



CASE STUDY

Leeds Marathon 2024

ABOUT US

We want to deliver better experiences for you and your customers.

We are leading experts in transport management, coach hire and travel and transport strategies for major sporting events, airlines, rail support services, festivals and more.

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Cert No. 13760

EVENT OVERVIEW

Date: 12 May 2024

Location: Headingley Stadium, Leeds

Purpose: Provide shuttle bus services from various park and ride sites in Leeds to Headingley Stadium for spectators and participants of the Leeds Marathon.

BACKGROUND

The Leeds Marathon is a major event that attracts thousands of participants and spectators. To facilitate access to Headingley Stadium, we were contracted to provide shuttle services from three park and ride locations throughout Leeds, ensuring smooth transportation for everyone involved.

PLANNING AND COORDINATION

- **Client Collaboration:** Worked closely with the event organisers to establish key requirements, including shuttle schedules, pick-up and drop-off points, and operational hours.
- **Route Planning:** Developed effective routes from the designated park and ride sites to Headingley Stadium, considering expected traffic patterns on marathon day.
- **Staff Training:** Provided training for shuttle staff on safety protocols, customer service, and logistical coordination to enhance the attendee experience.

IMPLEMENTATION

Shuttle Service from Park and Ride Locations:

- **Fleet Deployment:** A total of approx. 35 double deck buses were deployed from various park and ride sites, ensuring ample capacity for all attendees.
- **Operation Hours:** Shuttle services ran from 06:00 to 18:00 accommodating both early arrivals and late spectators.
- **Communication:** Attendees received clear information about shuttle schedules and locations through signage and pre-event communications.



Spectator Service from Headingley Stadium:

- **Service for Spectators:** A secondary shuttle service was established to transport spectators from Headingley Stadium to a designated midway point along the marathon route, allowing them to support their loved ones during the race.
- **Coordination:** Staff at Headingley ensured smooth loading and unloading, assisting spectators in navigating to their designated viewing spots.

Conclusion

The shuttle services provided for the Leeds Marathon were a resounding success. Our commitment to efficient operations, safety, and customer satisfaction greatly contributed to a positive experience for all attendees and the event organisers.



Our expert team set us apart – scan above to meet the team

OPERATIONAL DETAILS

- **Shuttle Frequency:** Buses operated on a frequent schedule, with designated pick-up and drop-off points at both park and ride locations and Headingley Stadium.

OUTCOMES

- **Attendance:** Successfully transported approximately 3500 spectators and participants to and from Headingley Stadium, as well as to the midway viewing point.
- **Client Feedback:** The event organisers expressed high satisfaction with our services, particularly noting the punctuality and professionalism of our staff.
- **Operational Success:** No reported incidents or significant delays occurred during the shuttle operations, demonstrating effective planning and execution.

Get in touch with us today:
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