

The Preferred Strategy - details 1

As part of the 'plan stage' of SWARMMS, a series of measures was identified by 'theme' plans. Three of these, Reducing the Growth in Travel Demand, Rural Access to the Main Transport Corridors and Tourism are shown below.

Reducing the Growth in Travel Demand.....

Tele-working - estimated to have the potential to reduce car commuting by 8% and total car use by 2% over the period up to 2016.

Work-place Travel Plans - are designed to reduce car use for commuting and business travel. They include initiatives such as making cycling and walking more attractive, improvements to local public transport access and directly affecting car use (such as on-site parking charges).

Reducing the Growth in Travel Demand.....
.....possible measures that have the most potential

Individualised Marketing Campaigns - can be effective in switching a significant number of trips from cars to public transport, when carefully targeted and where there is a good quality public transport alternative.

Bus Quality Partnerships - that deliver substantial improvements in bus services along busy urban corridors can attract people from their cars and create the conditions for successful individualised marketing campaigns.

Video-conferencing - it is estimated that up to 7%-8% of business travel could be replaced by video-conferencing by 2016 in the SWARMMS area, reducing overall traffic levels by just over 1%.

Rural Access to the Main Transport Corridors.....

Fixed-route (conventional) bus services - benefit from having predictable timings to fixed places and do not require any form of pre-booking (like most flexible services do). Good example is the 'Helston Branch Line'.

Flexibly-routed bus services - For places where the termini points are the stops/stations on the major transport corridors, flexibly routed buses (such as the Wiltshire Wigglybus) may be suitable. However, services dedicated to connecting to the main corridors may not give enough demand to sustain this type of service on its own.

Rural Access measures.....
..... there is no 'one size fits all' solution, and different solutions will apply in different areas. The sorts of solutions that should be considered are.....

Dedicated private-hire connecting services - potentially suitable in areas where there is either lower demand or where it is not appropriate for public transport stations/stops to be terminal points of a rural service (similar to the '+Bus' recently introduced at Truro station by First Great Western).

Fixed-rate taxi/private hire services - may be suitable for areas with a lower overall level of demand for services to the main transport corridors, or with a demand at the peak period only (such as the Devon 'Fare Car').

Tourism Measures.....

Promoting cheaper services for tourists as well as making ticketing systems more flexible and easier to understand.

Encouraging the tourism industry to be more aware of the role that they can play in providing public transport information and influencing travel behaviour.

The provision of 'extras' to make travelling by public transport easier for tourists, such as left luggage facilities, 'check in' options for baggage, increased storage space and so on.

Tourist's Requirements.....
.....before leaving home (information)
.....for the journey itself (provision of appropriate services at suitable times)
.....whilst at the holiday destination (availability of public transport for the last leg of the journey or for travel on holiday)

Promote package holidays that include greater use of public transport.

Facilitating greater co-ordination and understanding between organisations responsible for transport and tourism promotion.

Increased (and more widespread) promotion of existing travel opportunities suitable for tourist travel, such as the sleeper service, Motorail and others.

Increased awareness of the availability of public transport at the destination end.

Encouraging transport operators to provide additional facilities, such as cycle racks on buses and additional storage space for cycles on trains.

.....there are no easy solutions.....

