



RIDGE

**MATCH DAY
INTERIM TRAVEL PLAN**

**OXFORD UNITED FOOTBALL
CLUB
NEW STADIUM DEVELOPMENT**

February 2024



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NEW STADIUM DEVELOPMENT**

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Prepared for

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1. INTRODUCTION

1.1. Type of Travel Plan

- 1.1.1. This Interim Travel Plan has been prepared by Ridge and Partners LLP to support the planning application for the relocation of Oxford United Football Club (hereafter referred to as "OUFC") to 'the triangle' site on the edge of Kidlington in Cherwell District, Oxfordshire.
- 1.1.2. This Travel Plan identifies a package of measures that aim to encourage match day supporters and staff to travel to the Site by sustainable means. This is a separate Interim Travel Plan to that prepared for a non-match day which has also been submitted as part of the planning application.

1.2. Planning Application Number

- 1.2.1. The Pre-Application number is 23/02335/PREAPP (and EIA Scoping process 23/02276/SCOP).

1.3. Contact Details

- 1.3.1. Address:
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The Cowyards
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Woodstock
OX20 1QR
- 1.3.2. Applicant/Developer: OUFC

1.4. Date of Submission

- 1.4.1. February 2024

1.5. Statement of Commitment

- 1.5.1. OUFC has aspirations for its new stadium to be a community landmark which contributes meaningfully to the economy and society of Oxfordshire. This is a once in a generation opportunity to provide a new home for sport, entertainment, business, education and tourism for the whole of Oxfordshire to be proud of.
- 1.5.2. OUFC's vision for the new stadium encompasses the following:
 - Visitor experience at the heart - Construct a new landmark for Oxford which instils community pride, is accessible, welcoming and puts the visitor experience at the heart, not just for supporters of the game, but for all who visit.
 - United with the community - Be an active and positive part of the community, creating a sporting legacy and generating new employment, education opportunities and having a positive impact on the health and wellbeing of the communities we serve.
 - Sustainability at the core - Ensure that environmental and commercial sustainability is at the core, to protect the long term future of our club and our planet.
 - Improving connectivity & access - Ensure the site and all facilities are a safe and inclusive place for all, with improved connectivity and access to the site, creating a hive of activity and an atmosphere of community, removing barriers to the site barriers to the site.
 - Promoting innovation - Utilise technology to improve the way things are done, nurturing a culture of collaboration and new ideas.

1.5.3. OUFC will prepare a Full Travel Plan prior to occupation of the development.

1.6. Report Structure

1.6.1. This chapter forms the introduction. The remaining chapters of this Interim Travel Plan will be structured as follows:

- Chapter 2 provides background information on the development;
- Chapter 3 summarises the transport data for the surrounding area, including on-site and off site infrastructure and facilities;
- Chapter 4 presents the match day supporter and staff travel characteristics;
- Chapter 5 summarises the aims, objectives and targets of the match day travel plan;
- Chapter 6 presents the package of measures in place to achieve the proposed targets,
- Chapter 7 outlines the proposed management, monitoring and review of the Travel Plan; and
- Chapter 8 presents the Action Plan for the Travel Plan with responsibilities and timescale for delivery of the measures.

2. BACKGROUND

2.1. Background Information

2.1.1. The proposed Stadium with a capacity of 16,000 seats and additional ancillary uses is at 'Land to the east of Stratfield Brake and west of Oxford Parkway Station, known as 'The Triangle'. The Site is situated 6 km to the north of Oxford between Oxford Parkway railway station and Park and Ride site and Kidlington. The Site is bound by Kidlington Roundabout to the north, Oxford Road to the north-east, Frieze Way A4260 to the west and a block of woodland to the south, with further agricultural land beyond. **Figure 1** shows the Site location. The Masterplan for the Site is presented in **Appendix A**.

Figure 1: Site Location Plan



2.1.2. The proposed land use schedule is presented in **Table 1**.

Table 1: Proposed Land Use Schedule

LANDUSE	SEATS/BEDS	SQM
Stadium	16,000 seats	-
Hotel	180 Beds	-
Restaurant	-	276
Sports bar	-	197
Gym	-	698
Health and Wellbeing Centre	-	827
Club Shop	-	315

2.1.3. The development proposals will provide a total of 184 car parking spaces, split between accessible parking (78) and standard parking allocation (106). Of these the 106 standard spaces also contain a flexible space of approximately 25 spaces which would under certain match conditions become an outside broadcast area.

2.1.4. The development proposals and associated plaza and landscaping area to the north of the Stadium also provide secure cycle parking for 150 bikes. The remainder of the requirement (max. 495 spaces) will be provided at Oxford Parkway Park and Ride. OUFC is investigating the delivery of a Cycle Hub facility with OCC.

2.1.5. At this stage the exact date of occupation is unknown, but the intention is to be open for the 2026/2027 football season. The Stadium has a maximum capacity of 16,000, with 14,400 seats for home supporters and 1,600 seats for away supporters.

2.1.6. The Stadium is likely to hold 28 first team football matches per annum, including home league games, and pre-season and cup games. In addition to this, Women's league and cup fixtures are proposed to be held at the Stadium of which it is anticipated that there will be 13 home league games and cup fixtures per annum. It is also projected that there will be 2 Stadium hire events per year, for sporting events such as junior international matches, or community or university sport events.

2.1.7. In terms of events, it is not proposed that the Stadium will host concerts. However, it will be utilised for a wide range of activities including conferences, meetings, trade shows, corporate events and dinners. Over the course of a year, it is anticipated that around 580 events will be hosted. These will be of differing scales, with the majority being smaller events with an average attendance of 10 or 30 people. The Stadium has capacity to host events for up to 1,000 attendees and initial projections anticipate that there will be approximately 85 events with an average of 150 people, and 68 large events with an average number of 700 people, including Christmas parties.

- 2.1.8. This Travel Plan should be read alongside the Transport Assessment and Interim Non-Match Day Travel Plan prepared to support the planning application. The focus of this Travel Plan relates to match day travel with a focus on home supporters, as this group represents the majority of supporter travel to and from the Site, and presents more opportunities to influence travel choice. However, certain measures have been considered for away supporter and staff travel. It has been prepared in accordance to OCC's "Transport for New Developments: Transport Assessments and Travel Plans".

2.2. Purpose of the Report

- 2.2.1. As stated within OCC's "Transport for New Developments: Transport Assessments and Travel Plans":

"A Travel Plan is a long term management strategy that seeks to deliver sustainable transport objectives for an organisation or site. It is a living document that is implemented, regularly monitored and reviewed, and has an identified owner."

- 2.2.2. The scope of this Interim Match Day Travel Plan relates to the Stadium use only and seeks to influence supporter and match day staff trips to and from the Site. All other uses relating to non-match days are covered in the interim non-match day Travel Plan. It is envisaged that Full Match Day and Non-Match Day Travel Plans will be secured by Planning Condition as part of any future planning consent granted by Cherwell District Council.
- 2.2.3. This Travel Plan adheres to the National Planning Policy Framework and Appendix 6 of the Oxfordshire Travel Plan Guidance "Transport for New Developments".
- 2.2.4. An Interim Travel Plan has been produced instead of a Full Travel Plan, as the development is not yet built or occupied and will accompany an outline planning application. In line with OCC requirements, a Full Travel Plan will be developed and approved prior to first occupation.
- 2.2.5. The effectiveness of the Travel Plan will be monitored at regular intervals through a series of supporter and staff travel surveys. The Travel Plan targets will then be reviewed, and any necessary amendments made. This will enable the plans to be updated regularly to cater for any change in travel demand or reflect any major changes in modes of travel available to supporters.
- 2.2.6. This document provides details of those personnel who need to be involved in the Travel Plan process and their role in formalising and implementing the Travel Plan, including identification of a Site Wide Travel Plan Co-ordinator. It also provides information regarding current public transport and key facilities in the area.
- 2.2.7. OUFC is supportive of Oxfordshire's Net Zero aspirations and are looking to achieve a BREEAM status of Very Good for the Stadium. They are committed to implementing and managing the Travel Plan to provide high quality, sustainable transport access to the Stadium.

3. TRANSPORT DATA

3.1. Background

- 3.1.1. The proposed development Site (the triangle) is located 6km north of Oxford City Centre, bound by Kidlington Roundabout to the north, Oxford Road to the north-east, Frieze Way (A4260) to the west and woodland to the south. To the southeast of the Site is Oxford Parkway Railway Station and the Park and Ride, and to the west of the Site is Stratfield Brake Sports Ground.
- 3.1.2. The Site is owned by Oxfordshire County Council and is currently in agricultural use as a willow plantation with a field gate access from Oxford Road which connects to the local highway network.

3.2. Off-Site Infrastructure and Facilities

Access by Walking

- 3.2.1. The National Travel Survey (NTS) 2021 identifies that walking is a favourable option for short trips, with the average person willing to walk for an average time of 19 minutes.
- 3.2.2. The NTS 2021 also identifies that 82% of all trips under 1.6km are made on foot.
- 3.2.3. 'Walkable Neighbourhoods - Building in the right places to reduce car dependency' by Sustrans sets out "*that most people walk. 800m, or approximately half a mile, is generally considered a standard walkable distance as it typically takes approximately 10 minutes to walk, and a 20 minute walking trip (1,600m total) has been found to be the longest distance a majority of people are willing to walk to meet their daily needs*".
- 3.2.4. The 20 minute Neighbourhood Guide (Town and Country Planning Association, March 2021) states:
"research shows that 20 minutes (roughly 10 minutes out and the same to return home) is generally the threshold time-period that people are willing to walk to access key destinations. The distance covered in a 20 minute round trip, by walking, will vary according to multiple conditions and factors. The quality of surrounding environment, the different circumstances, age and ability of individuals and their communities, the location, and the topography, are contributory factors in the distance people are willing or able to travel actively to access service."
- 3.2.5. Whilst a 20 minute walking trip (1,600m total) has been found to be the longest distance the majority of people are willing to walk to meet their daily needs, it can be considered that for an event such as a football match, people may be willing to walk further. Historic National walking guidance as set out in PPG13 suggested up to 2km as a suitable distance to access facilities and this was supported by Guidelines for Providing for Journeys on Foot (IHT 2000) which provided a preferred maximum of 2,000m for commuting, journeys to school or sightseeing.
- 3.2.6. Campaign for Better Transport's Door to Turnstile Report: Improving Travel Choices for football Supporters (2013) states that whilst only 7% of home supporters make the whole journey to the football ground by foot, 14% stated they walk at least one stage of their trip and "*walking reasonably long distances to the ground from other forms of transport is clearly popular among*

many supporters". For away supporters, given the distances involved, local forms of transport including walking and cycling play a much smaller part in travel to and from a match.

- 3.2.7. **Figure 2** (in the **Figures** section at the back of this report) shows the existing active travel routes around the Site.
- 3.2.8. The Site lies within a 5 minute walk of Oxford Parkway Station and bus stops on Oxford Road and Bicester Road. Past the Site, on Oxford Road, shared foot/cycleways are present on both sides of the road connecting to bus stops and Oxford Parkway Station. A pedestrian crossing is provided on Oxford Road adjacent to Oxford Parkway plus informal crossing points with dropped kerbs and tactile paving on all arms of the Kidlington Roundabout.
- 3.2.9. A public right of way route 229/4/2 runs from the eastern side north of Water Eaton Bridge following the A34 on the northern boundary towards Water Eaton Lane. There is also a historic but disused footway that traverses the southern boundary of the Site through Stratfield Brake, now severed by the A4260.
- 3.2.10. **Figure 3** shows a 20 minute walking isochrone from the centre of the Site. Within a 20 minute walk of the Stadium rail and bus services can be accessed, Park and Ride facilities, and a range of shops and amenities within Kidlington as identified in **Table 4**.
- 3.2.11. Separate from the proposals, there are a number of infrastructure works planned that are due to be in place prior to the Site coming forward further promoting pedestrian access. These include:
- An extension to the shared footway/cycleways on Oxford Road and Bicester Road improving the pedestrian and cycle link between the Site and Oxford Parkway Station and P&R.
 - Signalised crossings for pedestrians and cyclists at the Kidlington Roundabout alongside reductions in the speed limits on Frieze Way and Oxford Road.
 - Provision of a signal controlled crossings on Frieze Way and westbound A44 Woodstock approaches at Loop Farm Roundabout along with shared pedestrian and cyclist route to enable better connectivity between the A44 approaches.
 - Improvement work to the Loop Farm roundabout to Cassington to introduce shared 4m wide footway/cycle way on one approach and 2m wide footway on the other approach between the two roundabouts.
 - Improvement work at the Peartree Interchange to Loop Farm Roundabout which includes installing pedestrian crossings on southbound off slip and A44 Woodstock Road and improving the pedestrian access to the Peartree Park and ride facility.
- 3.2.12. The scheme will deliver:
- New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, which also connect to the committed pedestrian and cycle routes at Kidlington Roundabout and on Oxford Road. The improvements will include signage and lighting to improve safety for users to access; cycle parking, bus services, rail services and taxis at Oxford Parkway and to connect to wider routes.
 - Crossing facilities (TOUCAN) across Oxford Road. These will include appropriate tactile paving for the visually impaired, signage, lighting to assist visitors to walk or cycle to the stadium and to reach destinations, such as bus stops and Oxford Parkway station.

- A crossing (TOUCAN) also proposed on Freize Road to the walk and cycle links to Kidlington.
- A new stepped access to Oxford Parkway from Oxford Road is proposed to provide direct access from the railway station towards the Stadium.
- When the ticket sales are high, a temporary marshalled crossing over Oxford Road will operate directly opposite the new stepped access from the station.

Access by Cycling

- 3.2.13. Cycle Infrastructure Design LTN 1/20 states that *“two out of every three personal trips are less than five miles in length - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.”*
- 3.2.14. The NTS 2021 identifies that cycling is a favourable option for short trips, with the average person willing to cycle for an average time of 26 minutes. Local Transport Note 1/20 'Cycle Infrastructure Design' states that urban cycling speed averages between 10 and 15mph (16 to 24 kph) but vary depending on gradient.
- 3.2.15. It is considered that 16kph is an appropriate average travel speed, given the time spent negotiating the urban realm (e.g., manoeuvring through junctions). It is therefore considered that the average person is willing to cycle an average of 6.9km (26 minutes).
- 3.2.16. Therefore, cycling offers the potential to substitute for short car trips, particularly those less than 6.9km in length, or to form part of a longer journey when combined with public transport modes.
- 3.2.17. However, historically, cycling to football games is not a popular mode of travel. As stated within Campaign for Better Transport's Door to Turnstile Report: Improving Travel Choices for football Supporters (2013) "cycling to football matches is rare and even in cities where cycling is popular (for example London, Cambridge and Brighton) it is the preferred option for only a small proportion of supporters". Despite this, 4% of respondents in the 2022 Kassam Stadium Supporters Survey stated they would travel to the new stadium by bike.
- 3.2.18. The 2022 OUFC supporters survey is provided in **Appendix B**.
- 3.2.19. **Figure 4** (in the **Figures** section at the back of this report) shows a 20 minute cycle isochrone from the centre of the Site. Within a 20 minute cycle, the whole of Kidlington and parts of Northern Oxford including Summertown can be reached.
- 3.2.20. OXR4 cycle route runs along Oxford Road adjacent to the Site. OXR3 runs along A44 south of the site, as shown in **Figure 2**. These routes are identified within the Oxford Walking and Cycling network for the LCWIP and connects the Site to Oxford, Kidlington and Woodstock. Oxford City Centre is approximately 6km south of the Site and so approximately 25-minute cycle ride.
- 3.2.21. The scheme will deliver:
- Provision of 150 Sheffield stands onsite with access to a further spaces at Oxford Parkway, including electric bike charging.
 - New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, which also connect to the committed pedestrian and cycle routes at Kidlington Roundabout and on Oxford Road. The improvements will include signage and lighting to improve safety for

users to access; cycle parking, bus services, rail services and taxis at Oxford Parkway and to connect to wider routes.

Public Transport – Bus

- 3.2.22. The Site is well served by public transport. Within 500m or a 6 minutes' walk (1.4m/s) of the Site there are bus stops on Oxford Road (Oxford Parkway Stop E (NB) and Oxford Parkway Stop D (SB) and Bicester Road (NB and SB).
- 3.2.23. These stops provide access to number of regular services connecting the Site to Oxford, Bicester and Kidlington as detailed in **Figure 5** (in the **Figures** section at the back of this report) and **Table 2** (overleaf).
- 3.2.24. It is expected that on match days with high ticket sales, additional match day services will operate, to increase the frequency of services prior to and after the match.

Public Transport - Park and Ride

- 3.2.25. Depending upon demand/ticket sales, OUFC will operate match day shuttle buses from the Park and Rides (Supporters will not be encouraged to park in Oxford Parkway, the shuttles will drop off in this location):
- Bus service 700 which operates from Kidlington past the Site provides a direct connection to Thornhill Park and Ride (1,335 spaces) to the east of Oxford on the A40.
 - The next closest P&R site is Peartree Park and Ride, located next to the Peartree roundabout and A34 and A44 approximately 2.4km from the site. Offering 1,035 spaces, park and bus tickets are available as per Oxford Parkway, or separate parking only tickets for up to 72 hours. The 300 service operates between Peartree and Redbridge Park and Ride via the City Centre.
 - Seacourt Park and Ride (1,389 spaces) is located 7.8km south west of the proposed stadium off the Botley interchange with the A34. Again, combined park and bus tickets are available. The 400 service operates between Seacourt and Oxford (Osney Island).
 - Redbridge Park and Ride to the south of Oxford has 1,374 spaces. The 300 service operates between Redbridge and Pear Tree via the City Centre.
 - Eynsham Park and Ride is currently under construction to the west of Oxford on the A40 and will have 850 spaces. It is expected to have a phased opening from 2024.
- 3.2.26. Park and bus tickets are available including parking for up to 16 hours and bus travel towards Oxford City Centre. The tickets are valid for one return journey to and from the Park and Ride site and cost £4 for parking and one adult or £5 for parking and two adults. Children under the age of 16 travel for free when accompanied by a fare paying adult. A standalone parking ticket is also available without the bus portion at £2.00 a day.
- 3.2.27. **Figure 5** (in the **Figures** section at the back of this report) shows a 20 minute, 30 minute and 1 hour public transport isochrone from the centre of the Site. Within a 20 minute rail journey Oxford,

Islip, and Bicester Village Stations can be accessed and within a 20 minute bus ride the majority of Kidlington and North Oxford can be accessed.

Table 2: Bus Services in the vicinity of the Site:

Bus Stop	Service	Route	Approximate Frequency	Bus Operator
Oxford Road	2/2A/N2	Kidlington - Oxford	15min Weekdays and Sat, 30min on Sunday and Night	Stagecoach
	S5	Oxford -Bicester	Every 20 mins Weekdays,30min on Sunday and hourly weekday Night	Stagecoach
	S7	Witney – Oxford	Evry 30 mins weekdays	
	City 700	Kidlington – Thornhill P&R	30min Weekdays	Oxford Bus Company
	7 Gold	Woodstock- Oxford	30min weekdays and weekends	Stagecoach
	S4/H4	Oxford - Banbury	Hourly Weekdays	Stagecoach
Bicester Road	24	Bicester – Oxford	Every two hours weekdays and Sat	Grayline Coaches
	S5/NS5	Oxford - Bicester	20min Weekdays and Sat, 30min on Sunday and hourly weekday Night	Stagecoach

Correct as of October 2023.

Public Transport – Rail

- 3.2.28. Oxford Parkway Station is located approximately 300m southeast of the Site, offering two services an hour to/from London Marylebone and Oxford, serving stations such as Bicester Village, Haddenham & Thame Parkway and High Wycombe. These trains on the Oxford-Bicester Line are operated by Chiltern Railways. The station has step free access to all platforms and accessible ticket machines and toilets.
- 3.2.29. Oxford Parkway has a car parking facility with 830 spaces (18 of which are accessible) and 150 secured cycle parking spaces on the station forecourt. The station has step free access to all platforms and accessible ticket machines and toilets.
- 3.2.30. One stop south of Oxford Parkway is Oxford station. This station is served by Great Western Railway, Chiltern Railway and Cross-Country services providing train services to/from stations such as: Radley, Culham, Appleford, Didcot Parkway towards Reading and Tackley, Heyford, Banbury and Leamington Spa towards Coventry and Hanborough, Combe, Finstock, Charlbury towards Worcester. Services from both stations are shown in **Table 3**.
- 3.2.31. From Oxford connections to Stratford Upon Avon, Birmingham and Stourbridge Junction can be made by changing trains at Haddenham and Thame Parkway (Chiltern Railways). Connections to Taunton and Exeter St Davids and Guildford can be made by changing at Reading (GWR).

Table 3: Rail Services from Oxford Parkway and Oxford

STATION	ROUTE	APPROXIMATE FREQUENCY	OPERATOR
Oxford Parkway	London Marylebone to Oxford	30 minute	Chiltern Railways
	Oxford to London Marylebone	30 minute	Chiltern Railways

STATION	ROUTE	APPROXIMATE FREQUENCY	OPERATOR
Oxford	London Marylebone to Oxford	30 minute	Chiltern Railways
	Oxford to London Marylebone	30 minute	Chiltern Railways
	Manchester Piccadilly to Bournemouth	30 minute	Cross Country
	Bournemouth to Manchester Piccadilly	30 minute	Cross country
	Oxford to London Paddington via Didcot Parkway	30 minute	GWR
	London Paddington to Oxford	30 minute	GWR

Public Transport Accessibility Index

- 3.2.32. This is a measure that provides an indicator of the accessibility and density of the public transport network at a point of interest (in the case of BREEAM, a building). The index is influenced by the proximity and diversity of the public transport network and the level or frequency of service at the accessible node.
- 3.2.33. The Accessibility Index is determined by entering the following information in to the BREEAM Tra 01 calculator:
- The distance (m) from the main building entrance to each compliant public transport node.
 - The public transport types serving the compliant node, e.g., bus or rail.
 - The average number of services stopping per hour at each compliant node during the operating hours of the building for a typical day.
- 3.2.34. A compliant node includes any bus service with a stop within 650m and any railway station within 1,000m of the assessed building's main entrance, measured via a safe pedestrian route. The distance from the nearest bus stops and railway station to the Site is within these distances.
- 3.2.35. The current accessibility index score for the site is 7.54, based on 2 sets of bus stops/compliant nodes (access to same services as above) within the required 650m required for BREEAM and one railway station within 1,000m.

Local Highway Network

- 3.2.36. The Site lies adjacent to the Oxfordshire's highway network as shown in **Figure 1**, with A4260 Frieze Way to the west and Oxford Road to the east.
- 3.2.37. A4260 Frieze Way is a dual carriageway subject to the national speed limit, dropping to 40mph on approach to Stratfield Brake and the Kidlington Roundabout. Frieze Way connects to the A44 at Loop Farm roundabout and to the A34 at the Peartree roundabout/interchange via the A44. OCC has committed proposals to improve Kidlington roundabout, Loop Farm Roundabout and the Peartree interchange. At the time of writing, work is underway at Loop Farm and Peartree but work has yet to start at the Kidlington roundabout.
- 3.2.38. Oxford Road is a single carriageway road subject to a 40mph speed limit past the Site. Oxford Road connects to the A40, North Way in the south at the Cutteslowe Roundabout and to Kidlington via the Kidlington Roundabout in the north. There are currently shared footway and cycleways on both sides of the carriageway past the Site.

3.3. On Site Infrastructure and Facilities

Walking and Cycling

- 3.3.1. 150 Sheffield stands are proposed onsite with a further spaces at Oxford Parkway, including electric bike charging.
- 3.3.2. The proposed access arrangements, including crossings and walking and cycling links, are shown in **Figure 6** (in the **Figures** section at the back of this report)
- 3.3.3. Footways are proposed around the whole perimeter of the Stadium, but supporters will be guided to arrive and leave via Oxford Road side of the stadium.
- 3.3.4. Supporters will be marshalled to use footways on both sides of Oxford Road to/from the stadium entrances, one to the north via the northern crossing of Oxford Road and one to the south via the temporary marshalled crossing or via the southern permanent crossing.
- 3.3.5. Cyclists coming from the South, will be directed to park at Oxford Parkway and walk, while cyclists coming from the North use the 150 spaces provided around the stadium, accessed from either the TOUCAN crossings over Freize Way or Oxford Road.

3.4. Committed Future Sustainable Travel Improvements East – West Rail (Western Section)

- 3.4.1. The East-West Railway proposals for reopening the route between Bicester, Bletchley and Milton Keynes and Bedford are expected to be completed by Spring 2025. This will provide three trains an hour between Oxford, Milton Keynes and Bedford stopping at Oxford Parkway and providing onward connections to the West Coast mainline at Bletchley and Milton Keynes and the Midland

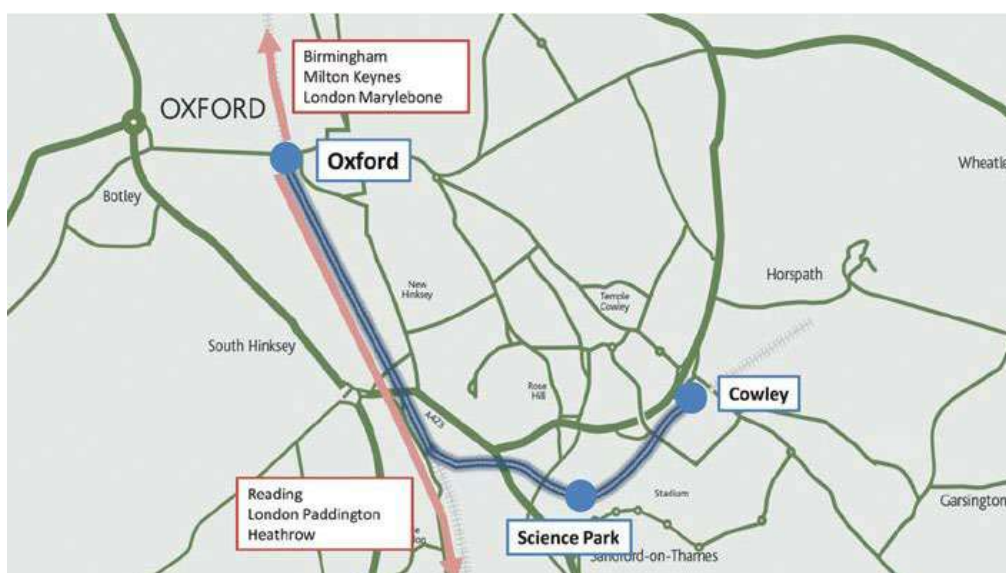
Mainline at Bedford. Alongside the two existing Chiltern Railways London services this will provide 5 trains an hour at Oxford Parkway or approximately a 12 minute frequency between Oxford Parkway and Oxford.

- 3.4.2. This East West route and the proposed services will open up further destinations for home and away supporters to travel to the Stadium by rail services with connections to the West Coast Mainline at Bletchley and Milton Keynes and the Midland Mainline at Bedford.

Reopening of the Cowley Branch Line

- 3.4.3. The Cowley Branch is planned to open for passenger use by 2030. The two-mile branch leaves the main line south of Oxford, near Hinksey Yard, and is currently used for freight serving the BMW MINI Plant Oxford. A plan showing the route and stops along the line is shown in **Figure 6**.

Figure 6: Cowley Branch Line Route Plan



Source:
<https://mycouncil.oxford.gov.uk/documents/s71515/Cowley%20Branch%20Line%20FBC%20funding%20Cabinet%20Report.pdf>

- 3.4.4. Subject to the Cowley Branch reopening by 2030 it would be available to supporters in south of the City to access Oxford Parkway and the proposed Stadium. It should be noted that a large proportion of Oxford United supporters live in Littlemore and Cowley.

The Eastern Arc Bus Route

- 3.4.5. 'Connecting Oxford' An 'Eastern Arc Bus Route' is planned to operate along the route shown in **Figure 7 and Figure 8**. 'Connecting Oxford' identified a high frequency bus service connecting the arc linking north, east and southern parts of Oxford outside the City Centre. This route is expected to start operating in 2024.

Figure 7: Indicative Eastern Arc Bus Route and Frequencies

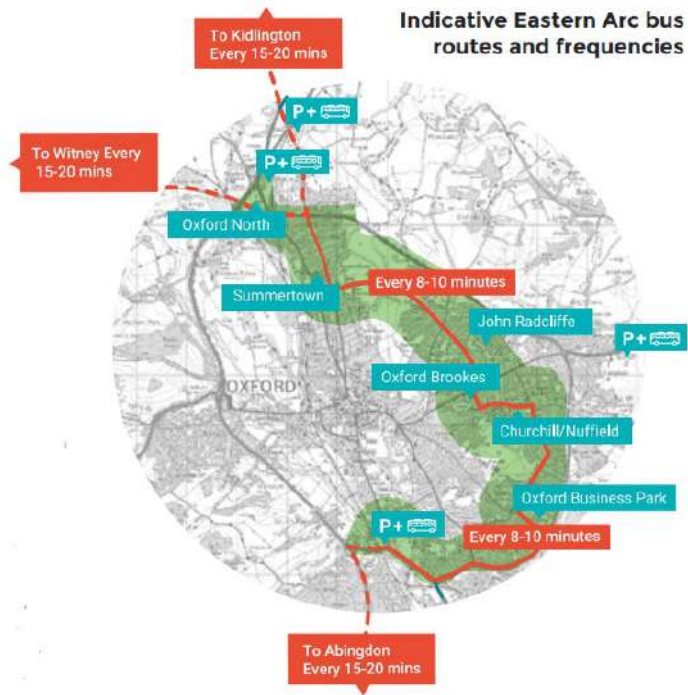
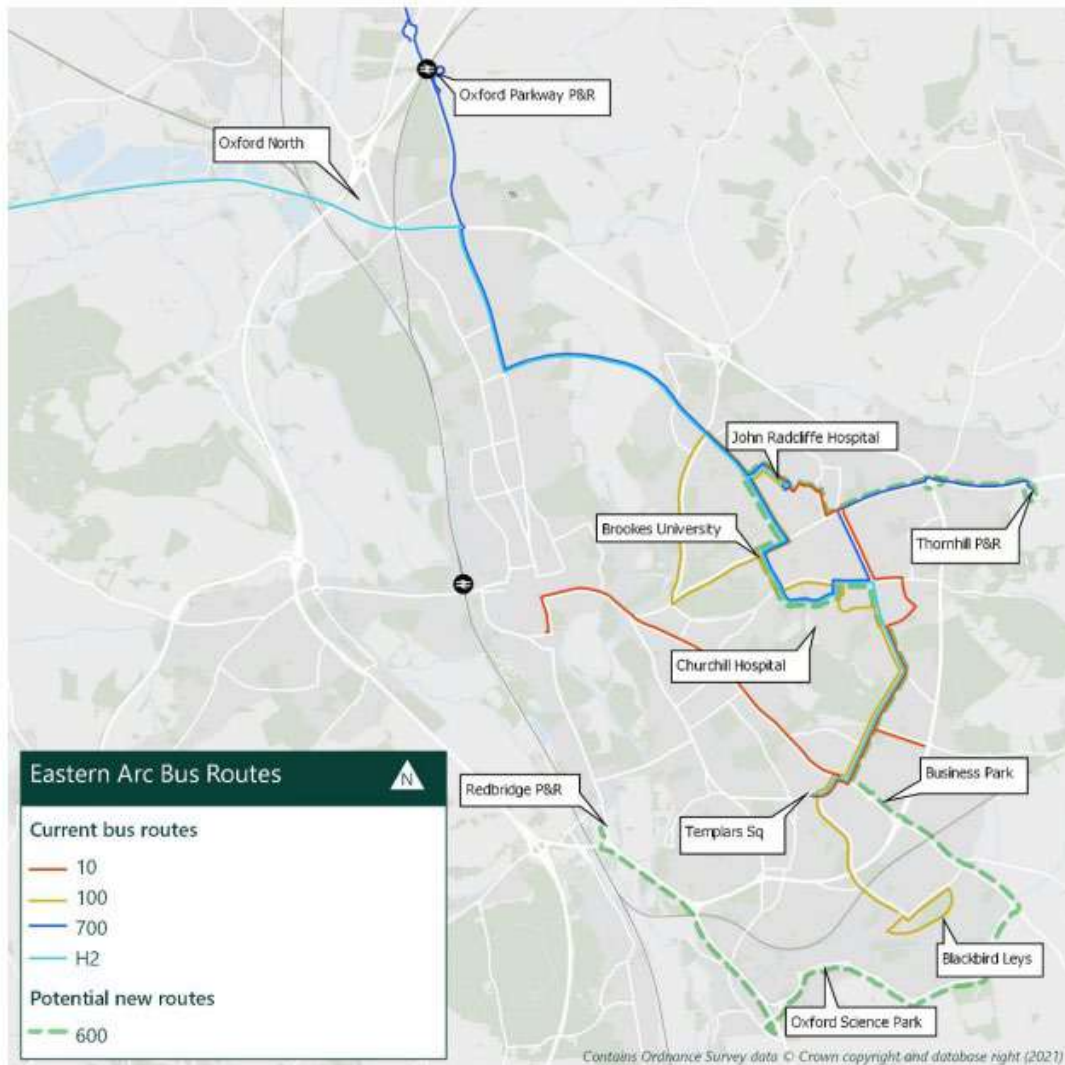


Figure 8: Latest Eastern Arc Proposals



3.5. Barriers to Increasing Walking, Cycling and the use of Public Transport and Car Share

3.5.1. The main barriers to increasing walking, cycling, the use of public transport and car share are perceived to be:

- Severance created by Oxford Road and Freize Way;
- Lack of Park and Ride bus services to the Stadium – this will be resolved with the operation of match day services
- Public Transport Operator changes to services.

3.6. Summary

3.6.1. This Chapter has assessed the accessibility of the proposed stadium Site, particularly the availability of travel to the site on match days by modes other than the private car. It is concluded that:

- The Stadium is located in a sustainable location close to the public transport network. Oxford Parkway (as multi-modal interchange) and local bus services offer many opportunities for match day supporters to travel to the Site by sustainable modes.
- The Site also has good walking and cycling access for home supporters that live within appropriate distances. There are also good opportunities for home supporters to walk or cycle at least one stage of their journey.
- Future public transport accessibility will be improved with increased bus frequencies on match days and Park and Ride shuttle buses in place.

4. TRAVEL CHARACTERISTICS – MATCH DAY SUPPORTERS

4.1. Baseline Home Supporter Travel Patterns

- 4.1.1. Baseline home supporter travel patterns have been analysed within the Transport Assessment for the Site.
- 4.1.2. OUFC provided Ridge LLP with supporter's postcodes for Season Ticket Holder and non-Season Ticket Holders who have purchased a ticket in the last two football seasons (2021-2022 and 2022-2023). Using the postcode data provided, the number of supporters within each MSOA has been plotted with Geographical Information System (GIS) and connections between each home postcode to the proposed site in Kidlington has been plotted.
- 4.1.3. The analysis of existing supporter data undertaken has provided an overview of the understanding of where current supporters live and what clusters could support sustainable travel links on match days to key locations and the new stadium at Kidlington. The Transport Assessment provides a full breakdown of the home supporter travel patterns.
- 4.1.4. The key areas and corridors that have been identified include:
- Bicester Corridor
 - The Thames Area
 - Abingdon and Didcot
 - Witney
 - Southeast Oxford
- 4.1.5. GIS analysis was then undertaken to calculate the number of supporter postcodes that are within selected distances from transport services and routes, to understand the potential for the supporters to travel by each mode. Full analysis is provided within the Transport Assessment. The Supporter postcode analysis undertaken has resulted in the following mode share presented in **Table 5** for a full capacity home supporter crowd.

Table 4: Home Supporter Baseline Mode Share

MODE	NUMBER OF HOME SUPPORTERS	MODE SHARE %
Walk	234	2
Cycle	334	2
Walk Plus P&R Shuttle	737	5
Rail	3,155	22
Supporter Coach	559	4
Public Bus	781	5
Car – Driving to Stadium Car Park	432	3
Park & Ride	8,062	56
Taxi	106	1
Total	14,400	100

4.1.6. This mode share indicates that as a worst case 3% of home supporters will drive to park in the Stadium car park, 56% will get Park & Ride, 22% will arrive by rail, 5% by public bus and 4% by supporter coaches. 2% walk as their main mode and 2% are expected to cycle.

4.2. Baseline Away Supporter Travel Patterns

4.2.1. Away supporter travel will vary each match, depending upon the away team, which is playing. As such anticipated mode share for the away supporters is based upon Campaign for Better Transport – Door to turnstile Improving travel choices for football supporters, 2013 research note.

4.2.2. **Table 6** shows the baseline mode share, with a worst case of 31% using Park and Ride to access the stadium, 47% arriving by rail and 15% arriving by dedicated away supporter coach.

Table 5: Away Supporters Baseline Mode Share

MODE	NUMBER OF AWAY SUPPORTERS	MODE SHARE %
Walk	34	2
Cycle	11	1
Rail	749	47
Supporter Coach	238	15
Public Bus	68	4
Park & Ride	499	31
Total	1,600	100

4.3. Baseline Match Day Staff Travel Patterns

- 4.3.1. The majority of staff working on a match day will be employed temporarily by different agencies therefore the trip origins of these staff are currently unknown. As such it is difficult to predict baseline mode splits for staff until the Stadium is open and a baseline staff survey has been undertaken.
- 4.3.2. Within the Transport Assessment first principles assumptions have been applied to determining the stadium staff, based on workforce predications outlined in the socio-economic assessment. This shows that on weekday match 294 staff will be employed and on a Saturday match 217 staff will be employed.
- 4.3.3. It is assumed that general and operational staff arrive 08:00-09:00 and leave 17:00-18:00. Match Day staff will arrive prior to the supporters arriving and after they leave, so the match day staff will arrive 17:00-18:00.
- 4.3.4. In the interim, mode share for match day staff have been assumed to be similar to that of non-match day staff as presented in the Interim Non-Match Day Travel Plan. This suggests initially 61% will travel to site by car, however in this scenario the majority will drive to park and ride sites and walk or use the dedicated shuttle buses to get to the stadium. Only a very small minority of operational staff and match officials will be allowed to park in the stadium car park. The other expected mode splits are 9% by foot, 9% by bike, 9% by bus and 4% by train. This is considered a worst case / robust starting point.

Table 6: Match Day Staff Mode Share

MODE	NUMBER OF WEEKDAY STAFF	NUMBER OF WEEKEND STAFF	MODE SHARE %
Walk	26	20	9
Cycle	26	20	9
Rail	12	9	4
Motorcycle	6	4	2
Public Bus	26	20	9
Car	179	132	61
Car passenger	18	13	6
Total	294	217	100

4.4. Baseline Travel Surveys

In line with OCC guidance, there will be a commitment from OUFC to conduct match day baseline surveys within three months of occupation of the Site and update the Travel Plan accordingly.

- 4.4.1. The survey will be a questionnaire given to all supporters asking about their current main mode of travel to and from the Site, and willingness to change modes. Surveys will be based on the template from Oxfordshire Travel Plan Monitoring Guidance. The surveys will be co-ordinated by the appointed Travel Plan Co-ordinator for each relevant occupier.
- 4.4.2. It is worth noting that OUFC has already undertaken a similar survey of Home supporters in relation to travel behaviour and how they would considering changing modes if the current Kassam Stadium was relocated, this has helped inform part of this technical exercise. It is expected that the 'occupation' survey could be undertaken electronically as part of ticket sales and provided within programs or handed out at match days to maximise returns and sample size.
- 4.4.3. A separate match day staff travel survey will also be conducted to understand staff travel to and from the Stadium. It is expected that a response rate of least 90% will be obtained, in line with Oxfordshire County Council requirements.
- 4.4.4. The survey data obtained will be used to determine existing travel methods of supporters and also the willingness to change modes. Additional surveys will be undertaken every year following occupation of the Site to enable mode shift to be monitored, and to evaluate whether targets have been met.

5. AIMS AND OBJECTIVES

- 5.1.1. The main objective of this Interim Match Day Travel Plan is to encourage supporters and staff on match days to use more sustainable, healthier and lower carbon transport options whilst achieving an overall reduction in the percentage of single occupancy car travel to the Site. OUFC also has an aim that at least 90% of supporters will travel to the Stadium by sustainable modes of travel.
- 5.1.2. To support this, several sub-objectives have been set out. These are as follows:
1. To provide inclusive and sustainable travel to the Stadium.
 2. To manage matchday crowd and traffic flows as safely and effectively as possible to minimise any effects on wider transport network.
 3. To keep any transport impacts on the local community on match days to a minimum.
 4. To promote and raise awareness of sustainable travel options to supporters and staff including public transport and active travel modes.
 5. To continually develop, implement, monitor, and evaluate progress of the travel plan towards achieving its targets.
- 5.1.3. This supports OUFC's vision of delivering a sustainable sports, entertainment and lifestyle landmark in Oxfordshire with a BREEAM status of Very Good.

5.2. Targets – Home Supporters

- 5.2.1. Modal travel targets provide the TPC and the Oxfordshire County Council with a means to measure the performance of the Travel Plan and to adjust the range of initiatives within the Travel Plan accordingly. Targets within the Travel Plan are designed to be appropriate to the development and SMART (Specific, Measurable, Achievable, Realistic and Time-bound).
- 5.2.2. Targets proposed in this Travel Plan seek to set ambitious but deliverable targets that include for the 'hard' infrastructure measures, the 'soft' promotional and marketing measures and the accessibility benefits of the Stadium's location adjacent to Oxford Parkway Station and Oxford Parkway Park and Ride, as well as on a main arterial cycleway into Oxford City Centre.
- 5.2.3. Targets have been set for a five year period post-occupation in line with OCC guidance. Targets also relate to level of occupancy - in Year 1 (2026) for example it is expected that ticket sales will be in the region of 9000, rising to 16,000 over time. In addition, different games will have differing ticket sales. There will be no parking for supporters at the Stadium other than accessible parking. The mode share targets for different occupancy levels are shown in **Table 7**.
- 5.2.4. The baseline takes into account home supporter postcode analysis, the accessibility benefits of the new stadium site, adjacent to Parkway station plus increased bus frequencies and implementation of the 'Hard' infrastructure measures.
- 5.2.5. Year 5 / 2030 targets take into account the full implementation of the package of measures within the Travel Plan.

Table 7: Interim Mode Share Targets: Home Supporters

MODE	NUMBER OF HOME SUPPORTERS AT 16,000	MODE SHARE % AT LEVEL OF OCCUPATION				
		2026 9000	2027 11000	2028 13000	2029 15000	2030 16000
Walk	234	2	2	2	2	2
Cycle	334	2	2	2	2	2
Walk Plus P&R Shuttle	737	5	5	5	5	5
Rail*	3,155	17	17	17	17	22
Supporter Coach	559	6	6	6	6	4
Public Bus	781	8	8	8	8	5
Park & Ride	8062	55	55	56	56	56
Taxi	106	1	1	1	1	1
Car – Driving to Stadium and Oxford Parkway Car Parks	432	5	4	3	3	3
Total	14,400	100	100	100	100	100

* assumes enhanced rail services / Cowley branch line reopening. If this is delayed, then a higher proportion will travel by bus.

- 5.2.6. These interim targets show a gradual increase in non-car travel and reduction in car journeys.
- 5.2.7. The rail use increases in year 5 with the reopening of the Cowley branch line in the south of Oxford by 2030. If this does not take place, prior to this supporter coach and public bus use is as a mode share will have to increase to serve the existing supporter base in the south of the City. This is a challenging target to provide the robust travel plan OCC require, which OUFC fully support in order to achieve a sustainable sports venue.
- 5.2.8. Final targets will be agreed with OCC alongside the final mode share for the development following completion of the baseline travel surveys on an agreed match day (in the first 6 months of first occupation).

5.3. Targets – Away Supporters

- 5.3.1. Targets for away supporters have not been set in this Interim Travel Plan due to the small number in comparison to home supporters plus the difficulty in predicting the origin of away supporters, as it will depend on which football club is playing at the time (specified by league and location).
- 5.3.2. Therefore, baseline away supporter mode splits have been derived from the Campaign for Better Transport 'Door to Turnstile Report' as detailed in Section 4.2 which shows that in the first instance the majority (47%) are likely to catch rail services to Oxford Parkway with 15% likely to get dedicated away supporter coaches.

- 5.3.3. The main focus of this Travel Plan is on home supporter travel however some measures will be put into place at point of ticketing to advise away supporters on travel to and from the Stadium by sustainable modes. More information is included in Chapter 6.

6. TRAVEL PLAN MEASURES

- 6.1.1. This chapter of the Travel Plan outlines the potential measures and initiatives that will be implemented by OUFC to promote sustainable travel for supporters and staff of the club. These measures are deemed appropriate to the scale, use and location of the Site as well as having the greatest potential for affecting mode shift from occupation and throughout the duration of the Travel Plan. For this reason, most measures are directed towards home supporter travel, however away supporter and staff travel are considered (with the latter more specifically covered by the non-match day Travel Plan).
- 6.1.2. A range of 'hard' infrastructure and 'soft' marketing and promotional measures will be implemented by OUFC to encourage and incentivise supporter trips by sustainable modes. The majority of measures are focussed on home supporter travel, though consideration has been given to away supporters and staff travelling to the site on match days.
- 6.1.3. Once the baseline travel survey has been completed, these measures can be updated and refined to take account of specific travel issues relating to the site.
- 6.1.4. The measures outlined within this Travel Plan will be subject to review at the end of Year 1, 3 and 5 in order to maximise their effectiveness to achieve the aim and objectives of the Travel Plan. The measures will be implemented by the Travel Plan Coordinator as discussed in Chapter 8 of the report.

6.2. Stadium Travel Plan Co-ordinator (TPC)

- 6.2.1. A Stadium TPC will be appointed in order to manage the Match Day Travel Plan and oversee the day-to-day progress. They will also be responsible for the monitoring of the Match Day Travel Plan including undertaking the baseline travel surveys. More information on the TPC role is within Chapter 7 of this report.

6.3. Site Location and Design

- 6.3.1. The Site is in an area with good pedestrian, cycling and public transport access therefore there is excellent opportunity to promote travelling by sustainable modes. Within a 5-6 minute walk from the Site, Oxford Parkway Station and Park and Ride interchange and bus services on Oxford Road and Bicester Road can be easily accessed. Kidlington and the centre of Oxford lie within acceptable cycling distance.
- 6.3.2. The Stadium has been designed to maximise accessibility. Well-lit and wide pedestrian footways, amenity spaces and a public plaza will be provided throughout the development and the appropriate level of secure cycle parking will be provided for supporters and staff.
- 6.3.3. The Site will be permeable with pedestrian and cycle accesses from both Oxford Road and Frieze Way which tie into committed facilities and routes both at the Kidlington Roundabout and on Oxford Road and into the emerging PR proposals to the east. The development proposals include the provision of safe crossing points (TOUCAN), direct routes and appropriate tactile paving for the visually impaired. Lighting, landscape and shelter will create pleasant pedestrian and public transport waiting areas. **Appendix A** shows the Masterplan with access points.

6.4. Car Park Management

- 6.4.1. No home or away supporters will be able to park on Site on match days. On site parking of 184 spaces will be reserved for accessible users, match officials / operational staff / OUFC staff, away supporter coaches (if segregation is required) and outside broadcast.
- 6.4.2. EV charging will be provided on Site for 25% of the car parking spaces across the Site, equating to 46 of the 184 spaces. Passive provision (ducting / base infrastructure) will be installed for all spaces to allow further EV capacity to be rolled out in future as required.
- 6.4.3. OUFC will manage parking on site through ANPR and signage. The low availability of parking and match day parking management will be clearly stated on OUFC's website and on ticketing websites at point of ticket purchase.
- 6.4.4. Accessible parking will be accommodated on Site through a booking system tied to need and location. OUFC will also consider the promotion of 'taxi services / accessible golf buggies' to pick up disabled supporters from Oxford Parkway to the Site if additional capacity is required.
- 6.4.5. Taxi drop off and pick up can be accommodated within the car park on match days as required. No taxi parking will be provided on Site.

6.5. Matchday Crowd/Traffic Management

- 6.5.1. It is expected that traffic management will be required for safety reasons. Traffic will be diverted via Frieze Way (a dual carriageway) for at least 30 minutes to enable the supporters to safely arrive and leave the stadium via Oxford Road to reach the transport interchange at Oxford Parkway. This is expected to be as follows:
 - Pre-Match - general traffic will be diverted for at least 30 minutes, with key bus services and coaches marshalled through Oxford Road during periods of lighter pedestrian flows. Bus services and general traffic will continue to access/egress Oxford Parkway from the site
 - Post-Match - general traffic will be diverted for at least 30 minutes, with key bus services and coaches marshalled through Oxford Road during periods of lighter pedestrian flows. Bus services and general traffic will continue to access/egress Oxford Parkway from the site
- 6.5.2. Match day crowd and traffic management details will be worked up in further detail with OCC and the relevant safety and highway authorities as part of a Stadium Event Management Plan (or similar) that will be secured by Planning Condition and implemented by the club prior to any future occupation on Site.
- 6.5.3. Match day crowd and traffic flows will be managed safely and effectively as possible to minimise any effects on wider transport network.
- 6.5.4. The following traffic management measures are based on initial considerations by OUFC and are based on proposed access arrangements:
 - Matchday stewards will be strategically located at the Stadium, Plaza, bus stops on Oxford Road and at Oxford Parkway to manage and facilitate the safe movement of supporters between the Stadium and services at Oxford Parkway.

- During any traffic management on Oxford Road on a match day, the VMS signage will divert traffic via the A4260, A44 and A40. The Variable Message Signage (VMS) strategy will be developed with OCC to determine the optimal locations for the installation of VMS. The VMS will operate in advance of a football match to provide warning of traffic management and time periods of road closures in the week ahead.
- The club will publish a list of the planned traffic management each season and this will be available to local residents either by paper copy or electronically on the club's website. OUFC will investigate an electronic alert system via text message to update local residents, if the demand/ticket sales required this level of advance warning.
- Signage for the Park and Ride sites will be enhanced, if necessary, to intercept supporters at the first Park and Ride site they pass on the routes into Oxford. This may include replacement signage with additional information and/or new signage on radial routes into Oxford to direct supporters.
- The ticket will be issued with travel information regarding cycling routes and parking, bus services and their nearest Park and Ride location based on their origin to reduce the impact of private vehicles within the vicinity of 'The Triangle'.
- Match Day Controlled Parking Zones (CPZs) will be implemented up to 2km from the Stadium in Kidlington, North Oxford and Yarnton. These will operate during matches (Saturday and evenings) and will discourage supporters travelling to stadium by car and parking on nearby residential streets on match days. These Match Day CPZs will dovetail with the parking management strategy emerging for the PR Sites around Kidlington and Oxford Parkway.
- Supporters will be advised that no car parking is available at the Stadium (aside from accessible and operational spaces) when purchasing a ticket.
- On site parking up to 184 spaces will be reserved for accessible users, match officials/operational staff/OUFC staff and outside broadcast (25 spaces) on match days.
- EV charging for 25% of the car parking spaces across the Site, equating to 46 of the 184 spaces. Passive provision (ducting/base infrastructure) will be installed for all spaces to allow further EV capacity to be rolled out in future as required.
- Parking, including accessible parking will be accommodated on site through a booking system. This will be managed through ANPR, signage and active enforcement.
- Non match day taxi drop off is provided in the Plaza to the north of the Stadium.
- Match day taxi drop off and pick up will be accommodated within the stadium car park and at Oxford Parkway. No taxi parking will be provided on Site.

6.6. Marketing and Promotional Strategy

- 6.6.1. The Stadium TPC will be responsible for the marketing and publicity of all travel information for the site for the lifetime of the Plan.
- 6.6.2. As stated within Campaign for Better Transport's Report "Door to Turnstile: Improving Travel Choices for Football Supporters", more than a quarter of football supporters say they look at the club's website for information, so good quality and accurate information on websites will be key to promoting sustainable travel to matches.
- 6.6.3. OUFC will promote sustainable travel to and from the Stadium via a dedicated travel page on their website and through the ticketing process supporters will be advised that no car parking is available at the Stadium (aside from accessible and operational spaces). Travel information regarding bus and train travel including location of bus stops and access routes on match day will be readily available online and in the matchday programme.

- 6.6.4. Sustainable transport options to the Stadium will be set out including the public transport incentive tickets as outlined in Section 6.8.
- 6.6.5. OUFC will use social media accounts on match days to communicate real time information to supporters regarding live traffic news or any changes to rail and bus services.
- 6.6.6. OUFC will promote multimodal journey planners such as Traveline to supporters to enable them to make informed choices about travelling to the Stadium on match days.

6.7. Measures to Promote Walking and Cycling

- 6.7.1. The following measures will be implemented by OUFC to maximise supporter and staff trips by walking and cycling:
 - Traffic management on Oxford Road will be implemented at least 30 minutes before and after a match to improve pedestrian access, safety and experience of arrival/departure to a game when there are high ticket sales and high volume of pedestrians.
 - New and Improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway. Wayfinding elements such as lighting bollards, street furniture and signage will be placed at strategic locations to create a unified spaces which will assist supporters route to the stadium.
 - A new stepped access to Oxford Parkway from Oxford Road.
 - New pedestrian crossings on Oxford Road and Freize Way.
 - Provision of 150 Sheffield stands onsite with access to a further spaces at Oxford Parkway, including electric bike charging. The Travel Plan will monitor cycle parking demand and will investigate locations for further cycle parking, if necessary.
 - Access for all users including the provision safe crossing points, direct routes and appropriate tactile paving for the visually impaired. Lighting, landscape and shelter will create pleasant pedestrian and public transport waiting areas.
 - Provision of showers, changing and drying facilities within the Stadium for staff who walk / cycle to work to use. Access to these facilities is an important factor in whether staff choose to cycle to work.
 - Promotion of the Cycle to Work Scheme by the TPC to all staff who work at the Stadium. This government backed scheme allows savings of up to 42% to be made on the purchase of bikes and bike accessories for travel to work.
 - New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, including signage and lighting to provide safe route to access; cycle parking, bus services, rail services and taxis

6.8. Measures to Promote Public Transport

- 6.8.1. Encouraging the use of public transport is an effective means of reducing car dependency, especially for those who do not wish to cycle and/or those who need to travel relatively long distances.
- 6.8.2. Promotion of travel by public transport to and from games will form a large part of the Travel Plan as the largest mode shifts will be from Park and Ride to bus and rail travel, removing the car from the journey or part of the journey. By year 5 it is targeted that 65% of home supporters will travel to matches by bus, coach or rail.
- 6.8.3. The following 'hard' infrastructure measures are proposed to encourage public transport use:

- Integrated Public Transport ticket incentive: Initial discussions have taken place with Go-Ahead group, parent organisation of the Oxford Bus Company, Stagecoach and Chiltern Railways to agree that some form of Oxford area ticket (Oxford Smart Zone / suitable rail ticket) for all public transport uses which could be issued alongside season and match tickets. This would be an Oxford area OUFC supporter public transport ticket, allowing supporters to use rail services between Didcot, Bicester, Oxford Parkway and Haddenham and Thame Parkway (including interchange if required at Oxford) and bus services around the city within the Oxford Smart Zone / South Oxfordshire Zone and between key Park and Ride sites open to all operators.
- New bus stops for the existing bus services passing the Stadium on Oxford Road.
- Increased frequency and longer operating hours of public bus services to the Stadium on match days if demand/ticket sales require.
- Improvements to Oxford Parkway Park and Ride interchange facility subject to further discussions with OCC and stakeholders (building on OCC's emerging proposals).
- Supporter shuttle buses will be provided by OUFC from Park & Ride sites on key radial routes to intercept supporter vehicle trips.
- Supporter coach services: Dedicated drop off at Oxford Parkway Park and Ride for supporter coaches, both home and away supporters.
- Installation of a Public Transport Information System in a publicly accessible area to inform supporters of any live travel news or delays that may impact travel from the stadium after a match.

6.8.4. The following 'soft' measures will be implemented by OUFC:

- Club Website and Matchday programme: Travel information regarding train and bus travel including location of bus stops and access routes on match day will be readily available online and in the matchday programme.
- Promotion of the integrated public transport ticket when purchasing tickets for a game.
- Matchday stewards at the Stadium, Plaza, bus stops on Oxford Road and at Oxford Parkway to manage and facilitate the safe and expeditious movements of supporters between the Stadium and services at Oxford Parkway.

6.8.5. OUFC will establish and maintain a good working relationship with the local bus and train operating companies and OCC stakeholders, remaining informed of developments and convey feedback on service provision and reliability.

6.9. Away Supporter Travel

6.9.1. The ability to influence away supporter travel is more limited than home supporters due to the distances involved and depending on teams playing. However, the following measures will be promoted to encourage away supporters to travel by sustainable modes:

- Clear Club Website Information on Travel: Away supporters are more likely than home supporters to seek out travel information prior to a match. Travel information regarding train and bus travel including location of bus stops and access routes on match day will be readily available online and in the OUFC matchday programme. This information will be easily available to away supporters and up to date.
- Links to dedicated coach travel on ticket websites to enable easy access to buy dedicated coach tickets to the game when buying your game ticket.
- OUFC to work with supporters associations and clubs to organise away supporter coaches and provide coach parking through agreement with OCC at Oxford Parkway.

- OUFC will work with supporters associations and car sharing services such as Football Carshare to make it easier for occasional supporters as well as regular attendees to organise group travel.

6.10. Staff Travel

6.10.1. Alongside supporter trips, the Travel Plan also aims to encourage staff journeys to the Site on match days to be made, as much as practicable, by sustainable modes of transport. Only match officials and limited operational staff will be able to park on the Stadium Site. Other staff car driving will use park and ride facilities and either walking or shuttle bus to the Stadium. Staff will be encouraged to reach the Site on a match day by sustainable modes and if this is not possible will be encouraged to car share where possible.

6.10.2. A series of staff incentives to travel by non-car modes on match days will be put in place. These include:

- Promotion of the Travel Plan at initial staff induction.
- Opportunity to purchase the integrated and discounted public transport ticket supporter ticket for travel to and from the Stadium on match days.
- Provision of staff covered and secure cycle parking at the Stadium.
- Provision of showers, lockers and changing facilities to those staff who walk or cycle to Site.
- Promotion of government backed cycle to work scheme to reduce cost of purchase of a bike.

6.10.3. Further measures for staff are set out in the non-match day Travel Plan.

7. MONITORING AND REVIEW

- 7.1.1. OUFC will have overall responsibility for this Travel Plan and the relevant obligations, including the appointment of the Stadium Travel Plan Coordinator (TPC), who will be responsible for the travel plan's ongoing implementation and review.
- 7.1.2. The TPC role will be funded by OUFC. The allocated TPC role will likely be undertaken by the Stadium Facilities Manager at the Site, the name and contact details will be provided to OCC Travel Plan Team when the person is appointed. As an interim measure, the TPC contact details will be:
- 7.1.3. OUFC will make a permanent TPC appointment. The role will terminate upon completion of the five-year review and submission of the final Year Monitoring Report to Oxfordshire County Council. It is envisaged that the TPC will dedicate 5-6 hours a week to Travel Plan duties however there will be a higher level of input at review times when surveys are being carried out.
- 7.1.4. The role and responsibilities envisaged for the TPC are set out as follows and will be kept under review, in keeping with the evolving nature of the travel plan:
- Promoting the Travel Plan to all supporters via the website and other communication channels and to staff via staff meetings and inductions;
 - Leading on the implementation of all travel plan measures;
 - Liaison with bus and rail operators to keep travel information and ticketing advice up to date and available to supporters and match day staff;
 - Conducting baseline supporter and staff Travel Surveys at the end of Years 1, 3 and 5 and submitting results to Oxfordshire County Council.
- 7.1.5. The TPC will actively engage with OCC to discuss the progress of the Travel Plan including the addition, variation, or removal of any measures as the plan progresses and evolves.

7.2. Monitoring and Review Framework

- 7.2.1. A programme of monitoring and review will be implemented by the TPC to evaluate the effectiveness of the Travel Plan measures. This will include:
- **Baseline Travel Surveys:** 3 months after first occupation of the proposed development, to obtain a range of qualitative and quantitative information, including current mode of travel data for supporters and staff gathering feedback on travel plan measures. The Travel Plan will be updated at this point following the baseline survey. The surveys will likely include but are not limited to:
 - OCC approved questionnaires to supporters and season ticket holders
 - ATC Traffic counts at Stadium Car Park
 - Cycle Stand Occupancy rates on match days and non-match daysSurveys will be agreed with OCC Travel Planning Team prior to undertaking.
 - **Year 1, 3 and 5 Travel Survey.** This will be a repeat of the baseline travel surveys for supported and staff to understand how travel patterns have changed over time and which measures have been successful in relation to mode shift.
 - **Year 1, 3 and 5 Travel Plan Monitoring Report:** this will be compiled by the TPC to summarise travel survey results, report on the implementation status of the travel plan measures and performance of the travel plan in relation to the mode shift targets. A copy of this monitoring report will be submitted to Oxfordshire County Council within one month of completion of each survey.

7.2.2. Monitoring will be undertaken during neutral months where possible and will be carried out at the same time of year on each occasion.

7.3. Ownership and Duration

7.3.1. The TPC role has been identified in Section 7.1. The ownership of the travel plan and TPC role will be maintained by OUFC throughout the lifetime of the travel plan.

7.3.2. Following submission of the Year 5 Travel Plan Monitoring report to OCC, and assuming the Travel Plan targets have been met, through travel patterns and behaviour being well established, the requirements for a sustainable development will have been achieved. Whilst the Local Authority will not continue to review the Travel Plan, the importance of the Travel Plan will remain, and OUFC will continue to promote sustainable travel to all supporters and staff.

7.3.3. If mode share targets are not met within 5 years of completion it would be necessary to implement remedial measures, and if this is the case the occupier will support a three-year extension of the TPC role.

7.4. Securing the Travel Plan and Enforcement

7.4.1. The TPC will seek support and guidance as necessary from OCC Travel Plan Advisor, in addition to reporting on the travel plan monitoring reviews, so that the plan is effective in meeting its objectives.

7.4.2. If the proposed fifth year review targets are not achieved, measures and initiatives will be further developed, and a new travel survey and review undertaken two years later.

7.4.3. These measures would be targeted towards specific modes where the targets are not being met and will be implemented by the TPC and may include:

- Provision of further cycle parking; or
- Increased promotion of public transport ticket incentives

7.4.4. The TPC will review the measures proposed and make recommendations to the Local Authority, who will help make the decision as to which contingency measures should be pursued.

7.5. Travel Plan Funding

7.5.1. It will be the responsibility of OUFC to commit the necessary funding to meet the schedule of fees set out by OCC. The commitment to this funding would be secured as part of a S106 Agreement with the Council.

8. ACTION PLAN

8.1. Overview

- 8.1.1. The Action Plan is not intended to be an exhaustive list but aims to provide an overview of the type and scale of measures to be included within the implementation of the Travel Plan.
- 8.1.2. **Table 8** provides an indication of the timescale and responsibility for the Travel Plan measures outlined in Chapter 6.

Table 8: Action Plan

TRAVEL PLAN ACTION	DESCRIPTION	SHORT/MEDIUM/ LONG TERM	TIME SCALE	RESPONSIBILITY	LINK TO OBJECTIVE
Appoint a Stadium Travel Plan Co-Ordinator	Appointment of a TPC to manage the Travel Plan and its monitoring process.	Short Term	Pre-occupation	OUFC	5
Install secure cycle parking within the development and Parkway	Provision of facilities to support inclusive and sustainable travel.	Short Term	Construction	OUFC	1
Install showering and changing facilities for staff within Stadium Site	Provision of facilities for staff to support inclusive and sustainable travel.	Short Term	Construction	OUFC	1
Implement electric vehicle charging points within the Stadium Site	Provision of facilities to support inclusive and sustainable travel.	Short Term	Construction	OUFC	1
Restrict parking for all supporters on site (with the exception of accessible spaces)	Manage traffic flows around Stadium	Long term	On Occupation	OUFC	2

MATCH DAY INTERIM TRAVEL PLAN

RIDGE

Traffic Management on Oxford Road at least 30 minutes before and after football matches	Manage match day crowds safely and facilitate a pedestrian experience /arrival at stadium	Long term	On Occupation	OUFC	2
Employ matchday stewards at bus stops and Oxford Gateway to manage and facilitate the safe and expeditious movements of supporters to, from and at Oxford Parkway	Manage match day crowds safely and facilitate a pedestrian experience /arrival at stadium	Long term	On Occupation	OUFC	2
Promotion of sustainable travel to and from the Stadium via dedicated travel pages on OUFC website and through the ticketing process supporters will be advised that no car parking is available at the Stadium	Encourage supporters to travel by sustainable means to get to site	Long Term	On Occupation	OUFC	4
Development and promotion of Integrated Public Transport ticket incentive for supporters and match day staff	Encouraging supporters to travel by sustainable means to get to site	Long Term	On Occupation	TPC	3,4
Work with supporters associations and car sharing services such as Football Carshare to make it easier for occasional supporter as well as regular attendees to organise group travel.	Managing away supporter travel	Long term	Post occupation	TPC	2,3,4

Installation of a Public Transport Information System in a publicly accessible area	allowing supporters to access up to date information on the available public transport options	Medium Term	Post Occupation	OUFC	1
Provision and promotion of free dedicated supporter shuttle buses from Park and Ride Sites on match days	To encourage supporters that do drive to park at park and ride sites	Medium Term	Post Occupation	TPC	2,3
Undertaking Baseline supporter and staff Travel Survey	To understand travel patterns of supporters and match day staff	Medium Term	3 months from first occupation	TPC	5
Year 1,3, and 5 supporter and staff Travel Surveys	Part of ongoing monitoring process.	Long Term	Years 1,3 and 5 after Travel Plan approval	TPC	5
Production of monitoring report after Year 1,3 and 5	To update targets and inform OCC on mode shift and success of measures	Long Term	After years 1,3 and 5 travel surveys	TPC	5

FIGURES

Figure 1: Site Location

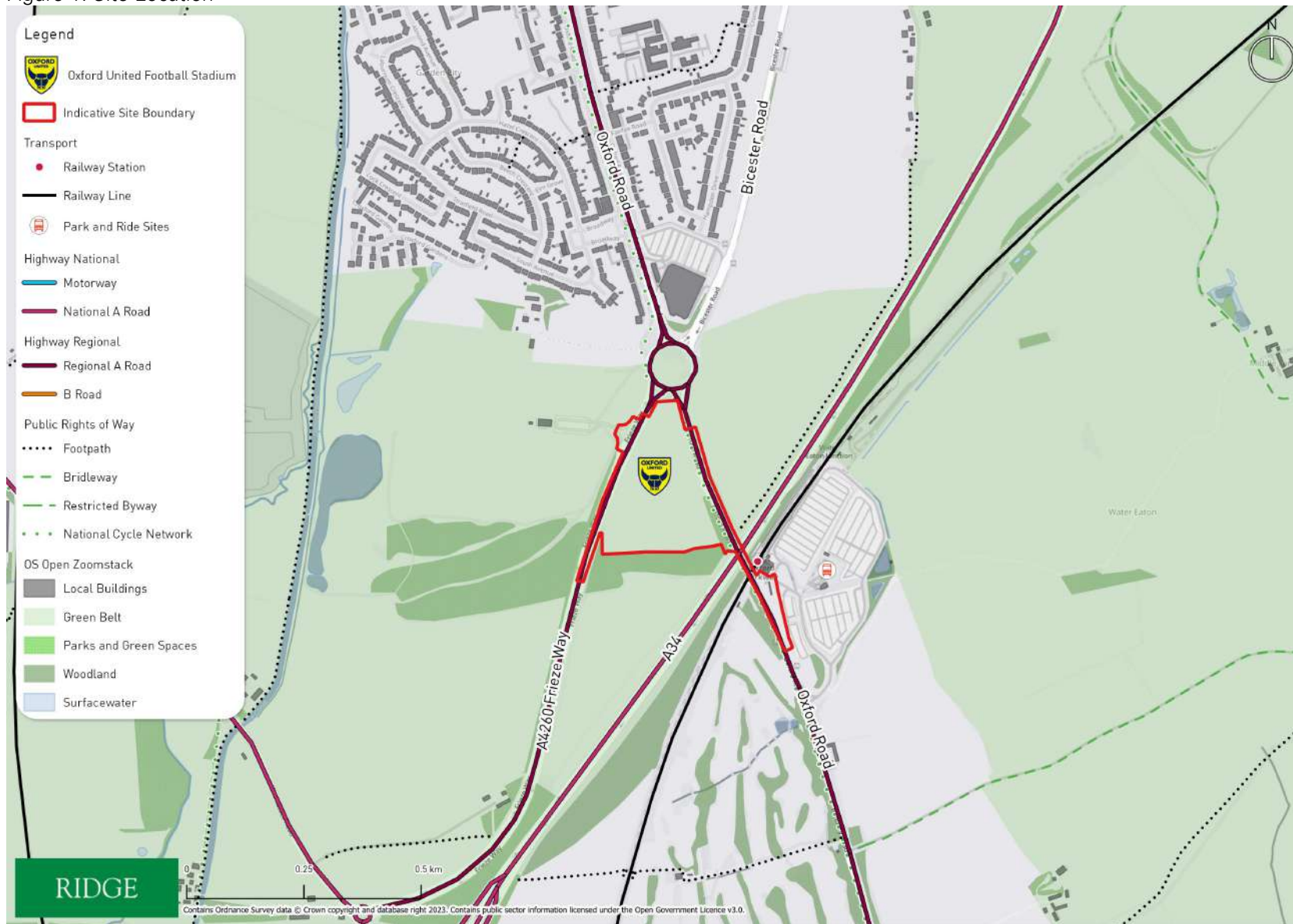


Figure 2: Existing Active Travel Accessibility

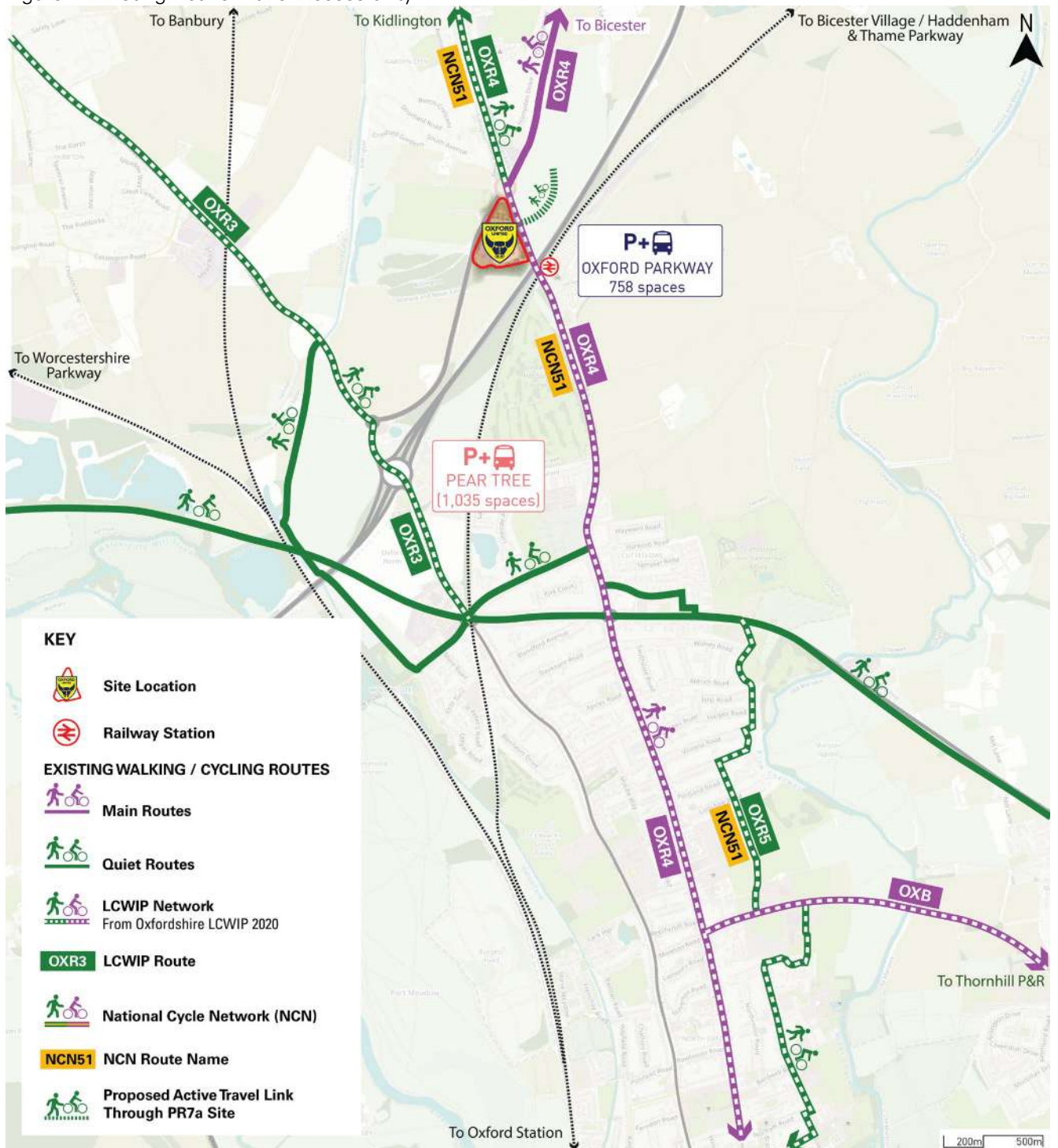


Figure 3: 20-min Walking Isochrone

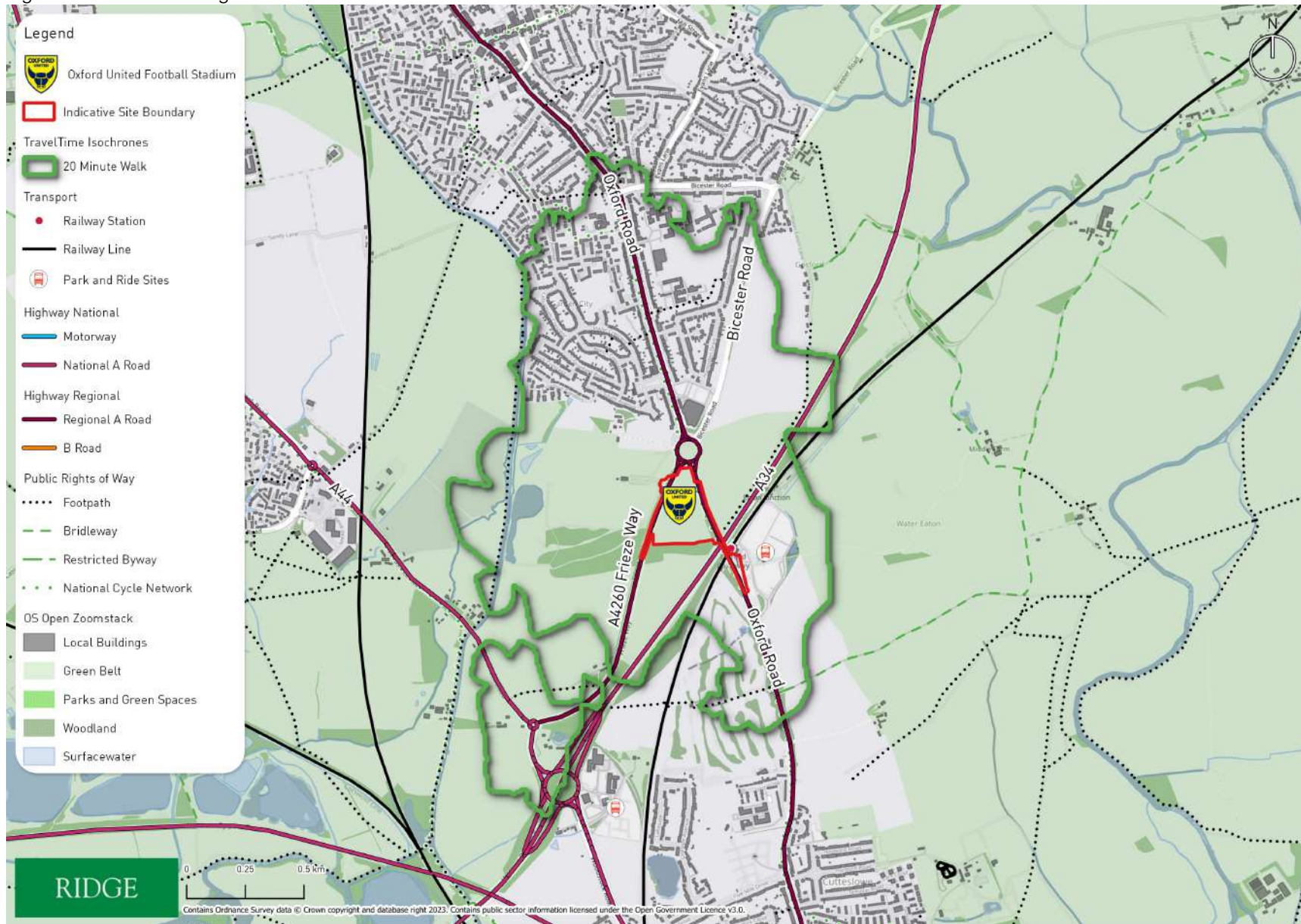


Figure 4: 20-min Cycling Isochrone

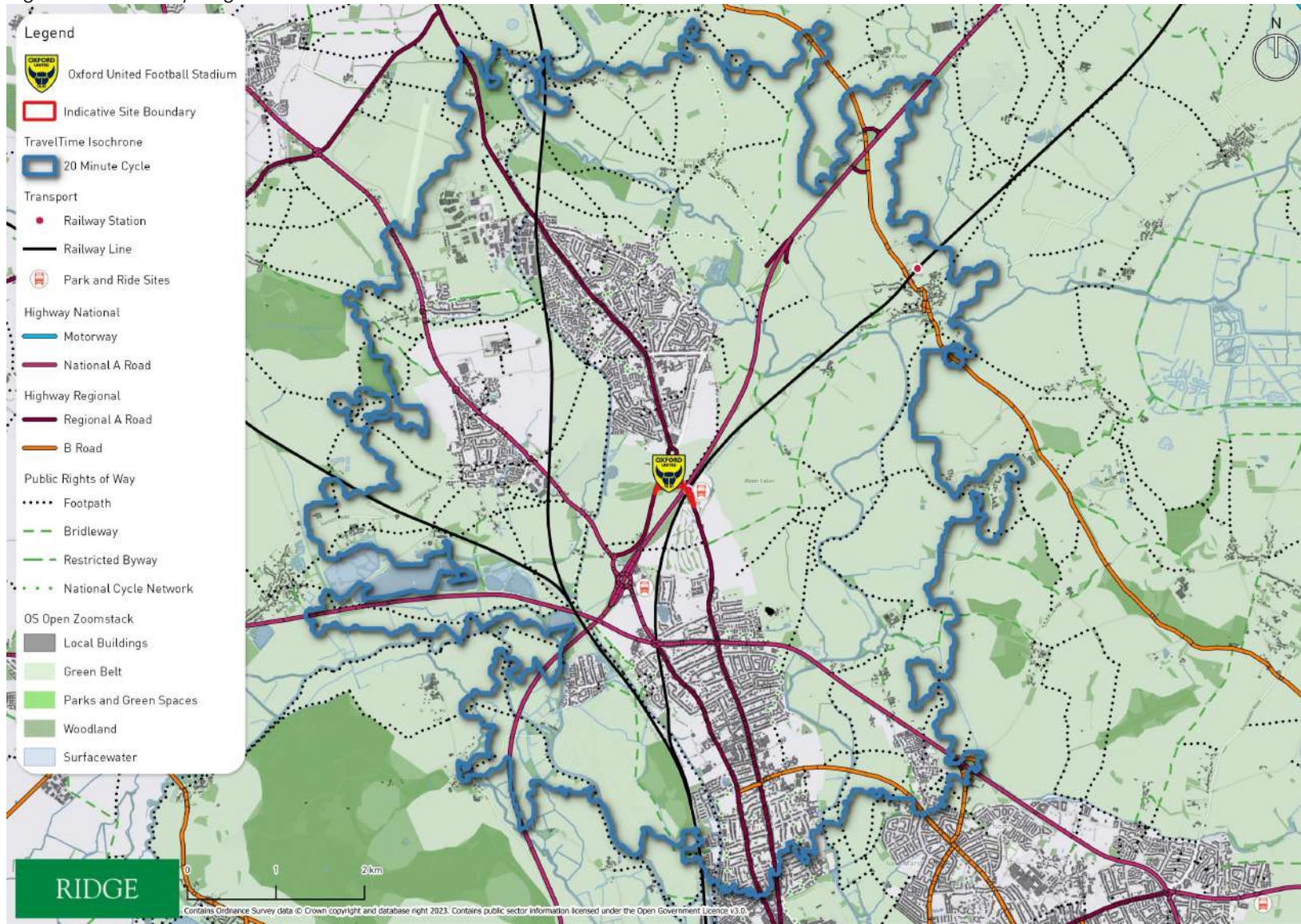


Figure 5A: Existing Public Transport Accessibility

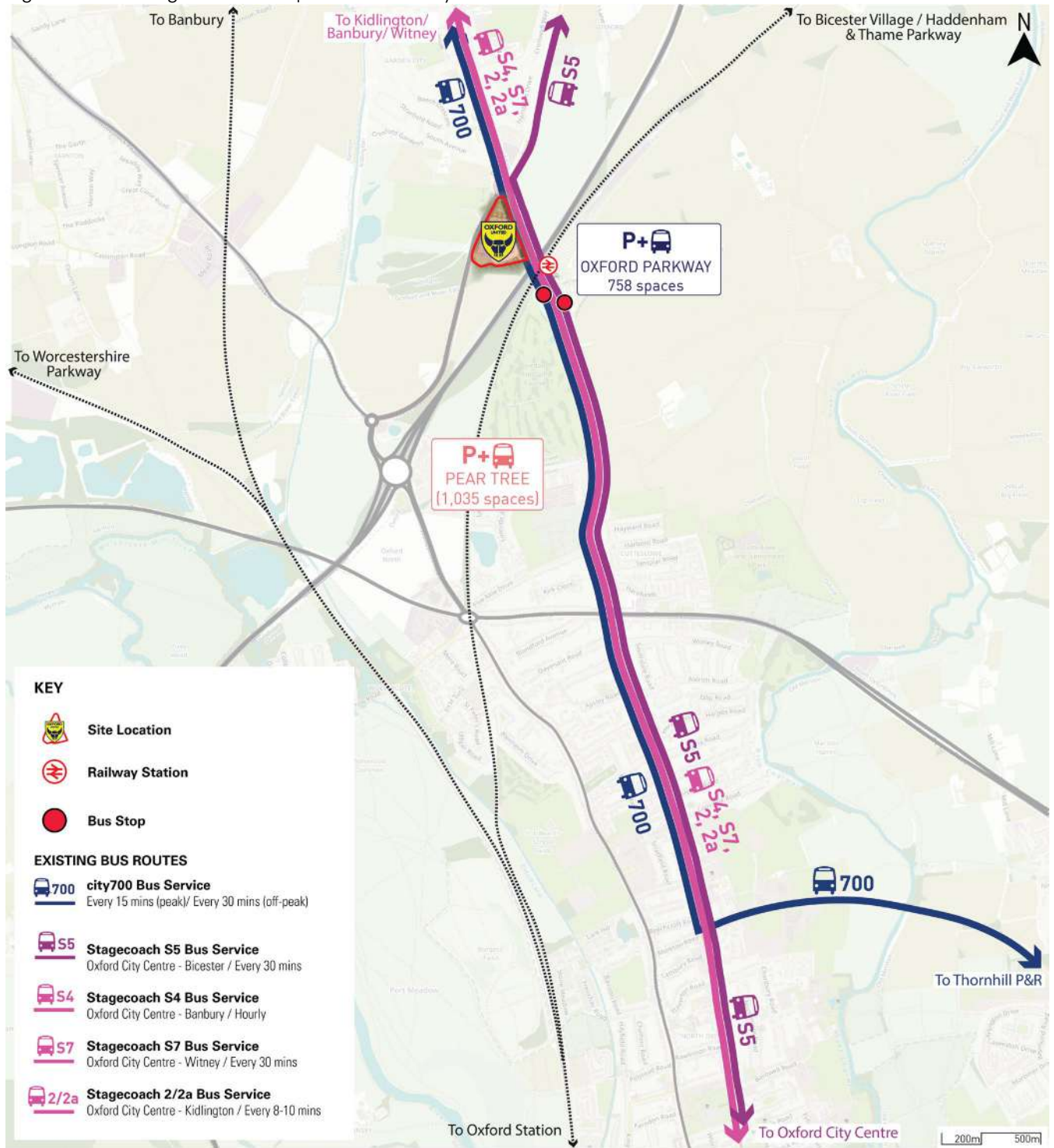
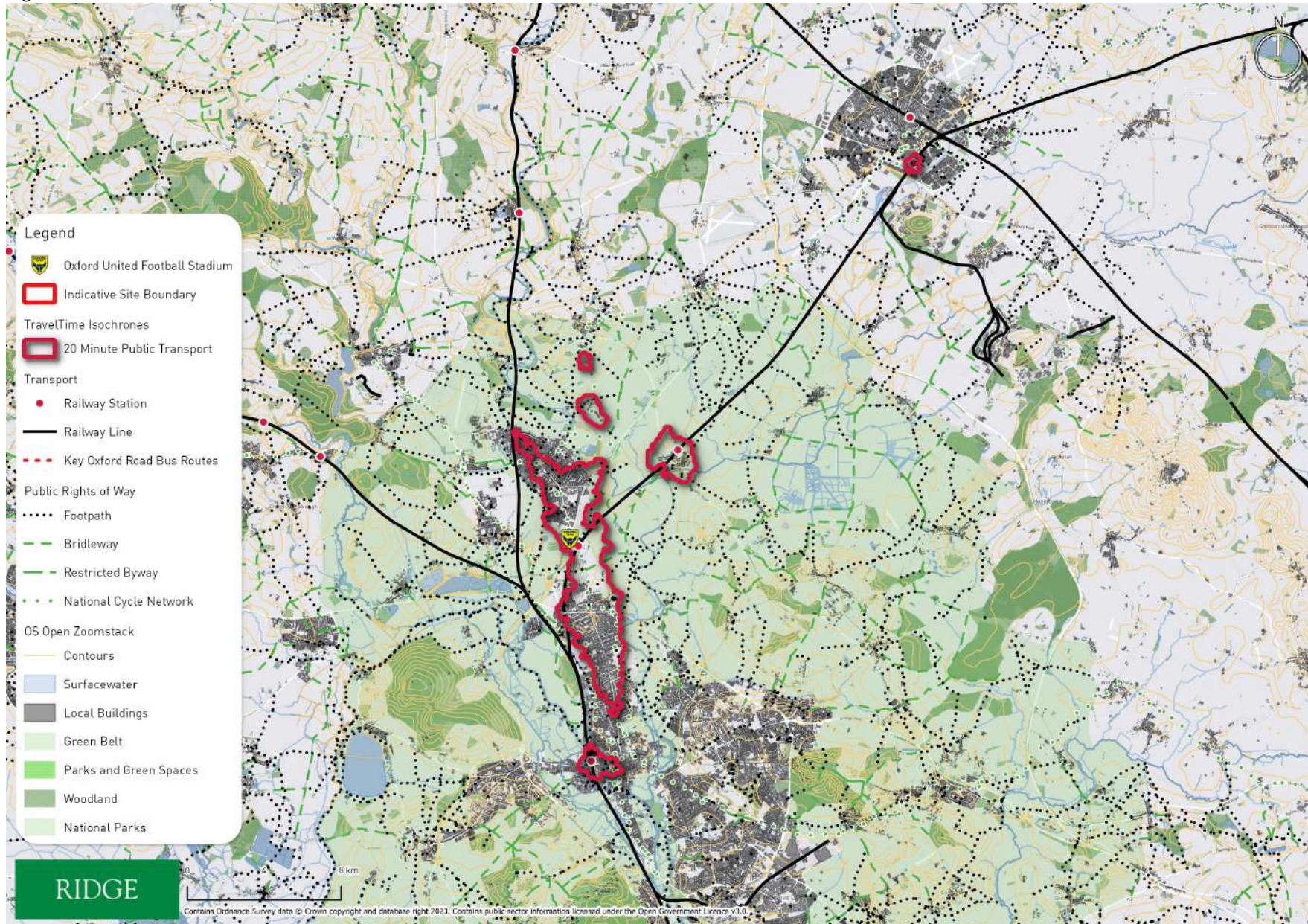


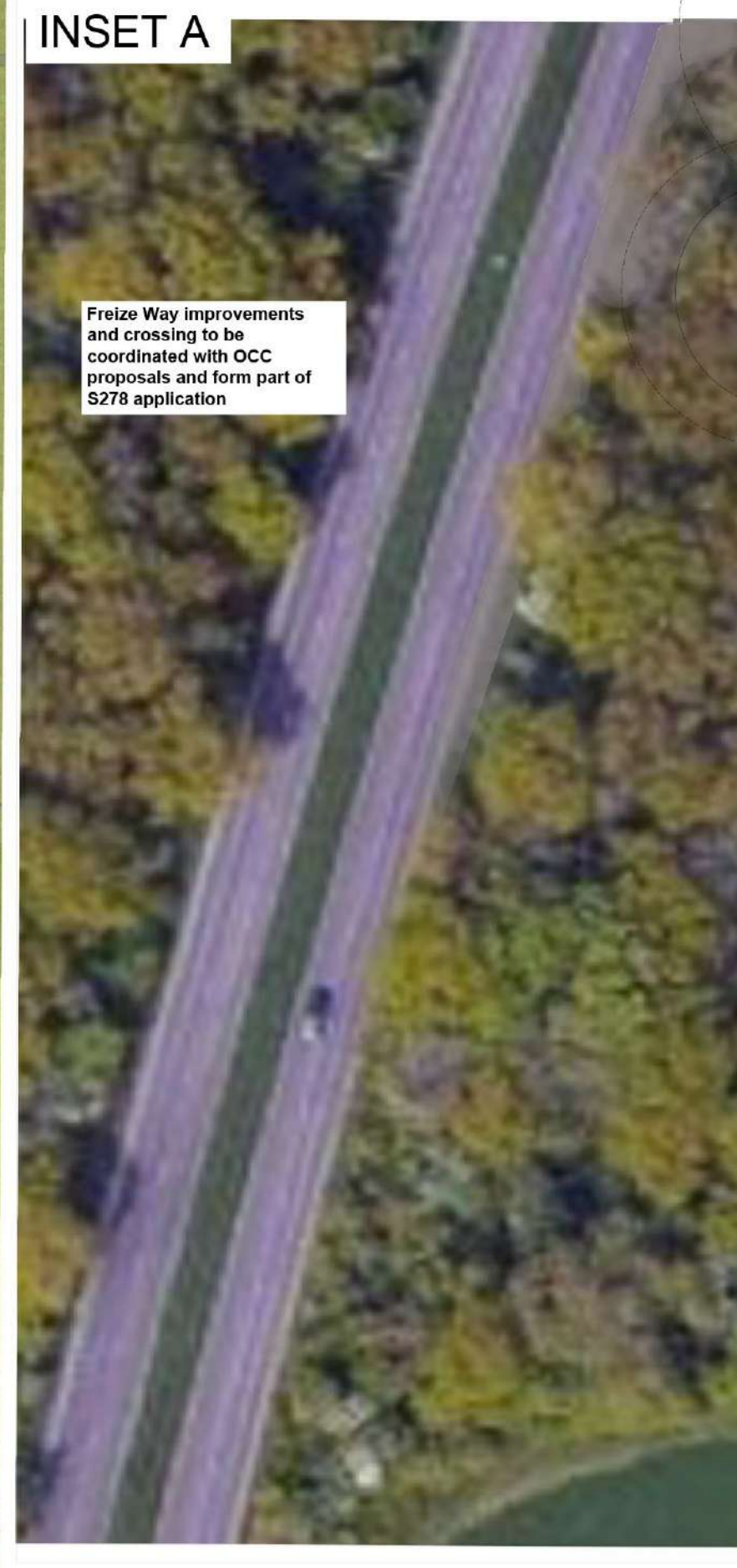
Figure 5B: Public Transport Isochrone



APPENDIX A – MASTERPLAN



CONTINUED IN INSET A (ABOVE RIGHT)



S278 Proposals to be in to Midlington Roundabout improvements put forward by OCC

Fritze Way improvements and crossing to be coordinated with OCC proposals and form part of S278 application

Oxford Road improvements to be coordinated with OCC proposals and form part of S278 application

Oxford Road improvements to be coordinated with OCC proposals and form part of S278 application

Oxford Parkway Steps and improvements to be coordinated with Network Rail and its OCC proposals forming part of the S278 application

LEGEND

- 01 Concrete block paving
- 02 Planting beds (variety of typologies inc suoks)
- 03 Saw. Boulevard trees
- 04 Rain-gardens (exact size to be confirmed with Engineers)
- 05 Herringbone compacted gravel
- 06 1:22 access route/ramp (tarmac, with fairfaced concrete wall edge)
- 07 Entrance feature trees (screen raised to create green arch)
- 08 Attenuation basins (to be confirmed with Engineers)
- 09 Tarmac
- 10 Wildflower planting, various typologies
- 11 Scrub planting
- 12 Flowering lawn area within village plaza
- 13 Cycle rack (50 in total, providing 100 spaces on site)
- 14 Proposed tree planting (below extra heavy standard size 62 in total)
- 15 Proposed trees (20cm girth and above - 81 in total)
- 16 Stopped access (concrete, with hand rails and wall)
- 17 8m wide steps (as part of S278 to be confirmed with NR)

- 18 Existing vegetation retained
- 19 Biodiverse roof (location to be coordinated with Engineers Plant)
- 20 Double litter and recycling bins
- 21 The major arch feature (to be coordinated with Architects)
- 22 Overflow area, with reinforced granolithic aggregate vehicular suitable surfacing
- 23 Earthworks mound with look out point
- 24 Combined cycleway (As part of S278 in coordination with OCC)
- 25 Tarmac benches in garden
- 26 Biodiverse wall
- 27 Natural pond with terraces for increased planting opportunities (2m deep in deepest part, with safety ropes provided)
- 28 Native coloured natural carbon concrete clots (with nichings at key locations)
- 29 Native hedge with standard tree planting and eco-home edge planting
- 30 Seating step wall (boundary edge dealing with level change)
- 35 Substation location

NOTES:

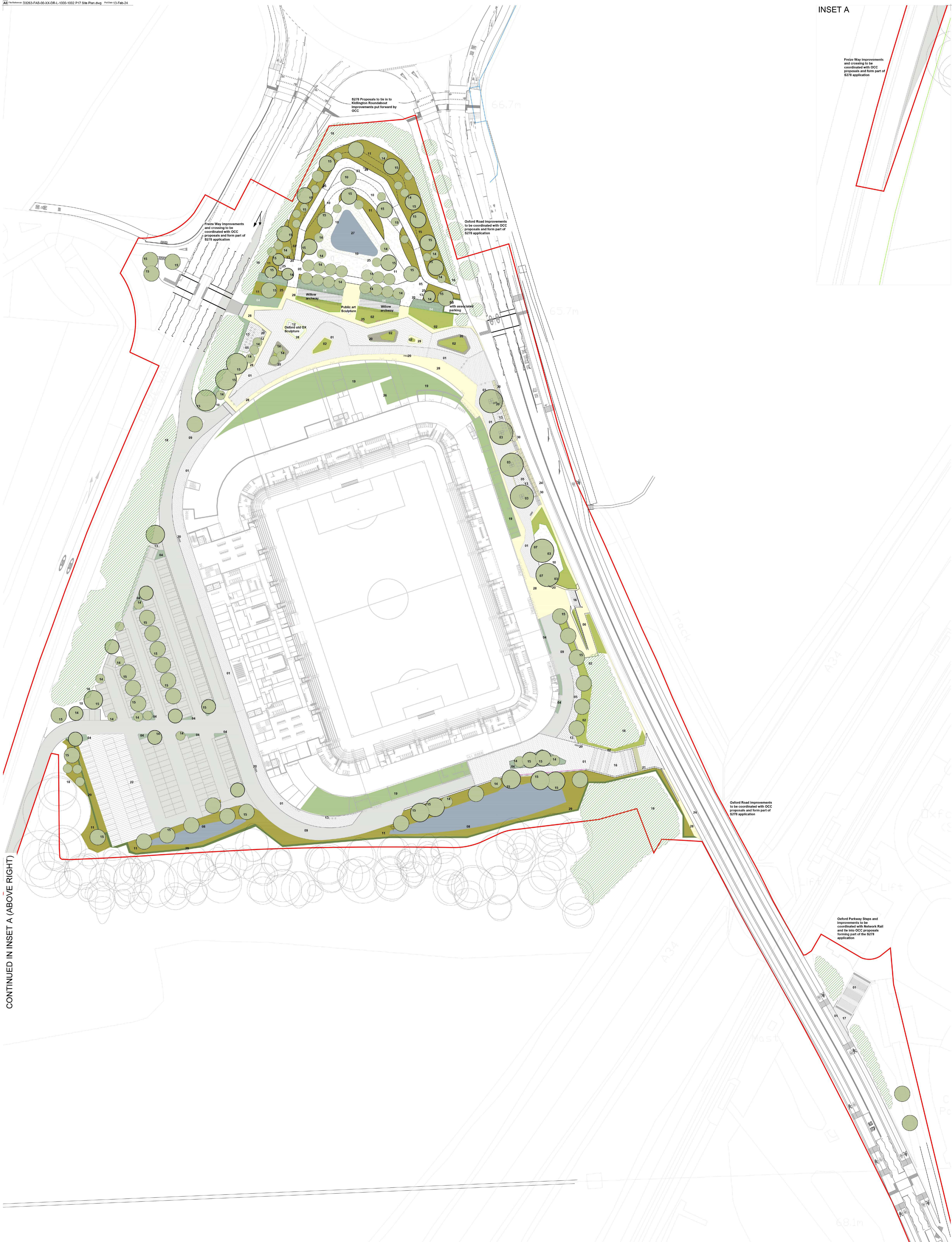
- 1. Section 278 proposals to be delivered in coordination with OCC and Network Rail as part of a separate planning application.
- 2. Belting's bedload locations and security measures to be confirmed with security consultant recommendations.
- 3. Public art strategy to be developed during the next phase to form part of the wayfinding strategy.
- 4. No tree hedge planting within 3m of utilities without the use of a root protection system and to be fully coordinated to avoid clashes.



fbik Landscape architects
 The Triangle, Oxford
 Oxford UTD

Project: ISSUED FOR PLANNING APPROVAL
 Date: 08/08/2023
 Scale: 1:500 @ A0
 Author: sg
 Checked: ss
 Date: 08/08/2023

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CONTINUED IN INSET A (ABOVE RIGHT)

BOUNDARY

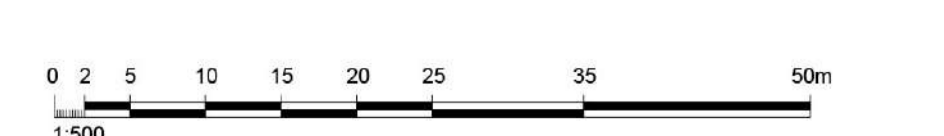
- Site Boundary

LEGEND

01 Concrete block paving	18 Existing vegetation retained
02 Planting beds (variety of typologies inc suds)	19 Biodiverse roof (location to be coordinated with Engineers Plant)
03 tree, Boulevard trees	20 Double filter and recycling bins
04 Rain-gardens (exact size to be confirmed with Engineers)	21 The minor arch feature (to be coordinated with Architects)
05 Hopper and compacted gravel	22 Overflow area, with reinforced grasscrete vehicular surface surfacing
06 1:22 access route/ ramp (tarmac with fairfaced concrete wall edge)	23 Earthwork mound with look out point
07 Entrance feature trees crown raised to create green arch	24 Combined cyclway (As part of S278 in coordination with OCC)
08 Attenuation basins (to be confirmed with Engineers)	25 Timber benches in garden
09 Tarmac	26 Biodiverse wall
10 Windflower planting, various typologies	27 Natural pond with terraces for increased planting opportunities (on deep in deepest part, with safety ropes provided)
11 Succia planting	28 Natural coloured reformed carbon concrete circa
12 Flowering lawn area within village plaza	29 (With slippings at key locations)
13 Cycle rack (50 in total, providing 160 spaces on site)	30 Native hedge with standard tree planting and eco-edge edge planting
14 Proposed tree planting (below extra heavy standard size 62 in total)	31 Seating slipp wall boundary edge dealing with level change)
15 Proposed trees (20cm girth and above - 61 in total)	32 Substation location
16 Stepped access (concrete, with hand rails and wall)	
17 8m wide steps (as part of S278 to be confirmed with NR)	

NOTES:

- Section 278 proposals to be delivered in coordination with OCC and Network Rail as part of a separate planning application.
- Botanic/landscaping and security measures to be confirmed with security consultant recommendations.
- Lighting design to be coordinated with Engineers.
- Public art strategy to be developed during the next phase to form part of the wayfinding strategy.
- No tree/ hedge planting within 3m of utilities without the use of a root protection system and to be fully coordinated to avoid clashes.



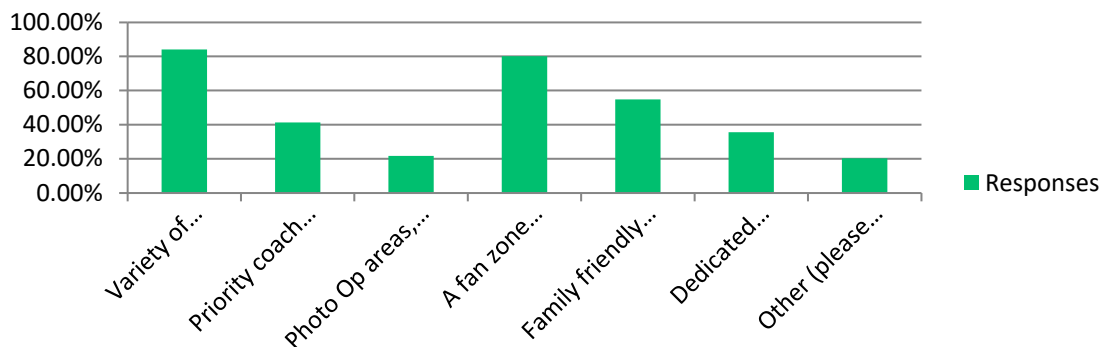
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Project: The Triangle, Oxford
Client: Oxford UTD
Project Number: OUF02 FAB 00
Issue: XX
Date: 15/02/24
Scale: 1:500 @ A0
Sheet: P17
Revision: 1



Answer Choices	Responses	
Variety of accessible concession and beverage stands	84.06%	1018
Priority coach and bus parking, in close proximity to the grounds	41.29%	500
Photo Op areas, where fans can meet Ollie the OX, OUFC Mascot	21.64%	262
A fan zone outside the stadium with food and refreshment stalls plus	80.10%	970
Family friendly dedicated areas within/outside the stadium	54.83%	664
Dedicated hospitality areas and suites	35.59%	431
Other (please specify)	20.23%	245
	Answered	1211
	Skipped	13

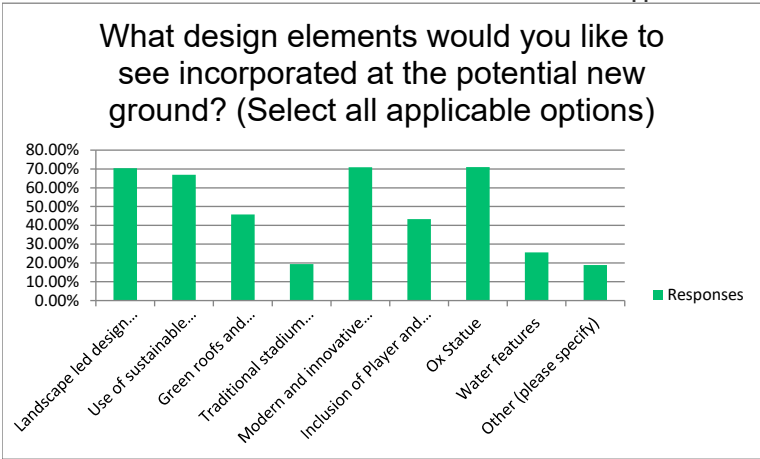
If we were to receive permission to proceed, what facilities would you like to see included at the new stadium to deliver a better matchday experience?
(Select all applicable options)



OUFC Stadium Supporter Survey - 20Jul22

What design elements would you like to see incorporated at the potential new ground? (Select all applicable options)

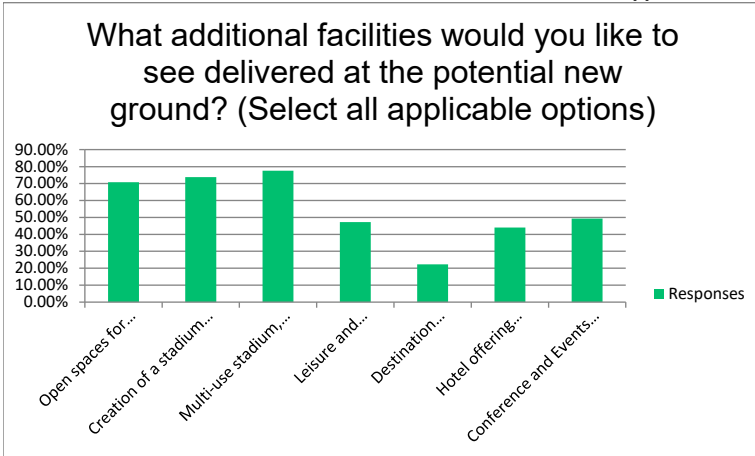
Answer Choices	Responses	
Landscape led design with appropriate inclusion of green spaces, trees and water features	70.43%	855
Use of sustainable materials	66.97%	813
Green roofs and wildlife planting	45.80%	556
Traditional stadium design	19.36%	235
Modern and innovative design	71.00%	862
Inclusion of Player and Fan Dedication areas	43.33%	526
Ox Statue	71.09%	863
Water features	25.62%	311
Other (please specify)	18.86%	229
	Answered	1214
	Skipped	10



OUFC Stadium Supporter Survey - 20Jul22

What additional facilities would you like to see delivered at the potential new ground? (Select all applicable options)

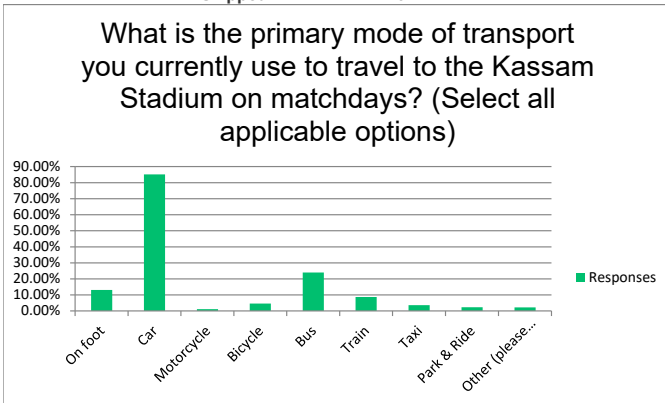
Answer Choices	Responses	
Open spaces for community use outside of matchday timetabling	70.79%	841
Creation of a stadium campus, with inclusion of education, sport and	73.82%	877
Multi-use stadium, capable of staging additional sporting and non-sp	77.61%	922
Leisure and entertainment facilities (e.g. Cinema, Bowling, Crazy Go	47.31%	562
Destination Entertainment (e.g. Go Ape / Bear Grylls etc.)	22.22%	264
Hotel offering overnight stays within the complex	44.11%	524
Conference and Events facilities	49.33%	586
	Answered	1188
	Skipped	36



OUFC Stadium Supporter Survey - 20Jul22

What is the primary mode of transport you currently use to travel to the Kassam Stadium on matchdays? (Select all applicable options)

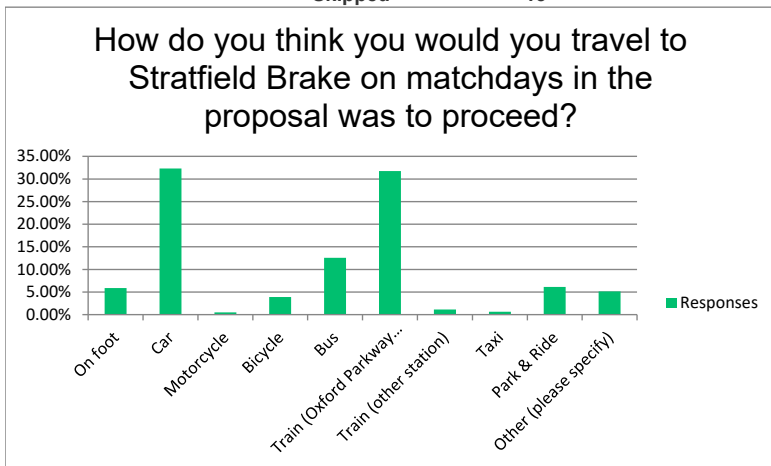
Answer Choices	Responses	
On foot	13.14%	160
Car	85.22%	1038
Motorcycle	1.15%	14
Bicycle	4.60%	56
Bus	23.97%	292
Train	8.70%	106
Taxi	3.61%	44
Park & Ride	2.38%	29
Other (please specify)	2.22%	27
Answered	1218	
Skipped	6	



OUFC Stadium Supporter Survey - 20Jul22

How do you think you would you travel to Stratfield Brake on matchdays in the proposal was to proceed?

Answer Choices	Responses	
On foot	5.87%	71
Car	32.34%	391
Motorcycle	0.50%	6
Bicycle	3.89%	47
Bus	12.57%	152
Train (Oxford Parkway station)	31.76%	384
Train (other station)	1.16%	14
Taxi	0.66%	8
Park & Ride	6.12%	74
Other (please specify)	5.13%	62
	Answered	1209
	Skipped	15

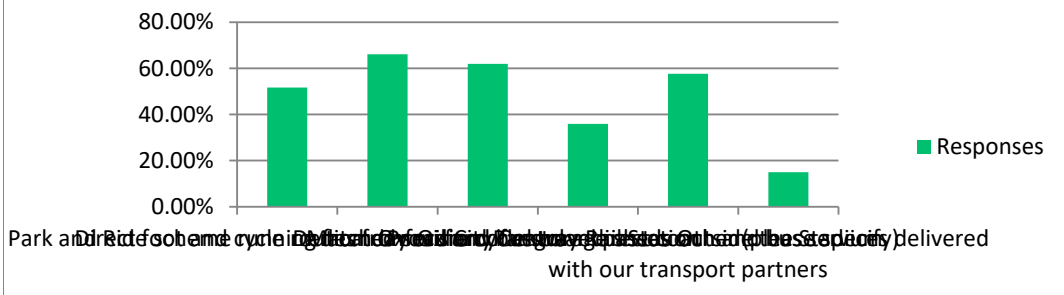


OUFC Stadium Supporter Survey - 20Jul22

If we are able to proceed, we strongly want to encourage sustainable travel as a viable option for fans traveling to our potential new home ground. What features should we consider to best ensure this? (Select all applicable options)

Answer Choices	Responses	
Park and Ride scheme running from Oxford City Centre	51.66%	622
Direct foot and cycle routes from Oxford Parkway Rail Station	66.11%	796
Matchday rail and bus travel passes	61.96%	746
Dedicated secure cycle storage sheds outside the Stadium	35.88%	432
Provision of regular direct coach and bus services delivered with our transport partners	57.64%	694
Other (please specify)	14.95%	180
	Answered	1204
	Skipped	20

If we are able to proceed, we strongly want to encourage sustainable travel as a viable option for fans traveling to our potential new home ground. What features should we consider to best ensure this? (Select all applicable...)

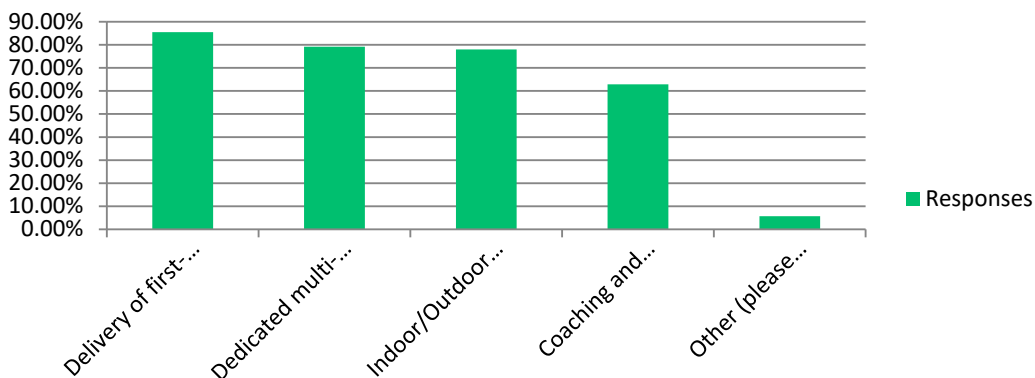


OUFC Stadium Supporter Survey - 20Jul22

How could our proposed development of the Stratfield Brake site best serve local community sports and grassroots football? (Select all applicable options)

Answer Choices	Responses	
Delivery of first-class leisure facilities and sport centres, alongside other community facilities	85.47%	1018
Dedicated multi-use, all-weather pitches, open to the public	79.18%	943
Indoor/Outdoor facilities for bookable public use as well as hosting a range of community activities	78.00%	929
Coaching and Treatment Centres for youth and development teams	62.89%	749
Other (please specify)	5.71%	68
	Answered	1191
	Skipped	33

How could our proposed development of the Stratfield Brake site best serve local community sports and grassroots football? (Select all applicable options)

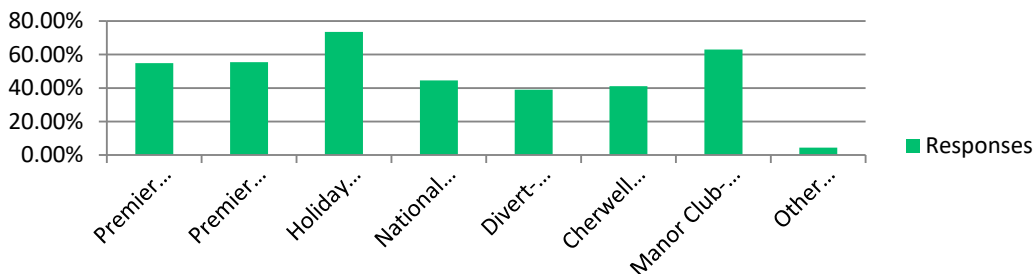


OUFC Stadium Supporter Survey - 20Jul22

Oxford United is a recognised community partner in Oxfordshire, and delivers a variety of charity and sport programmes which are accessible to the local public. What existing and additional community programmes should OUFC prioritise delivering at our new grounds?

Answer Choices	Responses	
Premier League Kicks- Football Based Youth Engagement	54.87%	625
Premier League Primary Stars- Primary School Football Programme	55.40%	631
Holiday Camp and After School Club Football Programmes	73.49%	837
National Citizens Service- Community Outreach Youth Programme	44.51%	507
Divert- Reduce Reoffending	39.07%	445
Cherwell Food Larder	41.18%	469
Manor Club- 50+ Supporter's Club	62.95%	717
Other (please specify)	4.39%	50
	Answered	1139
	Skipped	85

Oxford United is a recognised community partner in Oxfordshire, and delivers a variety of charity and sport programmes which are accessible to the local public. What existing and additional community programmes should OUFC prioritise...

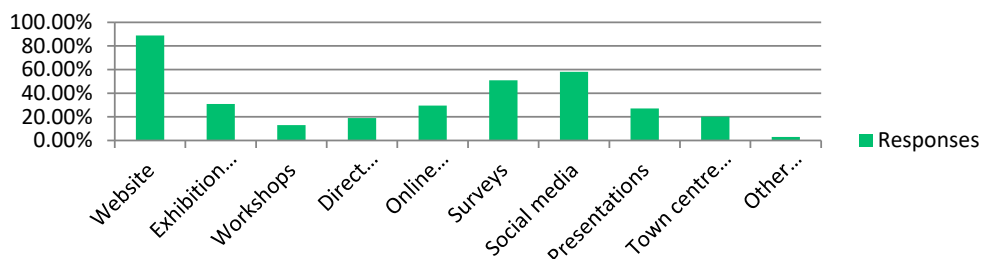


OUFC Stadium Supporter Survey - 20Jul22

If OUFC are given permission to progress their initial proposals for a new stadium at Kidlington, it would be conditional on achieving planning permission. This will include a comprehensive consultation programme for the formal pre-application phase. If the club is able to progress to that stage, which of the following methods would you prefer to be consulted via? (Choose as many as you like)

Answer Choices	Responses	
Website	88.81%	1071
Exhibition roadshows	30.93%	373
Workshops	12.94%	156
Direct resident mailings	18.91%	228
Online interactive sessions	29.52%	356
Surveys	50.91%	614
Social media	58.13%	701
Presentations	27.03%	326
Town centre drop ins	20.15%	243
Other (please specify)	2.99%	36
	Answered	1206
	Skipped	18

If OUFC are given permission to progress their initial proposals for a new stadium at Kidlington, it would be conditional on achieving planning permission. This will include a comprehensive consultation programme for the formal pre-...



OUFC Stadium Supporter Survey - 20Jul22

Is there anything else that you would like us to consider as we work towards our initial proposals or our consultation programme?

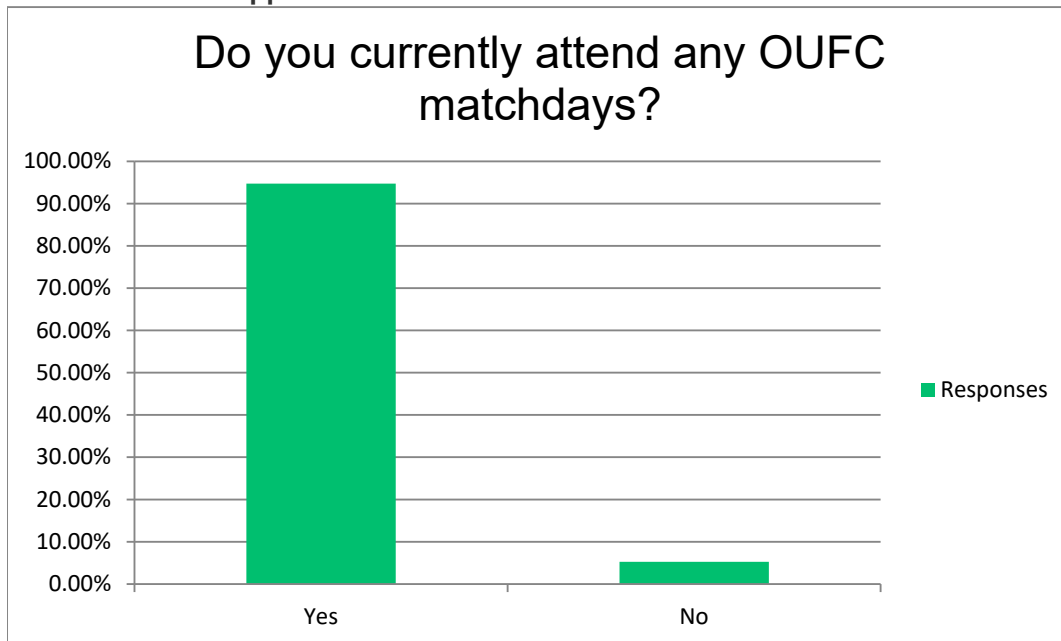
Answered 256

Skipped 968

OUFC Stadium Supporter Survey - 20Jul22

Do you currently attend any OUFC matchdays?

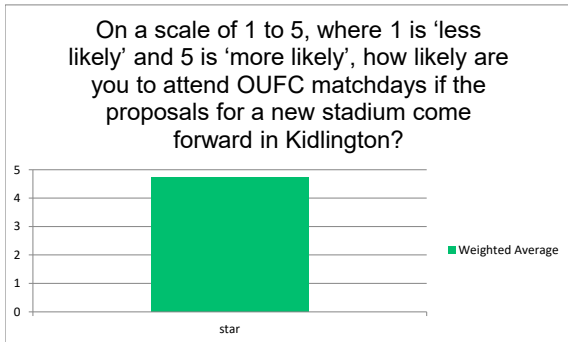
Answer Choices	Responses	
Yes	94.74%	1153
No	5.26%	64
Answered		1217
Skipped		7



OUFC Stadium Supporter Survey - 20Jul22

On a scale of 1 to 5, where 1 is 'less likely' and 5 is 'more likely', how likely are you to attend OUFC matchdays if the proposals for a new stadium come forward in Kidlington?

star	1	2	3	4	5	Total	Weighted Average
	0.99%	12	0.41%	5	6.27%	76	10.64%
						129	81.68%
						990	
						1212	4.72
						Answered	1212
						Skipped	12



OUFC Stadium Supporter Survey - 20Jul22

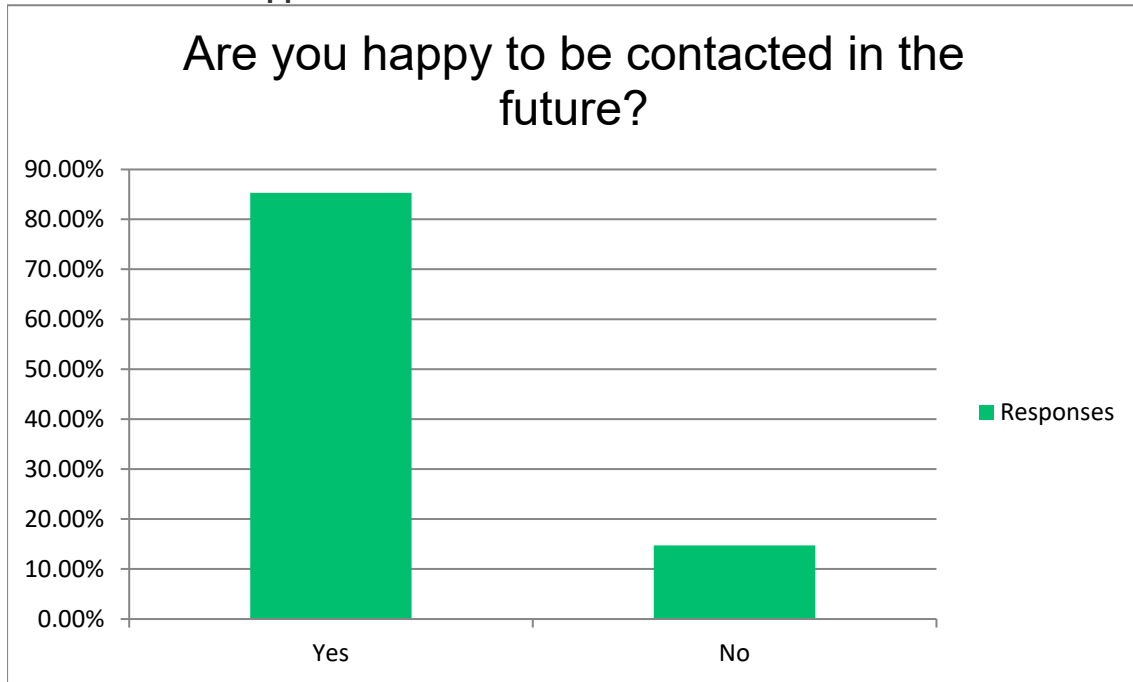
Your Details

Answer Choices	Responses	
Name:	99.63%	816
Company:	0.00%	0
Address:	96.83%	793
Address 2:	0.00%	0
City/Town:	0.00%	0
State/Province:	0.00%	0
ZIP/Postal Code:	98.17%	804
Country:	0.00%	0
Email Address:	99.27%	813
Phone Number:	0.00%	0
	Answered	819
	Skipped	405

OUFC Stadium Supporter Survey - 20Jul22

Are you happy to be contacted in the future?

Answer Choices	Responses	
Yes	85.29%	881
No	14.71%	152
Answered		1033
Skipped		191



OUFC Stadium Supporter Survey - 20Jul22

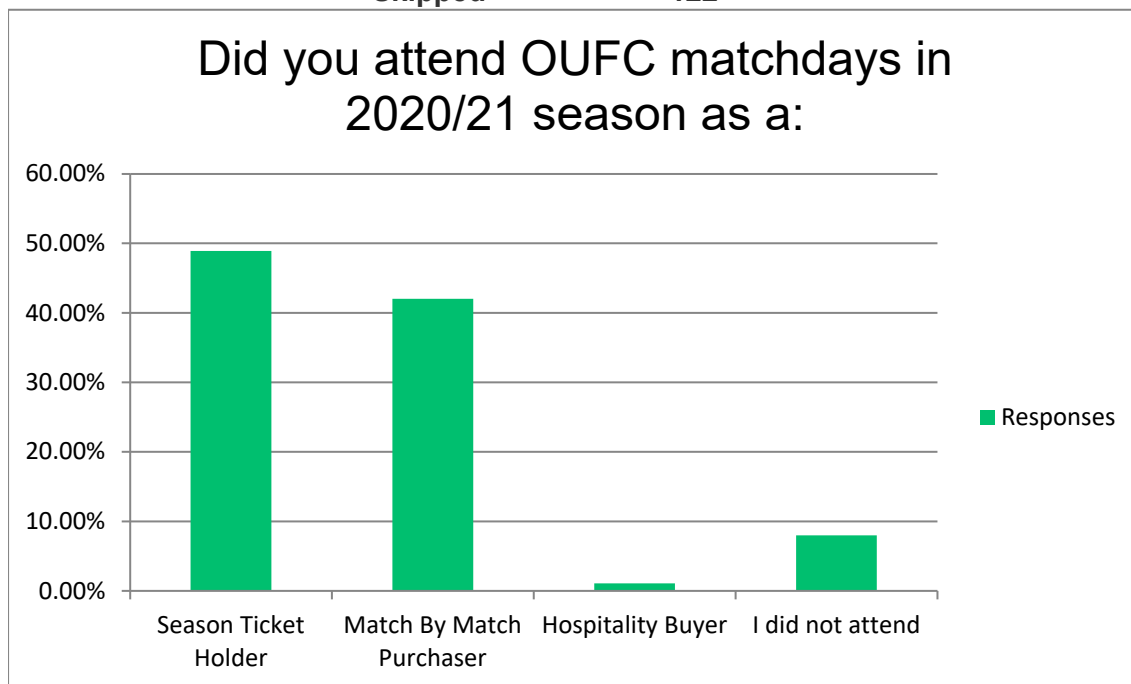
Optional Demographic information

Answer Choices	Responses	
Age:	98.20%	872
Company:	0.00%	0
Gender:	98.09%	871
Address 2:	0.00%	0
City/Town:	0.00%	0
State/Province:	0.00%	0
Ethnicity:	91.78%	815
Country:	0.00%	0
Disability:	65.54%	582
Phone Number:	0.00%	0
	Answered	888
	Skipped	336

OUFC Stadium Supporter Survey - 20Jul22

Did you attend OUFC matchdays in 2020/21 season as a:

Answer Choices	Responses	
Season Ticket Holder	48.91%	539
Match By Match Purchaser	42.01%	463
Hospitality Buyer	1.09%	12
I did not attend	7.99%	88
Answered		1102
Skipped		122



OUFC Stadium Supporter Survey - 20Jul22

How many games did you attend in the 2021-22 season?

Answered 1103

Skipped 121

OUFC Stadium Supporter Survey - 20Jul22

How many games did you attend in the 2018-19 season?

Answered 1088

Skipped 136

OUFC Stadium Supporter Survey - 20Jul22

How many games did you attend in the 2017-18 season?

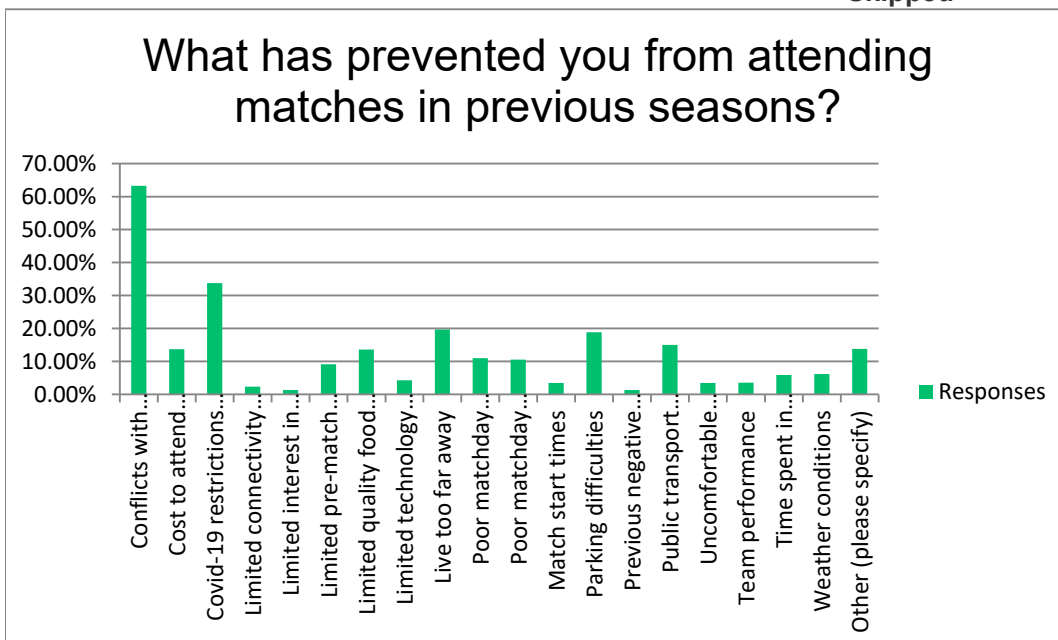
Answered 1072

Skipped 152

OUFC Stadium Supporter Survey - 20Jul22

What has prevented you from attending matches in previous seasons?

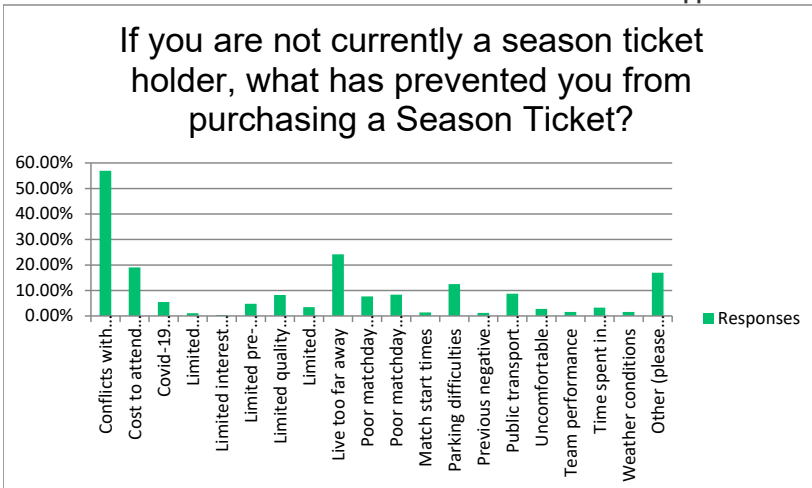
Answer Choices	Responses	Count
Conflicts with personal / work schedule	63.25%	678
Cost to attend matches	13.71%	147
Covid-19 restrictions & concerns	33.77%	362
Limited connectivity inside the stadium (e.g. mobile phone signal, Wi-Fi)	2.33%	25
Limited interest in football	1.31%	14
Limited pre-match entertainment options (e.g. no permanent fan zone)	9.14%	98
Limited quality food & drink offerings	13.62%	146
Limited technology inside the stadium (e.g. large screens)	4.29%	46
Live too far away	19.68%	211
Poor matchday atmosphere	11.01%	118
Poor matchday experience	10.54%	113
Match start times	3.45%	37
Parking difficulties	18.84%	202
Previous negative experience of attending matches	1.31%	14
Public transport limitations	15.02%	161
Uncomfortable seating	3.45%	37
Team performance	3.54%	38
Time spent in queues (e.g. upon entry to stadium, to access food & drink)	5.88%	63
Weather conditions	6.16%	66
Other (please specify)	13.81%	148
	Answered	1072
	Skipped	152



OUFC Stadium Supporter Survey - 20Jul22

If you are not currently a season ticket holder, what has prevented you from purchasing a Season Ticket?

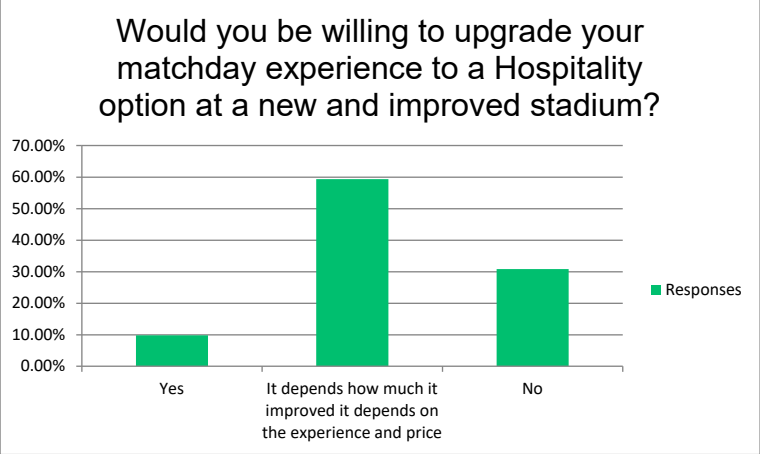
Answer Choices	Responses	
Conflicts with personal / work schedule	56.95%	332
Cost to attend matches	19.04%	111
Covid-19 restrictions & concerns	5.49%	32
Limited connectivity inside the stadium (e.g. mobile phone signal, Wi-Fi)	1.03%	6
Limited interest in football	0.34%	2
Limited pre-match entertainment options (e.g. no permanent fan zone)	4.80%	28
Limited quality food & drink offerings	8.23%	48
Limited technology inside the stadium (e.g. large screens)	3.43%	20
Live too far away	24.19%	141
Poor matchday atmosphere	7.72%	45
Poor matchday experience	8.40%	49
Match start times	1.37%	8
Parking difficulties	12.52%	73
Previous negative experience of attending matches	1.20%	7
Public transport limitations	8.75%	51
Uncomfortable seating	2.74%	16
Team performance	1.54%	9
Time spent in queues (e.g. upon entry to stadium, to access food & drink)	3.26%	19
Weather conditions	1.54%	9
Other (please specify)	16.98%	99
	Answered	583
	Skipped	641



OUFC Stadium Supporter Survey - 20Jul22

Would you be willing to upgrade your matchday experience to a Hospitality option at a new and improved stadium?

Answer Choices	Responses	
Yes	9.80%	109
It depends how much it improved it depends on the experience and	59.35%	660
No	30.85%	343
Answered		1112
Skipped		112



OUFC Stadium Supporter Survey - 20Jul22

How many times per year do you visit the area around the Kassam Stadium site on non-matchdays? (eg. to visit cinemas, hotels, club shop etc.)?

Answered 1083

Skipped 141

OUFC Stadium Supporter Survey - 20Jul22

How many times per year would you visit the new stadium site if it contained retail shops, restaurants, hotels, green spaces etc.?

Answered 1080

Skipped 144



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