

Why should I **promote**  
**public transport?**



**Sit back  
& relax.**

# Sit back & relax.



Public transport is an excellent alternative to the car for many commuter and business journeys, particularly for journeys which are too far for walking or cycling

## Why should we promote Public Transport to our staff?

Encouraging your staff to use public transport to travel to work offers benefits for you and your employees:

- Improving access by public transport can make your site more accessible to employees, visitors and customers who do not have access to a private vehicle.
- Encouraging staff to use public transport can help your organisation to lower its transport costs, reduce your need for onsite parking, and increase productivity by enabling staff to work en-route.
- Encouraging staff to switch from the car to public transport can help the environment by easing localised congestion and reducing emissions.
- Public transport can encourage your staff to be more active by walking to / from bus stops and rail stations.

## What can we do to encourage Public Transport use?

- Identify and promote existing bus, rail and park and ride services. This could be done through leaflets, notice boards, intranets and webpages to let staff and visitors know which public transport services they can use to access your site.
- Inform new staff of the options for public transport during their induction process.
- Key public websites such as [www.transportdirect.co.uk](http://www.transportdirect.co.uk) and [www.travelinesw.co.uk](http://www.travelinesw.co.uk) provide personal journey planning from your chosen location to your destination.
- Identify any gaps in the public transport network from key locations to your site and identify any service or infrastructure improvements that could bridge these gaps.
- Identify other incentives which could help to encourage the use of public transport, such as ticketing incentives and shuttle buses. You could offer free of charge 'taster tickets' to staff to encourage them to try bus services.
- Structure your shift start and finish around the timings of bus or rail services.



## Stagecoach Gold

Stagecoach research highlighted that the key elements of the bus journey included clean vehicle, friendly drivers, comfortable seats and pleasant surroundings contributed greatly to their customers overall journey experience. As a result of that, the Stagecoach Gold service was invented.

The Stagecoach Gold buses are fitted with high back leather seats for comfort, highly skilled bus drivers, CCTV, and will be cleaned every day.

Stagecoach Gold buses will also be fitted with more environmentally friendly engines, designed to help out exhaust gas emissions.

## Identifying the best Public Transport measures for our business

To help you determine which public transport measures are likely to be most appropriate for your site, you should identify the public transport needs of your staff and assess the existing public transport provision to your site. To do this you could:

- Use the findings from staff surveys or staff consultation to find out how many people currently use public transport, and what barriers discourage them from using public transport.
- Assess the current public transport provision by identifying which routes run by your site. Where are the closest bus stops? Is Gloucester / Cheltenham rail station within walking distance or is there a good bus connection?
- Find out which local bus services you should be promoting. You could do this by laying a map of your staff postcodes or customer travel origins over Gloucester / Cheltenham's bus network map.
- Identify the main bus and rail operators and arrange to meet with them to understand how they can help you to increase the number of staff and visitors who access your site by public transport.
- Possible discussions could be held with Gloucestershire County Council to help with initiatives at a workplace and / or provide free promotional material.
- Consider whether it is appropriate to collaborate with your neighbouring organisations before approaching operators. This is particularly relevant if you are based on a business or retail park.
- If your organisation would benefit, it could be a possibility to fund your own bus transport in order to complement existing public transport links.

## Useful public transport links

<http://www.traveline.info/>

<http://www.transportdirect.info/>