

car-free days out  
with easy travel directions and  
great discounts at attractions

show me places

near me





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1/ The [@nationaltrust](#) has a car problem.

This was Cliveden yesterday. This is not the main car park. This isn't even the overflow car park. This is the overflow of the overflow car park. It's not even a car park, it's supposed to be a green space.



9:45 AM · Oct 9, 2023 · 179.5K Views



72



114



715



18



## The problem

Leisure travel in the UK is car-centred

60% of Scope 3 carbon emissions from visitor attractions are from cars

22% of UK households don't have a car (15 million people)

Special places are spoiled by traffic



## Our solution

Good Journey helps attractions to welcome car-free visitors with



Easy travel information



Discounted entry



Good Journey Mark

## Results so far

- 3000 people a week using Good Journey to plan car-free visits
- All RHS Gardens offering 30% discount for car-free visitors
- Pilot with 10 National Trust sites, extended to 50 for 2024
- Pilots with English Heritage and Historic Environment Scotland
- Norfolk became first Good Journey County in 2023, to be followed by Suffolk in 2024







# Blenheim Palace

Around 500 visitors a week plan car-free travel to Blenheim with Good Journey.

Blenheim have increased car-free visitors from 5000 to 41,000 a year.

They now aim for 50% of visitors to make carbon-friendly journeys by 2027.



**How to find us**  
 Blenheim Palace is located 8 miles North West of Oxford in the historic town of Woodstock on the A44. For sat nav directions, please use OX20 1UL.

**Travel the greener way**  
 Receive at least 30% off admission\* when you travel by train, bus or bike. Frequent buses from Oxford and Oxford Parkway stations to our main gate. Plan your journey at [goodjourney.org.uk/blenheim](http://goodjourney.org.uk/blenheim)

**2022 Travellers' Choice**  
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 Book tickets at [blenheimpalace.com](http://blenheimpalace.com)  
 or for further information call **01993 810530**  
 Blenheim Palace Heritage Foundation. Registered Charity 1166164  
 \*Terms and conditions apply





## RHS Garden Wisley

Piloted hourly shuttle bus from Woking station, with 15-seater community transport minibus.

Attracting 3000 passenger in 2022, increasing to 8000 in 2023.

The local council has now agreed to run the service in 2024 with a 60-seater bus.







## Waddesdon Greenway

4km traffic-free path from Aylesbury Vale Parkway to Waddesdon Manor.

Opened in 2018 and used by 70,000 people in the first year.

Illustrates scope for attracting people to cycle to attractions near towns or cities.







## Future ambitions

Scale up work with National Trust and other national organisations.

Establish discounted combined train-bus-entry tickets to attractions.

Make it the norm for attractions to welcome car-free visitors.