



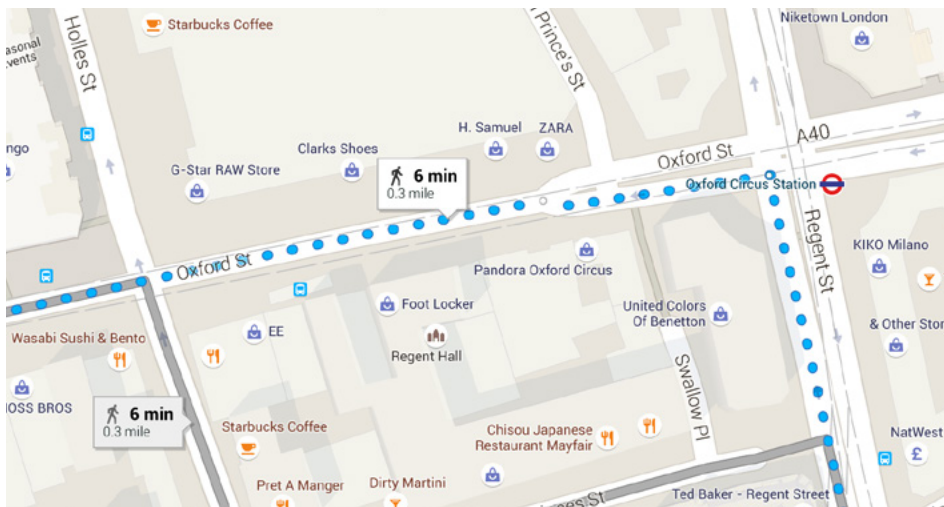
TRAVEL INFORMATION

Promoting low emission travel modes will help customers make better travel choices, helping to reduce air pollution and congestion in London's West End. Letting potential customers know how easy it is to reach your store will help encourage them to visit and shop.

This can be as simple as adding a TfL Journey Planner to your website, or including the nearest tube station or bus routes in promotional materials and invites for events.

PROMOTE LOW EMISSION TRAVEL OPTIONS TO:

- Make it easy for customers to get to your site, without needing to find a parking spot
- Reduce traffic congestion and emissions in the West End



Travel maps show customers the different ways in which they can reach your location

TAKE THE NEXT STEP

- Add a [TfL Journey Planner](#) or [widget](#) to your website to encourage customers to arrive by foot, bike or public transport.
- Promote the [TfL Walking Tube Map](#) which highlights the short distances between tube stations to further encourage Londoners to walk rather than use public transport
- See [our website](#) for an example of travel information you can include on your company website or in promotional materials



Bond Street | Oxford Street | Regent Street

FACT BOX



Several cycle hire docking stations within 5 minutes walks



Oxford Circus, Tottenham Court Road and Bond Street



Dozens of bus routes