



Julie's Bicycle Practical Guide: Audience Travel



The arts and creative industries are ideally placed to lead on environmental sustainability; with creativity and inspiration they can champion a greener economy, energy efficiency, challenge our reliance on fossil fuels, make creative use of otherwise wasted materials and open new ways to greener travel and living.

Audience Travel Version 2015

Julie's Bicycle Practical Guide: Audience Travel

What this guide will cover

This guide will help you to understand your audience and share ideas on how to encourage them to make greener travel choices. It's relevant across sectors, whether you work in the visual arts, theatre, dance, literature or music, and whatever your size and reach.

For a more in-depth look at encouraging audiences to travel more sustainably during a tour, please refer to the Julie's Bicycle Practical Guide on Touring www.juliesbicycle.com/resources/touring-guide

Who is this guide for?

This guide is for anyone working in a cultural venue or with temporary event production, and those responsible for reducing the environmental impacts of audience travel. It is specifically relevant for operations and communications staff as well as event or venue producers.

What this guide will not cover

This guide focuses specifically on audience travel; it does not cover touring or business travel. For more information on either of these topics please refer to our Practical Guide on Touring and our Practical Guide on Business travel.

Further art-form specific information, case studies and support can be found on the Julie's Bicycle website. www.juliesbicycle.com

Creating the Conditions for Change

There are four key stages to taking action on environmental sustainability:



- **Commit:** put in place the structures, resources, policies and responsibilities necessary to support and action your initiatives
- **Understand:** understand your impacts and establish systems to measure and monitor them continually.
- **Improve:** implement an action plan to reduce your environmental impact.
- **Communicate:** Involve your team, suppliers and audiences; share and exchange knowledge with others.

Your key ingredients are **knowledge, skills, time, and enthusiastic people.**

Your success at integrating environmental sustainability into your workplace is often dependant on the internal culture of your organisation and the resources available to you. Without buy-in from people, you will at best limit and at worst fail to achieve your goals. It's important that the whole organisation is involved in the process – this is an opportunity to test new ideas, build support and use existing experience.

And finally, some dedicated (even if modest) budget is also helpful!

Contents

05 Introduction

06 Measuring and Monitoring

Gathering Information
Audience Travel Survey Sample Questions
Understanding your Data

08 Travel Planning

09 Incentives and Initiatives

11 Communication

12 Resources and Research

Introduction

Road transport makes up 22% of UK greenhouse gas emissions¹, with domestic transport accounting for 92%. Air pollution is also on the rise – especially from exhaust fumes – and is the cause of widespread respiratory illnesses across Europe. The European Environment Agency estimates that it will be the main environmental cause of premature mortality by 2050² and that the cost of these deaths and diseases in Europe exceeded £1 trillion in 2010³. Our current travel habits aren't just polluting the atmosphere, they're having a profound effect on our health and wellbeing, and the economy too.

The UK has a legally binding commitment to reduce GHG emissions across the economy (including transport) by 34% by 2020 and at least 80% by 2050. To get there, we will need to rethink our transport decisions, support our public transport system, create opportunities to walk and cycle, and minimise our car journeys.

Audience travel accounts for the largest portion of the carbon footprint of any event or venue⁴ – and although they don't directly control it, organisations can still take action to encourage more sustainable travel. Engaging audiences with the environmental impacts of their travel can be a first step towards wider adoption of low carbon travel in everyday life. Sustainable travel and transport can also have other benefits like cost savings, healthy lifestyles and reduced pollution.

Greenhouse Gas Emissions

Greenhouse Gas Emissions account for any gases that trap and hold heat in the atmosphere. By increasing the heat in the atmosphere, greenhouse gases create a greenhouse effect, which ultimately leads to global warming. The four main greenhouse gases are: carbon dioxide, methane, nitrous oxide and fluorinated gases.⁵

¹ Environmental Protection UK:
<http://www.epa.gov/climatechange/ghgemissions/>

² <http://www.eea.europa.eu/soer-2015/global/health>

³ <http://www.eea.europa.eu/soer-2015/global/health>

⁴ Jam Packed: Audience Travel Emissions from Festivals: www.juliesbicycle.com/files/2009Jam-Packed-Audience-Travel-Emissions-from-Festivals.pdf

⁵ http://www.ipcc.ch/publications_and_data/ar4/wg3/en/spmsspmb.html

Measuring and Monitoring



Gaining an understanding of your audience travel behaviour gives you an insight into what affects their travel decisions and will help identify what changes or initiatives will have the greatest impact.

Conduct a travel survey to get an idea on how far people are travelling to get to your venue or event and their method of transportation. This should give you a percentage breakdown of the different transport methods for comparison year on year.

The important information you need to collect is:

- The mode of travel
- The distance travelled
- The number of people (for car journeys include the number of people in the car)

To go deeper, you can also ask what the barriers to making greener choices are specifically for your audience. This can help you identify potential solutions to carbon-intensive travel modes.

You can measure the annual carbon impact of your audience's travel using the Julie's Bicycle's free IG Tools. www.ig-tools.com

Gathering Information



The best way to gather information on audience travel is by surveying the audience as part of the ticket buying process (if applicable) at the event or post-event. You can do this by:

- Including questions about travel in routine post-event feedback surveys. You can work with your host venue or ticketing agent to do this.
- Briefing your event staff to run on-site snapshot surveys with clipboards or to refer audience members to an online survey.
- Leaving survey sheets on seats (if appropriate) or hand out at the event with boxes left out to place them in when people have completed them.
- Including the travel survey in the ticket buying process online or onsite e.g. 'How do you expect to travel?' or 'How did you travel here today?'
- Using car parking data or ticket buyer postcode data to estimate the split between different modes of travel and distance.

Manchester Literature Festival use volunteers to distribute audience travel surveys on site and recently reached a milestone: over 50% of estimated 10,000 attendees now come by public transport.

Audience Travel Survey Sample Questions



- 1 How did you travel to the event?
- 2 Why did you choose this/these form(s) of transport?
- 3 If you travelled by car, how many people were in the car?
- 4 Where did you travel from today?
(please provide a postcode if possible)
- 5 Where will you return to?
(please provide a postcode if possible)
- 6 What would encourage you to travel by more sustainable means, if you don't already?

Some venues and events such as multi-venue festivals may require a more sophisticated audience travel survey that covers how many people travelled to the area and how many people travel within that area separately.

You can measure the annual carbon impact of your audience travel by inputting this data into the Julie's Bicycle's free Creative IG Tools. If you use the Creative IG Tools to track all of your impacts (including energy, waster and waste too), you can find out what proportion of your carbon footprint comes from audience travel. www.ig-tools.com

Understanding your Data



Although the data you collect from your survey will never be 100% accurate, it will give insights into your audience's travel habits and identify what changes will make the biggest difference. Start with the largest impacts and develop an action plan for how to reduce them. Compare your impacts from audience travel year after year to identify what sustainable travel incentives are the most successful and to identify areas that need more work.

Travel Planning



There are many possible strategies for planning green audience travel and the right mix will be dependant on the scale of your event/activity, your location and whether it is in a permanent or temporary space.

The core principles are always to encourage:

- Public transport use
- Walking and cycling
- Higher car occupancy

Depending on whether you are in a fixed venue or temporary space, more detailed planning can include:

- Choose locations that are easily accessible by public transport, cycling and walking. If this is not possible, take steps to improve public transport services by providing your own links (like a shuttle bus from the local rail station), or working with public transport providers to run services that synchronise with performance start and end times.
- Meet with local authorities or transport providers to discuss late-night public transport options.

Manchester Literature Festival are committed to encouraging audiences to use public transport by selecting venues close to good public transport links (44% of 2014's audience travelled to events by public transport) and work with Metrolink and First Transpenine to increase travel options.

- If your venue is in a rural area, organise a shuttle bus to and from the local train or bus station, or provide detail on local car sharing initiatives. (It's important to remember the travel time from rural areas to public transport hubs! If someone ends up driving 40 minutes to get to the train station and taking a one hour train, then that is not necessarily a better option than a one hour drive).
- Encourage cycling by providing secure bike parking spaces (including space for fold-up bikes in cloakrooms).
- Provide detailed information on public transport to audiences, including walking maps of the area if relevant.
- Make partnerships with walking and cycling clubs.
- Offer a limited number of car spaces to encourage car sharing and use of public transport.
- Discourage driving by charging for parking and limiting the number of parking spaces available, or requiring pre-booking.

Wysing Arts Centre introduced a shuttle bus to and from Wysing and Cambridge Train Station for key events to reduce the number of cars travelling to the site. www.wysingartscentre.org

Active Travel and Psychological Wellbeing

A British Household Panel survey funded by the Wellcome Trust in 2014 named 'Does active commuting improve psychological wellbeing?' studied 18 years of data on almost 18,000 18-65 year-old commuters in Britain and found that "active commuters" (cyclists or walkers) felt more able to concentrate and were under less strain than if they travelled by car. It examined different aspects of psychological health including feelings of worthlessness, unhappiness, sleepless nights and being unable to face problems⁶.

⁶ <http://www.sciencedirect.com/science/article/pii/S0091743514003144>

Incentives and Initiatives



- Offer incentives to those using public transport: consider bundling event tickets with public transport tickets, offering ticket discounts to those showing a public transport ticket and providing incentives for those arriving on public transport on site e.g. free drinks, coffee, or better camping facilities (for festivals).
- Encourage car sharing by partnering with car sharing initiatives and apps, and charging lower parking fees for cars that have an occupancy of three people or more.
- Work with local businesses to offer discounts to anyone who travels by bike, for example a breakfast or dinner discount after a large group cycle to an event.
- Consider organising a group bike ride to your venue or event to encourage novice riders to get on their bikes.
- Organise buses to carry people's luggage to festivals while they cycle.
- Consider making your event or production travel friendly – for example Melt Festival in Germany has an initiative system where you travel to its site by train in a Melt train with other festival goers. These are night trains where you can sleep and then wake up the next day at the festival.
- Recognise that part of the appeal of driving to festivals, shows or events is the convenience of not having to plan in advance. Try to reduce the need to plan ahead to use public transport by offering incentives and deals right up until the start of your show or event.
- Combine artistic programming with public transport. For example Hay festival arranged readings in train carriages from London to their festival.
- Some venues such as the Handelsbeurs in Belgium offer an on-site bicycle repair shop so that audiences can pre-book to have their bikes serviced for a small fee while they watch a show.

Working with Travel Services

Several organisations have been working with travel service providers to provide discounted or free travel. The NEC Group have a partnership with Virgin trains to provide 25% discounts to their audiences. Sage Gateshead work with the local metro to provide free travel for ticket holders on show days.

www.juliesbicycle.com/files/TTGT_GIJFSeminar2015_Report.pdf

Car Sharing

Car sharing is becoming more popular with festival-goers as more and more festivals provide some form of incentive to increase car occupancy levels, such as a reduced car parking charge for a full car, or even competitions to win upgrades when travelling to the festival in a full car. While these schemes offer the chance to save money, they also save carbon: having three people in a car is the third most sustainable method of travel, behind coach travel and train, at 115g CO₂ per passenger mile. A car with one person is a staggering 345g CO₂ per passenger mile. There is plenty of mileage for venues and other cultural events to use these services that festivals have championed for years.

These schemes are examples of collaborative consumption in practice and with 38m empty car seats travelling around Britain every day they provide a practical, more economical and environmentally efficient way to travel. It's important for car share schemes to bear in mind that office operations have an environmental impact too, despite the great job they do to reduce carbon emissions on the road. Examples of car sharing initiatives include: [Liftshare](#), [Freewheelers](#) and [GoCarshare](#).

GoCarShare

goCarShare is a car sharing website built around Facebook, specifically aimed at young people. Drummond Gilbert was inspired to set up the initiative after "seeing miserable people sitting alone in stationary cars". Like other car sharing schemes, goCarShare re-imagines our roads as less congested and less polluted, and car journeys as social and fun, rather than solitary and private experiences. goCarShare connects people via Facebook so that users see each others details, such as profile picture, gender, whether they have mutual friends and music and movies listed on their profile, eliminating some of the anxieties around sharing with strangers. The service is free to use, but passengers contribute towards the petrol costs for the journey.

www.gocarshare.com

Oxford Playhouse: BICYCLE BOY

Oxford Playhouse incorporated sustainable travel into their artistic programme with their production Bicycle Boy. It was set in a specially created bicycle workshop where the audience were encouraged to cycle to the event on their bikes and pedal whilst watching the production.

www.oxfordplayhouse.com/archive/show.aspx?eventid=2982

Manchester International Festival

Manchester International Festival brought in their "Read & Ride" initiative, where publishers leave books on trains, and are now expanding the initiative to include the public; they want people to leave tagged books on the trams as 'mobile libraries', with a social media hub enabling readers to track their book's journey.

www.mif.co.uk

Tour de Latitude

In 2013 Latitude teamed up with Marks & Spencers and brought in the Tour de Latitude! This initiative is set to encourage festival goers to reduce their carbon footprint by cycling their way to the festival in Suffolk whilst raising funds for Great Ormond Street Hospital. Over the 113 mile route, participants had rest stops every 20 miles and were provided with food and refreshments by Marks & Spencers. All the luggage from the participants was safely tagged and transported to the site, and their bikes were securely stored on arrival at the festival.

www.justgiving.com/teams/tour-de-latitude-2013

Communication



Clear communication is essential in making sure that your travel initiatives are implemented effectively. You can use sustainable transport as a platform to engage your audience with wider issues of sustainability – make them aware of the broader benefits of green travel, like cost savings (where applicable), health benefits, lower pollution and social interaction.

Website: This is often the first point of entry for your audience and a good opportunity for you to share local public transport links, cycling routes, cycling clubs, walking routes, walking clubs, pick up locations for shuttle buses and car sharing schemes. Include a carbon calculator on your website so audiences can explore the impacts of different transport options.

Email Marketing: Include links to green travel options and any surveys you're running in your pre- and post-show marketing and ticketing emails. This is also the place for any incentives and vouchers for public transport users, cyclists and people travelling on foot!

Social Media: It's a great way to communicate different travel options, but social media is also a great platform for people to group together and self-organise their own travel, such as car sharing schemes like GoCarShare (via Facebook) or group cycling routes.

Online Group Forums: For audiences who may not engage with social media (yes, they're still out there). They can opt in and out of group conversations on travel options.

Press: Use any press and PR opportunities to communicate the green travel options available. Local radio and newspapers are great starting points and it will be a nice shout out to any local transport companies providing coaches, shuttle buses or electric taxis for your event.

For more in-depth information on communications please refer to the [Julie's Bicycle Guide to Communicating Sustainability](#)



Resources and Links

Jam Packed: Audience Travel Emissions from Festivals:
www.juliesbicycle.com/resources/jam-packed-audience-travel-emissions-from-festivals

First Step: UK Music Industry Greenhouse Gas Emissions:
www.juliesbicycle.com/resources/first-step-uk-music-industry-report

Julie's Bicycle Practical Guides
www.juliesbicycle.com/resources/practical-guides

The following guides would be useful to read alongside this:

- [Touring](#)
- [Business Travel, Commuting and Delivery Services](#)
- [Productions and Exhibitions](#)

Factsheets

- [Leisure Travel](#)
- [Biofuels](#)
- [Air and Seafreight](#)

FuelforGood:
www.energysavingtrust.org.uk/scotland/domestic/improving-my-travel/fuelgood

European Mobility and Transport:
ec.europa.eu/transport/strategies/facts-and-figures/all-themes/index_en.htm

Sustrans: www.sustrans.org.uk

Walkit: walkit.com

Find Properly: www.findproperly.co.uk/faster-by-public-transport-or-bike.php#.VVIO49pVikq

Science Direct on Active Travel:
www.sciencedirect.com/science/article/pii/S0091743514003144

GoCarShare: gocarshare.com

BlaBlaCar: blablacar.co.uk

Liftshare: www.liftshare.com.uk

National Car Share: nationalcarshare.co.uk

Zipcar: www.zipcar.co.uk

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SUSTAINING CREATIVITY

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