

Sustainable Access to Countryside attractions

11th June 2010, The Eden Project, St. Austell, Cornwall

Chair:

To be Confirmed

Tourism is a major contributor to economic prosperity - especially with the boom in people holidaying at home in the UK.

But there is a downside, as most people come by car, with air quality, tranquillity, biodiversity and landscape suffering - not to mention a huge carbon footprint!

Access by bus and train, walking and cycling is good for health, the environment, social inclusion and keeping money in the local economy - fostering a positive spiral of prosperity.

This event pulls together the varied strands of sustainable visitor travel - making the links between tourism and transport, emphasising the need for co-operation between departments: Highways and Passenger Transport, Countryside and Economic Development.

It is hosted by The Eden Project, an award winning attraction in Cornwall, which has had a travel plan since its establishment. Delegates will be introduced to the travel plan history and future, and there will be a chance to view the Eden Project during the day.

There's a good bus link from St Austell station to the Eden Project.

Who should attend?

It is aimed at local authority officers and members, countryside and heritage managers, protected landscape partnerships and boards, people running destinations and attractions, and anyone with an interest in greening visitor travel.

Programme:

0930: Registration

- 10:00 Welcome and Introduction from Andy Jasper, Eden Project
- 10:15 Introduction from Chair
- 10:20 *Impacts of leisure travel & tourism* – Natural England – invited

- 10:40 *Visitor travel planning – from audit to applause!* – Chris Wood, Transplan
- 11:00 *The destination perspective* – Robyn Brown, The National Trust
- 11:20 Q&A
- 11:30 Tea & coffee
- 11:50 *Trains, buses & boats* – Richard Burningham MBE, Devon & Cornwall Community Rail Partnership
- 12:10 *Rail gateways to the countryside in East Anglia* - Chris Wood, Transplan
- 12:30 *Achieving growth in leisure bus networks* – Annie Lawrie, Brecon Beacons National Park Authority
- 12:50 *Walking & cycling as access* – Sustrans
- 13:10 Q&A
- 13:20 Lunch
- 14:30 Workshops (visitor travel planning; public transport; walking & cycling)
- 15:30 Plenary feedback, Q&A, discussion
- 16:00 Chair's summary
- 16:10 Tour of Eden Project
- 17:40 Close

Location	The Eden Project, Cornwall
Standard Fee	£225
ATW Member Fee	£125

All fees are plus VAT currently at 17.5%

To register please complete the attached registration form and send it to:

ACTTW, 1 Vernon Mews, Vernon Street, London W14 0RL

Tel: 020 7348 1970

Fax: 020 7348 1989

Email: maria.whelan@ptrc-training.co.uk

Website: www.acttravelwise.org



Booking Form

Course Details

I wish to book on the Sustainable Access to Countryside Attractions Masterclass on the 11th June 2010.

Delegate Details

Name: _____ Position: _____

Organisation: _____

Address: _____

Tel: _____ Email: _____

Payment Details

I enclose a cheque / please invoice me

Please make all cheques, Purchase orders or BACS payable to PTRC Education and Research Services Ltd.

ACTTW / CILT / TAG Members	£125.00	[]
Non Members	£225.00	[]
Fee	£	_____
VAT @ 17.5%	£	_____
Total	£	_____

ACTTW is a Membership Association dedicated to the promotion of sustainable transport through Travel Planning. Our membership includes employers in both the public and private sectors.

Invoice Details

Please make all cheques, purchase orders or BACS payable PTRC Education and Research Services Ltd.

Your Purchase Order Number _____

Please give details of the person to whom the invoice should be sent if different

Name: _____ Position: _____

Organisation: _____

Address: _____

Tel: _____ Email: _____

Please complete and email / fax / post to:

PTRC, 1 Vernon Mews, Vernon Street, London W14 0RL

Email: info@ptrc-training.co.uk Tel: 020 7348 1970 Fax: 020 7348 1989

Join ACTTW now and receive a member's discount on this Masterclass!

Find out more about joining ACTTW and the services members enjoy on our website ActTravelWise.org

Terms and Conditions

1 Registration Form - Applications should be made on the official registration form. Photocopies are accepted. One form should be completed for each person attending an event. Delegates are advised to retain a copy of the registration form for reference before sending.

2 Fees - Fees include attendance at lectures, lecture notes, lunch and all refreshments.

Fees do not include overnight accommodation, breakfast and evening meals unless indicated.

3 Acknowledgement - On receipt of a registration form, delegates will be sent an invoice and a letter of acknowledgement. Joining instructions, including a map and timetable, will be sent to each delegate approximately two weeks before the start of the event.

4 Cancellation - All cancellations, or alterations to a booking, must be received in writing. To avoid cancellation penalties, substitutes will be accepted at any time, if notified in writing and in advance of the event. Adjustments in fees will be made if there is any change in fee category. Cancellations received in writing up to 14 days before an event will be subject to an administration fee of £50 plus VAT. Cancellation of a confirmed booking after this date, including non-arrival at an event, will be liable for the full fee.

5 Disclaimer- PTRC reserves the right to vary the programme and to cancel an event if it is under subscribed or for any other reason. In the event of cancellation, PTRC aims to give delegates at least two weeks' notice and the fee will be refunded in full. PTRC cannot be held liable for any pre-booked travel or accommodation costs.

6 Data Protection - Details will be held on a database in accordance with the 1998 Data Protection Act. Information will be used for internal marketing purposes only and will not be shared with any external organisations.