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## Southbeats Festival Customer Transport Plan

Event: Southbeats Festival 2019

Date: 20<sup>th</sup> – 23<sup>rd</sup> September 2019

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## **Southbeats Festival**

Southbeats Festival has enjoyed three very successful years as a 1-day festival since launching in 2016. After selling 8,500 tickets in their first year at Quex Park, the festival moved to a larger site at Port Lympne in 2017, where it achieved attendances of 11,500 and 13,500 in year 2 and 3 respectively.

With demand for a multiple day event ever-growing, a weekend camping festival is a natural progression for Southbeats moving into its fourth year. The Directors have therefore taken the decision to move to a more suitable site for this format on St Clere Estate in Sevenoaks for the 2019 event, with the aim to make it their long-term home.

With the move to a two day event with camping and a move to a new location it is expected that the maximum number of ticket sales per day will drop from last year to 12,000 on the Saturday and 10,000 with 2,500 of these being camping guests who will be onsite from the Friday evening to Monday morning. Ticket sales data is supporting this forecast and transport plans being worked around these numbers. With all event planning this is being monitored constantly and plans updated.

## **Area Demographic Data**

For the past three years Southbeats Festival has been held in eastern Kent with its audience originating predominantly from areas such as Folkestone, Canterbury and Ashford. Previous ticketing surveys from previous years show that:

75 - 80% of customers live in these areas and the other  
 25 - 30% are split across other southern areas in England such as London, Brighton and Southampton.

With Southbeats Festival's move to Sevenoaks in 2019 it is estimated that the festival will see less customers coming from the eastern Kent areas and more London areas that are closer to the event. It is anticipated that:

65 - 70% of customers will be from areas within Kent County  
 Up to 30% from London due to this.

We have used these forecasts when planning our transport for the festival which we will monitor through ticket sales during the planning phase of the project.

## **Age and Travel Demographic**

The festival attracts a demographic of between 18 and 26 with a higher proportion being 18 to 24. Car ownership in this demographic is relatively low in comparison to the population as a whole, mainly due to cost.

Public transport is generally perceived as affordable and preferable particularly for this type of event and age group as it allows for the consumption of alcohol.

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## Promoting Public Transport

The festival is actively promoting public transport as the most cost effective and efficient way to travel to and from the event. This is achieved through the promotion, mainly through social media and direct communications with tickets purchasers.

Options include dedicated coach services and trains linked to shuttle services. Car usage is discouraged through charges for parking and strong messages about there being no local parking and 'on foot' access to the site being strongly discouraged.

Public transport and its environmental benefits also are a factor when trying to influence the customer base who are aware of the benefits of public transport over cars.

## Methods of Transport

There will be several different methods of transport available to Southbeats Festival attendees.

attendees.

### **Big Green Coach**

Big Green Coach, the leading supplier in festival coach services, will run pre-paid coaches from a number of locations in the south of England to Southbeats Festival. Big Green Coach have worked with Southbeats for a number of years and in 2018 almost 2,000 seats were sold over the festival.

### **Shuttle Services**

A shuttle service will be run to and from the local train stations Borough Green & Wrotham and Swanley for festival attendees expected to arrive via trains. It is expected a high number of attendees will arrive via South Eastern rail and the shuttle service will be extremely popular with Southbeats Festival guests.

### **Day Guest Parking**

For customers who have day tickets, without camping, we will offer parking at the Brand's Hatch site with a free park and ride service to and from the festival. There will be no parking available for day ticket customers at the festival site unless you are a blue badge holder, where you can apply for onsite parking in advance of the event.

The car parking space hired by the festival team at Brand's Hatch can hold up to 1,500 cars with the option to activate more space within the grounds if needed over the weekend for an additional hire fee to the festival.

In previous years the number of cars onsite for customers has not exceeded more than 500 cars.

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Car parking sales will be monitored in advance of the event and if sales approach the capacity additional space will be hired for more cars and increased coaches will be booked to take customers to and from the festival.

### **Camping Guest Parking**

In addition to the day customer car parking there will be space onsite for 418 cars for the camping ticket holders only.

At festival sites similar to Southbeats it is generally accepted that an average of 3 people will come per car which allows between 1,200 – 1,300 of our camping guests to arrive to the festival this mode of transport. It is expected that that other 1,200 camping customers will arrive via train, coach or drop off to the site.

As with day ticket parking sales will be monitored in advance and customers will be told that all parking must be booked in advance of the event. In the situation that more people want to book parking than spaces onsite overflow parking will be activated at Brand's Hatch.

### **Pick Up and Drop Off (PUDO)**

At Brand's Hatch there will be an area allocated for customers to be dropped off and picked up by taxi or personal vehicles. Customers will then board the park and ride to get to the festival site. It is not uncommon for family members to drop and collect from a local festival. We are making plans for moderate numbers.

### **Train Services**

We have requested the provision of additional later trains on both the Saturday and the Sunday. These will be linked to the site via the shuttle service and tie into the festival's promotion of public transport.

### **Expected Numbers**

A number of factors have been taken into consideration to forecast the expected transport figures for the 2019 festival. These include previous years historical data, location, site location and site availability for facilities such as customer parking.

All advance sales for parking and Big Green Coach will be monitored in the planning phase of the event and changes to resources will be made in accordance with the sales.

Method of Transport	Saturday Forecasts	Sunday Forecasts
Camping Guests	2500	2500
Day Parking	1500 (500 cars)	1500 (500 cars)
Big Green Coach	2000	2000
Shuttle Service / Trains	5000	3000
Pick Up & Drop Off	1500 (500 cars)	1000 (300 cars)

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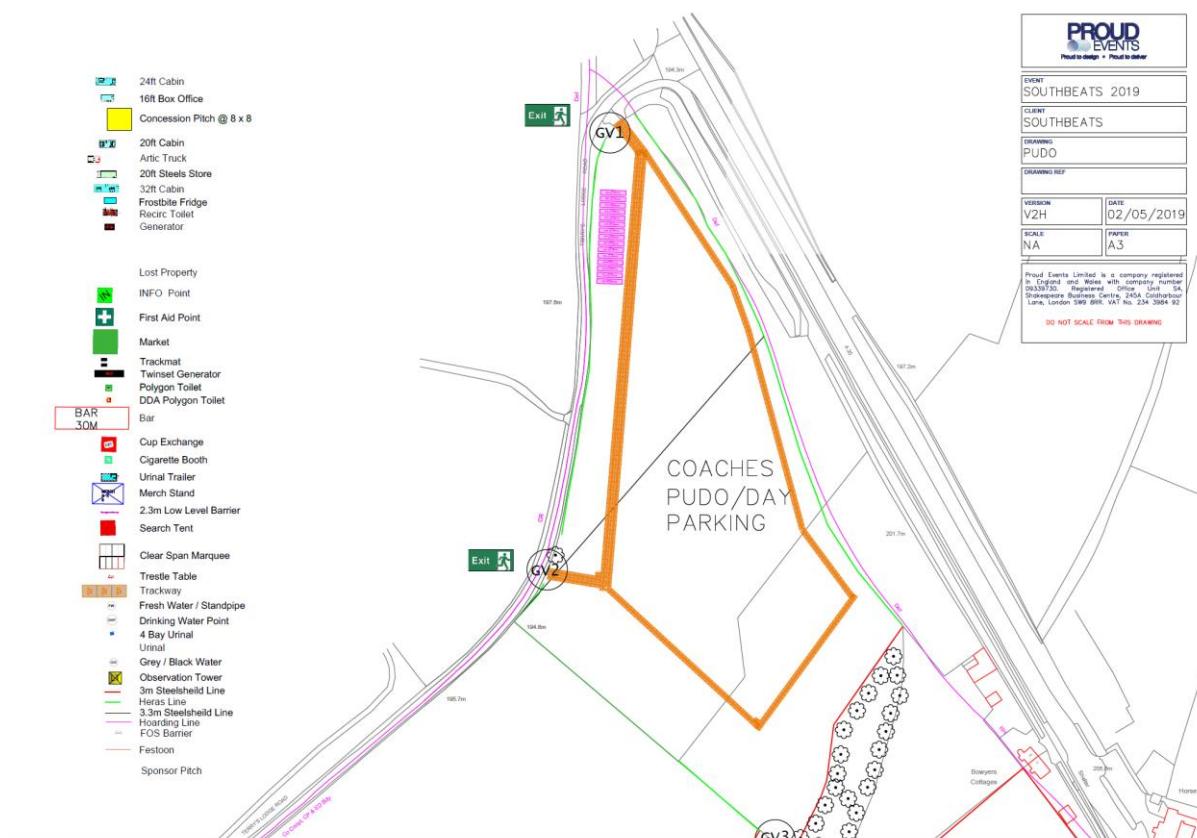


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Total	12500	10000
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## Site Layout

### Coach and Shuttle Field



Coaches and shuttles only will access the site via GV1 on the above plan. It is expected that 40 coaches via Big Green Coach and at peak 22 shuttles running on a loop, between the site and the local train stations and the site and Brand's Hatch, with an average of 7 shuttles accessing the site per hour on the Saturday and 5 on the Sunday.

All vehicles will access the site via the A20 and turn onto Terry's Lodge Road to gain access to the main parking field. As per the traffic management plan vehicles will arrive in both directions and be controlled by a temporary traffic light system put in place by SEP Events. The field will be signed 'Coach and Shuttle Field' and will have stewards on the temporary traffic lights to guide drivers in through GV1.

All coaches and shuttles will turn right on the temporary trackway as they access the site to stop traffic backing up onto the external road network and will unload/load the bottom of the

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site. Any coaches that are supplied via Big Green Coach will park up for the day until customer egress at 11:45pm. Shuttles will continue to work on a loop throughout the day and will only stop for breaks within the site.

A pedestrian barrier fence line will be built to keep customers separate from the trackway coaches access and leave the field and will be manned by security. This space will also be used during customer egress to manage and queue customers who are getting coaches and shuttle offsite and will be controlled by security and traffic management stewards.

All vehicles exiting the site will exit via GV2 and turn right back onto Terry Lodge's road and traffic will be split between onto the A20 via the temporary traffic lights and stewarding staff deployed by SEP Events depending on destination. Coaches to London and shuttles to Swanley station and Brand's Hatch will turn left onto the A20 and coaches to Kent and shuttles to Borough Green will turn right.

Through tight management from the Event Management Team, Traffic Management and the Security and Stewarding the field will be a transport hub in and out of the festival. A transport manager, appointed from the festival management team, will work with the head of traffic management and security and stewarding the manage the area that will efficiently process coaches and shuttles in and out of the field and direct customers to and from the main arena.

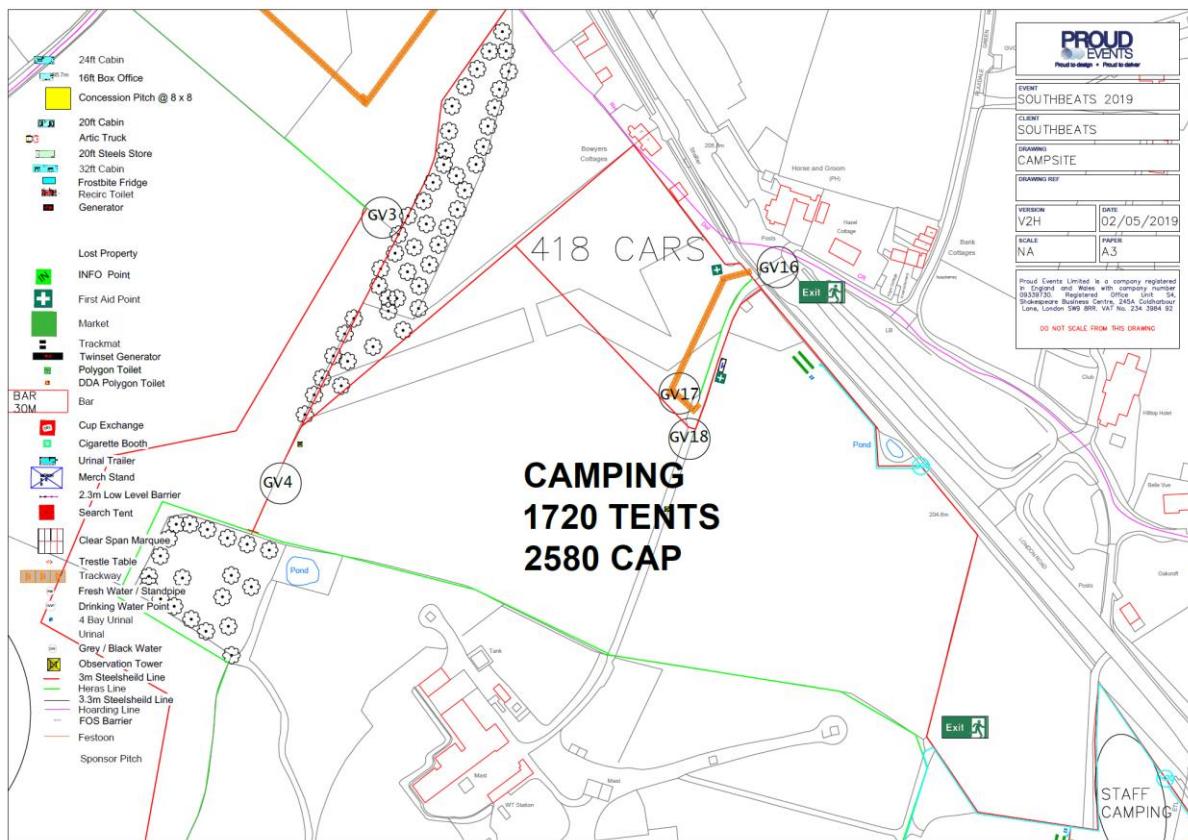
#### Camping Car Parking

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Camping cars are expected to arrive on Friday evening and will access the site via GV16 which is completely separate to the coach field.

Control to the camping field will be controlled by temporary traffic lights installed by SEP and signed 'Camping Car Park' with stewards on hands to direct customers. Cars will turn in via GV16 where their car parking ticket will be scanned and they will be allowed to park. Cars will be parked in an order so that the first cars are closest to the customer gate into the camping field so guests are always walking away from moving vehicles.

### Car Parking Fees

Based on previous events run by Proud Events and previous years of Southbeats it is expected that 80% of car parking vehicles will be paid for in advance of the event. Depending on availability a small allocation of car parking spaces will be available to be bought on the day of the event.

When cars access the festival car parks tickets will be scanned by stewards to grant access. Any customers who do not have a ticket but wish to purchase a ticket will be asked to pull off the temporary trackway where they can purchase a ticket from the traffic management team to avoid creating queues.

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In the event that over 60% of the car parking capacities is sold in advance of the event additional space at Brand's Hatch will be hired to accommodate overflow parking. This will be monitored closely by the Event Organisers during the planning phase of the event.

## Ingress and Egress

It is expected that during the customer ingress throughout the main event days customers will arrive evenly spread from 11:00 to 17:00 and there will be minimal traffic on the local road network between 17:00 and 21:00 when the customers are at the festival.

Based on previous experience managing events of this nature we would expect customer egress to start from 21:00 and peak between 23:00 and 00:30. We will keep the main arena of the festival for an hour after the main stage goes down on the Saturday and 30 minutes on the Sunday to stagger the egress. The primary reason to operate this on a festival of this nature is to minimise the impact of on the road network and avoid customer congestion at the coach and shuttle field.

The below table has been created to forecast shuttle requirements for transport to Borough Green & Wrotham and Swanley stations over the event with the expected audience capacities. The fourth column works out the expected number of shuttle journeys per 30 minutes in and out of the festival however we will have additional capacity to handle unpredicted peaks.

<b>Saturday</b>		<b>No. of Customers</b>	<b>No. of Journeys</b>
<b>Time</b>	<b>Ingress/Egress</b>		
11:00	Ingress	350	3.89
11:30	Ingress	350	3.89
12:00	Ingress	350	3.89
12:30	Ingress	350	3.89
13:00	Ingress	350	3.89
13:30	Ingress	350	3.89
14:00	Ingress	350	3.89
14:30	Ingress	350	3.89
15:00	Ingress	350	3.89
15:30	Ingress	350	3.89
16:00	Ingress	350	3.89
16:30	Ingress	350	3.89
17:00	Ingress	350	3.89
17:30	Ingress	350	3.89
18:00	Ingress	350	3.89
18:30	Ingress	350	3.89
19:00	Egress	0	0.00

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			0	0.00
19:30	Egress	0	0.00	
		0	0.00	
20:00	Egress	0	0.00	
		0	0.00	
20:30	Egress	0	0.00	
		0	0.00	
21:00	Egress	175	1.94	
		100	1.11	
21:30	Egress	175	1.94	
		100	1.11	
22:00	Egress	175	1.94	
		100	1.11	
22:30	Egress	175	1.94	
		100	1.11	
23:00	Egress	1400	15.56	
		800	8.89	
23:30	Egress	700	7.78	
		400	4.44	
00:00	Egress	700	7.78	
		400	4.44	

### Sunday

Time	Ingress/Egress	No. of Customers	No. of Journeys
11:00	Ingress	225	2.50
11:30	Ingress	225	2.50
12:00	Ingress	225	2.50
12:30	Ingress	225	2.50
13:00	Ingress	225	2.50
13:30	Ingress	225	2.50
14:00	Ingress	225	2.50
14:30	Ingress	225	2.50
15:00	Ingress	225	2.50
15:30	Ingress	225	2.50
16:00	Ingress	225	2.50
16:30	Ingress	225	2.50
17:00	Ingress	225	2.50
17:30	Ingress	225	2.50
18:00	Ingress	225	2.50
18:30	Ingress	225	2.50
19:00	Egress	0	0.00

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			0	0.00
19:30	Egress	0	0.00	
		0	0.00	
20:00	Egress	0	0.00	
		0	0.00	
20:30	Egress	0	0.00	
		0	0.00	
21:00	Egress	125	1.39	
		50	0.56	
21:30	Egress	125	1.39	
		50	0.56	
22:00	Egress	125	1.39	
		50	0.56	
22:30	Egress	125	1.39	
		50	0.56	
23:00	Egress	1000	11.11	
		400	4.44	
23:30	Egress	500	5.56	
		200	2.22	
00:00	Egress	500	5.56	
		200	2.22	

## South Eastern Rail

Due to the high numbers of customers expected to use the South Eastern Rail network and festival shuttles additional services will be applied for to South Eastern rail to accommodate customers leaving the festival late at night. The existing train network in place can accommodate customer travel back to Kent and London stations up to the below times.

Destination	Station	Last Train
London – Saturday	Swanley	23:59
Kent – Saturday	Borough Green & Wrotham	01:08
London – Sunday	Swanley	00:16
Kent – Sunday	Borough Green & Wrotham	00:07

It is forecasted that 90% of customers on the Saturday and 80% of customers on the Sunday, who arrived by national rail services, will manage to catch trains on the existing services. For the remaining percentage of customers, we are proposing to bid for additional services up to 01:00 from both Borough Green & Wrotham and Swanley stations to get customers back to areas in Kent and London from where they travelled. We have started engagement with South Eastern rail who are we are working with on our assumptions

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including expected numbers and timings, who will place the bid for additional services to National Rail.

In the event that any festival guests miss the last train from the additional services we propose to put on we have commissioned our shuttle company to drop the final festival customers to the larger cities in Kent and South East London as their final journey, where the public transport infrastructure is better, to get customers home. With 22 shuttles booked on the Saturday we can accommodate 1980 customers to nearby cities and 1440 on the Sunday with 16 shuttles booked.

The day time teams for traffic management, security and stewarding and medical management will not be stood down until all customers have left site safely. It is our aim to have all customers offsite by 01:00 leaving site by either personal vehicle, coach or shuttle/train. We will also deploy stewards to the local train stations where customers are being deployed to assist customers onto the trains and advise the shuttle drivers if the last train has left the station and to transport the festival guests to their designated large town or city.

## **Summary**

With a large number of festival attendees expected to attend Southbeats Festival in 2019 it is crucial our transport and traffic management plans work in unison with each other and we have been liaising with the estate, local residents and our key contractors in the planning process to ensure this.

We recognise that the only way the operation will work is through slick management from the festival team and a well-resourced transport hub in and out of the event which we are developing with Traffic Management and Security.

Festival marketing will be targeting customers to advise best routes for travel and we will push for as many customers as possible to travel via train, shuttle and coach to minimise the amount of vehicles on the road and impact on the local road network. We can also control coaches and shuttles as they operate under our instruction thus be reactive to the local road network and the impact of the festival more effectively.

Finally whilst we expect a large number of guests to the event we have seen consistently from previous festival data, both from Southbeats and other festivals we have worked on of this nature, that the number of cars on the road will be much less than other outdoor events with an older demographic. It is our assessment that the site is capable of numbers we forecast and additional measures with the estate are being investigated for contingency planning.

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