



good journey

# Car-free tourism in the Cotswolds

## Communications Pack

Tips and tools to help tourism businesses promote car-free travel



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WEST OXFORDSHIRE  
DISTRICT COUNCIL



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## Introduction

This communications pack was created for tourism businesses in the Cotswolds by our partner Good Journey. Together we can help more visitors reach you by train, bus, cycle and foot.

In the UK, 22% of UK households don't own a car, rising to over 50% in areas with the lowest incomes. Around 60% of your Scope 3 (off site) CO<sub>2</sub> emissions come from visitor cars.

This communications pack is designed to help you promote your car-free offer, support your marketing activities and point you in the direction of helpful partners and local contacts.

Good Journey has also created a toolkit full of top tips for welcoming car-free visitors. If you would like a copy, email [lyndsay.purdie@cotswold.gov.uk](mailto:lyndsay.purdie@cotswold.gov.uk)

For advice and support on your green travel journey, email [loretta@goodjourney.org.uk](mailto:loretta@goodjourney.org.uk)

## Key dates for your content calendar

Use these UK and global awareness days to promote your car-free offer and encourage people to visit you car-free.

Date	Hashtags	Link
22 March	#EarthHour	<a href="#">Earth Hour</a>
22 April	#EarthDay	<a href="#">EarthDay.org</a>
May	#NationalWalkingMonth	<a href="#">Living Streets - Walking Month</a>
19 to 25 May	#CommunityRailWeek	<a href="#">Community Rail Week</a>
3 June	#WorldBicycleDay	<a href="#">World Bicycle Day</a>
5 June	#WorldEnvironmentDay	<a href="#">World Environment Day</a>
9 to 15 June	#BikeWeek	<a href="#">Bike Week - Cycling UK</a>
June	#CleanAirDay	<a href="#">Clean Air Day</a>
16 to 22 June	#BetterTransportWeek	<a href="#">Better Transport Week</a>
7 to 15 June	#GreatBigGreenWeek	<a href="#">Great Big Green Week</a>
5 to 11 July	#NetZeroWeek	<a href="#">Net Zero Week</a>
7 August	#CycleToWorkDay	<a href="#">Cycle To Work Day - Cycle Scheme</a>
16 to 22 September	#EuropeanMobilityWeek	<a href="#">European Mobility Week</a>
September	#CycleSeptember	<a href="#">Cycle September</a>
September	#CatchTheBusMonth	<a href="#">Bus Users UK</a>
7 September	#CleanAirNow	<a href="#">International Day of Clean Air</a>
22 September	#WorldCarFreeDay #CarFreeDay	<a href="#">Living Streets &amp; Cycling UK</a>
27 September	#WorldTourismDay #Railway200 (200 <sup>th</sup> anniversary)	<a href="#">UN World Tourism Day</a> <a href="#">Railway 200</a>
26 November	#WorldSustainableTransportDay	<a href="#">World Sustainable Transport Day</a>

Plus, ongoing themes for 2025 that may be relevant:

- [#Railway200](#) – celebrating 200 years since the birth of the modern railway
- [#StarringGREATBritain](#) – campaign harnessing the power of film and TV to drive tourism. Could you do some promotion around your site’s links to TV and film?
- #JaneAusten250 – events and exhibitions to celebrate the author’s [250<sup>th</sup> birthday](#).

## Quick tips for social media

- Use the project hashtag:
- Tag [@goodjourneyuk](#) so we can share your content with a wider audience
- Get ideas and inspiration with [Hootsuite’s guide to social media trends for 2025](#)
- Tag your local train company, bus company, council, [Cotswolds Tourism](#) and/or [Community Rail Partnership](#) on social posts, as they often have large audiences
- [Follow these simple steps from the RNIB](#) to make your social posts accessible

- Try making a video – it can be fun, reach new audiences and support accessibility
- Use Instagram highlights to showcase posts that link to your Good Journey page
- Link to your Good Journey page through your bio, using a free tool like [Linktree](#).

## Social media posts you can adapt

If you're short on time or need inspiration, you can simply cut and paste these social posts. You will need to tweak the wording to match your offer and to add your Good Journey webpage address.

Ditch the car, skip the traffic and enjoy the view! There are a number of sustainable ways to travel to us – with 20% off in our café when you arrive by train, bus or bike. Plan your #carfree journey at: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

Will you be joining our history events this #HalfTerm? Start the adventure from your doorstep – by taking public transport. Download our trail to follow from Moreton-in-Marsh train station, by bus or foot. Plan how to reach us #carfree at: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) #CarFreeCotswolds

Do you live in Oxford, Bath, Gloucester or further afield? Ride @gwruk and/or @stagecoach\_bus to reach us and get 25% off entry! Plan your car-free journey at: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

Did you know we have a bus stop at the end of our drive? Ride @pulhams\_coaches and we'll give you 30% off entry with a valid ticket. Plan your journey here: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

Fancy a free hot drink? We've teamed up with @goodjourneyuk to make it easier to arrive by public transport. Plan your journey with step-by-step directions and a live journey planner. Show a valid train or bus ticket, or cycling helmet, to grab your drink: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) #CarFreeCotswolds

Visiting us this #BankHoliday? Make the most of it with our 30% #PublicTransport #discount with @GoodJourneyUK & @gwruk. Plan your journey: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) #CarFreeCotswolds

Find out more about our work on sustainability by visiting [\[link to sustainability page\]](#) or by asking us on your next visit. We give all #CarFree visitors 25% off. Plan your car free journey at [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

## #CycleSeptember

This #CycleSeptember, ride to us by bike and we'll reward you with 10% off in our café. Plan your route at [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

Did you know, you can reach us on National Cycle Route 41 – and we have parking for up to 24 bikes? Plan your journey here this #CycleSeptember: [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

## #WorldCarFreeDay (22nd September)

Join us for a #CarFree adventure on #CarFreeDay, 22 Sept! Come by bus, train or bike for 20% off entry! Plan your trip at [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

## #CatchTheBusMonth (September)

September is #CatchTheBusMonth. Visit us by bus and get 2-4-1 on entry (by train or bike too!) Plan your visit at [goodjourney.org.uk/your-attraction](https://goodjourney.org.uk/your-attraction) @goodjourneyuk #CarFreeCotswolds

## Free images to use on social posts and promo materials

We have created [a folder of free images](#) that you can use to promote car-free travel. Further sources of free images include:

- [Unsplash](#)
- [Nappy](#)
- [Pexels](#)
- [Flickr](#) (search for Creative Commons Commercial Use Allowed images)
- [Canva](#) (which you can also use to create templates and graphics).

## Marketing examples

[Five reasons to get around the Cotswolds without a car](#): this blog post by Go Cotswolds used the hook of Earth Day to promote their car-free offer.

Blenheim Palace created a [green travel web page](#).

National Trust Tyntesfield filmed a reel showing [Trixie the dog taking a bus](#) to the property.

Summerlee Museum regularly promote their 10% car-free discount on X. They use an image of the site with the Good Journey Mark and tag @goodjourneyuk.

## Useful contacts

### Train

- Oxfordshire Community Rail Partnership: [www.oxfordshirecommunityrail.org/](https://www.oxfordshirecommunityrail.org/)
- Cotswold Line Promotion Group: <https://clpg.online/>
- Gloucestershire Community Rail Partnership: [www.gloucestershirecommunityrail.org/](https://www.gloucestershirecommunityrail.org/)
- GWR: 0345 700 0125, [www.gwr.com/help-and-support/contact-us](https://www.gwr.com/help-and-support/contact-us)

### Bus

- Stagecoach Oxfordshire: 01865 772250, [oxford.enquiries@stagecoachbus.com](mailto:oxford.enquiries@stagecoachbus.com)
- Pulhams: 01451 820369, [info@pulhams.co.uk](mailto:info@pulhams.co.uk)

## Car-free resources and information

### Walking and cycling

- [Cotswolds National Landscape](#) – walking, cycling and horse-riding routes, plus information on walking with a dog, and accessibility in the area
- [North Cotswold Ramblers group](#) and [South Cotswold Ramblers Group](#) – connect with your local walking group
- [How to deal with problems on public paths](#) – advice from the Ramblers
- [Cycling the Cotswold Line](#) – information from Sustrans
- [Cycle tours and hire services](#) – discover the options that are available in the area
- [A guide to cycling in the Cotswolds](#)

### Buses and trains

- [trains.goodjourney.org.uk](https://trains.goodjourney.org.uk) – up to 40% off train tickets
- [Great Western Rail guide](#) to exploring the area, with train times and ticket options
- [Trainline's guide to the Cotswolds](#)
- [How to get to the Cotswolds by train and bus](#)
- PlusBus – adds discounted bus travel to train tickets for [Cheltenham](#), [Gloucester](#), [Oxford](#) and [Stroud](#), among others.

## Car-free Cotswolds: travel guides and itineraries

- [Cotswold car-free adventures](#) with discounts at Good Journey member attractions. Website includes a door-to-door live [journey planner](#)
- Car-free guide to [exploring the Cotswolds from Moreton-in-Marsh](#) train station
- [Visiting the area's National Trust places sustainably](#)
- [Eco-friendly accommodation](#)
- [Go Cotswolds](#) – fun, friendly, minibus day-tours that offer a free drink when you travel to their pick-up points car-free and quote 'Good Journey'.

Cover image by Chris Boulton