



# Bath Recreation Ground

## Travel Plan

September 2023

DRAFT Revision 06

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1 Introduction

1.1 Site Name

1.1.1 The site to which this travel plan applies is the Bath Rugby Stadium:

Bath Rugby  
 The Recreation Ground  
 Spring Gardens  
 Bath  
 BA2 4DS

1.1.2 Bath Recreation Ground is situated in the centre of Bath as illustrated in Figure 1. The Recreation Ground accommodates a number of sports throughout the year, with the western end being used by Bath Rugby during the Premiership rugby season. The Bath Sports and Leisure Centre is located on the south-west corner of the site.

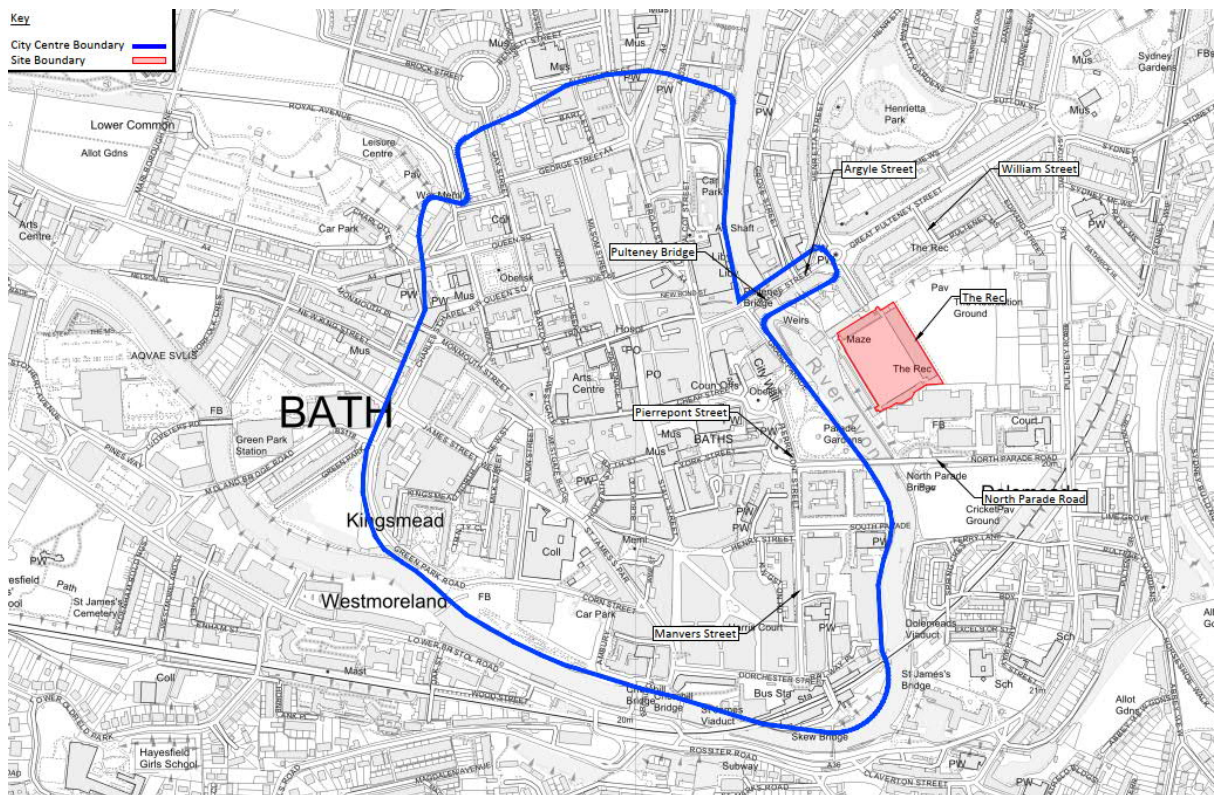


Figure 1 Site Location

1.2 Proposed Land Use

1.2.1 The current use on the site is a 14,500-capacity rugby stadium hosting Premiership Rugby matches, being the home ground for Bath Rugby Football Club. However, it is also used to host other rugby fixtures and music and other events.

1.2.2 It is proposed to redevelop the stadium to provide a new sporting, cultural and leisure stadium with a capacity to seat up to 18,000 spectators. The primary use as a rugby stadium will not change, however it is proposed to increase the capacity of the stadium to provide increased capacity and for its use to be extended to host an increased number of other rugby matches and events (e.g. theatre, music, banqueting and conferencing).

1.2.3 The proposed schedule of accommodation is set out in Table 1 below:

Use Class	GFA (m <sup>2</sup> )
E(a) Display or retail sale of goods	69.9
E(b) Sale of food and drink for consumption on the premises	487.2
E(g)(i) Offices to carry out any operational or administrative functions	1,265.5
F1 Learning and non-residential institutions	94.7
Sui Generis	12,960.3
Total	14,877.5

Table 1 Schedule of Accommodation

1.2.4 The potential use of the land use E(b) land use class (food and drink retail) on a non-match day and the F1 land use class relates to a potential Bath Rugby Museum.

1.2.5 As set out in Table 1 above, the floor space classed as E(g)(i) Offices to carry out any operational or administrative functions for the proposed scheme is 972.2m<sup>2</sup> GFA. However, much of this floor space relates to the operational functions of a rugby stadium e.g., changing rooms, areas for drug testing etc., and only a small amount of the office use class is likely to be used as traditional office space.

1.2.6 The improved facilities provided by the proposed development will also Bath Rugby Foundation to use office space at stadium.

### 1.3 Expected Occupancy Levels

1.3.1 The proposed improvements to the facilities provided at the Rec will allow for increased use of the stadium outside of when it is being used for premiership rugby matches. The additional uses are:

- Increased number of non-premiership rugby matches e.g. Shield, Academy, Minis, Bath Rugby Ladies, training and community uses;
- Large Events e.g. theatre, music, e-sports and other sports; and
- Smaller Events e.g. banqueting and conferencing

1.3.2 For the purposes of this document (in terms of monitoring) the various events to be held at the club have been divided into the following types:

- Non-match days - Day-to day operational and administrative activities;
- Premiership rugby matches - 18,000 crowd capacity;
- Non-premiership rugby matches - 1,000-5,000 crowd capacity;
- Large event - 2,000-10,000 crowd capacity;
- Banqueting/Conference - Small & Medium - up to 150 capacity;
- Banqueting/Conference - Large & Capacity- 500-1,000 capacity;

### 1.4 Relevant Site-Specific Local Policies

Core Strategy and Placemaking Plan incorporating the Local Plan Partial Update (January 2023)

*Volume 1 - District-wide Composite Plan*

1.4.1 Paragraph 23a states:

*The Council has declared a climate emergency and has committed to providing the leadership for the District to be carbon neutral by 2030...There are three key priorities to achieve this...[of one which relates to transport]:*

- *A major shift to mass transport, walking and cycling to reduce transport emissions*

1.4.2 Paragraph 581 of the District-wide Composite Plan confirms that the overarching approach to transport policy is to build on achievements to date and to continue to reduce car dependency and make walking, cycling and use of public transport, the more attractive and convenient options for travel.

1.4.3 Paragraph 582 goes on to state that there is a need to fundamentally change the way we travel, with a strong focus on mode shift away from private car usage.

1.4.4 Paragraph 583a states that if progress is not great enough or fast enough to achieving the target of Carbon Neutrality by 2030, further interventions to reduce car usage will be explored, potentially including charging mechanisms such as a Workplace Parking Levy or Road User Charging.

1.4.5 Paragraph 589b states that:

*Carbon neutrality cannot be achieved solely by gradual shift to Ultra-Low Emission Vehicles (ULEV), we need a big change in how people choose to travel, with a major shift to public transport, walking and cycling. This is especially important in Bath, where 42% of all journeys under 3km are taken by the private car. Our 2030 targets are as follows:*

- *25% reduction in car and van mileage per person*
- *76% electric vehicles, 14% hybrid, 10% petrol/diesel, private vehicle fleet*
- *76% electric, 24% hybrid bus fleet*
- *Full electrification of passenger rail by 2030*

1.4.6 Paragraph 593d states that developments will be required to connect into surrounding infrastructure and contribute to new and improved walking, cycling and public transport facilities. Sustainable transport facilities will be required to be put in place as early as possible to ensure that opportunities for sustainable transport are available to support early occupiers in establishing sustainable travel patterns.

1.4.7 Policy ST7 states that developments 'that generate significant levels of movement should be accompanied by a transport assessment or transport statement in accordance with the National Planning Policy Framework and Planning Practice Guidance' and that 'Travel Plans will be expected to be provided having regard to the Transport and Development SPD'.

*Volume 2 - Bath Composite Plan*

1.4.8 Policy B1(8b) Tourism, Culture and Sport sets out the spatial strategy for Bath, in relation to the Recreational Ground it is stated:

*At the Recreation Ground, and subject to the resolution of any unique legal issues and constraints, enable the development of a sporting, cultural and leisure stadium.*

1.4.9 In relation to the Rec, under SB2 Central Riverside and Recreation Ground, the Vision sees the Rec as potentially having an enhanced role as a point of access into the central area. Specific measures include:

- *Transforming the existing links from Pulteney Bridge and North Parade Bridge to a remodelled riverside path on the east side.*

Transport & Development Supplementary Planning Document (Updated May 2023)

- 1.4.10 The SPD defines and outlines B&NES approach and expectations in relation to walking and cycling, parking standards, ultra-low emission vehicles (ULEV) and Travel Plans.
- 1.4.11 Paragraph 6.6 of the SPD states that a travel plan is required for planning applications for Assembly and Leisure land uses (use classes E(d) and F2(c-d)) with a GFA greater than 1,500m<sup>2</sup>.
- 1.4.12 Guidance on developing Travel Plans is contained within chapter 6 of the document and this Travel Plan has been produced in accordance with guidance contained within the SPD.
- 1.4.13 The SPD states that a Full Travel Plan is required where the proposed use and accessibility needs are known.
- 1.5 Planning Application Reference
- 1.5.1 This draft Travel Plan has been produced as part of a full application which is being submitted to Bath and North East Somerset Council (BANES) for the construction of a new sporting, cultural and leisure stadium with a capacity to seat up to 18,000 spectators.
- 1.5.2 The full application for the proposed development is described as follows:

*Full planning application for demolition of existing Clubhouse, west stand retained wall, and ancillary structures. Removal of all existing temporary structures. Phased comprehensive redevelopment to provide a new sporting, cultural and leisure stadium with hybrid sports pitch, including the retention of and refurbishment and extension to the South Stand, and construction of new permanent North, East and West Stands. Phased construction including the retention and relocation of temporary east stand to facilitate playing of sport during construction.*

*Stadium to include ancillary facilities and structures including changing rooms, flood lights, television screens, scoreboards, camera gantries, media suite, matchday food and beverage outlets and hospitality suites; conference / function / banqueting / hospitality spaces; service and kitchen areas; flexible multi-use areas; offices; storage; plant and substation.*

*Hard and soft landscaping works, flood alleviation works, tree planting, new steps and platform lift, infrastructure works, temporary construction compound and all associated construction works and operations.*

1.6 Travel Plan Type

- 1.6.1 The main user groups at the club to which this draft Travel Plan relates are:
- Staff and Players;
  - Supporters attending Bath Rugby match days;
  - Those attending Non-Premiership rugby matches;
  - Individuals and groups using the facilities on a commercial basis up to 2000 capacity (conferencing, events, etc); and

- People attending major events over 2000 capacity (for which a bespoke Travel Action Plan will be required).
- 1.6.2 Bath Rugby club has operated a Travel Plan since 2014, and the most recent Travel Plan (Revision 5) was updated in July 2022 to reflect transport conditions at the time, including changes which were made in relation to coach access in response to demand and to provide as effective a service as possible. It also included the results of the 2022 Travel Survey.
- 1.6.3 This draft Full Travel Plan is an update and expansion of the approved 2022 Travel Plan and includes the proposed measures to promote greater supporter travel by sustainable modes including active travel and public transport, expanded monitoring strategy and updated targets.
- 1.6.4 Following completion of the proposed development and baseline surveys, this draft document will be updated to reflect the findings of the baseline surveys and to adjust targets, if necessary.
- 1.7 Summary of Main Aims and Objectives
- 1.7.1 The purpose of this document is to set out the current situation, the club's proposals for improvements and the process of monitoring and revising the plan over time. Once finalised, it will be made available on the club's website.
- 1.7.2 This draft document outlines the measures the objectives of:
- encouraging travel by modes other than car (i.e., active travel and public transport) for those travelling to the Bath Recreation Ground;
  - Where use a car is the only realistic option to travel to and from Bath from outside the city, to encourage car sharing and the use of Park and Ride to reduce car trips made within the city; and
  - Where travel by car is necessary, to encourage car sharing.
- 1.7.3 Bath Rugby has very limited parking availability at the Recreation Ground, and hence the extent to which car is used to travel to the ground will be heavily influenced by B&NES transport policies in relation to public car parking availability and cost in the city centre. Bath Rugby will work with the Council to achieve the above objectives.
- 1.7.4 This draft travel plan has been produced with regard to the SPD.
- 1.8 Report Structure
- 1.8.1 The remainder of this Travel Plan is structured as follows:
- Section 2 Site Audit - considers the existing accessibility of the site by walking, cycling and public transport alongside the existing travel characteristics of the local area;
  - Section 3 Objectives and Targets - provides a summary of the original targets and sets out the current objectives and targets of the TP;
  - Section 4 Action Plan - provides information on the promotion, measures, implementation and funding of the TP;
  - Section 5 Management Arrangement - describes how the TP will be managed and run; and
  - Section 6 Monitoring and Review - outlines how the TP will be monitored and reviewed to ensure that it is achieving the targets set out in Section 3.



## 2 Site Audit

### 2.1 Site Location and Description

2.1.1 The site location and surrounding area are shown in Figure 1.

2.1.2 The site is located to the east of Bath city centre at the western end of Bath Recreation Ground. The site lies to the east of the River Avon and west of properties fronting on to the A36 Pulteney Road. The north of the site is bound by Pulteney Mews and Johnstone Street, and the south it is bound by Bath Sports and Leisure Centre on North Parade.

2.1.3 The Recreation Ground facilitates a number of other sporting activities including cricket, hockey, volleyball, croquet, lacrosse and tennis.

2.1.4 The existing stadium (the Rec) comprises two permanent stands, on the west and south sides of the pitch. The South Stand includes corporate boxes and facilities.

2.1.5 There is a third stand of terracing with temporary seating on the north side, and a seasonal stand on the east side of the stadium. The temporary seasonal seating is removed out of the rugby season, which traditionally runs from the start of September to the end of May. The removal of the temporary seating is intended to allow that area to be used as part of the wider Recreational Ground to allow for other activities outside of the rugby season. A clubhouse is located behind the terraces to the north of the site.

2.1.6 The Bath Sports and Leisure Centre is located to the Rec's southwest corner. This facility includes a gym, bowling alley, swimming pool and a trampoline park. The Pavilion building is located to the southeast of the sports centre and accommodates a range of events including concerts, exhibitions, dances and functions for up to 1,400 people.

2.1.7 Within the immediate vicinity of the Rec, there are only limited facilities provided along the riverside such as seating.

### 2.2 Pedestrian Access

2.2.1 Given the stadium's location on the edge of Bath city centre, and the lack of any significant level of parking with the stadium complex, the vast majority of those attending matches and events at the stadium arrive to it and depart from it on foot. This includes:

- Those who walk from and to home;
- Those who travel by public transport (train/bus/coach); and
- Those who drive by car and either park within the city, or use the three Park & Ride sites in Bath and then catch the bus into town.

2.2.2 Indeed, many of those that attend Bath Rugby matches travel into the city centre before and/or after the game, either shopping or visiting restaurants/pubs/cafes etc. As such there is a strong movement to the ground from the city centre prior to matches, and similarly, though to a lesser degree after matches (particularly evening matches).

#### Immediate Access to the Rec

2.2.3 The proposed pedestrian access points into the stadium are shown on Figure 2, with the pedestrian access routes to the stadium then shown on Figure 3.

2.2.4 It is proposed that a total of 8 turnstile entrance points will be provided for supporters accessing the stadium on a matchday, with 4 turnstiles located along both the West and East Stands respectively, shown visually on Figure 2.

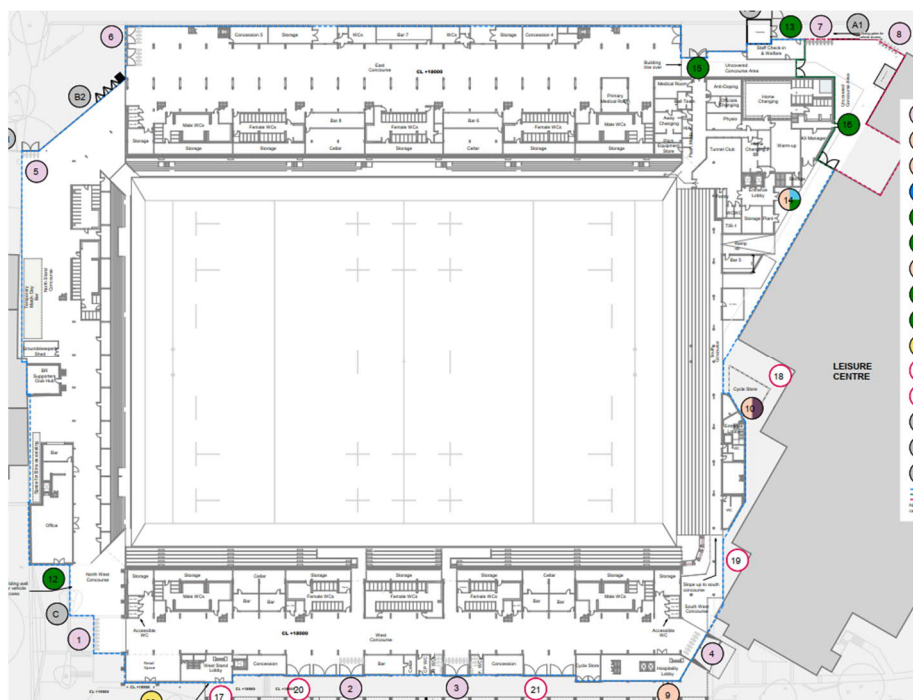


Figure 2 - Proposed Building Entrance Strategy

2.2.5 Entrances to the stadium can broadly be categorised into 3 main areas:

- William Street (entrances 5-6 on Figure 2);
- Sports Centre (entrances 7-8 on Figure 2); and
- Riverside (entrances 1-4 on Figure 2).

2.2.6 It is proposed that approximately 67% of all entrances to the stadium will be through the turnstiles located along the East Stand, with the remaining 33% of entrances via the turnstiles located along the West Stand.

2.2.7 Figure 3 shows the proposed connections between the Rec and adjacent public roads. As has been shown above, the main proposed entry/exit points to/from the Rec are at the four corners of the ground and in the centre of the west stand. As shown on Figure 3, three main routes serve these access points, these being:

- The riverside path (from the south/Widcombe direction);
- North Parade/North Parade Road, which runs along the southern side of the Rec; and
- Pulteney Bridge/Argyle Street/Great Pulteney Street, which runs along the northern side of the Rec.

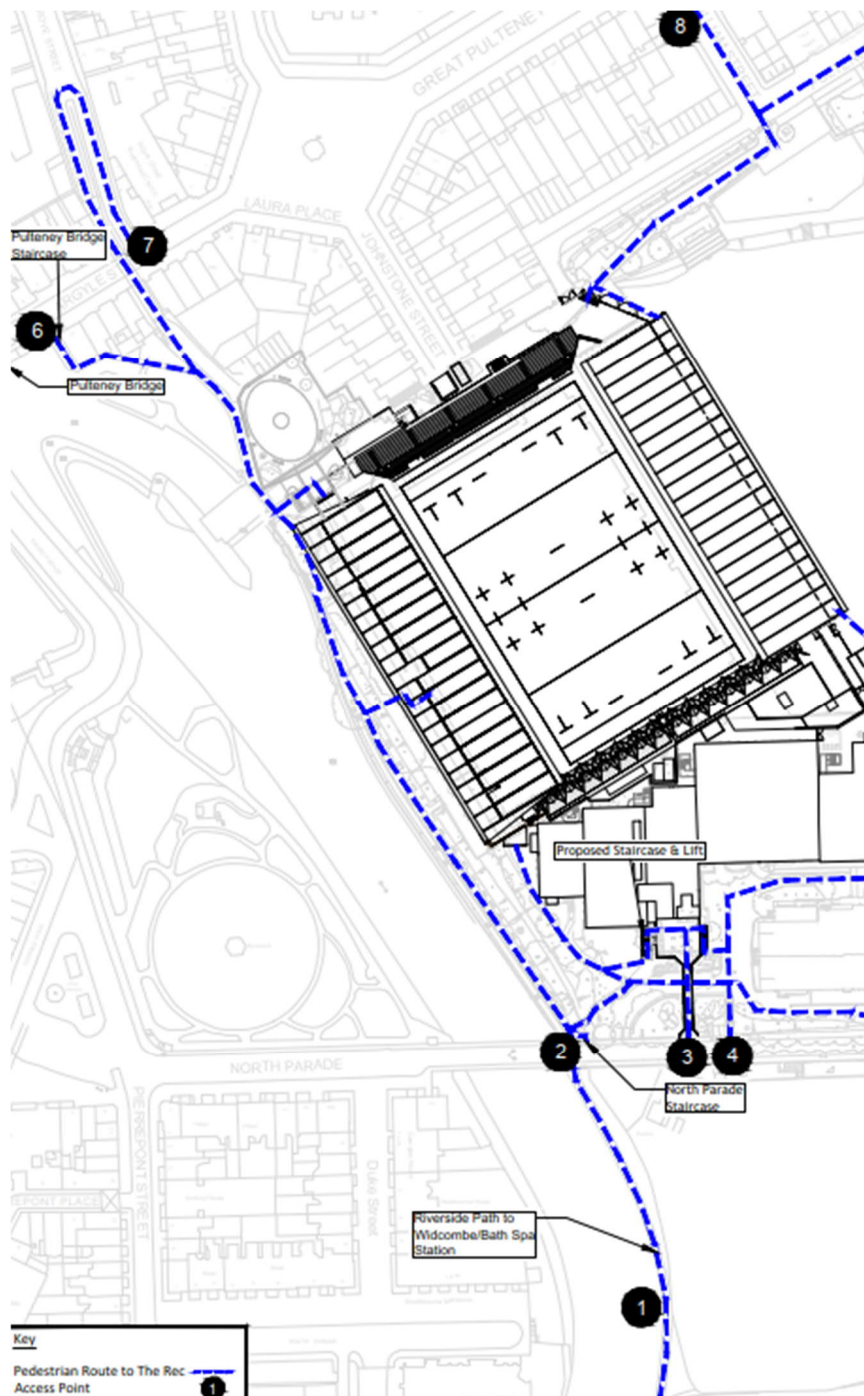


Figure 3 - Pedestrian Routes to the Rec

- 2.2.8 The River Avon forms a natural barrier to the pedestrian movement between the city centre (to the west) and the Rec, with the closest crossing points being Pulteney Bridge and North Parade Bridge. Hence it is these two bridges that link the Rec with the city centre.

#### *Riverside Path*

- 2.2.9 The riverside path leads to and from the southern part of the city centre, and to Widcombe, and provides a convenient, car free route to and from the train and bus stations. It also serves as a route from the Rec to residential areas such as Widcombe and Oldfield Park, avoiding the need to walk through the city centre. This is labelled as access point 1 on Figure 3.

- 2.2.10 The riverside path adjacent to the Rec has a tarmacked surface and is typically 3.0m wide but narrows to 2.5m at the pinch point in the vicinity of radial gate, adjacent to the northeast corner of the Rec.

*North Parade/North Parade Road*

- 2.2.11 The site can be accessed from North Parade/North Parade Road in 4 locations as shown on Figure 3.
- 2.2.12 Firstly, the riverside path can be reached using an enclosed staircase on the east side of North Parade Bridge, shown as access point 2 on Figure 3. The staircase is narrow with generally only enough room for pedestrians to move up or down in single file, has short tread widths, is steep and winding, and is relatively dark.
- 2.2.13 During times of high pedestrian flows on match days, the steps are often a bottleneck between North Parade and the riverside path.
- 2.2.14 Approximately 30 metres east of these steps, there is a 3m wide footbridge which provides a level entrance from North Parade Road to the Sports Centre (access point 3 on Figure 3). There is another set of steps from this footbridge down to the Sports Centre car park from which access can either be gained to the riverside path or to the pedestrian route through the leisure centre car park. These steps are also quite narrow and as such tend not to be heavily used.
- 2.2.15 A new set of steps, together with a platform lift to provide wheelchair access, are proposed on the western side of the Leisure Centre footbridge to provide improved access to the Rec and the riverside path.
- 2.2.16 Further east again, there is a more spacious set of steps in between the pedestrian bridge and vehicular access to the sports centre, labelled access point 4 on Figure 3 and referenced as the Pavilion Steps. From the bottom of these steps a coloured tarmac route leads to the Rec through the Leisure Centre's under-croft car park.
- 2.2.17 Pedestrians also use the vehicle access for the sports centre, though this tends to be only by some of those walking to and from the east (access point 5 on Figure 3). There is no segregated pedestrian path and therefore pedestrians and vehicles share this space, albeit that vehicle flows into and out of the Leisure Centre car park are not high and vehicle speeds on the ramp low due to its geometry. This route provides an alternative for pedestrians who are unable to use the stepped accesses to/from North Parade Road, however given a ramp gradient of around 1 in 17 and a height difference of around 2.2m between North Parade Road and the Leisure Centre Car Park, while the ramp conforms with standard highway design gradients, is not DDA compliant for use by those with mobility impairments.
- 2.2.18 Hence in total there are five routes from North Parade towards the site. Four of these routes involve steps, including the proposed new set of steps and associated platform lift, and one involves walking on the Sports and Leisure Centre access road, but even then, as a ramp, it is not DDA compliant for pedestrian use.

*Pulteney Bridge/Argyle Street/Great Pulteney Street*

- 2.2.19 The site can be accessed from Pulteney Bridge/Argyle Street/Great Pulteney Street in 3 locations as shown on Figure 3.
- 2.2.20 Firstly, the riverside path can be accessed by way of an enclosed staircase at the eastern end of Pulteney Bridge, labelled as access point 6 on Figure 3. Similar to the steps at North Parade Road, the staircase is narrow, and the tread width narrow and steps are steep and therefore result in a bottleneck when being accessed by a high number of pedestrians.

- 2.2.21 As well as the restriction in width at the steps, from a reasonably wide platform area overlooking the weir/bridge, this route narrows to around 1.5m before it reaches a wide area on the riverside path which leads south to the Rec, however the width of the route reduces to a pinch point of 2.5m adjacent to the radial gate (flood protection) gate.
- 2.2.22 An alternative route from Pulteney Bridge/Argyle Street to the riverside path is provided via Grove Street and Spring Gardens Road, the latter passing underneath Argyle Street (access point 7 on Figure 3).
- 2.2.23 There are no steps present on this route and it is therefore more suitable for mobility impaired pedestrians accessing the Rec, albeit the width of the footway on the west side of Grove Street is narrow at around 1.2m, and its gradient is not DDA compliant.
- 2.2.24 To the northeast of the site, pedestrian access can be gained from Great Pulteney Street by way of William Street (access point 8 on Figure 3). Wide footways (circa 6.0m) are provided either side of Great Pulteney Street with dropped kerb crossings provided at the junction with William Street.
- 2.2.25 William Street has footways on either side which are around 2.2m wide. It is however steep with a gradient of around 6.7% (1 in 15) which is not DDA compliant.
- Vane Street/Pulteney Mews*
- 2.2.26 Pedestrian access to the northeast of the site can also be gained from Vane Street by way of Pulteney Mews (access point 9 on Figure 3).
- 2.2.27 Footways are provided on both sides of Vane Street for its entirety between the Bathwick Hill roundabout at its eastern end and the Pulteney Mews junction at its western end, where Vane Street becomes Edward Street which connects to Great Pulteney Street to the north.
- 2.2.28 The footways along Vane Street typically measure between 2.5-3m on both sides, but a wide section at its eastern end on the northern footway measures some 5.5m in width.
- 2.2.29 Pulteney Mews has limited provision of footways, however, it is a lightly trafficked street and hence is suitable for pedestrian access.
- 2.2.30 Where Pulteney Mews ramps down from Vane Street, the gradient is steep, measuring approximately 10% (1 in 10) which is not DDA compliant, although the ramp is relatively short (30m) and the remainder of the route to William Street is flat.

#### Wider Connectivity

- 2.2.31 Having considered the access routes from the public highway network to the Rec, it is now appropriate to consider how these routes connect with the main destinations of uses, namely the city centre, and transport connections such as the railway station, bus station, park and ride stops, coach drop off point etc.
- 2.2.32 Figure 4 shows the wider strategic pedestrian network, including the main routes to the city centre, the rail and bus stations, and park and ride stops.

- 2.2.33 Routes to the main car parks have not been shown as these are generally to the south and west of the city centre and so beyond the area described. It is not considered necessary to detail them as pedestrian flows will dilute the further away from the Rec pedestrians walk.
- 2.2.34 Those arriving by either bus or rail will walk to the site from either Bath Spa rail station or the bus stops located within close proximity to the Rec (and again either directly or in combination with other activities in the centre of Bath).

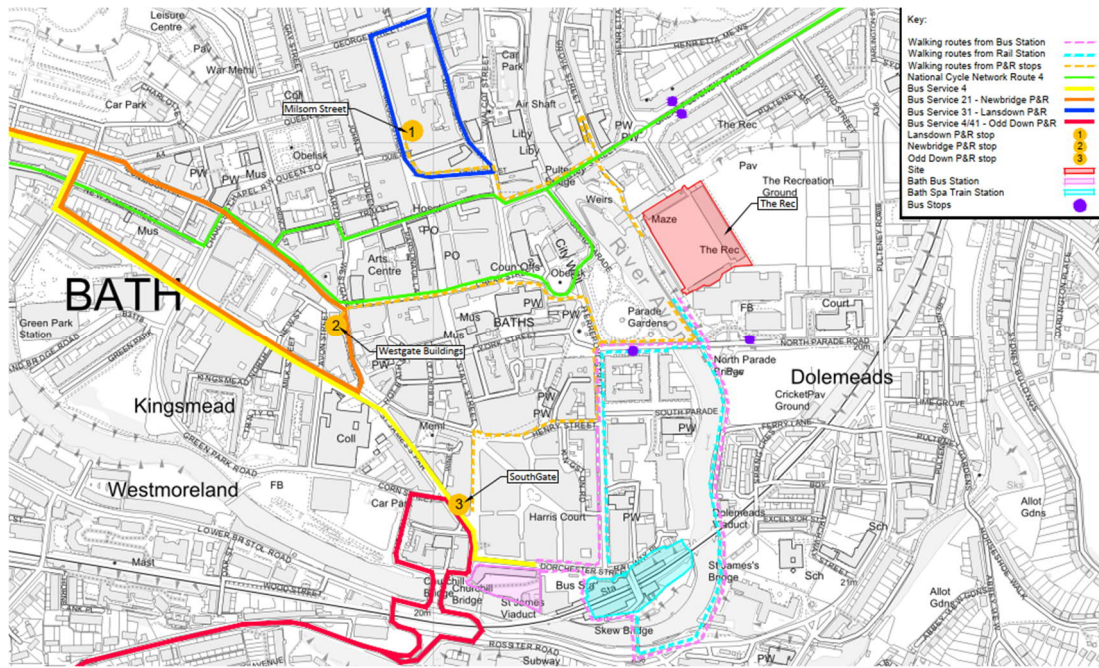


Figure 4 - Strategic Pedestrian Network

*Riverside Path*

- 2.2.35 The riverside path leads southwards from the Rec along the eastern side of the River Avon, under North Parade Bridge. It is, for the most part, a generous car free route, though where it meets Spring Gardens Road around 125m south of North Parade Bridge, it becomes a footway adjacent to the residential road (and on the opposite side to the river) for around 125m before reverting back to a car free route as it passes under the Bristol to London railway line. Having said that, Spring Gardens Road in this location is a residential cul-de-sac and so traffic flows are very low - hence pedestrians tend to walk in the road.
- 2.2.36 Continuing southwards, the riverside path meets the A36 Rossiter Road, an orbital route around the eastern and southern sides of the central area of Bath. At this point a number of options are available. Pedestrians can continue westwards along the riverside path towards the Churchill Bridge gyratory, re-joining the A36 after the path passes back under the Bristol to London Railway Line. Over this east-west section the path is narrower than the route down from the Rec to the A36, however pedestrians can also use the footway which runs alongside the A36 at a higher level than the riverside path.
- 2.2.37 The A36 footway to the west of the connection to the north-south section of the path connects firstly with a pedestrian crossing which connects with areas south of the A36, and secondly with the Halfpenny Bridge which crosses the River Avon and leads to the southern side of the Railway Station and, by way of an open archway under the railway line, to the bus station and the southern areas of the city centre.

- 2.2.38 Continuing westwards along the A36 leads to the Churchill Bridge gyratory. Before reaching the gyratory, another footbridge exists across the River Avon which leads to the western side of the bus station and the southern area of the city centre. This footbridge and the path westwards from it on the northern side of the river form the continuation of the riverside path, crossing Broad Quay at Churchill Bridge (Broad Quay comprising a 2-lane dual carriageway with footpaths on both sides) by way of a pair of zebra crossings and then continuing on the north side of the river towards Lower Weston.
- 2.2.39 The route described above is a key route which tends to be more heavily used after matches than before. This is likely to be the result of people tending to arrive earlier for games and meet in the city, whereas after games more people head straight home, or to their main means of travel home - in this case the train and bus stations.

*North Parade/North Parade Road and routes West and South*

- 2.2.40 Considering North Parade/North Parade Road, to the west this leads to the city centre. This is a key route for pedestrian movement to and from the stadium. To the east it leads to the A36 Pulteney Road where coaches drop off and pick up.
- 2.2.41 To the east of the North Parade Bridge, North Parade Road is around 6m wide with 2.1m footways on either side. However, at the bridge, while the road width is maintained, the footway width reduces (on both sides of the road) to between 1-1.5m, the narrower widths being past features such as the staircase (on the east side) and piers supporting lighting units. These can create bottlenecks for pedestrian movement, as can the fact that sightseers stop on the bridge to look at and photograph the weir.
- 2.2.42 However, traffic flows on North Parade are relatively light and it is subject to a 20mph speed restriction so pedestrians can and do step into the carriageway when required and it is safe to do so.
- 2.2.43 To the west of the bridge, the footway width on the south side widens significantly to 4.7m. On the north side the pavement width remains around 1.5m, but as with the bridge, this width is reduced by occasional features.
- 2.2.44 Before North Parade reaches the Pierrepont Street/Orange Grove junction, on its south, the wide paved street, Duke Street (a 11.4m wide pedestrian street with no vehicle carriageway/access) heads southwards through to South Parade. While South Parade has a vehicle carriageway, it has a 2.35m wide pavement on the north side, and is very lightly trafficked. It leads to Pierrepont Street (described below), and from there to the station and bus station to the south. Hence Duke Street and South Parade form a significant and commodious route for those walking between the stations and the Rec.
- 2.2.45 North Parade joins Pierrepont Street/Orange Grove at a traffic signal-controlled junction. This junction provides signalised crossings across North Parade, and across Pierrepont Street on the south side of the junction. There is no crossing across Orange Grove however the crossing operation takes the form of an all-red phase to traffic and hence, while there are no formal crossing facilities provided across the northern side of the junction other than dropped kerbs (i.e. pedestrian signals or tactile paving), crossing is possible, and knowing when to cross is aided by the audible signal from the two formal signalised crossing points.
- 2.2.46 Crossing Pierrepont Street and Orange Grove, the pedestrian routes head into the city centre where routes are generally car free and pedestrian priority exists.

- 2.2.47 Heading southwards from North Parade along Pierrepont Street leads towards Bath Spa Train Station and the bus station. It has footways on both sides which are between 2.6m-2.8m wide on the east side, and between 2m-4.26m wide on the west side.
- 2.2.48 Walking southwards along the eastern side of Pierrepont Street, pedestrians come to South Parade - this is a wide but lightly trafficked road, for those walking along the eastern side of Pierrepont Street, there are dropped kerbs to aid crossing of South Parade but no tactile paving.
- 2.2.49 South of South Parade, Pierrepont Street changes name to Manvers Street. While there are a number of accesses off Manvers Street on its eastern side, these take the form of vehicle crossovers and so the pedestrian footway continuity is maintained. Puffin crossings aid the crossing of Manvers Street just north of the entrance to the Manvers Street car park and just south of Railway Street.
- 2.2.50 Manvers Street meets Dorchester Street/Railway Place just north of Bath Spa Station at a three-arm traffic signal-controlled junction. This junction includes signalised crossing points across all arms with dropped kerbs and tactile paving. The pedestrian operation taking the form of an all-red to traffic phase.
- 2.2.51 The south side of Dorchester Street/Railway Place takes the form of a substantial pedestrian plaza (Brunel Square) and station forecourt. To the west it leads to the bus station, which requires pedestrians to cross the bus station exit, however this is signalised with dropped kerbs and tactile paving.

*Great Pulteney Street/Argyle Street/Pulteney Bridge and routes West and North*

- 2.2.52 In terms of Great Pulteney Street, Argyle Street and Pulteney Bridge, to the west this leads to the northern area of the city centre, and northern areas of the city such as Walcot and Lansdown. This is a key route for pedestrian movement to and from the stadium. To the west it leads to the Bathwick area of Bath.
- 2.2.53 Starting from William Street (a significant pedestrian entrance point to the Rec) and heading westwards into the city, Great Pulteney Street is a wide road with parking both sides, and wide footways of around 5.5m on either side.
- 2.2.54 From William Street, the first junction met heading westwards is the Laura Place/Johnstone Street/Henrietta Street junction, which takes the form of a roundabout centred around a fountain, and with perpendicular on-street parking on the four corners. The wide footways of Great Pulteney Street continue behind the car parking, so that the pedestrian crossing points across Johnstone Street and Henrietta Street are set well back from the roundabout. The crossing points have dropped kerbs but not tactile paving.
- 2.2.55 Continuing towards Pulteney Bridge on Argyle Street, footways are provided on both sides of the road, but are narrower than Great Pulteney Street at typically 1.7m-2m wide. There are however some restrictions in width as a result of shop front build outs, A-boards, and some seating outside of restaurants.
- 2.2.56 Some 65m west of the Laura Place roundabout, the through road turns sharp left into Grove Street, with Argyle Street continuing straight on to Pulteney Bridge - however use of the road is restricted to motorised vehicles with the exception of local buses, taxis and authorised vehicles. This restriction is enforced by camera and hence is well observed.
- 2.2.57 Grove Street is, in the vicinity of Argyle Street, narrow, with a road width of 4.8m and footway widths of around 1.2m on either side. Grove Street provides access to Spring Gardens Road, which is a very lightly trafficked road that forms one of the pedestrian routes to the Rec, as described above.



- 2.2.58 If walking along the footway on the north side of Argyle Street and continuing on towards Pulteney Bridge, pedestrians need to cross Grove Road - dropped kerbs and tactile paving is provided, and Grove Road is fairly lightly trafficked meaning crossing is straightforward.
- 2.2.59 Continuing westwards, the footway on the north side of Pulteney Bridge is at least 2.0m wide, whilst on the south side the width varies from 1.7m to 2.0m. Pulteney Bridge is very lightly trafficked as a result of the vehicle restrictions, and as a result some pedestrians walk in the carriageway across the bridge.
- 2.2.60 On its western side, Pulteney Bridge meets a gyratory formed by Bridge Street, Grand Parade, Orange Grove and High Street. Bridge Street continues westwards from Pulteney Bridge toward the city centre, but those walking on the south side of Pulteney Bridge need to cross Grand Parade, but can do so with the aid of a Pelican crossing.
- 2.2.61 Bridge Street has good footway provision being 2m wide on the north side and 1.7m wide on the south side.
- 2.2.62 Where Bridge Street reaches High Street/Northgate Street, it is possible to cross using a large triangular shaped central island (traffic on High Street and Bridge Street is one-way) and this is straightforward. Dropped kerbs and tactile paving is provided to the island from all three sides. Alternatively, there is a signalised crossing some 40m south on High Street, or some 37m north on Northgate Street at its junction with New Bond Street. These routes head into the city centre.

2.3 Cycle Access

2.3.1 Figure 5 shows the existing and proposed cycle network in the vicinity of the Rec.

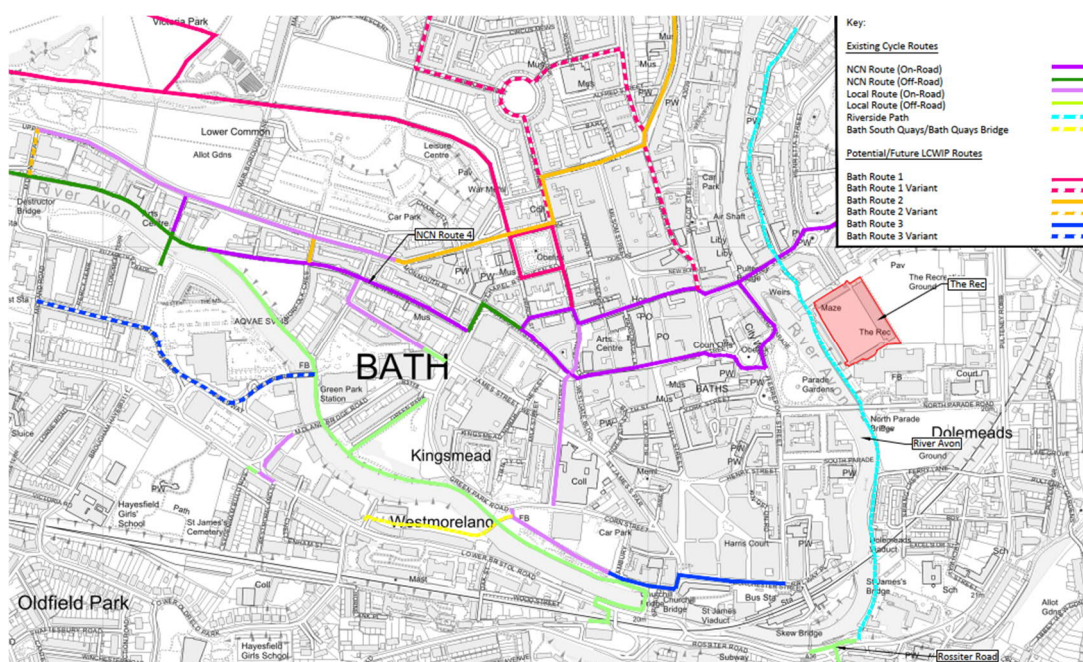


Figure 5 - Existing and Proposed Cycle Routes

- 2.3.2 The site is well located for access by cycle, with National Cycle Network (NCN) Route 4 accessible from Great Pulteney street to the north of the site. NCN Route 4 is a long-distance route between London and Fishguard via Reading, Bath, Bristol, Newport, Swansea and St Davids.
- 2.3.3 Between Bath and Bristol, the route is predominantly off-road with a flat gradient providing an attractive route for cyclists of all abilities.

- 2.3.4 The route of NCN Route 4 within the vicinity of the site is illustrated on Figure 5. Cyclists travelling from the south of Bath into the city centre can make use of the NCN Route 244, which forms part of the Two Tunnels cycle route and joins in with NCN Route 4 at Windsor Bridge Road for an onward connection to the Rec.
- 2.3.5 An active travel scheme implemented by B&NES has seen the introduction of pedestrian, cycling and public transport infrastructure, comprising of new continuous with-flow cycle lanes (cycle lanes designed to be cycled in the same direction as vehicular traffic) on the A4 Upper Bristol Road between the junctions with Midland Bridge Road in the west and Charlotte Street in the east, which opened on 25<sup>th</sup> November 2022.
- 2.3.6 Continuous with-flow cycle lanes, measuring approximately 1.5m in width, are provided on both sides of the carriageway for the route described above, segregated from vehicles through the use of light segregation in the form of wand orcas.
- 2.3.7 Side road entry treatment works have been implemented to provide cycle priority along this route, with a new parallel crossing facility also provided at the Nile Street junction, allowing cyclists travelling from the north and west of Bath to continue onwards to the city centre via Great Stanhope Street and James Street West.
- 2.3.8 Cycling is also possible by way of the riverside path, and indeed this connects, following the same route as for pedestrians, to the riverside path to the west of Churchill Bridge, which subsequently connects to NCN4 in the vicinity of Norfolk Terrace. This part of the route has been improved through the provision of a segregated cycle route running parallel to the river through the Bath Quays North site, which connects to the new pedestrian/cycle bridge at Bath Quays that links through to Lower Bristol Road, improving the cycle permeability when travelling from the Westmoreland/Oldfield Park area.
- 2.3.9 The canal path, which can be accessed from the Churchill Bridge as described above and from the A36 Beckford Road, serves areas to the east of the city including Winsley and Bradford-on-Avon, via Bathampton, Claverton and Freshford.
- 2.3.10 An alternative route for cyclists travelling to and from Bathampton is via the new cycle lane provided on the A36 Beckford Road, which is same in design as the A4 Upper Bristol Road scheme above except this is only provided on the western side for cyclists travelling out of the city.
- 2.3.11 Cycle parking is provided at the Rec, with seven Sheffield style cycle racks which can accommodate 14 bicycles at the William Street entrance. These racks were installed as a mitigation measure included as part of the 2014 development. Secure cycle parking is also available at the sports centre. Covered, secure cycle parking is also available at the sports centre with a total of 10 Sheffield style cycle stands which can accommodate 20 bicycles.
- 2.3.12 There are also 5 Sheffield stands behind the Sports Centre, adjacent to the southern boundary line of the Recreation Ground, which can accommodate 10 bicycles.
- 2.3.13 Further afield, uncovered Sheffield stands are provided at the following locations:
- Laura Place - 4 stands (8 spaces);
  - Sydney Place (near Holburne Museum) - 4 stands (8 spaces);
  - Broad Street/Walcot Street (outside Waitrose) - 14 stands (28 spaces);
  - Pieroni's Fountain - 6 stands (12 spaces);
  - Alkmaar Gardens - 6 stands (12 spaces);

- High Street (adj. All Bar One) - 8 stands (16 spaces); and
- Waitrose (to rear, north of Pulteney Bridge Road) - 4 stands (8 spaces).

## 2.4 Rail Access

2.4.1 The nearest rail station to the site is Bath Spa, which is located approximately 600m (seven-minute walk) to the south of the site. As identified earlier, there are a number of pedestrian routes from the Rec to the station including Manvers Street and North Parade Bridge or via the riverside path which is accessible via Halfpenny Bridge. The walking routes are illustrated on Figure 4.

2.4.2 The station is served by frequent Great Western Railway (GWR) services travelling between London Paddington and Bristol Temple Meads, with Temple Meads being only a 15-minute train journey to the north west of Bath. This service calls at Chippenham, Swindon, Didcot and Reading. Temple Meads acts as a major public transport hub for the region and while most services terminate at Bristol, there are some that continue further south west to Taunton, Exeter, Paignton and Penzance as well as other various connection options to destinations across the UK.

2.4.3 GWR also operates services between:

- Cardiff and Portsmouth Harbour (hourly);
- Great Malvern/Gloucester/Bristol and Westbury/Frome/Weymouth (3 services per hour between Bristol and Westbury); and
- South Western Railway operates a slower speed service between Bristol Temple Meads and London Waterloo, via Salisbury, although this takes over 1.5 hours longer than GWR's high speed services and therefore operates as a more local service.

2.4.4 Table 2 summarises the typical frequencies and journey times to key destinations for direct train services from Bath. By changing trains at Bristol Temple Meads, direct train services are available to the Midlands, northern England, Scotland and Somerset, Devon and Cornwall.

Destination	Typical Frequency per Hour			Typical Journey Time (approx.)
	Monday-Friday	Saturdays	Sundays	
Bristol Temple Meads	3-6	3-6	2-4	15 minutes
Chippenham	2	2	2	11 minutes
Gloucester	1	1	0	1 hour 20 minutes
Cardiff	3	3	1-2	1 hour 15 minutes
Portsmouth Harbour	1	1	1	2 hours 18 minutes
London Paddington	2	2	2	1 hour 15 minutes
Reading	2	2	2	1 hour
Westbury	2-3	2-3	1-2	25 minutes

Table 2 Rail Services from Bath Spa Station

2.4.5 The regular services which make up a typical hourly pattern serving Bath Spa are as follows:

- Bristol Temple Meads - London (twice an hour)
- Cardiff-Portsmouth (once an hour)
- Bristol Temple Meads -Frome/Weymouth (once an hour with gaps)

- 2.4.6 Some Bristol-London services extend further into the Southwest with services to Taunton and beyond, whilst most of the Frome services extend to Weymouth. This service also often works beyond Bristol Temple Meads to Bristol Parkway, Gloucester and Great Malvern.
- 2.4.7 For match days there are standard procedures at the station to deal with the large crowds generated, including encouraging egress from the platforms via the level access route into the car park, opening the barriers to reduce queuing and prohibiting use of the subway within the station to avoid conflicting pedestrian traffic (it is practical to cross under the station via other routes once through the ticket barriers).
- 2.4.8 After the match the ticket barriers are also used as a crowd management tool to avoid dangerous overcrowding of the platforms. In general, GWR do not regard the capacity of the station as an issue on match days as they have management options in place to deal with this. The Club liaise regularly with GWR and in agreement with GWR on occasion provide additional stewarding to the railway station.
- 2.4.9 However, GWR has raised concerns regarding the occasions when rugby matches are held at the same time as the Christmas Market, particularly on Fridays and Saturdays. The station currently operates a queuing system during the Christmas Market for when the platforms reach capacity and passengers are required to wait outside the station, with queuing managed by barriers.
- 2.4.10 Local rail improvements are also coming forward MetroWest project, these improvements have been subject to delay but the Department of Transport announced consent for the first phase in November 2022. The first phase proposes to re-open the Portishead rail line and enhance local passenger train services on the Severn Beach and Bath to Bristol lines. The plans include a new rail station at Portishead and the reopening of the former station at Pill, with the enabling works currently underway. Improvements to the Henbury link, including new rail stations at Ashley Down, North Filton and Henbury, forms the second phase.
- 2.4.11 GWR have confirmed that rail capacity will be better going forward.

## 2.5 Bus and Coach Access

### Bus

- 2.5.1 Bath city centre is very well served by bus. First is the main operator of bus services in Bath, and along with next largest bus operator Faresaver, provide a range of services that combine to provide access to areas across Bath and beyond to Keynsham Bristol and Chippenham, including the centre. The closest bus stops to the Rec are located on Great Pulteney Street to the north of the site and North Parade Road to the south of the site.
- 2.5.2 Bus routes in Bath of the main bus operator First are illustrated in Figure 6.
- 2.5.3 Bath city centre is very well served by bus. First and Faresaver are the main operators that provide a range of services that combine to provide access to a range of areas across Bath, including the centre, bus station and rail station. The closest bus stops to the Rec are located on Great Pulteney Street to the north of the site and North Parade Road to the south of the site.
- 2.5.4 Bath bus station is also located just a short walk to the south of the Rec and provides access to a comprehensive range of services to the areas surrounding Bath and further afield, with 16 boarding bays for local and inter-urban services. The location of Bath bus station and the stops located on Great Pulteney Street and North Parade Road are illustrated on Figure 4 and the key routes to the bus station were discussed in section 2.2 above.



Figure 6 - First Bus Network in Bath

- 2.5.5 There is a comprehensive range of bus services serving both local and further afield areas. A large proportion of these routes are served by First Group buses. There are 10 Bath city services operated by First with at least a frequency of 30 minutes Monday to Saturday.
- 2.5.6 First also operate 10 interurban services running with a frequency of at least 60 minutes Monday - Saturday, including services to Bristol, Peasedown St John, Radstock, Midsomer Norton, Wells, Bradford-upon-Avon, Westbury, Trowbridge, Box, Melksham, and Devizes.
- 2.5.7 The X39 service to Bristol operates with a 10-12 minutes frequency Monday to Friday and 15 minutes on Saturday.
- 2.5.8 Intercity bus services provided by National Express and Megabus are accessible from Bath Bus Station and the stops are located on Dorchester Street. These services facilitate travel to and from airports and major cities across the UK.

- 2.5.9 Recent discussions have been held regarding the proposed stadium re-development and the current operation of bus services on match days. First has indicated that there is capacity to increase use of buses by rugby supporters, both before and after the stadium redevelopment, and consider the redevelopment as an opportunity for them.
- 2.5.10 Currently, the main issue that First has in relation to rugby matches being held in the city is the general traffic congestion problems experienced by the operator in the Southgate area and at the bottom of Wells Road which adversely affects bus journey times. This area of congestion is exacerbated on match days but is experienced on non-match days as well.

#### Coach

- 2.5.11 In terms of supporter coach access to the Rec, Bath Rugby has teamed up with local coach operator Centurion Tours, which provide an alternative travel option for journeys to the Rec. Supporters travelling from nearby towns such as Warminster, Westbury, Trowbridge, Frome, Midsomer Norton and Devizes are able to take advantage of the travel service.
- 2.5.12 Coaches are normally provided by away clubs for their fans and arrangements for away supporters travelling to Bath are less formal, though they tend to drop-off their supporters on Great Pulteney Street, close to the ground. Similarly, Bath supporters travelling to away matches are picked up on Great Pulteney Street, in the vicinity of William Street.
- 2.5.13 Team buses bringing players to the Rec currently drop off on William Street, since the route from William Street into the Rec via Pulteney Mews does not accommodate coach manoeuvring. Access and exit for Pulteney Mews during these times is via Edward Street.
- 2.5.14 Details of these services are provided at:
- [www.bathrugbytransport.co.uk](http://www.bathrugbytransport.co.uk)
- 2.5.15 These coaches currently use four spaces on Pulteney Road for pick-up/drop-off and parking. The coaches use bays generally used for car parking (shared pay and display and residents' parking), and Bath Rugby club pay B&NES Council for the use of those spaces.
- 2.5.16 Passenger drop-off takes place more than 45 minutes before matches, and passenger pick-up takes place 30 minutes after matches finish, ensuring that coach passengers are not entering or exiting the Recreation Ground during periods of peak crowd flow. All coaches are scheduled to arrive and depart at the same time.
- 2.5.17 In order to increase the attractiveness and capacity of public transport, seven new match day coaches were provided from the third home game of the 2014/15 season. Prices for the coach travel start at £6.00 for adults, £3.00 for children and £4.80 for season ticket holders.
- 2.5.18 The initial feedback from the 2015 customer survey reported that coach use was still relatively limited, with one factor being down to the timings of the coach departure after the game has finished.
- 2.5.19 The 2022 Travel Survey indicated that although coach travel has slightly increased since 2018, it is still limited, with only 1.0% using this mode. The Club found that essentially there were some routes which could never attract more than 4 to 8 people to use.

- 2.5.20 Bath Rugby has worked hard with the marketing, but the reality is that not that many people want to be restricted by the drop off and pick up times.
- 2.5.21 Historically the Club has found that the clientele is very consistent and retention extremely high, but driving new business has been extremely challenging. The Club significantly increased the marketing of the coach service this for the 2022/23 season with the aim of increasing the numbers using the coach service.
- 2.5.22 Bath Rugby has experimented with additional routes and with revised pickups and have honed the operation into something which works reasonably well. The capacity percentage has steadily increased as a result, as shown in Table 3 (up until the introduction of COVID-19 restrictions).

Year	Total Sales	Total Capacity	%	Notes
2014-15	644	4200	15	
2015-16	1014	4704	22	
2016-17	812	3136	26	
2017-18	965	2205	44	
2018-19	1139	2205	52	
2019-20	994	1764	56	Fixtures until March 2020 due to COVID-19 postponements.
2020-21	-	-	-	Fixtures behind closed doors due to COVID-19. 1 fixture at reduced capacity so no coaches in service.
2021-22	798	1617	49	Expected decrease post-COVID-19 due to reduction in desire to use public transport.

Table 3 Coach Travel

## 2.6 Park and Ride

- 2.6.1 In addition to the city centre parking, B&NES operates three permanent Park and Ride (P&R) facilities, in conjunction with First Bus, seven days a week:
- Lansdown serving the north approaches to the city; and
  - Newbridge serving the west; and
  - Odd Down serving the south.
- 2.6.2 The services operate with a frequency of at least 15-minutes and the city centre bus stops are all within easy walking distance of the Rec.
- 2.6.3 The three sites provide a total 2,806 spaces. Details of the P&R sites are detailed in Table 4.

P&R Site	Postcode	Spaces	Service No.	City Centre Stop	Stop dist. To Rec	Payment	Operating Times
Lansdown	BA1 9BJ	878	31	Milsom Street	750m	Monday-Friday £3.60 return fare  Parking Free	Monday to Saturday 06:15-20:30 Sundays 09.30 - 18:00
Newbridge	BA1 3NB	698	21	Westgate Buildings	650m		
Odd Down	BA2 8PA	1,183	41	St. James Parade	650m		

Table 4 Park and Ride Services

- 2.6.4 The capacity at the Odd Down shown in Table 4 has adjusted to reflect the assessed reduction in available spaces following the implementation of the proposed application to provide a temporary compound for SEND mini-bus parking at the Odd Down site.

- 2.6.5 The Lansdown P&R site is operated by B&NES and it is possible to temporarily increase the capacity of the Lansdown P&R site by using the adjacent recreation fields which are also owned by B&NES. This increases the capacity at Lansdown by 225 spaces, which would bring the total capacity to 1,103. This arrangement to temporarily increase the capacity at the Lansdown P&R site is already widely used for events such as University of Bath open days and the Christmas Market.
- 2.6.6 For all of the P&R sites, the first bus leaves at 06:15 and the last bus returning is at 20:30, Monday to Saturday. City centre bus stop locations for the P&R services are shown on Figure 4.
- 2.6.7 Buses to the city centre operate every 12-15 minutes. The bus from Lansdown P&R arrives at Milsom Street, approximately 750m from the Rec. The most direct route from the stop to the Rec is via New Bond Street, Bridge Street and Pulteney Bridge. Footways are provided throughout the route and signal-controlled crossings are provided at the junction of New Bond Street and Northgate Street.
- 2.6.8 The bus from Newbridge P&R arrives at Westgate Buildings, approximately 650m from the site. Footways are provided throughout the route from the stop to the Rec, with the most direct route including Westgate Street, Orange Grove, Pierrepont Street and North Parade.
- 2.6.9 The city centre stop for the Odd Down P&R is located at St James Parade, approximately 650m from the site. The most direct route to the Rec is via Southgate Street, New Orchard Street, Henry Street, Pierrepont Street and North Parade. A signalised crossing is provided at the junction of North Parade and Pierrepont Street to facilitate pedestrian crossing movements at this location.
- 2.6.10 On Friday 24<sup>th</sup> February 2023, the day of the home match against Bristol Bears, First Bus ran a trial of an extended P&R service, extending the service running time to 22:30. A total of 282 passengers utilised the P&R services during the extended hours trial, with 47 passengers travelling to the city centre and 235 travelling to the P&R sites. The trial was considered to be a success by all parties involved.
- 2.6.11 Data has been obtained from First regarding the number of passengers using the P&R buses on a match day and a non-match day both in 2022 and 2023. Matchday flows are typically higher than on a matchday than a non-matchday, particularly for those in 2023, ranging between 19-27% higher in 2023 compared to 1-5% higher in 2022.
- 2.6.12 For those travelling into Bath from the A4 to the east of Bath (Corsham, Chippenham, etc.) there is currently no realistic P&R option. Hence the existing spread of P&R sites is likely to intercept traffic from the north, west and south-west approaches to Bath, but at present not those headed into Bath from the east on the A4, other than by significant diversion.
- 2.6.13 For those approaching Bath on the A36 to the south, traffic is directed to the Odd Down P&R site by way of Branch Road to Hinton Charterhouse and then the B3110 Midford Road, and then the A3062 and A367 within Bath. As a route this leads away from the city centre on reaching the A367, however as parking availability within Bath becomes more restricted so this is likely to become a more attractive option.
- 2.7 Vehicular Access
- 2.7.1 There are two existing vehicular accesses to the site, one from William Street on the north side of the site, which is accessed directly via Great Pulteney Street, which in turn forms a junction with the A36. This access can also be reached from Edward Street, via Pulteney Mews. The second vehicular access is from North Parade Road via the Leisure Centre car park access road.



- 2.7.2 A new service yard is proposed in the south east corner of the stadium and it is proposed that the access from North Parade Road will become the main access route to the stadium.
- 2.7.3 Vehicular access will be maintained from William Street but is expected that this will mainly be used for emergency access only. Additional emergency access is possible from the northwest corner of the site, via Spring Gardens Road and the riverside path.
- 2.7.4 There are two existing vehicular accesses to the site. The main access is on William Street on the north side of the site, which is accessed directly via Great Pulteney Street, which in turn forms a junction with the A36. This access can also be reached from Edward Street, via Pulteney Mews.
- 2.7.5 Service vehicles can only reach the site from this access. Goods are unloaded and trolleyed across to their respective locations across the site. The route to this area is difficult for large vehicles given the layout of William Street.
- 2.7.6 A secondary vehicular access is located on North Parade to the south of the site, which is mainly used for emergency access only. A gate with sufficient width for vehicles is provided on the eastern side of the Sports Centre, which is also accessed from North Parade. Additional emergency access is possible from the northwest corner of the site, via Spring Gardens Road and the riverside path.
- 2.7.7 Access to Bath is provided by five strategic routes, which are:
- A36 Warminster Road - providing access from the southeast of Bath. The A36 Warminster Road routes from Bath to Southampton via Salisbury;
  - A4 London Road - providing access from the east of Bath. The A4 London Road routes to Chippenham and Newbury. To the east of Bath, the A4 London Road crosses the A46 via a grade separated junction. The A46 provides a connection northward to the M4 junction 18;
  - A367 Wells Road - the A367 Wells Road provides access to Bath from the south. The A367 Wells Road routes via Peasedown St John and Radstock;
  - A4 Upper Bristol Road - provides access from the west, routing to the north of the River Avon via Newbridge. The A4 provides a connection westward to Saltford, Keynsham and Bristol; and
  - A36 Lower Bristol Road - the A36 Lower Bristol Road also provides access to Bath from the west. The A36 Lower Bristol Road routes south of the River Avon via Twerton. To the west the A36 Lower Bristol Road joins the A4 Bristol Road at the Newbridge Road signalised junction.
- 2.7.8 Vehicular access to Bath is also provided via the following secondary routes:
- Lansdown Road - provides access to the north of the city. Lansdown Road provides a connection towards the M4 junction 18 via Freezing Hill Lane, Gorse Lane and the A46;
  - Bathwick Hill and Widcombe Hill - provide access from the south east of Bath. Bathwick Hill routes Combe Down via Claverton Down Road and Monkton Combe via Brassknocker Hill. Access to the A36 Warminster Road can also be obtained via Brassknocker Hill; and
  - A3062 Prior Park Road/Ralph Allen Drive - provides a connection from Widcombe to Combe Down.

## 2.8 Car Parking

2.8.1 Parking at the Rec is limited, both on a matchday and non-matchday. On a day-to-day basis i.e., not on a matchday, there are a total of 8 parking spaces with annual permits at The Rec for Bath Rugby staff and an additional 12 spaces available for day permits.

2.8.2 On a matchday, Bath Rugby rent out a total of 244 spaces at the following locations:

- North Car Park (on the Recreation Ground) - 99 spaces;
- Student Castle - 40 spaces;
- 5-a-side pitches at Sports Centre - 50 spaces;
- Leisure Centre; 12 spaces;
- Widcombe (Primary School) - 40 spaces; and
- Firetrack (between Leisure Centre and South Stand) - 3 spaces.

2.8.3 Supporters arriving by car have the following parking options:

- Public car parks;
- On-street parking (limited due to Controlled Parking Zones);
- Park & Ride sites; and
- At friends/relatives/office/hotel.

2.8.4 Public parking within Bath city centre consists of fully controlled on-street parking and a number of off-street car parks. On-street parking within central Bath and adjacent areas is restricted by a number of controlled parking zones, as illustrated in Figure 7. For the majority of spaces in these zones, only those (usually residents of the zones) with the appropriate zone-specific permit may park there during the daytime.

2.8.5 The controlled parking zones in Bath has recently been extended, following public consultation events in 2021 and 2022, which now cover the following areas and became operational as of 20<sup>th</sup> February 2023:

- Entry Hill area (Zone 22);
- Sion Hill and Summerhill Road area (Zone 23);
- Chelsea Road and Foxcombe Road area (Zone 24);
- Lyme Gardens and Charmouth Road area (Zone 25); and
- St John's Road, St Michael's Road and Hungerford Road area (Zone 26).

2.8.6 A further two controlled parking zones are due to be implemented in the Walcot, Snow Hill and Clarendon area (Zone 27) and in the Oldfield Park and Westmoreland area (Zone 28). It is expected that these will be completed and operational by the 31st July 2023. The implementation of these zones, which will support wider council policies that aim to reduce vehicle emissions and congestion and ensure fair consideration and equitable street space is given to those that would prefer to walk, wheel, scoot or cycle short trips, will reduce the availability of public on-street parking within walkable distance of Bath city centre during the working week and on Saturdays.

2.8.7 The times applicable to the zones are generally between 08:00 to 18:00/19:00 Monday to Saturday, as well as Sundays in Zones 15 & 16. The times applicable to Zone B (08:00 to 18:00) are only between Monday to Friday.

- 2.8.8 The controlled parking zones contain around 7,750 on-street parking spaces but only a limited number of publicly available on-street parking spaces are provided in these zones. Charges apply for the use of these spaces between 08:00 and 19:00, from Monday through to Saturday, with a maximum stay of between 30 minutes to and 4 hours, dependent upon the location you are in.
- 2.8.9 The only exception is Marlborough Lane, where parking is charged for a minimum of 4 hours to a maximum of 10 hours. However, part of Marlborough Lane leads into the Charlotte Street car park, which offers longer-term parking.
- 2.8.10 On-street parking outside of the zones shown in Figure 7 is uncontrolled. It is identified that the uncontrolled on-street parking is generally located within a long walking distance (1.5km to 2km) to the city centre, although it is likely that parking this far away would not be a popular option for many people travelling to the site. Additionally, a large proportion of these spaces will be occupied by residents during the match day parking peak, during weekday evenings and Saturday and Sunday afternoons.

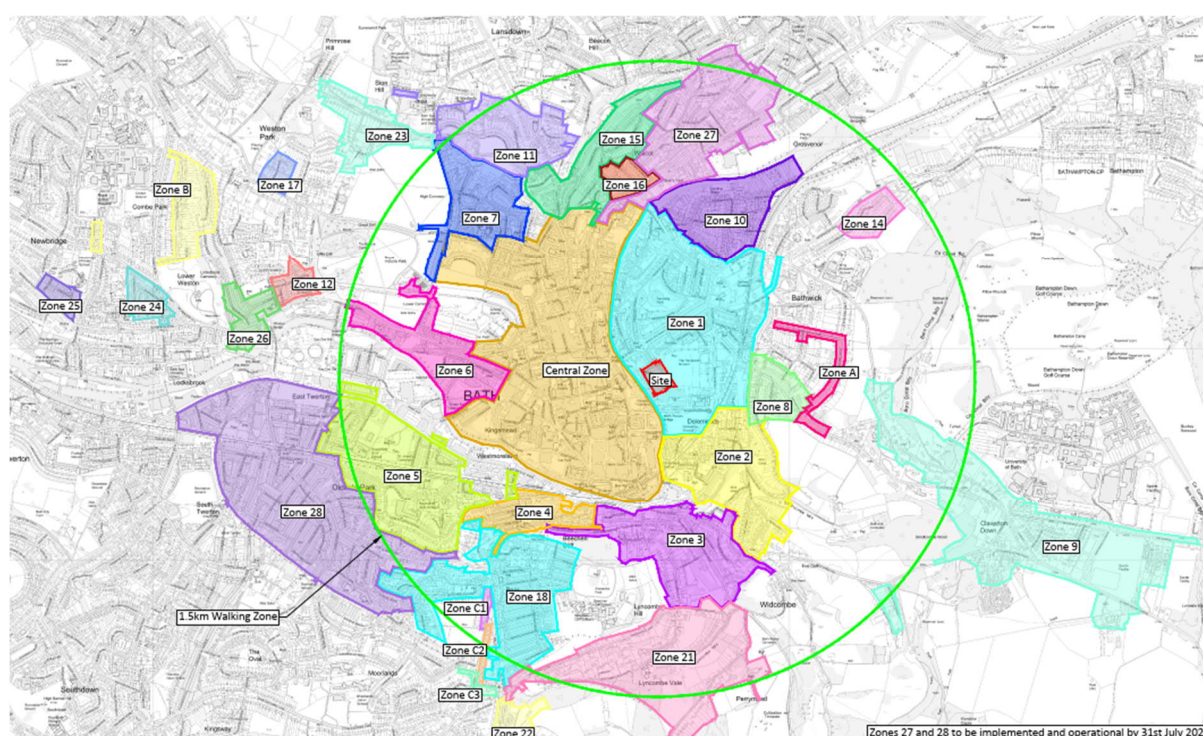


Figure 7 - Bath Controlled Parking Zones

- 2.8.11 Figure 8 shows existing public and privately-operated car parks providing publicly available parking in Bath in the context of the main road network and the city centre boundary/central area.
- 2.8.12 Three car parks currently make up the eastern parking provision (i.e. parking that is accessed from the eastern side of Bath, these being Manvers Street (159 spaces), Bath Cricket Club (110 spaces), and Bath Sports and Leisure Centre (128 short stay spaces) which total some 397 spaces. The Claverton and Bath Spa Station car parks have been excluded from these figures as the station car park serves a bespoke purpose, and the Claverton Car Park is small (11 spaces) and tends to serve the Widcombe shops.

- 2.8.13 The southern parking provision comprises Southgate (876 spaces) and Avon Street (140 spaces) plus Green Park Road Car Park (Temporary 104 short stay spaces), totalling some 1,120 spaces. Avon Street lies on the approved mixed-use regeneration scheme of the Bath Quays and as such it has been agreed that during the construction phase a temporary car park would be provided on the existing coach park site, which would provide 104 parking spaces (a reduction of 535 spaces compared to the 639 spaces provided in Avon Street).
- 2.8.14 The temporary car park will be provided until the first phase of basement parking comes into operation, which would provide 200 parking spaces (a reduction of 439 spaces compared to the current 639 spaces).

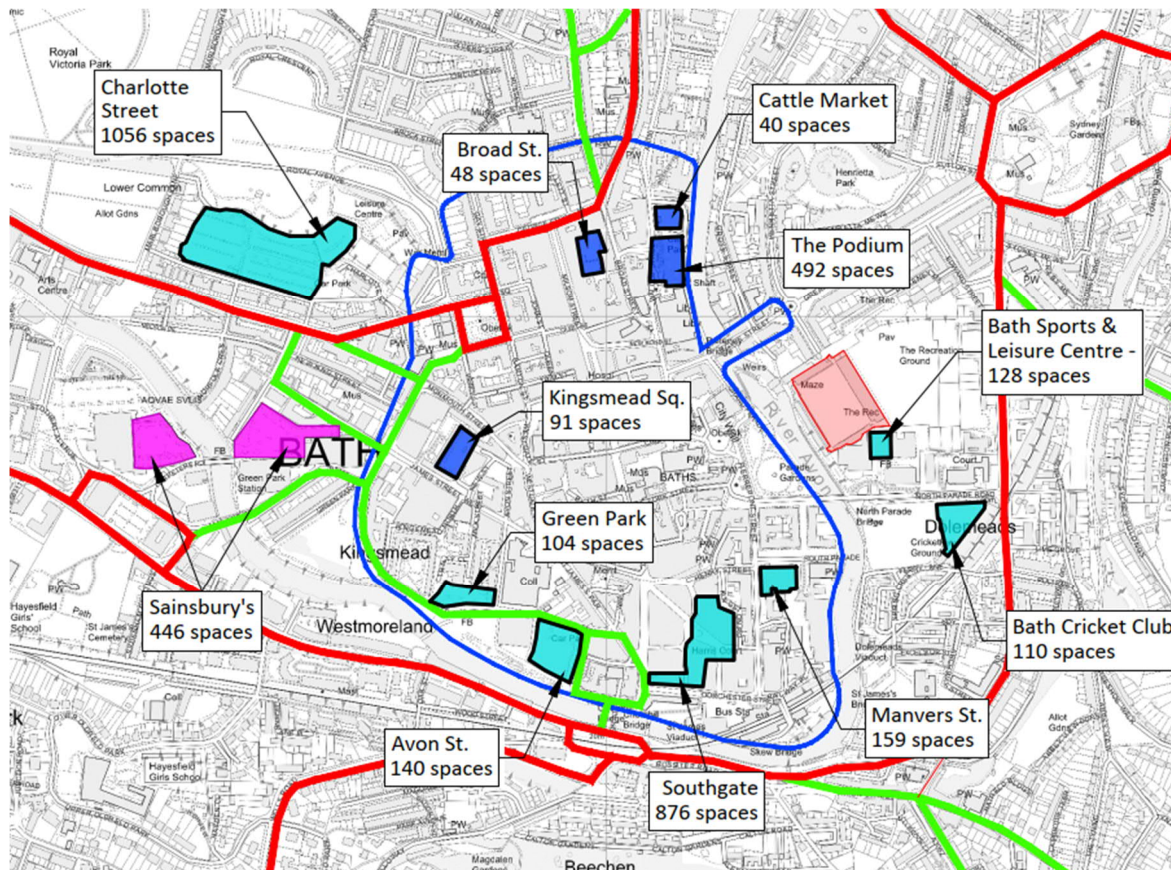


Figure 8 Bath City Centre Car Parks

- 2.8.15 The northern parking provision comprises the Podium (492 spaces), the Cattle Market (40 short stay spaces) and Broad Street (48 short stay spaces) totalling some 580 spaces.
- 2.8.16 The western parking provision comprises Charlotte Street (1,056 spaces) and Kingsmead Square (91 short stay spaces) which total 1,147 spaces. This excludes the Sainsbury's car parks, which are free short stay car parks subject to 90-minute maximum stay. As well as serving those stores, they do also provide short stay parking for quick visits to local shops, the market, and for quick visits to the city centre, but the latter would be limited to a around a 1-hour trip at most as the maximum duration of stay is rigorously enforced using ANPR technology.
- 2.8.17 The total city centre off-street publicly available parking provision is 3,244 spaces excluding Sainsbury's.

2.8.18 Table 5 provides current parking charges for Bath's publicly available car parks. Residents of B&NES can obtain a 10% discount on the prices for the Council run car parks if payment is made on-line.

Period of Stay (hrs)	Avon Street	Charlotte Street	Manvers Street	Podium	Southgate	Bath Cricket Club	Other short stay car parks
1	£3.40-£4.70	£6.80-£8.80	£3.40-£4.70	£3.00	£4.00	£3.50	£1.70 - £2.60
1-2				£4.00			£3.40-£4.70
2-3	£5.10-£6.70		£5.10-£6.70	£5.50	£5.50	£4.60	£5.10-£6.70
3-4	£6.80-£8.80		£6.80-£8.80	£6.50	£6.80	£6.20	£6.80-£8.80
4-5	£10.20-£13.40	£10.20-£13.40	£10.20-£13.40	£10.00	£10.20	£9.60	
5-6							
6-7	£13.60-£17.60	£17.10-£21.80	£13.60-£17.60	£13.00	£13.60	£12.50	
7-8							
8-9	£17.10-£21.80		£17.10-£21.80	£15.00	£15.00	£13.50	
9-10							
10-11							
11-12							
12-13							
>13				£18.00	£15.00		

Table 5 Current Bath Car Park Charges

Notes:

Southgate - 140 spaces charged at Network Rail rates Monday-Friday

- 2.8.19 From Friday 8 September 2023 charges in Bath car parks are based on the emissions of vehicles. Emission-based car parking charges mean that people with higher polluting vehicles are being asked to pay slightly more to encourage a shift to cleaner, more sustainable travel in the city. This applies to both season ticket holders and paying customers.
- 2.8.20 Car parking at the Podium and Bath Cricket Club is now cheaper than parking at a B&NES car park, particularly for vehicles with higher levels of emissions.
- 2.8.21 The number of available parking spaces within the main city centre car parks and in the three P&R (P&R) sites on the outskirts of Bath on a matchday were recorded on Saturday 23rd April 2022 between 14:00 and 14:45. The car park survey results of which are summarised in Table 6 along with the number spaces in each car park (at the time of the survey) and percentage occupancy.

Car Park	Available Spaces	Capacity	Occupancy
Odd Down P&R	670	1,230	46%
Lansdown P&R	289	878	67%
Newbridge P&R	349	698	50%
<b>Total P&amp;R</b>	<b>1,308</b>	<b>2,806</b>	<b>53%</b>
Manvers Street	1	159	99%
Charlotte Street	30	1,056	97%
Avon Street	2	639	100%
Podium	9	492	98%
Southgate	6	706	99%
<b>Total Car Parks</b>	<b>48</b>	<b>3,052</b>	<b>98%</b>

Table 6 Snapshot Car Park Survey - Saturday 23/04/22

2.8.22 The results of the car park surveys show that on a matchday Saturday the city centre car parks are at capacity but that there is spare capacity within the P&R sites, particularly at Odd Down, which was recorded at being only at 46% of its capacity. The findings of the car park surveys undertaken in 2022 broadly match the results of surveys undertaken in 2017

## 2.9 Survey Results and Mode Share

2.9.1 Supporter Travel Surveys have been undertaken as part of the Club's Travel Plan in 2011/3, 2015, 2018 and 2022. Pedestrian monitoring surveys have also been undertaken in 2016, 2018 and 2022.

### Matchday Mode Share

2.9.2 Table 7 sets out mode share for travel to Bath by supporters from the 2013, 2015, 2018 and 2022 travel surveys and the July 2015 supporter survey and Figure 9 shows the results of the 2022 survey graphically. The full results of the 2022 are provided in Appendix 1.

Mode	2013	July 2015	Sept. 2015	2018	2022
Coach	0.1%	1%	0.4%	0.7%	1.0%
Motorcycle	0.2%	3%	0.2%	0.4%	0.4%
Other	0.2%		2.7%	1.6%	1.7%
Taxi	0.6%		0.7%	1.2%	1.3%
Bicycle	0.3%		0.3%	0.8%	1.3%
Bus	5.8%		8%	7.3%	13.3%
Walk	11%	15%	13.1%	14.1%	18.9%
Train	22.2%	21.0%	23.6%	25.9%	24.0%
Car Driver (P&R)	6.3%	5%	5.3%	9.7%	8.0%
Car Driver (city)	18.9%	47%	20.9%	21.5%	21.1%
Car Passenger	34.6%		25.5%	11.2%	10.1%
Tot Car Driver	25.2%		26.2%	31.2%	29.1%
Tot Car	59.8%	52%	51.7%	42.4%	39.2%

Table 7 Matchday Mode Share from Supporter Surveys (2013, 2015, 2018, 2022)

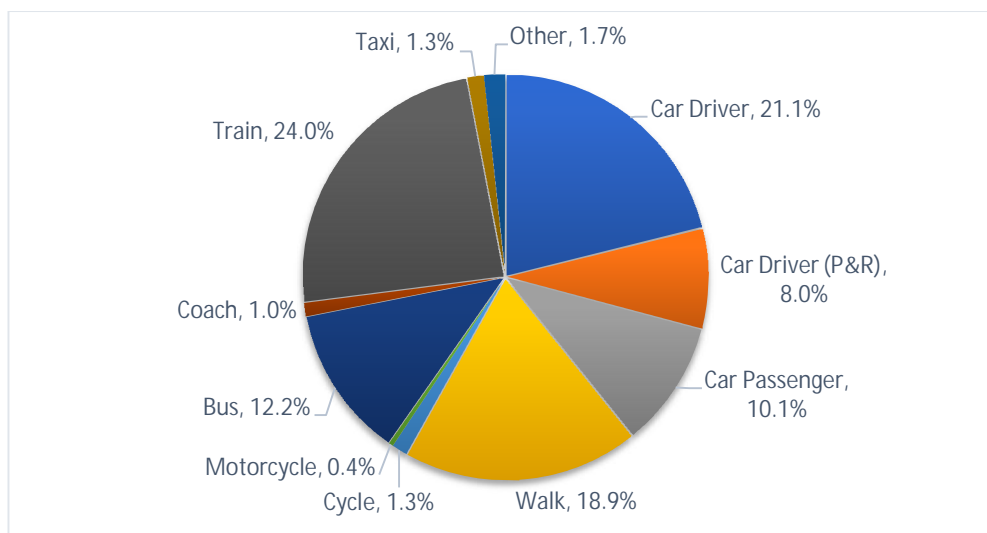


Figure 9 Transport Mode Share for Existing Travel to the Rec (2022)

- 2.9.3 The 2022 Travel Survey found that car and train were still the most popular forms of transport to the Rec, although train use decreased slightly in 2022 (24.0%) compared to 2018 (25.9%). There was also a small reduction in bus and P&R passengers and car passenger numbers.
- 2.9.4 These reductions could be a result of the COVID-19 pandemic, during which travellers were discouraged from using public transport or car share, although it is worth noting the slight increase in coach numbers, increasing from 0.7% in 2018 to 1.0% in 2022.
- 2.9.5 Although all pandemic restrictions had been lifted by the time of the 2022 survey, some supporters' travel habits are likely to have been affected (temporarily or permanently) by the pandemic and this may also go some way towards explaining the increase in the walk mode share, from 14.1% in 2018 to 18.9% in 2022.
- 2.9.6 The travel surveys provide two separate results for car passengers, namely: car passengers as respondents to the surveys; and the number of passengers reported by car drivers. The average number of passengers reported by drivers has decreased in 2022 at 1.45 passengers compared to 1.5 passengers in 2018, although the 2022 figures is still higher than the 2015 figure (1.0 passenger) and the 2013 figure (1.37 passengers).
- 2.9.7 It appears that passengers were less likely to respond to the survey, so the car occupancy provided by drivers was seen to be more reliable. This makes the average car occupancy 2.45 per car including the driver, slightly lower than the 2018 occupancy figure of 2.5. Again, this reduction in car occupancy level may be related to travel habits established in relation to the COVID-19 pandemic.
- 2.9.8 The total percentage of people travelling by car either as a car driver or passenger decreased from 42.4% in 2018 to 39.2% in 2022, travelling as a passenger fell from 11.2% in 2018 to 10.1% in 2022, as a car driver (P&R) fell from 9.7% in 2018 to 8.0% in 2022 and as a car driver (city) fell from 21.5% to 21.1%.

#### Pedestrian Monitoring Surveys

- 2.9.9 A condition of the planning permission to increase the stadium capacity to 14,500 from 13,500 was to monitor pedestrian and traffic movement during two home games via video surveys for the 2015/16 season to provide baseline conditions.

- 2.9.10 The monitoring and additional measures for the 2016/17 season were then to be agreed with B&NES to mitigate any existing problems and to analyse the effect of the increased capacity has had on pedestrian movement and behaviour.
- 2.9.11 From the surveys it was concluded that pedestrian flows were variable; however, there was nothing to suggest that the increase in capacity provided by the West Stand had any material effect on pedestrian movements to and from the ground. Indeed, with improved entry arrangements, movement to and from the ground was improved.
- 2.9.12 The surveys showed that at no point was there any unsafe conflict between vehicular traffic and pedestrians, and that when pedestrians walk in the roadway, vehicles slow down, stopping, when necessary, with cars being driven in a considerate manner appropriate to conditions.
- 2.9.13 During peak crowd flows exiting the stadium after the match there were periods where pedestrian flows dominated vehicle flows but there were no concerns observed as a result of crowd behaviour.
- 2.9.14 Subsequent pedestrian surveys and monitoring in 2018 and 2022 undertaken using the same methodology and crowd observations in 2023 all concluded that same as the 2016 pedestrian monitoring surveys that there were no concerns observed as a result of crowd behaviour.
- 2.9.15 It is notable that on match days, no police attendance or control is required either within or on the streets surrounding the existing stadium.

## 2.10 Expected Trip Generations and Baseline Modal Split Forecasts

### Non-Match Day

- 2.10.1 On a non-match day there will typically be 20 FTE operational staff on site (Monday - Friday 09:00-17:00).
- 2.10.2 In addition to operational staff, the improved office facilities at the stadium provided by the proposed development will enable Bath Rugby Foundation to use the office space at the club. It is expected that there will typically be 20 FTE staff on site in relation to Bath Rugby Foundation, bringing the total number of staff on site on a day-to-day basis to 40 FTE
- 2.10.3 Bath Rugby Foundation is Bath Rugby's community charity and it currently rents space in the leisure centre for training and uses office space in Bath on an ad-hoc basis, in city centre hotels etc. Hence use of the development would be unlikely to affect the Bath Rugby Foundations travel numbers or patterns.
- 2.10.4 Existing travel to work mode share for the existing staff based at the Rec and for Bath Ruby Foundation is not available, hence the initial forecast for staff travel to work mode share and resulting trips predictions has been based on 2011 Census data, as shown in Table 8.

Mode Share	Mode Share	FTE Staff
Driving a Car or Van	42%	17
Car or Van Passenger/Taxi	6%	2
On Foot	26%	11
Bus or Coach	12%	5
Train/Underground/Metro	8%	3
Bicycle	4%	2
Motorcycle	1%	0
Total	100%	40

Table 8 Travel to Work Mode Share and Additional Staff Travel Demand



Match Day

- 2.10.5 Match days consist of premiership and non-premiership matches, as summarised in Table 9.

Type	Matches per Annum	Crowd Capacity
First Team	18	18,000
Shield	12	5,000
Academy	4	5,000
Open Training	6	1,000
University	2	7,000
Bath Rugby Ladies	12	5,000
Minis	1	500
Schools	3	500
Combination/County	3	2,000
Other Matches	3	2,000

Table 9 Rugby Matches and Expected Capacity

- 2.10.6 Premiership match day mode share and trip prediction has been based on the 2022 Travel Surveys as a starting point (14,500 stadium capacity). Parking surveys undertaken in 2022 have shown that whilst there is capacity to accommodate additional parking demand in the city centre for a weekday evening match there is no capacity on a Saturday match day to accommodate additional parking demand in the city centre car parks and it is also assumed the same applies in terms of on-street parking within the city.
- 2.10.7 For a Saturday match the only additional supporter car trips into the city centre would be in the Friends/Relatives/Office/Hotel/B&B/Other and Blue Badge parking categories, which is a total of 165 supporters travelling as a car driver to the city centre. This means that 574 additional supporters travelling as a car driver as a result of the increase in stadium capacity who cannot park in the city centre will either need to be accommodated through increased use of P&R by those that pass by them, or by greater use of sustainable modes of travel. In the first instance for the baseline mode share forecast it is assumed that the unmet city centre parking demand will be accommodated in the P&R sites.
- 2.10.8 Table 10 provides a summary of the predicted trip generation and mode share for a weekday evening and a Saturday afternoon match.
- 2.10.9 As shown in Table 9 the expected crowd capacities at non-premiership rugby matches range between 500-7,000 and so are all significantly lower than the premiership crowd capacity of 14,500 when the 2022 Travel Survey were undertaken so the mode share from these surveys has been used to predict the baseline mode share for the larger non-premiership rugby matches.
- 2.10.10 It is expected that the smaller capacity non-premiership rugby matches (Minis and Schools) will be more local in nature and generate more trips by sustainable modes of travel and in the case of Schools by privately arranged coaches.
- 2.10.11 Table 11 shows the predicted trips for the larger non-premiership matches by all modes of travel based on the 2022 Travel Survey mode share.

Mode	Weekday Evening		Saturday Match	
	Mode Share	Supporters	Mode Share	Supporters
Coach	1.0%	180	1.0%	180
Motorcycle	0.4%	72	0.4%	72
Other	1.7%	3,060	1.7%	3,060
Taxi	1.3%	234	1.3%	234
Bicycle	1.3%	234	1.3%	234
Bus	12.2%	2,196	12.2%	2,196
Walk	18.9%	3,402	18.9%	3,402
Train	24.0%	4,320	24.0%	4,320
Car Driver (P&R)	8.0%	1,440	11.2%	2,014
Car Driver (City)	21.1%	3,798	17.9%	3,224
Total Car Driver	29.1%	5,238	29.1%	5,238
Car Passenger	10.1%	1,818	10.1%	1,818
Total Car	39.2%	7,056	39.2%	7,056
Total	100.0%	18,000	100.0%	18,000

Table 10 Predicted Premiership Match Trips by Mode Share

Mode	Mode Share	Expected Crowd Capacity			
		7,000	5,000	2,000	1,000
Coach	1.0%	70	50	20	10
Motorcycle	0.4%	28	20	8	4
Other	1.7%	119	85	34	17
Taxi	1.3%	91	65	26	13
Bicycle	1.3%	91	65	26	13
Bus	12.2%	854	610	244	122
Walk	18.9%	1,323	945	378	189
Train	24.0%	1,680	1,200	480	240
Car Driver (P&R)	8.0%	560	400	160	80
Car Driver (City)	21.1%	1,477	1,055	422	211
Total Car Driver	29.1%	2,307	1,455	582	291
Car Passenger	10.1%	707	505	202	101
Total Car	39.2%	2,744	1,960	784	392
Total	100.0%	7,000	5,000	2,000	1,000

Table 11 Non-premiership Rugby Trips by Crowd Capacity and Mode of Travel

### Event Day

2.10.12 Table 12 provides a summary of predicted trips by travel mode for large events to be held at the club. Again, mode share has been based on data from the 2022 Bath Rugby Travel Survey.

Mode Share	Mode Share	Theatre	Music Concert		Other Sport	Other
		3,000	10,000	2,000	5,000	2,000
Coach	1.0%	30	100	20	50	20
Motorcycle	0.4%	12	40	8	20	8
Other	1.7%	51	170	34	85	34
Taxi	1.3%	39	130	26	65	26
Bicycle	1.3%	39	130	26	65	26
Bus	12.2%	366	1220	244	610	244
Walk	18.9%	567	1890	378	945	378
Train	24.0%	720	2400	480	1200	480
Car Driver (P&R)	8.0%	240	800	160	400	160
Car Driver (City)	21.1%	633	2110	422	1055	422
Total Car Driver	29.1%	873	2910	582	1455	582
Car Passenger	10.1%	303	1010	202	505	202
Total Car	39.2%	1176	3920	784	1960	784
Total	100.0%	3000	10000	2000	5000	2000

Table 12 Predicted Trips by Travel Mode - Large Events

2.10.13 Table 13 shows the predicted trips by travel mode for small to medium events. Mode share has been based on Census 2011 Travel to Work data for the city centre as events of this size are assumed to be relatively local.

Travel Mode	Mode Share	Small	Medium
		70	150
Driving a car or van	42%	29	63
Passenger in a car or van/Taxi	6%	4	8
On Foot	26%	18	40
Bus or Coach	12%	9	19
Train/Underground/Metro	8%	6	12
Bicycle	4%	3	6
Motorcycle	1%	1	2
Other	0%	0	0
Total	100%	70	150

Table 13 Predicted Trips by Travel Mode - Small &amp; Medium Banqueting/Conference

2.10.14 Table 14 shows the predicted trips by travel mode for large and capacity events. These events are assumed to attract people from a wider geographical area and so mode share has been based on the 2022 Bath Rugby Travel Survey.

Mode	2022 Survey	Large (500)	Capacity (1000)
Coach	1.0%	5	10
Motorcycle	0.4%	2	4
Other	1.7%	9	17
Taxi	1.3%	7	13
Bicycle	1.3%	7	13
Bus	12.2%	61	122
Walk	18.9%	95	189
Train	24.0%	120	240
Car Driver (P&R)	8.0%	40	80
Car Driver (City)	21.1%	106	211
Total Car Driver	29.1%	146	291
Car Passenger	10.1%	51	101
Total Car	39.2%	196	392
Total	100.0%	500	1000

Table 14 Predicted Trips by Travel Mode - Large &amp; Capacity Banqueting/Conference

### 3 Objectives and Targets

#### 3.1 Introduction

3.1.1 Travel Plans prepared for organisations commonly require, as an early action, existing modal shares to be established, with targets then being set for reductions in car use and increases in use of non-car modes or car sharing. Targets should be challenging but realistic.

#### 3.2 Objectives

3.2.1 The Travel Plan is an evolving strategy for enabling and encouraging members of staff and visitors who travel to the Rec to do so by more environmentally sustainable modes of transport. Bath Rugby has set the following strategic transport objective:

*To support visitors to the rugby ground, in particular match day supporters, in being able to travel safely to, from and around the Rec whilst minimising the impact and disruption to the City, its residents, and other visitors.*

3.2.2 The specific objectives of the strategy are:

- To ensure that staff and visitors travelling to, from and around the Rec are well informed regarding their travel options, and are able to travel safely;
- To increase the awareness of members of staff and visitors of the potential for and advantages of travel to the Rec by sustainable transport modes;
- To apply, where feasible, management initiatives that will encourage and enable members of staff and visitors to travel by non-car modes and in particular to offer alternatives to single user car use;
- To map match day transport needs to the changing infrastructure and capacity demands of the City and surrounding areas, so that the match day impact is limited both now and in the future; and
- To treat staff and visitors to the Rec responsibly, and to provide choices and information as the primary tools for promoting changes in behaviour which support the Club's travel/transport objectives.

3.2.3 It is noted that whilst the Club considers that the existing processes would broadly support a potential increase in capacity to 18,000, management are using this opportunity to identify and implement opportunities for betterment.

3.2.4 It is also noted that the Club has, in the past, similarly implemented processes which provided betterment over the agreed processes. An example of this was the implementation of controlled ingress to the Rec through nominated access points according to seat location (effective from 2012/13 season), which provided a significant betterment to ingress crowd flows.

#### 3.3 Targets

3.3.1 The key aims of the Travel Plan are to improve spectators' experience of travel to and from matches and reduce the match day impact on Bath's transport infrastructure.

3.3.2 To ensure that this is being achieved this Travel Plan sets a number of key targets against which performance over time can be assessed.

3.3.3 A key objective across B&NES is to achieve a significant modal shift away from the private car. The Local Plan District-wide Composite Plan sets a target for a 25% reduction in car and van mileage per person by 2030.

- 3.3.4 This Travel Plan considers what the Local Plan target would mean in terms of the proposed development, and how this relates to the trip rates set out in the Transport Assessment. Initial targets are proposed on this basis, but these will subsequently need to be reviewed as travel plan monitoring data becomes available.

#### Original Targets

- 3.3.5 The following targets were set in the original travel plan (2014):
1. Seek a zero increase in car journeys being made to the Rec and a limited increase in match day car journeys to Bath (15% less than the existing mode share);
  2. Deliver improvements to public transport provision on match days (measured by a supporter survey);
  3. Encourage the use of sustainable modes of transport to matches and ensure an increase in mode share; and
  4. Provide measurable betterment on transport and travel objectives (provide information, encourage use of coach and use of alternative pedestrian routes).
- 3.3.6 In relation to Target 1, comparing the 2022 survey results with the Baseline surveys undertaken in 2013 (Table 7) shows that the total percentage of supporters travelling by car as fallen from 59.8% to 39.2%, a relative decrease of 34.4%. However, this has largely been as a result of a fall in the percentage of people travelling as a car passenger (from 34.6% in 2013 to 10.1% in 2022).
- 3.3.7 The percentage of supporters travelling as a car driver has increased from 25.2% to 29.1%, a relative increase of 15.5%.
- 3.3.8 In relation to Target 2, the percentage of supporters travelling by public transport in the 2022 travel survey increased to 36.2% (24.0% by train and 12.2% by bus) compared to 28% in the 2013 Baseline surveys (22.2% by train and 5.8% by bus), a relative increase of 29.3%.
- 3.3.9 In relation to Target 3, the percentage of supporters travelling by sustainable modes (walking, cycling, bus, coach or train) increased to 57.4% in the 2022 travel survey compared to 39.4% in the 2013 Baseline, a relative increase of 45.7%.
- 3.3.10 In relation to the first part of Target 4, the Club has improved the travel information provided on its website and by social media in recent years, as evidenced by the increase in travel by sustainable mode.
- 3.3.11 The 2022 Travel Survey indicated that although coach travel has increased, it is still limited, with only 1.0% using this mode. In the 2018/19 season (the last full season before COVID-19 restrictions) a total of 1139 supporters travelled by coach to the 14 home matches played at the Rec (one 'home' match was played at Twickenham) this equates to an average of 80 home supporters travelling by coach per match, which is lower than the target of an average of 150 supporters per match.
- 3.3.12 In relation to the final part of Target 4, signage to the stadium from the station along the River Walk has been improved.

Travel Plan Targets (July 2022 TP)

- 3.3.13 The 2022 Travel Plan set the following targets for the five-year period up to the 2026/2027 season:
1. To reduce the total car driver mode share by 15% from 29.1% to 24.7%;
  2. To increase the percentage travelling as a car passenger from 18.9% to 20.0%; and
  3. To increase the percentage travelling by bicycle from 1.3% to 2.0%.
- 3.3.14 The above targets only related to supporter travel on a premiership rugby match day and referred to an increase in travelling as a car passenger from 18.9% to 20.0% when it should have referred to an increase in walking.

Travel Plan Targets to 2027/2028

- 3.3.15 For premiership rugby matches the travel plan targets already agreed for the five-year period up to the 2026/2027 season will be maintained.
- 3.3.16 Given the wide range of uses and associated capacities relating to the proposed development, it is proposed that going forward individual targets are also set for the different event types.
- Non-match days - Day-to day operational and administrative activities;
  - Non-premiership rugby matches - 1,000-5,000 crowd capacity;
  - Large event - 2,000-10,000 crowd capacity;
  - Banqueting/Conference - Small & Medium - up to 150 capacity;
  - Banqueting/Conference - Large & Capacity- 500-1,000 capacity;
- 3.3.17 The 2022 mode shares have been used as a starting point for premiership and non-premiership matches, large events and large to capacity banqueting/conference events. Census 2011 mode share data has been used as a starting point for non-match days and small to medium banqueting/conference events.
- 3.3.18 B&NES Local Plan District-wide Composite Plan sets a target for a 25% reduction in car and van mileage per person by 2030, which equates to an average reduction of 3.6% per annum over a 7-year period. To the 2027/28 season this would equate to a targeted reduction of between a 14.6%-18.0%, which ties in with the already agreed Bath Rugby target reduction of 15% for car driver mode share.
- 3.3.19 All targets will be updated once typical events have been identified and agreed, and baseline surveys undertaken for each event type. Baseline surveys will be undertaken within 1 year of opening, to allow for sufficient time for each type of event to occur.
- 3.3.20 Initial mode share targets for the next five-year period are set out in the table included as Appendix 2 and summarised as follows.

*Non-Match Days (Weekday Staff Travel)*

- 3.3.21 The key mode share targets for non-match day (staff travel) for the 5-year period up to the 2027/2028:
1. To reduce the total car driver mode share by 15% from 43.0%; to 36.7%
  2. To increase the percentage travelling on foot from 26.0% to 28.0%; and
  3. To increase the percentage travelling by bicycle from 4.0% to 5.0%.

*Premiership Rugby Matches (18,000 Capacity)*

- 3.3.22 The key mode share targets for premiership rugby matches for the 5-year period up to the 2027/2028 season are:
1. To reduce the total car driver mode share by 15% from 29.1% to 24.7%;
  2. To increase the percentage travelling on foot from 18.9% to 20.0%; and
  3. To increase the percentage travelling by bicycle from 1.3% to 2.0%.

*Non-Premiership Rugby Matches (1,000-5,000 Capacity)*

- 3.3.23 The key interim mode share targets for non-premiership matches for the 5-year period up to the 2027/2028 season are:
1. To reduce the total car driver mode share by 15% from 29.1% to 24.7%;
  2. To increase the percentage travelling on foot from 18.9% to 20.0%; and
  3. To increase the percentage travelling by bicycle from 1.3% to 2.0%.

*Large Event (2,000-10,000 Capacity)*

- 3.3.24 The key interim mode share targets for large events, such as music concerts, for the 5-year period up to the 2027/2028 season are:
1. To reduce the total car driver mode share by 15% from 29.1% to 24.7%;
  2. To increase the percentage travelling on foot from 18.9% to 20.0%; and
  3. To increase the percentage travelling by bicycle from 1.3% to 2.0%.

*Banquet/Conference - Small to Medium (up to 150 Capacity)*

- 3.3.25 The key interim mode share targets small to medium banquets/conferences for the 5-year period up to the 2027/2028 season are:
1. To reduce the total car driver mode share by 15% from 43.0% to 36.7%
  2. To increase the percentage travelling as a car passenger from 6.0% to 8.0%; and
  3. To increase the percentage travelling by bicycle from 4.0% to 5.0%.

*Banquet/Conference - Large to Capacity (up to 1,000 Capacity)*

- 3.3.26 The key interim mode share targets large to capacity banquets/conferences for the 5-year period up to the 2027/2028 season are:
1. To reduce the total car driver mode share by 15% from 29.1% to 24.7%;
  2. To increase the percentage travelling on foot from 18.9% to 20.0%; and
  3. To increase the percentage travelling by bicycle from 1.3% to 2.0%.



## 4 Action Plan

### 4.1 Introduction

4.1.1 The operation of the stadium is supported by travel initiatives which have been in place for several years which the Club considers are not necessarily a requirement, but which support the principle of betterment being applied by the Club when and where is reasonably practicable.

4.1.2 The Club also considers that betterment is a responsible approach in the context of the proposed development to increase the stadium capacity to 18,000 and the use of the stadium for other events.

### 4.2 Marketing and Communications

4.2.1 Bath Rugby's website contains information on travel information to/from the club. The information has recently been updated and reordered to promote sustainable modes of travel. TPCs will ensure that the website is regularly updated and information is correct.

4.2.2 The Club has upgraded the travel information available on its website and provides suggestions and tips to spectators travelling to the Rec such as leaving early and/or staying longer after a game, encouragement of car sharing (with a link to a car sharing website <https://www.blablacar.co.uk/>), encouragement of walking and cycling, and encouragement to use public transport including the coach service (<https://www.bathrugbytransport.co.uk/>) and P&R. Information for travelling to the Rec is available at <https://www.bathrugby.com/fixtures-results/on-matchday/getting-to-the-rec/>.

4.2.3 The website also provides links to helpful travel related websites such as National Rail. These links will continue to be reviewed and updated by the Club to include additional appropriate support e.g. <http://traveline.info> for local public transport information.

4.2.4 The club will continue to regularly monitor the travel information provided on its website and through its social media.

4.2.5 Bath Rugby is committed to providing an inclusive experience at the Rec and information on accessibility at the Rec is provided at <https://www.bathrugby.com/misc/accessibility-at-the-rec/>.

4.2.6 The club now tends to use social media rather than travel leaflets to keep supporters up to date and inform them of any travel challenges or opportunities. This has the advantage of disseminating travel information to supporters in real-time.

### 4.3 Travel Plan Measures - Infrastructure

4.3.1 The following travel infrastructure improvement measures are proposed as part of the redevelopment of the stadium:

- Improved riverside public realm and footpaths on the western side of the stadium;
- New steps and disability access platform lift from the central platform of the Leisure Centre walkway;
- Improved advanced variable message signs (VMS) to intercept car drivers from travelling to the city centre and direct them instead to the P&R sites, particularly on the A46 and A36 approaches to the city; and

- Additional, covered and secure, publicly available cycle parking, 14 stands (28 spaces) in the South Stand and 10 stands (20 spaces) in the West Stand. These cycle parking spaces are in addition to the existing 4 stands (8 spaces) provided at the William Street entrance to the Recreation Ground.

#### 4.4 Travel Plan Measures - Initiatives/Operational

##### 4.4.1 Travel Plan measures which the Club has already implemented at the Rec or are proposed as part of the redevelopment include:

###### General

- Active membership of the BANES Business Travel Forum;
- B&NES is leading an initiative with Bath Spa University, the University of Bath and the Royal United Hospital funding a Travel Officer who will be responsible for co-ordinating Travel Plans and initiatives between the 4 bodies. Bath Rugby would be interested in exploring with B&NES the possibility of joining the initiative to ensure a co-ordinated approach within the city;
- Proactive liaison with Christmas Market and B&NES to manage the conflict of games with the market. This can include requesting a change in the time of kick off, providing stewards to Bath Spa / bus station at the Club's expense; and
- Use of bespoke Travel Plans for large events and non-premiership rugby matches where crowd capacities are expected to exceed 2,000; and
- Use of B&NES city wide variable message signs (VMS) to provide advance notice of upcoming Bath Rugby matches and large events being held at the Rec.

###### Pedestrian Access

- Increase in pedestrian capacity on routes to the stadium from the south, as set out above in the infrastructure measures;
- Pedestrian monitoring surveys to be undertaken following the increase in stadium capacity for a first team fixture and for a large event, such as music concert, being held at the stadium;
- Always a fully qualified, experienced Safety Officer in compliance with 'Guide to Safety at Sports Grounds' present at every home first team fixture.
- Additional stewarding of locations identified from pedestrian modelling as being potential areas high-density pedestrian flows;
- Stewarding of the proposed platform lift from the Leisure Centre walkway central platform on a match day;
- Temporary closure of North Parade Road for 30-minutes after a first team match for all vehicles, with the exception of buses; and
- Additional stewarding on Pulteney Bridge and Grove Street for 30-minutes after a first team match.

###### Cycling

- Increase in publicly accessible cycle parking at the Rec, as set out above in the infrastructure measures;
- Showers, changing and locker facilities available within the stadium for staff commuting by bicycle; and
- Match day incentives to those arriving by bicycle.

#### Public Transport - Bus Travel

- Bus travel is promoted on Bath Rugby's website and in communications to supporters;
- The Club works with First on a matchday such as the Club sending a message to First when the final whistle has been blown and, hence, when to expect an upsurge in demand;
- The Club will work with First and B&NES to deliver improvements to public transport provision on match days, particular to address the congestion issues in the Southgate/bus station area;
- The Club will work with First to ensure that the management of the proposed temporary closure of North Parade Road for 30-minutes after a first team match for all vehicles, with the exception of buses, will have the least impact on bus services using this route as possible; and
- Following the upgrade of the Club's ticketing system the opportunity to offer promotional bus ticketing at the point of purchase of rugby tickets and integration with First's electronic ticket system will be introduced.

#### Public Transport - Coach

- Bath Rugby will continue to run and promote the coach services to reduce travel by car into the city centre;
- Coaches operated by and on behalf of the Club will be compliant with the emission standards required by the Clean Air Zone (CAZ) in Bath; and
- The usage of the coach services will be monitored and the routes of the services will be monitored to ensure that these match the travel demands of supporters.

#### Public Transport - Train Travel

- Bath Rugby will continue to work closely with GWR to improve signage, messaging and stewarding of fans on matchdays following the proposed increase in stadium capacity;
- GWR has raised concerns regarding the occasions when rugby matches are held at the same time as the Christmas Market. Bath Rugby club proactively liaises with Christmas Market and B&NES to manage the conflict of games with the market and schedules evening matches during this period where possible; and
- Bath Rugby has committed to promote the use of earlier train London bound services for evening matches, at the request of GWR, on their website and as part of travel information sent directly to ticket purchasers. It announces this over the PA system towards the end of evening matches.

#### Park and Ride and Car Sharing

- The club provides details of P&R sites on its website and in supporter travel information to ensure that travellers are aware of the options for using P&R sites;

- Bath Rugby is working with B&NES, WECA and First Group to ensure that P&R operating hours and bus frequencies are coordinated with match fixtures, particularly for evening fixtures. B&NES are supportive of ensuring that P&R sites are open and available at reasonable times for all matches;
- Applying to B&NES to provide additional capacity at Lansdown P&R site on Saturday match days;
- Provision of privately run Bath Rugby P&R bus services which will route directly from the P&R sites to the Rec to provide additional P&R bus capacity on match days; and
- Exploring with Bath University the potential provision of a temporary match day P&R facility at its Claverton Down campus if the operational hours at the Odd Down P&R site cannot be extended.

#### 4.5 Action Plan Implementation Timetable

4.5.1 Table 15 provides a summary of the implementation timetable for the Travel Plan Action Plan.

Target/Objective	Measure/Action	Timescale/Responsibility
Improved pedestrian access.	Improved riverside public realm and footpaths on the western side of the stadium.	Provided in first phase of development - expected completion for 2025/26 season. Bath Rugby
Promotion of travel by bicycle	Additional, covered and secure, publicly available cycle parking, 14 stands (28 spaces) in the South Stand and 10 stands (20 spaces) in the West Stand.  Showers, changing and locker facilities available within the stadium for staff commuting by bicycle	Provided in first phase of development - expected completion for 2025/26 season. Bath Rugby
Promotion of Use of P&R	Improved advanced variable message signs (VMS) to intercept car drivers from travelling to the city centre and direct them instead to the P&R sites, particularly on the A46 and A36 approaches to the city	Provided prior to first 18,000 capacity match. Bath Rugby/B&NES
Management of Travel Plan	Active membership of the BANES Business Travel Forum;	Existing and on-going. TPC
Management of Travel Plan	Bath Rugby to investigate joining a joint initiative with BSU, UoB, RUH & B&NES to fund a Travel Officer to co-ordinate Travel Plans and initiatives.	Prior to next rugby season (2023-24). TPC/B&NES
Management of Travel Plan	Proactive liaison with Christmas Market and B&NES to manage the conflict of games with the market.	Existing and on-going. TPC
Management of Travel Plan	Use of bespoke Travel Plans for large events and non-premiership rugby matches where crowd capacities are expected to exceed 2,000.	Provided prior each Event. Bath Rugby/B&NES

Target/Objective	Measure/Action	Timescale/Responsibility
Promotion of Travel by Sustainable Modes	Use of B&NES city wide variable message signs (VMS) to provide advance notice of upcoming Bath Rugby matches and large events being held at the Rec.	Provided prior each Event. Bath Rugby/B&NES
Monitoring and Updating of Travel Plan	Pedestrian monitoring surveys to be undertaken following the increase in stadium capacity for a first team fixture and for a large event, such as music concert, being held at the stadium;	To be undertaken in the season following the increase in capacity to 18,000. Bath Rugby
Crowd management and pedestrian safety	Fully qualified, experienced Safety Officer in compliance with 'Guide to Safety at Sports Grounds' present at every home first team fixture.	Existing and on-going. TPC
Crowd management and pedestrian safety	Additional stewarding of areas shown as being high density areas in pedestrian modelling and on Pulteney Bridge/Grove St.  Temporary closure of North Parade Road for 30-minutes after a first team match for all vehicles, with the exception of buses.	To be undertaken for first team matches in the season following the increase in capacity to 18,000. TPC
Promotion of travel by bicycle	Match day incentives to those arriving by bicycle.	Existing and on-going. TPC
Promotion of travel by Public Transport	Bus travel is promoted on Bath Rugby's website and in communications to supporters;  The Club works with First on a matchday such as the Club sending a message to First when the final whistle has been blown and, hence, when to expect an upsurge in demand;	Existing and on-going. TPC
Promotion of travel by Public Transport	The Club will work with First and B&NES to deliver improvements to public transport provision on match days, particular to address the congestion issues in the Southgate/bus station area;  The Club will work with First to ensure that the management of the proposed temporary closure of North Parade Road for 30-minutes after a first team match for all vehicles, with the exception of buses, will have the least impact on bus services using this route as possible;  Following the upgrade of the Club's ticketing system the opportunity to offer promotional bus ticketing at the point of purchase of rugby tickets and integration with First's electronic ticket system will be introduced.	To be provided for first team matches in the season following the increase in capacity to 18,000. TPC

Target/Objective	Measure/Action	Timescale/Responsibility
Promotion of travel by Public Transport	<p>Bath Rugby will continue to run and promote the coach services to reduce travel by car into the city centre;</p> <p>Coaches operated by and on behalf of the Club will be compliant with the emission standards required by the Clean Air Zone (CAZ) in Bath; and</p> <p>The usage of the coach services will be monitored and the routes of the services will be monitored to ensure that these match the travel demands of supporters.</p>	Existing and on-going. TPC
Promotion of travel by Public Transport	<p>Bath Rugby will continue to work closely with GWR to improve signage, messaging and stewarding of fans on matchdays;</p> <p>GWR has raised concerns regarding the occasions when rugby matches are held at the same time as the Christmas Market. Bath Rugby club proactively liaises with Christmas Market and B&amp;NES to manage the conflict of games with the market and schedules evening matches during this period where possible; and</p> <p>Bath Rugby has committed to promote the use of earlier train London bound services for evening matches, at the request of GWR, on their website and as part of travel information sent directly to ticket purchasers. It announces this over the PA system towards the end of evening matches.</p>	Existing and on-going. TPC
Promotion of use of P&R to reduce car trips to city centre	The club provides details of P&R sites on its website and in supporter travel information to ensure that travellers are aware of the options for using P&R sites	Existing and on-going. TPC
Promotion of use of P&R to reduce car trips to city centre	<p>Bath Rugby is working with B&amp;NES, WECA and First Group to ensure that P&amp;R operating hours and bus frequencies are coordinated with match fixtures, particularly for evening fixtures. B&amp;NES are supportive of ensuring that P&amp;R sites are open and available at reasonable times for all matches;</p> <p>Applying to B&amp;NES to provide additional capacity at Lansdown P&amp;R site on Saturday match days;</p> <p>Provision of privately run Bath Rugby P&amp;R bus services which will route directly from the P&amp;R sites to the Rec to provide additional P&amp;R bus capacity on match days; and</p>	To be provided for first team matches in the season following the increase in capacity to 18,000. TPC

Target/Objective	Measure/Action	Timescale/Responsibility
	Exploring with Bath University the potential provision of a temporary match day P&R facility at its Claverton Down campus if the operational hours at the Odd Down P&R site cannot be extended;	

Table 15 Implementation/Action Plan

#### 4.6 Costs & Funding

- 4.6.1 The infrastructure improvements to the public realm space and pedestrian accessibility of the stadium will be provided and funded as part of the proposed redevelopment of the stadium, and as such can be conditioned as part of the planning permission. Off-site improvements, such as the improved advanced VMS signage on the approaches to Bath can be also be conditioned as part of the planning permission and secured through a S106 Agreement.
- 4.6.2 The costs of implementing the Travel Plan measures and monitoring travel patterns will continue to be funded by the Club as part of its standard operational costs, the Club has funded its Travel Plan on this basis for a number of years.

## 5 Management Arrangements

### 5.1 Introduction

5.1.1 To ensure that the Travel Plan remains effective and that transport issues are effectively managed it is vital that that the plan is monitored and reviewed over time.

5.1.2 Monitoring and reviewing of the Travel Plan will be the responsibility of the Travel Plan Co-ordinator.

### 5.2 Travel Plan Co-ordinator

5.2.1 The Travel Plan Co-ordinator appointed by Bath Rugby is:

Head of Operations  
Bath Rugby  
The Recreation Ground  
Bath  
BA2 4DS

5.2.2 The role of the TPC is follows:

- To manage the day-to-day delivery of measures contained in the TP;
- To liaise with and set up review meetings as set out below;
- To regularly review the information available to staff and spectators (particularly on the Club's website) to ensure it reflects the current TP;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the Rec, so as to provide a basic journey planning service for staff and visitors;
- To liaise with both public transport operators and local authorities on appropriate measures such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks;
- To organise annual monitoring of the TP in line with the strategy outlined in Section 6 of this Travel Plan;
- Periodically liaise with staff and spectators to understand their particular needs and concerns and to examine ways of addressing them;
- Collate feedback from staff and spectator consultation/surveys and use the information to inform the ongoing evolution of the Travel Plan.

### 5.3 Co-ordination

5.3.1 The TPC will provide a single point of contact for B&NES alongside existing arrangements such as the Safety Advisory Group for Events ("SAGE").

5.3.2 The TPC will meet with a representative from the highway authority (B&NES Council), the local sustainable travel co-ordinator and other local authority officers as needed (e.g. cycling, public transport and voluntary residents' representatives) at least once a year to review the TP and consider its on-going evolution.

5.3.3 As it is a live document that needs to be updated, meetings are held by Bath Rugby to examine the on-going effect of the Travel Plan. The Club also regularly attends and is an active member of the Bath Travel Forum, which is useful in terms of sharing information on the occurrence/timing of matches in the light of the activities of others such as the Universities and public transport operators such as network rail during works etc.



## 6 Monitoring and Review

### 6.1 Monitoring

6.1.1 As set out above the Travel Plan Coordinators will review the effectiveness of the plan with key stakeholders on an annual basis. This will provide effective monitoring to assess the impact of the measures set out herein and will provide details of the results to B&NES which could be discussed at a face-to-face meeting.

### 6.2 Travel Surveys

6.2.1 For the purposes of monitoring travel patterns, the events at Rec will be divided into the following types:

- Non-match days - Day-to day operational and administrative activities;
- Premiership rugby matches - 18,000 crowd capacity;
- Non-premiership rugby matches - 1,000-5,000 crowd capacity;
- Large event - 2,000-10,000 crowd capacity;
- Banqueting/Conference - Small & Medium - up to 150 capacity;
- Banqueting/Conference - Large & Capacity- 500-1,000 capacity;

6.2.2 Supporter travel surveys for first team premiership rugby matches will continue to be undertaken on a typically biennial basis with the next travel survey to be undertaken following the completion of the first phase of the proposed redevelopment in the 205-26 season.

6.2.3 Baseline surveys will need to be undertaken for the other types of events (non-premiership matches, large and capacity banqueting/conference events and large events) within the first year following completion of the proposed development. These will be in the form of simple snap-shot travel mode surveys for each event type

### 6.3 Pedestrian Monitoring

6.3.1 Pedestrian monitoring surveys, similar in scale and scope to those undertaken previously, will be undertaken for a first team premiership rugby match and a large event, such as a music, concert following the increase in stadium capacity to 18,000.

### 6.4 Reporting

6.4.1 The Travel Plan Coordinators will therefore aim to submit monitoring report to B&NES Council summarising the findings of the stakeholder review. Reporting will continue until such time as the review finds it unnecessary. The following information is likely to be provided in the monitoring report:

- Recap of the site's TP objectives and agreed targets;
- Monitoring methodology;
- Summary of any survey results.
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further develop the TP for the future.

6.5 Development of Travel Plan Measures

6.5.1 The Club has operated a Travel Plan since 2014 and development of the existing travel plan measures has evolved and been refined over this period.

6.5.2 The proposed plan measures in relation to the increase capacity at the stadium has been developed with regards to pedestrian modelling and in discussions with other stakeholders including B&NES, First and GWR.

6.6 Legacy Statement

6.6.1 The commitment to the Travel Plan will exist throughout the lifetime of the development and reasonable endeavours shall be used to meet the targets. Should the annual monitoring report find that the Travel Plan targets are not being met, Bath Rugby will use reasonable endeavours to work with B&NES to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.