

TOURISM AND TRANSPORT ACTION PLAN (DRAFT)

Vision

Contribute to a 5% growth, year on year, in the England tourism market by 2020, through better planning, design and integration of tourism and transport products and services.

Objectives

1. To improve the ability of domestic and inbound visitors to reach their destinations, using the mode of travel most convenient for them, with reliable levels of service (by road or public transport), clear pre-journey and in-journey information, and at an acceptable cost.
2. To ensure that visitors once at their destinations face good and convenient choices for getting about locally, meeting their aspirations as well as those of the local community for sustainable solutions.
3. To help deliver the above, to influence transport planning at a strategic national as well as local level to give greater consideration to the needs of the leisure and business traveller and to overcome transport issues that act as a barrier to tourism growth.
4. In all these, to seek to work in partnership with public authorities and commercial transport providers, to ensure that the needs of visitors are well understood and acted upon, and that their value to local economics is fully taken on board in policy decisions about transport infrastructure and service provision.

Why take action?

Transport affects most other industry sectors and tourism is no exception. Transport provides great opportunities for growth but it can also be an inhibitor and in a high population density country such as England, our systems and infrastructure are working at almost full capacity including air, rail and road routes.

Major 'once in a generation' investment and infrastructure projects like Thameslink and Crossrail are now underway. The redevelopment of King's Cross is nearing completion and there are various rail improvements due to take place across the country such as Birmingham New Street, extensions in the North, East Midlands and the North East plus electrification of the Great Western mainline. On top of this, the High Speed Rail Link from London to Birmingham (HS2) will be one of the greatest railway investments since the nineteenth century. On the roads, further improvements are rolling forward on the M1, M3, M25 and the M56. Other developments such as the expansion of air capacity in the South East are less certain. Before these major projects are completed there are numerous long-standing issues that need to be addressed including the need to re-evaluate the role of leisure tourism in transport planning and the opportunities to achieve greater integration for the

leisure or business traveller. We also have some quite detailed issues that may appear less important but which can have a huge impact on the tourism industry - issues such as brown signs, weekend rail closures and the complexity of ticketing for public transport. It must also be remembered that capacity and provision are issues throughout the transport hierarchy and local, often small-scale, issues (such as traffic congestion in 'pinch points' or cuts to rural bus subsidies) can have a huge impact both on local communities and the visitor having to experience them.

There are a number of issues around air travel that have not been covered by this Action Plan because these are highly complex policy issues and will need further debate. The future of airport growth in the South East will also impact on the rest of the country. VisitEngland will provide future strategy positions on wider air travel issues such as route development or expanding regional airport capacity. Please see page 11 for background information on regional airport expansion and other key transport considerations not covered in detail in this Action Plan.

Whilst many of the high profile issues are long-term in nature there are others that are less obvious and where some solutions can be achieved within the next three years. Through the Tourism and Transport Action Plan we may only be able to begin a process whereby the needs of the tourism sector are accommodated by transport planners but there are also a number of 'quick win' opportunities. This Action Plan will seek to break down some of the issues into manageable actions with clearly defined outcomes as well as working towards long-term change. The aim is to ensure that we are moving in the right direction, that the tourism sector has a voice in transport planning and that we are preparing ourselves for the longer-term changes that we are likely to see.

Context

The relationship between the transport and tourism sectors

Transport is a hugely complex activity, impacting on every one of us in our daily lives. In a sense, we are all transport stakeholders and because of this, the role of the tourism sector in making decisions about transport has to be considered against a multitude of other (often conflicting) interests.

Tourism helps support transport services and infrastructure across the country. Without tourism many areas of England would be likely to lose many of the public transport services that are currently provided and benefit residents as well as visitors. This applies to remote communities with low population thresholds but also in rural areas throughout the country, even in the densely populated South East.

A better understanding of the tourism sector must be built with those public bodies (government, local authorities and relevant agencies) responsible for transport policy and planning, and for maintaining and developing transport infrastructure. In towns, cities and metropolitan areas the focus is on short, repeated 'day-to-day' journeys which constitute the vast majority of people's travel and which are the cause of most congestion, parking and other traffic problems. Likewise, the tourism sector must understand how the transport sector operates and how it is able to influence decisions and planning.

On the main interurban networks – main rail lines, the motorways and trunks roads - the abiding concerns are crowding, congestion and capacity issues on a day-to-day basis. Only on clearly identified corridors – such as M5/A30 – is the tourism content of travel well recognised. Even then, the value of providing for the volume of visitors to reach those destinations is not properly accounted for in the normal method of transport project evaluation and priority setting.

The key task for the tourism sector is to comprehend and present the vital importance of adequate transport links to destinations – recognising the appropriate modes of travel for the different types

of journeys – and to advocate a proper understanding of those links and the value that they have to local economies among the transport policy and planning community.

With the international cost of oil remaining high we are unlikely to see fuel costs reduce during the life of this Action Plan. This raises opportunities to change travel behaviour that can be of benefit to visitors and encourage them to take more sustainable transport options than the motor car.

Who owns and operates what in transport?

Equally it is important for the tourism industry to understand how the different transport sectors operate, where infrastructure and service provision is commercially determined, and where it is determined by public policy and funded – at least in part – by what the public sector can afford. Only then can an action plan be prepared, recognising where and what levers can be pulled, so as to improve the travel options and levels of service available to the visitor. For example, the bus and coach industry in Britain is entirely deregulated, except for buses in London which are planned, procured and subsidised by Transport for London (TfL).

While local authorities can and do pay for additional socially necessary bus services in many areas, the shape of the networks, the fares charged and the ticketing systems adopted for both bus and coach services are matters of commercial decision by the operating company. Generally there is little or no integration, through ticketing or multi-modal information, except in some cases where the same owning group operates both trains and buses (e.g. First Group, Stagecoach). Some cities, such as Bristol, are managing to work with operators to achieve some integration of ticketing and information.

Only in London is there full integration of buses, Underground, tram, Docklands Light Railway and increasingly the national rail services, with respect to information, ticketing, interchanges and signage. Rail services are provided by mostly private or European rail companies - owned by operators under commercial franchises with the Department for Transport (DfT). These are very precisely specified, although there is some room for an operator to commercially develop aspects of their product (such as pricing, ticketing and ancillary services).

The strategic road network of motorways and trunk roads is provided, operated and maintained by the Highways Agency in England on behalf of the DfT. These roads account for 4% of the entire road mileage but one-third of all traffic. Another third of all traffic is carried on the rest of the A road network, which is managed by local authorities, accounting for another 9% of road mileage. These are the critical networks – particularly the strategic road network - for tourism traffic reaching its destinations.

Getting about destinations locally

Very different are the requirements – and the availability of transport services and infrastructure - for visitors to travel around their destinations, whether based in a city, a country town, a national park or a coastal village or resort. Although 80% of England's domestic visitors reach their destinations by car – and the opportunities to influence this are minimal without also changing the destination – there are many choices for visitors in getting about locally. Whether walking, hiring a bike, going by local or specialist bus or tour coach, or by park and ride or car all the way, Destination Management Organisations (DMOs) and local authorities can have some influence on the choice of mode. This might be achieved through controls on parking, availability of cycle hire schemes or partnerships between bus operators and venues/visitor attractions. Whilst the importance of the car in getting to the destination is unlikely to change in the next few years, there are many things we can do to encourage visitors to refrain from using it whilst they are on holiday and schemes which will help achieve this will need to be disseminated. Policy measures can also be adopted by National

Parks through marketing initiatives and promotions. Here the objective is often to adopt sustainable means of transport in line with the character of the destination and the local environmental policies being pursued, whilst also giving the visitor choice and a quality 'must-repeat' experience.

There are different imperatives, and different frameworks for developing and implementing transport policy and plans, between home and the destination on the one hand and getting about the destination on the other.

Perhaps the most important difference is that working to improve 'getting about locally' is a matter of working closely with DMOs, destination partners, local highway authorities and bus operators; working to improve 'home-to-destination' travel on the national networks is about engaging national and sub national decision-makers, including the government and major transport operating companies.

Transport impacts on everyone

The tourism industry recognises the importance of transport as an integral part of the visitor experience. Visitors frequently use the network outside the primary corridors and some of England's destinations fall outside this network, including many 'attract' brands (Blackpool, Lincolnshire Coast, the Peak District, Dorset and Cumbria). For many resorts they are literally at the 'end of the line' and by-passed by long distance inter-city routes.

England's transport network is inherited from many centuries of urban development and has indeed shaped our patterns of settlement. The pattern of tourism has also been shaped by the evolution of transport. Tourism originally grew in seaside resorts served by railway lines and later adopted a more dispersed pattern as a result of the growth of the private car and more recently has seen the influence of budget air travel.

Whilst sectors such as road and air travel have been continuously evolving over the past 100 years, much of the railway infrastructure dates from the nineteenth century and throughout the twentieth century there was under-investment in both the rail and London Underground network. In the second half of the twentieth century, the government's focus was on improving the road network, especially through motorways. More recently, there has been renewed interest in rail travel and rail capacity is currently at its highest level for fifty years. For rail operators, the only potential for growth is to increase off-peak (leisure) usage, especially at weekends.

Transport affects everybody - even people who aren't travellers still need a transport system to lead a normal life. The tourism sector cannot isolate itself from the wider needs of society and whilst trying to tackle issues that affect leisure travellers. We can only make inroads into areas that equally generate wider economic, social and environmental benefits. There are two types of transport solution - operational or infrastructure - both will feature in this Action Plan.

The travel and transport needs of overseas visitors

The inbound visitor has travel needs that are in part separate and distinct from the domestic visitor. Those who arrive by air, classic short sea and Eurostar do not have a car; although a small proportion rent cars, nearly all these visitors are dependent on either group coach travel or individual travel on public transport, whether local transport services (as in London) or rail or long distance coach to other cities and destinations.

Here the ease and convenience of public transport use is absolutely critical. Generally the more commercial nature of rail operations in Britain (compared with some European rail operators) means a greater awareness and sensitivity to the needs and demands of the visitor market. However, the

deregulation of the bus market means it can be more difficult to provide multi-modal integration (e.g. on ticketing or travel information) than in some European countries. Nevertheless, the quality of service, reliability and frequency of many rail services, coupled with modern rolling stock and generally good information makes for a pleasant travel experience for overseas visitors.

The progress has been slow (from an essentially Victorian railway system) in improving station facilities for encumbered passengers and those with access needs and there is considerable room for further improvement. It is often said that if the information, ticketing and interchange facilities work for a first-time, non-English speaking visitor with small children and lots of luggage, they will work for everyone.

Car-borne visitors – many bound for coast countryside - tend to be from near-Europe, and the issues affecting them are just the same as the domestic visitor to those same destinations.

(The experience of travellers to and from airports is being dealt with by the Welcome Action Plan.)

Demand and Supply

The main concern across urban and inter-urban networks (road and rail) is the increasing demand for travel (driven by income and population growth), which with largely fixed capacity is steadily increasing congestion and crowding. Long term growth curves indicate these trends will continue and this is reflected by international comparisons.

With the focus on non-leisure travel, further improvements to the rail infrastructure are likely to bypass many rural tourist destinations. For example, areas that have a strong tourism economy such as Devon and Cornwall are not going to benefit directly from new investment in the Great Western line as the work focuses on the urban corridors linking London to Bristol and South Wales.

Increasing road capacity is expensive and unpopular, although the economic case is very strong. The DfT's current 'Motorway Management' strategy is to gain more capacity from the existing network through widespread application of Hard Shoulder Running (as in the M42 experiment), backed by intensive traffic management (e.g. speed controls to increase flow and access control). This will also be applied to high standard dual carriageway roads such as the A14. In time, it is likely that road user charging will be introduced to manage demand.

Increasing rail capacity is similarly very expensive, and offers less value for money. Current strategy involves dealing with bottlenecks, electrification (e.g. Great Western) to increase performance and capacity, and longer trains (e.g. 12-car trains on the Thameslink FCC line). Train Operating Companies will continue to manage demand through pricing and yield management. The High Speed Link from London to Birmingham (HS2), the major upgrading of city termini outside London and the completion of Crossrail will predominate the infrastructure programme but most of these projects will be completed beyond the timeline of this Action Plan.

This is the context within which the Action Plan needs to fight for the needs of visitors and the benefits to the visitor economy.

A role for the private sector

Whilst major infrastructure projects tie up large amounts of public funding, the operation of transport services is increasingly having to rely less on public-sector subsidy and more on private sector enterprise and commercial solutions. There is a role for the private sector to introduce innovative travel solutions and to work in a more coordinated way with the visitor economy.

Opportunities will be provided as a result of changes to the way transport is supported, especially in rural areas. For example, we may need to move from a system of supporting off peak rural bus services to a system whereby local taxi or private hire companies can provide a network of reliable, good value routes with fixed prices. Major attractions operators, working with bus companies can support scheduled bus services, allowing pick up and drop off for local residents as well as visitors. Rail operators can work more closely with destinations and attractions to increase leisure use and awareness of the local product at off-peak periods. Transport operators can look towards branding their vehicles to promote destinations (e.g. First Group has branded the Garden Cities of Hertfordshire; Go-Ahead has branded its Isle of Purbeck Bus Service; many open top coastal bus services are branded but there is scope to go much further.)

The South West has used public transport and travel within the area as an attractive visitor experience in itself, highlighting the spectacular coastal railway between Exeter and the English Riviera and the many scenic bus journeys that are available throughout the various counties in that part of England. If the benefactors of increased usage of public transport (i.e. local attractions and accommodation providers) can play their part in supporting it, we can develop a sustainable transport solution for many parts of the country that are currently facing subsidy cuts.

Transport modelling

Transport as an activity cuts across most industries and stakeholder interests, affecting a very wide number of people. It is difficult for the tourism sector to have a voice, particularly where it is competing with 'Travel to Work area' transport modelling which focuses on non-leisure use.

Transport models were originally based on the science of fluid mechanics as cars and people follow similar patterns of motion as do fluids running through a circulatory system. This assumes that people will follow a logical process as many commuters and delivery services will when faced with constraints or pressure on the system. Leisure travellers however are not so predictable in their behaviour and may act more on impulse or on a whim. Unlike commuters or regular travellers, their journeys are discretionary and can be changed or curtailed because of road works or rail closures. Reliance on guidance rather than habit can create opportunities as well as challenges but this difference in behaviour needs to be accounted for by transport planners. To put this situation into perspective, 70% of all long-distance road travel is leisure-related and it therefore makes up a far greater component than most people realise.

Supporting the Wise Growth Agenda

Transport planners and DMOs, where possible, should work together to seek opportunities to develop transport through 'wise growth' (see Wise Growth Action Plan). In terms of transport this means developing sustainable solutions (tourism-based public sector transport that also supports local community travel). The industry needs to support bids for sustainable transport initiatives (such as through the DfT Local Sustainable Transport Fund) to encourage innovative solutions and integrated transport hubs that allow more choice of how to get about than by car alone. Several innovative projects are already underway in parts of the South West and there are others in Cumbria and other National Parks.

These schemes should be supported and expanded. Sometimes this is a case of embracing new technology (such as deploying electric powered bicycles with new efficient cells) or simply by changing the way that resources are used. For example there are projects that utilise redundant rural assets such as in the Peak District where disused rail lines are being adopted for cycle routes. (Some of these examples are included in the Rural Tourism Action Plan.) There is work being done on itineraries for visitors – in places where car travel is unavoidable (such as in parts of Cornwall) visitors are being provided with an itinerary that gets them to an attraction or destination for a day

trip and illustrates how they can enjoy the experience with minimal car usage. Promotion of car free days by businesses and DMOs is also increasing. Transport operators can assist with more sustainable solutions by integrating timetabling (e.g. in the New Forest the train arrives 5 minutes before the bus leaves to encourage continuity for the visitor journey). In some areas visitor pay back and incentive programmes have been introduced where a reward is given by accommodation or attractions for guests using public transport.

The approach of this Action Plan

The main focus of this Action Plan will be to improve the visitor experience through highlighting the specific needs and value of leisure travel and creating greater coordination between the visitor and transport providers. There is an opportunity for transport planners to realise the importance of the tourism sector and for visitors to be given greater consideration. There is scope for the tourism sector too to better engage in the decision-making process and to present its case more effectively. There is definite scope for communication between transport and tourism interests to be improved. The Brown Signs Task Force is an example of how this is starting to happen. Still in the early stages of its work, and led by the Department for Culture, Media and Sport, this group includes technical experts from the DfT, Highways Agency and VisitEngland, bringing together the two sectors to secure common objectives and joint solutions.

The Action Plan will seek outcomes that will help tourism to be properly recognised and fully appreciated, being taken on board much earlier in the transport planning decision-making process. The tourism sector also needs to work in the context of increased travel demand and make greater use of off-peak travel opportunities and encourage visitors to use less congested routes.

By their nature, major transport infrastructure proposals, if successful, are long-term projects, beyond the scope of this Action Plan. The Action Plan, to make the issues more manageable, splits the actions into three types:

- 1. Short-term actions:** things that can be done within three years to improve the visitor experience. Primarily, this will include actions that have zero or low cost but where greater coordination can be achieved, especially where different sectors/sub-sectors fail to work together or fail to engage with destination managers, event organisers, DMOs and local authorities. For example we can look at ways to avoid bottleneck repairs to the transport system by better scheduling or liaison between the transport sector and destinations.
- 2. Medium-term actions:** things that can be achieved within a three to five year period. Examples will include outcomes from Working Groups (e.g. Brown Signs Task Force); provision for sectors of the tourism economy that are overlooked (e.g. greater consideration for non-scheduled coaches); input into local tourism planning outcomes (local transport plans); improved visitor information for travellers across a range of media/interfaces; bottom-up/community/civic pride solutions (such as 'adoption' of stations); and creating a more visitor-friendly leisure transport environment.
- 3. Long-term changes in policy:** to be achieved through the ten year life of the Framework and beyond, for example, a fundamental shift in the way transport modelling is calculated and incorporating leisure use in long-term infrastructure planning and adoption of best-practice solutions at transport termini, airports, new stations and interchanges.

1. Short-term action (3 years)

ACTION	LEAD PARTNERS (where appropriate)	DELIVERY PARTNERS	OUTCOME OR SUCCESS MEASURE
i. Identify ways to minimise weekend and Bank Holiday rail closures and other such events through investigating alternative maintenance solutions and/or scheduling.	Association of Train Operating Companies (ATOC)	DfT; Network Rail; academic partners; DMOs	Number of complete line closures over weekends reduced; evidence of partnership working between DMOs and Train Operating Companies to reduce visitor disruption.
ii. Identify examples of best practice in the coordination of public transport services between transport modes and destinations.	Academic partners; VisitEngland	DMOs; transport operators	Case studies to be published; promote best practice examples e.g. development of public transport leisure services (leisure routes); leisure traffic management; integrated transport schemes.
iii. Work with operators to achieve greater coordination in terms of information provision, communication and timetabling.	ATOC	DfT; Network Rail; transport operators; DMOs; VisitEngland	Campaign for better transport information for tourists; simplified ticketing and access to market; seek sustainable transport solutions including use of local public transport by visitors and alternatives to use of the car at destinations; recognised improvement in information provision with cited examples; better web-based integrated travel information and access to apps.
iv. Simplify and improve rail pricing, ticketing restrictions and packages for leisure users e.g. development of smart cards for leisure users.	ATOC	DMOs; tourism businesses	Examples of improved provision for leisure travellers.
v. Examine the lack of transport information provision for visitors across a range of points on the visitor journey and different spatial levels and identify solutions.	Academic partners; VisitEngland	DMOs; ATOC; transport operators	Case studies to be published.
vi. Work with the DfT to influence leisure journey times and minimise peak period holiday disruption.	DfT	Network Rail; Highways Agency	Set up Inter-Governmental Working Group/Task Force to oversee improvements to service.
vii. Encourage coordination between the transport sector and major events through identifying and sharing case studies on the benefits of working together.	DMOs	ATOC; motorists organisations; academic partners	Case studies to be published and disseminated; better use of transport sector collateral (opportunities to advertise or to promote) and to inspire travel by public transport using mixed media.

2. Medium-term actions(3-5 years)

ACTION	LEAD PARTNERS (where appropriate)	DELIVERY PARTNERS	OUTCOME OR SUCCESS MEASURE
i. Improve consistency of tourist signing. This is currently under review but changes to the signing system, including brown signs and new 'Welcome' signs, will take some years to be implemented.	Highways Agency	DfT; DCMS; VisitEngland; LGA; Local Highways Authorities	Introduction of new tourism destination signing; rationalisation of brown signs scheme; improvement in consistency of all road signage; de-cluttering and removal of inappropriate signing.
ii. Consider the needs of the non-scheduled coach sector e.g. provision of facilities such as pick up and drop off points, facilities for layovers and medium-term parking and recognition for their needs by destinations.	Confederation of Passenger Transport (CPT)	Coach Tourism Council; Coach Operators; DMOs; Greater London Authority; TfL; LGA; attractions organisations (i.e. Historic Houses Association, Association of Leading Visitor Attractions, Society of London Theatre)	Greater consideration for non-scheduled coach services; establish coach charter and roll out to key destinations; reduce seasonality through increased coach usage; closer working relationship with CPT and other sector stakeholders; develop a national Coach Concordat.
iii. Improved public transport provision to and from visitor gateways (airports, ports, termini).	DfT	Transport operators; Ports and Airports Operators	New examples of best practice; improved services; recognition of the needs of the leisure user when establishing the conditions for public transport franchises; improved scheduling that meets travellers' needs.
iv. Input into the local transport planning system by local tourism stakeholders e.g. destination managers.	DMOs	LGA; DCMS; DfT; Local Authorities; ADEPT; local tourism partnerships	Participate in the transport planning process through central government via DCMS and through ADEPT (Surveyors) as well as encouraging engagement at the destination level through involvement in Local Transport Plans.
v. Greater coordination between destinations and local skills training providers, ensuring that all elements of the visitor experience are accounted for, including better travel information provided by tourism businesses.	People 1st	VisitEngland; DMOs	Specific skills training initiatives implemented for interactions between transport providers and visitors in their travel experience; 'Welcome' schemes; taxi drivers and other front line transport service roles as ambassadors; build on the significant improvements to transport customer skills by working with People 1 st to focus on visitor needs; promote consistent skills across the different modes of passenger transport.

3. Long-term actions (10 years or more)

ACTION	LEAD PARTNERS (where appropriate)	DELIVERY PARTNERS	OUTCOME OR SUCCESS MEASURE
i. Research gaps identified; changes in policy towards leisure travel needs established.	Academic partners; DfT	Academic partners	Transport Planning formulae reassessed to reflect the needs of leisure users – as first step research gaps identified and provisional policy positions established.
ii. Key transport and tourism infrastructure development opportunities identified and case studies of intervention established.	VisitEngland; DCMS; DfT	Academic partners; Developers; major tourism operators; DMOs	Establish mechanisms that allow earlier input into the strategic planning process for tourism for major infrastructure projects.

Background Information

The McNulty Report

The most anticipated recommendation expected in Sir Roy McNulty's report – but one of the most difficult to implement – is that parts of the rail network be split off and run either by train operators or other infrastructure managers. This will recommend that Network Rail also work more closely in certain parts of the country with train operators, setting up joint ventures to ensure that both sides have incentives to invest in the railways and save costs.

The most far-reaching experiment in integration between track and train, likely to take place on the Merseyrail Electrics network around Liverpool, is intended to see if closer integration will improve incentives to drive down costs.

Train operators at present have little to gain from maintaining their trains well enough to minimise track damage, while the track owner may have little incentive to ensure that engineering works are finished quickly so that services can resume.

Whilst integration between operators and track providers is welcomed, there are serious doubts about train operators' willingness to assume the financial liabilities they could face if a major infrastructure provision such as a tunnel or viaduct were to collapse.

Air travel and SE Airport Expansion

This is a three-year Action Plan and due to the long-term nature of airport infrastructure proposals, this area of development is generally beyond its scope but nevertheless the issues generated need to be taken on board. These are also issues where different sectors within England's visitor economy are not all in agreement. For example, some elements within the industry favour expansion at Heathrow as a priority. VisitEngland supports regional airport expansion beyond the south-east and would like to see the benefits of airport expansion rolled out to other parts of the country. Some specific sectors such as retail and hospitality (in London) favour a third Heathrow runway regardless whilst many integrated transport operators and providers see the expansion of Birmingham and Manchester as being a more effective solution. Major airlines favour a single hub rather than shared capacity around London whilst smaller airlines favour regional expansion.

Travel to and from airports is also a significant issue and we need to remember that an important aspect of outbound travel (getting to and from the airport) is actually an element of domestic tourism (staying in airport hotels and spending money at the airport). Airports are also catalysts for a range of other industries such as light manufacturing, aircraft maintenance and services and distribution.

Transport and the 2012 Olympic and Paralympic Games

A year before the 2012 start date, Transport Minister Norman Baker urged commuters and businesses in London to think differently about how they travel during the Olympic Games for what is likely to be one of the busiest days on the transport network:

Modelling by Games organisers predict that 3 August 2012 will see an extra three million trips made on top of the 12 million trips on public transport being made on an average London workday. This is due to it being the first day for track and field, and with events at larger capacity venues such as the Olympic Stadium, Horse Guards Parade and the Aquatics Centre the number of spectators are likely to peak.

In order to manage the increased number of people using the Capital's transport network, the Government wants commuters and Londoners to travel and work differently during the Games. For

example commuters who live near work, or travel short distances within central London, are being urged to cycle or walk to work. Those who live further away are being encouraged to try different routes; stagger their journey times to avoid the busiest periods; work remotely; or use video conferencing for meetings.

Norman Baker was speaking at BT where he was shown innovative new ways for businesses and individuals to work remotely from both home and the office. He said:

“The Games will be a once-in-a-generation test for both our transport system and our adaptability. As we edge ever closer to the Olympics, hand-in-hand with new investment must go new solutions.

“I am the first ever transport minister to have official responsibility for alternatives to travel and the Olympics will be a key time to really embrace these ideas. It’s time to oil the creaking bike, dig out the walking boots, work out how to use the video conferencing equipment, and fire up the laptop gathering dust at the back of the cupboard.

“And of course Government has to play its part – at DfT we’ll be cutting our travel footprint by half during the Games, with similar initiatives across Whitehall. But all businesses need to play their part too – there’s plenty of help and advice out there so no excuse why we can’t reduce the amount we travel during the 17 days of the Games.”

In the run up to the Olympics around £6.5bn has been invested in upgrading and extending transport links including the first ever domestic high speed train in Britain, new stations, more tube trains and line extensions. And, as well as the big ticket items, investment has been put into everyday improvements such as innovative customer travel information systems and more user-friendly walking, cycling and river routes.

Stuart Hill, BT’s Vice President for Central Government and 2012, said:

“BT is working to make London 2012 the most connected Games ever – not just for people at home, but for organisations too. BT is working with businesses and public sector bodies of all sizes to help minimise the impact of travel disruption during the Games.

“We offer a range of communications services that will help them to boost productivity while eliminating costs. This includes our deployment of super-fast fibre broadband services, cloud-based voice and data services, secure remote working services and video conferencing. By investing in flexible working solutions such as these now, organisations can ensure they remain fit for the Games and well into the future.”

Up to 800,000 spectators and 55,000 athletes, officials, organisers and members of the media will be travelling to and from the Olympic venues every day. The overall transport ambition is to reduce non-Olympics demand during the Olympics by 30 percent, although there will need to be larger reductions at specific stations and lines.

Hugh Robertson, Minister for Sport and the Olympics, said:

“The transport network has received significant investment to ensure it is able to cope with the demands of Games time, but we also need the assistance of London businesses to help everybody travel around the capital smoothly. By thinking creatively and adjusting travel patterns next summer, we can ensure that everybody gets to their destination and London keeps moving.”

The Department for Transport has committed to reduce the travel footprint of the department by 50% at Games time. DfT staff will reduce commuting, keep business travel to a minimum, and rearrange deliveries and collections where possible. The Department is testing out different ways of working and travelling in a trial week from 8 to 12 August 2011 and has a wider programme of work with business representatives to develop a strategy on alternatives that will reduce the need for commuting and business trips - not just now but looking forward to the next 20 years.

Questions for Consultation

1. Do you support the overall objectives, context and key issues highlighted in the Action Plan which have helped to steer the more detailed actions?
2. Are there any key actions missing from the Action Plan and / or do you have any alternatives to suggest that are realistic and achievable?
3. Do the delivery partners make sense or are there other organisations that could help deliver any of the actions which are not referred to?
4. What can you do to support the delivery of this Action Plan? Would you be prepared to lead on any of the actions?
5. Are there any case studies or good examples you can share that relate to and support the actions outlined?
6. Are there any other comments you wish to make in relation to taking this (or these) action plans forward?

Other key issues where we would be interested to hear from you

- a. How best can the travel needs of leisure and business tourism be addressed more effectively in the transport planning system? What can be done to help the transport and tourism sectors better understand one another?
- b. Are we able to capture the economic impacts of transport on the tourism industry and can we report these back to decision-makers? Can the value of tourism spending at the destination be released by improving transport capacity and quality?
- c. How can the long-term forecasts for tourism and transport be coordinated, and in particular how will they be affected by rising fuel costs?
- d. How can tourism and transport be more sustainable and contribute to the Wise Growth agenda?
- e. What is the scope for developing improved travel information systems and simplified ticketing that is more accessible for visitors?
- f. Which parts of the transport sector are able to accommodate growth?
- g. How can we learn from successful initiatives from other countries and apply these more widely?
- h. What mechanisms are there to improve the customer experience for public transport – particularly integration between modes – to facilitate a greater share of tourism travel by more environmentally sustainable transport?
- i. Since bus provision outside London is deregulated, with declining public subsidies, what mechanisms could help to improve the networks and services of particular interest to visitors in rural and coastal destinations?