

LEISURE-BASED TRAVEL PLANS FACTSHEET

Visitor-based travel plans are a travel planning speciality. This short guide is here to give you some hints and tips.

What is a Travel Plan?

A travel plan is a management framework which will offer improved travel choices for all and reduce single-occupant car use to and from a site.

What does this entail?

As an employer responsible for a travel plan, you will need to commit to several broad level initiatives to make the travel plan work.

1. Doing a site inspection and travel policies audit
2. Undertaking a travel questionnaire
3. Putting together an action plan of new ideas

+ MORE ABOUT Somerset County Council's Manual for Travel Plans, available from www.movingsomersetforward.co.uk, tells you all you need to know about producing your plan.

Managing visitors

Leisure facility operators have the opportunity to influence the way visitors, guests and spectators travel to and from your sites, such as leisure centres, holiday parks, sports grounds, tourist attractions and conference venues. Encouraging visitors to use non car modes can free up valuable car parking space to be put to other uses, or allow more visitors to come without the need for additional car parking spaces.

“Football supporters are encouraged, through the promotion of Smarter Travel Choices, to think about the impact their journeys to watch live football have upon; the environment, their carbon footprint, local traffic congestion and residents that live close to the stadium.”(1)

Visitors and guests will make travel choices:

1. before they leave home
2. during their journey
3. during their visit

RESIDENTIAL SITES:

ASPECTS OF CHANGE

CANNY IDEAS

EXEMPLIFY

- Arrival slot booking system
- Lend support to local travel campaigns and events

ENCOURAGE

- On-site alternative transport options (footways, cycles, land-train etc.)
- On-site facilities (restaurants, shops, launderette etc.)
- Discounted stays for arrivals by sustainable modes
- Complimentary local travel tickets with booking
- Sell the idea of car-freedom
- Provide WiFi availability or networked email cafes for guests/delegates

EDUCATE

- DVD information pack
- Sustainable travel information prioritised on website, including links to long-distance travel information
- Prominent travel displays in reception or bedrooms, including local leisure walks and cycle routes
- Promote area-wide travel tickets and joint rail/bus options
- Training staff to provide smarter travel advice

ENFORCE

- Limited car parking
- Charges for extra cars

ENABLE

- Shuttle bus
- Free or loan items such as torches, umbrellas, pedometers, maps/guides, waterproofs/wellingtons

SHORT-VISIT SITES:

ASPECTS OF CHANGE

CANNY IDEAS

EXEMPLIFY

- Lend support to local travel campaigns and events
- Move Directors' and players' parking at sports grounds away from the main entrance
- Proactive development of travel initiatives for one-off or regular events, e.g. football matches, festivals
- Engage visitors/fans in developing travel plan initiatives and providing ideas and knowledge

ENCOURAGE

- Carbon tokens/entry discount for visits by sustainable modes
- Sell the rewards of leaving the car at home for a change, and reward group travel e.g. through discounts or other incentives
- Stagger arrival/departure times for visitors
- Discounted bus tickets, e.g. as an add-on to entry tickets or season tickets
- Establish a car sharing group on www.carsharesomerset.com
- Provide WiFi availability or networked email cafes for guests/delegates

EDUCATE

- Leisure-based signage for traffic-free routes to local activities on-and off-site
- Provide proper signage for parking for all modes of travel for the unfamiliar visitor
- Bespoke sustainable travel guide and adverts on websites, leaflets, programmes, backs of tickets and mailing inserts (inc links to Transport Direct, traveline and carsharesomerset)
- Print sustainable travel info on visitor/security badges
- Communicate information about parking restrictions in advance of arrival
- Audible public transport information on PA
- Display screen information, e.g. on scoreboards etc.
- Distribute travel information flyers on arrival/departure

ENFORCE

- Allocate car parking in advance in order to discourage unrestrained car travel
- Control car parking around the site to reduce overspill of cars parked in neighbouring areas
- Negotiate with local employers to arrange to spread the concentration of car arrivals by using vacant spaces in nearby business for events outside of working hours
- Parking for youngsters, e.g. for scooters and cycles
- Dedicated or free car parking spaces for those with a full car
- Traffic management measures to prioritise pedestrian and cycle movements around the site
- Set a target for proportion of visitors leaving their car at home

ENABLE

- Provision bus/coach/rail interchanges
- Effective public transport services, e.g. off-peak bus services to fit in with opening times, shuttle buses

ARE YOU WITH US?

Through Moving Forward, Somerset County Council can support you.

EXAMPLES OF LOCAL ORGANISATIONS WITH TRAVEL MANAGEMENT MEASURES IN PLACE OR PLANNED:

- Cookswood Holiday Park, Mendip – residential tourist destination
- Minehead Eye Youth Centre – leisure centre
- Glastonbury Festival – annual music event
- Yeovil Town Football Club – sports ground

For more information and help with travel plans, please contact:

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(1) We acknowledge the research undertaken Neil Taylor of ITP Ltd. on Matchday Travel in the formulation of some of the recommendations made in this advice.