

PEER SHARING SESSION I: AUDIENCE TRAVEL

September 2025

AGENDA

Introduction

Audience travel **challenges and opportunities** for exhibitors

Relevant resources

Guest speaker: Phillip Pearcy, Head of Operations at The Courtyard Arts Centre, Hereford

Guest speaker: Richard Dilks, Chief Executive at CoMoUK

Peer sharing & discussion



SUSTAINABLE SCREEN PROGRAMME

- Sustainable Screen Resource Hub
- Workshops and webinars (like this one)
- Group and 1-to-1 support
- Supporting environmental impact reporting using the Creative Climate Tools

- It's an ongoing journey – everyone is welcome
- Listen deeply & share with kindness
- Recognise everyone's different contexts and experience
- Connect with others to learn more!

WAYS OF ENGAGING

AUDIENCE TRAVEL CHALLENGES & OPPORTUNITIES FOR EXHIBITORS

AUDIENCE TRAVEL IN THE SCREEN SECTOR

CHALLENGES

- Largest source of GHG emissions & other pollutants (noise, diesel)
- Relying on wider transport infrastructure and services
- Need to consider access needs and inclusivity
- Time and commitment needed – often requires collaboration with other businesses
- Hard to accurately measure

INNOVATION & OPPORTUNITIES

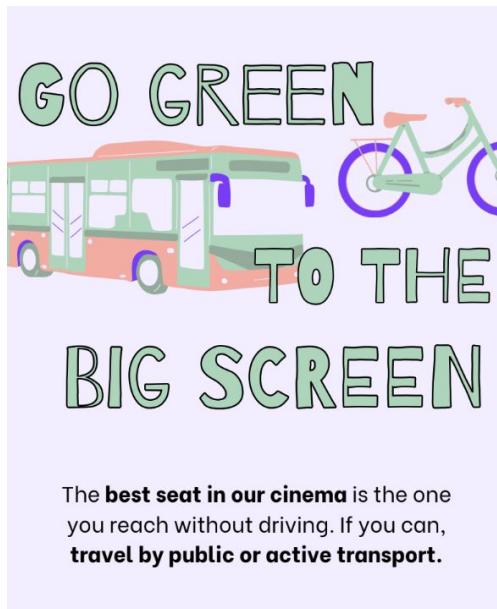
- Installing EV chargers with grant support, e.g. the [Workplace Charging Scheme](#) (WCS)
- Travel surveys combined with general engagement surveys, to better understand audiences
- Audience travel data used to get different services or new bus stops put in, closer to cultural locations

RESOURCES

SUSTAINABLE SCENES: AUDIENCE TRAVEL GUIDE FOR THE SCREEN SECTOR

<https://juliesbicycle.com/jb/sustainable-scenes-audience-travel-guide-for-the-screen-sector/>

Editable posters



Clear steps to take action

1. Set out your commitments and actions

2. Work with your team to realise your goals

3. Connect and share information with local transport providers

4. Share your data, aims and progress

Sample audience travel survey questions

Links to other resources & case studies

TAKING ACTION: TRAVEL & TRANSPORT

<https://sustainable-screen.juliesbicycle.com/actions-categories/travel>



SUSTAINABLE SCREEN RESOURCE HUB

Top tips

Guides and resources from JB, Culture for Climate Scotland, the British Council, the Gallery Climate Coalition and more

Case studies from The Green Gathering, Depot Lewes, HOME Manchester & others



PHILLIP PEARCY, THE COURTYARD



Courtyard Arts Centre Hereford

Audience Travel Sustainability

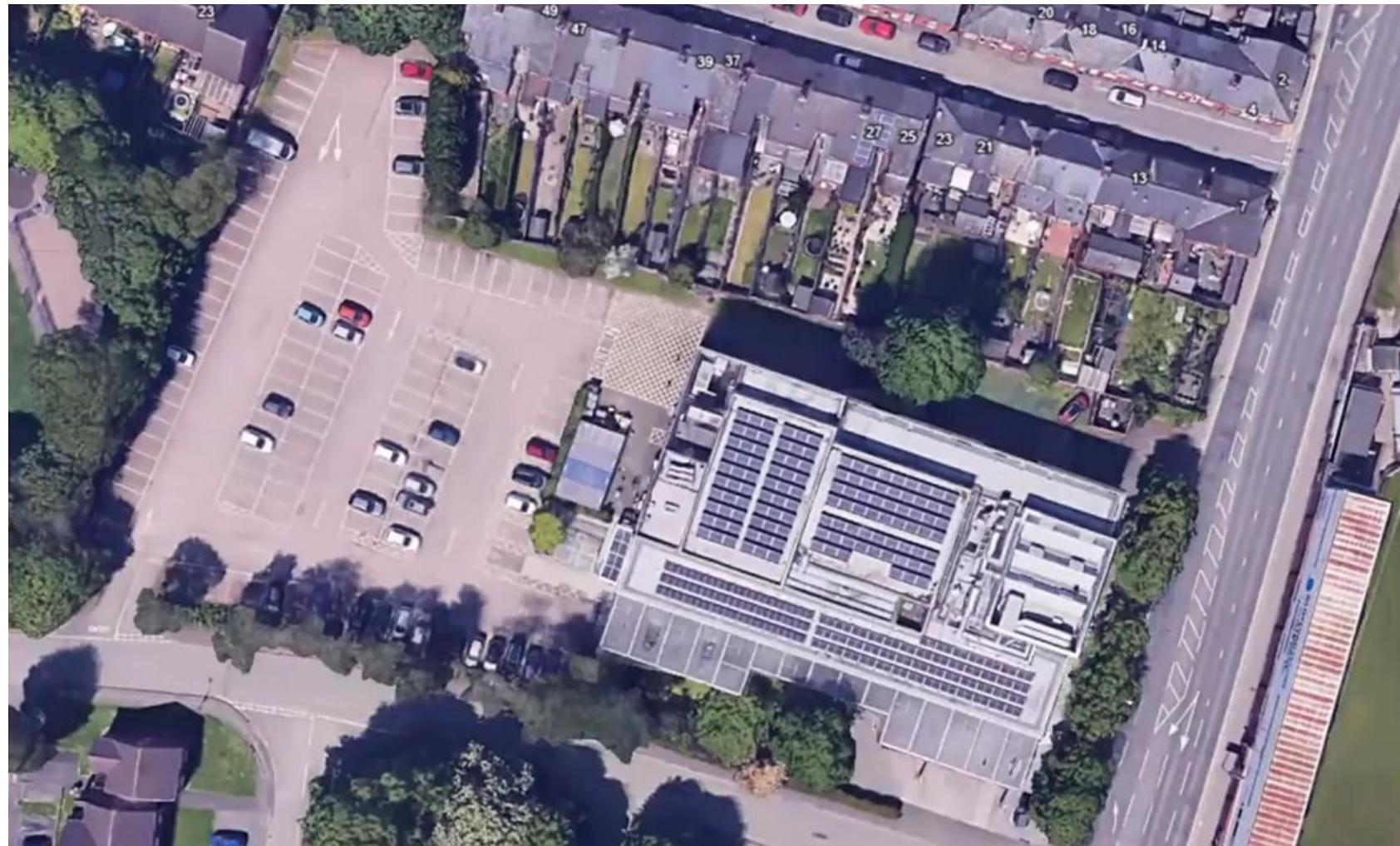




Background

The Courtyard attracts over 400000 visitors pa

Courtyard cinema sold 29,998 tickets in 24/25



The Challenge

Nationally, transport is the largest contributor to carbon emissions and remains largely reliant on fossil fuels. In Herefordshire, transport accounts for 36% of our emissions.



Much of Herefordshire is rural with limited access to public transport and the county has an elderly and increasingly ageing population. This makes access to services difficult and encourages car use.



2019 – 72.7% Carbon Emissions from Audience Travel

Results for 2019-20

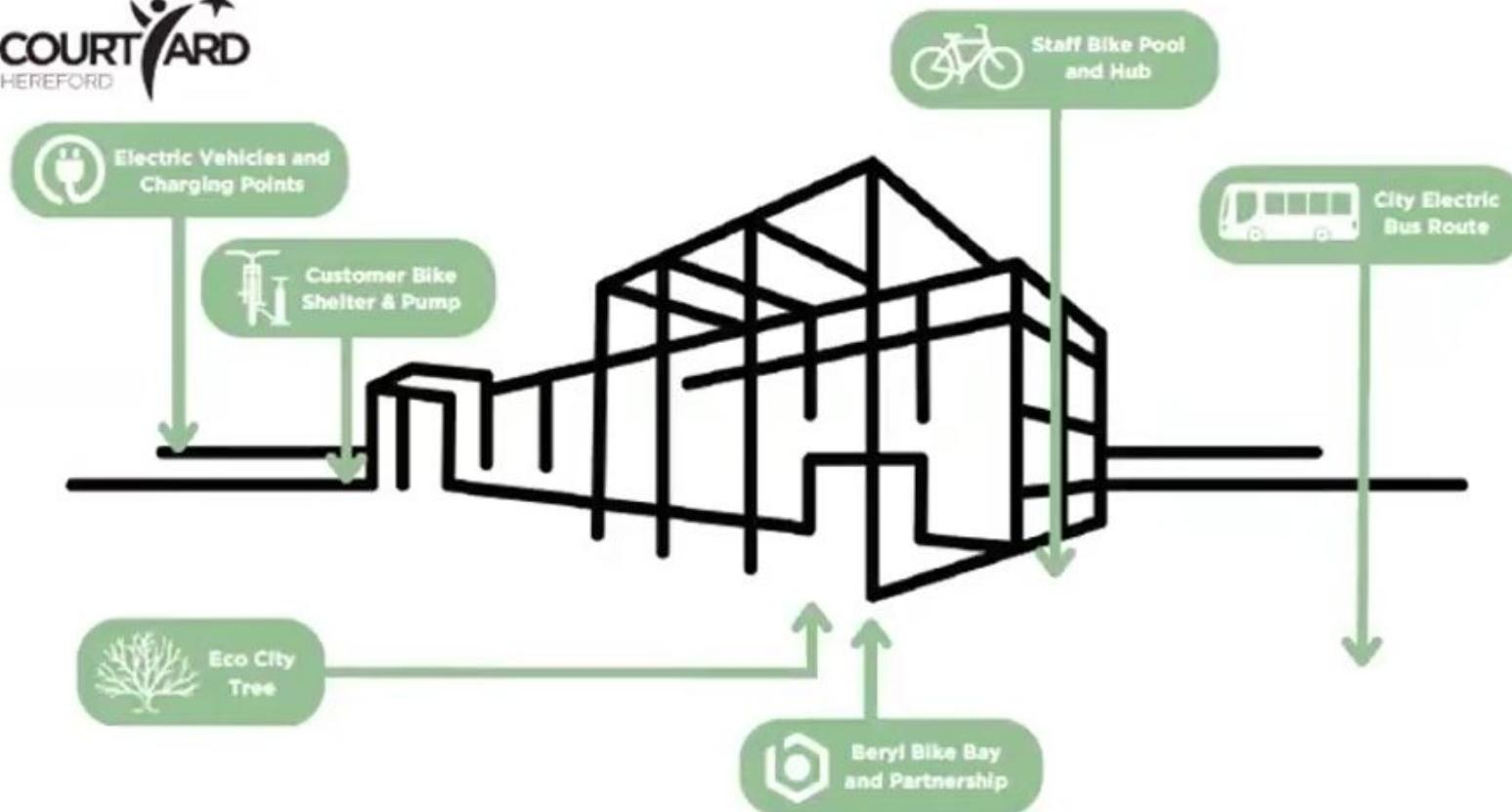
This table presents your organisation's environmental impacts in Consumption and Carbon Dioxide Equivalent (CO₂e) terms. Use the filter above to adjust the year. For a breakdown by individual Building or Project please select "View by Footprint".

NOTE - The Energy Carbon Target is your organisation's target for the combined Impact areas "Energy" and "Show Power". For a more detailed breakdown, please see the Targets page.

Impact	Consumption	Carbon
Energy		158.41 tonnes CO ₂ e
Water & Sewage	3,010 m ³	1.57 tonnes CO ₂ e
Operational Materials & Waste	28 tonnes	544 kg CO ₂ e
Business Travel	14,728 km	2.66 tonnes CO ₂ e
Audience Travel		434.63 tonnes CO ₂ e
	Emissions Total	597.81 tonnes CO ₂ e

The Solution

In 2019 The Courtyard joined the Julie's Bicycle Accelerator Programme to try and develop a model for sustainable travel for rural venues.





Joined "The Good Journey" to incentivise greener audience travel to and from the venue and run a general audit on our sustainable travel offerings.



Carbon literate workforce by 2024.



EV charging points in 2023.



Free parking for all Herefordshire car share clubs.



Weaponised car park by upgrading to ANPR smart machines and adjusting tariffs to pay more at premium times calculated using new data from the machines.



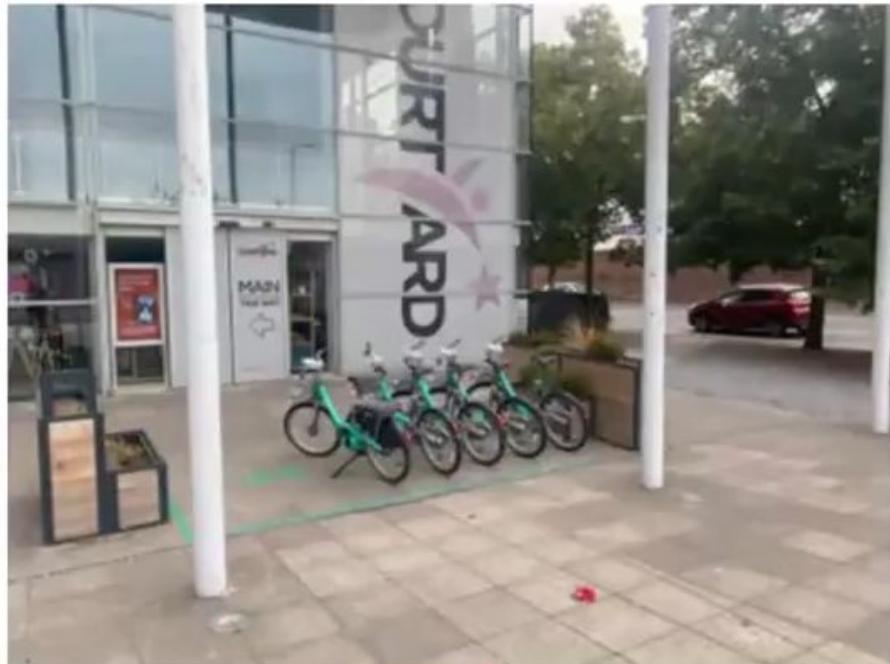
Made the Greener Footprints pledge and joined 30 for 2030, a Herefordshire Council initiative to accelerate SME on their journeys to net zero.

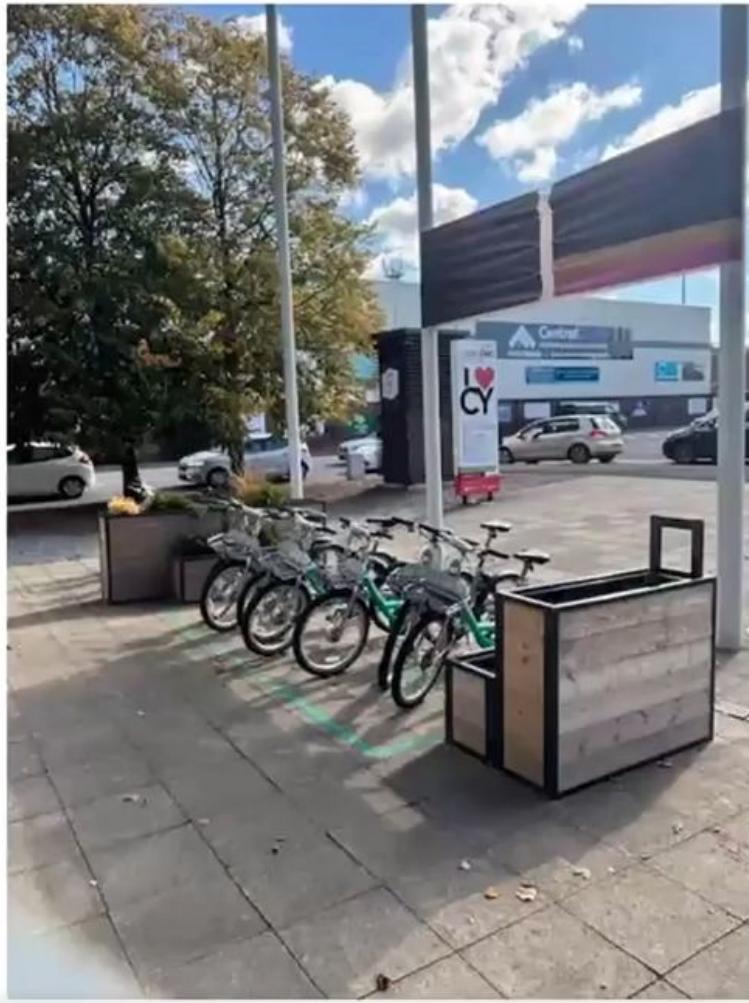


Built relationship with Council to get input on 20 year master plan, public transport requirements, bus route planning.



Journeys ended at bay	3433
Users ending at bay	781
Journeys started at bay	3181
Users starting at bay	874
Average distance (kms)	2.11
Total distance	14000km







**enjoy car-free days out and holidays
use our easy journey planner
get discounts and rewards**

[days out](#)[places to stay](#)[plan journey](#)

goodjourney.org.uk features 500 attractions and 200 car-free adventures
– from the Shetland Islands to Land's End.

Good Journey cinema stats

Sep 23/24 = 181 sales

Sep 24/25 = 634 sales (5th most common ticket type)

Good Journey tickets (350% increase on last year)

Good Journey modelling

Data and key assumptions

- Box Office data for 125,390 visitors (excluding GJ ticket types)
- Assume everyone arrives by car
- Assuming 2.5 people per group, 50,156 round trips
- Emissions based on the 125,390 visitors (91%) was **304,923,23** kgCO₂.

Good Journey Scoping

Applying a mode shift of:

20% for Neighbours

20% of visitors from towns on the trainline

15% of visitors from Ross on Wye and Monmouth could switch to bus

Everyone else will continue to drive

Using this scenario, the possible reduction in emissions would be
18,427.48 kgCO₂ a reduction of around 6%.

Results for 2024-25

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Impact	Consumption	Carbon	Overall Target	Target Year
Energy		105.09 tonnes CO ₂ e	68.94 tonnes CO ₂ e	2030
Water & Sewage	2,290 m ³	387 kg CO ₂ e		
Operational Materials & Waste	19 tonnes	41.92 tonnes CO ₂ e		
Business Travel	29,446 km	3.58 tonnes CO ₂ e		
Audience Travel		304.92 tonnes CO ₂ e		
Emissions Total		455.9 tonnes CO ₂ e		

66.89% Carbon Emissions from Audience Travel



RICHARD DILKS, COMO UK

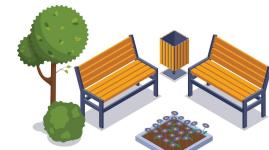
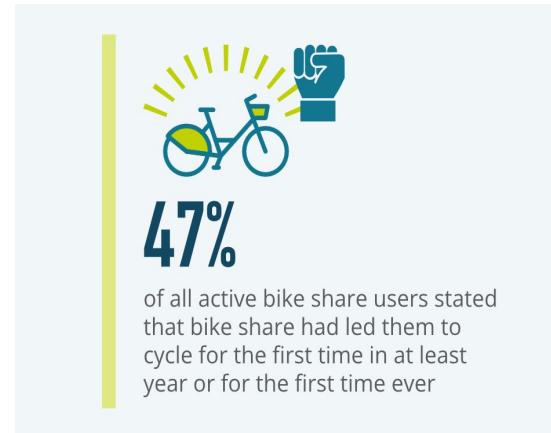
Sustainable Screen Peer Learning Session: Audience Travel – the role of shared transport

Richard Dilks, Chief Executive, CoMoUK



Bikeshare in the UK today

- 55 town & cities & growing
- 2.5+ million active users in last 12 months
- No specialist kit or space to store or large amount of capital needed

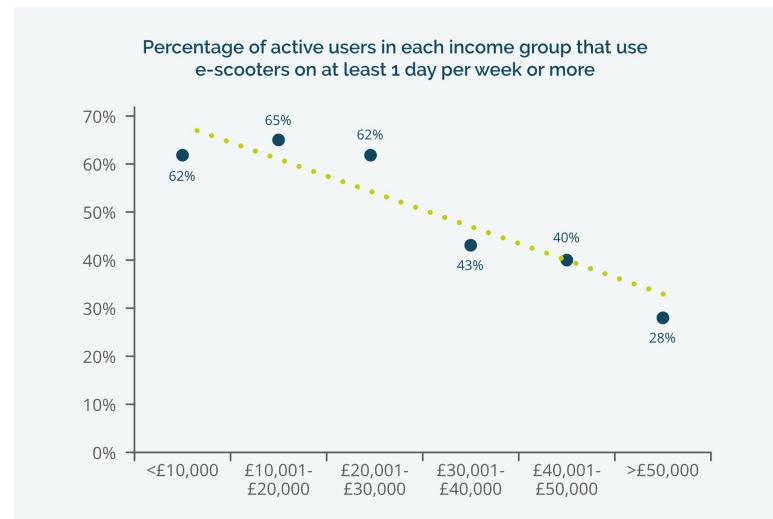


Escooter share in the UK today

- 60.5 million rides between the start of trials in summer 2020 and March 2025
- 3.7 million users in that period



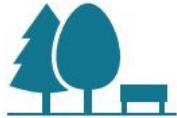
26%
of shared e-scooter users say that shared e-scooter usage provides them with mental health benefits



Car club in the UK today

- March 2025: 883,594 total users
- March 2020: 555,928 total users

FREEING UP PUBLIC SPACE



138 ha

138 hectares, or land equivalent to almost the size of Hyde Park, was freed up across the UK by the car reduction due to car clubs



LOW CAR LIFESTYLES



77%

of active users used the car club between 1 and 5 times a year

Mobility hubs – a way of bringing venue and community together via sustainable transport



Defining a mobility hub

Mobility hubs bring together

- shared transport with
- public transport and
- active travel

in spaces designed to improve the public realm for all.



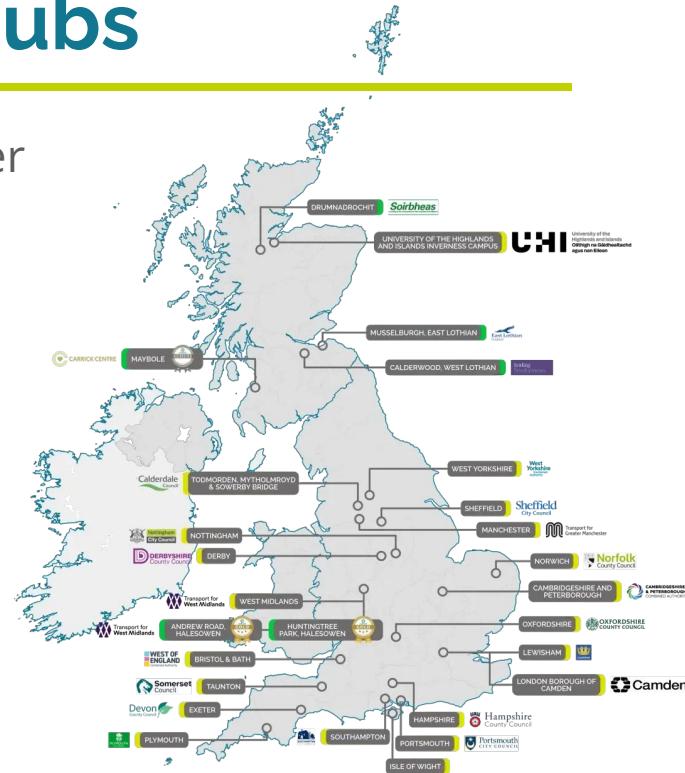
CoMoUK and mobility hubs

- Established guidance including hub typology
- Foundational EU Inter-Reg project 'Share North'
- Accreditation standards
- Consultancy services
- Pop-up hubs project in Scotland
- Regular local authority forums to exchange experience and build up national picture



Current provision of mobility hubs

- We estimate that there are over 200 hubs that are either in existence or being planned
- CoMoUK accreditation showcases best practice:
 - Transport for West Midlands – 3 Halesowen hubs have Gold accreditation
 - West of England Mayoral Combined Authority – 4 hubs have Gold accreditation – more in pipeline
 - Plymouth – 1st of 50 hubs soon to be awarded Gold
 - Somers Town, Camden – network of Green Mobility Hubs (pre-accreditation)



Example mobility hubs



Transport for West Midlands, 3 in place, aiming for 40 hubs by 2027

West of England Mayoral Combined Authority, 6 accredited 2 in pipeline

Maybole, South Ayrshire (community hub)

Example mobility hubs



Camden: 7 hubs across residential side streets of Somers Town.



Nottingham: 6 sites October 2025:
Old Basford, Wollaton, Sneinton,
Bulwell, Sherwood, The Meadows.



Plymouth: Mayflower St part of Connect Plymouth brand

Lessons learned

- Hubs ultimately need to be in networks
- Pilot pop-ups are valuable pathfinders
- Funding is capital-heavy and stop-start
- Signage & wayfinding is frequently inadequate
- Lack of consistent, market-making programme from governments
- Rural hubs require different operational models



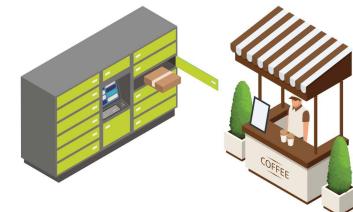
Ongoing gaps

- Monitoring and evaluation
 - Disaggregated, opaque = difficult to build a picture nationally, develop best practice, learn lessons
- Funding
 - Lots of existing and planned hubs came from taxpayer funded pots that no longer exist – where are the next Future Transport Zones?
- Policy
 - No national definition, strategy or coordinated plan
 - Policy alone is no guarantor of progress – as we see in Scotland
 - Planning policies and processes (e.g. TROs) have been pinch points



Next steps needed

- Integrated National Transport Strategy should be an opportunity for a coherent national programme on hubs
- Planning reform, second time lucky: revisions to National Planning Policy Framework after the Planning and Infrastructure Bill
- Going beyond DfT/transport departments: eg roles for spatial planning/housing, health and education departments
- Working with communities and the hubs/hublets they want
- Working with the private sector, especially in housing
- Creation of Great British Railways an important opportunity

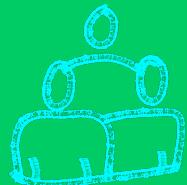


Questions and thoughts please!

richard@como.org.uk



GUIDING QUESTIONS



1. Introduce yourself and your organisation
2. How have you engaged with your audiences about travel? If you haven't yet – how would you like to?
3. Have you worked with local transport providers?
4. Have you done any other projects related to audience travel, and how have they gone?
5. What can JB & BFI do to support more sustainable audience travel?

SHARE & ATTEND OUR OTHER PEER SHARING SESSIONS!



Inspiring your audiences to travel sustainably

with guest speakers from
The Courtyard and CoMoUK



Environmentally sustainable indoor events

with guest speakers from the
National Saturday Club and
Cinema4All's New Leaf Film
Festival



Ethical and sustainable sponsorships and banking

with guest speakers from
Exeter Phoenix and Tipping
Point UK



THANK YOU

For any queries please contact BFIsupport@juliesbicycle.com