

1.1. IMPROVED PUBLIC TRANSPORT SERVICES

What & Why to do it

Additional bus and/or rail services can have various functions:

- Provide a missing link from nearby bus terminals or railway stations to the event site;
- Provide later services to get back home;
- Provide sufficient capacity for very large events;
- Provide park and ride facilities for very large events.

How to do it

- ☑ Map the origin of the visitors: do they come from the surrounding cities or do they originate from all over the country?
- ☑ What is the time schedule for most visitors: When do most of them arrive and depart?
- ☑ Map which bus or rail lines pass by the site: destinations, frequencies, late night services if relevant, stop around the event site, fares.
- ☑ Check if it's reasonable to make any necessary adjustments, for example
 - Small detours or extensions of existing bus services to serve the event site;
 - A shuttle bus service to a nearby bus terminal or railway station, at appropriate times;
 - Additional stops for fast trains where they would normally pass by without stop.
- ☑ For very large events: map the possibilities of "full size" additional services (like extra trains, feeder or shuttle buses), taking into account the spread of origins of the visitors.
- ☑ For small events buses can be rented and driven by volunteers within the organisers' team.
- ☑ Consider the opportunity to introduce a combined ticket covering both the transport fare and the entrance fee of the event.
- ☑ Consider signposting from the nearby bus and rail stops towards the event ground and vice versa.
- ☑ An intensive communication campaign is essential to achieve a substantial result. Especially the event website is considered of great importance. For more details, please refer to the section "Information on the accessibility via internet and other communication carriers".
- ☑ The timing of these steps will depend on the local transport operators and their procedures followed to put in place additional services, as well as on the size of the event. In general we recommend starting the process to obtain additional services at least 4 months before the event if the service provider is a private bus company. Public transport companies generally need more time to prepare extra services.

Costs

- If the event organisers are asked to contribute to the financial deficit of a bus service: calculate 500 to 800 euro per day or per night per vehicle with a professional driver.
- If visitors pay a bus ticket, these costs can be reduced considerably, depending on the price of the ticket and the number of users.

Benefits

- Additional visitors can reach the event ground, or visitors can stay later.
- The number of parking places needed to accommodate all visitors can be considerably lower if good public transport services are provided.
- There can be substantial reduction of the number of cars coming to the event and, consequently, of their effect on the environment.

Example: Improved public transport services

NIGHT BUSES

SFINKS OPEN AIR MUSIC FESTIVAL, 2002 & 2003 (BELGIUM)

The Sfinks festival near Antwerp is a live broadcast world music event. About 50.000 visitors attended this four day event. One of the measures implemented here was the install of a night bus service.

By day the festival ground is served well by public transport: a regular bus service passes by every 20 minutes, the local railway station and 2 more bus lines are within walking distance. The regular service stops around midnight however, whereas the festival itself continues later. The night bus service was a result of close co-operation between the involved parties: festival organiser, local bus operator, local authorities and the external consultant. Those partners met three times in a steering committee: once to discuss, once to decide and once to evaluate the scheme. The buses were timed to connect with the existing night bus network operating on Friday and Saturday nights from the central bus station in Antwerpen to the suburbs. The missing link (from the festival ground to the central bus station) was an additional service, as well as two separate services to medium size towns near the festival site. Thus, the whole urban area could be reached by the Sfinks night bus and the connecting regular night bus services.



The introduction of the services was accompanied by an intensive communication campaign. This consisted of travel information on the festival website, night bus services being mentioned in the programme and regularly on a LED display on the festival ground. Timetables and fares were available at an information stand as well.

THE RESULTS

- 1.000 to 1.500 visitors to the festival used the bus services, 90 of which travelled by the additional night buses.

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