



The challenge

Massive Attack, one of Bristol's most famed bands, played two huge homecoming gigs at the purpose-built Steel Yard at Filton Airfield in early spring 2019.

Each concert attracted an audience of 14,000 fans and working in partnership with the Big Green Coach Company (BGC), First Travel Solutions (FTS) were appointed by TravelWest to support the local transport provision between Bristol city centre and the venue.

Bristol City Council were keen to test the feasibility of the airfield as a venue and one of the main considerations was how transport could be delivered for thousands of attendees in a quick and efficient manner and in a way that didn't cause significant local disruption.

The solution

FTS worked with BCG, the council and the concert organisers to develop a park and ride solution to connect the venue and concert attendees to the city centre.

FTS operated 70 plus buses, provided by colleagues from First West of England, a mobile ticket shop, in the form of a bus and on the ground co-ordinators.

Queuing systems were set up in the Broad Quay area of the city and buses called in as needed to avoid city centre congestion.

FTS also provided pre event consultancy and demand management assessment and were able to deploy their expertise in traffic management along the 6.5 mile route.





The result

The park ride operation was a massive success transporting thousands of concert goers to and from the venue and reducing the congestion impact on the local road network.

The feedback after the event provided enough evidence to prove that concerts could successfully be held there with specific praise given to the transport arrangements that were in place.

The main driver of public opinion as to the success of any outdoor event is the speed at which venues are safely cleared and FTS were able to meet and exceed council on such.

Local media also praised the efficiency of the bus operation.

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Event Transport Solutions