

Dear Sir/Madam,

Lytham Festival – Application to increase licence capacity to 25,000 each day.

Tracsis Events (formerly SEP) has over 30 years’ experience providing traffic management consultancy and services to large events across the UK. These include: festivals such as Creamfields, Kendal Calling, Reading, Leeds and Parklife; horseracing events such as Cheltenham, Aintree Grand National Festival, York and Goodwood; football stadia such as The Etihad Stadium in Manchester, and motor racing events at Silverstone.

We provided services to the Lytham Festival in 2022 and 2023, including one event in 2023 which traded to a capacity of 22,500 persons. Our services included both preparation and delivery of the Traffic Management Plan for the festivals.

I understand that an application has been made by Live Nation (Cuffe & Taylor) for an increase in the licensed capacity for Lytham Festival to 25,000 for each of the five event days from 2024. This is 2,500 (or 11%) more than the maximum licensed capacity in 2023.

Based on the travel data captured in 2023 from the audience survey and from ticketing figures which have been provided to me, it is possible to make a confident forecast of the expected number of people who would utilise one of the various travel options available to attend the festival, namely via private car, taxi, festival bus, coach, train or walking.

The table below outlines the expected usage for each travel option to include the car parking facilities available on the basis of an increased daily capacity of 25,000 if the licence application is granted.

Walking (Local)	4,088
Walking (Local Hotels and Accommodation)	605
Official Car Park (2.4 people per car)	3,636
Park & Ride (2.4 people per car)	1,200
Pick Up and Drop Off	6,664
Train	2,500
Taxi	1,500
Festival Bus	3,825
Official Coach	1,500
TOTAL	25,518
Surplus Capacity	518

The above calculations have been based on 2.4 people per car. This is conservative. Based on our experience at Lytham Festival and the other notable events mentioned, 2.7 people per car is now typical, and is a figure we regularly use in our work. When applied to Lytham Festival this would result in 4,090 users of the official car park (rather than 3,636) and 1,350 people using the Park & Ride (rather than 1,200).

The introduction of new measures which I have outlined below and will be in place for the festival in 2024 will cumulatively provide the additional parking facilities and transport options to accommodate 25,000 people each day of the event.

These measures include:

- a new park and ride some distance from the festival site. I understand that the cost of the park and ride will be set at one half of the cost of the car park at the festival site, which will incentivise use;
- increased number of festival buses, with advance ticket purchasing available;
- additional routes for festival buses;
- an official coach partner;
- additional train carriages and rail replacement buses;
- a new dedicated pick up and drop off point at Lowther Pavilion for the general public and taxis;
- increasing the number of no waiting and no parking zones to facilitate the free movement of traffic.

These changes are, of course, in addition to now-established measures such as the creation of festival access routes using yellow traffic signage, the creation of the diversion route for through traffic and the residents' parking zone.

In my professional view, the consolidated measures will support a capacity of 25,000 persons without undue impact on the strategic or local highway network.

I can confirm that the statement of Mr Cuffe and Mr Taylor (in so far as it relates to transport matters) and the Transport Summary Plan, which deal with the above in slightly more detail, are true and accurate to the best of my knowledge and belief.

The transport and traffic management plan has been created with the coordination of all parties and stakeholders involved and will be discussed in detail with the Safety Advisory Group and be subject to their approval. The transport planning of the event is specifically focused on reducing the impact of the event capacity on the strategic and local network and surrounding area.

As for all events, the traffic planning process continues to produce refinements, as a result of joint working with the highways and licensing authorities, transport providers, police and emergency services, as well as any community focus groups. We will be fully involved in that process to ensure that any impact on the strategic and local network is kept to a minimum.

Finally, I mention that SEP is now part of TRACSIS EVENTS. However, the service provided remains identical.

Yours sincerely

Adam Lee

Tracsis Events Project Manager