

# Case Study: Thames Destination Travel Plan

## Workstream

Workplace & Destination  
Travel Planning

## Campaign

Thames Destination Travel  
Plan Network (TDTP)

## Background

The Thames Destination Travel Plan Network is a partnership between Smarter Travel Richmond-upon-Thames and the Thames Landscape Strategy.

The Thames Landscape Strategy (TLS) is one of three sub-regional partnerships for the River Thames, which covers the area between Hampton and Kew. The TLS brings together a partnership of organisations, individuals and local groups to provide strategic guidance for the Thames corridor and its vision is to 'conserve, promote and enhance for the future, one of the world's great river landscapes between Hampton and Kew'.

## What is the TDTP?

- Set up by Workplace and Destination Travel Planning teams in partnership with the TLS to maximise travel planning opportunities along the Thames corridor
- Members include organisations located along the Thames corridor including tourist attractions (such as Hampton Court, Kew Gardens and Ham House), hotels, transport operators, British Waterways and transport officers from the four Local Authorities in the TLS area
- The network meets three times a year
- Vision of the network is to help facilitate sustainable travel options for visitors and employees of attractions and open spaces along the Thames corridor in the form of improvements to both information (promotion) and infrastructure
- The partnership acts as a catalyst to implement project work on the ground, and as a link between the authorities and organisations along the Thames

## Achievements

- Area-wide travel plan with a set of prioritised 'off the shelf' infrastructure schemes such as cycle parking, towpath improvements and signage
- Visitor transport and tourism research report
- Individual travel plans covering staff and visitor travel for all organisations in the network
- Take up of products offered as part of the Smarter Travel Connecting Businesses package including staff cyclist training, smarter driving lessons, cycle stands, sustainable travel roadshows and Dr Bike events
- 100 new cycle parking spaces for TLS destinations



## Benefits

- A forum for organisations to identify mutually beneficial information and infrastructure projects
- A way to further develop the use of riverboats for leisure purposes
- An opportunity to share knowledge and ideas on travel planning measures (such as joint ticketing initiatives, joint promotions etc)
- An opportunity to identify area-wide infrastructure improvements to enable better access for pedestrians and cyclists
- Group contribution towards the review and update of the 15 year Thames Landscape Strategy for The River and its use