



London Borough of Hammersmith & Fulham

# Cabinet

5 MARCH 2012

**DEPUTY LEADER  
(ENVIRONMENT +  
ASSET  
MANAGEMENT)**

*Councillor Nicholas  
Botterill*

**EARLS COURT OLYMPIC VOLLEYBALL -  
LOCAL AREA TRAFFIC MANAGEMENT AND  
PARKING PLAN (LATMP)**

**Wards:  
North End  
Fulham  
Broadway**

This report summarises the draft Traffic Management and Parking Plan (LATMP) prepared by LOCOG, in consultation with borough officers, to facilitate the Olympic Volleyball competition to be held at Earls Court between 28 July and 12 August 2012.

The borough, as highway authority, is the sole authority with the necessary power to carry out essential elements of the LATMP, and given its experience with managing the highway interface at large sporting events (Queens Club Tennis, Boat Race and three football clubs) is the best placed to carry out other key elements of the LATMP, as detailed in this report.

The LATMP is to be fully funded by LOCOG and should full funding not be forthcoming the LATMP will not be carried out.

**Recommendations:**

**CONTRIBUTORS**

EDTTS  
EDFCG  
ADLDS

- 1. That approval be given to carry out the Local Area Traffic Management and Parking Plan at a total cost of approximately £300,000 as set out in paragraph 5 of the report.**
- 2. That authority be delegated to the Deputy Leader (+ Environment and Asset Management), in consultation with the Executive Director of Transportation and Technical Services, to approve the final LATMP and enter into an 'undertaking' with LOCOG in order to facilitate funding the project.**

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| <b>HAS A EIA BEEN<br/>COMPLETED?<br/>YES</b> |
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## 1. STRATEGIC OBJECTIVES

- 1.1 One of the six goals set out in the Mayor's second transport strategy for London is to;
- **Support delivery of the London 2012 Olympic and Paralympic Games and its legacy**
- 1.2 Three of the seven borough transport objectives as part of the approved Transport Plan, which are relevant to this report, are as follows
- **To improve the efficiency of our road network.**
  - **To make it easier for everyone to gain access to transport opportunities.**
  - **To support residents and businesses by controlling parking spaces fairly.**

## 2. BACKGROUND

- 2.1 The Olympic Volleyball competition will be held at Earls Court from Saturday 28 July 2012 to Sunday 12 August 2012. LOCOG have been tasked to design the local traffic management schemes around all Olympic venues (including Earls Court) and generally discharge this duty to TfL or transport consultants.
- 2.2 The planning consent to host the Olympic Volleyball competition at Earls Court was granted by LBHF on 9 July 2010 subject to the following two transport conditions (12 and 13). One of the conditions is the submission and approval of a Local Area Traffic Management and Parking Plan (LATMP), to which this report relates.

- 12) No later than 3 months from the date of the grant of planning permission, details of the setting up and date of the first meeting of the Venue Transport Working Group shall be submitted to the Council. No later than 6 months prior to the commencement of the 2012 Games details of the production and agreement of all other parts of the Venue Transport Operations Plan shall be submitted and approved in writing by the Council.

To ensure that both vehicular and pedestrians flow is not unduly affected by the development, in accordance with Policy TN5 of the Unitary Development Plan, as amended 2007.

- 13) No later than 3 months prior to the commencement of the 2012 Games details of the production and agreement of the Local Area Traffic Management Plan shall be submitted and approved in writing by the Council.

To ensure that both vehicular and pedestrians flow is not unduly affected by the development, in accordance with Policy TN5 of the Unitary Development Plan, as amended 2007.

- 2.3 LOCOG has commissioned a transport consultant (Project Centre) to develop the LATMP on their behalf and regular meetings have been held with LOCOG, Project Centre and borough officers over the last 18 months. The draft LATMP was received in July 2011 and detailed in chapter 3 of this report
- 2.4 There is a further planning application to be submitted to allow Seagrave Road car park to operate as a coach and disabled car park as well as a vehicle security area to support the venue. Pre application discussions with officers are underway and an application is expected in January 2012.

### **3. VENUE DETAILS**

- 3.1 Earls Court will host both the men's and women's Olympic Volleyball Competition from Day 1 (28 July 2012) of the Games to day 16 (12 August 2012) of the Games. There will be three sessions (Games) per day from days 1 to 10 and 2 sessions a day from day 11 to day 16. For three session days, play begins at 9.30am and will continue to approximately 11.30pm. On two session days, play begins at 1.00pm until approximately 10.30pm.
- 3.2 There will be 12,800 spectators per session (over half a million in total) who will all receive a zone 1-6 'Oyster' style card with their ticket, which will encourage spectators to take public transport. The predicted modal split of spectators is as follows;
- Underground and Rail – 82%**  
**Local bus – 8%**  
**Coach – 5%**  
**Cycle – 2%**  
**Walk – 2%**  
**Taxi – 1%**
- 3.3 The Games have been promoted as 'car free' and the LATMP is designed to create an environment around Olympic venues (away from the main Olympic park) that discourages spectators driving to venues and to protect parking for local residents and businesses.
- 3.4 The venue is served by two rail stations: Earls Court (District and Piccadilly Lines) and West Brompton (District Line, Overground Services and National Rail). Both stations will be operating passenger management controls, with Earls Court station operating a one way system with passengers exiting onto Earls Court Road and entering via Warwick Road.

3.5 The spectator entrance to Earls Court is from West Brompton Road and the exit on Warwick Road.

#### 4. DRAFT LOCAL AREA TRAFFIC MANAGEMENT AND PARKING PLAN (LATMP)

4.1 LOCOG, through the Project Centre, formally issued the LATMP on Wednesday 27 July 2011. Highways and Engineering officers have been working with and challenging the traffic management and parking restrictions required to facilitate the event with the express intention of limiting the impact of the competition on background travel.

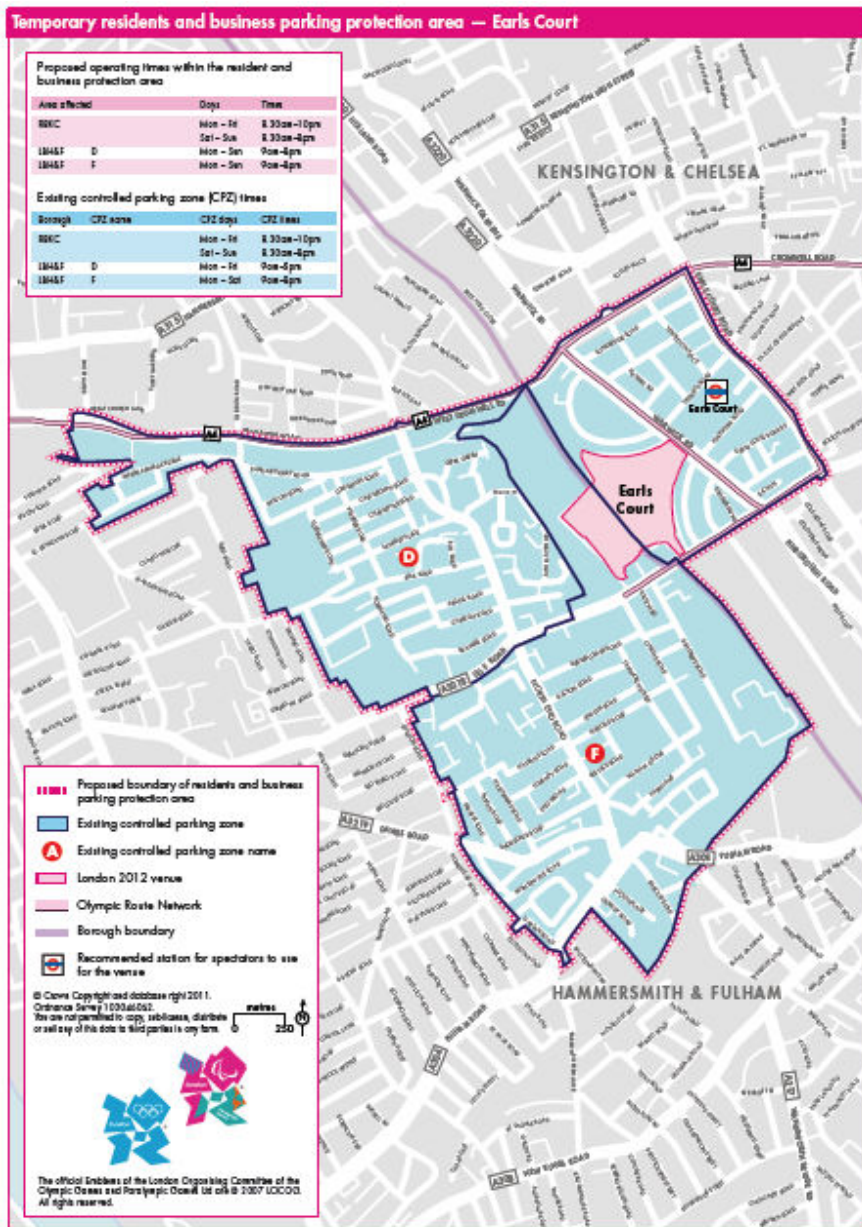
4.2 For the 16 days of the competition, **Lillie Road** will be closed from North End Road to Warwick Road to traffic with the exception of buses, coaches, taxis, cycles, permitted access and Games family traffic. The closure is likely to be in place daily from 6am to potentially 1am the following morning. Diversion routes will be signed as North End Road, Hammersmith Road, A4 and Warwick Road. The impact of the diversion traffic alongside the other Olympic activity in the borough has been strategically modelled with the results published on the TfL microsite; [www.tfl.gov.uk/2012](http://www.tfl.gov.uk/2012).

4.3 In **CPZ D** it is proposed to extend the controlled hours of Monday to Friday from 9am to 5pm to 9am to 8pm and to introduce restrictions of Mon - Sun, 9am to 8pm.

4.4 In **CPZ F** it is proposed to include Sunday between 9am and 8pm. This zone has permit holder parking only between 6.30pm to 8pm Monday to Friday, and on Saturday between 2pm to 4pm and between 6.30pm to 8pm. Therefore it is proposed to introduce permit holder priority timing on Sundays for 2pm-4pm for the duration of the event.

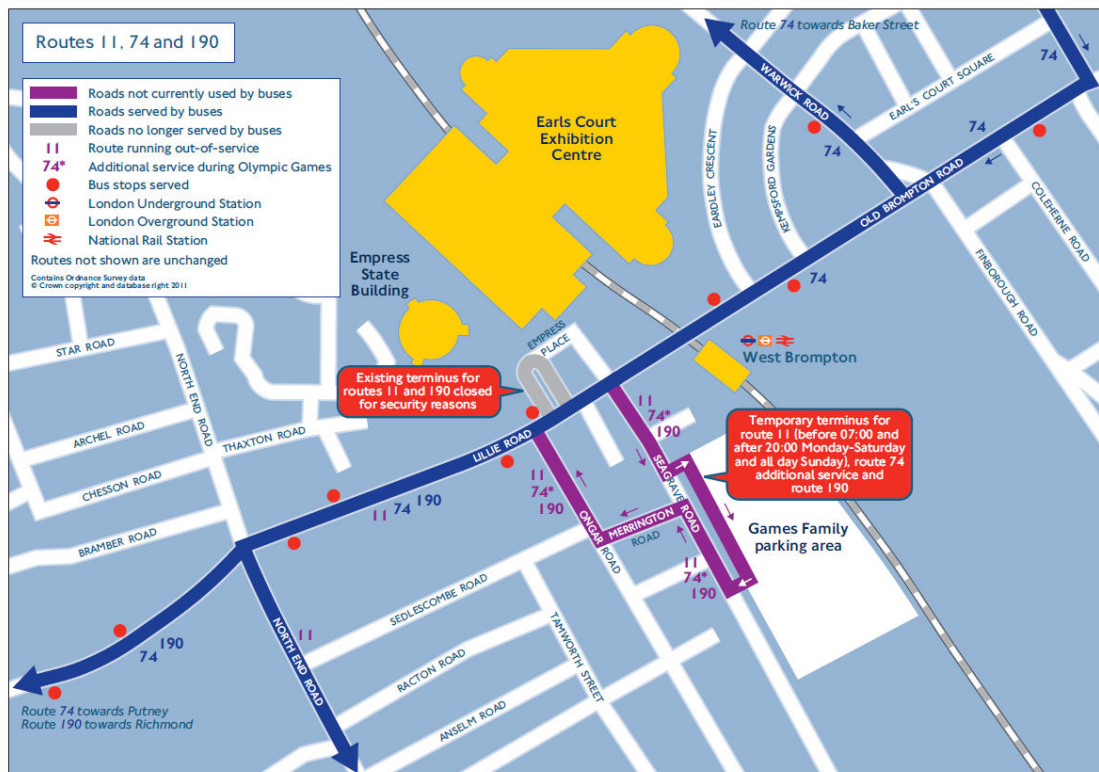
4.5 In addition, in both zones **the maximum stay will be reduced to 2 hours** in all shared use bays to prevent spectators coming by car from using the bays to go to Earl's Court. In zone F the maximum stay is currently 8 hours. Pay & Display machines would need to be adjusted to only allow a maximum of 2 hours. Officers have proposed to maintain the existing maximum stay at the Coomer Place car park to meet the needs of business users.

4.6 The plan overleaf shows the extent of CPZ D and F and the existing and proposed restrictions, including those in RBKC.



- 4.7 In order to facilitate the Seagrave Road coach parking, disabled parking and vehicle security arrangements a temporary one way system is required for sections of Seagrave Road, Merrington Road and Ongar Road, alongside some on-street parking suspensions to facilitate vehicle turning movements. The extent of the temporary one way system and alterations to bus terminations in the area are set out in the plan overleaf.





## 5. LATMP ACTIVITIES CARRIED OUT BY THE BOROUGH

- 5.1 LOCOG are seeking the borough's commitment to deliver some of the traffic management works, which will be fully funded. It is likely that, given the merger between the highways divisions at LBHF and RBKC, a joint approach will be developed to deliver the works in both boroughs. The following paragraphs detail the works the borough is to carry out in LBHF using its own powers and term contracts;
- 5.2 **LILLIE ROAD CLOSURE** – The borough shall supply and maintain the infrastructure required to facilitate the closure (signs and cones). In addition the borough shall be installing, maintaining and removing all necessary signage to advise of the closure and the diversion routes. The borough shall also prepare and advertise the necessary traffic regulation orders to allow a legal closure of the road.
- 5.3 **CPZ AMENDMENTS** – The borough shall install, maintain and remove all signage to indicate the change in restrictions to CPZ D and F. The borough shall also make the necessary amendments to the ticket machines in the two zones and prepare and advertise the necessary traffic regulation orders. The borough shall further provide the additional enforcement services to cover the additional hours and days the restrictions are in place.
- 5.4 **TEMPORARY ONE WAY SYSTEM** – The borough shall install, maintain and remove all signage required for the temporary one way system

alongside all temporary lining and parking suspensions. In addition, the borough will carry out limited enabling work which includes dropped kerbs and amendments to the existing width restrictions on Seddlescombe Road and Ongar Road.

- 5.5 The estimated cost of the above, based on the information available to date (December 2011) is **£300,000**. As the exact detail is finalised it is likely that this cost will reduce slightly. The cost estimate includes all professional fees required to deliver the LATMP.
- 5.6 The means by which LOCOG will fund the borough work will be set out in an 'undertaking' which will be agreed between LOCOG and the borough. In order to facilitate feasibility work on the project before the undertaking is formally approved by both parties LOCOG have issued a letter confirming an interim figure of up to £100,000.

## **6. ENGAGEMENT**

- 6.1 Engagement on the LATMP will be led by LOCOG and a draft engagement strategy has been submitted and reviewed by LBHF communications officers.
- 6.2 Preliminary engagement with residents, businesses and Ward Councillors across both authorities was carried out in Summer 2011 by LOCOG on the emerging LATMP measures. In addition to this the Cabinet Member for the Environment and Asset Management receives bi-monthly briefing reports on all transport-related Olympic activity in the borough.
- 6.3 A plethora of meetings are attended by officers across both authorities in assisting the planning of the competition and a trial event was held in Summer 2011. However this was only to test the playing surface and scoring system and was not a ticketed event.
- 6.4 Detailed engagement is planned for early in the new year, led by LOCOG, and the borough is planning additional communication activity to dovetail with that carried out by LOCOG (at their expense)

## **7. RISK ASSESSMENT**

- 7.1 Chapter 3 of the Cabinet and TfL approved Transport Plan deals with project risk management. The table overleaf details the generic project risk and mitigation measures;

| Risk                           | Mitigation measure(s)  |
|--------------------------------|--|
| Cost increase/budget reduction | all designs developed to be flexible to allow amendments to reflect budget reduction whilst still maintaining principles of LIP objectives                   |
| Delay to schemes               | LIP funding to be allocated in consecutive years to allow more involved projects to be run over 18 months rather than the traditional 12 months              |
| Lack of Stakeholder support    | develop designs that meet our LIP objectives that can be justified and presented to stakeholders in a suitable manner  |
| Policy compatibility           | to develop a bespoke policy compliance tool that all potential projects will be assessed against   |
| Lack of resources to deliver   | to maintain our working relationships with the RB Kensington & Chelsea and framework consultants to ensure resources are in place to deliver LIP objectives. |
|                                |  |

7.2 The corporate Olympic risk register contains all strategic and operational risks associated with all Olympic activity in the borough.

## 8. EQUALITY IMPLICATIONS

8.1 An EIA screening tool has been prepared in support of this report, identifying no equality implications.

## 9. COMMENTS OF THE EXECUTIVE DIRECTOR OF FINANCE AND CORPORATE GOVERNANCE

9.1 LOCOG has agreed an interim amount of £100,000 by means of an “undertaking”. However, it is unclear from the report when they will agree to the higher figure of £300,000 and when the Council will actually receive payment.

9.2 There is no alternative source of funds for this project and at the very least it should not proceed until LOCOG have provided an undertaking for the full project cost.

## 10. COMMENTS OF THE ASSISTANT DIRECTOR (LEGAL AND DEMOCRATIC SERVICES)

10.1. The Assistant Director (Legal and Democratic Services) has read and is satisfied with the contents of this report.



**LOCAL GOVERNMENT ACT 2000**  
**LIST OF BACKGROUND PAPERS**

| <b>No.</b>              | <b>Description of Background Papers</b>                     | <b>Name/Ext of hold of file/copy</b>        | <b>Department/ Location</b> |
|-------------------------|---|---|-----------------------------|
| 1.                      | Planning consent for Earls Court to host Olympic Volleyball | Nick Boyle<br>X3069                         | 5th floor HTHX              |
| 2.                      | Draft Earls Court LATMP                                     | Nick Boyle<br>X3069                         | 5 <sup>th</sup> floor HTHX  |
| <b>CONTACT OFFICER:</b> |   | <b>NAME: Nick Boyle</b><br><b>EXT. 3069</b> |                             |