



Highways Committee 18 December 2012

Report from the Head of Transportation

For Action

Wards Affected:
ALL

Wembley Event Planning: Lessons Learnt from Olympics 2012

1.0 SUMMARY

- 1.1 The report provides members with an evaluation of lessons learnt from the London 2012 Olympic Games.
- 1.2 Based on the lessons learned from Olympics 2012, this report provides an update on arrangements specifically for the management of coach parking during the 2013 UEFA Champions League Final.

2.0 RECOMMENDATIONS

- 2.1 The Committee are asked to note the lessons learnt following the 2012 Olympic Games and note the progress on transportation and coach parking arrangements being made for the delivery of the 2013 UEFA Champions League Final.

3.0 LESSONS LEARNT FROM THE OLYMPICS

- 3.1 London Borough of Brent worked with the ODA/TfL to ensure that a structured approach was undertaken with regards to the communication plan for Wembley. The plan identified objectives and consultation with key stakeholders. This included the following key actions:
 - Engagement with businesses enabling them to programme deliveries outside operational times.
 - All Olympic events publicised as car free events with greater emphasis being put on the use of public transport.

- Free Oyster Cards with ticket purchases enabling free travel to the venue on the day that the ticket was valid.
 - Trains ran later than normal allowing spectators to connect with other transport hubs in London.
 - Pirate parking was reduced in the Industrial Area as greater use was made of public transport.
 - Bus services were improved, including Routes 92 and 206 extended to run along Fulton Road rather than terminate as on normal Wembley events.
 - Pedestrians crossing at Olympic Way/Fulton Road were controlled by stewards enabling Fulton Road to remain open longer.
- 3.2 Figures released by British Transport Police suggested that Wembley Park Station had 60,000 people coming through its turnstiles. Both Wembley Central and Wembley Stadium Stations also saw an increase in passenger numbers.
- 3.3 The 2012 Olympic Games were an undoubted success and the National Stadium proved to be a convenient and accessible venue. The key lessons related to the importance of partnership working with all stakeholders and the need for early engagement in the planning process. By carefully planning the event management and developing an understanding between all parties the Olympic Games Wembley venue was an undoubted success for spectators, athletes, officials and the Olympic Family.
- 3.4 Considering the lessons learnt from the Olympics for future sporting events, it is clear that the nature of supporter travel arrangements and demographic of the fan base for the Olympics was very different to domestic and other international football matches. There was much greater “family” emphasis during the Olympics, negating the need for segregation, and many spectators came to see the football as an Olympic experience and then stayed in London after the events making use of the free Oyster Card that came as part of their ticket package. The normal, “one-off” nature of football events and finals means that many supporters travel to and from the match returning home in the same day, whether to destinations in the UK or mainland Europe. This was the case with the 2011 UEFA final and the same travel requirements can be expected in 2013.
- 3.5 The next major event to be held at Wembley will be the 2013 UEFA Champions League final. Following successful delivery of this event in 2011, the Football Association and Wembley Stadium will again host the final on Saturday 25th May 2013.

4.0 UEFA Cup Final 2013

- 4.1 When the UEFA cup final was held at Wembley in 2011, it was the only second time that a Saturday final had been held. It is estimated that about 25% of general admission supporters stayed in London for at least one night.

- 4.2 There will be 61,000 general admission (GA) tickets for the 2013 final and the rest of the circa 85,000 capacity will be for UEFA, their Partners & Sponsors and Broadcasters. This means that approximately 45,750 supporters will seek return travel arrangements following the final whistle. The majority of the non GA spectators are expected to stay in London for at least one night.
- 4.3 Kick off will be at 19.45 hours, and there is the possibility of extra time and penalties followed by the presentations. The latest possible finish would have supporters leaving the stadium at 23.00 hours.
- 4.4 One of the key issues from 2011 was the demand for coach parking space. . The issue with public transport operation is not just about the time that the tube trains operate until, it is more to do with the limited capacity of the train services from central London stations to the airports On average there is a maximum capacity of 2,000 passengers per hour to each airport, which potentially could leave large numbers of spectators stranded. Hence the reason many choose to travel direct by coach.
- 4.5 For football events, particularly European internationals, many clubs use fleets of coaches to get supporters from northern mainland Europe direct to Wembley, where this is feasible, cost effective and there is the demand from supporters. In addition, coaches are commonly used to ensure that fans can return to airports in time to catch flights home as soon after the game as possible.
- 4.5 As with the previous final in 2011, it is difficult to predict the travel arrangements of fans as at this stage it is not clear where the two finalists and the majority of their supporters will be coming from. The transport scenarios also differ depending from where on mainland Europe two clubs may come from. With kick off at 19.45 hours and the possibility of extra time and penalties followed by the presentations, a late finish would have supporters leaving the stadium at 11pm. To summarise, the scenarios are:

Number of coach spaces required for different scenarios			
	General admission	UEFA and partners	Total
Two London based teams	80	250	330
Two English clubs	120	250	370
One English club and a N European Club	220 airport 100 overland <u>60 English</u> 380 Total	250	630
Two N European clubs	440 airport <u>200 overland</u> 640 Total	250	890

- 4.7 The “worst case” potential demand would be for 890 coach parking spaces. The current plan to accommodate demand is as follows:

- In discussion with Wembley City there will be more coach parking available than in 2011 and overall there can be about 500 coaches parked across the available Wembley City coach parking areas;
 - A further 50 spaces can be provided on-street across the Wembley Industrial Estate (subject to approval from Brent Council) plus 20 spaces at Brent Town Hall (again subject to Brent Council approval); and
 - A further 40 spaces at Careys and VDC.
- 4.8 This gives a giving a total of 610 spaces, which is likely to be enough for most scenarios. However, this capacity will be stretched if at least one team is based in the north of mainland Europe.
- 4.9 Fryent Way accommodated 143 coaches and minibuses for the UCLF 2011 and facilities were provided to support this parking with porta-loos, additional litter bins and litter clearing after the event. A road closure was put in place from 8am on the day of the final and was removed soon after midnight and this was supported by the provision of staff at both ends of the closure to give advice and direction to drivers. Barcelona FC coaches were parked along Fryent Way and there were no complaints or notable issues resulting from this arrangement.
- 4.10 For the UCLF 2013 it is anticipated that Fryent Way will only be used for coach parking if one of two scenarios are experienced:
1. There is an exceptional demand for coach transport in the event that one or both teams are from northern mainland Europe, where direct coach transport will be used in addition to air transport; or
 2. In the event of a contingency such as the “ash cloud” where air transport is cancelled and there is, as a consequence, an additional demand for coach travel.
- 4.11 There is therefore a small possibility that Fryent Way would be required for coach parking on Saturday 25th May 2013. However, the potential use of Fryent Way does provide an essential contingency arrangement for direct coach transport and for a “no air travel” incident. It should be noted that the teams taking part in the final will not be known until 1 May 2013.
- 4.12 Officers are therefore working closely with Wembley to explore all the possible coach parking opportunities around Wembley Stadium to ensure that the use of Fryent Way would only be required as a contingency arrangement. Given the success of this arrangement in 2011 it is proposed to make the necessary traffic orders to facilitate coach parking on Fryent Way as a contingency arrangement, subject to residents being able to access their properties if affected by a potential closure.

4.0 FINANCIAL IMPLICATIONS

- 4.1 There are no financial implications arising from this report. UEFA are funding all traffic management equipment and staffing costs for implementing traffic and parking schemes identified with this event. The Council will recoup any

expenditure from Wembley Stadium as is the current arrangement for stadium events.

5.0 LEGAL IMPLICATIONS

5.1 The Council may be required to make traffic management orders for any temporary road closures. The procedure for making the orders is contained in The Local Authorities' Traffic Orders (Procedure) Regulations 1996. The validity of the Orders or any of its provisions can be challenged in the High Court if the Act or the procedures in the regulations have not been complied with. As with the Olympics, consideration will also be given to undertake letter drops to businesses affected by additional traffic measures. .

6.0 DIVERSITY IMPLICATIONS

6.1 There are no significant legal implications arising from this report.

7.0 STAFFING IMPLICATIONS

7.1 There are no direct staffing implications resulting from this report.

8.0 ENVIRONMENTAL IMPLICATIONS

8.1 UEFA/WNSL need to ensure the adequate provision of toilets, along the route to the parking areas, plus promoting messages to discourage urination on the street or in private gardens. It will also be necessary to ensure that there are additional litter bins along the route and that the route is subjected to a through clean after dispersal, as was the case in 2011.

BACKGROUND INFORMATION

Any person wishing to inspect the above papers should contact Paul Chandler, Head of Transportation, Brent House, 349 High Road, Wembley, Middlesex HA9 6BZ, Telephone: 020 8937 5151

BACKGROUND PAPERS:

Appendix 1 – The provision of coach parking available for the 2011 Champions League Final

