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Event Details

Elrow Town 2022

Event Location Parsloes Park - Dagenham



Event Dates Saturday 20th August 2022 & Sunday 21st August 2022



External Curfew - 23:00

Operational Timings

Build Dates 10th August 2021 to 19th August 20212 Live Dates: 20th & 21st August 2022 Break Dates 22nd August 2021 to 26th August 2022



Traffic Plan Compiled by

Simon Legg simon@event-people.co.uk

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Version	Date	Author	Notes
v 1.0	11/2/22	SL	First Draft Only
V2.0	4/3/22	SL	For Highways Consultation
V3.0	15/6/22		

Why EP?

What do EP do?

EP Traffic Services are part of the EP Group and provide people movement strategies and schemes to some of the countries largest events.

The group also includes EP Staffing Services which is a bespoke event agency based in the Midlands with a national reach. Over the course of a season EP will support over 350 events across the UK.

This year EP have managed the transport arrangements for some of the summers largest events including Liam Gallagher at Knebworth and Harry Styles at Wembley Stadium.







Wembley Park (Quintain) - Key supplier of supporting operational services on event days, including event day parking support to the incumbent parking operator, crowd control, site logistics and ad hoc event services



Wembley Stadium (The FA) – Tier 1 supplier to the The FA for a range of services, including Hostile Vehicle Mitigation (HVM), Crowd Management and Security, Bag Security, Site Logistics as well as special event consultancy



West Midlands Combined Authority Tottenham Hotspur FC - Parking Management inventory control (Park-Live!), Bag Security and ad hoc event services

West Midlands Combined Authority (WMCA) - Recently contracted (c£1.5m) to provide design, management and operation of 20 park and ride/walk sites for the Birmingham 2022 Commonwealth Games that includes but not limited to operational consultancy and management, signage specification and manufacture as well as the development of a bespoke booking platform for exacting and complex requirements to accommodate over 1m spectators with accessibility and sustainability at the heart of its design, functionality and supporting customer services team

€ Edgbaston Cricket Ground - Complete external management solutions, including Presale & On day tickets sales. PARK- LIVE! - Inventory control solutions, Car Park and Traffic Management as well as HVM

In addition to the above portfolio, EP provides event services to a variety to high footfall stadia, including Twickenham Stadium, Leicester City FC, Stoke FC, MK Dons as well as major international events such as UEFA Champions League and European Championships, Rugby World Cup 2015 and Live Nation (Festival Republic)



1.0 - Event Overview & Plan Aims

This Traffic Management and Event Transport Plan will outline the planning framework around providing the safe management of spectators attending the Elrow Town Dance Music Event at Parsloes Park.

For the first time Elrow Town will be hosted in the picturesque Parsloes Park on Saturday 20th August 2022.

The Festival will celebrate Electronic Dance, Techno and House music across three stages, alongside more artistic displays involving props and animatronics.

Elrow Town aims to attract 22000 spectators to the park between the hours of 11:00 and 23:00 on Saturday.

This plan will cover the following phases within the transport and travel planning:-

- Event Layout & Planning Breakdown
- Advanced Warning Communications Strategy
- Build Phase & Break Phase
- Live Phase Ingress
- Live Phase Road Closure
- Live Phase Egress
- Operating Schedule

All aspects of external traffic management will be delivered by the contracted services of EP Traffic Services Limited.

All enquiries relating to this Plan should be directed in the first instance to Simon Legg Director of Operations EP, as main contractor.



Monitor any changing requirements due to COVID-19 guidance



Minimise any disruption to local residents and business



Maintain a safe environment for public, local residents & staff



Explain & Illustrate all Traffic Management Measures used



Liaise with all local stakeholders, LA, Highways and other Statutory Bodies via the SAG



Share communication plan with Local Road Users and residents

1.1 - Event Layout

Parsloes Park is a 58 hectare public park in Dagenham in the London Borough of Barking and Dagenham. Postcode RM9 5SA.

For access to and from the venue the identified walking routes in Green for Becontree Station and Yellow for Dagenham Heathway Station show the routing for the underground stations.

We are expecting the majority of visitors to use the underground and in particular the service to London via the Becontree Station.

Due to the location of the station a Road Closure of Gale Street would be recommended for pedestrian safety as the current pavement/crossing infrastructure would not have sufficient capacity for pedestrians.

A Pick Up and Drop Off location has been identified and is accessible onto the park via Meadow Walk. Traffic will be fed to and from this area by creating a one-way system from using Spurling road and Ivyhouse Road as inbound routes with egress using Meadow Road. This will create managed crossing points at both location PAP2 and the junction of Spurling Road and Parsloes Avenue.

Station Management plans are included in the Egress Plan which forms part of the EMP.

Elrow 2022 Map

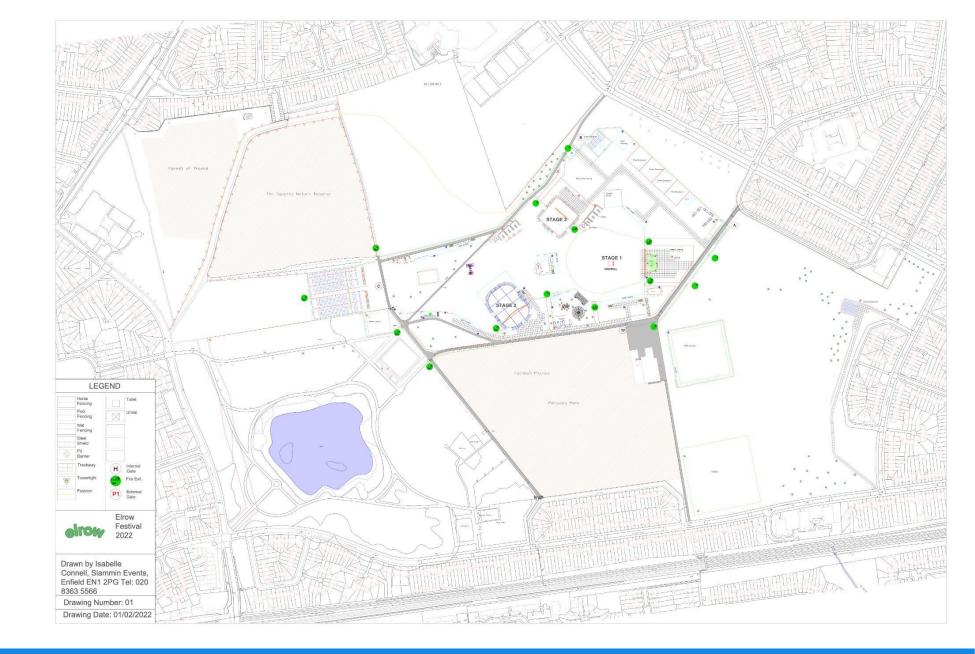


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EP TRAFFIC SERVICES TMP

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1.2 - Site Plan



1.3 - Layout Descriptions

ltem	Location	Use	Owner	Operator	Phases
Event Site	Parsloes Park	Main Festival Site	Barking & Dagenham Council	Production	-1. 0 & +1
Vehicle Access Point 1, Red Gate	Parsloes Park	Production & Artist Vehicle Access Point	Barking & Dagenham Council	EP	-1. 0 & +1
Ped Access Point 1	Parsloes Park	Pedestrian route from Becontree Station	Barking & Dagenham Council	EP	0,1,2
Ped Access Point 2	Parsloes Park	Pedestrian route from Dagenham Heathway Station	Barking & Dagenham Council	EP	0,1,2
Becontree Station	Becontree Station	Pedestrians Transport	TFL	TBC	0,1,2
Dagenham Heathway Station	Dagenham Heathway Station	Pedestrians Transport	TFL	ТВС	0,1,2
PUDO	Parsloes Park	PUDO for Spectators	Barking & Dagenham Council	EP	0,1,2
Car Park	Parsloes Park	Parking for Spectators	Barking & Dagenham Council	EP	0,1,2
Staff Camping	Parsloes Park	Camping Area for Site Crew	Barking & Dagenham Council	Production	-1. 0 & +1

1.3.1 - Layout Routing

The venue has good accessibility and is conveniently located for access to the strategic route network. Parsloes Park sits 1.29km North of the A13 on Gale Street with excellent public transport links via the London Underground from Becontree Station & Dagenham Heathway Station, situated only 150m & 550m respectively from the Park.

1.4 - Stakeholder Table & Contact Details

Organisation	Role	Name	Category	Mobile	Email
EP Traffic Services	Traffic Management	Simon Legg	Traffic Management	ТВС	simon@event-people.co.uk
EP Traffic Services	Traffic Management	Ryan Carter	Traffic Management	ТВС	ryan.carter@event-people.co.uk
EP Traffic Services	External Security & Stewarding	Tee Tabuya	Traffic Management	ТВС	tee.tabuya@event-people.co.uk

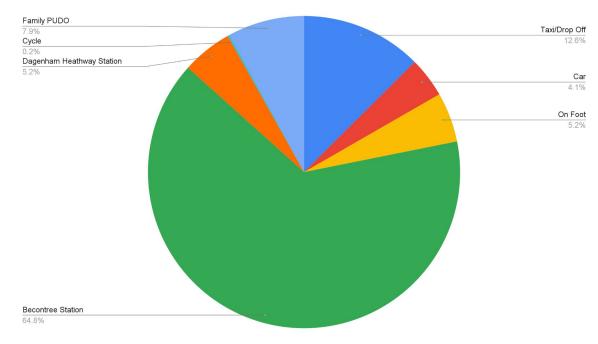
1.5 - Travel Demand & Capacity Modelling

Based on previous events operated at the venue we have made the following planning assumptions to predict the likely demand on specific travel modes for the day of the event taking into account the venue geography and the audience profile.

Travel Mode	Qty of users (Saturday)	Qty of users (Sunday)	%
Taxi/Drop Off	2761	2228	12.6
Car	912	736	4.1
On Foot	1134	915	5.2
Becontree Station	14255	11501	64.8
Dagenham Heathway Station	1145	924	5.2
Cycle	51	41	0.2
Family PUDO	1742	1405	7.9
Total	22000	17750	

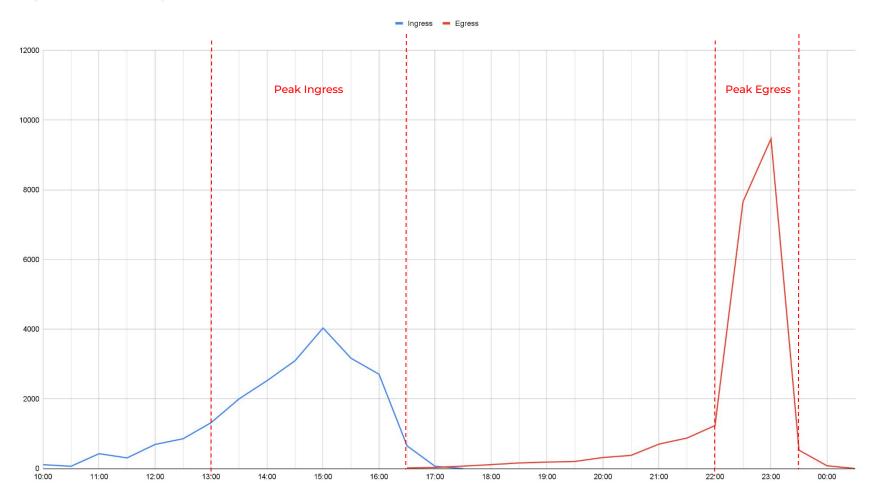
For planning assumptions it is assumed that people will use the same travel modes for both travelling to and from the site , each day. There may be some variations although it is expected to be broadly the same for both periods.

Travel Mode



1.6 - Arrival and Departure Profile (Saturday)

Expected Arrival and Departure Pattern



1.7 - Parking Capacities

Elrow Town discourages people from using the private car as a primary mode of transport for visitors. Sustainable modes of transport are prioritised via social media/website to influence travel behaviours, with the focus on fully utilising London Underground capacity from Becontree and Dagenham Heathway.

However there is still a small uptake on vehicles wishing to travel to the venue and find parking. To help mitigate network pressure from car demand, reduce risk of fly parking and disruption to local residents some pre paid parking is offered.

This parking area is located adjacent to the PUDO area at Parsloes Park and sold via pre paid ticket only.

Car Park	Location	Capacity	Qty of Vehicles	Operator
Spectator Parking	Parsloes Park	2.2 Acre	396	EP
Accessible Parking	Parsloes Park	0.3 Acre	54	EP
Artist Parking	Parsloes Park	0.4 Acre	72	EP
Contractor Parking	Parsloes Park	0.9 Acre	162	EP
Total			684	

From our demand modelling we required space for 912 people, based on 2.4 people per car that equates to 380 vehicles. Demand will be tracked via ticket sales, and additional parking areas will be sourced if required.



1.8 - Travel Modes

Taxi/Drop Off & Pick Up

All Taxi & Private Hire drop off and pick ups will be directed to the Southeast section of Parsloes Park via Ivyhouse Road which they will reach from Spurling Road off Parsloes Avenue. The area will be lit with additional lighting towers and routes will be laid with trackway.

Separate ranks will operate for Taxis and Private Hire and consultation with Uber will be made to geo fence this location for Uber Pick ups during festival opening hours.

Pedestrian wayfinding signage will be installed throughout the Park to the venue and additional stewarding will be employed during peak timings. The walk to the venue will be approx 10 mins, which will be advertised on the Elrow website Info page.

Car

All pre-paid vehicles will be directed to the parking area adjacent to the PUDO area. Cars will be parked in double rows at a density of 180 vehicles per acre. Stewards will be on-site for the duration of operating hours. Parking tickets will be marketed in advance at a price of £10 per vehicle and sold via PARK-LIVE!

On Foot

We are expecting minimal foot traffic. However there will be a small proportion of people making their way to the event from local residences and hotels. This will be informed by postcode data from ticket sales. Any external walking routes will be stewarded and controlled by the Community Impact Team. Toilets will be located in key areas to reduce street urination.

Underground

Clearly this transport mode will be the most utilised for both travelling to and from the event. Due to the density of pedestrian activity we recommend the closure of Gale Street during operating hours.

Coordination will be extended from the event to support TFL with AWS, barriers and Stewarding & Security support on egress.

Becontree Capacity figures are included in event Egress Plan found in the EMP.

Community Impact Teams will operate in the area and help manage queue pens externally to the station to support loading and offer queue management.

As a precautionary measure there will be an additional 6 double deck coaches with capacity of 85 per vehicle available on egress as a shuttle option to canning town. This will help reduce the impact on the tube transportation.

Local Bus Service

Local buses will operating on Gale Street include the 145 Leyton to Dagenham and 62 Barking to Marks Gate. TFL Surface Team will be coordinated with to ensure that these services are diverted during closure times.

Cycle

Cycle travel to the Festival is likely to be light however facilities will be available on Parsloes Park for securely storing bikes.

Coach & Minibus Travel

There is likely to be a small number of people travelling via minibuses and no organised coach travel. These vehicles will be directed to and accommodated in the PUDO/Parking Area.

1.9 - Risk Register

From the Travel Demand Modelling Work we have made the following observations and identified certain risk factors and recommendations:-

Road Closure of Gale Street

Due to the numbers of people and proximity of Becontree Station a road closure will be required to protect the public from vehicle collisions and potential hostile vehicle attacks.

Road Closure of Porters Avenue

To support shuttle bus service and deter taxi from picking up on Porters Avenue during egress, road closure will be required to protect the public from vehicle collisions and potential hostile vehicle attacks.

Parking Suspension of Porters Avenue

To deter taxi and private hire from dropping on Porters Avenue during the event, likely to cause congestion and disruption

Impact on Local Residents during Build, Live and Break

Fly parking and other disruption requires mitigation to reduce the risk of local area complaints.

Solutions



Deploy a full road closure with HVM protection on Gale Street for duration of event



Use & identify residential access only road closures on local residential streets to allow business as normal for residents



Road Closure of Porters Avenue egress only, which will also create space for the additional bus capacity

2.0 - Advanced Warning & Comms Strategy

Website

Communication of all travel guidance and route info. (https://https://elrow.com/en)

Ticket Holders

All ticket holders will be emailed a customer travel guide with ticket purchases

Social Media

Twitter and Facebook will be available on-site to send travel updates during the event

Letter Drop

All local residents in affected streets will be letter dropped with information on closure times and operating procedures

VMS

Variable Message Sign boards will be placed at key locations to pre warn motorists and local network users. They will be installed from 15th August to support messaging and make local road users aware of possible production traffic.

AWS

All Road Closures will be signed 2 weeks in advance from the 6th August 2022.

SAG & Consultation

EP will work with all stakeholders through all possible forums to ensure that all lessons are learnt from previous events in the area.

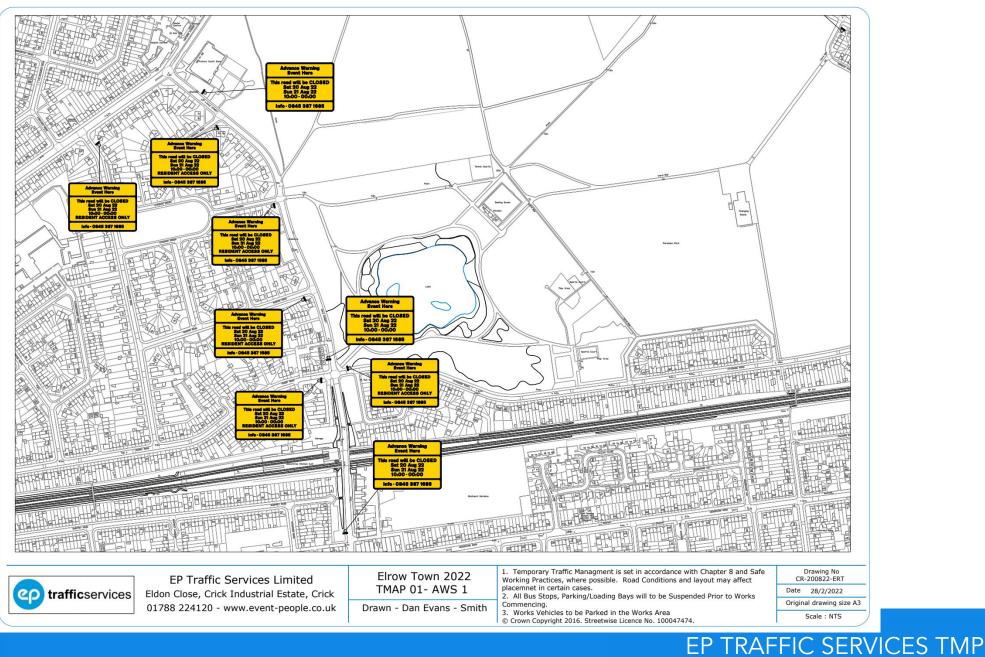
Local Businesses

Local businesses will be engaged and encouraged to hold event promotional material to engage them into the event process

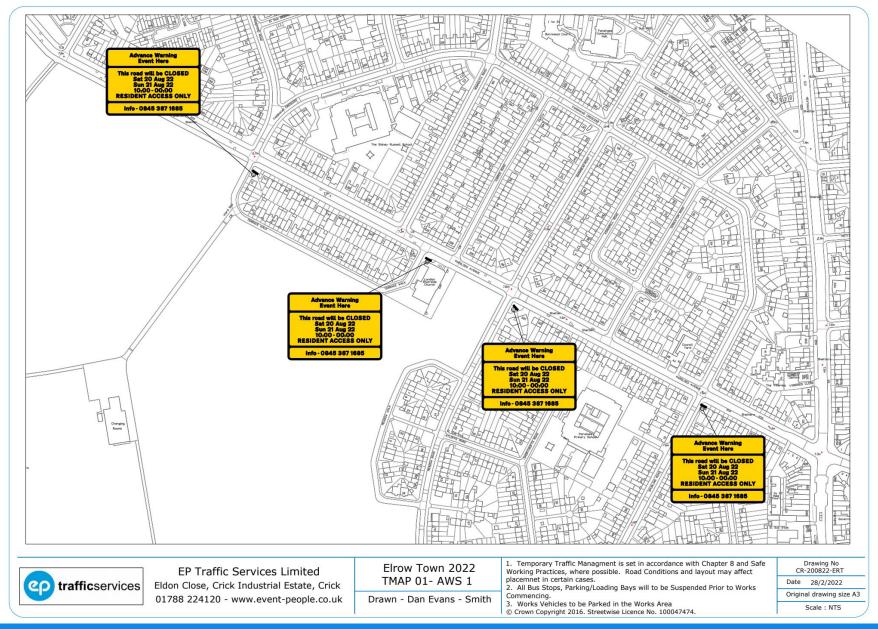
TMAP1 - VMS Locations



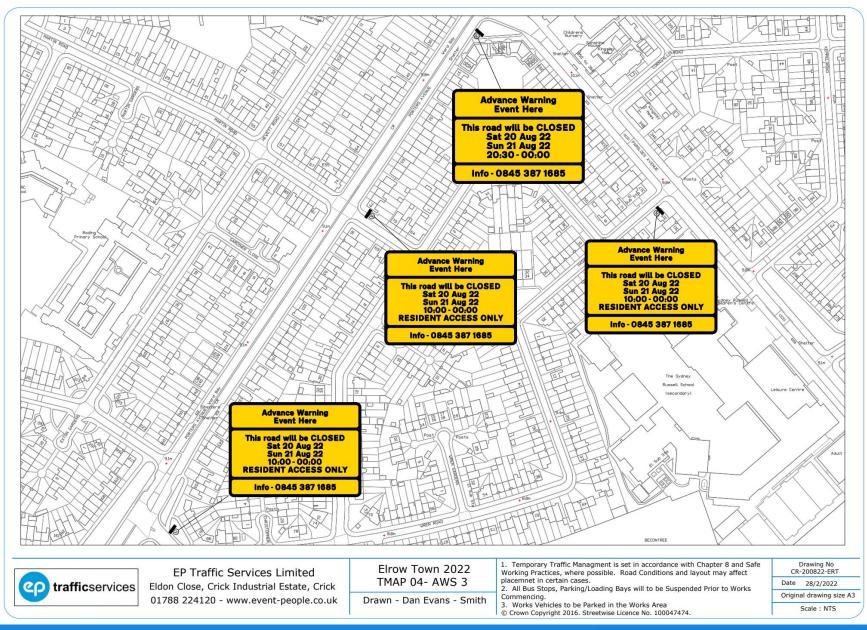
TMAP 2 - Closure AWS



TMAP 3 - Residential AWS



TMAP 4 - Residential AWS





3.0 - Build & Break Phase

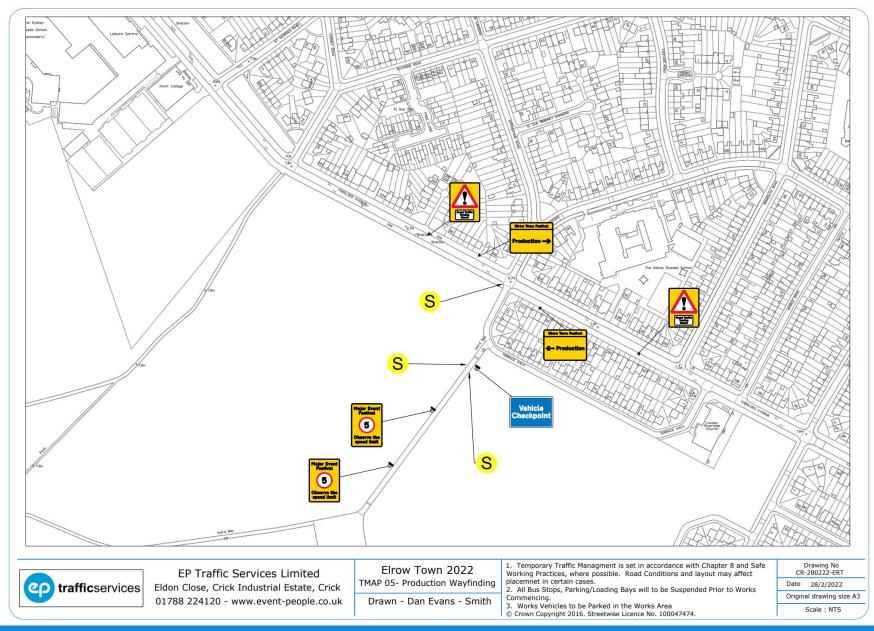
Traffic Measures will be required for the Build & Break phases of the Festival. This will be in the form of wayfinding TM signage directing people into VAP1 from Parsloes Avenue in both north and south directions.

Park business as usual Protection

While every effort is made to spread site deliveries by production there will be an internal holding area should there ever be a build up of production traffic waiting to enter site. 2 way back to back radio communication will be used by stewards to only send vehicles from the holding area onto site when approved to do so by the Event production team. This will reduce congestion for regular park users..

Мар	Map Title	Description	Operational Times	Operational Dates	Personnel Requirement	Supplier
TMAP 5	Build & Break TM	Map to illustrate route & wayfinding signage into VAP1	24hr	10th August to 19th August & 22nd August to 26th August Daily	Install only	EP
TMAP 5	Build & Break TM Internal	Layout of traffic stewards and measures within Parsloes Park to manage the safe movement of production traffic between VAPI and Event Site	08:00 - 16:00	10th August to 19th August & 22nd August to 26th August Daily	3 TMOs	EP

TMAP 5 - Build & Break TM



4.0 - Live Phase Ingress

When the Event Phase is live there will be a number of key requirements for the safety of pedestrians and network users.

These measures will include the use of the following Traffic Management techniques:-

Inbound Route Signage

For this event there will be various vehicle routing requirements. All these routes will be identified and signed to reduce vehicle congestion on the network. Wayfinding signage will be deployed to direct people away from residential streets and to use the PUDO area.

Clearway Order

For the duration of the event day it is recommended that Parsloes Avenue be subject of a clearway order with exemption for resident permit parking within designated parking bays. This will reduce the risk of vehicles attempting to stop and alight pedestrians in the live carriageway and of fly parking.

Residential Road Closures

To reduce the risk of vehicles being left unattended in residential areas and blocking emergency vehicles access, specific identified roads will be signed as residential closures. In most instances these streets will be stewarded to support the signage, offer reassurance to local residents and support any pedestrian movements of people to and from the event. A permit will be delivered to all residents as a leaflet drop 2 weeks prior to the event to help reinforce the messaging with residents and help stewards determine genuine residents from any potential festival goers.

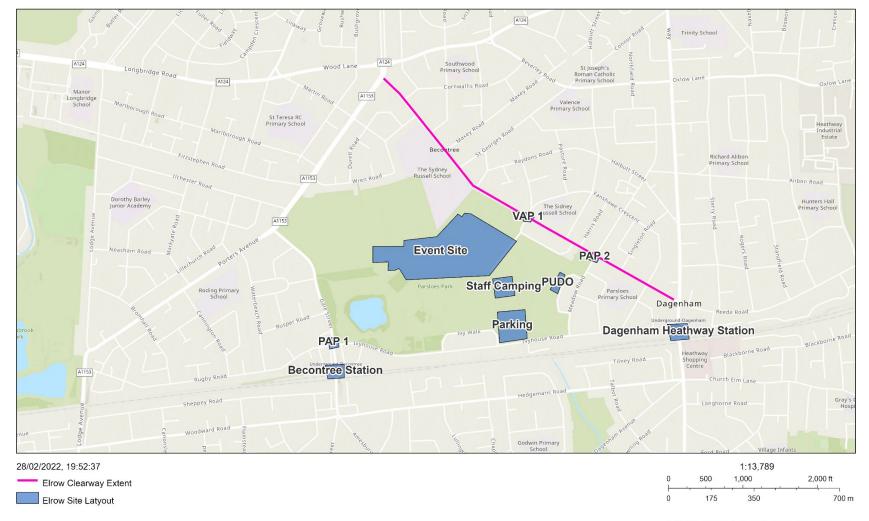
Suspension of Parking

There is a requirement to suspend approx 30 parking bays on Porters Avenue to restrict people trying to create a taxi/drop off rank in this area due to its proximity to the event entrance.

4.1 - Live Phase ingress measures

Мар	Map Title	Description	Operational Times	Operational Dates	Operational Phase	Personnel Requirement	Supplie
ТМАР	Clearway Extent	Map to illustrate the extent of the required Clearway order. Clearway on the Porters Avenue from the roundabout at Parseloes Avenue & from the junction with the A1240.	24hr	20th August 2022	Phase 0	Install only	EP
ТМАР	Inbound Signage	Signage required to identify the routing categories and reduce vehicle congestion	24hr	20th August 2022	Phase 0	Install only	EP
ТМАР	Residential Road Closures	A quantity of residential streets will be subject to a road closure order, see separate excel. This will be enforced with signage and stewards and operate on the times stated.	11:00 - 00:00	20th August 2022	Phase 0	See Stewarding Maps	EP
ТМАР	Suspension of Parking	Suspend the parking bays approx 30 on Porters Avenue	11:00 - 00:00	20th August 2022	Phase 0	Install Only	EP

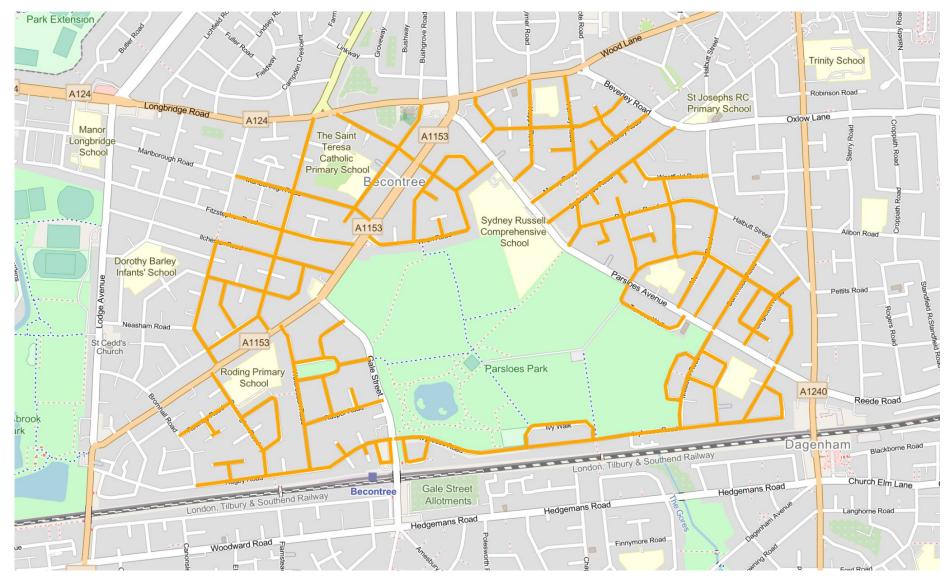
Elrow Clearway



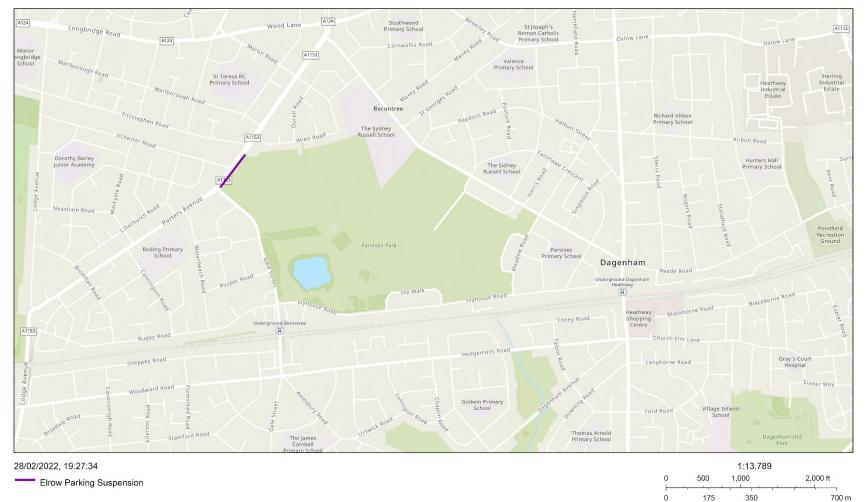
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Residential Road Closures



Elrow Parking Suspension



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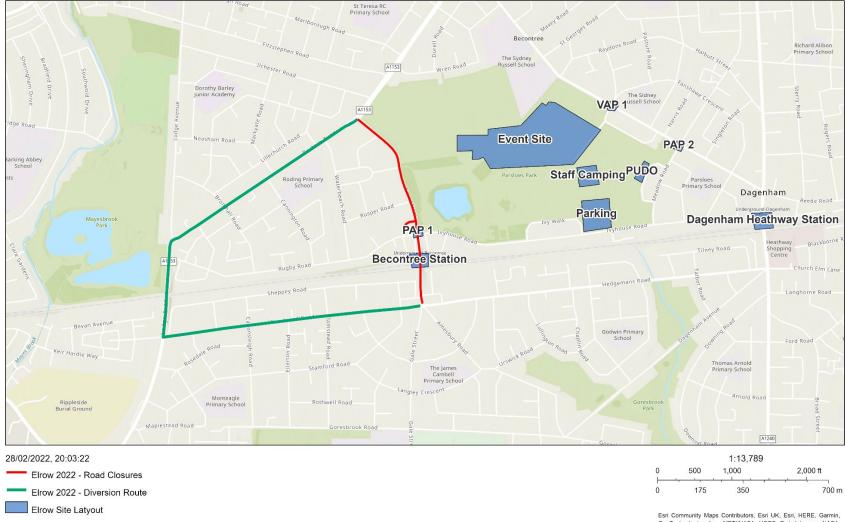
5.0 - Live Road Closure

When the Event Phase is Live there will be a number of key requirements for the safety of Pedestrians and network users.

- Road Closure This will be employed as a necessary measure to protect pedestrian movement to and from the venue. The closure will be implemented in 2 phases and lifted as soon as is safe to do so.
- Diversion Diversion routes will be signed and available throughout the event as shown on the next page.

Мар	Map Title	Description	Operational Times	Operational Dates	Operational Phase	Personnel Requirement	Supplier
TMAP	Road Closure & Diversion	Map to show the extent of suggested road closure and diversion route identified	10:00 - 00:00	20th August 2021	Phase 1 & 2	Install & Steward Maps	EP

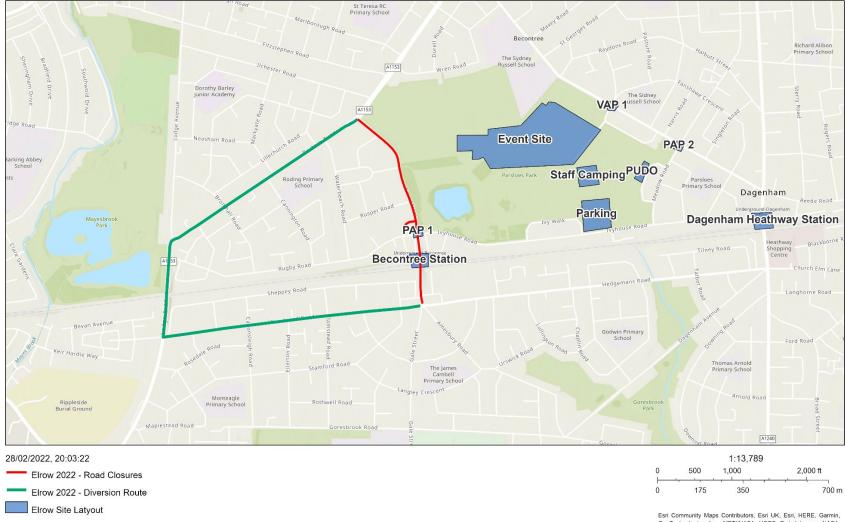
Elrow Road Closure



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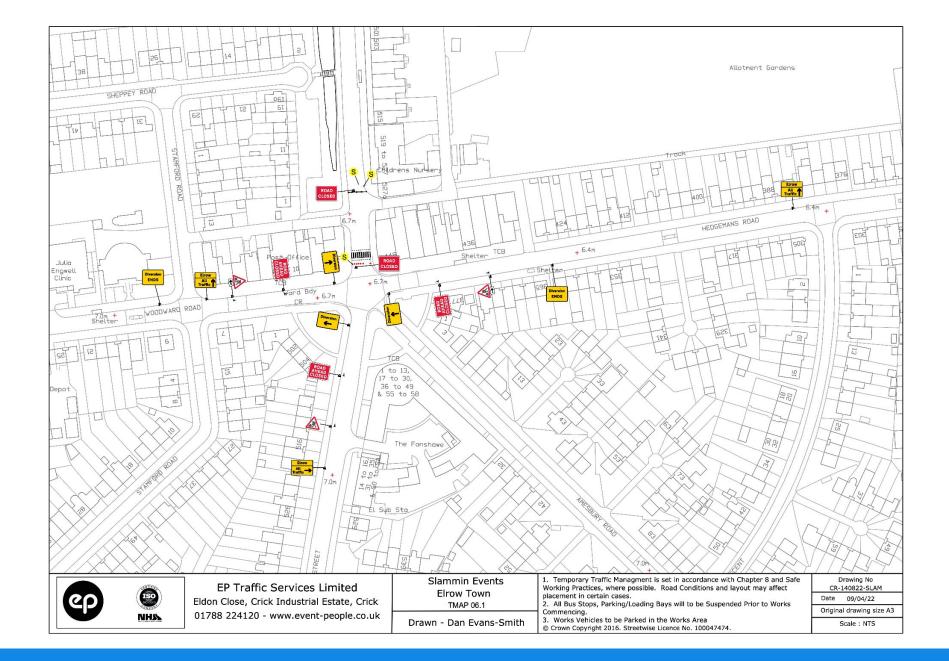
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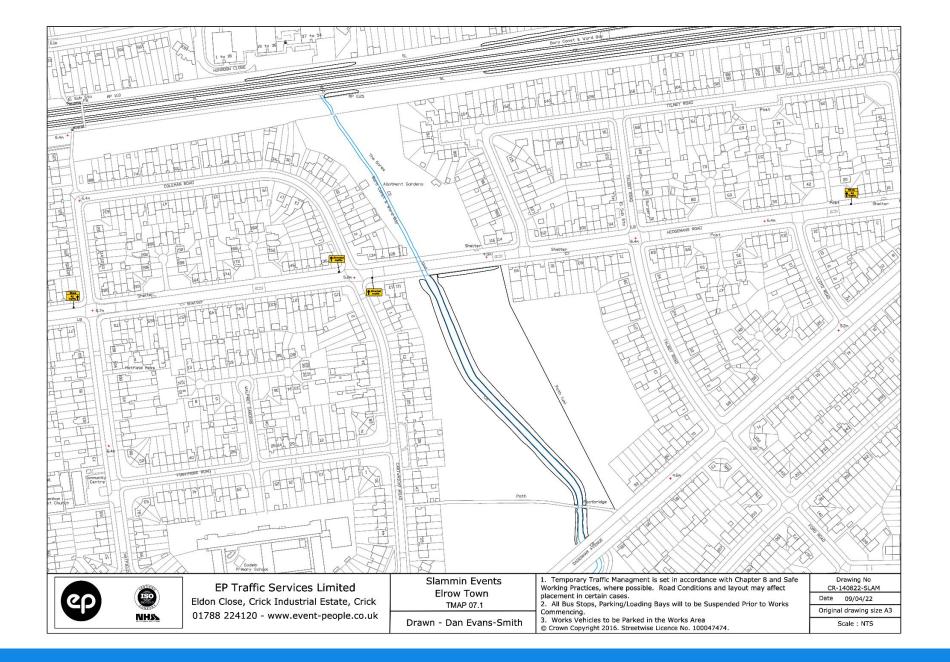
Elrow Road Closure

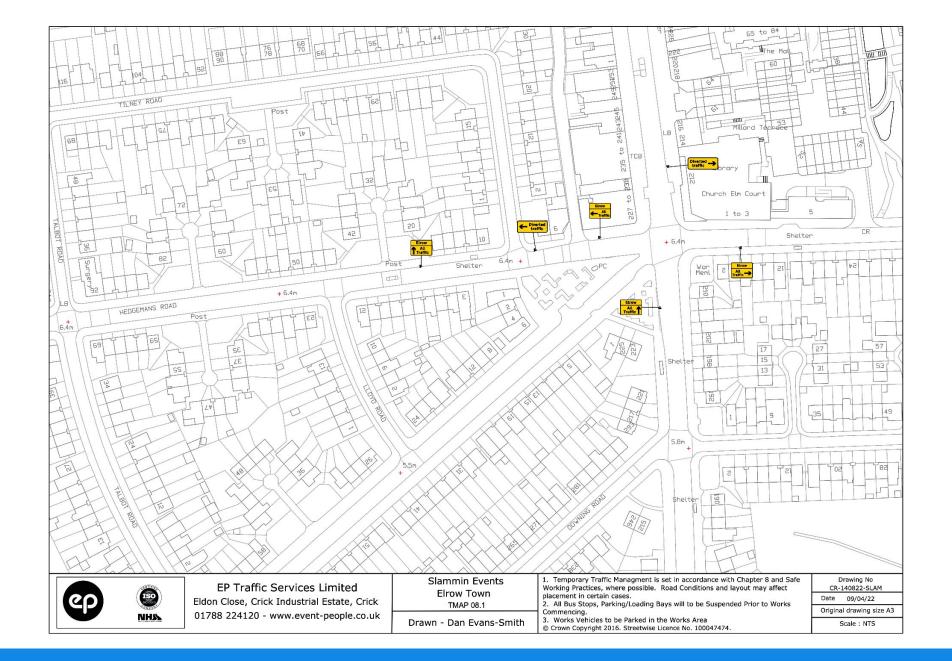


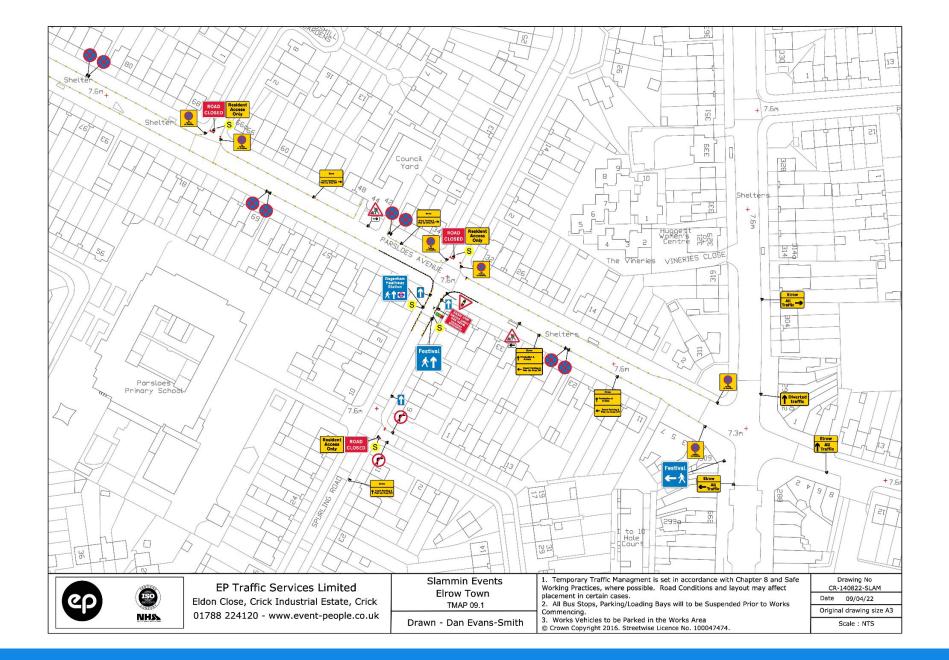
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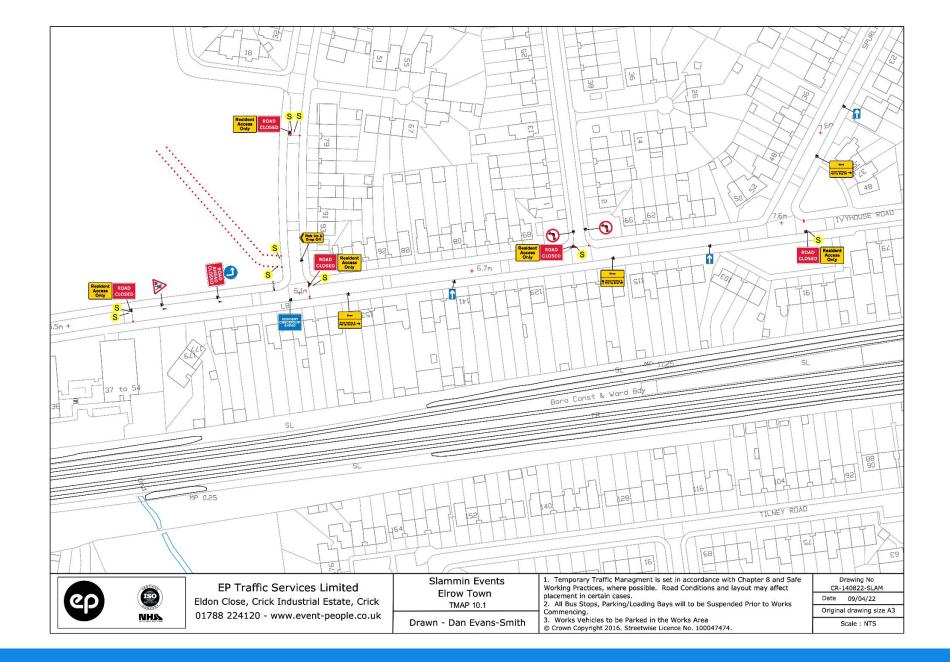
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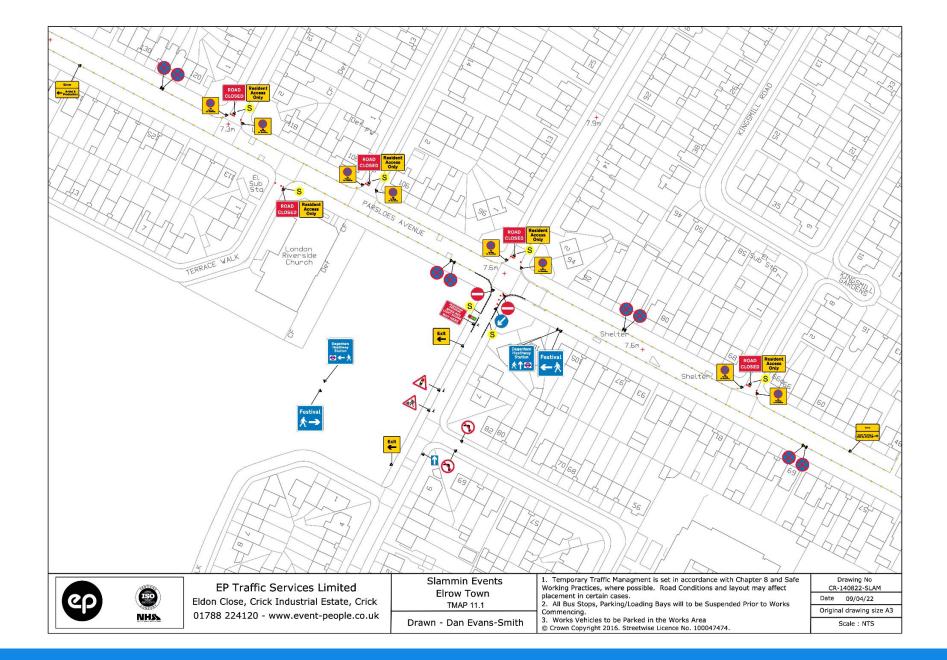


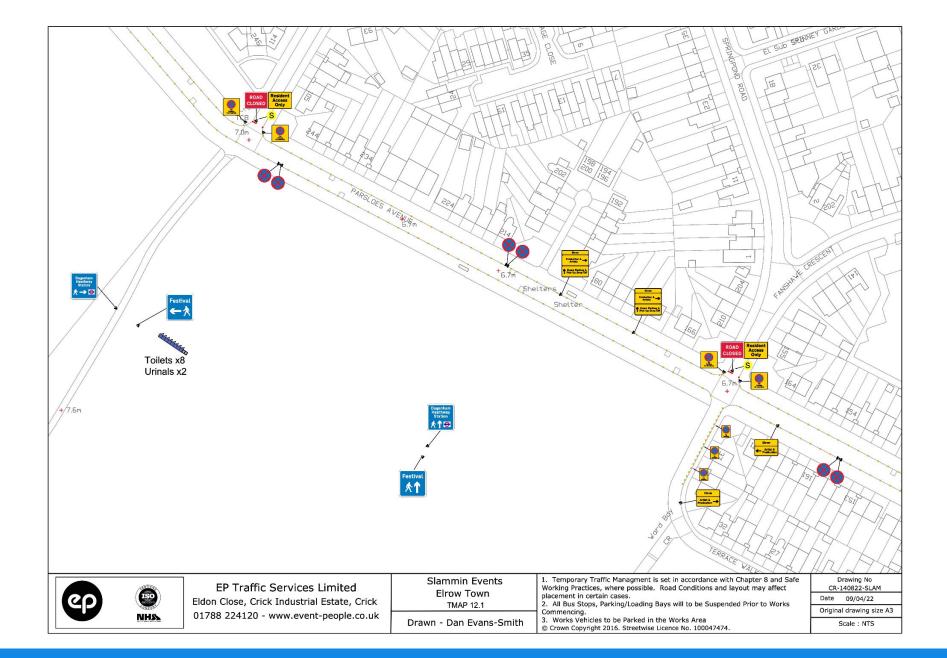


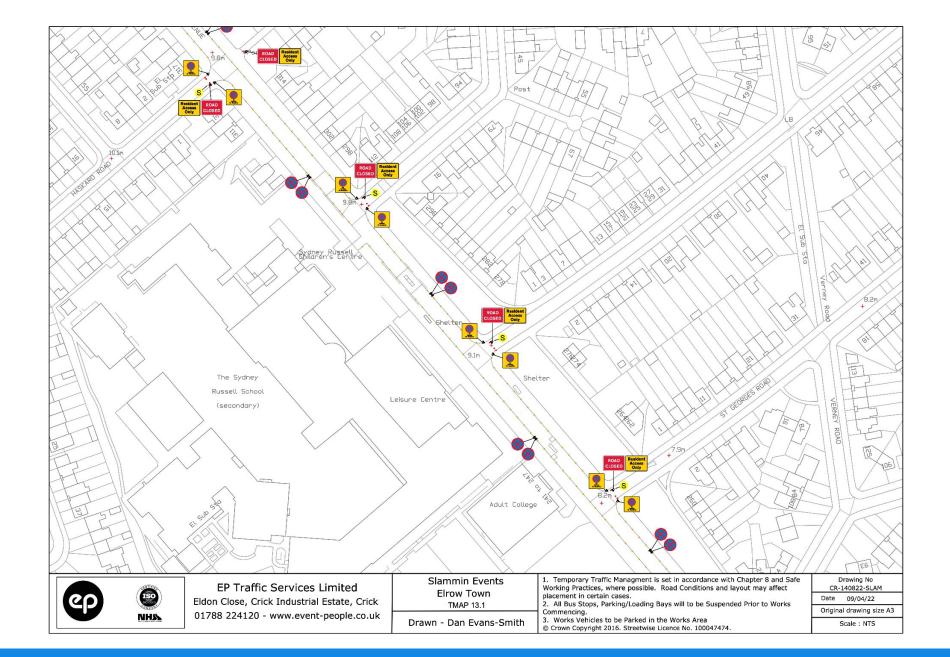


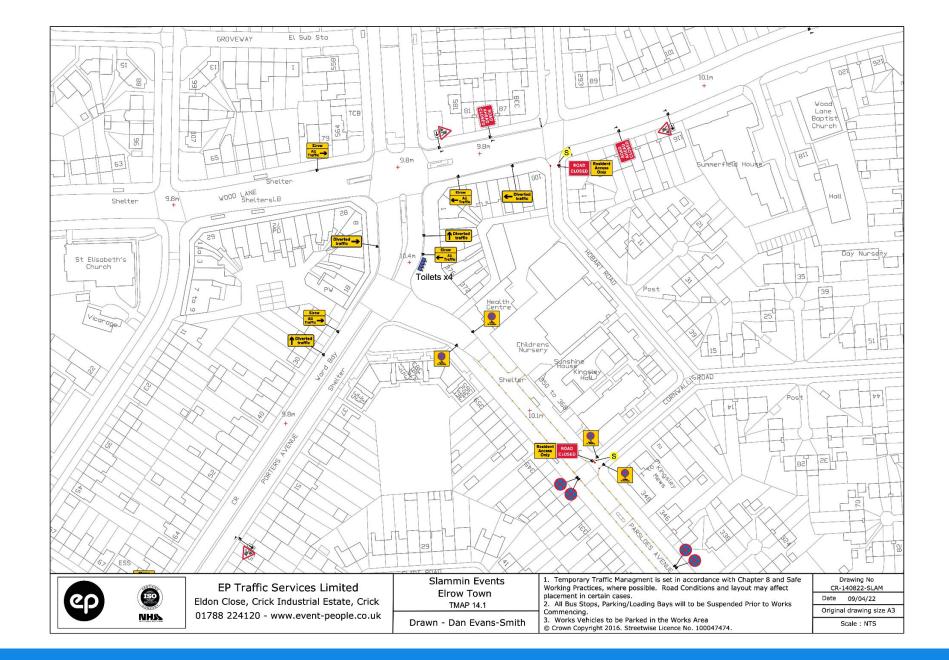


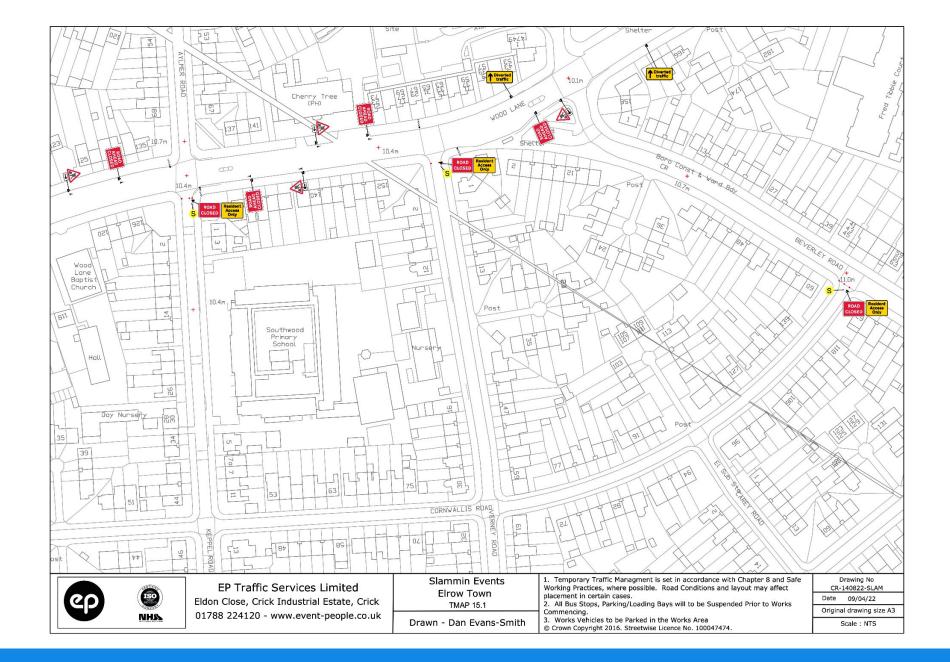


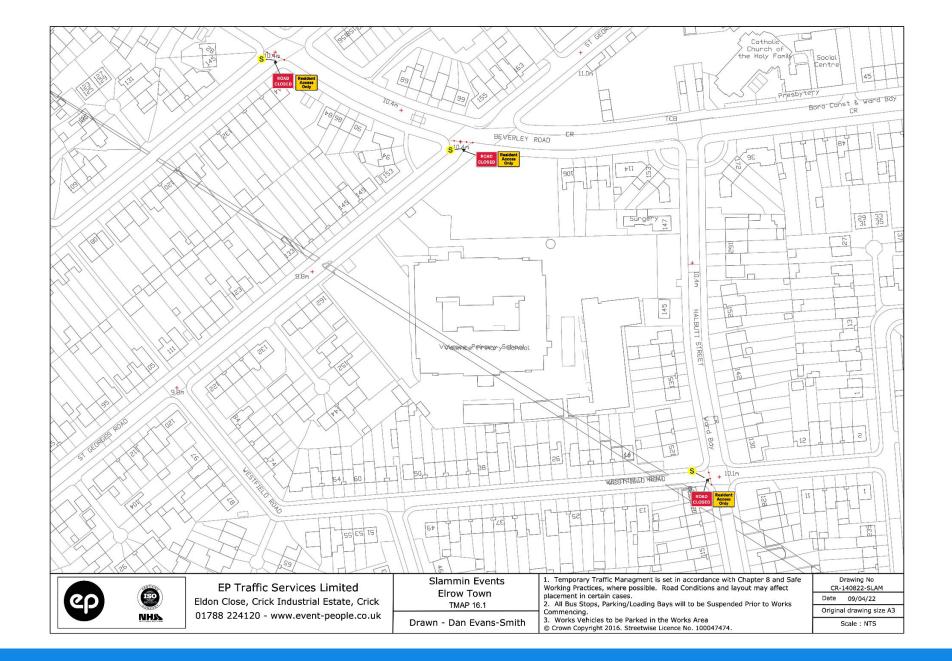


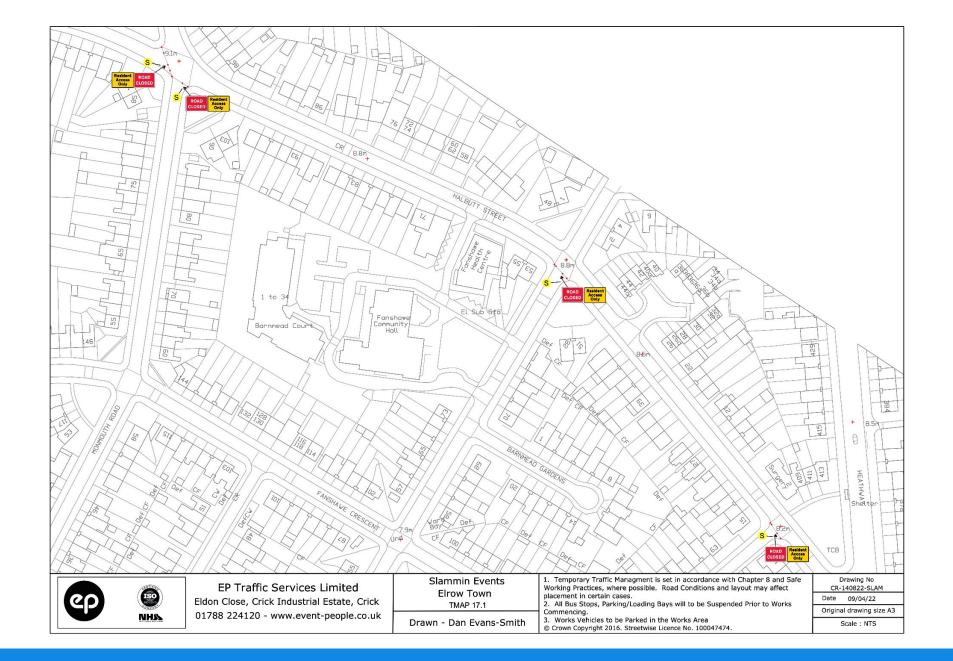


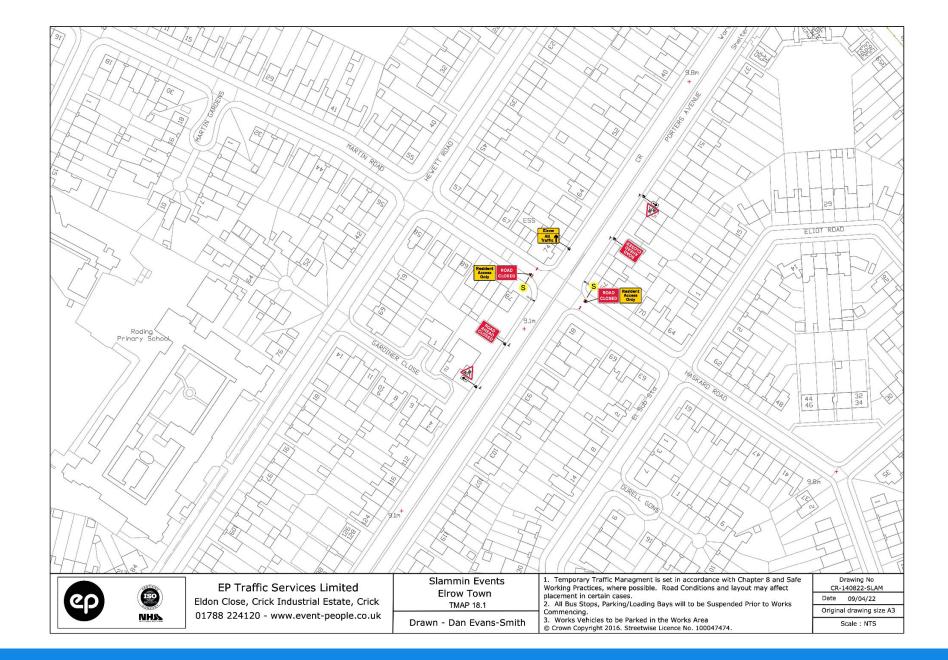


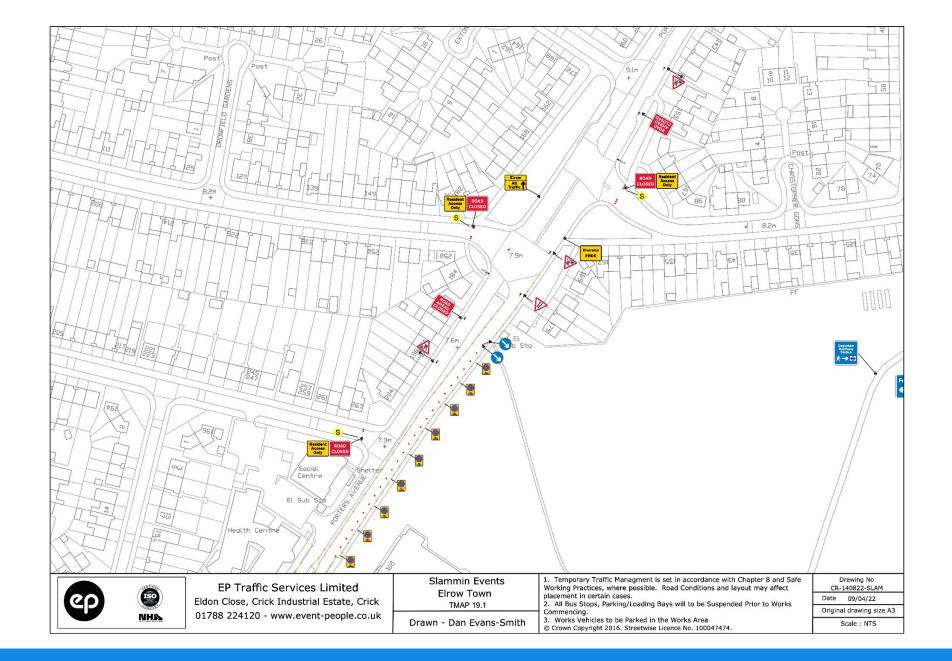


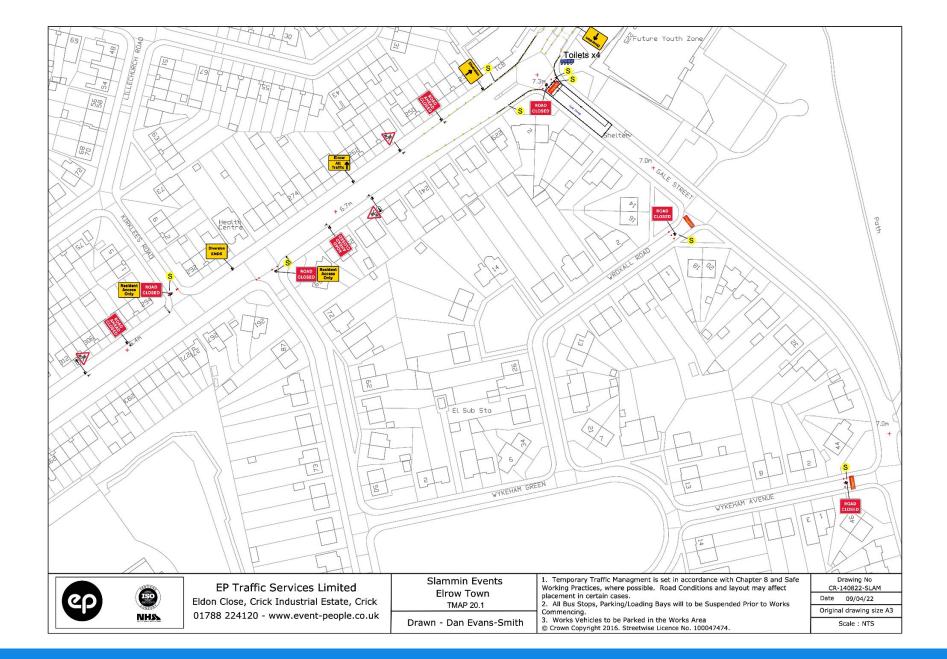


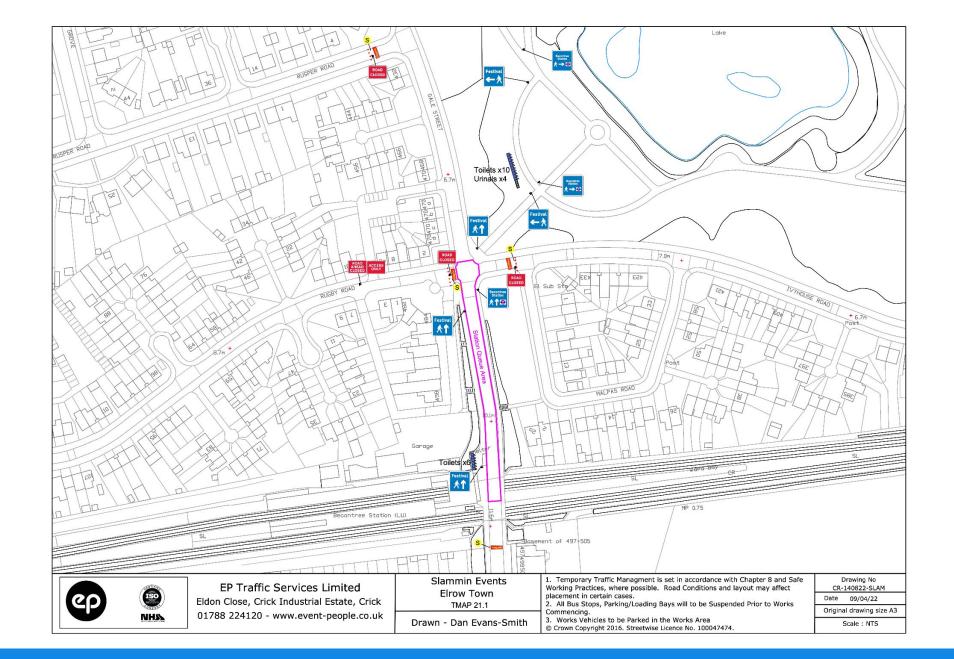


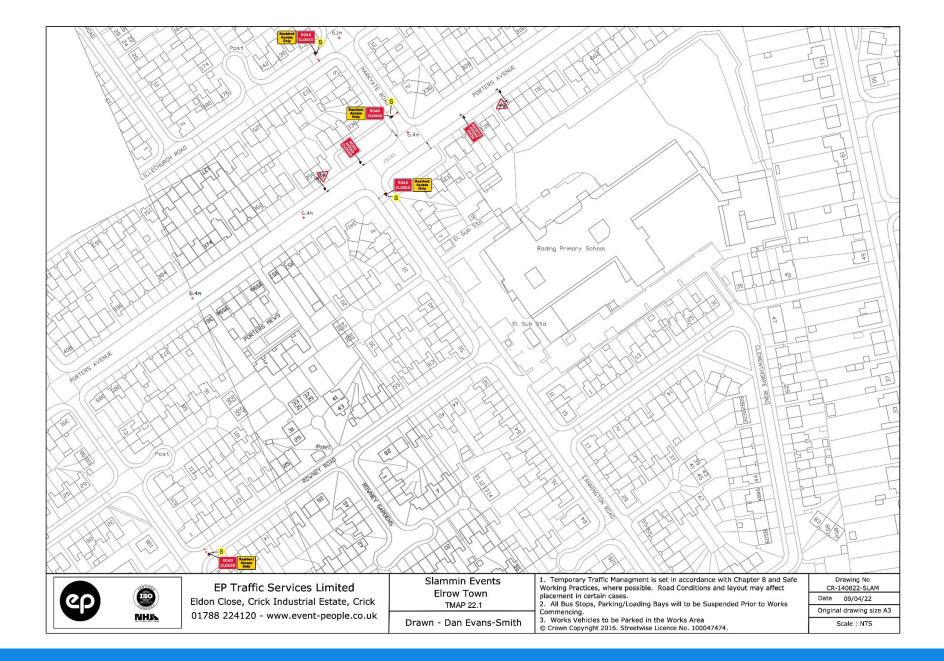


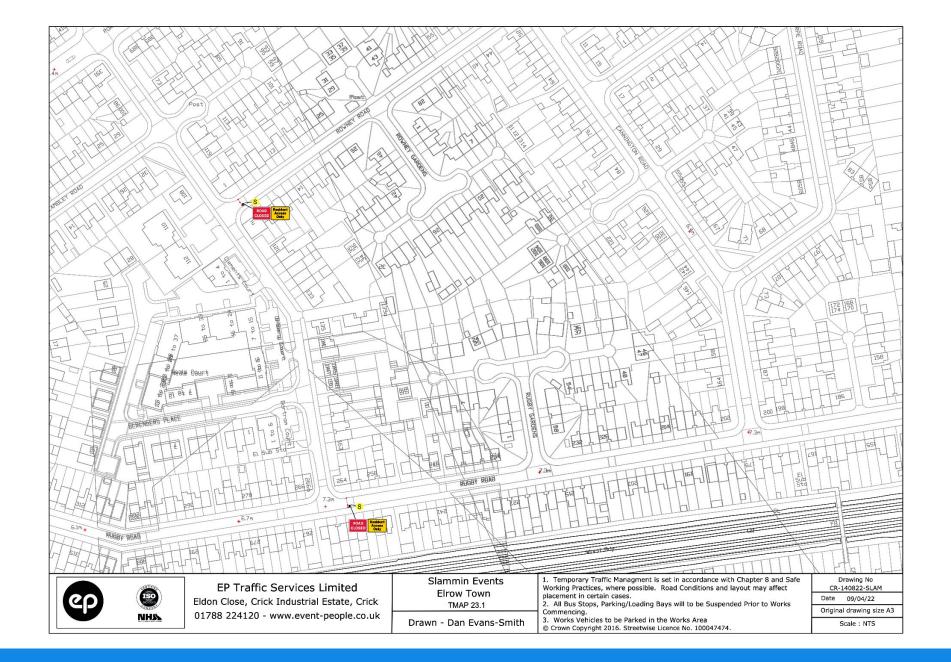


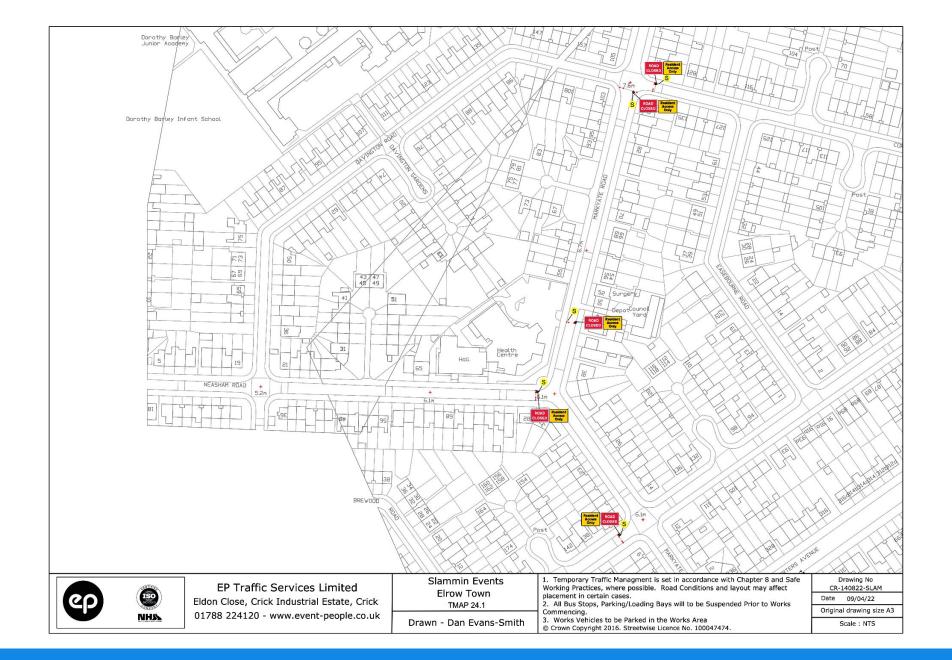


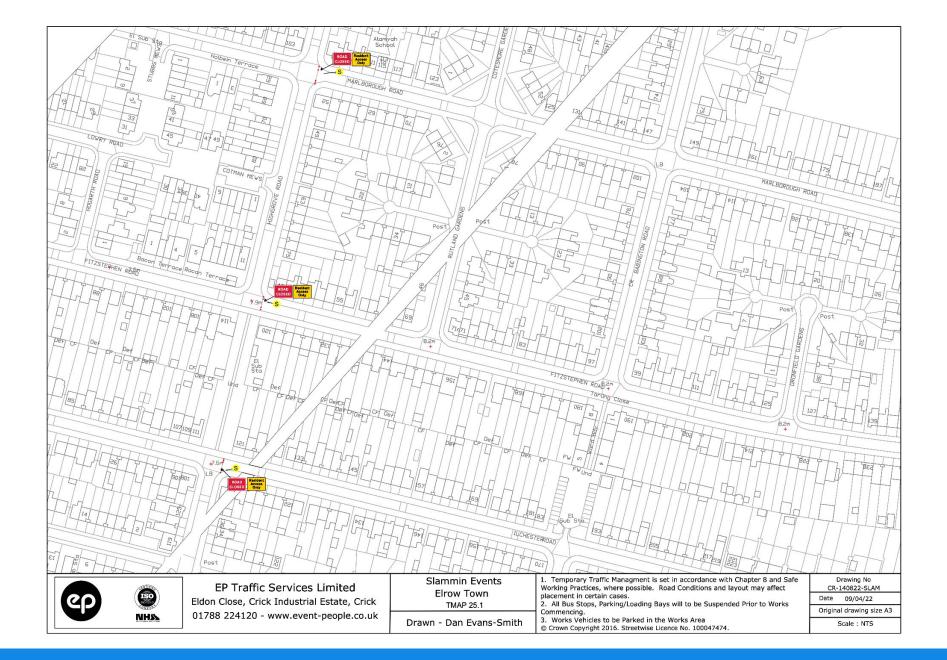


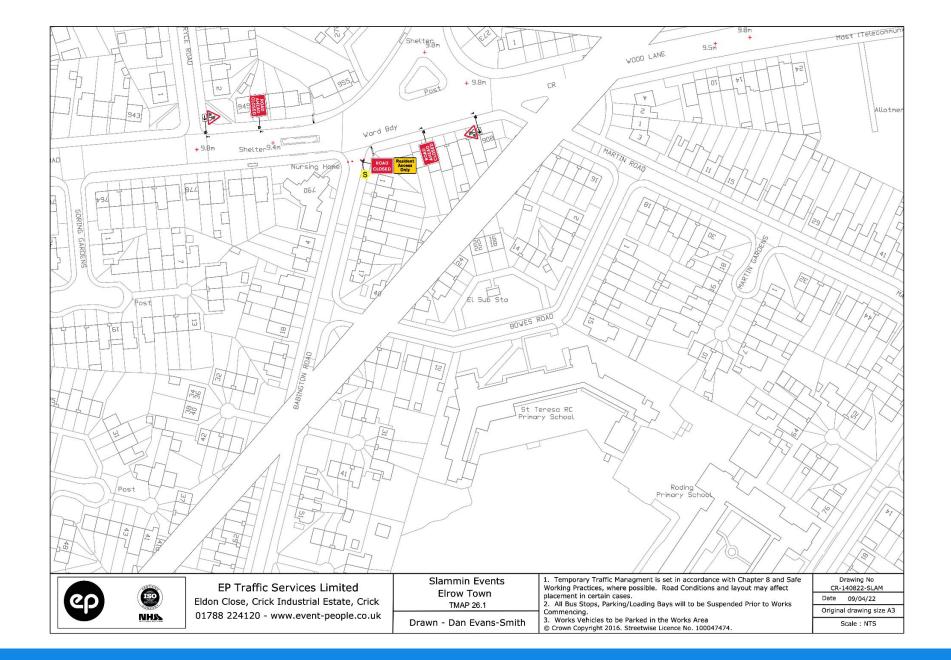


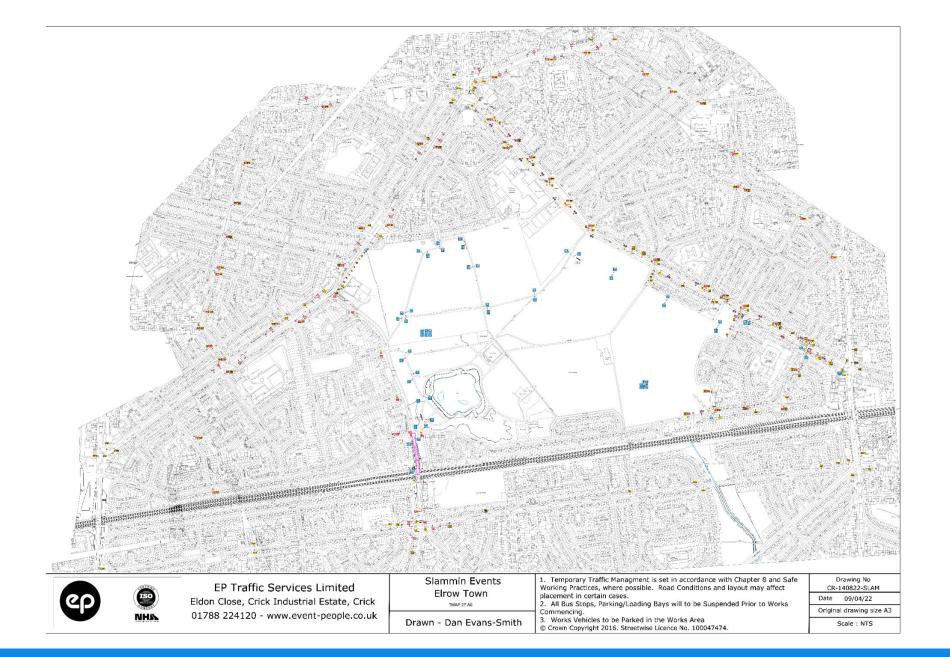












7.0 - Operating Timeline

Please see below expected timings and outlines of each phase. This will be expanded into specific operating schedules and task list for all Employees and stakeholders.

Phase	Num ber	Dates & Timings	Timings	Main Tasks
Build Phase	-1	10th August 2022 to 19th August 2022	08:00 - 16:00	Manage Build Vehicle Traffic Install AWS Install Inbound signage and Diversion routes Make secure compound in Parsloes Park
Ingress Only	0	20th August 2022	08:00 - 11:00	Deploy Staffing and Management Structure on-site Deploy Residential Closures & Equipment Deploy PUDO Zone Equipment & Staffing Suspend Parking Bays
Road Closure Stage 1	1	20th August 2021	11:00 - 00:00	Close Gale Street Install Supporting Infrastructure ready for Egress Plan
Road Closure Stage 2	2	20th August 2021	20:30 - 00:00	Close Porters Avenue Southbound
Event Finish	3	20th August 2021	00:00 - 08:00	Lift all closures and restrictions Night Crews clear all Temporary Traffic Management Equipment (Apart from Production Equipment TMAP 5)
Break Phase	+1	22nd August 2021 to 26th August 2021	08:00 - 16:00	Manage Break Vehicle Traffic TMAP 5 Kit collection & dismantle compound in Parsloes Park

8.0 - Command & Control Measures

Emergency Routes

All Emergency routes will remain clear throughout the duration of the implementation of the traffic management services. Any emergency vehicle that approaches a road closure will be given full access. All Traffic Stewards will be briefed with this information.

Emergency RVPs will be agreed with Police and Emergency services and will be detailed here and within the Event Management Plan.

Command Structure

All staff will be equipped with a communication chart detailing radio call signs, communication flows and mobile telephone numbers. A copy will also be held with the EP Control Room, located in the Control Room TBC.

A member of the EP management team will be in the main event control room and will act as a liaison between stakeholders in a real time live event environment.

Communication will be made with the Management and Supervisor team on the ground comprising

- Event Manager
- Event Support Operations Manager
- TCSO
- TMO
- Security & Steward Personnel

Signing

All signs will comply with Chapter Eight Guidelines and will be produced on Zintec Plate Class II reflectivity. Lettering will be black vinyl on yellow at a minimum x height of 60mm. Signs will be erected in accordance with the New Roads Street Works Act 1991. Trained EP staff members will place signs as directed by the maps and sign schedule within this Plan. All signs will be mounted using metal-framed stanchions and secured by the use of sandbags. Signs will be marked with the EP name and telephone number on the reverse. All signs are maintained in good working order.

A team of Lantra Sector 12D qualified stewards from EP will be working on each event day to erect external traffic management. All staff will wear appropriate uniform in accordance with BS EN 4711994 Class 3 hi-vis clothing.

Next Steps



Next steps

- 1. Liaise with LA on extent and purpose of residential protection measures
- 2. Submit necessary TTRO applications
- 3. Work with Slammin Events on Egress Plan