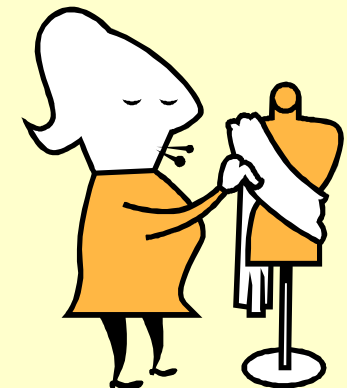


Tailored Sustainable Transport

Jayne Cornelius

**SWITCH Travel Plan
Coordinator**



Reason to promote Travel Planning National Transport Plan

- **2.3 Increasing healthy and sustainable travel choices**
– 3

- Aim:

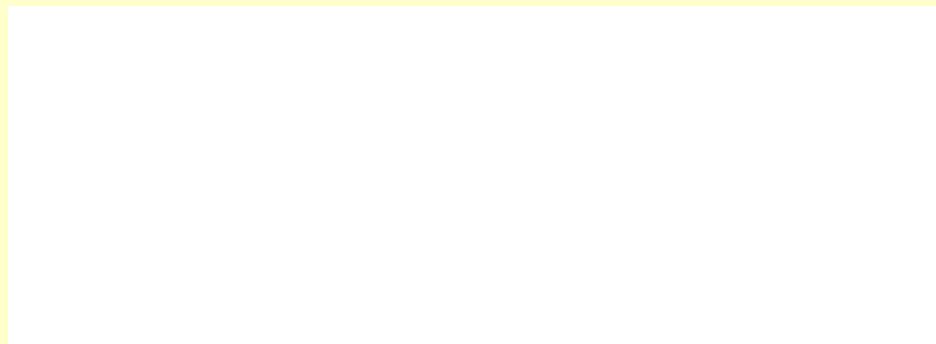
“To **make it easier** for people to be **less reliant on the private car** and to use **public transport, walking and cycling more frequently**.

Moving people to more **sustainable** modes of travel will involve **raising awareness** of the alternatives to the private car.

We will **encourage** the shift to public transport, and healthy options such as walking and cycling by supporting the provision of the information people need to **change their behaviour** and to make **journey planning simpler**.”

One size does not fit all

- **Tourism** sites are of different
- Rural Urban divide
- Gender and age differences (Staff)
- Very different working hours
- Nature of the Business
- Visitors arriving without prior knowledge of sustainable travel options



Anyone that has Children

- Knows they are individual



That goes for Adults too

- So Travel Plans have to fit the audience
- Have choices – Something for Everyone



When YOU plan your Holiday

- Do you.....
 - Just book and go
 - Plan your holiday to the last detail with daily activities
 - Plan your route and choose your transport
 - Leave everything to the last second
- Do you.....
 - Wait until you get there to find out about local travel
 - Check out what local travel is available before you get there

Where would you go for this
information?

?

People choose

- Internet Online information
- Mobile Phone App
- By Phone
- By text
- Leaflets, Timetables and Maps

Just a few partners that can help

- Traveline Cymru
- Pembrokeshire County Council
- Pembrokeshire Greenways
- Sustrans Cymru
- And many, many more

All Sustainable Transport Choices

- Need to be on all websites
- Ask for supplies of printed information
- Ensure all frontline staff receive Travel Champion Training
- Make sure that what you promote is in date by staying in touch with partners!

2011/2012 update

- Tourism Ambassador Training
- Working links (and other recruitment companies)
- Rollout of Welsh Travel Plan Awards
- Rollout of Travel Champion Training
- Car Share Scheme the whole of Wales
- Non Emergency Patient Transport Project
Sustainable Travel Centre support
- Jobcentre Project
- Working with WG to roll out more

Tailored Travel Planning

- Tailored to the organisation

What can We do for you

- SWWITCH and partners can help with training your staff
- Help you with implementing a Pembrokeshire wide Tourism Travel Plan
- Run Tourism specific Travel Plan writing workshops
- Help you achieve a Bronze Welsh Travel Plan Award in the first year
- Introduce you to all the partners you need to support you

Smart Travel Training

Developing Champions for the Future



Smart Travel Training
Developing Champions for the Future

Trainee Handbook



Hyfforddiant Teithio Call

Datblygu Hyrwyddwyr ar gyfer y Dyfodol



Hyfforddiant Teithio Call
Datblygu Hyrwyddwyr ar gyfer y Dyfodol

Llawlyfr Hyfforddeion



The next step!

- All Wales Car Share scheme
- Set up Travel Planning pages on Traveline Cymru website
- All TPC contacts on the Traveline Cymru website
- Joined up All Wales Travel Plan Team

Alone we can do so little; together
we can do so much.

Helen Keller