



# Considerations for large shopping centre travel plans

**DESCRIPTION:** Large shopping centres can generate significant numbers of trips from customers, staff and delivery vehicles. A Travel Plan can be implemented by centre management and tenants. Examples from the UK indicate they can be effective at encouraging travel by sustainable modes of transport.

A shopping centre Travel Plan could deliver a range of benefits.

- Enhanced access to the site by all modes of transport (greater choice).
- Better chance of securing planning permission for a new development.
- Improved community perception.
- Enhanced sustainability credentials.
- Moderated traffic on surrounding streets.
- Safer conditions on local roads for active transport users (pedestrians and cyclists).
- Reduced demand for parking.
- Increased attractiveness to tenants.
- More efficient use of the land.

## Galleries Shopping Centre, UK

The Galleries Shopping Centre, UK, identifies their Travel Plan as delivering the following benefits:

- Enhanced corporate responsibility image and positive publicity.
- Increased travel choice for customers and staff.
- Improved morale and a reduction of health-related absences.
- Improved accessibility to the site for those individuals without access to a car as well as a decreasing the number of cars arriving at the centre used by staff.
- Individual cost savings and benefits for travellers.

Developing a Travel Plan for a large shopping centre will need consideration of some specific issues including:

Issue	Description
Customers and staff	The travel patterns and travel needs of customers and staff will be very different. A different survey method will be required to capture information about these two distinct groups; and a different approach will likely be needed in the Travel Plan for each group. The Travel Plan will need to take into account that customers may be carrying purchases home which limits ability to walk or bike.
Demand for travel to the shopping centre is not evenly spread	There will be busier times (late night shopping and weekends) and then very busy times (Christmas, sales). The Travel Plan will need to ensure the demand for travel at these times can be accommodated. The timing of the staff and customer travel survey will need to be carefully planned, to ensure it covers a relatively normal day.
Facilities management	The role of facilities management is likely to be critical. They will need to be engaged early in the development of the Plan. It may be that the Travel Plan is best managed by the Facilities Management team.
Core tenants	Involvement of major tenants will be critical to the success of the Travel Plan. Engagement with these organisations should form part of the overall development of the plan. There may be some Travel Plan initiatives which are better implemented by the tenants directly than by centre management.
Car parking operator	It is likely that the management of parking is outsourced. Effective Travel Plans depend on good car park management. A good relationship with the car park operator will be central to achieving an effective Travel Plan. They should be invited to be part of the Travel Plan steering group.
Security company	If the shopping centre has an external independent security operator they should be involved in the set up and implementation of the plan. They should be invited to be part of the Travel Plan steering group.

