



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. The RFU North and West car parks – approx. 700 spaces

- The North and West car parks are located within Twickenham stadiums grounds.
- Parking passes will be sent out in advance of the event
- Pedestrian pathways are already in place to mitigate any conflict with vehicular and pedestrian movements
- Arrivals – It is expected that vehicles will be advised to use Rugby Road and then Whitton Dene Road (East) to access the West and North Car Parks,
- Departures – Egress from the North Car Park is likely to be via Gate D on Rugby Road, with vehicles directed south towards Curries Roundabout to connect with A316, in order to travel east towards Richmond and west (away from London).



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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.





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- They will also be able to use a combination of Whitton Road and the A316 Chertsey Road if required, with Marshals present on these routes.

Route 2: Twickenham Stadium to the Twickenham Stoop

- Patrons will walk south from the North and West car park to reach Whitton Road.
- Upon reaching Whitton Road, they will turn right and continue along this road to the signalised pedestrian crossing just east of Talma Gardens, here they will cross, before heading south along the Duke of Northumberland River footpath; alternatively, they will be able to use Talma Gardens.
- Once they reach the A316 from the river footpath or Talma Gardens, they will cross the A316 Chertsey Road using the pedestrian bridge.
- Once over the bridge, patrons will turn left onto Langhorn Drive and arrive at Twickenham Stoop Stadium.





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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 and to prevent people parking on nearby roads.

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 3rd 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. Travel information will be sent to ticket holders by Ticketmaster and Harlequins and will be made available on the Harlequins website. 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. It will also emphasise that spectators should not be parking on the street which will be reinforced by CSP's presence on the day, along with the mitigation strategies set out at the end of this document.

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	Harlequins





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	before	
Provide updated information on Harlequins website	Two months before	Harlequins
Issue further reminder to spectators about car parking / travel and include on Harlequins website	Two weeks before	Ticketmaster/Harlequins
Issue further reminder to spectators about car parking / travel and include on Harlequins website	One week before	Ticketmaster/Harlequins

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. Those purchasing a car parking ticket will be allocated to the Rosebine Car Park, until such time as the car park is full, at which point parking tickets will be made available for Twickenham Stadium.
- 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.
- The RFU North and West car parks 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.
- A dedicated phone line for the day will be set up for any complaints in regards to the event, which includes parking. Any issues reported will proactively be investigated and reported to the police if necessary. Residents will be made aware of the event and this phone line, through a pre-event letter drop for surrounding properties and through advertisement in the local paper.

