### South Heywood Economic Corridor: Transport Assessment

#### **Travel Planning Report**

November 2010

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### **Executive Summary**

#### Setting the Scene – Why assess Sustainable Transport?

This report is one of a number of documents prepared to inform the planned employment, retail and residential growth in the South Heywood Economic Corridor.

The purpose of the Travel Planning Report is to highlight the potential for sustainable transport interventions to not only support the viability of the new development proposals and their potential impact on the local and strategic road networks, but also identify the benefits that a proactive sustainable transport strategy could bring to the existing community.

At this stage the analysis is built on national best practice and tested evaluation techniques used for DaSTS and LDF studies elsewhere in the UK. In line with latest Government guidelines on travel plans and wider sustainable transport tools (such as 'Sustainable Travel Towns', 'Cycling Demonstration Towns' and 'Personalised Travel Planning' pilots) there is an onus being placed on local authorities to consider sustainable transport alternatives early on in the development planning process.

In line with that advice we have looked at a range of sustainable transport measures (including travel plans and other 'smarter choices' behaviour tools) and whether they are of relevance and value to South Heywood. We have also sourced case studies to support our analysis.

#### Our Approach

The technical note firstly assesses the current transport situation around the proposed development corridor. It can be seen that there is an existing public transport network which is predominately bus. There are relatively frequent services; however there appear to be few bus stops situated around the proposed development sites. The area also lacks a railway station in close proximity to the sites or the town itself although plans are being formulated to make fuller use locally of the East Lancashire Railway.

The underdeveloped nature of the land means that there is currently a lack of suitable infrastructure for walking and cycling around the development areas. This provides a baseline for us to understand which measures are likely to be helpful in reducing car trips, both in terms of the new development allocations and throughout the existing communities.

We then carried out a document review of national best practice guidance including aspects of travel planning/smarter travel measures. These documents highlight potential interventions which can prove successful if implemented effectively through the planning process. Local policy documents such as the Rochdale SPD on Travel Planning are reviewed and associated objectives and targets are identified.

Based on best practice and a local understanding of the Heywood community, recommendations for suitable sustainable transport interventions for development sites are identified. These interventions fit into 'hard' and 'soft' measures and have been rated in terms of their potential effectiveness for Heywood. The measures identified to carry the most potential for Heywood are broadly public transport interventions, travel planning, car share, taxi share and walking and cycling improvements.

Finally, this report sets out the likely level of single occupancy car reductions that could be achieved if the South Heywood strategy adopts a strong and proactive approach to sustainable transport within its planning strategy. With the development of appropriate interventions this could lead to development trips savings in the order up to 10% in single occupancy car use during peak periods, with between 5-10% reductions in existing targeted communities depending on their location and accessibility.

This report does not set out detailed targets for potential trip savings based on implementation of the suitable measures but we would welcome the opportunity to discuss this further with council officers to explain how the principle of sustainable transport trip reductions could be refined to reduce pressure, both on the local road network at and at key junctions on Highways Agency routes.

However the success of the strategy can only be optimised if an area wide approach to travel planning is adopted which includes the areas adjacent to the development sites. In order to fully appreciate the potential trip savings it is recommended that these targets are analysed more fully using the local traffic model.

### 1 Introduction

#### 1.1 Background

In July 2010, the Impact Partnership supported by Mouchel, was commissioned by Rochdale MBC (RMBC) to carry out an assessment of transport proposals for the South Heywood area.

The concept of mixed development and a link road has been promoted in RMBC's Local Development Framework (LDF) Core Strategy Preferred Options document in 2009, but further examination of the proposal is needed before it is submitted to the Secretary of State in 2011. Prior to that, public consultation on the proposals is planned for November 2010.

#### 1.2 Travel Planning Strategy

One of the key tasks identified is to evaluate, based on existing evidence, the future role of sustainable transport modes in delivering development and regeneration in the area. This report is the output of this task and reports the range of sustainable travel interventions assessed and their potential value for the South Heywood area, expressed as car trip savings on the network. The study area is shown below in Figure 1-1.



Figure 1-1 Study Area

#### **1.3** Purpose of the Document

This document is intended to serve a number of purposes:

- a) To conduct a broad assessment of sustainable travel interventions and their scope to enable modal shift.
- b) To develop the scope for smarter choices/ behaviour-based measures and accommodate development within and outside the development envelope.
- c) To advise RMBC as to whether a sustainable travel strategy is 'worth doing' and the scale of potential benefits.
- d) To build up a rational and logical approach to assessing those interventions that would work in Heywood, backed up by national best practice examples
- e) To develop a methodology that is capable of being tested using the traffic model should RMBC wish to assess the sustainable transport scenario at a later date.

# 2 Existing Travel Choices – Current Opportunities to use Sustainable Transport

#### 2.1 Introduction

This section of the report provides a review of the existing travel choices available around the proposed South Heywood area and future opportunities which may add to facilities available.

#### 2.2 Bus Services

The bus network under study includes the northern section of the GMPTE route coverage. Heywood lies between Bury and Rochdale with a number of intervening services stopping within the study area. There are also services running from Manchester which pass through the study area.

These services can be accessed from local bus stops and guidance from the Department for Transport (DfT) suggests that an acceptable walking distance to a bus stop is 400m. On this basis, Figure 2-1 below shows (in green) the areas of the South Heywood corridor that are within 400m of an existing bus stop.





Table 2-1 below illustrates the frequencies of the bus services within the study area.

Service No.	Origin/ Destination	Operator	Frequency Mon-Fri	Frequency Saturday	Frequency Sunday
58	Rochdale/ Bury	First Manchester/ Jpt	Every 15mins	Every 15mins	Every 15mins
163	Bury/ Manchester	First Manchester/ Jpt	Every 10mins	Every 10mins	Every 10mins
164	Heywood/ Manchester	First Manchester	Hourly <sup>1</sup>	Hourly <sup>2</sup>	Hourly
167	Norden/ Manchester	First Manchester/Rossendalebus	Hourly	Hourly	No Service
475	Bury/ Hopwood Circular	Easyride	Hourly	Hourly	No Service
471	Rochdale/ Bolton	Easyride/ First Manchester	Every 10mins	Every 10mins	Every 30mins
461	Bury/ Rochdale	Easyride	Every 30mins	Every 30mins	Every 60mins
X1	Heywood/ Heywood Distribution Park Circular	Heywood New Heart Community Transport	Every 25mins	No Service	No Service

Table 2-1 – Bus Service Frequencies

The frequencies of the bus services have also been assessed for the three working day peak periods of the AM Peak (0800-0900), the Inter-Peak (1200-1300) and the PM Peak (1700-1800). Table 2-2 below identifies the number of services within each of these periods.

Table 2-2 – Bus	Service	Frequencies	bv Period
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Bus Service No.	AM Peak Hour Frequency	IP Peak Hour Frequency	PM Peak Hour Frequency
58	3 services	3 services	3 services
163	6 services	6 services	3 services
164 <sup>3</sup>	-	-	-
167	1 service	1 service	1 service
475	1 service	1 service	1 service
471	6 services	6 services	6 services
461	2 services	2 services	1 service
X1	3 services	2 services	3 services

<sup>&</sup>lt;sup>1</sup> Services commence at 1805 until 2242

<sup>&</sup>lt;sup>2</sup> Services commence at 1805 until 2305

<sup>&</sup>lt;sup>3</sup> No services before 18005 Monday – Friday

A map of the buses operating at a high frequency, i.e. every 30 minutes or more frequently within the study area can be seen on Figure 2-2 below.



Figure 2-2 – High Frequency Bus Services

#### 2.3 Rail Services

The closest railway station to the study area is Castleton Railway Station, located in Rochdale, approximately 1.6 miles from Heywood. Other local stations include Bury Station to the west (3.4 miles) and Rochdale Station to the east (2.9 miles).

The locations of the two nearest rail stations to the study area are shown in Figure 2-3 below.

Figure 2-3 – Rail Network



Castleton Railway Station is managed by Northern Rail. There are regular services to/ from Leeds, Manchester Victoria, Wigan Wallgate and Rochdale which all stop here. A summary of the rail services and frequencies can be seen in Table 2-3 below: This information illustrates that there are two trains in each direction hourly Monday to Saturday.

Origin/ Destination	Principal Stations	Operator	Frequency Mon-Sat
Manchester Victoria	Moston, Mills Hill, Manchester Victoria.	Northern Rail	Every 30 minutes
Leeds	Rochdale, Smithy Bridge, Littleborough, Walsden, Todmorden, Hebden Bridge, Mytholmroyd, Sowerby Bridge, Halifax, Bradford Interchange, New Pudsey, Bramley, Leeds	Northern Rail	Hourly
Wigan Wallgate	Mills Hill, Moston, Manchester Victoria, Salford Central, Salford Crescent, Bolton, Wigan Wallgate.	Northern Rail	Hourly
Rochdale	Rochdale	Northern Rail	Every 35 minutes

Table	2-3	Train	Freque	encies -	Castleton
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#### 2.4 Walking & Cycling Facilities

Currently, the network of walking and cycling facilities in the areas where development is proposed is relatively limited. To illustrate the value of these networks, Figure 2-4 identifies the relatively limited extent of footpaths within 400m of the proposed sites.





A similar illustration in Figure 2-5 identifies cycle routes within 800m of the development sites, showing some coverage into adjacent residential areas.

Figure 2-5 – Access to Cycle Routes



#### 2.5 Conclusions

It has been seen that, whilst there is an abundance of bus stops within the town centre, the out lying areas and particularly areas within close proximity to the development sites are poorly served. In terms of rail, the existing situation does not present itself with easy options to access the development sites by train.

This brief overview also highlights a few core routes to access the sites via walking and cycling. However, these networks are not substantial.

There is however potential for these facilities to be improved. The Rochdale Core Strategy Preferred Options Report identifies the potential for developing the East Lancashire Railway (ELR) to provide for commuter trips. Network Rail is exploring the potential of the existing leisure line which could be beneficial in allowing access onto the rail network for commuters to/ from Heywood. Option A2A aims to maximise the potential of ELR to allow links to Castelton, Manchester Victoria and Rawtenstall.

This also identifies enhancements to bus, cycling and walking facilities which include a bus interchange facility in Heywood and improved walking and cycling routes to key transport hubs. It is suggested that cycle links could be improved through developing Sustrans Connect2 and other such schemes. Such measures would contribute significantly to the existing travel choices within the area.

### 3 Review of Best Practice

#### 3.1 Introduction

This section of the report identifies a selection of national documents setting out best practice relating to travel planning. Other local (RMBC) documents are also reviewed where they are relevant to the definition of objectives and targets relating to travel planning.

#### 3.2 National Documents

### Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, (2009)

This document sets out guidance on best practice for developing and implementing Travel Plans. The document describes the importance of Travel Planning and its role within the Planning system. Travel Plans involve both 'hard' and 'soft' measures which are targeted at reducing single occupancy car travel and encouraging the use of more sustainable modes.



Good Practice Guidelines: Delivering Travel Plans through the Planning Process

Department for Transport

April 2009



The document states that, "The travel plan should contain 'hard' and 'soft' measures together in complementary way where explicit measures are included."

Furthermore within the Guiding principles for travel plans section the document specifies the role of both of these approaches, i.e. Travel Plans should, "...combine the 'hard' measures – of site design, infrastructure and new services – with the 'soft' measures of marketing, promotion and awarenessraising".

The broad 'hard' and 'soft' measures fall under the categories of walking, cycling, the use of public transport disincentives for car users and also promotional materials.

A key facet of the guidelines is the need to consider the full potential of travel plan measures early in the planning process and to investigate the scope for 'retrofitting' benefits on a wider geographic area to remove background traffic from the network, enabling the development to absorb some or all of the 'spare' capacity created.

This is known as 'trip banking' and is also supported through the DfT Transport Assessment and Travel Plan Guidelines (2007 - para 4.51) which states that applications should aim for a 'nil detriment' impact on the network.

It is also supported by Circular 02/2007 Planning and the Strategic Road Network where the Highways Agency endorse a pro-travel plan approach to enabling

development employing area wide travel planning and access control techniques to support development proposals close to the trunk and motorway network.

The full guidelines are available at http://www.dft.gov.uk/pgr/sustainable/travelplans/

#### Making Smarter Choices – CIHT, (2009)

This document develops the term 'smarter choices' and identifies its role within Travel Planning. Smarter Travel is said to encompass, *"a family of techniques (also known as 'interventions', 'measures' or 'tools') for influencing travel behaviour towards more sustainable travel options."* 



The techniques are based around changing travel behaviour through increased use of public transport, and levels of walking and cycling.

There is an emphasis on reducing single occupancy car use, reducing travel for work purposes and also using technology to help where possible with all of the above.

The Smarter Travel family of techniques includes four main types:

- Soft Measures
- Promotion and Awareness Raising
- Sustainable Transport Infrastructure
- Monitoring and Evaluation

The document specifies that each measure is not to be used in isolation but as a complete package of smarter travel choices. These measures should be site specific and refer to the economic, social, environmental and cultural needs of an area. Examples of typical smarter travel measures can be seen below.

- Workplace Travel Plans
- Personalised Travel Plans
- Car Sharing
- Teleworking
- Tele-Conferencing and Video Conferencing
- Car Clubs
- Public Transport Information and Marketing
- Developer Travel Plans
- Construction (workers) travel plans
- Travel Awareness Campaigns

The full guidance is available on the CIHT website at http://www.iht.org/en/publications/smarter-travel/index.cfm.

#### DfT Evaluation Studies

In order to provide a robust evidence base, we have drawn on a number of DfT evaluation studies and guideline documents covering sustainable travel towns, cycling demonstration towns, personalised travel planning, car clubs and other tools that need to be considered for Heywood.

The DfT has commissioned research on the following topics:

- Sustainable Travel Towns School Travel Planning
- Cycling Demonstration Towns
  - . Travel Awareness campaigns

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- Influencing Businesses
- Carbon Reduction

Car Clubs

Tele – conferencing Workplace Travel Planning

Tele-working

- Personalised Travel Planning a -
- Potential traffic impact of sustainable travel measures
- Planning for Sustainable Travel (produced by Commission for Integrated Transport)

#### 3.3 Local (RMBC) Documents

#### Rochdale Travel Planning & New Development SPD, (2009)

This document provides examples of Travel Plan Measures and Actions within the Appendices of the report. For Workplace Travel Plans, the following examples are cited:

#### Reducing the need to travel / alternative working practices:-

- Tele-working / remote or home working •
- Flexible working hours
- Compressed working week (9 day fortnight)
- Relocation packages
- Use of local labour
- Tele-conferencing / Video conferencing
- Publicising Travel Plan when recruiting
- Provision of facilities on-site
- Induction Travel Plan packs •

#### Walking:

- Improved network provision with internal and external links
- Signing
- Site access and permeability
- Provision of umbrellas / rainproof clothing

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- Self-defence lessons to build confidence
- Provision of shower / changing / locker facilities
- Improved network maintenance
- Route Maps
- Provision of personal alarms
- Promotion material and events

#### Cycling:

- Improved network provision with internal and external connections
- Provision of safe and secure cycle parking facilities
- Site access and permeability
- Route Maps
- Obtain discounts from local shops
- "Bike Doctor" and other support e.g. Training
- Provision of shower / changing / locker facilities, Interest-free loans to buy cycles / equipment
- Improved network maintenance
- Signing
- Introduce cycle mileage rates
- Establish a Bike User Group (BUG)
- Promotional material and events

#### Public Transport:

- Information provision
- Discounted tickets
- Improvements to existing services
- Works / shuttle buses
- Promotional material and events
- Personalised journey planning
- Interest free season ticket loans
- Improvements to waiting environment
- Guaranteed ride home

#### **Powered Two Wheelers:**

- Provision of safe and secure parking facilities
- Provision of shower / changing / locker facilities
- Interest free loans

#### Car Sharing:

- Match finding database
- Reserved parking spaces near to entrance
- Car Sharing Clubs
- Coffee Clubs (to find partners)
- Free parking for car sharers in preferential dedicated spaces

#### Car Park Management:

- Car Park permit scheme
- Car Park charging
- Car Park exclusion zone

#### Fleet Management:

- Review Company Car Policy
- Reducing business mileage rates
- Route planning
- Van pooling / drive share
- Driver training
- Pool cars

#### **Fleet Vehicles:**

- Use of efficient vehicles
- Review company car policy
- Use of "clean fuels"
- Pool bikes

#### **Deliveries:**

- Rationalisation
- Use of consolidation centres
- Use of local suppliers

#### Travel Planning & New Development SPD – Consultation Draft 2009

This SPD aims to provide guidance on the delivery of workplace, residential and educational travel plans. The document sets out the policy context identifying the relevance of PPS1 - Delivering Sustainable Development and PPG14 - Development on Unstable Land at a National level. It also refers to the GM LTP2 (2006-2011) and the Rochdale Unitary Development Plan. In referring to these local policies key priorities are:

#### Accessibility:

- 1) "Reduce the growth in length and number of motorised journeys;
- Facilitate access by walking, cycling and public transport including for people with restricted mobility therefore widening travel choice for all and reduce reliance on the private car;
- 3) Provide access for goods vehicles and cars, taxis, private hire vehicles, motorcycle, mopeds and motor scooters to meet the operational needs of development and ensure access for people with restricted mobility, while minimising the adverse impacts of motorised transport on the wider community and environment; and

4) Facilitate the movement of goods by rail, where practicable"

This covers the following areas:

- Access for Pedestrians and Disabled People
- Access for Cyclists
- Access for Bus Services

#### Rochdale Draft Core Strategy, Rochdale MBC, (2010)

The Rochdale Core Strategy identifies the issue that developers are expected to contribute towards infrastructure costs arising from new developments. The land to the south of the Heywood urban area is identified as a large area where 'significant infrastructure requirements have been identified'.

#### Accessibility

In terms of accessibility the access to employment opportunities is identified as an area for improvement. The Heywood and Middleton areas have a relatively high, (35%) proportion of non car households; therefore good public links are important.

The three challenges identified in terms of accessibility are:

- Ensuring transport improvements are co-ordinated with, and support, future development;
- Improving access to the public transport network, and,
- Ensuring new development contributes to transport improvements and the use of public and other sustainable transport

#### Economic Growth Corridors

The document outlines the proposals for the four economic growth corridors which include the South Heywood / J19 corridor. These are:

- "Promoting the delivery of a link road between Hareshill Road and J19 of the M62
- Promoting the release of around 30 ha of land from the Green Belt, through the Allocations DPD, for a co-ordinated mixed use employment and housing development that must contribute to the funding of the J19 link road.
- Promoting the extension of the East Lancs Railway line to Castleton to provide a commuter rail service to and from Manchester, with the creation of a new station close to Pilsworth Road;
- Promoting provision of bus services from Middleton to improve access to jobs in Heywood;

- Promoting the area mainly for distribution uses with offices in accessible locations;
- Promoting the development of the following existing sites:

Heywood Distribution Park - designated as a Simplified Planning Zone (SPZ) - potential for further redevelopment; North of Hareshill Road (UDP allocation, with planning permission)

#### Improving accessibility and delivering sustainable transport

It is stated that the development of sustainable transport is fundamental to the overall vision for the borough. In order to improve access and promote sustainable travel policies are targeted towards delivering change at a strategic, borough, and local level. New developments should be in suitable and accessible locations and have the following aims:

- "Minimise trips, especially single occupancy car journeys, and trip length;
- Promote wider travel choice and increase trips made by sustainable forms of travel, including public transport, cycling and walking;
- Support measures that will enhance safety and access for people with impaired mobility, protect traffic-sensitive town centres and residential communities;
- Reduce congestion, emissions from traffic by encouraging more sustainable travel choices;
- Reduce rates of climate change, emissions from traffic and encourage active and healthier travel behaviour."

#### T1 - Delivering sustainable transport

Within this section the document states how the visions and objectives of sustainable transport may be reached. The following upgrades and initiatives are identified:

- Enhanced Quality Bus Corridors.
- Improved access to the public transport network and interchanges.
- Enhancements to Heywood Station and a new station at Broadfield (to access new and existing development south of Heywood) on East Lancashire Railway.
- Provision of a focal point for Bus Interchange in Heywood Town Centre and supporting traffic management measures.
- Enhanced pedestrian and cycling links (of all mobility) to key transport hubs / interchanges providing seamless and independent travel for all.

There will also be improvements made to the existing cycling network with infrastructure which will connect the township centres, Kingsway Business Park and neighbouring centres.

The document identifies the increased use of intelligent transport systems and technology such as Urban Traffic Management systems, Satellite Navigation, Real Time Information, Variable Message Signing etc) to assist in enhancing network operation, information and reliability for passengers. The technology also includes Electronic technology which allows for transport data and information to be communicated between vehicles assessing capacity and the need for travel.

The document makes clear reference to the need for travel plans which should be implemented to deliver agreed outcomes. Travel Plans should incorporate "Smarter Choices" and Behavioural Change initiatives which should primarily encourage less travel by car and promote health benefits.

#### GM LTP2 Progress Report – Kingsway Business Park

The Greater Manchester LTP2 progress report highlights Kingsway Business Park in its case study examples section. This has been drawn upon for this Technical Note as it is a good indicator of what has already been achieved locally, and the quality o what can be achieved. It also aids as a barometer for the level of 'belief' in travel planning as an effective tool.

#### Progress to date

The document states that a Travel Plan was developed for KBP in order to promote sustainable travel choices. A site specific Travel Co-ordinator was also appointed to assist with this aim. A steering group was also set up with the aim of overseeing the measures and initiatives set out in the Travel Plan. The steering group includes Rochdale Council, GMPTE and site developers. A key part of the scheme was to develop the Travel Plan prior to the bulk of development on the site.

#### Travel Plan Objectives

The Travel Plan sets out the following targets and objectives for 2010:

- Single Occupancy vehicles: 45%
- Car share: 20%
- Public Transport: 20%, with 30% using this at least once per week.
- Walking and cycling: 15%

The TP also specifies that trip lengths should aim to be 10% below the average for both commuting and business trips. The opportunity for staff to work from home should also be developed so that 10% of staff work from home or work flexitime by 2010.

#### Monitoring and Review

The LTP2 progress report states that to date there has been no monitoring carried out. Reasons specified are the relative current limited development of the park. It is stated that the Travel Planning objectives will contribute towards LTP targets of reducing congestion, increasing employment opportunities and promoting environmental sustainability.

#### Kingsway Business Park - Official Website

<u>http://www.kingsway-business-park.com/business-travel.html</u> The KBP website identifies the need for businesses to support sustainable methods of travel to, from, and around the site. The Transport Coordinators role is to ensure businesses are aware of and acting on the Travel Plan. The aim of KBP is to:

"To implement measures within and around Kingsway Business Park so that the majority of employees have the opportunity to get to work by sustainable modes of transport, thereby encouraging a better quality of life for employers, employees and surrounding residents, improving the environment and enhancing the local economy."

The Travel Coordinator will assist businesses with developing Travel Plans and give travel advice and support to staff. The Sustainable Travel Plan has the following aim:

"To reduce the reliance on the car, provide sustainable travel choices for employees and promote greener cleaner travel."

#### Kingsway News – The Newsletter for Kingsway Business Park – 2008

This newsletter was published in May 2008 and broadcasts news of the Park's Travel Plan. The Travel Coordinator appointed was Andy Beel, from Atkins who was to work with the Kingsway Partnership in delivering the travel plan. The Travel Plan Coordinator role was identified within the Kingsway Sustainable Travel Plan. The keys aims are based around:

- Maximising public transport use
- Encouraging people to share car journeys
- Reducing overall car use
- Encouraging walking and cycling
- Reducing the need to travel by car during the working day or at peak times

#### Heywood Distribution Park – Umbrella Travel Plan, DTPC, (2009)

As with the Kingsway Business Park, this travel plan has been included as a local example of the 'temperature' of travel planning in the town, and will help inform the selection of appropriate measures in Section 5.

This Travel Plan was developed in 2009 and was the product of DTPC who were appointed through SEGRO to provide transportation advice on Heywood Distribution Park. The overall aim of this Travel Plan is to:

"Reduce the impact of travel and transport on the environment; Improve access to the site by various modes; Reduce reliance on the car; Reduce the level of traffic generated during the peak periods on the local highway network; and Provide benefits to employees and visitors in terms of choice of access and improved travel facilities." The document recommends the following travel planning measures as a result of a baselining study:

- Appoint a Travel Plan Co-ordinator
- Establish a Travel Plan Steering Group
- Promote travel planning through newsletter and website
- Develop a Car Sharing Scheme
- Establish a Bike Users Group
- Promote walking, e.g. through 'healthy walk weeks'
- Promote cycling, e.g. through incentives, improved facilities
- Build a Car Sharing Database
- Publish public transport information
- Manage Car Parking, e.g. priority for car share
- Improve internal services, i.e. shops and food outlets

The document identifies key targets and methods of monitoring the travel plan. It is suggested that monitoring will commence 6 months after the adoption of the scheme and then reviewed on an annual basis. Over a 10 year period the following targets have been set:

- An increase in bus use from 3% to 5%
- An combined increase in walking and cycling from 10% to 12%
- An increase in car sharing from 20% to 23%
- An overall mode shift from cars to other modes of 7%

It is suggested that as existing occupiers do not have contractual arrangements to support a travel plan they can only encourage and support the targets. The 10 year target period has been chosen so that this could allow occupiers to be fully involved and aim to achieve the targets set.

There is an opportunity to integrate the new employment sites advocated through the LDF alongside existing area-wide travel plans to achieve mutual synergies and to optimise car reduction.

## Rochdale Borough Transport Strategy, Rochdale MBC, Impact Partnership, (2010)

This document is intended to be a framework to support transport improvements across the borough up to 2026. The document identifies its priorities but recognises that the delivery is fluid due to the dependence on available funding and resources. The strategy will help contribute towards wider objectives and targets based on economy, social, regeneration, and the environment. The document will be closely

linked with the future LTP, LDF, Community Strategies, Area Masterplans and the Regional Spatial Strategy.

#### The overriding Transport Policy is to:

"Increase trips by sustainable modes, especially public transport to urban centres; Improve facilities to encourage shorter journeys on foot or by cycle; Implement Land Use Planning and Regeneration Strategies to minimise trips generated by out of centre locations; and Discourage peak time single occupancy car journeys in favour of alternative forms of travel, so contributing to improving air quality and reducing the rate of climate change."

The strategy identifies various travel planning initiatives and states the Council's current position on these measures. It is stated that the priorities lie with improving access and connectivity within four key economic growth corridors. These are Rochdale Town Centre - Kingsway; Sudden - Castleton; South Heywood, and, East Middleton (Town Centre to Mills Hill Station). The improvement of access will be prioritised towards the needs of,

- People with impaired mobility and pedestrians
- Cyclists
- Public Transport

#### The document shows support for existing schemes:

 Connect 2 – The programme of upgrades and improvements to the local cycling network.

#### The document supports:

- The development of technology to assist with reducing the need to travel, i.e. tele and video conferencing opportunities.
- The use of partnership working amongst travel providers such as GMITA/PTE and bus operators to develop improved bus networks.
- The use of initiatives to encourage changes in travel behaviour i.e. opportunities for home working and improved IT systems, e.g. ITMC which can make best use of the existing network and minimise delay.

#### The document seeks:

- The substantial upgrade and improvement of the existing public transport network to encourage modal shift.
- The improvement of local safety records and personal travel security.
- The achievement of an air quality to meet or go beyond the Government's desired levels.

- The improved access to jobs and key services by sustainable travel modes.
- The maintenance of existing highway structures to a good condition.

#### The document **proposes**:

- A package of Travel Behaviour Change Initiatives
- The development of a bus interchange in Heywood
- The improvement of all transport links between Middleton, Heywood, Milnrow and Littleborough.
- Creating a more positive passenger experience through access to travel information at stops, improved waiting facilities and attractive ticketing offers.
- The development of safe walking and cycling routes with convenient parking and changing facilities.
- The availability of demand responsive services and personalised travel packages which aim to change travel behaviour.

This information illustrates that Rochdale MBC supports a range of travel planning measures and initiatives. The development of travel planning measures in association with Heywood South Economic Study would be in line with local objectives.

#### 3.4 Specific Development Control Case Studies

Despite having a policy framework within Rochdale that would enable and support the securing of robust end effective travel plans through the planning application process, confidence needs to be given that such negotiations are viable and support, rather than detract, from encouraging inward investment and job stimulation.

The four case studies are:

- Uckfield Urban Extensions a planning inquiry covering 3 conjoined appeals focused on mainly residential growth (with some employment) where connectivity and lack of ability to properly provide sustainable transport infrastructure led to the dismissal of all appeals (acted for the County/District Council).
- Haywards Heath Urban Extension a planning inquiry for non-determination where the Inspector ruled that over 50% of the residential scheme could be built out and occupied ahead of the provision of road infrastructure. The argument that a travel plan covering the application for 685 units, would also be voluntarily retrofitted back onto the earlier phases of the scheme (total 865 units) gave the headroom capacity to enable occupation in advance of a relief road being completed. This was one of the first examples of 'trip banking' rigorously tested at appeal (acted for developer).
- South Morton Urban Extension, Carlisle a live outline application granted subject to signing of Section 106 agreement. The emphasis in the scheme

has been on sustainable transport solutions and 'hard' infrastructure to support bus, walking and cycling. Very little conventional highways infrastructure was needed save some off- site traffic management/signals measures and Section 278 works to provide multiple access points into the site. The key benefits were a negotiated down Section 106 package (in terms of cost) but with better outcomes for both the applicant and Council, and a spread profile of costs which made the mixed use residential, affordable housing and employment masterplan much more viable (acted for principal landowner).

Poole Quarter, Poole - an illustration of where a travel plan had successfully reduced parking requirements, therefore allowing a much improved design solution and an opportunity to design the whole ethos of the scheme around social/playable space and a strong pedestrian environment (acted for developer).

These case studies in particular illustrate the potential resilience of well-motivated sustainable transport packages/travel plans and solid Section 106 agreements to support them.

A natural extension of this solution is the development of the sustainable travel town approach, whereby all developers contribute pro-rata into the sustainable travel town fund, on the basis that the trips abstracted from the network (from existing residents and commuters) will be awarded back to the developments, potentially on a corridor by corridor basis and/or focused on key strategic junctions which require capacity relief.

#### 3.5 Trip Banking

As demonstrated by the case studies above, trip banking is an important concept, as ultimately any wide area or town wide measures need to award some level of 'credit' back to the developer to incentivise participation in such a model. In our DaSTS and LDF work elsewhere we have translated our analysis of appropriate interventions into target mode shift figures for peak and interpeak travel, on the basis that individuals will opt for some of the measures, some of the time.

As long as there is sufficient choice of interventions provided that are socially, culturally and practically relevant to the local community then there is no reason why the package should not be able to meet reasonable daily targets (i.e. 10% abstraction from single occupancy car for development based traffic with a range of 5-10% for the existing population).

It is important that in selecting the package of measures that 'initiative overload' does not take place, flooding residents and employers with too much choice to make any measure work effectively and sustainably. Similarly a strategy with a mono-focus (on e.g. cycling or car share) is also likely to reach a natural ceiling in terms of its ability to enable mode shift on its own. The concept of trip banking can be seen in the diagram below. Benefits will be felt by the town centre and radial routes, offset against the negative impact of the development. The highway impact to the south and west will also be mitigated. The diagram below illustrates the broad concept of trip banking.

Figure 3-1 – Trip Credits Diagram



#### **TRIP CREDITS**

### 4 Selecting Appropriate Measures for Heywood

#### 4.1 Setting the Scene

This chapter describes the method used (and assumptions made) to asses the measures that are likely, when combined, to optimise the level of single occupancy car trip savings. It is a simple 4-step process set out below.

These savings are predicated on the application of town-wide and area-based measures as well as specific interventions targeted at the developments sites.

The assessment process looks to the end date of 2026 where there is full development assumed and the full potential of applying travel planning and smarter choices measures would be incorporated. At this time there would have been the full development of the current proposals as shown in the Area Masterplan.

The approach will form two parts. Firstly, it considers what sustainable travel measures are likely to be successful for this development area. Secondly, it will assess expansion for the Travel Plan into the hinterland so that the benefit will be felt in adjacent residential and employment areas.

The following key assumptions have been made:

- The Rochdale Draft SPD on Travel Plans is being followed and therefore the modal shift targets can be uplifted on all new development delivered within the SPD 'in force'.
- It is being assumed that all organisations/ businesses within the development areas will be subject to a Travel Plan framework and travel planning obligations.
- The assumption of completion the following proposed developments:
  - Small Medium Enterprises (Phases 3B & 3C)
  - Residential (Phases 1A & 3A)
  - Commercial (Small Supermarket Phase 1C)
  - Employment & Distribution (Low Intensity Employment Phases 4A & 4B)
- An overall aim of reducing the traffic pressure on the M62, Junction 19 and the M66, Junction 2.
- The assumption of an Umbrella Travel Plan being put in place to link together
- the southern corridor sites.

#### 4.2 Stage 1 – Identification of Key Sites

The Area Masterplan identifies development for several sites in Heywood. This allocation allows for development to benefit from the Travel Planning and Smarter Choice measures at high level.

#### 4.3 Stage 2 – Site Accessibility at key sites and 'family' sites

Site accessibility levels have been established using:

- OS mapping
- Aerial photography
- Bus routes/ frequencies, Bus Stops
- Rail stations/ frequencies
- Walking routes
- Professional judgement (where potential linkages and barriers to movement have been identified).
- The residential and employment zone areas surrounding the allocated sites have also been considered so that additional trip savings can be derived from the 'existing' population. This will automatically be secured through Section 278 and Section 106 best practice.

#### 4.4 Stage 3 – Identification of appropriate interventions

This stage identifies the range of interventions and also assesses their potential impact. The interventions have been grouped by type and rated in terms of their potential effectiveness for each land use. We have taken account of the local baseline research and the best practice evidence portfolio set out in Sections 2 and 3 to inform our categorisation decision.

Also, interventions have been selected which would pass the Circular 05/05 test in terms of their relevance to the development and would be funded through a CIL or Section 106 fund unless unlocked through additional support funding via the HCA or other agency to facilitate economic regeneration.

The full evaluation of sustainable transport interventions can be found in the Appendix. The potential effectiveness of the various measures as been assessed using a Red Amber Green scoring and also assessed against the AM, PM and interpeak periods to enable translation into the SATURN model should this be required. The best practice mode shift targets are based on evidence from national projects and from the site specific case studies set out in the previous section.

The table below presents the interventions results in summary form.

#### Table 4-1 – Heywood Travel Planning Initiatives

	Heywood South Economic Study- Travel Planning Initiatives					
	Strategy	Initiatives	Supported by Local Policy?	Evidence Commentary		
	Site Design	Pedestrian friendly site layout – Site, speed limits, good lighting, attractive footways etc.		Need to focus on 'quality pedestrian corridors'. Obviously, scalability dependant on where improvements are located.		
		Improved access for mobility-impaired users		Successful if part of a major intervention such as travel plans, Personalised Travel Planning etc		
		Improved walking links to bus and rail interchanges and connections to existing walking/cycle networks and bus stops.	~	Improvement of short cuts and urban pedestrian linkages to give directness to key services and reduced wal will be of benefit, particularly if these can be accessed via 'green lungs'. In Area Action Plan potential for mo coherent green infrastructure. Such routes to the potential rail station currently the ELR are also vital.		
		Landscaping to encourage recreational use, e.g. having lunch		The development proposals should allow detail for these issues particularly with regard to the landscaping.		
		On-site security patrols		On-site security details will be incorporated within commercial development proposals.		
	Supporting Cycling	Cycle friendly infrastructure	✓	There is an existing Connect 2 Scheme to provide a link between Heywood and Castleton, there is potential link the development to this network.		
		Cycle Storage which is secure and conveniently located with changing facilities	✓	Grant scheme supports this intervention, could be delivered through proposals.		
		Pool Bikes		Supports travel planning and other similar initiatives. Links with national scheme.		
		Bicycle Repair service		Could be delivered as part of the proposals.		
res		Free or discounted bikes and equipment for employees		Supports travel planning and other similar initiatives. Links with national scheme.		
ırd' Measuı	Promoting Public Transport	Public Transport infrastructure, improved waiting environments		Better penetration of existing and new development areas (i.e. to poorer served 'wedges') that are not on key radials. Could apply to an additional free town bus.		
		Amending bus times/ frequencies in line with working hours	$\checkmark$	Dependant on demand (commercial need), service viability and operator willingness. There is an existing Community Transport service; New Heart for Heywood which serves the industrial estate, potential exists to this further. There are existing strong relationships between the Council, GMPTE and operators.		
, Ĥ		Bus Priority infrastructure	$\checkmark$	Bus signal priority helpful. However, bus priority often comes at the expense of car priority; this may be a pol issue.		
		Real time passenger information at Bus stops/ train stations		Technically difficult to keep up to date and expensive.		
	Promotion and Communications	Travel Plan Steering Group & Travel Plan Co-ordinator		This can be delivered through the development proposals with the potential for a transport coordinator role could be a retained consultant as seen on Kingsway Business Park.		
	Supporting Walking	Safer pedestrian crossings, accessible routes and appropriate lighting	<ul> <li>✓</li> </ul>	'Advantage' to pedestrians and cyclists can potentially be secured through the planning process.		
		Pedestrian Signing Strategy		Town centre signage system including link routes into the town centre.		
	Promoting Car Share	Dedicated Car Parking Spaces for Car Club Users	$\checkmark$	The promotion of car share can be incorporated into the scheme proposals and developed as part of the role travel plan co-ordinator. Based on car share metrics uptake is limited.		
	Reducing the need to travel	Staff Minibus		Dispersed nature of employees would affect viability of such a scheme		
		On-site services for employees, e.g. coffee shop, cafes		This could be provided by the end users; however, there is an opportunity for a business to provide this.		
	Parking Management	Parking Management Scheme – daily charge/ needs based allocation of limited spaces		Linked to Supplementary Planning Documents (SPD)		
		Discounted Annual Season Tickets & One Day Passes		Introduction of concessionary fares for soaps has produced a significant increase in bus use. (although has al to increased cost for other users) Other measures to reduce cost of bus travel would be effective.		
		Preferential Ticketing Offers		Making relative cost of travel less.		
Ires	Promoting Public	Bespoke Public Transport Information for the site, (timetables, maps, special offers etc.)	$\checkmark$	Support mechanism for wider initiatives		
asu	Iransport	Travel Advice and Support through a Travel Plan Coordinator		The involvement of GMPTE would provide much assistance with this and Council staff.		
Me		Staff Travel Awareness sessions to promote Public Transport		GMPTE and the travel plan co-ordinator could assist with this.		
Soft'		Individualised Journey Flamming Service	$\checkmark$	sectors would need to be identified. A key target tool. Bus operators currently carry out their own targeted ma based on potential use.		
		Cycle Training and Bike Buddy scheme		Linked via PCT joint working		
	Supporting Cycling	Cyclists' Breakfasts				
		'Cycle Miles' incentive scheme				

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**4.5** Stage 4 - Developing reduction targets for single occupancy car trips From the assumed interventions for the South Heywood corridor and its relevant surrounding area, mode shift abstraction levels will affect both origin and destination based traffic, according to journey purpose, within the AM peak, PM peak and interpeak hours.

Targets should allow a range of take up of the interventions (e.g. building cycle routes, adjusted bus service, maps/ marketing, etc.). Where aggressive intervention techniques are used (i.e. personalised travel planning and 'strong sell' of the smarter choices programmes) there is scope for uplift in car reduction levels. If developers adopt this approach early we would also expect to see higher trip savings applied to new sites as the opportunity will be taken early on the influence behaviour before travel habits are formed.

The interventions and figures used have been tried and tested in previous work in Huddersfield Town Centre, Shrewsbury DaSTS study and South Morton, Carlisle. Based on evidence elsewhere in the UK, the modal shift abstraction figures from car are generally likely to be higher for the new build element than for the existing housing employment areas. The results are set out in the table below, which sets out the scale of car trip savings achievable.

NEW DEVELOPMENT													
Achievable Modal Shift Change from new and adjacent development in South Heywood													
	Ori	gin Type Tr	ips	Desti	nation Type	Trips							
AM Peak PM AM Peak PM													
Residential	8-10%	6-7%	2%	1%	3-5%	6-8%							
SME businesses	-	2%	7-10%	10%	2%	7-10%							
Low Intensity Employment*	2%	3-4%	4-6%	4-6%	3-4%	2%							
Retail	-	2-3%	3-5%	3-5%	2-3%	3-5%							
EXISTING DEVELOPMEN	п												
Achievable Mode Shift Cha	anges basec	l on a town-	wide approa	nch									
	Ori	gin Type Tr	ips	Destii	nation Type	Trips							
	AM	Inter- Peak	PM	AM	Inter- Peak	PM							
Residential	5-8%	5%	2%	1%	5%	5-7%							
SME businesses	-	2%	5%	5-7%	2%	-							
Low Intensity Employment*	2%	2-3%	3-5%	3-5%	2-3%	2%							
Retail	-	5%-	7-10%	7-10%	5%	2%							

Table 4-2 – Analysis of Potential Mode Shift from Single Occupancy Car

Given the scale of these potential savings it is clear that sustainable travel packages have a key role to play and are worthy of further investigation and scoping as part of the consultation process.

With a range of between 5 and 10% reduction in single occupancy car use, the scope for sustainable travel interventions to reduce traffic pressure on key corridors and junctions could be assessed in more detail and incorporated into the SAURN model approach.

It is intended that the estimated savings can be applied to an area-wide SATURN traffic model (which includes Heywood) developed by Mouchel for scheme development and planning option appraisal. This piece of software uses a range of interventions which ensures that there is complete consistency with the DaSTS process as specified in the brief.

### 5 Conclusions

Mouchel have carried out a preliminary analysis of sustainable transport interventions that are currently available. As part of this exercise we have looked in some detail at the use of innovative techniques to support development planning and the potential benefits of adopting a 'pro-sustainable' transport approach to facilitating development in Heywood.

From the evidence base, interventions were carefully selected to include those that are considered to be of merit and could be considered as part of any future package. We have assessed which interventions are likely to give most modal shift return on investment and which measures are likely to be well received by the Heywood community on the basis of previous performance of travel plan schemes in the Rochdale area.

We have used this data to estimate the level of mode shift that could occur, across different land use sectors, both from a new development and existing community viewpoint. Overall, it is judged that there is scope for mode shift change in the order of 5–10%, depending on the land uses being targeted and their locations.

### Appendix

# Appendix - Best Practice & Interventions Assessment

				Best Practice Mode Shift Achieva	able from Single Occupancy Car
		Intervention	Type	For New Trips (i.e. associated with new development)	For Existing Trips (i.e. assoc trips already being ma
SNC		MAJOR			
ERVENTIG	1	Development Control Guidance/Policy for Smarter Choices e.g. locally relevant Supplementary Planning Document to reflect Department for Transport Travel Plans and the Planning Process Guidance 2009	Policy	5 - 15% of development trips dependant on aggressiveness	5 - 10% of affected area depen whether the SPD supports 'retr crediting approaches
-ICY INTI	2	Community Infrastructure Levy/interventions and Funding strategies - e.g. flexible Capital and Revenue Funding within Section 106 agreements	Policy	5 - 15% on the basis that the funding allocation to smarter travel/public transport has full flexibility	5-10% following above protoco
TIAL POI	3	Area Action Plans include sustainable travel interventions e.g. requirement for core sustainable transport infrastructure and area wide travel plans	Policy	5 - 10% based on broader policy objectives	5% following above protocol an established trips already made area
SPA	4	Flexibility in implementation of parking standards if smarter travel package is strong e.g. allowing a reduction in the number of spaces provided (no-car or low-car ratios)	Policy	5% 'push' factor - acting as a deterrent to use of car.	3-5%
NTIONS		MAJOR			
NTERVE	1	Personalised Travel Planning (PTP) - area-wide PTP programmes targeted at specific market segments	Soft	9 - 15% depending on scale of proposal, location, target market segment/s	5 - 10% based on levels of em behaviour
HOICES I	2	Wide Area Travel Plans e.g. mixed use, commercial and industry/business park travel plans	Soft	up to 15%	up to 10%
NRTER CI	3	Corridor Smarter Choices Tools - clustering smarter travel interventions along a given corridor (covering residential, school, workplace, cycle promotion etc)	Soft/Infrastructure	Up to 10%	Up to 10%
GIC SMA	4	Sustainable Travel Town (STT) 'blanket' approach as per Department for Transport Sustainable Travel Town programmes	Soft/Infrastructure	8 - 14% depending on market segment targeted	8 - 14% depending on market s targeted
STRATE	5	Area wide health promotion interventions e.g. based on key wards with diabetes, obesity, general poor health etc	Soft	Up to 10% if promoted as integrated message	Up to 10% if promoted as integ message
		MAJOR			
	1	Business Stakeholder Engagement/Advice/Travel Plan 'Forums'/Associations' & Business Improvement Zones - all providing longer term management of travel plans	Soft	N/A This tool ensures area wide and site specific travel plans have longevity and can sustain target ranges set	N/A This tool ensures area wid specific travel plans have longe

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	2	Planning-led travel plans including enforcement regime	Soft	Up to 20% based on aggressive targets and enforcement/travel plan bonds (commuter market)	N/A This tool ensures area wide and site specific travel plans have longevity				
NTIONS	3	Workplaces/Hospitals/Universities/Higher Education Sector travel plans	Soft	Up to 15% assuming weaker planning regime	Up to 10%				
NTERVE	4	Schools and Colleges Travel Plans	Soft	Up to 25%	Up to 15%				
L PLAN I	5	Residential Travel Plans (RTP)	Soft	Up to 20%	Up to 10% if part of integrated planning package				
TRAVE	6	Retail/tourism/sports/concert attractors Travel Plans	Soft	Up to 10%	Up to 10%				
-	7	Rail Station Travel Plans	Soft	NA at present - only required through planning in very limited cases to date	Up to 10% based on ATOC pilots - Limited scope for Heywood				
	8	Developing/promoting a car sharing scheme inc emergency lift home for car sharers	Soft	Up to 10%	Up to 10%				
	9	Charging staff to park/forcing to use public car parking due to demand management and space limitation/regulation	Soft	Up to 10% of commuter journeys c controlled through Planning process	Up to 5% of commuter journeys				
		MINOR							
	10	MINOR Flexi-working e.g. staggered hours, alterations to roster timebands, full flexitime with limited core hours	Soft	N/A	N/A				
	10 11	MINOR         Flexi-working e.g. staggered hours, alterations to roster timebands, full         flexitime with limited core hours         Home working e.g. approved homeworker policies, ability for employees to         'mix and match' with time at workbase	Soft Soft	N/A N/A	N/A N/A				
	10 11 12	MINOR         Flexi-working e.g. staggered hours, alterations to roster timebands, full         flexitime with limited core hours         Home working e.g. approved homeworker policies, ability for employees to         'mix and match' with time at workbase         Tele-working and conferencing	Soft Soft Soft	N/A N/A N/A	N/A N/A N/A				
	10 11 12 13	MINOR         Flexi-working e.g. staggered hours, alterations to roster timebands, full         flexitime with limited core hours         Home working e.g. approved homeworker policies, ability for employees to         'mix and match' with time at workbase         Tele-working and conferencing         Video-conferencing	Soft Soft Soft Soft	N/A N/A N/A N/A	N/A N/A N/A N/A				
	10 11 12 13 14	MINOR         Flexi-working e.g. staggered hours, alterations to roster timebands, full         flexitime with limited core hours         Home working e.g. approved homeworker policies, ability for employees to         'mix and match' with time at workbase         Tele-working and conferencing         Video-conferencing         Introducing employer Hot-desk policy e.g. reduction of desk capacity and operational footprint and reduction in car parking spaces	Soft Soft Soft Soft Soft	N/A N/A N/A N/A	N/A N/A N/A N/A N/A				
	10 11 12 13 14 15	MINOR         Flexi-working e.g. staggered hours, alterations to roster timebands, full         flexitime with limited core hours         Home working e.g. approved homeworker policies, ability for employees to         'mix and match' with time at workbase         Tele-working and conferencing         Video-conferencing         Introducing employer Hot-desk policy e.g. reduction of desk capacity and operational footprint and reduction in car parking spaces         Providing a car club/pool car facility - including use of residential car clubs to provide pool cars during the day for business	Soft Soft Soft Soft Soft Soft	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A N/A				

NTERVEI	17	Grants/loans to develop on-site facilities e.g. cycle parking, showers etc	Soft	N/A	N/A			
- PLAN II	18	Employer low or no-cost ticket loan schemes e.g. Carnets, reduced commercial rates bus and rail	Soft	N/A	N/A			
TRAVE	19	Vanpooling for business operations e.g. shared vans across a smaller industrial estate or 'incubator' centre	Soft	N/A	N/A			
	20	Progressive lease-car, business mileage allowance rates and approved mileage allowance payment limits	Soft	N/A	N/A			
	21	Promoting car sharing	Soft	N/A	N/A			
	22	Emergency taxi scheme for car sharers	Soft	N/A	N/A			
	23	Travel Plan 'Forums', 'Transport Management Associations' etc	Soft	N/A	N/A			
	24	Internet cafés, E-communication touchdown points & remote working.	Soft	N/A	N/A			
	25	Free travel plan advice to businesses	Soft	N/A	N/A			
	26	Free travel plan advice to schools	Soft	N/A	N/A			
N & G DNS		MAJOR						
OMOTION ARKETIN ERVENTIC	1	Promotional Events and Campaigns e.g. Bike to School Week, Walk to School Week, National Liftshare Day (national car share day), branding etc	Soft	Up to 3% on promotional events alone assumed targeted events that are likely to see 'drop-off' after the focused activity	Up to 2% based on level of existing habits already formed			
PR M	2	Business carbon assessment	Soft	N/A	N/A			
PROMO TION & MARKE TING	3	Thematic campaign (e.g. focused on cycling) or local area based providing local 'welcome' information	Soft	Up to 5%	Up to 3%			
	4	Area wide health promotion interventions including wellbeing, obesity and air quality issues	Soft	Up to 5%	Up to 3%			
	5	Green Branding to match culture of town / Lifestyle marketing e.g. targeted at residents who value historic/conservation aspects of the town	Soft	N/A	N/A			

	6	Personalised Travel Plans and Individualised Information for households or employees	Soft	9 - 15% depending on scale of proposal, location, target market segment/s	5 - 10% based on levels of embedded behaviour			
		MINOR						
	7	Promotional information including timetables, maps, literature, booklets, webpages, newsletters, notice boards etc	Soft	N/A	N/A			
	8	Personal Travel Carbon Calculator promotion of existing web-based resources to appeal to 'environmental ethical' target market which is growing	Soft	N/A	N/A			
	9	Full Marketing Plan including communications plan for the organisation	Soft	N/A	N/A			
	10	Local shops/services info for residents, workers or visitors (e.g. 'Welcome packs')	Soft	N/A	N/A			
		MAJOR						
	1	Improving pedestrian routes/crossings and connections - e.g. lighting, to standards required by the Disability Discrimination Act (DDA) etc	Infrastructure	Up to 5% based on physical provision prior to occupations and % of target users that will find routes on own	Up to 3% basis that any physical improvements will be prioritised and only benefit a % of the existing pop			
	2	Walking buses for schools	Soft	Up to 10%	Up to 10%			
	3	Green Infrastructure links/short cuts (covering Footpaths/Bridleways/Public Rights Of Way/ permissive routes/desire lines/alleys investment)	Infrastructure	Up to 5% as above	Up to 3% as above			
SNO	4	Aggressive use of Manual for Streets user hierarchy to make streets more pedestrian friendly including play streets, school zones, quiet lanes, woonerven/home zones, shared space etc	Infrastructure	Up to 5%	Up to 5%			
ERVENT	5	Local traffic management/estate layouts that encourage active travel through directness and connectivity	Infrastructure	Up to 5%	Up to 5%			
KING INT	6	Street design (surfaces, widths, pinch points, chicanes and vertical features) to discourage vehicles or slow them.	Infrastructure	Up to 5% based on provision alone	Up to 3% based on provision alone			
WAL	7	Increased pedestrianisation and/or reduction of pedestrian vehicle conflict in town centre streets.	Infrastructure	Up to 5% mode shift to PT dependent on improved access to destination and relationship of bus stops to pedestrian.	Up to 5% mode shift to PT, improved access to destination and relationship of bus stops to pedestrian.			
	8	Corridor lighting improvements - safer walking into the town centre/ railway stations / bus stations - but also side/feeder routes	Infrastructure	Up to 5% based on provision alone	Up to 3% based on provision alone			
		MINOR						

	9	Pedestrian route map (include DDA friendly)	Soft	N/A	N/A			
	10	Walking support measures e.g. personal alarms/loan umbrellas, promotion of active travel, walking buddy schemes	Soft	N/A	N/A			
SNO		MINOR						
ERVENTI	11	On site infrastructure improvements (showers/changing etc) inc DDA	Infrastructure	Up to 5% based on provision alone	Up to 3% based on provision alone			
KING INT	12	Pedestrian signage renewal and replacement - including improved legibility code	Infrastructure	Up to 5% as above	Up to 3% as above			
WALI	13	Provision of storage/drying area for wet weather clothing	Infrastructure	Up to 5% as above	Up to 3% as above			
		MAJOR						
	1	Cycle route network improvement - including; cycle parking lighting/crossings and routes provided/improved to appropriate Bikeability standards/Safer Routes	Infrastructure/ Technology	Up to 5% based on physical provision prior to occupations and % of target users finding own routes	Up to 3% based on physical improvements prioritised and only benefit a % of the existing population			
	2	Cycle Demonstration Town approach providing town wide resource and pump priming of cycling - longer term potential - sustainable	Infrastructure/Soft	5%-8% based on existing Cycling Demonstration Town approach. Cycling targets will be subset of targets of 9-15%	5%-8% based on existing Cycling Demonstration Town approach. Cycling targets will be subset of targets of 9-15%			
	3	Innovative signage (e.g. cycle responsive 'Think Bike')	Technology	Contributory factor rather than a mode changer	Contributory factor rather than a mode changer			
INTIONS	4	Cycle route map	Soft	Up to 5% based on timely introduction but with no associated PTP	Up to 3% based on provision alone			
INTERVE	5	On-site infrastructure improvements including secure cycle parking	Infrastructure	Up to 5% based on provision alone	Up to 3% based on provision alone			
ACCESS		MINOR						
CYCLE	6	Staff discounts equipment and purchase for bikes e.g. supporting local independent traders - cycle2work etc	Soft	N/A	N/A			
	7	Promoting cycling as a healthy way to travel inc cycle buddy and other support measures	Soft	N/A	N/A			
	8	Public cycle hire (on-street) e.g. for occasional local users and for tourists/visitors	Infrastructure	N/A	N/A			

	9 Cycle Trains for schools		Soft	N/A	N/A				
		MAJOR							
INTIONS	1	Bus priority schemes including corridor and location measures (bus gates)	Infrastructure	5 - 10% corridor abstraction dependent on routing and time advantage compared to car	5 - 10% corridor abstraction dependent on routing and time advantage compared to car				
INTERVE	2	Bus rail integration e.g. better pedestrian connectivity and route improvement between key bus stops/bus station and the rail station.	Infrastructure/ soft	Up to 5% uplift in rail use with overall car trip reductions of 1-2% given limits of rail network	Up to 5% uplift in rail use with overall car trip reductions of 1-2% given limits of rail network				
ORT BUS	3	Improving accessibility to key locations by bus	Infrastructure/ Soft	5-10% trip reduction to key locations such as hospitals, colleges, based on bus access + supportive travel plans	5-10% trip reduction to key locations such as hospitals, colleges, based on bus access + supportive travel plans				
IRANSP	4	Providing/ improving bus waiting facilities	Infrastructure	Up to 5%	Up to 3%				
PUBLIC .	5	Bus stations - Upgraded	Infrastructure	Up to 5%	Up to 3%				
_	6	Real-time bus information	Soft/Technology	Support tool to deliver 'advantage' - target %s covered above	Support tool to deliver 'advantage' - target %s covered above				
		MINOR							
	7	MINOR Better quality buses (tram style)	Technology/ Infrastructure	N/A	N/A				
	7	MINOR Better quality buses (tram style) Rapid Transit (dedicated or shared space)	Technology/ Infrastructure Infrastructure	N/A N/A	N/A N/A				
	7 8 9	MINOR         Better quality buses (tram style)         Rapid Transit (dedicated or shared space)         Simplification of operations within the town e.g. managing impact of multi-operator regimes and competition	Technology/ Infrastructure Infrastructure Policy	N/A N/A N/A	N/A N/A N/A				
ONS	7 8 9 10	MINOR Better quality buses (tram style) Rapid Transit (dedicated or shared space) Simplification of operations within the town e.g. managing impact of multi- operator regimes and competition Recast bus network- Introduce higher frequencies	Technology/ Infrastructure Infrastructure Policy Policy/Soft/ Infrastructure	N/A N/A N/A N/A	N/A N/A N/A N/A				
ERVENTIONS	7 8 9 10 11	MINOR Better quality buses (tram style) Rapid Transit (dedicated or shared space) Simplification of operations within the town e.g. managing impact of multi- operator regimes and competition Recast bus network- Introduce higher frequencies Web and Phone Travel Info Services e.g. 'Traveline' and 'Transport Direct'	Technology/ Infrastructure Infrastructure Policy Policy/Soft/ Infrastructure Soft/Technology	N/A N/A N/A N/A N/A	N/A N/A N/A N/A				
BUS INTERVENTIONS	7 8 9 10 11	MINOR Better quality buses (tram style) Rapid Transit (dedicated or shared space) Simplification of operations within the town e.g. managing impact of multi- operator regimes and competition Recast bus network- Introduce higher frequencies Web and Phone Travel Info Services e.g. 'Traveline' and 'Transport Direct' Public Transport Concessions/discounted fares	Technology/ Infrastructure Infrastructure Policy Policy/Soft/ Infrastructure Soft/Technology Soft	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A				

LIC TRAI	15	Demand Responsive Services	Soft	N/A	N/A			
PUB	16	Bus revenue support and fuel duty rebates	Soft	N/A	N/A			
	17	Community, 'dial-a-ride' and works- bus services	Soft	N/A	N/A			
	18	Providing route maps and timetables	Soft	N/A	N/A			
	19	Promotion of new/adjusted services	Soft	N/A	N/A			
	20	Interest free season ticket loans	Soft	N/A	N/A			
		MAJOR						
	1	Promotion of new/adjusted services	Soft	N/A	N/A			
	2	Rail Station Travel Plan	Soft	Up to 10% based on ATOC pilots	Up to 10% based on ATOC pilots			
NS		MINOR						
<b>VENTIONS</b>	3	MINOR Providing rail discounts (facilitating employee discounts)	Soft	N/A	N/A			
AIL INTERVENTIONS	3	MINOR Providing rail discounts (facilitating employee discounts) Improving rail passenger capacity in peak	Soft Infrastructure/ Soft	N/A N/A	N/A N/A			
RAIL INTERVENTIONS	3 4 5	MINOR Providing rail discounts (facilitating employee discounts) Improving rail passenger capacity in peak Inter-operator and 'OysterCard' schemes (Plus Bus)	Soft Infrastructure/ Soft Soft	N/A N/A N/A	N/A N/A N/A			
RAIL INTERVENTIONS	3 4 5 6	MINOR Providing rail discounts (facilitating employee discounts) Improving rail passenger capacity in peak Inter-operator and 'OysterCard' schemes (Plus Bus) Personal route journey planning service	Soft Infrastructure/ Soft Soft Soft	N/A N/A N/A N/A	N/A N/A N/A N/A			
RAIL INTERVENTIONS	3 4 5 6 7	MINOR Providing rail discounts (facilitating employee discounts) Improving rail passenger capacity in peak Inter-operator and 'OysterCard' schemes (Plus Bus) Personal route journey planning service Interest free season ticket loans	Soft Infrastructure/ Soft Soft Soft Soft	N/A N/A N/A N/A N/A	N/A N/A N/A N/A N/A			

	1	Lorry route or Area wide bans	Soft/Technology/ Infrastructure	N/A	N/A
	2	Low/zero-emission zones	Soft/Technology	N/A	N/A
	3	No-entry' or restricted entry areas (e.g. pedestrianisation)	Soft/Technology/ Infrastructure	Support mechanisms - no %	Support mechanisms - no %
	4	Consolidation Centres to support town centre deliveries	Soft/Technology/ Infrastructure	Up to 5%	Up to 5%
ENTIONS	5	Freight partnership	Soft	N/A	N/A
	6	Sustainable freight initiatives/logistics demonstration projects	Soft/Technology/ Infrastructure	N/A	N/A
FREIGHT		MINOR			
	7	Other tele-services including home delivery	Soft/Technology	N/A	N/A
	8	Fleet management advice to logistics companies/hauliers/Small and Medium- sized Enterprises	Soft/Technology	N/A	N/A
	9	Driver training (lower emissions and considerate driver programmes)	Soft	N/A	N/A
	10	Mobile shops and home delivery schemes, mail-order & web purchasing	Soft/Technology	N/A	N/A

Please note that all interventions highlighted in grey and listed as N/A represent supportive, 'softer' measures which do not result in trip savings themselves but assist with the other more 'major' interventions.

