

Facts about Shopping without a car

1a) Research by Giles Semper of the Means Group, LLP, done on data from the Mall Corp collected in six shopping centres, three in outer London and three in other cities. Based on exit surveys of people who had bought things at the mall, at least 300 interviews at each site:

- People arriving by bus spend most
- People who arrive on foot are from the most affluent groups
- People who arrive by car spend more in one go, but shop less and ultimately spend less.
- Retailers in York experienced a 20-30% increase in turnover following pedestrianisation
- Retailers *think* shoppers arrive by car – overestimate the numbers arriving that way by a factor of 2.

1b) ‘**Involving the private sector in promoting Public Transport**’ – case study by Niels de Vries of Advier of a very successful promotional pilot in Apeldoorn (Netherlands), pop. 136,000, testing whether private sector will invest to promote accessibility of their site, including public transport to their sites.

- Shoppers who spent 10euro or more received a free bus ticket (worth 1euro), co-promoted by public transport and retailers. Lottery draw of used bus tickets, with bicycle as a prize.
- Public Transport has an added value for a destination: 1% improvement in the accessibility leads to an increase of 0,3% of the property value (DTZ Zadelhoff & VU Amsterdam)
- Philosophy: Public Transport doesn't transport customers of a bus or a train, but customers of a destination.