
CONSIDERATIONS FOR SHOPPING CENTRE TRAVEL PLANS

Shopping centres can generate a significant number 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 effectively encourage travel by sustainable modes of transport.

A shopping centre travel plan could deliver benefits including:

- enhanced access to the site by all modes of transport (greater choice)
- 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 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 people without access to a car, as well as decreasing the number of staff arriving by car.
- Individual cost savings and benefits for travellers.

Developing a travel plan for a large shopping centre will need consideration of some specific issues.

Issue	Description
Customers and staff	Customers and staff will have very different travel patterns and needs. A different survey method will be required for two distinct groups and the travel plan will need to contain a different approach for each. The travel plan will need to take into account that customers may be carrying purchases home which limits their 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 travel demand at these times can be accommodated. The timing of the staff and customer travel surveys will need to be carefully planned, to ensure it covers a relatively normal day.
Facilities management	Facilities management staff are likely to have a critical role and should be involved early on. They may be the best team to manage the travel plan.
Core tenants	Involvement of major tenants will be critical to the success of the travel plan. Engagement with them should form part of the overall development of the plan. Some travel plan initiatives may be better implemented directly by the tenants than by centre management.
Car parking operator	Effective travel plans depend on good car park management. It is likely parking management is outsourced, so 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.