

VISITLANARKSHIRE BUSINESS SUPPORT  
SUSTAINABILITY RESOURCE GUIDES

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# Sustainable travel in Lanarkshire

  
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Green  
Tourism



## About this guide

**Sustainable travel means more than avoiding the M74 at rush hour. Embracing and promoting more sustainable ways to travel can drive bottom-line benefits for tourism businesses in Lanarkshire, as well as contribute to the reduction of environmental impact.**

In this guide, we will explore the social, economic, and environmental benefits of sustainable travel and transport. Considering that reducing car usage is not practical for all businesses, we also share some tips on how to transition to sustainable alternatives.



## Five ways that sustainable travel can benefit your business – and Lanarkshire’s tourism sector

### 1. It attracts visitors

Being a business that promotes sustainable travel and transport attracts customers to whom sustainability is a key factor in their buying decisions. For example, being a cyclist-friendly B&B or café means you can attract the growing market of pedal-powered visitors tackling the region’s cycling routes which was further boosted by Scotland hosting the 2023 UCI Cycling World Championships.

### 2. It reduces business costs

Reviewing transport and travel needs can help save costs on e.g. fuel, vehicle maintenance, and car parking provision. Further cost-reduction measures could include educating staff on fuel-efficient driving styles and planning driving routes for the greatest efficiency.

### 3. It has health benefits

It is well-documented that using sustainable travel improves physical and mental health but if you have staff this brings the knock-on benefit of reduced absenteeism and presenteeism, and increased job performance.



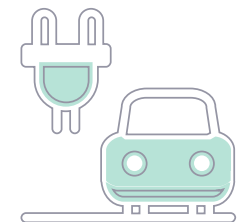
#### 4. It has bigger-picture benefits

According to a report by the Scottish Government, sustainable travel can help to build stronger communities, including town centre revitalisation and the development of 20-minute neighbourhoods.<sup>1</sup> So by adopting sustainable travel, you can contribute to economic growth and improve accessibility while respecting the environment, making Lanarkshire a better place to visit<sup>2</sup>.

#### 5. It will help to future-proof your business

With carbon reduction targets for Scotland of 75% by 2030, 90% by 2040 and Net Zero by 2045, businesses are encouraged to play their part in reducing emissions. While it is not yet a legal requirement for businesses, if this situation changes and becomes legally enforced, you'll want to ensure that your business is ready to adhere to relevant legislation.

- 1 The environmental, social, and economic benefits of sustainable travel to local highstreets and town centres - Climate Exchange
- 2 Sustainable transport - United Nations Department of Economic and Social Affairs



# Six ways to transition to sustainable travel

## 1. Facilitate and incentivise

If you have staff, organise a car-sharing scheme to reduce emissions – and help reduce their travel costs. Encourage more public transport use by being accommodating (for example, if taking the bus means a staff member arrives at five past nine, promoting money-saving deals like monthly passes, and even subsidise travel by public transport. In rural areas, this support could keep vital services in operation for the local community.

## 2. Tell visitors how to get here, sustainably

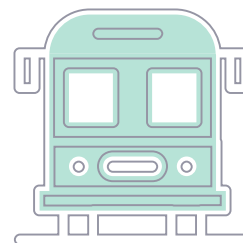
Publish useful information on your website about how to get to your business by public transport options on your website. Perhaps visitors can utilise the [National Cycling Network](#)? If access is only possible by car, always give precise directions to your premises, and promote the most fuel-efficient driving routes, in your 'how to get here' section. You could offer to collect visitors from your nearest railway station or bus stop or promote the use of a local taxi service. And of course, provide information about how to get around the local area using public transport.

## 3. Get them on their bikes

If you are a small rural accommodation provider and there is limited public transport in your area, once your guests have arrived encourage them to explore by bicycle. Provide bikes for hire or for them to use for free, and details of cycle-friendly local eating and drinking establishments. Be sure to promote VisitLanarkshire's excellent guide to [Walking and Cycling](#) in the region which has 25 routes for all ages and abilities.

## 4. Provide active travel support services

If you're an accommodation provider or a visitor attraction, provide services to support both staff and visitors who've arrived on two wheels, such as secure storage, repair kits and drying facilities, and washing facilities for cyclists and walkers. in the area.



## 5. Install EV charging points

In time, customers will come to expect businesses to provide electric vehicle (EV) charging points, simply because most cars will be electric: under the UK government's zero emissions vehicle (ZEV) mandate, 80% of vehicle sales must be fully electric (or another alternative) by 2030. Therefore, it may be a sensible future-proofing measure to investigate installing EV charging points at your premises. For now, be sure to advertise the location of EV charging points – eg by linking to [ChargePlace Scotland](#) on your website. If you are an SME in a rural area, you may be eligible for funding to install charging points. Check the Energy [Saving Trust](#) for more information.

## 6. Start a sustainable travel action plan

Most businesses are a long way off from having a formal sustainable travel policy in place, but you can set off in the right direction by starting an action plan. Create a spreadsheet to track, for example, travel expenses, fuel usage, and transport maintenance costs to identify where you can make improvements – and savings.

By following these steps, Lanarkshire's tourism business can transition to more sustainable methods of transport and encourage customers to adopt sustainable travel options. However small your actions, you will be helping to make Lanarkshire a better place to visit, work, and live.

