

Summary of THFC Communications

There are various means by which the Club communicates with the public, broadly dividing into 1. those attending an event and 2. those not attending, but affected by it:

1. Those attending an event

- THFC's website (<https://www.tottenhamhotspur.com/the-stadium/>)
- Email communication to event attenders.
- THFC's social media channels for example via the Spurs Stadium account which has approximately 50,000 followers. Travel updates are typically retweeted by the main Club channel which has 8.8 million followers.
- The Events Factsheets that are shared with all transport partners, including LBH, LBE, TfL, Arriva, GA, MPS and BTP.
- Event attender emails are sent to all ticket holders providing the attendee has bought their ticket via the Club. This email includes information about travel including up-to-date advice on any closures. The Club will also liaise directly with the promoters who will mimic this advice in their own comms.

2. Those not attending, but affected by it

- a) Email and SMS alerts notifying residents when a third-party event is due to take place.
- b) The distribution of letters containing event day information to all streets within 500m of the THS including tailored letters to neighbours in the immediate vicinity.
- c) Event updates at the monthly BCLG meetings.
- d) Stadium digital signage.
- e) Advance warning signs (the yellow 'flip-signs') which list the next two forthcoming events.
- f) The Blue Book, which was distributed to 50,000 residents and businesses before the THS opened. The first full revision of the Blue Book has been carried out and will be completed and distributed upon approval of the LAMP.
- g) The Club also operates a 24 hour event day phonenumber on the day for any urgent issues.

TOTTENHAM HOTSPUR STADIUM








15 WAYS TO FIND OUT WHEN A MAJOR EVENT IS ON



LOCAL COMMUNITY

Did you know there are **15** ways you can find out when the next event is on at Tottenham Hotspur Stadium? This guide has been developed as part of the Club's comprehensive management plan for the new stadium and to ensure that the local community can easily find and access the information needed to help them plan around an upcoming event.

The below table explains the many ways event day information will be made readily available and widely publicised. Allowing you to identify the best way to access and share the most relevant information as easily as possible.









Online and Digital Resources		
1		View our guide for local residents and businesses on www.tottenhamhotspur.com/local . This link can be easily published on other websites.
2		eCalendar – Download or sync the Tottenham Hotspur Stadium calendar to your PC, Mac or smartphone to receive automatic updates for events at the new stadium from www.tottenhamhotspur.com/matches/first-team
3		Register with us for regular alerts at www.tottenhamhotspur.com/local . The latest alerts and key information will be sent out via e-mail about event day operations.
4		Visit www.tottenhamhotspur.com/ask-spurs and save as a favourite so you can quickly find out answers to any of your questions about the stadium or view our FAQs.
5		Call our interactive phone service at 020 3946 4040 to find out when the next match or event is scheduled and additional information about road closures and Controlled Parking Zones. Don't forget to save the number to your contacts for quick access later.
6		Follow the Club's Twitter account @SpursOfficial and receive updates about what is going on at the new stadium, including event dates.
7		Follow the Club's Facebook page @TottenhamHotspur and receive updates about what is going on at the new stadium, including event dates.

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On-street Displays and Warning Signs		
8		Event day Controlled Parking Zone entry signs will be displayed on streets that are located on the perimeter of the CPZ. These signs have the date of the next event displayed at the bottom of the sign.
9		White Hart Lane, Northumberland Park, Seven Sisters and Tottenham Hale stations will have a notice board where event day information and up-to-date event schedules will be displayed. They will also explain how stations will operate after an event.
10		Parking suspension signs will be displayed on streets that have parking bays suspended during events. If an unauthorised car is parked in a suspended bay it may be relocated to a neighbouring street.
11		Advance warning signs will be put in place seven days before each event to inform you of when suspensions are in effect. Check the dates that are displayed on the bottom of these signs – there will be up to 40 located on key roads in the area, from the North Circular and Watermead Way to Alexandra Palace.
12		The Spurs Shop at the Tottenham Experience will display an up-to-date fixtures list within the shop. Ask a member of staff to locate the list.
13		Dates of upcoming events will be displayed on the new large screens featured on the exterior of the stadium.
14		Approximately 25 new digital way finding signs will be located on the stadium's campus and these signs will display upcoming event dates.
15		Strategic Variable Messaging Systems (VMS) signs will be displayed on the North Circular, M25 and other strategic roads highlighting when an event is taking place at the new stadium and direct traffic on strategic diversion routes.