



The challenge

First Travel Solutions (FTS) were approached by Hull City Council to assist with the transport requirements for Radio 1's Big Weekend that took place on 27th and 28th of May 2017.

The Council required FTS to operate a Park & Ride shuttle service over the 2 day event that would ensure the minimum amount of people driving to the venue in their own vehicles, thus easing traffic congestion in and around the area.

The solution

In the first instance the team at FTS liaised with Hull City Council to work out the estimated number of people attending the event over the 2 day period and therefore the volume of vehicles that would need to be recruited to support the transport network and in particular the Park & Ride services.

A total of 70 vehicles and drivers were recruited by FTS to support the 2-day event in Hull and in addition extra FTS ground staff were drafted in to assist with on the ground operational requirements.

The result

FTS operated a Park & Ride service from Normandy Barracks, Leconfield, transporting approximately 4,500 concertgoers daily over the 2-day event. This was a mixture of people who had pre-booked on the Park & Ride service and those who were just ad-hoc on the day.

Normandy Barracks is a live MOD facility and this therefore added its own challenges with extra security procedures in place.

In addition to this FTS also operated a drop off and pick up shuttle service from Grove Hill in Beverley. This site was allocated to pre-booked cars only and approximately 3,250 passengers were transported daily.

**Transport
for one of the
UK's biggest
festivals**



Event Transport Solutions



We also supplied
16 ground staff, who oversaw
efficient loading of the buses and
sold tickets. To speed this process,
a special retail website enabled
pre-sales, while the ground staff
were equipped to accept
card payments

**Extra buses
at short notice
to reduce
delays**

The result

Logistics for the festival ran smoothly,
supported by the use of 59 buses a day.

The biggest challenge that
arose was on the Sunday
night and Monday, when
traffic on the approach
road became snarled
up due to the volume
of departures. When
the buses' travel time
became extended, we
acted to save those
passengers still on
site from a protracted
wait. We kept the buses
running longer, sourced
additional buses and sent
them to the site immediately
to reduce the delays.



Richard Kirk
Commercial Director
M: 07879 481151
E: Richard.Kirk@FirstGroup.com
www.firsttravelsolutions.com



Event Transport Solutions