



Audience Travel Plan

Assess the Situation

In this section we'll guide you through assessing your current travel and transport provision. This is the second stage in establishing an Audience Travel Plan and helps build the picture of the travel and transport options for your audience when travelling to your site. It also helps you to identify any gaps that your Travel Plan may be able to address.

There are several key areas for you to consider:



Conduct a site audit

What facilities are at the venue, or nearby, to enable people to get there?



Define your audience

Develop a deep understanding of the travel behaviours and attitudes of attendees.



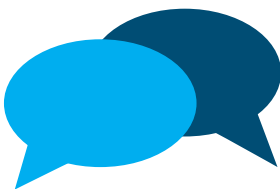
Collect travel data

Understand how many people arrive by bus, train, bike, car etc. Deep dive audience attitudes to travel and things such as where they get their travel advice.



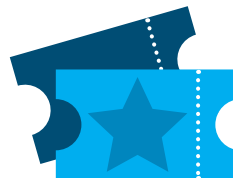
Map your carbon emissions

Generate the carbon footprint of travel to and from the venue/event using travel data and postcodes.



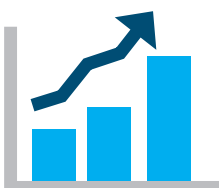
Conduct a communications audit

How is travel information and advice relayed to attendees and by whom?



Analyse event ticket data

Demand forecasting can be completed for one-off and regular events.



Ongoing monitoring

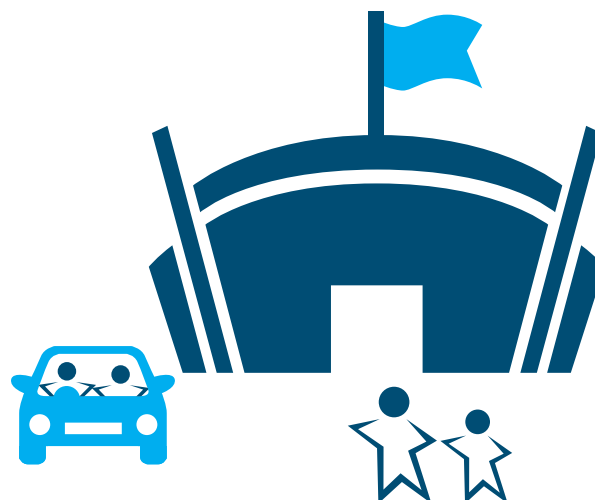
Using a consistent set of measures to monitor progress and success.

Conduct a Site Audit

A Site Audit appraises the travel options for the site of a venue and/or event. It's designed to give you a better understanding of your organisation's strengths and weaknesses with respect to travel options. The audit should include the first/last mile (the area between the venue and visitors' inbound or outbound travel access point) as well as transport nodes that serve the venue – such as a train station within walk/bus distance or a Park and Ride site.

Think about the site location and what facilities are available. This is the opportunity to make sure the right facilities for managing travel are available in future. Consider the broader impacts of travel within your community. For example, the impact of overspill car parking, anti-social behaviour on walking routes etc.

Please see our example **Site Audit Checklist** in the appendices for further guidance.



Event travel audit

Overlay the information from your Site Audit with any travel data and information you have.

Keys points include:

- ★ Travel times to the venue/event. When do journeys begin and end?
- ★ Is there a peak arrival and departure time?
- ★ What are the main routes and/or modes taken?
- ★ Are there any modes of transport, roads, junctions that get heavily congested? Can you show this data on a map?

Define your audience(s)

Develop a deep understanding of the travel behaviours, attitudes, challenges and opportunities of those attending; and how these might vary between different segments. Also include groups with certain requirements such as persons with restricted mobility.

The travel behaviours and attitudes of spectators is dynamic and to a degree will change between each event. Using some of the methodologies referred to elsewhere, such as travel surveys, it's crucial to get under the skin of the different 'audience segments', their predicted travel behaviours and attitudes.

Some specific points to consider:

- ★ A regular visitor to a venue will be more difficult to influence than an irregular visitor.
- ★ Those attending different types of events have different behaviours – for example, certain artists attracting a younger demographic will see a demand for car drop-off and pick-up. Rugby fans have different travel behaviours to football fans and so on.
- ★ Local v longer distance travel – understanding distances being travelled helps inform the nature of the solutions to be defined.



Collect travel data

There's no standard method for capturing travel and transport data, but there are a range of methodologies you can try. This should be a topic for a working group meeting, determining what you want to measure, how and when, and if this can be monitored to assess success.

At the least you should be able to determine a mode split for spectators, how this varies by distance travelled, plus typical arrival and departure time profiles.

Travel Surveys

The best way to establish how spectators/staff/visitors are currently travelling, and why, is to undertake a Travel Survey. You and the working group should decide what to include and how this should be delivered.

Travel Surveys are also a good way to inform people that a positive change is on its way. Often a prize draw can motivate individuals to participate. Data can be collected through online or paper surveys, focus groups, one-to-one conversations, and events.

It's not always necessary to create a bespoke survey that purely focuses on travel. You could include questions on travel in other surveys which are being sent out to your spectators/audience.

See our **Example Audience Travel Survey Questions** in the appendices for some sample questions you could use.



Other travel data sources

Further data collection methodologies to consider include: travel/car counts; parking occupancy counts; cycle counts; transport operator data i.e. gate entries/exits before and after the event; and journey planner data (if applicable you can use the data this generates to understand intended mode split).

Once you've acquired basic information, it's well worth approaching public transport operators and local authorities; they often have travel data available.

Map your carbon emissions

Initially, we recommend establishing a baseline of the carbon impact of the travel footprint. There are a range of tools at hand, or a specialist firm can be deployed.



Having set your baseline, a plan should be put in place. This should be reviewed annually, to identify any changes. This will help inform any review of your overall Audience Travel Plan.

It's also possible to capture continuous feedback on your attendees' carbon footprint. For example, there are proprietary journey planners, bespoke to venue and event goers, which can generate an analysis of the carbon generated by the journey plans created.

Additionally, the same proprietary products could be used to generate a theoretical 'best case' carbon footprint.

Conduct a communications audit

As the primary means of influencing travel behaviours, customer communication is vital. The audit will help you:

- ★ Identify areas where communication could be more effective or efficient, avoiding miscommunication, confusion, and even conflict. Identify communication gaps with your target audience and opportunities for improvement.
- ★ Ensure consistency across all internal or external channels - from social media to e-bulletins and more. It will help ensure your messaging is aligned with your mission, vision, and values. It can also help you build trust and credibility with your various stakeholders.
- ★ Know your best channels and where to focus your energies.



Analyse event ticket data

If you're a venue hosting regular activities, ticket data will come from season ticket holder or membership data. In the case of one-off events this will be the ticket purchaser data for that event. In some cases, it could be a combination of both. This data can be used in a number of ways:

1. Postcode analysis

At a basic level the postcode data for the registered ticket holders / ticket purchases can be plotted. If captured this could include the number of individuals registered to that account/ticket. This can then be used in collaboration with transport planning partners and transport operators to help inform decisions on transport provision. For example, identifying clusters where existing public transport could be incentivised, or where car sharing/on demand transport/changes to public transport services could be considered.

2. Demand forecasting

At a slightly more complex level, specialist analysis can be undertaken when combining the data in point 1 with historic modal split data, knowledge of similar previous events/venues and experience to predict the likely distribution of journeys across routes and modes. This then helps predict potential demand for each mode of travel and how that could play out across the transport Network.

3. Hotspot analysis

Taking things further, when combined with information on the likely capacity of travel modes on the routes/in areas in question, the demand forecasting data (point 2) can be used to identify potential locations and severity of congestion (whether on public transport, roads or other modes), which could be at locations close to the venue/event or more remote key interchanges. This in turn can contribute to identifying where mitigation measures may be required.



Ongoing monitoring

You should plan to update your site audit every year. You may also want to:

- ★ Allow time for your actions to be delivered and become established before monitoring any changes.
- ★ Be consistent when conducting surveys and undertaking other data collection methodologies i.e. similar time of the year, or time of the day to show like for like change.
- ★ Present captured data in a report with analysis.
- ★ Share knowledge with other organisations – has your event taken place at other venues, or a comparable event?
- ★ Remember the impact of weather variability.
- ★ Question what else is taking place on the transport network when your event is due to take place. Any planned roadworks or disruptions to public transport.
- ★ Confirm if any other major event has been announced to take place at the same time within a proximity for possible travel disruption.

Appendices

1 - Example Site Audit checklist

The site audit checklist below can be used to build a picture of what measures could be implemented and promoted to site users to enhance journeys to your venue, as well as to start thinking about targets.

Pedestrians

- Description of pedestrian routes to the site.
- Are there convenient points of access?
- Are there points of conflict with vehicles?
- Are there direct routes along desire lines to bus stops/rail station/other important locations?
- Are the routes well lit?
- Is the site accessible for all e.g. surfacing; are dropped kerbs present to assist pedestrians?
- Is there on-street signage?

Cyclists (as for walking plus)

- What facilities are provided on and off-site?
- Are there showers, lockers, changing facilities?
- Is there cycle parking? Is it covered / overlooked / secure? Is there a history of cycle theft?
- Are the roads serving the site suitable for cycling?
- Are E-cycles permitted? Is there space provided for E-cycles?
- Is there space provided for inclusive / adapted cycles?
- Is there a shared cycle or E-cycle provision in place?

Public Transport

- What are the most used modes of public transport?
- How many bus routes are within walking distance?
- Where are the nearest bus stops? Are they sheltered with seating and timetable information?
- Where is the nearest rail/metro station? Are there other stations too?
- Is additional public transport put on for the event i.e. shuttle buses?
- Are there measures in place to ease demand on public transport? Is the timetabling of public transport changed?
- Is public transport re-routed and/or suspended in places?
- What information is available at the site for those wishing to use public transport? i.e. signage?

Vehicle Access

- Road access/routes to the sites (specify if there are restrictions i.e. event staff only)
- How many car parking spaces are available for each user type e.g. usual staff, event staff, visitors, accessible parking spaces, car sharers?
- Does car parking overspill from car parks?
- Is access controlled?
- Organisational Policies
 - Do event staff have access to pool cars?
 - Are travel reimbursement policies in place?
- Are there any other strategies or policies that support the goals of the Travel Plan e.g. Carbon Management Plans?

Other

- Anything else that impacts travel and transport.
- What about your communication channels? What channels do you use and how do they work?

2 - Example travel survey questions

Here are some example questions you can consider for a survey; these can be tailored to meet the specific requirements of your site / organisation.

- **Current/planned/preferred/post event mode of travel**
 - The main mode of transport used/planned to use. Where possible, it is useful to break this down into different modes for each leg of the journey.
 - Preferred main mode of travel.
 - *Postcode (origin of journey).
 - If applicable, arrival and departure times.
 - Journey length.
 - Route taken (if applicable) and list out main roads, bus numbers or train/metro lines.
 - Location of parking (if driving/drove).
- **Propensity to change and awareness**
 - Reasons for modal choice.
 - Reasons for not using sustainable modes.
 - Awareness of sustainable modes.
 - Improvements that would encourage modal shift.
- **Personal Profile**
 - Travel / transport availability.
 - Travelling with others?
 - Equal opportunities monitoring questions.
- **Opportunity to provide comments on travel**
- **Ask about where your attendee get their travel advice from and their view of its usefulness**

* *Postcode plotting/mapping can be produced that shows where spectators/ staff/ visitors / live in relation to the site. This can be used to identify modal choices for travel.*