EuroVelo 3 – Pilgrims’ Route

Changing Gear – Reducing the impact of visitor travel on cultural and heritage sites

Richard Weston - Institute of Transport & Tourism
25 April 2019
The problem ...

Figure 1: Modal Choice for trips subject to distance; Source: Bieland 2015 based on Infas & DLR 2010
The problem ...

- Car: 62%
- Public Transport: 17%
- Tube/Tram: 4%
- Walking: 7%
- Other: 10%
The impact

- Congestion
- Increased demand for car parking
- Illicit parking, conflict with residents
- Pollution
  - Emissions: CO$_2$, NO$_2$, PM2.5
  - Visual
  - Noise
  - Vibration
What needs to be done?

- Encourage more visitors to travel by alternatives to the private car.
  - Walking
  - Cycling
  - Bus
  - Rail
  or
  - A combination of these
Developing a (Travel) Plan

- Why a Travel Plan?
  - It you don’t know where you’re going …

- What does it involve?
  - Getting to know your site and customers

- What are the benefits?
  - Reduces the demand for car parking (saves you money)
  - Releases land for other users (makes you money)
  - Enables more customers to visit
  - Improves the visual appearance of your site
  - Improves your customer experience
Learning about your site

- Every site is different
  - Urban/Rural
  - Car parking capacity
  - Public transport links
  - Other facilities
  - Website
Learning about your visitors

- Where do they come from?
- How do they travel to you?
- Who do they come with?
- Do they consider the alternatives?

  - a short survey
The Jelling survey

- Tourists: 34%
- Day visitors: 66%
- Car: 56%
- Train: 16%
- Bus: 3%
- Cycle: 13%
- Walk: 6%
- Coach: 6%
Who to target?

The “Stayed home” & “Gone somewhere else” were nearly all car drivers.

Over 80% of car drivers chose one of these responses.

Most cited ‘convenience’ as the reason for their choice.
# Carrot or Stick?

**Carrot**

Encourages or rewards positive behaviour.

- **Soft ‘pull’ measures**
  - Reduced pricing
  - Better facilities
  - Joint ticketing
  - Marketing images

---

**Stick**

Discourages or penalises negative behaviour.

- **Hard ‘push’ measures**
  - Car parking charges
  - Limited parking facilities
<table>
<thead>
<tr>
<th>Category</th>
<th>Potential switchability</th>
<th>Next best mode</th>
<th>Policy options</th>
</tr>
</thead>
</table>
| Die Hard Drivers              | Very low                | None                             | - Hard push measures (non-fiscal).  
- Weaken stereotypical images of PT users.                                                                                                 |
| Complacent Car addicts        | Low                     | Public transport, bike           | - Promotion of positive qualities PT (value for money, relaxation).  
- Education into negative effects of car use and the monetary costs of car use.                                                                 |
| Malcontented Motorists        | Moderate                | Public transport                 | Promotional messages which reinforce:  
- Moral obligation and positive qualities of PT (e.g. scenery, novelty);  
- Negative aspects of the car (congestion, stress).                                                                                           |
| Aspiring Environmentalists    | High                    | Public transport, bike           | - Promote positive aspects of alternatives (fitness, adventure, fun for children).  
- Reinforcement of environmental message.  
- Promote the difference that individual actions can make.                                                                                   |
| Reluctant Riders              | Very high               | Coach, public transport          | - Provide information on alternatives.  
- Promote positive attributes of PT and coach travel (scenery, sociability, relaxation).                                                   |
| Car-less Crusaders            | Very high               | Public transport, bike           | - Information on alternatives will be used.  
- Reinforcement of positive aspects of PT and bike (fun, relaxing, etc.).  
- Reinforcement of environmental message.  
- Provide alternatives to the car.                                                           |
Cliveden
How to get here

Making it easy ...

Directions via Google Maps

Address
Cliveden Road, Taplow, Maidenhead, Buckinghamshire, Buckinghamshire, SL1 8NS

By train
Taplow (not Sunday) 2½ miles and Burnham 3 miles are both on the London Paddington to Reading mainline. Taxi office/rank at both stations. We do not advise walking from these stations along the main roads. These are country roads with no pavements and very fast traffic (60 mph). Bourne End 2 miles is on the Maidenhead to Marlow branch line. There is no taxi rank. These stations are served by First Great Western. £1 voucher for shop or café for those arriving by ‘green transport’.

By cycle
Nearest National Cycle routes are routes 50 and 61 to within 2 miles. See Sustrans for more details. The roads around Cliveden are single carriageway country roads with 60 mph speed limits. £1 voucher for shop or café for those arriving by ‘green transport’.

Cycle route information

By road
From M4 take exit 7 onto the A4 towards Maidenhead and follow the brown signs. After about 1.5 miles, you will turn right at traffic lights onto
Getting here sustainably

Travelling to this special place sustainably will help us to protect the environment for ever, for everyone.

You can claim a 20% off voucher for our restaurant, cafe and shop if you arrive by bicycle, or by public transport – just pick it up from the Ticket Officer when you arrive.
It’s all in here 

make sure you sign up for one!
Thank you for your attention.

Any questions?