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Southbeats Festival Response to public nuisance section of representation 73

### Southbeats Travel Assumptions

As outlined in the transport plan we expect customers to arrive to site via car, coach, shuttle and pick up and drop off as estimated below. The representation does not assume any allowance for customers to arrive by site via shuttle service / national rail and pick up and drop off to the festival site which contributes to around 50% of customer travel to the site.

All calculations of customers arriving per car has been based on 3 individuals per vehicle not 5 as outlined in the representation.

Previous historical data has shown that a large number of Southbeats attendees arrive to site via shuttle service and pick up and drop off, with the festival never having more than 500 cars parked onsite. With our move to Brand's Hatch we have between the camping car park and the Brand's Hatch car park parking provision of up to 2,000 vehicles which on an average of 3 people per car equates to 6,000 attendees. We also have the ability to action overflow parking at Brand's Hatch which holds a car parking capacity in excess of 15,000 vehicles.

Whilst we understand the number of cars onsite appears low it is what the historical data of the event shows and also supports the age demographic, most of which won't own cars due to the expense and would not intend to drive to the festival so they can enjoy the event.

As outlined in the Event Management Plan, Traffic Management Plan and Transport Plan the majority of car parking sales is always made in advance of the event and is monitored closely by the event organiser team to ensure we not only have capacity for vehicles who have pre-booked but overflow space for guests who show up at the event without a pre-purchased ticket.

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)
Total	12500	10000

### Car Parking Charges

The festival management team will be putting in place a clearway zone in the surrounding area and local roads which will empower our traffic management provider to move cars if they tried to stop in the local area. In addition to this our traffic management team will be out in the roads enforcing the clearway zone throughout the duration of the event which will act as a deterrent to festival attendees.

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We understand the concern raised however it is our position that previous events held in the Wings of the Morning field did not operate a strict traffic management plan which allowed event guests to park in surrounding roads without the ability to enforce. In addition to this we have a low number of cars expected to the site and all cars are directed towards Brand's Hatch, which is 5 km away from the site.

### **Traffic Jams**

During the Friday arrival and Monday departure of camping guests we understand there will be a contribution to existing traffic in the local road network. We have analysed the Department of Transport data regarding existing traffic on the A20 and conclude that the additional traffic Southbeats Festival camping cars will bring to the area is less than 2% of the existing traffic over a four to six hour period. The Department on Transport estimated in excess of 23,000 vehicles movements on an average day between the M20 junction and Brand's Hatch and Southbeats is contributing 450 vehicles. Despite this our traffic management provider understands the important of minimising impact to the local community and has built a traffic management plan designed to keep this impact to a minimum.

With the move of day parking and pick up and drop off to Brand's Hatch we will not have any cars during the late night turning left out of the site onto Terry's Lodge Road. All cars will leave Brand's Hatch via the A20 turning right if their end destination is London and left to gain access to the M20.

### **Bus Parking**

The site design of the coach and shuttle field has been designed alongside our chosen coach and shuttle providers for the festival who have both been to site and assessed the suitability of the field (statements have been provided) both in access in and out of the site but also topography of the field once the a temporary roadway has been built as laid out in our plans. Both providers are experts in their chosen fields and have worked with Southbeats Festival in previous years.

### **Taxi Capacity**

Local taxi firms will be contacted in advance of the event to advise of the additional business the event is likely to see over the festival with the intention to set up a specific arrangement with local firms and the festival.

In the event the taxi firms do not have sufficient capacity to meet the demand we have planned additional capacity on our shuttle service to transport guests to the local train stations as a means of alternative transport home.

Customers will also be sent out information relating to transport to and from the festival well in advance of the event where they will be advised to pre-book taxi's in advance but more importantly to encourage festival guests to use public transport as the most efficient and cheapest way of getting home after the event.

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## **Noise**

Concessions made in the Noise Management plan to reduce public nuisance due to event noise.

## **Bar Timings**

The bar timings for the festival have been proposed to operate to 02:00 on the Saturday night of the event and 01:00 on the Sunday night for camping guests only. No day ticket festival guests will have access to this area. Previous experience of events of this nature clearly demonstrates that managed entertainment is a more effective tool for crowd management than stopping all entertainment during its peak, which can cause upset. By having a phased shutdown of the festival site for camping guests once the main arena closes with background music, a bar and some food concessions we conclude this will be the most effective plan for managing the crowd and event attendees.

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