



green
TRAVEL
plan

**AYR
CENTRAL**
SHOPPING CENTRE

AIM

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

OBJECTIVES

- Improving visitor and employee understanding of the choice of travel available to them.
- Networking with local transport providers and authorities to develop service provisions.
- Evaluating on-site facilities to support sustainable travel choices.
- Develop access to new initiatives and partnerships, such as cycling and walking.

APPROACH

AWARENESS & PROMOTION

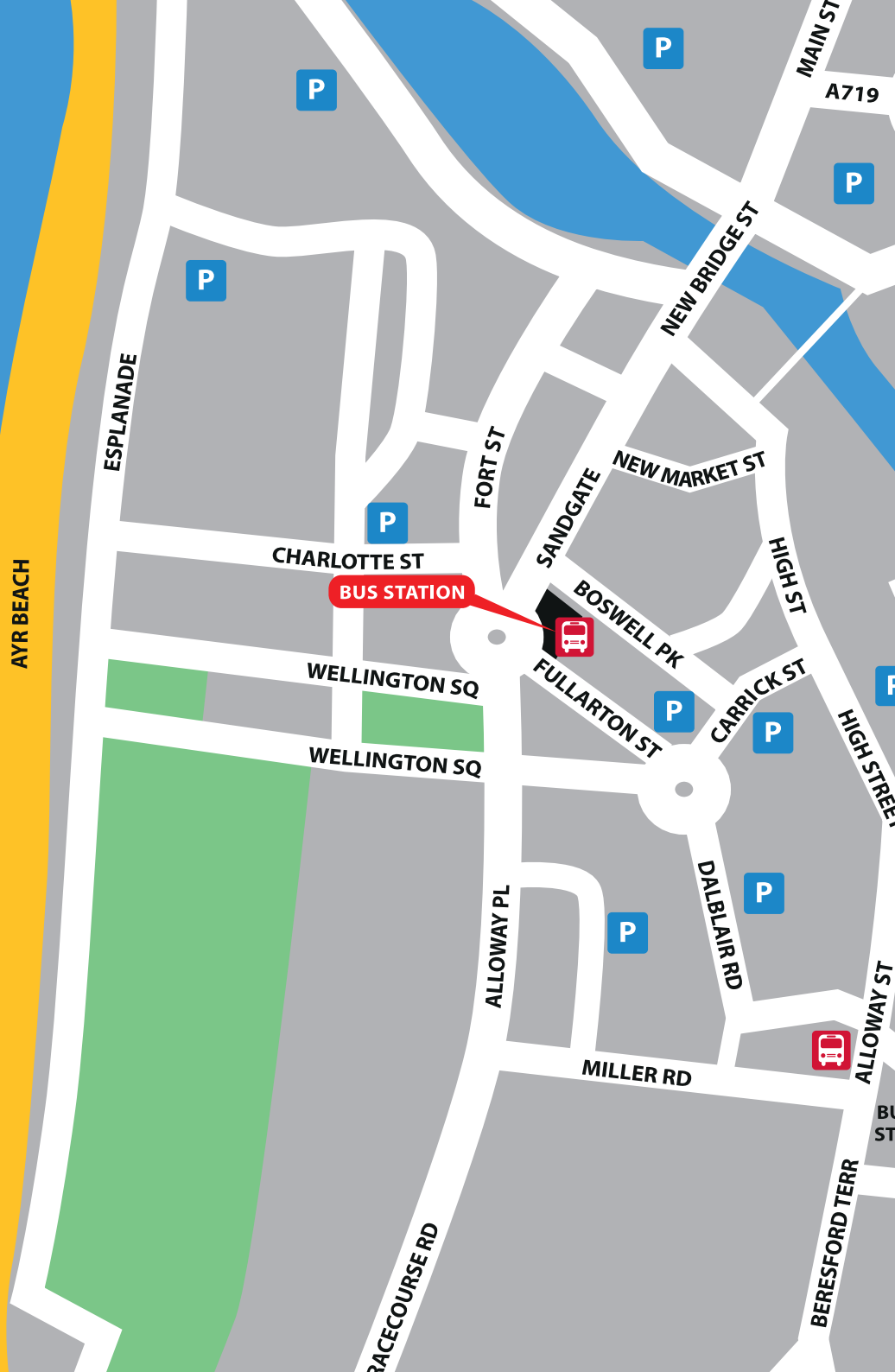
Raising the visibility of sustainable transport methods and route information.

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 customers and staff.



WHITLETTS RD (to A77)

JOHN ST A79

MILL ST

AYR CENTRAL

KYLE ST

SMITH ST

STATION RD

HOLMSTON RD

RAILWAY STATION

BY BUS:



There are a number of bus and coach services that stop adjacent to the shopping centre. A comprehensive timetable and journey planner for all bus and coach services in Scotland can be found at: travelinescotland.com, also open 24 hours by phone on 0871 200 2233

BY CAR:



The shopping centre is home to an integrated underground car park providing 450 spaces – Ayr's main shopper car park. Use post code KA7 1AP for sat navigation. Comprehensive information on parking in and around Ayr can be found at: ayrshireroadsalliance.org/ 01563 503164

BY TRAIN:



Ayrshire has a comprehensive network of rail services offering convenient travel and great value. Information in regards to travel to and from Ayr Station, which is located a short five minute walk away from the shopping centre via Smith Street, can be found at: scotrail.co.uk/ 0344 811 0141

BY FOOT:



Get a route map between any two points including your journey time, calorie burn, step count and carbon saving. It's quick, free, healthy and green. mapmywalk.com

BY BICYCLE:



Secure bike racks located within the Centre's underground carpark. Everything you need to know about cycling in Ayrshire from maps to route planning can be found at: activetravelhubayr.org activetravelhubayr@gmail.com

BY TAXI:



Taxi stands are located in Smith Street outside the train station. Local taxi companies serving the centre are:
Streamline: 01292 261010
Gribbens Taxi: 01292 260000
Ayr Taxi: 01292 870840



ACTION PLAN

INFORMATION AND AWARENESS

Raise awareness of sustainability and sustainable transport methods to and from Ayr Central.

- Distribution of flyers to customers.
- Utilising the in-centre poster and display areas.
- Continue to host sustainability awareness events.

Increase communication of sustainable transport and our initiatives to centre and retail staff.

PUBLIC TRANSPORT

Ensure the accuracy of information provided on our website.
Explore interest-free loans to staff for the purchase of public transport season tickets and/or discount travel cards.

CYCLING

Encourage use of and develop our Cycle to Work scheme for staff, office and retail staff. Keep staff up-to-date and aware of centre/local events relating to cycling. Support national and local campaigns to promote cycling and walking in the area with the offer of free mall promotional space.

WALKING

To increase the number of staff and customers walking to and from Ayr Central. Promote walking events and raise the awareness of the health and financial benefit from walking. Remind staff and customers that they can plan walking routes using www.walkit.com A to B route planner.

CAR USAGE

Encourage centre and retail staff members to car share.
Explore installing electric car charging stations on site.

CHANGING ROOMS AND SHOWER FACILITIES

Continue to provide changing rooms for staff members.
Explore improvements to current changing room facilities.

MONITORING AND REVIEW

Maintain updated staff and customer travel patterns and habits through regular annual travel surveys to staff, office and retail staff plus regular shopper surveys.

MODE OF TRAVEL CHART

Taxi	2%
Foot	23%
Bike	3%
Bus	8%
Train	15%
Car	49%