Sustainable transport innovation in protected landscapes
Go Sea Kayaking in the Summer Isles, Scotland >>
<table>
<thead>
<tr>
<th>Transport mode</th>
<th>Speed</th>
<th>Space required per person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian</td>
<td></td>
<td>0.8 M² per person</td>
</tr>
<tr>
<td>Cyclist</td>
<td></td>
<td>3 M² per person</td>
</tr>
<tr>
<td>Fully Occupied Car</td>
<td></td>
<td>6.2 M² per person</td>
</tr>
<tr>
<td>Fully Occupied Car</td>
<td></td>
<td>20 M² per person</td>
</tr>
<tr>
<td>Car with 1 Person</td>
<td></td>
<td>18.7 M² per person</td>
</tr>
<tr>
<td>Car with 1 Person</td>
<td></td>
<td>60 M² per person</td>
</tr>
<tr>
<td>Bus - Full and 1/3 Full</td>
<td></td>
<td>3.1 M² per person (full)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>9.4 M² per person (1/3 full)</td>
</tr>
<tr>
<td>Light Rail/Metro - Full and 1/3 Full</td>
<td></td>
<td>1.5 M² per person (full)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>4.6 M² per person (1/3 full)</td>
</tr>
</tbody>
</table>
Drivers for mode shift in protected landscapes

• **Creating a higher quality experience** and positioning transport products as visitor attractions.

• **Savings in time** a better use of a consumers time than the equivalent journey undertaken by private car.

• **Savings in cost** a day’s bus travel, including discounted attraction entry and other incentives, is better value than a day’s exploration by private car.
• Integrated bus / rail ticket
• Launched 2013
• 1 or 3 days unlimited travel
• From £10
• 6 bus operators / 3 rail operators
The Stonehenge Tour
“Reinventing coach travel”

More time on the back-roads...

Rabbie’s Interactive Tour Maps
What is a car club?

“A car club is a member based organisation that provides access to pay as you drive vehicles. Car club vehicles are available for hire on an hourly or daily basis, 24 hours a day, 7 days a week. Vehicles tend to be parked in dedicated and clearly marked parking spaces close to workplaces and have easy access for members”.

Rolling out ‘urban’ transport solutions in rural areas:
• Car Sharing
• Bike Sharing
• Real time information
• View from the Train app and audio has been developed by Scottish Natural Heritage, to benefit visitors who might travel to and around Scotland by train.

• Aims to enhance the experience of travellers on some of Scotland’s main rail routes.

• It is available for journeys from Edinburgh/Glasgow to Inverness, Edinburgh/Glasgow to Aberdeen and Glasgow to Oban.

• Interprets the natural and cultural heritage seen from the train.

• Each journey contains around 10 audio clips, each about 4 minutes in length, which describe an aspect of the landscape, wildlife or history of the area you are travelling through.
DIFERENT STORY ELSEWHERE

Cycling is an important method of transport in older age in other parts of Northern Europe.

Share of journeys by people aged 65+

UK 1%

DENMARK 15%

NETHERLANDS 23%

GERMANY 9%

“In the 60s, young people – when asked by pollsters – often said they would rather have a car than the vote,” says Professor David Begg, chief executive of Transport Times. “Today they are more likely to say they would rather have an iPhone than a car.”
What's next?

• Working with the Peak District National Park Authority to:
  
  • Research, scope and plan for new visitor transport products for the Peak District.
  
  • To include a wide programme of engagement with existing operators, destination management organisations and local authorities.
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