

Public Transport

Introduction

Public Transport offers an effective alternative to private car journeys made for commuter and business travel. They are a particularly effective alternative where active travel modes like walking and cycle are not feasible. Modern public transport systems are increasingly reliable due to the spread of bus lanes and technological improvements. This leads to transport modes that produce less CO2 per passenger than single-occupancy car journeys, and typically cause far less congestion.

Most objections to public transport modes are based around outdated ideas of expensive and unreliable services. These points have been addressed over time by transport companies and authorities, and sufficient marketing and promotion can help highlight the benefits of public transport to employees.

Public transport can work well when complemented by other sustainable transport modes, such as walking or cycling to and from the train station. Whilst it can take time for regular car-users to get used to the idea of losing the door-to-door autonomy of their journey, adequate incentives and information can help by showing the financial and health benefits.

It would be worth speaking to your local council to see what schemes they may have in place to support sustainable travel.

Why should you promote public transport at your workplace?

Public transport offers several benefits for both companies and employees.

- Improving the accessibility of your site to staff and customers can save time and money. As the number of staff using public transport increases, costs for mileage claims and subsidised parking decrease.
- There are also environmental benefits that come from reducing single-occupancy car trips to your site, and reductions in congestion, which can help reduce your carbon footprint and help achieve Corporate Social Responsibility objectives. Increased public transport use can also enable staff to work on route, increasing productivity, and encourages active travel to and from bus stops and rail links, which can lead to a happier, healthier workforce.

[hyperlinks to other walking and cycling sheets to be added]

- Public transport use can be promoted without the need to contribute to better infrastructure or build new facilities. You can instead liaise directly with transport operators to secure improvements to your site if necessary.



Hampshire
County Council



Understanding your site

It is important to determine the specific needs of your site. This can be done by surveying staff to find out who is currently using public transport, and who would be willing to start if some basic measures were implemented. It is also important to identify which stations and routes currently serve your site. This can be nearby bus stops or rail stations within walking distance.

Once you know this you can start to work out which services would benefit your staff most, and promote them appropriately. Liaising with their operators can reveal opportunities, and it is possible that discussions could

be held with the Council to try and secure support for initiatives.

If your organisation is located in a business park it can be helpful to work together with other tenants to secure improvements. This could go as far as funding a private bus service to your site or business park for staff.

Improvements and incentives

Other, more direct incentives are available for businesses to promote public transport use. Offering free taster tickets can encourage staff to try public transport. Tickets can be bought in bulk to help ease the financial burden on employees, and companies can even secure bespoke arrangements from public transport operators to secure the best deal for them. Keeping in regular contact with operators is a good way of keeping up to date on the latest opportunities for suitable ticketing options.

Companies can also help incentivise public transport use by allowing flexible working, so that staff can arrive and leave work dependent on the timings of their public transport services.

Information and promotions

Basic promotion of public transport links to your site can be the push that many people need to start traveling by bus or train. Handing out leaflets, posting on notice boards, intranets, and webpages can all help staff explore their transport options. It can be helpful to inform new staff of their options, either as part of the application or induction processes.

Promotion should include bus stop and station locations, ticketing costs and options (for example weekly or monthly tickets), and journey times to popular destinations. This would also be a good place to advertise any special offers or discounts that you have secured for your site.

Letting people know the benefits of their transport options can help convince them to leave their car at home to save time and money. The My Journey travel planning tool is useful in helping people explore their travel options, and can be used for any journey type:

[hyperlink to be added] <https://myjourney.com/journeyplanner/>

Links

myjourneyhampshire.com/bus
myjourneyhampshire.com/train
www.travelinesw.com/
www.southwesternrailway.com/
www.nationalrail.co.uk/default.aspx

www.stagecoachbus.com/about/south
www.bluestarbus.co.uk/
www.transportdirect.co.uk
www.firstgroup.com/portsmouth-fareham-gosport

