

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, walking and car share.

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



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.



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



Monitoring and Review

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

