

RETAIL-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 customers

Retailers have the opportunity to influence the way customers travel to and from your shops. Encouraging customers to use non-car modes will free up valuable car parking space for expansion of your store or allow it to be put to other uses, e.g. a store expansion.

Customers will make travel choices:

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

ASPECTS OF CHANGE**CANNY IDEAS****EXEMPLIFY**

- E-shopping (shopping from home)
- Branch-based delivery (customer visits store as usual but shopping is delivered separately)
- Lend support to local travel campaigns and events
- Arrangement for local schools to use car park before opening times for Park and Stride, to help relieve school-front congestion
- Stock local goods

ENCOURAGE

- Free loan of bicycle-compatible shopping trailers
- Taxi pick-up points on-site
- Taxi freephones
- Free walking shopping trolleys, reusable bags and rucksacks
- Travel equipment/bicycles available as part of green reward points - ensure that incentives offered to car drivers, e.g. fuel discounts or free parking if you spend more than a certain amount, are matched for people travelling by other means
- Ensure that offers do not only encourage bulk purchasing that may be difficult to transport by alternative modes of travel, e.g. provide half-price instead of buy-one-get-one-free-type offers
- Mixed facilities/services on-site
- Bus shelters

EDUCATE

- Noticeboard displays
- Sustainable travel links on online store finder and prominent link to travel information from home page
- Mainstream travel information on marketing information and leaflets
- Travel information movies on websites
- Receipt printing/messages
- Displays at tills/checkout or messages on conveyor belt dividers
- Bus liveries advertising facility on buses serving site
- Pedestrian and cycle signage from rail & bus stations
- Real-time information departure screen in store/centre and timetables for local bus services
- Use poster spaces at rail stations

ENFORCE

- Cycle facilities for shoppers – covered racks
- Shopper-share parking (for households sharing one car to do their shopping trips)

ENABLE

- Free 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:

- Tesco, Burnham-on-sea
- Quedam shopping centre, Yeovil

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

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