

EUROPEAN HEALTHY STADIA NETWORK



ACTIVE TRAVEL GUIDANCE FOR SPORTS STADIA

Supported by:



Active Travel Guidance for Sport Stadia

This guidance aims to help people connected with your sports club to be more physically active by encouraging them to adopt active modes of transport such as walking and cycling when they visit your stadium and facilities. Sports clubs and their facilities have a lot to gain from encouraging active travel, including a healthier fan-base, a more active workforce who take less sick leave, through to less pressure on car parking spaces, improved air quality around your stadium and an enhanced social responsibility profile.



These pages will help you to produce and promote travel directions for fans, visitors and for your staff as part of an **‘active travel strategy’**, and contains a template active travel plan to help get you started.



1: Physical Activity, Health and Active Travel

Physical inactivity is a major risk factor for chronic illnesses such as cardiovascular diseases, type 2 diabetes, hypertension, some forms of cancer, musculoskeletal diseases and psychological disorders. Lack of physical activity is also one of the critical components that has contributed to the current epidemic of overweight and obesity that is posing a new global challenge to public health. The World Health Organization (WHO) estimates that nearly 600,000 deaths per year can be attributed to physical inactivity in the WHO European Region.

According to WHO recommendations published in 2010, adults aged between 18–64 years old need to build up a minimum of **150 minutes of moderate physical activity** – the equivalent of brisk walking – each week, the equivalent of 30 minutes on at least 5 days per week. Furthermore, children and young people aged 5–17 years old should accumulate at least **60 minutes of moderate to vigorous intensity physical activity daily**.

Benefits of Encouraging Walking and Cycling to Your Stadium

As our society has come to rely more and more on the private car, people are walking and cycling far less, even for short trips. Often the car feels like the automatic choice, especially when people are travelling to premises

they are unfamiliar with, and this is often the case for fans and visitors to sports stadia – either home or away.

In particular many people would like to do more physical activity but are prevented by lack of leisure time and perceived expense. However, walking and cycling for everyday trips can play a big part in helping people maintain recommended levels of physical activity, and organisations such as professional and amateur sports clubs can help by encouraging their fans, visitors and staff to choose physically active travel. Walking and cycling hold great potential as inexpensive, and accessible ways in which fans and members of stadia workforces can reduce their risk from chronic diseases, especially when integrated into their daily or weekly routines.

In addition to health, active travel brings other benefits too. Reducing car use helps to cut congestion and pressure on car parking, and benefits the environment by lowering noise and air pollution, including reducing carbon dioxide emissions which contribute to global climate change. Finally, having a detailed active travel plan can even help your stadium win new business for corporate events, adding to the social responsibility profile of your organisation.

For a host of resources on the benefits of physical activity, walking and cycling, please visit the following links from the European Cyclists' Federation

www.ecf.com  and Sustrans website

www.sustrans.org.uk 

2: Producing An Active Travel Plan For Your Stadium

Producing an active travel plan for your stadium is neither difficult nor time consuming, and will be a genuine asset for your stadium operations. However, it will need your club to commit to both obtaining suitable information on walking and cycling routes to your stadium, and promoting this information to both fans and visitors.



Start with the assumption that people should not have to use a car to get to your stadium.

Think about how people can get to you on foot, by bicycle or by public transport from the local area and from the nearest train or bus station. Then think about what information visitors will need to reach your area by public transport if they are coming from far afield.

The level of detail you will need to give fans and visitors will depend on the area your stadium is situated in, and different approaches are likely to be appropriate for built up areas and out of town locations.

Walking

→ Walking To Your Stadium 1 – Town Centre Location

If your stadium is in a town centre or within approximately 2-3km of a main train station or bus station, you should try to include walking directions detailing safe and well lit pedestrian routes to the stadium. For an urban location, it is likely that fans will be coming from many directions, so instead of providing a single route it may be more effective to provide a map of the stadium indicating walking routes from key points of departure, making sure you detail any signage to the stadium at key points along the route. Points of departure to consider are:

- **Main train and/or bus station**
- **Nearby park and ride scheme**
- **Congregation points in town centre**

For an example of walking directions to a town centre stadium [click here](#) →

→ Walking To Your Stadium 2 – Out of Town Location

Even if a stadium is outside of a main urban area, there are still opportunities for people to part-walk to your stadium from local train stations, bus stops or out of town car parks near to the stadium. Use the instructions above to provide walking directions and/or a map from local transport hubs near to the stadium.

For an example of walking directions to an out of town stadium [click here](#) →

ADDITIONAL RESOURCES FOR WALKING:

Remember that you can always use free mapping tools, e.g. 'Google Maps' or 'Walk It', to create a walking map to your stadium. For a good example see the [following map](#) →

Pedestrian charity Living Streets provides more information and resources on working with local communities and local government to promote walking: www.livingstreets.org.uk →

Cycling

→ Getting To Your Stadium by Bike

Include information and mapping on cycling routes if your stadium is in an urban area or within approximately 10 km of a main train station or park and ride scheme, especially if the stadium is near to any designated local or national cycling routes. Try to detail whether the cycle route is made up of specified cycling lanes, and the approximate length of the cycling route from main destinations.

For an example of cycling routes to a stadium, [click here and scroll down](#) →




CYCLE LOCKING FACILITIES

It is also very important to explain where visitors can lock their bicycles. If you don't currently have bicycle racks, think of investing in a small number of 'Sheffield Cycle Stands' or similar that are both low cost and easy to install. Speak to your Local Transport Authority or Passenger Transport Executive to see whether they can help to fund this. Six bicycles can be parked in the space needed for one car so it is possible to get more fans parked on site per square metre by having cycle parking as well as, or indeed instead of, car parking. In addition, modern designs of cycle parking even allow double-decker cycle parking which is hugely space efficient.



Alternatively, are there any designated metal railings that cyclists can use to lock their bikes? Or is there an indoor area where bicycles could be securely stored? As part of your travel plan and information on your website, make sure you highlight the position of your cycle parking facilities within your stadium environment. Finally, if your stadium does have bicycle parking, ensure that your stadium stewards and match-day staff are fully briefed on where these are located, and make sure you have clear signage helping visitors to find them.

ADDITIONAL RESOURCES FOR CYCLING

For clubs and stadia interested in promoting cycling to and from stadia, please consult the resources on cycling and journey planning available at the Sustrans website: www.sustrans.org.uk 

3: Encouraging Participation

Promoting Active Travel – Making It Happen

In order for your active travel plans to be effective, it is essential that your club puts some resource into actually promoting the idea of walking and cycling to your stadium to fans, visitors and your workforce. Make sure that if you install cycle stands you locate them in a position that is easy to find, and allows further stands to be installed if demand is strong amongst fans and staff. The easiest way to promote active travel routes is through your club website, but in addition we advise:

- Have a specific page on your website devoted to travelling to the stadium, starting with walking and cycling routes first. Make sure this page is easy for fans and visitors to find when viewing your homepage
- Use club newsletters and e-bulletins to promote active travel and cycle parking facilities. Push this at the start of each season, in particular with season ticket holders, to encourage new attitudes towards travelling to your stadium
- Place a specific news feature on your website promoting active travel at the start of each season, and when the clocks turn to daylight saving time.

Working With Local Partners

It is likely that your stadium will be able to receive considerable support from local organisations such as local government and local transport providers, who share the same aims of reducing traffic congestion and increasing levels of walking and cycling. There are a number of benefits of linking with local organisations to promote active travel:

- Try to work with local government and local/regional transport stakeholders – either Local Transport Authorities or Passenger Transport Executives in large urban areas - to improve the signage for walking and cycling to your stadium, in particular from 'hub' locations such as train stations
- Speak to local government and local/regional transport stakeholders about improving the availability and safety of specific cycling routes to and from your stadium. Even if there is no designated cycle lane as part of the road infrastructure, try and work with local government to develop a specified route that should be clearly signposted, in good condition and well lit
- Try and work with your local public transport providers (e.g. train, tram) to encourage a combination of active and public transport options to reach your stadium, often referred to as 'multi-modal' travel. Find out whether bikes can be carried on public transport, and whether this is free or whether there is a charge for this. Try and encourage your local transport providers to promote multi-modal travel as a match-day option for fans, and include this option on your website.



Walking and Cycling Groups

An original suggestion for promoting walking and cycling to your stadium is the idea of organising groups of fans who meet regularly to walk or cycle together to their local stadium. This practice can either be organised by a club or through representatives from fan groups, with groups meeting at a specified destination (perhaps a local train station or well known landmark) and time for each 'home match'. This collective approach to active travel will encourage participants to continue to walk or cycle throughout the season.

Workforce Participation

In addition to promoting active travel to fans on a match-day and visitors to the stadium for non match-day activities, speak to your HR department about encouraging both full-time and part-time members of your workforce to either walk or cycle to your stadium as their primary mode of transport to work.

As a means of encouraging this, you may want to think about offering incentives to staff towards the purchase of a bike, or investigate national or local schemes, e.g. Bike To Work, to help employees buy a new bike that is part-subsidised.


For more information on these type of schemes in the UK please see: www.cycletoworkalliance.org.uk/home.html 

4: Template and Mapping

Example Active Travel Plan Template

How to find Evergreen Stadium, Anytown

Evergreen Stadium encourages our fans and visitors to walk, cycle and use public transport where possible as part of a healthy lifestyle.

Evergreen Stadium is just over two kilometres North from the centre of Anytown, in the built up suburb of Upton - see the attached map or type Evergreen Stadium into: www.maps.google.com 

Walking to the stadium

The mostly flat walk from Anytown train station is 2km and takes approximately 25 minutes. Starting from the station, turn left from the station main exit onto the High Street. After 500m turn left at the church onto Carling Road for about 1km. At the first main crossroads you come to, turn right onto the bridge leading over the river towards the stadium – there

are clear signs to the stadium at this point. Cross the bridge towards the stadium and refer to your ticket to determine which stand and entrance you will need to enter the ground.

Cycling to the stadium

Anytown is on National Cycle Route 79, with the stadium only 650m from the main route. Cyclists can follow the walking route from the station detailed above.


Cycle Parking at the stadium

There is cycle rack parking for up to 30 bikes outside the Porter Stand on the East side of the stadium. The Porter Stand is signposted outside the 3 main stadium entrances, and there is signage indicating where cycle racks are positioned.

European Cycle Routes

In addition to gaining information on national cycling routes, there is now a network of routes promoted at European level called 'EuroVelo' - the European cycle route network, that is a project of the European Cyclists' Federation (ECF). The aim of the ECF EuroVelo project is to promote and coordinate the creation and operation of a complete European cycle route network, the EuroVelo network, crossing and uniting the whole European continent. This is the truly sustainable Trans-European Transport Network.

If you would like to know more about cycling one of the EuroVelo routes or for more detailed information about the development of the network itself, visit: www.eurovelo.com 

For further information or questions about active travel and cycling at European level, please visit the European Cyclists' Federation website at: www.ecf.com 



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Fans walking to Amex Stadium – www.footiewallpapers.com

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Fans walking to Etihad Stadium – Manchester City FC

Page 4:

Cycle route sign – Sustrans

Page 5:

Fan with bike – www.metro.co.uk

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Sheffield cycle stands – Broxap Ltd

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Fans on bikes – Everton FC

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Links Credits

Page 4:

Walking directions to a town centre stadium –

Nottingham Forest FC

Page 5:

Walking directions to an out of town stadium – Rico Arena

Walking map to Sunderland FC – Google Maps

Cycle routes and cycle parking at stadium – Arsenal FC

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