

The below note is further to the Teams call with MCC Highways on 15th June 2023 with Richard Thomas and Rebecca Hesketh.

The below note is split into 3 Sections:

Section 1 – as requested at the meeting Section 1 provides an overview of the current situation to bring MCC Highways up to speed with the North Stand proposals and broader Etihad Campus Strategy.

Section 2 – provides a response to the queries raised at the meeting which were also raised by TfGM and have been responded to. For completeness the TfGM response is also provided.

Section 3 – provides a response to the matters raised at the meeting in which detail is contained within the North Stand planning submission documentation and summarised here for ease.

For clarity this note includes existing information/details only as contained within the North Stand planning submission and consultation responses.

SECTION 1 - OVERVIEW

Scene Setting

- How TA relates to wider Campus applications / frameworks?

The “Etihad Campus Movement & Transport Strategy (TA) 2020” was produced by Arup to take stock of how Transport was working around the Campus at that time and consider how Movement and Transport might be arranged and managed going forward, to facilitate all of the potential future additions to the Campus as explained in the MCC “Eastlands Regeneration Framework” (ERF). The Strategy included for the Co-op Live project, the extended North Stand project, as well as hotel and commercial developments which have in part become grouped with the North Stand works and now feature in the North Stand planning application.

The Strategy, together with its sister document, the “Etihad Campus Strategic Vision – Movement and Transport”, therefore set out best practice ambitions for the Campus against all aspects of Movement and Transport, particularly referencing planned developments which would trigger necessary change to ensure the continued smooth operation of Movement and Transport arrangements, as well as what that change could look like.

Both the Vision and the Strategy document were lodged with MCC Planning for reference only, just ahead of the planning application for Co-op Live, to provide Planners with a framework demonstrating that the Campus had considered all of the potential developments in the ERF and had a plan for managing change, so that Movement and Transport operations remained robust as the Campus grew to reflect the ERF.

One of the future developments which the Strategy referenced as a trigger for change was the Co-op Live development. The application for this development therefore responded directly to the Strategy, proposing the suite of changes recommended when the arena came forward.

Numerous other changes across the Campus have also been implemented in line with the Strategy since 2020.

In line with the above approach, the application for the North Stand Development has followed the same process, checking the Movement and Transport Strategy remains on track and making proposals which align with the Strategy.

- **What has been approved?**

As part of the planning permission for Co-op Live, the following items were approved:

- S106 obligation to work with MCC to deliver enhanced Residents Parking Scheme
- S106 obligation to deliver Highway Improvement Scheme focused on improvements for pedestrians to Ashton New Road walking route and CityLink walking route.
- S106 obligation to deliver a Event Operations Management Plan
- Planning obligation to deliver improvements for pedestrians on the Ashton Canal towpath.
- Planning obligation to deliver 240 additional Campus cycle spaces
- Planning obligation for further Highway Works to include:
 - Modifications to Campus Gate 1 (left in / left out and servicing entrance)
 - Emergency vehicle access from Alan Turing Way
 - Works to Sportcity Way (pedestrian led)
 - Extension of existing taxi rank in Rowley Street area
 - Provision of additional VMS
- Planning obligation to produce a Coach Parking Strategy
- Planning obligation to produce a Servicing & Operational Management Plan
- Planning obligation to produce a Car Park Management Plan
- Planning obligation to produce a Crowd Management Strategy for the Etihad Campus tram stop.

NB – the above are for the benefit of the wider Etihad Campus and not solely for Co-op Live.

- **What has been implemented (and when)?**

Progress on the approved works listed above is as follows (at June 2023):

- S106 obligation to work with MCC to deliver enhanced Residents Parking Scheme
*Yellow Report in circulation.
Contractor procurement underway, in readiness for approval to commence. Anticipated completion date late 2023.*
- S106 obligation to deliver Highway Improvement Scheme focused on improvements for pedestrians to Ashton New Road walking route and CityLink walking route.
*First phase CityLink works completed (vegetation / fence repairs / fence painting / bridge lighting)
Other works phased to take place late 2023 / early 2024*
- S106 obligation to deliver an Event Operations Management Plan
Stadium and MCC Venue Events have an existing Event Operations Management Plan

All Campus Stakeholders working collaboratively to develop this significantly to include Co-op Live.

Target date for circulation Dec 2023

- Planning obligation to deliver improvements for pedestrians on the Ashton Canal towpath.
Works planned in the same construction package as the works to Ashton New Road and CityLink mentioned above.
Works phased to take place late 2023 / early 2024
- Planning obligation to deliver 240 additional Campus cycle spaces
Locations agreed with Planners / Campus Stakeholders
Racks ordered
Works phased to take place late 2023 / early 2024
- Planning obligation for further Highway Works to include:
 - Modifications to Campus Gate 1 (left in / left out and servicing entrance)
Works completed
 - Emergency vehicle access from Alan Turing Way
Works planned late 2023 / early 2024
 - Works to Sportcity Way (pedestrian led)
Lane alterations completed 2021 to enable site hoardings etc. Have been operating during events ever since.
Remaining permanent works planned late 2023 / early 2024
 - Extension of existing taxi rank in Rowsley Street area
Works phased to take place late 2023 / early 2024
 - Provision of additional VMS
Largely in place. VMS have been trialled around match events to inform strategy which will be submitted to MCC for Co-op Live late 2023 / early 2024
- Planning obligation to produce a Coach Parking Strategy
Will dovetail with the Campus Event Operations Management Plan (see above)
Target date for circulation Dec 2023
- Planning obligation to produce a Servicing & Operational Management Plan (Co-op Live)
Target date for circulation Dec 2023
- Planning obligation to produce a Car Park Management Plan
Will dovetail with the Campus Event Operations Management Plan (see above)
Target date for circulation Dec 2023
- Planning obligation to produce a Crowd Management Strategy for the Etihad Campus tram stop.
Will dovetail with the Campus Event Operations Management Plan (see above)
Target date for circulation Dec 2023
Orientation of buildings in the North Stand planning application was specifically arranged to create lots of queue space for the Etihad Campus tram stop
Crowd modelling in this area undertaken and approved for Co-op Live
Crowd modelling in this area for North Stand completed by Specialist and currently being reviewed by Independent Reviewer and Building Control

Other continuous improvement measures which have been implemented against the Movement & Transport Strategy (TA) 2020 since it was produced include:

- Stadium Event Day parking is now pre-booked and pre-paid. VMS signs on public highway advise drivers to book parking in advance, then advise drivers when parking is fully booked, then advise drivers on the day of event to not try accessing Campus if they haven't booked parking.
- Stadium Event Day parking is now managed by ANPR
- Operational management of Crowd / Vehicle interface at Joe Mercer Way / Sportcity Way junction now uses recommendations made in the Strategy on Stadium Event Days.
- The Campus has worked with the Bee Bikes hire scheme to get docking stations on Campus and become a node on the city centre network.

- **Mitigation measures yet to be brought forward**

Above list shows how approved the Club mitigation is currently complete / ongoing / planned

A significant exercise is planned privately by MCFC in football season 2023/24, running trial bus shuttle services to and from areas where Club data suggests people find public transport difficult to coordinate with Stadium Events. By trialling bus shuttles, the Club hopes this will discourage people in these areas from driving to the Campus. Decisions on longer term operation of these trialled services will then be driven by take up.

- **Mitigation measures yet to be triggered**

The mitigation measures identified in the Strategy have generally been triggered by continuous improvement or Campus wide arrangements ahead of Co-op Live commencing operations. By the time Co-op Live opens there will have been significant improvements in Movement and Transport arrangements at the Campus since the Strategy was first conceived – evidence that it has achieved its objective.

The Campus will however continue to improve over coming years. In preparation for Co-op Live, a robust stakeholder governance structure is now in place, devised to enable inclusive decisions, one part of which has been set up to continually monitor transport and manage continuous improvement. We are confident therefore, that the workstreams established with the Strategy can now continue into the future, identifying where transport can be improved and prioritising measures which will achieve the greatest results.

SECTION 2 - INFORMATION PREVIOUSLY SENT TO TFGM WITHIN THE CONSULTATION PERIOD

Trip Rates

- Additional information has been prepared by Arup on this issue (please see the TfGM response and Transport Assessment Addendum Appendix B)

Modal Split

- Whilst the Transport Assessment refers to 'estimated' trips, for clarity it should be noted that these existing mode splits are based upon actual data as recorded through extensive observed counts/surveys and validated against supporter surveys from a range of sources.
- Additional information has been prepared by Arup to explain how the mode share has been derived from the surveys (please see the TfGM response and Transport Assessment Addendum Appendix C).

SECTION 3 - INFORMATION / DETAILS / CLARIFICATION REQUESTED BY MCC HIGHWAYS

Cycle Provision

- Based on surveys of supporters in 2022/2023 season up to 125 of the cycle stands would be used on matchdays.
- A maximum of 3.2% of staff cycle (on a weekday matchday) equivalent to 30 cyclists for every 1000 staff.
- Therefore given there are around 500 spaces on site across the campus currently (and an additional 200 as part of NS) there is plenty of capacity

Expected Extended Dwell Time

Currently, major events at the Campus are limited to those at the Stadium and occasional events at the MCC venues. This limited number of events is only sufficient to justify a temporary food and beverage offer, which springs into life immediately before the event starts. Other than the venues themselves, the Campus has nowhere to shelter from weather and very few spaces to sit and socialise. The result is that visitors arrive on mass in the last hour before an event starts and all parts of the transport network are pressured during this period.

The arrival of Co-op Live on Campus will change that 'sense of place' at the Campus however. Events attracting up to 20,000 people will occur a number of times each week. Co-op Live includes a canalside podium with seating, tables and a café which can be open outside of event times.

The North Stand Development will develop these principles further. A key objective of the Proposed Development is to create the conditions for extended dwell times at the Etihad Stadium, both before and after the game, to smoothen out peak travel movements and thus reduce the intensity of transport demand, congestion and local community impacts arising from match-day traffic.

A central focus of the Proposed Development for fans arriving at the Etihad Campus from the north will be City Square, a fan zone and outdoor covered entertainment area providing dwell-space for visitors to the Etihad Campus and providing direct access into City Hall and the Etihad Stadium. For the first time there will be a public space with shelter from the weather. Capable of accommodating up to 3,000 fans on matchday, and open to the general public on non-match days, City Square would provide a range of F&B and experiential offerings providing a diverse range of leisure and entertainment options that will bring everyday life and activity to the Etihad Campus. . The hotel, commercial spaces, shop and museum will all help to create a place where it is both possible and desirable to spend some time, on any day and at any time.

City Square enables fans the opportunity to arrive early or stay after events in a covered outdoor space to make more of their visit to the Etihad Stadium. The Club Shop and a range of F&B concessions surround the perimeter creating a lively atmosphere that will transcend from here into

the Stadium. Screens and a live entertainment stage will enliven the space, which will be capable of hosting the screening of other major sporting events on non-match days to a collective crowd.

City Square is proposed to improve the amenity offering for all visitors to the Etihad Campus and will be open for use outside of just event-days. It has therefore been designed to be capable of hosting other sporting and community events on non-matchdays.

When making plans to travel to an event, it will therefore no longer be necessary to time your arrival so as to spend as little time as possible outside the venue. The Campus will have activity and uses which make arriving early and leaving a little later both attractive and sensible. Families and groups of friends can arrive early and enjoy a meal or a few drinks. If you have planned to do this, it is quite likely that you would also leave the car at home. By making the Campus more of a destination, we expect people to be more relaxed about how they travel to and from it. The broadening out of the F&B hospitality offering beyond match days is an important component of the emerging destination location of the Etihad Campus, particularly as Co-op Live opens. Until it is built, we will not know how successful we have been, but we expect the transport peaks around the Campus to gradually begin smoothing out when Co-op Live opens, with further improvement seen when the North Stand Development opens. If activity at the Campus can allow better use of daytime public transport (which currently has plenty of capacity) and smooth out peaks around major events (where the network is currently very busy) then we will have achieved our ambition.

It should be noted, however, that the transport assessment is based upon the worst-case assumption that the current peak arrival and departure profiles of supporters immediately before and after an event remain and are not reduced due to this increased dwell time. This ensures that the worst-case impacts have been assessed and removes any reliance on the expected positive behavioural changes described above in order to make the Proposed Development acceptable in planning terms.

TA Clarification

- Clarify wording about (increasing) parking outside of RPS

Section 8.1 of the Transport Assessment describes the modes where an increase in mode share is to be targeted. This includes 'Park and walk from locations outside of the Resident Parking Scheme boundary'. For clarity, there is no desire to target or promote this mode of transport to access the Etihad Campus. However, the assessment does recognise that, despite the best efforts of the Campus to discourage people from driving to the site (including preventing any increase in parking on site and tightening on-site restrictions surrounding the Campus) and to provide attractive alternatives to car travel - some visitors may still choose to use car for part of their journey, particularly if that journey is a longer distance one from outside of the local area. What the Campus can influence, however, is to ensure that the 'last mile' of these journeys is made by sustainable modes such as walking and public transport where possible.

The existing mode split of the stadium for car use is approximately 60%. This is split 19% on-site, 30% off-street parking within the RPS, 9% parking outside the RPS and 2% drop off. In terms of the additional trips only 15% are forecast to arrive by car. This is split 13% parking outside the RPS and 2% drop off. The overall mode share of car-based trips is therefore forecast to be significantly below that of the existing stadium, helping to drive down the overall mode share of car-based trips.

Through the travel plan and ongoing sustainable transport measures being implemented by the Campus is hoped that this number can be reduced further over time.

Hotel Drop Off

The paragraphs below are taken from the North Stand Development Operating Schedule and Event Management Plan submitted as part of the planning application; which illustrates how the hotel drop-off will operate. For completeness a full copy of the North Stand Development Operating Schedule and Event Management Plan is enclosed as part of this note:

Hotel guests arriving by taxi or coach will arrive via the proposed access road off Alan Turing Way. Outside of 'event mode', vehicles will arrive via this new road at the internal new gate adjacent to the hotel. 24-hour Campus Security will admit them where a designated 'drop off' area will allow guests to gather their luggage and walk straight into the hotel reception. The vehicles will then loop around and exit via the gate and road from which they came. Any vehicles not permitted entry to the secure area will be able to turn around within the Campus and exit.

During 'event mode' vehicles will arrive in the same way, but the gate adjacent to the hotel will be generally remain closed, to ensure crowd safety. Taxis will however be able to loop around in front of the gate and drop hotel visitors off in the purpose-designed taxi drop off area at the side of the road, before leaving the Campus using the access road onto Alan Turing Way again. The personnel gates will be open, allowing hotel guests to wheel their luggage the short distance from this drop off area to the hotel. Football supporters (other than those staying at the hotel) will not be permitted to be dropped off (either by private vehicles or taxis) at this facility. This will be managed by Campus Security.

Hotel guests arriving in their own car will arrive via the proposed access road off Alan Turing Way. Upon initial arrival, 24-hour Campus Security will admit them through the new gate adjacent to the hotel, so they can drop off luggage and check in. Once checked in, guests will be allowed access through the gates into the car parks either side of the access road. For the remainder of their stay, guests will be able to come and go 24/7 from the car park in line with the hotel operating procedure for car ingress and egress.

EVC

There is a desire by all Campus Stakeholders to work towards an appropriate number of Electric Vehicle Chargers on Campus.

EVs are of course still a developing technology and market, as is the technology to facilitate charging. Manufacturers are working to ease 'range anxiety' by developing vehicles which travel further between charges and developing chargers which charge more rapidly.

Visitors to the Campus are currently usually attending an event. If they arrive by car they usually park up for a few hours and cannot return to their car during this period. If they park in a space with a charger, that therefore means the charger (particularly a rapid charger) will become redundant for a few hours and others cannot use it. There are also questions about what percentage of drivers will actually require chargers over time as 'range' technologies improve and charging at home becomes easier.

Given the above, the Campus is looking to gradually grow the number of chargers on site. The car parks are owned separately by the different Campus Stakeholders - the large car parks at the north of

the Campus are owned by MCC. Leases for EVCs must clearly be made with the particular landowners.

MCFC owns a couple of small car parks at the south end of the Campus. As part of the North Stand Development, MCFC has therefore committed to providing four additional 22 kW chargers and replacing four existing 7kW chargers with 22kW chargers in the MCFC owned car park on Campus. There will therefore be eight 22kW chargers in this car park. The four 7kW chargers which have been replaced will then be relocated to the City Football Academy. It should be noted that no net increase in overall car parking is proposed as part of the Proposed Development.

Longer term discussions, outside of the North Stand Development, have also commenced between Co-op Live and MCFC with MCC about how we can work together to get some EVCs in the MCC owned car park.

Pedestrian and Crowd Modelling

Crowd Modelling has been undertaken by Movement Strategies for the temporary construction hoarding line as well as for the permanent works. All models consider the cases when the Stadium, Arena and other venues could all be holding coincident events.

A process for verifying and approving these models has been agreed with Building Control as follows:

- Movement Strategies produce the model and proposals. These are explained to Building Control as they emerge so they know the direction of travel.
- The input data, modelling results and proposals are independently verified by Prof. Keith Still (an independent expert agreed with Building Control)
- Any verification comments are picked up by Movement Strategies and re-presented to Prof. Keith Still.
- Once both Movement Strategies and Prof. Keith Still are happy with the data, the model and the proposals, the whole trail of documents is submitted to Building Control for final Building Control approval.

The above process has been followed. The final submission of the whole audit trail for the construction hoarding model was submitted to Warren Hope and Kamal Beckles of Building Control on 20.06.23. The model for the permanent works is currently in the later stages of review.