

# EUROPEAN HEALTHY STADIA NETWORK



## ACTIVE TRAVEL CASE STUDY

GHELAMCO ARENA (KAA GENT, BELGIUM)



# Overview and Aims

KAA Gent in Belgium were Jupiler Pro League Champions for the 2014-15 season, and are based at the newly built Ghelamco Arena (20,000 capacity). The club has a serious commitment to active travel, and has developed a major mobility programme for supporters over the last three years, promoting: walking, cycling park and ride shuttle busses, regional bus routes for supporters, and, carpool parking spaces near to the stadium.



## Main Activities and Achievements

In anticipation of moving to a new, out of town stadium in July 2013, a communications and infrastructure programme focussing on sustainable and active travel, in particular cycling, was put into effect by KAA Gent's operations and 'Football in the Community' departments. Under the campaign title Cycling Buffalo's, the following actions were put in place for the start of the 2013-14 season which resulted in an incredible 2611 fans cycling to the first match of the season:

- Sensitisation for fans on no car parking facilities near to stadium
- Promotion of cycling routes to the stadium
- Installation of 800 permanent cycle locking stalls and 700 mobile stalls

In follow up to this success, further developments were

implemented over the following season (2014-15), with the following results:

- 2838 permanent stalls
- 600 mobile stalls
- An average of 2000 KAA Gent supporters using bicycles each match over the course of the season, with an average attendance of 18,500 people per game
- +15 % of KAA Gent supporters come by bicycle to matches, resulting in an almost congestion-free football stadium

## Communications and Promotion of Activities

A mix of communications channels and partners have been used to promote active travel to the Ghelamco Arena, including:

- Initial communications from KAA Gent on how to travel to the new stadium, and detailed website information on active and sustainable travel options: [www.kaagent.be/stadion/mobiliteit](http://www.kaagent.be/stadion/mobiliteit)
- Promotion of cycle routes and locking facilities by Ghent Bikers Foundation
- Communication of travel options by KAA Gent Football in the community: Facebook, Twitter, Youtube

- Facebook Group 'Velo Buffalo' (630 members): [www.facebook.com/groups/VeloBuffalo](http://www.facebook.com/groups/VeloBuffalo)
- Active travel feature in Wigwam supporters magazine: <http://wigwam.kaagent.be/editions/kaa-gent-club-brugge-moses-simon/voetbal-in-de-stad>



## Evaluation of Activities

In cooperation with the Ghent Bikers Foundation, KAA Gent Football in the Community counted the number of bicycles around the stadium on match-days to gain insight into the number of cyclists at games. Additional feedback was gained through the Velo Buffalo Facebook group concerning safety and quality of roads around the stadium, including the following working points:

- Creation of separate routes for walkers and bikers within vicinity of the stadium
- Prevention of cars using cycling routes for illegal parking
- Repetition and updating of communications and sensitisation campaigns to promote alternative transport options to the stadium.

## Departments and Organisations Involved

Within KAA Gent:

- Operations & Safety Manager - Infrastructure development
- Mobility Manager – Organisation of regional supporters bus routes, park and ride scheme, shuttle busses, carpool parking

- Community Manager : Fan sensitisation, communications, assistance with regional supporters bus routes, communication of cycling routes and locking stalls

Partner Organisations:

- Ghent Bikers Foundation
- Supporters Federation KAA Gent
- Local public transport providers
- City Council

## How Have Activities Been Funded?

Infrastructural Funding: Stadium owner (CVBA Arteveldestadion), local and regional authorities

Carpool parking, Park & ride scheme, Supporters bus routes, Shuttle bus funding: KAA Gent, Supporters Federation KAA Gent, Service users

Sensitisation and communications funding: KAA Gent and KAA Gent Football in the community

## Future Plans

- Development of new safety measures around the stadium to protect cyclists
- Renewal of promotional and sensitisation campaigns
- Development of blue fluorescent bikers vests as incentive for supporters who use bikes as promotional instrument for safe cycling in Gent.
- Traffic safety projects for KAA Gent supporters (especially the young people), and wider community project on cycle safety for school children.

### KEY CONTACT

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