



# Harlequins Traffic Management Plan



## Event Overview

Harlequins is hosting a concert at The Twickenham Stoop Stadium featuring Elton John on Saturday 3rd June 2017. The capacity for this event will be 20,000.

In terms of marketing the event to the prescribed audience communication with registered delegates has continued since registration to keep them up to date with any changes to the event agenda or logistics. Reminders leading up to the event of clear directions for each form of transport will be and have been distributed.

Historical event data has been collated from similar events over the years to confirm how they travelled to the venue and where they were coming from.

CSP has been appointed to manage car parks on behalf of Harlequins and have undertaken a risk assessment to identify the risks associated with staff working in a dangerous location. Stewards working in this area wear full hi-vis and have torches readily available. A supervisor briefing will take place with all of the staff ahead of the day commencing on all necessary information; they will be equipped with a radio to communicate with the event control room on a regular basis.

## Traffic Management Plan (TMP) Objectives

The purpose of this document is to set out a framework to ensure that key areas of the Transport Management Plan (TMP) for the event are clearly detailed and consulted upon to ensure that the operations are safe, effective and cause minimal disruption.

### The objectives of this document are as follows:

- The maintenance of public safety on the local and strategic highways infrastructure. This is the key objective and primary reason for detailed traffic management planning.
- Public safety must be protected at all times, and the event must take all responsible, practical measures to ensure that the risk to life is minimised.
- Ensure that the public highway is, in as much as is practical, kept clear of unnecessary congestion.
- Minimise the disruption and impact of such an event on local communities. It is important that any event seeks to minimise its impact upon the local community. This event will introduce a series of measures as detailed in the TMP that will seek to mitigate any adverse effects on the community.





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## Concert Event Schedule

09:00	Signage in position
11:00	CSP Stewards in position
12:00	Car parks open
16:00	Gates open to ticket holders
18:00	Concert starts
22:00	Concert ends
23:00	Bars close at Stoop
23:30	Stoop closes
24:00	Car parks close

## Methods of Communications

The traffic management operations will utilise the following means of communication:

- Radios – digital multi-channel UHF two way units
- Mobile phones (primarily as backup) – all mobile numbers will be provided on briefing and in general instructions briefing document.

Radio communications will be relayed back to the control room where the traffic management radio operator and loggist will be able to provide real time information to stakeholders. In the event of an incident the radio operator will direct the necessary response in communication with the emergency services and stakeholders.

## Event Day Parking Facilities

### 1. The Twickenham Stoop

- The North car park will be reserved for production purposes
- The Magenta car park has a capacity for 60 vehicles of which half have been reserved for disabled parking and half for hospitality guests. Blue badge holders must pre-book to guarantee their space so that parking passes can be sent out in advance of the event. Hospitality guests will be sent a parking pass as part of their package.





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## 2. Rosebine – approx. 1000 spaces

The Rosebine car park is located 200m and approximately a two minute walk from The Twickenham Stoop.

- Rosebine One and Two will facilitate 1000 spaces
- The surface is both grass and gravel on entry allowing for the heavier turns however further in to the car park the areas are predominantly grass. The pedestrian route out of the car park will be at the top closest to the wooded area
- This parking is available to pre-book only and will cost £7 per car for ticket holders of the event. This cost is significantly cheaper than what other venues in the area have charged for music events in the past and therefore we believe that through promotion, the uptake will be strong.
- Harlequins charge a similar fee on rugby matchdays and tend to reach maximum capacity on the majority of these events.
- Parking passes will be sent out in advance of the event
- Uptake of parking will be monitored through the booking system and if demand is below expectations then changes will be made to the charging system to further encourage use of this facility

## 3. Kneller Hall – approx. 600 spaces

The Royal Military School of Music in Twickenham, West London, trains musicians for the British Army's 22 bands. It is part of the Corps of Army Music. The school is based at Kneller Hall, which was the country house of the court painter Sir Godfrey Kneller and was rebuilt after a fire in 1848.

- The grounds to the side of the Hall have been allocated for parking on the event day.
- The ingress and egress of vehicles will be from one entry gate on Warren road where all vehicles will be encouraged to arrive and depart Warren road/Nelson road.
- The capacity in the grassed parking area provided will be in the region of 600 cars.
- Pedestrian routes will be provided by means of delineating a route with cones provided by CSP
- This parking is available for ticket purchasers that have pre-booked only and will be free upon booking and advising of their ticket number to encourage use as a park and stride facility
- Parking passes will be sent out in advance of the event





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## 4. Richmond College – approx. 100 spaces

Richmond College is a three minute walk from The Twickenham Stoop.

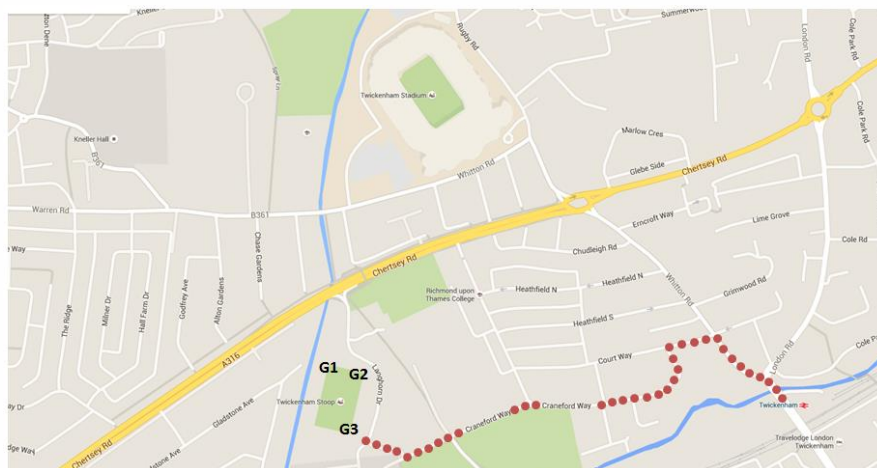
- 100 spaces have been allocated in the front and rear car parks.
- These spaces are accessible via the College Sports Hall Gate
- These spaces will be allocated once Rosebine and Kneller Hall are at full capacity.

### Walking Routes

CSP marshals will be placed along the routes from Kneller Hall to the Twickenham Stoop, and Twickenham Station to the Twickenham Stoop. This will aid crowd movement, road crossing and the prevention of littering and anti-social behaviour, particularly on egress to the station. Harlequins will endeavour to encourage these routes to be utilised through continued communication and sufficient signage.

#### Route 1: The station to the Twickenham Stoop

- Upon exiting the station, patrons will see marshals directing them to take a certain route to The Stoop
- Public directed via Whitton Road, turning left onto Court Way. Take next left and follow Craneford Way, entering The Stoop through Gate 3 on Langhorn Drive.



#### Route 2: Kneller Hall to the Twickenham Stoop

- Patrons will turn left out of Kneller Hall and walk south on Kneller Road/B361 towards Warren Road for approximately 100 metres





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- They will then turn left onto Warren Road/Kneller Road.
- They will then continue straight on Kneller Road/B361 for approximately 200 metres before they reach Talma Gardens where they will turn right
- Once they have reached the end of Talma Gardens, they will turn right and walk for approximately 15 metres before taking a sharp left, enabling them to head up and over the bridge (taking them over the A316 towards Langhorn Drive)
- Once over the bridge, patrons will turn left onto Langhorn Drive



## Way Finding Signage

Directional signage to all the parking areas will be produced and will be used to facilitate the movements of vehicles in to the correct parking locations. Additional signage will be positioned at Curries roundabout communicating that parking is available at Kneller Hall to assist wayfinding and to prevent people parking on nearby roads.





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## Pre-Event Communications

A key part of the Traffic Management Plan will be the provision of good quality and regular information to visitors of The Stoop on the 3<sup>rd</sup> June 2017.

It is intended that spectators will be sent travel information emails before the event, with travel options and advice tailored to the audience. The guidance will also be provided to staff to ensure that they are appropriately briefed on travel options for the event. An example of the proposed information will be provided to the London borough of Richmond upon Thames (LBRuT) six months before the event for comment.

The information produced will set out clear guidance on the options for travel to and from the site on the event day, with a specific focus on the event day parking facilities and the benefits of using these. For example, the Rosebine is located directly adjacent to the Stadium, whilst use of Kneller Hall will be offered free of charge. It will also reinforce that spectators should not be parking on the street.

Users of the event day car parks will be required to pre-book parking and a system will be set up through the Harlequins Ticket Office and online portal. The event day booking page will be advertised through the regular travel information releases to spectators.

The information dissemination strategy will consistently remind attendees about the travel options available to them, and will offer a forum to advise on any changes to travel arrangements up until the event.

An action plan for the release of pre-communications is set out below.

Task	Timeframe	Responsibility
Prepare pre-booking car park system	Six months before	Harlequins
Prepare car parking / travel information	Six months before	Harlequins
Release car parking / travel information	Five months before	Ticketmaster/Harlequins
Provide information on Harlequins website	Three months before	Harlequins
Provide updated information on Harlequins website	Two months before	Harlequins
Issue further reminder to spectators about car parking / travel	Two weeks before	Ticketmaster/Harlequins





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Issue further reminder to spectators about car parking / travel	One week before	Ticketmaster/Harlequins
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## Mitigation Strategy

Harlequins is committed to discouraging ticket purchasers from parking on nearby streets to the venue. A number of measures will be put in place to mitigate the potential for on street parking, which includes the following:

- A pre-booking system which will enable monitoring/feedback of car park uptake against forecast levels and allow Harlequins to make changes to the car parking strategy if required.
- Cones will be set out on the most sensitive roads and routes if agreeable with LBRuT.
- Marshals will be present on the key routes to and from the stadium.
- Kneller Hall will be provided as a park and stride facility, with free parking offered to promote its use
- Over 1000 off-street spaces will be available directly adjacent to The Stoop.
- A pre-event communications strategy is being developed which will include the regular and targeted release of information to ticket purchasers to encourage use of the off street car parks or travel by alternative modes.
- An event travel plan has been produced. A core focus of this strategy is on encouraging the use of sustainable forms of travel methods to access the site. Ticket order information to date suggests that there is a strong local uptake in tickets and therefore potential to encourage non-car access.
- Event day signage will be provided to direct vehicles to the appropriate car parks.

