

# Bluewater Green Travel Plan

## Aim

Encourage travel by sustainable methods as part of a commitment to minimising our impact on the environment.

- Improving guest and employee understanding of the choice of travel available to them
- Networking with local transport providers and authorities to develop service provisions

## Approach

### Awareness and promotion

- Raising the visibility of sustainable transport methods and route information
- Continue to promote sustainable travel through ongoing initiatives and campaigns
- Influencing behavioural change to increase sustainable transport

### Facilities and Services

- Continue to improve our own services and facilities to encourage sustainable transport to our guests and retailers.

## By Bus

- Bluewater and Arriva offer an Employer Travel Club which allows Bluewater employees to save up to 16%.
- Transit Centre on site
- Live local bus timetables promoted via screens
- 60+ buses arrive each hour
- Well connected with other local routes
- Dedicated FastTrack routes from Greenhithe Station
- Express services operated by Arriva

## By Train

- Greenhithe for Bluewater Station is 1m distance
- Trains arrive at station every 15 minutes from London and other Medway towns
- FastTrack bus stop outside station
- Ebbsfleet Station (18 minutes to Central London)
- Shuttle bus from station to Bluewater

## Walking

- Footpath from local station to Bluewater
- 4km of shared walk/cycle paths
- Nature trail

## Cycle

- Designated cycle spaces
- 4km of shared walk/cycle paths

## By Coach

- Designated coach park for over 50 coaches
- National Express Coaches serve Bluewater on a number of routes
- Improved access and parking for pick up and drop off

## By Car/Motorbike

- Designated motorcycle bays around centre
- 13,000 car parking spaces
- 360 disabled parking spaces
- 134 family parking spaces

## OUR OBJECTIVES

- Evaluating on-site facilities to support sustainable travel choice
- Develop access to new initiatives and partnerships, such as cycling and walking.

# Bluewater Green Travel Plan Action Plan

## Information and Awareness

Raise awareness of sustainability and sustainable transport methods to and from Bluewater.

- Continue to provide information on the website for guests.
- Continue to provide more information on the Extranet for retailers and employees.
- Continue to host sustainability/environment awareness events

## Walking

- Promote pathways around Bluewater to guests and employees.
- Increase the number of people walking to Bluewater.
- To promote the Nature Trail to guests and employees.
- To create specific pathways from St James' Lane and St Clements Way.

## Cycling

- Further develop our cycle routes around site.
- Provide additional covered/secured cycle bays.
- Promote cycle route via a new map on website

## Public Transport

Continue to work with local bus companies to identify opportunities.

## Monitoring and Review

- Continue to review our Green Travel Plan on a regular basis and evolve sustainable travel to and from Bluewater.