
Climate Action Training 2024

Audience Travel

15th October 2024



native
events

Julie's Bicycle
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WELCOME

Housekeeping

- Auto-captioning
- Chat and Q&A functions
- Webinar feedback questions at the end
- Recording and slides available post webinar on Arts Council climate action webpage

<https://www.artscouncil.ie/Arts-in-Ireland/Climate-action/Arts-Council-resources-and-supports/>



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Our team today

Noreen Lucey

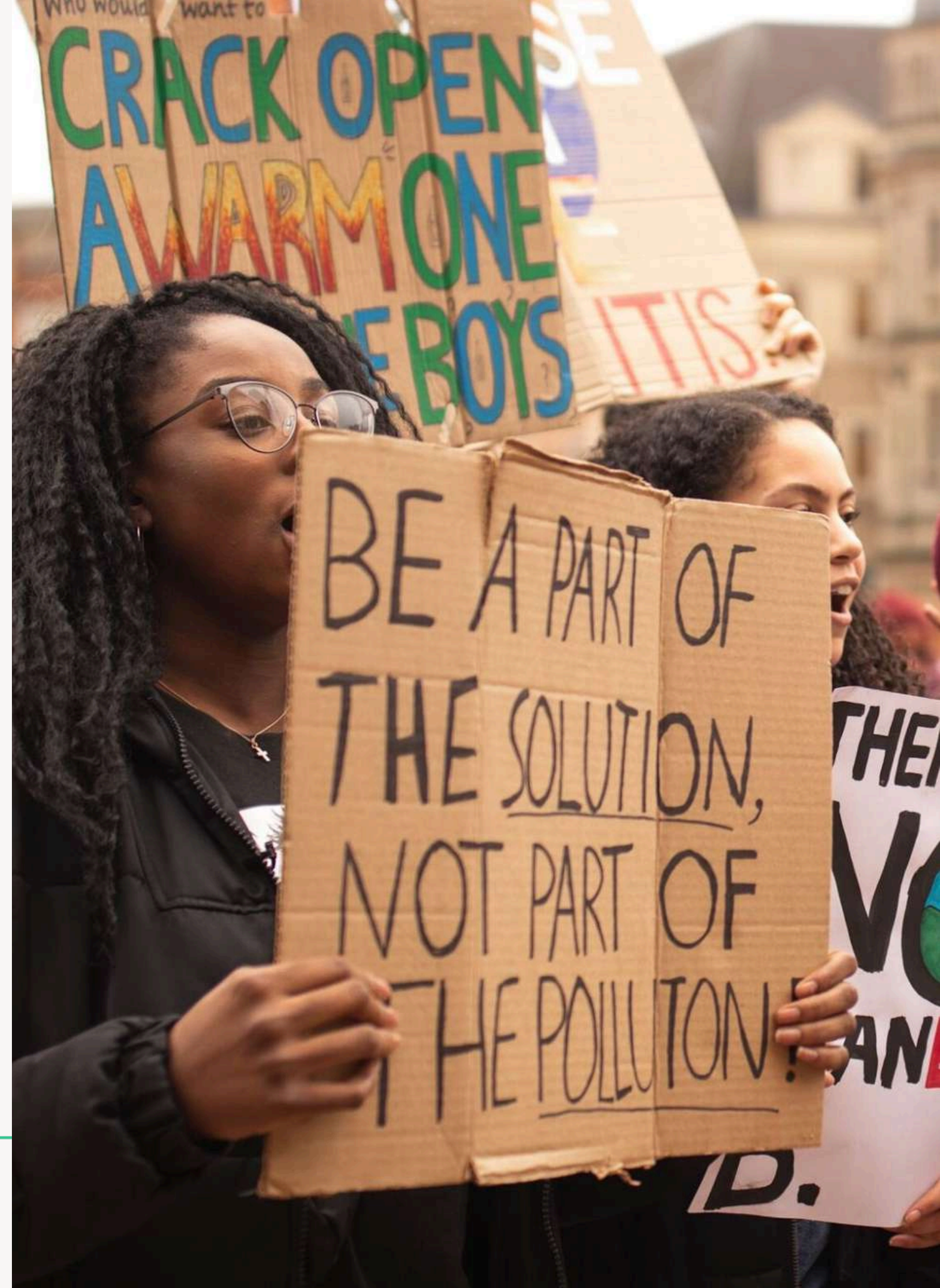


native
events

Áine May Hughes



native
events



Autumn series training webinars:

17 Sept 10-11am
Getting Started:
Festivals & Production
Companies

24 Sept 10-11am
Getting People on Board:
Festivals & Production
Companies

1 Oct 10-11am
Developing Action Plans:
Festivals & Production
Companies

22 Oct 10-11am
Travel and transport

15 Oct 10-11am
Audience travel

8 Oct 10-11am
Materials and procurement
Festivals & Production
Companies

29 Oct 10-11am
Content, programming and
communications

5 Nov 10-11am
Energy for festivals

12 Nov 10-11am
Climate adaptation

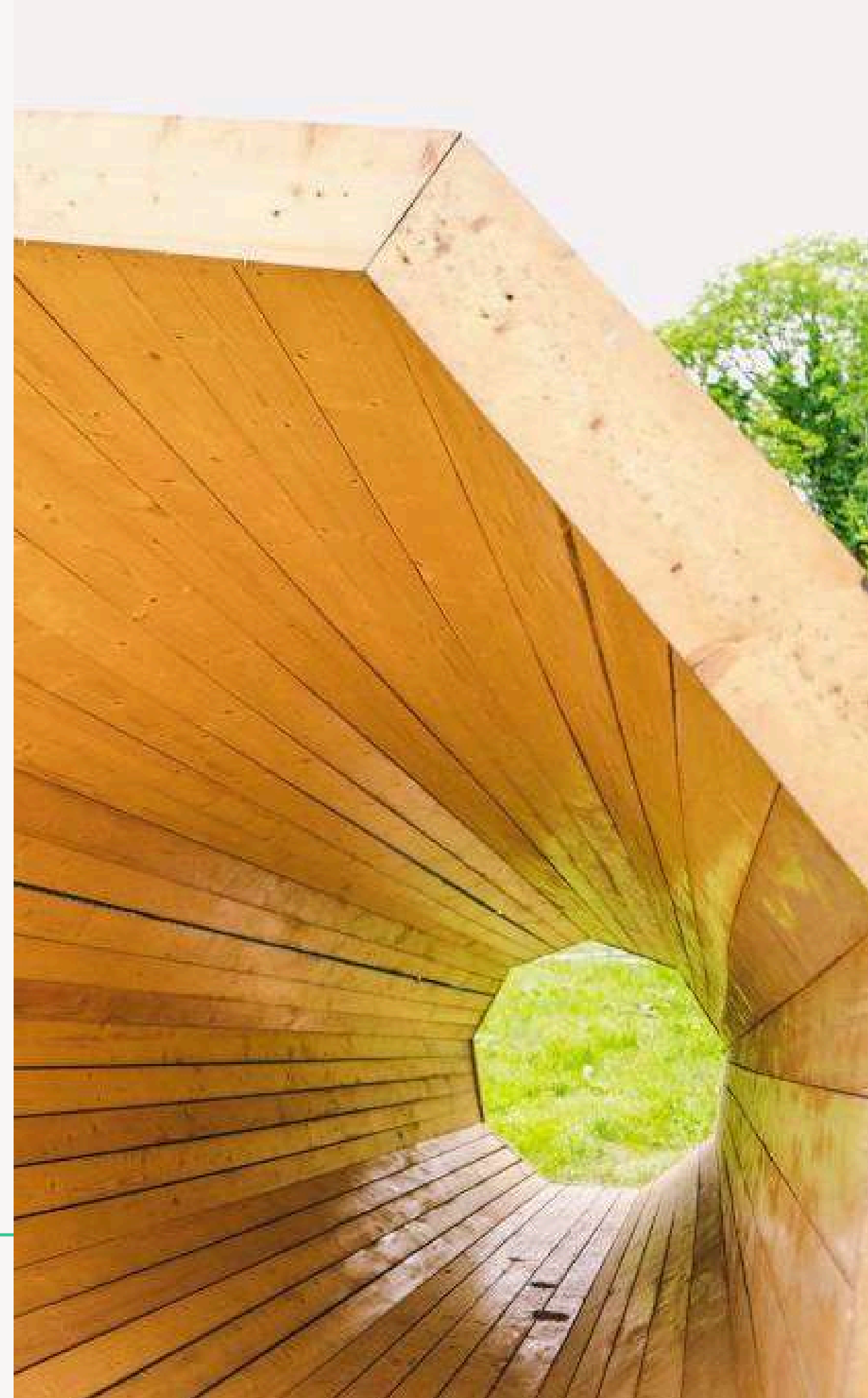
If you didn't join the previous sessions you can access the recordings and slides at:

<https://www.arts council.ie/ArtsinIreland/Climateaction/Arts Councilresourcesandsupports/>

What are the top 3 main challenges and obstacles you face in addressing audience travel?

1. Reducing single-occupancy car travel
2. Accessibility of public transport to your venue
3. Reliability of public transport (timetables)
4. Cost of private hire transport for your event
5. Nervousness / concerns about encouraging public transport use (anti-social behaviour / safety)
6. Lack of secure bicycle lock-up
7. Lack of adequate public walkways
8. Monitoring and measuring carbon emissions
9. Engaging and communicating with your audience on travel
10. Stigmatisation of using public transport
11. International audience dependent

What is the focus of today's session?



What will we cover?

- Understanding the Environmental Impact of Audience Travel
- Scope of the issue and some case studies
- Key Impact Areas in Audience Travel
 - Carbon Emissions
 - Local & Environmental Impact
 - Energy & Resource Consumption
- Strategies for Reducing Audience Travel Impact
- Discussion & Peer to Peer Sharing



Understanding the Environmental Impact of Audience Travel

- Industry's research on the carbon impact of travel and transport:
 - 2007 - JB Oxford Environmental Change institute - hot spot area of impact
 - 2023 - It is estimated 80% of an outdoor festival's footprint is attributed to travel and transport with audience travel making up half of this.*
 - 40-50% for urban venues
- Audience travel has associated financial costs and challenges for both organisers and audiences:
 - Audiences: fuel costs, ticket costs, availability of transport
 - Event organisers: space costs, infrastructure costs, staffing costs, audiences choice
- Local Communities and Biodiversity experience impacts relating to movement disruption and pollution both noise and air.

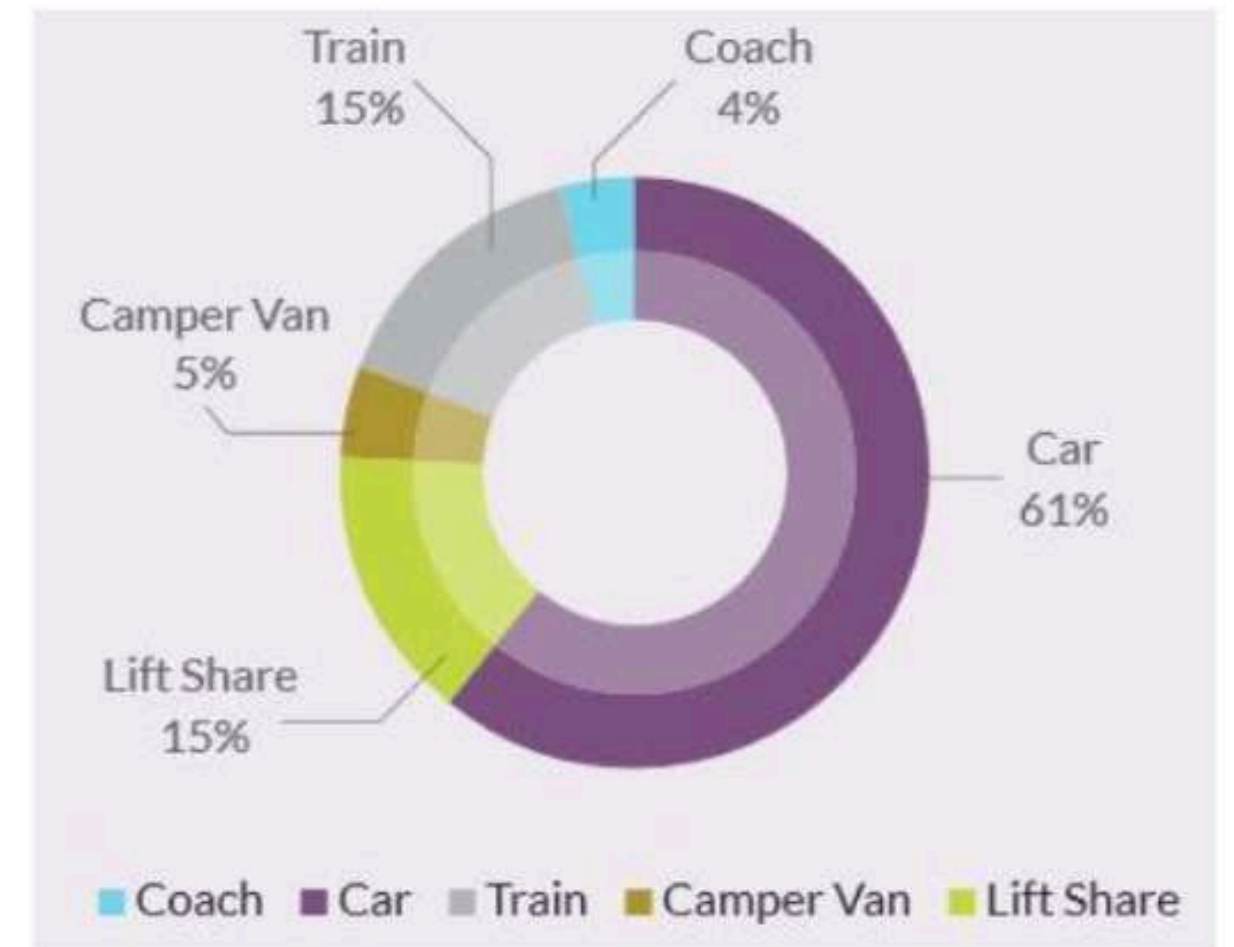
*  
The University of Manchester for Climate Change Research

Understanding the Environmental Impact of Audience Travel

Category	Emissions source	Influence	Size	Significance
Venue and buildings	On-site venue energy	HIGH	HIGH	HIGH
	Purchased energy, heating and cooling for venue	HIGH	HIGH	HIGH
	Embodied carbon	LOW	LOW	LOW
	T&D Losses	LOW	LOW	LOW
	Water	MEDIUM	LOW	LOW
Space design and production	Stands	HIGH	MEDIUM	HIGH
	Production materials (e.g. carpets)	HIGH	MEDIUM	HIGH
	Signage	HIGH	LOW	MEDIUM
	Audio Visual	LOW	LOW	LOW
	Furniture	MEDIUM	MEDIUM	LOW
	Other	N/A	N/A	N/A
Communications	Paper	HIGH	LOW	LOW
	Promotional material	HIGH	MEDIUM	MEDIUM
	Intangible communications	LOW	LOW	LOW
Catering	Production and transportation of food & drink	MEDIUM	HIGH	HIGH
Logistics	Freight Transport	MEDIUM	HIGH	HIGH
Travel to the event destination	Attendee travel	LOW	VERY HIGH	HIGH
	Exhibitor / sponsor travel	LOW	MEDIUM	HIGH
	Staff travel	MEDIUM	MEDIUM	HIGH
Local transport	Attendee, exhibitor / sponsor, staff transport	MEDIUM	MEDIUM	MEDIUM
Accommodation	Attendee accommodation	MEDIUM	MEDIUM	MEDIUM
	Exhibitor / sponsor accommodation	MEDIUM	LOW	MEDIUM
	Staff accommodation	HIGH	LOW	MEDIUM
Waste	General waste	HIGH	HIGH	HIGH
	Production waste	HIGH	HIGH	HIGH
	Food waste	HIGH	MEDIUM	HIGH

Understanding the Environmental Impact of Audience Travel

- How people currently travel to festivals and events?
 - Greenfield festival sites
 - Urban Venues
 - Rural Venues
- The challenges and barriers
 - Lack of infrastructure that is safe, affordable, reliable and feasible
- Opportunities:
 - Way to cut carbon
 - Way to make audiences agents of change



(Source: Powerful Thinking, 2017)

What does it take to move 1000 people?

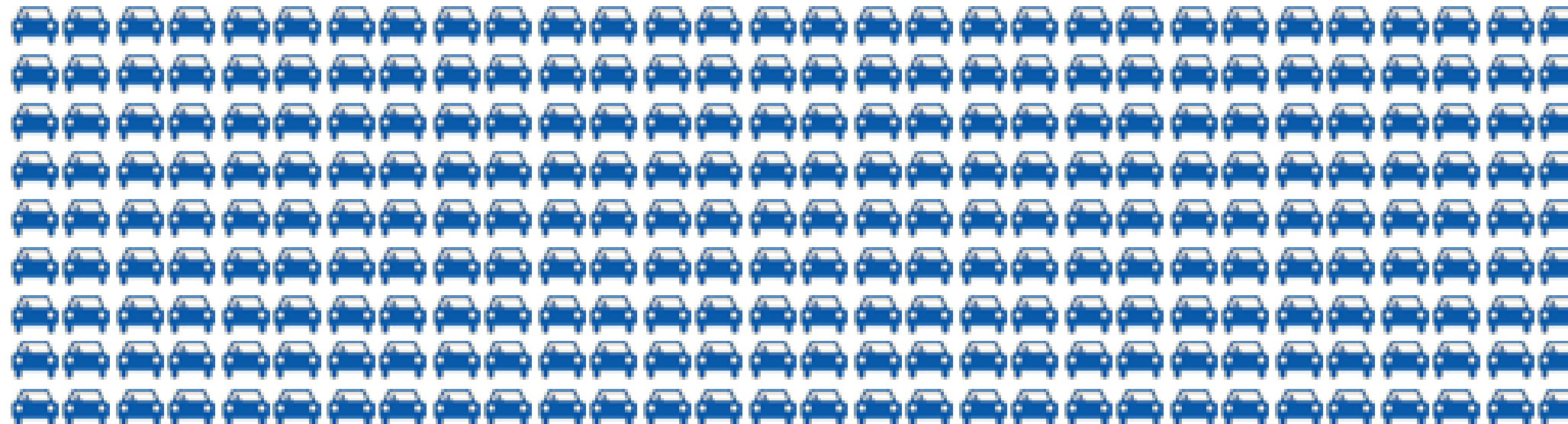
1 train (eight carriages)



15 buses



Anywhere from 250 to 1000 cars



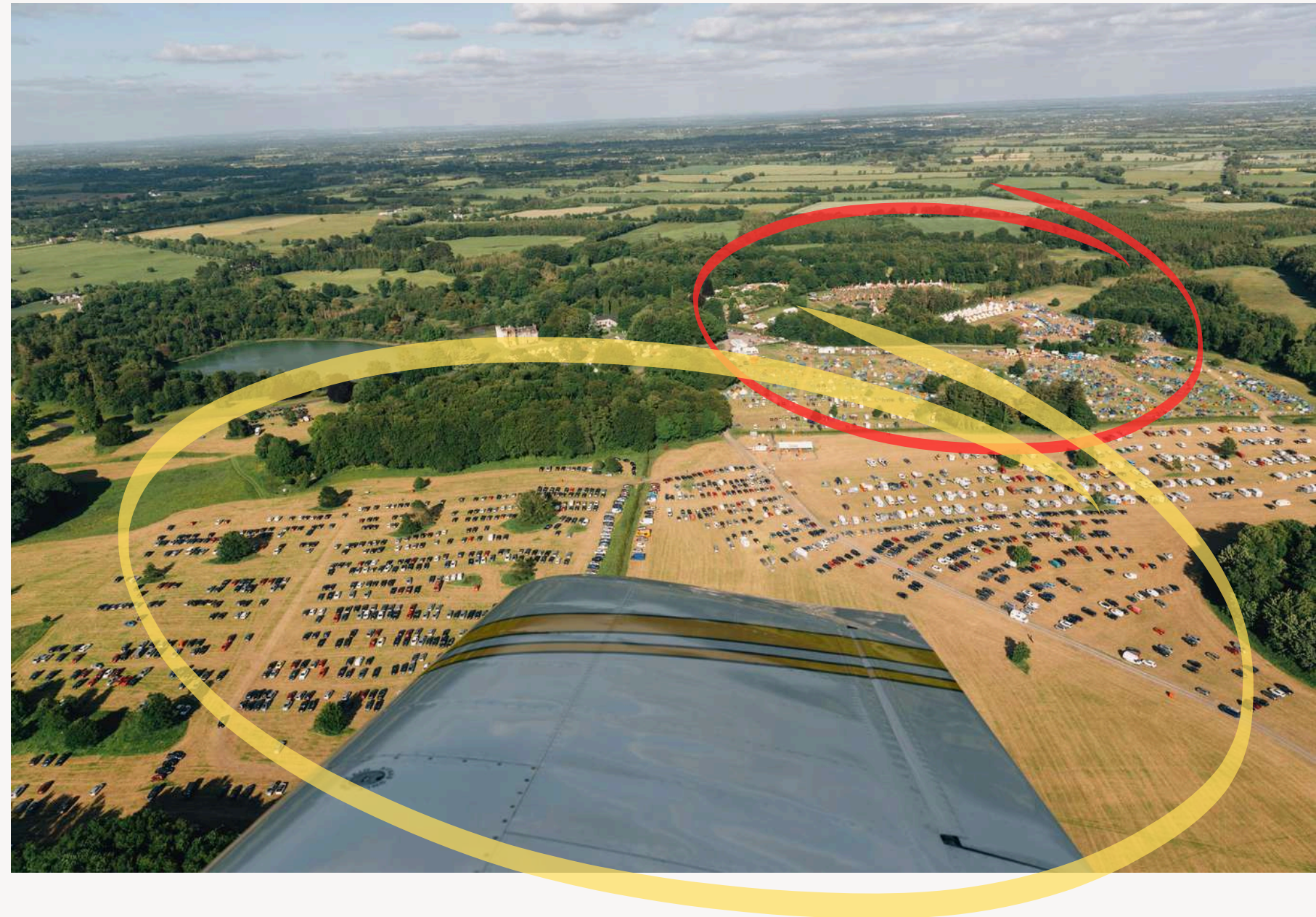
This would then require 1.37 hectares of parking space in the Sydney Central Business District.



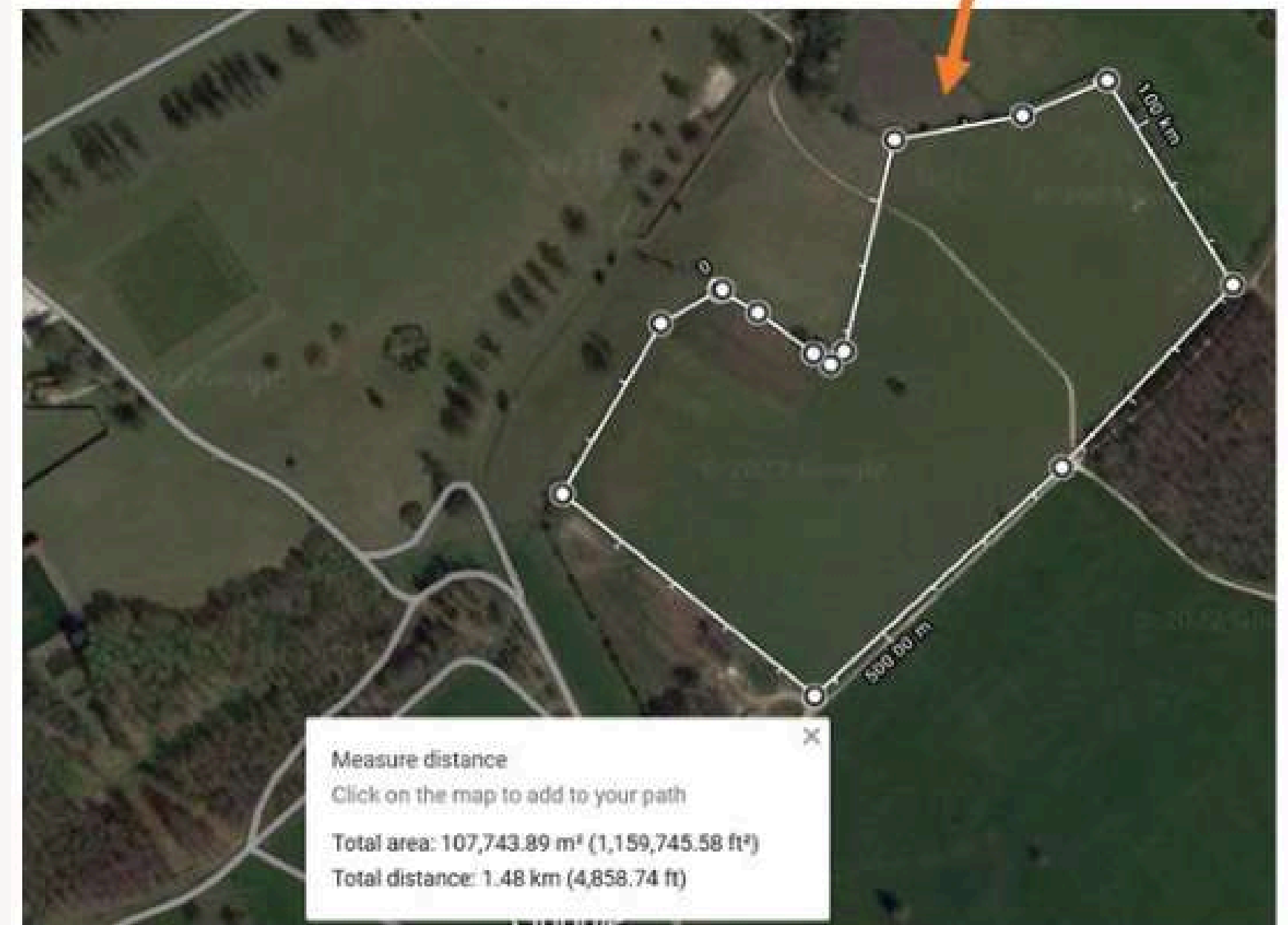
A US car company released a advertisement for cars that accidentally highlighted their inefficiency, advocating for a car-free world

Understanding the Environmental Impact of Audience Travel

- Local Communities
- Local Habitats
- Associated costs
- Use of space



Understanding the Environmental Impact of Audience Travel



Key Impact Areas of Audience Travel

Local Environmental Impact:



Showbiz > Music

FEST HELL Thousands of festival-goers driving to All Together Now in Waterford stuck in stand-still traffic for hours as organisers 'aware of delays'



All Together Now · Aug 2, 2019



@ATNfestival · [Follow](#)

Of the festival, the Curraghmore Estate, was built in the 15th century, with a complex network of surrounding country roads. Every new festival faces challenges. Everything in terms of carpark, campsite and Main Arena opened on time today.

We have encouraged people to use Bus Eireann services, train services and car-pooling systems, to reduce the numbers of cars on the road. We appreciate people's excitement and expectations for this year's sold out festival and with today's brilliant weather many of you travelled early to get here. For further car drop-offs, remember you can also be dropped off at Waterford Bus Station and take the Bus Eireann Shuttle from Waterford City to Curraghmore. Details here - <https://bit.ly/2Mzemr3>

Strategies for Reducing Audience Travel

Cultural organisations should be climate action influencers

POLL: Do you agree?

Strategies for Reducing Audience Travel

The core principles are always to encourage:

- Walking and cycling
 - Providing or communicating secure bike lock-up
- Public transport use
 - Meeting with local authorities
- Higher car occupancy
 - Limit car parking space, car park charges

Communicate through your channels:

- Website
- Social Media
- Email Marketing



Strategies for Reducing Audience Travel

Measuring and monitoring audience travel is challenging

- Speak with local transport providers to see if they can give you the increase in public transport use on the day or night of your event or festival
- Survey your audience on travel and aim to get 10% of your audience as a sample size
- Include monitoring and measuring as part of your traffic and car park staff's roles

Strategies for Reducing Audience Travel

What actions, if any, have you taken in relation to audience travel so far?

Please comment in the chat

Massive Attack Act 1.5

European Tour by train in 2019

2021, partnered with Tyndall Centre for Climate Research to publish a roadmap for a low carbon future for live music

August 2024, Act 1.5



Their homecoming show on 25 August is set to be the lowest-carbon concert of its size ever

Strategies for Reducing Audience Travel Impact



Massive Attack

Act 1.5

Audience Travel

To deter long-distance travel, the band offered an initial presale of tickets for local postal codes only (for Bristol, Bath and the surrounding Gloucestershire, Swindon and Taunton areas).

Encouraged audiences to travel by public transport, and partnered with UK booking platform Train Hugger, which contributes a quarter of its revenue to restoring the British countryside.

Incentivised people to travel by train giving train travellers special privileges: access to a VIP bar with separate toilets, extra pre-sale tickets and free transfers to and from the train station via electric bus.

Worked with the local train network, Great Western Railway, to lay on five extra trains for travelling fans.

Massive Attack

Tyndall Centre for Climate Change Research

'Super Low Carbon Live Music' report

For town and city venues

- Collaborate with local authority and transport providers to increase provision of public transport when shows finish.
- Improve secure bicycle storage at venues.
- Offer incentives, information and/or integration with public transport travel options through ticketing.

For festivals

- Provide and promote lower carbon transport options for attendees - particularly in areas not served by existing public transport. e.g. Provide secure bicycle storage, frequent bus/coach connection to transport hubs, arrange additional train services and incentivise car sharing.
- When good low carbon options are in place, disincentivise private car use and set year on year reduction targets for space dedicated to car parking at sites.
- Do not actively promote flying for live music events and develop train/coach package options for overseas visitors where possible.

Creative Carbon Scotland Transforming Audience Travel Through Art (TATTA)

Transforming Audience Travel Through Art (TATTA) was a 2022 - 2023 pilot project run by Perth Theatre and Concert Hall (PTCH), Creative Carbon Scotland (CCS) and artist Helen McCrorie.

The TATTA pilot project used creative methods to:

1. Encourage audience members travelling to and from Perth Theatre and Concert Hall to use more sustainable methods.
2. Gain a better understanding of the barriers that currently exist for people.
3. Identify potential solutions to address these barriers.



"Where did you travel from today? Audience post it notes"

Creative Carbon Scotland

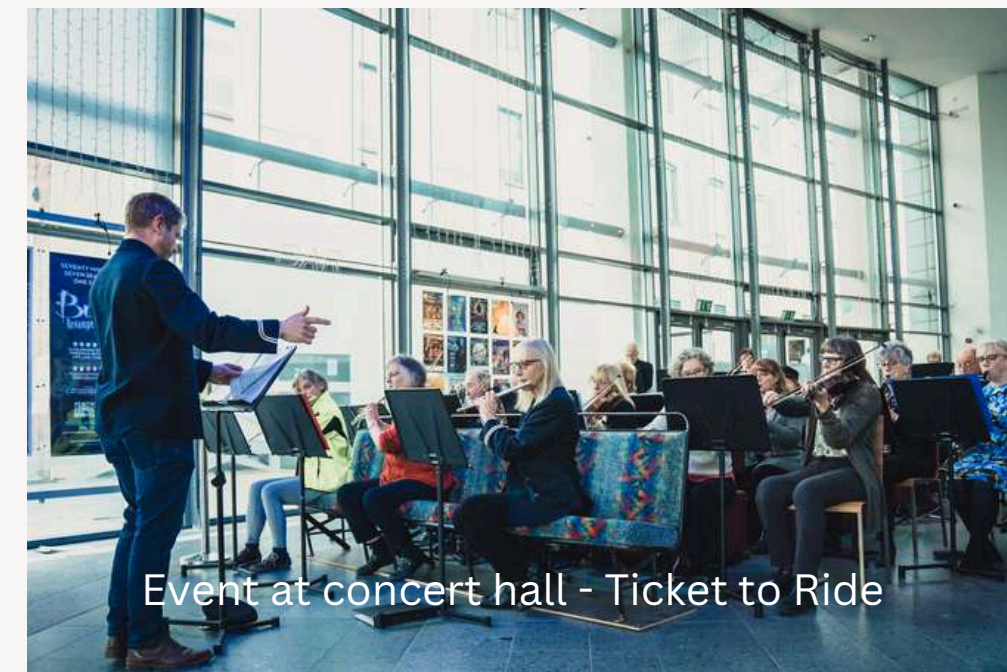
Transforming Audience Travel Through Art (TATTA)

Organised, researched and conducted workshops with repeat attendees of Perth Theatre and Concert Hall, to learn about their transport methods and travel experiences.

Creative methods to document how audiences travel to and from the venues, build a community of interest, and co-create artistic work that will showcase the benefits of, and barriers to, sustainable travel and promote a positive attitude to sustainability

Culminated in two sharing events with Perth Theatre and Concert Hall audience members and staff, along with local decision-makers.

Promotional campaign delivered by Perth Theatre and Concert Hall, highlighted events that promote sustainable travel choices and advocate for local policy decisions to support sustainable travel



Creative Carbon Scotland Transforming Audience Travel Through Art (TATTA)



Event at concert hall - Ticket to Ride

Creative Carbon Scotland

Transforming Audience Travel Through Art (TATTA)

Barriers

- Public transport too infrequent or unreliable
- Public transport times: Times don't match up so you cannot use public transport in evenings.
- None or not enough access to services: No bus stops in the area or too far away.
- Slower travel times when traveling with public transport
- Cost: Ticket prices tend to incentivise car use instead.
- Accessibility: Mobility limitations meaning people cannot use buses.
- Safety: Waiting at bus stops at night or walking to bus stops alongside roads without proper pavement.
- Stigmatisation:
 - 'Social stigma: considered a "poor person's" form of travelling.'

Event at concert hall - Ticket to Ride

Creative Carbon Scotland

Transforming Audience Travel Through Art (TATTA) - Recommendations



Work with community transport groups to pilot a “theatre bus”



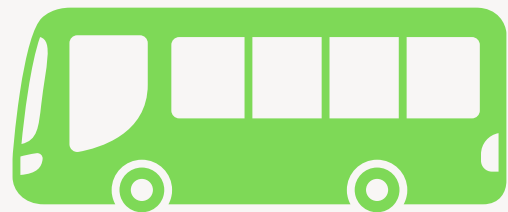
Develop a system to enable car sharing



Link travel guidance with ticket sales



Trial different end times for selected shows



Work on laying the groundwork for publicly owned bus services



Work with partners like PTCH to improve access to information on public transport



Campaign to counter negative stories around public transport and tackle stigma



Offer active support and promotion for community transport groups

Event at concert hall - Ticket to Ride

Creative Carbon Scotland

Transforming Audience Travel Through Art (TATTA) - Results



Improved knowledge and understanding



Created space for conversation



Developed plans to address issues



Produced new creative work and legacy resources:



Empowered and platformed individuals and communities



Encouraged positivity and enjoyment



Generated interest and brought in people at concert hall - Ticket to Ride

Strategies for Reducing Audience Travel

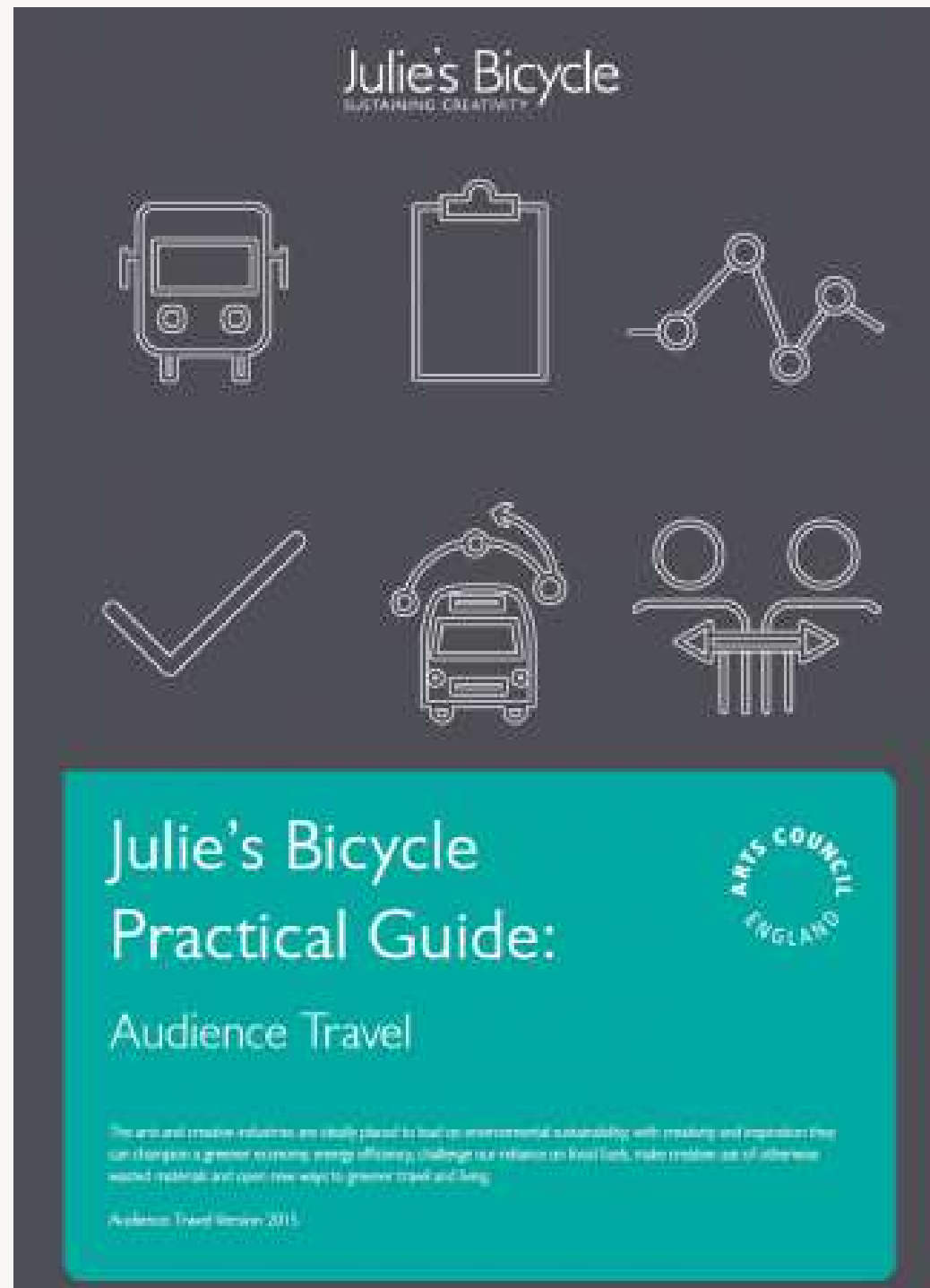
- Commit: put in place the structures, resources, policies and responsibilities necessary to support and action your initiatives
- Understand: understand your impacts and establish systems to measure and monitor them continually.
- Improve: implement an action plan to reduce your environmental impact.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

Discussion and Peer to Peer Sharing

Do you share some of the barriers from the Creative Carbon Scotland Case Study?

- What recommendations can you apply?

Julie's Bicycle Practical Guide: Audience Travel



Measuring and Monitoring

- Gathering Information
- Audience Travel Survey Sample Questions
- Understanding your Data

Travel Planning

Incentives and Initiatives

Communication

Resources

Event Vision 2025

Future Festivals Tool

Green Deal Circular Festivals

Failte Ireland Guidelines

EU Festival Roadmap... to 2030

Event at concert hall - Ticket to Ride

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Q & A

Thank you!

