



## Case Study

### Molineux Stadium, Wolverhampton Wanderers Football Club, Wolverhampton, West Midlands

#### Background

Premiership football club Wolverhampton Wanderers FC (WWFC) wished to expand their stadium, Molineux Stadium, from approximately 29,000 to 37,000 and also improve their supporter facilities at the same time.

They appointed Cole Easdon Consultants (CEC) to prepare a Transport Assessment and Framework Travel Plan to support the planning application. A detailed Travel Plan was then prepared following receipt of planning consent.

#### CEC Input

- Detailed Transport Assessment(TA)
- Detailed match day Travel Plan (TP)
- Traffic modelling

To inform both the TA and TP, CEC undertook a web-based travel survey of WWFC season ticket holders. Estimates were then made of the predicted multi-modal trip generation of the site for both a midweek and weekend matchday scenario.



A detailed parking management plan formed a key element of the Transport Assessment, and there was also a requirement for extensive junction analysis, with eight off-site junctions being identified by the local highway authority.

#### Benefits of Our Involvement

- CEC engaged with officers from Wolverhampton City Council (WCC) at an early stage to agree the precise scope of work required for the TA and TP.
- A partnership approach was adopted with WCC in the run-up to submission of the planning application, giving WWFC and the project team confidence that all the key issues had been addressed.
- CEC reduced the scope of traffic modelling required so that only the pre-match period was assessed, thus saving WWFC money.
- CEC reduced WWFC's Section 106 contribution for transport by £160,000 by challenging the requested contribution.

*"Cole Easdon has been an important member of the team on the Molineux expansion project, preparing the Transport Assessment and Match Day Travel Plan.*

*I have been particularly impressed with the way they have engaged with the City Council and other parties including WWFC throughout the project, in order to ensure that all the key issues are addressed."*

**Jez Moxey, Chief Executive,  
Wolverhampton Wanderers Football Club**

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