

2015 Annual Report to the Downs Committee on the use of land off Ladies Mile

Bristol Zoo Gardens

1. Use of the land

In 2015 Bristol Zoo Gardens (BZG) used the designated area of land off Ladies Mile for car parking on 38 days during the Easter Holidays, May half-term period and the summer school holiday. This is well below the 50 days allowed in 2015. These were all days at which zoo visitation was around, or exceeded, 3,000 guests per day. On the days that it was used, an average of 343.7 cars were parked, thus reducing congestion and emissions caused by driving around the surrounding area for longer. The car park is staffed from opening to mid-late afternoon when the car park is no longer needed and guests have stopped arriving. We are sensitive to causing damage to the land. We avoid use of the land when the ground is wet, even if the weather is fine on the day and we expect high numbers.

2. Sustainable travel, Travel Plan and incentives

2.1 Physical measures:

- a. Covered guest cycle parking racks provided in the North Car park
- b. Secure cycle parking for staff in the West Car Park, Education Centre and Gardeners' Yard
- c. Changing areas for staff
- d. Sunday P&R service from the Portway Park & Ride in the summer. This is in addition to the Bristol City Council run service which operates Monday to Friday.
- e. Electric car charging points in both the North and West Car Parks

2.2 Marketing measures and incentives for guests

- a. 20% discount to cyclists
- b. Combined travel and zoo entry tickets in partnership with First Bus resulting in an overall 15% saving to guests.
- c. Combined travel and zoo entry tickets in partnership with FGW Railway offering a 32% saving to guests on the zoo ticket price
- d. Discounts are promoted through the website and member e-newsletters. The Zoo website is www.bristolzoo.org.uk. The 'How to find us' button on the home page states that discounts are available for travellers by bike, bus and train. A single click takes you to the 'Getting to Bristol Zoo' page (www.bristolzoo.org.uk/visitor-information/getting-here). Here, the travel options and discounts are specifically promoted with, where appropriate, links to third party websites for ticket sales.
- e. Social media used to promote alternative transport and Park & Ride

2.3 Staff measures

- a. Support for cycle purchase
- b. Provision of lockers, showers and changing facilities
- c. Bristol City Council Travel Roadshow
- d. Walk and Cycle breakfasts
- e. Staff parking in car parks is limited through a seasonal and annual pass system

3. Travel survey

An annual travel survey is carried out. This shows:

- a. Average guest car occupancy of 3.9 people. This level of occupancy would be envied by business and the city, and means that the car is a sustainable mode of transport. Only 2.6% of guests arrive as single car occupants.
- b. Through the year an average of 60% of guests visit from BS post codes, 40% from outside the city. During the travel survey in the peak summer season this was reversed with over 50% travelling more than 20 miles to visit the Zoo Gardens.
- c. The large catchment of BZG's guests, together with a large number travelling with children means that only a relatively small proportion expressed an interest in travelling by public transport, cycle or walking.
- d. The level of single car occupancy by staff travelling to work is significantly below the Bristol average, at 27% for BZG staff and 50% for Bristol

4. Stewardship of the land

- a. An annual ecological survey is carried out. The results of the 2015 survey are not yet available, but previous surveys indicated consistently that there is no year on year deterioration of the sward ecology.
- b. We maintain close contact with the City Council on management of the land, carrying out maintenance work using agreed seed mixes and to an agreed method. We have also repaired damage to the area caused by overnight joy-riders, who are not associated with BZG. This is a benefit to the City Council.

Dr Bryan Carroll

CEO

Bristol Zoological Society