

## LYTHAM FESTIVAL TRANSPORT SUMMARY PLAN 2024

### Lytham Festival 2023 Customer Travel Data

Arrival and Departure Average of people attending Lytham Festival 2023. Based on ticket sales from Car Parking and Blackpool transport, post event survey in Lytham Festival 2023 Impact Report (Fourth Street)

		<i>People Walked (From local)</i>	<i>2.4 people in a car</i>	<i>People Dropped off</i>	<i>10% of the audience</i>	<i>6% of the audience</i>	<i>sales of tickets</i>	<i>1% of the audience</i>	<i>Hotels / Local Accommodation 2.242%</i>	<i>Other/Not Recorded</i>
<b>2023</b>	<b>Attendance</b>	<b>Walk</b>	<b>Official Car Park</b>	<b>Dropped Off</b>	<b>Train</b>	<b>Taxi</b>	<b>Local Bus</b>	<b>Official Coach</b>	<b>Lytham Only</b>	
Wednesday	<b>13,592</b>	2222	3142	3623	1,359	816	1,563	136	329	402
Thursday	<b>17,912</b>	2929	3768	4775	1,791	1,075	1,636	179	433	1,325
Friday	<b>22,452</b>	3671	3826	5985	2,245	1,347	2,552	225	543	2,058
Saturday	<b>19,275</b>	3152	3209	5138	1,928	1,157	2,755	193	466	1,278
Sunday	<b>19,380</b>	3169	3838	5166	1,938	1,163	2,481	194	469	962
	<b>92,611</b>									

*\*2.4 people per car is based on the average number of people per transaction.*

2023 saw the introduction of the Festival Flyer Buses operated by Blackpool Transport. This was a dedicate service of buses which shuttle customers to and from Lytham Festival

## Lytham Festival 2024 Customer Travel Forecast

Using the data captured in 2023 we can produce a forecast for Lytham Festival 2024 for a sell-out audience as detailed in the table below:

		<i>People Walked (From local)</i>	<i>2.4 people in a car</i>	<i>2.4 people in a car</i>	<i>People Dropped off</i>	<i>10% of the audience</i>	<i>6% of the audience</i>	sales of tickets	Number of the people	Hotels / Local Accommodation		Surplus Capacity
2024	Attendance	Walk	Offical Car Park	Park & Ride	Dropped Off	Train	Taxi	Local Bus	Official Coach	Lytham Only		
	25,000	4088	3636	1200	6664	2,500	1,500	3,825	1,500	605		518
								Increase buses to 12.5% by pre-sales of tickets	Increase coaches by pre-sales of tickets			
								New flyer route added				

### Attendance

The forecasted attendance figures are based on previous sales data for the headline artists. As you can see in the surplus capacity ensures we have additional capacity across the transport options.

### Local Bus

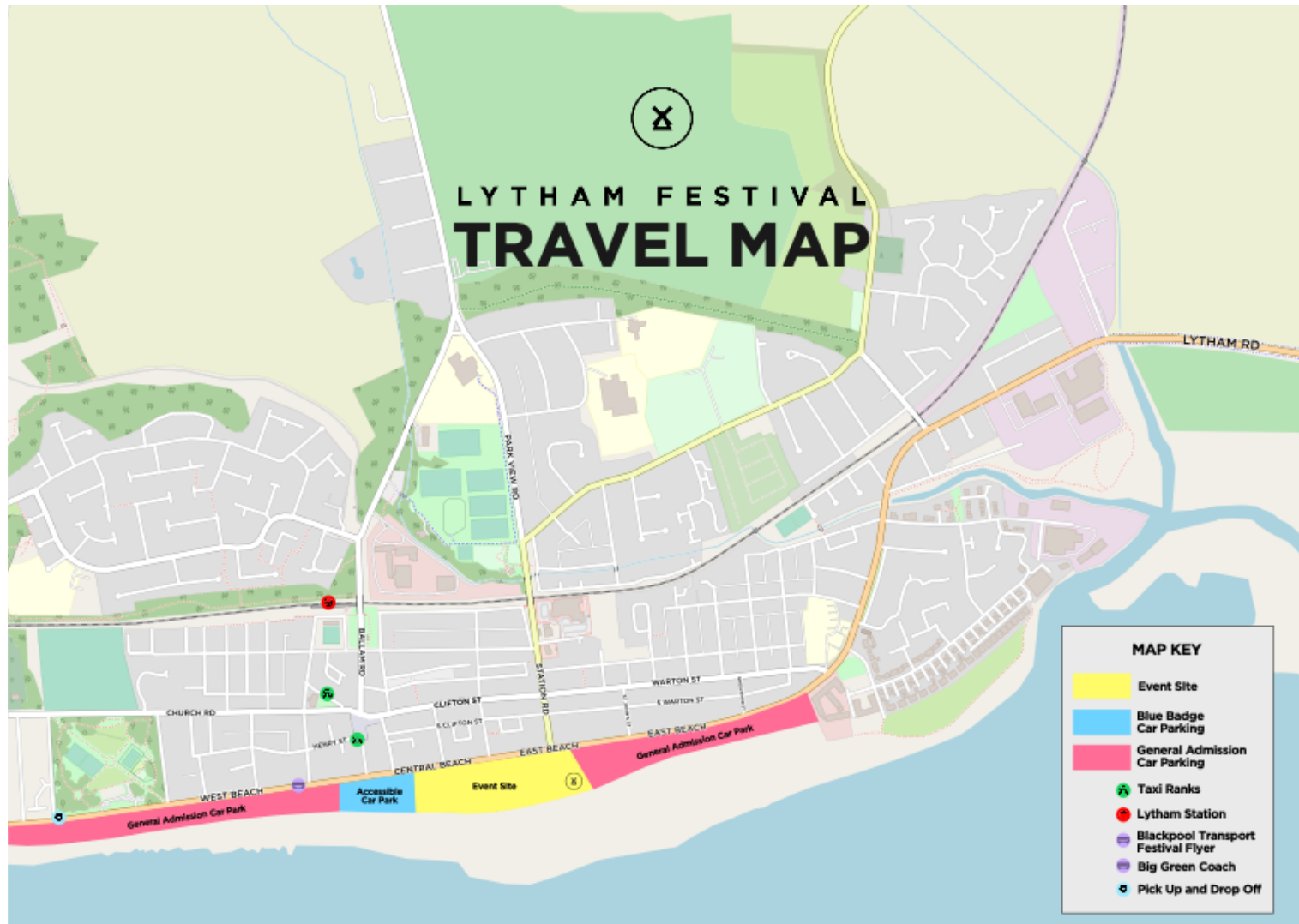
There will be 20 double decker buses in operation for all concerts as well as a new flyer route to Preston via Kirkham, Freckleton, Wrea Green and Warton. Customers can purchase bus tickets at the same time as booking concerts tickets as well as on the day. This is why we are forecasting an increased percentage of people using the buses.

### Official Coach

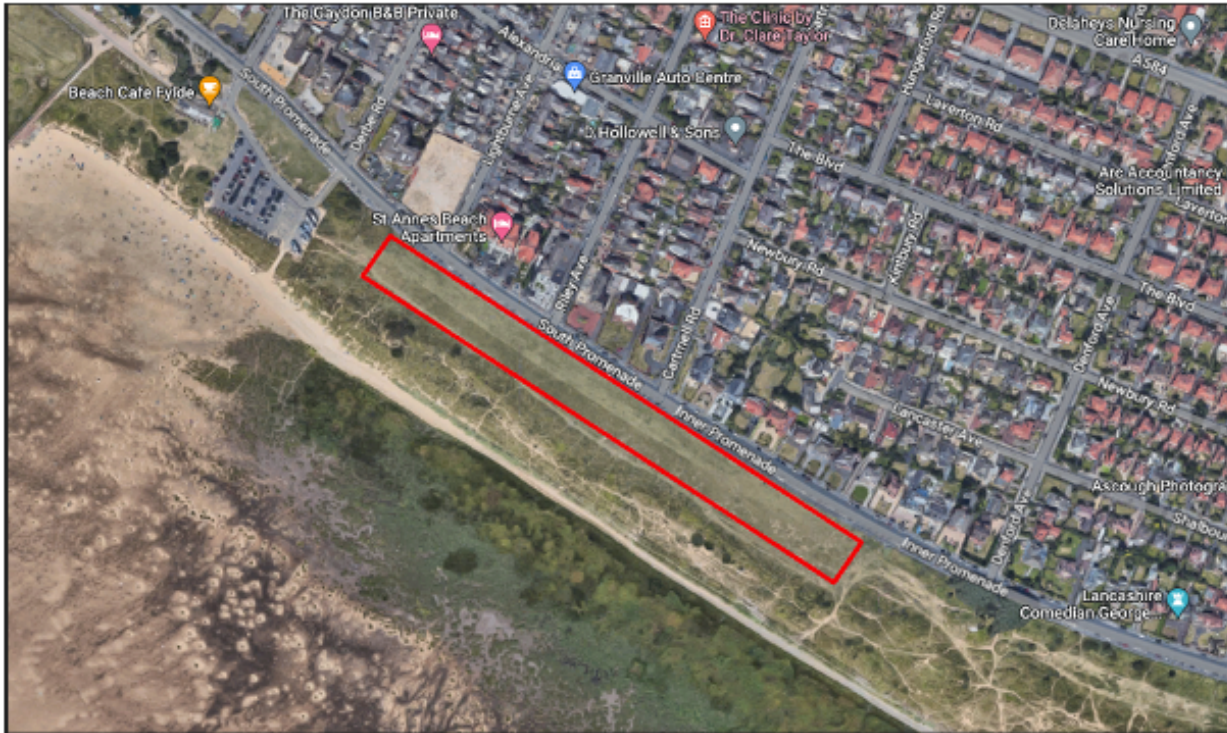
We've partnered with 'Big Green Coach' who operate coaches from major cities such as Manchester. For the Courteeners show on Friday we're forecasting this option being particularly popular based on previous sales data which is why the number of people on official coaches is higher than the other concerts.

## Car Parking

Lytham Green	Capacity
General Carpark	1,400
Accessible Carpark	115
<b>TOTAL</b>	<b>1,515</b>



<b>St Anne's Green</b>	<b>Capacity</b>
Park and Ride	500



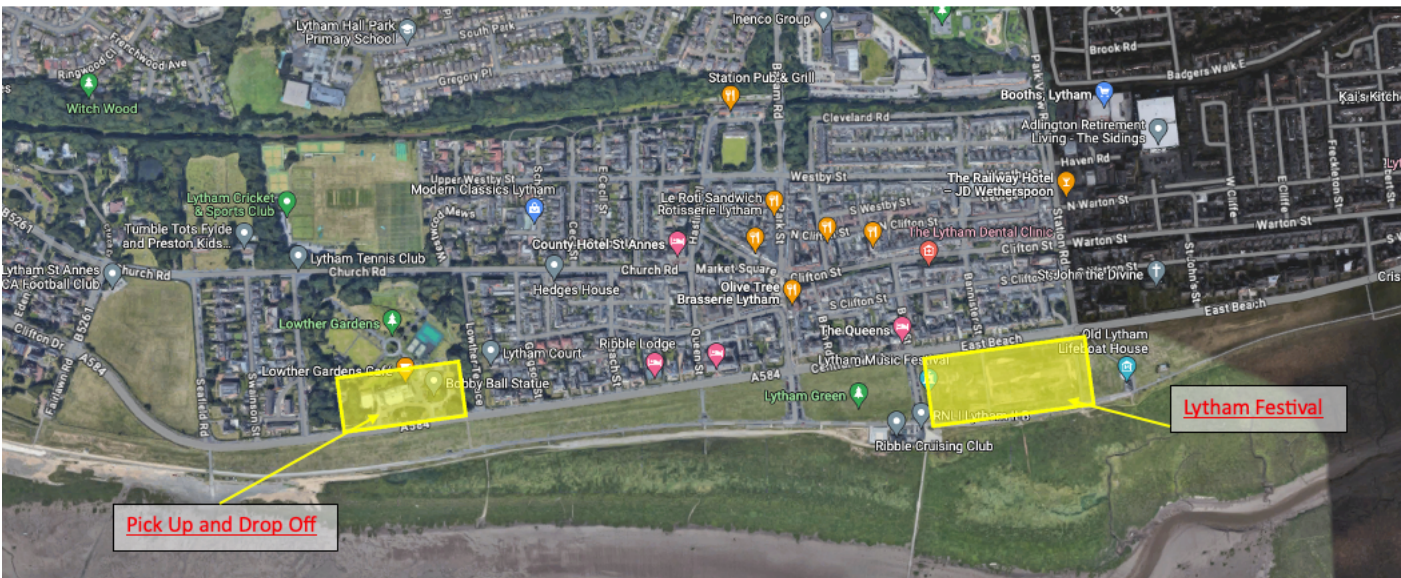
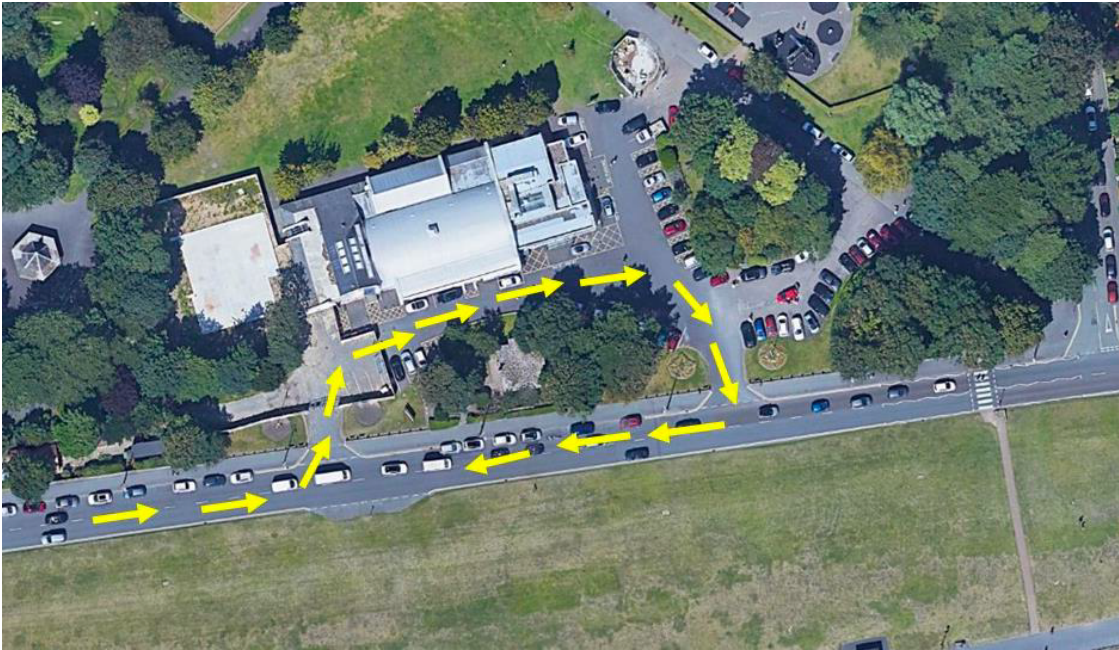
- This area has good vehicle access and has previously been used successfully as a car park for other summer events.
- It is proposed that this area will operate as a PARK AND RIDE option and will service both pre booked customers and 'on the day' arrivals.
- It is estimated that this area can accommodate approximately 500 cars and therefore adding a 3rd more car parking capacity for the 2024 Festival.
- Journey time estimated at 10 minutes from St Annes Green to Lytham Festival.

# St Anne's Park and Ride Layout



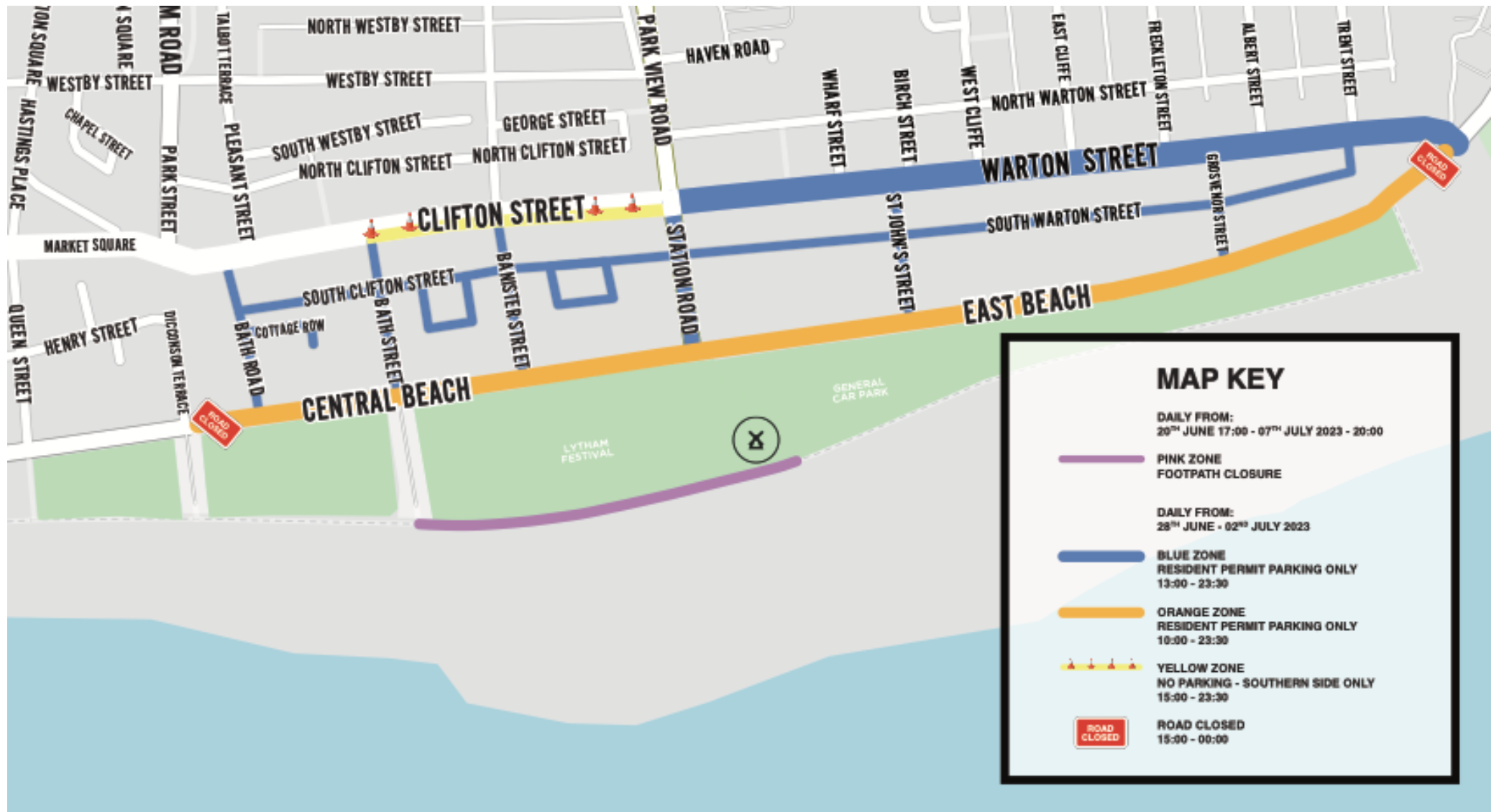
## Pick Up and Drop Off

In 2024, Lowther Pavilion will be the official Pick Up and Drop Off (PUDO) location for private cars and taxis.



## Residents Parking Zone

The residents parking zone will continue in 2024 on select roads.



## Diversion Route

This was introduced in 2023 as a result of discussions in the Community Focus Group. The diversion is primarily for 'non-event' traffic and reduces the volume of traffic travelling through the centre of Lytham.





## Traffic Management

2024:

1. Improved signage and suspended parking cones to ensure the diversion route is clear and traffic can flow freely.
2. Introduce a 1-way system on Warton Street to allow for more efficient management of traffic flow.
3. More signage on the diversion route and to sign post customers to the park and ride.
4. Increased visibility and more proactive enforcement from Lancashire County Council – the enforcement team and highways team both sit on the Safety Advisory Group (SAG) to ensure they are up to date with event plans as they develop.
5. Ensure the Police, Traffic Operatives and Enforcement officers are present and in the 'hot spot' areas at peak times during the event.
6. Continue to provide toilet facilities in the transport hubs.
7. Continue to within increased train capacity and rail replacement buses on Sunday.
8. Continue with the diversion route.
9. Continue to delay road closures on weekday to 16:00.