

# EuroVelo 3 – Pilgrims' Route

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



Co-funded by the COSME programme  
of the European Union

Richard Weston - Institute of Transport & Tourism

25 April 2019

**TRANSFORMING LIVES  
SINCE 1828**



**190 YEARS  
1828-2018**

The problem ...

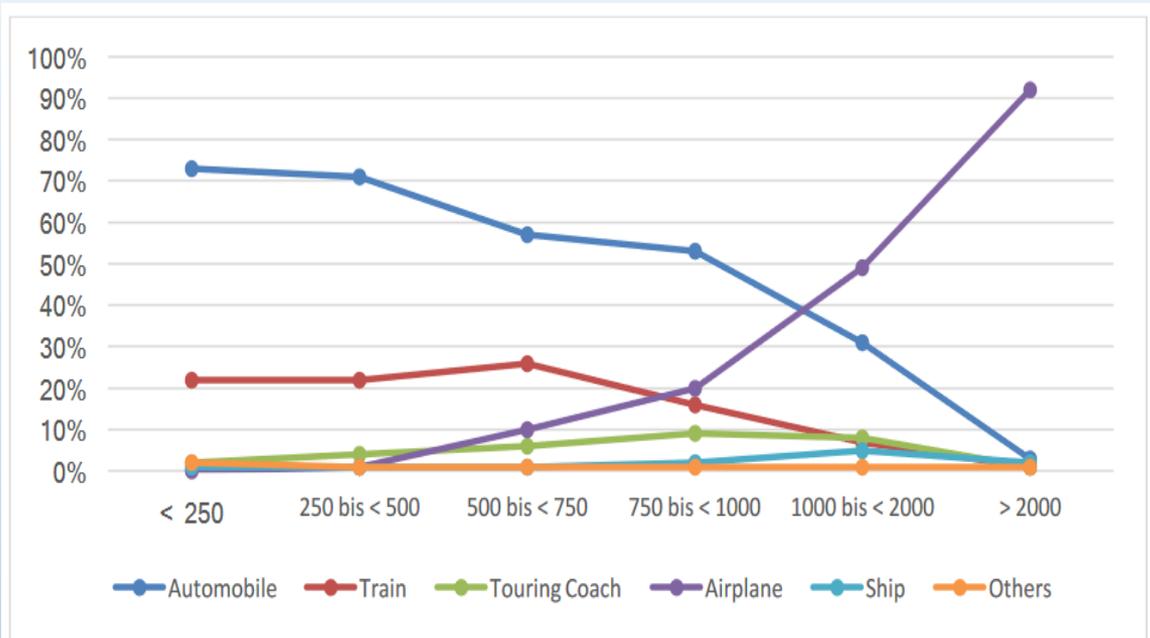
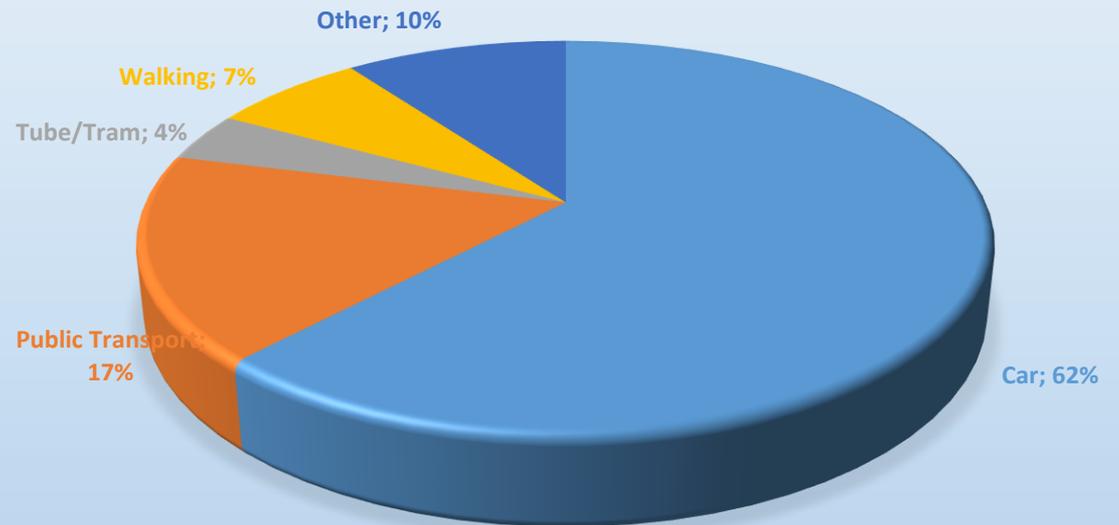


Figure 1: Modal Choice for trips subject to distance ; Source: Bieland 2015 based on infas & DLR 2010

The  
problem ...



# The impact

- Congestion
- Increased demand for car parking
- Illicit parking, conflict with residents
- Pollution
  - Emissions: CO<sub>2</sub>, NO<sub>2</sub>, 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

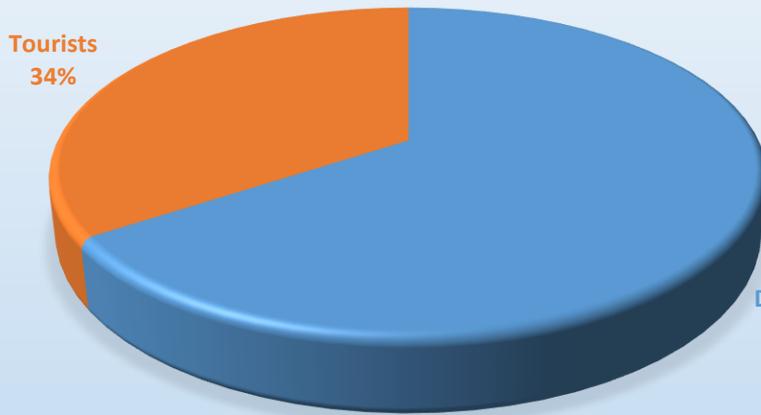
# Learning about your site

- **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

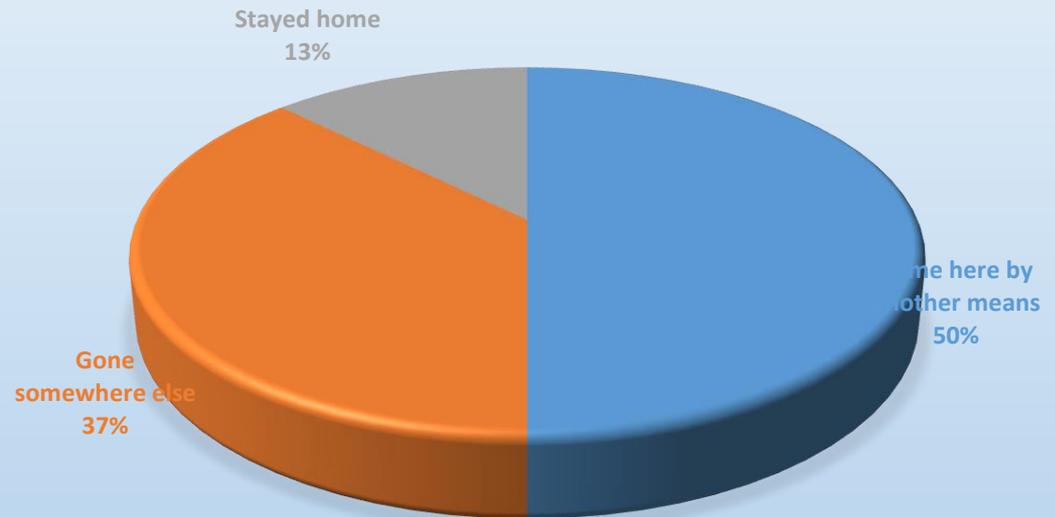


# Who to target?

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

# Carrot or Stick?

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



## Cliveden How to get here

# Making it easy ... ✕

[Directions via Google Maps](#)

### Address

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

### 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 carriage-way country roads with 60 mph speed limits. £1 voucher for shop or café for those arriving by 'green transport'.

[Cycle route information](#) 

### 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 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

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# Getting here sustainably

# Making it fun ...



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.

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Thank you for your  
attention.

Any questions?