

CONCORDIA PROPERTY DEVELOPMENTS LTD

Travel Plan

Prepared for

Dunston Business Village

1. **Introduction**

This Travel Plan has been developed for the Company's new Head Office at Drayton Manor Farm, Dunston and has the full support of senior management.

A travel plan is a package of measures aimed at managing the transport demand of the company or site by promoting sustainable transport within the organisation. The main aim is to reduce travel by single occupancy vehicles. This plan will require continuous monitoring and refinement.

2. **Background & Site Inventory**

Effective travel plans require the definition of realistic targets, relevant to local circumstances. In order to specify appropriate initiatives the following sections define the current baseline situation in terms of existing usage, site location, highway conditions and means of accessibility by all modes, with specific reference to walking, cycling and public transport.

2.1 **Company profile**

The Company profile is given in Appendix A. In addition to housing the Company, some units will be placed on the rental market on short term Agreements. No long leases are proposed as the Company is expanding continuously and envisages the need for all the accommodation available. Any lessees will be expected to adopt this Travel Plan and an appropriate clause will be inserted in any lease or Tenancy agreement. Core office hours will be from 9-5 though staff will work over if there is work to complete.

2.2 **Site location and highway network**

The proposed site is situated to the north of the A449 approximately mid-way between Penkridge and Dunston (Appendix B). Dunston is situated at Junction 13 of the M6 motorway and thus the location of the

Travel Plan for Dunston Business Village

Stafford Road, Dunston ST18 9AB.

Submitted by Concordia Property Developments Ltd and approved by South Staffordshire Council.

Planning application: 06/00624/COU

Page 1 of 6

application site is ideal and will enable access to the motorway network within 3 minutes of the application site.

2.3 Pedestrian Access

The application site is situated approximately 4 kilometres north of Penkridge and 3 kilometres south of Dunston. A footpath exists generally on the east side of the road.

According to the document “A Local Transport Plan for Staffordshire 2000” published by Staffordshire County Council the average length of journeys made entirely on foot has remained constant at about 0.6 miles since 1975/1976. It is unrealistic therefore to anticipate appreciable pedestrian access even from the two adjacent villages of Dunston and Penkridge.

2.4 Cycle access

Although there are cycle ways on the A449 to the south of Penkridge beyond Gailey none exist on this portion of the A449. This portion of the road is of single carriageway width and it is unrealistic to anticipate appreciable use by cyclists.

2.5 Public transport

Public transport services to the site are good. It is understood that it is run on a 30 minute frequency in both directions along the A449 connecting Stafford and Wolverhampton. There are bus stops to north and south (refer to Scoping Report). There is a railway station at Penkridge situated 5 kilometres to the south which connects readily with the bus service but refer to para 2.3 and 4.4.

3 Objectives & Scope

This Travel Plan provides a strategy for managing travel demand and promoting more sustainable travel options. This will involve a continuing process of monitoring and review. The underlying aim of this Travel Plan is to minimise the number of single occupancy vehicle trips. This will be achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.

The Company is keen to ensure that its new head office is not only easily accessible but that a pleasant environment is created on site for pedestrians and cyclists to discourage vehicle movements from site during the day. To that end there will be catering facilities and

generous sitting out areas in landscaped grounds as indicated in the Planning Application.

The travel plan will cover commuter journeys, business travel and staff personal travel throughout the working day.

4 Measures

4.1 Travel Plan Co-ordinator (TPC)

A co-ordinator for the site is essential in order to implement the initiatives and liaise with all other parties. The TPC will be the source of practical solutions to individual employee travel situations. The role is not a full time one, though more time will be required during the start up period.

The TPC will be responsible for:

- Seek firm commitment from senior management, staff, Union reps and other relevant parties.
- Ensure the successful delivery of staff travel surveys at specific dates, to be agreed with the site TPC.
- Ensure all measures within the Travel Plan are promoted and that all employees are aware of the Travel Plan, including new recruits.
- Ensure the health, wealth and environmental benefits of sustainable travel are publicised in many forms.
- Ensure an appropriate and up-to-date store of public transport information is kept on site and is freely available to all staff and visitors.
- Negotiate discounts where applicable.
- Publicise any successes of the Travel Plan.
- Provide possible solutions to individual employees travel needs.
- Arrange promotional events.
- Liaising with public transport operators to ensure a reliable and improving service.
- Negotiating discounts where applicable.
- Refining initiatives where necessary.
- Approaching other local employers to establish a Travel Plan working group to seek joint ventures and share ideas.
- Allocating space in the Reception Room of Barn 8 to make available bus, train timetables and information on local taxis. Computer access to be available at this location.

Monitoring of the Travel Plan is essential to its success. The TPC will be required to liaise with Staffordshire County Council's Sustainable Travel Team on an annual basis for a period of 5 years after first

occupation. The TPC will report the performance of the Travel Plan against defined indicators, which will include reduction in single occupancy vehicle trips and modal shift targets.

4.2 Walking

The new head office site will be laid out with lit pedestrian footways to ensure safe movement around site. External links to local footways will be formed despite the anticipated low usage and a cycle link if ever provided by the County Council will be created.

4.3 Cycling

A safe, secure and weatherproof cycle store in a prominent location at the front of the development will be installed near to the main entrance. Initially space will be provided to store 10 bicycles, which will be increased if there is excess demand following the implementation of a cycleway by the County Council.

4.4 Public Transport

A new footpath to connect with the bus stop will be provided at the expense of the Company.

The following measures will be implemented by the TPC:

- Provision of up to date public transport information on site.
- Promote benefits of public transport – savings and environmental.
- Arrange for staff discount travel cards from bus operators.
- Implement interest free loan facility for staff to take advantage of yearly season tickets.
- Buy tickets in bulk and pass on discount to staff.
- Liaise with bus operators for improved service.

Additional measures to consider:

- Provision of works mini-bus
- A high proportion of staff live in Stafford and this suggestion is highly realistic and currently under consideration. Such facilities would be available from Stafford town centre and eventually Penkridge railway station if sufficient demand is identified.

4.5 Car sharing

The Company will join the free Staffordshire Share-A-Lift car share matching scheme to help staff find suitable car share partners. 10

parking spaces closest to the main entrance will be marked out and reserved for car sharers. An emergency ride home scheme will be established to allay concerns of being stranded at work. Any member of staff who does not have their car at work and needs to get home in an emergency or their car share partner has left early will be provided a taxi or lift home.

Managers will be required to acknowledge car sharing arrangements and not ask staff to work over if they have a commitment to keep.

The following measures will be implemented by the TPC:

- Promotion of the Share-A-Lift scheme and benefits of car sharing.
- Establish a permit system for car share parking spaces.
- An e-mail address to record car sharing arrangements to be made available

4.6 Car park management

- Financial incentives for those who choose not to drive.
- Pay per day parking charges.
- Introduce eligibility criteria for those allowed to use the car park based on distance from home to work and access to regular bus routes.

4.7 Reducing the need to travel & business mileage

To reduce the need for staff to travel during the day a kitchen/canteen will be provided on site. The TPC will organise a delivery service for food and daily papers.

Video conferencing facilities will be provided to discourage need to travel. A protocol will be established for transport choices for business trips with driving alone being the last option.

Managers will monitor business mileage payments and aim to cut total miles claimed for but the fact remains that the core business involves field staff travelling to customers premises.

Provision of a hybrid petrol/electric pool car for business trips are under consideration.

4.8 Working practices

Changing existing working methods can help make travel to the new head office less stressful. Staff will be offered the opportunity to work

from home if their job permits. Flexible working arrangements will apply to allow staff the option to avoid rush hour traffic.

A policy of recruiting locally in Penkridge and Dunston will be followed where possible and all new recruits will receive information about the travel plan and transport to the site prior to starting work.

Shift workers will be organised by post code to ensure the highest proportion of potential car sharers is available at any one time.

5 Monitoring

The travel plan will be monitored and amended on a continuing basis as needed. A staff travel survey will be undertaken annually to obtain staff opinions and be used to add or amend measures.

6 Targets

As this is a new site no specific targets can be set at this time. However, the Company will aim to achieve a 10% reduction in single occupancy car use based on the results of the initial travel survey.