



BOSTON UNITED FOOTBALL CLUB

**COMMUNITY STADIUM WITH CAR PARKING
AND RELATED FACILITIES, THE QUADRANT, Q1, BOSTON**

STADIUM EVENT MANAGEMENT PLAN

**April 2014
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AND RELATED FACILITIES, THE QUADRANT, Q1, BOSTON**

Document Status – Draft

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1 INTRODUCTION

1.1 Introduction

- 1.1.1 This Stadium Event Management Plan provides a framework for the management of match-day demands for movement by all modes of transport to and from the new Community Stadium proposed by Boston United Football Club. The new stadium will accommodate up to 5,000 spectators and a full range of modern spectator facilities, including some 404 car parking spaces of which 24 would be specifically for use by the disabled.
- 1.1.2 The stadium is to be constructed to the east of the A16, on the outskirts of Boston as shown in figure 1 and it is anticipated would be brought into use for the 2017/2018 season. The stadium complex will be part of a major mixed use development known as The Quadrant – Q1, which extends to include areas of residential, commercial and retail development to the west of the A16. Access to the stadium will be from the A16 via a new roundabout and access road to be constructed as part of the overall project. The proposed Stadium and the means of access are shown in figure 2, with the indicative masterplan for the overall Q1 development shown in figure 3.
- 1.1.3 The Stadium Event Management Plan will operate under the direction of a Safety Advisory Group, which it is envisaged would include representatives of Boston Borough Council, Lincolnshire County Council, Lincolnshire Police and also representatives from other emergency services and Football Licensing Authorities. Boston United FC and the other key stakeholders that form the Safety Advisory Group have extensive experience of managing activities associated with football matches at The Jakeman’s Stadium; the club’s current home ground, which is located at York Street, Boston.
- 1.1.4 The Safety Advisory Group would meet as required to consider the whole spectrum of safety and traffic management issues relating to the management of match day use of the stadium and operation of the Stadium Event Management Plan. The Safety Advisory Group would be responsible for issuing a General Safety Certificate without which a license enabling football matches to be played at the new stadium would not be granted. The main objective of the Stadium Event Management Plan will be to promote the safety and enjoyment of all spectators, whilst having due regard to the interests of the general public including local residents.

- 1.1.5 The Stadium Event Management Plan envisages a flexible and pro-active approach to the management of match day activities. Whilst this document sets out an overall management framework, early consideration of the issues associated with each fixture and the anticipated attendance of both home and away supporters will enable The Stadium Event Management Plan and match day management strategies to be updated on a match by match basis.
- 1.1.6 The Stadium Event Management Plan will build on experience gained in relation to fixtures now played at the Jakeman's Stadium and in due course fixtures to be played at the new stadium when this is brought into use. In addition to planning for the management of regularly occurring match day issues, contingency plans will be prepared in due course, in consultation with key stakeholders, to identify strategies and actions required to deal with potential incidents and emergencies.
- 1.1.7 As well as providing the new home for Boston United Football Club the new stadium complex will provide accommodation for a range of community and leisure uses. It is envisaged that use of such facilities would be limited in the hours prior to, during and after a first team match at the stadium, at the discretion of the Safety Advisory Group.
- 1.1.8 A key consideration for the Safety Advisory Group in this regard would be to ensure that parking at the stadium is available for use by spectators. It is therefore unlikely that major non-football related events would take place in the stadium complex in the hours prior to, during and after a first team match at the stadium; typically from midday until 6pm when considering a Saturday afternoon kick-off at 3pm or after 6pm when considering a midweek kick-off at 7.45pm.

1.2 Background

- 1.2.1 BUFC currently play in the Conference North, the sixth tier of English competitive Football. The Club however has aspirations to progress and play at higher levels and as recently as 2006-07, the Club played in Football League Division 2, when Saturday home attendances averaged 1983 spectators. The Club is optimistic that the improved spectator facilities that would be provided at the new stadium will boost current attendances and help to improve the playing record of the Club, with promotion to the Football Conference and the Football League realistic objectives.

- 1.2.2 In the current season, from the start of the league season on 17 August 2013 through to the end of the season on 26 April 2014, the Club is anticipating to play 22 first team home games in the league and plus a limited number of games in other competitions. 16 of these games will take place on Saturday (3pm kick-off), with the remainder mid-week, with no Sunday fixtures.
- 1.2.3 The average attendance at 19 first team home games in the current season (to 15 March 2014) has been 1073 spectators. The largest home attendance in the current season was 1361 on Boxing Day (Thursday) against Histon, with the largest home Saturday attendance to date this season on 1 February against Gainsborough Trinity when a crowd of 1255 was recorded. In addition to first team home games during the regular season some pre-season friendlies in late July and early August and some BUFC Reserve team and Youth team games would be played at the new Community stadium, although the number of spectators attending these games is well below first team levels.
- 1.2.4 The Community stadium will accommodate up to 5000 spectators and a range of further accommodation as summarised below:
- Football club changing, medical and ancillary accommodation
 - Ground floor and first floor lounge areas (240sqm plus 42sqm)
 - Banqueting suite for 250 people
 - Hospitality boxes (4 x 10 people)
 - Classrooms (4 x 30 students)
 - Community hub (125sqm)
 - Community sports facilities comprising climbing wall, dance studio, sports hall (900sqm), fitness centre (480sqm), full size outdoor 3G football pitch and changing accommodation for 78 people.
- 1.2.5 For the purposes of this report and assessing match day demands for movement, four average match-day attendance scenarios are considered for Boston United. Scenarios (i) to (iii) consider typical levels of home attendance when playing in the Conference North, Conference Premier League and Football League 2 whilst to provide a robust assessment, Scenario (iv) considers attendance 25% above the level previously achieved by BUFC when playing in League 2. The match-day attendance scenarios considered are as follows:

- i. playing in the Conference North League, as BUFC do now with a current season average home attendance of 1100 supporters
- ii. promotion to the Conference Premier League, with an anticipated average home attendance of 1500 spectators
- iii. further promotion Football League Division 2, with an average home attendance of 2000 spectators, which is broadly consistent with the attendance when the Club last played in the Football League in 2006-07
- iv. playing in Football League Division 2, with an increased average home attendance of 2500 spectators, some 25% above the BUFC average attendance when last playing in League

2 TRAVEL TO AND FROM THE STADIUM

2.1 Introduction

2.1.1 This section of the report considers opportunities for travel to and from the new Community Stadium.

2.2 Public Transport

2.2.1 Services on bus routes K58 and B13 provide the opportunity for travel to and from the stadium by bus. These services operate on London Road providing 3 buses an hour during Monday to Saturday daytime periods however there are no evening services, as indicated in the table below. The walking distance from the nearest bus stops to the stadium would be approximately 800 metres, equivalent to a 10 minute walk at a normal walking speed.

2.2.2 Services on route NoK58 currently finish at around 4pm however services on NoB13 would provide a convenient means of transport to and from the stadium for supporters based in the Boston and Kirton areas when travelling to a Saturday afternoon fixture. There are currently no bus services operating on the A16 past the stadium.

Service	Route	Frequency (minutes)			
		Monday to Friday		Saturday	Sunday
		Daytime	Evening		
K58	Boston - Kirton	60	-	60	-
B13	Boston – Kirton – Sutterton - Spalding	30	-	60	-

Table 2.1 Existing Bus Services on London Road

2.2.3 The overall Q1 development may provide the opportunity for improved bus services in the local area to be provided and to this end the distributor road passing through the Q1 development will be provided to standards suitable for bus operation and a new bus stop and bus layby will be provided nearby on the A16. The potential to introduce improved local bus services would be a matter for further consideration with the relevant authorities in the context of the overall Q1 development.

- 2.2.4 On match days dedicated shuttle buses would be introduced for journeys between the town centre and the stadium with services commencing say 75 minutes before kick-off, with return services operating for a similar period after the match. The shuttle services would operate on a flexible basis with buses leaving as soon as they are full.
- 2.2.5 It is recognised that close coordination between Boston United FC and the nominated bus operator would be required to ensure that sufficient shuttle bus capacity is available to accommodate anticipated demand. A fare would be charged for the shuttle bus services, although it is envisaged that tickets would be attractively priced to encourage supporters to travel by bus to and from the stadium. With the potential to pre-book shuttle bus travel when pre-purchasing match tickets and when purchasing season tickets.
- 2.2.6 In addition to travel by bus there is will be travel by train to Boston station may be a convenient option for some home and away supporters, with the opportunity to complete the journey to the stadium by bus. Passenger rail services are available to the town centre railway station on the 'Poacher Line' which operates between Nottingham and Skegness, via Boston, Sleaford and Grantham. Services operate hourly from early morning until late evening Monday – Saturday.

2.3 Access for Pedestrians and Cyclists

- 2.3.1 Pedestrian access to the stadium will be available via footways contiguous with the stadium access road. A further footway/cycleway link will be provided between the stadium and a traffic signal controlled 'Toucan' crossing facility to be provided on the A16. The Toucan crossing will enable pedestrians and cyclists to cross the main road in safety, thereby connecting the stadium complex with the remainder of the Q1 development to the west of the A16.
- 2.3.2 A network of footways and cycle routes will be provided within the Q1 development. This will enable supporters resident in the Q1 development or visiting food and drink outlets within the development to walk or cycle to and from the stadium. The network of footway and cycleway routes to be provided within the Q1 development provides connections to footways and existing cycle routes on London Road. The availability of these routes and the connections through the Q1 development will therefore provide the opportunity for supporters based in the Wyberton area and further afield to walk or cycle to the stadium.

2.3.3 The proposed development includes provision of a new footway on the eastern side of the A16 between Tytton Lane East and the new stadium roundabout. The existing footway on the eastern side of the A16 extends from the town centre, but currently ends at Tytton Lane East. The section of new footway will therefore enable supporters to walk to the stadium from areas south of the town centre using the new footway. It should be noted that access the stadium from Tytton Lane East will only available in emergency.

2.4 Travel Survey

2.4.1 BUFC will continue to keep supporters informed of progress on the stadium development as construction proceeds. As part of this ongoing liaison the Club will explain the available travel options to the new stadium and undertake a survey of current and anticipated travel to and from BUFC fixtures. The information obtained in this way will be helpful in informing the Stadium Event Management Plan and planning match day management.

2.4.2 It is envisaged that a further multi-modal supporters travel survey would be undertaken during October 2017 to provide details of travel to and from the ground. The survey would also seek information regarding attitudes to all aspects of transport provision with a view to identifying and resolving any travel related issues.

3 STADIUM EVENT MANAGEMENT PLAN

3.1 Introduction

3.1.1 This section of the report considers the management of the match day movements to and from the new stadium by all modes of transport. As indicated previously, these issues will be the subject of continuing liaison between the Boston United FC and the key stakeholders that comprise the Safety Advisory Group. Management strategies will be flexible to enable appropriate responses to be made to changing circumstances and varying match day attendance.

3.2 Access to the Stadium

3.2.1 Managing access to the stadium will be a key element of match day management strategy to be agreed by the Safety Advisory Group. The Club will have overall responsibility for the management of activities within the new stadium complex. Responsibilities in relation to management of activities in public areas adjoining the new stadium would be a matter for discussion and agreement by the Safety Advisory Group. It is however envisaged that the Club could provide stewards to manage movements on the stadium access road in the periods prior to and after a match.

3.2.2 The location of the stadium within walking distance of substantial areas of Boston, the availability of existing bus services and the planned provision of shuttle bus services to and from the town centre will provide the opportunity for a significant proportion of home supporters to walk, cycle or travel by public transport and walk to the stadium, which the Club will encourage.

3.2.3 Some 404 car parking spaces will be available at the stadium for match day use, including 24 spaces for use by the disabled and 24 spaces for use by cyclists or motor cyclists. These parking spaces are conveniently located for spectator use within a few metres of the stadium turnstiles. Up to around 40 car parking spaces at the stadium would be reserved for players, officials, directors, senior staff, stewards and spectators using the hospitality boxes. The remainder would however be available for spectator use on a first-come first-served basis. It may however be considered to close the car park access a few minutes before kick-off to avoid congestion around the stadium complex.

- 3.2.4 An appropriate charge would be made for match day parking at the stadium. It is envisaged that the parking charge would be collected by gatemen positioned adjacent to the mini-roundabout at the south-west corner of the stadium. A key objective of this operation will be to ensure that traffic entering the stadium complex does not back-up onto the A16. Should the stadium car park reach capacity, vehicles entering the stadium complex would be turned round at the mini-roundabout to exit the site.
- 3.2.5 In addition to managing activities within the stadium complex and on the access to the stadium it is envisaged Club Stewards would have a key role in helping manage on-street parking on public roads in the local area, although this would be a matter for discussion and agreement with Lincolnshire Police. Club Stewards who have attended a relevant traffic management course would be briefed to set out 'traffic cones' on designated streets in the local area to deter on-street parking in adjoining residential streets and ensure easy access for emergency service vehicles.
- 3.2.6 It is envisaged that streets to be managed in this way would include sections of Tytton Lane East to the east and west of the A16 and Yarborough Road and Solway Avenue (off Tytton Lane East). Traffic cones would be placed around 3 hours before kick-off and removed promptly after the game. With the agreement of Lincolnshire Police, suitably trained Club Stewards would also be responsible for stopping or re-directing traffic on public roads in the vicinity of the stadium in the event of an incident or emergency.
- 3.2.7 It is recognised that a more formal approach involving a Traffic Regulation Order may need to be considered to prohibit parking for specified periods on some nearby highways, including sections of the A16. The need for such an Order will be considered with the relevant authorities before the stadium is brought into use and reviewed subsequently as appropriate.
- 3.2.8 The key role of Club Stewards in managing match day issues is fully recognised by the Club and appropriate training and support will be provided to enable duties and responsibilities to be properly discharged. Stewarding responsibilities would be clarified and defined by the Safety Advisory Group and Lincolnshire Police prior to each home fixture with briefings to be given by the Club's Safety Officer.

3.2.9 After the match, pedestrians would be allowed to exit the stadium complex for a period to be determined by the Safety Advisory Group, before vehicles parked in the stadium car park are allowed to leave. This would typically be up to around 10-15 minutes after the end of the game.

3.3 Away Supporters

3.3.1 It is envisaged at the beginning of each season the Safety Advisory Group would categorise each home league fixture in relation to the level of Police presence likely to be required, based on past history and intelligence. An important part of the Stadium Event Management Plan will involve liaison between BUFC and the visiting Club in the period prior to each home game to ascertain the anticipated level of away support. This liaison with the visiting Club and with Lincolnshire Police will enable the categorisation of each fixture and strategies for policing and stewarding to be reviewed and refined prior to each home fixture.

3.3.2 Current away supporter attendance at Boston United home games varies from fixture to fixture, but is typically around 10% of total attendance. Anticipated levels of away support can however be reasonably well predicted by experience from previous fixtures with the visiting Club or through intelligence from other Clubs, if the visiting team has not previously played at Boston.

3.3.3 A large proportion of away supporters would normally be expected to travel by coach, operated by the Club in question. The new stadium includes provision of 5 coach parking spaces, which it is anticipated would be sufficient for most fixtures (equivalent to around 250 away supporters). The visiting club would be advised in advance of the availability and location of the stadium coach parking facilities. If additional coach parking provision was considered necessary, the potential to allocate additional coach parking areas would be considered as and when necessary.

3.4 Match Day Demands for Movement

3.4.1 In relation to a Saturday 3pm kick-off, the analysis below provides a starting point for considering demands for movement arising from the 4 match day attendance scenarios identified in section 1.2.5 above:

- **Away Supporters** – Away supporters travelling by coach generally comprise up to around 10% of the total attendance. 5 coach parking spaces are proposed at the stadium with away coaches generally arriving at around 2pm.
- **Home Supporters** - The Football League Supporters survey of 2008 found that 70% of supporters typically travel to home games by car, with 30% either walking, travelling by public transport or transport provided by the Club.
- **Home Supporters – Walking** – The new stadium is located within a reasonable walking distance of substantial residential areas south of Boston town centre, with 500 new homes also to be built as part of the Q1 development. On this basis it is reasonable to consider that around 10.0% of home supporters would walk to the ground.
- **Home Supporters – Shuttle Bus Service** – Dedicated match day shuttle buses would operate between the town centre and the stadium which would start approximately 75 minutes before kick-off and provide an attractively priced service for supporters. It is envisaged around 12.5% of home supporters would travel by shuttle bus
- **Home Supporters – Scheduled Bus Services** – Regular bus services are available on London Road and there is the prospect that additional scheduled services would be provided in response to demand generated by the Q1 development, serving suburban areas of Boston and outlying areas. It is envisaged that around 7.5% of home supporters would travel by scheduled bus services.
- **Home Supporters – Travel by Car** – Some 70% of home supporters are considered to travel by car. The Football League survey recognised the social element of attending football matches noting that only 14% of home supporters travelled to games alone with 20% travelling with 3 or more adult friends and the remaining 66% travelling with one or more partners, including children. An average vehicle occupancy of 2.85 people per car is therefore considered realistic.

3.4.2 The references below consider a notional timeline for activities during a Saturday match-day, with kick-off at 3pm:

- **Prior to 1pm** - It is anticipated that most staff, stewards, officials, players and spectators with hospitality packages would arrive at the stadium before 1pm. Any non-football related activities at the stadium during the Saturday morning would finish at around midday with those participating having left prior to 1pm.
- **Period 1pm to 2pm** – with catering facilities available at the stadium and numerous food and drink outlets available within the Q1 development it is anticipated that up to around 20% of supporters travelling by all modes of transport would arrive in the vicinity of the stadium prior to 2pm.
- **Period 2pm to 3pm** – remaining spectators arrive at the stadium by all modes of transport, with kick-off at 3pm.
- **Post - Match** – At the end of the match, pedestrians would be allowed around 10-15 minutes to clear the stadium complex before exits from the stadium car park are opened. As with periods before the match, with a range of food and drink outlets within the stadium complex and in the Q1 development, it is anticipated that a small proportion (around 20%) may remain in the local area until after 6pm.

3.4.3 The table below summarises match day demands for movement for the 4 match day attendance scenarios. It can be seen that when playing in Scenarios 1 and 2, when playing in Conference North or the Conference Premier League, on site car parking will be sufficient for anticipated parking demand, with some reserve capacity available for other uses within the stadium complex.

3.4.4 In Scenario 3, when playing in Football League Division 2, with an average attendance of 2000 spectators, consistent with home attendance when BUFC last played in League 2 in 2006-07 a small shortfall in on-site car parking is indicated with 38 vehicles parking elsewhere. In Scenario 4, which would involve promotions to the Conference Premier and then to League 2 and a 25% increase in attendance compared with the Club's most recent season in League 2, some 149 vehicles would be unable to park at the stadium for the duration of the match.

	Scenario 1	Scenario 2	Scenario 3	Scenario 4
	Conference North	Conference Premier	Football League Division 2	Football League Division 2
Forecast average crowd	1100	1500	2000	2500
Away support by coach - (deduct)	100	150	200	250
Home Support	1000	1350	1800	2250
Home Support – Walk (10%)	100	135	180	225
Home Support – Scheduled Bus (7.5%)	75	100	135	170
Home Support – Shuttle Bus - (12.5%)	125	170	225	280
Travelling by car – (70.00%)	700	945	1260	1575
Car occupancy – (2.85)	2.85	2.85	2.85	2.85
Car Parking Demand	246	332	442	553
Car Parking Spaces Available on Site	404	404	404	404
On-Site Surplus/ Defecit	158	72	-38	-149

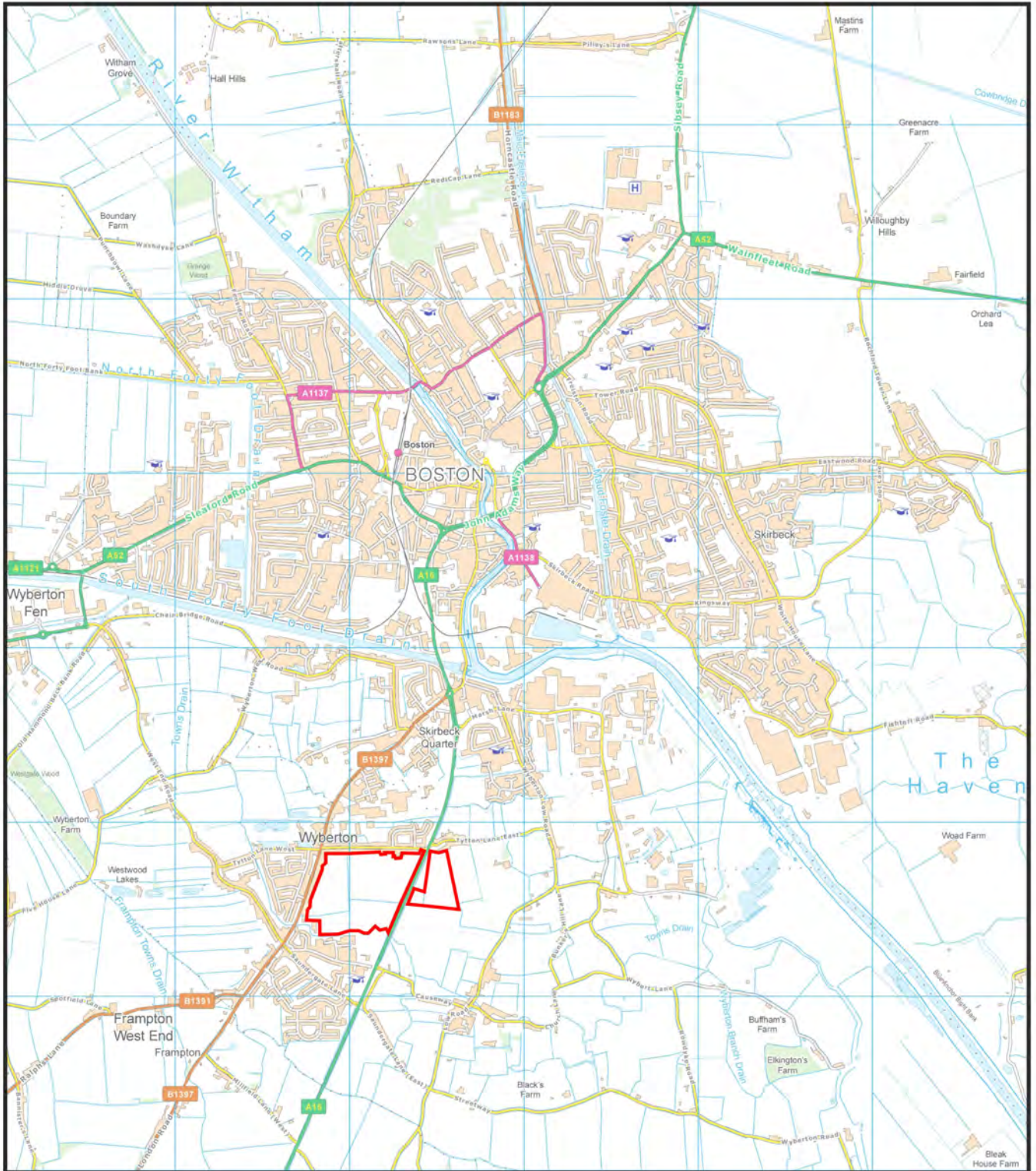
Table 3.1 Match Day Demands for Movement

3.4.5 In Scenario 3, when playing in Football League Division 2, with an average attendance of 2000 spectators, consistent with home attendance when BUFC last played in League 2 in 2006-07 a small shortfall in on-site car parking is indicated with 38 vehicles parking elsewhere. In Scenario 4, which would involves promotions to the Conference Premier and then to League 2 and 25% increase in attendance compared with the Club’s most recent season in League 2, some 149 vehicles would be unable to park at the stadium for the duration of the match.

3.4.6 As set out in section 3.2 above, action would be taken through the Event Management Plan to deter on-street parking in inappropriate locations and the strategies would be carefully monitored to ensure the effectiveness of such actions. It is envisaged that some home supporters will choose to park on the drive of a friend or relative living nearby and complete the journey to the stadium on foot. Others may choose to visit a food and drink outlet in the Q1 development and leave their vehicle in the off-street parking provided for the duration of the game. The Transport Assessment that forms part of the planning application for the proposed development considers these matters in more detail demonstrating extensive capacity for off-site car parking in appropriate locations, confirming that a match day attendance of at least 2500 spectators can be suitably accommodated.

3.5 Monitoring and Review

- 3.5.1 All aspects of the Stadium Event Management Plan will be continuously monitored and reviewed as the new stadium is brought into use, building on practical experience of operation. BUFC recognise that a pro-active approach will be required through the Safety Advisory Group to manage operation of the stadium and spectator parking in adjoining areas the stadium which will be undertaken in consultation with the relevant authorities and local people with a view to promptly addressing and resolving any issues which may arise.



 Site of Proposed Development

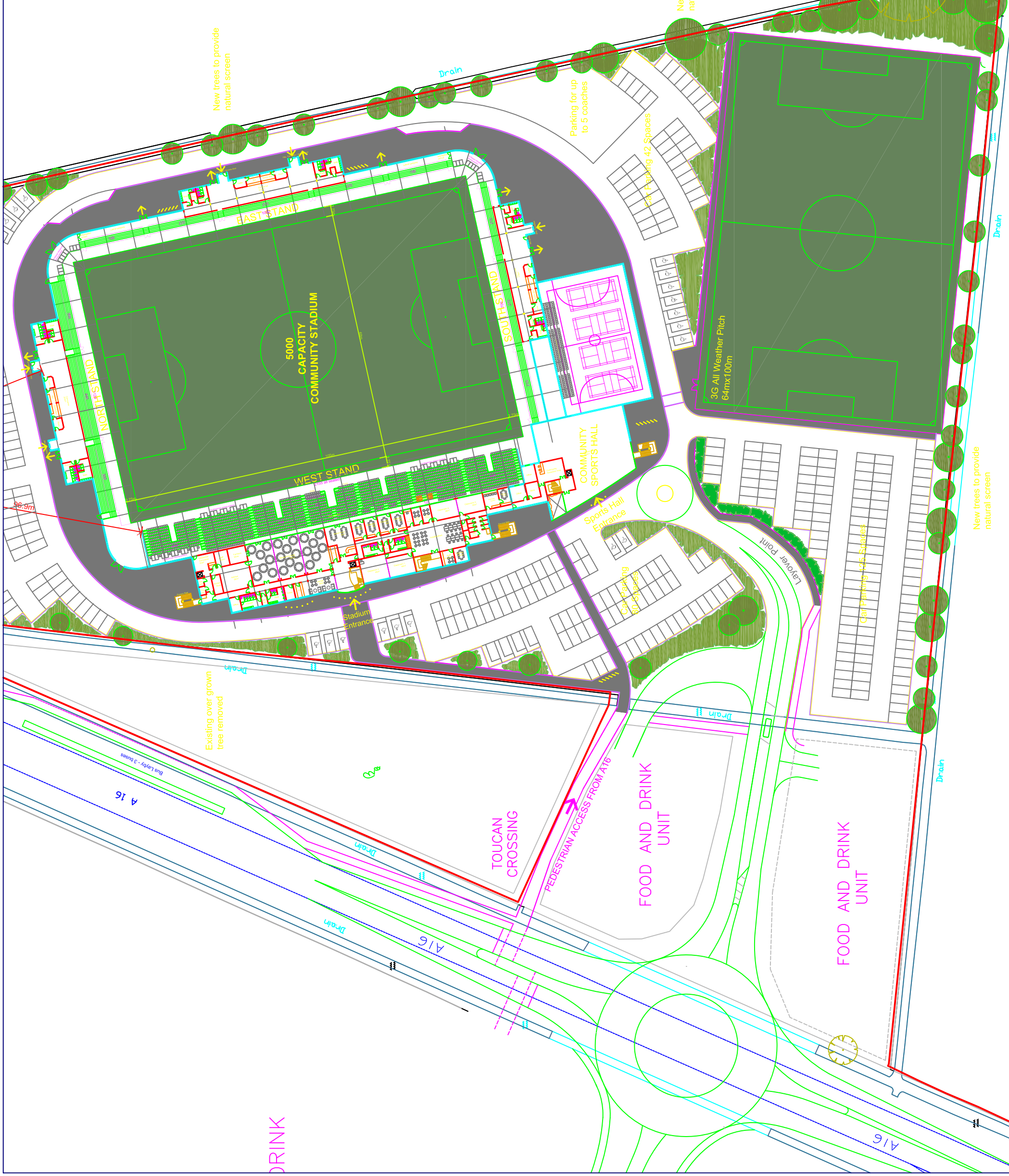
Figure 1
Site Location

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Notes

FIGURE 2



Rev	Date	Lines amended	Drawn	Chkd
•••	•••	•••	•••	•••
NTP Northern Transport Planning Suite 7 Vincent House 136 Westgate WAKEFIELD WF2 9SR T 01924 367460 F 01924 368931 E mail@ntpconsultants.co.uk W www.ntpconsultants.co.uk				

Client
CHESTNUT HOMES

Project
PROPOSED MIXED USE DEVELOPMENT AT THE QUADRANT – Q1, BOSTON

Title
THE STADIUM COMPLEX

Scale	Sheet	Drawn	Chkd
1:5000	A3	AK	JV

Drawing No. **NTP-13028-02-05** Rev **0**

KEY

	RESIDENTIAL		DISTRIBUTOR ROAD
	PUB RESTAURANT		PRIMARY STREET
	FOODSTORE		SECONDARY STREET
	COMMUNITY STADIUM		TERTIARY STREET
	PUBLIC OPEN SPACE		COURTYARD
	PRIVATE GARDENS		PEDESTRIAN / CYCLE LINK
	NEW PLANTING		BUS STOP
	PROPOSED DRAINAGE POND		FULL APPLICATION FOR THE COMMUNITY STADIUM (SEE DETAILED DRAWINGS)
	PROPOSED DRAINAGE SWALE		

HOUSING MIX

1 BED APARTMENT	50
2 BED APARTMENT	20
2 BED SEMI-DETACHED	145
3 BED SEMI-DETACHED	86
3 BED LARGE SEMI-DETACHED	38
3 BED DETACHED (SINGLE)	40
3 BED DETACHED (INTEGRAL)	41
4 BED DETACHED (INTEGRAL)	30
4 BED DETACHED (DOUBLE)	52
TOTAL	502



Figure 3