

Travel Plan Management Strategy for Cornish Seal Sanctuary, GWEEK, TR12 6UG

The Cornish Seal Sanctuary is a popular visitor attraction in the region, which attracts around 130,000 visitors each year. Proposed re-development of existing seal pools has the potential to attract more visitors annually, which could result in increased traffic. This long-term management travel plan aims to integrate proposals for sustainable travel and set measures to promote and encourage sustainable travel options such as walking and cycling, to ensure that the new seal pool development does not significantly impact current capacity of the car park, nor create a significant change in traffic.

Proposals for Sustainable Travel:

Public Transportation:

Encouraging visitors to use public transportation options such as bus services is one of the most effective ways to reduce the number of cars on the road. We can promote public transportation by including information about bus schedule, ticket prices, and maps in our promotional materials and website.

Cycling and Walking:

We can provide bike racks, lockers, and changing rooms for cyclists, as well as offer guided walking tours of the sanctuary and the surrounding area.

Carpooling:

Encouraging visitors to carpool is also an effective way to reduce the number of cars on the road. We can encourage carpooling by offering discounted admission tickets for groups of three or more visitors arriving in the same vehicle.

Electric Vehicle Charging Stations:

We will consider installing electric vehicle charging stations in our car park to encourage visitors to use electric vehicles. This will reduce the carbon footprint of the sanctuary and encourage the use of sustainable travel options.

Measures to Promote Sustainable Travel:

Promote Sustainable Travel Options: We will promote sustainable travel options on our website, social media platforms, and other promotional materials. We will also include information about the benefits of sustainable travel and how visitors can reduce their carbon footprint.

Educate Visitors: We will educate visitors about the importance of sustainable travel and how they can contribute to the conservation of the environment. We can do this through guided tours, interpretive displays, and other educational materials.

Offer Incentives: We will offer incentives to visitors who choose sustainable travel options. For example, we can offer discounts on admission tickets to visitors who use public transportation, bike or walk to the sanctuary, or carpool.

Conclusion:

In conclusion, the re-development of the seal pools at the Cornish Seal Sanctuary has the potential to create additional transport impacts, which could impact the capacity of the car park and result in increased traffic. However, by integrating proposals for sustainable travel and setting measures to promote and encourage sustainable travel options such as public transportation, cycling and walking, carpooling, and electric vehicles, we can ensure that the new seal pool development does not significantly impact current capacity of the car park, nor create a significant change in traffic. This long-term management travel plan will not only reduce the carbon footprint of the sanctuary but also educate visitors about the importance of sustainable travel and contribute to the conservation of the environment.