



**NORTHAMPTON BOROUGH COUNCIL**  
**OVERVIEW AND SCRUTINY COMMITTEE**  
**16 NOVEMBER 2017**  
**BRIEFING NOTE: MATCH DAY PARKING**

**1 INTRODUCTION**

- 1.1 An Overview & Scrutiny Report in March 2015 outlined an 'activity' that had taken place around issues concerning Match Day Car Parking; availability, congestion and potential solutions.
- 1.2 The Cabinet response of March 2017 proposed a meeting with the relevant organisations to discuss the issues and potential ways forward based on the recommendations contained in the original O&S report.
- 1.3 An Officer/Member working group has been established which comprises Northampton Saints Rugby Club, Northampton Town Football Club, Stagecoach, Northamptonshire Partnership Homes, Northamptonshire County Council and Northampton Borough Council. The working group is chaired by Cllr Brian Sargeant, chair of the original Scrutiny Parking Working Group. Three meetings have been held to date with a fourth planned for early 2018.
- 1.4 This paper provides an update on progress made and the next steps.

**2 UPDATE**

- 2.1 The group are working in partnership to recommend potential solutions to the car parking and traffic flow issues which occur in the St James area, Duston, Upton and further afield on match days.
- 2.2 The Northampton Saints Rugby Club has confirmed that their car parks are at capacity on match days and they work with an external company to ensure there is a traffic management plan in place for each match. This plan aims to ensure that the traffic vacates the site within 40 minutes. This target is met on most match days.
- 2.3 Where there is a joint match day, the Northampton Town Football Club will, wherever possible, change the time of the match to assist with the

congestion issue. This is, at times, governed by the media and away teams.

2.4 Work has been undertaken around the location of the Saints season ticket holders. This has allowed the group to understand where they are situated to give a better idea of how they are likely to travel to a match. The data suggests most are likely to travel by car.

2.5 With this in mind, more emphasis has been put on the following in terms of solutions:

- Further Traffic Management Plans and enforcement
- Solutions to residents parking issues
- Pineham and Swan Valley Park and Ride possibilities

The group will still consider public transport usage incentives including joint bus/train tickets.

2.6 The St James Mill Link Road, once completed, would also assist with the congestion on Match Days. This project has its own programme.

2.7 Multi Storey Car Park at the Railway Station – currently looking into the viability of this and other options for NBC.

### **3 NEXT STEPS**

3.1 The group are working together to bring forward an overarching programme of solutions, including the above, to assist with the current issues around Match Day Car Parking. Much of this will be to gradually change habits of fans to encourage them to consider alternative parking/traveling solutions.

3.2 Once the preferred way forward has been agreed, there will be a joined up approach to marketing to ensure the message reaches both the sports fans and local residents which will help to improve the parking and traffic flow in the St James area on match days.

### **4. RECOMMENDATION**

4.1 That Overview and Scrutiny note the progress that has been made to date.

4.2 That the Director of Regeneration, Enterprise and Planning be invited to submit a further update in due course.

**John Dale**  
**Head of Economic Development and Regeneration**