

## **Appendix D - Green Travel Plan**

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## 1.0 Introduction

This document has been produced on behalf of the City Road Basin Masterplan Team. It sets out draft Heads of Terms for a Green Travel Plan to accompany a Masterplan Development Strategy for the area surrounding the City Road Basin.

These Heads of Terms underpin the commitment of the developers to use their endeavours with the end users to achieve a number of objectives in relation to discouraging car-borne use, especially single occupancy, at the site.

The Masterplan itself will not have a functioning Green Travel Plan. However, a requirement for all individual developers to produce separate plans will be an integral part of the Section 106 agreement. This document will therefore form a template for these documents.

At its current stage, the Masterplan does not have a full compliment of identified end users for the small retail and food elements, although the development is primarily residential.

## 2.0 Developing a Successful Green Travel Plan

### 2.1 Overall Requirements

The overall requirement of a Green Travel Plan is the identification of a package of travel measures that will lead to agreed modal split targets, performance measures and a monitoring regime in respect of promoting more sustainable modes of travel from the early stages of development.

Any targets should be aimed at reducing the number of trips made to and from the site by car, especially single occupancy car trips, in favour of other modes. Suitable targets, therefore, might include aims to increase walking, cycling and public / passenger transport use associated with the site.

The measures adopted need to be considered carefully, the nature of land use and location being major influences. It is expected that measures will include “sticks” as well as “carrots”; a balance is required that can be realistically implemented and carried through at the particular location.

### 2.2 Measures to be Considered

Each land use component of a development, which in this case comprises primarily residential, with some restaurant, retail and community uses, would require a different approach. This section details the potential elements to be included within a Green Travel Plan for City Road Basin. The measures deemed applicable would be applied in an attempt to achieve set targets. Green Travel Plans are most commonly developed to support employment development proposals and it is more difficult to produce effective plans for residential schemes.

### 2.3 Residential Measures

In a residential scheme, any measures would need to be more tailored to the individual than for, say, an office scheme. As such their effect is unlikely to be quantifiable and as such less certain. If managed correctly such measures can successfully promote the idea of sustainability within a community.

A list of possible measures applicable to City Road Basin is provided below. As can be seen many of the measures can be “built into” the specification of the dwellings. Further elements can be included in a purchase pack e.g. public transport information, cycle purchase vouchers, etc.

- Cycle Enhancements - The introduction of safe and secure cycle parking facilities ideally including covered shelters and possibly incorporating lockers for storage of clothing, helmets and other accessories.
- Home Computer - Providing individual dwellings with high speed dedicated communication facilities for connection to the internet. Such facilities could encourage home working and provide access to services such as home shopping and public transport information.
- Study Rooms - Dwellings could include study rooms or areas to assist in the promotion of home working.
- Community Website - A dedicated website for the local community generated by the development. The site could link to the aforementioned services as well as act as a focal point for travel initiatives such as cycle groups and car share databases.
- Car Share Database - Car share databases are now well founded in company travel plans for employees to consolidate and share travel arrangements. As indicated above, such a scheme could be implemented on a community website to encourage car sharing for travel to work, schools, shops etc.
- Car Clubs - Car clubs act as an ideal substitute for individual car ownership where parking is significantly constrained. Car clubs are based on shared vehicle operation and use. They provide neighbourhood-based short term car hire to members for periods as short as one hour from cars that can be placed close to members' homes. Members pay a fixed annual membership fee, plus hourly and per mile charges. Car clubs are particularly attractive to people who do not choose to commute by car on a daily basis but may need access to a modern, reliable car on an occasional basis. This makes such schemes particularly appropriate for the residential elements of this development.
- Public Transport Information Pack - Up to date timetabling and service information pack sent to each dwelling with regular updates. Information on pedestrian and cycle schemes and networks to also be included.
- Pedestrian Measures - Such as those listed overleaf.

## **2.4 Employment Measures**

The development will include a range of small scale employment elements, for which Green Travel Plans should be specifically developed. At this stage it is only possible to review potential measures to be included in future travel plans. On this basis, the development could then be guided from the outset with an understanding of the likely requirements. The respective Travel Plans would need to take account of all trips generated by the food, retail and restaurant uses, including:

- Employees' travel between home and work.
- Employees' business travel during the working day.
- Client and customer visits to the site.
- Deliveries made to/from the site.

Walking as the main method of travel is often appropriate for journeys of less than one mile. Walking can be combined with, for example, passenger transport to cover longer distance journeys. There are obvious benefits for staff and savings on car running costs, particularly as the site is located on the edge of the congestion charging zone.

The plan should encourage measures to ensure the site is pedestrian friendly, such as:

- Provision of convenient pedestrian entrances that reduce, wherever possible the walking distances to facilities outside the site, such as bus stops, footpaths etc.
- Provision of on-site pedestrian facilities and linkages that are well lit and take account of safety concerns.
- Measures which cater for the needs of the mobility impaired.
- Highly visible facilities that will assist in promotion of walking to/from and within the site and reduce fear of crime.
- Walking routes that are attractive.
- Maintenance of the facilities.

The plan should also include measures to promote walking to and from the site by:

- Improved off-site pedestrian crossing facilities along desire lines.
- Encouraging discussion of the health benefits (less stress/improved fitness).
- Encouraging staff to walk when travelling less than one mile to/at work.
- Organising promotional events, such as "Walk to Work Week".

The benefits for cycling are similar to those for walking, health and cost reduction being the major considerations for users.

The plan should include measures that enhance the attractiveness of travel to and from the site by cycle, for example by means of:

- The design of on-site cycling facilities that take account of safety concerns.
- Adequate, secure cycle storage that is conveniently located and in clear view to lessen the chance of cycle theft.
- Shower and changing facilities.
- Lockers and drying facilities.
- Ongoing maintenance of facilities.

The plan should include measures to promote cycling by:

- Encouraging discussion of the health benefits (less stress/improved fitness etc).
- Encouraging staff travelling shorter distances for business purposes to use a bicycle (including generous mileage allowances for bicycles).
- Investigate providing pool bikes for use by staff.
- Investigate provision of cycle loans.
- Investigate the possibility of securing preferential rates on cycle purchases from local retailers.
- Organising promotional events such as a 'Bike to Work Day'.
- Encouraging a bicycle user group within the organisation.

Cycling facilities should be related in scale to the amount of permitted car parking. The less the car parking provision per employee the greater the adjustment for cycling facilities is likely to be.

Passenger Transport should be regarded as a practical and positive alternative mode to the private car. The plan should include measures that enhance the attractiveness of travel to and from site by public transport, for example by:

- Providing entrances and crossing facilities near to passenger transport facilities to improve desire lines.
- Providing clean, well lit bus shelters.
- Pursuing measures that fully exploit the potential to travel to the site by rail.
- Providing passenger transport facilities that take account of the requirements of the Disability Discrimination Act.
- Provide a clear, comprehensive and integrated journey planner and timetabling information.

The plan should include measures to promote the use of passenger transport by:

- Investigating the provision of season ticket loans and subsidising travel by passenger transport.
- Investigating provision of a discounted fare scheme.
- Providing site-specific information regarding passenger transport services in conventional or electronic form (or both).

### **2.5 Appointment of Travel Co-Ordination**

Travel Plans can significantly reduce car travel. The alternatives must be attractive and available, although some deterrents to car use may be needed. The plan must therefore have the active support of the individual developers. Indeed, the success of a Travel Plan depends on the appointment of a Travel Co-ordinator and their receiving the full support of the management of the particular development.

The Travel Co-ordinator would be the driving force behind and ensuring the success of the Travel Plan. They would be responsible for raising awareness amongst both residents, employees and customers and promoting the alternatives to the car.

### **2.6 An Integrated Approach**

The plan should discuss timescales for implementation, monitoring and review of each of the measures to fit in with the development strategy and phasing.

## **3.0 Targets for the Green Travel Plan**

Clear targets will be required within the Green Travel Plan. Any targets would be linked to the transport plan proposals and would need to be monitored on a regular basis.

The favoured approach is for modal split targets for journeys to and from the site to be set out in the plan. These targets would need to be realistic and reflect the Travel Plan proposals and the overall policy objectives for a reduction in car use. Other indicators can be considered which could include a measure of motor traffic using the site.

Interim targets should be set to cover progress towards end targets. These should be flexible to permit alteration according to the changing requirements of the development.

In setting targets a balance will need to be struck between local circumstances and achievability. In this respect there are no prescribed targets, but these should be developed in consultation with the local authority, taking into account other targets set locally. Any Green Travel Plan will also need to include a monitoring regime to track progress towards the agreed travel targets, and a process of review to reassess the range of measures being pursued if they are not proving effective.

