

## CASE STUDY

### Silverstone 2024

#### EVENT OVERVIEW

Date: 5-7 July 2024 – Race weekend

Location: Silverstone Circuit

Purpose: Transport attendees between designated Train station & park-and-ride locations to/from the race venue

#### 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.

We offer simple coach hire solutions and major event planning from our team of in-house experts.



[firsttravelsolutions.com](https://www.firsttravelsolutions.com)



0345 528 0270



Cert No. 13760

#### BACKGROUND

Silverstone, home to one of the most iconic motorsport events in the world, required shuttle services to transport race attendees from three key locations: Milton Keynes, Hinton, and Turweston. The event saw unprecedented ticket sales, creating additional demands on transport services.

#### PLANNING AND COORDINATION

- **Client Collaboration:** Despite the late request for a significant uplift in vehicles due to a surge in ticket sales, we worked closely with the client to adapt to changing requirements.
- **Challenges Managed:** Our team navigated severe disruptions to the transport network, multiple diversions and a last minute surge in peak demand.
- **Operational Approach:** Real-time adjustments and activation of contingency plans ensured attendees were transported effectively.

## IMPLEMENTATION

**Pick-up:** A total of 284 vehicles across the event period were dedicated to serving the event and it's record breaking 480,000 weekend attendance , ensuring consistent pick-ups from Milton Keynes, Hinton, and Turweston

**On-site Support:** First Travel Solutions Events Team and ground staff managed the services on-site in real-time for the event duration.

**Return Journey:** Despite extended egress times caused by traffic challenges, our team ensured safe and timely returns for all attendees.



## Conclusion

The shuttle services provided for Silverstone 2024 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. FTS look forward to getting involved at future F1 weekends, focusing on operational planning to meet evolving demands at the venue.

**Get in touch with us today:**  
**Joe.Bryant@firstbus.co.uk**



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

## OPERATIONAL DETAILS

- **Shuttle Frequency:** Across the three locations, we operated a high-frequency shuttle service with continuous vehicle rotation to accommodate the large influx of attendees. The deployment of 284 vehicles across the event period allowed for efficient movement throughout the event period, minimising wait times and ensuring regular departures from Milton Keynes, Hinton, and Turweston.

## OUTCOMES

- **Client Feedback:** The client expressed great satisfaction with the service provided, acknowledging the professionalism of the team and their ability to manage unprecedented challenges.

