

Hemel Hempstead Amateur Rugby League Football Club – Proposed Stadium Development

Post Meeting Note – Following Meeting on 26 April 2008 between Dacorum BC, Herts CC, Hemel Stags, Evans Jones and Faber Maunsell

Introduction

The proposal to develop new facilities at the Hemel Stag Rugby Club, will create a key development that will play an exciting role in the regeneration of Hemel Hempstead. The development will include state of the art facilities for the local community, education and recreation and will be open and accessible to all with an emphasis on more than just sport and exercise.

The key development proposals are the provision of a new 700 seat grandstand and associated ground improvements to accommodate a typical maximum matchday capacity of 500 persons. A separate **Matchday Transport Strategy** was submitted to the planning and highway authorities in December 2007. It has been agreed that in the unlikely event of a Major Event of 700 or more (up to 2,000 spectators - eg Cup Match against Major Side), a **Major Event Day Transport Strategy** would be developed and agreed with the highway and planning authorities in advance of the event. This is likely to be secured through the s106 agreement.

As part of the proposals, it is envisaged that aside from the stand existing facilities will be improved and the proposals will include a new multi-use games area, a new lecture / class room facility for educational use and an upgraded public parking area. Following discussions with the highway and planning authority, it was agreed that, given the scale of the proposed development, a **Non Matchday Transport Statement** rather a detailed Transport Assessment would be required in support the outline planning application.

The Highway Authority has indicated that a Travel Plan may be required. As indicated previously a separate **Matchday Transport Strategy** was submitted to the planning and highway authorities in December 2007 to address Matchday Travel transport issues, impacts and mitigation and essentially provides a Matchday Travel Plan. It is not considered the level of non matchday development is sufficiently large to justify a Non Matchday Travel Plan.

Spectator Attendances for Outpost Clubs

Further to the meeting held on 26th February 2008 in respect to the proposed stadium development at Hemel Hempstead Amateur Rugby League Football Club, Pennine Way, Hemel Hempstead below is a summary of average attendances for other outpost rugby league clubs playing in the National League 2 (the next division up) over the past 5 years. The average Hemel Stags attendance for 2007 was just over 100 and even with promotion to League 2, home attendances are considered unlikely to match those of the other outpost clubs indicated below. Accordingly the typical maximum matchday capacity of 500 persons, as assumed in the **Matchday Transport Strategy** (which was

submitted to the planning and highway authorities in December 2007) is considered more than robust. .

Average Attendances	2007	2006	2005	2004	2003
London Skolars	479	455	432	407	430
Blackpool Panthers	356	481	423	349	434
Gateshead Thunder	349	342	361	303	279

Source: Gillette Rugby League Yearbooks

Spectator Catchment Areas

The home postcode locations of visitors from a survey conducted on 12th May 2007 when Hemel Stags played Gateshead Storm is provided below.

The findings illustrate that the majority of spectators (78%) will be relatively local, 63% with a Hemel Hempstead home postcode and 15% from the surrounding local area . Of the remaining 22%, 3% travelled from the wider regional area and 19% were away supporters / officials who generally travelled in the away team coach.

Postcode Location	Attendees	Percentages
Hemel	110	63%
St Albans	5	3%
Watford	8	5%
Luton	6	3%
Other Local	7	4%
Sub Total	136	78%
Regional	5	3%
Away	33	19%
Total	174	100%