



Audience Travel Plan

Success: how to monitor and share it

In this final section we'll run through what a successful Audience Travel Plan looks like, and how to share news of this success meaningfully.

Monitoring and sharing the successes of your Audience Travel Plan is an exciting opportunity to highlight achievements, whatever the size and scale of your event or venue.

As discussed in Section 3. Target Setting, it's important to identify a series of Key Performance Indicators. Regularly assessing progress against your KPIs helps identify areas for improvement and celebrate success.

Capturing the data

Your Audience Travel Plan is a living and evolving document. By closely monitoring changes in travel behaviour and attitudes, along with other related matters, you can understand the impact of your efforts and identify lessons learned.

Best Practice in data gathering and presentation

- ★ **Consistency is key:** conduct travel surveys at the same time of year and using the same methodology. Other data can be collected on a monthly, quarterly, biennial or annual basis depending on your needs.
- ★ **Going beyond travel data:** capture insights into fan experience and other key indicators that align with the goals.
- ★ **Maximise your platforms:** if you use a journey planner or fan engagement platform, explore how they can provide event-specific data to track your progress.
- ★ **Commercial impacts:** if you're staggering arrivals, monitor the impact of sustainable travel on areas like merchandise sales. Assess the impact of new sponsorship or green investment opportunities tied to your transport initiatives.



- ★ **Operational data:** use congestion, traffic flow, and entry/exit time data to understand how your operations have improved.

Most importantly, have fun with it! The best way to bring the data to life is through use of imagery and soundbites. Don't forget to take photos of spectators enjoying their new travel experience or invite verbal feedback, or even on-camera interviews.

Remember the bigger picture

Monitoring isn't just about numbers! It's important to understand the effectiveness of the overall process. We recommend conducting a periodic light-touch SWOT (Strengths, Weaknesses, Opportunities, and Threats) or SWOC (Challenges) analysis. This could happen after a large event or on an agreed time interval basis – for example, every six months.

Reflect on what went well, what could have been improved, and the barriers you encountered and what opportunities could have been exploited. This continuous learning process ensures that each event's success builds on the last. Summarise your findings and make recommendations that support ongoing improvement.

Reporting

The monitoring strategy chapter of your Audience Travel Plan should set out what will be monitored by whom and how often. Your data/results should be captured and presented in a report with analysis and produced in a high-level presentation, with relevant sign-off, before wider publication. Any reporting should be aligned with that on your overall sustainability strategy.

Continuous improvement

Whether you're one venue with repeat events, or managing large scale events, setting up a feedback loop is crucial. After each event ask questions such as:

Did we achieve the expected levels of use of each travel mode?

What were the busiest periods?

Were certain modes/stations unexpectedly busier than others?

What did eventgoers think of their travel experience?

It's the continued evolution and experience from event to event that will assist a move to greater sustainable travel use.

Celebrate success

Consider how you will publicise your results. Share information on your metrics and deliverables (uptake of activities and schemes, survey results, etc), case studies, research and evaluation, and apply for awards.



At Modeshift we're always on the lookout for more examples of best practice and new case studies, so please remember to share your stories with us at info@modeshift.org.uk