



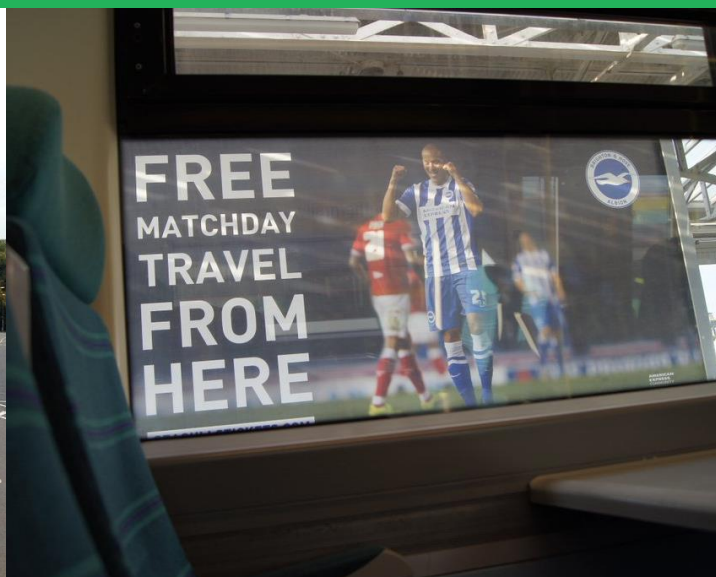
EUROPEAN HEALTHY
STADIA NETWORK



ACTIVE TRAVEL CASE STUDY

AMERICAN EXPRESS COMMUNITY STADIUM

BRIGHTON & HOVE ALBION F.C. (UK)



**Albion in the
Community**
Giving people a chance

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BRIGHTON & HOVE ALBION F.C. (UK)

Brighton & Hove Albion F.C. are currently based at the American Express Community Stadium, commonly referred to as 'The Amex'. The club and their community trust, Albion in the Community (AIRC), have established a Travel Management Plan in conjunction with local authorities to encourage fans, staff, visitors and other users of the stadium to use walking, cycling and public transport as alternatives to travelling by private car.

Main activities and achievements

The Amex was the first building of its kind in the UK to achieve a BREEAM very good rating on completion of the stadium in July 2011, and continues to focus on reducing CO₂ emissions by encouraging the use of public transport and active travel options.

Though the priority for Brighton & Hove Albion is *sustainable transport*, and a significant proportion of this consists of journeys via public transport, by its very nature the use of public transport is a form of multi-modal travel as it has an implicit 'active component'.

- Official parking around the stadium and local sites is limited and accounts for just 15% of the total attendance. This is the reverse of a large number of other English Football League clubs where in the order of 80% travel to their stadium by private car and 20% by sustainable means;

- The number of people using multi-modal travel to the stadium (walking or cycling in combination with public transport) accounts for more than 50% of the total attendance, approximately 12,800 people per match during 2015/ 16;
- The club has 172 covered and secure cycle racks with a further 46 within the newly landscaped street;
- The main road to the Amex from Brighton city centre has a dedicated and well-signposted cycle lane. On-site signage directs cyclists to cycle locking facilities.



Above: Cycle locking facilities at the Amex

Travel Management Plan

The Travel Management Plan, operated in partnership with Brighton & Hove City Council and Lewes District Council, is intended to reduce the use of private vehicular transport to the Amex on matchdays and non-matchdays.

The main aims are to:

- Encourage fans, staff, visitors and other users of the stadium to use walking, cycling and public transport as an alternative to private car use;
- Increase the awareness of staff, visitors and other users of the advantages and potential for travel by more environmentally friendly means;
- Introduce a package of physical and management measures that will facilitate staff and visitors to travel by modes of transport other than private car;
- Promote the benefits of sustainable travel which include health, reduction in stress, increased productivity and environmental friendliness;
- Increase awareness of and improve road safety and personal security;
- Identify a nominated member of staff to act as a Travel Plan Co-ordinator (TPC)

Partners

The TPC works closely with Brighton & Hove Albion's security, health and safety departments; transport officer; supporter services; and marketing and communication departments internally, before liaising directly with external stakeholders. The TPC also attends a Travel Management Group composed of the following stakeholders and organisations which meet regularly to discuss promotion and maintenance of sustainable travel to the stadium. These include:



Above: Falmer train station is just a short walk from the Amex

- Brighton Aldridge Community Academy
- Brighton & Hove City Council
- Brighton & Hove Buses
- British Transport Police
- East Sussex Fire & Rescue
- East Sussex County Council
- Falmer Parish Council
- SECAMB
- Southern Railways
- Sussex Police
- University of Brighton
- University of Sussex

Communications and Promotion of Activities

The success of the Club's travel management plan is in part thanks to the offer of free public transport use for both home and away supporters as part of their matchday league ticket.

Brighton & Hove Albion use this in tandem with the [travel guide](#), to discourage the use of private vehicles to and from the stadium. The travel guide provides a plethora of information for individuals and groups wanting to walk or cycle to the Amex and explains that fans attempting to park in the area surrounding the stadium will be deterred by stewards and may risk parking tickets. Live social media updates on a matchday also inform fans of travel options. The travel guide is emailed to all match attendees in a pre-match brief, is available via the Club's website and is also circulated regularly via social media.

Sodexo, the club's catering partner, promote the rail links, bus service and cycling to the stadium for all non-match day events to their staff. Furthermore, each event organiser receives a 'Client Welcome Pack' with a directions guide once their event has been booked.

Evaluation of Activities

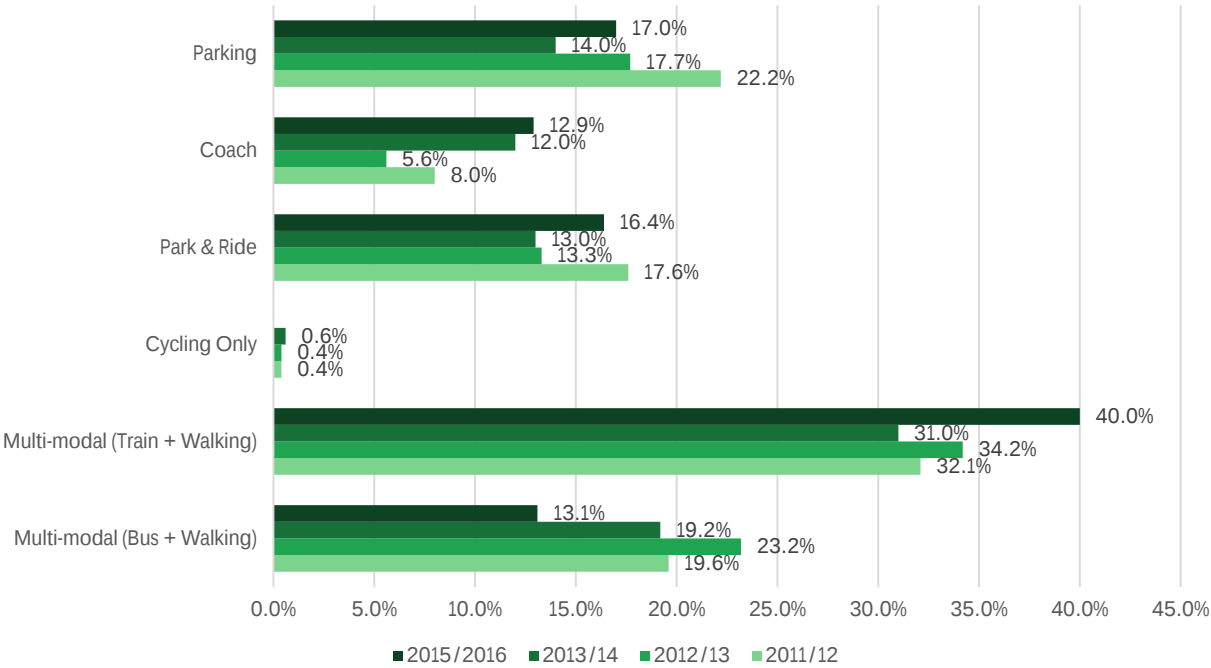
The club assesses how supporters choose to travel to the stadium on matchdays as they enter the stadium perimeter by monitoring the number of supporters at various entrance points. In each year this survey was conducted, over 50% of supporters visiting the stadium used a combination of walking or cycling with public transport and this has been maintained in the 2015/16 season (53.1%).

Supporter satisfaction with travel options is also examined through an online survey. Over 90% of respondents rated their travel experience as positive in 2015/16.

How have activities been funded?

Associated costs are part-funded through the price of matchday tickets; the rest is subsidised by the Club. Providing a sustainable transport plan was an essential part of the planning permission to build the

Travel options taken by fans on a matchday





Above: Manager Chris Hughton (centre right) supporting the Brighton to Paris bike ride in 2015

Amex and therefore the transport levy on matchday tickets plays a vital part in allowing Brighton & Hove Albion to maintain all of the access areas and travel methods that service the stadium including: walkways surrounding the stadium compound, bike storage facilities and extension of the platform at the nearby Falmer Station.

Fundraising and cycling advocacy

Albion in the Community have been involved in a number of successful cycling advocacy projects, contributing to the growing cycling culture in and around Brighton, including:

- a Bike Train event in 2012 promoting and encouraging fans to cycle to the stadium on matchdays in conjunction with the Club and a local cycling organisation. The event was led by local MP and current Co-leader of the Green Party of England and Wales, Caroline Lucas.

- Brighton & Hove Albion organise an annual 'Cycle to Europe' event with individual participants raising money for AITC to enable them to carry out a range of activities including health initiatives, school and social inclusion programmes across the region. The event attracts both seasoned and amateur cyclists, who also act to encourage cycling as an alternative mode of transport and for recreational purposes.

Future plans

The Travel Management Strategy is extremely successful in encouraging both home and away supporters to travel to the stadia on matchdays by sustainable means, with just one in five using private vehicles. The Club monitors travel patterns on a season by season basis, adjusting resources accordingly and working closely with local stakeholders to ensure the existing balance is maintained.



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