



SOUTHAMPTON FOOTBALL CLUB

TRANSPORTATION PLAN 2006 – 2007

FINAL EDITION

TRANSPORTATION PLAN 2006 – 2007

CONTENTS

1. Introduction

SECTION 1 - REVIEW OF 2005 - 2006 TRANSPORT ARRANGEMENTS

2. Car Parking

- 2.0 Car Park Introduction
- 2.1 July 2001 Breakdown / Club Provision
- 2.2 On-street parking
- 2.3 Off-street parking
- 2.4 Division 4 parking
- 2.5 Disabled parking arrangements
- 2.6 Club parking provision
- 2.7 Site usage data;
 - 2.7.1 Category 1
 - 2.7.2 Category 2
 - 2.7.3 Category 3
 - 2.7.4 Disabled

3. Bus Travel

- 3.1 Introduction
- 3.2 Through Ticketing
- 3.3 Park and Ride;
 - 3.3.1 Park and Ride utilisation
 - 3.3.2 Park and Ride management
- 3.4. Rail Ferry Shuttle
- 3.5. Home Coaches
- 3.6 Visiting Supporters Coaches
- 3.7 Promotional Activities

4. Traffic Impact

5. Pedestrian Flows

6. Motorcycles

7. Bicycles

8. On-site traffic management

9. Management

10. Consultative Bodies;

10.1 Bodies involved

10.2 Review process

11. Staff Transport Arrangements

12. Supporter Liaison

SECTION 2

PROPOSALS FOR SEASON 2006 – 2007

13. Car Parking;

13.1 Category 1 car parking

13.2 Category 2 car parking

13.3 Category 3 car parking

13.4 Category 4 car parking

14. Buses;

14.1 Through Ticketing

14.2 Park and Ride

14.3 Rail / Ferry Shuttle

14.4 Other buses

15. Pedestrians

16. Motorcycles

17. Bicycles

18. Management/Consultation/Review

19. Staff Transport Plan

20. Supporter Liaison

22. Summary and Commendation

Appendices

1.Introduction

The 2005 – 2006 football season in the Coca Cola Championship at St. Mary's Stadium has been a difficult season on the pitch for the Saints. Attendances were down by 160,000 with (24) League and Cup home matches and 1 friendly match being played. The attendance figures however were still reassuring and the Stadium's first-rate facilities were efficiently handled. Consequently, the club and its technical support groups enjoyed a continuation of their successful implementation of the approved Transportation Plan.

After five seasons, a range of practical Transportation amendments have been developed and presented to the Joint Transport Working Group, which began its work during the planning phase for the new stadium. After careful examination and consultation with the members of the Stadium Monitoring Group, the Joint Transport Working Group accepted the changes. The last revision to the Transportation Plan (season 2005 - 2006), which consolidated various amendments, was approved by the City Council last year.

This sixth report continues with the structure and policies of the original plan together with appropriate amendments from the 2005 – 2006 transport plan. It has been prepared to satisfy the Section 106 review conditions that are directly related to transport.

Analyses used in this report are based on all football seasons since the Stadium opened. The match attendances were as follows:

First season -

- 8 matches with attendances at full capacity.
- 10 matches with attendances at 90% stadium capacity.
- 2 matches with attendances at 85% stadium capacity.

Second season –

- 7 matches with attendances at full capacity.
- 5 matches with attendances at 90% stadium capacity.
- 11 matches with attendances at 85% stadium capacity.
- 1 friendly match with attendance at 27% stadium capacity.
- 1 Worthington Cup match with attendance at 50% stadium capacity.

Third season –

- 10 matches with attendances at full capacity.
- 6 matches with attendances at 95% stadium capacity.
- 5 matches with attendances at 90% stadium capacity.
- 1 match (Europe) with attendance at 94% stadium capacity.
- 3 friendly matches with attendances at 64% stadium capacity.

Fourth season -

- 9 matches with attendances at full capacity.
- 5 matches with attendances at 95% stadium capacity.
- 6 matches with attendances at 90% stadium capacity.
- 3 matches with attendances at 85% capacity.
- 1 friendly match with an attendance of 30%

Fifth season -

- 3 matches with attendances at 88% stadium capacity
- 9 matches with attendances at 75% stadium capacity
- 10 matches with attendances at 62% stadium capacity
- 1 cup match with attendance at 49% stadium capacity
- 1 friendly match with attendance at 30% stadium capacity

The modal split listed in Table 1 is as in previous reports and this split remains relevant for the 2006 - 2007 Transportation Plan.

The split was developed using data obtained by W S Atkins from research into the travelling patterns of supporters attending matches at The Dell.

The data obtained was assessed against mode targets in Local and National Transport Plans to produce the travel mode split for St Mary's Stadium.

Table 1 – Modal Split

Modes	Travel to Stadium	Modal Split (%)
Car	Park & Walk	52.5 (Sat) 65.5 (weekdays)
	Park & Shuttle	18.0 (Sat) 5.0 (weekdays)
Motorcycle		1.0
Coach		4.5
Scheduled Bus		8.0
Rail		5.5
Ferry		1.0
Cycle		1.5
Walk		8.0
TOTAL		100.0

The 200-metre vehicle exclusion zone to the north and south of the stadium remains an effective component of the Transport Management Plan.

The zone continued to operate throughout the season with minor adjustments being made to deal with specific pedestrian, access or safety needs. The zone, which is continued for 2006 - 2007, minimises delays to the movement of the visiting supporters' coaches and maintains the access needs of local people to their properties and businesses.

The through ticketing system on scheduled bus services within Southampton remains the most flexible option for supporters visiting the stadium. Because it meets the travel needs of a number of supporters, use of the through ticketing scheme expanded substantially during the second season. During the past season there has been a slight reduction in usage in the Coca Cola Championship. Buses are short in supply after evening fixtures. The clubs bus co-ordinator Archie Parsons has written to all the bus Companies and attended the bus user group meeting along with the Club Transport Co-ordinator in an effort to improve bus services for evening matches.

The Club's bus management contractor, Travel Plans, has maintained a high level of supervision and control ensuring a safe and reliable service for all stadium bus passengers.

Use of the shuttle bus service between the Rail and Ferry terminals is still very popular and vehicle numbers on this service has now stabilised after a 20% growth in demand from the season 2003-2004 to the season 2004-2005. Despite the drop in attendances in the season 2005 - 2006 the shuttle service continues to remain a popular mode of travel.

Bus passenger drop off and pick up points still function well despite continued redevelopment work in the area. The potential impact of the finished development has been ascertained and adjustments to the present system have been introduced as necessary. The development work is drawing to a close and the new occupants of the Chapel redevelopment are aware of and fully understand the matchday operation. Park & Ride is an important component of the Transport plan and should there be any future redevelopment around the Stadium it is hoped the plans will be discussed with the Club in advance.

Over-long queues and excessive pavement crowding are not being experienced. Chapel Road is used for the Rail & Ferry Shuttle services and Albert Road North and Chapel Road for Home park & ride. Chapel Road at the junction of Marine Parade is now closed on a matchday. This is to accommodate the shuttle buses away from the new occupied residential housing area.

The above roads are used both as a bus assembly and a pick up point, which does cause some short-term congestion. However, the area is well managed and controlled by Club and police teams and the period of congestion is kept to a minimum. Buses assemble at the Town Depot during the match, easing congestion on the roads around the stadium.

Recommendations for the 2006 - 2007 season set out later in this report have been the subject of consultation and review with the Joint Transport Working Group and the Stadium Monitoring Group. Throughout the season, these groups regularly review the performance of the Transportation Plan particularly for key matches. This approach sustains a flow of useful

information and feedback for the preparation of the annual Transportation Plan.

This report incorporates information and data from the following sources:

- Southampton City Council ROMANSE traffic monitoring system.
- Southampton City Council parking management system.
- Southampton City Council residents parking management system.
- Stadium Monitoring Group information.
- Cash & Traffic Management (SFC parking sites contractor).
- Travel Plans (The Club's managing bus contractor)
- SFC Operations Department
- Stadium Safety Group
- SFC communication network for supporters.
- WS Atkins Transportation and Management (Transport Documentation)

Southampton Football Club, the Joint Transport Working Group, the City Council's officer team, Hampshire Police and emergency services, local representatives, bus operators and the club's contractors have contributed in a positive way to achieving another successful season for the Stadium Transportation Plan.

Co-operation, flexibility and a progressive approach by all parties remains the key to achieving good results from the approved changes to the original scheme. The consultative relationship firmly established between the Club and the local communities around the Stadium ensures the minimum of disruption to residents and businesses alike.

SECTION 1 - REVIEW OF 2005 – 2006 TRANSPORT ARRANGEMENTS

2 Car Parking

2.0 Introduction

The only significant alteration to the number or range of car park sites shown in the 2004 - 2005 approved plan was the reduction in category 3 car parking (park & ride) at the Ordnance Survey site which was not used for the season 2005 – 2006.

Throughout the season, sites were utilised in accordance with the plan and there was no need to use new sites. Operational decisions were taken to reallocate where necessary specific sites which for various reasons became unavailable, alternative sites with surplus spaces due to non – usage were readily available. The agreed ratio of park and walk and park and ride allocations was maintained.

Park and walk sites were well used and stadium visitors utilised the Club's information packs and accessed the Club's web site to plan their routes to and from the stadium.

Car movements and access routes taken by drivers generally corresponded to those recommended and promoted in the literature provided by the club and issued by the City Council's information service.

During the fifth season, travel and parking usage was lower than that of the previous season. When necessary the club have provided additional transport resources and dealt with issues as and when they occurred. Further examples were increasing the vehicle numbers for the away park & ride service for the match against Brighton. The Club also allocated to home match-day ticket purchasers unused parking spaces in certain car parks. This latter provision reduced the risk of unauthorised parking and the circulation of vehicles in residential and commercial areas around the stadium. Unauthorised parking was reduced in the Belvidere Road area during the season 2005 – 2006. This will be monitored for next season by Southampton Football Club and the Police in order to reduce the risk of travelling supporters with no reserved parking causing congestion around the Stadium. Additional no parking signs have been placed around the stadium to help enforce the no parking zones.

After five seasons in the new Stadium car drivers are very familiar with the range of sites and services provided by the Club, the availability of local public / private car parks and where suitable on street parking can be found. Monitoring data shows that illegal parking is minimal around the stadium because parking regulations are strictly enforced. Any illegal sites found operating are reported by the club to the Council and the Police immediately.

The stabilisation in the use of public transport evidenced by the use of through tickets provided by the Club, shows that car parking needs are being met through an amalgamation of the present Club supply of parking and the availability of surplus levels of public on and off street parking on match days. The effect of the take up by stadium visitors, of these complementary sources of parking protects the situation where no detrimental impact on the city's parking resources is being experienced. This accords with the assessments made after the first season of operating the plans.

Club operational staff monitor the evolving travel picture of supporters on match days and review its effect on the Transportation Plan. Adjustments have been made during the season and the proposals for 2006 -2007 include those adjustments which continue to benefit match day management.

Park and Shuttle services have been focussed on one site to simplify and encourage the use of this travel option by supporters. At this site 400 spaces were available (+ 600 in reserve if required) during the season 2005/2006. The percentage of usage on the 400 spaces without the use of the spaces in reserve continues to remain well within its operational capability at 57%.

The twin transport objectives of the original Transportation Plans were, minimising the number of car journeys supporters made into the city centre and maximising the use of all forms of public transport serving the stadium. Both targets remain the focus of the plan for the 2006 - 2007 season.

2.1 July 2001 Breakdown / Club Provision

The July 2001 WSA report (paragraph 2.1) showed how car parking for home and away supporters would be provided on match days. Table 2.1 of the report set out the Club's provision for car parking in the following categories:

1. On-street parking (656 spaces)
2. Public off street parking (1907 spaces)
3. Private off street parking managed by SFC (Park & Walk / Park & Shuttle and Stadium parking) (5641 spaces)
4. Division 4 sites i.e. Informal off-street parking at private properties (730 spaces)
5. Disabled parking (included in 3 above)

Total spaces proposed for all categories: 8934

The table overleaf lists the current sites and parking spaces provided under categories 3 and 5 above. It also shows the comparison of current sites and spaces with those set out in Table 2.1 of the July 2001 WSA report and past football seasons. Car parks more than 3 seasons without use have been deleted from the table, totals remain the same for comparison purposes.

The main reasons for the variations between the 2004 - 2005 figures and last season's figures are:

- Contractual problems preventing use of the site as a car park.
- Reduction of Cat 2 due to non usage of Royal South Hants Hospital.
- Lack of demand and under usage of park and ride sites.
- Travel choices being made by stadium visitors.
- Stabilised use of local bus services
- Stabilised use of rail / ferry/ bus shuttle services.

Site	Provision July 2001	Provision 2003/2004	Provision 2004/2005	Provision 2005/2006	Comments
Burlsedon Road	0	1000/400	600/400	600/400	Home and Away fans 600 spaces in reserve if needed
Ordnance Survey	600	500/350	150/350	0	Up to 500 spaces in reserve if needed
Totals	2295	1500/750	750/750	600/400	Amended to 600/400 05/06
Meridian	180	100	100	0	Site lost for last 3 fixtures season 2004/05
Elliott's	50	50	50	50	
City College	515	300	150	150	Capacity reduced to 150
City Commerce Centre	78	78	78	78	
Southampton Institute	180	50	50	50	
Cross House Centre	90	90	90	90	
Central Health Authority	64	64	64	64	
Empress Road	367	0	0	0	No longer on site register.
Citroen Garage	70	70	70	70	
RMC (Marine Parade)	75	100	110	110	Increased by 10 spaces 04/05
Hanson UMA	50	50	50	50	
South Coast Shipping	65	65	65	65	
Central Trading (N)	70	0	0	0	No longer on site register.
Central Trading (S)	106	0	0	0	No longer on site register.
Trimline	25	21	21	21	
Southampton ITEC	21	21	21	21	
Bulls Run	50	50	50	50	
RMC (Bitterne Road)	76	60	60	40	Reduction due to non-usage season 05/06
Acron Paints	30	29	29	0	
Itchen Marine	0	40	30	0	Formerly Baldwins
Melbourne Centre	0	21	21	21	Formerly City Training.
Vedic Temple	0	35	35	35	
Royal South Hants.	0	337	300	150	
St. Mary's School	150	80	80	80	
Bevois Town School	80	40	40	40	
Stadium parking	250	250	250	250	Including 40 disabled spaces
Corralls Petroleum.	0	30	30	30	New site for Disabled parking.
Basepoint Centre	0	91	91	91	New site. Replaced City College
PD Port Services.	0	80	100	100	New site. Replaced City College
Fruitina	0	14	14	14	New site. Replaced City College
Turnbull Roofing	0	40	25	25	New site. Replaced City College
Chapel Annexe	0	0	0	60	New site. Replaced Itchen Marine
Maytree School	0	0	0	50	New site. Replaced Meridian
	3346	2256	2074	1855	
	5641	3756/3006	3574/2824	2855/2255	

2.1 Operational comparison: July 2001 report and two seasons

	July 2001	2004/2005	2005/2006
2.2 On street parking			
WSA Category 1			
Pkg beyond 20 min walk	378	378	378
Pkg within 20 min walk	278	278	278
2.3 Public off-street parking			
WSA Category 2	1907	1907	1907
Private off-street parking managed by SFC			
WSA Category 3			
See Table 2 above	5641	3574/2824	2855/2255
2.4 Informal off-street parking at private properties			
WSA Category Division 4			
July 2001 report	730	730	730
2.5 Disabled Parking			
WSA Category 5 Disabled Parking			
July 2001 report		<u>included in figures above</u>	
Totals	8934	6867/6117	6148/5548

2.6 Club parking provision

To meet the requirements of the agreed plan, the Club provides four categories of car parking spaces for supporters each with its own travel and cost implication for the user. As with the July 2001 and other reports, a "Gold" match capacity (32,000) is used as the basis for numbers and types of car parking spaces for the Club's operational plan.

To discourage city centre travel and parking by supporters and to encourage the use of local and special bus services, a charging structure was developed and applied by the club to the four SFC categories. For the 2005 - 2006 season the following charges applied:

Category 1 Park & Walk - Season ticket holders were offered a car parking space on a seasonal basis at a site within a 10-minute walk from the Stadium, at a cost of £135 (WSA Category 3)

Category 2 Park & Walk - Season ticket holders were offered a car parking space on a seasonal basis at a site within 15-20 minute walk of the Stadium, at a cost of £95 (WSA category 3)

Category 3 Park and Ride - Season ticket holders were offered a car parking space on a seasonal basis at a cost of £30. (WSA category 3)

Category 4. Disabled parking - 40 free parking spaces were allocated within the designated areas of the Stadium car parks for registered disabled supporters with season tickets. A further 30 free disabled spaces were available in Car Park E (Corralls) and 20 in Car Park B (RMC (Marine Parade)). In addition, 21 spaces were available to registered disabled supporters within the Melbourne Centre (formerly the Pupil Referral Unit) at the top of Melbourne Street close to the stadium at a reduced rate of £65. The established disabled drop off / pick up areas for orange badge holders remain in the Central Trading Estate off Melbourne Street.

2.7 Site Usage Data

2.7.1 Category 1

CODE	SITE	Total Spaces	Average % spaces used
A	Vedic Society Hindu Temple	35	84
B	RMC (Marine Parade)	110	90
C	Hanson – UMA	50	87
D	South Coast Shipping	65	52
E	Corralls (CPL Petroleum)	30	67
G	Trimline	21	84
H	City College	150	28
I	Chapel Annexe	60	10
J	Southampton I-Tec	21	64
K	St Mary's School	80	35
L	Cross House Centre	90	53
M	Maytree School	50	44
N	Basepoint Centre	91	54
O	Fruitina	14	77
P	Central Health Authority	64	77
R	City Training (see notes below)	21	72
S	Southampton Institute	50	51
Y	PD Services	100	48
Z	Turnbull Roofing	25	57
	Elliots	50	70
	Citroen (Freeborn) Garage	70	97
	Bulls Run	50	100
	Stadium	250	86

Total spaces in Category 1 was 1,547, the average usage was 64%

2.7.2 Category 2.

CODE	SITE	Total spaces	Average % of spaces used
T	RMC (Bitterne Road)	40	50
V	City Commerce Centre	78	70
W	Royal South Hants	150	67
X	Bevois Valley School	40	37

Note: Capacity of Royal South Hants reduced to 150

Total spaces therefore in Category 2 was **328**, the average usage was **56%**

2.7.3 Category 3. Category 3 parking is a Park & Ride service from Bursledon to service the joint requirements of Home and Away supporters. The chart below shows available spaces as well as spaces held in reserve.

Visiting and Home supporters

SITE	A = Total spaces available	B = Total Spaces in reserve	Average % of available spaces used (A)	Average % of available spaces used + res (A+B)
Bursledon Home	200	300	40%	16%
Bursledon Away	200	300	58%	23%

Total spaces in Category 3 was **400**, the average usage was **49%**

2.7.4 Disabled Parking. The Club agreed to provide **74** disabled spaces in the July 2001 plan. **40** designated spaces were located within the Stadium for disabled season ticket holders and a further **34** spaces were provided within the Central Trading Estate adjoining the stadium.

When the CT-Estate spaces were no longer available, alternative parking was provided as follows:

30 spaces were provided at the Corralls site on Belvidere Road and **20** spaces at the RMC site on Marine Parade. Additionally **21** half-price spaces were provided at the Melbourne Centre (formerly the Pupil Referral Unit) in Melbourne Street.

Total spaces in this category was **90** (excluding low cost spaces)

The percentages of usage above reflect the reduction in car parking usage in the Coca Cola Championship.

3. Bus Travel

3.1 Introduction

The through ticketing system continued to be popular although usage was below that of previous seasons in the Premier League, this was mainly attributable to the drop in attendances. Season and match ticket holders are given vouchers for one inbound and one outbound journey on a scheduled bus service within the First Southampton Zone 6 area. This is the central Southampton area bounded by Totton, Bassett Roundabout, Hamble, Portsmouth Road (Veals), Bursledon Road and Galmore. Vouchers are valid on services provided by any operator within the Zone 6 area.

As stated earlier in the report, Park and Ride services are centred around the Bursledon Road site for Visiting and Home supporters. Dedicated bus services are provided free of charge to take supporters to designated drop off / pick up points close to the Stadium.

The Rail / Ferry Shuttle service is extremely well used as many supporters find the free continuous shuttle bus service between the Central Railway Station, Town Quay and the stadium convenient and reliable.

To encourage the use of collective transport, free parking for home supporter coaches is provided. Visiting supporters coaches are parked in Britannia Road under police supervision to allow easy access before and after matches.

Club promotions, such as ticket discounts for schools operate throughout the season to encourage collective travel to matches.

3.2 Through Ticketing

The number of supporters using scheduled buses was estimated at approximately **2560**. (July 2001 Report 3.3). Use of this facility remained encouraging despite the drop in attendances and an average of **3800** vouchers were redeemed for Saturday matches and **3000** for midweek matches. Feed back from supporters using the scheme showed that both the service and system operate well.

The national shortage of drivers and vehicles continues to affect Bus companies but sufficient numbers of vehicles are available to meet the present needs of the Transportation Plan.

Efforts on the part of the club to improve the availability of local late night services continue through its participation in the SCC Bus User Group. Mr Parsons the clubs bus co-ordinator continues to request additional bus services after evening fixtures. Local service capacity for non-stadium users is not adversely affected by Stadium services.

The Club through its comprehensive supporter network issues information on route changes, timetables, and delays through road works. The Saints web-site is constantly updated with travel information by the Club Transport Co-ordinator, examples of these updates can be seen in the appendices. Travel Plans, the Club's Bus service contractor, monitors all bus and coach movement on matchdays and provides data to the club on usage and availability.

Promotional material for the through ticketing scheme is shown in the Appendices

3.3 Park and Ride

3.3.1 Utilisation

Visiting and Home supporters

SITE	Total Spaces (A)	Total spaces in reserve	Average % of spaces used (A)
Bursledon Home	200	300	40%
Bursledon Away	200	300	58%

Use of the Park and Ride facilities assigned to visiting supporters varies depending on which team is visiting and the away sales are updated weekly from the away team ticket office.

Supporters of a number of London clubs made greater use of train services

particularly for Saturday matches. Numbers using the visiting supporters' car park increased for midweek matches due to the lack of train services available after matches.

Park and Ride facilities for **visiting** supporters is available for all matches.

Park and Ride sites for **home** supporters are used for Saturday matches only due to their lack of availability to the Club on other days. Park and Ride sites operate two hours before and one hour after matches.

Following research by the Joint Transport Working Group, it was concluded that a significant parking capacity was available in the city centre car parks after 6.00 p.m. Part of this capacity is utilised by supporters attending evening matches. There has been no change to this situation.

3.3.2 Park and Ride Management

Maintaining a flexible approach to the management of buses and coaches serving the Park and Ride operations remains the best course of action for dealing with the fluctuating numbers of people using the park and ride services.

Six buses for Home fans only were used to service the site at Burisedon. These vehicles are provided and managed by Travel Plans, the appointed managing bus contractor.

Bus provision for the Visiting supporters' park and ride operation varied between 6 and 12 vehicles, depending on the number of match tickets allocated and sold by the visiting club.

These vehicles are also provided and managed by Travel Plans, the appointed managing bus contractor.

The club's Transport Co-ordinator maintains close contact with Mr. Archie Parsons of Travel Plans the overall bus services management contractor. Mr. Parsons is responsible for ensuring there is good communication between all bus and coach suppliers to provide the most efficient deployment of vehicles.

Town Depot, a site close to the stadium off Albert Road North has previously been used for the parking of buses during matches. The Town Depot was not required for the 2005/06 season as buses were accommodated within the Chapel Road Road closure.

The designated bus routes are reviewed regularly by the Joint Transport Working Group to adapt the network to deal with road maintenance and road construction programmes.

3.4 Rail / Ferry Shuttle

The Club continued to provide a free bus service linking the Central Railway Station, Town Quay and the Stadium before and after matches.

This popular service has increased to **10** vehicles and despite lower overall attendances this service has stabilised at this number.

Signage schemes by the Club and the City Council have been installed throughout the city and in the city centre to direct supporters to the stadium pick up points.

The Club negotiated a special fares concession with Red Funnel Ferries, which enables supporters to travel from the Isle of Wight at a discounted rate on match-days

3.5 Home Coaches

The Club and police personnel jointly manage home supporter coaches. An average of 5 coaches/mini-buses per match are parked in The Melbourne Street Loop on the Central Trading Estate under police supervision. Mini buses can also be accommodated in category A car parks close to the stadium.

3.6 Visiting Supporters Coaches

The number of vehicles travelling to the Stadium ranged from 2 to 25 vehicles depending on each visiting club's travel policy and practice. Visiting supporters coaches park in Britannia Road and adjacent streets under police supervision and the arrival and departure of vehicles is carried out in accordance with the agreed police escort schedule.

3.7 Promotional Activities

Promotions aimed at schools and affinity groups were run for a number of matches, in particular the fixtures against;

QPR	10 th September 2005
Plymouth Argyll	24 th September 2005
Hull City	15 th October 2005
Derby County	4 th February 2006
Sheffield Wednesday	25 th February 2006
Millwall	17 th April 2006

Take up in general was encouraging and over 7,000 children benefited from the group offers, the club will look to build on this in the future.

School promotions were arranged through the Community Department of the Club. Promotional offers to local schools and affinity groups entitled them to a match day package which included coach / minibus parking. School vehicles were parked close to the Stadium at category one sites.

Schools promotional events have proved popular with all the schools involved and are successfully managed by the involved parties.

Fans with disabilities enjoy a comfortable, safe ride to St Mary's Stadium, courtesy of Southampton Dial-a-Ride operated by SCA Support Services, which is funded by Southampton Football Club. The service is provided free of charge to disabled supporters and proved very popular. Some examples of the promotional coverage of this service are included in the Appendices

4. Traffic Impact

The 2002-2003 report contained proposals for car park sites, parking capacities, site locations, users, vehicle travel routes, pedestrian numbers and flows which, after careful scrutiny were considered to be within the capacity of the existing road network.

Assessments carried out by the club's technical consultant team and the Joint Transport Working Group showed that the proposals were capable of implementation without major disruption to traffic flows or capacities. The important conclusion reached was that the existing network could cope with the planned impact of traffic generated by the Stadium under full capacity match conditions.

Match capacity data shows that for the season 2005/06, the traffic generated has not had an adverse effect on the local network. This endorses the conclusions stated in the July 2001 WSA report reference 4.13 and 4.14.

5. Pedestrian Flows

Monitoring of flows over the new pedestrian footbridge is carried out regularly to enable the pedestrians using the bridge, particularly at the end of a match, to be safely managed. When away ticket sales exceed 3000 the Club closes the North Car Park. Police and Club stewards control away supporters by restricting their access to the footbridge and re-directing them to Britannia Road in order to reduce the congestion on the bridge.

6. Motorcycles

Utilisation of the 170 parking bays provided at the Stadium stabilised at approximately 120.

7. Bicycles

Utilisation of the 420 covered bicycle parking spaces provided at the Stadium stabilised at approximately 230.

8. On-site traffic management

The Club has sustained its programme of current for on-site traffic management. Current measures include:

- Designated car park attendants to manage the Stadium car parks, equipped with high visibility clothing and radios
- A 5mph speed limit with appropriate signage prominently displayed
- A traffic segregation system, separating pedestrians and vehicular traffic, particularly in the vicinity of the Megastore and the Ticket Office
- A one way traffic system: for deliveries to ensure a minimum interface with pedestrians
- Authorized pass holders only allowed to park on match days, with a separate system for non-matchdays.
- Removable barriers at the front of the Stadium to prevent vehicles driving across the pavement and Stadium forecourt.
- New access for visiting team coaches with barriers and drop kerb access.

9. Management

The Club's own internal Transport Management Team has operated throughout the season. Regular sessions are held with the police, relevant contractors and officers from the City Council's transportation management group. The joint group review performance of the established transportation plan, particularly for key matches. Plans are developed for future events in the light of recent data on attendance levels and other transportation factors, which may affect regular operations.

10. Consultative Bodies

10.1 The following groups are involved in the development, evaluation, planning and review process of transport issues and proposals relating to The Friends Provident St Mary's Stadium:

Transport Working Group.
Stadium Monitoring Group.
Southampton City Council Planning Panel.
Technical consultants
Mott McDonald (technical consultants to the Highways Agency)

10.2 Review Process

The Club has maintained its review process of transport arrangements as the season progressed. This allows areas to be identified where the agreed plan requires adjustment, which is done normally in collaboration with the Joint Transport Working Group. Examples of this include:

- Re-allocation of bus services for home and away supporters to meet the fluctuating demand on match days.
- Supporters re-allocated from the Vedic Society Hindu Temple car park in Radcliffe Road due to several Temple functions.
- Constant up-dates of transport issues on the club web site for both home and away supporters.

11. Staff Transport Arrangements

A staff travel plan for stadium personnel was completed during 2002 and submitted to the City Council. All staff working are encouraged to car share or use public transport on matchdays. Other elements of the plan are continuing to be developed.

12. Supporter Liaison

Supporter liaison and communication of information with the supporters has been a priority to the Club during the season. The Southampton City Council Highways Department is very co-operative in maintaining and developing this communication link. The type of information has included:

- Details of future road works and expected completion dates, as published.

- Stadium on-screen display during the match, drawing attention to the information in the match programme.
- Mail shots to supporters.
- Constant updates on the Southampton Football Club web site.

SECTION 2

PROPOSALS FOR SEASON 2006 – 2007 COCA COLA CHAMPIONSHIP

The proposals for next season correspond with the principles and content of the 2005 - 2006 Transportation Plan. Changes and adjustments have been made in the Park and Walk category as well as in the number of spaces available for Categories 1, 2 and 3. These changes have been made using data collated from last season in the Coca Cola Championship.

13. Car Parking

The Club will offer its season ticket holders car parking within the four established categories; Category One and Two (park and walk), Category Three (park and ride) and Category 4 (disabled parking)

13.1 Category 1

CODE	SITE	Total spaces offered
B	RMC (Marine Parade)	110
C	Hanson – UMA	50
D	South Coast Shipping	65
E	Corralls (CPL Petroleum)	30
G	Trimline	21
I	Chapel Annexe	60
J	Southampton I-Tec	21
K	St Mary's School	80
L	Cross House Centre	90
M	Maytree School	50
N	Basepoint Ent Centre	91
O	Fruitina	14
R	Melbourne Centre	21
S	Southampton Institute	50
Y	PD Port Services	100
Z	Turnbull Roofing	25
	Elliot's	50
	Citroen (Freeborn) Garage	70
	Bulls Run	50
	Stadium	250
TOTAL		1298

Notes

- 1298 Category 1 spaces will be offered for the 2006 - 2007 season.

- This reduction takes into account percentages of non-usage and the drop in attendances in the Coca Cola Championship. The main reductions are the loss of The Vedic Temple (35) City College (150) Central Health Authority (64) These reductions have been catered for by allocations to alternative sites with a very low percentage of usage.

13.2 Category 2

CODE	SITE	Total Spaces
T	RMC (Bitterne Road)	40
V	City Commerce Centre	78
W	Royal South Hants	150
X	Bevois Valley School	40
	TOTAL	308

Notes

- 308 Category 2 spaces will be offered for the 2006 - 2007 season. This number remains the same as in the season 2005 - 2006 as Maytree School (50) was placed in category 1.

Strategic Reserve

The following site is on the reserve list for season 2006 - 2007

- Royal South Hants increase in availability to (150)

13.3 Category 3

Joint use of the Bursledon Road site for visiting and home supporters parking, is continued for the 2006 - 2007 season.

SITE	Total Spaces Available	Total Spaces in Reserve
Bursledon Rd - Home (see notes)	200	300
Bursledon Rd - Visiting (see notes)	200	300
TOTAL	400	600

Notes

- As the table shows, additional capacity exists at the Bursledon Road site if there is sufficient demand.

13.4 Category 4

The Club continue to give priority to the provision of a high level of disabled parking spaces. (90) spaces in total will be available for the 2006 - 2007 season.

40 spaces are available in the Stadium car parks, 20 in RMC Marine Parade (Car Park B) and 30 in CPL Petroleum (Car Park E).

Additionally **21** disabled spaces at the Melbourne Centre (formerly the Pupil Referral Unit) in Melbourne Street will continue to be offered at half price for the season.

The Club will maintain their joint initiative with Southampton Dial-a-Ride and will be funding **2 to 4** dedicated vehicles,(depending on demand) to provide free transport on match days for disabled supporters registered with the scheme. The drop-off point for this service is located in the Stadium car parks.

The disabled drop off / pick up point will remain on the Central Trading Estate.

14. Buses

14.1 Through Ticketing

The Club will retain its' close links with all the bus companies involved in the scheme to ensure its efficient operation.

14.2 Park & Ride

The number of buses used for visiting supporters will fluctuate; this will be based on the number of match tickets each visiting Club is allocated. The Clubs vehicle co-ordinator Mr Parsons will supply all the vehicles for the park & ride.

Generally, **8** vehicles will service the Home park & ride site at Bursledon Road.

6-12 vehicles will service the Away supporters park & ride at Bursledon depending on away ticket sales.

Both operations will be closely monitored by Mr Parsons to ensure that the appropriate numbers of vehicles are provided to meet specific demands. Using a single contractor will give the club greater flexibility in re-allocating buses as and when required.

14.3 Rail / Ferry Shuttle

10 buses will be dedicated to this service which remains a popular mode of travel for supporters. The service will be managed in the same way as in previous seasons.

14.4 Other buses

It is proposed that home supporters coaches will be parked in the Melbourne Street loop which surrounds the Central Trading Estate. Paget Street is no longer a suitable option due to the Chapel Road and Andersons Road housing development. Visiting supporters will be managed at the Bursledon Road site as in 2005 – 2006 under the supervision of Mr Parsons.

15. Pedestrians

The Transport Working Group in conjunction with Hampshire Constabulary will continue to monitor and assess pedestrian flows.

Proposals for the 2006-2007 season will not have an adverse impact on the pedestrian flows or pedestrian access routes to the Stadium.

16. Motorcycles

The Club will offer the same number of motorcycle spaces for supporters as last season. 170 parking bays are available. Use of this facility will be promoted by the club

17. Bicycles

The Club will offer the same number of bicycle spaces for supporters as last season. 420 covered parking spaces are available. Use of this facility will be promoted by the club.

18. Management / Consultation / Review

The Club will continue to build on the success and experience of past seasons and will continue to utilise the internal and external management resources currently employed.

19. Staff Transport Plan

A staff transport plan has been completed and submitted to the City Council and its proposals and recommendations are being implemented in accordance with the timescales given in the plan. All working staff are encouraged to car share or use public transport on matchdays.

20. Supporter Liaison

The Club will continue to utilise the excellent supporter's network and communication channels it has created to keep everyone informed of activities and developments.

22. Summary and Commendation

The Transportation Plan proposals put forward in July 2001 by the Club were the product of significant investment and commitment by a range of key organisations, professionals and interested parties.

The policies, principles and objectives within the plans will continue unchanged through the 2006 - 2007 season at St. Mary's Stadium.

The implementation and management of the Transportation Plan was built on good theory and sensible assessments, and to it has now been applied five seasons of real experience, practice and hard work. This experience is now a reliable and important design factor for operational aspects of the plans. The application of this important element has resulted in the proposals contained in this report.

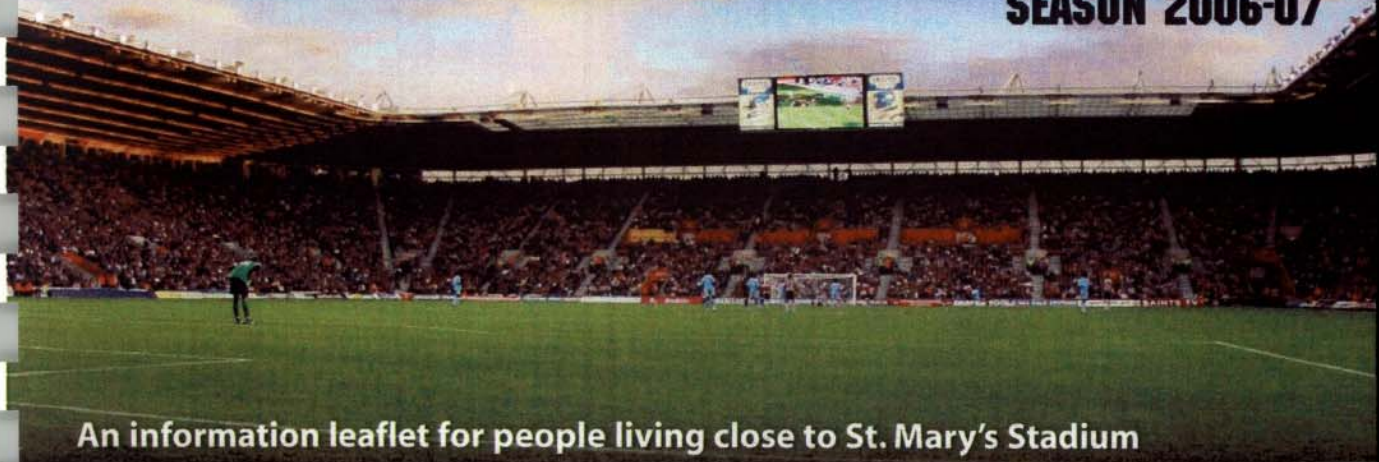
The proposals for the 2006 – 2007 season are recommended for adoption by Southampton City Council.

APPENDIX 1

EXAMPLES OF SUPPORTER COMMUNICATION

RESIDENTS' NEWSLETTER

SEASON 2006-07



An information leaflet for people living close to St. Mary's Stadium

Welcome to the Residents' Newsletter for the 2006-07 season

As you may be aware, a new Board has recently taken over the running of the Club. The new Board are committed to fostering positive relationships with the local community in and around St. Mary's Stadium. The Board is determined that Southampton Football Club should be a source of pride and an active participant in the Hampshire community. Everyone at the Club is now striving to ensure that, under George Burley's leadership, the team can seriously challenge for promotion and regain our rightful place in the Premier League.

A fixture list for the coming season appears inside which you should find useful. The details are correct at the time of printing but are of course liable to change, particularly in the latter part of the season. You are advised to consult the local media for details or check our website, www.saintsfc.co.uk if you have access to the internet.

The Bon Jovi concert at St. Mary's Stadium in early June was only the second concert at the stadium and our first with a large part of the audience standing on the pitch. The event was very successful with a concert capacity audience of 35,000 having a thoroughly enjoyable evening. We are of course conscious of the effects such events at the stadium can have on the local community and we remain committed to being a responsible neighbour.

You may want to take advantage of one of the special residents' matchday ticket offers which appear elsewhere in the Newsletter, including the chance to see our home match against Preston North End in the Coca-Cola Championship on 26th August 2006 for just £10 for an adult ticket, £8 for seniors/teens and £5 for juniors.

We all look forward to seeing you at matches this season.

flybe.com
MAIN CLUB SPONSOR



This leaflet is also available
in **LARGER PRINT**.
Please call **023 8071 1974**



MATCHDAY RESIDENTS' PARKING SCHEMES

Some residential areas close to the stadium have Residents' Parking Schemes. The aim of the schemes is to provide protected on-street parking for residents and their visitors on matchdays. Residents voted for the schemes after extensive public consultation.

Residential developments that have been constructed within the last 5 years are provided with their own off-street parking places, and are therefore not included in the Residents Parking Schemes.

How the Residents' Parking Schemes work

The date of each match and the times of operation of the schemes will be displayed on signs at the entry to each of the Controlled Parking Zones (CPZ). Outside the hours of operation there is no restriction on parking in marked bays, or on single yellow lines,

unless indicated by yellow time plates. The double yellow line restriction is "No waiting at any time".

There are three CPZs which operate on matchdays only: Northam, Bitterne Manor and Itchen. The times of operation have been chosen to prevent football supporters parking in the area before a match. This will enable residents to park near their homes during the day. Each household within the CPZ is also entitled to 20 days' worth of visitors' permits. Residents' cars within the CPZ must display their permit on match days. The permits are valid in any residents' bay within their zone. Vehicles without a permit may park for up to one hour.

The existing Residents' Parking Scheme in Inner and Outer Avenue will operate additionally for Sunday and evening matches. The Residents' Parking Schemes in Newtown/Nicholstown and Woolston operate 8.00am to 10.00pm seven days a week.

All on-street parking restrictions are now enforced by the City Council's Parking Attendants. The Police can no longer issue fixed penalty notices for contravention of parking restrictions. However, obstruction (e.g. parking across a driveway) is still an offence which is enforced by the Police. If you have any queries about Residents' Parking permits or parking enforcement in Southampton, please contact the Parking Team on 023 8083 4600.

Residents' Parking permits can be obtained in person at Gateway Southampton, the City Council's One-Stop Shop in the Civic Centre during office hours, or by post from Parking Services (ring 023 8083 4600 for an application form).

SAINTS IN THE COMMUNITY

Saints in the Community have secured funding from the Football Foundation to operate football activities in the local area and promote cultural diversity throughout the city. The Onside Project started in December 2005 and will operate for 5 years.

The project is designed to sustain and enhance the work undertaken to date through the Racism Just Ain't Saintly (RJAS) campaign set up in 2002. Through the vehicle of football the project is designed to combat racism, to promote community cohesion and to inform all parties of the benefits of a culturally diverse city.

The funded activities will be delivered outside of curriculum time, and will have a structured weekly programme for both term and holiday periods.

The inclusive programme aims to continue the strong links with local partners including Southampton City Council, Hampshire Police, Hampshire FA and

Community Groups in order to ensure the scheme has a co-ordinated approach and expert advice is available to achieve the project objectives.

Some of the initiatives have been:

- A coaching programme for 500 people
- Delivered diversity seminar to over 2000 children
- Set up holiday courses for 500 children
- Operated tournaments for young people & adults

If you would like further information on the Onside Project or find out about the range of summer courses available for children aged 5-14 years throughout the school holidays, contact Jazz Bhatti at Saints in the Community on 087 0220 0170.



Saints in the Community

Registered charity no. 1090916



COMMUNITY BENEFITS FUND

Southampton Football Club's commitment to local communities includes the current Community Benefits Fund, which has provided funds through various grants over the past five years towards projects developed by local groups in the Newtown/Nicholstown, Northam and St. Mary's/Kingsland areas. The Fund is also boosted by a contribution from the Club each time a concert is held at the Stadium.

A number of varied projects from community and voluntary groups immediately surrounding the Stadium benefited from the Fund last year. This year the Panel again approved grants to a number of groups including contributions to projects which:

- Benefit children and young people (City Reach Junior Club, James Street Kids Club Camp, Northam 521 Youth Group)
- Provide family learning (Maytree Family Learning's Project)
- Benefit older people (Black Heritage)
- Benefit the whole community (St. Mary's Festival)
- Address deprivation (Southampton Co-operators Credit Union, YMCA Tenants Group, Rainbow Project Society of St. James)

Applications for grants for 2006/07 will be invited early next year. Grants are limited to a maximum of £1,500 for each group per financial year. The overall fund is split equally between the three community areas.

To check if your group qualifies, to register your interest or to find out more, contact **Steph Smith** on **023 8083 2032** at Southampton City Council.



THE STADIUM MONITORING GROUP

The Stadium Monitoring Group meets every three months and discusses a wide range of stadium related items from transport and parking to community use and benefit.

Southampton Football Club, Members and Officers of the City Council, the Police and local community representatives attend these meetings.

If you have any comments you can make your views known by:

1) Contacting your current representative:

- **Sean Withill**
Newtown and Nicholstown
023 8063 0848
- **David Brown**
Peartree – Bitterne
023 8044 5518
- **Mike O'Leary**
Northam
023 8090 8804
- **Bernie O'Sullivan**
St. Mary's
023 8063 0975
- **Andy Grace**
Woolston
023 8042 1203

2) Contacting one of the Councillor representatives on the SMG:

- **Councillor Carol Cunio**
023 8043 1988
- **Councillor Peter Galton**
023 8032 4803
- **Councillor Richard Forbes**
023 8036 7251

3) Or by contacting your local ward Councillor

For further information contact **Steph Smith** of the Inclusion Team at the City Council on **023 8083 2032**.

SUPPORT & ASSISTANCE

Assistance with the key points of this document can be made available to you in written or spoken form.

For more information or further advice, please contact the telephone number below, please note: service charges may apply.

Punjabi

ਇਸ (ਡਾਕੂਮੈਂਟ) ਕਾਗਜ਼ਾਤ ਦੀ ਲਿਖਤੀ ਰੂਪ ਵਿੱਚ ਅਤੇ ਪੜ ਕੇ ਸੁਣਾਉਣ ਵਾਸਤੇ ਵਿਆਖਿਆ ਸਾਡੇ ਪਾਸ ਮੌਜੂਦ ਹੈ। ਹੋਰ ਜਾਣਕਾਰੀ ਲਈ ਕਿਰਪਾ ਕਰਕੇ ਹੇਠ ਲਿਖੇ ਟੈਲੀਫ਼ੋਨ ਨੰਬਰ ਤੇ ਫ਼ੋਨ ਕਰੋ।

Gujarati

આ દસ્તાવેજની (ડૉક્યુમેન્ટ) મુખ્ય વિગતો સમજવા માટે મદદ મળી શકે છે, અને તે આપને લેખિત અથવા સાંભળી શકો તેવી રીતે મળી શકશે. વધુ માગેદર્શન માટે નીચેના ટેલિફોન નંબર ઉપર સંપર્ક કરવા વિનંતી છે.

Hindi

इस कागज़ात के मुख्य विषयों पर आपको लिखती और जवानी रूप से सहायता मिल सकती है। अधिक जानकारी के लिए कृपया नीचे लिखे टेलीफोन नम्बर पर सम्पर्क करें।

Bengali

এই প্রমানপত্রের মূল বিষয়গুলি স্বাক্ষর সহযোগিতা পাওয়া যাবে, লিখিত ও মৌখিক রূপে।
অধিকতর পরামর্শের জন্য নিম্নলিখিত এই টেলিফোন নম্বরটিতে যোগাযোগ করুন।

Chinese

對此文件的重点，我們提供書面或講解形式的語言帮助。
關於詳細信息，請用以下電話號碼聯繫。

Urdu

ان دستاویزات کے اہم نکات کے بارے میں آپ کو تحریری اور زبانی صورت میں مدد دستیاب
ہو سکتی ہے - مزید مشورہ کے لیے نیچے دینے کے نمبر پر رابطہ قائم کریں۔

Russian

Помощь по ключевым вопросам этого документа
может быть получена в письменной или устной форме.
Для дальнейшего совета обращайтесь по телефону:

Polish

Pomoc w głównych punktach tego dokumentu jest dostępna w formie
pisemnej i ustnej. Po dalszą informację proszę zadzwonić na numer podany poniżej:



FIRST TEAM FIXTURES 2006-07

DATE	OPPONENTS	DATE	OPPONENTS
SAT 29 JUL	PANATHINAIKOS (Friendly)	SAT 13 JAN	BURNLEY
SUN 6 AUG	DERBY COUNTY (4.00pm – SKY)	WED 17 JAN	FA Cup 3rd Round Replay*
WED 9 AUG	COVENTRY CITY	SAT 20 JAN	QUEENS PARK RANGERS
SAT 12 AUG	WEST BROMWICH ALBION	WED 24 JAN	Carling Cup Semi Final 2nd Leg*
SAT 19 AUG	BARNLEY	SAT 27 JAN	FA Cup 4th Round*
WED 23 AUG	YEOVIL (Carling Cup 1st Round)	WED 31 JAN	SHEFFIELD WEDNESDAY
SAT 26 AUG	PRESTON NORTH END	SAT 3 FEB	DERBY COUNTY
SAT 9 SEP	IPSWICH TOWN	SAT 10 FEB	WEST BROMWICH ALBION
TUE 12 SEP	CRYSTAL PALACE	MON 12 FEB	FA Cup 4th Round Replay*
SAT 16 SEP	PLYMOUTH ARGYLE	SAT 17 FEB	BARNLEY or FA Cup 5th Round*
WED 20 SEP	Carling Cup 2nd Round*	TUE 20 SEPT	COVENTRY CITY
SAT 23 SEP	BURNLEY	SAT 24 FEB	IPSWICH TOWN
SAT 30 SEP	QUEENS PARK RANGERS	WED 28 FEB	FA Cup 5th Round Replay*
SAT 14 OCT	LEICESTER CITY	SAT 3 MAR	PRESTON NORTH END
TUE 17 OCT	CARDIFF CITY	SAT 10 MAR	STOKE CITY or FA Cup 6th Round*
SAT 21 OCT	STOKE CITY	WED 14 MAR	CARDIFF CITY
WED 25 OCT	Carling Cup 3rd Round	SAT 17 MAR	COLCHESTER UNITED
SAT 28 OCT	COLCHESTER UNITED	MON 19 MAR	FA Cup 6th Round Replay*
WED 1 NOV	WOLVES	SAT 31 MAR	WOLVES
SAT 4 NOV	HULL CITY	SAT 7 APR	LUTON TOWN
WED 8 NOV	Carling Cup 4th Round*	MON 9 APR	SUNDERLAND (3.00pm)
SAT 11 NOV	SUNDERLAND	SAT 14 APR	BIRMINGHAM CITY
SAT 18 NOV	LEEDS UNITED	SAT 21 APR	LEEDS UNITED
SAT 25 NOV	LUTON TOWN	SAT 28 APR	NORWICH CITY
WED 29 NOV	BIRMINGHAM CITY	SUN 6 MAY	SOUTHEND UNITED
SAT 2 DEC	HULL CITY	TBA	Play off Semi Final First Leg*
SAT 9 DEC	SOUTHEND UNITED	TBA	Play Off Semi Final Second Leg*
SAT 16 DEC	NORWICH CITY	* Could be home or away dependent on progress and the draw for relevant competition. Check the media or www.saintsfc.co.uk for further information.	
WED 20 DEC	Carling Cup 5th Round*	RED = HOME FIXTURES	
SAT 23 DEC	SHEFFIELD WEDNESDAY	BLACK = AWAY FIXTURES	
TUE 26 DEC	CRYSTAL PALACE (12 noon)	GREY = CUP FIXTURES*	
SAT 30 DEC	LEICESTER CITY		
MON 1 JAN	PLYMOUTH ARGYLE (3.00pm)		
SAT 6 JAN	FA Cup 3rd Round*		
WED 10 JAN	Carling Cup Semi Final 1st Leg*		

Ticket Hotline: **087 0220 0150**

Unless otherwise indicated, weekend matches kick off at 3.00pm and midweek matches at 7.45pm

* Could be home or away dependent on progress and the draw for the relevant competition. Check the media or www.saintsfc.co.uk for further information.

Dates and times of matches are subject to change, check the media or www.saintsfc.co.uk for further information.

Information correct at time of printing

BE IN THAT NUMBER



Special Match Ticket Offers *(Exclusive to residents)*

These offers are available to personal callers only at the Stadium Ticket Office. They are not available via phone, fax or internet. Applicants must take a copy of this Newsletter to the Stadium Ticket Office along with a current utility bill. Maximum of 4 tickets per match per address.

Friendly match for **The Ted Bates Trophy**

Saints v Panathinaikos

Saturday 29th July 2006

Kick Off 3.00pm

Adults Only £5

(normal price £10)

Seniors/Teens Only £2

(normal price £5)

12 and under FREE

when buying at least one adult or senior ticket.
One adult or senior ticket entitles you to a maximum of two tickets for 12 & under

*Offer subject to availability.
Offer closes 5.00pm on Friday 28th July 2006.
This offer cannot be used in conjunction with any other SFC offer.



Saints v Preston North End

Saturday 26th August 2006

Kick Off 3.00pm

Adults Only £10

(normal price £22)

Seniors/Teens Only £8

(normal price £17)

12 and under Only £5

(normal price £10)

*Offer subject to availability.
Offer closes 5.00pm on Friday 25th August 2006.
This offer cannot be used in conjunction with any other SFC offer.

CLUB CONTACTS...

Ticket Information	087 0220 0155	Study Support	023 8071 1056
Ticket Hotline	087 0220 0150	Orchard Homes Saints Academy	087 0220 0189
Corporate Hospitality	087 0220 0175	Saints Insurance Services	087 0066 7022
Press Office	023 8071 1988	Saints Motor Quotes	087 0220 0180
Sponsorship & Advertising	023 8072 7762	Disabled Co-ordinator	023 8072 7777
Marketing Department	087 0220 0160	The Dell Supporters Club	087 0220 0178
Conference & Banqueting	087 0066 7027	Megastore	087 0220 0130
Saints in the Community	087 0220 0170	WestQuay Store	087 0220 0135
Junior Saints, Parties & Tours	087 0220 0170	The Saint Radio – Studio	023 8020 6406
Travel Club	023 8071 8630		

SOUTHAMPTON FOOTBALL CLUB

St. Mary's Stadium, Britannia Road,
Southampton SO14 5FP

Main Line: 087 0220 0000

Fax: 023 8072 7727

Email: sfc@saintsfc.co.uk

www.saintsfc.co.uk

flybe.com
MAIN CLUB SPONSOR





FREE BUS TRAVEL
 is available within
 the area illustrated
 below for all
**SFC First Team
 home fixtures**
 upon presentation
 of your matchday
 voucher



For details of a route best suited to you
 please call the relevant company's helpline

First transforming travel
 023 8022 4854

Solent
Blue Line
 023 8061 8233

WILTS & DORSET
 01202 673555


Southampton
 FOOTBALL CLUB
www.saintsfc.co.uk
 Ticket Hotline
 087 0220 0150



How to get there

Parking around the St Mary's Stadium is extremely limited so the club have set up numerous alternatives to enable you to get there comfortably, safely and efficiently.

By bus

Attached to all match tickets, are bus in bus out vouchers. These are redeemable on buses operating in Zone 6 of the city center. These areas are: Totton, Calmore Estate, Lordshill centre, Chilworth Roundabout, Southampton Airport, Hants CC Rose Bowl, Kanes Hill Roundabout, Bursledon Rd/ Botley Rd Junction, Portsmouth Rd/ Botley R Junction, Hamble, Netley.

For any journeys outside this zone payment will be required. For Bus times contact: First Bus Company on - 02380 224854, Solent Blue Line on - 02380 618233 and Wilts & Dorset on - 01202 673555.

Vouchers are valid on both Solent Blue Line and First Bus services and are not transferable. they must be detached from the match ticket in the presence of the driver. All bus services from the outer zones to the City Centre are within 10 minutes walk of the Stadium. Extra buses will be laid on for matchday travel.

The following services pass by the Stadium on Northam Road:

3/3A 5/5A 8A (First Southampton)
18/19 (Solent Blue Line)

The following services operate via Itchen Bridge which is within sight of the stadium and only a short walk away:
8, 10/10A, 11/11A, 16, 17/17A (First Southampton)

In addition to the scheduled bus services, there are shuttle bus services in operation on match days from the Central Train Station and the Town Quay Ferry Terminal. These services will commence two hours before the match kicks off and will continue to run until kick off. The service will also be in operation after the match to take passengers back to the railway station/ferry terminal. The service is not a numbered bus service and will simply say "Stadium Shuttle" on inbound journeys and "Rail/Ferry Shuttle" on outbound journeys.

Passengers are to be advised that the railway shuttle service leaves from the Commercial Road side of the station outside Blechynden Terrace. The ferry shuttle will leave from the main bus stop at the terminal.

Simply show your match ticket or season ticket booklet in order to use the shuttle bus service free of charge. For further details contact First Bus Travel Line: 023 8022 4854 or Solent Blue Line: 023 8022 6235

By Motorcycle

The stadium has 175 free motorcycle spaces in the north and south car park. Apply for a pass on 02380 711966 for either a day or season pass. Please note that the stadium north car park will close two hours before kick off and remain closed until approximately 45 minutes after the final whistle.

By Bicycle

The club has been nominated for a top transport award for its "green" policy set up in conjunction with the City Council to encourage cyclists. There are 420 cycle spaces on the stadium site but you will need to provide your own lock and chain. full details of cycle routes in the city can be obtained on 023 8083 2366.

By Foot

The stadium is about 10 minutes walk from the City Centre and is a sign posted walk route.

Dial-a-Ride Service for Disabled Supporters

Southampton Football Club has recently begun funding a Dial-a-Ride service for disabled supporters who live in the City of Southampton. The membership of this service is completely free of charge to those attending first team home matches at the stadium. For members with first team match tickets, bookings can be made between 0900 and 1300 hours, Monday to Friday, are on a 'first come, first served' basis and are subject to availability.

For further details on Dial-a-Ride membership and how to book your Match Day travel, please contact 023 8022 2289.

By Car

Please be aware that it is not advisable to head towards the ground on a match day unless you have a specific pass for one of the nearby car parks. Surrounding roads are subject to police road closures and heavy congestion

THE FOLLOWING INFORMATION WILL GIVE DIRECTIONS TO THOSE DRIVING TO THE ST MARY'S STADIUM ON NON-MATCHDAYS. DUE TO THE FACT THAT BRITANNIA ROAD IS SUBJECT TO A POLICE ROAD CLOSURE - DO NOT HEAD IN THE DIRECTION OF BRITANNIA ROAD ON A MATCH DAY.

From M27 Eastbound

Leave M27 at junction 5 (Airport) and take 4th junction off the roundabout heading to Southampton along the A335 along Stoneham Way then merge left onto Thomas Lewis Way). Head straight along this road for roughly 3 miles until the road merges into Bevois Valley Road and then Onslow Road. At the end of this road go straight on at the traffic lights and then turn left onto the dual carriageway (Dorset Street). Continue along this road until you pass the Royal South Hants Hospital on your left and the British Gas offices on your right.

At the roundabout take the second exit into Six Dials. Go into the right hand lane of the dual carriageway and continue along through the traffic lights continuing along into Kingsway (following A33 on road signs). Drive approximately ¼ mile and take 4th left into St Mary's Street. Follow bend to right into Chapel Road (St Mary's Church will be on left hand side) and continue to the end of the road. Turn left into Marine Parade and Stadium is approximately 600 metres on the left.

From M27 Westbound

Exit the M27 at junction 8 and then turn left at the roundabout.
Follow the dual carriageway on the left hand side and approach roundabout.
Take 3rd junction off the roundabout (A3024) and follow this road into Southampton (this is quite a long road and will continue for approximately 4.5 miles).
Cross the Northam Bridge and when you reach the set of traffic lights after the bridge turn left into Princes Street
Follow this road right to the end to get to the Stadium.

From M3

Drive to the end of the M3 southbound and get onto the M27 eastbound. Leave M27 at Junction 4 (first junction you approach) and follow the signs to get on the A33 into Southampton. Continue along this road (for approximately 3 miles) and continue to the end of this road ("The Avenue"). The road will merge into Dorset Street - continue along until you get to the roundabout. At the roundabout, take the 2nd junction (Six Dials) and on the dual carriageway stay in the right hand lane and continue along through the traffic lights continuing along into Kingsway (following A33 on road signs). Drive approximately ¼ mile and take 4th left into St Mary's Street. Follow bend to right into Chapel Road (St Mary's Church will be on left hand side) and continue to the end of the road. Turn left into Marine Parade and Stadium is approximately 600 metres on the left.

Car Parking and Park and Ride Schemes

Car Parking is available for the new season in three categories of ten and twenty minutes walk from the stadium and Park and Ride schemes. Season ticket car park passes are still available although we are low on category one spaces. To book for the season contact, Gemma on - 02380 711966. We do have car parking available on a match by match basis, which are located a short walk from the stadium. Prices are £6.50, £4.50 and £3.00. These tickets are on sale at the Ticket Office or on the Credit Card hotline on - 0870 2200150. Unless car parking is pre

booked car parking will be difficult to find in the surrounding areas.





Away Fans Directions to Southampton Football Club Park & Ride

Visiting supporters are advised not to travel by private car into Southampton City Centre on a match day and instead use the dedicated park and ride service specifically for away fans.

The park and ride site will start operating two hours before any kick off time and costs £3 per vehicle. Please follow the directions below to find your way to the visiting supporters' car park. Special buses will transport you to / from The St. Mary's Stadium.

From M27, exit at Junction 8

Follow signs for Southampton A3024

Follow the A3024 for approximately 200 yards to the Tesco roundabout

Take 2nd exit following signs for Woolston A3025 into Hamble Lane.

After approximately 100 yards, turn right at mini roundabout going back up Hamble Lane, turning left into the SFC car park entrance (about 15 yards).

From the M3, continue to the end of the motorway then follow signs for the M27 East and then as above.

AA signposts will be in place after leaving the M27 at Junction 8, indicating the short distance to the park and ride site.

Supporters are asked to observe the car parking terms and conditions which are displayed within the car park.



NICKELBACK

ALL THE RIGHT REASONS

11 NEW TRACKS INCLUDING
PHOTOGRAPH, FAR AWAY
& THE FORTHCOMING SINGLE
SAVIN' ME



**'THE NEW ALBUM
IN STORES NOW**

PRODUCED BY NICKELBACK & JOEY MOI
MIXED BY RANDY STAUB & MIKE SHIPLEY

SPECIAL GUESTS TO

**BON
JOVI**

20/05 - Croke Park (Dublin) 03/06 - Hampden Park (Glasgow)
04/06 - City of Manchester Stadium 07/06 - Ricoh Arena
(Coventry) 09/06 - St Mary's (Southampton) 10/06 - Milton
Keynes National Bowl 11/06 - Milton Keynes National Bowl

ROADRUNNERRECORDS.CO.UK
NICKELBACKFANSONLINE.CO.UK

ROADRUNNER
RECORDS

ONLY £8.99 FROM
PLAY.COM

BON JOVI



HAVE A NICE DAY STADIUM TOUR

FRIDAY 9TH JUNE 2006

**THE FRIENDS PROVIDENT
ST MARYS STADIUM
SOUTHAMPTON**

A&G Marshall Arts ★ oceanfm THE SAINT

AEG LIVE (UK) LTD & MARSHALL ARTS LTD WELCOMES YOU TO

BON JOVI

"HAVE A NICE DAY" STADIUM TOUR 2006

Friday 9th June The Friends Provident St. Mary's Stadium, Southampton.
Gate time 4.00pm

GENERAL INFORMATION:

We look forward to welcoming you to The Friends Provident St Mary's Stadium. We ask for your co-operation and request you abide by the following guidelines designed to assist you:

DO'S

- Do keep your ticket with you at all times.
- Do allow ample time to take advantage of the toilet facilities.
- Do bring weatherproof clothing.
- Do put any rubbish in the bins provided for you.
- Do look for official vendors and concessions stalls.
- Do avoid unlicensed traders outside of the grounds offering inferior goods.
- Do allow ample time for your journey as this may coincide with rush hour traffic.

DON'TS

- Do not bring food and drink of any sort into the Stadium.
- Do not arrive with any form of audio or visual recording equipment.
- Do not put up umbrellas during the concert performance.
- Do not leave valuables on display in your vehicle.
- Do not smoke in the stadium.

TICKETS:

- Please refer to your ticket for the correct turnstile and entry point.
- Each person must be in possession of a ticket, there are no discounts or child concessions.
- Do not attempt to enter the Gold Circle without an applicable ticket.
- Refer to your ticket for full information and arrive at the venue in good time.

SEATING:

- This concert has both seating and standing areas - denoted by your ticket. Standing areas are uncovered.
- The concert will not be cancelled in the event of inclement weather.
- Please bring clothing appropriate to the expected weather conditions, and sunscreen.
- Please note that there will not be any left luggage facility.

A range of catering facilities offering a variety of food and drink will be available within the Stadium from 4.00pm onwards. First Aid points in all areas of the Stadium are clearly signposted. Any steward will be pleased to direct you. Unlicensed Street trading is prohibited in the area and streets surrounding the Stadium. Official merchandise and food vendors will trade within the Stadium site. Please be aware of fake merchandise and potentially invalid tickets being sold outside the Stadium site.

DISABLED FACILITIES:

The Friends Provident St. Mary's Stadium is accessible for disabled guests. Fully accessible toilets are provided in all areas for both wheelchair and ambulant disabled supporters. Lowered counters are provided at refreshment areas and stewards are available to help where necessary. Stewards in the disabled areas have received specific disability awareness training. On arrival at the Stadium disabled guests will be advised of the evacuation procedures as they apply to them. See below for information on parking and other transport details for disabled guests.

TRAVEL INFORMATION:

PLEASE READ THE FOLLOWING ADVICE FROM HAMPSHIRE CONSTABULARY REGARDING YOUR JOURNEY

Hampshire Constabulary would like you to enjoy your visit to The Friends Provident St Mary's Stadium and would therefore recommend that you plan your journey to arrive in plenty of time and to make your way into the ground. It is therefore suggested that you arrive as early as you are able. During your journey, please tune in to one of the local radio stations, The Saint *107.8FM, Ocean (96.7 & 97.5FM) and BBC Radio Solent (96.1 & 103.8FM) who will provide up to date reports on the traffic situation and this will enable you to divert to an alternative route if necessary.

BUS:

Please consider using buses for all or part of your journey. Attached to your tickets are "BUS IN & BUS OUT" vouchers. These are redeemable on buses operating in the Southampton Zone 6 area. The areas covered are: Totton, Calmore Estate, Lordshill Centre, Chilworth Roundabout, Southampton Airport, Hants CC Rose Bowl, Kanes Hill Roundabout, Bursledon Rd/Botley Rd Junction, Portsmouth Rd/Botley Rd Junction, Hamble, Netley. Vouchers are valid on all scheduled services operating in the above area. YOU MUST DETACH YOUR VOUCHER FROM YOUR TICKET IN THE PRESENCE OF THE BUS DRIVER.

All bus services from the outer zones to the City Centre are within 10 minutes walk of the Stadium. The following services pass by the Stadium on Northam Road: 3/3A, 5/5A, 8A (all operated by First Southampton) 18 & 19 (operated by Solent Blue Line). The following services operate via the Itchen Bridge which is within sight of the Stadium and only a short walk away: 8 10/10A, 11/11A, 16, 17/17A (all operated by First Southampton). Further information may be obtained from: First Bus Travel Line: 023 8022 4654. Solent Blue Line: 023 8022 6235.

TRAIN:

Southampton Central Station is approximately 20 minutes walk from the Stadium, but concert goers arriving at the station can use the dedicated shuttle bus service for journeys to and from the Stadium. The shuttle bus will operate from the Blechynden Terrace bus stop outside the station (turn right on leaving the station, cross the road and the bus stop is approximately 100m). Simply show your concert ticket to the driver in order to use the shuttle bus service free of charge. DO NOT use your Bus in & Bus out vouchers on this service. You are strongly advised to check service availability/potential engineering works etc by calling National Rail Enquiries on 08457 48 49 50.

FERRY:

The dedicated shuttle bus also serves the Red Funnel ferry terminal at Town Quay linking Southampton with the Isle of Wight. The same arrangements exist for concert attendees travelling from the Waterside using the Hythe ferry. Further information is available from: Red Funnel Passenger Information 023 8033 4010. White Horse Ferries 023 8084 0722.

MOTORCYCLE & BICYCLE:

The Stadium has a large number of free motorcycle and bicycle parking spaces available on a first come, first served basis. For safety reasons the Stadium car parks will close for approximately 30 minutes after the concert. When you park please obey the instructions of the stewards and observe the 5mph limit on site. You will need to make your own arrangements for securing any equipment such as helmets.

DISABLED PARKING:

Please call 023 8071 1966 for details of disabled parking which is available on a first come, first served basis. If you live in Southampton you may wish to use the free Dial-a-Ride service operated by SCA Support Service. For details call 023 8022 2289.

GREEN PARK AND RIDE (OPERATES 2.00PM - 11.45PM):

Exit the M27 at junction 8 and follow the yellow AA signs for Green Park and Ride.

If you are travelling south on the M3 continue to the end of the motorway then follow signs for M27 east and then as above. £5 per car payable on the day on a first come, first served basis. This includes parking and bus transfers to/from the Stadium for all car occupants.

PURPLE PARK AND RIDE (OPERATES 4.30PM - 11.45PM):

Exit the M27 at junction 3 and follow the yellow AA signs for Purple Park and Ride.

If you are travelling south on the M3 exit onto the M27 westbound and then as above.

At both Park and Rides above, special buses will transfer you from the car parks to The Friends Provident St Mary's Stadium and return you after the concert.

£5 per car payable on the day on a first come, first served basis. This includes parking and bus transfers to/from the Stadium for all car occupants.

CITY CENTRE CAR PARKS:

Approximately 15-20 minute walk from the Stadium.

BLUE (Grosvenor Square & Salisbury Street)

Car Route: At Charlotte Place roundabout, take Brunswick Place exit and follow signs for the Blue Car Park.

Walk Route: Back onto Brunswick Place to Charlotte Place take walkway to Six Dials and then Northam Road.

ORANGE (Marlands)

Car Route: At Havelock Road, turn right into Western Esplanade and follow signs for Orange Car Park.

Walk Route: Head back to Western Esplanade turn right past Civic Centre and continue into New Road and then into Northam Road.

YELLOW (Eastgate Street)

Car Route: At Charlotte Place roundabout, head for Six Dials. At Six Dials take A33 to Kingsway and St Mary's Place and Marsh Lane exit to Threefield Lane then right on Jessie Street follow signs for Yellow Car Park.

Walk Route: Head back towards St Mary's Place, take St Mary's Street to Chapel Road, then left on Marine Parade to the Stadium.

Other city car parks may have space available.

Alternatively you may wish to use one of the city centre car parks detailed in the map below.

CITY CENTRE CAR PARKS

● Blue (Grosvenor Square and Salisbury Street)

● Orange (Marlands)

● Yellow (Eastgate Street)



STADIUM REGULATIONS:

- Tickets are issued subject to the rules and regulations of the governing body in respect of the relevant event and the Southampton Football Club Ground Regulations.
- No person may bring into the Stadium or use within the Stadium any equipment which is capable of recording or transmitting (by digital or other means) any audio, visual or audio visual material or any information or data in relation to the event or the Stadium.
- Mobile telephones are permitted within the Stadium provided that they are for personal and private use only.
- The use of tickets to enter the Stadium constitutes acceptance of the Ground Regulations and Southampton Football Club reserves the right to eject from the Stadium any person who fails to comply with such rules and regulations.
- It is a condition of entry to the Stadium that the holder agrees to remain in the Stadium after the event has ended if requested. This would be for safety reasons. You will be kept informed by the public address system. Your coach drivers will not leave without you.
- Promoters terms and conditions apply. See ticket reverse for details.

Text BONJOVLIVE to 81330 for your exclusive version of the new single 'Who Says You Can't Go Home' from this show. Single released 12th June. For terms and conditions go to www.bonjovi.com

Southampton Football Club, The Friends Provident St Mary's Stadium
Britannia Road, Southampton SO14 5FR. www.saintsfc.co.uk

Register at AEGlive.co.uk for information and priority bookings for future concerts & events

Bon Jovi Concert • Friday 9th June 2006 • St. Mary's Stadium

Hospitality, VIP and Disabled Car Parking

You have been allocated a space in a Hospitality/VIP/Disabled car park as shown on the enclosed pass. You must display your car park pass when using the car park.

Please refer to the map below for the specific locations of your car park.

Your attention is drawn to the recommended walking route to the stadium from your car park.

D: RMC MARINE – Elm Street, off Marine Parade (Formerly South Coast Shipping).
Car route: Marine Parade or Albert Road North.
Walk route: Turn right out of car park and right again up Marine Parade.

E: CORRALLS (CPL PETROLEUM) – Belvidere Road.
Car route: Millbank Street into Belvidere Road. Entrance on the left just before the Citroën Garage.
Walk route: Back onto Belvidere Road, turn right.

K: ST. MARY'S SCHOOL – Ascupart Street.
Car route: Six Dials into Kingsway, immediate left into Northam Road, right into St. Mary's Street, second left into Ascupart Street, left around the loop of Golden Grove and the

entrance to the car park is left just after the playing field.
Walk route: Turn right out of the car park and up Golden Grove to new footbridge and over into the stadium.

R: PUPIL REFERRAL UNIT – Melbourne Street.
Car route: From St. Mary's Church along Chapel Road to junction with Granville Street. This road is closed but pass holders for this car park will be admitted. Granville Street into Melbourne Street, entrance to the car park is at the very end of the road on the left.
Walk route: Turn left out of car park.

S: SOUTHAMPTON INSTITUTE – Old Northam Road.
Car route: Six Dials into Kingsway. Take first immediate left into Old Northam Road and the entrance to the car park is first on the left.
Walk route: Turn left out of the car park into Old Northam Road. Continue down until you reach the junction to turn onto Northam Road and continue to footbridge over to the stadium.

Y: PD PORT SERVICES – Belvidere Road.
Car route: Millbank Street or Marine Parade

into Belvidere Road, entrance opposite Freeborn Garage.
Walk route: Exit car park onto Belvidere Road, turn left to stadium.

Please co-operate with the stewards and park where they ask you to within your car park. It is possible that for safety reasons you may not be able to exit your car park for a period of approximately 30 minutes after the concert. We will try to keep this delay to a minimum and would like to take this opportunity to thank you in advance for your co-operation in this matter.

Please be mindful of people living near to your car park. In particular, we would request that you leave as quietly as possible after the concert.

The car park is available to you for the Bon Jovi Concert only. The car park will open at 4.45pm and close at 12 midnight. Vehicles left in the car park after this time may be removed and/or a fee charged for their release. Please note that Southampton Football Club seasonal car park passes are not valid for this event.



F 16' X 3'

Green Park & Ride



G 16' X 3'



**Purple Park & Ride
Rail & Ferry Shuttle**

Mark Long

From: Pat Bateman
Sent: 14 June 2006 09:25
To: Mark Long
Subject: FW: Bon jovi Concert

-----Original Message-----

From: me you [mailto:sashamiz@talk21.com]
Sent: 13 June 2006 19:51
To: Pat Bateman
Subject: Bon jovi Concert

To whom it may concern

I just want to say a big thank you for a painless trip to and from the concert that was held over the weekend. The purple park and ride was very easy and worth the money. I have been to other concerts and found it was always a nightmare to get there, queues to the venue and the major queues to get out.

I dont know if you have done this thing before but we were very impressed and will defanitly use the stadium again for concerts.

Many Thanks

Mrs A Sahin

Send instant messages to your online friends <http://uk.messenger.yahoo.com>