

How to write sustainable travel directions

Encouraging staff and visitors to walk, cycle, use public transport and car share

Introduction

This guidance will help you to develop travel directions for visitors, new staff, clients, customers or event attendees. It aims to help people to be physically active by encouraging them to travel actively when they visit your organisation, and also to travel using other sustainable travel modes such as buses, trains and car sharing.

Your organisation has a lot to gain from encouraging active travel, from supporting a healthier workforce who take fewer days sick leave, to reducing the costs of car park provision. Doing so can also contribute to the delivery of your sustainable travel plan objectives.

Principles

Begin your travel guidance with walking and cycling directions, followed by public transport, then car. This way, you provide an opportunity for visitors to travel to your premises with information about a number of travel options, rather than relying solely on the car.

As a rule of thumb, for most people a distance of about 2 miles is walkable and up to about 5 miles is reasonable to cycle. It takes about 40 minutes to walk 2 miles and about 30 minutes to cycle 5 miles.

Planning events away from your normal office location

When choosing a venue for meetings or events, its location is critical. It is now accepted practice that reducing the number of people driving to meetings or events is desirable, so your attendees will expect to be able to leave their car at home when visiting your chosen venue.

Whenever possible, favour a venue that is accessible by sustainable modes of transport. Discuss these options with the venue. To check accessibility, enquire about:



- pedestrian access and footways;
- attractive short cuts;
- pedestrian and cycle entrances;
- local bus stops and train stations;
- cycle routes and parking facilities; and
- do they publish their own sustainable travel directions?

Choose a venue which is realistically accessible by a number of sustainable travel modes.



Resources

Maps

For royalty free maps, go to: www.sustrans.org.uk, www.google.com, www.streetmap.com, www.multimap.com (check copyright for any reproduction required)

Cycle route planner and support for active travel:

www.sustrans.org.uk/map

Our route planning page includes a 'save and share' facility on our on-line mapping web pages- simply click on the 'draw' icon on the route planning page and 'click' along your route. 'Double-click' to save and then chose the 'share' button once the route is highlighted on the right hand column. This will provide you with a url address to share with others.

You can also find a wealth of other active travel information at

www.sustrans.org.uk/what-we-do/active-travel or www.activetravelcymru.org.uk/toolkit

Other route planning sites include

www.cyclestreets.net (this map facility can plan a route for you, and also share your route), www.bikely.com and www.bikeforall.net

Public transport

For timetables and door-to-door journey planning for all public transport, visit

www.traveline-cymru. or call 0781 200 22 33

Or, more specifically, for train journeys, visit National Rail Enquiries www.nationalrail.co.uk 08457 48 49 50, or www.thetrainline.com

Park and ride information

Visit www.traveline-cymru.info/park-and-ride, for more information. www.traveline-cymru.info/park-and-ride

Producing a template for your sustainable travel guidance

The following outline provides the most effective way to set out travel directions for your staff and visitors. Start with directions for walking and cycling as this gives a clear message that you endorse active, healthy modes. Follow this with public transport information and lastly give brief directions for travel by car.

General introduction

Include the following information:

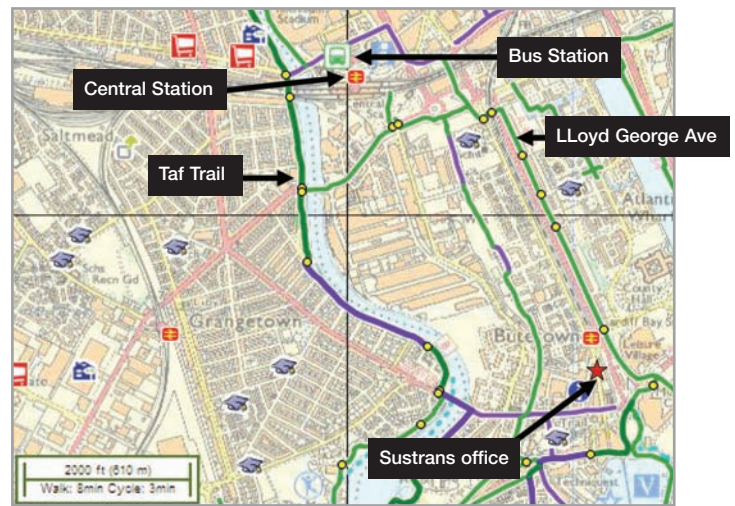
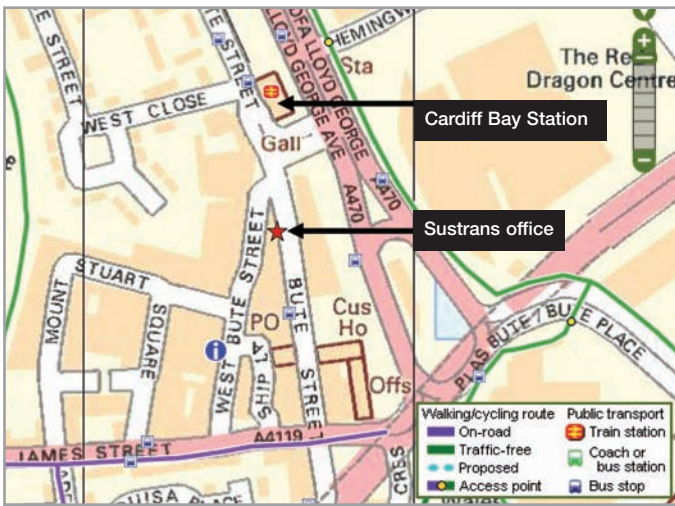
- Statement encouraging active travel and your organisational statement of intent regarding sustainable travel.
- Description of the location, for example 'city centre' or '3 miles out of town'.
- Site Address, including postcode, telephone and email contacts.

Travelling within the area

- Insert a map(s) which shows the following information (see 'Resources' section for how to get a map and route planning facilities):
 - Cycle routes (up to 5 miles);
 - Bus stops/ bus station locations (if up to 5 miles away);
 - Train station locations (if up to 5 miles away); and
 - Cycle parking locations on site.
- Identify the main walking and cycling routes on the map.
- Describe the main walking and cycling route to get to your venue. Include:
 - approximate timings and distances; (see facility available on Sustrans mapping www.sustrans.org.uk/map for plotting route times and distances)
 - type of terrain e.g. flat, undulating, foot paths, cycle paths;
 - landmark features to affirm correct route has been taken; and
 - describe the type of cycle storage available on site, and where it is.
- Provide phone numbers for local taxi services.

Getting to the area

- Provide information on train and bus connections to the area. The amount of information will depend on your location. For premises in more rural locations, you should explain where the trains and buses connect to e.g. There are regular trains from Bangor and Wrexham
- Include links to relevant public transport information
- Directions for nearest park and ride facilities
- Directions for 'park and stride' where possible (up to 30 minute walk)
- Directions and map if required for car travel, car parking facilities and local car share website e.g www.sewtacarshare.com; www.swwitch2share.com; www.northwalescarshare.com and www.midwalescarshare.com
- Air travel information (if unavoidable), with public transport to the premises.



The following pages provide an example of the Sustrans Cymru, Cardiff office travel directions.

Example

Directions to Sustrans Cymru Office

123 Bute Street, CF10 5AE, Cardiff

Travelling actively is a convenient way to build in the recommended 30 minutes of exercise to your day. We're based in Cardiff Bay which is easily reached on foot, bike or public transport.

Walking

Our office is a two minute walk from Cardiff Bay railway station. As you walk away from the train take the exit on the right hand side. Bute Street is straight ahead. Cross over the road and our offices are about 100 metres on the right hand side.

Alternatively, the walk from Cardiff Central Station, will take 20-30 minutes. Exit from the rear of the station and follow the cycle routes identified on the map link below. You can either walk directly up Bute Street, or Lloyd George.

The Sustrans Cymru office is a short distance from the Taff Trail which runs approximately North-South through the city and is easily accessible from most residential areas. If you are travelling to the city by train, cycling from Central Station is easy and there are a number of routes which can be cycled: either traffic free along the Taff Trail or slightly quicker on-road routes (approx. one mile), along either Lloyd George Avenue or Bute Street. The map shown identifies the walking and cycling routes to our office:

<http://tinyurl.com/6h3dee4>

Cycling

For both Lloyd George Avenue and Bute Street, exit from the rear of the station (follow signs for 'unpaid fares') and head towards the far side of the car park, to the cross-roads. Cross over the junction to the far side of Tresillian Way and head left along the cycle path until you reach Bute Street. From here, you can either cycle directly down Bute Street (5-10 minutes) until you meet traffic lights at the junction near the Cardiff Bay Rail station, and then walk your bike along the last 200 meters (the road is one way) to the office on the right hand side. Alternatively, cross diagonally over Bute street and go under the rail bridge to meet Lloyd George Avenue. At the end of the Avenue, keep the Millennium Centre on your left hand side and follow the road round to the cross roads. Turn right at the cross roads, onto Bute Street. The office is on the left hand side, just before the traffic lights. This link highlights the Lloyd George route in detail:

<http://tinyurl.com/62ssx43>

Alternatively, for a more scenic route, and 15 minute cycle down the Taff Trail, exit from the front of the station and bear left and cycle past the car drop-off area. At the main road (Wood Street), turn left. The Millennium Stadium will be on your right-hand-side. At the first set of traffic lights, just over the bridge, turn left and go under the railway bridge – you are now on the Taff Trail (Route 8). Follow the route along the right hand bank of the river until you reach the Bay. You will need to go straight over the first road junction and shortly after this, the trail alternates between tow path and quiet residential streets. After approximately 10 minutes, the route meets Clarence Road. At this point, turn left and cycle over the bridge and towards the Bay. Turn left into Bute Street at the major cross roads, just before the Millennium Centre. Route details are shown here: <http://tinyurl.com/669xwg2>



Unfortunately, there is no designated bicycle parking outside the office. However, there are nearby railings, but we would only advise using these with a secure 'D' lock. We can accommodate folding bikes in the office. Alternatively, there are bicycle racks outside the Millennium Centre, a five minute walk from the office.

If you do not have your own bike, you can hire the bikes from the rear of the station. For more information on the bike hire visit: www.oybike.com

Public Transport

By Train

Trains to Cardiff Bay run every 12 minutes from Queen Street station, where connections can be made from valley line trains. You can connect to Queen Street from Cardiff Central Station, if you are arriving by main line services, however, a quicker option for those arriving at Central Station would be to catch a Service 6 'Bay Car' bus which travels to Cardiff Bay every 10 minutes throughout the day, taking approximately 10 minutes. To catch the bus, exit from the rear of the station. The bus stop is to the left at the far end of the car park. The bus stops outside the Millennium Centre, which is a 2 minute walk away from the office. For times go to: www.traveline-cymru.info, or any of the train providers websites.

By Bus

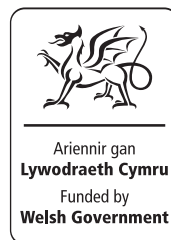
Buses connect to Cardiff Bay from a variety of locations within and beyond Cardiff. Contact Traveline Cymru for details on 0871 200 22 33 or use their online journey planner at www.traveline-cymru.info

By car

The closest parking is Havannah Street, near Techniquet, or alternatively Cardiff Waterside, next to the Millennium Centre. Hourly charges apply. If you would like to car share for either a one- off, or regular journey, register, for free with SEWTA Car share scheme www.sewatcarshare.com

Further information

You can find further information on walking and cycling routes on the Sustrans website: www.sustrans.org.uk, and additional guidance on encouraging active travel in your workplace at: www.activetravelcymru.org.uk/toolkit



Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day.

It's time we all began making smarter travel choices. Make your move and support Sustrans today. www.sustrans.org.uk

