

---

## *Spectators will have to change their transport arrangements*

At the Extraordinary General Meeting on Wednesday 3 September 2008, Everton Chairman Bill Kenwright had arranged for Kara Hartshorne from transport consultants Steer Davies Gleave ("SDG"), who put together the transport plan for the Kirkby stadium, to attend so that shareholders and proxies could ask her question. The one point she was trying to get across to those in attendance is that us spectators need to think about changing the way we arrive at the game because Goodison Park and Kirkby will have different transport schemes.

This is my attempt to show spectators just what SDG are hoping to implement for Evertonians should the Kirkby project be given the green light, based on their forecasts and findings from a Merseytravel survey undertaken at Goodison Park.

### **Goodison Park**

Ground Capacity                                    40,157\* taken from Evertonfc.com  
2007-08 Average Attendance                    34,985

In 2003, Merseytravel studied Evertonians' matchday travel habits; they wanted to find out how spectators travelled to Goodison Park. The survey was aptly named the "Stadia Access Survey"; SDG based a lot of their theory and their forecasts for the transport arrangements at Kirkby on the results of this survey. This is the most recent survey of Evertonians' matchday travel apart from one carried in 2007 by the official Everton website. SDG said those results were unreliable and stuck with the 2003 survey results. So, for arguments sake, I will also use the 2003 results. The percentages in the table below are from that survey.

I have taken the average attendance from last season to show how our spectators' travel behaviour is expected to change should Everton relocate to Kirkby; the results can be found in the final section.

Mode	Percentage of trips by Mode	Number of Spectator Trips based on 2007-08 Average Attendance
Car / van	70%	24,490
Train	12%	4,198
Walk / Cycling / Motorcycle	4.2%	1,469
Scheduled bus	8%	2,799
Coach / mini bus	5%	1,749
Taxi	0.8%	280
TOTAL	100%	34,985

## Kirkby Stadium

Ground Capacity 50,401

The following table is taken from the SDG report (Document 9.1: Transport Assessment, Table 7.2, Page 81); it is their forecast for how spectators will travel to the proposed stadium in Kirkby. This was made in November 2007 and is now outdated but I have put it here to show you how SDG are struggling to make a workable plan for Kirkby.

Mode	Proposed Percentage	Number of spectator trips	Number of vehicles
Car / van	45%	23,513	7,838
Coach	18%	9,405	188
Bus	18%	9,405	68
Train	9%	4,703	
Taxi	4%	2,090	697
Cycle & Walk	6%	3,136	
<b>TOTAL</b>	<b>100%</b>	<b>52,252</b>	<b>8,791</b>

It was also made for a 55,000 capacity stadium (this is why the number of spectator trips above is 52,252), in order to get around this I have kept the percentages the same for the now-confirmed 50,401 capacity stadium which means that the number of spectator trips is scaled down to suit a full-capacity 50,401 Kirkby Stadium.

Mode	Percentage of trips by Mode	Number of Spectator Trips (based on a full capacity stadium)
Car / van	45%	22,680
Train	9%	4,536
Walk / Cycling / Motorcycle	6%	3,024
Scheduled bus	18%	9,072
Coach / mini bus	18%	9,072
Taxi	4%	2,016
<b>TOTAL</b>	<b>100%</b>	<b>50,401</b>

However a newer transport plan was needed due to a lack of buses in the area (some buses would have been drafted in from as far as Blackpool) and that they had overestimated how many people arrive per car (their plans now suggest each car will cater for 2 people and not 3 as they originally thought). SDG consultant Joe Ellis (JE) told the Destination Kirkby Liaison Group ("DKLG") in April that the breakdown had changed:

*"JE returned to his presentation and outlined the break down of how people are expected to travel to the stadium, including 55% by car, 12% by coach, 18% by bus, 9% by rail, 3% by taxi and 3% are expected to walk or cycle. He mentioned that figures are usually calculated on the assumption of three people travelling in each car; however, following initial feedback this has been revised to two people which equates to around 9-13,000 people arriving by car. He said that it has been estimated that Park and Ride buses will account around 8-9,000 people. A number of possible Park and Ride sites have been identified but remain subject to procurement. He added that ideally the Park and Ride sites should be at the four points of the compass and located not too far from Kirkby."*

The above statement taken, from the minutes also contains a mistake, I have highlighted the error. It is 13,000 cars arriving to facilitate 26,000 people and not 13,000 people arriving by car.

---

So the new table would look like this if Kirkby sold out its full capacity. I have used SDG's formula for calculating the number of vehicles required:

Mode	Percentage of trips by Mode	Ground Capacity	Number of vehicles
Car / van	55%	27,721	13,860
Train	9%	4,536	
Walk / Cycling / Motorcycle	3%	1,512	
Scheduled bus	18%	9,072	66
Coach / mini bus	12%	6,048	121
Taxi	3%	1,512	504
TOTAL		50,401	

He also stated that one of the main roads in Kirkby, Valley Road, would be closed for 20 minutes either side of the match to help ease traffic congestion — this is the equivalent of closing down Walton Lane. The DKLG were set to meet for a third meeting to discuss the transport plan in detail but there are no minutes available on the [Destination Kirkby website](#) so I presume that this never went ahead. It seems that SDG are expecting approximately 13,860 additional cars (55% of stadium capacity is 27,721 with forecasts of an average of two people travelling per car) in Kirkby per home game.

Scroll down to continue

---

## Comparison

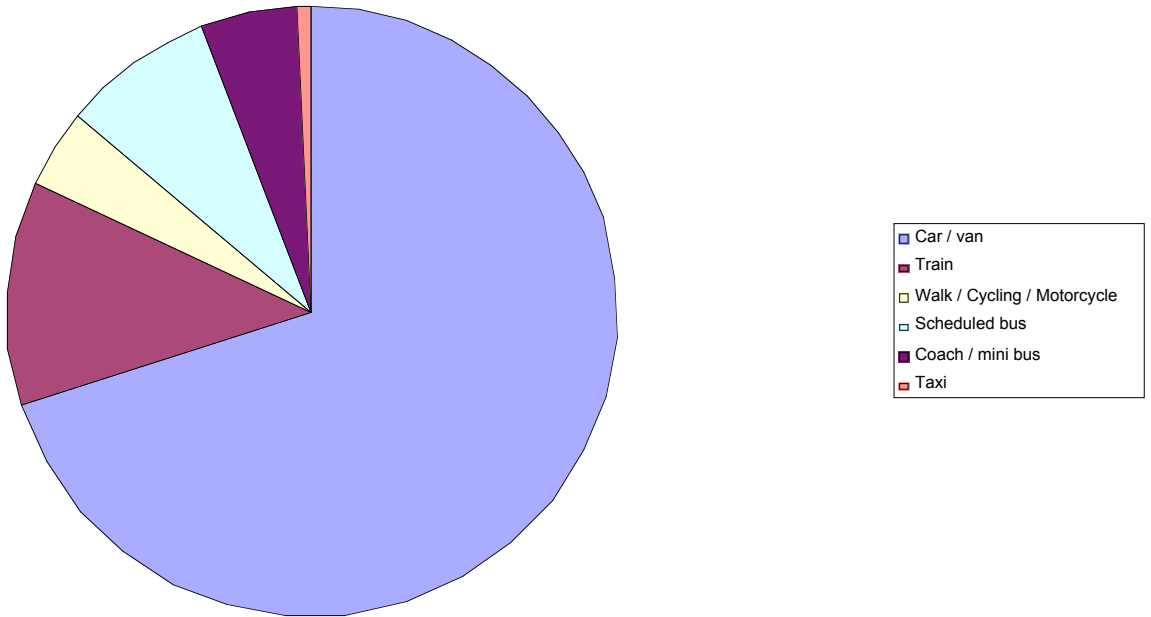
This is a comparison between the Goodison Park survey results (based on 2007-08 average attendance) and a full capacity Kirkby stadium (based on SDG's April 2008 forecasted results for the projected full capacity):

Mode of Transport	Goodison Park	Kirkby Stadium	Difference	% Change
Car / van	24,490	27,721	+3,231	+13%
Train	4,198	4,536	+338	+8%
Walk / Cycling / Motorcycle	1,469	1,512	+43	+3%
Scheduled bus	2,799	9,072	+6,273	+224%
Coach / mini bus	1,749	6,048	+4,299	+246%
Taxi	280	1,512	+1,232	+440%

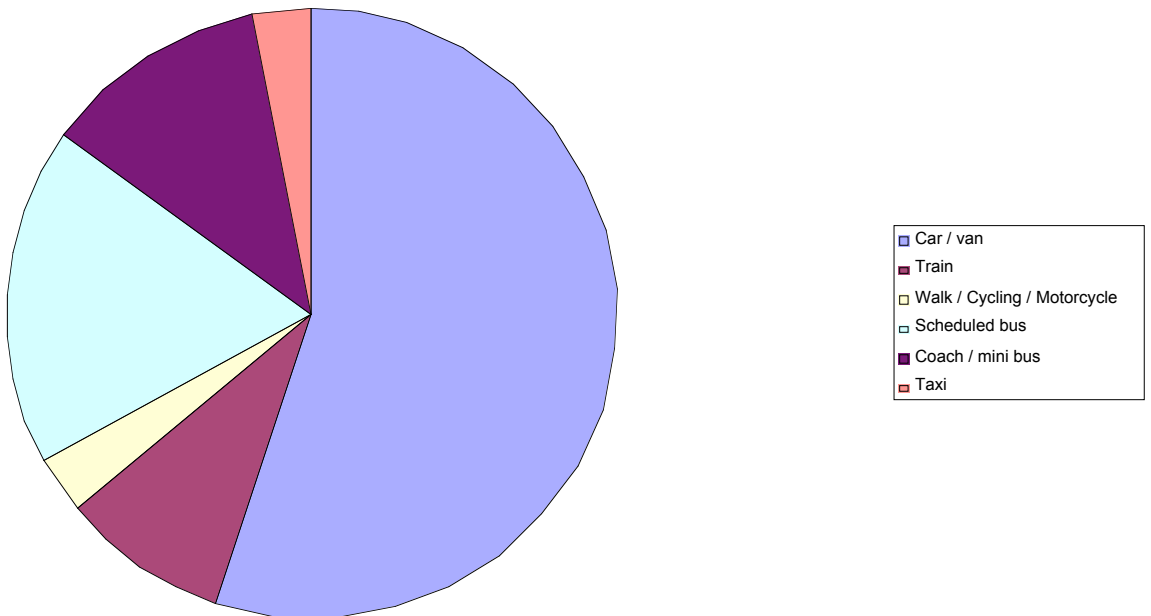
Please let me be clear; this is SDG's **target** for the new stadium. This is near enough the best-case scenario for the stadium transport plan. This is what they find to be acceptable and there is a possibility that spectators will demand a certain mode of transport that is hard to obtain on a matchday (for example people may prefer to travel by rail). SDG are also the company who created Arsenal's transport plan and there has been [criticism of that plan](#).

# Charts

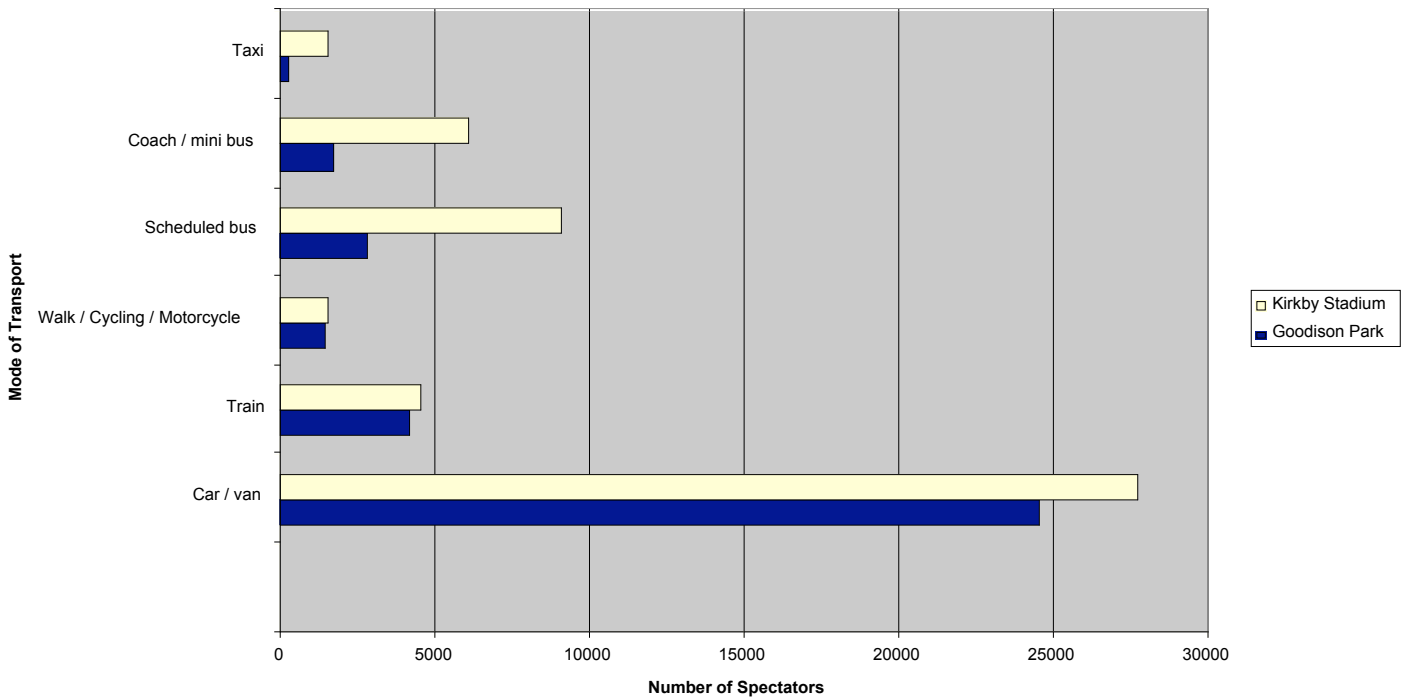
## Goodison Park Transport Survey Results



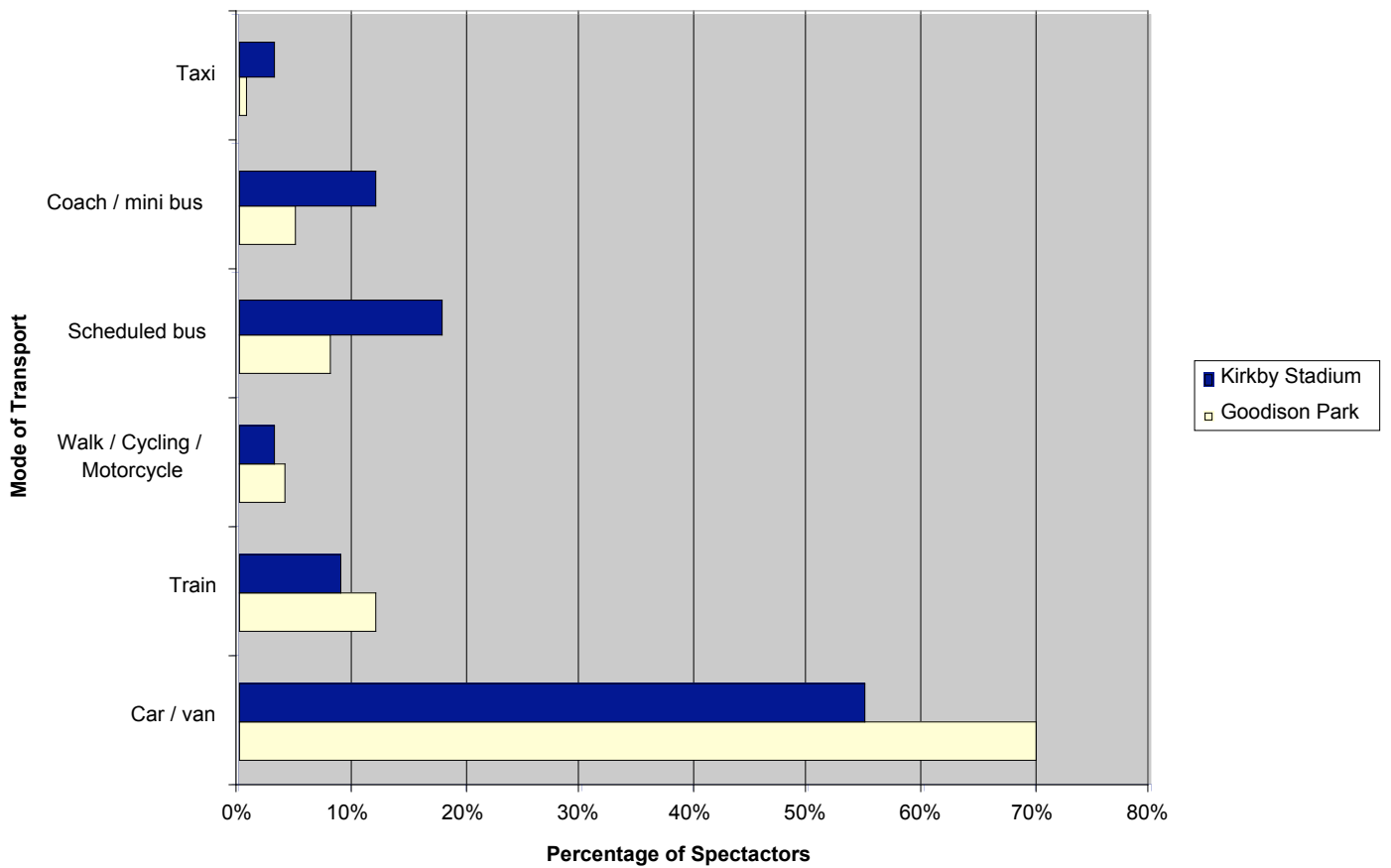
## Kirkby Transport Mode Forecast



**A Comparison between Kirkby and Goodison Park Transport Demands**



**A Comparison Between Kirkby and Goodison Park Transport Percentage Demands**

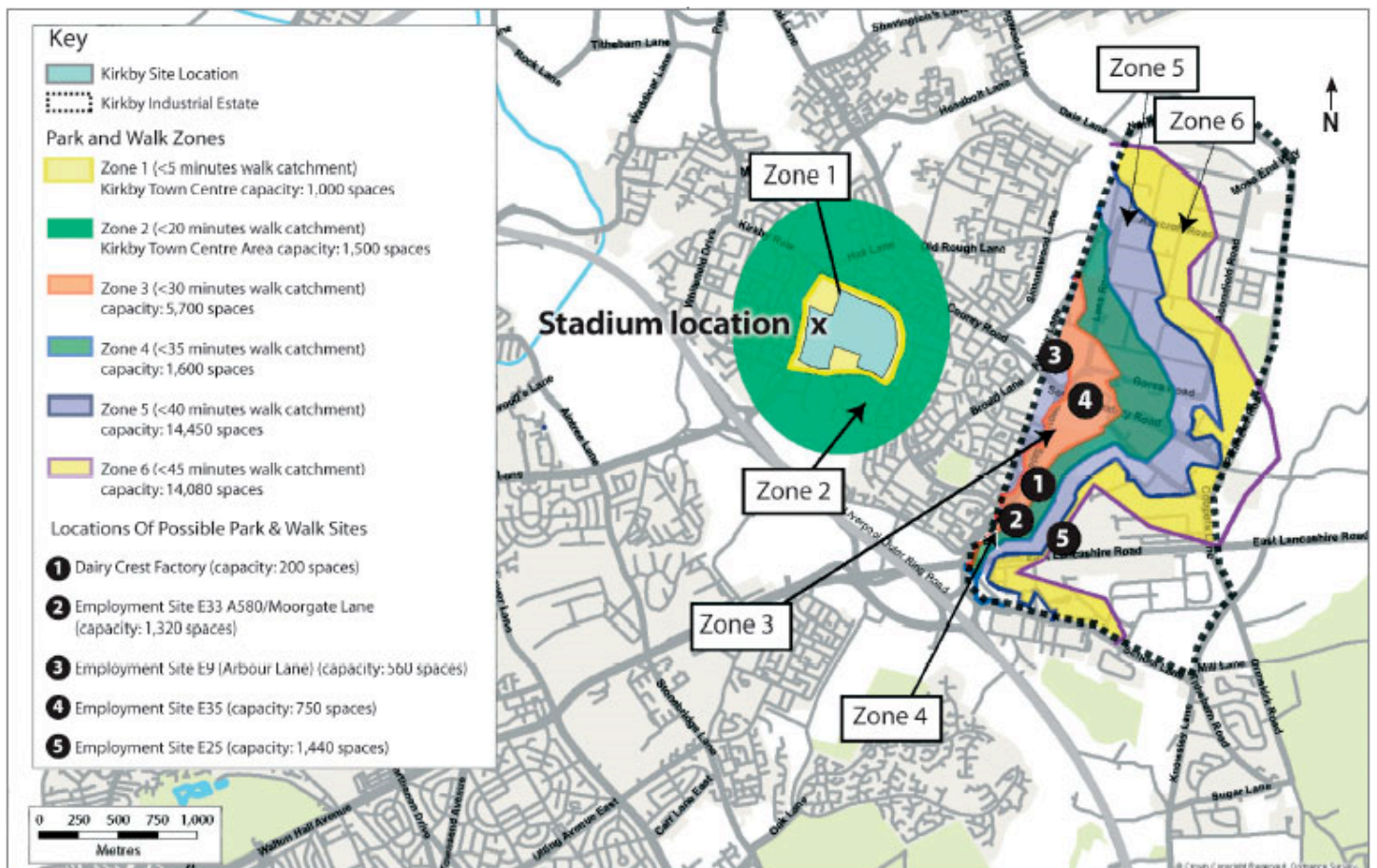


## Conclusion

Despite what David Prentices at the *Liverpool Echo* thinks are [the telling issues](#), the transport plan is not “minutiae” (that’s a posh word for finer details) and it needs to be spoken about at great length. The chairman Bill Kenwright has already conceded that there is room for (vast) improvement and is considering creating a liaison group especially to deal with the transport issues.

Should SDG’s forecast prove accurate and Kirkby stadium sells out:

Car usage will be increase by 13% from last season yet car parks will be located up to a 45 minute walk away at Kirkby (see SDG map below). One problem with a car-reliant stadium is in the event of another petrol cost increase then spectators may have to find an alternative way of travelling to and from the stadium unfortunately it seems that alternate transport modes; bus, coach and rail are already nearing capacity.



Cycling may be a possibility for a small number of spectators – the small capacity of the pending bicycle stands (100) in the town centre will make it a lottery for who can lock their bicycle up securely and who can’t. In November 2007, SDG suggested that 2% of spectators would cycle (1,108). I would suggest that this is ambitious and I cannot understand why they will only supply 100 bicycle stands if they are expecting over 1,000 people to cycle. I imagine that the forecasted number of spectators cycling in has decreased between November 2007 and April 2008.

Train usage is expected to be close to 4,500 despite Kirkby station only being able to cope with approximately 3,900 an hour. This could leave 600+ spectators waiting over an hour for a train home after the game. Kara Hartshorne confirmed at the EGM that only four six-carriage trains would be available per hour towards the city centre and she did not refute that improvements to the train station would not be made. She also confirmed that the police will be paid to look after the queue to the railway station as so many people can’t be left unattended on the railway station platform due

---

to health and safety issues. She suggested that National Rail would plan their maintenance work on the line around the football fixtures and would commission a replacement bus service if they had no alternative.

Despite an extra 10,000 seats available at the new stadium, statistically only 3% more will walk than do now. SDG have stated that only 744 season ticket holders live within a 40-minute walk of the new stadium site and some of those will not be willing to walk and will find an alternative method of transport, for example the bus.

The number of spectators travelling by bus is expected to spike to over 6,000 per home game whilst coach and mini-bus usage may rise to over 4,000 per home game. Many of those who travelled by bus, coach or mini-bus will be utilising the stadium-purpose built bus station on Valley Road before and after the game (queuing up in the same place). Robert Elstone confirmed at the EGM that ticket prices in Kirkby will be higher than they are now and in my opinion it is probable that the cost of the club paying for the buses and coaches will be passed onto Evertonians as ticket prices will increase to reflect the increase in cost from hiring more buses, coaches, police, stewards etc. Using SDG's formula I expect that 121 coaches and mini buses will be needed

Taxi drivers will be rubbing their hands together with glee to see that over 1,200 more spectators are expected to travel by Taxi to and from a game in Kirkby. If each taxi has four people in then that will be 378 more fairs for the drivers to collect but the chances are that there will be less than five spectators per cab so there will be more fairs to collect and longer waiting times for spectators. The following is an extract from their report:

"There are two types of taxis in Merseyside, Hackney Carriages and private hire vehicles. Knowsley Borough is served by 240 licensed Hackney Carriage vehicles and neighbouring Liverpool City served by 1426 vehicles. Knowsley has approximately 1000 private hire vehicles and Liverpool has 800 vehicles."

In the November 2007 document SDG stated that it is possible for 2,090 spectators to travel by taxi and that Hackney Carriages from other Merseyside boroughs would be brought in to help transport the spectators.

What hope do we have for this plan to run smoothly when at present there isn't a guarantee of a six carriage train from Kirkdale to the city centre after a Saturday afternoon game forcing some people to wait a further 5-10minutes for the next one to come along let alone one from Kirkby?

The following is an extract from the planning application:

"4..5 Members should note that in the event that the transport arrangements set out in the Stadium Travel Plan are not achieved, the Stadium capacity for a Major Event (ie. one that attracts 7,500 or more visitors) shall be reduced on a pro-rata basis."

In plain English this means that for example 10% less capacity on the transport system would lead to a 5,000 reduction in stadium capacity leaving the Kirkby stadium with a capacity of approximately 45,360, a mere 5,203 more seats than Goodison Park has at the moment.

Can we trust the club to organise one of the biggest traffic operations in the country when as it stands the club have failed to organise a park and ride scheme for Goodison Park despite the car parking zone around Goodison Park due to become larger? There are currently no signs in Liverpool City centre's Queens' Square bus station clearly indicating which buses go to Goodison Park (there is for Liverpool), can we really trust them to implement and maintain a system where 50,000+ spectators travel to Kirkby to watch a game of football and then come back again?

**Louis Platt**