

23. Traffic Management



traffic management

Event organisers have a responsibility for managing traffic both on the event site and on the external roads leading to the site.

Internal

Internal traffic management (i.e. not on the public highway) is the responsibility of the event organiser to manage and is one of the areas where incidents and accidents frequently occur because of failures to implement or control traffic movement. Unlike the public highway, the public are also generally not alert to traffic on an event site.

One of the first things to do is to establish well-defined traffic routes on the site that are free from obstructions and that have firm and even surfaces. This should include clear routes so that emergency vehicles can access all parts of the site, if necessary.

Where possible, pedestrians should be separate from vehicle movements. This may be controlled by barriers or by restricting the vehicle access times to the site. Only essential vehicles should be allowed into the site where the event is taking place. All other traffic should be restricted to designated parking areas.

Pedestrians need to know the intentions of anyone driving on-site so hazard-warning lights should not be used on moving vehicles as this prevents the use of indicators. Where visual warning of vehicles is required it is recommended flashing beacons and/or audible warning should be used.

As many reversing vehicles are the cause of many injuries every year reversing should be discouraged by creating a one-way system on the site.

Those given the role of directing traffic should be aware of safety and they should wear high-visibility clothing.

Organisers should also consider issues around car parks, particularly in relation to seeking ways to reduce congestion such as having separate entry and exit routes. Consideration should also be given to providing adequate lighting and signage onsite to ensure the safe movement of vehicles.

Any drop-off/pick-up points should take into account the increased turning radius of coaches and buses.

As far as possible, vehicles should not be allowed to park where they could block the flow of pedestrians either entering or leaving the event site.

Parking areas should be set out in a logical manner and clearly marked so that traffic can flow freely onto the site. Parking spaces should be set out to avoid reversing wherever possible.

Average car occupancy	Car parking (per hectare) (greenfield)	Typical rate of entrance or exit (per minute)
2.2-3.5	320-440	12-20

Access rates will vary depending on the width of the access, the surface and the angle vehicles turn through to enter the site. Similarly the capacity of a car park will depend on its ground shape, the preparation of the area, and the competence of the parking staff.

Parking arrangements should be made for vehicles used by people with disabilities, especially wheelchair users, who will require more space. If coaches and motorbikes etc. are expected, arrangements should be considered for these.

Consideration may also need to be given to using trackway or other temporary surfacing if there is a risk of vehicles becoming stuck in mud. If temporary track is to be used, it should be fit for the job. Avoid using straw which simply absorbs and holds water, making the surface worse after a few cars have passed through.

It may also be prudent to consider ways of getting vehicles out if the ground becomes soggy.

Care should be taken if drop off and pick up points are provided that these do not become over crowded in areas where vehicles are maneuvering. This can be particularly important at events which have a fixed start/finish time when everyone arrives/leaves at the same time.

External

External public transport matters are also important and need to be taken into account as event organisers will be expected to put measures in place to mitigate any problems. Agencies, including the Local Highways Authority and the police have responsibilities for highways they may want a say about these measures at the planning stage.

Under the Traffic Management Act 2004 the Local Highway Authority (usually the Local Authority) has a duty to manage the local traffic network, with one of the primary objectives to reduce congestion. The legislation makes it clear that if there is potential for disruption, the event organiser has a responsibility to consult with the Local Highway Authority about their event and work with them to mitigate any potential problems. It is recommended that such consultation includes the police and other emergency services, though this is not set in legislation.

A traffic authority also has the power to temporarily restrict or prohibit the use of the road by vehicles for the purpose of holding an event or to reduce the disruption to traffic likely to be caused by an event. This normally only happens if an event organizer makes a formal request by applying for a Temporary Traffic Regulation Order.

It is, therefore, important to speak to the local authority about external traffic management around the event location to minimise the disruption both to the event and local area.

Event organisers should be aware that early consultation with the Local Highways Authority is essential as the planning process, even for small events, can take up to a year in some cases, particularly if an application is needed for a Temporary Traffic Regulation Order.

Public Transport

Where appropriate, the use of public transport can help to reduce traffic issues around the event so it may be worth consulting with local bus and other transport providers about additional public transport services to accommodate the demands of the event.

If suitable public transport options are available consideration should be given to including details in promotional material for the event.

In nearly all cases, only the police, or someone approved and under the Community Safety Accreditation Scheme (CSAS) (England and Wales only), can legally undertake traffic regulation on the public highway and public places.

Signage

Under the Traffic Signs Regulation and General Directions 2002, as amended, event organisers can erect temporary signs to guide traffic to events but the number of signs should be kept to a minimum in order to deliver an effective traffic message. Signs should not be designed for advertising purposes but to inform motorists of the forthcoming event, assist road safety and help ease congestion.

All signs must conform to the regulations and must be put up with the permission of the highways authority responsible for the road in question.

More detailed information about the above can be found in the Purple Guide at www.thepurpleguide.co.uk (<http://www.thepurpleguide.co.uk>)