



Modeshift STARS Leisure

Spectator and Audience Travel Guidance

This Guide is designed to help organisations in the sport, arts, culture and live entertainment sectors develop and implement an **Audience Travel Plan**, to enhance their attendees' journeys to events. It's created by **Modeshift**, the UK's largest sustainable travel organisation, in partnership with a peer review group.

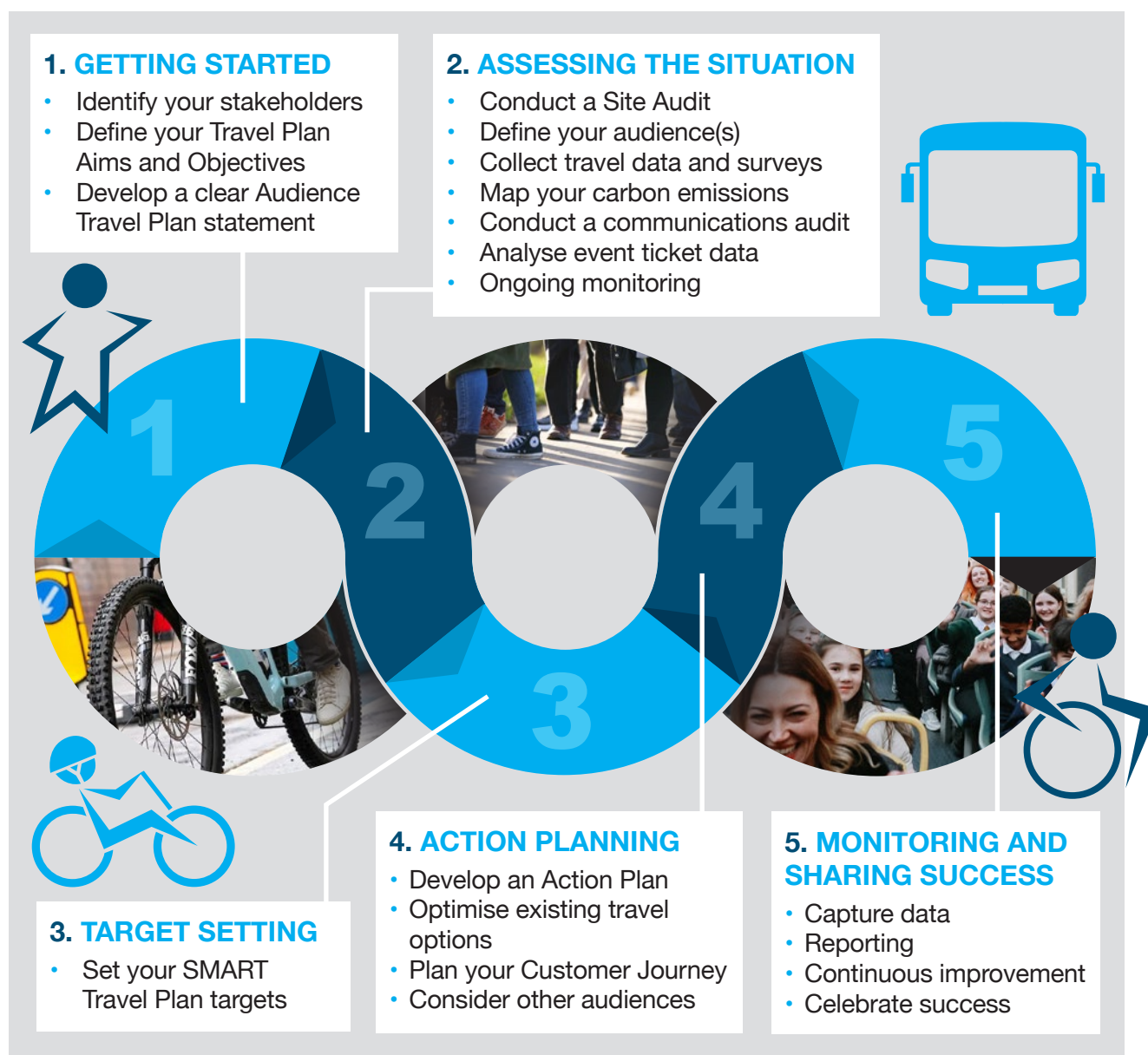
This Guide, and the accompanying Case Studies, are freely available to all, and are complemented by supporting tools and training to bring the guidance to life.

The Guide is divided into five sections, making it easy to navigate. We recommend you follow each section in sequential order. And, whilst the full benefit is only likely to be realised if all aspects are applied, there are cases where a venue (or supporting organisation such as a local authority) may only need to focus on discrete sections.

Who's it for?

This **Spectator and Audience Travel Guidance** is primarily for individual venue owners or operators (for example a sporting club at a stadium); and/or organisations delivering an event within a specific venue. In some cases it can be used by transport agencies and relevant partner organisations.

There are five main sections in the Guide:



The supplementary guidance: '**Enhancing spectator and audience travel: Guidance for representative bodies and government agencies active in the sport, entertainment and cultural sectors**' is also available for use by event rights holders, national governing bodies, owners and operators of multiple venues, host local authorities and other membership or intermediary groups wishing to develop frameworks.

There's also a handy **Quick Guide** which gives an overview of spectator and audience travel planning; with a useful checklist for each section of the guidance.

Why implement an Audience Travel Plan?

A Travel Plan is a strategic plan of action designed to enhance journeys made to and from a location, including workplaces, education establishments, healthcare settings, venues, and other community sites. An **Audience Travel Plan** applies to the travel measures around a particular venue or event such as sports events and concerts.

In short, an **Audience Travel Plan** can enhance fans' experience, whilst cutting overall carbon emissions. There are many more benefits too:

★ Happy fans

By getting the operational aspects right, the flow of people to and away from a venue/event can be greatly improved - enhancing the 'fan' experience and engendering loyalty to your venue or events.



★ Reduced carbon footprint

On average, travel constitutes 70-90% of an event's carbon footprint. And leisure travel makes up over 25% of all journeys across the UK. So the overall impact of audience travel is huge. An **Audience Travel Plan** helps reduce carbon emissions and offers an environmentally friendly suite of solutions.

★ A better reputation

Sustainability is an increasing priority in society and audiences, participants and investors are on the lookout for venues contributing to a better world.

★ Social impact

At a grassroots level a venue or event leading by example sends a hugely positive message to their community. By carrying sustainable travel behaviours into their everyday lives, the wider legacy benefits of action are clear.

★ Save money

Reducing your carbon footprint often comes with using, spending, wasting and buying less – ultimately costing you less.

★ Commercial opportunities and partnerships

More and more organisations want to be associated with those establishing strong sustainable credentials.

★ Get ahead of regulation

Becoming a sustainable venue now will stand you in good stead and cause less stress in the future. Eventually, all organisations will be required to operate in a more sustainable way across all aspects - including those in Scope 3 (which includes fan and audience travel).

★ It matters

Organisations in the sports and live entertainment sector are social organisations and can benefit from being at the heart of the big debates of our time. By engaging in sustainability practice, you are staying socially relevant in a changing society.

The case for an **Audience Travel Plan** is clear. This Guide will help you further understand why enhancing journeys is key; how to facilitate reduced travel emissions; and increase active travel options for those attending all manner of venues and events.

What steps are involved?

The **Spectator and Audience Travel Guidance** will show you how to:

- ★ build internal support and clarify governance
- ★ audit travel options and gain an understanding of the target audience
- ★ identify opportunities for sustainable travel with aims, objectives and targets
- ★ create a prioritised and effective action plan where roles and responsibilities within and external to an organisation are clear
- ★ incorporate measurement of achievement through monitoring, and ideas to share success

Who should lead on the Audience Travel Plan?

This is a key question which our guidance addresses. Emerging best practice sees Venue and Event Managers as the primary facilitators - usually because they view the travel arrangements as a fundamental part of attendees' overall experience. It doesn't always follow, however, that these personnel are responsible for delivering, and paying for, all the actions. The co-option of multiple agencies may be necessary, and clear guidance should be implemented across the board.

Which audiences will be reached?

Spectators/audience travel

The focus is on spectators and audiences getting to and from a venue. This is the largest audience, making the greatest impact on air quality, and congestion, before and after an event. A key focus should be on the flow of people to and away from a venue/event, supporting the 'fan' experience and placing your organisation in good stead for future events and opportunities.

Local community and other background travel

The local community and other 'background' journeys can contribute to event day congestion, and feel its impact on their everyday lives. Depending on the location of your venue and size of events, you may need to consider activities to engage on sustainable travel. This is particularly the case where, for example, public transport could become overburdened by the combination of spectator and background demand travel during peak periods.

Other considerations

Staff and volunteer travel

While not a focus for this Guide, venues are encouraged to consider staff travel as part of the wider plan. Whether permanent, or temporary, event staff can constitute a considerable number of trips to a venue. They can also be a vital resource in delivering an Audience Travel Plan.

For further advice and support, join the Modeshift Network.

Benefit from Regional Networking Events, the National Modeshift Convention, online best practice sharing, further training and more.

