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**St. George's Park  
National Football Centre**

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Proposed Sporting Facilities, Hotel  
and Associated Development

The Football Association

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**Transport Assessment  
and Travel Plan**

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February 2010

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# National Football Centre, Burton

## Transport Assessment and Travel Plan





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# **1 Introduction**

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# 1 Introduction

## 1.1 Introduction

The Football Association (The FA) secured planning permission for the development of the National Football Centre (NFC) in 2001. A new access to the B5234 and an internal access road were subsequently constructed in accordance with the consented scheme although construction was suspended in 2004.

The FA is now seeking to secure full planning permission for revised proposals which will include an indoor football pitch and associated facilities, offices, a 230 bed hotel (including conferencing and health & fitness facilities) and associated car parking. In addition, an outline application will be submitted at the same time as this application for an enabling development comprising 28 dwellings.

## 1.2 Scope of Work

Current Government Policy on transport is described by PPS13. This document requires all major development applications to be supported by a Transport Assessment and Travel Plan which demonstrate that the proposed development is sustainable in transport terms. A sustainable development is one, which reduces the need to travel and minimises reliance on the private motor car, where possible. A Transport Assessment has been undertaken to assess the net impacts of the current proposals compared to the consented scheme and has sought to mitigate any material changes. A Travel Plan has also been prepared which seeks to maximise the potential for non car travel by users of the site, where realistic alternatives are available.

The proposed revised scheme is not anticipated to have a significant impact on the level of peak hour trip generation associated with the site and is likely to have a relatively minimal impact on the surrounding highway network relative to the consented scheme. As part of the 2001 consented scheme, in addition to the new site access road and junction. The FA funded improvements to the Fives Lanes End Junction to upgrade it from a five way priority junction to a roundabout. These improvements are sufficient to accommodate the predicted level of traffic that will be generated from the revised proposals and as such no further infrastructure improvements are likely to be required.

As part of the 2001 application, a Transport Assessment was produced to consider the likely impact of those proposals. Following a meeting with Staffordshire County Council it was agreed that the 2001 Transport Assessment should be updated to assess the net impact of the revised proposals which would be considered relative to the baseline consented scheme. In addition the scope of the Transport Assessment and Travel Plan were agreed which are discussed in more detail below.

## 1.3 Contents of this Report

Following this introduction section 2 reviews relevant policy issues on a local, regional and national scale. The site location and accessibility is assessed in section 3. Section 4 reviews the existing, consented and proposed trip generation of the site with access arrangements and parking considered in section 5. An assessment of impacts is provided in section 6. A Framework Travel Plan is provided in section 7 with the summary and conclusions presented in Section 8.

## **2 Policy Context**

## 2 Policy Context

### 2.1 National Policy

National transport policy is contained in PPG13. The 2001 revision sets out the importance of a more sustainable approach to transport with an emphasis placed on greater integration between transport and land use planning, ensuring that development is located where it is accessible and close to suitable services to minimise travel duration and also encouraging a greater integration between different transport nodes.

PPG13 also encourages the promotion of non-car modes of transport, with improved provision of more sustainable travel options such as public transport, walking and cycling over car travel and in particular single occupancy car trips. In conjunction with the suitable location of development and better spatial strategies, the more sustainable transport networks should be enhanced while also using demand management measures to reduce the use of the car, for instance through increased parking restraint.

PPG13 also requires the production of a Transport Assessment (TA) and Travel Plan (TP) in support of a planning application where a development is considered to potentially have significant transport implications. The TA should consider the impact of the proposals on the transport networks and identify measures to mitigate these where necessary. A TP is a package of measures designed to reduce the transport impact of a development through encouraging sustainable transport behaviour. This could be through reducing peak hour travel, for instances through encouraging alternative working practices, promoting public transport, cycling and walking initiatives and facilities or measures designed to reduce the use of the car, such as parking restraint or parking charges.

### 2.2 Regional Policy

The Regional Spatial Strategy (RSS) for the West Midlands provides guidance to local authorities in this region on the preparation of local planning documents. The approved RSS was published in January 2008.

The RSS sets out a vision for the future of the West Midlands, based on sustainable economic and social improvement through managed change. This is to be achieved through reversing the region's relative economic decline through positive measures, promoting a renaissance of the Major Urban Areas (MUA) in the West Midlands, tackling congestion on both rail and road and achieving a more sustainable, and balanced pattern of development throughout the region. The RSS carries on from national transport policy, identifying the importance of an integrated approach to planning, good transport provision and accessibility to jobs and key services in delivering sustainable growth. This applies throughout the region, including to the MUA's where much of the growth is to be focussed but also to ensuring that there are improved connections and facilities within rural areas.

Also contained within the RSS is the Regional Transport Strategy (RTS) for the West Midlands. This highlights the key role the West Midlands has in a national transport context, located at the centre of the road and rail networks and therefore with excellent strategic connections along key corridors to the rest of the country. It does however recognise a need to significantly improve the region's transport networks to a quality comparable with other regions.

The strategic transport framework for the region, designed to support the spatial strategy, is intended to improve access both within and across the region. It proposes to achieve this through significantly improving accessibility and mobility throughout the region, improving the strategic transport links to allow the region to compete and access other markets, change transport behaviour and also improve the safety and security of the transport system. This is to be achieved by promoting policies which reduce the impact of travelling, in turn reducing congestion. There is also a need to create a better, more integrated public transport network, encourage walking and cycling and support local service provision.

### 2.3 Local Policy and Design Guidance

Staffordshire County Council is the local transport authority, and the current transport strategy for the county is set out within Local Transport Plan 2. The LTP2 identifies the local transport context, with numerous links to the motorway and trunk road and rail networks meaning not only is the county well connected but it also experiences significant levels of through traffic. The car is identified as the dominant mode of transport with four fifths of households owning a car at the last census (2001), greater than the national average, while 73% typically travelled to work by car. Only 17% used other



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modes of transport with 10% working from home. It is noted that East Staffordshire has the greatest level of people who live and work within the same district (68%).

LTP2 indicates that the transport strategy will aim to maximise value for money and provide the greatest benefit to the most people, with investment focussed on the key strategic settlements, including Burton-on-Trent. Policies are also designed to solve the three existing issues of poor accessibility to key services, a need to improve road safety and a need to improve the quality of the highway network. They are also designed to ensure that congestion and air quality do not become major concerns. Initiatives to meet this strategy include:

- Working in partnership with bus operators to improve the quality and reliability of services;
- Ensuring the provision of a comprehensive bus network covering urban, inter-urban and rural services, with improved inter-modal connections
- Lobbying the rail operators to provide services that meet the needs of locals and improving the quality and range of services at stations;
- Improving the quality and coverage of footpaths and cycle ways and encouraging their greater use;
- Continuing to support Community Transport Initiatives
- Increasing awareness of vulnerable road users;
- Implementing speed management schemes and to target accident hotspots;
- Implementing Transport Asset Management Plans; and
- Use Traffic Management Strategies to reduce congestion.

LTP2 also includes the East Staffordshire District Area Transport Strategy, which is designed to ensure that the countywide transport strategies are applied at a more local level. This Transport Strategy identifies the key transport issues for East Staffordshire and a five-year implementation plan for key measures. The strategy, which references a number of studies including the Burton upon Trent Urban Area Transport Management Study (BUATMS) to develop a 10 year strategy for the town to 2011, has a strong focus on Burton upon Trent and Uttoxeter, the two major settlements in the district. The measures that are proposed for the district include, improving bus services through Public Transport Partnerships, continuing to promote transport behavioural change and enhancing the district's cycle network and facilities. Measures for Burton include improvements to the rail station to improve the interchange facilities available with other modes.

As part of the 2004 Planning and Compulsory Purchase Act, local authorities are required to produce a Local Development Framework, containing a portfolio of documents, including a Core Strategy and Supplementary Planning Documents (SPD), setting out local planning policies. A revised Local Development Scheme (LDS) setting out the programme for the production and adoption of the key LDF documents, to cover planning policy until 2026, was adopted in May 2009, although this programme may be reconsidered as a result of the review of the RSS, awaited panel report and Government response. East Staffordshire Borough Council is at an early stage of the LDF process. Core Strategy Issues and Options were published for consultation in July 2007.

The Issues and Options Document identifies a series of key challenges for the district until 2026, including improving the existing poor public transport infrastructure to encourage more sustainable travel behaviour and addressing issues relating to movement in both rural and urban areas, while also ensuring improved access for all to jobs and key services.

In order to cover the period until the Core Strategy is adopted, the Secretary of State (SoS) is required to approve the "saving" of policies from the adopted Local Plan and the approved Structure Plan, which provide a framework in association with national and regional policy for considering planning applications in the interim.

The Staffordshire and Stoke-on-Trent Structure Plan 1996 - 2011 set out the approach to planning policy throughout the County with current policy identified in policies saved by the SoS in September 2007 (Structure Plan). These policies are consistent with national guidance and aim to promote high quality, sustainable development and ensuring good

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accessibility. To this end walking, cycling and public transport are to be targeted for improvement, both in urban and rural locations, while the impact of car trips is to be controlled through introducing traffic management measures, urban traffic control and information systems.

The East Staffordshire Local Plan focuses on development within the district, and while originally published in 2006, relevant current policy is set out in the policies saved by the SoS in July 2009. Continuing in a similar vein to the Structure Plan, the policies in the Local Plan are intended to help meet 14 key objectives, including improving accessibility to jobs and facilities and reducing adverse transport impacts.

The Local Plan indicates that the application site falls outside the identified development boundaries in the District and therefore there is a requirement to confirm that the access roads can accommodate the proposed traffic associated with the development and meet the needs of pedestrians and cyclists while ensuring that the development has suitable access for all users as well as suitable servicing and parking arrangements. Similarly, proposals to regenerate significant rural estates for leisure, commercial and tourist facilities will need to show that the traffic generated will not harm the operation of and safety on the highway network.

New developments are expected to have a green travel plan to promote non-car travel with contributions made to the cost of providing highway improvements, specifically on the A38 where applicable, public transport, cycling and pedestrian requirements as a result of the development. The development must also be shown not to have a significantly adverse impact on the strategic highway network and the level of proposed provision of non-operational parking will need to be justified.

Staffordshire County Council published "Guidelines on Transport Assessments and Travel Plans" in January 2008. This is intended to provide a guide to developers on the requirements for transport documents to be submitted in support of planning applications. It encourages developers to agree a scope for the transport assessment with the local highway authority as well as providing guidance on what is expected from the travel plan, including measures, targets and monitoring.

A number of SPDs have been produced to provide additional guidance on the requirements for new development. These include the East Staffordshire Design Guide which is intended to give more detailed and practical advice on the design of new development proposals. It promotes good urban design, with development which is suitable given the context of the site. It also sets out the need for ensuring good accessibility and permeability both within and from / to the development as well as advocating effective parking and servicing solutions. Pedestrian movement / priority should be promoted and neither traffic movements nor parking should be seen to dominate development proposals.

### **3 Existing Conditions**

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## 3 Existing Conditions

### 3.1 Site Location

The site is located at St Georges Park, near Needwood, East Staffordshire. The site, which has been partially developed in line with the planning permission secured in 2001, is bordered to the west by Tatenhill Airfield and to the south and east by farm land. The site's northern boundary is formed by the B5234, which runs west-east. Burton-on-Trent, the principal settlement in East Staffordshire, is approximately 7km to the east of the site. The location of the site is identified in Figure 3.1.

### 3.2 Site Accessibility

Given its rural location, there is a very limited public transport to the site. Bus route 403 operates nearby with bus stops in the villages of Needwood and Rangemore. The service runs between Burton-upon-Trent and Abbots Bromley, however it only operates 2-3 services per day, on a Tuesday, Thursday and Friday.

The nearest railway station to the site is in Burton-on-Trent managed by East Midlands Trains and is served by routes operated by Cross Country Trains. Regular services operate between Nottingham and Birmingham New Street, with approximately one train every 20 minutes during the weekday peaks. Less frequent services extend between York, via Leeds, and Newcastle to the north, and Plymouth, via Bristol Temple Meads to the south.

Daily services also run as far north as Aberdeen via Edinburgh and south as far as Penzance, however faster routes may be available by changing at Birmingham New Street which also provides access to the wider national rail network.

Burton-on-Trent has links to National Cycle Network (NCN) Route 54, between Lichfield and Derby, and NCN Route 63 between Burton-on-Trent and Leicester, although part of the latter is only proposed at this stage. There are no dedicated cycle routes linking Burton-on-Trent and the site. There are generally no pavements provided along the roads around the site. The area does benefit from network of recreational public footpaths and bridleways, including a public right of way running between the site and the airfield.

Vehicular access to the site is via a junction on the B5234, between the airfield and Five Lanes Junction. This junction, which has sufficient space to accommodate two adjacent vehicles at the give-way line on exit from the site and a right turn ghost island, was constructed as part of the 2001 consented scheme improvements. In addition to the new site access road and junction the Football Association made a £335,000 contribution towards the provision of highway safety improvements as part of the planning consent for the previous scheme. As well as this access junction, there is an existing track into the site from the east which connects to Tatenhill Lane, near Rangemore. The site access junction is displayed in Figure 3.2. The B5234 connects with the B5017 at Five Lanes Junction, which provides access to Burton-on-Trent to the east, and although not sharing a junction, indirectly to the A38. To the west, the B5234 provides access to the A515. Both the A38 and A515 link to the A50 to the north which provides access to both the M6 to the west and M1 to the east. In a southbound direction both the A515 and A38 head towards the A5 providing links to the M6, M42 and M1. The site location in the context of the local and regional highway networks is shown in Figure 3.1.

### 3.3 Existing Highways Activity

#### 3.3.1 Traffic Flows

As part of the 2001 Transport Assessment, available traffic flows were obtained from Staffordshire County Council from 1997 and 1998, which were growthed to provide 2004 'base' traffic flows using the 1997 National Road Traffic Forecast (NRTF) Central Growth factors. This data provided daily and hourly turning flows at Five Lanes Junction, which was used to identify the traffic flows on the B5234 at the site access, as well as two way flows on the B5107 to the east of Five Lanes junction, on Rangemore Hill and on the A515.

Staffordshire County Council have indicated that there is no more recent traffic flow data available for this area. AECOM therefore, commissioned an Automatic Traffic Count (ATC) loop to be located on the B5234, between the

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site access and Five Lane Junction, to record traffic flow and speed data for a week during December 2009. This has provided a point of comparison against the traffic flows indicated in the 2001 Transport Assessment and can be used as a 'control' point, providing a growth factor which can be applied to the other traffic flow locations. Table 3.1 below shows the Daily, AM and PM peak flows identified in the 2001 Transport Assessment and those recorded in the 2009 surveys and indicates the relevant growth factors for each time period.

**Table 3.1 – Comparison between Traffic Flows: 2001 Transport Assessment and 2009 ATC Surveys on the B5234**

Time Period	1997 Two-Way Flows <sup>(1)</sup>	2004 Two-Way Flows <sup>(2)</sup>	2009 Two-Way Flows <sup>(3)</sup>	1997 – 2009 Growth Rate	2004 – 2009 Growth Rate
AM Peak (0800 – 0900)	308	347	339	10.1%	-2.3%
PM Peak (1700 – 1800)	259	292	255	-1.5%	-12.3%
Daily	2485	2800	2912	17.2%	4.0%

Notes:

<sup>(1)</sup>1997 Two-Way Flows based upon identified 2004 flows / NRTF Central Growth Rate 1997-2004 of 1.127 identified in 2001 TA.

<sup>(2)</sup>2004 Two-Way Flows taken from 2001 TA. Original source of this data – 1997 Flows from Staffordshire County Council

<sup>(3)</sup>2009 Two-way flows from December 2009 ATCs. Flows represent five-day average counts.

Unfortunately, the 2001 Transport Assessment does not identify the year of the traffic flow data that was growthed to provide the 2004 flows for the rest of the network. In order to obtain base 2009 traffic flows for the rest of the network, it would have been preferable to apply an observed growth rate from the control site to the original traffic counts used in the 2001 Transport Assessment. Given this option is not available it has therefore been necessary to use the 2004 to 2009 growth rates for the control site and apply these to the flows from the 2001 TA. Where the growth rate was calculated as negative, it has been assumed that there has been no change from the 2004 flows beyond the control area. Figures 3.3 – 3.5 show the base 2004 traffic flows identified in the 2001 TA for the three time periods. Figures 3.6 – 3.8 indicate the 2009 base flows to be used in this assessment.

### 3.3.2 Accident Data

Accident analysis was carried out as part of the 2001 TA. This identified a potential safety issue at the Five Lanes Junction, which had witnessed 16 accidents in a five year period between 1995 and 2000. Detailed analysis of the accident record elsewhere was not included within the report.

As part of the planning consent for the previous scheme, a financial contribution of £335,000 was made towards the provision of highway safety improvements on the local highway network in the vicinity of the site. The entire contribution was used by Staffordshire County Council to fund improvements at the Five Lanes Junction, converting it from a five-arm priority crossroads to a roundabout.

As part of this Transport Assessment, up to date accident data was obtained from Staffordshire County Council for the most recent 5 year period. This data includes accidents that occurred between 01 October 2004 and 30 September 2009. During this period, there were a total of 54 PIAs, of which 47 were classified as slight and six were classified as serious. One incident was fatal. Figure 3.9 shows the location of the accidents, and full details of the accidents are provided in Appendix A.

Of the 54 PIAs, 39 were located on key access routes to the site. These include the B5234, the A515 and Rangemore Hill in the vicinity of the site. The remainder occurred on other minor roads where no development traffic is proposed. One incident was recorded close to the site access. This was caused by a car passing a ridden horse too close, resulting in a slight injury to the rider.

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On the main access routes into the site, three key junctions have been identified which visitors will use to access the development. These are as follows:

- Six Roads junction (A515 / B5017 / Wood Lane / Hollybush Road / Forest Road)
- Mitre Crossroads (A5415 / B5234 junction)
- Five Lanes junction (B5017 / B5234 / Needwood Road / Tutbury Road)

A total of three accidents occurred at the Six Roads junction in the five year period. All incidents were recorded as slight. Two of the accidents involved rear end shunts on the southbound approach of the A515, with the other involving a vehicle failing to give way. Given that there have been only three incidents at the Six Lanes junction in the five year period, it is apparent from traffic data that there are no significant safety issues at the junction.

At the Mitre Crossroads, a total of seven accidents occurred in the five year period, of which one of the accidents was classified as serious. Six of the seven accidents were caused by failure to give way on the B5234 south westbound approach to the junction, with one classified as serious. One of the accidents was attributed to bad weather. The occurrence of six similar accidents at the junction may be indicative of existing visibility issues and excessive speed on the A515. The other accident was the result of a shunt on the A515 southbound approach to the junction. Of the seven accidents, three occurred in the past three years, with the remaining four accidents occurring three to five years ago.

The Five Lanes junction was improved as part of the 2001 consented development from a crossroads to a priority controlled roundabout. This construction was completed in 2007. At the Five lanes Junction, there was only one PIA at the junction itself, which was recorded as slight. This was due to a vehicle failing to give way at a roundabout. On approach to the junction, six accidents occurred. All incidents were recorded as slight. Three of these occurred on the B5017 east, caused by a mixture of driver fatigue, overtaking without due concern and a vehicle losing control. On Belmont Road, an accident was caused when an overtaking vehicle heading away from the junction hit a pedestrian. Two accidents occurred on the B5017 north-west in close proximity to the junction, of which only one was on approach to the junction. This was caused by impaired vision being suffered by the driver. The other accident involved a vehicle speeding. There are no apparent accident trends at the Five Lanes junction. Only one incident occurred at the junction itself in the five year period, with 6 other unrelated accidents around the junction.

Along the B5234, between the west of the site access and the Mitre crossroads junction, a total of eight PIAs occurred. One of these was classified as serious. The main causal factor of accidents on this stretch of road was skidding in bad weather, with three accidents classified as slight. There was no temporal pattern to the data which indicates that there may be issues with the road surface in bad weather or drivers failing to exhibit significant speed restraint in poor conditions. A further accident was caused with sun dazzling a driver. Two of the remaining four accidents were caused by drivers failing to give way at minor junctions. The remaining two accidents were caused by separate factors; a driver going too fast, and a vehicle overtaking another and hitting a pedestrian.

The most prominent accident location was at the Rangemore Hill / Tatenhill Lane junction to the south of Five Lanes. This route is not expected to receive a significant proportion of development traffic, however it is acknowledged that a small number of regular users who know the area may use the route to access the site. Eight accidents were recorded at this junction in the five year period, all classified as slight. Of the eight accidents, five were caused by not looking properly, resulting in a failure to give way. Of the five incidents, all involved vehicles approaching from the access road to the west. This is backed up by aerial mapping of the junction where it appears that vegetation may hinder visibility. The remaining accidents were caused by a rear end shunt, a vehicle skidding and a driver undertaking a poor turning manoeuvre resulting in a collision.

In addition, on the A515 south of the B5234 junction there were six accidents in the five year period. Four of these occurred at the junction with Dolefoot Lane and were the result of two rear end shunts and two accidents caused by a

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failure to give way properly. To the south of this junction on the A515 itself, two further accidents occurred. These were the result of excess speed and a failure to give way at a minor junction, resulting in a fatal accident.

Following discussions with Staffordshire County Council, it is understood that none of the junctions identified above are on the councils priority list of junctions targeted for road safety improvements. Overall road traffic accidents recorded at key junctions in the vicinity of the site are minor and would not justify improvements works. There is a lack of consistent causal factors within the accident data, indicating that incidents are primarily unrelated and more down to driver speed and error than underlying highway infrastructure issues.

## **4 Trip Generation**



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## 4 Trip Generation Activity

### 4.1 Consented Scheme – Trip Generation Activity

Planning permission was originally granted in 2001 for the development of the site for the use of the England National Football Teams in their preparation prior to international matches. It was also to be used as a training centre in full time use for other squads and educational courses.

This permission included the provision of four full sized grass pitches, two full sized synthetic pitches, three 'flexi-pitch' training areas and two goalkeeper training areas as well as the 'training house'. This would include a full size indoor synthetic pitch, wet and dry fitness facilities and an area for sports medicine.

Other facilities included residential accommodation with 150 rooms incorporating up to 300 beds, with a cafeteria, lounges and games room and a building providing teaching and seminar facilities, media facilities and office accommodation.

The proposals included the provision of a new access on to the B5234 and an internal access road, six bus spaces and 250 car parking spaces. This new access and the internal access road as well as other elements of the 2001 permission were subsequently constructed in accordance with the consented scheme although construction was stopped in 2004 prior to completion. The site is currently being used by Burton Albion FC and other local teams for training purposes.

A transport assessment, dated June 2001 (2001 TA), was produced in support of the original planning application. A high level worst case scenario was identified for the purposes of identifying the potential impact of the site. This assumed that given 150 rooms provided on site, the facility would generate a maximum of 200 visitor vehicle trips in each direction during the course of the day in addition to trips associated with the office staff based at the site and a small number of staff living on the site. Table 4.1 below sets out the trip generation figures that were used as the basis for the impact analysis for the consented scheme.

**Table 4.1 – Consented Scheme Trip Generation**

Trip Type	AM Peak (0800 – 0900)		PM Peak (1700 – 1800)		Outside of Peak Hours		Total	
	In	Out	In	Out	In	Out	In	Out
Office Staff	75	0	0	75	0	0	75	75
Staff living on site	0	0	0	0	9	9	9	9
Players etc	0	0	0	0	200	200	200	200
<b>Total</b>	<b>75</b>	<b>0</b>	<b>0</b>	<b>75</b>	<b>209</b>	<b>209</b>	<b>284</b>	<b>284</b>

\*Based on Table 4.1 in National Football Centre Transport Assessment – June 2001.

### 4.2 Current Proposals

Following a review of the proposals, The FA are now seeking to secure planning permission for a revised scheme. These revised proposals identified as part of this planning application include additional accommodation on the site. This would be achieved through replacing the previous 150 bedroom accommodation, split between an elite block with 100 bedrooms and a student block comprising 50 bedrooms, with a 230 bedroom hotel comprising the following elements:

- 150 bedroom (single occupancy?) 4\* accommodation
- 80 bedroom (mixed occupancy?) 3\* accommodation

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This new accommodation would be complemented by conferencing and meeting facilities which could be used for the FA Learning Courses and Events.

### 4.3 Proposed Core Site Activity

#### 4.3.1 Introduction

While providing a base for key Football Association office and administrative staff and training / learning courses, the National Football Centre's core function is to provide a suitable facility for England's National Football Teams, including both men's and women's representative sides, to prepare for international fixtures. When international teams are not in residence, it is intended that the site will be used as the base for the FA's learning courses and events..

When the site is in use by the senior international teams, it is anticipated that activity on the site will be restricted to:

- International Squads – Players, Coaches and Support Staff
- Senior coaching courses
- Media requirements associated with coverage of the international squads
- Day-to-day Staff Activity

#### 4.3.2 *Players, Coaches and Support Staff*

It is intended that the facility is available for all England's international squads, to include senior and age based representative teams for both men and women

##### *International Senior and Under 21 Squads*

The senior men's team is anticipated to meet up twice a year at the National Football Centre during the international fixture windows identified by FIFA. For each of these, this would involve around 4 days of preparation prior to a home match, or between 4 and 7 days of preparation in advance of a home match, where it is then followed by an away game. The men's Under 21 squad, who traditionally play the evening prior to the senior team's match, would also be in residence at the same time.

It is understood that there may be up to 30 players involved in the senior squad, with 5 coaches and 15 support staff. There is the potential for overlap however between the coaches and staff for the senior and Under 21 teams and it is therefore assumed that there would be a maximum of 90 people associated with the two squads at the National Football Centre.

The people associated with these squads are likely to arrive at the site as follows:

- By individual car;
- As a group of players in a shared car if travelling from the same football club or a similar location; or
- By chauffer driven car, either individually or in a shared car if travelling from the same football club or a similar location.

Players often opt to travel by chauffeur driven car in order to travel straight home following a match rather than having to retrieve their cars from the site.

Following the end of their preparation, players will leave the site on the team coach to travel to the stadium or airport.

##### *Junior Squads*

England also have representative squads at Under 18, Under 16, Under 15 and Under 14 levels. Each of these squads will meet up on average 3-4 times a year. As with the senior squads, attendance at the National Football Centre will be for around 4 days prior to a home game and for between 4 and 7 days in advance of a home match, where it is then followed by an away game.

As with the senior and U21 squads, there would be a certain level of overlap between the support staff and coaches for the teams. It has been assumed that the average squad size would be in the region of 40 people.

Capabilities on project:  
Transportation

It is not anticipated that youth team players would drive to the National Football Centre but may be:

- Dropped off by parents
- Dropped off by the football academy they represent
- Travel by train before being picked up by a Football Association minibus from the station.

Again, following the end of their preparation, the youth players will leave the site on the team coach to travel to the relevant stadium or airport.

#### *Women's Senior and Youth Squads*

The senior women's international squad meets upon average 3 – 4 times a year for periods of around 4 days prior to a home game and for between 4 and 7 days in advance of a home match, where it is then followed by an away game. The women's senior and youth teams would not share accommodation facilities with the men's sides.

Depending on the age group, the means by which the women's teams arrive at the site will be the same as the men's squads.

#### *4.3.3 Senior Coaching Courses*

While the men's senior and Under 21 squads are in residence, the Football Association has indicated that the teaching held at the site would be limited to senior coaching courses. As with the vast majority of FA courses, this would be a residential course with the students accommodated in the on-site hotel. The students for this course would typically be professional, senior football managers.

These students would be expected to arrive and depart the site by the following modes:

- By individual car;
- As a group in a shared car if travelling from a similar location;
- By train and then taxi from the railway station.

#### *4.3.4 Media Centre Usage*

It is anticipated that there will be media activity focussing on the National Football Centre at times when the senior squad are in residence. This will include the use of the conferencing and meeting rooms for press conferencing and interviews. It is anticipated that there will be restrictions on the level of media access during the senior squads stay. There may however be a dedicated day when there is more open access to training and the players which is when media activity is likely to peak. This will take place during the stay of the senior international squad but is not considered to coincide with the squads' arrival or departure.

The media travelling to the site would be anticipated to travel either:

- By individual car;
- As a group in a private dedicated media vehicle; or
- By train and then taxi from the railway station.

#### *4.3.5 Day to Day Staff Activity*

While the National Football Centre is intended to provide a base for the international teams, there will also be day to day activity associated with the facilities provided on the site while the squads are at the National Football Centre, most notably relating to office and administrative staff and hotel employees.

##### *4.3.5.1 Office Use*

It is intended that the site is used throughout the year and will provide a base for key Football Association office and administrative staff. It is anticipated that these offices will continue to be operational regardless of the other activities taking place on the site, on any given day. Table 4.2 below identifies the organisations that will use the office space and the anticipated number of staff linked to each organisation.

Capabilities on project:  
Transportation

These staff are expected to have standard working hours during the week (0900 – 1700). On a typical day, 85% of staff for each organisation would be expected to be on site with the exception of Club England with 65% of staff in attendance. Based on the higher level of total staff identified in Table 4.2, it would be expected that some 67 office staff would be on site on a typical day. Given the lack of public transport access to the site, it is anticipated that without alternative options, the vast majority of staff will use a car to get to work. However the FA will seek to encourage as many staff as possible to use non-car modes and car share by implementing the sustainable travel initiatives set out in the Travel Plan

**Table 4.2 – Office Staff at the National Football Centre**

Organisation	No of Staff	Average Attendance	Staff Nos on Typical Day
Performance Analysis	10 - 12	85%	10
FA Learning	20	85%	17
Coaching and player development admin	6	85%	5
Club England	4 - 6	65%	4
NFC Staff	4	85%	3
Office of Director of Football Development	2	85%	2
League Managers Association	15 - 20	85%	17
Sports Science and Medical Offices	8 – 10	85%	9
<b>Total</b>	<b>69 – 80</b>	-	<b>67</b>

#### 4.3.5.2 Hotel Staff

It is anticipated that the hotel will retain a core level of staff throughout the year. At this stage, the operator of the hotel is not known and definitive projected staff levels are therefore not available. A review of the hotel sites in TRICS indicates that there is an average ratio of 0.7 staff per bedroom for hotels with conferencing facilities. This indicates that there would be a total of approximately 161 staff associated with the hotel. This would include both full time and part time staff, with not all the staff on site at any one time, with shifts in operation. It has been assumed that 60% of staff would be present, equivalent to some 97 staff on a typical day.

Given the lack of public transport access, it is anticipated that without alternative provision, the majority of staff would have to use a car to get to work, although, again there will be scope to encourage car sharing and encourage use of the proposed shuttle bus for employees who live in Burton. Car ownership levels and access to a car are likely to lower amongst hotel staff than the general population. Accordingly in addition to car sharing initiatives consideration will also be given to operating a shuttle bus service linking the site and Burton-upon-Trent to correspond with the shift patterns at the hotel in order to give staff a viable alternative mode of travel.

## 4.4 Proposed Core Site Trip Generation

### 4.4.1 Total Trip Generation

The 2001 TA considered a typical scenario with the Men's senior and Under 21 teams in residence at the National Football Centre, accommodated individually within the 100 room Elite block. The student block would have then been made available for senior coaching courses, on the basis of one person per room, allowing up to 50 students and staff to attend.

The additional accommodation associated with the revised proposals would potentially allow the attendance of some of the men's youth teams at the same time as the men's senior and Under 21 squads. Assuming that the permitted number of attendees for the coaching course were to remain at 50 people, accommodated within the 4\* element of the hotel, this would still leave the accommodation within the 3\* element of the hotel available. This could accommodate

Capabilities on project:  
Transportation

two youth squads and in total, excluding the office and hotel staff and media, there may be up to 220 people on site linked to the squads or learning courses.

It should be stressed however that these people are being accommodated on the site for a number of days. The squads staying at the site will be resident for between 4 and 7 days. The vast majority of training courses run by the FA are resident courses and may require the participants to stay on site for between 3 - 7 days, although there are some courses which last up to 3 weeks. The National Football Centre is designed to include all the facilities that would be required by these groups and there would therefore be a minimal requirement to leave the site during their stay.

Given the durations of stay associated with the international squads and the training course, it is considered very unlikely that all the people associated with these two groups would arrive or depart on the same day. For the purposes of this assessment, a worst case scenario has been considered, with the potential maximum number of international teams that can be accommodated on site as well as the students attending the senior training courses scheduled to arrive on a single day. The number of people anticipated to be arriving or departing the site on this assumed day is set out in Table 4.3 below. In reality however, it is anticipated that the arrivals and departures of both the squads and students would be spread over a number of days.

In considering the trip generation, it is important to note that the trips made by either the international squads or related to the learning courses would not be anticipated to be made during the traditional peak hours. The arrival and departure times for the squads will be determined by the timing of the training sessions, which are likely to follow one of two patterns:

Pattern 1:

- DAY OF ARRIVAL: Mid morning arrival in time for lunch, with a training session in the afternoon.
- DAY OF DEPARTURE: Mid morning departure after breakfast and an early morning breakfast.

Pattern 2:

- DAY OF ARRIVAL: Mid afternoon arrival in time for tea, followed by either a meeting or evening training session.
- DAY OF DEPARTURE: Mid afternoon departure after a morning training session and lunch.

As identified previously, the office staff at the site would be expected to work a standard 0900 – 1700 day. This would mean the majority of staff will arrive in the AM peak and depart in the PM peak. Hotel staff's arrival and departure profile would be based upon the shifts that are worked. For the purposes of this assessment it has been assumed that half of staff would either be arriving or departing during the traditional peak periods (0800 – 0900 and 1700 – 1800).

**Table 4.3 – Proposed Use Typical Core Day Site Visitors and Employees Trips**

Trip Type	AM Peak (0800 – 0900)		PM Peak (1700 – 1800)		Off-Peak		Total	
	In	Out	In	Out	In	Out	In	Out
International Squads	0	0	0	0	170	0	170	0
FA Learning Course	0	0	0	0	50	0	50	0
Office Staff	68	0	0	68	0	0	68	68
Hotel Staff	24	24	24	24	49	49	97	97
<b>Total</b>	<b>92</b>	<b>24</b>	<b>24</b>	<b>92</b>	<b>269</b>	<b>49</b>	<b>385</b>	<b>165</b>

Capabilities on project:  
Transportation

In addition there may be an unspecified number level of media attending the site.

#### 4.4.2 Vehicular Trip Generation

Section 4.3 identified the potential modes of travel for each of the different groups likely to use the site. Given the site's location it is anticipated that most trips to the site will be in private vehicles, whether car, minibus or coach. In line with policy, an outline travel plan has been prepared and is contained within Section 7 of the TA. This sets out how more sustainable transport behaviour will be promoted, with a particular emphasis on encouraging car sharing and the use of mini / shuttle buses.

It is believed that there is some opportunity to encourage car sharing, particularly given that in a number of instances a number of players will be from the same club or from clubs in similar locations. Similarly the younger age groups may be able to travel by minibus from their academies. Staff from both the offices and the hotel will also be encouraged to car share. It is also proposed to run a shuttle bus service between the site and the railway station in Burton-upon-Trent. This could be operated to tie in with certain rail services at the station to provide a useful link to the site, particularly for students. The potential for the hotel to run staff minibuses to Burton could also be investigated.

For the purposes of this assessment, the following assumptions relating to travel to the site have been made.

- There will be a total of 90 car trips for the senior and U21 squads, assuming one inbound car trip per person;
- There will be approximately 34 inbound vehicle trips associated with three youth squads staying at the National Football Centre, reflecting the use of academy transport, car sharing and the use of the National Football Centre's minibus to pick up players from the rail station. The majority of these trips will involve players being dropped off at the site and there will therefore be a number of outbound trips also associated with this use;
- There will be 50 car trips for the learning course, assuming one inbound car trip per person;
- Office staff will typically drive to site with some car sharing. Assuming an average car occupancy of 1.2 this would lead to a total of 57 car trips in each direction over the course of the day;
- A staff minibus will also be provided, operating 8 two way trips between the site and Burton-upon-Trent each day. Other staff will travel by car with an average car occupancy of 1.2.

Table 4.4 summarises the vehicular trip generation associated with the National Football Centre's Core Activity. The peak hour activity identified will remain relatively constant throughout the duration of the international squads' stay at the National Football Centre, reflecting the activity associated with employees on the site. The off-peak activity is considered to be a worst case scenario and in reality unlikely to occur.

**Table 4.4 – Vehicular Trip Generation Associated with Core Activity**

Trip Type	AM Peak		PM Peak		Outside of Peak Hours		Total	
	In	Out	In	Out	In	Out	In	Out
International Squads	0	0	0	0	124	21	124	21
FA Learning Course	0	0	0	0	50	0	50	0
Office Staff	57	0	0	57	0	0	57	57
Hotel Staff	12	12	12	12	24	24	48	48
<b>Total</b>	<b>69</b>	<b>12</b>	<b>12</b>	<b>69</b>	<b>198</b>	<b>45</b>	<b>279</b>	<b>126</b>

Capabilities on project:  
Transportation

## 4.5 Other Site Activity

### 4.5.1 Alternative Uses of the Site

In total, the international squads may require the use of the National Football Centre for a combined total of 12 weeks each year. When international teams are not in residence, it is intended that the site will be used as the base for the FA's learning courses and events. In addition, the site will also be used for:

- Other residential and non-residential bookings for professional and non-professional squads;
- Community Use of three pitches and changing facilities;
- Corporate and private company use of the hotel and associated facilities;
- Public use of the hotel and associated facilities.

The primary use of the facility in these instances would however be for the FA learning courses. These are likely to include a range of training courses, seminars and events including coaching qualifications, tutor training, sports medicine and refereeing meetings.

As identified in previous sections, the majority of these courses are resident based, with students accommodated within the hotel on site, and typically range from 3 to 7 days. During this time, the students would only have a limited need to leave the site given the range of facilities provided. A review of the timetable of FA courses for 2010 indicates that the vast majority of courses are currently programmed to take place in a 5 month period between May and September.

Attendees would typically be expected to arrive and depart the site:

- By individual car;
- As a group in a shared car if travelling from a similar location;
- By train and then taxi from the railway station.

As identified in the previous section, it must be stressed that these residential courses are not anticipated to entail any peak hour travelling, with arrivals and departures either mid-morning or mid-afternoon.

Teams may also use the NFC for residential training camps. While the use of the site would be tailored to fit in with the individual group's requirements, it is anticipated that they would follow a similar profile to the international training, with teams staying on site for a number of days. These teams are likely to travel as a group and will typically arrive and depart by coach outside of the peak hours.

Three pitches, two of which are floodlit, located to the north of the site have been identified for community uses. It is anticipated that community use of these pitches will be on weekends and on some evenings during the week. These groups would be expected to arrive and depart the site:

- By individual car;
- As a group of 2-4 players / coaches in a shared car if travelling from a similar location;

In addition Burton Albion also currently uses the facilities at the National Football Centre. As a professional club, this is likely to entail mid to late morning and early afternoon usage, resulting in a transport impacts outside of the peak network hours. It is envisaged that players attending the National Football Centre will either drive or car share.

A health and fitness club and spa facilities are proposed to be provided as part of the 4\* hotel. While this will attract some non-resident demand, it is principally intended to focus on serving hotel guests. As such it is believed that the facility will generate a relatively small number of trips from outside of the site, particularly during the peak hours.

It is also intended that when the hotel and associated facilities is not being used by the FA, they are made available for other private bookings. This may include their use by private companies for Meetings, Incentives, Conferences and Exhibitions (MICE). The hotel may also be booked for general leisure purposes by the public.

Capabilities on project:  
Transportation

#### 4.5.2 Potential Trip Generation

An Addendum Report produced for the 2001 TA identified the possible use of the site when not being used by the International Squads. This considered the travel patterns on a typical day and assumed that on this day an educational course containing 50 delegates and a resident training camp for 50 people would end, while an educational course and residential training camp for a similar number of people would begin. A further two training courses would be in residence on this day.

The Addendum Report identified the arrival and departure profiles associated with these uses, as well as office staff at the site, and assumed that each person trip represented one car trip. Table 4.5 below identifies the trip generation associated with this approach.

**Table 4.5 – 2001 TA Addendum Report: Vehicle Trip Generation on a Typical Day – Non-International Match**

Trip Type	AM Peak		PM Peak		Outside of Peak Hours		Total	
	In	Out	In	Out	In	Out	In	Out
Educational Courses	0	0	0	0	50	50	50	50
Training Camp	0	0	0	0	50	50	50	50
Office Staff	75	0	0	75	0	0	75	75
Total	75	0	0	75	100	100	175	175

*\*Based on Table 1 from 2001 TA Addendum Report*

This assumes a worst case scenario in terms of the vehicle trip generation associated with these uses. A similar exercise has been undertaken, assuming the same use of the site, based on a more realistic approach to the trip generations and updating the analysis to include the office and hotel staff trip profiles identified previously in this report.

This approach updates a number of the assumptions. It is assumed that 15% of the students travelling to / from the courses will travel by train and the NFC shuttle bus, with the remaining 85% travelling by car, assuming 1.2 people per car. It would be expected that people for the training camps will generally travel together, with organised travel, typically by coach or minibus, although there may also be some car sharing. A worst case scenario has been used which assumes that each training camp will involve the teams travelling in up to 15 vehicles. Table 4.6 below shows the updated vehicular trip generation for the typical non-international match day. As can be seen, there is a small increase of 6 vehicle trips in the AM and PM peaks compared to that identified for the consented use, however the daily number of trips is lower than has previously been identified.

**Table 4.6 – Updated Vehicle Trip Generation on a Typical Day – Non-International Match**

Trip Type	AM Peak		PM Peak		Outside of Peak Hours		Total	
	In	Out	In	Out	In	Out	In	Out
Educational Courses	0	0	0	0	37	37	37	37
Training Camp	0	0	0	0	12	12	12	12
Office Staff	57	0	0	57	0	0	57	57
Hotel Staff	12	12	12	12	24	24	48	48
Total	69	12	12	69	76	76	157	157



## **5 Site Layout, Access and Parking**

Capabilities on project:  
Transportation

## 5 Site Layout, Access and Parking

### 5.1 Site Layout and Access Arrangements

The site layout is illustrated in Appendix A.

Vehicular access to the site is via a junction on the B5234, between the airfield and Five Lanes Junction. This junction, which has sufficient space to accommodate two adjacent vehicles at the give-way line on exit from the site and a right turn ghost island, was part of the 2001 consented scheme improvements. A new access and an internal access road were constructed in accordance with the consented scheme although construction was stopped in 2004 prior to completion.

The main components of the scheme are as follows;

- Indoor Pitch - An essential part of the National Football Centre, enabling training at any time. The building has to accommodate a 105m x 68m pitch;
- Hotel - On site accommodation is essential to ensure groups on training courses stay together and maximise time for learning. The hotel will also be open to the public when not in use by The FA.
- Medical / Sports Science Facilities - State of the art facilities to manage medical issues and sports science to evaluate all aspects of performance and identify opportunities for enhancement.
- Flexible Sport Hall - A 50 x 30m hall for various sports.
- Offices - The FA will have a full-time team running the NFC, including managing the various courses..
- Health and Fitness Suite - In addition to the outdoor pitches and sport science facilities the physical fitness of all participants in football is essential. The health and fitness suite will ensure balanced training programmes can be provided.
- Car and Cycle Parking and coach/bus

### 5.2 Parking Provision and Servicing Arrangements

The consented scheme included provision for 250 car parking spaces. To meet the needs of those attending courses / working at the NFC and staying at the hotel it is proposed to provide 350 car parking spaces over 3 parking areas. Separate parking areas will be provided for the sports buildings, the hotel and for staff. It is also proposed to identify potential overspill parking areas to accommodate absolute peaks in demand when events are being held.

There will also be bus and coach parking and arrangements and arrangements will be put in place for a shuttle bus between the station and the site. A dedicated servicing area will be provided to serve the hotel and catering facilities. A servicing and delivery plan for the site will be produced by way of planning condition.

## **6 Assessment of Impact**

## 6 Assessment of Impact

### 6.1 Introduction

Section 4 of this Transport Assessment sets out the predicted trip generation for the National Football Centre. It considers the use of the site, as a base where the England National Football Teams can prepare prior to international matches and as a base for key Football Association office and administrative staff and training / learning courses.

The site currently has planning permission, secured in 2001. This represents the identified consented use of the site, which could be developed without securing a revised planning permission. As part of the 2001 application, a Transport Assessment was produced to consider the likely impact of those proposals. The local highway authority accepted that, with the provision of a new access road and junction onto the B5234, which have now been constructed, and Section 106 contributions to off-site highways works, which were subsequently paid, the level and impact of the traffic generation associated with those proposals was acceptable.

Given this, the trip generation of the revised proposals identified in this Transport Assessment has been considered against a future baseline condition where the site has been fully developed in line with the currently consented use.

### 6.2 Vehicular Trip Generation Impact

Section 4 identifies the trip generation associated with the revised proposals for the National Football Centre, and its consented use. The 2001 TA identified a worst case scenario for the site, which was used for the purposes of its impact assessment, correlating vehicle trips to the amount of accommodation to be provided on the site, with additional trips associated with staff movements also considered.

As identified previously, the main difference between the consented and revised site proposals relates to the level of on-site accommodation to be provided. The consented scheme included the provision an elite accommodation block with 100 bedrooms and a student block comprising 50 bedrooms. The revised proposals include providing a 230 bedroom hotel, with a 4\* element containing 150 bedrooms and a 3\* element with 80 bedrooms.

It is therefore apparent that the revised scheme would be capable of accommodating more people on site at any one time than the original consent. This is reflected in the calculation of the proposed trip generation which assumes that an additional two England youth squads could be accommodated on site at the same time as the Senior and Under 21 squads. Based upon this use, the net impact in terms of the trip generation associated with the consented and revised schemes is presented in Table 6.1 below.

While there is a small increase in the number of two-way AM and PM peak trips (6 trips in either peak), there is a significant decrease in the level of activity over the course of the day, compared to the estimates for the consented scheme.

Capabilities on project:  
Transportation

**Table 6.1 – Comparison of Vehicular Trip Generation: Consented Scheme and Proposed Scheme**

Time Period		Trip Generation		Change	
		Consented Scheme	Proposed Scheme	Vehicles	%
AM Peak (0800 - 0900)	Inbound	75	69	-6	-8.0%
	Outbound	0	12	+12	-
	Two - way	75	81	+6	+8.0%
PM Peak (1700 - 1800)	Inbound	0	12	+12	-
	Outbound	75	69	-6	-8.0%
	Two - way	75	81	+6	+8.0%
Daily	Inbound	284	279	-5	-1.8%
	Outbound	284	126	-158	-55.6%
	Two - way	568	405	-163	-28.7%

*Note: The difference in daily arrivals and departures is because we assumed an 'arrival day' for the purposes of our assessments. Given the durations of stay associated with the international squads and the training courses, it is considered very unlikely that all the people associated with these two groups would arrive or depart on the same day. For the purposes of this assessment, a robust scenario has been considered, with the potential maximum number of international teams that can be accommodated on site as well as the students attending the senior training courses scheduled to arrive on a single arrival day. The number of people anticipated to be arriving on this assumed day is set out in the Table above. In reality however, it is anticipated that the arrivals and departures of both the squads and students would be spread over a number of days.*

### 6.3 Highway Operation Impact

#### 6.3.1 Development Trip Distribution and Assignment

As part of the work undertaken for the 2001 TA, a predicted trip distribution and assignment was identified for journeys to and from the site. This subsequently formed the basis for the development of a signage and routing strategy for the site, which is illustrated in Figure 6.1.

It is not possible to be specific about the origins of the players, coaches, football staff or students who will use the site. Given its location in the centre of the country, the 2001 TA assumed that trips made by these groups would be equally split between each quarter of the country. Based on the expectation that most of these journeys will be long distance and be undertaken on strategic routes, a typical trip distribution was identified, as shown in Table 6.2. The assignment of these trips is shown in Figure 6.2. In reality however, people may opt for a range of alternative routes which could further disperse the impact of traffic travelling to / from the site.

**Table 6.2 – Distribution of Trips to Site (Football and FA Educational Use of the Site)**

Origin / Destination of Trips	Proportion of Trips	Possible Routeing
North West	25%	M6, A50, A515, B5234 (approach from west)

Capabilities on project:  
Transportation

North East	25%	M1, A38, A50, A515, B5234 (approach from west)
South West	25%	M6, A38, A5121, B5017 (approach from east)
South East	12.5%	M1, A50, A515, B5234 (approach from west)
	12.5%	M40, A38 / M42, A444, A515 (approach from east)

The office and hotel staff are more likely to live closer to the site and it is believed that a significant number of these would be based in Burton-upon-Trent. A similar assignment has been adopted for this assessment as used in the 2001 TA as summarised in Table 6.3 below and in Figure 6.3..

**Table 6.3 – Assignment of Office and Hotel Staff**

Direction from Site	Assignment	Proportion of Trips
To West	B5017 towards Burton	60%
	Tutbury Road towards Tutbury	5%
	Rangemore Hill towards Tatenhill or Barton under-Needwood	5%
	<b>Sub-Total</b>	<b>70%</b>
To East	A515 to north of Mitre Crossroads	15%
	A515 to south of Mitre Crossroads	15%
	<b>Sub-Total</b>	<b>30%</b>

### 6.3.2 Impact Analysis – Select Links

Using the assignments identified above, the trips generated by the sites, for AM peak, PM peak and daily flows, have been assigned to the local highway network. The alternative traffic development flows are shown in Figures 6.4, 6.5 and 6.6 for the consented scheme for the AM peak, PM peak and daily traffic flows and in Figures 6.7, 6.8 and 6.9 for the proposed scheme (core use scenario).

These flows have then been added to the 2009 base traffic identified in Section 3.3, providing a baseline scenario (base + Consented Scheme) with AM peak, PM peak and daily flows provided in Figures 6.10, 6.11 and 6.12. The development traffic flows for the proposed scheme (Base + Proposed Development) are provided in Figures 6.13, 6.14 and 6.15..

The net impact of the proposed development relative to the consented scheme is summarised for the AM peak, PM peak and daily flows in Figures 6.16, 6.17 and 6.18 respectively.

A summary of the impact of the proposed development traffic, relative to the consented scheme is provided in Tables 6.4, 6.5 and 6.6 for key selected links on the surrounding highway network.

Capabilities on project:  
Transportation

**Table 6.4 – AM Peak Development Link Impacts**

Location	Direction	2009 Base Flows	Consented Dev Flow	Revised Dev Flow	Baseline Flows (Base + Consented Dev)	Base + Revised Development	Change (Vehicles)	Change (%)
Site 1 - B5234 to the east of site access	EB	181	0	8	181	189	+8	+4.4%
	WB	158	53	48	211	206	-5	-2.4%
	Two-way	339	53	56	392	395	+3	+0.8%
Site 2 - A515 between Six Roads End and Pipey Lane	NB	189	0	2	189	191	+2	+1.1%
	SB	210	11	11	221	221	0	0.0%
	Two-way	399	11	13	410	412	+2	+0.5%
Site3 - B5017 to east of Five Lanes End Junction	EB	428	0	7	428	435	+7	+1.6%
	WB	199	45	41	244	240	-4	-1.6%
	Two-way	627	45	48	672	675	+3	+0.4%
Site 4 - Rangemore Hill between Five Lanes End and Tatenhill Lane	NB	134	4	3	138	137	-1	-0.7%
	SB	224	0	1	224	225	+1	+0.4%
	Two-way	358	4	4	362	362	0	0.0%
Site 5 - Rangemore Hill south of Tatenhill Lane	NB	133	2	2	135	135	0	0.0%
	SB	156	0	1	156	157	+1	+0.6%
	Two-way	289	2	3	291	292	+1	+0.3%

Capabilities on project:  
Transportation

**Table 6.5 – PM Peak Development Link Impacts**

Location	Direction	2009 Base Flows	Consented Dev Flow	Revised Dev Flow	Baseline Flows (Base + Consented Dev)	Base + Revised Development	Change (Vehicles)	Change (%)
Site 1 - B5234 to the east of site access	EB	124	53	48	177	172	-5	-2.8%
	WB	131	0	8	131	139	+8	+6.1%
	Two-way	255	53	56	308	311	+3	+1.0%
Site 2 - A515 between Six Roads End and Pipey Lane	NB	155	11	11	166	166	0	0.0%
	SB	205	0	2	205	207	+2	+1.0%
	Two-way	360	11	13	371	373	+2	+0.5%
Site3 - B5017 to east of Five Lanes End Junction	EB	237	45	41	282	278	-4	-1.4%
	WB	341	0	7	341	348	+7	+2.1%
	Two-way	578	45	48	623	626	+3	+0.5%
Site 4 - Rangemore Hill between Five Lanes End and Tatenhill Lane	NB	212	0	1	212	213	+1	+0.5%
	SB	163	4	3	167	166	-1	-0.6%
	Two-way	375	4	4	379	379	0	0.0%
Site 5 - Rangemore Hill south of Tatenhill Lane	NB	145	0	1	145	146	+1	+0.7%
	SB	136	2	2	138	138	0	0.0%
	Two-way	281	2	3	283	284	+1	+0.4%



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**Table 6.6 – Daily Development Link Impacts**

Location	Direction	2009 Base Flows	Consented Dev Flow	Revised Dev Flow	Baseline Flows (Base + Consented Dev)	Base + Revised Development	Change (Vehicles)	Change (%)
Site 1 - B5234 to the east of site access	EB	1467	134	81	1601	1548	-53	-3.3%
	WB	1445	134	139	1579	1584	+5	+0.3%
	Two-way	2912	268	220	3180	3132	-48	-1.5%
Site 2 - A515 between Six Roads End and Pipey Lane	NB	1721	138	28	1859	1749	-110	-5.9%
	SB	1902	138	124	2040	2026	-14	-0.7%
	Two-way	3623	276	152	3899	3775	-124	-3.2%
Site3 - B5017 to east of Five Lanes End Junction	EB	2888	126	71	3014	2959	-55	-1.8%
	WB	2935	126	129	3061	3064	+3	+0.1%
	Two-way	5823	252	200	6075	6023	-52	-0.9%
Site 4 - Rangemore Hill between Five Lanes End and Tatenhill Lane	NB	1844	4	5	1848	1849	+1	+0.1%
	SB	1894	4	5	1898	1899	+1	+0.1%
	Two-way	3738	8	10	3746	3748	+2	+0.1%
Site 5 - Rangemore Hill south of Tatenhill Lane	NB	1223	2	3	1225	1226	+1	+0.1%
	SB	1315	2	3	1317	1318	+1	+0.1%
	Two-way	2538	4	6	2542	2544	+2	+0.1%

The capacity of each road network has been identified based upon information from the Design Manual for Roads and Bridges (see references). Even with the addition of the development flow, the maximum ratio of flow to capacity is predicted to be 33.5%. This is located along the B5017 into Burton, to the east of the site. The B5234 provides the main access to the site and is predicted to be operating at a maximum of 15.9% of its capacity in the AM peak 13.2% in the PM peak. These are in a westbound and eastbound direction respectively, representing morning traffic movements out of Burton and evening trips into Burton. In comparison to the consented scheme, there is a minimal difference between the predicted traffic flows. The largest percentage change in total flow along each road is 0.6% on the B5234 in both morning and evening peak periods

Where increases in flows have been identified, these are not considered to be significant in reference to these links. Tables 6.7 – 6.8 identify the relative traffic flows associated with the consented and revised schemes compared to the capacity of each link during the peak hours.

It is clear that the proposed scheme will have a relatively minimal impact on the surrounding highway network relative to the 2001 consented scheme.

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**Table 6.7 – Capacity of Local Highway Links – AM Peak**

Location	Direction	Capacity	Baseline Flows (Base + Consented Dev)		Base + Revised Development		Change (%)
			Vehicles	Flow / Capacity	Vehicles	Flow / Capacity	
Site 1 - B5234 to the east of site access	Eastbound	1299	181	13.9%	189	14.5%	+0.6%
	Westbound	1299	211	16.2%	206	15.9%	-0.4%
Site 2 - A515 between Six Roads End and Pipey Lane	Northbound	1299	189	14.5%	191	14.7%	+0.2%
	Southbound	1299	221	17.0%	221	17.0%	0.0%
Site3 - B5017 to east of Five Lanes End Junction	Eastbound	1299	428	32.9%	435	33.5%	+0.5%
	Westbound	1299	244	18.8%	240	18.5%	-0.3%
Site 4 - Rangemore Hill between Five Lanes End and Tatenhill Lane	Northbound	1299	138	10.6%	137	10.5%	-0.1%
	Southbound	1299	224	17.2%	225	17.3%	+0.1%
Site 5 - Rangemore Hill south of Tatenhill Lane	Northbound	1299	135	10.4%	135	10.4%	0.0%
	Southbound	1299	156	12.0%	157	12.1%	+0.1%

Capabilities on project:  
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**Table 6.8 – Capacity of Local Highway Links – PM Peak**

Location	Direction	Capacity	Baseline Flows (Base + Consented Dev)		Base + Revised Development		Change (%)
			Vehicles	Flow / Capacity	Vehicles	Flow / Capacity	
Site 1 - B5234 to the east of site access	Eastbound	1299	177	13.6%	172	13.2%	-0.4%
	Westbound	1299	131	10.1%	139	10.7%	+0.6%
Site 2 - A515 between Six Roads End and Pipey Lane	Northbound	1299	166	12.8%	166	12.8%	0.0%
	Southbound	1299	205	15.8%	207	15.9%	+0.2%
Site3 - B5017 to east of Five Lanes End Junction	Eastbound	1299	282	21.7%	278	21.4%	-0.3%
	Westbound	1299	341	26.3%	348	26.8%	+0.5%
Site 4 - Rangemore Hill between Five Lanes End and Tatenhill Lane	Northbound	1299	212	16.3%	213	16.4%	+0.1%
	Southbound	1299	167	12.9%	166	12.8%	-0.1%
Site 5 - Rangemore Hill south of Tatenhill Lane	Northbound	1299	145	11.2%	146	11.2%	+0.1%
	Southbound	1299	138	10.6%	138	10.6%	0.0%

Notes:

1) 2009 Base Flows calculated from 2004 flows in 2001 TA and growth based on 2009 ATC data from Site 1

2) Consented Scheme as identified in 2001 TA

3) Revised development flows based on Proposed Core Use of the Site (4 International Teams, Senior Coaching Course, Office and Hotel Staff) assuming single day of arrival for all teams and students (as at 13/01/10)

4) Development flow assignment based on approach taken in 2001 TA

5) Rural Link Capacity based on Congestion Reference Flow (From DMRB TA 46/97 Traffic Flow Ranges For Use In The Assessment of New Rural Roads)

Capacity - the maximum sustainable hourly lane throughput =  $A - B * Pk\%H$ , where for Single Carriageway Roadss  $A = 1380$  and  $B = 15.0$  and  $Pk\%H$  is the percentage of 'Heavy Vehicles' in the peak hour

From 2009 ATC average 5 day peak hour HGV % = 5.4% and therefore Rural Link Capacity =  $1380 - (15 * 5.4) = 1299$

### 6.3.3 Impact Analysis – Site Access Junction

It has been agreed with the local highway authority that the modelling of the site access junction will be undertaken with the revised scheme flows. A PICADY junction model was created to assess the impact of the site access junction on the B5234. As discussed in Section 3, the junction was constructed as part of the 2001 consented scheme improvements and has sufficient space to accommodate two adjacent vehicles at the give-way line on exit from the site and a right turn ghost island.

Turning movement diagrams for the baseline and base + revised development scenarios are shown in Figures 6-19-6.24. The results of the junction modelling are shown in Table 6.9 – 6.10 below.

It is evident from the PICADY analysis in Table 6.9 that the proposed development would lead to negligible impact in comparison to the consented baseline scenario. The RFC fluctuates by minimal proportions between the two scenarios, while the proposed scheme would lead to a nominal impact on the site access junction.

As identified above, the revised proposed scheme is not anticipated to have a significant impact on the level of peak hour trip generation associated with the site and will have a minimal impact on the surrounding highway network. As part of the 2001 consented scheme, improvements were undertaken to the Fives Roads End Junction to upgrade it from a five way priority junction to a priority controlled roundabout. These improvements are to accommodate the predicted levels of traffic flows associated with the development and as such no wider modelling is required.

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Junction capacity assessments have also been undertaken of the proposed enabling residential development (which forms part of a separate application submitted at the same time as this application) and have indicated that the site access junction would have more than sufficient capacity to accommodate the additional development flows. The results are summarised in Table 6.10.

**Table 6.9 – Site Access Junction – Baseline Scenario**

Arm	AM Peak		PM Peak	
	RFC (%)	Queue (Vehicles)	RFC (%)	Queue (Vehicles)
Site Access - B5234 (E)	0%	0	12.6%	0
Site Access - B5234 (W)	0%	0	4%	0
B5234 (W) - Site Access	3.6%	0	0	0

**Table 6.9 – Site Access Junction – Base + Proposed Development**

Arm	AM Peak		PM Peak	
	RFC (%)	Queue (Vehicles)	RFC (%)	Queue (Vehicles)
Site Access - B5234 (E)	2%	0	11.4%	0
Site Access - B5234 (W)	0.7%	0	3.8%	0
B5234 (W) - Site Access	3.4%	0	0.6%	0

**Table 6.10 - Site Access Junction – Base + Proposed Development + Residential Development**

Arm	AM Peak		PM Peak	
	RFC (%)	Queue (Vehicles)	RFC (%)	Queue (Vehicles)
Site Access - B5234 (E)	4.3%	0	12.4%	0
Site Access - B5234 (W)	1.5%	0	4.2%	0
B5234 (W) - Site Access	3.6%	0	1.1%	0

## **7 Travel Plan**

## 7 Travel Plan

### 7.1 Introduction

A travel plan is a package of measures designed to encourage a sustainable approach to transport for a defined site or area. This will typically look to encourage a mode shift from private car use to alternative forms of transport, such as public transport, walking or cycling. It may also look to improve the sustainability of the transport behaviour of the site through reducing the number and length of trips that are made or through encouraging car sharing to reduce the number of single occupancy car trips that are made.

The measures that are employed are traditionally split into two groups; 'hard' measures which include infrastructural improvements such as cycle parking racks, new footways and constrained parking provision, and 'soft' measures which focus on improving the availability of information and encourage the use of alternative forms of transport through incentives and the promotion of initiatives to encourage more sustainable transport behaviour, for instance car sharing.

A travel plan is a requisite as part of planning applications for larger schemes and those that are identified as potentially having a significant impact on the transport network. This requirement is set out in national policy guidance in the form of PPS13, as well as in local planning guidance. Staffordshire County Council, the local highway authority for the proposed site, provide information relating to the content of travel plans within "Guidelines for Transport Assessments and Travel Plans", which was published in January 2008.

Travel plans have the potential to provide significant benefits if successfully implemented. These include:

- Increasing a site's attractiveness through improving the range and quality of transport options available to staff and visitors;
- Lower car use reduces the likelihood of congestion and the costs associated with it;
- Minimising unnecessary journeys and the costs associated with them;
- Cost savings to individuals through reduced car ownership dependency;
- Contributing to a healthier and more active community through reduced air pollution associated with car use and encouraging walking and cycling;
- Benefits to employees, with a more motivated, healthier workforce as well as the potential for a reduced vehicle fleet;
- Can provide a positive green image to a development;
- Reduced loss of potentially developable land given over to car parking; and
- Compliance with national and local policy.

### 7.2 Existing Conditions

The site is located at St. George's Park (formerly Byrkley Park), near Needwood, East Staffordshire. The site, which has been partially developed in line with the planning permission secured in 2001, is bordered to the west by Tatenhill Airfield and to the south and east by farm land. The site's northern boundary is formed by the B5234, which runs west-east. Burton-on-Trent, the principal settlement in East Staffordshire, is approximately 7km to the east of the site.

Given its rural location, there is a very limited public transport to the site. The nearest railway station to the site is in Burton-on-Trent managed by East Midlands Trains and is served by routes operated by Cross Country Trains. Regular services operate between Nottingham and Birmingham New Street, with approximately one train every 20 minutes during the weekday peaks. Less frequent services extend between York, via Leeds, and Newcastle to the north, and Plymouth, via Bristol Temple Meads to the south.

Vehicular access to the site is via a junction on the B5234, between the airfield and Five Lanes Junction. This junction, which has sufficient space to accommodate two adjacent vehicles at the give-way line on exit from the site and a right turn ghost island, was part of the 2001 consented scheme improvements.

### 7.3 Management and Implementation

It is important that the Travel Plan is suitably managed and implemented to maximise its impact. A Travel Plan Co-ordinator will be appointed to manage the day-to-day running of the Travel Plan. Their role will include:

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- The ongoing delivery of the Travel Plan;
- The implementation of the measures and initiatives identified in the Travel Plan;
- Ensuring information contained within the Travel Plan is relevant and up-to-date;
- Identifying and investigating potential new measures and initiatives;
- Acting as a first point of contact for Travel Plan queries and advice;
- Liaising with the local authorities and other transport bodies as well as other relevant groups and organisations; and
- Responsibility for the monitoring, review and reporting of the Travel Plan.

The FA will be responsible for ensuring that the role of the Travel Plan Co-ordinator is suitably funded. The Travel Plan Co-ordinator will report directly to senior management at the National Football Centre, and the co-ordinator, in conjunction with senior management, will be responsible for the review and updating of the Travel Plan, in consultation with the local authorities and Staffordshire County Council.

It is important to try to influence travel behaviour at the earliest possible opportunity, before behaviour is established. It is therefore proposed that the Travel Plan is implemented as soon as the site is operational, and that as well as the infrastructural features that form part of the site layout and design, as many of the 'soft' measures are available to all users. It will therefore be important to ensure that all relevant information is available on the National Football Centre's website at opening.

It will also be important to ensure that the Travel Plan is not seen to be 'inflicted' on people travelling to the site. There needs to be active involvement and a sense of ownership of the Travel Plan amongst those it is targeted towards. Ideas from regular users of the site should be sought, particularly from staff from the different facilities, to identify which measures are perceived as successful and whether there are feasible alternative initiatives that could be introduced. This sense of ownership may lead to increased, and more enthusiastic, participation in schemes. Feedback may be obtained through regular meetings between the Travel Plan Co-ordinator and representatives of the various user groups at the National Football Centre while staff and visitors will be kept up to date with the Travel Plan through the National Football Centre's website and notice boards.

#### **7.4 Objectives**

Travel Plans are a means of promoting sustainable travel to a place or building, for its occupiers and visitors. Travel Plans can encompass information strategies to enhance awareness of alternatives to the car and with the local authority may help promote public transport improvements, cycle routes and other transport facilities or lead to environmental improvements that benefit both the development and local area. Travel Plans are consistent with national initiatives to reduce car use.

The key objectives of a Travel Plan are to achieve a reduction in potential car-borne traffic generation by encouraging use of sustainable modes. The Travel Plan seeks to encompass the following wider objectives;

- Reduce traffic / Encourage more walking and cycling to and from the site;
- Improve road safety;
- Achieve wider environmental benefits; and
- Reduce congestion and pollution.

A successful Travel Plan is likely to encompass the following;

- Clear aims and objectives;
- Assessment of current situation and travel patterns;
- Identification of key targets;
- Identification of measures and initiatives to encourage walking and cycling, public transport use, car sharing and flexible working;
- Infrastructure improvements;
- Raising awareness, marketing and maximising the impact of the Plan

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The site has been identified as the proposed location for the new National Football Centre for The Football Association. In this role it will have multiple uses, including:

- Providing a base for England's International Squads for training prior to international matches;
- Coaching and sports education courses;
- Community and other sports facility provision;
- Administration and analysis offices; and
- Hotel and conferencing facilities.

The Travel Plan will aim to encourage more sustainable transport behaviour by all potential users of the site, encompassing staff based full-time at the site and those who may be required to attend occasionally, visitors linked to its principal use, e.g. footballers, coaching staff / lecturers, media, as well as general public visitors using the hotel or community facilities. To this end, the travel plan's main objectives are to:

- Minimise single occupancy car travel to the site;
- Encourage the use of car sharing and dedicated minibus / coach services;
- Ensure that up-to-date information is provided for alternative travel modes around the site.

As identified in the Transport Assessment, the various facilities will have different travel profiles associated with them. Different travel plan measures will have different impacts upon each group and it is considered that in some cases there will only be a very limited impact in terms of mode splits.

## **7.5 Measures to Persuade Employees and Visitors to Change their Travel Patterns**

### **7.5.1 Approach**

This Travel Plan has been developed in coordination with the Transport Assessment. This ensures that sustainable travel options have been considered during the development of the site layout. At a basic level, the range of facilities provided means that the needs of the majority of staff and visitors to the site during a typical day can be catered for on site, minimising the number of trips that need to be made beyond the boundaries of the site. This includes the provision of the hotel for those required to stay overnight. Food and recreation facilities are also provided on site.

### **7.5.2 Cycling Initiatives**

Cycling may be a viable mode of transport to the site for those employees / visitors who live in relatively close proximity. Specific measures that the FA will introduce to encourage cycling, to the site amongst employees and visitors will include:

- The provision of information on local cycling routes in the form of travel information packs and green travel notice boards in the main entrance / reception area;
- Website announcements / advertisements on promotional events such as cycle to work days, in conjunction with national initiatives and adjacent uses;
- Investigation into the availability of, and demand for, cycle safety training;
- The provision of interest free loans to all staff for the purchase of bicycles and negotiation of potential discounts for the purchase of bicycles, accessories, clothing and repairs with local suppliers; and
- The provision of shower and changing facilities on-site available to all staff and visitors;
- Some 20 cycle parking spaces shared with the hotel uses.

### **7.5.3 Public Transport and Shuttle Bus Initiatives**

In order to encourage the use of coaches and minibuses / shuttle buses in preference to individual car use, the development's design includes the provision of coach and minibus spaces on site with drop off facilities provided in front of the hotel.

It is proposed to provide a dedicated shuttle bus service to Burton. It is envisaged that this will serve the railway station but will also be available to staff living in this area. The frequency of the service and the drop off / pick up points will be



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based upon demand, although it is anticipated that services will be designed to correlate with the train services arriving / departing from Burton.

Where a significant number of people are due to travel from a single destination, in particular for training courses, as well as junior international teams and other sports clubs, the potential for using a coach / minibus will be investigated. Where this isn't practical, staff and visitors will also be encouraged to car share to minimise the number of single occupancy car trips to the site. The travel plan co-ordinator will also investigate the potential for providing incentives to staff to cycle or use bus transport to access the site. This may include financial incentives through links with local shops and organisations to provide discounted cycle equipment or the provision of cycling proficiency training. The Travel Plan Co-ordinator's role includes encouraging participation in local and national events, such as Bike Week.

Specific measures to encourage increased public transport usage, in the context of the development site will include:

- To liaise with the rail industry, bus operators and key relevant bodies to seek improved rail and bus services to the Burton area and interchange improvements at Burton station;
- Provision of a shuttle bus service from the development, subject to demand. It is proposed that the shuttle bus service could provide a service between the development and Burton train station. The frequency, staffing and hours of operation of a potential shuttle bus service are yet to be agreed, but it is assumed that the service would be scheduled to target times of peak demand. Assuming a 1-2 mini buses with a passenger capacity of 15 persons, an average speed of 20-30mph and a 3 minute allowance at either end for loading / unloading, it is estimated that the service could provide a potential maximum capacity of up to 30-60 passengers per hour at times of peak demand at a maximum frequency of 15-30 minutes.

Specific measures that the FA will introduce to encourage public transport / shuttle bus usage to the site amongst employees and visitors will include:

- To provide a mini van / driver to be made available to transport staff to and from the station to supplement the shuttle bus and to undertake local pick ups / deliveries.
- The provision of information about shuttle bus and public transport services to all staff and visitors. This will take the form of displays or leaflets positioned at appropriate locations (ie reception areas or intranet/website);

#### 7.5.3.1 Car Sharing Initiatives

For staff and locally based visitors to the site, the use of Staffordshire Share a Lift ([www.share-a-lift.com](http://www.share-a-lift.com)) will be encouraged. This is a free service to enable employees to access a database of other people looking to share a journey to work. The National Football Centre will be registered with this service to ensure access for employees on the site. As identified in the Transport Assessment, it is considered that staff and members of the senior international team are most likely to travel by private car. Where possible, players will be encouraged to car share where there are a number of people travelling from the same club, with an emphasis on having a role in being sustainable and having an impact on climate change.

This Framework Travel Plan proposes the following measures to achieve a reduction in car use;

- Appointing a Travel Plan coordinator who will assist those wishing to travel by private car, by finding them suitable car sharing partners;
- Provision of a shuttle bus service between the site and Burton Train Station
- Providing a guaranteed ride home in the event of unforeseen problems ; and
- Publicity and other awareness-raising initiatives;
- The provision of preferential car parking spaces for members of Lift Share or Car Share club;
- Consider joining liftshare.com or setting up a site specific car sharing database to give greater opportunities for car sharing.

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The scope for FA staff to car share may be limited by the relatively wide geographical spread of home locations. However the scope to car share with employees of adjacent uses such as the hotel will be investigated. It is considered that a number of employees and visitors who would normally drive could be prepared to take part in a car share scheme, with assistance provided in finding suitable partners. Car sharing involves two or more people using a single car for their journey to and from their destination. This is a popular measure because it does not require people to give up the convenience of a car, but does achieve a significant reduction in traffic generation and travel costs.

The FA are committed to the following to increase to achieve a reduction in car use:

- The nomination of a Travel Plan coordinator who will assist those wishing to travel by private car, by finding them suitable car sharing partners;
- The provision of a limited number of priority car parking spaces reserved specifically for car sharers.

#### 7.5.3.2 Flexible Working Initiatives

Where practicable, it is proposed that a flexible policy with regard to home working would be operated which would help to minimise unnecessary car travel to the site, although given the nature of the developments opportunities for home working will be limited for certain roles. This may mean staff working alternative hours or incorporating current technology to work from home and organising tele / video conferencing to reduce the need for people to travel to meetings. Furthermore the provision of potential on-site catering facilities would reduce the need for employees and visitors to leave the site during meal breaks.

## 7.6 Targets

It will be necessary to set targets and take action as required by managing the process as the travel plan for the site evolves. Hence whilst targets need to be set, it is important that they are not too prescriptive. Occupiers should be allowed to achieve modal splits that best fit their culture, their operational requirements and the requirements of their employees. Accordingly flexibility within the combined target of non car modes and car passenger / occupancy is important for the success of the plan.

The following targets are proposed based on three alternative scenarios;

#### Scenario 1 – Maximise Car Sharing

- To reduce the proportion of employees travelling by private car as a sole occupant to 70%;
- To encourage car sharing and increase car occupancy to 1.30;
- To increase the number of employees and visitors cycling and using public transport / shuttle bus services with a target of 10% travelling by non car modes.

#### Scenario 2 – Combined Approach

- To reduce the proportion of employees travelling by private car as a sole occupant to 70%;
- To encourage car sharing and increase car occupancy to 1.20;
- To increase the number of employees and visitors cycling and using public transport / shuttle bus services with a target of 15% travelling by non car modes.

#### Scenario 3 – Maximise Non Car Modes

- To reduce the proportion of employees travelling by private car as a sole occupant to 70%;
- To encourage car sharing and increase car occupancy to 1.15;
- To increase the number of employees and visitors cycling and using public transport / shuttle bus services with a target of 20% travelling by non car modes..

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## 7.7 Raising Awareness, Marketing and Maximising the Impact of the Plan

Promotion and publicity of the plan should be on-going from the time of the initial introduction - a Travel Plan is a continuing process of implementation and review, rather than a one-off event. Therefore, travel patterns should be monitored regularly to gauge the progress and performance of the implemented initiatives. Employees and visitors should be encouraged to comment on all aspects of the transport plan at any time. In this way, any new ideas or amendments to existing initiatives can be made at the earliest opportunity.

The Travel Plan will be made available via the FA / National Football Centre's website which will also include links to maps identifying how to access the site and will encourage visitors to consider alternative travel modes, such as car sharing, coach and shuttle bus. Links will be provided to timetables for public transport in Burton and around the site. All this information will also be provided on notice boards around the site, to new staff and to participants in training courses at the time of booking.

A travel awareness campaign can be run with quite scarce resources. The main aim is to increase the recognition among employees and visitors that there is a need to reduce car use, and to promote and market the benefits of the Travel Plan.

Supporting measures that The FA will introduce to assist in reducing the reliance on the use of private cars by FA employees and visitors will include:

- Preparation of a public transport pack containing information about fares and routes, and timetables;
- Preparation of similar information packs for cycling and car sharing;
- Preparation of a Green Travel information pack for all visitors ;
- Use of Green Transport notice boards;
- Publishing newsletters, fliers and other informational material;
- Provision of information via company intranet and/or website; and
- Running promotional events and supporting national initiatives such as cycle to work days.

## 7.8 Implementation Timescales, Monitoring and Review

### 7.8.1 Roles and Responsibilities

To ensure that the plan is implemented and monitored efficiently, and that effective communications are maintained with all staff and visitors, the FA will:

- Nominate a member of staff to co-ordinate the implementation and monitoring of the Travel
- Plan and liaise with and appoint external consultants where appropriate;
- Specify the member of staff's duties with regard to the Travel Plan and resource the post in
- order to achieve this.

The Travel Plan coordinator's specific responsibilities will include the following:

- Acting as a source of information and reference for staff and visitors by providing travel options information to those working at the development;
- Creating and updating the Travel Plan notice board(s) around the development;
- Creating and distributing Travel Plan information packs to employees;
- Marketing and raising awareness of new initiatives relating to the Travel Plan;
- Reviewing the Travel Plan and maintaining appropriate records in order to effectively monitor the effects of the Travel Plan and make adjustments as necessary to achieve the set targets; and
- Liaise with the other operators and users such as the hotel and the enabling residential development and co-ordinate joint Travel Plan initiatives and events;
- Maintain regular contact with the Council.

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It is important that all members of staff and visitors to the site are aware of the Travel Plan to ensure a greater level of success. If the Travel Plan is to be a success, it is essential that the views that are expressed about the plan are carefully considered. This consultation procedure will help build a sense of a 'joint ownership' of the Plan.

Where uses are not under the direct control of the FA such as the hotel, operators will be encouraged to sign up to the principles of the Travel Plan and bring forward specific further initiatives where appropriate.

#### 7.8.2 Monitoring and Review

It is anticipated that the initial monitoring will occur approximately six months after development completion. Questionnaire / interview surveys will identify travel patterns and will be supplemented by actual usage surveys where appropriate.

This will allow time for measures to become established and for regular employees and visitors to form standard travel patterns. An interim review one year after development completion will give an early indication of the extent to which travel plan targets are being achieved. The aim will be to resubmit the Travel Plan to the local authority on a five yearly basis to ensure that the measures introduced are working as expected.

As part of the monitoring process, and in addition to these surveys, further information will be collated. This may include undertaking spot counts of the car parking occupancy and cycle parking usage, as well as recording the number of people signed up on the car share database. The uptake of implemented cycle and public transport incentives could be recorded as could representation at meetings and participation in Travel Plan events. Although it is anticipated that this would be picked up within the baseline and annual travel surveys, it will also be important to undertake more regular monitoring of the usage of the proposed shuttle bus in order to establish the demand and therefore a suitable frequency of service.

Following the undertaking of the baseline and annual travel surveys, a monitoring report will be produced by the Travel Plan Co-ordinator, in conjunction with senior management at the National Football Centre. This will identify where targets are being successfully met, where there is a need for improvement as well as any potential new initiatives and measures. A copy of this report will be provided to East Staffordshire Borough Council and Staffordshire County Council and will form the basis of discussions to agree changes to the Travel Plan.

A copy of the monitoring report and updated Travel Plan will be provided on the National Football Centre's website and on notice boards around the site in order to ensure that there is awareness of the Travel Plan amongst the different groups using the National Football Centre.

The proposed Implementation timescale is as follows:

##### Prior to Development

- Framework Travel Plan: February 2010;
- Other Site Occupiers to sign up to Framework Travel Plan: tbc;
- Appoint Travel Plan Coordinator: Summer 2010.

##### Following Development Completion

- Travel Questionnaire / Interview Surveys: Completion plus 6 months;
- Interim Review of Travel Plan: Completion plus 1 year – mid 2013;
- Review / resubmit Travel Plan to Relevant Authorities: Completion plus 5 years (and 5 yearly thereafter).

## **8 Summary and Conclusions**

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## 8 Summary and Conclusions

Planning permission was originally granted in 2001 for the development of the site for the use of the England National Football Teams in their preparation prior to international matches. The 2001 permission also envisaged that the site would be used as a training centre in full time use for other squads and educational courses. The proposals included the provision of a new access on to the B5234 and an internal access road, six bus spaces and 250 car parking spaces. This new access and the internal access road, the pitches and other structures were subsequently constructed in accordance with the consented scheme although construction was suspended in 2004.

The FA is now seeking to secure planning permission for a revised scheme. These revised proposals include additional accommodation on the site in the form of a 230 bedroom hotel comprising 150 bedroom (single occupancy) 4\* accommodation and 80 bedroom (mixed occupancy) 3\* accommodation. This new accommodation would be complemented by conferencing and meeting facilities which could be used for the FA Learning Courses and Events.

While providing a base for key Football Association office and administrative staff and training / learning courses, the National Football Centre's core function is to provide a suitable facility for England's National Football Teams, including both men's and women's representative sides, to prepare for international fixtures.

When the site is in use by the international teams, it is anticipated that activity on the site will be restricted to:

- International Squads – Players, Coaches and Support Staff
- Senior coaching courses
- Media requirements associated with coverage of the international squads
- Day-to-day Staff Activity

The senior men's team is anticipated to meet up twice a year at the National Football Centre during the international fixture windows identified by FIFA. For each of these, this would involve around 4 days of preparation prior to a home match, or between 4 and 7 days of preparation in advance of a home match, where it is then followed by an away game.

In total, international squads may require the use of the National Football Centre for a combined total of 12 weeks each year. When international teams are not in residence, it is intended that the site will be used as the base for the FA's learning courses and events. In addition, the site may also be used for:

- Other residential and non-residential bookings for professional and non-professional squads;
- Community Use of three pitches and facilities;
- Corporate and private company use of the hotel and associated facilities;
- Public use of the hotel and associated facilities.

The primary use of the facility in these instances would however be for the FA learning courses. These are likely to include a range of training courses, seminars and events including coaching qualifications, tutor training, sports medicine and refereeing meetings. The majority of these courses are resident based, with students accommodated in the hotel, and typically range from 3 to 7 days. A review of the timetable of FA courses for 2010 indicates that the vast majority of courses are currently programmed to take place in a 5 month period between May and September.

The proposed revised scheme is not anticipated to have a significant impact on the level of peak hour trip generation associated with the site and is likely to have a relatively minimal impact on the surrounding highway network relative to the consented scheme. As part of the 2001 consented scheme, in addition to the new site access road and junction the FA funded improvements to the Fives Lanes End Junction to upgrade it from a five way priority junction to a roundabout. No changes to the site access are required.

As part of the 2001 application, a Transport Assessment was produced to consider the likely impact of those proposals. The Transport Assessment has been updated to assess the net impact of the revised proposals which will be considered relative to the baseline consented scheme. A summary of the net impacts assuming the core use (ie when international squads are in residence) has been provided for the proposed development relative to the consented scheme.

Capabilities on project:  
Transportation

It is considered that the contribution made by the FA previously for the consented scheme to highway and infrastructure improvements (notably the site access and five roads junction improvements) was proportionate to the level of development impact.

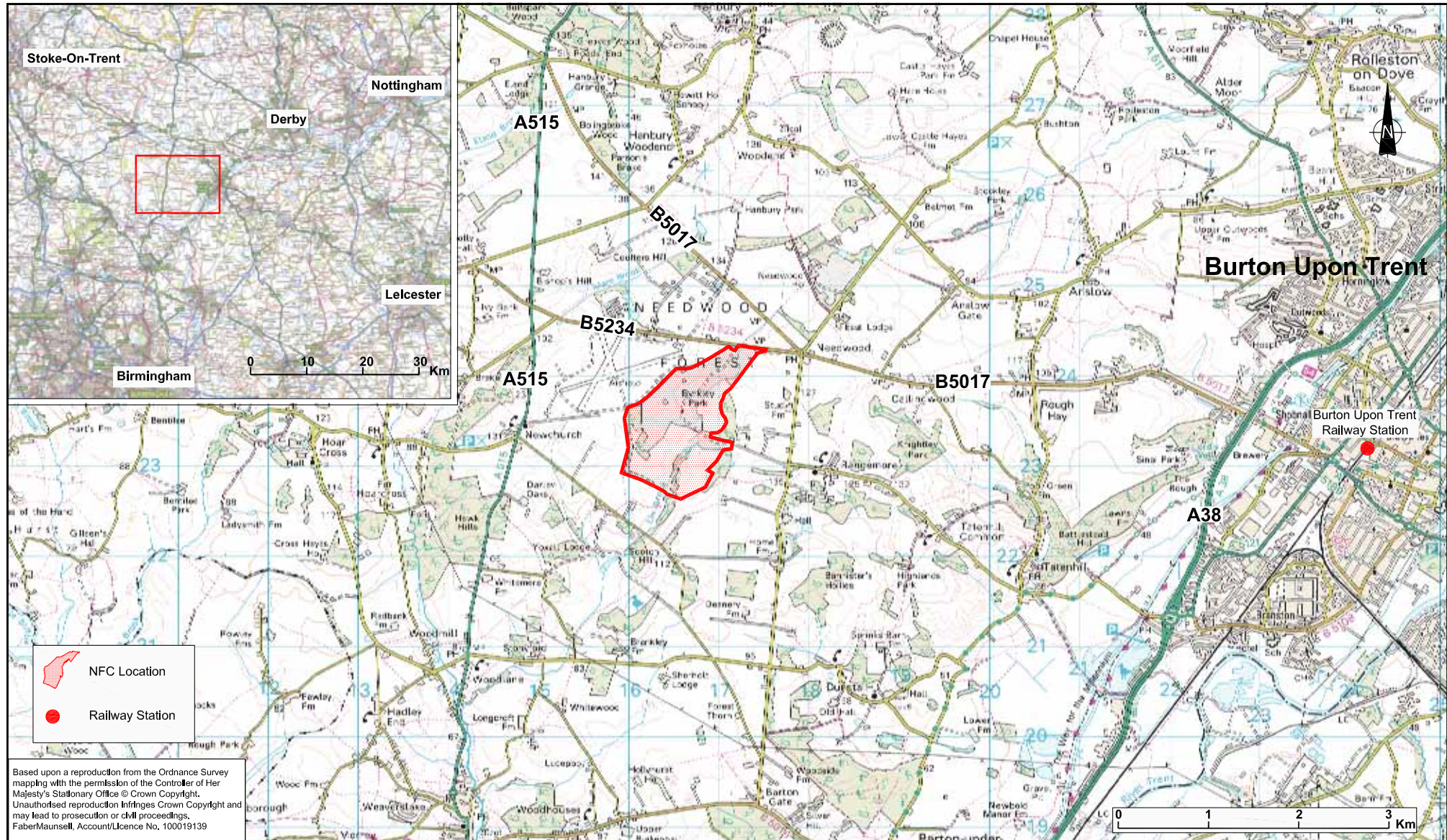
In addition to the highway improvements identified above, a Travel Plan has been developed which will include a package of measures which will seek to minimise any unnecessary car travel to the site, particularly in the case of events and FA learning courses. A range of initiatives are currently being considered to encourage more sustainable travel by users of the site and are likely to include the promotion of car sharing initiatives and use of group travel, where possible. It is proposed to provide a dedicated shuttle bus service from Burton to the site. It is envisaged that this will serve the railway station but will also be available to staff living in this area. The frequency of the service will be based upon demand, although it is anticipated that services will be designed to correlate with the train services arriving / departing from Burton.

In addition a signage strategy will be implemented by planning condition to minimise the potential use of inappropriate routes.

## Figures



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Client: <b>The Football Association</b>
Project: <b>National Football Centre, Burton</b>

Title: <b>Site Location</b>
--------------------------------

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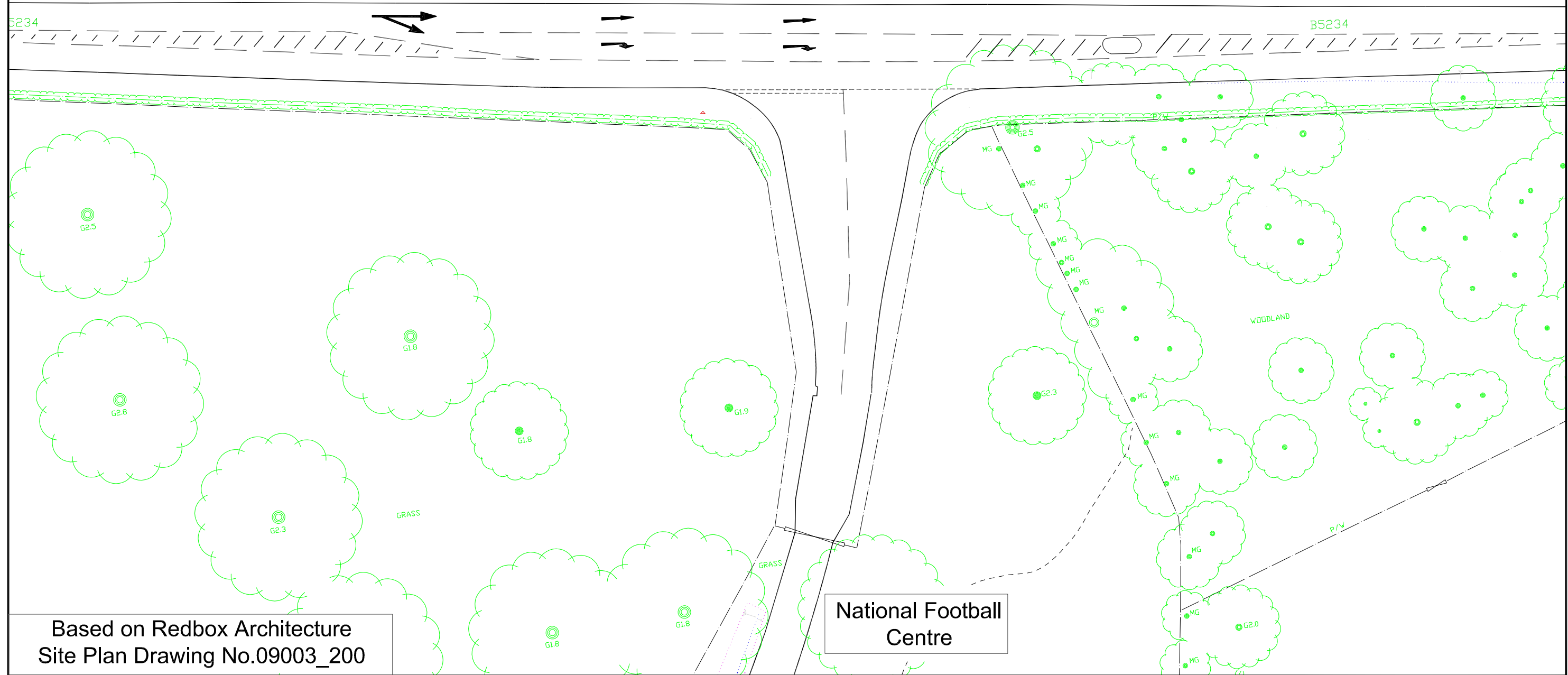
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B5234 West

B5234 East



Based on Redbox Architecture  
Site Plan Drawing No.09003\_200

National Football  
Centre

Client:	The Football Association
Project:	National Football Centre

Title:	Site Access Junction
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**AECOM**

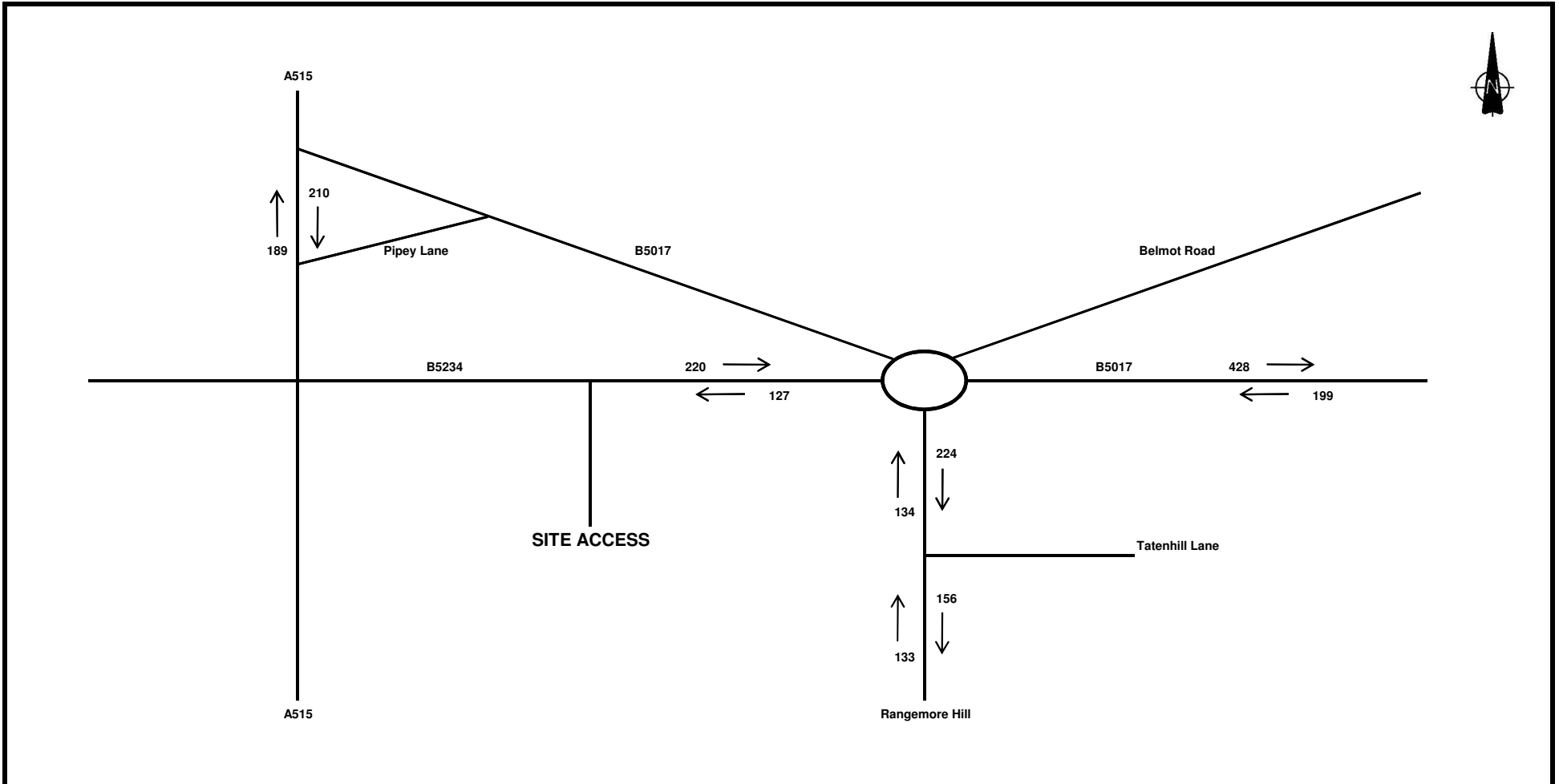
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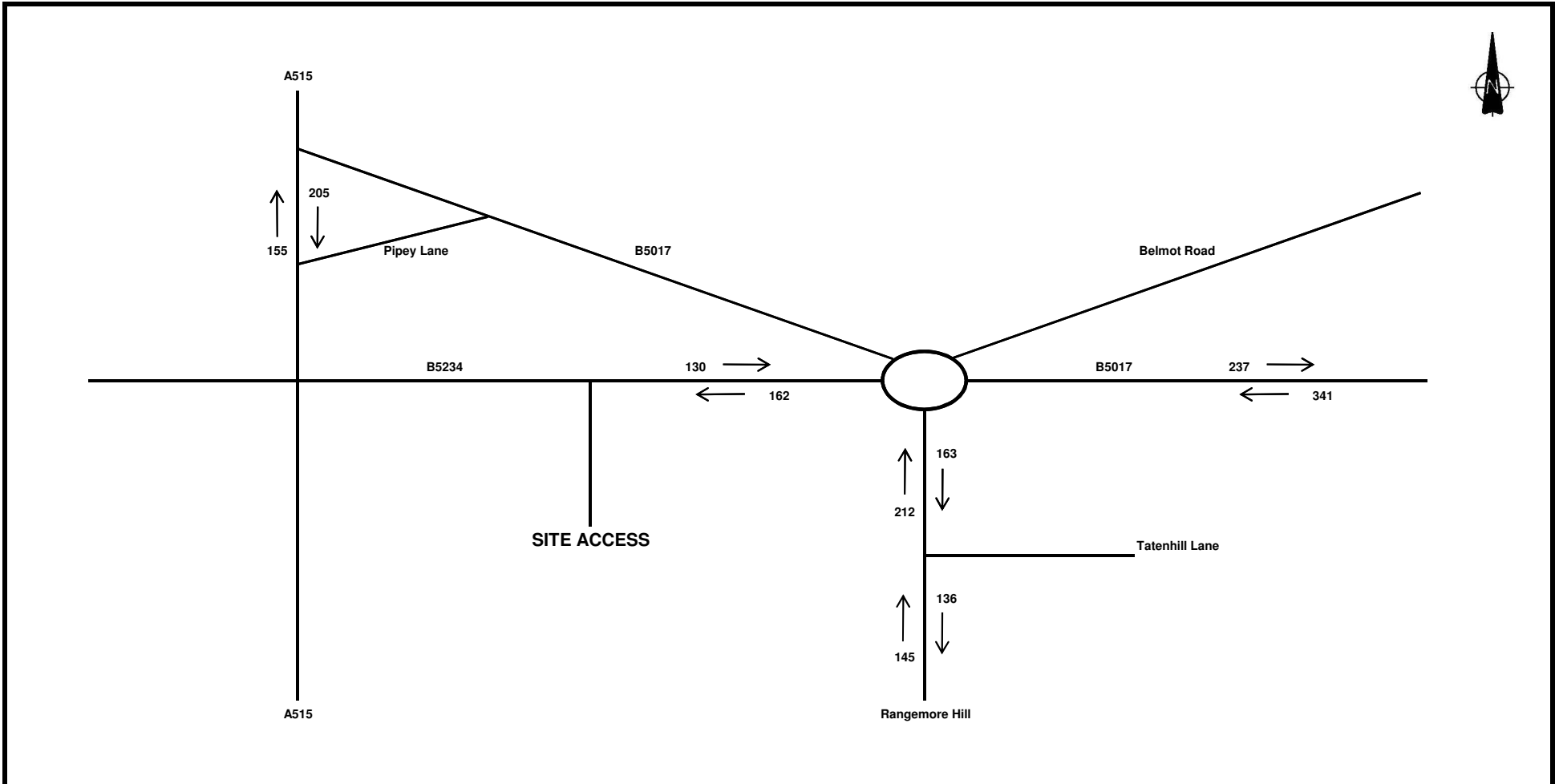
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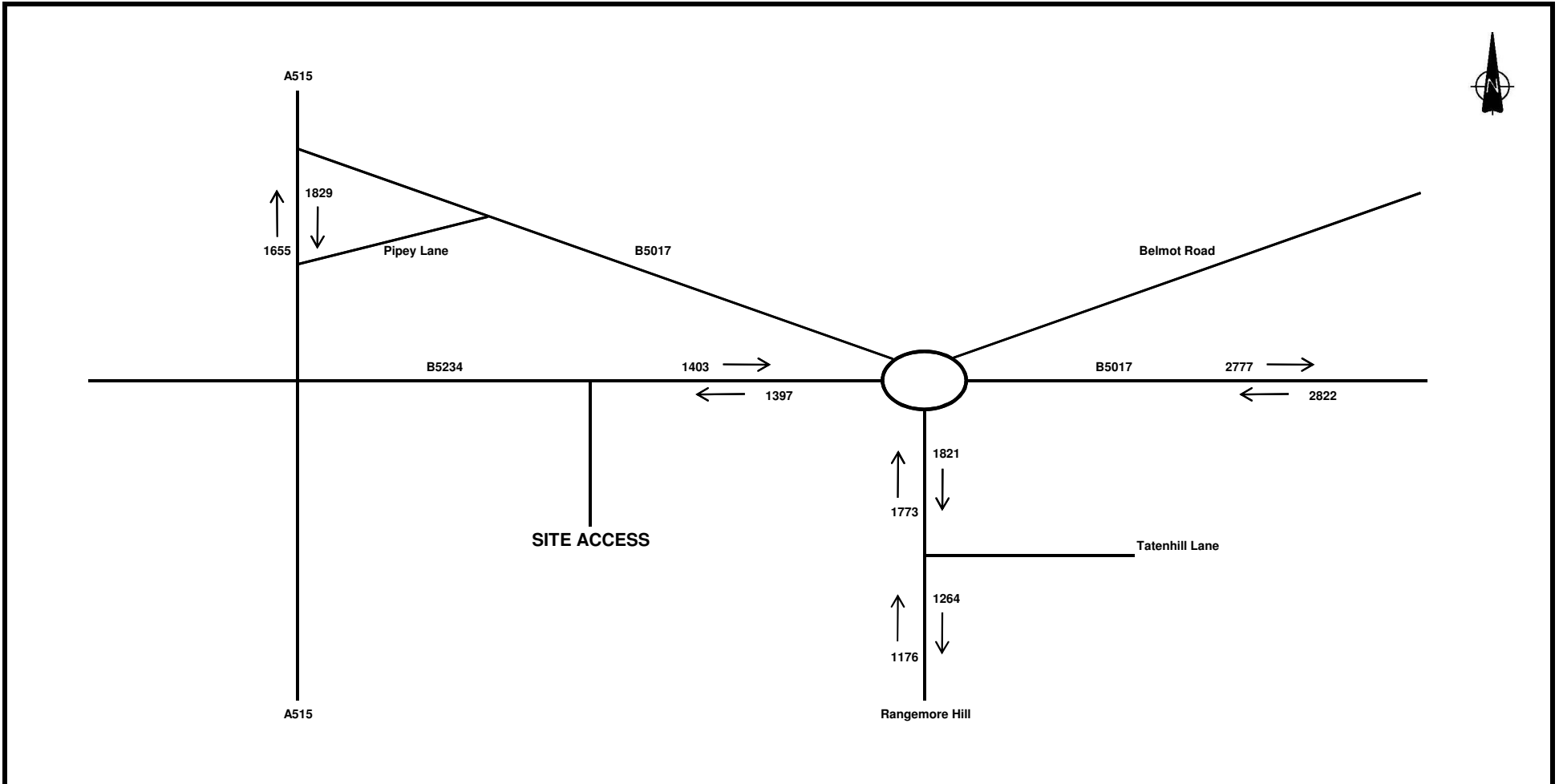
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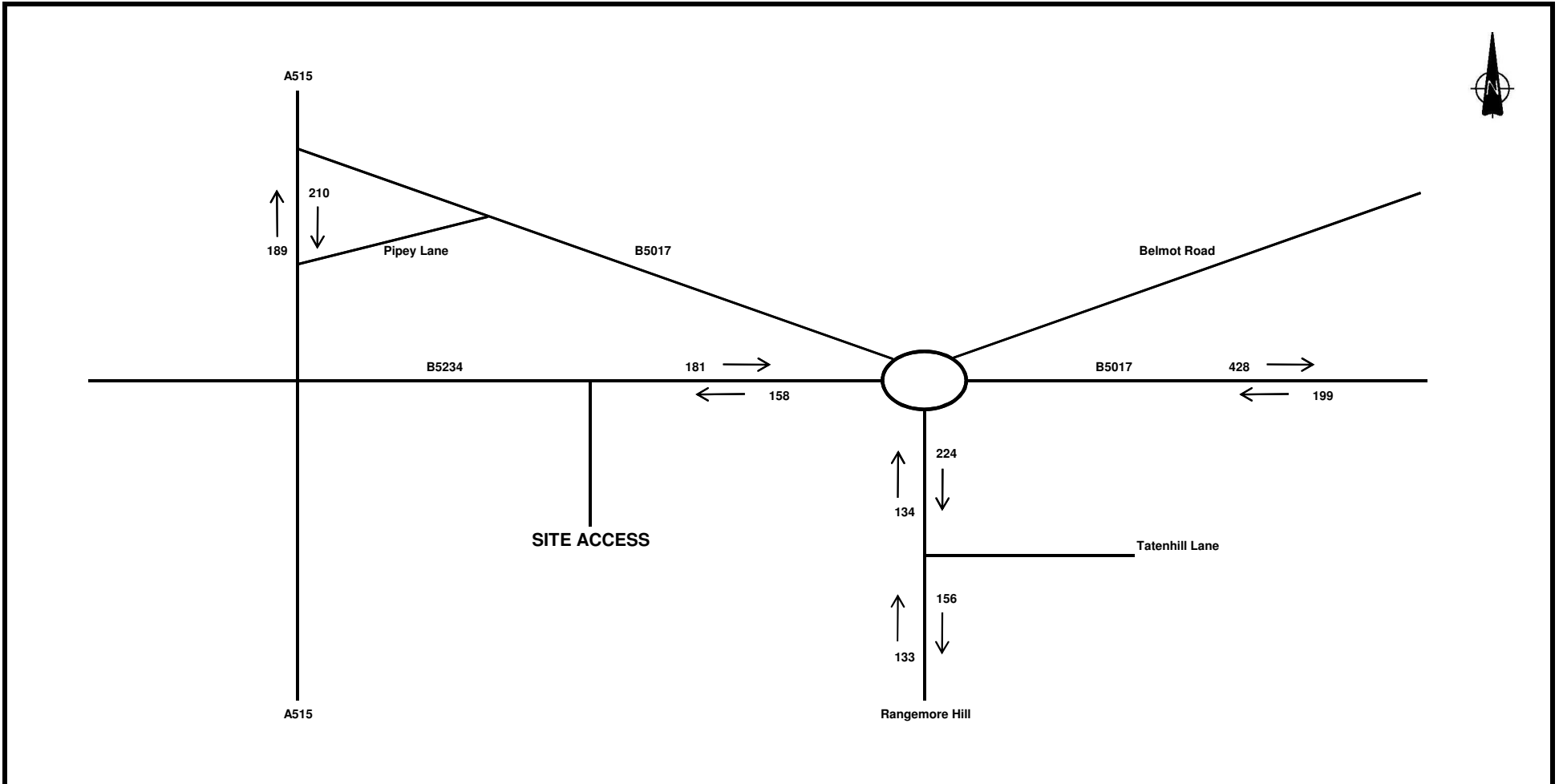
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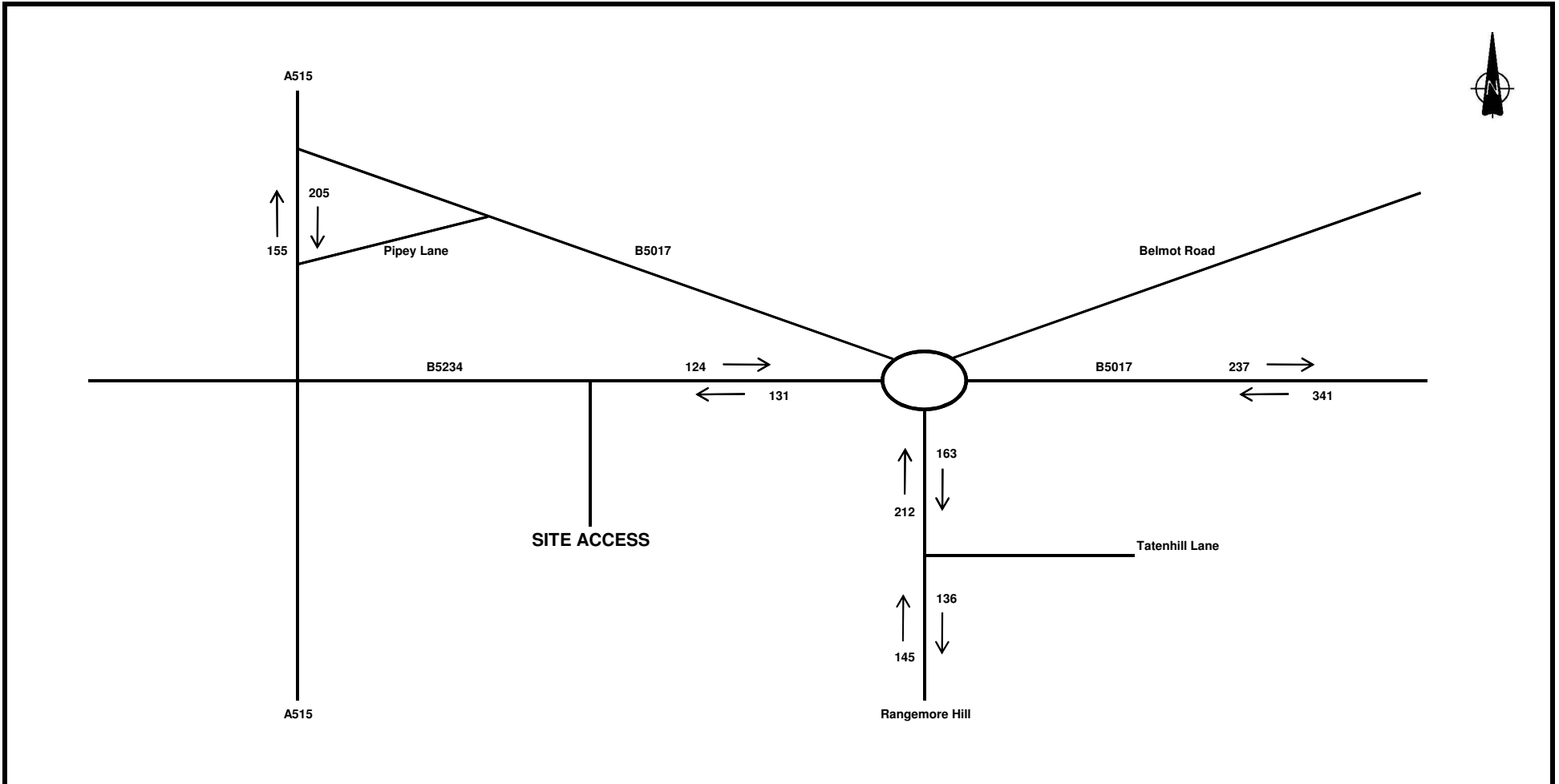
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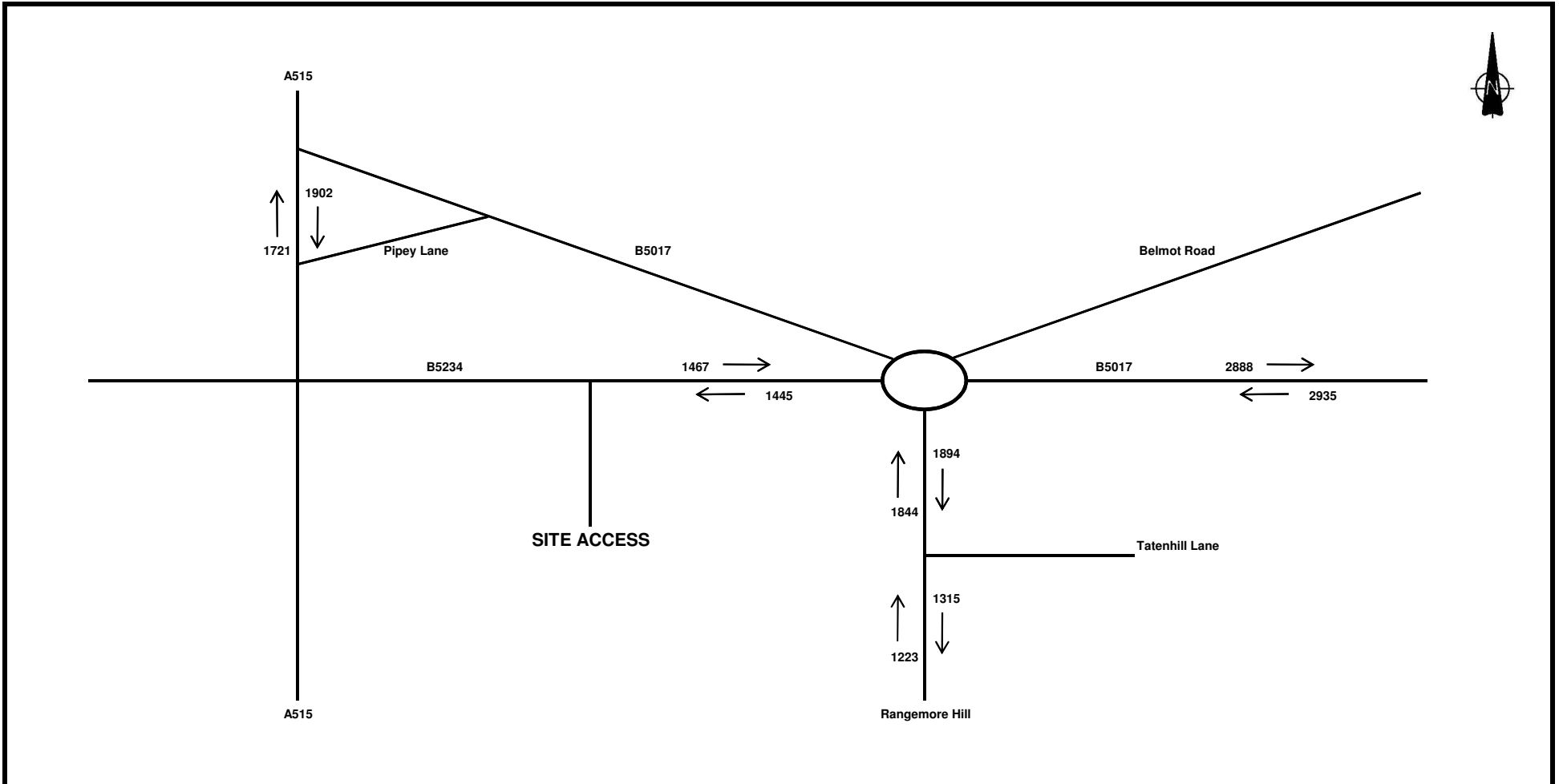
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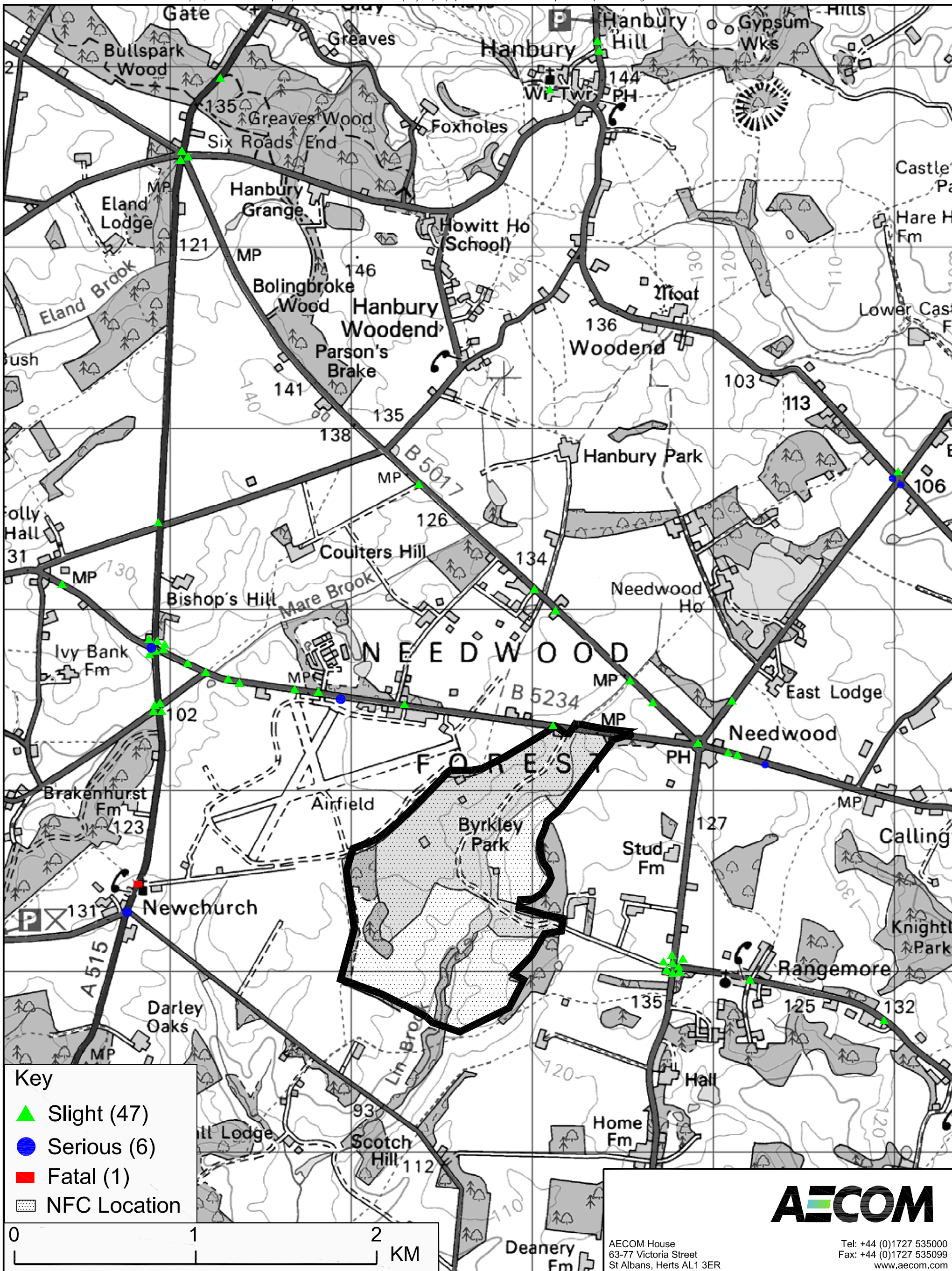
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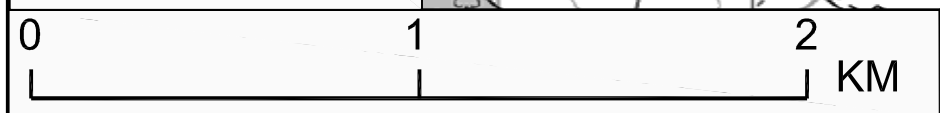
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**Key**

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- Serious (6)
- Fatal (1)
- NFC Location



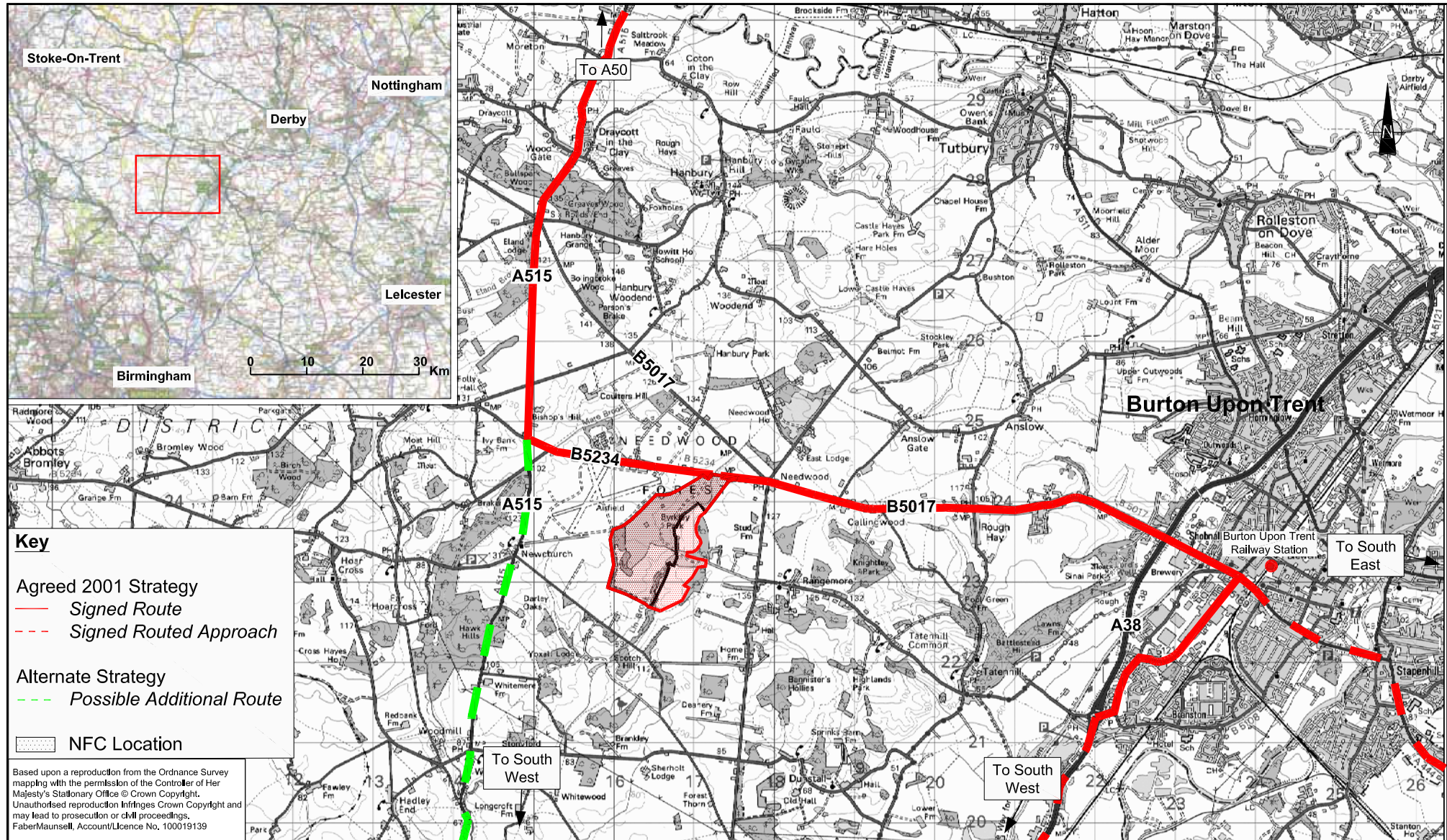
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Client:	The Football Association
Project:	National Football Centre, Burton

Title:	Location of Recorded Traffic Accidents October 2004 - Spetember 2009
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**Key**

Agreed 2001 Strategy  
 — Signed Route  
 - - - Signed Routed Approach

Alternate Strategy  
 - - - Possible Additional Route

▨ NFC Location

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Project: <b>National Football Centre, Burton</b>

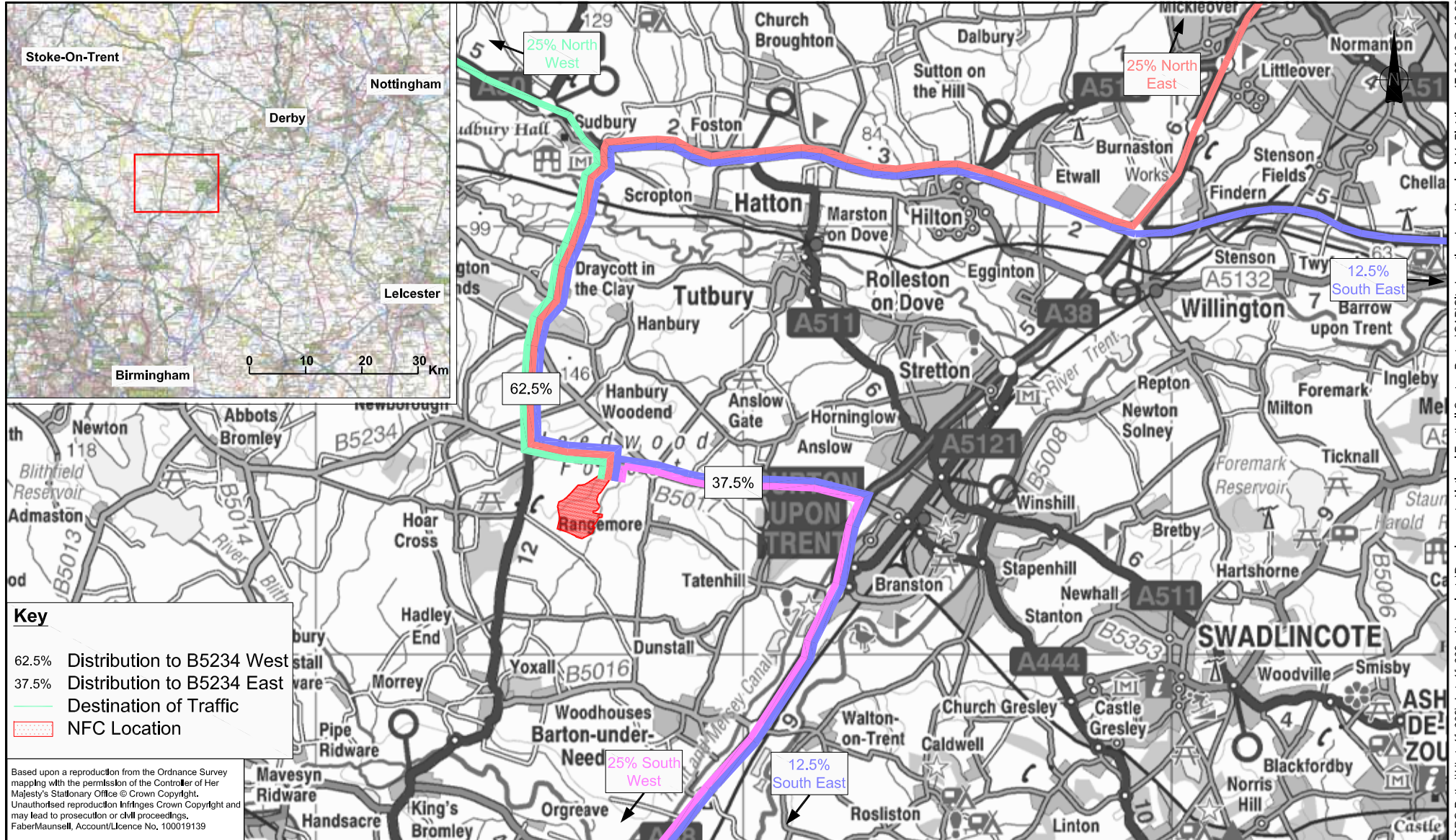
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Rev:	



Client:  
**The Football Association**

Project:  
**National Football Centre, Burton**

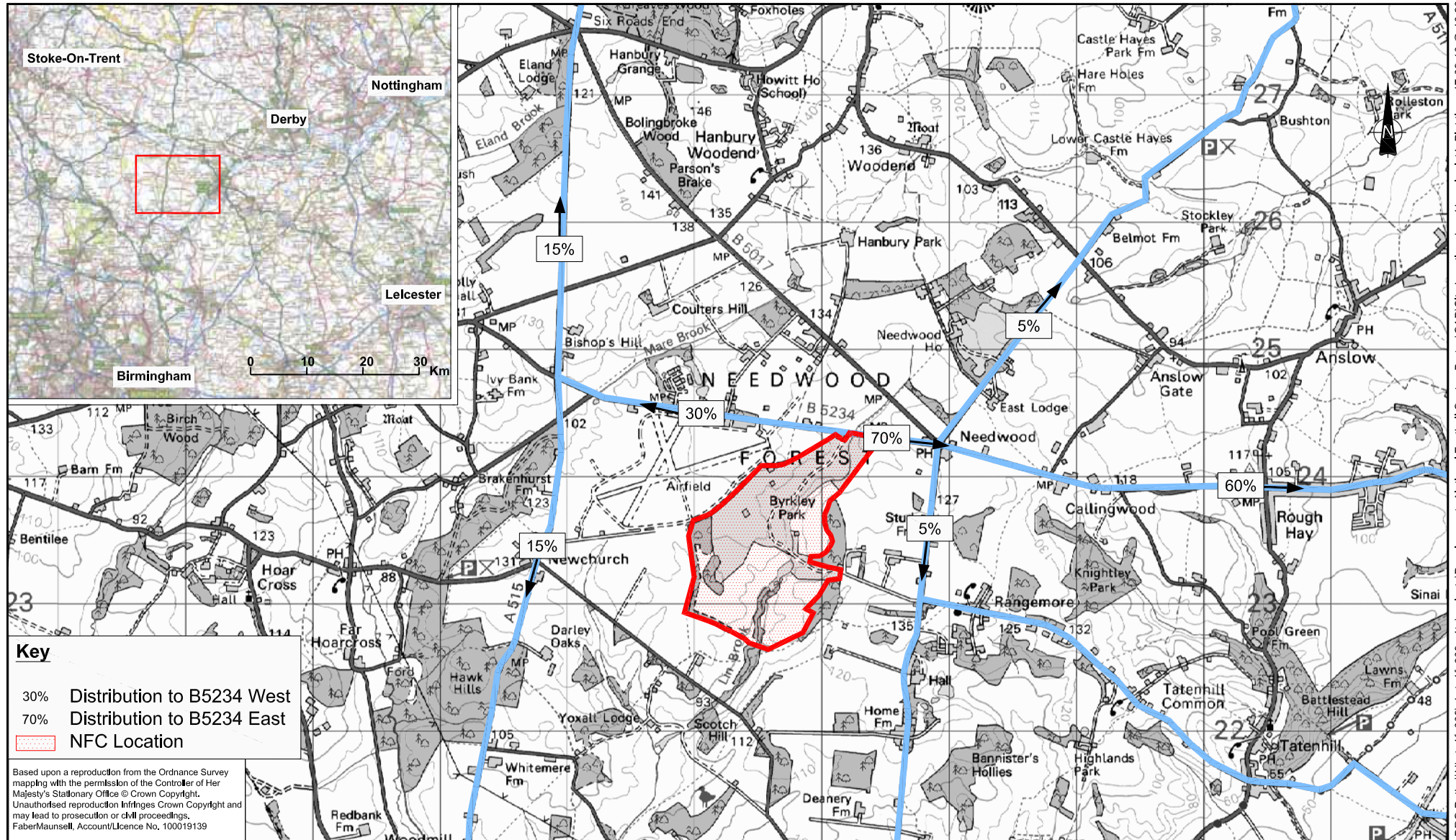
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**Distribution and Assignment of  
Players, Coaches and  
Course Attendees**

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Client:  
**The Football Association**

Project:  
**National Football Centre, Burton**

Title:  
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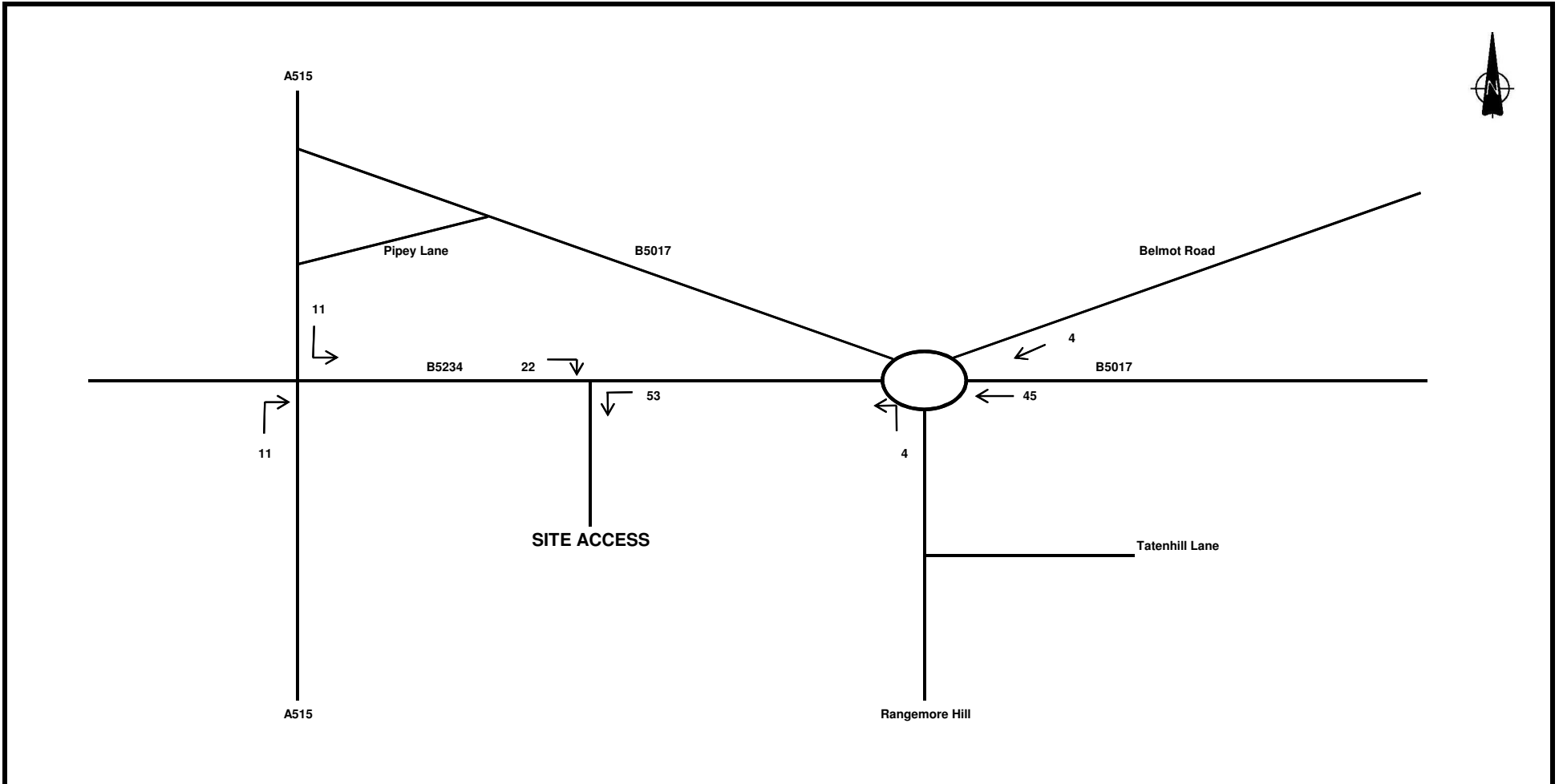
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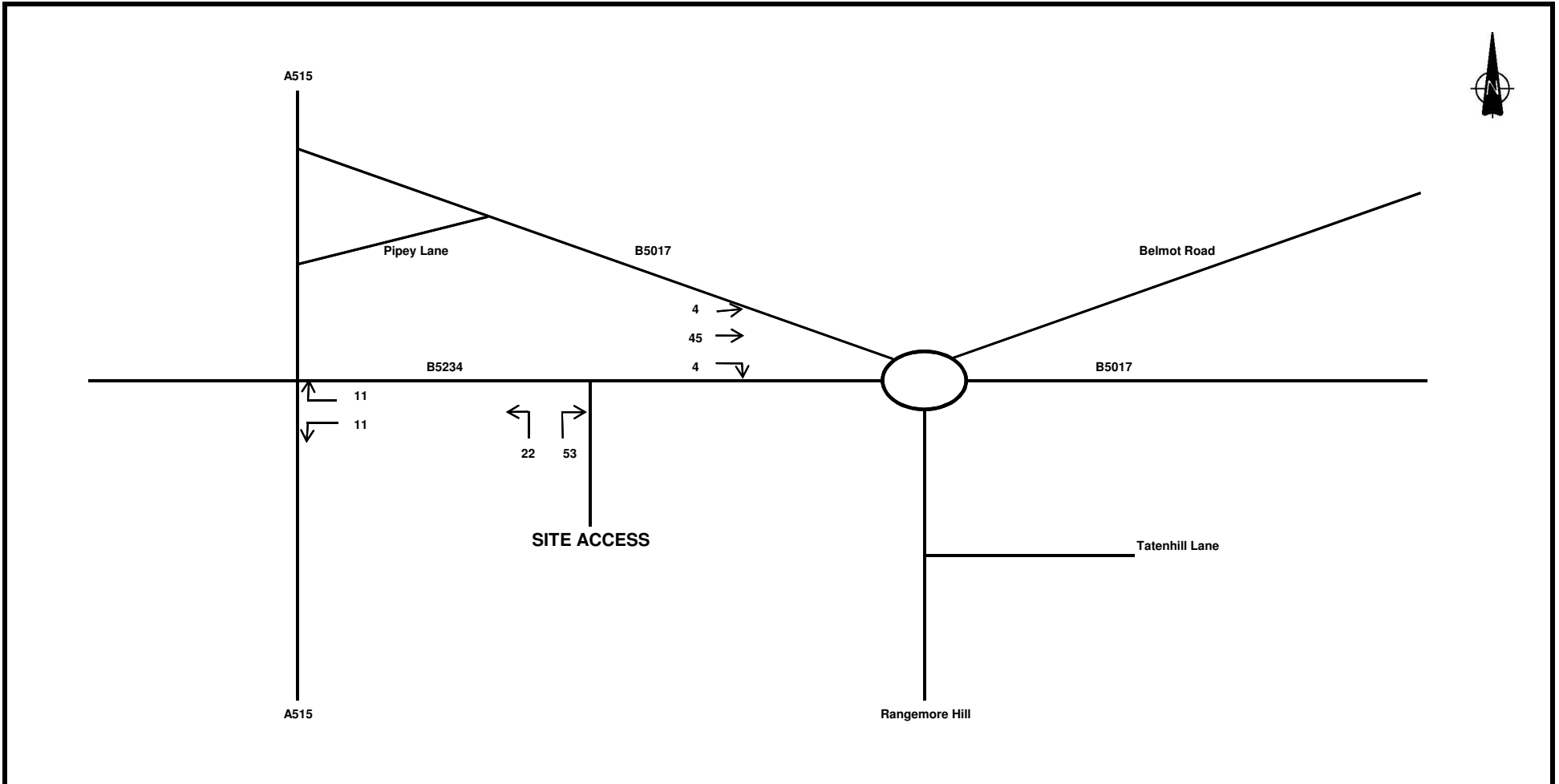
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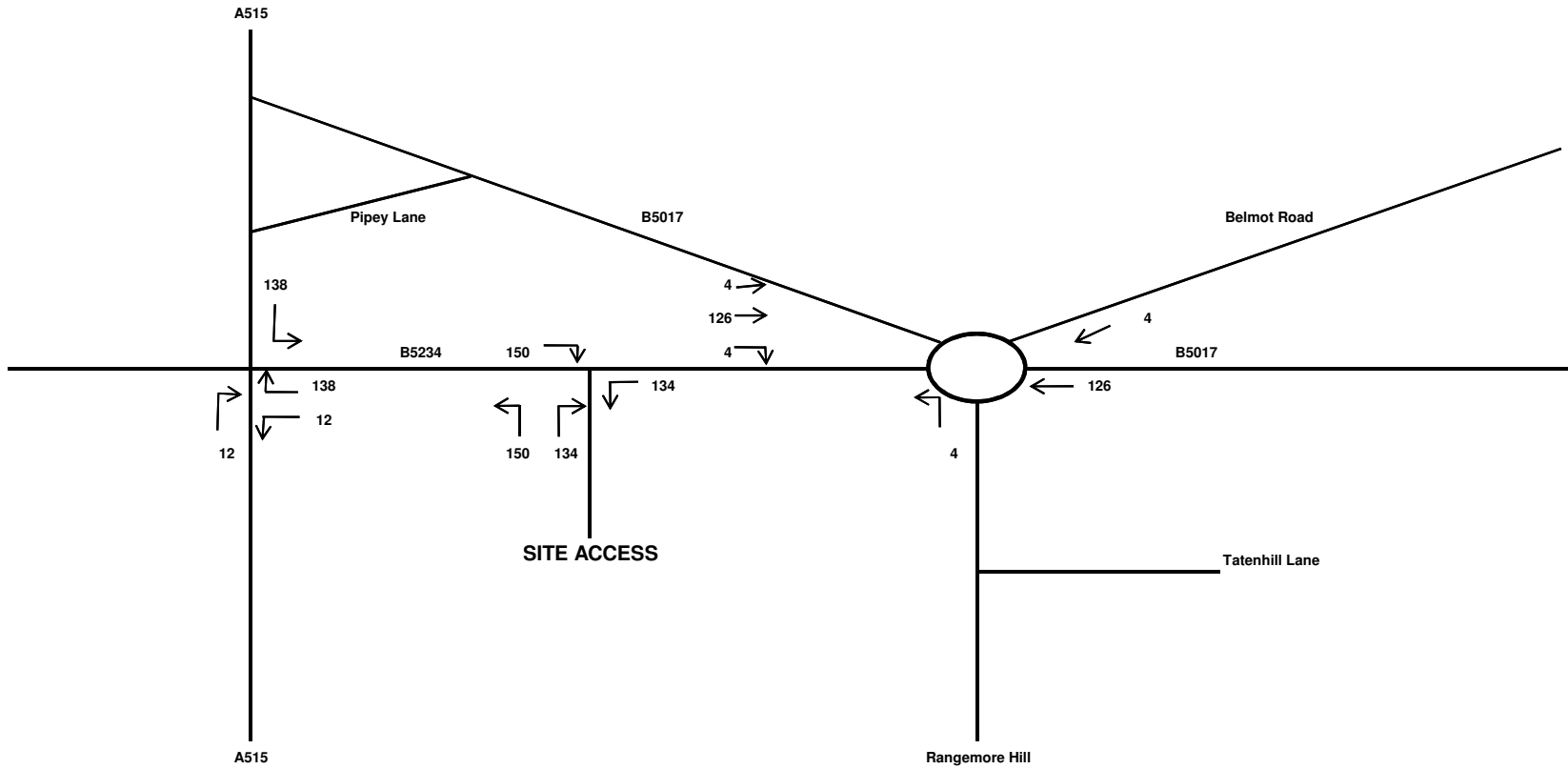
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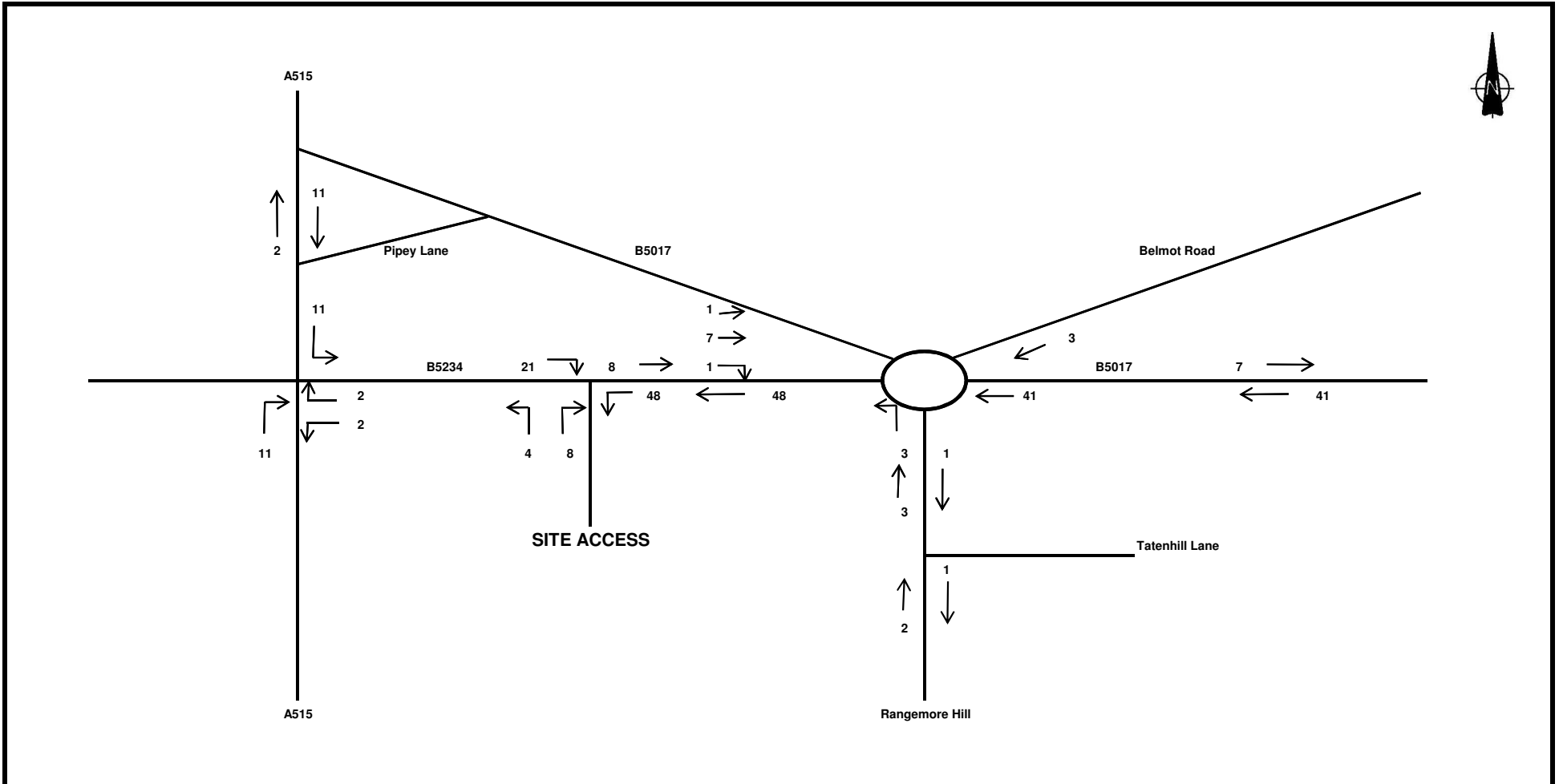
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Project: <b>National Football Centre</b>			Chk'd: MSF	App'd: MSF
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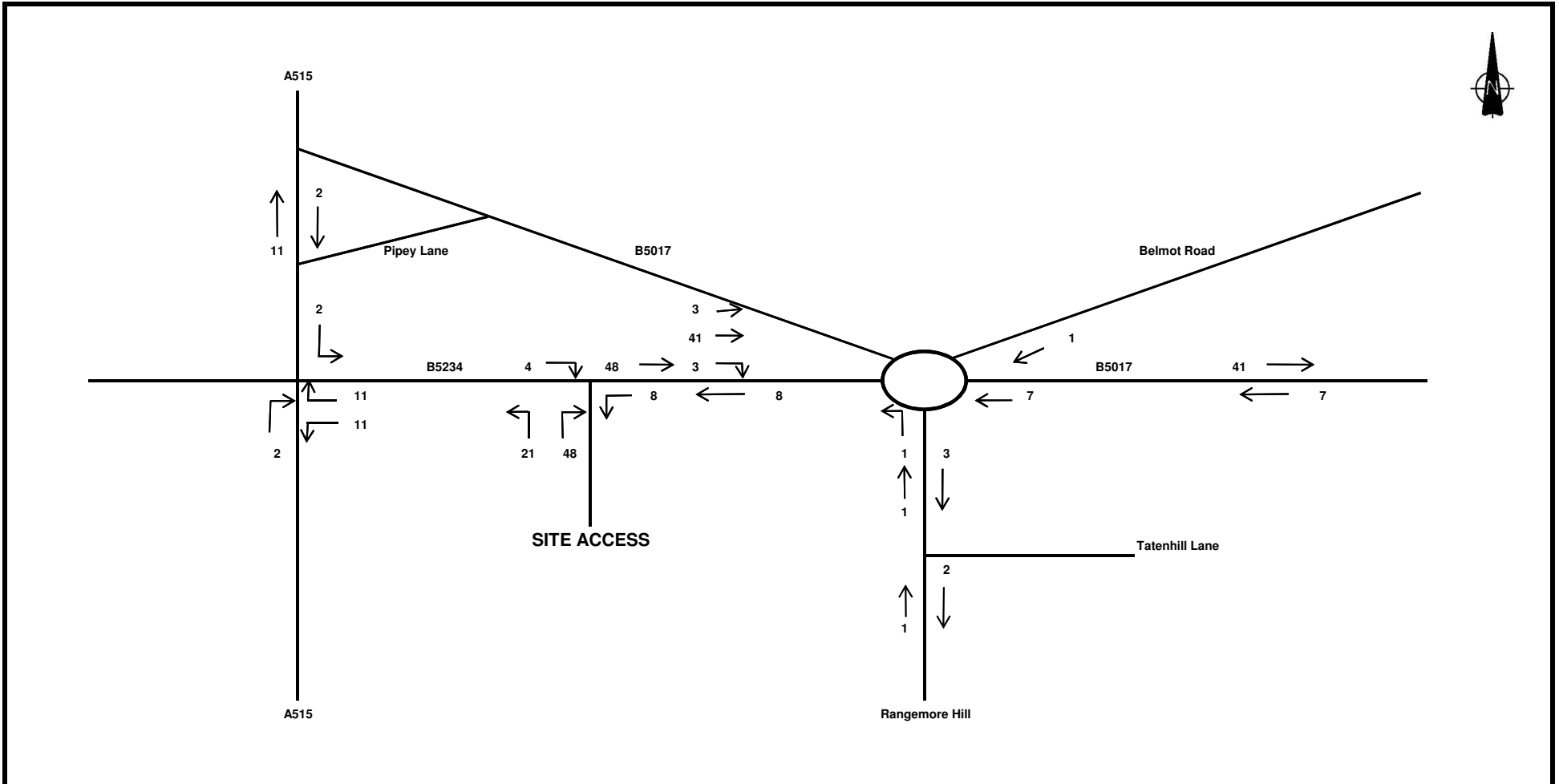
Client: <b>The Football Association</b>	Title: <b>Constented Scheme Development Traffic Flows</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: ALK	Calc: ALK
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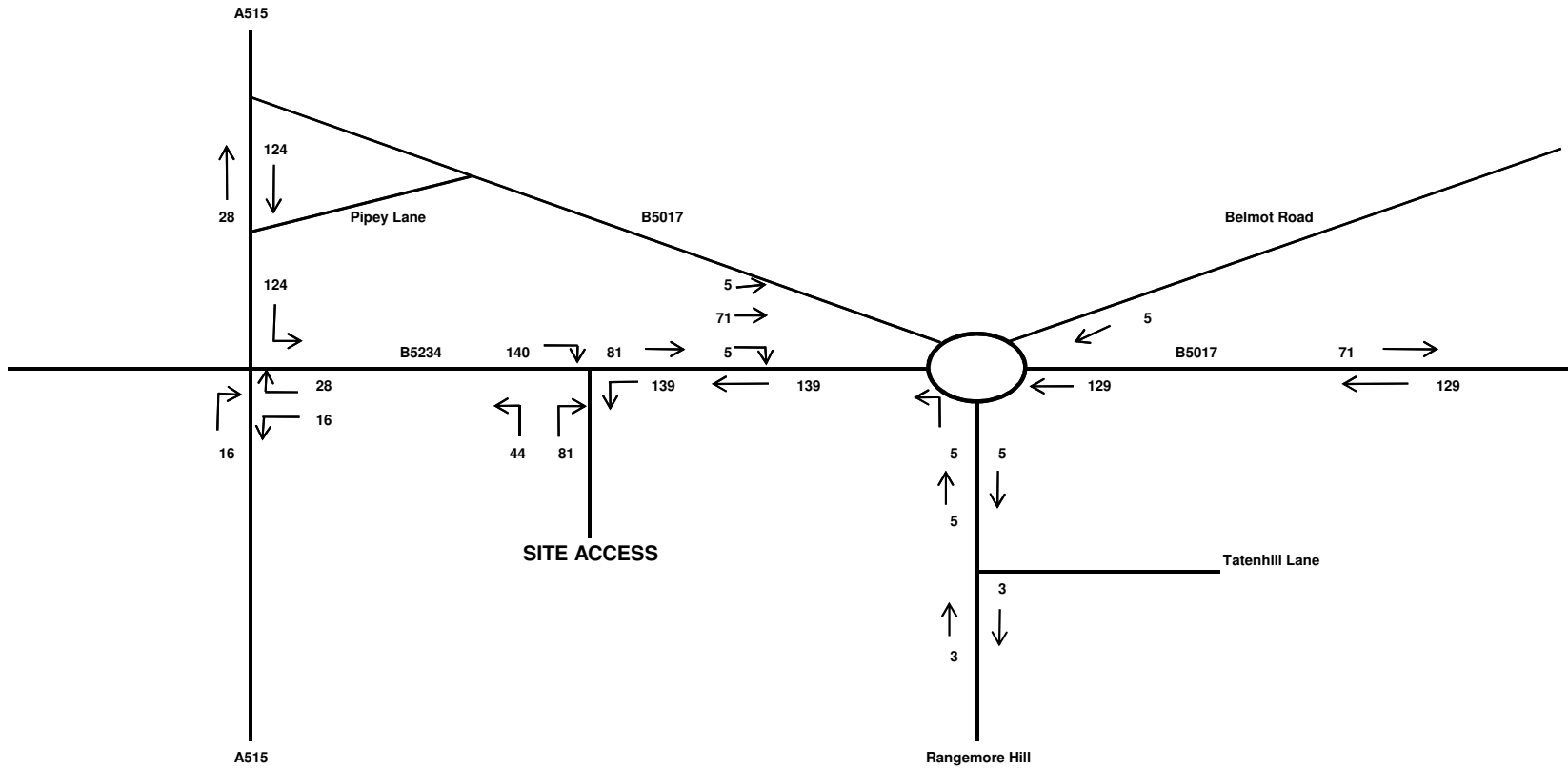
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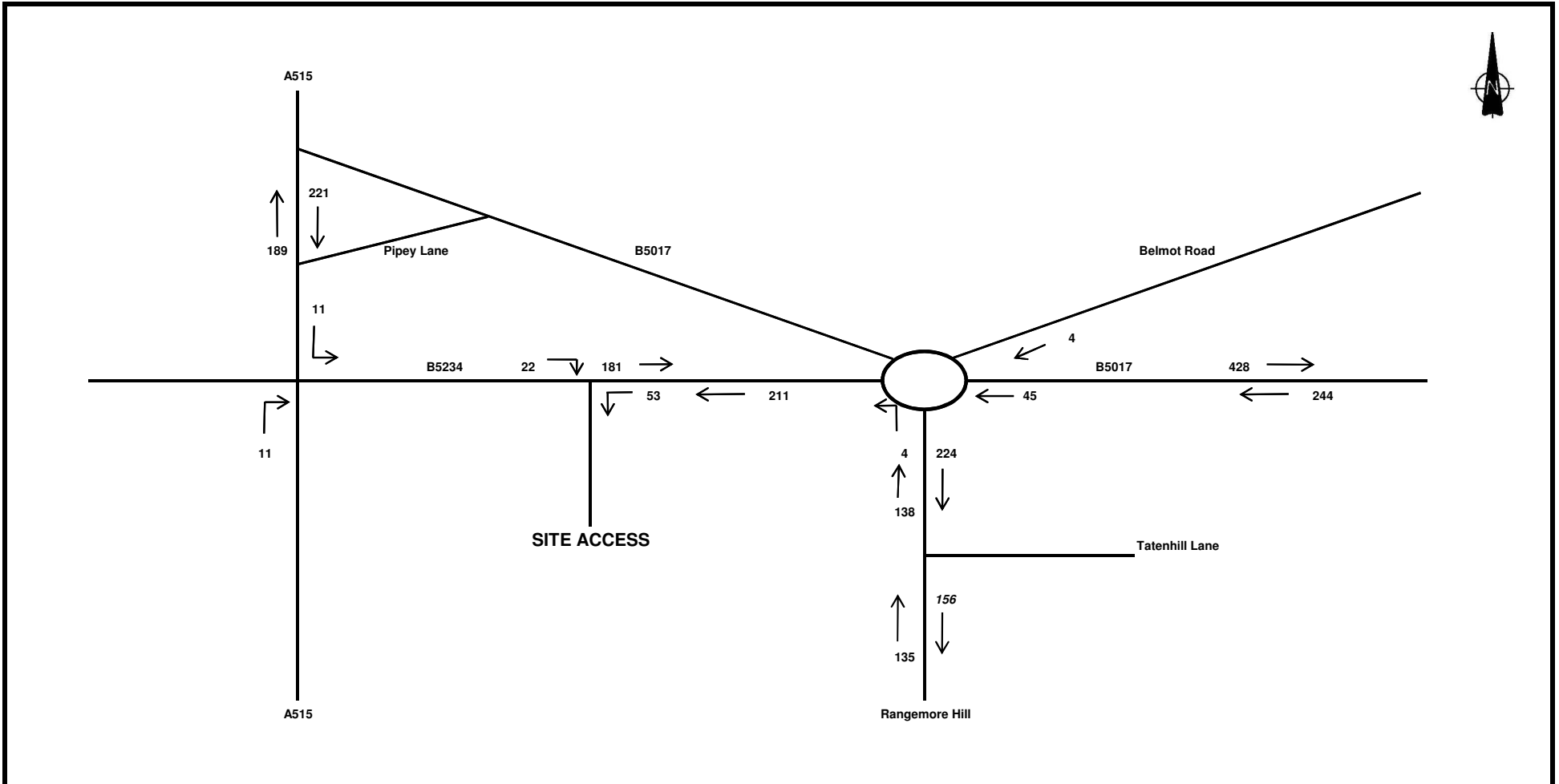
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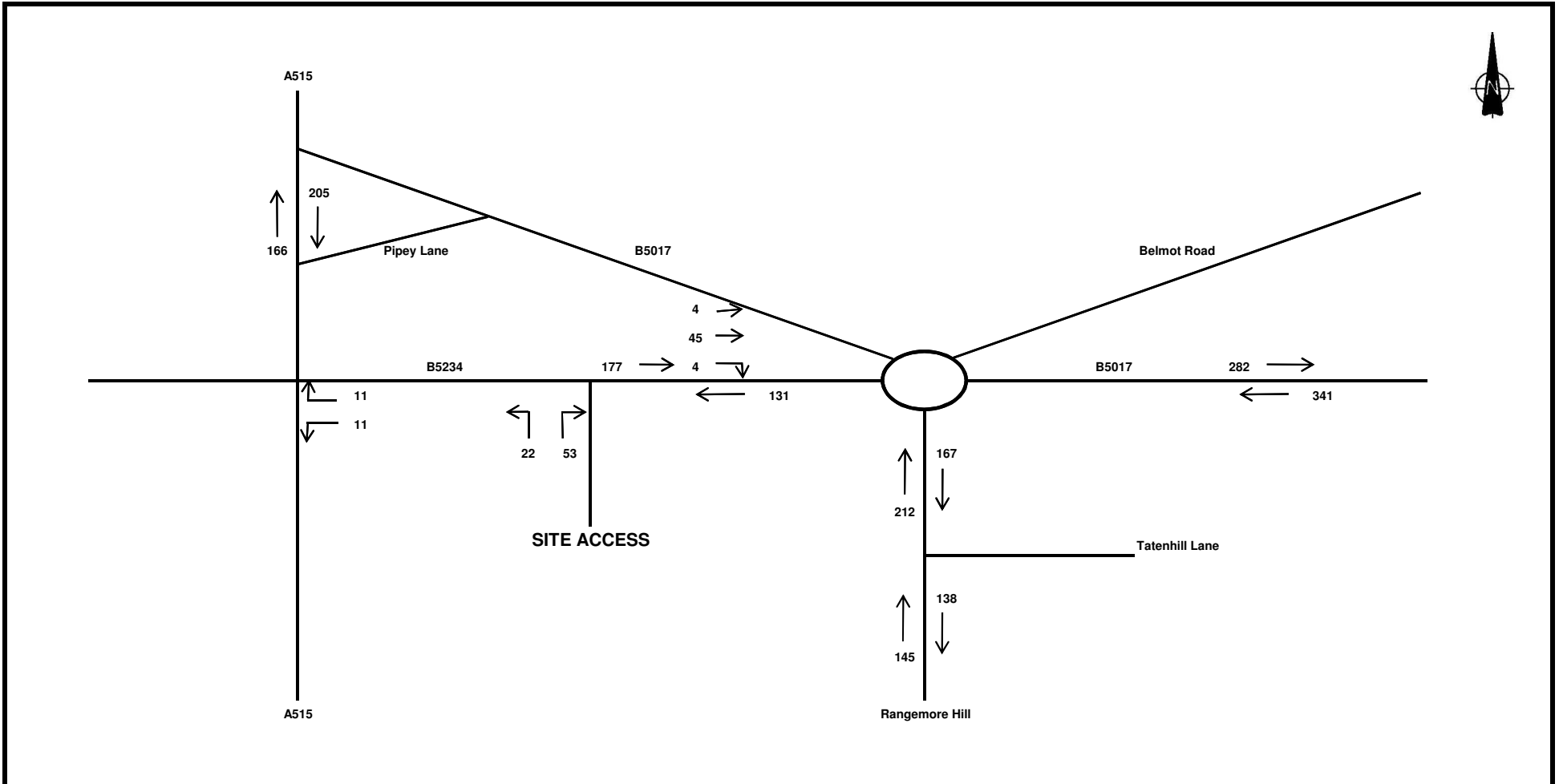
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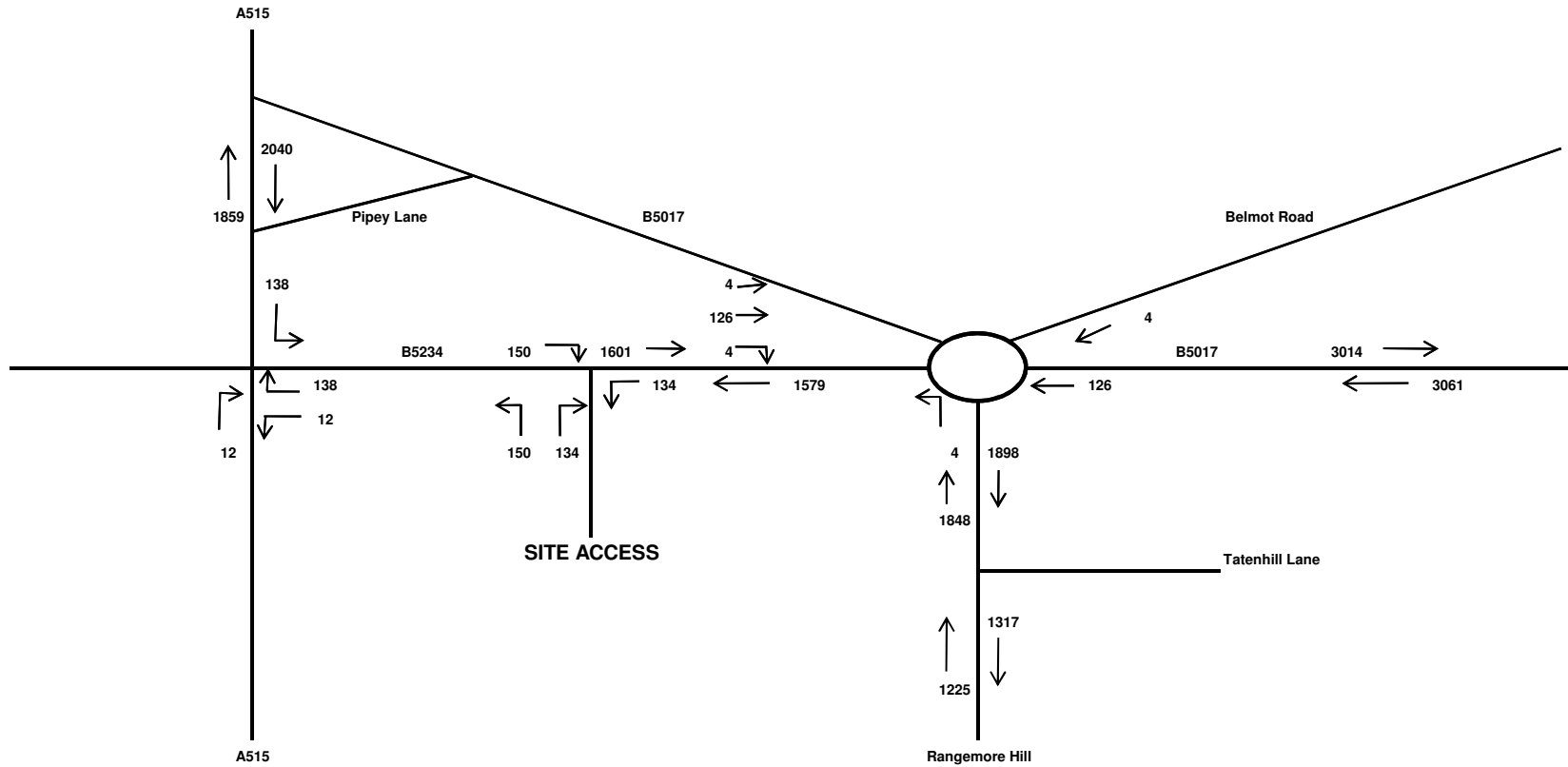
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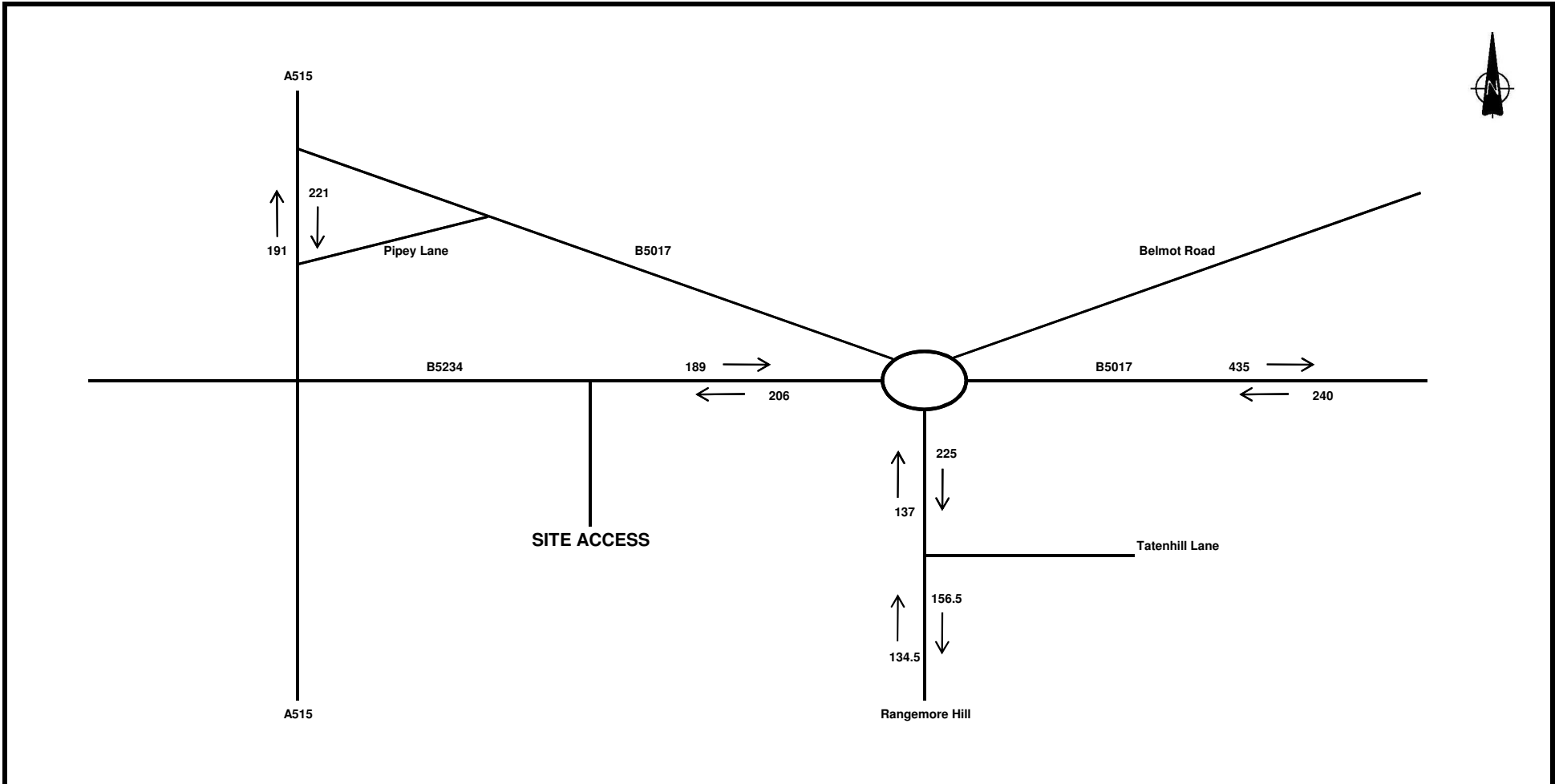
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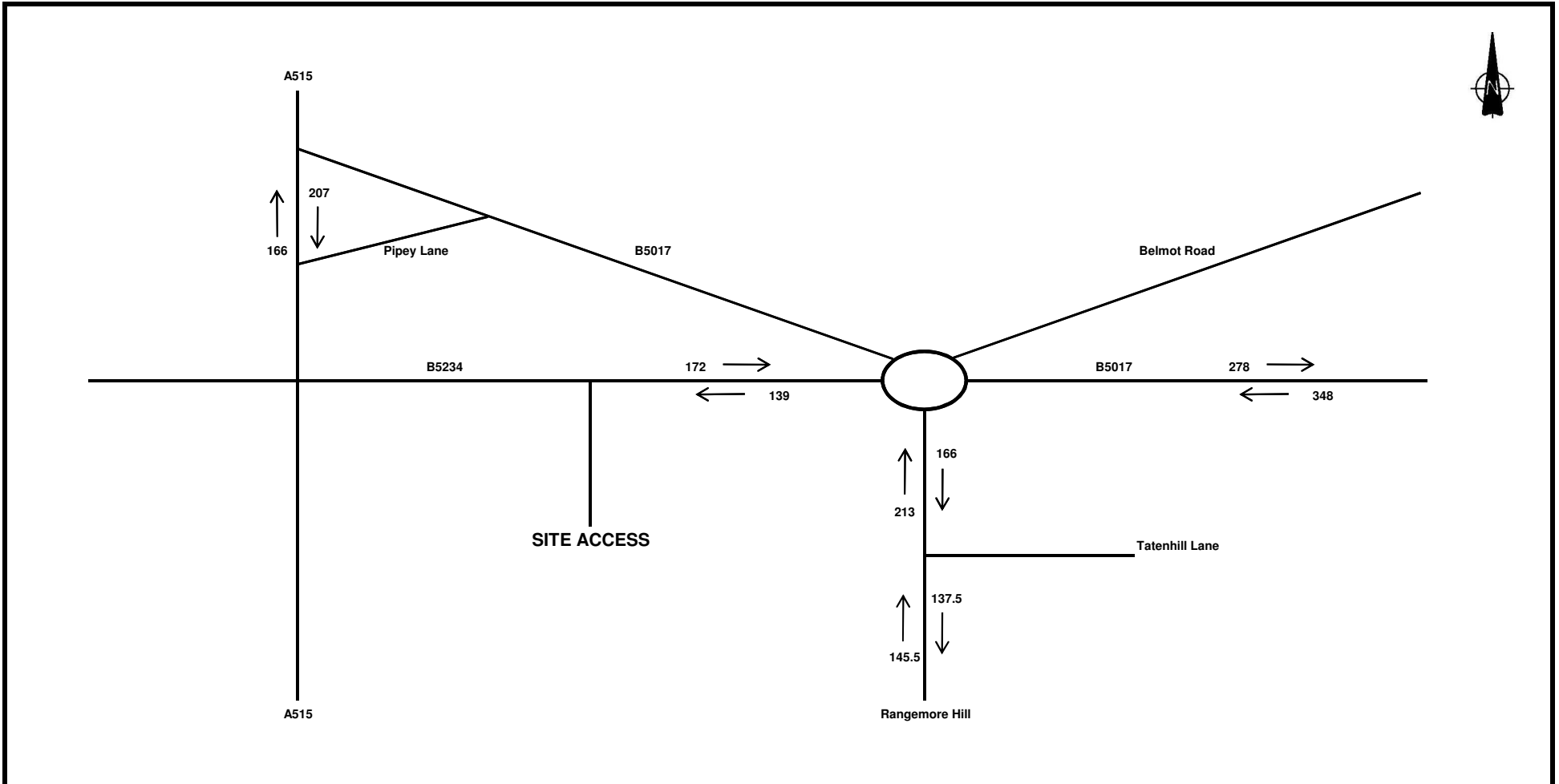
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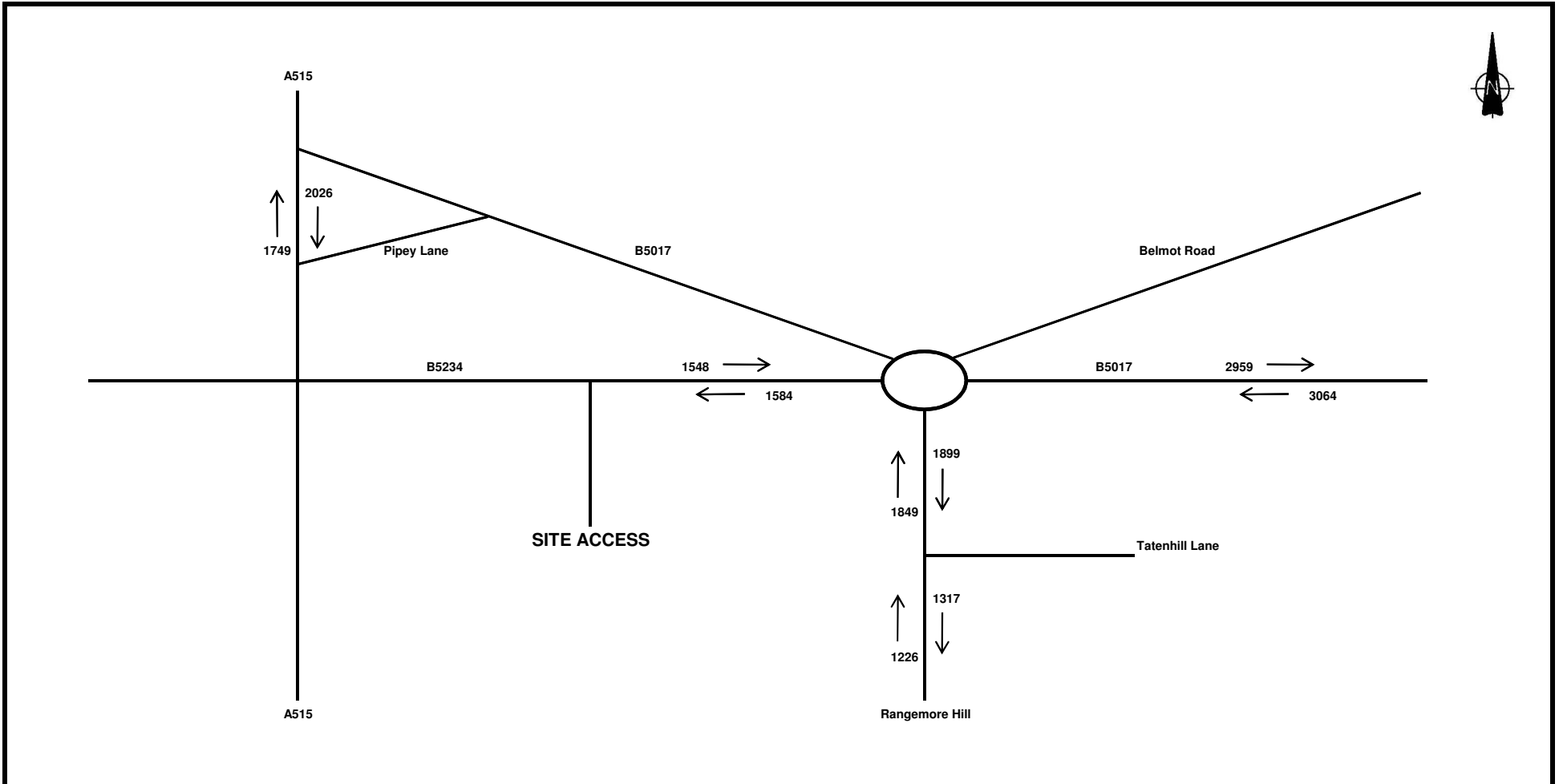
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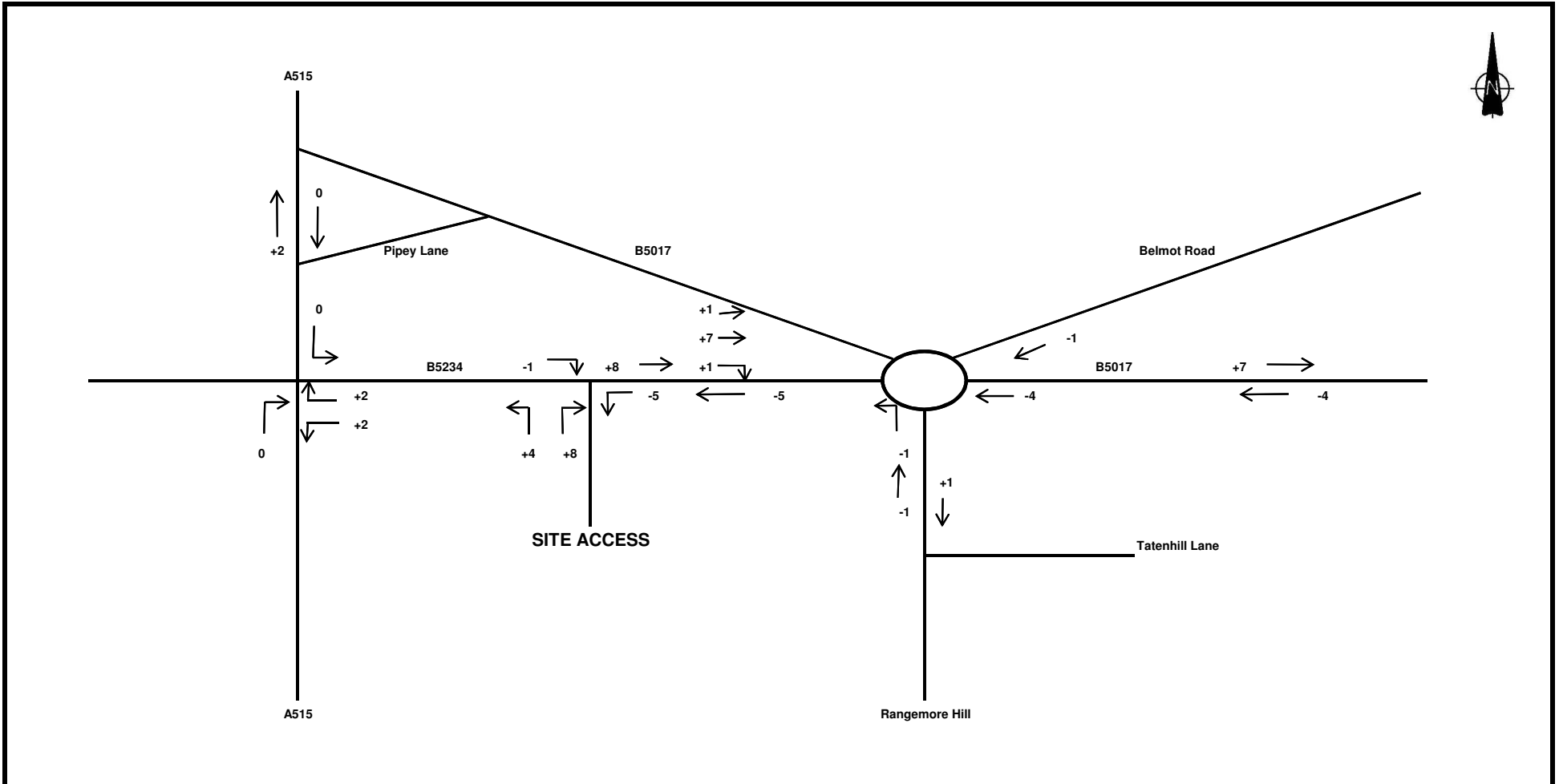
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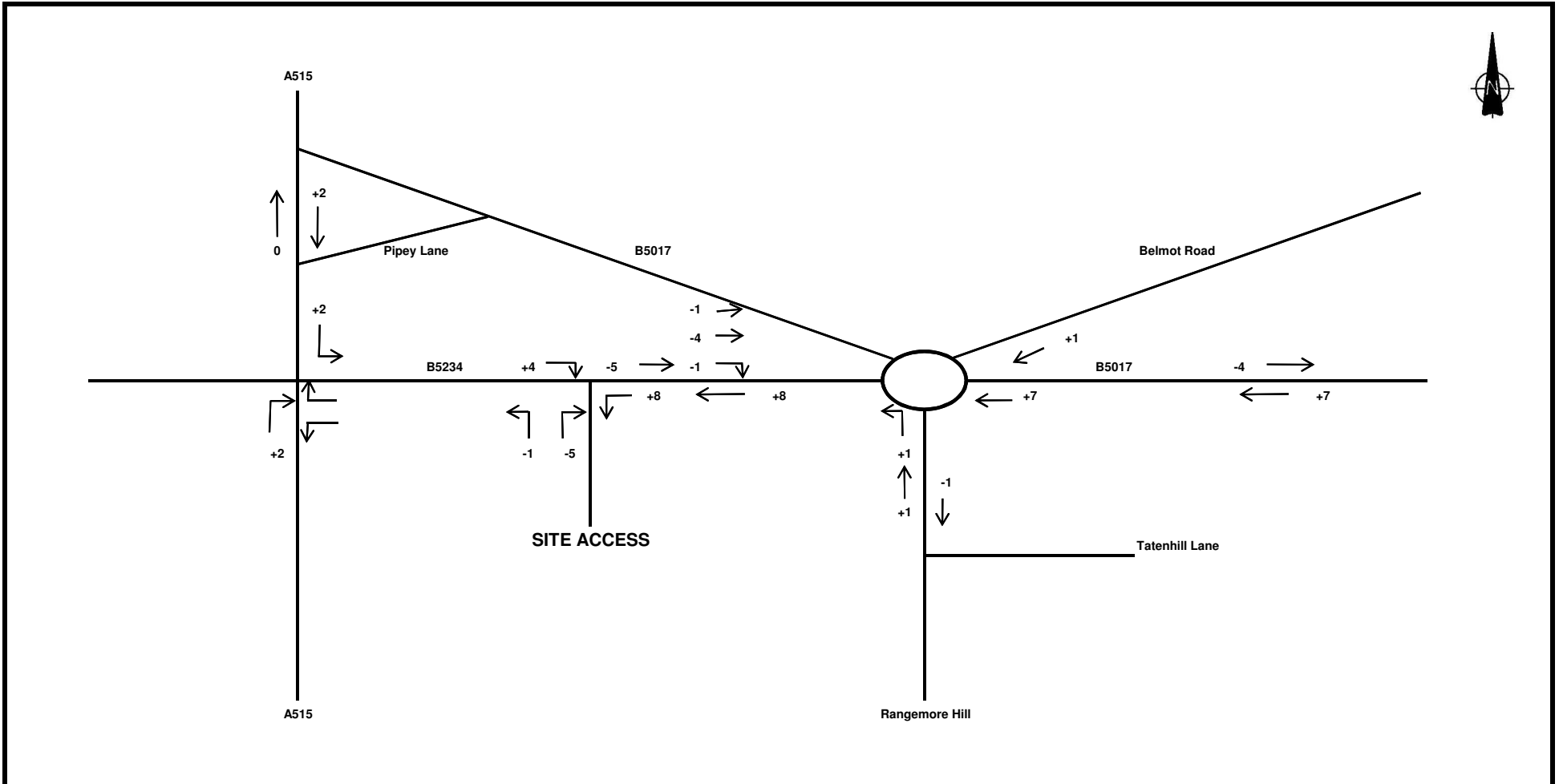
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Date: January 2010	Scale: NTS		<b>Figure 6.15</b>	





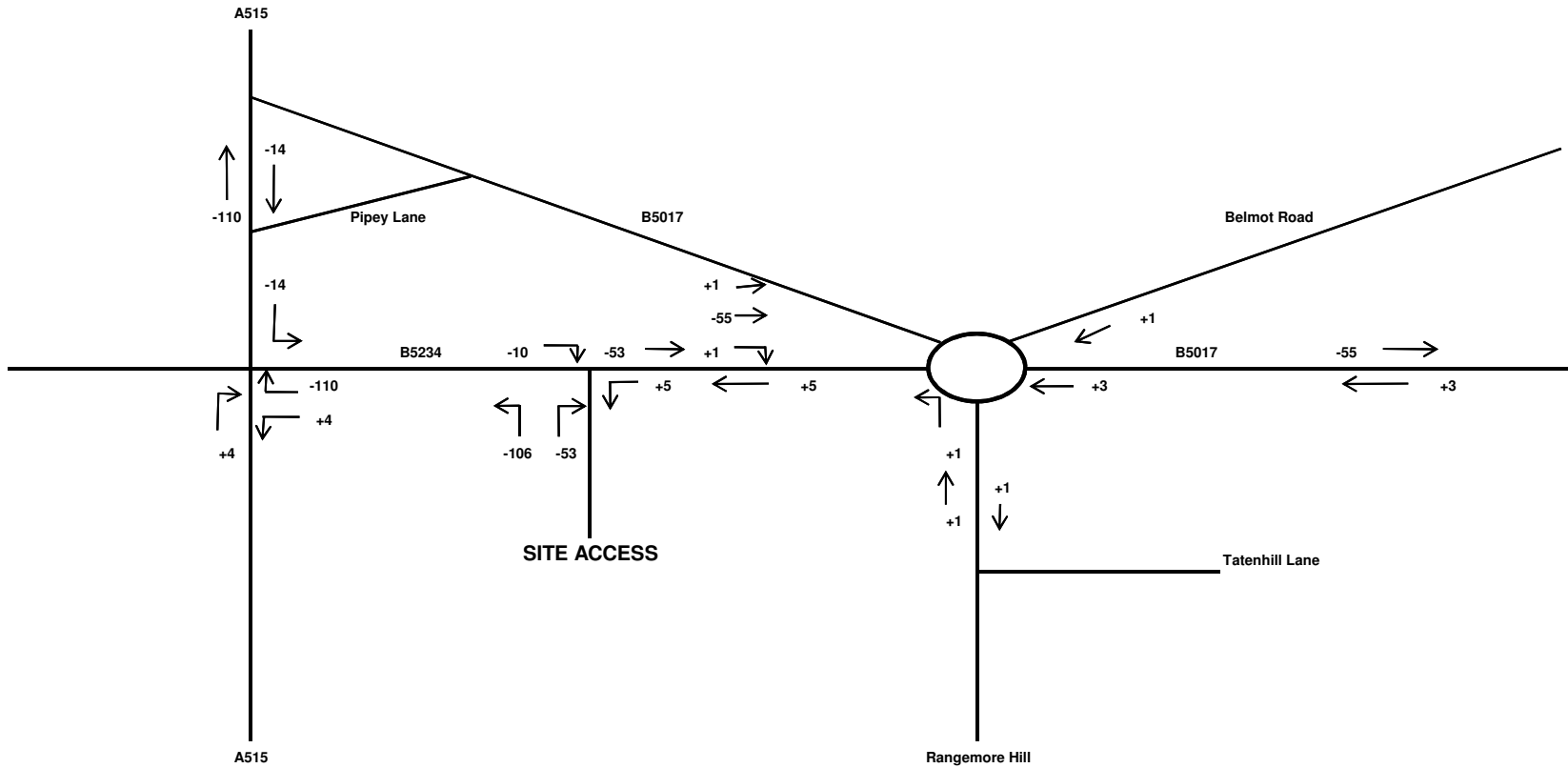
Source: ATC Data December 2009 and National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Net Impact of the Proposed Development</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: ALK	Calc: ALK
Project: <b>National Football Centre</b>	AM Peak (0800-0900) Flows		Chk'd: MSF	App'd: MSF
			Date: January 2010	Scale: NTS
			<b>Figure 6.16</b>	



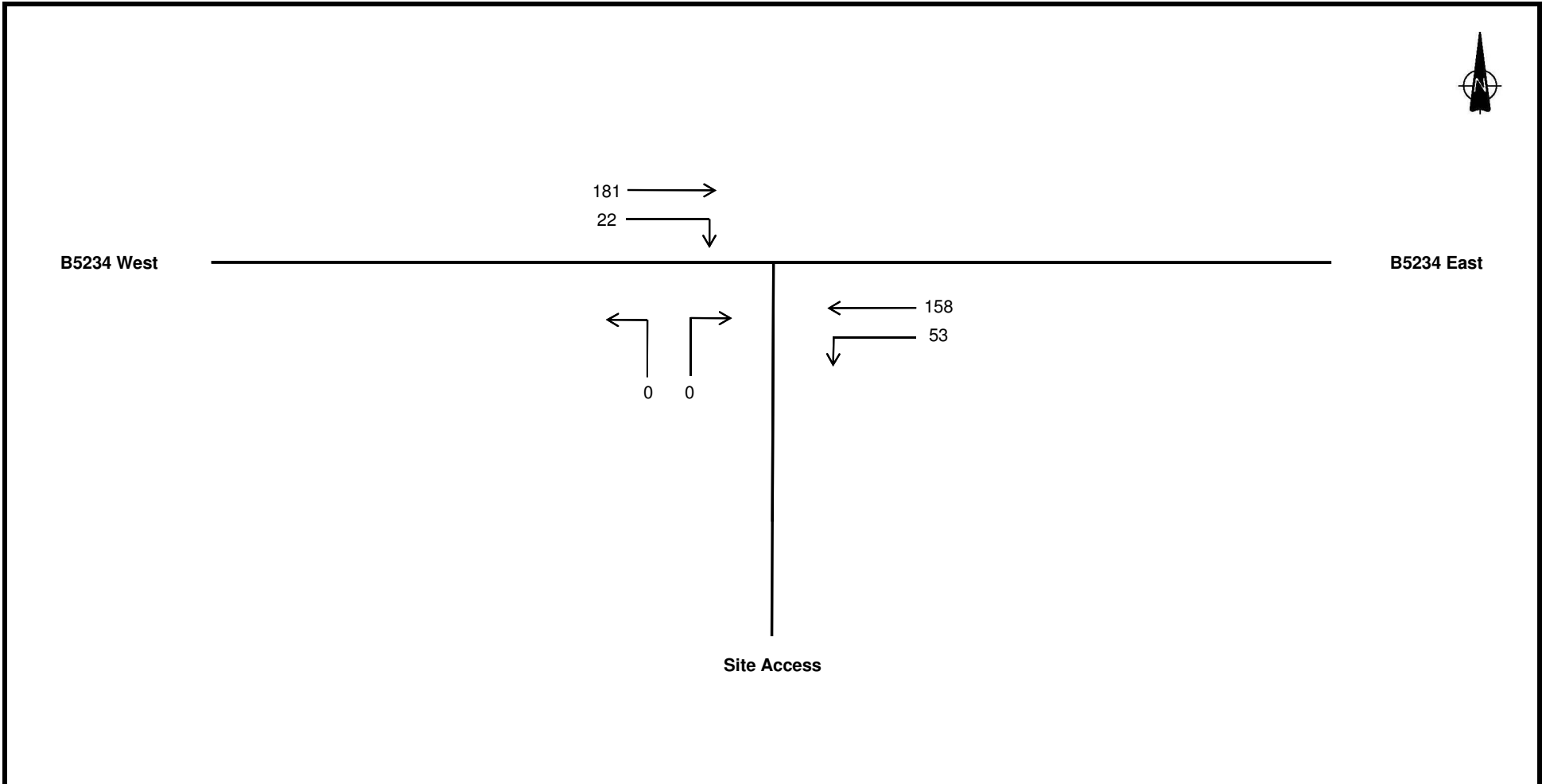
Source: ATC Data December 2009 and National Football Centre Transport Assessment - June 2001

<p>Client: <b>The Football Association</b></p>	<p>Title: <b>Net Impact of the Proposed Development</b></p>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	<p>Design: ALK</p>	<p>Calc: ALK</p>
<p>Project: <b>National Football Centre</b></p>	<p><b>PM Peak (1700-1800) Flows</b></p>		<p>Chk'd: MSF</p>	<p>App'd: MSF</p>
		<p>Date: January 2010</p>		<p>Scale: NTS</p>
			<p><b>Figure 6.17</b></p>	




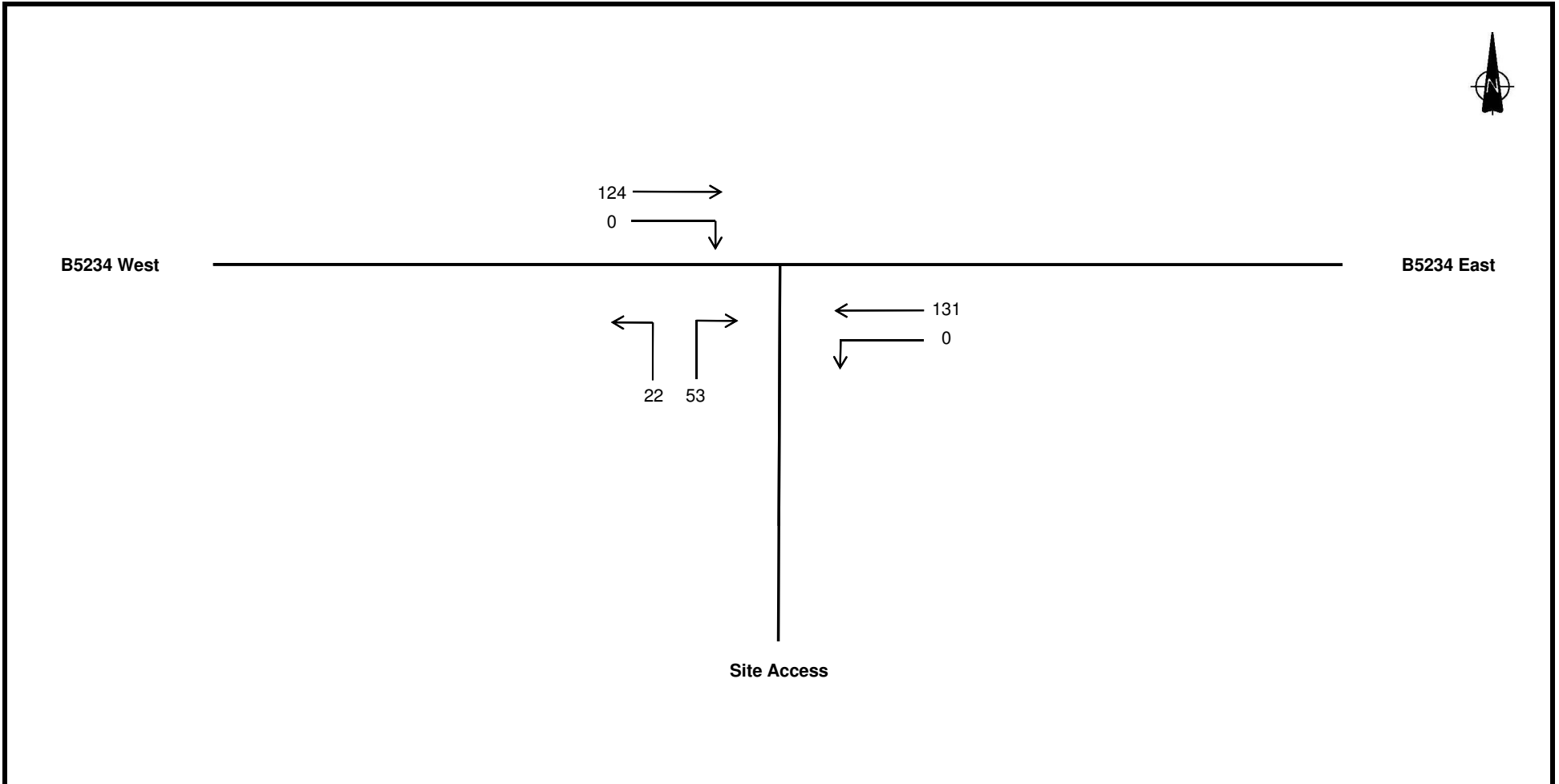
Source: ATC Data December 2009 and National Football Centre Transport Assessment - June 2001

<p>Client: <b>The Football Association</b></p>	<p>Title: <b>Net Impact of the Proposed Development</b></p>	 <p>AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER</p> <p>Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com</p>	<p>Design: ALK</p>	<p>Calc: ALK</p>
<p>Project: <b>National Football Centre</b></p>	<p><b>Daily Flows</b></p>		<p>Chk'd: MSF</p>	<p>App'd: MSF</p>
			<p>Date: January 2010</p>	<p>Scale: NTS</p>
		<p><b>Figure 6.18</b></p>		




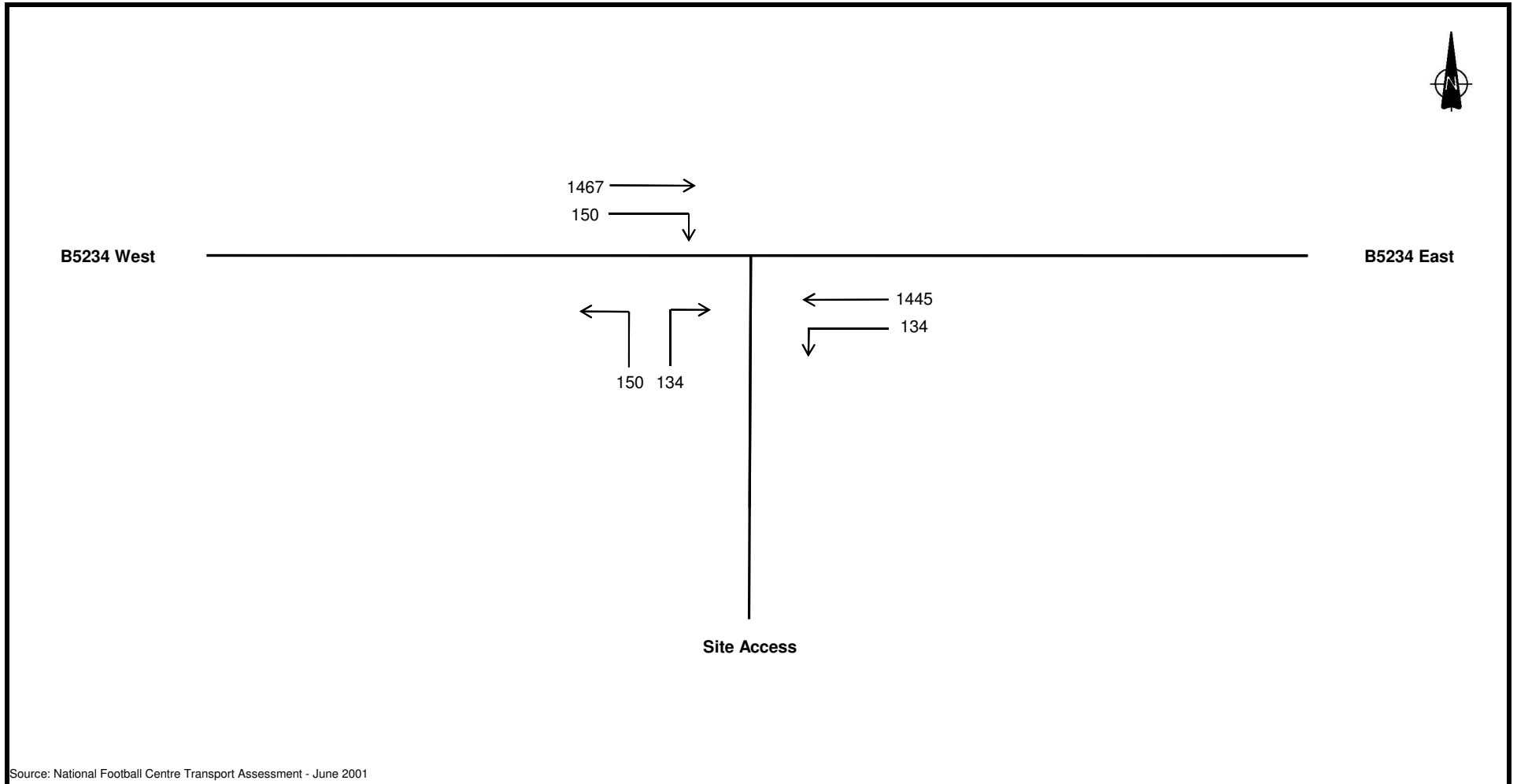
Source: National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Site Access Junction</b>  <b>Consented Development Traffic Flows</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: RM	Calc: RM
Project: <b>National Football Centre</b>	<b>AM Peak (0800-0900)</b>		Chk'd: MSF	App'd: MSF
			Date: January 2010	Scale: NTS
			<b>Figure 6.19</b>	



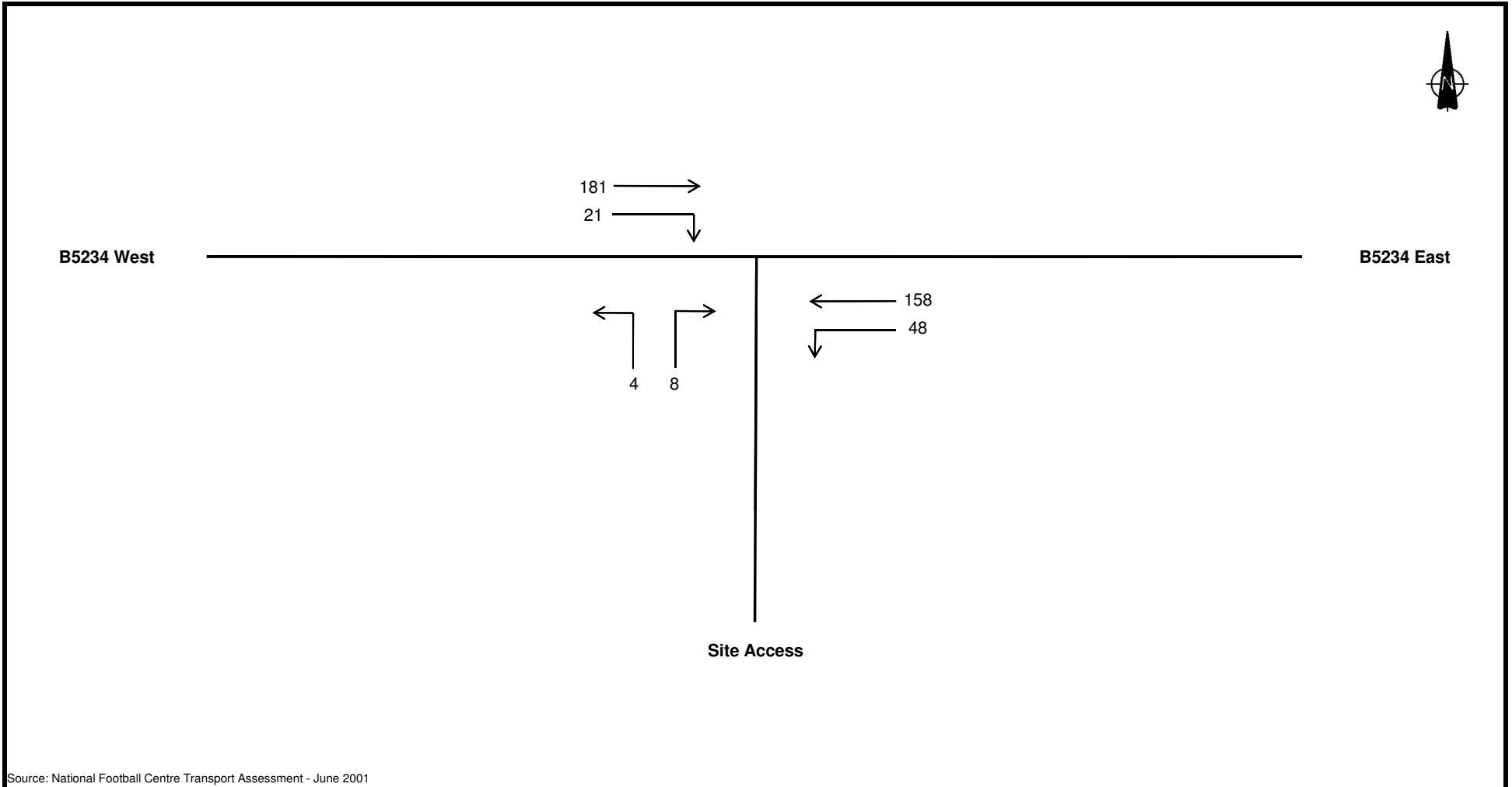
Source: National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Site Access Junction</b> <b>Consented Development Traffic Flows</b> <b>PM Peak (1700-1800)</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: RM	Calc: RM
			Chk'd: MSF	App'd: MSF
Project: <b>National Football Centre</b>			Date: January 2010	Scale: NTS
			<b>Figure 6.20</b>	




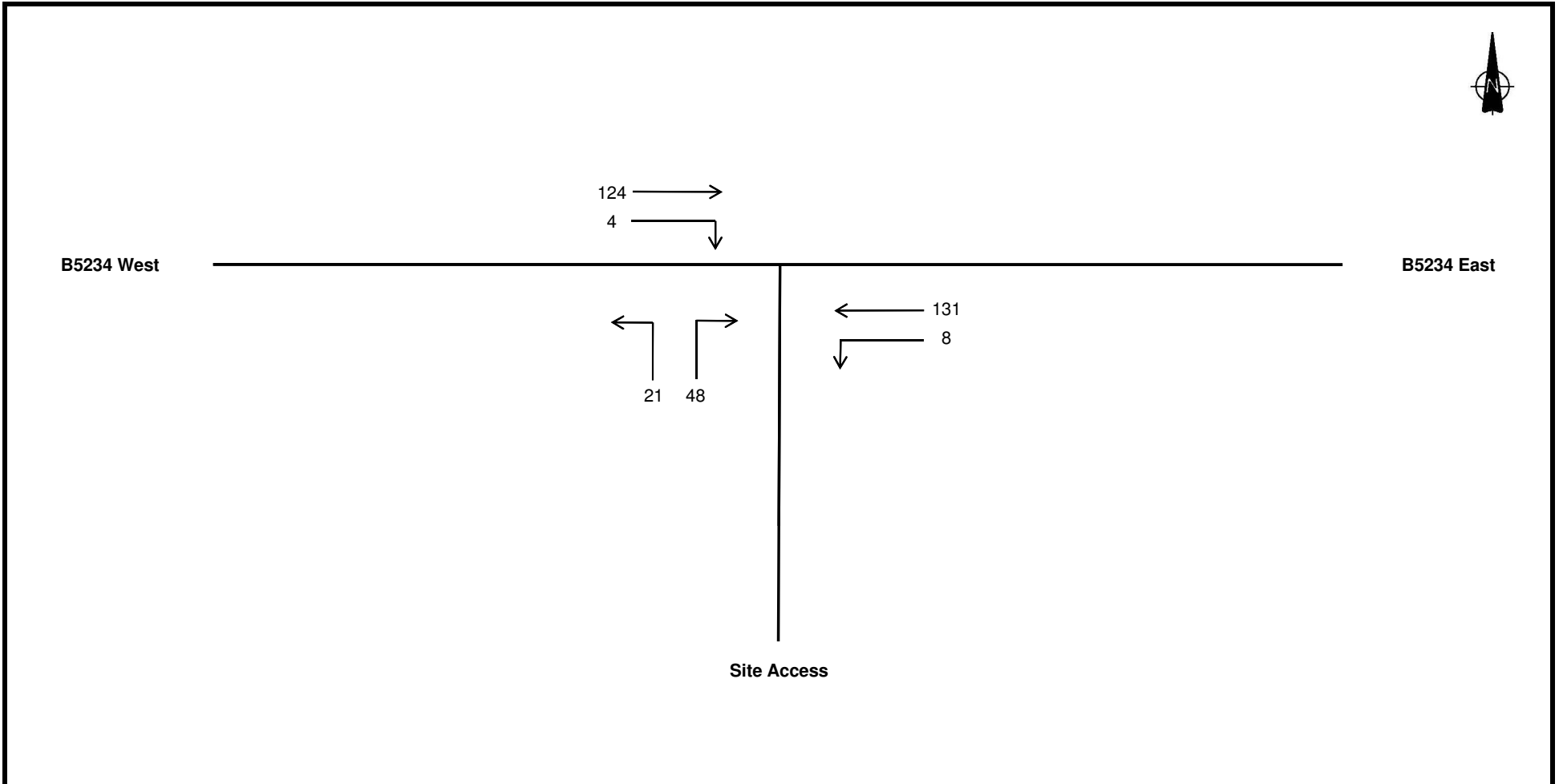
Source: National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Site Access Junction Consented Development Traffic Flows</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: RM	Calc: RM
Project: <b>National Football Centre</b>	Daily		Chk'd: MSF	App'd: MSF
			Date: January 2010	Scale: NTS
			<b>Figure 6.21</b>	




Source: National Football Centre Transport Assessment - June 2001

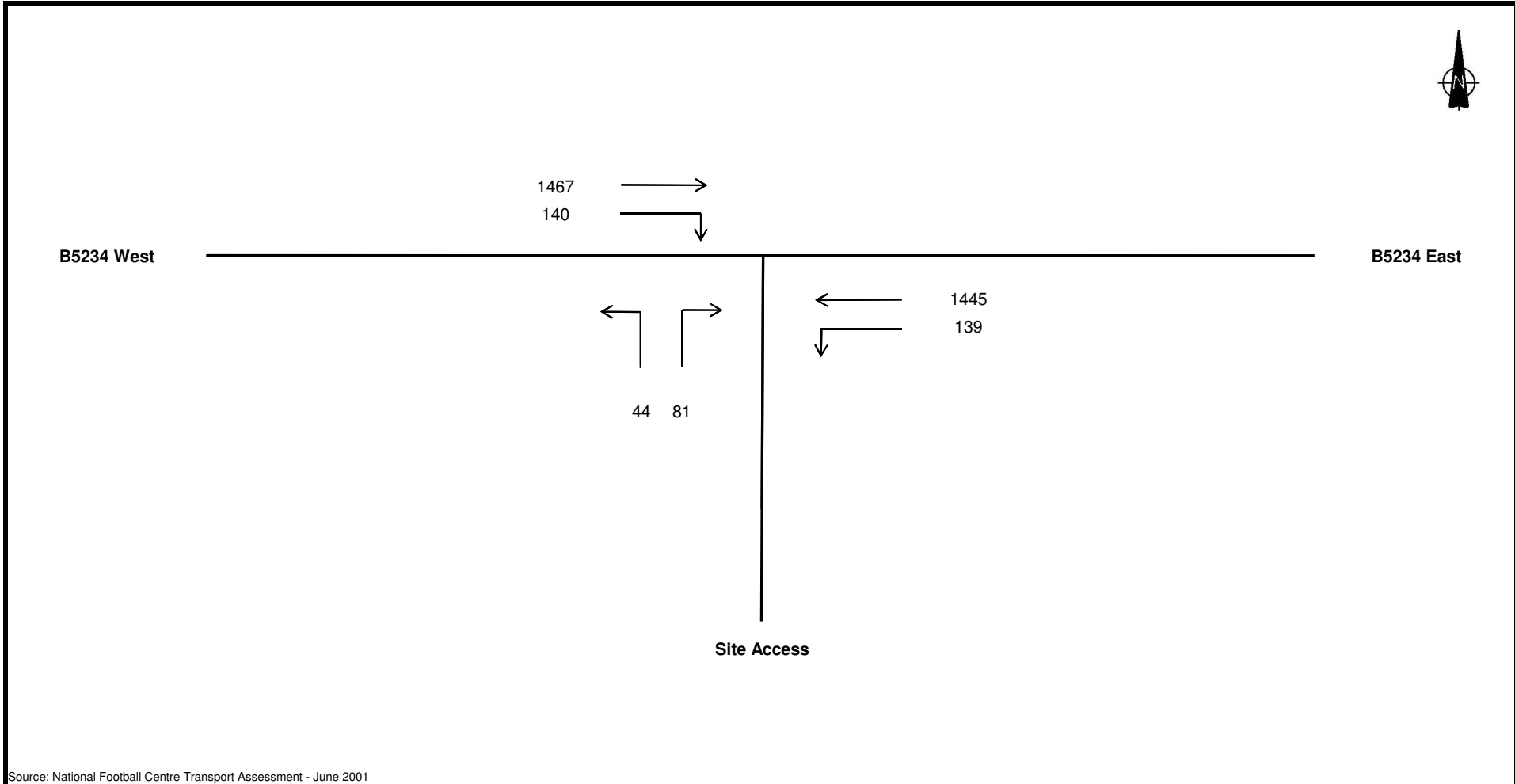
Client: <b>The Football Association</b>	Title: <b>Site Access Junction</b>  <b>Proposed Development Traffic Flows</b>  <b>AM Peak (0800-0900)</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER	Design: RM	Calc: RM
			Chk'd: MSF	App'd: MSF
Project: <b>National Football Centre</b>		Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Date: January 2010	Scale: NTS
			<b>Figure 6.22</b>	



Source: National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Site Access Junction</b>  <b>Proposed Development Traffic Flows</b>  <b>PM Peak (1700-1800)</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: RM	Calc: RM
			Chk'd: MSF	App'd: MSF
Project: <b>National Football Centre</b>			Date: January 2010	Scale: NTS
			<b>Figure 6.23</b>	





Source: National Football Centre Transport Assessment - June 2001

Client: <b>The Football Association</b>	Title: <b>Site Access Junction Proposed Development Traffic Flows</b>	 AECOM House 63-77 Victoria Street St Albans, Herts AL1 3ER Tel: +44 (0)1727 535000 Fax: +44 (0)1727 535099 www.aecom.com	Design: RM	Calc: RM
Project: <b>National Football Centre</b>	<b>Daily</b>		Chk'd: MSF	App'd: MSF
			Date: January 2010	Scale: NTS
			<b>Figure 6.24</b>	

## **Appendices**