

LW Developments Ltd

CHESHUNT SPORTS VILLAGE, THEOBALDS LANE, CHESHUNT, HERTFORDSHIRE

Stadium Event Management Plan



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WSP Unit 9, The Chase John Tate Road, Foxholes Business Park Hertford SG13 7NN Phone: +44 1992 526 000 Fax: +44 1992 526 001 WSP.com

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1 INTRODUCTION

- 1.1.1. WSP has been appointed by LW Developments Ltd to prepare a Stadium Event Management Plan (SEMP) for the proposed development of Cheshunt Football Club site.
- 1.1.2. The new stadium has been subject to pre-application discussions with both Broxbourne Borough Council and Hertfordshire County Council and it has been agreed that it would be sensible to produce a Stadium Event Management Plan to provide a framework for the management of match-day demands for movement to the new stadium.
- 1.1.3. This Stadium Event Management Plan (SEMP) provides a framework for the management of match-day demands for movement by all modes of transport to and from the new Stadium proposed by Cheshunt Football Club. The capacity of the new stadium will be for 2,000 spectators including seating provision for 1,330 spectators. The stadium will include a full range of modern spectator facilities, including some 305 car parking spaces.
- 1.1.4. The Cheshunt Football Club site is located to the north of Theobalds Lane, approximately 120m east of the A10 and just over 1km from Cheshunt Town centre. A site location plan is attached at **Appendix A** of this report. The new stadium comprises an element of a wider mixed use development at the Cheshunt Football Club site. The development proposal is as follows:
 - A new football stadium to replace the existing ground located to the south-west of the site next to the existing car park. The stadium will include the following elements:
 - A new stadium with 1330 seats and overall capacity for 2,000 spectators.
 - A north block which will be arranged across three floors totalling 2,400sqm (GIA) and will comprise changing rooms, bars and functions suites;
 - 115 residential apartments;
 - 48 residential houses; and
 - A western block which will be arranged across three floors totalling 4,002sqm (GIA) and will comprise community use, service related industries, leisure use and offices.
- 1.1.5. The vehicular access to the new stadium will be via the existing priority junction with Theobalds Lane located to the west of the site. Pedestrian and cycle access to the site will be via connections with the existing combined footway / cycleway that runs on the southern side of Theobalds Lane. In addition pedestrian and cycle connections will be provided to the combined footway / cycleway that runs along the eastern site boundary on a north / south alignment between Theobalds Lane and Albury Ride.
- 1.1.6. The SEMP will operate under the direction of a 'Safety Advisory Group', which it is envisaged would include representatives of Broxbourne Borough Council, Hertfordshire County Council, Hertfordshire Police and also representatives from other emergency services and Football Licensing Authorities. Cheshunt FC and the other key stakeholders that form the Safety Advisory Group have extensive experience of managing activities associated with football matches at the existing football ground.
- 1.1.7. The Safety Advisory Group would meet as required to consider safety and traffic management issues relating to the management of match day use of the stadium and operation of the SEMP. The main objective of the SEMP will be to promote the safety and enjoyment off all spectators, with consideration to the interests of the general public including local residents.
- 1.1.8. The SEMP envisages a flexible and pro-active approach to the management of match day activities. Although 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 allow the SEMP and match day management strategies to be updated on a match by match basis.
- 1.1.9. The SEMP will build on experience gained in relation to fixtures played at the existing ground and in due course fixtures to be played at the new stadium. In addition to planning for the management of regularly occurring match day issues, separate contingency plans will be prepared in consultation with key stakeholders, to identify strategies and actions required to deal with potential incidents and emergencies.



- 1.1.10. The new stadium will also provide leisure and community uses. It is envisaged that the 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.
- 1.1.11. 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,

1.2 BACKGROUND

- 1.2.1. Cheshunt FC currently play in the Ryman League Division One North, tier eight of English competitive football. LW Developments Ltd has stated that the Club has aspirations to progress and play at higher levels, with promotion to the Football Conference and Football League realistic objectives. Although it should be made clear that the 2,000 proposed capacity will not immediately translate into 2,000 spectators.
- 1.2.2. The 2015 2016 attendance for home games ranged between approx. 100 300 spectators depending on the fixture. The proposed 2,000 spectator stadium is extremely unlikely to operate at capacity, based on the current levels of attendance. However, the club is optimistic that long term improved spectator facilities that would be provided at the new stadium will boost the current attendances and help to improve the playing record of the club. It is should be noted that the current capacity of the refurbished stadium is circa 2,180 spectators.
- 1.2.3. In the 2015 2016 season the club played 26 games at home, 23 of these were league games, 3 were cup games. The club played 18 league games and 1 cup game on a Saturday and the remaining 7 games (5 league and 2 cup) were played on a Tuesday. The average attendance over the course of the season for the home games was 162 spectators. The highest attendance of 296 spectators was recorded on the 10th November 2015 against Harlow Town.
- 1.2.4. For the purposes of the SEMP and assessing match day demands for movements it is proposed that five match day attendance scenarios are considered as follows:
 - 1. Playing in the Current League
 150 spectators
 - 2. Playing in Isthmian Premier League=300 spectators
 - 3. Playing in National League South=600 spectators
 - 4. Playing in National League = 1,200 spectators
 - 5. Playing in English Football League 2 = 2,000 spectators
- 1.2.5. LW Developments Ltd has confirmed that the above attendances are likely to be robust, based on the current attendances and would provide scope for their long term aspirations. It is proposed that the operation of the stadium and event management plan will need to be revisited at a later date, should the capacity of the stadium exceed 2,000 spectators.

1.3 REPORT FORMAT

- Chapter 2 will detail opportunities for travel to and from the new stadium including public transport; pedestrians and cyclists.
- Chapter 3 will include details of a multi modal travel survey to gauge existing supporters travel patterns and feed into the SEMP. It will also consider the management of match day movements to and from the new stadium by all modes of transport. This will include away supporters and details of likely match day demands for movement for each of the 5 assessment scenarios. The likely car parking demand and parking stress will also be considered.

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2 TRAVEL TO AND FROM THE STADIUM

2.1 INTRODUCTION

2.1.1. This section of the report considers the sustainability of the proposed stadium in terms of accessibility to public transport infrastructure, as well as opportunities for cycling and walking.

2.2 WALKING AND CYCLING

- 2.2.1. The proposed site will connect to the existing pedestrian facilities on Theobalds Lane that provide a connection to the High Street and wider footway network with Cheshunt.
- 2.2.2. Theobalds Lane is served by a combined footway / cycleway that run to the south of the site and to the north of Theobalds Brook. To the west of the site a footway / cycleway crosses the A10 via a pedestrian over bridge and also accesses the footway on the southbound A10 carriageway. The A10 over bridge provides connection to a footpath that leads to Bury Green and Churchgate to the west of Cheshunt.
- 2.2.3. To the east of the site the combined footway / cycleway connect to the northern footway on Theobalds Lane and also the footway / cycleway that runs adjacent to the eastern boundary and provides access to Albury Ride. A further footway / cycleway are provided on the southern side of Theobalds Lane between the access to Cedars Park and the eastern boundary.
- 2.2.4. Footways either side of Theobalds Lane to the east of the site provide access to the B176 High Street and Theobalds Grove Station.
- 2.2.5. There are a number of pedestrian crossings in the vicinity of the site that could accommodate key pedestrian desire lines. These include the uncontrolled pedestrian crossing at the existing Football Club access that connects to the southern Theobalds Lane footway / cycleway. An uncontrolled pedestrian crossing provided on Theobalds Lane at the eastern boundary of the site, to allow pedestrians to cross north to south and vice versa. The Theobalds Lane arm of the mini roundabout junction with the B176 High Street includes the provision of an uncontrolled pedestrian crossing. The B176 High Street to the south of the mini roundabout junction with Theobalds Lane provides a signalised pedestrian crossing, just to the north of the rail station. The pedestrian facilities will aid movement between the site and the local facilities on the High Street including the Theobalds Grove rail station.
- 2.2.6. **Appendix B** shows the indicative walking isochrones from the site based on a walking speed of 80m per minute (circa 4.8mph), up to a maximum distance of 2km from the centre of the proposed site. The walking isochrones demonstrate that within a 10 minute walk of the site, individuals can reach bus stops and rail station. The proposed stadium would be accessible by 10,470 residents within 1km and 38,146 residents within 2km. The surrounding residential catchment would provide opportunities for future staff and customers to walk or cycle to access the site.
- 2.2.7. There are no formal cycle facilities on Theobalds Lane to the east of the site. However, Theobalds Lane is considered to be sufficiently lightly trafficked to accommodate cycle trips on the carriageway. The B176 High Street to the south of the mini-roundabout junction is subject to the 20mph speed limit and would be appropriate to accommodate cycle movements. The section of the High Street to the north of the mini-roundabout junction with Theobalds Lane is considered to be sufficiently wide to accommodate cyclists within the carriageway and would provide connections to local facilities. The combined footway / cycleway that runs along the eastern boundary of the site and connects to Albury Ride that provides a lightly trafficked route from the site to Cheshunt Rail Station.
- 2.2.8. **Appendix C** shows the indicative cycle isochrones from the site based on a cycling speed of 200m per minute (circa 12mph). The cycle isochrones demonstrate that the stadium would be within easy cycle distance for all residents within Cheshunt and the surrounding areas including; Waltham Cross, Bury Green, Churchgate, Rosedale, Turnford, Waltham Abbey and Enfield.

2.3 PUBLIC TRANSPORT BUS

2.3.1. No bus services operate on Theobalds Lane in the vicinity of the site. The nearest bus stops are located on either side of the High Street in the vicinity of Theobalds Grove rail station. Theobalds Grove rail station 'Bus Stop B' is located underneath the railway bridge on the High Street. The southbound Theobalds Grove rail



station 'Bus Stop A' is located in a lay by to the north of the mini roundabout junction with Theobalds Lane. The bus stops are approximately 420m (5mins) walking distance to the east of the proposed site.

2.3.2. The Theobalds Grove Railway Station bus stops provide access to a number of services that operate on the High Street and table 2.1 below summarises the bus routes and frequency of service. A bus route plan is provided at **Appendix D** of this report.

Service	Operator	Operator Route		Frequency			
			Mon-Fri	Sat	Sun		
242	Metroline	Potters Bar – Hammond Street- Waltham Cross	2 per hour	2 per hour	1 every 2 hours		
251	Arriva	Waltham Abbey – Waltham Cross / Hammond Street	4 per hour peak and 3 per hour off peak	2 per hour peak and 3 per hour off peak	No service		
310	Arriva	Hertford – Waltham Cross	1 every 10 mins	4 per hour peak and 1 per hour off peak	1 per hour (runs as service 411)		
410/410a/410x	Trusty Bus	Holdbrook Estate- Harlow	2 per hour	2 per hour	No service		

Table 1 – Bus routes and frequencies – Theobalds Grove rail and bus stops – B176 High Street

- 2.3.3. The above table demonstrates that the proposed stadium would be well served by a number of high frequency bus services that provide access to surrounding towns and villages. The bus services also provide links to Waltham Cross Bus Station, which provides access to London bus services. The bus station is also served by a Transport for London night bus route N279.
- 2.3.4. The bus services accessible from the site would offer future residents and those accessing the football stadium with good opportunities to travel by bus. The frequency of the buses would provide a realistic alternative to the private car for all users at the proposed development.

2.4 RAIL

- 2.4.1. Theobalds Grove rail station is located approximately 440 metres (5 ½ mins walk) east of the site on the High Street to the south of the junction with Theobalds Lane. Theobalds Grove rail station is located on the Lea Valley lines and train services are provided by London Over ground. Oyster Cards are accepted at the station, which is in Travel card zone 7.
- 2.4.2. The typical off-peak service is two trains per hour to London Liverpool Street via Seven Sisters, and two trains per hour to Cheshunt. A number of trains run to Hertford East in peak hours.
- 2.4.3. The station also includes a covered cycle shelter with 5 stands and 4 stands not covered located adjacent to the station entrance.
- 2.4.4. Waltham Cross rail station is located approximately 1600m south of the site. The station is located on the West Anglia Mainline and train services are provided by Abellio Greater Anglia. The typical off-peak service is two trains per hour to London Liverpool Street via Tottenham Hale, two trains per hour to Hertford East, one train per hour to Stratford and one train per hour to Bishop's Stortford. The station provides 20 cycle parking stands adjacent to the entrance.
- 2.4.5. Cheshunt rail station is located approximately 2000m north east of the site at Windmill Lane. The station can be accessed via the combined footway / cycleway that run along the eastern boundary of the site and connects to Albury Ride, Russell's Ride and Windmill Lane.

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- 2.4.6. Cheshunt Railway Station is on the West Anglia Main line and the Lea Valley Lines and train services are provided by Abellio Greater Anglia and London Overground. Oyster cards are accepted at the station, which is in Travel card zone 8.
- 2.4.7. The typical off peak services from the station is as follows:
 - 4 trains per hour (tph) to London Liverpool Street via Tottenham Hale;
 - 2 tph to London Liverpool Street via Seven Sisters;
 - 2 tph to Cambridge;
 - 2 tph to Bishop's Stortford;
 - 2 tph to Hertford East; and
 - 2 tph to Stratford
- 2.4.8. The Liverpool Street service via Seven Sisters is run by London Overground. All other services are run by Abellio Greater Anglia.
- 2.4.9. The station provides 80 cycle strands/ racks which are located next to the station entrance.
- 2.4.10. Theobalds Grove, Waltham Cross and Cheshunt Stations are within easy walking and cycle distance of the proposed development and would provide a good opportunity for combined cycle / train journeys.

2.5 ACCESSIBILITY SUMMARY

- 2.5.1. The site benefits from good accessibility to high frequency bus services that provide access to surrounding towns and villages. The bus services also connect to Waltham Cross Bus Station, which provides links to London bus services. The bus services accessible from the site would offer supporters to with good opportunities to travel by bus. The frequency of the buses would provide a realistic alternative to the private car for all users at the proposed development.
- 2.5.2. Theobalds Grove, Waltham Cross and Cheshunt rail stations are all within acceptable walk and easy cycle distance of the site. The stations provide links to London Liverpool Street, Bishop's Stortford, Cambridge, Stratford and Hertford. The stadium is a short walk from Theobalds Grove station and the mist easily accessible for supporters.
- 2.5.3. The proposed stadium would be accessible by 10,470 residents within 1km and 38,146 residents within 2km. The surrounding residential catchment would provide opportunities for supporters to walk or cycle to access the stadium.
- 2.5.4. In terms of sustainability, it is clear that the site benefits from good accessibility to existing high frequency bus services that run on the High Street and access to three rail stations and is within walk and cycle distance of significant catchment. The site therefore provides supporters with a realistic alternative to the private car.



3 MATCH DAY TRAVEL DEMAND AND 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.

3.2 CHESHUNT FOOTBALL CLUB – SUPPORTER'S TRAVEL SURVEY

- 3.2.1. Cheshunt Football club undertook a supporter's survey to help establish the modal split for movements on match days. The survey was undertaken on Saturday 18th February 2017. The opposition was Great Wakering Rovers FC, a club based in Great Wakering Essex, SS3 OHH.
- 3.2.2. The full details of the supporter's travel survey are provided at **Appendix E** of this report.
- 3.2.3. The findings provide an analysis of match day demand for movements at a football club in step 4 of nonleague football.
- 3.2.4. These findings are then compared to the Stevenage Football Club Supporter's Survey 2013. Stevenage FC is a professional football club in Hertfordshire that plays in the English Football League. Like Cheshunt, it is well located in terms of public transport and offers a comparison and insight into match day demands for movement should Cheshunt progress to the national level of the game.

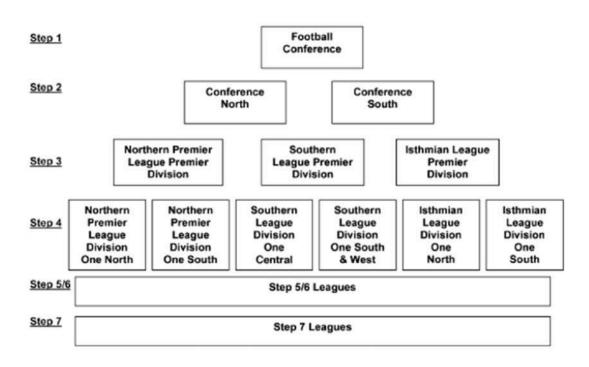
DISTRIBUTION OF EXISTING SUPPORTER TRIPS

- 3.2.5. The post code data provided by supporters has been plotted in GIS to determine their location and the mode they use. The GIS plots detail the existing supporter travel patterns and are provided at **Appendix F** of this report.
- 3.2.6. The results indicate that the majority of the supporters travel from the local Cheshunt area, with a few supporters travelling from Waltham Cross and Enfield.

NON-LEAGUE FOOTBALL PYRAMID

- 3.2.7. In considering the match day travel of supporters, it is important to understand the regionalisation of leagues in the National League System.
- 3.2.8. The National League System comprises the seven levels of the English Football League system immediately below the level of the Premier League and the English Football League.
- 3.2.9. At the top of the National League System pyramid is the National League. Its top division, also called the National League (currently called the Vanarama National League), is the only division in the System that is organised on a national rather than regional basis.
- 3.2.10. Below the National League, the layers have progressively more leagues and cover ever smaller geographical areas. Some leagues have more than one division.
- 3.2.11. All the leagues are bound together by the principle of promotion and relegation. Clubs that are successful in their league can rise higher in the pyramid, whilst those that finish at the bottom can find themselves sinking further down.
- 3.2.12. The following diagram shows the National League System. Cheshunt FC competes at step 4 in the League One North Division.

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3.2.13. Promotion to Step 3 would see Cheshunt FC compete in the Isthmian League Premier Division. Promotion to Step 2 would see the club enter the National League South Division before promotion to Step 1 in the National League Division.

TRAVEL DISTANCES AND ATTENDANCES

3.2.14. The average journey for a club in each division is shown in Table 2 below, along with average and median attendances.

Step	Division	Average Journey (Miles)	Average Attendance	Median Attendance
1	National Division	130	1,765	1,442
2	National South	77	554	513
3	Isthmian Premier	50	357	286
4	Isthmian Division One North	37	113	105

Table 2 – Supporter's Survey: Journey Distance + Attendance

- 3.2.15. It can be seen that the average journey for supporters increases the higher up the National League System a club goes. This is due to the fact that each step covers a wider geographical area up to the National Division, which is organised on a national basis.
- 3.2.16. Average attendances also increase the higher up the National League System and thus more successful a club becomes. However, a club's supporter's base in non-league football is also dependent on the history of the club, its location and professional status.
- 3.2.17. For example, Tranmere Rovers in the National League is a professional club that until very recently used to compete in the English Football League. It is also the only professional club based on the Wirral in northwest England. Tranmere's average attendance of 5,133 is therefore significantly more than other National League clubs. It is certainly higher than that of Boreham Woods of 464, the latter being a semi-professional club that



has never been higher than the National League, and is located in Hertfordshire surrounded by a number of English Football League and Premier League clubs.

3.2.18. The average attendance for each league is therefore skewed by these outlying anomalies. The median attendance is thus a better parameter to consider.

CHESHUNT FC SUPPORTER'S SURVEY

- 3.2.19. Supporters were asked for their postcode, whether they were a home fan, away fan or neutral, and how they travelled to the game.
- 3.2.20. Table 3 below provides the responses gained.

Table 3 – Supporter's Survey Mode Share

Mode	Home	Away	Neutral	Total
Car (Driver)	29%	14%	63%	28%
Car (Share)	49%	86%	25%	55%
Bus	1%	0%	0%	1%
Train	0%	0%	13%	1%
Walk	21%	0%	0%	15%
Other	0%	0%	0%	0%
Cycle	0%	0%	0%	0%
TOTAL	71%	21%	8%	100%

- 3.2.21. The survey indicates that around 28% of supporters travel alone by car, with an additional 55% sharing vehicle trips. There is an average occupancy rate of 1.6 people per car.
- 3.2.22. A large percentage (15%) walks to matches, with around 2% using public transport. No supporters cycled to the match and this may be a reflection of the current lack of cycle parking facilities at the club.
- 3.2.23. No away supporters travelled by coach as one was not provided by the travelling team due to financial reasons and a relatively short travel distance (58.5 miles). All away fans therefore travelled by car.
- 3.2.24. Overall, it can be said that 72% of supporters travelled to the game via a sustainable travel mode.
- 3.2.25. Table 4 below compares the Cheshunt FC survey results to that of the Stevenage FC Supporters Survey 2013.

Table 4: Cheshunt FC Supporter's Survey VS Stevenage FC Supporter's Survey

Mode	CFC	SFC
Car (Driver)	28%	61%
Car (Share)	55%	13%
Bus	1%	2%
Train	1%	6%
Walk	15%	15%
Other	0%	2%
Cycle	0%	3%

3.2.26. The two surveys indicate that the same percentage of fans walk to games (15%) which highlights the extent of the local fan base for each club.

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- 3.2.27. However, the surveys show that more supporters travel by car to Cheshunt games than Stevenage games (83% compared to 74%). This is unsurprising given the regionalisation and hence shorter average journey distances of lower league football compared to the National League and English Football League Divisions.
- 3.2.28. In addition given the lower average attendances in non-league football, parking is not perceived to be a problem at grounds. Coupled with the fact that clubs at lower levels tend to be more rurally located, and with a lack of coach transportation due to financial constraints, it is not surprising that more supporters in lower leagues travel to matches by car compared to supporters of National League and Football League clubs. This is evidenced in the Cheshunt FC Survey, with 100% of away fans travelling by car.
- 3.2.29. The Stevenage FC survey does not indicate the average car occupancy. However, the Football League Supporter's Survey 2008 provides an average occupancy of 2.85 people per car for Football League clubs. This is higher than the average of 1.6 indicated from the Cheshunt FC Survey. This would be expected though as, given the longer travel distances in the National and Football Leagues and with more people attending games, it is reasonable to assume that more people will travel together for National and Football League matches.
- 3.2.30. Like Stevenage FC, the Cheshunt Football Club site is well located in close proximity to public transport. As Cheshunt FC gains promotion up the National League System, average journey distances will increase, and it is therefore reasonable to assume that more supporters will travel to the ground by public transport, bike or other methods such as coach.
- 3.2.31. While the two survey results thus differ initially, it is expected that the modal split of supporters visiting the new Cheshunt FC stadium will change and more closely resemble that of the Stevenage FC survey as Cheshunt progresses up the National League System.

FURTHER ANALYSIS

- 3.2.32. To assess match day demands for movements, we can propose five revised match-day attendance scenarios based on the attendance data for each step of the National League System.
- 3.2.33. Based on the data summarised above, it can be seen that the median match day attendance approximately doubles for every step up the National League System up to total stadium capacity of 2,000 spectators.
- 3.2.34. Cheshunt FC's average attendance to date in the 2016/17 is 136. Rounding this to 150, we can consider five match-day attendance scenarios as follows:
 - 1. Playing in the Current League Step 4:
 - 2. Playing in Isthmian Premier League Step 3:
 - 3. Playing in National League South Step 2:
 - 4. Playing in National League Step 1:
 - 5. Playing in English Football League 2:
- 150 spectators300 spectators600 spectators1,200 spectators2,000 spectators (total stadium capacity)
- 3.2.35. The attendance figures in each scenario seem robust compared to other comparable clubs in each division. For example, comparable clubs to Cheshunt in terms of location and club history in the Isthmian Premier League would be Harlow and Enfield with 250 and 380 spectators respectively. In the National League South comparable clubs would be Bishops Stortford, Hemel Hempstead and St Albans with 382, 462 and 739 spectators respectively. Boreham Wood attracts 464 spectators in the National League, Braintree 707, while former English Football League club Dagenham & Redbridge average 1,300. In the English Football League 2, established comparable clubs would be Barnet FC and Stevenage FC that average 2,071 and 2,767 spectators respectively.
- 3.2.36. At one end of the match day scenario spectrum is the regionalised Isthmian Division One North (scenario 1). At the other end is the national based National League and English Football League (scenarios 4 and 5).
- 3.2.37. The Cheshunt FC Supporter's survey provides a starting point for considering demands for movements arising from scenario 1, while the Stevenage FC Supporter's Survey provides analysis of match day movements for scenarios 4 and 5. For scenarios 3 and 4 we have assumed movements between these two points. The assumptions are shown in Table 5 below.

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Mode	Step 4 Isthmian Div 1 North ¹	Step 3 Isthmian Premier	Step 2 National League South	Step 1 National League ²	English Football League ²
Bus	1%	1.3%	1.6%	2%	2%
Train	1%	2.7%	4.4%	6%	6%
Walk	15%	15.0%	15.0%	15%	15%
Cycle	0%	1.0%	2.0%	3%	3%
Other	0%	0.7%	1.3%	2%	2%
Car	83%	79.4%	75.7%	72%	72%
Car Occupancy	1.6	2.00	2.40	2.85	2.85

Table 5: Match Day Movement Assumptions

¹.Data from the Cheshunt FC Supporters Survey 2017

² Data from the Stevenage FC Supporters Survey 2013

3.3 MATCH DAY DEMANDS AND PARKING STRESS

- 3.3.1. In total there are 305 non-residential parking spaces proposed at Cheshunt Sports Village.
- 3.3.2. In addition, the developer has in principle agreed to use the car parks at St Marys School (187 spaces) and Cheshunt School (80 spaces) if required on match days. The developer also has a reciprocal agreement with Broxbourne Council to use the car park at Cedars Park (66 spaces) upon request. There is also a 140 space public park at Theobalds Grove Rail Station at the end of Theobalds Lane. A summary of these spaces is provided in Table 6 below.

Off-Site Car Park Provision	Spaces	Distance			
St Marys School	187	1km			
Cheshunt School	80	1.3km			
Cedars Park	66	0km			
Theobalds Grove Rail Station	140	0.6km			
Total	473				

Table 6 – Off Site car parking provision

3.3.3. Based on the above assumptions, Table 7 summarises the match day demands for the five match day attendance scenarios.

Table 7 – Match day demands

Mode	Step 4 Isthmian Div 1 North	Step 3 Isthmian Premier	Step 2 National League South	Step 1 National League	English Football League
Forecast Average Crowd	150	300	600	1200	2000
Bus	2	4	10	24	40
Train	2	8	26	73	120

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Walk	23	45	90	179	300
Cycle	0	3	12	36	60
Other	0	2	8	24	40
Car	125	238	454	864	1440
Car Occupancy	1.60	2.00	2.40	2.85	2.85
Car Parking Demand	78	119	189	303	505
On Site Spaces	305	305	305	305	305
On Site Surplus/Deficit	227	186	116	2	-200
Off Site Spaces	473	473	473	473	473
Total Surplus/Deficit	700	659	589	475	273

- 3.3.4. Table 7 demonstrates that for the first four scenarios the on-site car parking provision will be sufficient to accommodate the predicted parking demand. Although the spare capacity for scenario 4 is limited. In scenario 5 the car parking provision is sufficient with the use of the off-site parking provision.
- 3.3.5. As the club progresses up the National League System and attendances increase, the club will be able to undertake further Supporter's surveys to provide robust assessments to update the stadium event management plan.

3.4 MANAGEMENT OF MATCH DAY MOVEMENTS

- 3.4.1. The management of match day movements will be subject to continuing liaison between Cheshunt 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.
- 3.4.2. The location of the stadium within walking distance of substantial areas of Cheshunt, cycle distance of all of Cheshunt, the availability of high frequency bus services on the High Street and access to rail will provide the opportunity for a proportion of home supporter's to walk, cycle or travel by public transport to the stadium, which the club will encourage.
- 3.4.3. The stadium will be served by 305 car parking spaces for match day use. The car park access will be closed 10 minutes before kick-off to avoid congestion around the stadium complex.
- 3.4.4. Cheshunt FC would levy an appropriate charge for match day parking at the stadium. The spaces will be available on a match by match basis and can be pre-booked online via the Clubs website or via the ticket office. Visiting supporters will also be able to pre-book a car parking permit. Cheshunt FC season ticket holders will also be able to buy a permit for the season via the ticket office. This approach will ensure that only spectators with parking permits will be able to access the Stadium car park. In addition the Club will provide a supporter drop-off and pick up area.
- 3.4.5. Theobalds Lane is subject to 'No Waiting' at any time parking restrictions from the junction with the A10 to the eastern boundary of the site. To the east of the site Theobalds Lane is covered by 'Limited Waiting' parking restrictions between 8am 6.30pm Monday Saturday. The residential roads that are accessed via Theobalds Lane to the east of the site are also covered by 'Limited Waiting' parking restrictions, between 9am 10am Monday Friday. The parking restrictions will prevent spectators parking on Theobalds Lane in the vicinity of the stadium.
- 3.4.6. It is considered that the 305 parking spaces on site available to the football club on match days will be sufficient to accommodate the predicted parking demand for the first four scenarios tested. In scenario 5 the car parking provision is sufficient with the use of the off-site parking provision. However, the Safety Advisory Group in addition to managing activities within the stadium complex and on the access to the stadium will have a key role in helping manage on-street parking on public roads in the local area. This would also be a matter



for discussion and agreement with Hertfordshire Police. Club Stewards who 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 residential roads to the east of the stadium and ensure easy access for emergency service vehicles.

- 3.4.7. It is envisaged that streets that may need to be managed in this way would include the residential roads that access Theobalds Lane to the east of the site including; Salisbury Crescent, Montayne Road, Dudley Avenue, Cranbourne Road and Raydon Road. Traffic cones would be placed on these roads around 1 hour before kick-off and removed promptly after the game. With agreement of Hertfordshire 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 emergency.
- 3.4.8. 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 Hertfordshire Police prior to each home fixture with briefings to be given by the Club's Safety Officer.
- 3.4.9. 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.

3.5 AWAY SUPPORTERS

- 3.5.1. It is proposed 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 SEMP will involve liaison between Cheshunt FC 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 Hertfordshire Police will enable the categorisation of each fixture and strategies for stewarding and policing to be reviewed and formulated prior to each home fixture.
- 3.5.2. The current away support for Cheshunt FC varies from fixture to fixture. The level of away support can 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 Cheshunt FC.

3.6 MONITORING AND REVIEW

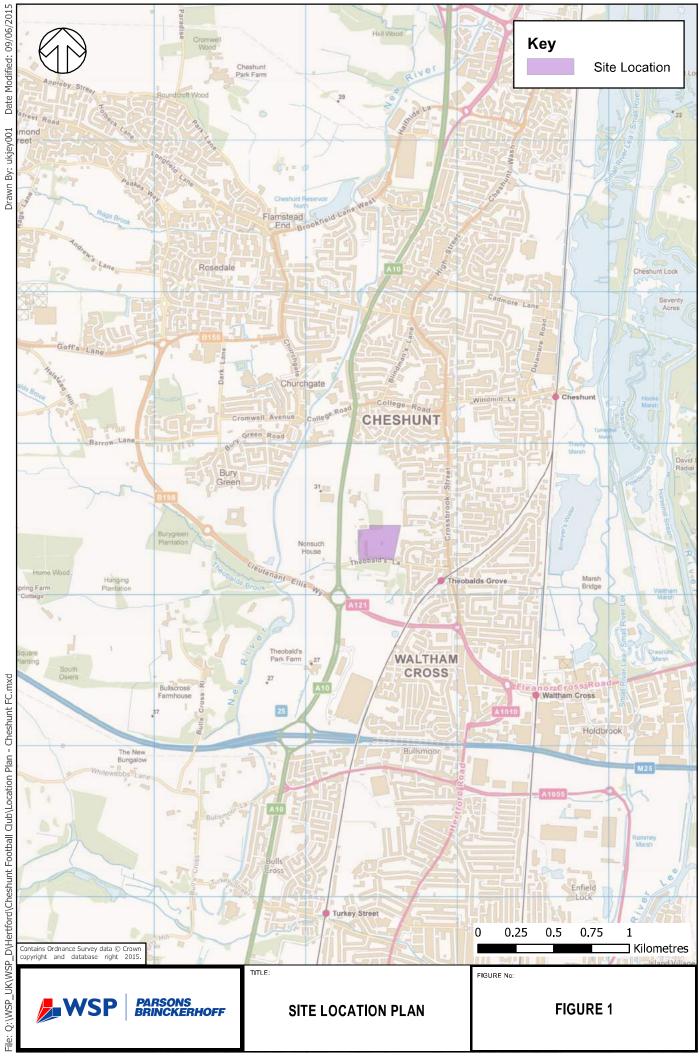
3.6.1. All aspects of the SEMP will be continuously monitored and reviewed as the new stadium is brought into use. The SEMP will draw on practical experience of the current operation of Cheshunt FC. Cheshunt FC recognise that a pro-active approach will be required through the Safety Advisory Group to manage the operation of the new Stadium and section parking in adjoining areas. This will need to be undertaken in consultation with the relevant authorities and local people with a view to promptly addressing and resolving any issues which may arise.

Appendix A

1150

SITE LOCATION PLAN

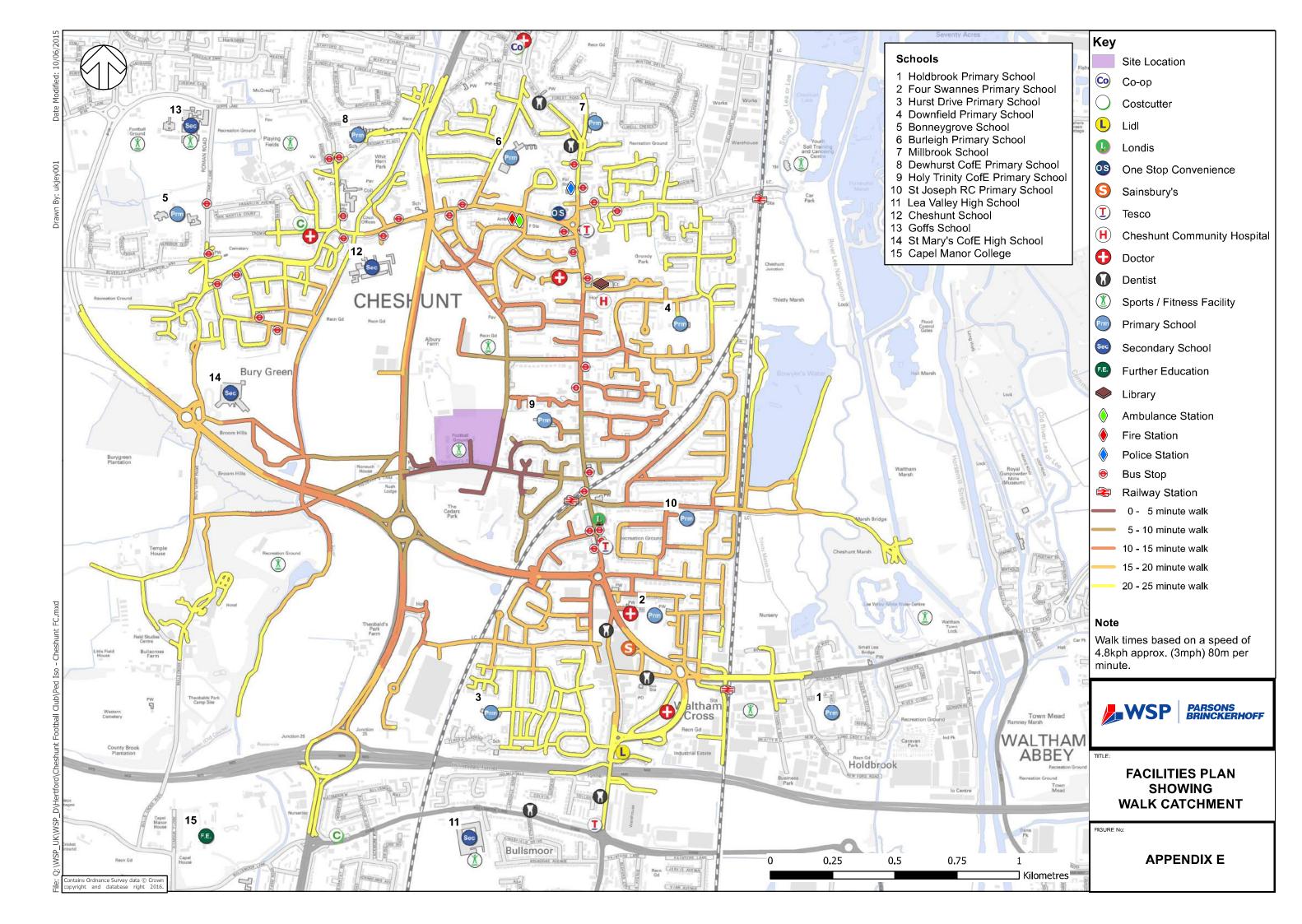




Appendix B

WALKING ISOCHRONES

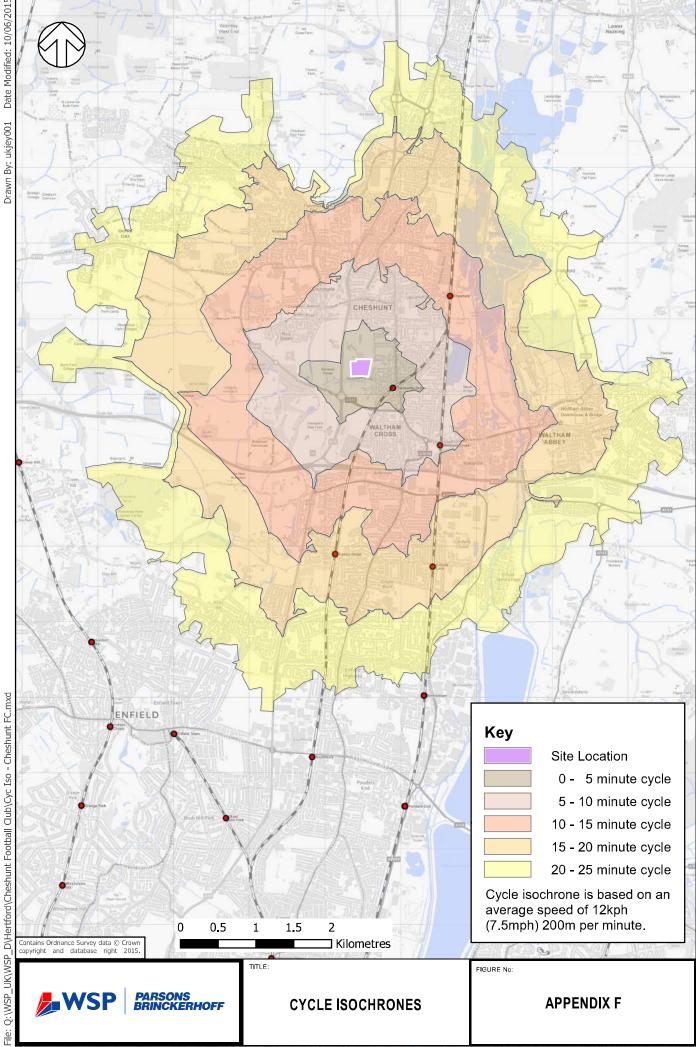
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Appendix C

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CYCLE ISOCHRONES

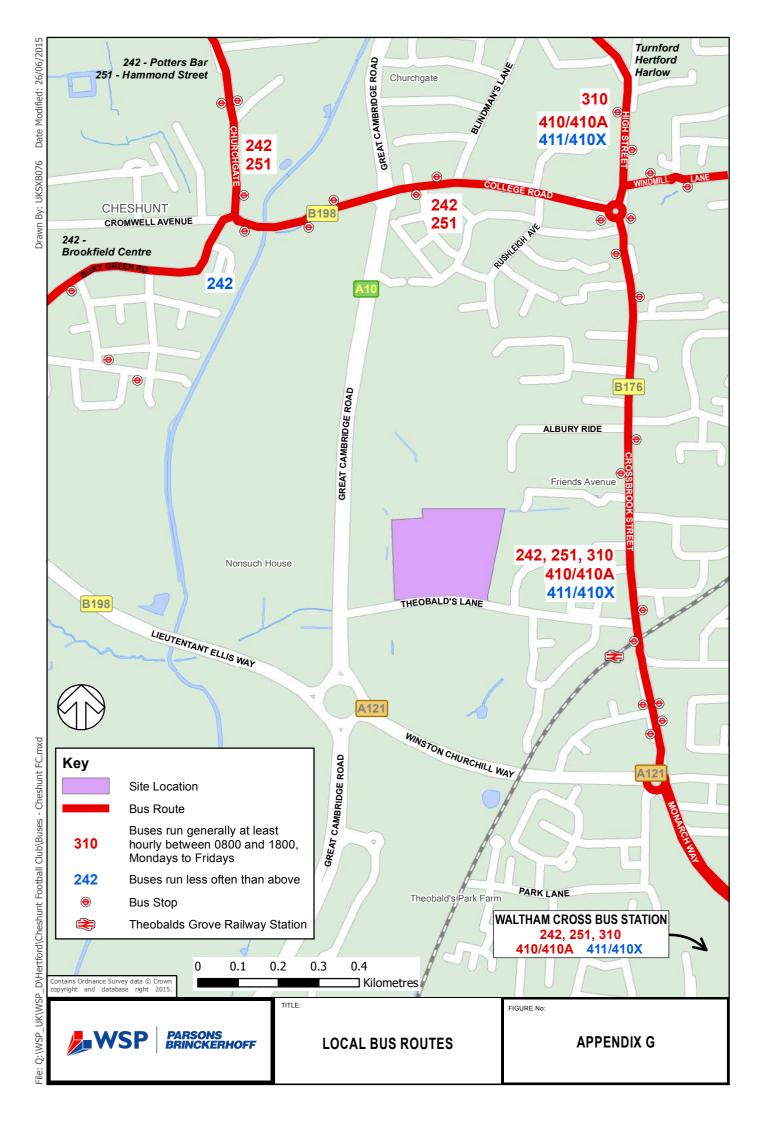


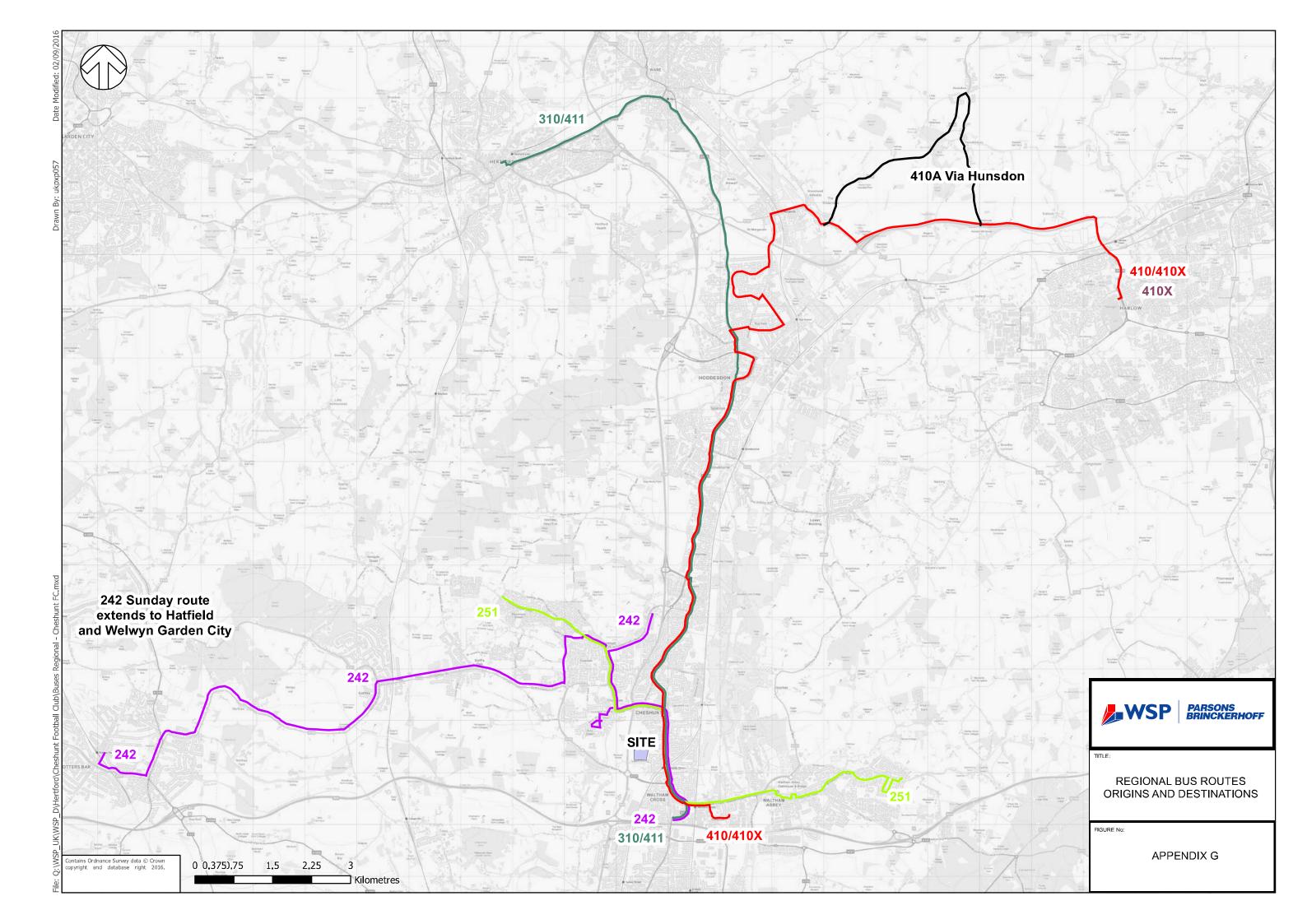
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Appendix D

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BUS ROUTE PLAN





Appendix E

SUPPORTERS TRAVEL SURVEY

NSD

	71	71	UARY 2017 V GREA	106
OSTCODE	SUPPORT	TRANSPORT	NO. PEOPLE IN CAR	
N7 6JL	Home	Car	1	1
N7 6LG	Home	Car	1	1
N8 OLG	Home	Car	2	2
N10 7QA	Home	Car	2	2
G10 3LT	Away	Car	2	2
N9 1PP	Home	Car	1	1
S3 OGX	Away	Car	2	2
N8 7ET	Home	Car	1	1
N8 7RD	Home	Walk		1
EN10 6FQ	Home	Car	2	
EN8 8JG	Home	Walk	*	1
SS6 8UJ		Car	2	2
	Away		2	2
EN8 7HJ	Home	Walk		
EN10 6LR	Home	Car	2	2
SS3 9NL	Away	Car	1	1
EN8 8SL	Home	Walk		1
EN8 OTX	Home	Car	1	1
EN8 9JJ	Home	Car	1	1
N3 6EQ	Home	Walk		1
EN8 9PN	Home	Car	4	4
SG12 8HT	Home	Car	2	2
EN8 7JA	Home	Walk		1
EN3 5AJ	Home	Bus		1
EN8 8AR	Home	Car	1	1
SS3 OBH	Away	Car	5	5
N3 6DR	Home	Car	2	2
EN8 OBQ	Home	Car	2	2
EN8 8QX	Home	Car	1	1
EN2 OPR	Neutral	Train		1
EN7 6LT	Home	Car	1	1
RM11 3XL	Away	Car	2	2
N11 0BB	Home	Car	2	2
IN8 ORG	Home	Car	1	1
N17 9EF	Neutral	Car	1	1
N8 7XD	Home	Walk		1
N10 6PH	Neutral	Car	1	1
HAS SRA	Neutral	Car	1	1
EN8 7EX	Home	Walk		1
EN7 6DD	Home	Walk		
ENS OLA	Home	Car	2	2
EN6 4LW	Home	Car	2	2
		Car	2	
EN7 5NL	Home		1	1
EN8 9PH	Home	Car		2
EN7 SAU	Home	Car	3	3
EN7 5DJ	Home	Car	4	4
NA2 9LH	Away	Car	3	3
CA8 1PJ	Away	Car	1	1
ALT 8/1	Home	Car	1	1
IN8 7TL	Home	Car	1	1
CM19 5NW	Neutral	Car	1	1
EN7 6JF	Home	Car	1	1
N8 7QJ	Home	Walk		1
EN8 8LS	Home	Walk		1
IN8 9FF	Home	Car	2	2
CM17 9HL	Neutral	Car	2	2
EN8 8DN	Home	Walk		1
CM18 6TG	Neutral	Car	1	1
INS SRR	Home	Walk		1
EN8 OLW	Home	Car	2	2
EN7 6HD	Home	Car	1	1
SS7 2AU	Away	Car	1	1
EN8 OEG	Home	Car	1	1
SS6 8LA	Away	Car	3	3
EN8 7RD	Home	Walk		1
EN3 7LE	Home	Car	1	1
	Home	Car	1	1
2M21 9/P	Home	Car	2	2
CM21 9JP	Home	Car	2	2
CM22 6FW	lle	0	-	
CM22 6FW EN7 6EF	Home	Car	1	1
2M22 6FW 2N7 6EF 2N6 4JX	Home	Car	1	1
CM22 6FW			1	1

Car Bus Train Walk Cycle		89 1 15 0 106	84% 1% 1% 14% 0% 100%	
Car 1 person 2 person 3 person 4 person 5 person	Car	To 29 19 3 2 1 54	otal People 29 38 9 8 5 89	1.6

	Car	Avg	g. Ppl C; Bus	Train	Walk	Cycle	Total
Home		60	1.6	1	0	15	0
Away							
Neutral							

	Home	%	Away	%	Neutral	%	TOTAL	%		SFC	;	Foc	tball Legaue Su	irvey
Car (Driver)		21	29%	3	14%	5	63%	29	28.2%		61.0%		53%	
Car (Share)		36	49%	19	86%	2	25%	57	55.3%	83.5%	12.9%	73.9%	17%	
Bus		1	1%	0	0%	0	0%	1	1.0%		1.6%		8%	
Train		0	0%	0	0%	1	13%	1	1.0%	1.9%	6.1%	7.7%	9%	17
Walk		15	21%	0	0%	0	0%	15	14.6%		14.9%		9%	
Other eg Coa	3	0	0%	0	0%	0	0%	0	0.0%		2.2%		4%	
Cycle		0	0%	0	0%	0	0%	0	0.0%		2.6%			
TOTAL		73	71%	22	21%	8	8%	103	100%					

Avg. Ppl Car Car journeys

 Home

 Car (Driver)

 Car (Share)

 Bus

 Train

 Walk

 Other

 Cycle

 TOTAL

 Away
 Neutral

 6
 14%
 63%

 6
 86%
 25%

 6
 0%
 0%

 6
 0%
 13%

 6
 0%
 0%

 6
 0%
 0%

 6
 0%
 0%

 6
 0%
 0%

 6
 0%
 0%
 Total 29% 49% 1% 0% 21% 0% 28% 55% 1% 1% 15% 0% 0% 71% 0% 21% 0% 8% 0% 100%

1.6 54

Mode	CFC	SFC
Car (Driver)	28%	61%
Car (Share)	55%	13%
Bus	1%	2%
Train	1%	6%
Walk	15%	15%
Other	0%	2%
Cycle	0%	3%

Ryman North

Team	Stadium	Avg Attendance *	Distance to away games	Round trip	Avg Journey
Bury Town	Ram Meadow	265	1059	2118	46
AFC Hornchurch	Bridge Avenue	166	632	1264	27
Dereham Town	Aldiss Park	146	1623	3246	70
Cheshunt	Theobalds Lane	136	742	1484	32
Maldon and Tiptree	Wallace Binder		692	1384	30
	Stadium	132			
Heybridge Swifts	Scraley Road Stadium	130	699	1398	30
Bowers and Pitsea	Len Salmon Stadium	126	654	1308	28
Brightlingsea Regent	North Road	120	904	1808	39
Soham Town Rangers	Julius Martin Lane		1147	2294	49
		119			
Wroxham	Trafford Park	117	1798	3596	78
Thurrock	Ship Lane	112	662	1324	28
Great Wakering	Burroughs Park		793	1586	34
Rovers		106			
Norwich United	Plantation Park	104	1758	3516	76
Haringey Borough	Coles Park	101	785	1570	34
Brentwood Town	Brentwood Centre		616	1232	26
	Arena	99			
Romford	Mill Field	94	650	1300	28
Aveley	The Mill Field	88	656	1312	28
Thamesmead Town	Bayliss Avenue	86	693	1386	30
Phoenix Sports	Phoenix Sports Ground		712	1424	30
		83			
Tilbury	Chadfields	80	687	1374	29
Waltham Abbey	Capershotts	80	711	1422	30
Witham Town	Spa Road	80	689	1378	29
VCD Athletic	The Oakwood	76	717	1434	31
Ware	Wodson Park	68	791	1582	34
Average		113	870	1739	37

*average attendance for 2016/17 season as of 28 Feb 17



Ryman Premier

Team	Stadium	Avg Attendance	Distance to away	Round trip	Avg Journe
		*	games	•	У
Dulwich Hamlet	Champion Hill	1254	797	1594	34
Worthing	Woodside Road	660	1349	2698	58
Havant and Waterloovill	West Leigh Park	619	1595	3190	69
Bognor Regis Town	Nyewood Lane	517	1507	3014	65
Lowestoft Town	Crown Meadow	456	2365	4730	102
Tonbridge Angels	Longmead Stadium	413	954	1908	41
Enfield Town	Queen Elizabeth Stadium	380	864	1728	37
Folkestone Invicta	Fullicks Stadium	376	1540	3080	66
Billericay Town	New Lodge	344	927	1854	40
Burgess Hill Town	Leylands Park	328	1133	2266	49
Leatherhead	Fetcham Grove	317	898	1796	39
Kingstonian	Kingsmeadow Stadium	286	834	1668	36
Needham Market	Bloomfields	285	1605	3210	69
Canvey Island	Park Lane	282	1005	2010	43
Leiston	Victory Road	267	1973	3946	85
AFC Sudbury	King's Marsh	257	1352	2704	58
Harlow Town	Barrows Farm Stadium	250	951	1902	41
Staines Town	Wheatsheafe Park	228	949	1898	41
Hendon	Claremont Road	207	840	1680	36
Merstham	Moatside	188	870	1740	37
Harrow Borough	Earlsmead	184	900	1800	39
Grays Athletic	The New Recreation Grou	174	871	1742	37
Wingate and Finchley	Harry Abrahams Stadium	148	853	1706	37
Metropolitan Police	Imber Court	139	864	1728	37
Average		357	1158	2316	50





National South

Team	Stadium	Avg Attendance *	Distance to away games	Round trip	Avg Journey
Ebbsfleet United	Stonebridge Road	1161	1252	2504	59
Dartford	Princes Park	1013	1214	2428	57
Chelmsford City	Melbourne Stadium	905	1421	2842	67
Maidenhead United	York Road	828	1188	2376	56
St Albans City	Clarence Park	739	1221	2442	58
Wealdstone	Grosvenor Vale	731	1139	2278	54
Hampton and Richmo	r Beveree Stadium	597	1137	2274	54
Bath City	Twerton Park	576	2026	4052	96
Welling United	Park View Road	533	1178	2356	56
Eastbourne Borough	Langney Sports Club	530	1642	3284	78
Poole Town	Tatnam	525	2016	4032	96
Gosport Borough	Privett Park	501	1620	3240	77
Margate	Hartsdown Park	474	2022	4044	96
Hemel Hempstead Tov	Vauxhall Road	462	1226	2452	58
Weston-Super-Mare	Woodspring Stadium	404	2445	4890	116
Bishops Stortford	Woodside Park	382	1407	2814	67
Truro City	Treyew Road	375	4572	9144	217
Whitehawk	The Enclosed Ground	299	1509	3018	71
Concord Rangers	Thames Road	297	1397	2794	66
East Thurrock United	Rookery Hill	295	1323	2646	63
Oxford City	Marsh Lane	288	1471	2942	70
Hungerford Town	Bulpit Lane	282	1494	2988	71
Average		554	1633	3265	77

*average attendance for 2016/17 season as of 28 Feb 17



National

Team	Stadium	Avg	Distance to F	Round trip	Avg
		Attendance	away		Journey
		*	games		
Tranmere Rovers	Prenton Park	5133	2923	5846	127
Lincoln City	Sincil Bank	4034	2637	5274	114
Wrexham	Racecourse Ground	3919	2793	5586	121
York City	Bootham Crescent	2358	3102	6204	134
Maidstone United	James Whatman Way	2201	3045	6090	132
Eastleigh	Silverlake Stadium	2200	3072	6144	133
Aldershot Town	Recreation Ground	2003	2694	5388	117
Chester	Deva Stadium	2002	2786	5572	121
Torquay United	Plainmoor	1806	4450	8900	193
Forest Green Rovers	The New Lawn	1745	2715	5430	118
Sutton United	The Borough Sports Grou	1561	2655	5310	115
Macclesfield Town	Moss Rose	1529	2555	5110	111
Barrow AFC	Holker Street	1355	3676	7352	159
Dagenham and Redbrid	g Victoria Road	1320	2674	5348	116
Woking	Kingfield Stadium	1308	2644	5288	114
Dover Athletic	Crabble Athletic Ground	1250	3685	7370	160
Bromley	Hayes Lane	1178	2709	5418	117
Southport	Haig Avenue	1058	3079	6158	133
Guiseley	Nethermoor Park	970	2979	5958	129
Solihull Moors	Damson Park	931	2346	4692	102
Gateshead	The International Stadiun	752	4382	8764	190
Braintree Town	Cressing Road	707	2812	5624	122
North Ferriby	Grange Lane	567	3000	6000	130
Boreham Wood	Meadow Park	464	2485	4970	108
Average		1765	2996	5992	130

*average attendance for 2016/17 season as of 28 Feb 17



League 2

Team	Stadium	Avg Attendance	2	Round trip	Avg Journey		
Portsmouth	Fratton Park	* 16712	games 3233	6466	140		
Plymouth Argyle	Home Park	8927	4642				
Luton Town	Kenilworth Road	8014	2410			Map Sateline	15 25 10 1
Doncaster Rovers	Keepmoat Stadium	5435	2762				Dundee
Grimsby Town	Blundell Park	5305	3139				Edinburgh
Carlisle United	Brunton Park	5157	4571	9142			Edinburgo
Notts County	Meadow Lane	5131	2411	4822			Glasgow
Cambridge United	Abbey Stadium	4565	2623			1	
Leyton Orient	Brisbane Road	4506	2726			and the second	Unted
Crewe Alexandra	Gresty Road	3900	2670				Kingdom
Exeter City	St James Park	3886	3908			S IRELAND	Kingdom
Yeovil Town	Huish Park	3739	3309	6618	143		
Colchester United	Community Stadium	3662	3152	6304	137		isle of Man 💽 🝙
Wycombe Wandere	r Adams Park	3577	2466	4932	107		Y Leed
Hartlepool United	Victoria Park	3523	4101	8202	178	Dublin	Liverpooloutand
Blackpool	Bloomfield Road	3461	3361	6722	146	Ireland	
Mansfield Town	Field Mill	3406	2494	4988	108	Ireland	
Cheltenham Town	Whaddon Road	3275	2484	4968	108	Limerick	
Stevenage Borough	Broadhall Way	2767	2487	4974	108		ENGLA
Newport County	Rodney Parade	2556	2986	5972	129	1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1 1	•
Crawley Town	Broadfield Stadium	2412	3065	6130	133	Cork	WALES OF ON
Barnet	The Hive Stadium	2071	2576	5152	112	the wat	Bristol
Morecambe	Christie Road	1833	3515	7030	152	and the second se	Cardin
Accrington Stanley	Crown Ground	1791	3075	6150	133		• • • • • • • • • • • • • • • • • • •
							Southar
Average		4567	3090	6181	134		Plymouth
							UPPO DA

Bel

*average attendance for 2016/17 season as of 28 Feb 17

Median

3700

Mode	Step 4 Isthmian Div 1 North	Step 3 Isthmian Premier	Step 2 National League South	Step 1 National League	English Football League
Bus	1%	1.3%	1.6%	2%	2%
Train	1%	2.7%	4.4%	6%	6%
Walk	15%	15.0%	15.0%	15%	15%
Cycle	0%	1.0%	2.0%	3%	3%
Other	0%	0.7%	1.3%	2%	2%
Car	83%	79.4%	75.7%	72%	72%
Car Occupancy	1.6	2.00	2.40	2.85	2.85

Mode	Step 4 Isthmian Div 1 North	Step 3 Isthmian Premier	Step 2 National League South	Step 1 National League	English Football League
Forecast Average Crow		300	600	1200	2400
Bus	2	4	10	24	48
Train	2	8	26	73	146
Walk	23	45	90	179	358
Cycle	0	3	12	36	72
Other	0	2	8	24	48
Car	125	238	454	864	1728
Car Occupancy	1.60	2.00	2.40	2.85	2.85
Car Parking Demand	78	119	189	303	606
On Site Spaces	332	332	332	332	332
On Site Surplus/Deficit	254	213	143	29	-274
Off Site Spaces	473	473	473	473	473
Total Surplus/Deficit	727	686	616	502	199

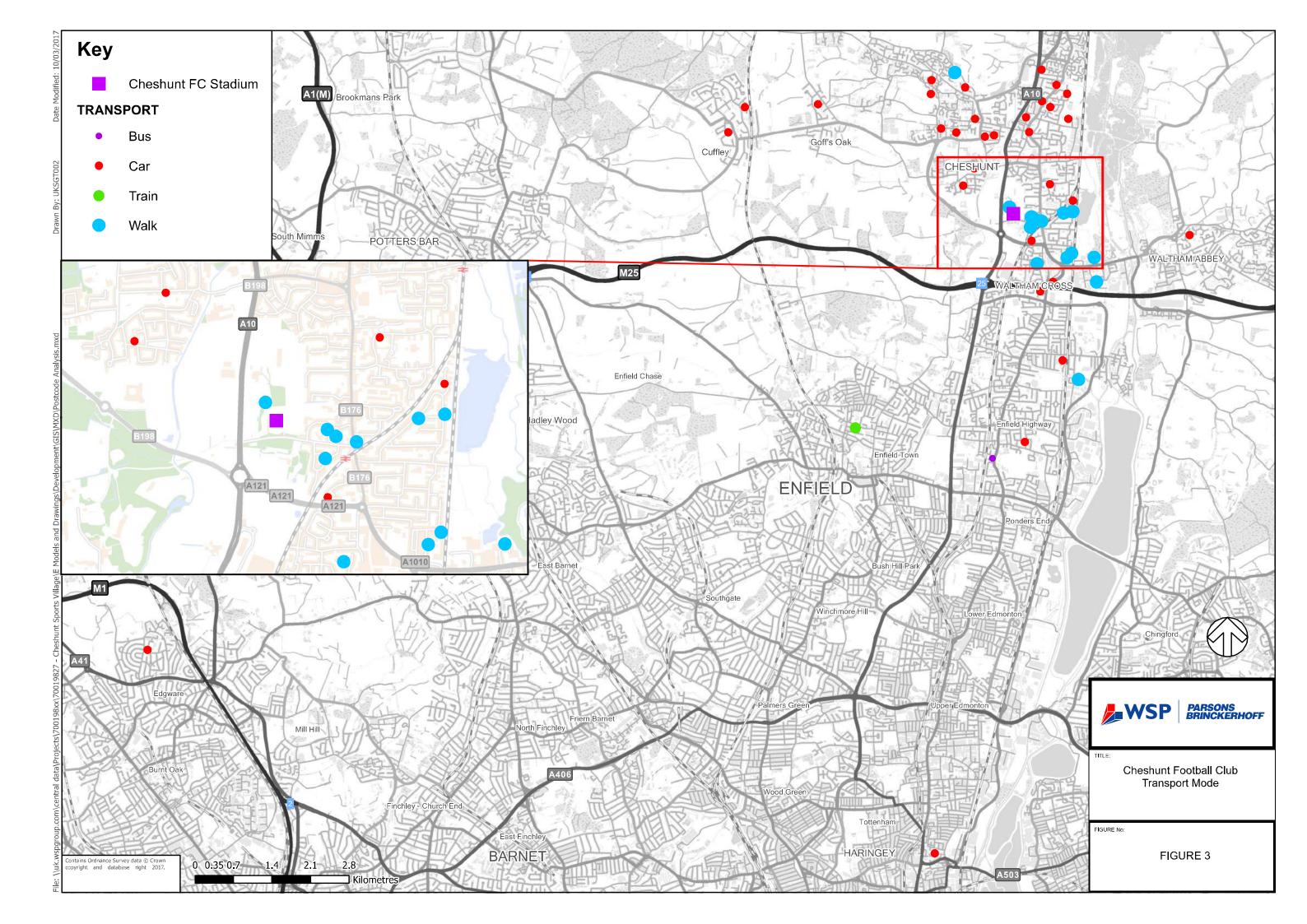
Appendix F

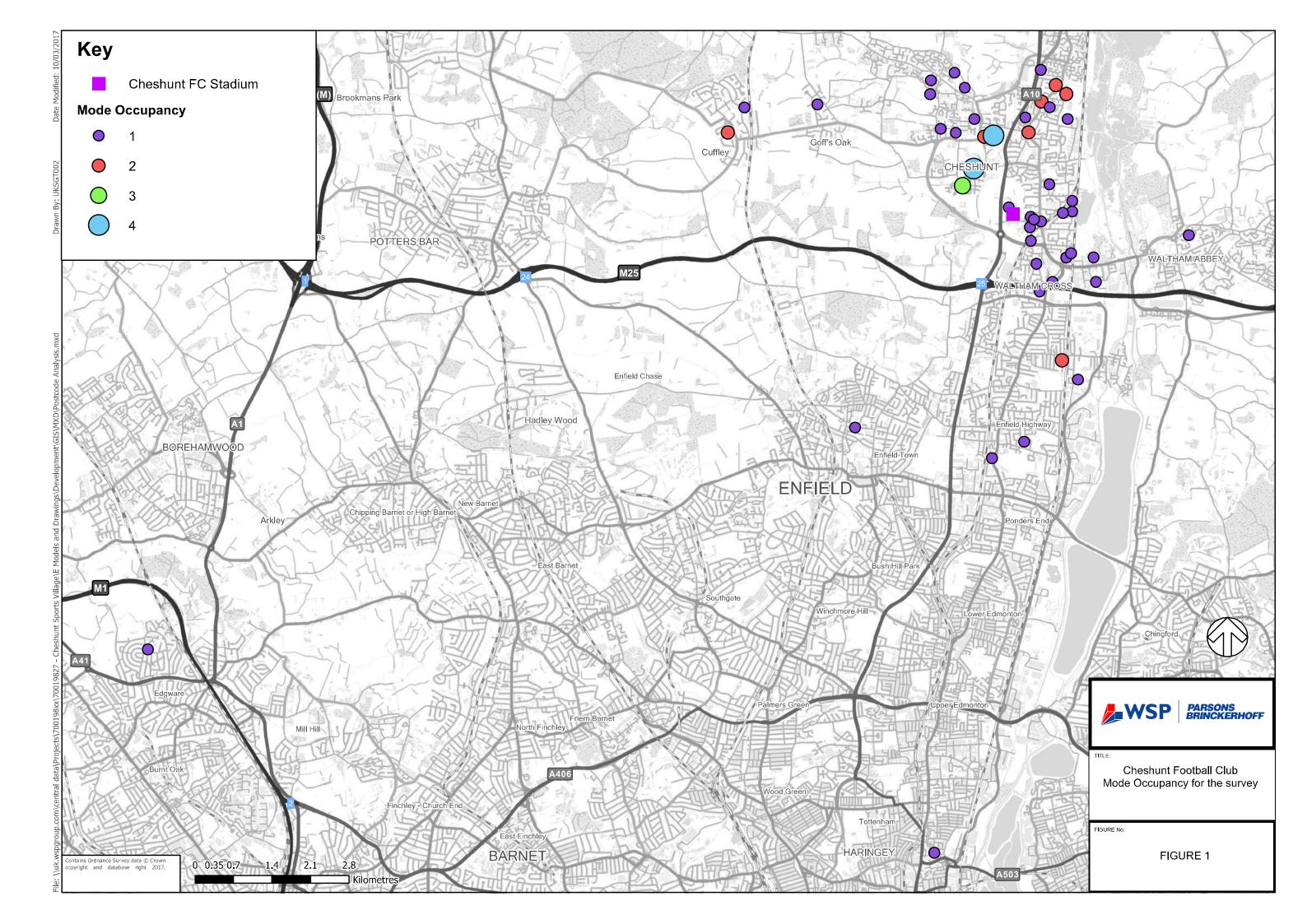
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SUPPORTERS TRIPS







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