Audience Travel Guidelines

Introduction

Audience travel is for most cultural organisations the largest single source of carbon emissions – for the Edinburgh Festivals it was estimated at 95% in 2010! Although audience travel is not something you can control, and we aren’t suggesting you should try to reduce the number of people attending your events, there are things you can do to influence how audiences travel to you. What’s more, this may well have a knock-on effect in the rest of their lives as people realise that sustainable and public transport does work and is convenient and that other people regularly cycle, walk, car share or use public transport. In this way cultural organisations can contribute very directly to shaping a sustainable Scotland.

Audience travel-related carbon emissions are not technically included in an organisation’s carbon footprint, as it is not something directly in your control. But it is important to know how audiences are travelling to you so that you can influence their travel choices, and also because there may be things you currently do which make it hard for audiences to travel to you sustainably. This could have marketing benefits as well as help reduce carbon. For example, in rural areas are performances ending after public transport finishes – and could earlier shows therefore attract different and larger audiences that are currently put off or excluded? And if you demonstrate your interest in people who cycle by providing good cycle racks, you may find cyclists choosing to visit you rather than the gallery down the road where the cycle parking is risky and cyclists feel unwanted.

Creative Carbon Scotland therefore believes that arts organisations should learn about their audiences’ travel choices so that:

- they can encourage audiences to choose sustainable travel, and so reduce the carbon emissions related to their activities
- they can understand how their own activities and practices affect audience travel, and make changes where appropriate
- they can benefit from the marketing advantages of knowing, understanding and responding to their audiences’ needs and desires, and gain a reputation for being a green and socially advanced organisation

It is impossible to measure every single audience member’s travel accurately, so surveys of typical audiences will be necessary. This can seem daunting, so our advice is to start where you can, integrate the questions you need to ask into routine marketing surveys (and if you aren’t surveying your audiences, it’s a good reason to start!), and remember that any information is better than none. The first time you do it you will learn about your audience, find out what more you need to know and gain experience to help you do it better next time. Some principles that apply to the rest of this document are therefore:

- The effort involved in collecting and recording data should not be disproportionate to the relative importance of the data.

  So if the majority of your audience travel to you by car, you shouldn’t lose sleep over asking detailed questions about train travel – capture the important data about who has driven how far (but you may need to do a quick and dirty survey first to discover that they are mostly driving...).

- Getting started is most important: approximate data is better than no data...
Once you get started, you will know better what information you need to collect in future and can get more accurate data next year. Don’t let the fact that your data may be approximate or incomplete put you off.

- **...but consistency and comparability are crucial**
  
  Although the data you collect will never be 100% accurate consistency in the way you gather the information year on year allows you to see how your audience travel-related emissions are changing. It’s important to make sure you are measuring and recording in a way which is compatible with any historical data you have, or will allow you to make a comparison with future data.

  Comparing your emissions with similar companies or your own activities year on year enables you to learn how to make improvements.

  If in doubt, collect and store the raw data and show your working so that you or others can correct or use the raw data in future.

**Finally**

Creative Carbon Scotland is here to help, so contact us if you have any questions or problems. Our website will soon have resources about audience travel and we are always happy to answer an email or the phone.

Good luck!

Ben Twist and Gemma Lawrence
Creative Carbon Scotland
Step 1. What information do you need to gather?

When it comes to audience travel there are three essential things you need to know:

- The mode of travel
- The distance travelled
- The number of people
- And for car travel only, the number of people in the car

This information will help you to calculate your audience travel-related carbon emissions using the Julie’s Bicycle IG Tools (for full details on using the IG Tools Audience Travel tool see Step 3.)

Step 2. How do you gather audience travel information?

i) When gathering data on audience travel it’s important to think about what kind of organisation you are and how this affects the questions you ask when surveying audiences.

Building-based organisations

For most building-based organisations such as galleries, theatres, venues etc. audiences are likely to travel locally to reach you in a single journey. You may therefore require a single question to gather how they have travelled to you and the distance of their journey.

One-off or temporary events

If you organise one-off or temporary events such as festivals your audiences may travel to you from further away and stay locally to attend, making two or more journeys to reach you. In this case you may decide to firstly to ask how they travelled to you from outside Scotland or your region and secondly how they travel to you locally. If your event takes place over a number of days provide audiences with the option of recording the number of journeys they have taken over the course of the event.

Touring companies

As a touring company you will need to work with promoters and venues to gather data. They may already have a system in place for surveying audiences so work with them to find an effective approach. As touring is an efficient way of reducing audience travel the data you gather could start to inform your touring patterns. For example, could you reach a wider audience whilst reducing carbon emissions by touring to locations which minimise the amount of travel audiences have to do?

ii) There are various ways in which to gather information on audience travel. Think about which of the following options is most appropriate for your organisation:

- Incorporating questions about travel within routine marketing surveys.
- Ushers/volunteers/invigilators run snapshot survey(s) of audiences with clipboards or referring them to an online survey (small incentives such as reduced ticket prices might be included). Survey cards left on audience seats can also be used if appropriate.
- Survey the audience as part of the ticket buying process (if applicable) or at the venue.
- Ticket buyer postcode data to estimate modal splits and distance travelled.
- Work with host venues or promoters to include travel questions into their survey system.

NB It may be helpful to use more than one method to ensure you’re capturing data about all of your audiences.
Step 3. What do you do with the information?

Once you have gathered the necessary information you will need to make some calculations in order to enter your data into the Julie’s Bicycle Audience Travel tool and work out your carbon footprint.

Make sure to take a look over the Audience Travel tool before you start surveying audiences to ensure you are gathering the right data and making it as simple as possible when it comes to calculating your carbon footprint.

NB we have used the term respondent to refer to someone responding to an audience survey.

Walking, Cycling

- Calculate the totals for audiences walking or cycling and the total distances:
  - Count the number of respondents who said they walked or cycled
  - Add together the total distances walked or cycled

Dedicated Coaches

- Information can be gained from coach operators. This is just for dedicated coaches that are chartered to deliver people direct to the venue.

If coach operators are unable to provide information make the following calculations:

- Calculate the percentage of audiences travelled by coach:
  - Divide the number of respondents who travelled by coach by the respondent total. Then multiply this number by 100 to get the percentage.

- Calculate average return distance:
  - Total the distances travelled by coach and divide by the number of respondents who travelled by coach.

Car

- Calculate the percentage of audiences travelled by car:
  - Divide the number of respondents who travelled by car by the respondent total. Then multiply this number by 100 to get the percentage.

- Calculate average return distance:
  - Total the distances travelled by car and divide by the number of respondents who travelled by car.

  - To calculate average car occupancy total the car occupancies and divide by the number of respondents to have travelled by car.

Public Transport Bus, Train, Taxi

- Calculate the percentage of audiences travelled by each mode of transport:
  - Divide the number of respondents who travelled by each mode of transport by the respondent total. Then multiply this number by 100 to get the percentage.

- Calculate average return distance:
  - Total the distances travelled by each mode of transport and divide by the number of respondents who travelled by each mode of transport.

Tube, Domestic Flights, Shorthaul Flights, Longhaul Flights

- Calculate the percentage of audiences travelled by each mode of transport:
  - Divide the number of respondents who travelled by each mode of transport by the respondent total. Then multiply this number by 100 to get the percentage.
• Average return distance is not required here because the Julie’s Bicycle IG Tools provide a default average.

Ferry

• Calculate the percentage of audiences travelled by ferry:
  o Divide the number of respondents who travelled by ferry by the respondent total. Then multiply this number by 100 to get the percentage.

• Calculate average return distance:
  o Total the distances travelled by ferry and divide by the number of respondents who travelled by ferry.

If any category does not apply to you leave it blank.

See our Audience Travel Survey Template and Audience Travel Survey Table or Spreadsheet (with added formula) to see how to make these calculations.