

DOOCEY®

Traffic Management

St Giles Light the Night

Project: Event support for charity walk

Location: Litchfield

Duration: 1 Day

Project aim

To deliver a safe and efficient traffic management solution that supported the smooth running of the Light the Night charity event for all participants, organisers and road users.



Planning and delivery

The project involved the development of a comprehensive phased road closure plan, including the production of detailed CAD traffic management designs to support the safe and efficient delivery of the event. Throughout the planning process, close liaison was maintained with both the client and the local authority to ensure that the proposed arrangements met all operational, safety and stakeholder requirements.

Following the submission of the initial design, several requests for minor amendments were

Project background

St Giles Hospice is a local charity dedicated to providing specialist care and support to people living with terminal illness and their families. Through its services, the hospice helps individuals and their loved ones navigate challenging circumstances with compassion, dignity, and expert care.

Fundraising events such as Light the Night generate vital funds that help sustain these essential services within the local community. The event also brings people together to celebrate, remember, and support those affected by terminal illness, while raising awareness of the hospice's invaluable work.

Our team was proud to support the event by delivering a comprehensive traffic management solution, ensuring the safe and efficient movement of participants and vehicles throughout the evening. Through careful planning and effective delivery, we helped create a safe, well-organised, and enjoyable experience for everyone involved, contributing to the overall success of this important community fundraiser.



received. These were carefully reviewed and incorporated through a collaborative process involving meetings with the client and council representatives. Revised plans were produced and refined until final approval was obtained from all relevant parties, ensuring a fully agreed traffic management strategy ahead of the event.

On the day of the event, the team participated in a joint safety briefing with the client to review the operational plan and address any issues that had arisen in the lead-up to implementation. This was followed by a dedicated pre-start briefing involving all traffic management operatives and supervisors, during which roles, responsibilities, communication protocols and the sequence of operations were discussed in detail.

Once briefings had been completed, operatives deployed to their designated locations across the route. Following confirmation via the agreed radio communication network, the phased road closures were implemented in accordance with the approved traffic management plan. This coordinated approach ensured the safe installation of the closures, effective communication between teams and the smooth commencement of event operations.



Site challenges & overcoming them

Following feedback from the client, we were pleased to learn that only one complaint was received from a member of the public regarding waiting times during the phased road closures. After the purpose of the event and the reasons for the temporary traffic restrictions were explained, the individual expressed their support for the event and subsequently volunteered to participate in next year's activities. This positive outcome highlights the value of clear communication and effective stakeholder engagement.

Two additional challenges were successfully managed during the event. The first was the exceptionally hot weather, with temperatures remaining close to 30°C at 21:00. These conditions understandably affected participants' pacing and resulted in some delays to the procession. To minimise frustration among motorists, our team maintained regular communication with waiting road users, providing updates on the reasons for delays and anticipated waiting times. This proactive approach helped maintain public understanding and cooperation throughout the event.

The second challenge was the England v Panama match, which kicked off at 22:00. The fixture resulted in increased traffic volumes and pedestrian activity in the hours leading up to the event, as people travelled home or visited local venues to watch the match. Recognising the potential impact on traffic flow and public patience, our operatives adopted a proactive traffic management strategy, ensuring that congestion was closely monitored, road users were kept informed, and any emerging issues were addressed quickly. This approach helped prevent tensions from escalating and contributed to the safe and successful delivery of the event.





Outcome

Through effective planning, coordination, and delivery, the event was completed safely, efficiently, and in accordance with all operational requirements. Careful management of resources, traffic flow, and participant movement helped ensure a seamless experience for everyone involved, minimising disruption and maintaining a safe environment throughout the event. Strong communication and proactive problem-solving enabled the smooth movement of both participants and vehicles, while effective teamwork ensured that any challenges were addressed quickly and professionally. As a result, the event ran successfully from start to finish, making a valuable contribution to the fundraising efforts of St Giles Hospice and helping to support the important services it provides to the local community.



Client testimonial

We are incredibly grateful for the outstanding support and partnership we received from Doocey for our recent Light the Night event. From the very beginning, the team went above and beyond to help ensure the event was a success.

Doocey played a vital role in keeping our walkers safe throughout the evening. Their support started well before the event itself, working closely with us during the planning stages to develop a comprehensive traffic management plan, including all necessary road closures and diversions. Their expertise, professionalism and attention to detail gave us complete confidence that everything was in place for a safe and enjoyable experience for everyone taking part.

On the night, the Doocey team were fantastic. They managed the road closures seamlessly, ensuring our walkers could move safely around the route without any disruption or issues. Their friendly, proactive approach and commitment to supporting the event meant that everything ran smoothly from start to finish.

The dedication and hard work of the Doocey team took so much pressure off our staff and volunteers, allowing us to focus on creating a memorable experience for our participants. Their contribution was invaluable, and it is no exaggeration to say that the event would not have been as successful without their support.

Thanks to the generosity of everyone involved, Light the Night raised an incredible £60,000 for St Giles Hospice, helping us continue to provide vital care and support for local people and their families. We are proud to have worked alongside Doocey and cannot thank them enough for their commitment, professionalism, and willingness to support our cause. We look forward to working together again in the future.

Thank you, Doocey!

St Giles Hospice