

Liquid Death

PRESENTS



TRAFFIC PLANNING INFORMATION FOR
LOCAL RESIDENTS



DOWNLOAD FESTIVAL 2024



CAMPSITES OPEN: 12TH (12PM) - 17TH JUNE (12PM)

ARENA OPEN: 14TH - 16TH JUNE

EVENT CAPACITY: 75,000

12TH JUNE

5 DAY CAMPERS ARRIVAL
CAMPSITE & VILLAGE OPEN

EXPECTED ARRIVAL: 35,000



13TH JUNE

5 DAY CAMPERS ARRIVAL
CAMPSITE & VILLAGE OPEN

EXPECTED ARRIVAL: 15,000



14TH JUNE

3 DAY CAMPERS ARRIVAL
DAY TICKET CUSTOMERS ARRIVAL
ARENA OPENS

EXPECTED ARRIVAL: 25,000



15TH JUNE

DAY TICKETS
ARENA OPEN

EXPECTED ARRIVAL: 15,000

16TH JUNE

DAY TICKETS
ARENA OPEN

EXPECTED ARRIVAL: 15,000

17TH JUNE

FESTIVAL CLOSES
CUSTOMER EGRESS

FESTIVAL EGRESS

Liquid Death PRESENTS **DOWNLOAD XXXI**

FRI 14 JUNE

QUEENS OF THE STONE AGE
ROYAL BLOOD
Black Stone Cherry
POLYPHIA
THE STRUTS
THOSE DAMN CROWS
THE BLUE STONES

SAT 15 JUNE

APEX STAGE

FALL OUT BOY
THE OFFSPRING
ENTER: SHIKARI
BABYMETAL
FRANK CARTER & THE RATTLESNAKES
THE HUNNA
WARGASM
BAMBIE THUG

OPUS STAGE

BAD OMENS
MR. BUNGLE
SOFT PLAY
ALL THEM WITCHES
SCENE QUEEN
HALOCENE
HANABIE

PANTERA
FIRST UK APPEARANCE IN 20 YEARS
WHILE SHE SLEEPS
TOM MORELLO
SLAUGHTER TO PREVAIL
KARNIVOOL
BLEED FROM WITHIN
ASINHELL
FLORENCE BLACK
HERIOT

AVALANCHE STAGE HOSTED BY KERRANG! RADIO

BUSTED
WHEATUS
BAYSIDE
VUKOVI
ESCAPE THE FATE
DREAM STATE
AVIVA
TX2
STORM

BILLY TALENT
HOLDING ABSENCE
SILVERSTEIN
NOAHFINNCE
RORY
CHARLOTTE SANDS
LOWLIVES
DEATHBYROMY
HOTWAX
MALLAVORA

DOGTOOTH STAGE

BIOHAZARD
HEALTH
MAKE THEM SUFFER
SCOWL
SPEED
ITHACA
ZULU
THE CALLOUS DA BOYS
URNE
FROZEMODE
DEFECTS

FEAR FACTORY
DYING FETUS
ALPHA WOLF
NE OBLIVISCARIS
DYING WISH
GEL
GUILT TRIP
CALVA LOUISE
ALT BLK ERA
KNIFE BRIDE
CELESTIAL SANCTUARY

SUN 16 JUNE

AVENGED SEVENFOLD
Timbuzkit
SUM•A
FINAL UK FESTIVAL
BOWLING FOR SOUP
KERRY KING
CREEPER
CODE ORANGE
LORD OF THE LOST

MACHINE HEAD
COREY TAYLOR
ELECTRIC CALLBOY
THY ART IS MURDER
ZEBRAHEAD
ELVANA
ROYAL REPUBLIC
311
ALIEN WEAPONRY
KELSY KARTER & THE HEROINES

the used
COUNTERPARTS
HOOBASTANK
ATREYU
OF MICE & MEN
TIGERCUB
PINKSHIFT
NOISY
CEMETERY SUN
DELILAH BON

The Black Dahlia Murder
ERRA
FIT FOR A KING
SHADOW OF INTENT
IMMINENCE
BRAND OF SACRIFICE
CRYSTAL LAKE
MISSIO
UNDERSIDE
PEST CONTROL
HARPER
UNTIL I WAKE

DOWNLOADFESTIVAL.CO.UK
DONINGTON PARK 14-16 JUNE 2024

BBC RADIO 1 PLANET ROCK KERRANG! RADIO KERRANG! ROCK SOUND
(SUBJECT TO LICENCE) LIVENATION (BILL SUBJECT TO CHANGE)

TRAFFIC MANAGEMENT PLANNING SUMMARY



AIMS OF TRAFFIC PLANNING

Ensure Public Safety on road network
Minimise road congestion for all road users
Minimise disruption on local community

DESIGN

What design mechanisms has been introduced in the traffic planning

EVENT CAPACITY

INGRESS DAYS

CAR PARK ENTRANCE PROCESS

CAR PARK CAPACITIES

CUSTOMER ROUTING

PICK UP & DROP OFF LOCATION

INFORMATION

What communication strategies have been considered in the traffic planning

ADVANCE TRAVEL COMMUNICATIONS

SIGNAGE

PUBLIC TRANSPORT PROMOTION

CUSTOMER SURVEY

MANAGEMENT

What management procedures have been implemented to oversee and regulate the traffic

TRAFFIC MANAGEMENT TEAM

PLANING CONSULTATIONS

ROAD NETWORK MONITORING

CONTINGENCY PLANNING

TRAFFIC MANAGEMENT

DESIGN: WHAT DESIGN MECHANISMS HAVE BEEN CONSIDERED?



INGRESS

Restructure of the event arrival process, reverted back to the entrance model that has seen previous success

- Reintroduced two arrival days before main arena opens
- Reduction of the amount of vehicles arriving on first day

EVENT CAPACITY

2023 was an the 20th anniversary celebration with increased ticket sales, reduction for this year has been implemented

- Reduced capacity from 100,000 in 2023, to an estimated 75,000 in 2024
- Reduction in the number of vehicles accessing the event
- Approximately 25% reduction, translates to 10,000 vehicles (approx)

CAR PARK ENTRANCES

Entrances to the car parks are a critical point in maintaining traffic flow, these areas have been redesigned in this years planning

- Stewarding Positions upon entrances
- Generalised customer parking ticket
- Improved infrastructure on car park entrances
- One way road entrance capability on entrance to North Car Park
- One general parking pass to speed up entrance checks

TRAFFIC MANAGEMENT

DESIGN: WHAT DESIGN MECHANISMS HAVE BEEN CONSIDERED?



CAR PARK CAPACITIES

Ensuring the festivals car parking facilities has enough spacing for customers

- Reduction in car park spacing requirements, reduced the square meterage calculations
- Increased the car parking space within west car park
- Continuation of south car park despite the reduction in capacity

CUSTOMER ROUTING

Ensuring the most practical entrance routes are optimised for customers entering the site based on their departure destination

- Planning has showed emphasis on utilising local road network capabilities based on customer arrival
- Routes focus on destination management - what is the customer destination & what is the most efficient way for them to reach car park?
- Communications push to help promote the use of north car parks, helping balance network traffic flow
- Consideration given to contingency routing

TRANSPORT HUB RELOCATION

Dedicated event transport hub has been relocated away from Melbourne Road

- West campsite is a desirable for festivalgoers, as such this relocation aims to reduce traffic flow on Melbourne Road
- Having transport hub on east side of event site results in quicker access to drop off location

TRAFFIC MANAGEMENT



INFORMATION: WHAT COMMUNICATION STRATEGIES HAVE BEEN INTRODUCED?

ADVANCE TRAVEL INFORMATION

Platforms used to send out dedicated travel information to all customers

- Events website, social media and emailing platforms utilised to send out travel info
- Communications will include a map detailing the optimal route for accessing their dedicated car parks (map shown on next slide)

SIGNAGE

2023 was an the 20th anniversary celebration with increased ticket sales, reduction for this year has been implemented

- Increase in the number of signage on road network
- Signage will be placed to ensure visibility for all road users
- Utilisation of digital signage that can be adapted instantly via command & control centre
- Signage plan will be checked and signed off by dedicated traffic management team

PUBLIC TRANSPORT PUSH

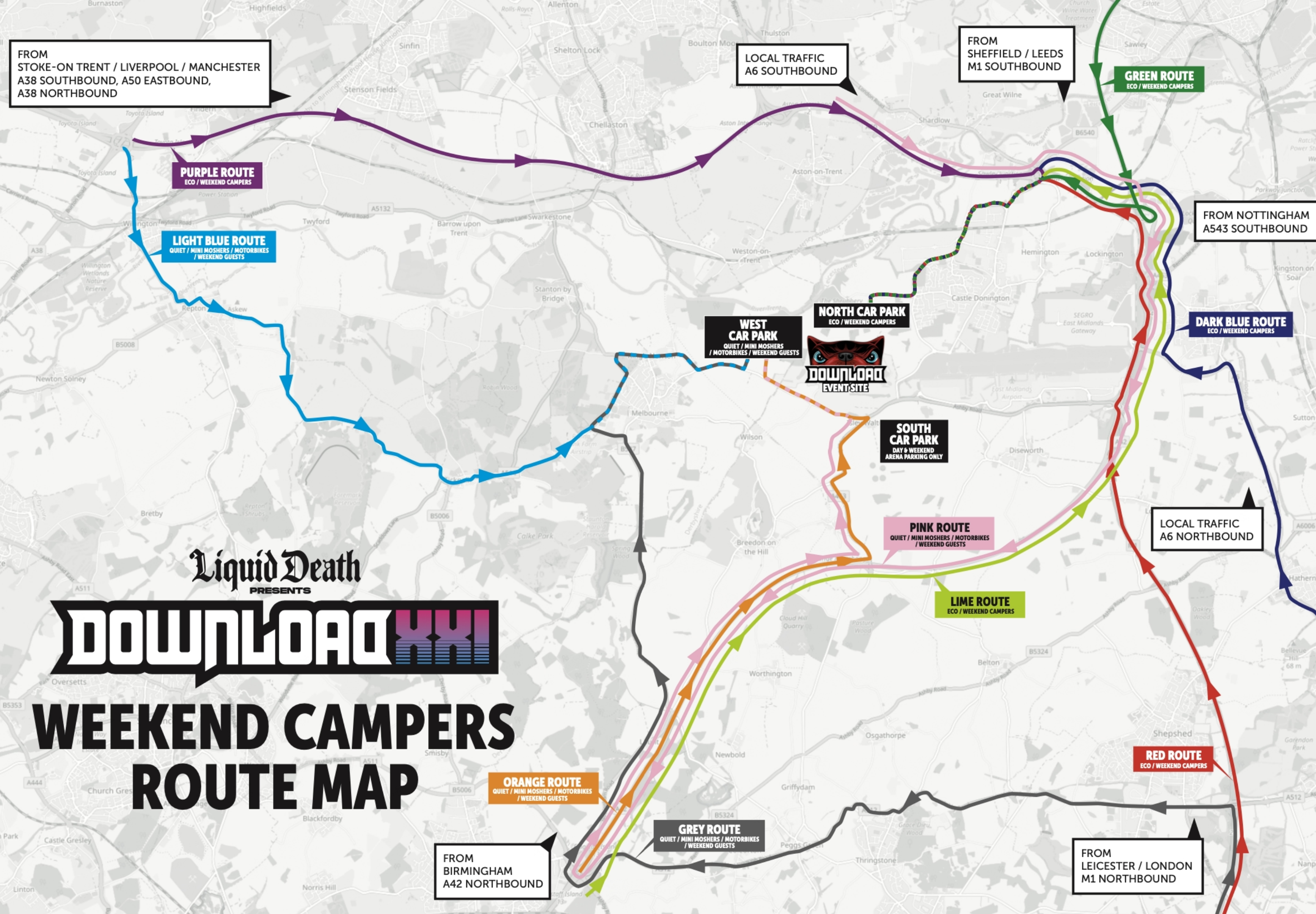
Public transport is crucial in helping reduce the amount of vehicles on the local road network & promote sustainable practises

- Event works closely with local and national bus companies to ensure smooth operation on arrival to site
- Transport hub is also equipped for private buses
- Utilise networking apps to promote the use of public transport
- Partners include: Big Green Coach, National Express, Trent Barton, Notts & Derby, Kinchbus
- Local Services: Derby, Leicester, East Midlands Railway Station, Melbourne & Castle Donington
- National Services: All major cities UK wide

CUSTOMER SURVEY

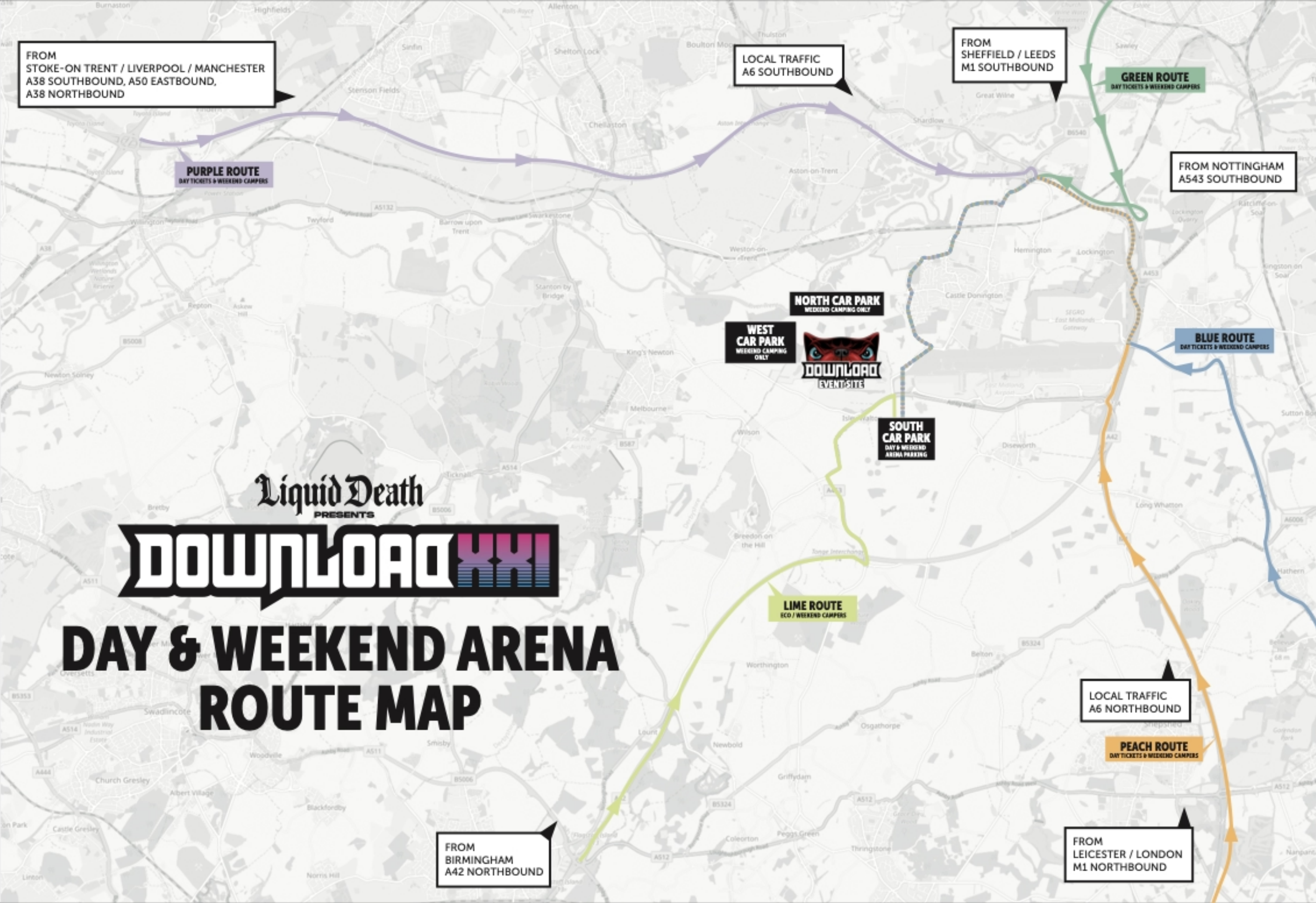
Questionnaire sent to all ticket holders to allow the event to gain more understanding on arrival times and routes

- Survey identified the key timings customers expected to arrive at the event
- Emphasis on where they were travelling from
- Allowed us to identify the anticipated use of the road network and design routes and customer comms according to this



Advance Comms will also include:

- Directional Information to the beginning of the event signage
- All customers will be advised **NOT** to follow sat navigation when event signage begins
- Dedicated route matching the colours on the map
- Information on what signage to follow when arriving, this will be linked to the customers ticket type



FROM
STOKE-ON-TRENT / LIVERPOOL / MANCHESTER
A38 SOUTHBOUND, A50 EASTBOUND,
A38 NORTHBOUND

PURPLE ROUTE
DAY TICKETS & WEEKEND CAMPERS

LOCAL TRAFFIC
A6 SOUTHBOUND

FROM
SHEFFIELD / LEEDS
M1 SOUTHBOUND

GREEN ROUTE
DAY TICKETS & WEEKEND CAMPERS

FROM NOTTINGHAM
A543 SOUTHBOUND

WEST CAR PARK
WEEKEND CAMPING ONLY

NORTH CAR PARK
WEEKEND CAMPING ONLY



SOUTH CAR PARK
DAY & WEEKEND
ARINA PARKING

BLUE ROUTE
DAY TICKETS & WEEKEND CAMPERS

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PRESENTS

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**DAY & WEEKEND ARENA
ROUTE MAP**

LIME ROUTE
ED / WEEKEND CAMPERS

LOCAL TRAFFIC
A6 NORTHBOUND

PEACH ROUTE
DAY TICKETS & WEEKEND CAMPERS

FROM
BIRMINGHAM
A42 NORTHBOUND

FROM
LEICESTER / LONDON
M1 NORTHBOUND

Advance Comms will also include:

- Directional Information to the beginning of the event signage
- All customers will be advised **NOT** to follow sat navigation when event signage begins
- Dedicated route matching the colours on the map
- Information on what signage to follow when arriving, this will be linked to the customers ticket type

TRAFFIC MANAGEMENT

MANAGEMENT: WHAT MANAGEMENT PROCEDURES HAVE BEEN IMPLEMENTED TO OVERSEE AND REGULATE TRAFFIC?



ADVANCE PLANNING

Ensuring the right organisations have input and consultation on the events traffic management plan is critical to success

- This year sees the creation of a traffic management sub group to ensure all experts can gather and consult
- Agencies within this included: Leicestershire Police, National Highways, NWLDC, Leicestershire County Council, East Midlands Airport, Independent Traffic Management Company
- All plans have have been thoroughly broken down and approval will come from all agencies

EVENT TRAFFIC MANAGEMENT TEAM

Expansion of on site traffic management team

- Overview of on site staff ensuring stewards are positioned in the correct locations
- Overview of briefings ensuring all staff fully understand their role in maintaining traffic flow on road network
- Command & Control room for traffic with key agencies and relevant monitoring systems for decision making
- Dedicated festival management team to examine and verify the procedures outlined in planning have been actioned (signage checks, stewarding instructions, car park conditions)

ROAD NETWORK MONITORING

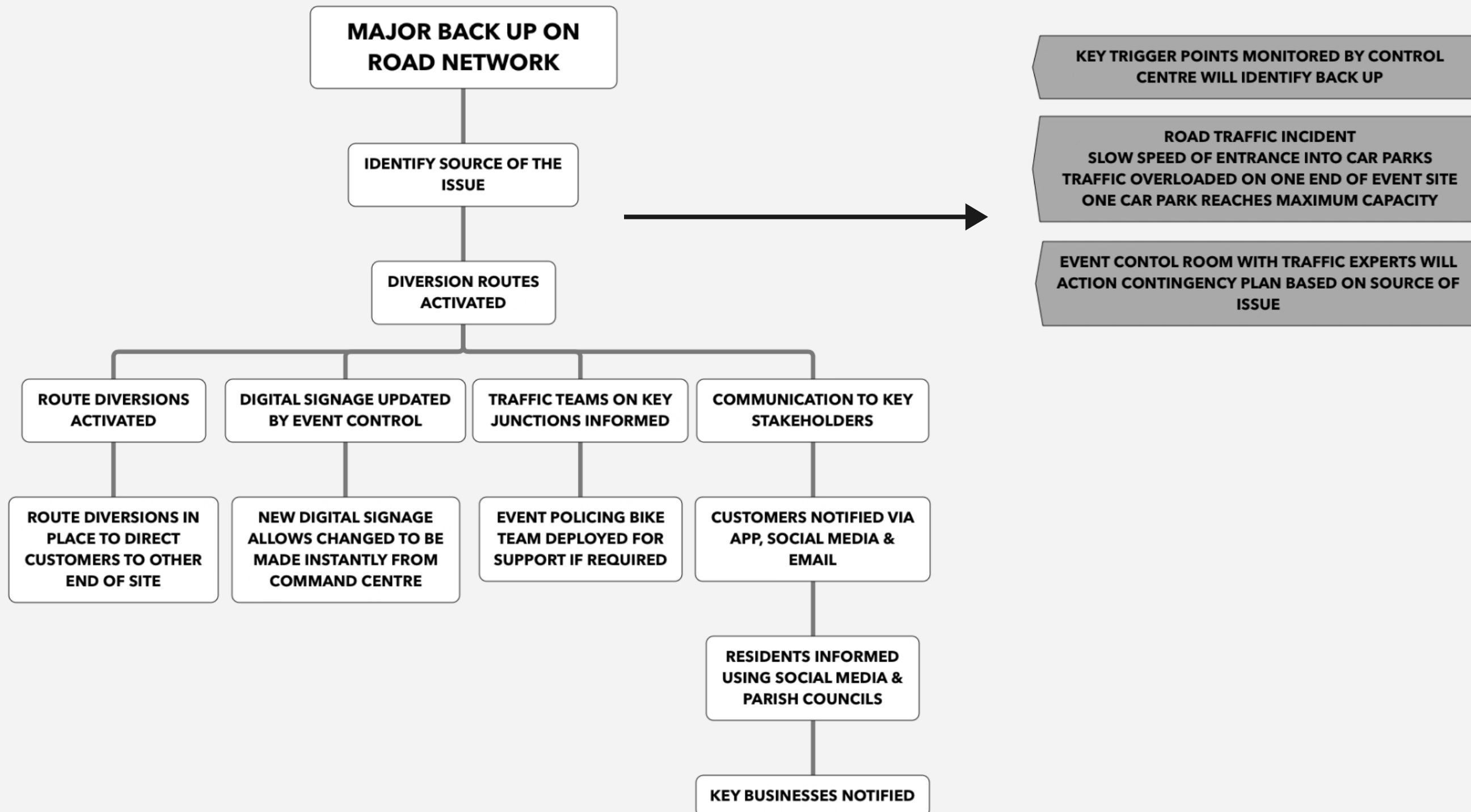
Overseeing the road network is critical in order to monitor, consult and action and changes outlined in contingency plan

- Increased CCTV coverage on external roads
- Expanded team covering critical junctions
- All monitoring points will feed into the traffic command and control centre

CONTINGENCY PLANNING

CONTINGENCY: WHAT DESIGN, INFORMATION & MANAGEMENT MEASURES HAVE BEEN INTRODUCED IN THE EVENT OF MAJOR BACK UP ON THE ROAD NETWORK?

Traffic management planning strategies mentioned previously are in place to prevent the event from having to activate contingency plan, however, procedures in place are as follows:



CONTINGENCY TRAFFIC PLANNING



OBJECTIVE: MECHANISMS AND INFRASTRUCTURE TO PROACTIVELY MAKE ADAPTIONS IN THE EVENT OF MAJOR QUEUEING

IDENTIFY THE PROBLEM

Traffic Control Room

- Centre for the management of traffic
- Traffic experts including police
- Continuous Monitoring of the ingress, this will include analysis of motorway and local road network

Increased CCTV

- Larger coverage of road network
- Cameras positioned at key Junctions

External Staffing

- Management team positioned at key junctions
- Management team monitoring the speed of vehicles entering car parks

REACT TO THE PROBLEM

Digital Signage

- Digital signage located at key junctions, can change via control room and relieve pressure of specific junctions

Police Presence

- Ability to deploy police to manage junctions that may receive heavy amounts of pressure

Response Team

- Traffic management team on standby with the ability to quickly redirect cars

Communications Team

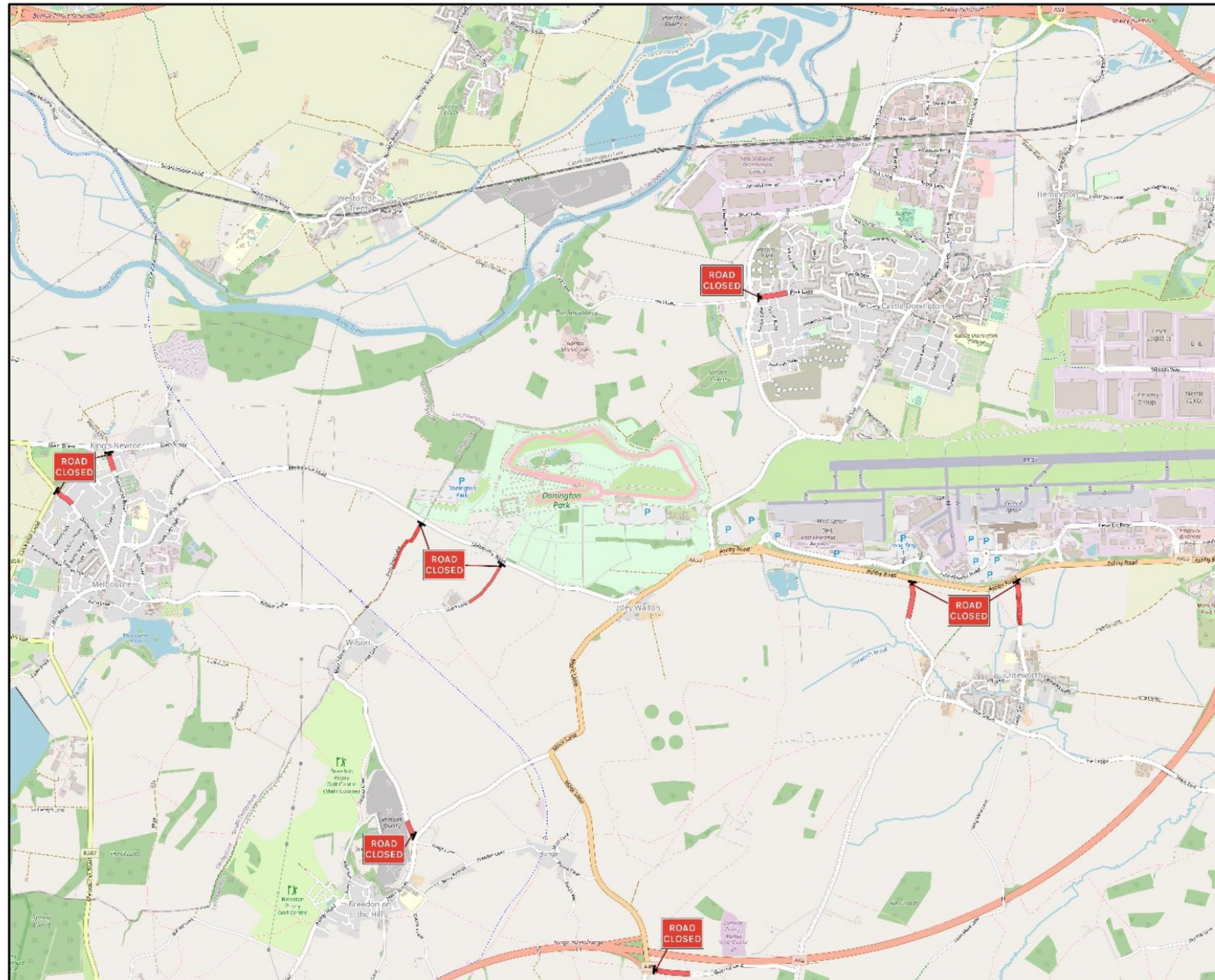
- Marketing team located in event control who can push out diversion messaging via social media and the app

ROAD CLOSURES



**New Closures:
Slade Lane &
Forty Foot Lane:**
Implemented due customers
following sat
navigation and
converging on
Melbourne Road

**FOR ALL OTHER
ROAD CLOSURES
RESIDENTS AND
BUSINESSES
WILL BE
GRANTED
ACCESS**



Donington Bypass, Park Lane – This closure will be put in place 0700-1500 Wednesday, Thursday & Friday. On Sunday will be in place 2100-0200 Monday morning. On Monday 0700-1400.

A453, Grimes Gate - This closure will be put in place 0700-2100 Wednesday, Thursday & Friday.

A453, The Green- This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

Melbourne Lane, Slade Lane - This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

Melbourne Lane, Forty Foot Lane - This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

Cockshut Lane, Derby Road - This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

Main Street, Packhorse Road - This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

Main Street, Main Street - This closure will be put in place 0700-1500 Wednesday, Thursday & Friday.

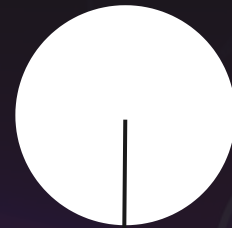
A453, Gelscoe Lane - This closure will be put in place Sunday 2100-0200 Monday morning.

2024 TRAFFIC EXPECTED PREDICTIONS



WED 12TH

5 DAY CAMPERS
PEAK ARRIVAL:
08:30 - 16:00



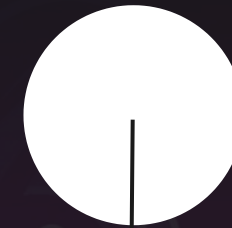
THU 13TH

5 DAY CAMPERS
PEAK ARRIVAL:
08:30 - 16:00



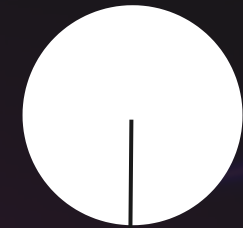
FRI 14TH

3 DAY CAMPERS
DAY TICKETS
08:30 - 16:00



SAT 15TH

DAY TICKETS ONLY
NORMAL TRAFFIC
FLOW



SUN 16TH

DAY TICKETS ONLY
NORMAL TRAFFIC
FLOW



MON 17TH

FULL EGRESS
PEAK DEPARTURE:
08:30 - 14:00

**EVENT BUILD & BREAK
DATES**

25TH MAY - 24TH JUNE

TRAFFIC MANAGEMENT KEY CHANGES SUMMARY



- Increase in ingress days
- Reduction of event capacity
- Increase in car parking capacity
- Changes to speed up car park entrances process
- Contingency Plan in place (Better monitoring and actioning capabilities)
- Increased CCTV coverage
- Greater use of digital signage to support contingency diversions
- Customer travel data gathering
- Customer advance travel information based on departure destination
- Improved signage
- Promotion of public transport
- Scaled up travel management team

CONTACT US

All of the following information can be accessed via our residents webpage that can be found using the QR Code at the bottom of the screen or on the residents flyer

Dedicated Email Address

download.residents@wearefab.com

Dedicated Phone Line

020 7980 4311

To help address any concerns promptly a resident's phonenumber will be in place from 1st June onwards. This phone is directly linked to our on-site management control centre and will help answer any queries you may have. The dedicated phone number will be shared in advance of the event.

QR Code for Residents Webpage

