



Coach friendly places



Driving
the UK
forward



Top lines

- Coach plays a vital role in supporting our tourism industry and our local economy
- Coach significantly reduces congestion and improves local air quality
- Coach friendly measures at our local attractions are needed to improve and increase coach visits
- Local Authorities and local attractions should play a role in promoting and encouraging visitors to travel by coach

Background information

Coach travel plays a vital role in supporting our tourism industry and local economies by providing a comfortable, safe and environmentally sustainable way for visitors to travel. However, coaches are often hampered by poor access and facilities at destinations which means the full benefits are not being achieved. If local attractions and places of interest were to ensure that coaches could safely and efficiently access these areas, it would significantly improve the tourist experience, would encourage more people to visit and enable more coach operators to provide a coach travel option. This supports the local economy, reduces the number of cars on local roads, and addresses parking issues, creating cleaner and safer roads for everyone.

Figures and statistics

- Coach tourism contributed £14bn to the UK economy in 2019¹
- 23 million visits to tourist attractions and places were made by coach in 2019¹
- More than 68,000 (almost 40%) of visitors to Glastonbury festival travelled by coach
- A 15% increase in coach journeys per year removes approximately 47 million cars off the road and saves over a quarter of a million tonnes of carbon dioxide

What needs to happen

- 1. Local attractions and destinations need to provide coach friendly facilities to enable more visitors to travel by coach and support the local economy.**

To ensure that coaches have safe access to local sites, the following need to be considered:

¹ CPT Research 2020



- Access from main roads suitable for large vehicles
- Suitable and safe areas for passengers to be set-down and picked-up – on or off street
- Safe exit from the pick-up/ set-down and parking area for the coach with sufficient space for manoeuvres
- Provision for less mobile or mobility impaired customers, with room for a wheelchair lift to be deployed
- Safe passage from this area into the facility, including for both children and the elderly
- Adequate on-site parking for the anticipated number of coaches which is suitable for large vehicles. Where on-site parking is not feasible, additional consideration should be given to where the coaches will need to travel to once passengers have been dropped off and the travel time to ensure drivers can take sufficient breaks whilst parked.

Blackpool council

Coaches bring in a substantial amount of visitors to Blackpool each year which contribute £30 million to the local economy. To recognise the value coach operators bring to the local economy and to help them recover from the pandemic, Blackpool council are offering free coach parking for a duration of up to 72 hours, for the remainder of the 2021 season up until January 2022.

Oxford

Tourist visits to Oxford in 2019 generated £988 million, many of which would have travelled to the city by coach. Oxford has allocated £20,000 from its 2021/2022 budget to develop a coach drop off and parking strategy. There are two stages to their proposal, the first is to increase the number of drop off locations in the city centre to ease pressure on the existing drop off location. The second is to create coach layover facilities located away from the city centre, and introduce alternative options for visitors to continue their journey into the city.

Bury Market

Bury Market is one of the UK's top ten markets and attracts over 1500 coaches every year with visitors from Birmingham, Carlisle, Durham, North Yorkshire and Wales. Bury market is recognised as a coach friendly attraction and it provides a coach drop off point adjacent to the market providing safe access to visitors, free coach parking, a coach drivers' rest room and a £5 coach driver meal voucher every time they visit with a coach full of passengers. As a result of these measures, the number of coaches visiting increased by over 40% between 2008 and 2018.



2. Aligned, pro public message to encourage more passengers to travel to destinations by coach

Local government can help by working with attractions and Destination Management Organisations to create a linked up, promotional message and encourage them to welcome coaches back. Coach travel is safe and convenient for passengers, it significantly reduces congestion and improves local air quality, highlighting these benefits can help encourage more passengers to travel by coach.