

## Cotswolds Plus LVEP Sustainable Travel Action Plan 2025- 27



### Background and Context

Travel and connectivity are of paramount significance within the context of tourism and the visitor economy. The Cotswolds Plus' commitment to sustainable travel reflects our collective ambition for the visitor economy to play a pivotal role in regional, national, and global NetZero commitments.

In Gloucestershire, transport accounts for 43% of all carbon emissions. Gloucestershire County Council aims to achieve net-zero carbon emissions across the county by 2045 and reduce emissions by 80% by 2030. Similarly, Oxfordshire Council's 2011-2030 Transport Plan focuses on encouraging less carbon-intensive transport modes. The Cotswolds National Landscape's 2021 report revealed that visitors' emissions, primarily from travel to and from the Cotswolds, amount to roughly half of total residents' emissions.

Building on the 2023-2025 plan's achievements, this 2025-2027 plan reflects evolving priorities identified through partner consultation and strategic assessment. Key focus areas include:

1. Strategic Hub Development - Creating sustainable gateways at Moreton in Marsh (North Cotswolds) and Kemble (South Cotswolds)
2. Overtourism Management - Addressing coach traffic and visitor concentration at key locations like Bibury
3. Sustainable Transport Integration - Enhancing connections between public transport, cycling and walking infrastructure
4. Business Engagement - Supporting businesses to promote sustainable travel options to visitors

These priorities emerged from extensive consultation with partners, including Gloucestershire County Council, who highlighted the need for more targeted interventions at key locations. The Cotswolds Plus LVEP's sustainable travel work is led by Gloucestershire and Oxfordshire Community Rail Partnership in collaboration with partners across the region.

### Values of the LVEP

- A COLLECTIVE that works for each other for shared benefit
- SUSTAINABILITY is at the heart of our approach to solutions
- We ADVOCATE for all of our partners and for the visitor economy
- We ALIGN our practices to achieve exceptional standards across all areas of our work
- We bring OPPORTUNITY to businesses across our region



## Objectives

1. **Promote Sustainable Travel Choices:** Encourage visitors to choose sustainable travel options, including low-carbon and active travel, by providing accessible information and showcasing businesses with sustainable practices.
2. **Manage Visitor Impact:** Achieve a balanced geographical and seasonal distribution of visitors to minimise the negative impact on the environment and local communities.
3. **Advocate for Sustainable Tourism:** Engage in advocacy efforts to ensure that the visitor economy is considered in both transport and community planning processes.
4. **Enhance Transport Integration:** Promote gateway transport hubs and collaborate with communities and businesses to improve visitor access across all sustainable transport modes.
5. **Support Sustainable Businesses:** Encourage visitor economy businesses to provide car-free and active travel solutions to visitors and showcase sustainable practices.
6. **Collaborative Awareness & Involvement:** Encourage and support collaboration across the LVEP to increase participation in transport and active travel projects benefiting visitors.

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**Activities to be carried out in 2025-2027**

For Led and Delivered activities, plans highlight the associated LVEP values, success measurements/KPIs, and proposed visitor economy impact.

**PRIORITY 1: STRATEGIC HUB DEVELOPMENT**

Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
Consider coach strategy for wider CotswoldsPlus region & mapping / Identifying what coach infrastructure is already in place & gaps	1,2,3,6	Seeking where coaches are welcome, easy to park & redirecting. Reducing congestion in locations unable to accommodate coaches	All	1	Needs costing	GCC led – all involved including OCC	June 2025	Clear strategy for operators, highways, residents & businesses	March 2026
Identify funding for an LVEP region wide tourism and sustainable travel Plan	1, 3, 6	Comprehensive approach to sustainable visitor travel across the region	ALL	1	25 – 55 K	LVEP Partners	April 2025	Funding secured and investment initiated	March 2026
Kemble to Cirencester walking/cycling corridor	1, 4	Car-free connectivity between transport hub and key destination; reduced carbon emissions	GCC/CNL/ CDC	2	£100,000 (CIL)	GCC, Sustrans	Sept 2025	Completion of route; Usage figures	Sept 2026
Moreton in Marsh Integration Campaign with Pulhams, GoCRP and GWR	1, 4	Increased visitor use of Moreton as a sustainable gateway; Scope Potential for Cotswolds Discoverer relaunch	GCRP/OxCC/GCC	2	£16,400 In review	GCRP, GWR, Pulhams	May 2025	Increased sustainable transport usage from hub	March 2026

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Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
WODC & CDC funded Good Journey - car free project	1,2,5,6	Bring forward suggested action plan that can then be tailored to LVEP region to encourage visitors to visit without a car.	CT/WODC	1	£5000	CT/WODC Good Journey	Feb 25	Clear action plan to move forward with in 2026/27	June 2025

**PRIORITY 2: OVERTOURISM MANAGEMENT**

Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
Strategic interventions to reduce over tourism and coach issues through specialised destination management planning including Bibury and Bourton on the Water	2, 3	Reduced coach congestion; improved visitor and resident experience	GCC/CT	1	£TBC	GCC, Local businesses	April 2025	Reduction in congestion; Businesses engaged with alternative solutions	TBC
GCRP/GCC Rural Mobility Pilot - DRT behaviour change / Access to Nature sites Stroud/Kemble	1, 2	Increased understanding of barriers to demand-responsive transport; improved access to nature sites & attractions	GCRP/GCC	1	£20,000 (secured)	GCRP, GCC, Robin	April 2025	Passenger journeys recorded; Research insights report	March 2026
Seek to expand access to key attractions on Robin routes & get more people exploring the	1, 2,4	Wider choice for consumers to access	GCC/CotswoldsPlus	3	needs to be secured	GCC, Robin, CT	Winter 25	Use of apps Passenger journeys Robin	March 27

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Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
countryside by using relevant digital technology providers		attractions, walks and cycling routes							

**PRIORITY 3: SUSTAINABLE TRANSPORT INTEGRATION**

Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
Arle Court Travel Hub - work with hub to promote to trade operators highlighting these services for sustainable travel within the region	1, 4	Increased use of sustainable transport hub by visitors; promotion to tour operators	GCC/VC	2	£XX	GCC, Cotswolds Plus	July 2025	Usage numbers by visitors; Tour operator engagement	TBC ongoing 2027?
Integrated transport awareness Campaign for Lydney Station as a gateway to the Forest of Dean	1, 4	Increased awareness of sustainable access to Forest of Dean; improved visitor dispersal	Forest DC/GCRP	3	£4,500 proposed	TfW, Forest DC	June 2025	Engagement with resources	Aug 2026
Stroud Tourism - Rail Campaign Stations and Places	1, 4	Raised awareness of leisure and tourism	SDC	3	£XX	SDC, GCRP	Sept 2025	Campaign reach and visitor metrics	Aug 2026

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Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
		potential in Stroud and rail access options							

**PRIORITY 4: BUSINESS ENGAGEMENT**

Activity	Objective	Expected Outcome	Responsible	Priority (1-5)	Cost of Activity	Provider(s)	Start date	KPI	Completion Date
Good Journey project - business engagement. E.g. Comms pack for businesses, toolkit for businesses, 121 support for 20 businesses across WODC/CDC	1,5,6	Toolkit for businesses providing clear messaging & individual support for 20 biz	CT	2	Funding secured CDC/WO DC	Good Journey	Mar 2025		March 2026
Business support – training workshops on attracting visitors via rail, bike & walking & case study information	1, 5	Increased business confidence in promoting sustainable travel	CT/GCRP	2	£XXX	CT, Travel experts	Sept 2025	Businesses engaged; Implementations reported	March 2027
Enhancing DMO destination and transport provider websites with tourism and travel information	1, 5	Improved pre-trip planning information for visitors	All DMOs	3	Officer Time	DMOs, Transport providers	April 2025	Website updates completed; Page traffic	Oct 2025

**Long-term/Aspirational Projects**

These projects require further scoping and fundraising but represent important strategic directions for future development:

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Activity	LVEP Value	Outcome Ambition	Potential Partners
Signpost businesses towards funding for installation of EV points & information about charging networks	OPPORTUNITY, SUSTAINABILITY	Expanded EV infrastructure supporting sustainable visitor travel	CT, GCC, EV network providers
Collaborations: Promote platforms such as Trainhugger, You Smart Thing as sustainable rail/travel options	COLLECTIVE, SUSTAINABILITY	Increased carbon offsetting and sustainable travel booking	Travel platforms, DMOs, Transport operators
E-Mobility Services: Inform visitors about electric scooters in Cheltenham and Gloucester	OPPORTUNITY, SUSTAINABILITY	Increased micro-mobility use for local exploration	E-mobility providers, DMOs
Access to Nature Youth Cotswolds focus	COLLECTIVE, OPPORTUNITY	Confident access to the Cotswolds National Landscape for local youth	CNL, GCRP, Youth organisations
Kingham to Bourton Feasibility study implementation consider tech interventions to support	OPPORTUNITY, SUSTAINABILITY	New active travel route between key destinations	CNL, GCC, OxCC, CDC
Kemble bus/rail integration (following Moreton in Marsh Integration Campaign)	OPPORTUNITY, SUSTAINABILITY	Increased visitor use of Kemble railway station as a sustainable gateway to the South Cotswolds; tie in to potential Cotswolds Discoverer relaunch, bus service enhancements may be required	GWR/GCRP/GCC/Pulham's
Business Engagement - GCC Mode Shift Stars accreditation system (Bronze level initial target)	Opportunity	Recognition framework for sustainable business practices	GCC
Mapping exercise for bus routes/ public transport seeing which attractions are missing stops / nearby that could be considered as stops	OPPORTUNITY, SUSTAINABILITY	Understanding of opportunities to increase public transport use	GCC/OCC

**LVEP Influencing Role Activities**

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Note: These activities are not delivered directly by Cotswolds Plus LVEP but by strategic partners:

Activity	LVEP Value	Expected Outcome	Responsible Partners
Lobby for key cycling and walking projects including Kingham to Bourton route & Cheltenham to Bourton	ADVOCACY, SUSTAINABILITY	Strategic active travel infrastructure connecting key tourism sites	CNL, GCC, OxCC, CDC, WODC
Active Travel - 87 cycle stands installation in Cotswolds Lakes area	SUSTAINABILITY	Improved cycling infrastructure at key visitor destination	CDC/CotswoldsTourism
Partnerships with accommodation providers to feature transport information and incentivise car-free arrivals	OPPORTUNITY, SUSTAINABILITY	Increased proportion of visitors using sustainable transport	DMOs, Accommodation providers
Improvements to Hanborough Station and train line between Oxford and Moreton		Improved service provision	OCC

### Related Activities to Monitor

LVEP Monitored activity - delivered by other organisations:

Activity	Delivered by
A417 missing link project - Cycle & walking provision	National Highways / GCC
Cotswold Lakes active travel improvements	CWP/Cotswold DC & Cotswolds Tourism
Cotswold Canal restoration project	Cotswold Canals Trust / Stroud DC / Cotswold DC
County councils cycle highways	GCC, OxCC