

PullUp Recordings
GEMFEST
2024

GemFestival Ltd.

Traffic Management Plan

GemFest 2024 | 14 - 16 June 2024

Control Copy: Master

Version: 1

01/05/2024



GemFest 2024 – Traffic Management Plan

Document Control

Title	Traffic Management Plan
Revision	V1
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Event Organiser	Samuel Southan
Organisation	GEMFESTIVAL LTD
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Name of Event	GemFest 2024
Event Date	Friday 14th June – Sunday 16th June 2024
Address	The Farm opposite – Great Howle Farm, Howle Hill, Ross-On-Wye, HR95SL, England
Timings	<p>Friday Timings 17:00 – 02:00 (Stage 1) 17:00 – 02:00 (Stage 2) 19:00 – 03:00 (Stage 3) 14:00 – 19:00 (Stage 4) 14:00 – 17:00 (Stage 5)</p> <p>Saturday Timings 15:00 – 02:00 (Stage 1) 17:00 – 02:00 (Stage 2) 21:00 – 03:00 (Stage 3) 14:00 – 21:00 (Stage 4) 12:00 – 17:00 (Stage 5)</p> <p>Sunday Timings 12pm – Campsite Area closes</p>

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1 INTRODUCTION

GemFest is a 2-day festival run as a 50/50 joint project between PullUp Recordings, owned by Samuel Southan & John Lewis, and Gemma & Alan Curtis, two local residents of Ross-On-Wye.

PullUp Recordings is Wales' largest dance music brand. Founded in 2018 in Cardiff, with six years of events experience under its belt, it now operates in more than 10-cities nationwide and is soon to tour Australia and New Zealand. The brand is exclusively partnered with Red Bull, providing music across a number of sporting and cultural events for the energy drink brand in the South West of the UK. PullUp is leading the charge of "sporty" dance music brands, with its weekly run club and charity run events raising money for spinal cord research. The brand promotes a healthier lifestyle, with many of its founding team being non-drinkers, encouraging and providing alcohol free alternatives at their events.

Gemma & Alan are daughter and father. Gemma, who provides the festival's namesake, was previously on the Walford Parish Council (as the youngest ever parish councillor I believe) and Alan is a solicitor with his own firm in Monmouth, Alan Curtis Solicitors Limited.

The aim is to provide a unique music event in Ross-On-Wye, showing off the diverse local talent in Herefordshire. Last year, the event was a free entry, non-ticketed event with ~300 attendees for Gemma Curtis' 21st Birthday – hence the name GemFest! The birthday party was so well received that we have decided to run it again commercially this year. We had anticipated a similar level of response as we are charging for tickets this year, however with the increased investment into some highly respected artists on the lineup we have found that tickets have quickly exceeded our anticipation.

Previously, we had targeted 1300 attendees, however ticket sales have slowed down. As such, we are currently targeting 1100. Numbers have therefore changed between versions of documents. Our target attendee number of 1100 is likely to only occur on the Saturday being the peak day, and we are targeting the Friday to have around 800 guests on site. On top of this, we anticipate 75 non-attendee personnel – event staff, artists, SIA, medics, stewards, and traders – at any one time.

I would like to stress that what we target and what the reality is going to be, particularly in the current events climate, are likely very different. My honest anticipation is that, with 20% drop-out which is standard affair currently, and is usually higher with lower priced tickets like ours, this will land somewhere around **6-800 attendees on site at any one time**. However, we would like to be aspirational with ticket sales for this event to be a success year-on-year and are going to prepare for 1000+ attendees at peak time. As such, all numbers are listed below assuming this high-end of sales. We are doing this in order to ensure we are not caught short if sales do pick up, which usually happens if we are blessed with great weather leading to a few strong weeks of ticket sales closer to the event.

We have camping availability for up to 1500 attendees in 2024, though anticipate that only 500 attendees shall actually camp as many will come from the local area for the day. A clear area for campers will be

sectioned. Parking for attendees this year will be on-site, however shall be fenced off from pedestrian zones using heras fencing. Once gates are shut for the day, no attendee vehicle may enter the site, only artist & emergency / council personnel will be allowed to enter the site after hours via vehicle. Any attendee exiting the music arena has to walk through the SIA and steward tent, and both teams will be instructed to approach everyone exiting the site to ensure they are well and have a safe way home.

We're employing a larger team for the festival this year, including an experienced site manager and event safety coordinator Sam Morgan, who is SIA trained and has worked in the events operation team for Caerphilly County Borough Council for 7 years, and is also a qualified project manager and team leader at Deloitte in Cardiff, to help with overall event management and operations.

Sam Southan and John Lewis are experienced events operators with more than 6 years experience in the industry, who have worked in senior management positions as Head of Operations and Head of Strategy across more than 10 different festivals each, some as large as 60,000 attendees, including Inside Out festival in Cardiff, Colour Clash festival in Newport, Brighton Pride festival, Into The Woods Festival and many more. Alongside experience in festival operation, both are well trained club-promoters working with companies like Revolution, Rekom UK and Stonegate across the UK. The pair are well versed in ingress and egress, crowd management, working with licensing and local authorities and are like and well respected members of the Cardiff events community.

Gemma is a well known and respected individual in Ross-On-Wye, who's previously been a local parish councillor and is currently in her final year studying Business Management at Cardiff University.

Alan is of course a highly experienced solicitor, who is the founder and director of a number of successful firms.

Shaye Svikeris, our bar manager and DPS, is an experienced bar manager, the general manager of Revolution in Cardiff. He has more than 20 years experience in the bars & events industry, so knows exactly how to operate policies such as challenge-25, is a great team leader and again is very accustomed to working with licensing and local authorities.

Our land this year is owned by Richard Freeman, who also provided the land for last year's festival. He owns the land and surrounding properties.

We are excited about this event, and particularly excited by the increased interest from the local area in the festival. We believe this could be a major growth event for Ross-On-Wye and Herefordshire and help to achieve the stated objective "E6: Support for local arts, culture, heritage and creative activities". We hope to build a long-standing relationship with Herefordshire licensing, the council, West Mercia police, Environmental Health, Hereford & Worcester Fire Service and all other relevant governing bodies.

2 PLANNING & TRANSPORT STRATEGY

2.1 PREVIOUS EVENTS REVIEW & TRAFFIC MODAL SHARE

In 2023, GemFest welcomed ~300 attendees on Friday, with people leaving Saturday morning.

Journeys to and from the site

100% of guests drove on and off site. This is because we offered no alternative form of transport.

2.2 FLOW PROFILE

We anticipate a steady flow of guests arriving from when the campsite opens at 12pm on Friday, to our stated last entry time. We believe trips will be spread out throughout the day, easing congestion and reducing build up of cars on the main road. Whilst this was the case last year, the number of attendees will roughly triple this year, thus we must be prepared for some additional congestion, particularly after 6pm on the Friday as some people finish work and head to the festival. However, from anecdotal evidence from our SIA contractors and our own experience operating festivals such as Into The Woods confirm we anticipate there to be a steady flow that is easily managed with so few people.

2.3 PUBLIC TRANSPORT

We will provide a shuttle bus service to and from Hereford and Gloucester station. The bus will come onto site, providing guests with safe and immediate access, before utilising the turning circle and exiting via the site's exit. For 2024 we will run the shuttle bus from Hereford Station to the site, then on to Gloucester station, for the duration of the event, providing opportunity for customers to come and go from the site as they need.

A return bus ticket for the festival costs £20, and a single journey costs £10.

Tickets are available to pre-purchase, which should give us a good indication of the number customers intending to use the shuttle bus system.

2.4 PICK-UP/DROP OFF FOR CARS AND TAXIS

We have a large pick-up and drop-off zone at the front of the site with a capacity of at least 20 cars at any one time, as illustrated in diagram below.



To-scale from Google Maps;

2.5 PARKING

Attendee parking this year will be on-site, in a fenced off area. The site has comfortable space for upward of 600 cars, but we have it currently mapped out to accommodate 400 and based on ticket sales we estimate 300 cars will be using this, with parking passes sold separately. This alleviates traffic onsite and cars around the campsite area.

The car park will be stewarded throughout the event running time, with the car park manned by a competent steward to ensure cars adhered to the stated speed limit and direct campers to walk within the traffic coned section.

The car park will be manned by stewards assisting with parking and egress from opening times until the event finishes;

Friday 12pm car park open - 3am event finishes, parking attendants until 3:30am

Saturday 12pm car park open - 3am event finishes, parking attendants until 3:30am

Sunday 8am car park open - Mid day event finishes, parking attendants until 12:30pm

Additionally, SIA will patrol the car park at all hours, to ensure no entering and exiting the campsite into vehicles is occurring, and all entry's and exit's pass through the front gates and are searched in accordance with our policies.

The following guidelines will be adhered to; No sleeping in cars & cars to be parked away from sleeping area. No exiting the site on foot.

Car park entry and the parking layout will be managed by our stewarding team to ensure all cars are neatly parked.

The car park area, the pick-up and drop-off zone, and the pedestrian pathways are illuminated by a combination of tower lights and festoon lighting to aid visibility at night.

3 INGRESS & EGRESS FORECASTS

The table below details our forecast arrivals for each day and in particular how many cars will be entering the pick-up and drop-off zone per hour.

Vehicle Ingress & Egress Forecast

Average guests per car – 4 (according to ITW 2022 transport survey results on group size)

Friday 14th June 2024					
Guests In Between 12pm – 8pm	800	% of total	Guests Out Between 10pm – 3:30am (some will depart outside these hours)	300	% of total
Guests via Shuttle Bus	200	25%	Guests via Shuttle Bus	100	34%
Guests via Parking	400	50%	Guests via Parking	100	33%
Guests via Taxi/Lift	200	25%	Guests via Taxi/Lift	100	33%
Expected car arrivals	150		Expected car departures (Taxi + Parking)	50	
Cars per hour 12pm-8pm	19		Cars per hour 10pm-3:30am	10	
Saturday 15th June 2024					
Guests In Between 12pm – 6pm	600	% of total	Guests Out Between 10pm – 3:30am (some will depart outside these hours)	500	% of total
Guests via Shuttle Bus	150	25%	Guests via Shuttle Bus	200	40%
Guests via Parking	300	50%	Guests via Parking	150	30%
Guests via Taxi/Lift	250	30%	Guests via Taxi/Lift	150	30%
Expected car arrivals	137.5		Expected car departures (Taxi + Parking)	75	
Cars per hour 12pm-8pm	17		Cars per hour 10pm-3:30am	15	

Sunday 16th June 2024				
			Guests Out Between 8am – 12:00pm	600 % of total
			Guests via Shuttle Bus	150 25%
			Guests via Parking	450 75%
			Guests via Taxi / Lift	
			Expected car departures	113
			Cars per hour 8am-12pm	5.7

4 EMERGENCY ACCESS

KEY

- Hedgerow
- Heras Fencing
- Customer Roadway (2.5m wide or more)
- Emergency Vehicle Access (2.5m wide or more)
- Pathway (2.5m wide or more)
- X Emergency Exit / Fence Break
- Licensable Activity Area (Recorded Music)**/****
- Alcohol Consumption Area Relax Area
- Campsite CamperVan Campsite
- Food & Drink Stall
- Toilet Facilities
- Tower Light
- DJ Riser
- Direction of music
- SIA Security
- Steward
- Traffic Management Personnel
- Management Tents
- Medical / Welfare Tent
- Stretch Tent 10m x 15m
- Fire Extinguisher (ABC Dry Powder)
- Generator 30kVa
- Water Point ±
- Turning Circle for Vehicles
- Site Entry + Exit*
- Emergency Vehicle Access Points

POINTS TO NOTE

*The site is NOT accessible by pedestrian under any circumstance. All arrivals will be by car or by shuttle bus

**s1 Height off ground = 1ft / 30cm. Additionally note the area marked around s1 is set to have hay bales not exceeding a total height of 3m.

s2 Height off ground = 1ft / 30cm

s3,s4,s5 will have no staging, just boarding to provide a flat surface

***Only 3 "stages" will be running at any one time. Intended capacities for stages, other than s1, is less than 100. The purpose of the festival is to be intimate and show off musicians from the local area to intimate crowd spaces.

† Bottled Water will be provided free of charge to all customers, available at all bars, stages and with the stewards where marked on the map



Drawn to scale using satellite imagery. Distances calculated using "OnePlan" event planner. Some reasonable margin of error / differences from final layout to be expected.

KEY

- Hedgerow
- Heras Fencing
- Customer Roadway (2.5m wide or more)
- Emergency Vehicle Access (2.5m wide or more)
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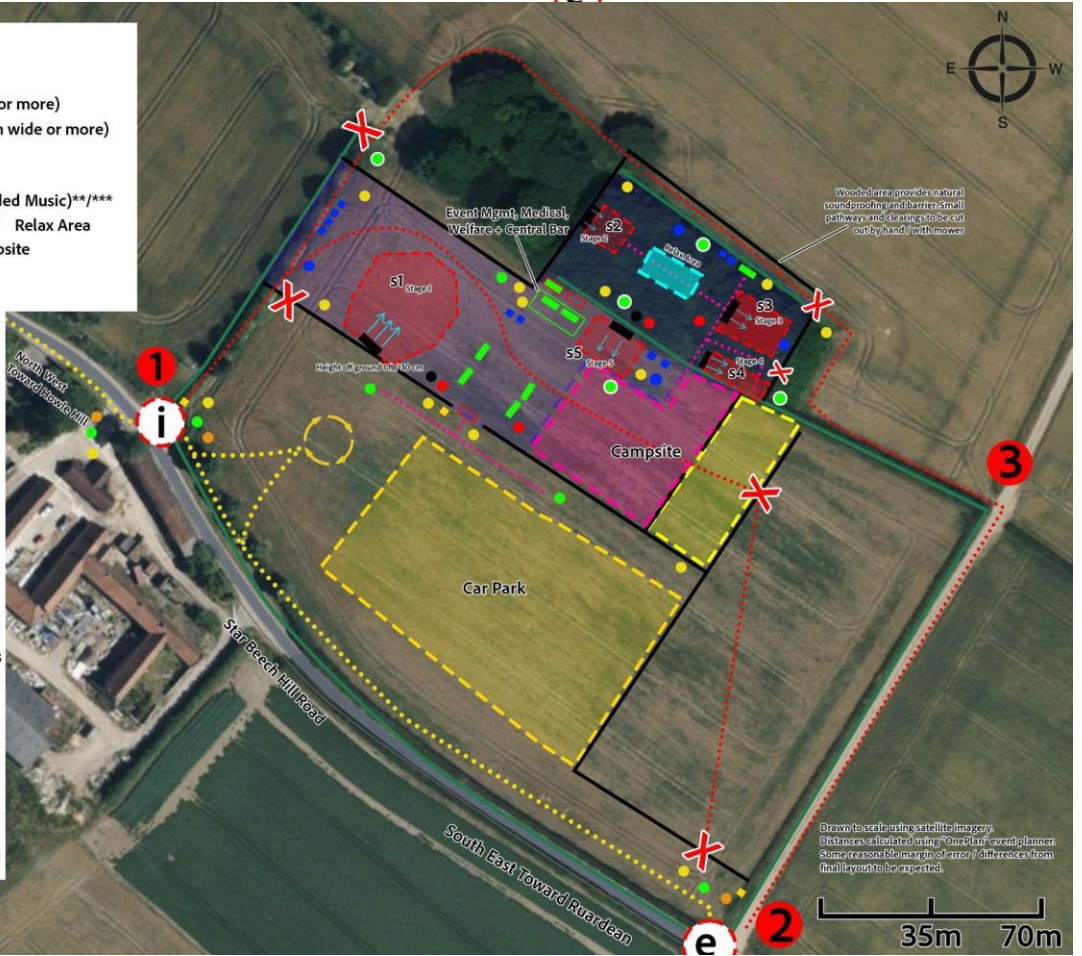
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Drawn to scale using satellite imagery. Distances calculated using "OnePlan" event planner. Some reasonable margin of error / differences from final layout to be expected.

There are three (3) points to access the site for emergencies, marked one through three in red circles on the site map above. I will detail entry of all three points below.

All emergency access points will be unobstructed and manned by stewards at all times during event running, with 1 and 2 manned by SIA during running hours of the event. Additionally, at night when the event is not running, SIA patrol will be on hand nearby to all 3 access points at all time.



4.1 EMERGENCY ACCESS 1

Road: Hard standing all the way through the site until the heras fenceline at the north easterly point of the map.

Gate dimensions: 350cm

This gate will be manned by stewards, traffic management personnel and SIA at all times during event operation (11.30pm-3.30am at minimum).

The hard standing continues all the way up to the north of the site.



This is the customer vehicle entrance point, however in the event of an emergency Traffic Management will direct all oncoming customer vehicles to the farm house opposite the road to keep the roadway clear.

The dimensions, judging by the [HWFR website](#), and [HM Government Fire Risk Assessment Document](#) should allow for the access of a fire truck as the stated gate dimensions are 310cm, and stated road width is 370cm.



4.2 EMERGENCY ACCESS 2

Road: Hard standing road running north, but once turning west onto the festival site becomes grass.

Gate dimensions: 972cm and 730cm

This is the customer exit.

In the event of a minor incident, all customers will be held in their cars on site, clear of the emergency access lanes, to ensure emergency service appliances are not obstructed.



In the event of a major incident, no customer should be in their car and should instead be on foot heading to a muster point.

4.3 EMERGENCY ACCESS 3

Road: Hard standing for access, but grass once heading west to the northerly field
Dimensions: 350cm +

Continues heading north from this point, with a gate heading west to allow access to the north field past the perimeter of the festival site. The road up to this point is hard standing, the measurements are believed to be 730cm, however



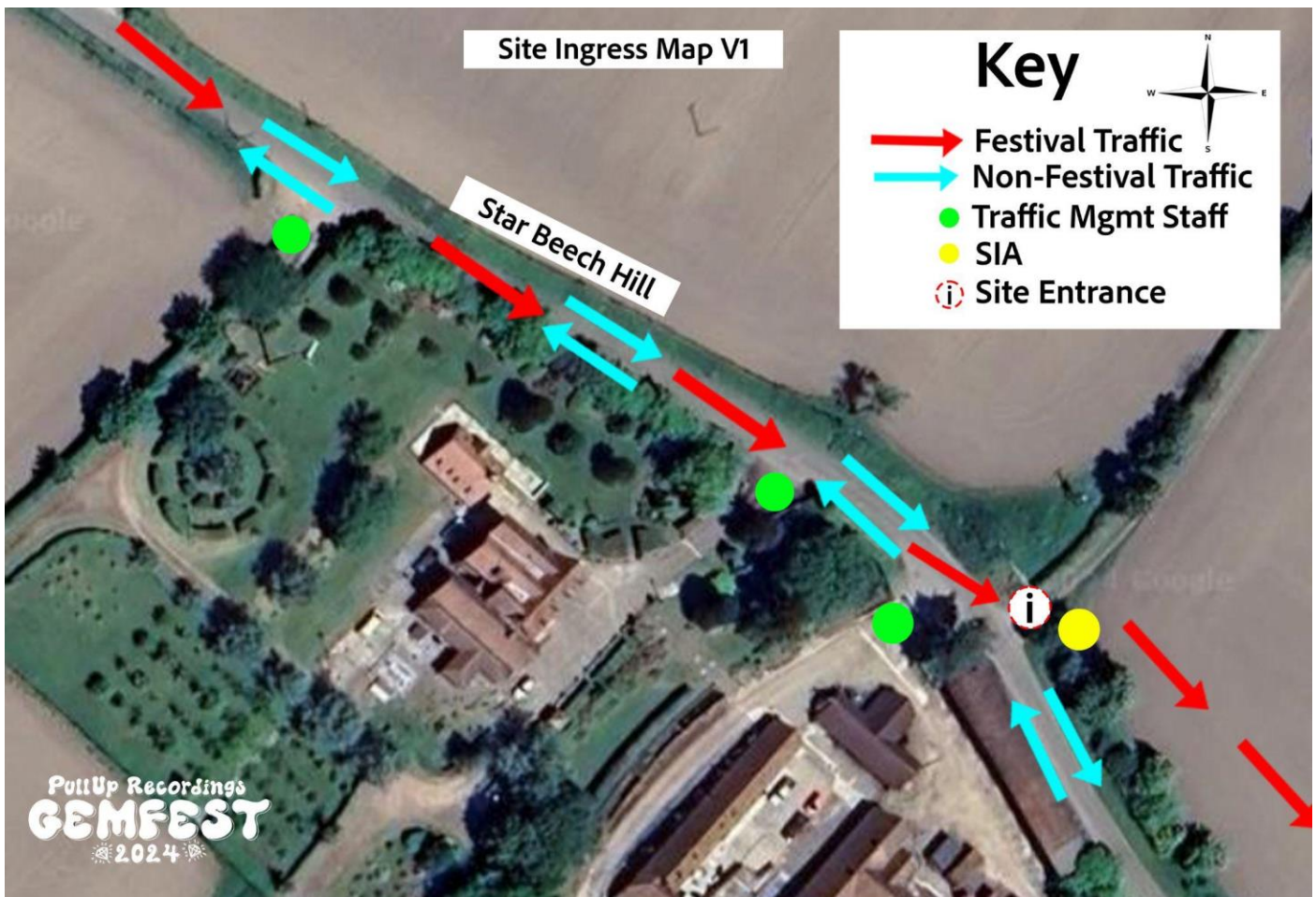
Once on site, clear emergency vehicle routes of minimum 370 centimetres width will be marked and remain unobstructed, with no parking, setting of tents or placement of facilities i.e. toilets, stages etc, to allow a fire appliance to access through the site at all times. These routes are marked on the site map with a red dotted

line. Additionally, the yellow dotted line indicating the customer roadway will also be greater than 370cm to allow for emergency vehicle use.

5 MANAGING TRAFFIC ONTO AND OFF SITE

Our site is operating a one-way system, with entry only from the South Westerly point marked “i” and exit via the South Easterly point marked “e”. Two separate teams will manage these points, and they will have direct communication via 2-way radio. I will thus breakdown our traffic procedure focusing on the Ingress point and the Egress point separately.

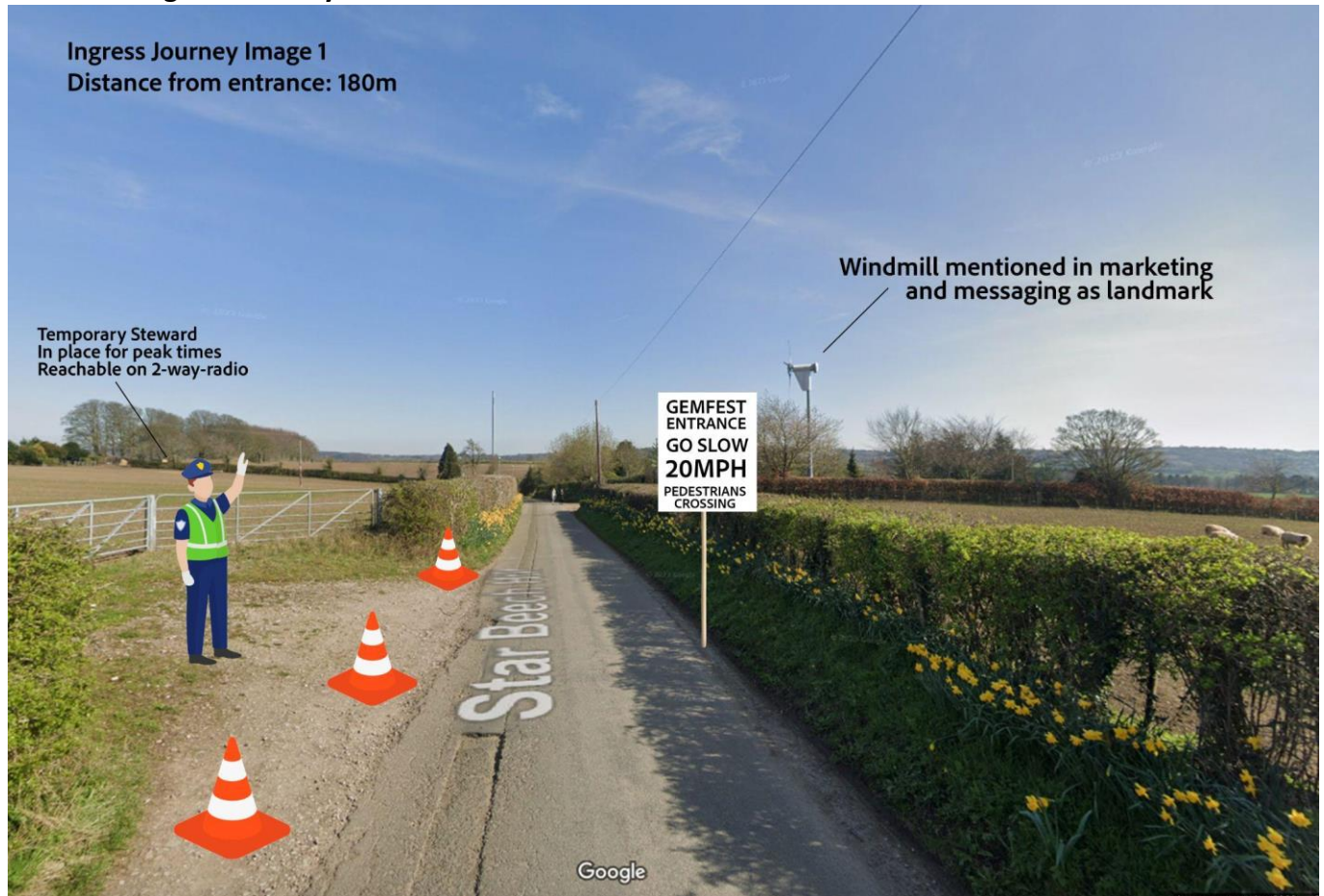
5.1 CUSTOMER INGRESS

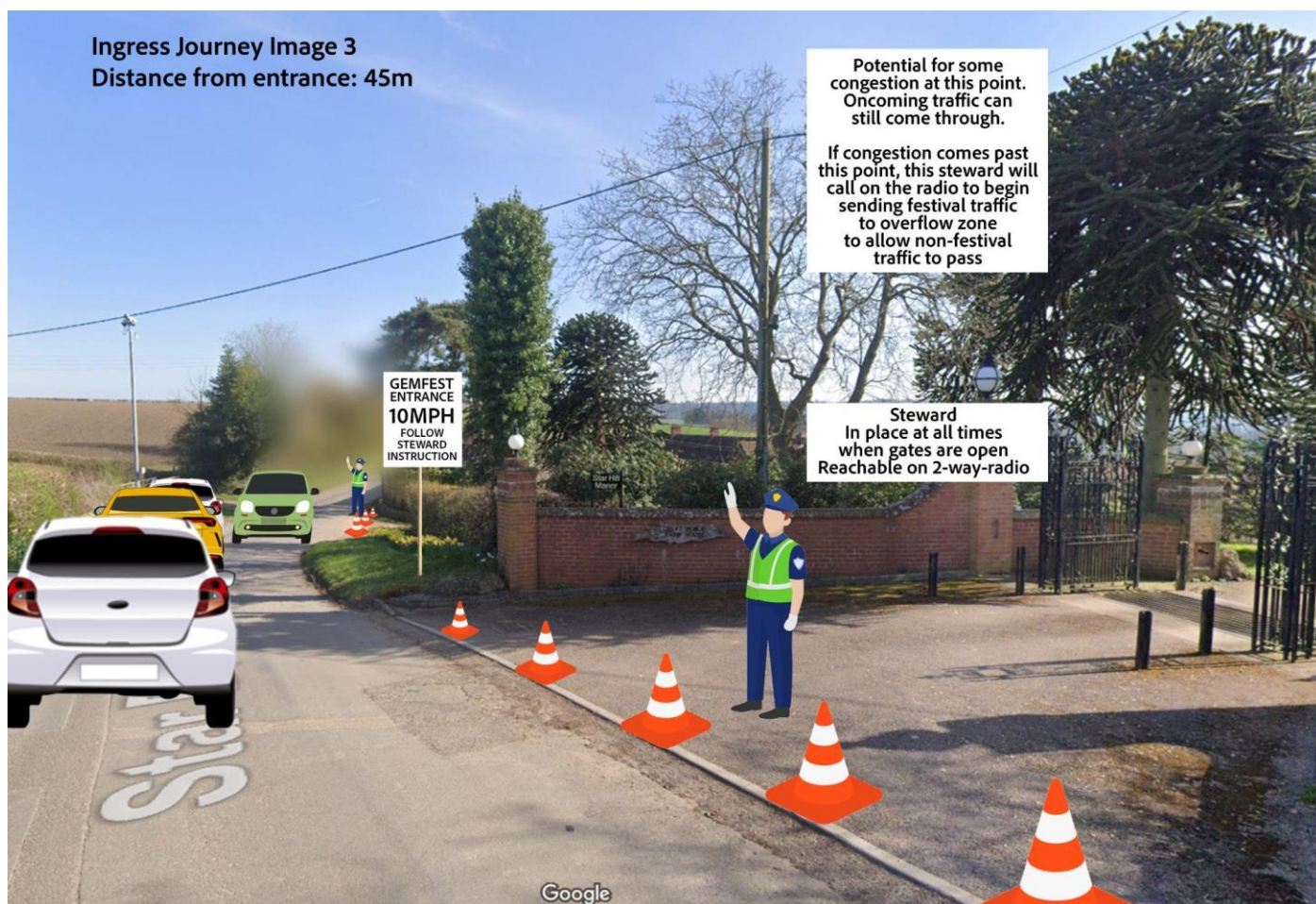


All customers will arrive from Coughton, in the North West, and head down Star Beech Hill toward the site entrance. They will be greeted by traffic management staff 130 metres, 40 metres and just before the entrance way, who will inform all traffic to slow down to 20mph. There is good visibility of the site entrance even 130 metres away from the site, as such the risk of accident of an oncoming vehicle going into the back of festival traffic turning off the road is slim.

All stewards will be in high-vis jacket, and we will also put up signs for “Max Speed 20mph”, “Pedestrians in road” and red traffic cones alongside the steward points to ensure cars are slowing down well before the site entrance.

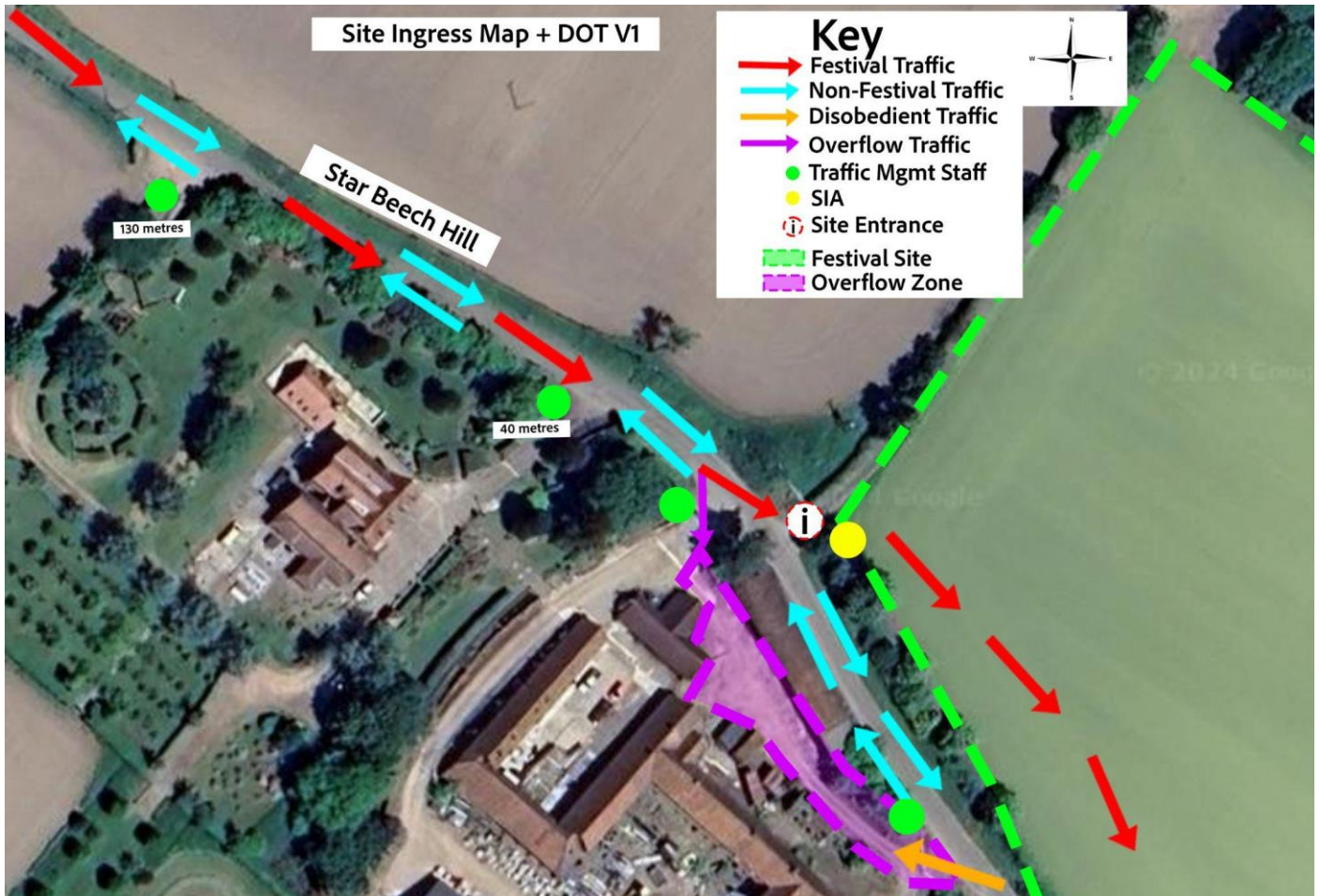
Customer Ingress Journey





5.2 CONGESTION & DISOBEDIENT TRAFFIC CONTINGENCY

It is of course wishful thinking to assume that A. we will have no congestion and B. that all festival traffic will obey our one way arrival system. As a contingency measure, we have implemented an overflow system, to alleviate congestion and onboard disobedient traffic into the one way entrance system, in order to **strictly avoid** U-turns or other dangerous manoeuvres on Star Beech Hill.



Disobedient traffic who move the incorrect direction up Star Beech Hill will be flagged down on the Site Exit point marked as an “e” in a circle on the overall site map. They will then be instructed to pull into the layby on the left of the road as travelling up it towards the site exit, where they will then be onboarded into the back of the overflow zone queue and enter the site one way system.

In the event of congestion which could result in a queue of cars on the road, stewards at the advanced points will be communicated and altered to enact an overflow protocol, instructing all oncoming traffic into the overflow zone. There is ample room for at least 20 cars in the overflow zone, which given our predicted flow we don’t believe we will ever come close to filling. Once the congestion has died down, the overflow zone cars can turn back onto Star Beech Hill and then immediately onto the festival site.

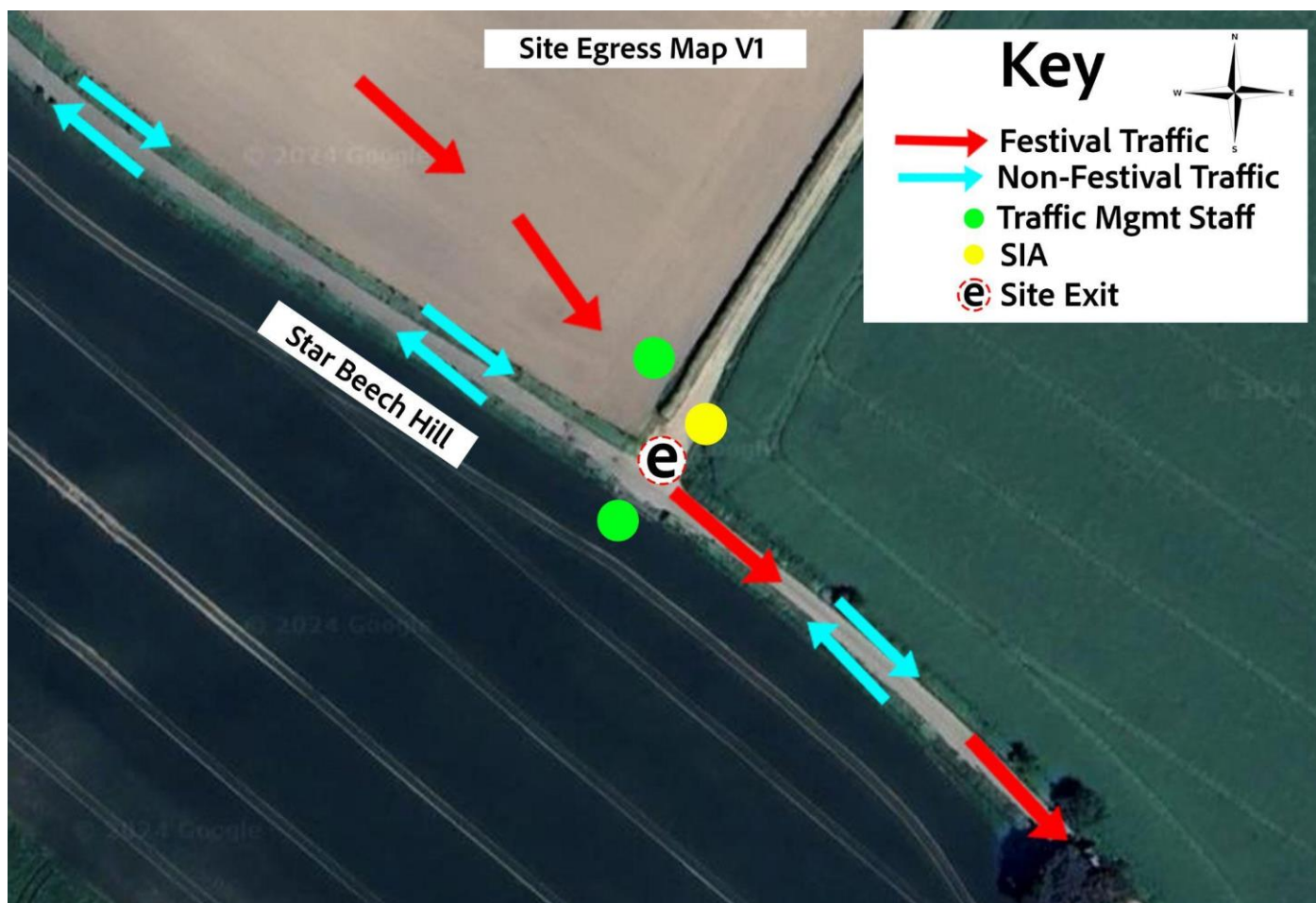
Disobedient Traffic Ingress Journe



Disobedient Traffic Ingress Journey Image 2



5.3 CUSTOMER EGRESS



All vehicles leaving site shall be instructed to leave site moving east toward Ruardeen. This will be managed by SIA and Stewards.

The decision to operate our off-site one way system is three-fold, both reasons having come from discussions with local residents.

1. Customers are more likely to get lost. Local residents have alerted us to the fact that Church Road is often shown as an exit from the Howle Hill area on google maps, when in reality it is not, often leading to motorists lost down this road. We will instruct cars to travel through here during the daytime, and have signage in place directing toward the festival and away from places like Church Road when there is increased visibility.
2. There is less residential property toward Ruardeen, as such this flow will cause less disruption to residents late at night.
3. There are tight bends at places on Star Beech Hill. We want to reduce the risk of cars crossing each other wherever possible, especially cars who do not know the local area, so as to avoid any need to reverse back up the road to let people go past etc.

Ultimately, there will be disobedient traffic in this instance again looking to save themselves some time if they live the opposite direction etc, however we know the vast majority of attendees will work with us to exit the site as we instruct. As such, having these instructions in place still has a material benefit to helping the flow of traffic.

7 COMMUNICATION

We will construct arrival guides for our audience, instructing them of the best ways to arrive, what to type in on their Sat-Nav and which areas to avoid – this information pack will be emailed out **three times** alongside other key messaging to all ticket holders a minimum of **7-days before the event**, allowing guests ample time to plan their routes to and from the festival.

All guests are instructed to travel to the site via vehicle, with strictly no access for pedestrians. Potential guests are also kept informed of our car park capacity and the amount of parking tickets left available through social media updates. We will send our 2024 Attendee Transport survey via email three times before the event to gauge numbers for each mode of transport and amending the flow profile if we anticipate a change.

Additionally, I am currently drawing up a Resident Information pack, including all information regarding the festival, the policies we are operating, details regarding noise management and my personal contact details to be passed on to local residents, the parish council and so on.