



Travel Plan Measures: Promoting Public Transport

Public transport can be a real alternative to the car for many commuter and business journeys. Modern public transport is more reliable than ever, with bus lanes and express services. Buses and trains also produce less CO₂ per passenger than single occupancy cars and cause less congestion.

The main objections that people have to both modes are common misconceptions of cost and reliability. Both of these are issues that can be overcome with a strong marketing campaign that highlights the benefits of modern public transport.

To those who are used to the door-to-door convenience of a car, it can take a while to get used to the thought of using buses or trains. By putting in place the right incentives and information, a good Travel Plan can really start to get people onto public transport.



Did you know?

Derby has excellent rail links and is connected to many local towns and villages such as Duffield, Belper, Matlock, Spondon, Long Eaton, Burton, Willington, Uttoxeter and Tutbury.



How can you encourage public transport use?

- Advertise existing bus and rail services.
- Let people know the *real* cost of travelling on public transport, for example monthly or annual tickets.
- Identify and then run incentives that can help to encourage the use of public transport.
- Let people know the personal benefits of leaving their car at home such as saving money and time.
- Identify gaps in the public transport network from key locations to your site and work with service providers to see if these gaps can be bridged.



How can we promote the use of buses and trains?

Before you start: In order to be able to promote public transport successfully to the right audience, you need to do some research. Most of the required information will come from your travel survey that you will have carried out prior to putting your plan together.



- Use the staff survey to find out how many people currently use public transport.
- In your survey ask the reasons people don't use public transport so you can work out how you can help.
- Where are the closest bus stops? Is Derby rail station easily accessible from your site?
- Find out which local bus services to promote.
- Identify the main bus and rail operators and arrange to meet with them to understand how they can help with initiatives or provide promotional material.
- See if your neighbouring businesses are working with the operators too.

Promotional Material.....

Before you start promoting the use of public transport, make sure that you can provide people with the right information:

Bus and train marketing materials

- Timetables (paper-based and online links)
- Route maps and guides (paper-based and online links)
- Journey and season ticket cost information
- Journey time information from local towns and villages
- Up to date information on special offers and discounts
- Motivational leaflets/online info explaining the benefits





How can we incentivise people to use buses and trains?

Many people like the idea of using a bus or train but are often put off by small issues or misconceptions. Referring to your travel survey will help you to understand why some of your staff don't use public transport, so you can target their needs more effectively.

Here's a list of measures that you can put in place to encourage people to use public transport:

Site Measures	If you are moving to a new site it's worth considering how close it is to rail/bus stations and stops to make it more accessible.
	If you aren't that close to public transport links, larger employers can look into setting up a shuttle bus to take staff and customers from bus and train stations direct to your site and back.
Providing Information	Provide as many different types of promotional material as possible and make them easily accessible for people: <ul style="list-style-type: none"> • Leaflets in staff rooms and offices. • Customer information points in reception areas. • Information and links on company intranet and internet sites. • Promotional information via communication channels such as email.
Incentive Measures	Interest free salary loans for rail/bus season tickets, payable over 12 months will make these more affordable to staff. Buying a season ticket also shows their commitment to a bus or train for a set period.
	Offer rewards to staff who use public transport such as: <ul style="list-style-type: none"> • Financial reward in lieu of a car parking space. • Staff who use the bus or train can be awarded points which can be exchanged for benefits.

Public transport - the benefits for your company.....

Improved accessibility: Improving your links to public transport will make your site more accessible to staff and customers.

Save money: Getting staff onto public transport can help you reduce your costs on mileage claims and subsidised parking.

Environmental benefits: Reducing car trips to your site will help you to reduce your carbon footprint and localised congestion.





Derby City Council



Example of a successful scheme: Derby College rail season ticket loans.....

In September 2009, Derby College opened their flagship £48million Roundhouse campus on Pride Park, situated right next to Derby rail station. The college saw this as a unique opportunity to promote commuting by train to its staff and decided to put in place as many train related Travel Plan measures as they could.

The college had 350 staff at the site with many living close to train stations in areas such as Belper and Spondon.

A salary loan scheme was introduced for the purchase of annual rail tickets. The college also worked with East Midlands Trains to negotiate a 10% discount for its staff on these annual tickets. The college purchased the tickets on behalf of the staff, and then took interest free repayments out of their salary over the next 10 months. The scheme was so successful that in the first 12 months there were 25 applications, about 7% of the staff that are based at this site.



Negotiating deals for staff and customers.....

If you want to promote the use of public transport to your staff and customers, it is always an added incentive for them if you can offer a discount or special offer.

Before putting your Travel Plan together, it is suggested that you arrange meetings with as many of the local public transport providers that you can. Remember that they want new business as much as any other company so if you let them know what it is you are hoping for, it may be possible to negotiate special discounts or tickets for your staff and/or customers.

Going to these meetings with up to date staff travel survey results including the potential numbers of staff and customers who could use their services will put your organisation in a strong position to be able to work in partnership with local bus or train operators.

