The show must go on

Matt Pates, the Highways Agency's emergency planning manager for the Midlands, provides insight into all the hard work that went into ensuring music fans experienced better journeys when attending this year's V Festival in Staffordshire

Miles of motorway tailbacks bound for Staffordshire, carrying scores of excited passengers rushing to see their favourite line-up at the V Festival, would be any motorist's nightmare.

But the work that goes into planning routes, arrival times and diversions to reduce the impact of such a situation is improving year on year. Music enthusiasts who recently attended this year's event generally experienced better journeys, thanks to the Highways Agency's emergency planning team.

The emergency planning team ensures that the impact of any events or emergencies on the road network, surrounding communities and the environment are minimised.

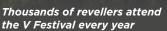
"We share information, expertise and resource across internal and external partners," explains Matt Pates, emergency planning manager for the Midlands.

"The planning for this year's event started almost as soon as the last campers were driving off site in 2012 - with a debrief for operational staff on how they thought it went overall. It is important to capture what went well and more importantly the things that did not - so we can improve."

Sharing information

The emergency planning team works with a number of partners, sharing intelligence and best practice to ensure safer and improved journeys for motorists all year round, 24 hours a day.









"Any event attracting tens of thousands of people will place a lot of demand on an already crowded network. We use a combination of techniques to optimise the use of road capacity and promote the most efficient route"

