a high footfall of post-match spectators looking to get a taxi back to the city centre.

Rowsley Street connects to Old Mill Street via Cambrian Street and Philips Park Road, and offers a number of route choices to and from the city centre away from the main pedestrian and bus routes. Rowsley Street is also closed at Ashton New Road which would allow taxis to turn around without significant conflict with other vehicles and pedestrians.

Two basic arrangements are possible for a taxi rank in this location as indicated in Figure 11.13 below.

Figure 11.12: Possible taxi rank arrangement option 1



As can be seen, taxis could be allowed to rank along Rowsley Street, with a pick-up area close to Car Park 'A'. This area would allow taxis to undertake a U-turn to head back to the city centre.

11.2.13 Scheme 13: Combined Ticketing Initiative

Status: Promotion

Cross-linked Schemes: Scheme 11

Background

At the start of the 2013/14 football season, Transport for Greater Manchester (TfGM) began offering MCFC season ticket holders the opportunity to purchase an annual match day Metrolink pass with their season ticket. This pass enables supporters to travel on Metrolink at no extra charge on match days for all first team competitions. The passes themselves are purchased through the Club.

Initial take-up of the passes was relatively low, probably related to the relative 'new-ness' of Metrolink at season ticket renewal time, with a lack of prior operation for spectators to have formed new habits. The Club and TfGM are committed to continuing the scheme and promoting its success and expanding the combined ticketing initiative to other modes.

Intervention

Over coming years, the Club and TfGM are keen to work together to explore and promote other combined ticketing opportunities for travel to and from the stadium by public transport on match days. This initiative is likely to include the following measures:

- Improved match day travel awareness sections on the Club's website to promote match day public transport ticketing schemes;
- Discussions with other public transport operators to explore the feasibility of expanding the match day combined ticketing – in particular, public bus;
- Investigations into the technology to combine the match day public transport travel pass with the season ticket into a single smart card.

Travel to and from the Etihad Stadium is already popular by public transport. There is, therefore, significant potential for the success of this scheme to result in a modal shift away from travel to the stadium by car.

Combined ticketing with purchasing either match tickets with travel tickets or getting combined travel tickets to support multi-modal trips have been proven to work at a number of other locations, such as the Magpie mover ticket in Newcastle, the Soccerbus in Liverpool and the Kombi-ticket in Germany. These initiatives have encouraged sustainable access to the stadium, encouraging modal shift from the private car. Over time a shift in ticketing culture is happening and will continue as customer flexibility catered for by changes in technology in particular increases.

11.2.14 Scheme 14: Staff Travel Plan

Status: Promotion

Cross-linked Schemes: Scheme 11

Background

As part of this application an Interim Staff Travel Plan has been prepared which provides a toolkit of measures to help promote more sustainable travel by people working at the Etihad Stadium. The Plan will be aimed at both people permanently employed at the stadium who work there on a day-to-day basis, and those companies who provide additional staff on event days.

Currently there are around 200 permanently employed staff at Etihad Stadium (excluding players and coaches), and approximately 1,500 temporary staff on-site during event days.

Intervention

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

Table 11.2: Staff Travel Plan Measures

Action
Website & Intranet
Continue to update the website and intranet with current and relevant travel information.
Continue to promote walking routes to the city centre and in surrounding areas within the MCFC website and intranet by providing a walking map.

Action
Provide information relating to cycle parking and routes through themcfc.com website and intranet.
Provide transport and travel information/updates on MCFC social media channels such as Twitter and Facebook when appropriate. Consider launching travel specific social media channels e.g. @mcfctravelnews.
Provide a link to www.carsharegm.com from the MCFC website and promote via social media channels.
Publicise web links to travel information on publicity material and to staff.
Other Promotion/Publicity
Work with TfGM to develop joint marketing campaigns to promote sustainable travel to the stadium.
Publicise free showers, cycle parking and cycle discounts to staff via poster campaigns, staff briefings and the intranet.
Include within the new employee starter manual travel information such as how to access the stadium through public transport, as well as promoting the cycle parking and facilities and provide information on car sharing.
When possible promote public transport and sustainable transport around the stadium using stadium banners, LCD screens and advertising space.
Partnerships
Continue to work in partnership with TfGM and the public transport providers to provide information to staff.
Join TfGM's Business Travel Network.
Active Travel
Promote walking and cycling through events such as Bike to Work, Dr Bike visits, cycle training etc.
Investigate clothing and accessory discounts at local cycle/outdoor shops for (staff) cyclists.
Host a sustainable travel 'roadshow' to disseminate sustainable travel information to staff.
Work with Manchester City Council and TfGM to improve cycle/pedestrian links to the stadium, such as along City Link.
Promote shower, locker and changing facilities to staff.
Monitor usage of cycle parking at the stadium and provide additional cycle parking where required.
Set up a bicycle user group (BUG).
Implement the cycle to work scheme so that staff are able to purchase a bicycle through salary sacrifice.
Information to be provided on walking and cycle routes via email, staff newsletter, leaflets, information in staff common areas, website & intranet.
Public Transport
Continue to provide public transport information on the MCFC website and intranet.
Provide public transport information to match day staff in partners workplaces via staff intranet/website/common areas etc.
Work with TfGM to provide personalised journey planning information to staff.
Negotiate the provision of discount bus/train/tram tickets with local public transport operators to encourage staff car users to switch to more sustainable modes.
Work closely with TfGM and local public transport providers in order to improve access to the stadium by public transport.
Car Strategy
Provide a link to www.carsharegm.com on the staff intranet and encourage participation through the staff travel awareness days.
Encourage staff to car share to meetings and training.
Promote the use conference calls and video calling to reduce the need to travel to meetings.

Action
Transport Committee
Set up a Transport Committee and meet biannually to review progress against the Action Plan, agree additional actions and discuss the development of the Travel Plan, record meetings and outcomes.
Monitoring and Evaluation
Undertake a staff travel survey to support the monitoring process of the Travel Plan.

11.3 Proposed Monitoring Strategy

As discussed, the proposed interventions are a combination of physical measures requiring on-the-ground works, and promotional measures requiring effective communication to future visitors to the stadium on the travel opportunities which will be available to them.

To help ensure that the proposed interventions are positively influencing how spectators are travelling to and from the stadium on match days, a Monitoring Strategy will be needed. This strategy will both review modal choice over time, and identify any significant on-the-ground issues which may require mitigation or action.

The Monitoring Strategy will be owned by the Club, however it will be developed in conjunction with the City Council, who will also be regularly reported to on the strategies progress.

Items that could be included within the Monitoring Strategy may be as follows:

- Target mode splits;
- Spot surveys of modes of travel to review occupancy and usage on event days;
- Creation of a transport working group of key stakeholders (such as TfGM, the City Council, bus operators, and the Police) to regularly meet and review progress / issues on the implementation of the strategy;
- Nomination of a suitable employee of the Club to take ownership of the strategy;
- Regular discussions with representatives of the surrounding residential populations and supporters groups to identify any significant travel issues.

11.4 Phased Implementation Plan of Intervention Measures

The following table presents a summary of the measures, together with their proposed implementation phase.

Table 11.3: Summary of measures and implementation phase

	Scheme / Measure	Phase 1	Phase 2
1.0	CPZ / On-street Waiting Restrictions	✓	✓
2.0	Completion of the Metrolink line to Ashton-under-Lyne	✓	✓
3.0	Park and Ride facilities adjacent to the Ashton-under-Lyne Metrolink	✓	✓
4.0	Improvements to walk routes between Manchester city centre and the Etihad Stadium	✓	✓
4.1	City Link Walk Route, Stadium North	✓	
4.2	City Link Walk Route, Holt Town Metrolink	✓	
4.3	Pollard Street Pedestrian Route	✓	
4.4	Great Ancoats Street Pedestrian Crossing	✓	
4.5	City Centre / Etihad Campus Walk Route Branding	✓	
4.6	Increased Stewarding	✓	✓
5.0	Additional secure cycle stands around the stadium	✓	✓
6.0	Improved Walk Route along Grey Mare Lane and links to Ashbury rail station	✓	
7.0	Improvements to bus facilities on Ashton New Road		✓
8.0	Improved usage of Central Park and Monsall Metrolink stations	✓	✓
9.0	Increased promotion of home coach parking	✓	
10.0	Gate 1 Pedestrian Walk route Improvements	✓	
11.0	Promotion of Stadium Travel Opportunities	✓	✓
12.0	Rowsley Street Taxi Rank		✓
13.0	Combined Ticketing Initiative	✓	✓
14.0	Staff Travel Plan	✓	✓

✓ Physical measures;
✓ Promotional measures

From this table it can be seen that a comprehensive and coordinated package of interventions are proposed which would comprise a mix of physical on-the-ground measures and on-going promotional measures. Also, as can be seen, the majority of measures would be up-and-running before the first phase of works is completed to help both spectators become familiar with them and for their effective promotion via a variety of mediums.

12. Summary

This report has presented a comprehensive assessment of the transportation issues associated with the proposed expansion of the stadium from 47,670, to increase capacity by a further 14,500 seats with a maximum of 6,250 seats in the south stand a further maximum of 6,250 in the north and 2,000 seats pitch-side.

The baseline conditions have been presented for each mode, covering existing public transport provision, parking arrangements and local restrictions to control parking away from the stadium. It was demonstrated that the stadium is accessible by a range of modes including Metrolink and buses which directly serve the site, as well as supporting modes such as train services and a dedicated walk route linking to the stations at Ashburys and the City Centre. A review of the home postcodes of season ticket holder showed that almost 70% of them reside in the Greater Manchester area, highlighting the importance of ensuring that there are adequate local public transport connections and suitable walk routes from the main interchange hub in the city centre.

Observations and surveys were undertaken to quantify a baseline modal shift which was then used to inform a transport strategy to demonstrate that the proposed additional capacity at the stadium could be safely accommodated into the existing transport network. The development of the transport strategy for the proposed development is based upon a modal shift approach in which trips new to the network are encouraged by a variety of measures to use sustainable modes of transport such as walking, cycling and public transport. The overarching aim of the strategy is to maintain and not increase existing levels of match day parking, with new journeys generated by the stadium expansion using alternative modes. No additional parking supply, junction capacity improvements, or other schemes that might encourage additional traffic are put forward as part of the strategy for this reason, and no area-wide transport modelling has been undertaken as a result, reflecting the difficulty in assessing a ‘standard’ or ‘average’ match or event day with so much potential for variation.

The strategy presents a calculated modal split which showed that the additional capacity could be accommodated and presented the expected modal shift patterns which would be required to achieve this based on two phases, one for the delivery of each stand. The transport strategy is not reliant upon the success of one mode of transport, but rather via a range of modes of travel being used slightly more than is currently the case. The analysis undertaken in developing the strategy reviewed for each mode a maximum capacity, to understand the absolute maximum number of additional trips which could be accommodated on the network. This was shown to be substantially higher than the numbers required for the proposed development and provides comfort that the strategy will be effective in moving the required demand. This also demonstrates that if there are any future expansions at the stadium that additional capacity should be easily accommodated within the provisions of the proposed transport strategy.

A list of interventions was presented which aim to assist and support this modal shift to enable the additional capacity to be accommodated. The proposed interventions are a combination of physical measures requiring on-the-ground works, and promotional measures requiring effective communication to future visitors to the stadium on the travel opportunities which will be available to them. A phased implementation plan of the intervention measures was presented, outlining the requirement of each measure in relation to the phase of development.

It is anticipated that the performance of these interventions is monitored and a monitoring strategy is put in place to both review modal choice over time, and identify any significant on-the-ground issues which may require mitigation or action.

This Transport Assessment therefore demonstrates how the expansion in capacity can be accommodated with a balanced approach across a range of modes, making best use of existing infrastructure and promoting sustainable travel in a realistic and achievable manner.

Appendices

Appendix A. Travel Survey Sheet _____ 117
Appendix B. MCFC Football Season 2013/14 Traffic Management Plan _____ 120

Appendix A. Travel Survey Sheet

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ETIHAD MATCH DAY TRAVEL SURVEY 2013

LOCATION ☐☐☐

Hello, my name is ..... and I am working on behalf of Manchester City Football Club to see how home fans travel to the stadium today. Can I ask you a few questions please? **SCREENER QUESTION: Are you a home supporter? IF YES, CONTINUE WITH SURVEY. IF NOT, END INTERVIEW.**

REFERENCE NUMBER	1	2	3	4	5	6	7	8	9	10
Q1. Before you arrived here at the Etihad Stadium on foot, what mode of transport did you use?	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐
Q2a. CAR/MOTORBIKE ONLY If used car/motorbike. Where did you or the driver park the car/motorbike?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Q2b. TRAIN ONLY If used train. What station did you get off the train?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Q2c. BUS ONLY If used bus. Where did you get off the bus?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Q2d. METROLINK ONLY If used Metrolink. Which stop did you get off the Metrolink?	☐	☐	☐	☐	☐	☐	☐	☐	☐	☐
Q3. Including yourself, how many people did you travel with using this mode?	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐
Q4. Of those people you travelled with, including yourself, how many people are season ticket holders?	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐	☐☐
Q5. What other mode(s) of transport did you use for your journey to the Etihad Stadium today? (Except walk of <15 minutes)	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐	☐☐ ☐☐ ☐☐ ☐☐

MODE CODES

FOR Q1 and Q5
1. Car driver
2. Car passenger
3. Motorbike
4. Bicycle
5. Taxi
6. Train
7. Bus
8. Metrolink
9. Mini bus
10. Supporters coach
11. Coach

Q5 ONLY
12. Walk (15 mins +)
13. Plane (from arrival in UK)
14. Ferry (from arrival in UK)
15. None, only used 1 mode

CAR/MOTORBIKE CODES (Q2a)
1. Etihad Campus car park
2. Other off-street car park
3. On-street car park
4. Dropped off
5. Other

TRAIN CODES(Q2b)
1. Ashburys station
2. Piccadilly station
3. Victoria station
4. Other Manchester rail station
5. Other

BUS CODES (Q2c)
1. Bus stop outside of ground
2. City Centre bus station
3. Other bus station

METROLINK CODES (Q2d)
1. Etihad Campus
2. Central Park
3. Monsall
4. Piccadilly
5. Other

6952612427

Hello, my name is ..... and I am working on behalf of Manchester City Football Club to see how home fans travel to the stadium today. Can I ask you a few questions please? **SCREENER QUESTION: Are you a home supporter? IF YES, CONTINUE WITH SURVEY. IF NOT, END INTERVIEW.**

REFERENCE NUMBER	11	12	13	14	15	16	17	18	19	20
Q1. Before you arrived here at the Etihad Stadium on foot, what mode of transport did you use?										
Q2a. CAR/MOTORBIKE ONLY If used car/motorbike. Where did you or the driver park the car/motorbike?										
Q2b. TRAIN ONLY If used train. What station did you get off the train?										
Q2c. BUS ONLY If used bus. Where did you get off the bus?										
Q2d. METROLINK ONLY If used Metrolink. Which stop did you get off the Metrolink?										
Q3. Including yourself, how many people did you travel with using this mode?										
Q4. Of those people you travelled with, including yourself, how many people are season ticket holders?										
Q5. What other mode(s) of transport did you use for your journey to the Etihad Stadium today? (Except walk of <15 minutes)										

MODE CODES

FOR Q1 and Q5

1. Car driver
2. Car passenger
3. Motorbike
4. Bicycle
5. Taxi
6. Train
7. Bus
8. Metrolink
9. Mini bus
10. Supporters coach
11. Coach

Q5 ONLY

12. Walk (15 mins +)
13. Plane (from arrival in UK)
14. Ferry (from arrival in UK)
15. None, only used 1 mode

CAR/MOTORBIKE CODES (Q2a)

1. Etihad Campus car park
2. Other off-street car park
3. On-street car park
4. Dropped off
5. Other

TRAIN CODES(Q2b)

1. Ashburys station
2. Piccadilly station
3. Victoria station
4. Other Manchester rail station
5. Other

BUS CODES (Q2c)

1. Bus stop outside of ground
2. City Centre bus station
3. Other bus station

METROLINK CODES (Q2d)

1. Etihad Campus
2. Central Park
3. Monsall
4. Piccadilly
5. Other

Appendix B. MCFC Football Season 2013/14 Traffic Management Plan

MCFC Football Season 2013/14

Traffic Management Plan

Version 2/19/08/2013

Compiled by SEP Ltd on behalf of

SEP Ltd.
info@sepevents.co.uk
01423 326622

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Event Data:

Event Organisers	**Manchester City Football Club**

Organiser	Manchester City Football Club
Location	Etihad Stadium, Manchester
Dates of Event	Various Dates – Home Games Only
Operational Dates	Various Dates – Home Games Only
Signage Install Date	19th August 2013
Signage Removal Date	15th May 2014
Type of Event	Football Match
Audience Profile	Football Fans
License Capacity	48,000

Scope of Works:

Service	**Supplier**
Traffic Management	SEP Limited
Car Parking	IOS

External Services	**Supplier**
Coaches	Various
Shuttles Buses	Stagecoach
Trains	Metrolink

Contents

Section	Section Title	Page
N/A	Transport Management Sub Group Contacts List	4
N/A	Detailed View of Proposed Event Site	5
N/A	History	6
N/A	Objectives	7
N/A	Track Changes	8
N/A	Home Game Dates	9
1	TTRO's and Traffic Management	10 - 22
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3	Buses	26
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6	Communications	29
7	Emergency Services	30
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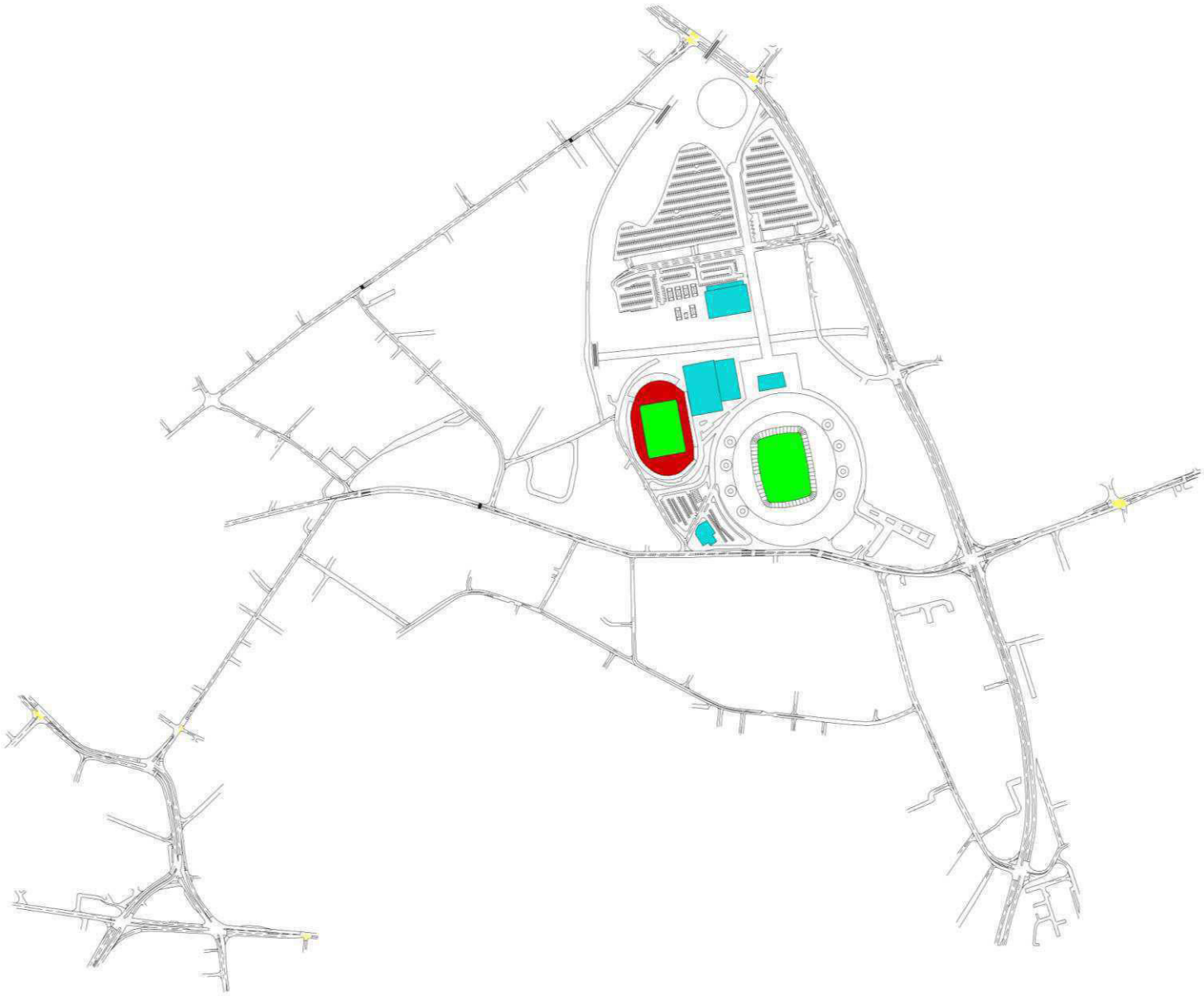
Detailed view of Proposed Event Site



History

Manchester City Football Club is an established English football club who play their home games at the Etihad Stadium.

MCFC already have an existing plan in place for traffic management which has historically been implemented by the police. This year a more commonly adopted approach of civilian traffic management will be applied. The focus of a new plan is to improve traffic flows around the site as a whole whilst maintaining the safety of pedestrians walking to and from the event.

The site itself is ideally located within Manchester, having close access to the town centre as well as the M60, M67 and M602 motorways and a number of roads, for example the A56, A57 and the A62 from Manchester, which provide good access from all areas of the city. This should allow for multiple options in the planning of the traffic management scheme for this particular event. However, it is equally important that the traffic management plan encompasses the needs of other road users, not associated with the event. The location of the Etihad Stadium will bring challenges in its own right as it borders many key strategic routes in and around Manchester including key bus routes and tram lines. These routes should also be given due consideration and priority in the planning stages.

In order to transport the remaining visitors to the event it is important that a robust and scalable public transport system is available alongside safe pedestrian routes for those who decide to walk home. This will be in the form of the Metrolink tram service and the public bus routes already in place in the area. There is also the likelihood that Metrolink will increase their services due to demand where possible. This will be supplemented by the use of a dedicated bus service to the city centre.

Inevitably though, as is the nature of event of this type in these locations, many people will choose to make their own individual transport arrangements post event, often walking or taking a Taxi back to the city centre. The Traffic Management Plan (TMP) will take this element into consideration, particularly the surrounding area to ensure public safety. Measures such as vehicle sterile road closures, lane closures and the deployment of Avalon pedestrian barrier systems will be introduced during the exit phase, to ensure safe egress, in as much as is practicable for an event such as this.
The city centre is approximately 1 mile from the site, so it is likely that those visitors may choose to walk to their final destination. The traffic management measures are concentrated, in close proximity around the site, as it is normal that the crowd will naturally spread and dissipate as it gets further and further from the site due to differing walking paces and destinations. At this point it is expected that the pedestrians will utilise the existing footpaths and crossing points without any further assistance

Objectives

Traffic Management Plan Objectives

The purpose of these objectives is to clearly set out the framework defined within the plan, to ensure that key areas of interest are duly noted.

The objectives are as follows:

The maintenance of public safety on the local highway infrastructure.

This is the key objective and the primary reason for such detailed traffic management planning. Public safety must be protected at all times, and the event must take all reasonable and practicable measures to ensure that the risk to life is minimised. This is also true for those people working at the event.

To minimise disruption to all road users with special emphasis on maintaining the integrity of those routes which act as a local alternative to the strategic trunk road system.

Detailed planning of the supporting infrastructure is included with the TMP. This planning is the crucial element is meeting the key objective listed. SEP, in conjunction with all other concerned parties, will agree the type and structure of the supporting traffic management proposals to ensure that the public highway is, in as much as is practicable, kept clear of unnecessary congestion. The plan should be suitably robust enough to cope with all anticipated issues raised as a direct result of this event taking place.

Minimise the disruption and impact of such an event on local communities.

It is important that any event seeks to minimise its' impact upon the local community. This event will introduce a series of measures as detailed in the TMP that will seek to mitigate any adverse effects on the community. These will include No Waiting orders and such like to prevent disruption wherever possible.

Maintenance of visitor traffic flow into the event

Of particular importance to this event is the expedient entry of traffic into the showground. It is because of the site's close proximity to major arterial roads that any delays could potentially affect a much wider area than just the locality. The event will also be proactive in it's dissemination of visitor experience should delays occur.

Track Changes

This is Version 2 the changes are as follows.

Section	Change	Page
Contacts	Updated contact list	4
1	TROs / TTROs amended	10
1	Traffic management required to include All Red Phases	11
1	Details and Locations Briscoe Lane	12
1	East Car Park Exit reference to TfGM UTC	15
1	Every Street / Ashton New Road contra flow removed	21
1	Merrill Street / Pollard Street Road Closure removed	21
2	Car Park Areas, Grey D changed to Grey C	24

Home Game Dates (league Games until January 1st)

Date	Away Team	Kick Off Time	Road Closure Time
19/08/2013	Newcastle United	20:00	21:30
31/08/2013	Hull City	12:45	14:15
22/09/2013	Manchester United	16:00	17:30
05/10/2013	Everton	12:45	14:15
02/11/2013	Norwich	15:00	16:30
23/11/2013	Tottenham Hotspur	17:30	19:00
30/11/2013	Swansea City	15:00	16:30
14/12/2013	Arsenal	15:00	16:30
26/12/2013	Liverpool	15:00	16:30
28/12/2013	Crystal Palace	15:00	16:30

Future matches will be added here once confirmed, other games may be entered from other competitions as required.

Section 1
T.R.O's & T.T.R.O's / Traffic Management Details & Locations

Traffic Regulation Orders in place for the event

Manchester

- Ashton New Road will be closed from its junction with Alan Turing Way to its junction with Darley Street, except for buses.
  This to create a sterile zone for pedestrians in the immediate vicinity of the venue. The majority of pedestrians will walk down Ashton New Rd towards the city centre. At the junction with Darley Street the pedestrians will be forced onto the pavements with the use of Avalon barrier and signage.

- There will be Road Closures at; Swallow Street, Rowsley St and Grey Mare Lane. This is to prevent vehicles from entering Ashton New Rd from a side road. There will be Road Ahead Closed signs at the opposite end of these roads where possible or at a distance suitable to give drivers sufficient notice to find an alternative route.

- There will be a road closure on Frost Street from the junction with Ashton New Road to the junction of Beswick Street, in both directions.

- No Waiting cones will be deployed along Rowsley St and New Viaduct St with junction protection for side streets to prevent public parking along these roads.

- No Waiting cones will be deployed for 25 metres around the junction of Ashton New Road and Darley Street, these measures are put in place so as to prevent parked vehicles causing restrictions when Ashton New Road is Closed.

Traffic Management Required

Ashton New Road will be closed from its junction with Alan Turing Way to its junction with Darley Street, it will be closed in both directions to all traffic except Buses and emergency Services.

There will be a Diversion route installed for the Ashton New Rd closure. The route for eastbound traffic will be; Right onto Darley Street, left onto Albert Street, right onto Grey Mare Lane, left onto Alan Turing Way. The route for westbound traffic will be; Left onto Alan Turing Way, right onto Ashton Old Road, right onto Pin Mill Brow which turns into Great Ancoat Street, Right onto Every Street.

For full details of the exact layout of the following junctions, please see the CAD drawings at the end of this plan.

Alan Turing Way Northbound prior to Ashton New Road and Alan Turing Way and again prior to Gate 1, will be subject to a lane 1 closure. This stretch of road encompasses several junctions that are of concern in the traffic plan. The primary concern is the movement of pedestrians post event and capacity of the footpath. In order to maximise safety, a lane one closure is proposed throughout the area mentioned above. This lane one closure will be deployed each event day from 1 hour prior to egress until such time as the pedestrian footfall has cleared. Full layouts for the closure can be seen on the drawings contained in Appendix A of this plan. The lane closure will be supplemented by Avalon pedestrian barrier at key areas of concern to prevent the conflict of pedestrians and traffic, as is utilised in Aintree for the Grand National. The areas identified for Avalon Pedestrian barrier are at the exit from Gate 1 exit onto Alan Turing Way Northbound footpath. This will be in conjunction with crowd control barrier used inside the car parks and walkways. For full details, please see the drawings in appendix A of this plan.

As a fail safe to this. At Gate 1 (Briscoe Lane) the ability to turn the Permanent traffic signals to an All Red phase has been granted by TfGM UTC. This shall only be used should pedestrian footfall exceed the footpath. At Ashton New Road / Alan Turing Way the ability to turn the Permanent traffic signals to Phase 6 (all pedestrian phases green, all traffic phases red) has been granted by TfGM UTC. This shall only be used should pedestrian footfall exceed the footpath.

SEP will implement all civilian traffic management measures which include: advanced signage, cones, lane closures and road closures that are required. This in turn will reduce any lead time needed to close Ashston New Road.

All SEP staff will be briefed and in place 1 hour before the end of the event.

Details & Locations

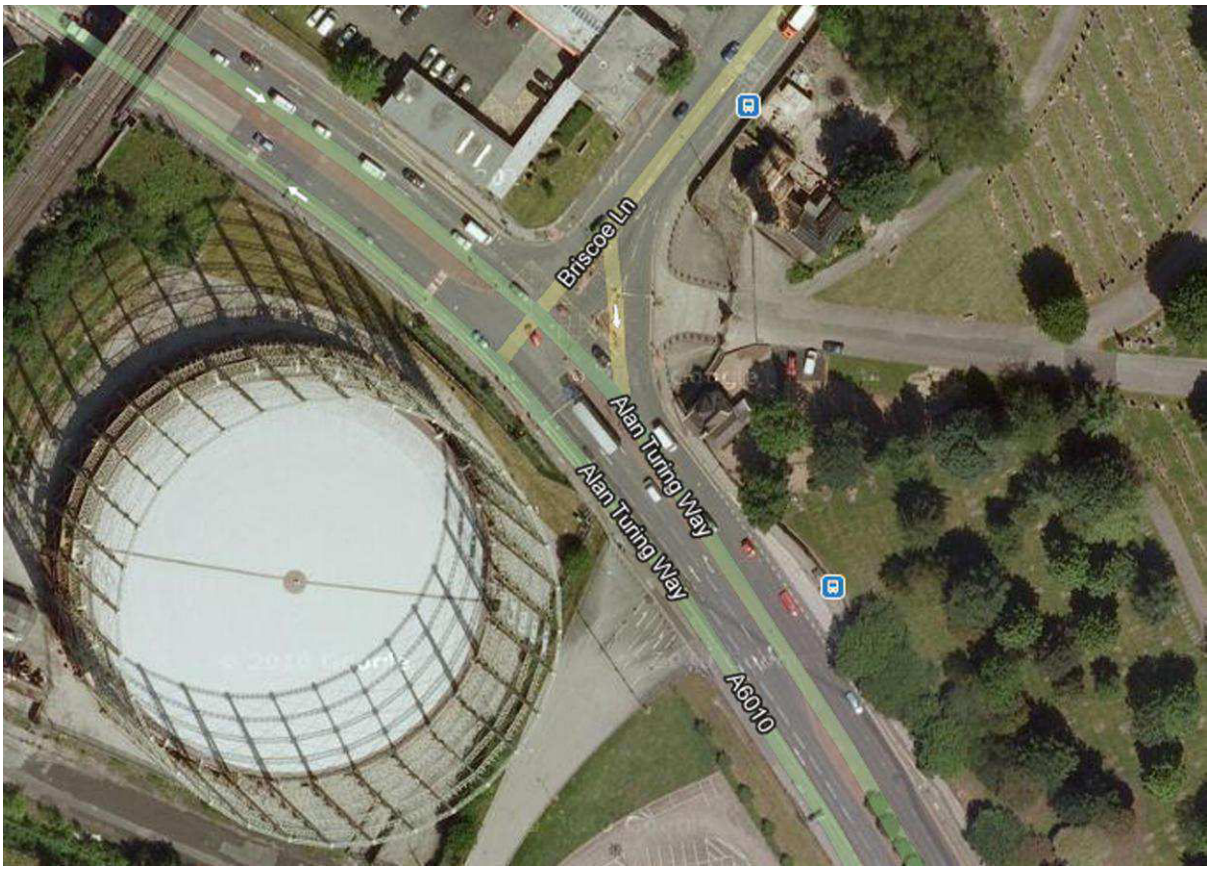
Alan Turing Way / Briscoe Lane

The Briscoe Lane junction will be closed to traffic in the form of right turn prohibited from Alan Turing Way North bound; however there may be times that a vehicle should be permitted to travel through such as emergency services.

1 National Highways Sector Scheme Traffic Supervisor, 1 National Highways Sector Scheme Traffic Engineer and 10 stewards will be present.

As pedestrians walk North on Joe Mercer Way they will be ushered left out of Gate 1 with the use of Avalon Pedestrian Barrier and 10 stewards.

A Pulse operation will be implemented as pedestrians leave Gate 1. 2 stewards will man the pedestrian crossing point on Alan Turing Way at the Junction of Briscoe Lane, these stewards will prevent pedestrians occupying the carriageway waiting to cross the road. As the queue of pedestrians queue back towards Gate 1, the hold of pedestrians will be put on at gate 1, this will be done by 6 stewards. Once this area clears the hold will be released until such time as this process needs repeating. There will also be 2 stewards managing the crossing of pedestrians walking North on Alan Turing Way and the vehicles leaving Gate 1. Vehicles leaving Gate 1 will be released from Gate 1 into the North bound lane closure on Alan Turing Way. This is run in conjunction with the pedestrian management from the Sport City Way / Joe Mercer Way Junction as below.



Alan Turing Way / Gate 2 / North Car Park Exit

This car park will operate a left turn only out of the exit for the duration of the egress period.

This is the exit gate for Media / Blue H / Blue G Coaches



Joe Mercer Way / Sport City Way

Pedestrians leaving the event via Joe Mercer Way will need to cross Sport City Way to return to their method of transport North of the venue. At this junction pedestrians and vehicles will need to cross. Stewards will be used to hold pedestrians walking North on Joe Mercer Way to allow vehicles leaving the car parks to flow. This in turn will slow down the rate that pedestrians arrive at the Gate 1 exit point as above. This crossing operation will also form part of the Gate 1 egress strategy.



Alan Turing Way / Sport City Way / East Car Park Exit / Gibbon Street

This is the exit for corporate / hospitality customers from the Orange car park.

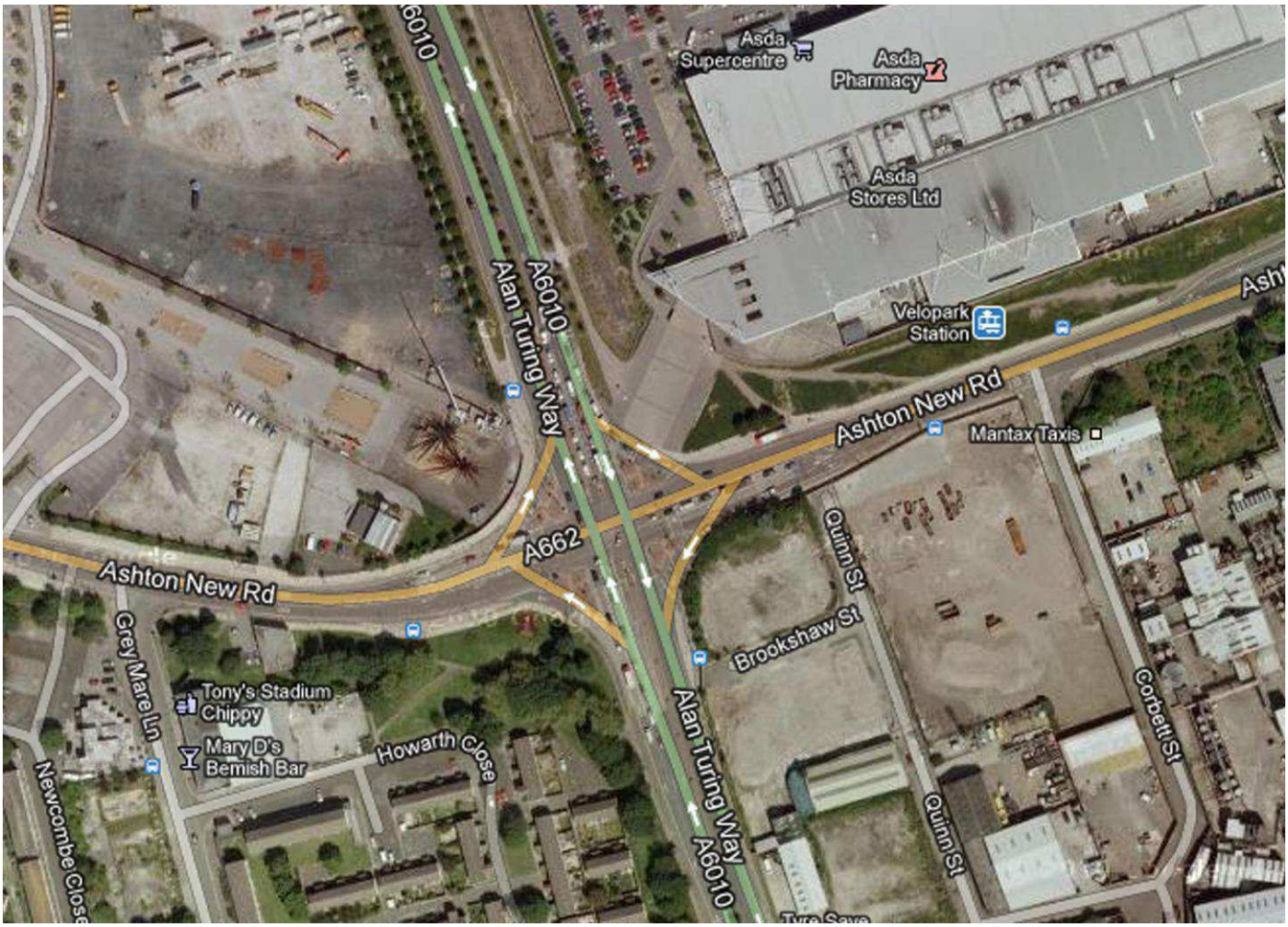
Signal timing changes have been designed by TfGM UTC to assist better egress from this junction. The revised phasing will operate during the egress period of the match.



Alan Turing Way/ Ashton New Road

2 Traffic stewards and 1 National Highways Sector Scheme Traffic Engineer with 1 TM response vehicle will be present. Only Emergency service vehicles and public service buses are permitted through this junction. Cones and a Road Closed sign are placed across the road (Ashton New Road).

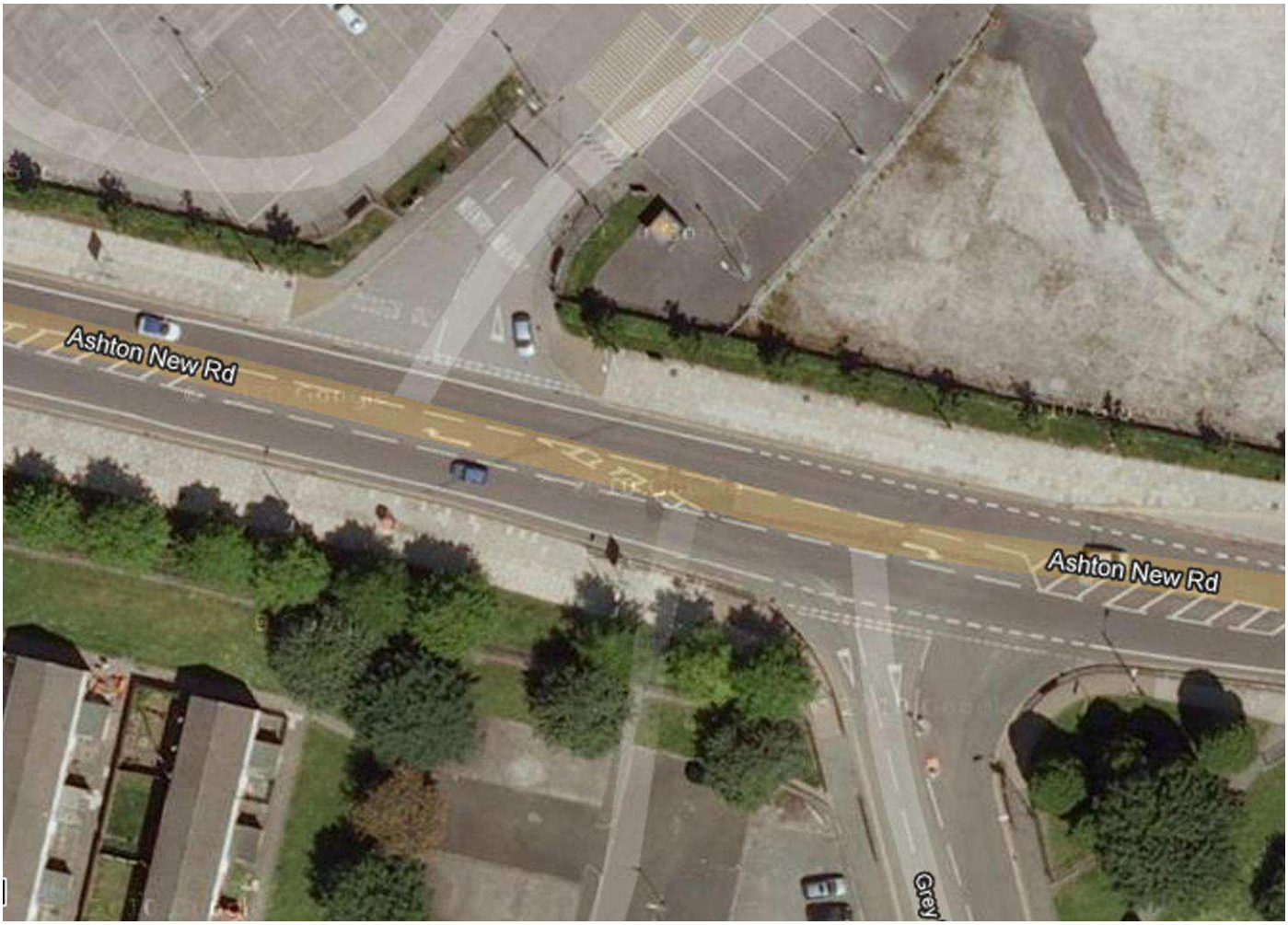
On Alan Turing Way there will also be a lane 1 North bound lane closure From 100m South of the junction with Ashton New Road to 50 m North of the junction with Ashton New Road. This in turn will be supported by the removal of Lane 2 (Centre Lane) on Ashton New Road West bound.



Ashton New Road / Grey Mare Lane

This junction is closed to traffic

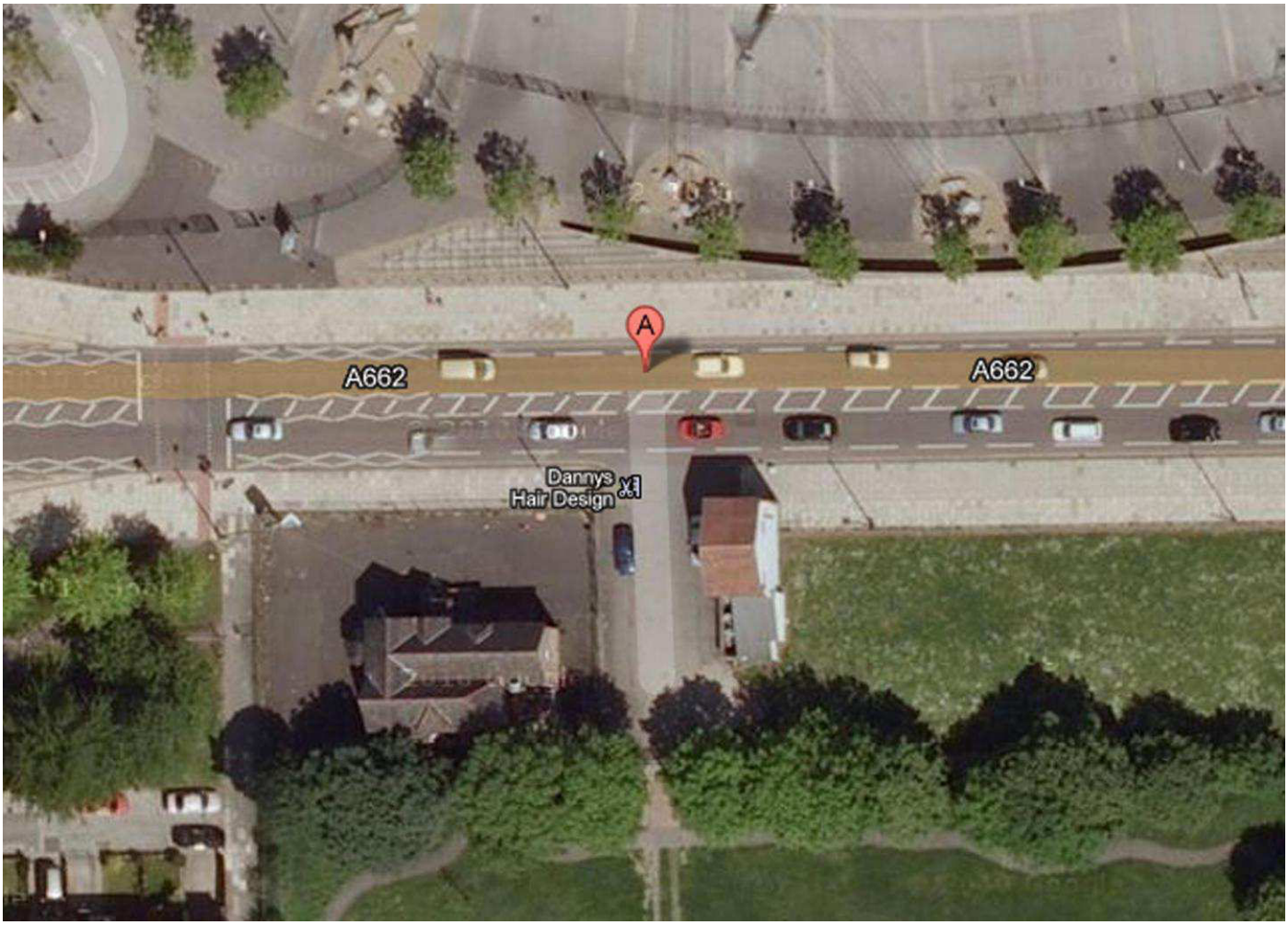
1 Traffic steward is present. No vehicles are permitted through this junction. Cones and a Road Closed sign are placed across the road.



Ashton New Road / Swallow Street

This junction is closed to traffic

2 Traffic stewards are present. No vehicles are permitted through this junction. Cones and a Road Closed sign are placed across the road.

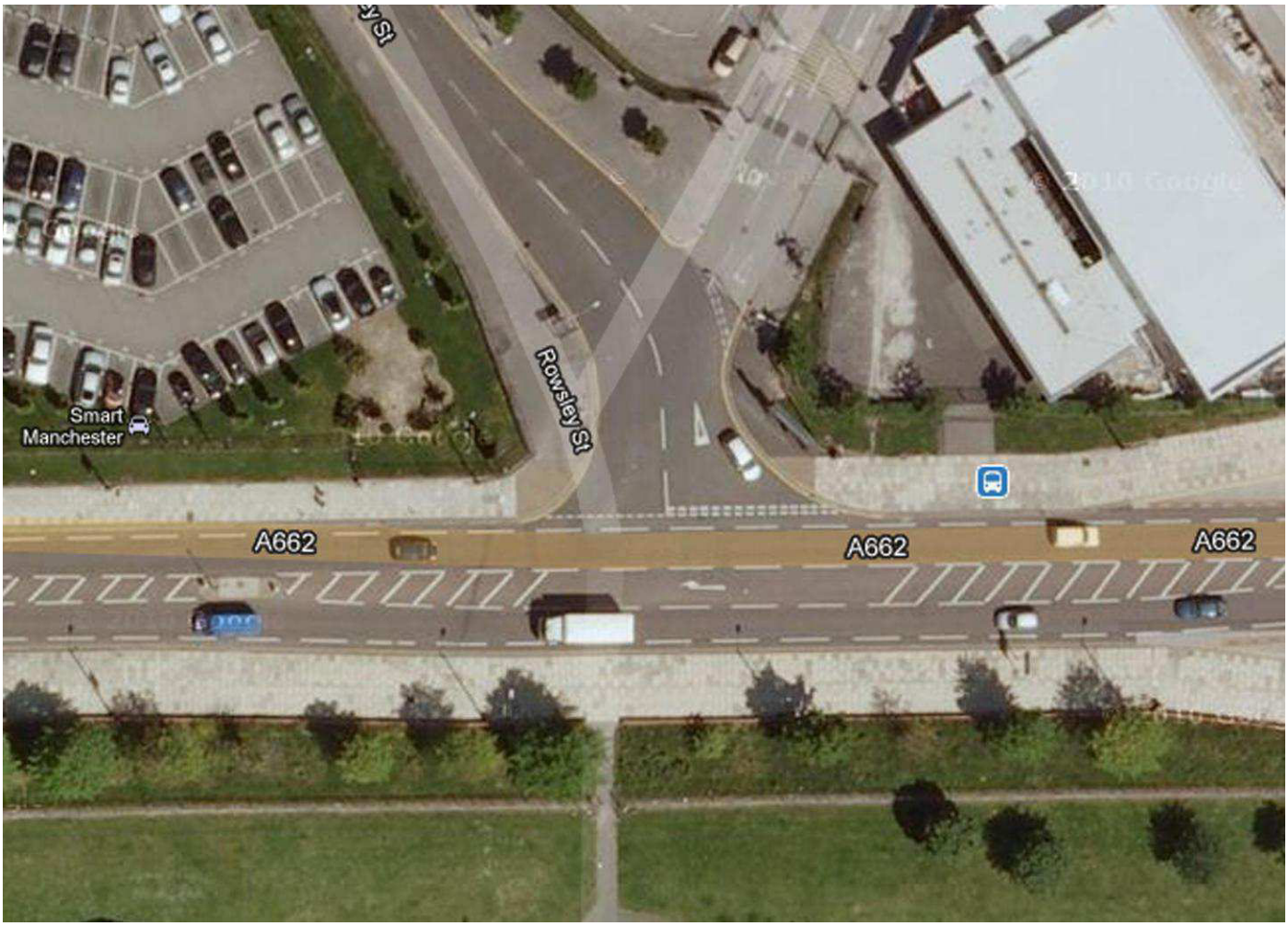


Ashton New Road / Rowsley Street

This junction is closed to traffic.

During the morning of the Saturday and Sunday 2 advanced warning signs will be placed at this junction warning other road users that the road will be closed post match.

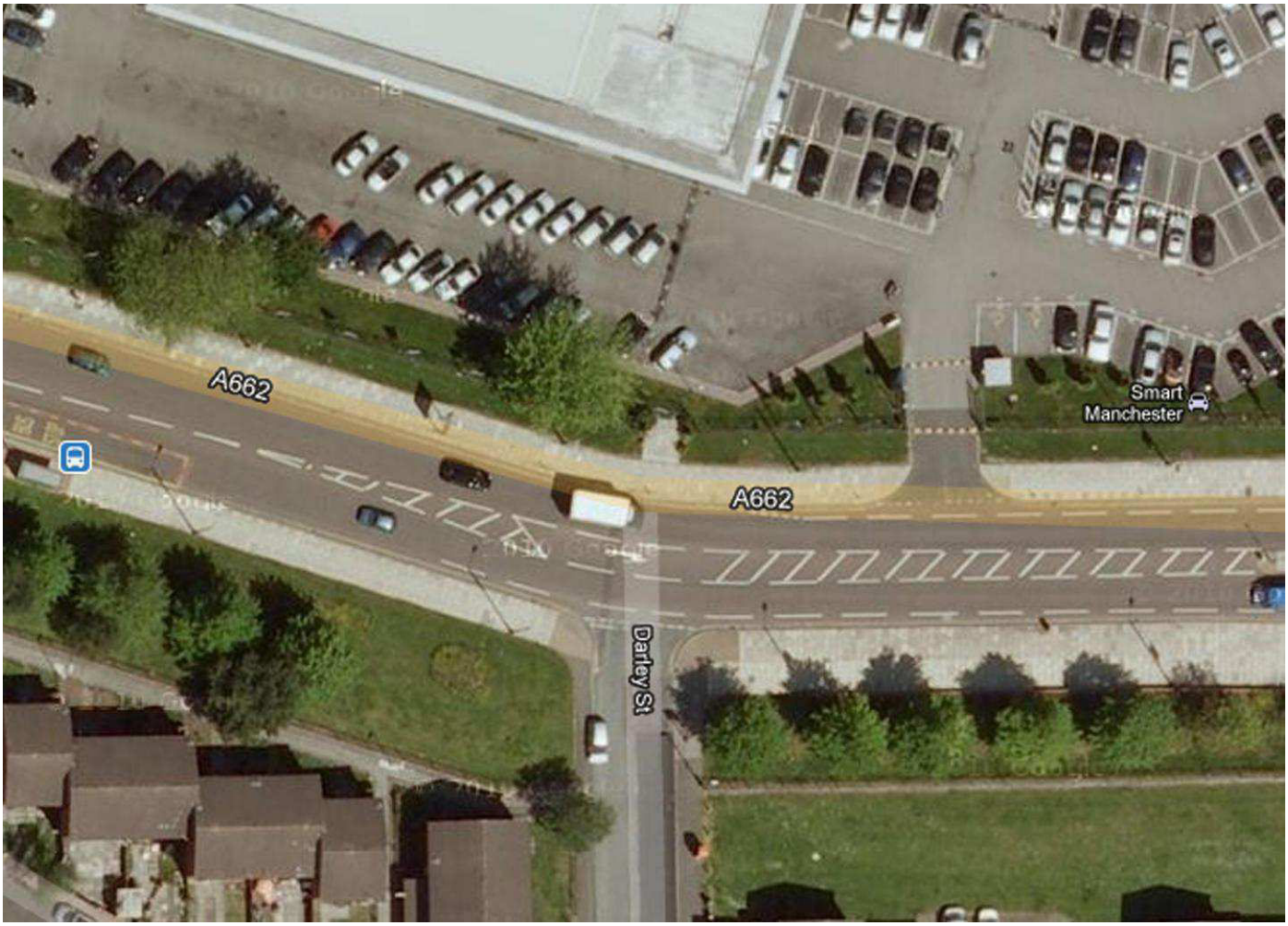
2 Traffic stewards are present. No vehicles are permitted through this junction. Cones and a Road Closed sign are placed across the road.



Ashton New Road / Darley Street

This junction is closed to traffic

2 Traffic stewards are present. No vehicles are permitted through this junction. Cones and a Road Closed sign are placed across the Ashton New Road. All traffic approaching eastbound will be diverted along Darley Street. Avalon Barrier is placed in a V shape to taper pedestrians back onto the existing footpaths. The traffic management measures are concentrated around the site in close proximity, as it is normal that the crowd will naturally spread and dissipate as it gets further and further from the site due to differing walking paces and destinations. At this point it is expected that the pedestrians will utilise the existing footpaths and crossing points, without assistance. 1 traffic steward will advise motorists of the diversion in place for the road closure, 1 traffic steward will open and close the Avalon barrier for public service buses and emergency service vehicles.



Every Street / Merrill Street / Ashton New Road / Frost Street / Beswick Street

This junction requires a lane 2 closure on Ashton New Road westbound prior to the junction of Every Street and the closure of Frost Street between the junctions of Ashton New Road and Beswick Street. At this junction the Metrolink Tram lines run over ground along Merrill Street. Historically vehicles have blocked this junction, and prohibited trams from flowing through the junction and along Merrill Street. To prevent this occurring Frost Street will be closed in both directions, and Ashton New Road westbound will only allow traffic to turn left onto every street and not along Merrill Street. 1 Traffic steward and1 National Highways Sector Scheme Traffic Engineer with 1 TM response vehicle will be present.

The traffic steward will man the road closure and prevent any motorists or pedestrians moving cones and or signs. The National Highways Sector Scheme Traffic Engineer will install the lane closure and maintain the closure for the duration of the operation.

Rowsley Street / New Viaduct Street

Rowsley Street will be closed to traffic travelling south towards the stadium.
1 traffic steward will be present, Cones and a Road Closed sign are placed across Rowsley Street.
This junction is closed to prevent the build up of taxis trying to pick up from outside Gate 11. It will also prevent any vehicles exiting the unofficial car parks from using Rowsley Street as a through route to find that it is closed at the junction with Ashton New Road.

Alan Turing Way / Grey Mare Lane

Grey Mare Lane will be closed to traffic at its junction with Alan Turing Way.
1 traffic steward will be present, Cones and a Road Closed sign are placed across Grey Mare Lane.
This junction is closed to prevent congestion along the diversion route. It will also prevent any other vehicles using Grey Mare Lane as a through route to find that it is closed at the junction with Ashton New Road.
In support of this the right hand turn from Alan Turing Way southbound will also be removed.

Road Closure Opening

On dispersal of the pedestrians from Ashton New Road a process needs to be put in place in order to safely open the roads. This process is detailed as follows:

1. Release the vehicles from Rowsley Street / Gate 11.
2. Open the private car park by “Dannys Fish and Chip Shop” (Swallow Street).
3. Release vehicles from Gate 7.
4. Open Grey Mare Lane.
5. Open both ends of Ashton New Road.

Section 2
Coaches and Public Parking



Car Park Areas

Home Team Supporter Coaches will be parked in Blue G

Away Team Supporter Coaches will be parked in Grey C.

Blue G: Coaches will have a different exit from cars, coaches will exit via Sport City Way, and cars will exit via Gate 1

Blue H: Staff Cars, Public Cars and Disabled Will exit via Gate 2 Sport City Way

Media: Cars will exit via Gate 2 Sport City Way

Orange: Corporate and hospitality vehicles. Exit via Gate 3

Grey: Away Team Supporter Coaches. Once the away team supporter coaches are full, they will be turned left out of the gate, at the junction with Ashton New Road and Alan Turing Way they will turn right and follow signs for the M60.

Yellow: VIPs and other miscellaneous vehicles. Exit via Gate 11.

Media – Orange: At the end of the event, any vehicles wishing to pick up will be allowed to wait in the area between Media and Orange Car Park

Car Park Capacities

Car Park	Capacity	Type
Blue H	974	Cars
Blue K	300	Cars
Yellow A	94	Cars
Yellow B	125	Cars
Orange	500	Cars
Blue H Disabled	306	Cars
Perimeter Disabled	111	Cars
Grey D	40	Coaches
Media	400	Cars
Blue G	134	Coaches
Grey C	40	Cars

Section 3
Buses

There are already a number of public bus services running in the area on a regular basis. These services will be stepped up to their maximum capacity on the event days to cope with additional demand as required.
These buses will be ranked on Ashton New Rd.

Bus Route Outbound

20 double decker buses will be provided to cope with the number of pedestrians leaving the event. These buses will be ranked on Ashton New Rd.
At the end of the event Buses will be parked on Ashton New Rd at the loading area opposite the bottom of Rowsley Street. The loading of the buses will be managed by Showsec.

Buses will depart for the city as soon as they are loaded. They will travel westbound along Ashton New Road to the junction of Every Street where they will turn left onto Every Street. At this point it is up to the bus provider to determine the best route back in to the city. The buses will not return after one journey.

Section 4
Trams

The Etihad Campus Metrolink Station is located onsite and it is expected that anyone who used the tram to get to the site will also use it at the end of the night.

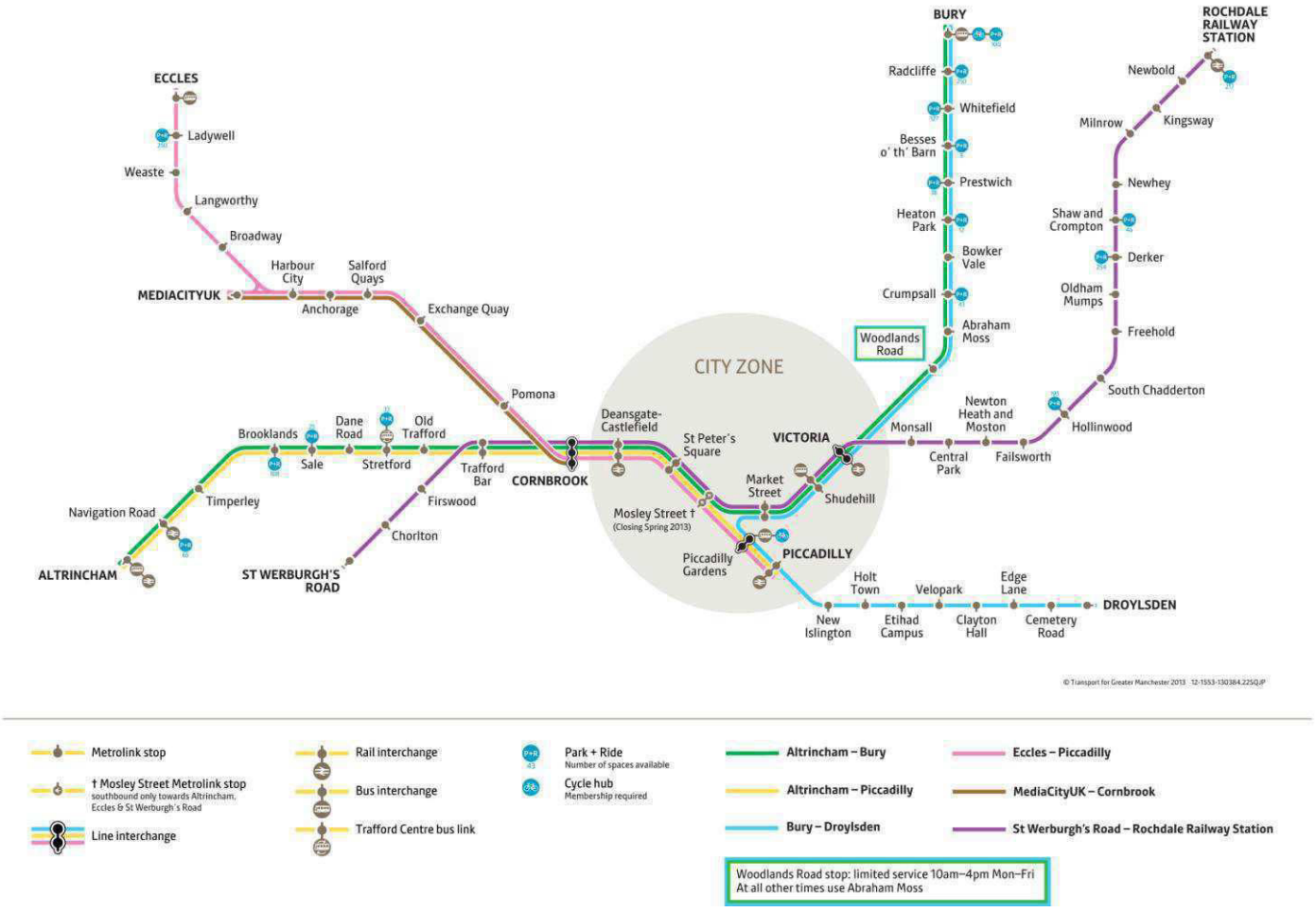
Ingress

1 tram every 6 minutes with approx. 450 visitors per tram. (avg 4,500 per hour)

Egress

1 tram every 6 minutes with approx. 450 visitors per tram. (avg 4,500 per hour)

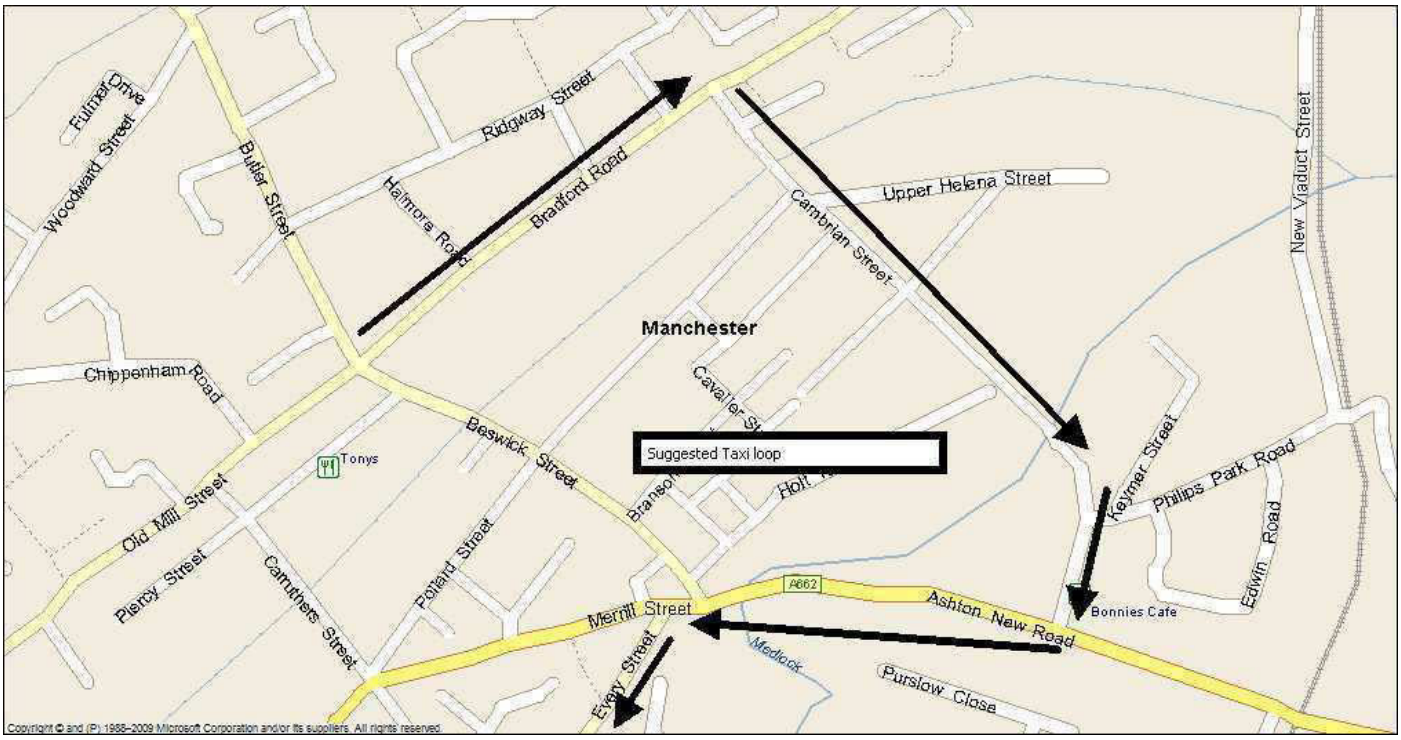
Below is the Metrolink Tram Route Map.



Section 5
Taxis

Many different ideas over many years have been trialled and used for taxis. Taxis need the ability to access and egress their area through the congestion that is caused during egress. As such the preferred location for taxis is on the city centre side of the venue. With this in mind and taking into account the extent of the road closures, a dedicated taxi loop will be recommended to all taxis companies. The loop is as follows:

Loop via Bradford Road, turn right onto Cambrian Street and follow until it becomes Hillkirk Street. From Hillkirk Street taxis will turn right onto Ashton New Road, then left onto Every Street. From here it will be up to the taxi driver to choose the best route to its destination.



Section 6
Communications

As with any large event, reliable communications between the key agencies is of paramount importance.
It is well known that at any large event the mobile phone network quickly becomes overloaded and unusable. As such, a radio communication strategy must be employed at each event to ensure effective communications between all parties.

The hub of all event communications will be directed via Event Control (EC). EC will have a dedicated landline contact telephone number for agencies to communicate with the relevant authorities during the operational hours of the event.

As is the nature with all events at the Etihad Stadium, decisions about when to implement and remove external traffic management need to be made on a dynamic basis. As such communications between key contractors must be maintained. With this in mind SEP will provide a back to back radio to IOS. Information can therefore be exchanged without being reliant on mobile telephones.

At the end of each day of the event, all relevant parties on site will take part in a daily debrief meeting covering all aspects of the event, including the traffic management. All issues raised should then be actioned by the relevant party. This allows for any challenges that arise to be resolved for the following event.

Section 7
Emergency Services

A dedicated Blue Route will be identified into the site. Internally the route will also be decided to ensure that EMS vehicles have a sterile and ready access route into any part of the event site in case of any major incident occurring.

Emergency Routes

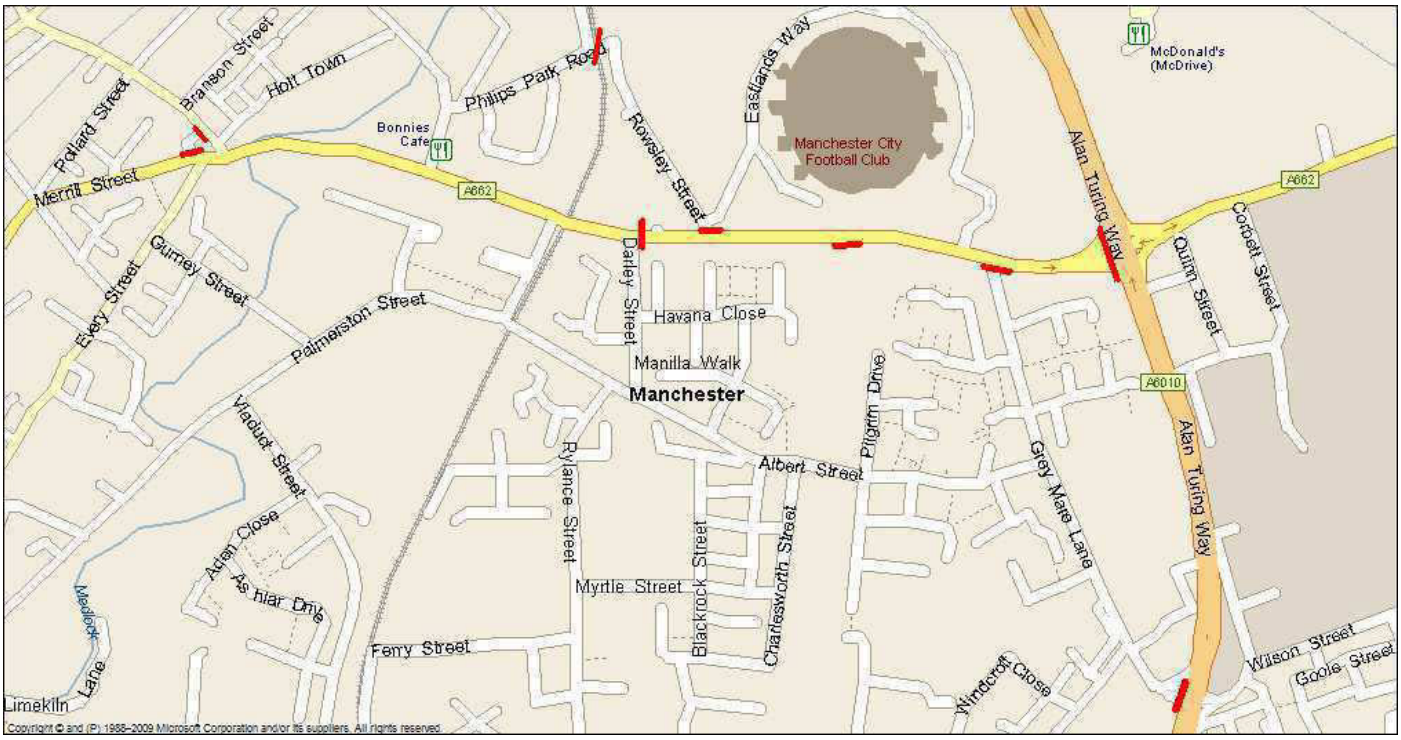
The Police, Ambulance and Fire services will have their own major incident plan to deal with any response to the venue in the event that a major incident is declared.

Emergency Access

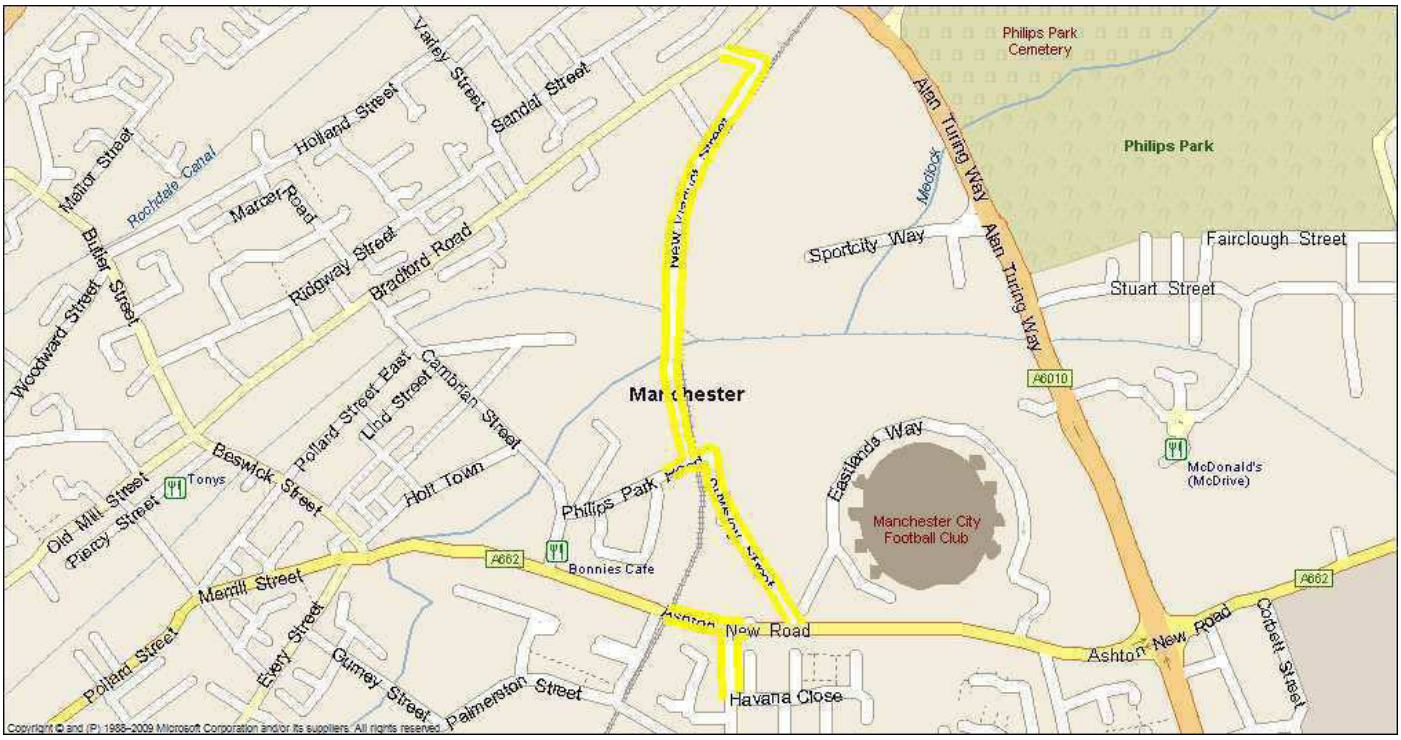
Access will be maintained to all emergency service vehicles, both into road closures and through road closures.

Appendix A

Road Closure Map



No Waiting Map



Notes

Signing Schedule

Version 3

EVENT:	Etihad Stadium Diversion
Location:	Etihad Stadium, Manchester
Advanced Warning Date:	N/A
Sign Install Date:	19th August 2013
Event End Date:	15th May 2014

Contact: Name: Rob Taylor
SEP Limited
High Moor Yard
High Moor Road
Boroughbridge,
North Yorkshire
YO51 9DZ

Tel: 01423 326622
Fax: 01423 324006
e-mail info@sepevents.co.uk

KEY

Fixings

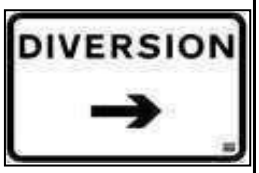
Q Fit	Quick Fit High Leg Frame
Frame	Clip In Frame
L/P	Lamp post
M/P	Metal Post
Clip	Post Clips 'D'
L/C	Lamp Column
ADS	Advanced Directional Sign

All signs will be manufactured in accordance to Chapter Eight (2009) Second Edition guidelines. They will be manufactured in either aluminium, Dibond or Zintec plate, class II reflectivity, or class I where stipulated. Vinyl will be black on yellow, with a minimum x-height of 75mm.

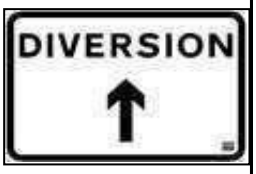
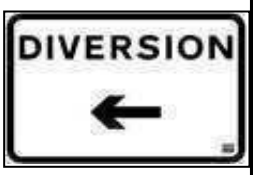
Signs will be erected in accordance with the New Roads and Street Works Act 1991. Suitably qualified operatives will place out the signs on the dates stipulated. Wherever possible, signs will be pole-mounted; otherwise they will be free-standing in angle-iron frame or quick fit frame. Sandbags will be used where appropriate to prevent any sign movement. Regular checks will also be conducted on all signs both leading up to and during the event. Signs will be checked every 24 hours in the lead up to the event and then at 4 hour intervals during the operational show times

All signs will be removed or collected within 48 hours of the end of the event. The signing contractor will, where necessary, make good any damage caused to any street furniture through the erection of their signs.

Signing Schedule

Map & Ref Point	Route	Sign Size	Fixing	xht (mm)	Sign	Location	Local Authority	Sign Ref
Map 1 Sign ~ 1	D'sion	CH8	Q Fit	75		Ashton New Road EB at the junction with Dareley Street	MCC	1
Map 1 Sign ~ 2	D'sion	1050 x 750	Q Fit	75		Ashton New Road EB at the junction with Darley Street	MCC	2
Map 1 Sign ~ 3	D'sion	1050 x 450	Q Fit	75		Dareley Street SB at the junction with Albert Street	MCC	3
Map 1 Sign ~ 4	D'sion	1050 x 450	Q Fit	75		Albert Street EB at the junction with Grey Mare Lane	MCC	4
Map 1 Sign ~ 5	D'sion	1050 x 450	Q Fit	75		Grey Mare Lane SB at the junction with Great Alan Turing Way	MCC	5
Map 1 Sign ~ 6	D'sion	1050 x 450	Q Fit	75		Alan Turing Way NB at the junction with Ashton New Road	MCC	6
Map 1 Sign ~ 7	D'sion	CH8	Q Fit	75		Alan Turing Way SB at the junction with Ashton New Road	MCC	7

Signing Schedule

Map & Ref Point	Route	Sign Size	Fixing	xht (mm)	Sign	Location	Local Authority	Sign Ref
Map 1 Sign ~ 8	D'sion	1050 x 750	Q Fit	75		Alan Turing Way SB at the junction with Ashton New Road	MCC	8
Map 1 Sign ~ 9	D'sion	CH8	Q Fit	75		Ashton New Road WB at the junction with Alan Turing Way	MCC	9
Map 1 Sign ~ 10	D'sion	1050 x 750	Q Fit	75		Ashton New Road WB at the junction with Alan Turing Way	MCC	10
Map 1 Sign ~ 11	D'sion	CH8	Q Fit	75		Aston New Road WB at the junction with Alan Turing Way	MCC	11
Map 1 Sign ~ 12	D'sion	1050 x 450	Q Fit	75		Alan Turing Way SB at the junction with Ashton Old Road	MCC	12
Map 1 Sign ~ 13	D'sion	1050 x 450	Q Fit	75		Aston Old Road WB at the junction with Rylance Street	MCC	13
Map 1 Sign ~ 14	D'sion	1050 x 450	Q Fit	75		Ashton Old Road WB at the junction with Viaduct Street	MCC	14

Signing Schedule

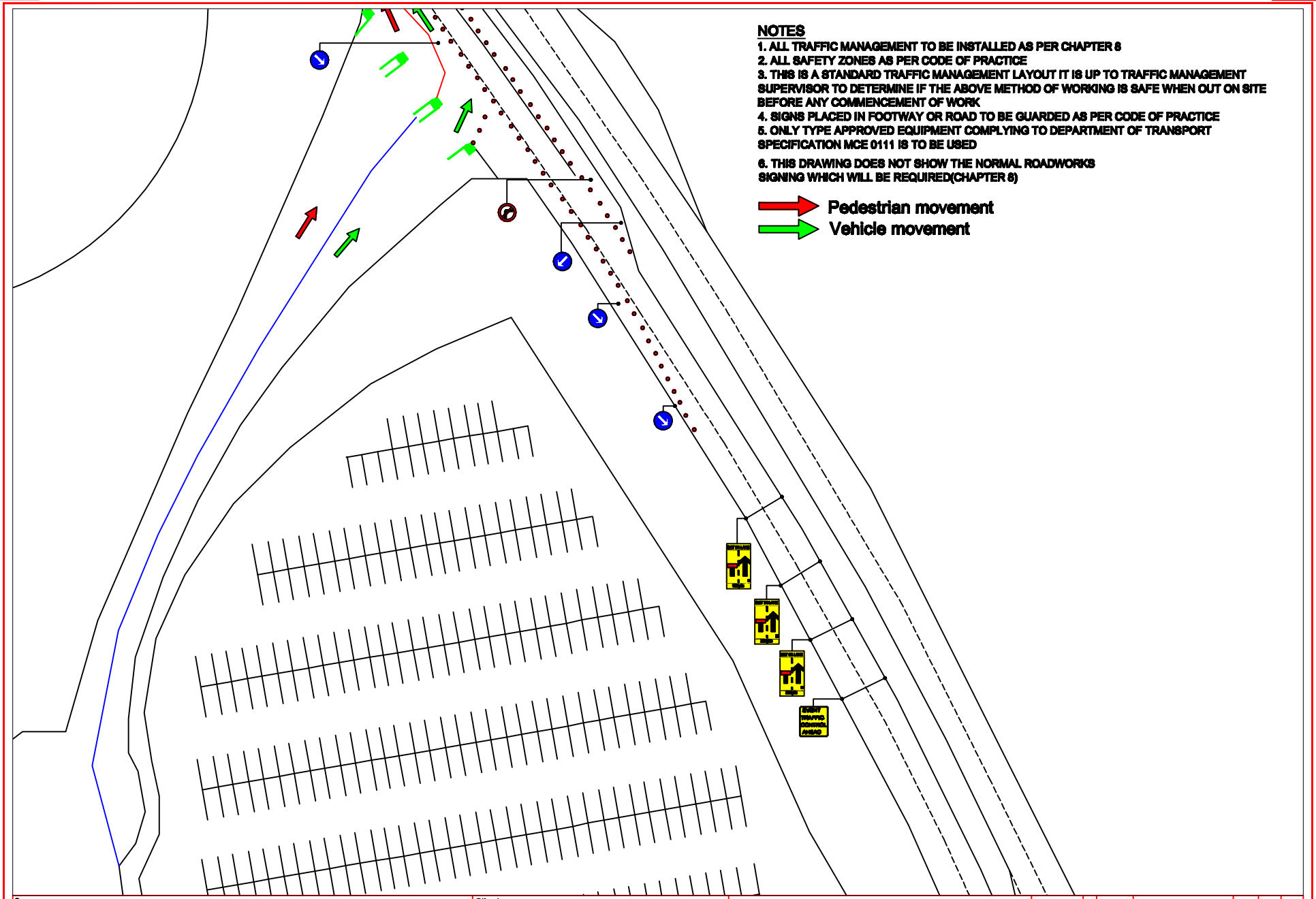
Map & Ref Point	Route	Sign Size	Fixing	xht (mm)	Sign	Location	Local Authority	Sign Ref
Map 1 Sign ~ 15	D'sion	1050 x 450	Q Fit	75		Ashton Old Road WB at the junction with Pin Mill Brow	MCC	15
Map 1 Sign ~ 16	D'sion	1050 x 450	Q Fit	75		Pin Mill Brow NB at the junction with Mancuniann Way	MCC	16
Map 1 Sign ~ 17	D'sion	1050 x 450	Q Fit	75		Great Ancoates Street NB at the junction with Every Street	MCC	17
Map 1 Sign ~ 18	D'sion	1050 x 450	Q Fit	75		Every Street NB at the junction with Ashton New Road	MCC	18
Map 1 Sign ~ 19	D'sion	CH8	Q Fit	75		Frost Street at its junction with Beswick Street	MCC	19
Map 1 Sign ~ 20	D'sion	CH8	Q Fit	75		Frost Street at its junction with Merril Street	MCC	20
Map 1 Sign ~ 21	D'sion	1050 x 750	Q Fit	75		Rowsley Street SB	MCC	21

Signing Schedule

Map & Ref Point	Route	Sign Size	Fixing	xht (mm)	Sign	Location	Local Authority	Sign Ref
Map 1 Sign ~ 22	D'sion	1050 x 750	Q Fit	75		Citizens Lane SB	MCC	22

Etihad Stadium Diversion Map





NOTES

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6. THIS DRAWING DOES NOT SHOW THE NORMAL ROADWORKS SIGNING WHICH WILL BE REQUIRED(CHAPTER 8)

Pedestrian movement

Vehicle movement

Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Alan Turing Way junction with Briscoe Ln	SEP Ltd						
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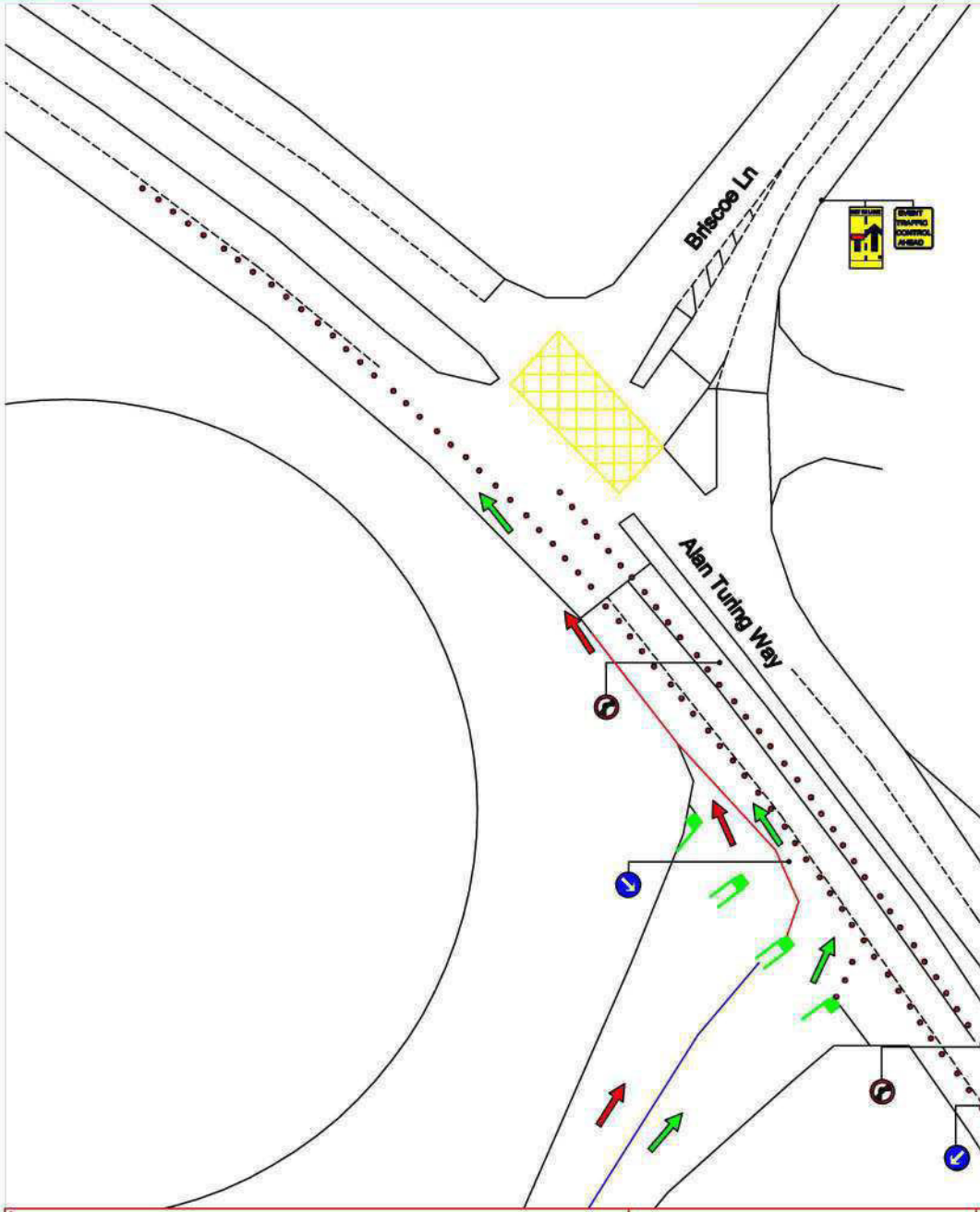

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Pedestrian movement
Vehicle movement
Coach movement
Steward position
Avalon barrier
Crowd control barrier

Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Alan Turing Way junction with Briscoe Ln	SEP Ltd						
			Scale N/A						
			DRAWING NO. MCFC001(b)						

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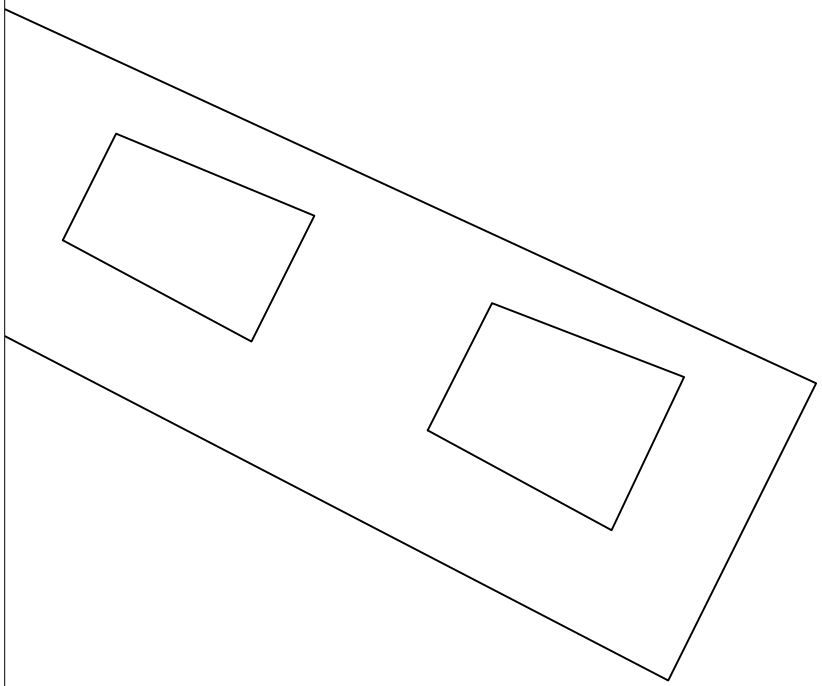

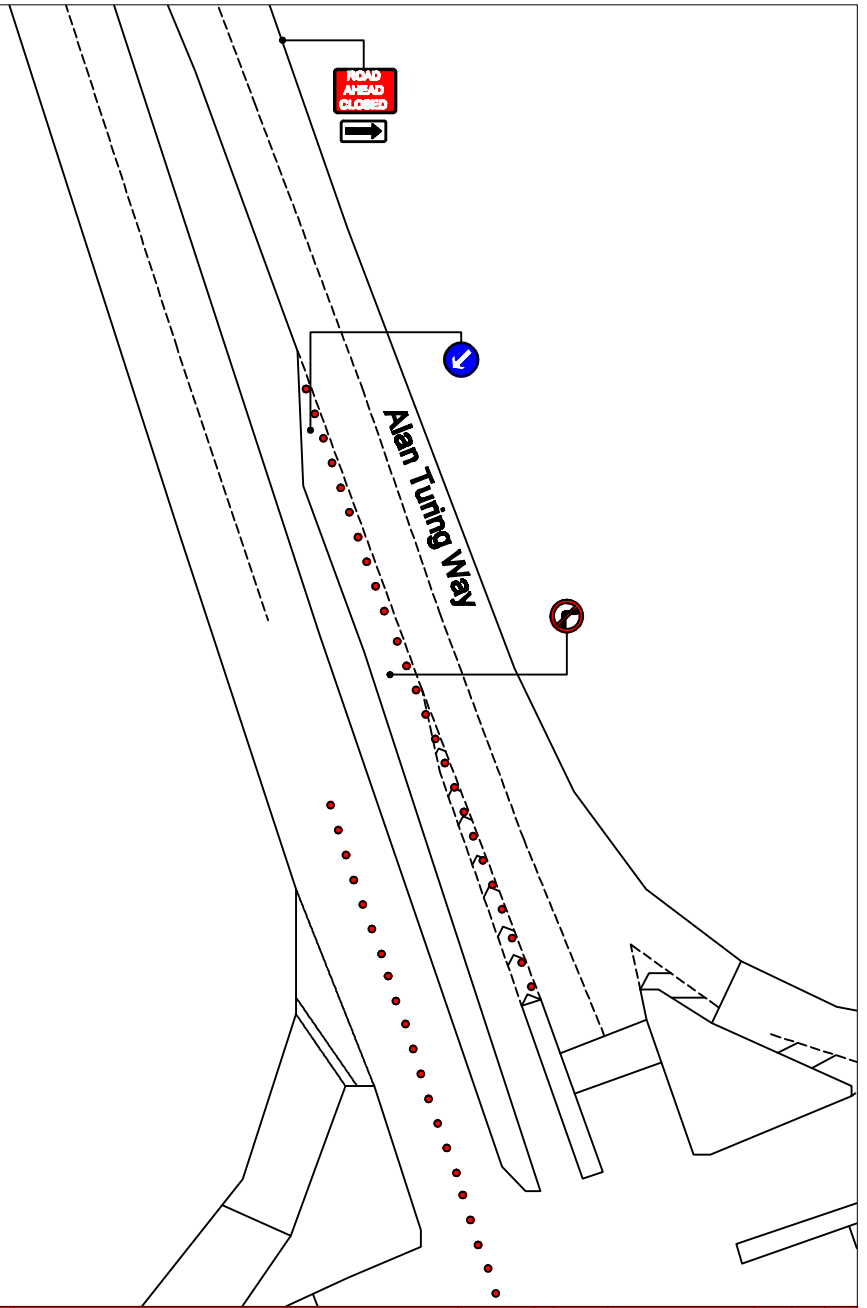

Company		Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK	
SEP events	www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Alan Turing Way	SEP Ltd							
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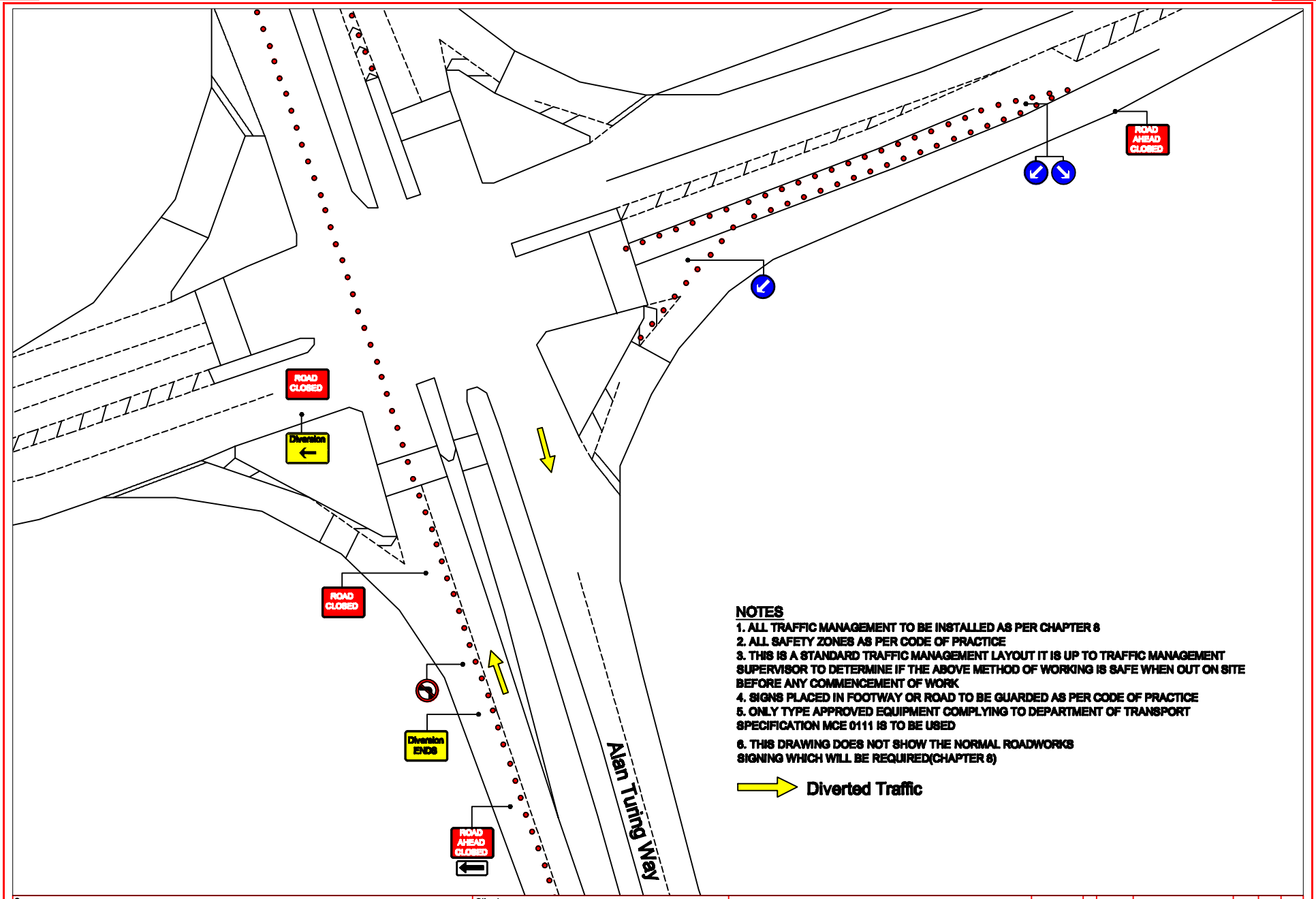

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Diverted Traffic

Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Alan Turing Way	SEP Ltd						
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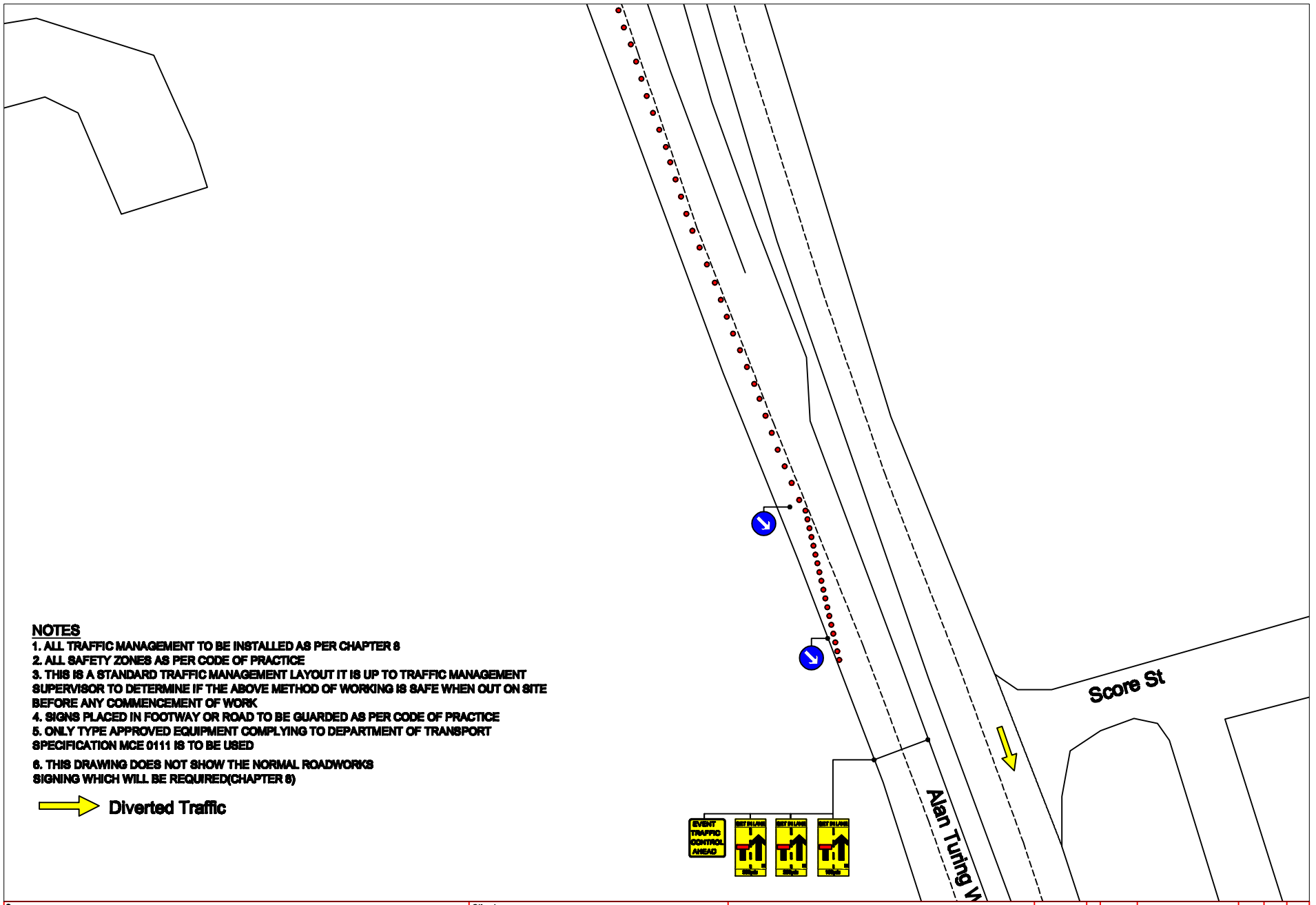

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SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Alan Turing Way	SEP Ltd						
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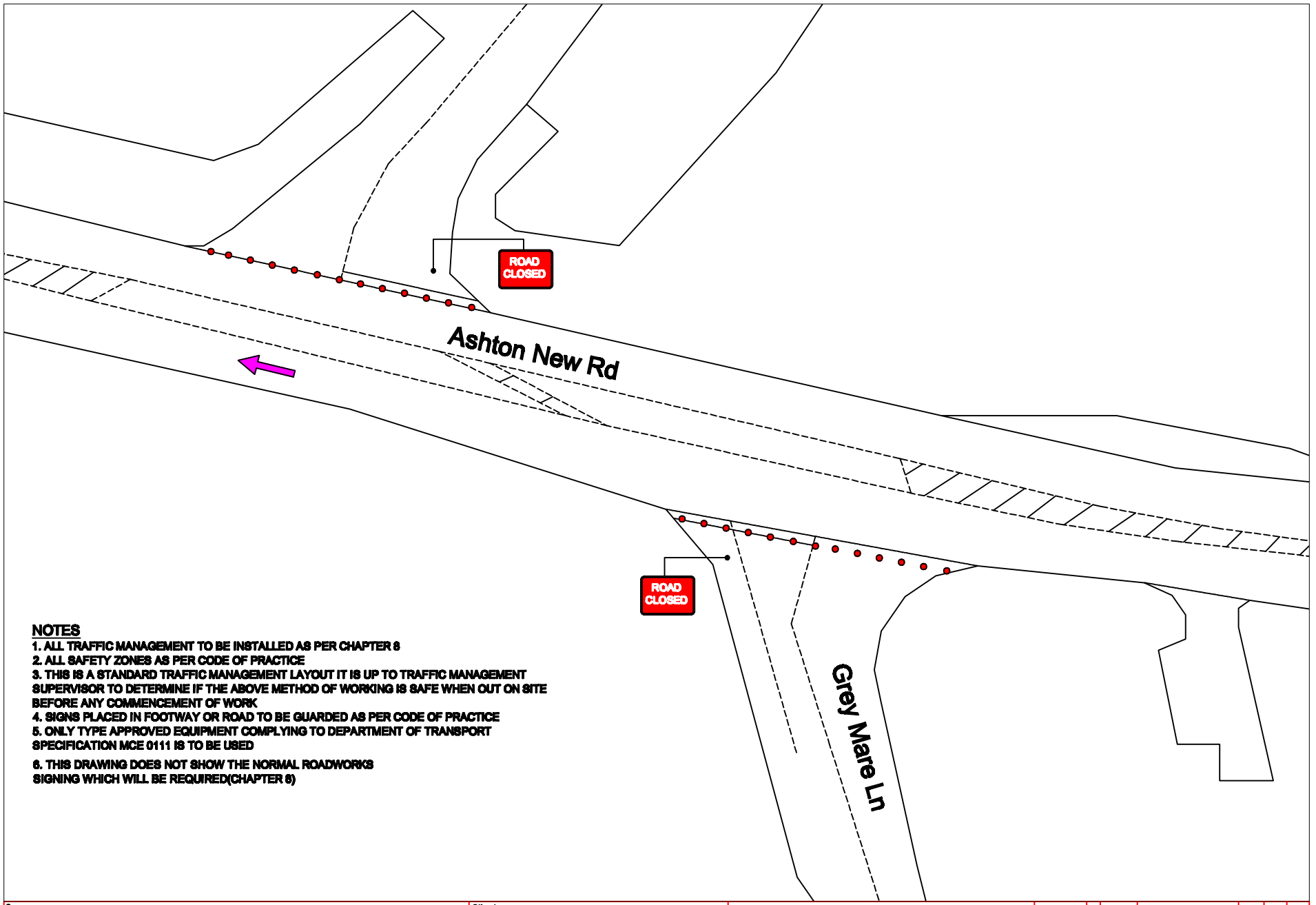

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Company		Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK	
SEP events	www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Grey Mare Ln	SEP Ltd							
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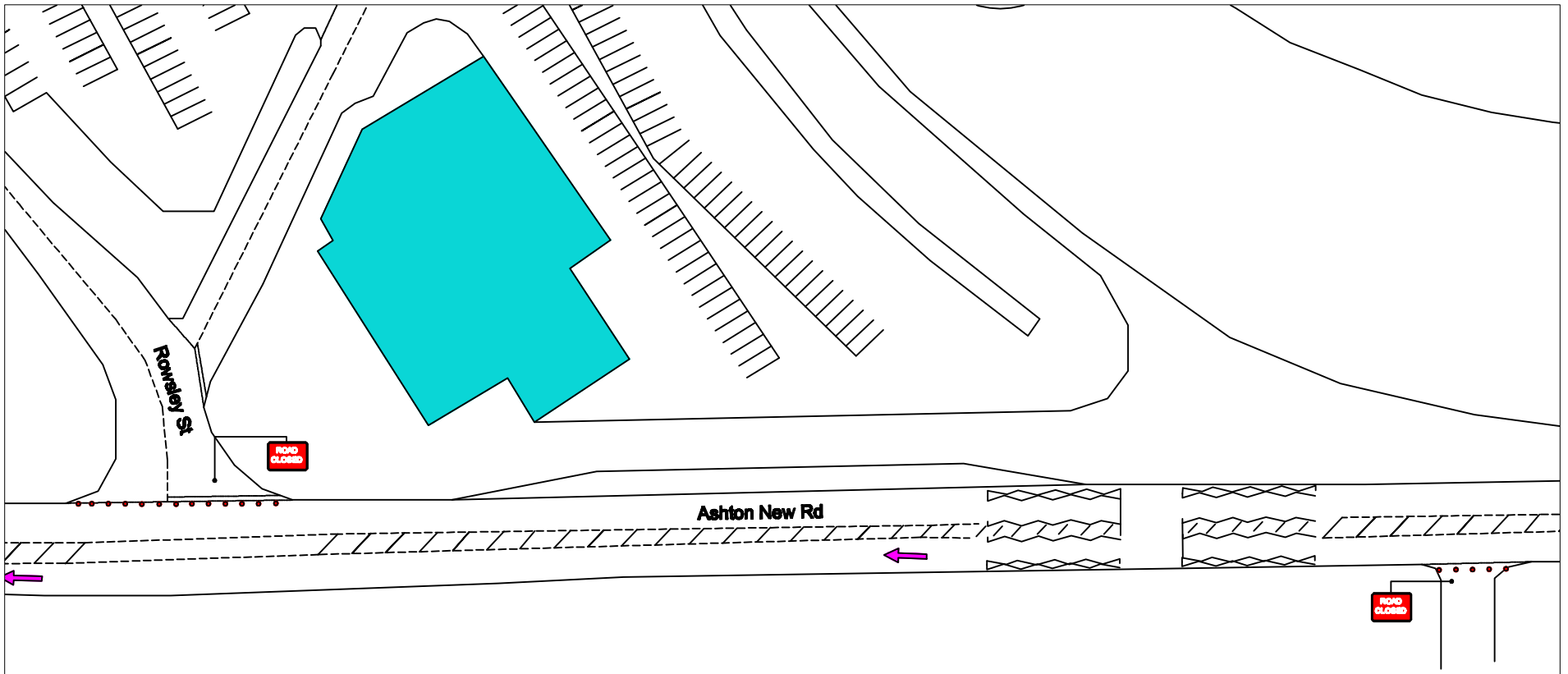

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SEP events	www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Rowsley St	SEP Ltd							
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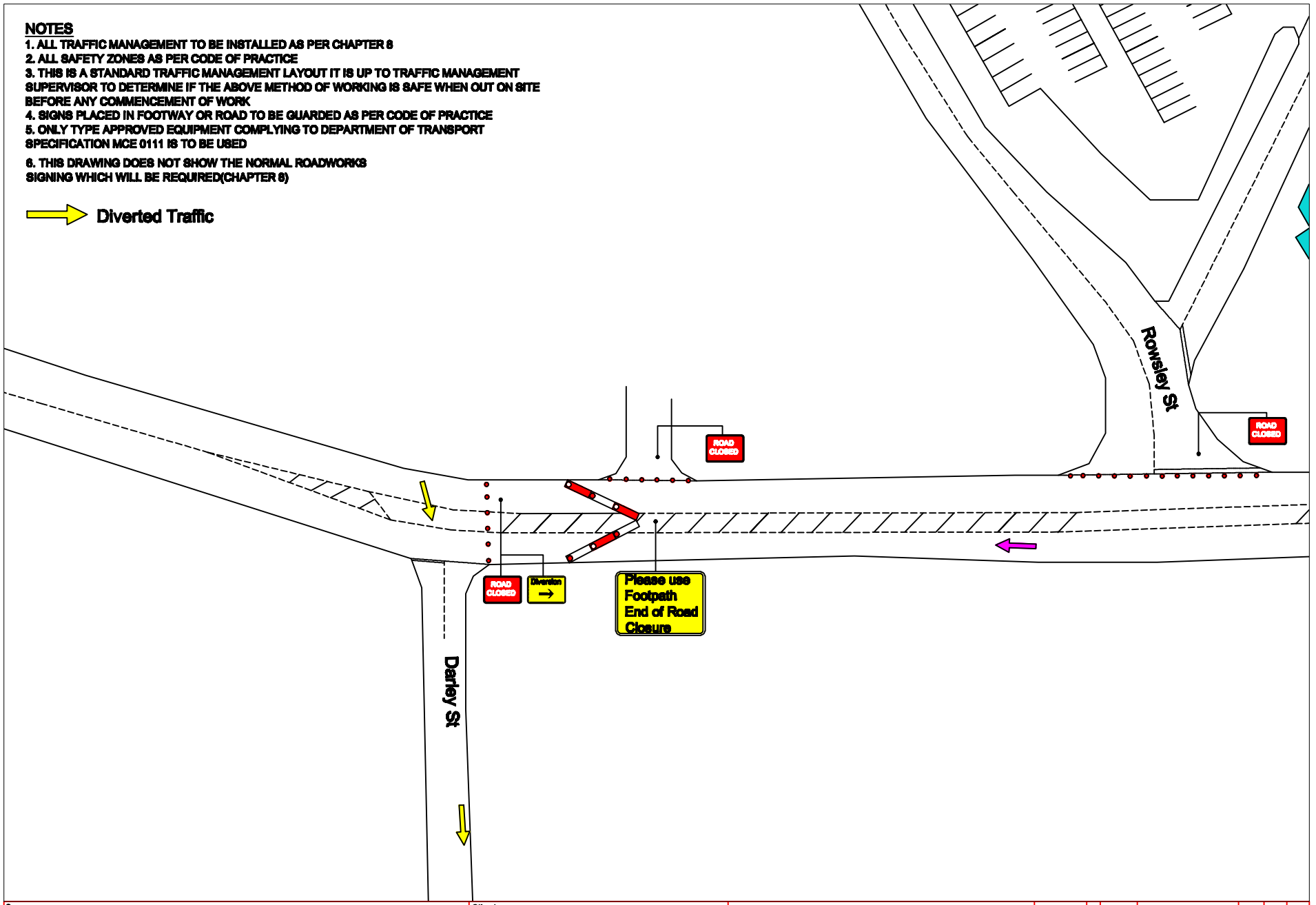
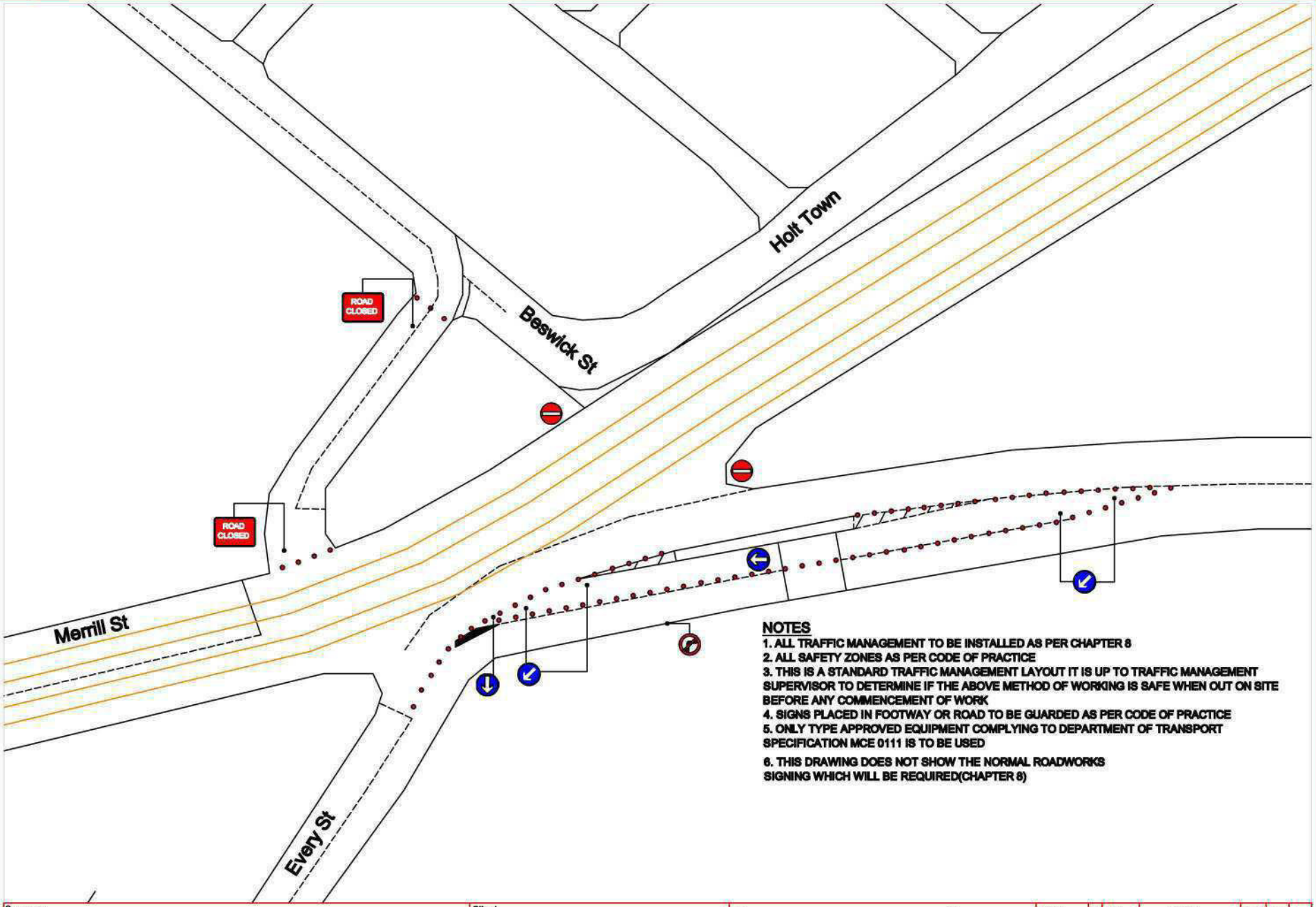
Diverted Traffic



Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Councillor St, Darley St	SEP Ltd						
			Scale N/A	INITIALS					
			DRAWING NO. MCFC008						



NOTES

1. ALL TRAFFIC MANAGEMENT TO BE INSTALLED AS PER CHAPTER 8
2. ALL SAFETY ZONES AS PER CODE OF PRACTICE
3. THIS IS A STANDARD TRAFFIC MANAGEMENT LAYOUT IT IS UP TO TRAFFIC MANAGEMENT SUPERVISOR TO DETERMINE IF THE ABOVE METHOD OF WORKING IS SAFE WHEN OUT ON SITE BEFORE ANY COMMENCEMENT OF WORK
4. SIGNS PLACED IN FOOTWAY OR ROAD TO BE GUARDED AS PER CODE OF PRACTICE
5. ONLY TYPE APPROVED EQUIPMENT COMPLYING TO DEPARTMENT OF TRANSPORT SPECIFICATION MCE 0111 IS TO BE USED
6. THIS DRAWING DOES NOT SHOW THE NORMAL ROADWORKS SIGNING WHICH WILL BE REQUIRED(CHAPTER 8)

Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Ashton New Rd junction with Merill St	SEP Ltd						
			Scale N/A						
			DRAWING NO. MCFC009						

NOTES

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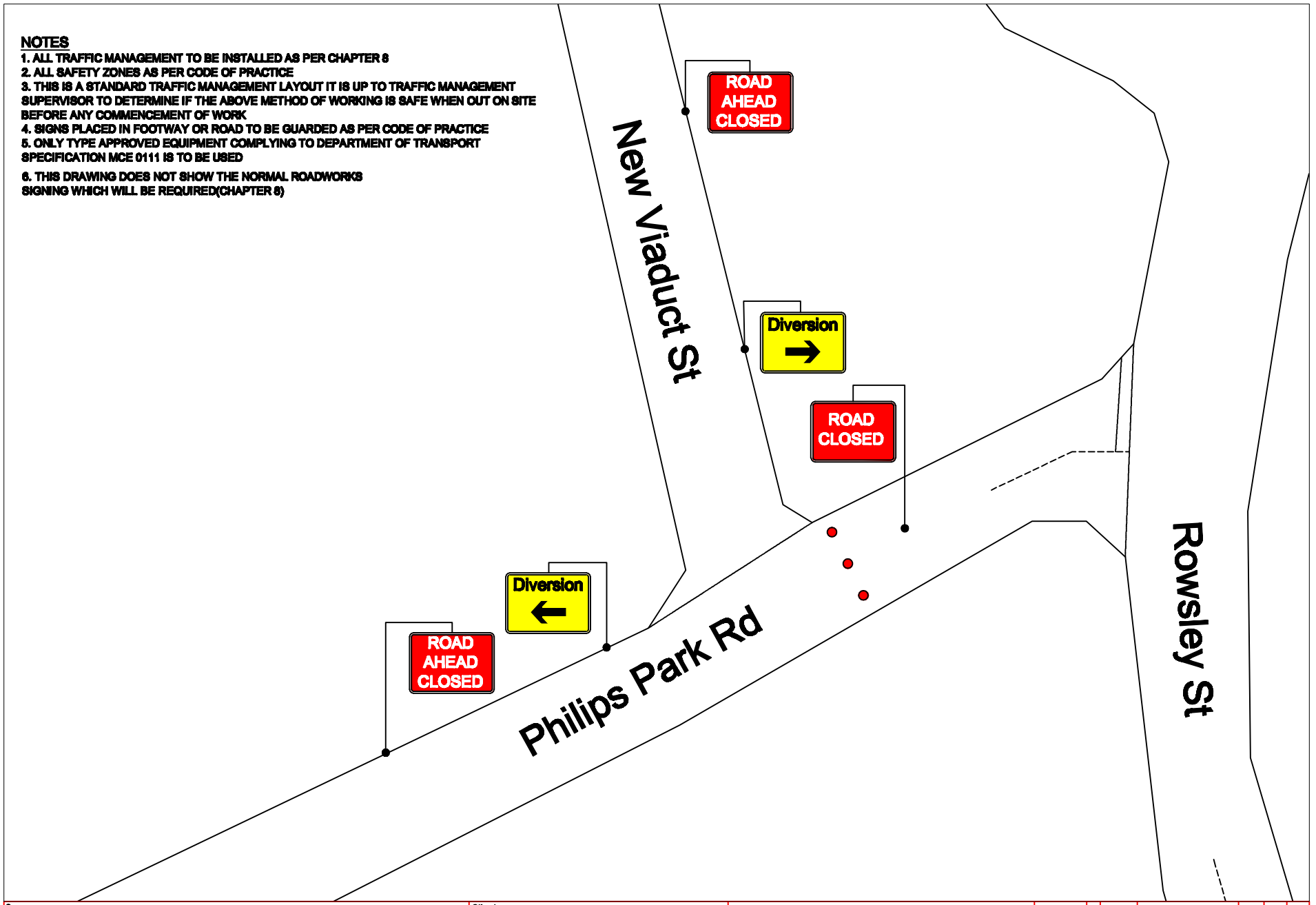
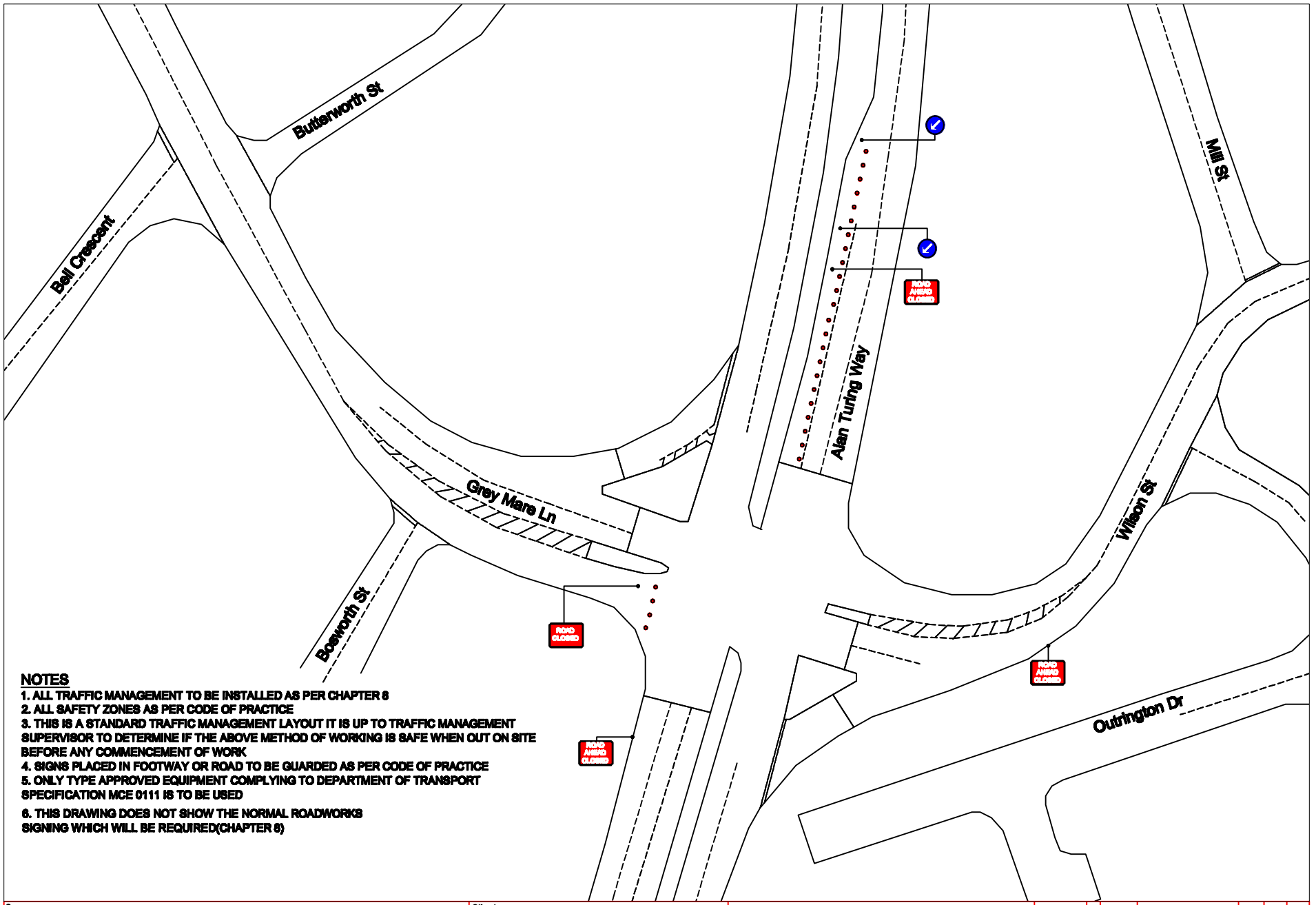
4. SIGNS PLACED IN FOOTWAY OR ROAD TO BE GUARDED AS PER CODE OF PRACTICE
5. ONLY TYPE APPROVED EQUIPMENT COMPLYING TO DEPARTMENT OF TRANSPORT SPECIFICATION MCE 0111 IS TO BE USED
6. THIS DRAWING DOES NOT SHOW THE NORMAL ROADWORKS SIGNING WHICH WILL BE REQUIRED(CHAPTER 8)



Company		Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events	www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Rowsley St junction with Philips Park Rd	SEP Ltd						
				Scale N/A	INITALS					
				DRAWING NO. MCFC010						



NOTES

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6. THIS DRAWING DOES NOT SHOW THE NORMAL ROADWORKS SIGNING WHICH WILL BE REQUIRED(CHAPTER 8)

Company	Client	Title	Drawn	Checked	REV	DATE	AMENDMENTS	DRWN	CHK
SEP events www.sepevents.co.uk Tel: 01423 326622 Fax: 01423 324006	MCFC	Alan Turing Way Junction with Grey Mare Ln	SEP Ltd						
			Scale N/A	INITALS					
			DRAWING NO. MCFC011						