Door to turnstile
Improving travel choices for football fans

www.bettertransport.org.uk
In the Premier League alone, more than 650,000 fans travel to matches each week—four times the number that landed on the Normandy beaches on D-Day. With hundreds of thousands of fans travelling to matches in other leagues, this regular mass mobilisation has a big impact on our transport system, and many areas suffer traffic and parking problems on matchdays from an influx of spectators in cars.

Yet travelling to football matches is precisely the sort of journey that is ideal for public transport. This allows fans to enjoy the game without worrying about congestion and is, of course, much better for the local community and the environment.

With this report and survey, we’ve shown that there are huge differences between how clubs, towns and cities help make travel better, and revealed some excellent initiatives already in place that more areas could copy. We hope that our recommendations will be taken up and promoted by clubs, local authorities, transport operators and the fans themselves.

The survey results and ideas for improvements shown in this report come largely from the fans themselves, and show that there is a large appetite for having more options for how to get to games, home and away. It also uncovers some of the problems fans face when trying to change how they travel.

Football’s loyal supporters deserve to be given more help to leave their cars at home and enjoy the day without hassle. Making matchday travel more convenient, pleasant and affordable would benefit everyone involved in football and we hope to see these ideas employed more widely in future.
Recommendations in brief

What our survey found

- There is a fairly even split between car and public transport journeys for home matches. Many modes are also combined with a walking stage, but cycling is very rare.
- For away travel, more than half of fans use the train for at least some games. Car sharing is also higher for away travel, particularly among season ticket holders.
- Train travel is by far the most popular mode that fans ‘would like to use more’ (36%), followed by the bus (23%) and the tram or tube (17%).
- However, fans told us of many problems, including poorly timed matches and trains, inflexible advance tickets (or very high walk-on fares) and poor treatment by police.
- Fans travelling by train told us they spend on average £19 more on matchday expenses than most fans. The average fan spends £55, with £13 going on travel, while train travellers spend £74, with £26 of this going towards getting to the game.
- Of the people who said they would like to use public transport more, cost was by far the most common problem mentioned when we asked people why they didn’t use these other modes. Ticket prices were named by 28% of those who gave a reason.
- The 2012 Games, the tourism industry and the ‘KombiTicket’ used by German leagues to give free local or regional travel with match tickets, all provide good, practical ideas that could be used to improve matchday travel for UK football fans.

Recommendations

For clubs:

- With direct links to fans, clubs are ideally placed to find out what will work in their local area. All clubs should have a travel plan that includes fan surveys, clear targets and plans for new facilities to improve access by walking and cycling and improved public transport services.
- Promotion of public transport and car sharing, providing clear information about getting there without a car and including travel planning tools on websites are also ideas that clubs can easily implement.

For transport operators:

- Local bus and tram companies should work with local authorities and clubs to provide cheaper tickets and better match day services.
- Train companies should look at providing more tailored match day operations, and should also think about a national Football Supporters’ Railcard with more flexible conditions.

For local authorities:

- Local authorities should be linking football clubs, the wider community and transport providers in area-wide travel plans.
- Planning policies and decisions should avoid large new stadium developments in out-of-town sites.
- The provision of free or discounted travel in Brighton, Newcastle and Sunderland is a measure that should be followed by more areas.

For national bodies:

- The Olympic legacy bodies should ensure that football matchday travel benefits from the lessons learned during the 2012 Games.
- A consistent policy of including local or regional public transport free with match tickets - similar to the German ‘KombiTicket’ - would have wide benefits, and national Government should take the lead in setting this up.

Premier League travel table

<table>
<thead>
<tr>
<th>Position</th>
<th>Club</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Newcastle United</td>
<td>76</td>
</tr>
<tr>
<td>2</td>
<td>Arsenal</td>
<td>69</td>
</tr>
<tr>
<td>3</td>
<td>Fulham</td>
<td>65</td>
</tr>
<tr>
<td>4</td>
<td>Tottenham Hotspur</td>
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</tr>
<tr>
<td>5</td>
<td>Southampton</td>
<td>61</td>
</tr>
<tr>
<td>6</td>
<td>West Bromwich Albion</td>
<td>60</td>
</tr>
<tr>
<td>7</td>
<td>Liverpool</td>
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</tr>
<tr>
<td>8</td>
<td>Aston Villa</td>
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</tr>
<tr>
<td>9</td>
<td>West Ham United</td>
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</tr>
<tr>
<td>10</td>
<td>Sunderland</td>
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<td>Norwich City</td>
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</tr>
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</tr>
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<tr>
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<td>45</td>
</tr>
<tr>
<td>20</td>
<td>Reading</td>
<td>39</td>
</tr>
</tbody>
</table>

Table based on Campaign for Better Transport’s fan survey, supporter club views, and assessments of travel information and travel planning for each club. Details of the methodology are given in Appendix A.
Winners and losers

The champions

Newcastle United are deserved travel champions of the Premier League, showing that it is possible for a football club to work effectively with local authorities and transport providers to make matchday travel better for fans, local people and the city as a whole.

Through schemes such as the impressive 'Altoonative Travel' website and the £10 per season 'Magpie Mover' matchday travel ticket, the football club, local transport authority Nexus and Newcastle City Council are working together to help fans make the best use of Tyne and Wear’s relatively comprehensive, good-value transport network.

And it works: Newcastle fans are among the least car-dependent in the Premier League, with rates of public transport use beaten only by some of the London-based clubs.

The rest of the top 4

The remaining places in the top 4 all go to London clubs – Arsenal, Fulham and Tottenham Hotspur.

Since their move to a new stadium Arsenal have been more engaged with how their fans travel to matches than the majority of Premier League clubs. And our survey found that their supporters – helped by unmatched transport links – are the most likely to travel to matches by public transport, by bike or on foot.

A minority do continue to drive to matches though, and levels of car sharing among them is lower than average. This, along with transport costs that are higher than in the north east, puts Arsenal some way adrift of Newcastle.

Fulham is another club whose strong position in the table is due – at least in part – to London’s comprehensive transport network. The club’s focus on walking and cycling improvements in its travel plan perhaps comes from the already high levels of sustainable travel by fans, with a high proportion of supporters telling our survey that they combined public transport with walking to the ground.

Tottenham Hotspur is the final team in our travel top 4. The club has not moved away from the ground that has been its home for the past century. But it has done much in recent years to offset the limitations of White Hart Lane’s location, providing good information on their website and carrying out proactive travel planning with supporters, rail companies and Transport for London since 2007. New travel plans have also been put together to support redevelopment proposals.

And a near miss

Southampton does not enjoy the extensive public transport provision of the London-based clubs yet the south coast club almost achieved a top 4 finish.

In recent years the city-to-stadium shuttle bus that was a feature of the move to the St Mary’s Stadium has been withdrawn. If this bus had been in place during the 2012/13 season, the likely cost savings to fans would probably have seen Southampton break into the top 4. There is a clear case for this service to be reinstated but until then it will be a case of so near and yet so far for the Saints.

Rock bottom

Reading fans have had a miserable season, and the factors that led to their team coming bottom of our table won’t help improve their mood. The Madejski stadium is easily the most inaccessible in the Premier League this season. Miles out of town and virtually unreachable by scheduled buses, it is little surprise that many Reading fans see no alternative than to travel by car.

Despite providing some matchday buses, efforts so far by the club, council and transport have been unable to fully mitigate the problems caused by the location of Reading’s ground, and plans for a new railway station nearby are on hold. However, Reading fans themselves are a bright spot: among fans who travel by car, Reading fans are the most likely in the Premier League to car-share rather than drive alone.

Not a travel champion

The Premier League’s most successful team this year, Manchester United came third from bottom in our table and are a disappointingly awkward club to visit. Old Trafford’s distance from the centre of Manchester means it is rare for supporters to walk to the ground, while public transport services to the ground don’t have the capacity to make up for this.

Little surprise, then, that car use is relatively high for a big city club and, with more than 70,000 watching each home game, that can mean a lot of cars. The club’s efforts at improving things also disappoint, with nothing yet to match the travel plans developed by other big clubs. However, the experience of being a 2012 Games venue may have shown the club a better way of doing things in future.
Beyond the Premier League

The Championship

Travel to matches in the second tier of English football does not differ markedly from the Premier League. Certainly the balance between fans who rely on the car and those who take public transport is very similar to the top tier.

However, where Premier League clubs are likely to be from a large urban area like Manchester, Championship clubs are more likely to be the main (or only) team representing smaller cities, so it makes sense that their fans are more likely to travel to home games by train but have a much lower usage of tube or tram.

Championship winners 
Cardiff City play in a relatively new stadium that, although much further away from the city centre than either the rugby or cricket grounds, is at least served by trains stopping at nearby Grangetown station. Travel advice to fans is currently more focussed towards drivers than public transport users, but the club website does give good walking directions. With promotion to the Premier League secured for the first time since the 60s, now is the perfect time for the club to do more to encourage fans to travel to matches using methods other than the car.

Hull City fans enjoy good value local travel, making it economical to go by bus to the KC Stadium. The ground, though a fairly recent development, is near the city centre so walking to the ground should be encouraged with routes that avoid the main road. With Hull station more than a mile away it may be possible in future to add a station on nearby rail lines. But even with the transport services currently in place, Tigers fans have good alternatives to the car.

The promoted clubs

Playoff contenders

At the time of writing the remaining promotion place will go to Watford, Brighton & Hove Albion, Crystal Palace or Leicester City.

Watford benefits from sharing some of London’s transport infrastructure, with mainline and Overground services stopping nearby, although local travel is slightly more expensive than within the city itself. The club does not play a particularly active role in travel planning but, with more engagement between the club and County Council, Vicarage Road would be a welcome addition to the Premier League from a transport point of view.

Brighton and Hove Albion’s new stadium is not nearly as conveniently located. The Amex is miles from the centre of either Brighton or Hove, but the club has pioneered innovative schemes (such as free local transport trips with match tickets and cycling initiatives) to help supporters get there. While the Premier League scarcely needs another out-of-town ground, Brighton has shown that by engaging with fans’ travel needs it is possible to make supporters travel better and be less car-dependent.

Crystal Palace is another London club but Selhurst Park’s location, in the tube-free south east of the city, means it benefits less than most of its neighbours from being based in the capital. Because of this the role of the club is critical. By providing good information to fans and working well with local council and Transport for London (e.g. to provide clear walking routes) Palace can encourage better use of local train stations and less dependence on the car.

Leicester City is fairly well situated but the trains that pass the King Power stadium do not currently have a station at which to stop. In the long term, things would be greatly improved with a new local station. Meanwhile, the club needs to engage more with helping fans to walk from local residential areas, the city centre and the railway station.

Leagues One and Two

Supporters of clubs outside the top two leagues appear to be more car dependent and rail travel in particular is less commonly used. Smaller clubs are more likely to be based in smaller towns or the edges of larger conurbations, so are likely to be less well-served by public transport.

Bus travel – the type of public transport most likely to be available in these areas – was at least as popular as in the top two leagues in our survey: a third of League One fans travel to home games this way and more than a quarter of League Two fans.

This suggests that in all leagues there is demand for good alternatives to the car. Supporters of clubs in League Two are particularly likely to want to use the bus more often to get to home games (40% say so).

Nearly a quarter of supporters in the lower league walk at least part of their way to the ground – more than in higher leagues. An achievable ambition, even for smaller clubs, is therefore to work closely with local councils to better publicise and signpost walking routes to the ground and improve this further.

Many fans still feel they have no option but to drive and more than half of all League One and League Two supporters use the car. However, we also found that fans of League Two clubs are the most enthusiastic about organised car sharing schemes.

65% of Championship fans use the train for away matches

(Find more on comparisons between leagues on page 12.)
Home fans’ travel

Our survey of football supporters suggests that there is a fairly even divide between fans who use public transport to travel to home matches and those who go by car.

Car travel

A little under half of all fans in our survey indicated they were dependent upon the car to get to home matches. Among car drivers, a minority – around 14% of supporters – drive alone to the ground, while 29% of fans travel by car with other fans, making car sharing more than twice as popular as driving alone.

Season ticket holders are more likely than average to travel in a car share and less likely to drive alone, and the savings they make by doing this may be one reason why season ticket holders reported spending an average £9 less on matchday travel than more occasional fans.

Prospects for more car sharing

Car sharing is therefore a well-used form of self-organised collective transport, particularly popular among supporters who go to every home game. But fans who attend less regularly would also benefit from being able to find other fans to share the driving.

Our survey suggests that there is in fact a significant demand for organised car-sharing schemes among those who drive to games alone. When asked which measures would make a difference to their travel, more than half of supporters who currently drive alone say that car sharing organised via the club website would make a difference to how they travel to matches (see the section What ideas did fans prefer?).

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Public transport

Those who travel by public transport are more likely to combine modes of transport (for example, getting the train then the bus) than to only take one form of transport. Travelling by car, on the other hand, tends to prevent fans combining their car journey with another form of transport, although a number of journeys to home games do combine a walking component alongside driving.

Just 2% of all fans combine the bus with car travel to get to their club’s home games. This reflects the scarcity of park-and-ride schemes serving football grounds (either dedicated services on match days or as part of a city’s wider car-management strategy).

Where a park-and-ride scheme does exist, it is often targeted specifically at away fans and so does not provide home fans – who make up the vast majority of visitors to the ground – with additional transport options.

Public transport trips are more likely to be combined with other modes

Most walking trips are combined with other modes

Walking the whole trip: 6%
Walking plus other modes: 14%
Differences between leagues

Fans of lower-league teams are more dependent on the car, in part because clubs in the lower leagues are more likely to be based in smaller towns than within a city's transport network and so fewer alternatives to the car are likely to exist. In contrast, teams in the Premier League and Championship are more likely to represent one of Britain's larger cities, with a wider range of public transport options available.

Further examination of the types of public transport used by fans within each league confirms the importance of existing transport infrastructure in determining how people get to the match. Bus use varies little between leagues (15-17% of fans in each of England's top four leagues go by bus) but travel by train, tram or tube (transport modes that are mainly found in large urban areas) is much more common among fans of Championship and especially Premier League clubs.

There is clearly a limited amount that a football club, particularly a smaller club, can do to influence transport provision around their ground. Yet this illustrates how important it is that other local stakeholders – including local authorities and transport providers – work with clubs to ensure that the often very large numbers of people who travel to a ground regularly have effective and high quality transport options available to them.

Car management

One aspect of transport provision in which football clubs can and do play a role is to better manage the high volume of road traffic that football matches generate. Many clubs – particularly those with larger fan bases – have sought to expand car parking space around their grounds in recent years. Although this may move a limited number of cars away from parking in local streets, it acts to prioritise car travel over more efficient forms of travel and can also add a significant premium onto the cost of travelling to the game.

Dedicated buses and park and ride services are already in place at some grounds, but more often for the sole use of away fans than for their own supporters. Expanding and making more effective use of such schemes would be one example of how clubs and local authorities can work together to make fans travel easier and minimise the impact of a football match on a local area’s transport network.

The transport measures associated with Southampton's move to the St Mary's Stadium are a clear example. Initially, the club and city council committed to providing a dedicated bus to the stadium from the city centre and Southampton Central station. This service is no longer in place, despite it benefitting fans by providing an additional option for getting to the ground.

Supporters of London clubs are less car dependent

The one clear exception to car dependence is among supporters of London clubs. Less than one in five London fans relies on the car for any part of their journey, while more than a quarter walk at least part of their journey (only one in seven fans of Premier League clubs outside London walk any part of their journey).

76% of Premier League fans in London use public transport for home games

Supporters of London's Premier League clubs unsurprisingly make more use of train, tram and tube travel. In total three-quarters of fans who travel to a Premier League ground in the capital use public transport to get to the game.
The cost of matchday travel

Taking the train was the most expensive way to travel in our survey: those who use only the train to get to home games told us they spend as much on matchday travel (£26 on average) as on their ticket to the game.

But driving alone is still costly – those who travel only by that method spend £20 on average to get to each match, while those travelling by shared car spend just £14.

Travel costs are a particular issue for lower league fans. They pay lower admission prices than Premier League supporters, and also tend to spend less on matchday food and drink, but they have little choice but to spend similar amounts on transport as their counterparts in the higher leagues.

So whereas transport makes up a quarter of Premier League fans’ matchday expenses, fans of League Two clubs spend a third of their matchday budget just on getting to and from the ground.

Easily the cheapest way for home fans to get to the ground (other than walking and cycling) is to take the bus: those who travel only by bus spend just £3.30 on average.

However, the availability of appropriate services is a barrier to many fans taking advantage of any savings. Where suitable scheduled buses do not provide good access to the ground, fans would benefit from clubs working with local transport providers to organise dedicated buses. Other fans note that although the bus may be a cheap option, it is also often slow.

Awareness of services may also be a barrier: two-thirds of fans say that, rather than seeking out travel information, they “just know the best way to get [to the ground] from experience” and so are unlikely to be aware of any changes (recent or prospective) to transport provision.

“It takes less than 10 minutes to drive to the ground, and I can park for free. On the bus it costs a lot more, involves a change of buses, and takes a lot longer.”
Carlisle United fan

23% spend more on their travel than on tickets for the match

52% use a different method of travel to home matches than to get to work

Total matchday cost and the proportion spent on travel is higher for public transport users
**Workday vs matchday**

More than half of fans told us they use a different mode on match day than they use for getting to work.

One reason for this seems to be people moving away from their home towns and their clubs, but travelling back regularly for matches. So the transport method they use to reach their workplace is not feasible or economical for the longer trips to watch their team.

Social factors also play a part. More than one in ten of those who changed their mode of travel for football (and told us why) mentioned having a drink or socialising as a factor in their decision.

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**Preference for public transport:**

“Easy journey to football by train but not to work so have to drive. Train is my preferred option.”

West Ham fan, London

“Quicker to use public transport on football days as roads too busy.”

Southampton fan, Southampton

But some problems:

“Weekend train travel is too unreliable and expensive.”

Colchester United fan, London

“Too many changes on the bus, tram stop too far away.”

Sheffield United fan, Sheffield

Some find it easier to car share for work, some easier for football:

“No one travels from my area to the football, whereas they do for work.”

Ipswich Town fan, Ipswich

“The person I go with always drives anyway.”

Manchester City fan, York

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Some take advantage of a less pressured journey to use active travel:

“There is a traffic-free footpath, and we like the exercise.”

Leicester City fan, Leicester

“Opportunity to use cycle trail (when light).”

Bolton Wanderers fan, Bolton

“I walk with family to football and allow more time for the journey than when travelling to work.”

Reading fan, Reading

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Many no longer live and work near their teams:

“I live in a different city to my football club now.”

Arsenal fan, Manchester

“Work is a mile away, my football team is 100 miles away!”

Aston Villa fan, London

“I walk to work, I can’t walk from York to Manchester to watch them play!”

Manchester City fan, York

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The longer distances involved in following your team to away matches leads to a different transport mix than used by home fans.

Train travel is clearly vital in enabling supporters to go to away matches: more than half of respondents to our survey said that when they go to away games they sometimes take the train. Even season ticket holders (who are relatively unlikely to use public transport to get to home games) are more likely to travel to some of their away games by train than by any other mode of transport.

Although both train and coach are more well-used for away travel than for getting to home games, around 40% of away fans do go by car (either alone or with others).

Given the longer travel times and increased expense of away travel, it is no surprise that shared car travel is favoured over lone travel (by a ratio of 3:1) even more strongly than for home games.

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**Train, car-sharing and coach are the most popular modes for away travel**

**Car sharing and coaches are even more popular among season ticket holders**
Coach and train
Coach travel – while rarely used for travelling to home games – plays an important role in getting fans to away games: around one in five away supporters go by coach.

Among season ticket holders, the proportion who take the coach when attending away games is almost one in four, while three-quarters of fans who tell us they go by coach to away matches hold a season ticket. The proportion of season ticket holders who use the train for away games is lower than for supporters in general.

This suggests the high cost of long-distance rail tickets compared with shared coaches weighs more heavily on fans who go to more of their team’s games, away as well as home.

Going away by car
Those who travel alone by car to home games are more likely than supporters as a whole to also take their cars to away fixtures. However, they are much more likely to car share than fans as a whole, and rail and coach travel are also named by this group, even though they do not use public transport to get to home games.

Local transport
Given the distances involved in away travel, it is little surprise that local forms of transport (bus, tram, cycling and walking) play a much smaller part in getting fans to away games than at home.

Away travel preferences are different for car drivers

<table>
<thead>
<tr>
<th>Away Travel</th>
<th>Car drivers</th>
<th>Car drivers who drive alone to home games</th>
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</thead>
<tbody>
<tr>
<td>Drive (alone)</td>
<td>10%</td>
<td>16%</td>
</tr>
<tr>
<td>Drive (sharing)</td>
<td>35%</td>
<td>49%</td>
</tr>
<tr>
<td>Train</td>
<td>35%</td>
<td>57%</td>
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<td>Bus</td>
<td>8%</td>
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</tr>
<tr>
<td>Walk</td>
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<td>Cycle</td>
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Comparison of ‘local’ forms of travel home and away

<table>
<thead>
<tr>
<th>Home</th>
<th>Away</th>
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</thead>
<tbody>
<tr>
<td>Train/Tube</td>
<td>18%</td>
</tr>
<tr>
<td>Bus</td>
<td>24%</td>
</tr>
<tr>
<td>Walk</td>
<td>6%</td>
</tr>
<tr>
<td>Cycle</td>
<td>2%</td>
</tr>
</tbody>
</table>

Local transport

When travelling to matches both home and away football supporters often end up travelling by methods that are more costly and less convenient than they would prefer.

More than half (52%) of all fans said that they would like to be able to use another method of transport more often to get to matches. Lack of suitable alternatives is not the only barrier to supporters choosing a different method of travel. Easily available, accurate and up-to-date information is also critical in helping people plan their travel better, so we also asked fans where they get travel information.

‘I just know the best way to get there’

Football supporters are relatively unlikely to seek out travel information before making their journey to a home match. Two thirds of supporters told us they were confident that they do not need information or further help – they “just know the best way to get there from experience”.

This is particularly true of supporters who make the journey most often (season ticket holders, who are likely to travel to 20+ home games per season) and of fans who travel by car.

Away from car travel, the picture is quite different. Among supporters who use methods other than the car to get to home games, less than half say that they automatically know the best route to the ground. Supporters of London teams are more likely to travel without a car and also more likely to look for travel information rather than assume that they already know the best way.
Information from transport operators

The contrast between car travellers and public transport users with regard to travel information probably reflects differences in behaviour between drivers and non-car users in their general day-to-day travelling.

Those who use public transport in particular are more likely to be used to checking times and routes, establishing whether a service is running without problems, and seeking information on how to combine different modes of transport.

National and local transport operators often provide detailed information to help people make such decisions, so it is no surprise that more than a third of fans who travel without a car consult such sources before they travel.

No equivalent service exists for car travellers, however, and those who drive to the ground must make do with fewer sources of travel information. Our survey found that, for those travelling by car, the club website is often the only source of information other than fellow fans’ advice, with one in five saying they visit the club website seeking travel information.

Information from the home club

After transport operators, the club website is the most likely source of information for home travel. Yet our assessment of the travel information provided on the websites of Premier League clubs reveals a very mixed picture – more on this in the next section.

The fact that a majority of fans do not seek travel information before going to home games suggests that clubs should use other methods beyond their website to proactively inform their supporters of how to make the best of the travel component of their match day.

This finding also suggests that other organisations working in local travel, including local councils, transport providers and local media, could do more to provide travel information on matchdays beyond traffic reports.

This is even more important when new services are introduced – the confidence of many supporters that they know the best way to travel is likely to leave them unaware of improvements that could make their journey to the match easier.

Away travel

Accurate and up-to-date information is even more vital for fans who travel to away matches. Compared with home games, journeys are longer and more expensive, making it more important for fans to be able to find the quickest and cheapest travel options.

Away travel is further complicated by the fact that each away game takes place in a different ground. It is therefore no surprise that 84% of fans consult at least one travel information source about away trips; twice as many as for home games. Yet our survey also suggests that a third of fans rely on fellow fans for travel advice when playing away rather than any official source.

Information from transport operators is more frequently consulted for away trips than for home games. This probably reflects the different mix of travel modes typical to away games, with higher public transport use. Fans also go to a wider range of different sources for away travel information: 45% say they make use of at least two different sources and 22% check three or more.
In their own words: What do supporters’ clubs think of council and club actions?

“A new tram station has just opened at the ground which is proving very popular, buses are also laid on to help fans get to and away from the ground, but the nearest train station is a long walk away.”
Disabled supporters representative, Premier League

“The County Council offers its car park on match days but uses a third party so the charges are higher than they could be.”
Supporters trust, Premier League

“There is only one matchday bus that takes you to the ground, but to be fair in the past when more have been tried they have not been heavily subscribed.”
Supporters association, League 2

“Cost is one issue. Another is the last bus or trains leave too early and I would have to leave the games early in order to catch them.”
Huddersfield Town fan, Wakefield

“If I drive I can be sat at home half an hour after the final whistle, if I get the bus then I am not home for an hour and a half, maybe even 2 hours.”
Manchester City fan, Oldham

“Bus sometimes too full to travel. No safe cycle parking at stadium.”
Swansea City fan, Swansea

“Bus fares too high to justify a slow journey. No train station near ground despite a line close by.”
Leeds United fan, Bradford

“No bus service in the evenings which affects our crowds greatly.”
Merthyr Town fan, Wales

“Used to go by train all the time until prices rose to double the cost of driving.”
Lincoln City fan, London

In their own words: What prevents fans changing their travel?

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Merthyr Town fan, Wales

“Used to go by train all the time until prices rose to double the cost of driving.”
Lincoln City fan, London

Which ideas do fans prefer?

The responses to our survey suggest that a large number of football fans continue to rely on the car for getting to and from games, as much out of necessity as out of choice. When asked whether there are other ways of getting to the ground that they would like to use more, many more voiced their support for public transport of various forms than said they would like to travel more by car.

Train, bus and tram or tube are the most popular forms of transport fans would like to use more.

But travel by coach – used by hardly any fans to get to home games – is also mentioned by one-in-ten supporters. This suggests that there may be a sizeable latent support for a dedicated local travel service to help fans get to the ground.

A number of fans told us how much they enjoyed being able to use mini-bus services that took groups of fans – often from local pubs – to the ground.

50% of fans who drive alone to matches would prefer to take the train
Driving alone vs the cost of public transport

We noted on page 14 that fans who drive alone to the ground tend to have relatively high travel expenses, and our survey also suggests that they are more likely to want to use public transport, being particularly receptive to travelling more by train, bus or coach.

Of the people who said they would like to use public transport more, cost was by far the most common problem mentioned when we asked people why they didn’t use these other modes. Ticket prices were named by 28% of those who gave a reason.

Ideas for home games

The most frequently cited improvements to travel for home games are all related to cheaper local transport.

More than two-thirds of all fans support the introduction of schemes that provide match-goers (or at least season ticket holders) with free or discounted travel on local public transport, included in the ticket price.

Support for new ideas

<table>
<thead>
<tr>
<th>Home games:</th>
<th>Away games:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>High</strong> (more than two-thirds support)</td>
<td><strong>Very High</strong> (more than 85% support)</td>
</tr>
<tr>
<td>• Discounts on local travel, included in the ticket price</td>
<td>• Discounts on national rail ‘turn up’ fares when you show a match ticket</td>
</tr>
<tr>
<td>• Free local match day travel, provided with season tickets</td>
<td>• The ability to claim refunds on advance rail tickets when matches are moved or cancelled</td>
</tr>
<tr>
<td>• Free buses from the town centre and railway station</td>
<td>• Dedicated trains to fit in with start and finish times</td>
</tr>
<tr>
<td>• Premier League supporters were particularly supportive of discounted travel deals</td>
<td>• Group discounts on national rail tickets</td>
</tr>
<tr>
<td><strong>Middling</strong> (a third to a half support)</td>
<td><strong>High</strong> (more than two-thirds support)</td>
</tr>
<tr>
<td>• Providing information about public transport along with match tickets</td>
<td>• Free buses from the railway station</td>
</tr>
<tr>
<td>• Better signage in local streets near the ground</td>
<td>• Additional park and ride services, running direct to football grounds</td>
</tr>
<tr>
<td>• Car-sharing organised via the club website</td>
<td>• Providing information about public transport along with match tickets</td>
</tr>
<tr>
<td><strong>Low</strong> (less than a quarter support)</td>
<td><strong>Middling</strong> (a third to a half support)</td>
</tr>
<tr>
<td>• Dedicated cycle lanes on routes to the ground</td>
<td>• Car-sharing organised via the club website</td>
</tr>
<tr>
<td>• Organised guided ‘cycle buses’</td>
<td>• Dedicated coaches, with tickets sold via the club website</td>
</tr>
</tbody>
</table>

Cycling proposals were unpopular among fans in general. However, among the small numbers of people already cycling to home games, 80% thought dedicated cycle routes would make a difference to how people travelled.

Support for event-specific schemes such as ‘cycle buses’ was much lower: even among current cyclists, 60% said this would not make a difference.

“Include half price or free public transport in the cost of a ticket as happens in many countries. Have attended bike stands outside grounds.”
Ideas for away games

The most popular improvements for away travel were all focused on rail travel. With a majority of football supporters using the train for at least some away games, it is little surprise that the cost and restrictive fare conditions of long-distance rail travel is a particular bugbear.

Rail discounts for people who have a match ticket are supported by nearly 90% of fans and a similar number would like to see a game postponed to a different date.

Improving the convenience of rail and bus travel would also make a difference to more than two thirds of fans. Dedicated trains were supported by 84%, but the difficulties involved in organising or arranging these with train companies can be prohibitive.

Discounts for group rail and improved links between railway station and stadium are also popular ideas. Improving football supporters’ experiences of away games is not just about making public transport better or cheaper. More than half of fans and 75% of those whose teams play in the Premier League or Championship say that better treatment from police would significantly improve their journey.

The stewarding arrangements put in place for the 2012 Games show that there are alternative ways of approaching crowd management (see page 28). If the police and footballing authorities can use the Olympic experience to improve the ways in which football crowds are policed, our survey suggests that they would receive the enthusiastic support of football fans as a whole.

Lessons from tourism

The report Tourism Without Traffic was produced by Transport 2000 (now Campaign for Better Transport) in 2001, working with government agencies, local authorities and individual attractions. Many of the report’s findings are also relevant to football travel.

Features of a good visitor travel plan

The report recommended that a good travel plan for visitors should address four key areas:

Promotional initiatives
To raise awareness of alternatives and develop cost incentives for car-free visits.

These could include information in brochures, websites and other publicity about arriving by public transport, walking and cycling, lower price tickets for those arriving without a car, combined public transport and admission tickets, and attractive deals for coach parties.

Access initiatives
To make it easier to reach the attraction by public transport, walking or cycling.

These could include dedicated services between the attraction and local railway or bus station, changes in bus times or frequencies to match visitor peak times, and improved links to local cycling and walking networks.

Facilities initiatives
To ensure that the site meets the needs of those arriving by sustainable transport.

These could include pedestrian friendly grounds, with good access for disabled people, reasonably priced drinks and snacks to make it easier to visit without carrying large amounts, and cycle parking and storage.

Car park management
Parking should be constantly under review with a strategy to reduce parking needs over time. Reviews of parking charges should look at what is done with the revenue, ideally earmarking it for improvements in other ways to travel. Other incentives could include a lower ticket price for people arriving without a car.

Other recommendations

Working with other organisations
Most travel plans will rely on the involvement and co-operation of agencies such as public transport operators, local authorities and tourist boards.

Visitor surveys and targets
Finding out how and why people currently travel to attractions (and from where) helps plan alternatives and how to promote them. Setting and monitoring targets is vital to see the travel plan’s effectiveness.

Communications strategy
All travel plans should include a strategy for making people aware of travel choices and improvements being made.

Area-wide strategies
These achieve a bigger effect than each attraction acting alone. Area-wide plans can bring together local authorities, transport companies, cycling and walking organisations, disabled access groups, development and tourism agencies and a range of different attractions to plan improvements across a wider area.
Transport success for Olympic venues

London 2012 aimed to be “the first public transport Olympic and Paralympic Games”.

In their review of Games travel,1 organisers have summarised the lessons they learned from achieving this.

A free London all-zones travelcard provided with Games tickets was crucial. These also covered some out-of-London venues including Eton Dorney (rowing), Broxbourne (canoeing) and Brands Hatch (cycling).

Organisers found a lot of effort was needed to persuade people to buy other travel tickets in advance, including for park and ride - repeated emails were sent and many people left arrangements until the last minute.

An enjoyable passenger experience was important. A ‘Sea of Magenta’ approach involved large numbers of friendly, branded stewards directing people around the sites. This was combined with a ‘Magic Moments’ strategy, with volunteers chatting and giving out promotional items to queues and waiting crowds. Getting in and out of Olympic venues was enjoyable, even though the stewarding was often intended to hold people up or prevent them from taking direct routes.

Customer information was enhanced with more and better signage. Transport for London, in addition to their normal journey planner, produced a dedicated promotional items to queues and waiting crowds. Getting in and out of Olympic venues was enjoyable, even though the stewarding was often intended to hold people up or prevent them from taking direct routes.

The use of the controversial ‘Games Lanes’ was successful.

Despite prior concerns, transport ran well and significant overcrowding was not experienced. This was as a result of the behaviour change that was achieved... An average of 35% of Londoners changed their travel every day during the weekdays of the Olympics.

What did the out-of-London venues learn?

The City of Coventry stadium, Old Trafford, Hampden Park and St James’ Park were all used for Olympic football events and each venue held a legacy debrief to look at the long-term benefits expected.

Hard legacy:

All venues created new facilities, such as pedestrian access routes, cycle access and parking, extended parking restrictions in the surrounding area and new park and ride sites, and almost all of these will continue to be used.

Soft legacy:

Among the softer legacy benefits identified were:

- The development of a transport plan, including accurate data on spectator numbers and transport modes.
- Closer working relationships between the clubs, local authorities and transport providers.
- City ambassador schemes (the magenta volunteers) with 300-350 volunteers per city interested in supporting future events.
- New spectator communication systems that can continue to be used.
- New public transport services, such as shuttle buses, which several cities are retaining.

Lessons from elsewhere

Our researchers have also been looking at other industries and other countries for inspiration and ideas that could be used to improve football transport in the UK.

Tourism

The tourism industry needs to deal with unusual crowds at special events and on Bank Holidays, and some of the tactics and travel initiatives used by popular attractions could provide very useful lessons for football stadiums on match days. The findings from Campaign for Better Transport’s 2001 best practice guide for tourism are shown in the box on page 27.

The report’s recommendations for what makes a good travel plan helped inform our assessment and scoring process for the measures and travel plans being provided by clubs and local authorities when compiling our league tables.

The 2012 Games

Last year’s Olympic and Paralympic Games didn’t just take place in London. Four major football stadiums and a number of other out-of-London locations were used for major events during the Games and were subject to intensive transport planning.

Lessons from these Olympic venues are summarised on page 28 and it’s clear that many ideas and initiatives from the 2012 Games could be used to improve football travel in other towns and cities.

While the cost of an Olympic-level marketing campaign is considerable, there are clear opportunities for clubs and local authorities to work together on similar strategies. Projects could include advertising and real-time information to improve awareness of the dates of home matches in the wider area, an increased (and more welcoming) use of volunteer stewards, and a range of new infrastructure and services, as well as measures to help fans plan and make their journeys.

A different way in Germany

Match tickets for the German Bundesliga and lower leagues can be used as a ‘KombiTicket’ covering free travel to the match and back on local (and many regional) rail, tram and bus services.

This approach was extended to match tickets for the 2006 World Cup, which resulted in 57% of spectators (including VIPs and others who had preferential car access to the stadiums) travelling by public transport and just 23% arriving by car.

Jamie Jackson on football travel in Germany, Observer 2010
Recommendations for action

Our survey has identified clear problems faced by fans who want more choice in how they travel to matches, and shown that clubs have a lot to gain by helping more fans to get out of their cars.

As well as the ideas we received from fans themselves, we have found some excellent ideas that have already been put in place by individual clubs and local councils. However, there are wide variations, with some fans benefiting much more than others from cheaper, more convenient matchday travel.

We have also identified examples of good practice in other countries, in other industries and for other large sporting events – including the 2012 Games – that could be applied to these problems.

We have a range of suggestions for actions that could be taken by clubs, local authorities, transport operators and national bodies.

For football clubs:

Clubs are ideally placed to talk to fans and find out what they prefer, and can also take the lead in planning, requesting and contributing to specific local improvements for more sustainable travel.

Our recommendations for football clubs are:

- All clubs should have a travel plan that includes plans for new facilities to improve access by walking and cycling, improved public transport services, promotion of different ways to travel and clear targets to reduce the number of cars bringing fans to their matches. Ideally, this plan should be produced in collaboration with local authorities and transport providers, as part of an area-wide initiative, and in order to include ideas such as transport ticket offers (see next section).
- Both home and away fans need easily available, clear and accurate information about how to get to the ground without a car. This can be easily provided on the club website, but should also be communicated by other methods in order to reach all fans, not just those who are unsure about their options. This could include promotions in match programmes, with tickets and in local media.
- Clubs should work with supporters’ associations and car sharing services (such as Football Cashshare) to make it easier for occasional supporters as well as regular attendees to organise group travel.

For local authorities:

Local planning and transport authorities are in a strong position to make the links between football clubs, the wider community and organisations like transport providers. Our recommendations for local authorities are:

- Area-wide travel plans are more effective than every organisation working in isolation. Local authorities should be bringing together football clubs and other visitor attractions to plan improvements together and taking the lead on issues such as car parking and cycling improvements.
- The schemes that Newcastle United, Sunderland and Brighton and Hove Albion have set up with their local travel authorities represent excellent examples of joint local initiatives that offer free or discounted local travel alongside match tickets. The Tyne and Wear area provides a number of these examples and this is because it has an integrated transport authority that has the ability to offer area-wide tickets across multiple modes of travel. Although not every area benefits from this level of transport integration, the example of Brighton shows that more local authorities could help to make these offers possible.
- Planning policies and decisions should avoid supporting large new stadium developments located in out-of-town sites away from population centres and not well served by existing public transport networks.
- Our survey showed a strong desire from fans for better treatment from police when taking public transport. The crowd support and stewarding for the 2012 Games show that there are positive and effective ways of managing large crowds within the transport system. Police and local authorities should look at the lessons of the Olympics – and use them to improve the supervision and efficiency of matchdays.

For transport operators:

- Football fans are clearly not well served at present by train operators, facing problems of high ticket prices, inflexible booking arrangements, engineering works on match days and time tables that often fail to match the particular needs of football crowds (although the football authorities are also at fault on this point for scheduling matches without reference to timetables). We would like to see positive dialogue between football clubs, leagues, fans’ representatives and rail companies to solve these issues.
- Providing additional services to serve events (as was done during the Olympics), being more flexible in providing ‘football specials’, and making it easier for clubs and supporter organisations to charter trains were also very popular measures in our survey.
- It is also clear from our research that a national football supporters’ railcard would be popular. Such a scheme could offer similar discounts to other railcard schemes (for students, families etc) but the real benefit for fans would be if the card offered improved flexibility and terms of sale for advanced tickets, to protect fans from the risks of losing money when games are postponed as a result of TV, weather or fixture clashes.
- On the buses, there are some good examples of shuttles, park and ride schemes and dedicated matchday buses, but the picture around the country is patchy. For out-of-town stadiums that are already in place, these services seem to be the best way to rapidly reduce car dependency.

For government and other national bodies:

The national level is the best way to organise some of the more radical solutions. Helping to make sure the transport legacy of the 2012 Games results in improvements for everyday sport fans is also the responsibility of national Government, and success at this could also help with future bids for major sporting events.

For example, the Department for Transport could take the lead in setting up a national ‘KombiTicket’ system to enable match tickets to be used consistently and universally for local and/or regional travel to matches, as is the case in Germany. In Germany, the same system is also used for other large events such as music festivals, and the advantages to the UK as a whole from getting more people to large events via public transport, and reducing the congestion these cause, would be significant.

Other ideas that could be promoted and/or implemented at a national level include:

- a national source of matchday travel information and travel planning for football fans
- a central booking point that includes the ability to book “door to turnstile” travel in one go, including local buses
- a national railcard for football fans (there would be other national benefits from having this for supporters)

Our survey showed a strong desire from fans for better treatment from police when taking public transport. The crowd support and stewarding for the 2012 Games show that there are positive and effective ways of managing large crowds within the transport system. Police and local authorities should look at the lessons of the Olympics – and use them to improve the supervision and efficiency of matchdays.
Appendix A - Methodology

The travel league table was calculated by scoring each Premier League club on 11 variables covering six elements of matchday travel. A maximum of 96 points was available.

1. Cost (max. 24 points)

Average cost of travel to home matches (9 points available). Obtained from responses to the survey question, "What is the cost of transport for your usual method of travelling to home matches?" Average club costs for each club ranged from £8 to £29; these were standardised to give scores from 9 (lowest expenditure on travel) to 3 (highest).

Cost of unlimited 1-day bus travel between city centre and ground (15 points available). This variable was chosen as a proxy that captured local transport costs in a consistent way, applicable to all clubs. Unlimited one-day local travel prices were obtained from websites of the relevant local transport provider and varied between £3.60 and £6.00, these were standardised to give scores from 13 (lowest price) to 5 (highest).

2. Urban access (max. 12 points)

Distance from ground to nearest railway station (12 points available). Chosen as a measure of how close the ground is situated to local amenities. Proximity to railway station was also strongly associated with proximity to closest major shopping area but the former is more precisely defined. Note that the nearest railway station was used for consistency, tram and bus stops are not used since these are not available for all 20 clubs. (Public transport provision is covered in element 4, below). Distances were calculated using the shortest walking route given by Google Maps, and ranged from 0.3 miles to 3.0 miles. These were standardised to give scores from 11 (shortest distance) to 5 (longest).

3. Walking and cycling (max. 9 points)

Proportion of fans that walk or cycle any part of their journey to home games (9 points available). Obtained from responses to the survey question, "What is your usual method of transport to home matches?" Percentage who responded to the survey question, "How do you get travel information when travelling to HOME matches?" (Please choose more than one, if relevant) by selected at least one of "Home club website" and "Match programmes". This proportion varied from 39% to 0% and was standardised to give scores from 2 points (highest proportion that use club as a travel information source) to 0 (lowest).

Travel plan for the ground: existence and quality of travel plan (9 points available). Assessment by Campaign for Better Transport’s campaign team of any travel plan developed by the club for matchday travel to and from the stadium. Two points were awarded for the existence of a plan and then an extra one for the presence of the two initiatives that that should be in a good travel plan, with two bonus points awarded for any fee or low public transport ticketing initiatives that were in place.

4. Public transport (max. 24 points)

Uptake of public transport among fans travelling to home games (12 points available). Obtained from responses to the home travel survey question used in element 3. The proportion of fans who selected at least one of "Bus", "Coach", "Train" or "Tram/tube" varied from 86% to 27%. These percentages were standardised to give scores from 10 (highest proportion using public transport) to 2 (lowest).

5. Car use (max. 12 points)

Proportion of cars users that travel in a shared car (9 points available). Measured by calculating the proportion of fans who responded "Drive (sharing with others)" as a proportion of those that selected at least one of "Drive (alone)" or "Drive (sharing with others)" in response to the home travel survey question used in elements 3 and 4. The proportion varied from 100% to 0%. These percentages were standardised to give scores from 9 (highest proportion using the car) to 0 (lowest).

Park and ride availability (3 points available). Points awarded if a dedicated park-and-ride service is operated to the ground, assessed according to information available from club and/or local transport operators. If park-and-ride service was available to all fans, 3 points were awarded; park-and-ride service to away fans only scored 1 point. Otherwise 0 points were scored.

6. Role of the club (max. 15 points)

Proportion of supporters who get travel information from the club (3 points available). Percentage who responded to the survey question, "Where do you get travel information when travelling to HOME matches?" (Please choose more than one, if relevant) by selected at least one of "Home club website" and "Match programmes". This proportion varied from 39% to 0% and was standardised to give scores from 2 points (highest proportion that use club as a travel information source) to 0 (lowest).

Travel information provided on club website: detail, accuracy and quality of information (3 points available, standardised from an original score of 0 to 5). Assessment by Campaign for Better Transport’s campaign team that captured local transport costs in a consistent way, applicable to all clubs. Unlimited one-day local travel prices were obtained from websites of the relevant local transport provider and varied between £3.60 and £6.00, these were standardised to give scores from 8 (highest quality of information) to 1 (lowest).

Survey sample

The survey results presented in this report were obtained from an online survey, conducted between 26th December 2012 and 29th April 2013. The survey comprised 1,084 responses from supporters of Premier League clubs (55.9% of the total sample). The total sample of 1,099 people also included 18 respondents who do not attend football matches but who completed the survey with reference to football-related travel in their local area.

More details of the assessments made by Campaign for Better Transport are given in Appendix C.

Further reading

Campaign for Better Transport’s Tourism without Traffic report has many applicable policies, initiatives and suggestions. It was published in 2001, in collaboration with an advisory group that included the Department for Environment, Transport and the Regions, the English Tourism Council, the Countryside Agency and the Department for Culture, Media and Sport. http://www.bettertransport.org.uk/files/admin/Travel%20without%20Traffic.pdf

With particular relevance to London and other large cities, a wide range of evidence on sport travel was collected and summarised by the London Assembly Transport Committee in October 2007. The committee’s full report can be read here: http://legacy.london.gov.uk/assembly/reports/transport/sports_travel.pdf


Derby County FC has put its own travel plan online, and you can read it here: http://wearederby.co.uk/?option=com_amstravel

Sections 6 to 6.4 of the report give the following information:

6.2 This was addressed in Germany through an innovative scheme at Schalke04, current leaders of the German Bundesliga (Premier League). The club is based in Gelsenkirchen in the state of Nord-Rhien Westphalia (NRW). The club were contacted by the local transport officials where, it was noted that instances of fare avoiders were the most concerning and congestion after matches was bringing the area around the ground to a standstill. Local public transport services were being heavily used by supporters, many of whom were not purchasing correct value tickets. Transport officers were not able to affect this situation as the public transport was often too crowded to check tickets and take action.

6.3 Club officials and transport officials developed a scheme where each match ticket was increased by €4. This additional revenue went to the transport authority, and in return, a holder of a match ticket was entitled to transport to and from the match on any transport service within the area controlled by the relevant transport authority (ZVR, the equivalent of TfL for the region).

6.4 Schalke04 only draws 6% of its crowd from within Gelsenkirchen and the remainder travel from other areas within the region. The cost of tickets within that region to Gelsenkirchen can vary from €24 to over €84 (October). Even so, whilst the value of the surcharge is less than the cost of the tickets would have been, given that many people still take car journeys and do not use public transport, and fare - dodging is no longer an issue, the transport authorities receive more income from this scheme than would be the case if all the people previously using public transport bought the correct tickets. Furthermore, the public transport would have continued to run anyway, so the additional income is extra to what would have been received.


Appendix B - References

1. Maggie Mover ticket website: http://www.networkonickets.co.uk/magpie-mover (accessed May 2013)

2. Get to the Game with Kia website: http://gettothegame.football-league.co.uk/ (accessed April 2013)


Campaign for Better Transport 2013 | Door to turnstile - improving travel choices for football fans

Campaign for Better Transport 2013 | Door to turnstile - improving travel choices for football fans
Appendix C - Assessments of club travel plans and information

Each club's website and travel plan, and the location and access to public transport for the stadium, were assessed for this project in April 2013, and our comments and scores for each club are given below.

Website travel information and the overall location and transport accessibility of the stadium were each scored from 0 (terrible) to 5 (excellent) via a review of the club website and a web and map search for public transport infrastructure and service levels.

Travel planning and related measures were scored from 0 (non-existent) to 8 (comprehensive). NB: even if we could not find or obtain a written travel plan for the club, we gave points for each aspect of a good travel plan that we could see being employed (e.g. park and ride buses or public transport ticket offers).

Arsenal
Website: 4
Location and access: 5
Travel planning: 6
The travel plan for Arsenal's new stadium in 2006 aimed to cut car trips from 31% to 17%, and Islington Council confirms these targets have been met. The club is contributing to improvements at local tube stations and to bike and pedestrian access.

Aston Villa
Website: 4
Location and access: 3
Travel planning: 6
Villa's annual travel plan is clearly leading to improvements. Although the club provides a large amount of car parking, the club has a car sharing scheme and special bus services, and promotes public transport with a dedicated leaflet produced with local transport operator Centro.

Brighton and Hove Albion
Website: 3
Location and access: 3
Travel planning: 7
Brighton and Hove Albion has a relatively new out-of-town development and has responded to do a lot to mitigate the disadvantages of its new location. The club is doing a good job of promoting public transport and cycling, and there is a very good scheme with local transport operators where match tickets can be used for free travel within a wide zone.

Cardiff City
Website: 2
Location and access: 3
Travel planning: 3
The stadium opened in 2009 but is reasonably well located and has a local railway station. Website information and other initiatives to promote sustainable travel appear to be low key, however.

Chelsea
Website: 4
Location and access: 3
Travel planning: 0
Hammersmith and Fulham council confirms that no specific travel plan or transport measures have been put forward by the club. Planning permission for a new Stamford Bridge station on the West London Line has also lapsed.

Crystal Palace
Website: 2
Location and access: 4
Travel planning: 0
The club has less good public transport links than most London teams, and doesn't do a lot to promote these on its website. There is no sign of an active travel plan, and if proposals to move to a new stadium remain on hold this may be a low priority.

Everton
Website: 2
Location and access: 2
Travel planning: 4
Liverpool City Council confirms no travel plan exists for Goodison Park, but the club does run a Soccerbus service with Merseytravel. The club had planning permission for a new out-of-town stadium rejected in 2009.

Fulham
Website: 2
Location and access: 3
Travel planning: 6
The stadium is reasonably walkable from public transport but not for those with difficulties. A new travel plan was produced in 2012 as part of planning for a stand extension. This has some good measures and targets but focuses on walking and cycling with no plans for extending public transport provision.

Hull City
Website: 1
Location and access: 2
Travel planning: 4
The KC Stadium is relatively new and some travel planning has clearly been done. The measures appear to be focused on walking and cycling, with a signposted route from the station and a high level of cycle parking, which is very unusual to see.

Leicester City
Website: 3
Location and access: 2
Travel planning: 3
The club has a good website page and good intentions for its travel plan, with some special buses already provided. Fan suggestions for improvements include the need for more matchday buses from nearby towns and to use existing park and ride sites to reduce the number of cars being brought to the stadium.

Liverpool
Website: 3
Location and access: 2
Travel planning: 3
A proposed redevelopment of Anfield means the club is now working on a travel plan with Liverpool City Council. Current measures include dedicated Soccersaver services, run with Merseytravel.

Manchester City
Website: 2
Location and access: 3
Travel planning: 2
Press reports show the club working on local travel plans but it doesn't seem to be co-ordinating with the council (which says it holds no information on travel planning for the club). The website does a good job of promoting walking.

Manchester United
Website: 1
Location and access: 3
Travel planning: 2
Old Trafford has more than 6,000 car parking spaces and is not particularly well served by scheduled buses, though there is a Metrolink stop within half a mile. Disappointingly, no active travel planning with Trafford Council appears to have been conducted by the club since it was applied for expansion in 2004.

Newcastle United
Website: 4
Location and access: 4
Travel planning: 8
Works closely with the City Council and transport operators on a range of initiatives. The £10 Maggie Mover season ticket for matchday travel in Tyne and Wear is very good value, and the dedicated travel website is exemplary.

Norwich City
Website: 1
Location and access: 5
Travel planning: 2
Despite a superb location, active travel planning appears to be lacking at Norwich City, and the club website promotes car travel and parking before public transport or other alternatives. Respondents to our survey also agree that more could be done to help fans make the most of the city's bus and tram links.

Queens Park Rangers
Website: 1
Location and access: 3
Travel planning: 0
It is unusual to see a London club website's 'directions' page so focused on car travel. No travel plans have yet been produced, though the club has the smallest stadium in the Premier League is looking for a new venue.

Reading
Website: 2
Location and access: 0
Travel planning: 4
Although very badly located and hardly served by scheduled buses, the club's website does list club-provided matchday buses from nearby towns, but these are run at commercial rates and fans are advised to pay full fare. A travel plan for the original stadium development has not been updated and very little active travel planning and promotion now appears to be carried out.

Southampton
Website: 4
Location and access: 3
Travel planning: 6
The move to the St Mary's stadium, which is still walkable from the City Centre in 20 minutes, has prompted a travel plan with a number of initiatives, including clear walking routes and bus services, including park and ride. A free city-to-stadium shuttle bus service has, unfortunately, been withdrawn in recent years.

Stoke City
Website: 3
Location and access: 1
Travel planning: 6
The club produced an extensive travel plan to obtain planning permission for expansion in February 2013. This has a range of good measures and the club already provides match day buses and good information about these on its website.

Sunderland
Website: 2
Location and access: 3
Travel planning: 2
The Stadium of Light was built before there were requirements for travel plans, but is in a good location not far from the city centre. Although many other aspects of a travel plan are missing, the club and local transport operator Nexus offer a good value £10 per season matchday travel card.

Swansea City
Website: 1
Location and access: 2
Travel planning: 6
The club has produced a travel plan in April 2013 as part of a planning application for larger stands at the Liberty Stadium. This contains a range of good measures but must have yet to be introduced in practice.

Tottenham Hotspur
Website: 3
Location and access: 4
Travel planning: 8
Tottenham made a voluntary travel plan in 2007/8, which resulted in new services and price deals from train operators and new bus services from Transport for London, as well as a communications programme with good results. Proposals for a new stadium have been accompanied by similarly comprehensive travel plans.

Watford
Website: 2
Location and access: 5
Travel planning: 1
Despite Vicarage Road’s location near numerous transport links, there are traffic and parking problems in the town centre on matchdays. Hertfordshire County Council confirms there’s no travel plan and that the club haven’t engaged closely with them on the matter, though they have recently supported a local campaign group in promoting cycling to the ground.

West Bromwich Albion
Website: 2
Location and access: 3
Travel planning: 1
Sandwell Borough Council, where the club is based, confirms that no travel plan has been produced with them, and comments from supporters are also less than enthusiastic about efforts to support travel. The club’s good public transport links are listed on the website, which is not linked to the pages where fans buy tickets, and there are no special services provided.

West Ham United
Website: 2
Location and access: 4
Travel planning: 0
New stands were given planning permission before travel plans were required, and there is little evidence of voluntary measures taken by the club to ease matchday travel. Website information and promotion of public transport is poor despite the handy located Upton Park tube station and excellent local buses.

Wigan Athletic
Website: 1
Location and access: 2
Travel planning: 4
Wigan Council confirms that the club have recently begun working on a voluntary travel plan, with no active measures currently being considered. This is commendable and we look forward to seeing the results.
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Campaign for Better Transport’s vision is a country where communities have affordable transport that improves quality of life and protects the environment. Achieving our vision requires substantial changes to UK transport policy which we aim to achieve by providing well-researched, practical solutions that gain support from both decision-makers and the public.

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