



The New Saints Football Club

Travel Plan *for The Venue at Park Hall, Oswestry*

November 2019

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1. About The New Saints FC and The Venue at Park Hall

The New Saints Football Club opened its doors at Park Hall in August 2007, a multi-million pound development that includes a floodlit 3G pitch, with stadium seating currently for over 1000 spectators, changing facilities, medical and meeting rooms in addition to bar and catering facilities, Ten Pin Bowling, a children's soft play area, function room and a fitness gym with changing areas.

In order to improve the quality of the stadium facilities, in line with the club's permission to provide 3,000 seats within the stadium bowl, the club proposes to develop the stadium infrastructure to provide a stadium that meets the current UEFA Category Two criteria

The existing 500 covered seated stand at the woodland end of the stadium will be increased to provide seating for 858 spectators and the seating alongside The Venue will be replaced with a new covered seated stand which will accommodate 800 seats together with fully glazed hospitality areas, new stadium PA system, turnstile and refreshment area together with a new media/security room above the newly installed visitors technical area.

In conjunction with the club's Fan engagement strategy, the new facilities will provide the supporters with first class spectator facilities which in turn will hopefully result in increased support for the club based upon the success the club has had over the past ten years since we moved to Park Hall from Llansantffraid in 2007.

Since this time, the club has won the Welsh Premier League on many occasions and has regularly competed in UEFA games at Park Hall. The new facilities will ensure the club meets the required UEFA standard as well as equipping the club with facilities that could potentially be further developed in order to provide a UEFA Category Three Stadium.

2. What is a Travel Plan?

A Travel Plan (TP) is a document which shows how an organisation is planning to reduce car trips to and from its site(s). It has an action plan to increase the proportion of trips to and from its site(s) which occur by more healthy, sustainable modes of travel than driving a car alone.

A TP shows how people travel to and from the site(s), the need for the TP (including environmental, safety, economic, legislative, and health reasons), actions taken and being carried out, and an action plan.

Tps are carried out in the UK and beyond for many new building developments and by thousands of organizations that are aware of the many benefits of reducing car use.

3. The need for and scope of this Travel Plan (TP)

This TP was requested by Shropshire Council as part of our planning permission to provide 3,000 seats at The Venue at Park Hall. Its purpose is to reduce the impact of travel to and from The Venue.

This TP is being produced as a part of Shropshire Council's strategy for an efficient and environmentally sound transport system; high-occupancy public transport; non-motorised travel by safe cycleways and footways; effective traffic management and efficient maintenance of infrastructure. It will also assist football supporters in planning their match day visits to our venue.

Cars contribute to traffic congestion and demand for more parking spaces. Traffic reduces air quality; produces greenhouse gases; contributes to global warming and unpredictable weather patterns; noise nuisance; accident levels, roadside debris; and wear and tear of the roads.

In rural areas such as Oswestry, the car is socially and economically important. Nevertheless, whilst enjoying the convenience that cars provide, there are the wider issues of the ongoing costs to communities and to the environment.

This Plan offers a variety of measures and encourages supporters to walk, cycle or use park and ride sites that are made available wherever possible. These measures taken together contribute to improving people’s physical and mental health, reducing emissions and associated poor air quality and climate change.

This Plan is a corporate effort to reduce car dependency and to make better-planned journeys by, for example, travelling with other people. It requires everyone to adopt new attitudes, a sense of working together, thought for future generations, and a degree of altruism.

We will need to respond to persuasion, acquire a degree of urgency, make commitments, and show resolve and determination even when results are not apparent. This TP sets out how The New Saints Football Club will lead by example, drawing on its own experience, when advising others in the community. This is another step towards sustainability.

It is relatively easy to access the site via buses, trains, walking and cycling. Some of our football team’s supporters and other visitors may not be aware of the various travel options available to them. Producing this travel plan will enable people to choose to travel more healthily and/or sustainably.

Scope:

This travel plan covers the whole site, but focuses on travel to and from the football stadium. The 29 acre site is owned by Mr. Michael Harris.

It mainly covers football supporters; but consideration is also given to people who use The Venue’s facilities; other visitors; deliveries and staff employed on the site - their commuting and travel carried out by The Venue and Football Club staff for work purposes.

4. Location and current travel options

Site:

Approx. total area of site	Football and The Venue - 7 acres Woodland – 22 acres
Nearest Town	1.6 miles from Oswestry town centre

Bus Services:

<p>Location of nearest bus stop to site. Called "Drenewydd, British Telecom"</p>	<p>Under ¼ mile (3 minute walk) north of the football pitch, up Burma Road then first right onto Inglis Road. Served by the number 53 only.</p>
<p>Bus times to nearest stop Mondays to Fridays only</p>	<p>1 bus only – the No 53. 6 minute bus ride from Oswestry bus station. Leaves Oswestry on the hour and on the half hour 4 minute bus ride from Gobowen (if you use bus stop number 5 in Gobowen on Old Whittington Rd, the B5009, near the junction with 'New Rd', 100m from train station). Leaves at 11 mins and 41 mins past the hour.</p>
<p>Location of second nearest bus stop to football pitch. Called "Park Hall, Park Crescent Junction"</p>	<p>0.4 mile south of the Venue and football pitch, (down Burma Road to the T junction with the A495, then turn right towards Oswestry and you see the bus stop). It is on the A495 opposite a British Telecom building; a 7 minute walk from the stadium.</p>
<p>Bus times to second nearest bus stop Mondays to Fridays only</p>	<p>2 buses – The No 53 and no 70 The No 53 From Oswestry bus station on the hour and on the half hour. Takes 3 minutes. From Gobowen (if you use bus stop number 5 in Gobowen on Old Whittington Rd, the B5009, near the junction with 'New Rd', 100m from train station). Leaves at 11 mins and 41 mins past the hour. Takes 7 minutes. The No 70 From Oswestry bus station at quarter past and quarter to the hour. Takes 3 minutes 44 minutes from Shrewsbury bus station. Leaves Shrewsbury at quarter past and quarter to the hour.</p>
<p>Further details of the 2 buses which serve the site.</p>	<p>The 53: Oswestry to Ellesmere via Gobowen The 70: Oswestry to Shrewsbury Please see http://www.travelinmidlands.co.uk Or call traveline on 0871 200 22 33 to check bus times</p>

Train Services:

Location of nearest Train Station	Gobowen, 1.8 miles from the stadium
Train times (as at 12 th Aug 2009)	<p>From Shrewsbury: Every hour, taking about 20 minutes.</p> <p>From Chester: At 22 minutes past the hour, taking 40 minutes or less.</p> <p>Please see www.thetrainline.com for further train times</p>
Bus from train station	<p>You walk out of the train station and turn right up the main road. You turn right onto Old Whittington Road, and the number 5 bus stop (as above) is in front of you, on the left hand side.</p> <p>The bus takes 7 minutes. Please see the bus table, above.</p>

The train station is a short, straightforward cycle ride away (approx 20 minutes)

Cycling, Car Sharing and Taxis:

Nearest cycle paths	<p>There are no formal off or on road cycle paths on or within ½ mile of the site. Regional Cycle Route number 31 runs past the site, down Burma Rd. It runs from Oswestry to Whitchurch along relatively quiet B roads, but it does not include cycleways.</p> <p>Please see www.shropshire.gov.uk/cycling.nsf and www.sustrans.org.uk for a map of route 31.</p>
Cycle parking spaces	This travel plan's action plan will include providing cycle parking.
Existing car park spaces at The Venue	There are 98 parking spaces in the main car park area adjacent to The Venue and two temporary parking areas next to the football pitch (40 spaces) and the grass area next to the main entrance (30 spaces).
No. car parking spaces - Permit holders only	Due to limited spaces, at high profile matches the football pitch car park will only be available for people who hold a special parking permit and people who have disabilities which entitle them to hold a blue badge.
Taxis	There is a taxi drop-off point outside the main entrance at The Venue.

5. This Travel Plan's Aims and Objectives.

This TP has been produced and its actions will be carried out in order to meet these 3 main aims:

1. To increase the proportion of trips to and from our site which occur by travel modes (e.g. cycling) which are healthier and less polluting than 'driver only' car journeys.
2. To have a strong awareness of the effects of traffic to and from our site.
3. To have a constant will to reduce these effects and the conviction that we can.

We will meet these 3 main aims by achieving our 5 travel plan objectives. They are to:

1. Raise staff and visitors' awareness of the environmental, social, safety, economic and health consequences of their travel choices.
2. Encourage walking
3. Encourage cycling
4. Encourage bus and train rides
5. Encourage car use to be relatively safe and sustainable.

6. What we have achieved already.

a) Informing local organizations.

The club since the opening of the facility has consulted with local organisations in relation to activity at the facility including:-

Oswestry Town Council
Park Hall Farm
Oswestry Boys & Girls Club
Oswestry Cattle Auctions

Oswestry Show Committee
North Shropshire College
Oswestry Rugby Club

b) Park & Walk Schemes

The club has worked with local providers with a view to utilising their facilities to park at, then walk to The Venue at Park Hall. These include:

1. Oswestry Rugby Club
2. Oswestry Showground

Each year the club hosts UEFA matches with approximately 1,000 spectators. The field adjacent to the car park is used to park approx. 400 cars. We have placed a gate between the field and the car park, so that supporters and customers do not have to walk around the road.

c) Footpath Improvements

The New Saints FC and The Venue has worked closely with SC and will contribute towards the creation of new footpaths and also improve existing footpaths around The Venue.

Plans have been drawn to provide pathways within the proposed community pitch development, on the field adjacent to The Venue. Our action plan will include maintaining these paths.

d) Park and Ride Sites

The following sites have been identified as sites (each approx. 2 – 2.5 miles from The Venue) that can be used for supporters to park at and catch buses from (if necessary):

1. Walford & North Shropshire College, Shrewsbury Rd, SY11 4QB
 2. Hollis House on Maesbury Road, Oswestry Sy10 8NR
- both approx 2 miles from The Venue

e) Consultation

We carried out a staff travel survey and a supporter travel survey on an annual basis. The main findings are in part 7, below.

7. Staff travel to and from our site.

The full survey results and graphs are at Appendix I. 1 car shared every day with a colleague. 1 shared twice a week with a colleague. 1 shared 3 times a week with someone who works elsewhere. The remaining 16 always drive alone.

Mode of Travel	No. Staff	Percentage
Walk	0	
Cycle	0	
Motorcycle/Moped	0	
Bus	0	
Train	0	
Car Share every day	1	5.3 %
Car Share twice a week	1	5.3 %
Car Share once a week	1	5.3 %
Car (alone)	16	84.1 %
Total	19	100%

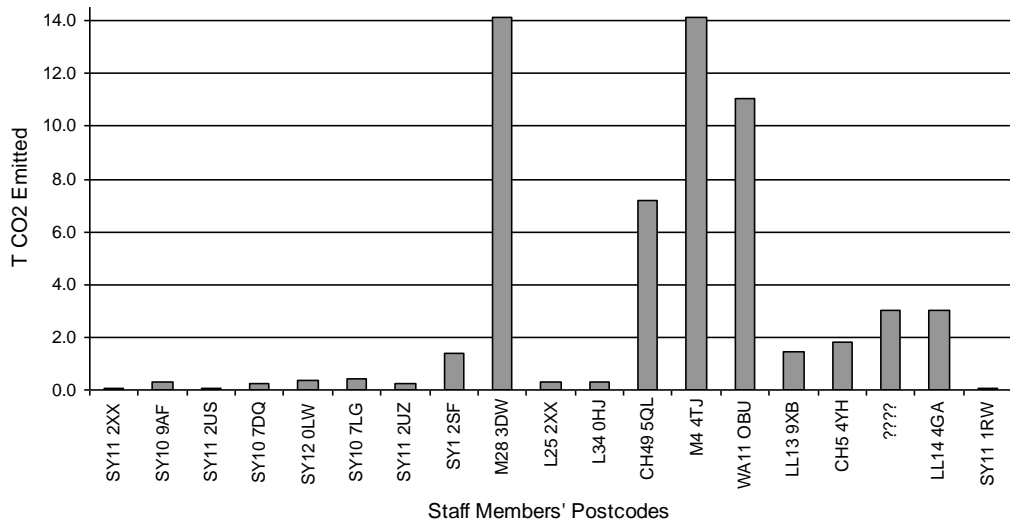
Car CO2 emissions - Using an average of 186.4g per kilometre (300g/mile), emissions were between 0.1 (3 staff) and 14.1 tonnes per year (2 staff).

Car Share CO2 emissions – Shared between each occupant

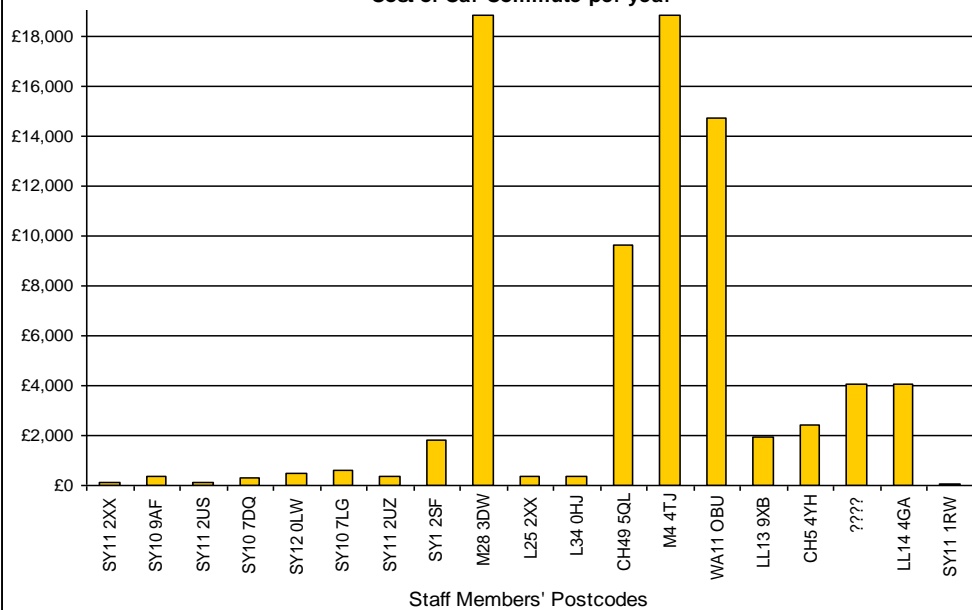
Bus and Train CO2 - This varies depending on buses, trains and passenger numbers. Buses and trains are options to access the site. Greater frequency and reliability will increase use in future, as will making more people aware of the services that do exist.

A day return from Shrewsbury to Gobowen is £8.20 or less. For most people who access the site, Gobowen train station is under 15 minutes away by bike.

CO2 Emissions from Staff Cars



Cost of Car Commute per year



8. Visitor travel to and from our site.

- 10 travelled in a car which carried 1 or 2 passengers.
- 1 travelled alone, and 2 travelled with 3 passengers.
- 1 supporter walked on the day of the survey, but he/she usually drives alone.

	Travelled today	Usually travelled	Intend to travel
Walk	1	0	0
3+ passengers	2	1	1
1 or 2 passengers	10	8	7
Alone	1	2	1
TOTAL	14	11	9

	Travelled today	Usually travelled	Intend to travel
Walk	7%	0%	0%
3+	14%	9%	11%
1 or 2	71%	73%	78%
Alone	7%	18%	11%

9. Potential for Change.

Staff:

Government guidelines suggest 'maximum comfortable commuting distances' are 1.5 miles for walking and 3.5 miles for cycling. Perceptions of these distances vary. Some people are physically unable to walk or cycle this far, whilst others regularly run over 5 miles or cycle over 10 miles to and from work. This will also depend on the local terrain, road conditions (for cycling) and perceptions of safety en route.

Supporters:

We have produced a map showing the postcode plots of where the 17 supporters who responded to our surveys live. This has shown us that there is great potential for supporters to walk, cycle, car share and catch trains and buses to get to matches. There is perhaps most potential for car sharing.

We believe that through our travel plan work, especially awareness raising, we will have a larger percentage of trips carried out in these ways.

10. Targets.

Targets for reducing single-occupancy car journeys and encouraging alternative forms of transport have been set

Staff.

	Baseline	Target
Walk	0%	%
Cycle	5.3%	6%
Motorcycle	0%	%
Bus	0%	%
Train	0%	%
Car Share every day (1)	5.3%	7%
Car Share twice a week (1)	5.3%	7%
Car Share once a week (1)	5.3%	7%
Car Alone (16)	84.2%	75%

Supporters.

	Baseline	Target
Walk (1 person)	7%	8%
Cycle	0%	2%
Motorcycle	0%	2%
Bus	0%	2%
Train	0%	2%
Car Share 3+ passengers (2)	14%	15%
Car Share 1 or 2 passengers (10)	71%	63%
Car Alone (1)	7%	6%

11. Action Plan.

Objective 1 - Raise awareness about the environmental, social, safety, economic and health consequences of travel choices amongst staff and visitors.

	Action
1	Formally adopt and publicise this Travel Plan (TP) to existing and potential staff and visitors
2	Publish this TP on our website, so it may be accessed by all members of the public
3	Distribute an annual Staff Travel Survey to all staff
4	Publicise Staff Travel Survey results on our website and posters around our site
5	Distribute an annual Supporter Travel Survey to visitors
6	Publicise Visitor Travel Surveys results on our website and posters around our site
7	Review and update this TP annually.
9	Publish the reviewed TP on our website.
10	Carry out continuous informal consultation on travel with staff, supporters and visitors.
12	Encourage participation in healthy/sustainable travel events (e.g. national lift-share day, bike week)
13	Raise awareness of the consequences of travel choices via newsletters, speakers, and posters.
14	Seek and disseminate information about best practice examples of travel planning work.
15	Add a 'how to get to us' page to our website, showing how all modes of travel can be used to access our site
16	Briefly explain in any letters/emails sent in advance to visitors & supporters, how they can access the site more sustainably. Include relevant webpage address.

Objective 2 - Encourage Walking

	Action
1	Put maps up in reception and toilets which show walking routes to our site
2	Decide if/ how pedestrian access to our site could be improved.
3	Identify budgets for improved facilities e.g. a new/ improved pedestrian entrance.
4	Improve pedestrian access by providing better facilities (e.g. walkways marked out in car park)
5	Offer 'mini health checks' to all staff, to gauge physical health & encourage walking & cycling.
6	Maintain footpaths around The Venue at Park Hall ensuring that they are well lit
7	Support any initiative to improve foot and cycle access across the A483 at Whittington Roundabout

n.b. Walking should figure highly in visiting The Venue. It is within walking distance of bus stops in surrounding villages, such as Whittington and Gobowen. Walking is known to be of enormous benefit to our health and wellbeing generally.

Objective 3 - Encourage any car use to be sensible, safe and relatively sustainable.

	Action
1	Promote informal car sharing amongst staff
2	Promote use of www.liftshare.com by staff, especially at induction
3	Raise awareness of www.liftshare.com to all visitors via our website, leaflets, posters and other means
4	Work with others (e.g. SC, local police) to help the enforcement of any traffic regulations around our site.
5	Place a leaflet in reception which is used to calculate true car costs (parking, mot, depreciation etc.)
6	Provide information to highlight safety, environmental & health impacts of car use (via email, leaflets etc.)
9	Identify other potential Park & Walk and Park & Ride sites
10	Ask Oswestry Town Council and SC how we can support their work to re-open Oswestry's train station

11	Ask Oswestry Town Council and SC how we can support their work to create a cycle path alongside the rail track between Oswestry and Gobowen.
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Objective 4 - Encourage Cycling

	Action
1	Advise SC where cycle routes might make cycling safer, thereby encouraging it
2	Decide if new/improved cycle parking/shower facilities would benefit staff and encourage cycling/running
3	Identify budget for facility improvements. Draw up plans
4	Provide cycling maps of the local area.
5	Give staff contact details for subsidised adult cycle training from SC
6	Raise awareness of the option of cycling to and from Oswestry and Gobowen (to catch buses/trains)
7	Decide whether or not to have the cycle purchase scheme (for staff to buy bikes cheaply via wages).
8	Raise awareness of local bike shops. Ask local bike shops for publicity material.
9	Encourage staff to use lights and reflective clothing when cycling in poor light/at nighttime
10	Participate in national Bike Week events
11	Facilitate motorcycling by providing suitable, sufficient motorcycle storage, if required by staff/visitors

n.b. Research shows that there is a direct relationship between the level of investment in cycling facilities and their likely uptake by the intended users. i.e. the more obvious are the cycling facilities-the more obvious are the cyclists

Objective 5 – Encourage bus and train use.

	Action
1	Ask relevant local bus operators for reliability and usage figures for local bus services
2	Decide proposals – times, stops, frequencies – for improved bus services to The Venue
3	Give local bus operators the proposals, and discuss their feasibility and if they can go ahead.

4	Give staff local bus and train timetable information via pay slips/ emails/ noticeboards.
5	Promote (e.g. via posters, emails, our website, leaflets) traveline, national rail enquiries, transport direct and any other 'journey planning' websites/ phone numbers which give bus/ train arrival/departure times.

12. Recording Progress.

Staff Travel Surveys will be carried out annually, using the same blank survey so progress can be measured correctly. The Working Group see from the survey results how well their achievements are meeting this TP's targets and objectives.

The TP will be reviewed, and agreed with The New Saints FC on an annual basis and communicated to supporters and users of the facility on the club's media platforms.

13. Commitment.

Together with Shropshire Council, The New Saints Football Club is committed to achieving a positive outcome for our local community and all who work at and visit all facilities at The Venue at Park Hall, Oswestry.

Our working group will focus on carrying out the actions listed in the table above, in order to reduce dependency on cars and bring about the many benefits of travelling in other ways.



Signed:

Date: 8th November 2019

Ian Williams
Chief Operating Officer

On behalf of The New Saints Football Club







THE NEW SAINTS FC
of Oswestry Town

Home / Fans' Guide To Park Hall

FANS' GUIDE TO PARK HALL

We look forward to welcoming you to Park Hall, the home of The New Saints Football Club. In order to make your visit as smooth as possible, we have compiled the following information.

Directions

Park Hall Stadium is located adjacent to Burma Road, SY11 4AS. The ground is two minutes (0.6 miles) away from the A5, via the A495 (Whittington Road). Once you leave the A5, Burma Road is the second turning on the left.

As well as the main car park that you immediately turn into, there is also parking behind one goal. As you enter the car park (on the right off Burma Road), take the (internal) road on the left which leads you to a hardcore parking area.

There is also parking on the grass area (weather dependent) that is located on the right as you enter the car park, with the access point level with the main entrance door to the stadium.

