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TRANSPORT AND INFRASTRUCTURE PLANNING

JCB
Woodseat Hall Proposed Golf Club
Rocester, Staffordshire

Framework Travel Plan





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1.0 INTRODUCTION

1.1 Context

1.1.1 BWB Consulting Ltd has been commissioned to prepare a Travel Plan (TP) on behalf of J C Bamford Excavators Ltd (JCB) in support of a proposed new golf course south of their existing JCB Excavations Ltd World Head Quarters site in Rocester, Staffordshire. The proposed site layout plans are shown in Appendix A. This document should be read in conjunction with the Transport Assessment that has also been produced for the application.

1.2 Travel Plan Purpose

1.2.1 In accordance with the Department for Transport's (DfT) 'Guidance on Transport Assessment' (March 2007), a TP is required in support of the planning application. A TP is "a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed" (DfT's 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process - April 2009).

1.2.2 TPs have become an important element of working towards transport, environmental and sustainability policy objectives at the national, regional and local level. This TP acknowledges the current *National Policy Planning Framework*, published in March 2012 by the Department for Communities and Local Government and continues to focus on reducing development impact, with decisions taking account of whether:

- The opportunities for sustainable travel modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- Safe and suitable access to the site can be achieved for all people; and
- Improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.

1.2.3 The implementation of TPs for new developments actively encourages sustainable travel choices by promoting walking, cycling and use of public transport. TPs

have become an important element of working towards transport and sustainability policy objectives at the national, regional and local level. The shift towards encouraging more sustainable development helps to address local and global environmental concerns, such as pollution from car emissions and global warming.

- 1.2.4 Given the above, there is a clear policy context for this TP and existing initiatives to be built upon to ensure the development of an efficient and sustainable pattern of trips.

1.3 Introduction to this Travel Plan

- 1.3.1 This TP forms a living document that sets out ways to reduce the number of vehicle trips generated by the proposed site across a minimum period of five years. This TP involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing single occupancy car use, for all trips to and from the development. The TP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.

- 1.3.2 A successful TP has the potential to achieve a high proportion of trips by sustainable modes and reduce the number of single occupancy car trips generated by the site. It is recognised however, that given the site location and nature of the development, the potential for a significant modal shift would be minimal for staff working at the site. There is however the potential for JCB visitors to travel sustainably particularly when there is a JCB Client day or international dealer day. This is because JCB Client and dealers will be travelling from abroad, either staying on site, or locally, and in this instance, JCB would provide transport for them to and from the course and their accommodation. This would comprise coaches for large groups and taxis/mini-buses for smaller groups.

- 1.3.3 Given that existing travel patterns for end users are unknown at this stage, this Plan therefore forms a TP for the proposed site and allowing a strategy to be in place prior to site occupation.

- 1.3.4 The TP would be developed following the identification of staff and visitor travel patterns. As such, preliminary targets have been set in addition to potential

measures and incentives to reduce reliance on the private car while promoting the use of more sustainable modes of transport.

1.3.5 It is intended that further, updated reports will be developed in line with monitoring data collection exercises. The TP will have a lifecycle of at least 5 years after occupation of the site, subject to the requirements of the Planning Authority. The initiatives covered in this report may be amended or changed to suit future patterns/issues affecting the site.

1.3.6 This TP predominantly focuses on providing information on the opportunities for travel to and from the site by sustainable modes, to allow residents to then take ownership and make informed decisions about their travel choices.

1.3.7 This TP is structured as follows:

- Section 2 describes the main aims, objectives of the TP.
- Section 3 describes the site, and examines the existing opportunities for sustainable travel.
- Section 4 outlines the development proposals and the access arrangements for vehicles and non-car users.
- Section 5 identifies the administration, marketing and communication process that will be undertaken by the nominated TPC.
- Section 6 details the initial targets of the TP.
- Section 7 identifies specific measures that will be implemented to achieve the TP's aims and targets.
- Section 8 details the monitoring and review process of the TP, and the production of the revised TP. It is explained that the TP will initially be implemented, monitored, and reviewed by the TP Co-ordinator.

2.0 TRAVEL PLAN AIMS AND OBJECTIVES

2.1 Introduction

2.1.1 TPs are about improving site accessibility for all highway users, and offering sustainable travel choices which work to reduce the need to travel via the private car. The facilitation and the promotion of alternative modes of transport form a major part in encouraging the use of public transport, cycling, walking and car-sharing as more sustainable and attractive travel options than the single occupancy car journey. Often, a mixture of incentives and disincentives form a 'carrot and stick' approach to achieving the objectives and targets of the TP.

2.1.2 The overall objective of this TP is to reduce the environmental impact of transport associated with travel to and from the proposed site. Specific targets relating to the below aims are further detailed in Section 6.0. This general aim has been expanded to develop several interlinked objectives which are summarised as follows:

- 1) To progressively reduce single occupancy car usage for staff when travelling to and from the site;
- 2) Encourage ALL users to the site to be made aware of all the sustainable travel options (other than single occupancy car usage) available to travel to the site, including walking, cycling, public transport and car sharing;
- 3) Achieve 100% awareness of all users of the TP;
- 4) Monitor the effectiveness of the TP initiatives and modal shifts of all users over 5 years after occupation of the new site.

2.1.3 The above aims and objectives collectively tie in with the recognised opportunities outlined in the following published documents, as further summarised below:

- The *West Midlands Regional Plan* (WMRP, March 2006)
- Third *Staffordshire Local Transport Plan* (LTP3)
- *Draft East Staffordshire Borough Integrated Transport Strategy* (2013-2031)
- DfT's '*Good Practice Guidelines - Delivering Travel Plans through the Planning Process*' (2009)

2.1.4 SCC's LTP3 aims at encouraging more active and sustainable travel, focusing on three main objectives identified as:

1. Supporting growth and regeneration.
2. Maintaining the highway network.
3. Making transport easier to use and places easier to get to.

2.1.5 The Draft East Staffordshire Borough Integrated Transport Strategy(2013-2031) will help to achieve the following County Council Priority Outcomes:

- Staffordshire is a place where people can easily and safely access everyday facilities and activities through the highways and transport networks.
- Staffordshire's economy prospers and grows, together with jobs, skills, qualifications and aspirations to support it.
- Staffordshire's communities proactively tackle climate change, gaining financial benefit and reducing carbon emissions.

2.1.6 In addition, the above aims and objectives also tie in with '*Delivering Travel Plans through the Planning Process – Good Practice Guidelines*', This seeks the following outcomes for the TP:

- reduction in the overall need for travel to and from the site
- reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution, and accidents
- generation of only the minimum number of car movements to and from the development
- more attractive environments
- supporting the viability of local public transport services and helping reduce social exclusion
- increased usage and safety of neighbourhood cycling and walking routes
- opportunities provided to build healthy exercise into daily life
- represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist

3.0 SITE ACCESSIBILITY AND TRAVEL CHOICES

3.1 This section establishes the sustainable travel infrastructure in the vicinity of the proposed site which will enable staff and visitors to choose how they travel to and from the site from local and wider destinations. Measures for encouraging sustainable transport options are established later in this TP.

3.2 The Site

3.2.1 The proposed site is located north of Combridge and west of Rocester, approximately 5km north of Uttoxeter in Staffordshire.

3.2.2 The majority of the site currently comprises green field land, which is positioned south of the existing JCB Excavations Ltd site on Station Road, and surrounded by additional green field land. The site currently contains a scrap yard, an Angling Club, JCB Arena, Insurance and staff car parking.

3.2.3 The location of the site is shown in Figure 1 generally and Figure 2 in detail.

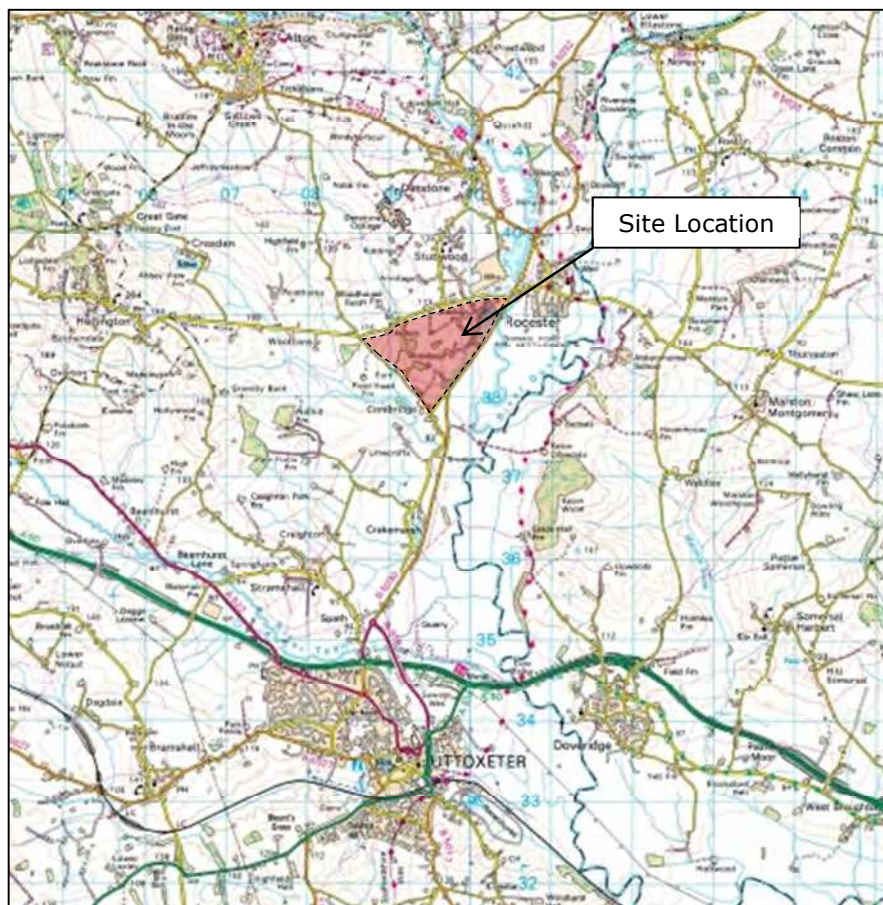


Figure 1: General Site Location Plan

- 3.2.4 The site is bound by Hollington Road and Station Road to the north, the B5030 to the east and Cambridge Lane to the south/west.
- 3.2.5 The B5030 (Uttoxeter to Rocester) runs south-west to north-east along the eastern boundary of the site, linking Uttoxeter Town Centre to the south, and the A50, just north of Uttoxeter at approximately 4km. In turn, the A50 connects to Stoke-on-Trent to the west and junction 24a of the M1 to the east.
- 3.2.6 Approximately 2.9km to the north, the B5030 connects to the B5031, which links to the B5032 Denstone Lane, and in turn, additional category B roads. Such roads link the surrounding settlements of Alton, Ellastone, Snelston and Cheadle.
- 3.2.7 Access to the site can be gained via three existing access junctions, as highlighted on Figure 2. These include the B5030/Woodseat Lodge, the Station Road/JCB crossroads, and the Hollington Road/scrapyard access.



Figure 2: Detailed Site Location Plan

3.3 Census Data

- 3.3.1 The Census data contains comprehensive information regarding the origins of trips to work (i.e. where people who live in a particular ward work); and the mode chosen for those journeys. Information relating to trips to Churnet as a work

destination is currently only available through the 2001 Census. Table 1 summarises the 2001 modal split for the Churnet ward.

Motorcycle	Bus	Car Driver	Car Passenger	Taxi	Bicycle	Foot
1.4%	1.6%	80.2%	5.9%	0.1%	2.7%	8.0%

Table 1: Census Modal Split

3.3.2 According to the data, a total of 18.2% travel via sustainable modes in the Churnet ward. The low proportion of sustainable travel in Churnet is reflected in a lower proportion that travels as a single occupancy car driver. Travel via foot represents the most popular form of sustainable travel, thereby demonstrating that local employment opportunities are accessible within suitable walking distances.

3.4 Pedestrian Based Travel

3.4.1 There are numerous documents that provide guidance on walking requirements; however, benchmark recommended guidelines include:

Walking requirements
<p>The Institution of Highways and Transportation (IHT) publication "Guidelines for Providing Journeys on Foot" (2000) describes 'acceptable' walking distances for pedestrians without mobility impairment. They suggest that up to 500m is the desirable distance, up to 1,000m is an acceptable distance and 2,000m is the preferred maximum. In addition the guidance notes that walking accounts for over a quarter of all journeys and four-fifths of journeys less than 1 mile (1.6 kilometres).</p>

3.4.2 Walking makes a significant contribution towards establishing a more sustainable local transport system and promoting active travel. Figure 3 shows the area within 2,000m of the site, taken from the centre of the site.

3.4.3 Footways, of approximately 2.0 metres in width are in place on the north side of Station Road, facilitating movements between the JCB headquarters and residential properties located here, to the centre of Rocester to the east. The footway to the north of Station Road ceases at the junction with Stubwood Lane. A footway is in place on the southern side of Station Road, connecting the two

Station Road/JCB access junctions. A pedestrian walkway connects Station Road and runs adjacent to the southern JCB access into the site.

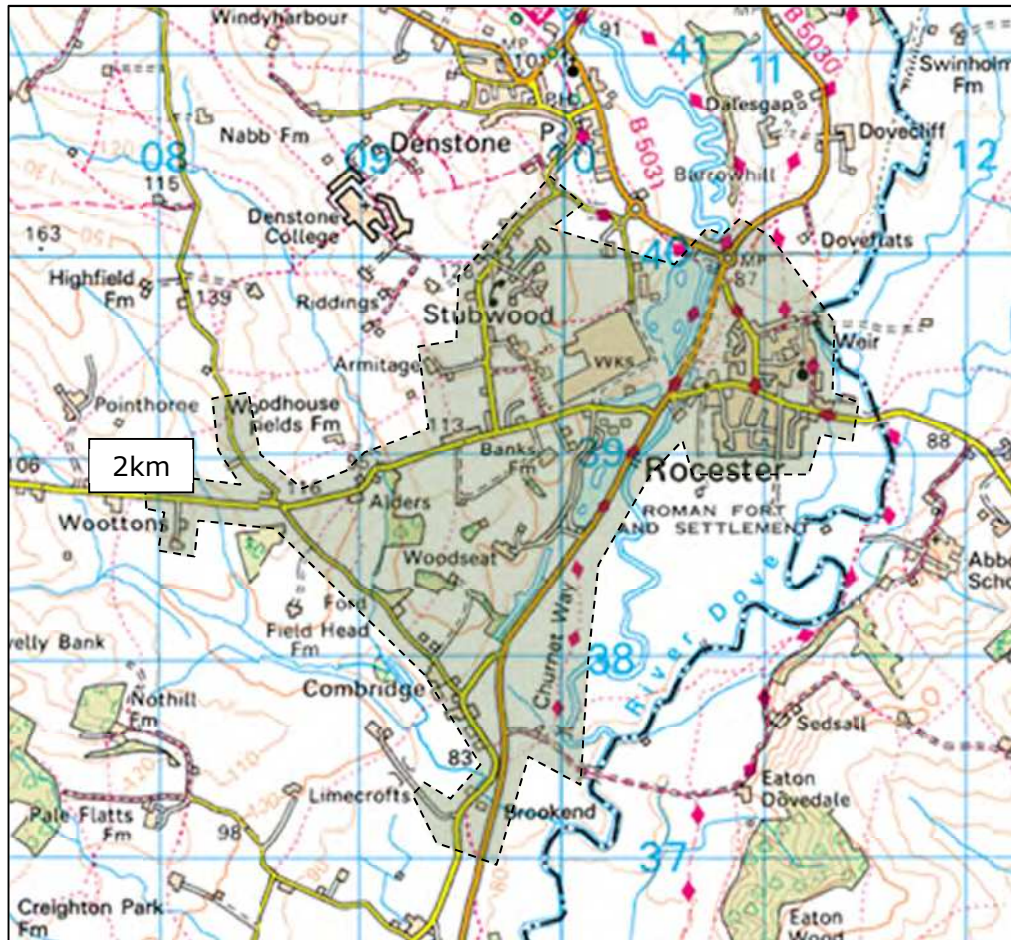


Figure 3: Walking Catchment

- 3.4.4 No footway is currently in place in the vicinity of the Hollington Road/scrap yard access. The absence of an existing footway at this location is not perceived to present a barrier to pedestrian travel to / from the site given that Station Road receives low traffic volume during the peak hours (Table 1) and an alternative access is available to the east, which is linked to a footway network. As described, to the east, a footway is currently in place on the northern side of Hollington Road after the junction with Stubwood Lane.
- 3.4.5 Approaching the junction with the B5030, the northern footway widens to 2.8 metres and forms a shared footway/cycleway network, set well back from the main carriageway. The footway/cycleway extends to the north, connecting the B5031, and east as a footway, connecting to the northern footway on High Street.

3.4.6 Through Rocester, footways of approximately 1.5 metres in width are provided on both sides of High Street, facilitating access to local facilities and the surrounding residential areas.

3.4.7 The quality of local footway is considered good, accommodating an even surface for users. Routes are also served by adequate levels of street lighting and facilitate access well to local bus stops on the B5030 and the town centre from Station Road.

3.4.8 No footways are provided on the B5030 on the approach to Rocester. Three public rights of way currently cross the site.

3.5 Cycle Based Travel

3.5.1 There are numerous documents that provide guidance on cycling requirements; however, the benchmark recommended guideline can be viewed as follows:

Cycling requirements

It is widely considered that cycling has the potential to substitute for short car trips, particularly those under 5km, and form part of a longer journey by public transport.

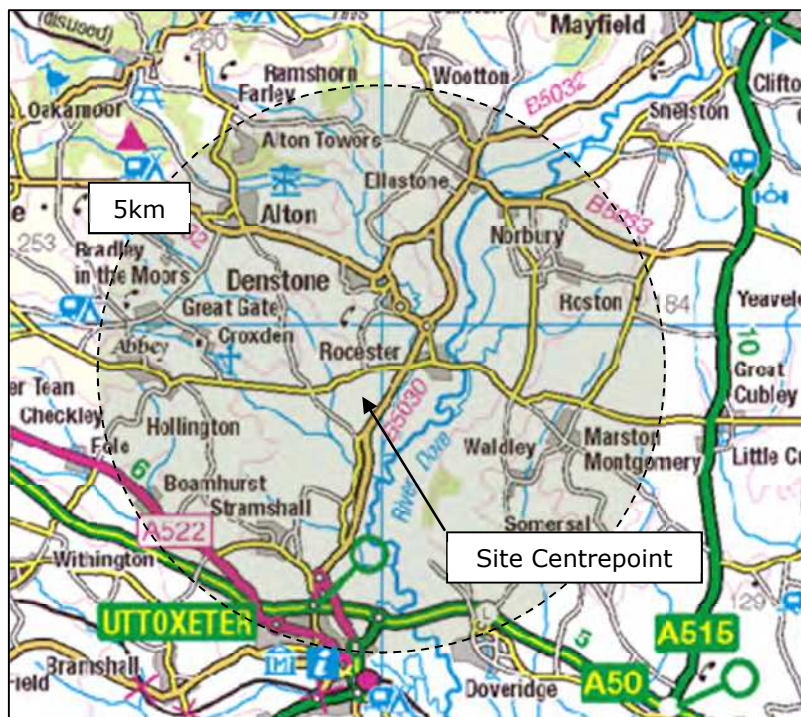


Figure 4: Cycle Catchment

3.5.2 Cycling will make a significant contribution towards establishing a more sustainable local transport system. It is a widely accessible, convenient, healthy and environmentally friendly mode of travel.

3.5.3 Figure 4 shows a five kilometres catchment area, based on a straight line distance from the centre of the site. This would mean cyclists can reach several of the surrounding villages / towns, of Hollington, Alton, Croxden, Denstone, Marston, Wadley, Stramshall and Roston.

3.5.4 Details of local cycle routes have been obtained from East Staffordshire Council and an extract of their cycle map for the area is shown at Figure 5. This identifies Station Road, Hollington Road and Cambridge Lane as advisory cycle routes.

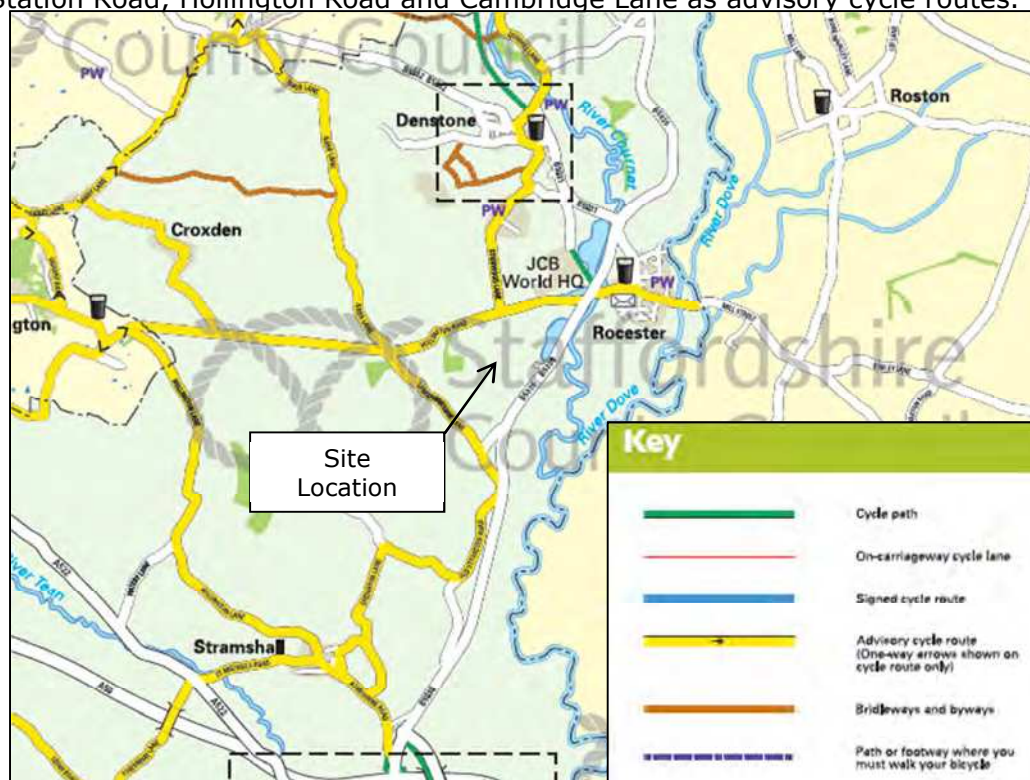


Figure 5: Cycle Route Map – Extract from 'Cycling in East Staffordshire'

3.5.5 In addition to the cycle route provided adjacent to JCB Headquarters, as shown, an additional route is available in Denstone, linking Denstone Lane to the north, and running adjacent to the River Churnet north of Alton and towards Oakmoor.

3.5.6 Overall the site is reasonably accessible to pedestrians and cyclists from the north, and there are good opportunities to walk to the site given the existing infrastructure which facilitates access to/from Station Road. As shown (Figure 3), all of Rocester lies within a 2km walking distance from the centre of the site. It is

acknowledged that access to the site via the B5030 is more restrictive given the absence of footways on either side of the road.

3.6 Public transport

3.6.1 In line with current local and national transport objectives, particularly of encouraging modal shift away from the private car, and increasing accessibility through sustainable travel, public transport has a major role to play.

3.6.2 The benchmark recommended guideline requirements for public transport include:

Public Transport requirements

The Institute of Highways and Transportation's 'Guidelines for Planning for Public Transport in Developments' (IHT 1999) recommends that the maximum walking distance to bus stops should not exceed 400m.

The **NPPF** also states that developments need to maximise the use of sustainable transport modes which includes public transport.

3.6.3 Measures to facilitate the use of public transport are therefore an integral part of good land use and transport planning.

3.6.4 The nearest bus stops are located on either side of the B5030, adjacent to Station Road. This represents a walking distance of approximately 1.1km from the centre of the site, or approximately 450 metres from the Station Road/JCB access junction. As such, bus stops are located outside the recommended walking distance in accordance with the IHT's guidelines. It is acknowledged however that those travelling to the site by bus would more likely be travelling as a group aboard a coach, which would be driven into the site.

3.6.5 The aforementioned bus stops can be reached via local footway provision on Station Road. For reference, details of the bus services accessing the stops were obtained from recent timetables produced by the respective bus operator. Table 2 summarises local bus service details and route information, with details of operational time and frequency.

Service	Route	Service Frequency
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No./Name		Monday-Saturday	Sunday
SWIFT	Derby - Ashbourne - Uttoxeter	0810 then 1/hr from 0929-1839hrs (Saturday first stop is at 0829hrs)	No Service

Table 2: Bus Service Summary

3.6.6 The SWIFT bus service is operated by Trent Barton and routes from Derby via Markeaton, Mackworth, Kirk Langley, Brailsford, Spitalhall, Ashbourne, and Denstone prior to reaching Rocester. During the week, the service operates at an hourly service, running from 0929hrs until 1839hrs. No service operates Sundays.

Site Accessibility Summary

- The site is reasonably located with respect to walking and cycling opportunities, with good infrastructure in place on Station Road, to facilitate access via the existing JCB junction, linking to Rocester Town Centre.
- Station Road/Hollington Road are lightly trafficked and the absence of footways along some of the southern side of the links which should not prove a barrier to travel via this mode. No footways on the B5030 restrict access on foot via this approach.
- Local bus stops lie within 450 metres of the existing site access on Station Road. From the centre of the site, this distance is 1.1km. The SWIFT service operates at an hourly frequency Mondays to Saturdays. It is acknowledged however that those travelling to the site by this method of travel would more likely be travelling as a group aboard a coach, which would be driven into the site.

4.0 PROPOSED DEVELOPMENT

4.1 Proposals

- 4.1.1 This Transport Assessment has been prepared to accompany a planning application for a new golf course south of their existing JCB Excavations Ltd World Head Quarters site in Rocester, Staffordshire. The proposed site layout plans are shown in Appendix A.
- 4.1.2 As part of the proposals, the existing JCB Insurance and ITC Services based at the site would relocate to land in the vicinity of the B5031 roundabout junction.
- 4.1.3 The proposed golf course will mainly be for use by JCB staff and would be open to the public, however this would be exclusive and limited. The public will only be allowed to use the site when JCB are not using it. Based on the type of membership planned for the golf course it would not be an intensely used course.
- 4.1.4 The course will accommodate 18 holes. A maximum of 216 people are anticipated to visit the golf course on any one day. This is based on four people per tee off, nine hours of solid tee-offs (maximum daylight hours) and ten minutes between tee times. This equates to 24 people visiting the site per hour.
- 4.1.5 A leisure club would be provided at the site, at approximately 1,000m². This would be for use by JCB clients and staff. The leisure club would be open to the public but would be exclusive and limited. The club would not be used on JCB golf days, except by those attending the golf day.
- 4.1.6 A function suite would be provided, to accommodate up to 300 people for formal dinners for example, after a JCB golf day. Hospitality accommodation would be provided for up to 34 JCB guests (such as key clients or dealers staying over after an event).
- 4.1.7 It is anticipated the site would employ a maximum of 34 staff. Including staff, a maximum of 250 people could visit the site on any one day.
- 4.1.8 'JCB Dealer Days' would take place approximately four times per year at the site. This would involve teeing off from all holes at the same time and then proceeding on to the next one in a rotational pattern. Such events would mean that the majority of staff arrive at the site during the same hour. At maximum operation

on such events, this equates to 72 staff visiting the site at the same time. (18 holes x four staff).

- 4.1.9 The site would potentially form part of JCB's aspirations to host international tour events at the course. This is anticipated to commence, at the earliest, post five years of the course opening, however may not actually proceed.

4.2 Pedestrian Access

4.2.1 Pedestrian access to the site would be gained via the three existing access junctions (Figure 2). Pedestrians would make use of the existing walkway provided along the eastern side of the Station Road JCB access road. Internally, footways of 2.0 metres in width would be provided adjacent onto the access road.

4.2.2 The three existing public rights of way crossing the site will be maintained and signs will be erected to warn people of golfers.

4.3 Vehicle Access

4.3.1 Vehicular access to the site would be gained via the existing three access points. The main access would be via the B5030. This would serve as:

- access and egress for the existing Woodseat Lodge
one-way access to:
 - Woodseat Hall main visitor access
 - JCB Arena visitor access
 - Woodseat Cottages

4.3.2 The existing junction access would be upgraded to appropriately accommodate the largest expected vehicles, i.e. coaches turning into the site.

4.3.3 A secondary access would be via the existing Station Road junction. This would serve as:

- access and egress to the staff car park
one way access to:
 - Woodseat Hall
 - JCB Arena visitor access

4.3.4 An additional access would be via the existing Hollington Road junction. This would serve as:

access and egress to:

service vehicles for Woodseat Hall, course and JCB Arena

vehicle egress for:

- Woodseat Hall visitors
- JCB Arena

4.3.5 The existing junction access on Hollington Road would be upgraded to appropriately accommodate the two-way manoeuvre of service vehicles entering the site and all other traffic egressing the site. The access road would be widened to 7.3 metres for the first 20 metres and vehicle passing places would be provided every 60 metres along the access road.

4.4 Parking Provision

4.4.1 East Staffordshire Borough Council's draft Supplementary Planning Guidance on Parking Standards identifies car parking standards for a variety of use classes. The document does not provide any such standards for the proposed use.

4.4.2 The scheme would provide 180 car parking spaces plus three disabled spaces. In addition, ten bicycle and six motorcycle parking spaces would also be provided. Parking provision is considered suitable for the proposed development and the car park would be most occupied on use of the function suite during the dealer days.

5.0 ADMINISTRATION, MARKETING AND COMMUNICATION

5.1 Introduction

5.1.1 Any successful TP will require active management to ensure its success. Such management will need the input of those using the TP, and appropriate management support. The management of the TP involves two key stages, pre- and post- occupation. The TP document will be set up pre-occupation. An updated report would be completed following the initial post-occupation survey.

5.2 Travel Plan Co-ordinator

5.2.1 A TP Co-ordinator (TPC) for the site will be nominated by JCB, to implement the TP. Ideally, the TPC will have an on-site presence and direct contact with all site users, and is able to promote the sustainable travel options and any TP initiatives of benefit to them.

5.2.2 The TPC will be responsible for the day to day running of the TP and will be the first point of contact for users. The duties of the TPC will include the collation and dissemination of all forms of travel information to staff and visitors, as appropriate. Should the contact details of the TPC change, this would be communicated to SCC.

5.2.3 The TPC will carry out the below responsibilities. Where 'on-going' is indicated, this refers to the action being carried out throughout the process of the TP.

- Oversee the implementation and development of the TP and promote it to users of the site (*on-going*),
- Contact SCC with updates, queries, information on campaigns / initiatives or to seek advice relating to the TP (*as the need arises*),
- Prepare and distribute Travel Information Packs and marketing literature to all staff members on occupation (*on occupation and on-going*),
- Examine a variety of travel options available for visitors (including international) during dealer days, to travel sustainably to the site.
- Co-ordinate the golf day organisers to understand the travel requirements of visitors and promote sustainable travel opportunities
- Co-ordinate the necessary data collection exercise required to develop the TP, (I.e. *baseline travel surveys with staff following occupation, followed by annual surveys thereafter*),
- Advertise progress and review targets to develop the TP (*annually*),

- Provide basic information about the TP and local travel options for visitors (*prior to occupation/on-going*),
- Monitor any localised transport issues at the site (*on-going*),
- Adopt a key role in the review of the TP; assess progress and set/review targets to develop the TP with SCC (*on-going*),
- Review the TP and issue Monitoring Reports to SCC summarising the information outlined in Section 9.2 (*annually*),
- Advertise progress and achievements to all staff and visitors.

5.2.4 SCC would be informed of the contact details of the TPC on appointment, as well as any changes to such details.

6.0 TARGETS

6.1 Introduction

- 6.1.1 The main aims and objectives of this TP are outlined in Section 2.0, and include minimising single-occupancy car trips amongst all users of the site by promoting, and supporting alternative sustainable travel modes.
- 6.1.2 Proposed targets will conform to **SMART** (Specific, Measureable, Achievable, Realistic and Time-bound) requirements. It is important they are realistic and achievable in order to maintain the viability and credibility of the TP.
- 6.1.3 The target given below are proposed for a five year period, following occupation of the development and aims at generating a lower number of vehicular trips and percentage of single occupancy car drivers than would be expected from a development without a TP.
- 6.1.4 When targets are first set, they are at their least certain. Achievability would as such need to be reviewed in light of progress and experience. In this way, it is proposed to adopt the local Census 2001 modal split as a baseline for targets proposed. The proposed baseline targets below would need to be verified by the travel survey which would be conducted on occupation of the site.
- 6.1.5 Table 1 detailed the likely modal split for the development. The modal split shows a car driver proportion of 80.2%, and a single occupancy car driver proportion of 74.3% (= 80.2% - 5.9% passengers).

6.2 Proposed Targets

- 6.2.1 Following from the main aims and objectives for the development, at this stage, the following TP targets are proposed:
- **Target 1** - The development will promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 5% reduction in the single occupancy vehicle (SOV) car driver modal share of staff, within five years following occupation.
 - **Target 2** - The development will have 100% TP awareness (this is detailed further below).

6.2.2 Based on the census journey to work modal split provided in Table 1, it is considered that there are reasonable opportunities for local travel via sustainable modes, though particularly by foot (suggested at 8.0%). It is recognised that unless staff reside within 2-5km of the site, travel on foot or bicycle would be unlikely. As such, this TP identifies there to be potential to increase non-car modes for short journeys and increase car sharing uptake for longer journeys.

6.2.3 In terms of vehicle trip generation, a 5% reduction in the number of single occupancy car trips will equate to the following maximum number of single occupancy car trips being generated by the 34 staff, calculated as summarised in Table 4.

Travel Mode	AM Arrivals/PM Departures
Vehicle Trip Generation	27
Vehicles with Passengers	2
Total No. SOVs	25
Total No. SOV Vehicles with 5% target reduction	24

Table 3: Target Single Occupancy Car Trip Breakdown

6.2.4 With regards to Target 2, all staff and visitors are to be aware of the objective of the TP, how to contact their TPC, and that the TPC can advise users on alternative travel options for all types of journeys, within one month of site occupation

6.2.5 Until travel modes are specifically recorded for staff by the travel surveys, the modal split shown in Table 1 can be adopted as a general baseline for staff. As concluded in the TA, based on the available options for sustainable travel, it is concluded that the existing infrastructure would be sufficient to accommodate the small number of potential sustainable travel movements.

6.2.6 Targets should be monitored and reviewed in order to identify whether the TP's aim and targets are being achieved. Monitoring would involve conducting annual travel surveys at the development. The monitoring process is further discussed in Section 8.0.

However, it is acknowledged that the potential for staff to travel by sustainable modes could be limited. Therefore more focus should be on visitors, particularly JCB visitors, travelling by sustainable modes. Once the golf course is operational

and the TPC is in place targets will be set for visitors travelling by sustainable modes.

7.0 MEASURES AND INCENTIVES

7.1 Introduction

7.1.1 This section details the specific measures and incentives that will be implemented at the site, in order to encourage sustainable travel amongst users. These measures relate to the potential for reducing the need to travel, and where travel is necessary, promoting and increasing travel by walking, cycling, public transport and car sharing, amongst all users.

7.1.2 It is expected the baseline and yearly monitoring reports, as well as a summary of any issues noted by the TPC, will provide a useful indication of travel patterns such that quantifiable and realistic initiatives for all users can be successfully implemented at the site. Measures can be fine-tuned to promote particular modes of sustainable travel as the TP evolves.

7.1.3 A TPC would be appointed prior to occupation such that the necessary travel information can be prepared in advance. It will be the responsibility of the TPC to undertake the respective measures outlined in the following sections.

7.1.4 'Immediate' measures refer to those which will be implemented prior to occupation of the development. 'Short term' measures refer to those which will need to be implemented within two months following occupation. 'Medium term' measures refer to those which will be implemented within the first 12 months following occupation. 'Continuous' measures refer to those which will need to be implemented as and when the need arises.

7.2 Information Provision / Marketing Material

7.2.1 It is essential that the aims and objectives of the TP be communicated to all employees at the site. With regard to the marketing and promotional elements, this will be done with the following measures:

- The TP will be branded to aid marketing and promotion (IMMEDIATE).
- All staff will be informed of the TP, which will be in place from commencement of occupation of the site, through discussions, posters and advertising campaigns etc (IMMEDIATE).
- The TP will also be explained to all potential new staff. The reasons behind the travel plan and how individuals can benefit from it must be given the highest possible profile. JCB have an excellent opportunity to make clear their

commitment to the TP by promoting sustainable travel to work during the recruitment process. This can be done through informing potential staff of the company's commitment to the TP during the recruitment process, including in any advertisements for jobs. JCB will supply potential staff with detailed information about local transport facilities, and develop a recruitment policy which considers where potential employees live. It is essential that JCB indicates their commitment to the TP to all potential staff during recruitment (IMMEDIATE AND CONTINUOUS).

- After initial communication, the process must be maintained. This will be achieved by providing staff with welcome/starter packs, and by setting up a Travel Information Board. These will detail TP advertising, initiatives, and incentives; site specific travel information including walking and cycling routes, and the latest up-to-date information for local bus services; and contact details as to where further information can be obtained (SHORT TERM AND CONTINUOUS).
- The TP and possible modes of sustainable travel must also be introduced to any visitors to the development (SHORT TERM).
- Sustainable travel information would be made available to all those attending the JCB dealer days in order to maximise awareness of the travel options available.

7.3 Walking and Cycling

7.3.1 The Census data identified that 8.0% of journeys to work are undertaken on foot and 2.7% travel by bicycle. In addition to the design features incorporated within the development proposals, the following measures will be implemented as appropriate, to encourage all users to walk to and from the site:

- The internal layout of the site will aim to achieve a 20mph design speed and have footways, connecting to the wider existing pedestrian network. The existing rights of way across the site will be maintained and signage will be installed appropriately informing users of the golf use (IMMEDIATE).
- Provision of ten bicycle parking spaces would be provided at the site in a safe, secure and highly visible area, close to the building entrance (IMMEDIATE). Cycle parking usage would be monitored and additional spaces would be provided should this be deemed appropriate. The location of the cycle parking spaces is shown in the masterplan contained in Appendix A.
- Provision of showers and changing facilities, together with lockers for the storage of leisure/golf equipment (IMMEDIATE).

- Provision of alternative transport for employees who walk or cycle to work, and who may require urgent car transport in case of an emergency (SHORT TERM). JCB reserve the right to withdraw this facility to specific members of staff if abuse of the system occurs.
- Make use of the walking personal route planner www.maps.google.com to plan routes to / from the site and work out distances and times for each journey.
- Promote the concept of 'walking and cycling buddies'.
- The following websites would also be promoted and included within the Travel Information Pack distributed to users:
 - Living Streets: www.livingstreets.org.uk/
 - Walking Your Way To Health: www.whi.org.uk
 - Walk It: www.walkit.com
 - www.walkbudi.liftshare.com
 - www.cyclestreets.net - to plan routes to the site and work out distances, best routes, on and off road routes, health benefits and times for each journey using a bike.
 - Local cycling maps: www.sustrans.org.uk
 - 'Bikes4all' www.Bikes4all.org.uk

7.3.2 'Bikes4all' provide an array of services which will be made known at the introduction to the TPC session and in the Travel Information Packs. Among the services they provide include: cycle maintenance, adult cycle training, and selling a range of reclaimed bikes from £10 onwards. This will be promoted in line with activities promoting a healthier lifestyle and the cost/health/stress free benefits it generates.

7.3.3 To further encourage walking as a mode of transport, the following measures could be considered if targets are not being achieved:

- Inclusion on display boards, information highlighting the benefits of walking or cycling together with information on cycle safety.
- Inclusion on the display board and JCB website, a recommended pedestrian and cycle route map.
- Loans for cycle purchases or discounts on cycle purchases and repairs.
- Set up a cyclist group or buddy scheme, where confident cyclists agree to assist less confident cyclists on their route. This could be particularly effective in the winter months, to increase safety and provide company on journeys undertaken in the dark.

- Every 12 months after the implementation of the TP, liaison with the Planning Authority to ensure that pedestrian and cycle routes in the vicinity of the site are appropriately maintained.

7.4 Public Transport

7.4.1 The Census data identified that 1.6% of journeys to work are undertaken by bus. To encourage employees and visitors to consider traveling by bus as a viable mode of travel to the site, the following measures and incentives will be promoted:

- Provision of public transport information with route maps, service frequencies, and up to date timetable information on the display board (IMMEDIATE AND SHORT TERM).
- Alternative arrangements made for staff who use public transport and who may require urgent transport in case of an emergency (SHORT TERM). JCB reserve the right to withdraw this facility to specific members of staff if abuse of the system occurs.
- Regular liaison with bus operators to ensure that information remains valid and the information on display is kept up to date (MEDIUM TERM).

7.4.2 To further encourage public transport use, the following measures could be considered if targets are not being achieved:

- Personalised public transport journey planning.
- Provide financial incentives for employees to use public transport – for example discounted tickets, or interest free loans on season ticket purchase.

7.5 Motorcycle Use

7.5.1 The Census data identified that 1.4% of journeys to work are undertaken by motorcycle. Motorcycles are generally more efficient in their use of fuel and road space than cars, and emissions are also generally lower. Motorcycle travel will therefore be encouraged in the following ways:

- Provision of six secure motorcycle parking spaces close to the main entrance. The provision of motorcycle parking is shown in Appenidx A.
- Provision of lockers and changing facilities (IMMEDIATE).

7.5.2 To further encourage travel by motorcycle the following could be considered if targets are not being achieved:

- Provision of incentives to use motorcycles, for example free reflective clothing.
- Set up a motorcyclists group.

7.6 Car Sharing

7.6.1 The Census data showed that currently 5.9% of staff would likely travel to work as a car passenger. Since travel by car represents the most popular mode of travel to the site, there is hence good potential for car-sharing to increase as staff home locations are established by the TPC. It would be highlighted to all staff that they do not need to commit to car sharing every day if it is not practical for them to do so. Opting to car share on one or two weekdays will still have a positive benefit. The benefits of car sharing that can be promoted include:

- Financial benefits – a daily commute adds up to noticeable financial savings per year.
- A reduction in the number of vehicles on the roads, resulting in less pollution, congestion.
- A useful contribution towards reducing the need for parking spaces at places of employment.
- Provides social benefits.
- Reduces the need for private car use.

7.6.2 To promote car sharing the following measures will be promoted:

- JCB staff at the site will sign up to SCC's 'Share A Lift' car share scheme, which identifies opportunities for employees within and between businesses to car share, based on origin and destination of trips, and working hours (IMMEDIATE AND SHORT TERM). Participants can either be the driver, the passenger, or take turns. Security is maintained by registering the employer first so that details of users can be checked. Only employees from registered organisations can access the site. The scheme is free for companies to join. Further information can be found in the information contained in Appendix B. By joining the SCC 'Share A Lift' scheme, JCB are maximising the opportunities for car sharing, both at the site and the nearby JCB Headquarters on Station Road.
- In addition to the database, the display board will show an updated map of general staff home locations (based on postcode information), to allow staff to assess whether car sharing would be a feasible travel option. The map could include the names of staff willing to car share, provided they agree (SHORT TERM).

- Registered participants of the car sharing scheme will also be guaranteed alternative travel arrangements if passengers are stranded, or in an emergency (SHORT TERM). JCB reserve the right to withdraw this facility to specific members of staff if abuse of the system occurs.
- The following websites would be promoted to staff:
 - Energy Saving Trust: www.energysavingtrust.org.uk/Travel
 - Smarter Choices: www.dft.gov.uk/pgr/sustainable/smarterchoices.

7.7 Reducing the need to travel

7.7.1 As mentioned, due to the proposed development and location of the site, options for reducing the need to travel for staff are limited. For clients and visitors on the JCB dealer days however, the following options would most appropriately be used to maximise the potential for sustainable travel to/from the site and will be considered where possible:

- JCB would operate their own transport, i.e. coaches to transport a number of visitors to the site for the dealer days. As such, the proportion of those travel by bus would be greatest for the periods wherein the site receives the greatest number of visitors.
- Encourage better diary management for visitors to the site, to plan business journeys and co-ordinate trips (CONTINUOUS).
- Coordinate with the JCB Academy to understand potential for sharing/collaborating transport arrangements (ONGOING).

8.0 MONITORING AND REVIEW

8.1 Introduction

- 8.1.1 This TP is not intended to be a static document, but is intended to be updated, as required through the lifetime of the Plan. As a planning requirement staff travel patterns will be monitored for a minimum period of five years, with the TP updated annually. The responsibility for the maintenance of the plan lies with the TPC. The TPC will undertake on-going monitoring and evaluation of site travel issues to review and develop the TP, and report back to the SCC TP Officer.
- 8.1.2 The monitoring process will incorporate the collation of a variety of data in order to confirm progress on travel modal splits, the uptake of proposed initiatives, and other transport related issues at the site.
- 8.1.3 The main objective of the TP is to achieve a positive change in the baseline data, which represents the modal split if the TP was not in place (as detailed in Section 6.0). The TP therefore aims for a reduction in the number of single occupancy car trips to and from the site and an increase in the use of sustainable modes. Therefore, a suitable indicator of the success of the TP will be a resultant increase in the proportion of employees walking, cycling, using public transport and car sharing, and visitors travelling sustainably.

8.2 Travel Surveys

- 8.2.1 Data to determine how employees travel to and from work will be collected via annual travel surveys.
- 8.2.2 A baseline travel survey would be undertaken within one month of occupation, and annually thereafter, a full staff travel survey will be undertaken. The staff travel survey will be designed, issued to all staff, collated, and analysed by the TPC. The first full travel survey would be undertaken one year following occupation. In accordance with the DfT's 'Essential Guide to Travel Planning' (November, 2007), *"the survey should be undertaken in spring or autumn to avoid distortions that can be created by summer holidays or extreme winter weather. Tuesdays and Thursdays tend to be the most typical travel days"*.
- 8.2.3 The full travel survey will ask questions such as age, home location, place of work, working hours, usual mode of travel to the site, and what measures and

incentives might further encourage the use of sustainable modes of travel. An example staff travel survey is provided in Appendix C for reference.

- 8.2.4 An analysis of the full travel survey results will allow an assessment of changes in behaviour towards or away from the TP targets (as detailed in Section 5). It will also allow additional incentives and measures to encourage the use of sustainable travel modes to be determined. In addition, if staff have changed their travel mode since the last survey, they will be asked why they have done so.
- 8.2.5 The survey should also identify the means by which visitors during the JCB dealer days travel to the site based on information from the event organisers and the TPC. This information would be particularly useful in determining the potential for increasing sustainable travel to the site for the next event. Staff will be questioned in their workspace/or at the entrance, by the TPC.
- 8.2.6 At the same time as the surveys are undertaken, the number of cars in the car park, motorcycles and bicycles in the cycle parking area, will be counted, to determine the accuracy of the survey results. An analysis of the travel surveys and car park survey results will allow an assessment of changes in behaviour towards or away from the TP targets (as detailed in Section 6.0).

8.3 Annual Monitoring Report

- 8.3.1 One month following the analysis of the survey results, the TPC will undertake a comprehensive review of the TP process. The objective of this review will be to assess the success of the TP against the modal share targets and to identify the potential for new initiatives and future refinement. The findings of each review will be compiled into a brief monitoring report. The report would be restricted in length and include an introduction with background information regarding number of staff, working hours etc, the annual travel survey results, including analysis of trends against previous years, or the full travel survey results and brief details of any new measures undertaken throughout the past year. Any problems or issues encountered in implementing the TP should also be documented. The document would also include any relevant information on changes of personnel, partnerships with other organisations and brief details of plans for the coming year. SCC have a recommended Travel Plan Annual Monitoring Report structure, as shown in Appendix D.

- 8.3.2 Summaries of the monitoring reports will be issued to all staff such that the progress of the TP can be established and to encourage the continued uptake of sustainable travel modes.
- 8.3.3 The TP would subsequently be reviewed annually by the TPC, in light of the previous year's travel survey results and actions.
- 8.3.4 The details of the current travel plan officer at SCC are as follows:
Sonia Atkins
Sustainable Travel Officer
Staffordshire County Council
Transport and the Connected County
Number 1 Staffordshire Place
Stafford
ST16 2LP
Tel: 01785 276615
Email: sonia.atkins@staffordshire.gov.uk
- 8.3.5 Finally, to ensure that the Travel Plan awareness target (Section 6) is being met, the TP Co-ordinator will also hold events throughout the year to promote the TP, and individual modes, such as 'bike to work day' etc.
- 8.3.6 The above surveys and monitoring practices will help identify what initiatives are 'working', any barriers to using some sustainable modes, and whether any further action is required to encourage particular modes of travel, i.e. providing discounted public transport vouchers. Revised initiatives may therefore be proposed where/if TP targets are not being met, and could include those additional measures outlined in Section 7.

APPENDIX A

Proposed Site Layout Plans



Key			
	Planning Application Boundary (the Site)		Existing contours demonstrating where ground levels remain the same within the Site
	Aerial photograph and survey data provided beyond site for context and location information (OS map and aerial data licence applies, Jan 2014)		Proposed contours indicating the modified ground levels
	Existing woodland (principally broadleaf species)		Greens and Tees (with Hole number indicated)
	Proposed woodland planting to comprise broadleaf species, including areas of woodland soil transplantation		Fairway (with Hole number indicated)
	Semi-Rough golf areas indicating periphery of specialist golf grass seed mix		Golf bunkers
	Grassland areas established as MGS (Lowland Meadow)		Pond areas for storm drainage but with permanent water, and ephemeral wetland margins. Larger ponds from irrigation or extension to existing features
	Golf Club House and associated leisure facilities, with ornamental planting/landscape design to reflect historic context linking into existing garden areas		Definitive footpath and permissive footpath route
	Paths, handstanding and access roads		Former edge of pond prior to excavation
	Restored ornamental ponds near Woodseat Hall		Woodland areas to be felled to facilitate golf course layout
			Surface water drainage ditches
			Alignment of illustrative cross sections, see Figure L2(i) and L2(v)

NOTE: This plan should be read in conjunction with European Golf Design (EGD) 'Golf Course Masterplan'

Bamford Properties Ltd.

**Woodseat Hall
Proposed Golf Course Development
Landscape Masterplan**

CAD Ref: JC871-D8v4	Version: 4	Drawn by: RB	Plot size: A3	Date: January 2014
Based upon the Ordnance Survey maps with the permission of the Controller of Her Majesty's Stationery Office. Crown Copyright Reserved. Licence number 100014500. For Golf Course Masterplan only. © European Golf Design Master Design.				

bright & associates
landscape and environmental consultants

Figure L2(ii)



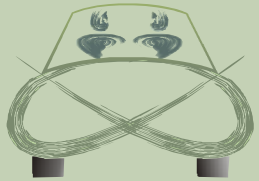
JCB Woodseat Hall - Proposed Clubhouse

Project		Proposed Clubhouse - JCB Woodseat Hall	
Title		Proposed Site Plan	
Rev	Details	Date	Checked By
B	General update / scheme development to plan.	28.01.14	AH
A	Site Plan updated in line with scheme development	19.12.13	AH
Scale	1/500@A1	Date	Nov'13
Drawn By	TMB	Checked By	AH
Drawing Number	2956-011	Revision	B

APPENDIX B

SCC 'Share a Lift' Publications and Information

Staffordshire Share-A-Lift



www.Share-A-Lift.com



Driving down the cost
of getting to work

Benefits for you:

Halve your fuel bill

Split parking costs

Possible preferential parking spaces

Emergency Ride Home scheme

Reduce car wear and tear

Make new friends

Access to Discounts and Prize Draws

Do your bit for the environment

Sharing Saves

Sharing a lift to work makes sense. You can save money, park easily and still enjoy the convenience of travelling by car. Share as often or as little as you like. Every little bit helps.

Staffordshire Share-A-Lift is a free service that helps put you in touch with people travelling similar routes to work. You can register as a driver, passenger or both. Whatever you decide you will always be in full control over your choices and are free to change any arrangements you make.

How do I join in?

To register visit www.Share-A-Lift.com and fill in the on-line form. This will take just a couple of minutes and does not oblige you to do anything further. If you agree to share you will be asked for the days, times and how often you wish to share. You can choose various options about who you will be matched with, for example same gender companions only. You can also add any comments you wish to make about yourself e.g. "I like to listen to Radio 1 in the morning."

Sharing a lift can really make a difference in reducing congestion and pollution. Join now to reap the rewards.

If you need a copy of this information in large print, Braille, another language or on cassette please ask Sonia Atkins 01785 276615.

Any in house promotion of the Share-A-Lift scheme would be welcomed. Here are a few further ideas to get you started:

- Car share coffee break - organise an event for those interested in the scheme to pass on information and for them to meet potential sharers in an informal environment.
- Share-A-Lift miles scheme - operating similar to air miles you could set up a scheme whereby your employees could accrue points for each day they travelled by a sustainable mode (walk, cycle, public transport & car share). These points could be exchanged for some form of reward when a set target is reached e.g. additional holiday allowances.

How can you use the scheme best to benefit your organisation?

The benefits to your organisation from lift sharing come from reduced parking pressures, a happier workforce, increased retention rates and increased communication between employees. But they need not stop there. Signing up to Staffordshire Share-A-Lift provides your organisation with an extra transport option, this additional means of transport can be used to open up new sectors of an ever more competitive labour market. The journey to work is a major consideration in the search for employment. Those who do not drive or have access to a car are often limited to employment within walking or cycling distance, or areas that are easily accessible via public transport from where they live. Being part of the Share-A-Lift scheme will open up access to your company to this sector of the labour market.

If your organisation works shifts try to co-ordinate staff rotas so that potential sharers are on the same shift. This will help alleviate the overlap in demand for parking at shift change over.

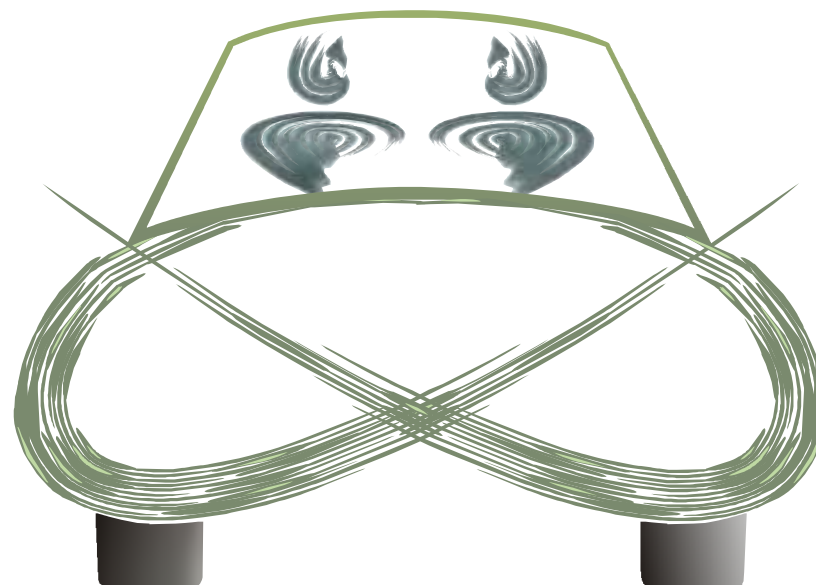
Is there anything else you can do?

Lift sharing is only one means of tackling the problems caused by excess traffic. There are also walking, cycling and public transport to consider. Not to mention fleet management and business mileage. We can assist you to develop a range of initiatives to further help reduce the traffic generated by your organisation.

TRAVELWISE.



Welcome to Staffordshire Share-A-Lift



Employer's Guide

Welcome

Thank you for your interest in the Staffordshire Share-A-Lift scheme. This booklet, along with the website, posters and leaflets will provide you with all the information you need to help make the scheme successful for your employees and your organisation.

What is Share-A-Lift?

At this point you probably already know but it may be the case that some of your staff do not. Carshare schemes such as this should not be confused with actually letting someone borrow your car. Share-A-Lift is, as the name states, all about sharing a lift to work rather than driving on your own.

The scheme is essentially an on-line matching service that allows you and your employees to find someone travelling a similar journey to work to potentially share a lift. All the registration and searching is done by the user and matches are made on location and route. The results are then filtered by a selection of personal criteria chosen by the user so that you are only matched with other like minded individuals.

Registration is without obligation; you can change your lift partner whenever you like or even withdraw from the scheme if it does not suit you. We only ask that you inform your share partner out of courtesy that you will no longer be sharing a lift with them.

Is it safe?

The concept of getting into a car with someone you do not know, or having them get into your car is of concern to many people. We are very conscious of this factor and have built this scheme with many safeguards in place.

The scheme is only open to employees of registered companies and therefore each person must have been deemed acceptable for employment. We ask each user for contact details and vet each new member to ensure they are who they say they are. This will be done in a number of ways from verification of works email address to contacting employers to check if newly registered members are employed by them. Here we welcome your co-operation. We will monitor feedback and the software will only match people on the gender and criteria they specify. Members details will be used solely for the purposes of sharing a lift and will not be publicly viewable. Initial contact will be made through user names. It is then up to each user to decide how they wish to continue contact. We will also provide each user with a list of sensible safety precautions.

What about sharing costs?

If users take it in turns to drive then the costs are already shared equally. If one user always drives then a fair contribution needs to be made to the driver. A typical contribution is 10-15p per mile plus the passenger's share of any parking charges. The total contribution must not exceed the running costs divided equally by the number of people in the car.

What about insurance?

Insurance companies allow policy holders to lift share. Where financial contributions are made by passengers:

- The total contributions must not include an element of profit (wear and tear can be included in contributions).
- The car must not have been constructed or adapted to carry more than 8 passengers excluding the driver.
- The passengers should not be carried in the course of a business of carrying passengers e.g. By a taxi firm.

If in any doubt inform your employees to contact their insurance company.

What can your organisation do to help make the scheme more successful for your employees?

We have built into the scheme a number of incentives to encourage membership but there are a number of further measures that can only be implemented at a site-specific level. These are:

- Emergency ride home - this is an important aspect in promoting car sharing. Concerns about being stranded at work is one of the main reasons preventing people considering alternative forms of transport. We are asking all employers to implement this measure as part of scheme. How you go about it is up to you but you need to reassure your staff that if they have not come in their car and they need to get home in an emergency or their lift home falls through that they will either be taken home by another member of staff or a taxi will be paid for by the organisation for them. This service is rarely used.
- Dedicated parking spaces - if your organisation has its own car park why not set aside a section for those who have not driven in alone as a reward. This is also a more equitable way of distributing of parking privileges as car sharers are only use 1 space instead of 2, 3 or even 4.
- Acknowledgement by supervisors and middle managers that lift sharers need to leave 'on time' to honour pre-determined lift share arrangements.

What's it all about?

Sharing a lift to work makes sense. You can save money, park easily and still enjoy the convenience of travelling by car. At the same time you will be helping to reduce congestion and pollution.

Staffordshire Share-A-Lift is a free service that helps link people travelling similar routes to share lifts together. You can register as a driver, passenger or both. Either way you will save money. You will always be in full control over your choices and are free to change any arrangements you have made whenever you like.

Sharing Saves

Sharing a lift to work will at least halve your fuel cost and any parking charges. You will also benefit from a car with lower mileage, therefore higher resale value.

As a Share-A-Lift member you will be automatically entered into regular free prize draws and be entitled to discounts off a range of goods and services. See website for details.

As the scheme continues to grow we will be continuously adding new incentives so join now and keep your details up to date to be eligible for all of our offers.



How do I join in?

To register visit www.Share-A-Lift.com and fill in the on-line form. This will take just a couple of minutes and does not oblige you to do anything further. If you agree to share you will be asked for the days, times and how often you wish to share.

You can choose various options about who you will be matched with - people from the same company or anyone from neighbouring companies.

Same gender companions, smokers, non smokers etc all can be accommodated plus any comments you wish to make e.g. "I like to listen to Radio 1 in the morning."

The scheme has been set up with many safety and security features. The only details visible to other potential sharers will be your first name and share criteria. All data is strictly confidential and will not be passed to third parties.

Even if you already share, register and you will be eligible for the discounts and other benefits.

Share-A-Lift, Save a Load!

Emergency Ride Home

Don't be concerned about being stranded at work if you've not driven.

Many employers offer a guaranteed free Emergency Ride Home in cases of emergency if you have left your car at home. Ask your employer for details.

How much can lift sharers save?*

distance from work	savings by sharing with 1 passenger	savings by sharing with 2 passengers
10 miles	£250	£332
20 miles	£500	£666
40 miles	£1000	£1332

* Based on a 1400cc engine running at 58.5mpg with petrol at 81p per litre for one year. 'Journeys to Work', Transport 2000.

For more information and tips on successful sharing visit www.Share-A-Lift.com. The website also contains details of other travel modes and links to public transport information.

Share-a-lift can really make a difference. Join now to start reaping the rewards!



Help contribute to reducing pollution & congestion around the County



Benefits for you:

- Reduced cost of travelling to work.
- Easier access to workplace and parking.
- Possible access to preferential parking spaces.
- Less wear and tear on vehicle plus lower mileage = higher resale value.
- Incentives, benefits and rewards built into the scheme.
- Chance to make new friends and socialise on the way to work.
- Have someone with you in event of breakdown, bad weather etc.
- Sense of self satisfaction at doing your bit to help the environment.

PLUS...

- Access to discounts and free prize draws for members of the scheme!

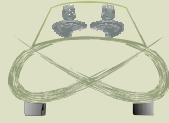
Benefits for your Employer:

- Reduced parking pressures at work, so easier access for staff, visitors, customers and suppliers. Also, frees up land to be used for other, more profitable, purposes.
- Staff less stressed from journey to work.
- Possible improvement in communication between employees.
- Improved environmental image.
- Improved recruitment opportunities and retention of staff.

By sharing a lift to work you could save enough in a year for a holiday

Join now and receive entry into prize draws and claim discount on goods & services

Staffordshire
Share-A-Lift



Where would you rather be?



If you need a copy of this information in another format or language, please ask us.

Staffordshire
County Council

TRAVELWISE.

City of
Stoke
on Trent



Driving down the cost
of getting to work

www.Share-A-Lift.com

APPENDIX C

Example Staff Survey

Appendix 3 – Sample Employee Travel Survey

Question 1:

How do you usually travel TO work?

Pick one box only, for the longest part, by distance, of your usual journey to work³

On foot	Passenger in a car with driver going to the same destination
Bicycle	Passenger in a car with driver going to a different location
Bus, minibus or coach	Taxi
Luas	Lorry or van
Train or DART	Other means
Motorcycle or scooter	Work mainly at or from home
Driving a car	

Question 2:

What is your main reason for choosing that mode?

Please choose one response only

Cheapest	Habit
Quickest	Personal Safety
Environmentally-friendly	Other commitments
Lack of alternative	Reliability
Less stressful	Other – Please specify

Question 3:

Which modes of travel do you use occasionally to travel to/ from work?

Please choose all modes that apply.

On foot	Passenger in a car with driver going to the same destination
Bicycle	Passenger in a car with driver going to a different location
Bus, minibus or coach	Taxi
Luas	Lorry or van
Train or DART	Other means
Motorcycle or scooter	Work mainly at or from home
Driving a car	

³ Please note that the format for questions on modes of travel is the same as those used in the Census– this will allow you to compare your organisation's travel patterns with those in the rest of the country, your county or even in the local area.



Question 4:

Which of the following modes of travel would you consider using for your journey to/ from work, if they were available?

Please choose all that apply.

<input type="checkbox"/>	Car-sharing
<input type="checkbox"/>	Public Transport
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Walking
<input type="checkbox"/>	Car
<input type="checkbox"/>	Other – please specify

Question 5:

What time do you usually arrive in the office/ at work/on campus? ⁴

<input type="checkbox"/>	Before 7.30am
<input type="checkbox"/>	7.31-8.00
<input type="checkbox"/>	8.01-8.30
<input type="checkbox"/>	8.31-9.00
<input type="checkbox"/>	9.01-9.30
<input type="checkbox"/>	9.31-10
<input type="checkbox"/>	10.01-10.30
<input type="checkbox"/>	10.31-11
<input type="checkbox"/>	11.01-11.30
<input type="checkbox"/>	11.31-12
<input type="checkbox"/>	12.01-12.30
<input type="checkbox"/>	12.30-13
<input type="checkbox"/>	After 13.01

Question 6:

How far do you travel to work/ college?

<input type="checkbox"/>	Less than 1km
<input type="checkbox"/>	Between 1 and 3km
<input type="checkbox"/>	Between 3 and 5km
<input type="checkbox"/>	Between 5 and 10km
<input type="checkbox"/>	More than 10km

Question 7:

How long does it take you to get to work?

<input type="checkbox"/>	Less than 15 minutes
<input type="checkbox"/>	16-30 minutes
<input type="checkbox"/>	31-45 minutes
<input type="checkbox"/>	46-60 minutes
<input type="checkbox"/>	61-90 minutes
<input type="checkbox"/>	91 minutes and above

Question 8:

Are there any factors or needs which affect your choice of mode of transport for the journey to/ from work?

<input type="checkbox"/>	Yes
<input type="checkbox"/>	No
<input type="checkbox"/>	If you would like to comment, please do so:

Public Transport

Question 9:

Are you aware that public transport users can purchase a Tax Saver commuter ticket through your employer? This can save you between 31% - 52% in tax, PRSI and USC, depending on your tax band.

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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Question 10:

Are you aware that Tax Saver tickets for public transport are available in both monthly and annual options?

<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
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⁴ Please ensure the start times given in this question suit your organisation's work practices e.g. shift patterns/ flexitime/ rosters.



Question 11:

Are you aware that some Tax Saver tickets for public transport can be used for travel both during the week and at weekends?

Yes No

Question 12:

If you currently use public transport for your journey to or from work, do you avail of Tax Saver tickets through your employer?

Yes No

Question 13: (Greater Dublin Area only)

Are you aware of the new top-up LEAP card system for pay-per-journey public transport on Dublin Bus, Luas and Irish Rail?

Yes No

Question 14:

Are you aware of the national Journey Planner on www.transportforireland.ie, which gives door-to-door travel information and includes both public and private transport operators?

Yes No

Cycling

Question 15:

Do you own a bicycle?

Yes No

Question 16:

Would you be interested in purchasing a discounted tax-free bicycle & related equipment if _____ were to set up an employee Cycle to Work Scheme?

OR

Are you aware that _____ have a Cycle to Work Scheme, where employees can buy a tax-free bicycle & related equipment?

Yes No

Question 17

Would you be encouraged to have an active commute (walking or cycling) if the following work was undertaken in your organisation?

	Yes	No	Don't Know
Shower areas provided / increased / improved			
Lockers Provided			
Drying room for gear provided			
Cycle parking increased			



Question 18

Would you be interested in any of the following initiatives to promote walking or cycling?
Please tick all that apply.

<input type="checkbox"/>	Bicycle maintenance class offered by an experienced bike mechanic
<input type="checkbox"/>	Cycle training/ on-road skills
<input type="checkbox"/>	A cyclists' forum (Bicycle Users' Group)
<input type="checkbox"/>	Lunchtime walking group
<input type="checkbox"/>	'Green Commuters' coffee mornings (Green Commuters are cyclists, pedestrians, public transport users and car-sharers)
<input type="checkbox"/>	Incentive Scheme for 'Green Commuters'
<input type="checkbox"/>	Slí na Sláinte walking route marked out in the local area/ on site
<input type="checkbox"/>	Information on electric bikes available through the Cycle to Work scheme
<input type="checkbox"/>	Information on fold up bikes (for use by people commuting part of the way on public transport/ by car) available through the Cycle to Work scheme
<input type="checkbox"/>	Other, please specify

Car Drivers

If you regularly use a car (as a driver) to travel to/ from work, please answer the following questions, otherwise you can skip to Question 22.

Question 19:

How many people normally travel in your car TO work?

1
 2
 3+

Question 20:

Do you need a car for doing your job through the day?

Always
 Sometimes
 Never

Question 21:

Do you need your car for other pick-ups or drop offs (for example, the school run, crèche, etc.) on your commute?

Yes
 No

Question 22:

Are you interested in car-sharing (sometimes known as lift sharing or carpooling)?
This could be as either a lift-seeker in someone else's car, or offering a lift in your car.

Yes
 No
 Don't Know

If 'no' or 'don't know', please indicate why:



Question 23:

Would any of the following encourage you to choose an alternative to the car on your commute?

	Discounted public transport tickets
	Personalised information about other transport options
	Improved cycle parking, showers and lockers at work
	Bike purchase discount scheme
	Access to a company car-sharing scheme
	Access to a company vehicle for business travel
	Financial measures such as the Government Parking Levy or parking charges
	Nothing
	Information on fold up bikes (for use by people commuting part of the way on public transport/ by car) available through the Cycle to Work scheme
	Other, please specify

Business Travel

Question 24:

On average, how often do you travel to the following locations for business? 1 trip = return journey

	Never	1 trip per month	2-3 trips per month	4-10 trips per month	11-15 trips per month	16+ trips per month
Dublin City						
Dublin Metropolitan area						
Cork						
Any other national destinations						
Belfast						
London						
Europe (excluding Belfast/ London)						
Other international destinations						
Other, please specify						

Please note that this question should be adapted to capture business travel patterns particular to your organisation, in terms of both destinations and number of trips. Some responses are 'by month' in this example, but 'by week' or 'by quarter' may be more relevant for particular destinations.

If your employees do not travel on business very often, you may wish to exclude this question. Also if you can capture business travel information from expenses, this question can be excluded as expenses information will be more accurate.



Question 25:

How do you usually travel on business?

Please choose the modes you take most often.

<input type="checkbox"/>	I don't do any business travel
<input type="checkbox"/>	On foot
<input type="checkbox"/>	Bicycle
<input type="checkbox"/>	Bus, minibus or coach
<input type="checkbox"/>	Train, Luas or DART
<input type="checkbox"/>	Driving a car
<input type="checkbox"/>	Passenger in a car
<input type="checkbox"/>	Taxi
<input type="checkbox"/>	Other means

Question 26:

Do you know where _____s video/ tele-conferencing facilities are?

Yes No

Question 27:

Do you know how to use _____s video/ tele-conferencing facilities?

Yes No

Question 28:

Do you use video or tele-conferencing for business?

Yes No

Question 29:

Would it be possible to substitute your Irish meetings with video or tele-conferencing?

<input type="checkbox"/>	I could substitute all Irish meetings
<input type="checkbox"/>	I could substitute some Irish meetings
<input type="checkbox"/>	I could not substitute any Irish meetings
<input type="checkbox"/>	I don't have any Irish meetings

Question 30:

Would it be possible to substitute your international meetings with video or tele-conferencing?

<input type="checkbox"/>	I could substitute all international meetings
<input type="checkbox"/>	I could substitute some international meetings
<input type="checkbox"/>	I could not substitute any international meetings
<input type="checkbox"/>	I don't have any international meetings



Question 31:

Would you be willing to walk, cycle, take public transport or car-share for business travel, where suitable?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know
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Question 32:

Would you support the introduction of a Travel Allowance (covering mileage for walking, cycling, public transport and car-sharing, as well as car-mileage allowances)?

<input type="checkbox"/> Yes	<input type="checkbox"/> No	<input type="checkbox"/> Don't Know
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About You

Question 33:

Do you usually have a car-parking space available to you at your place of work?

<input type="checkbox"/> Always	<input type="checkbox"/> Sometimes	<input type="checkbox"/> Never	<input type="checkbox"/> Don't Know
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Question 34:

Would you be interested in home-working, where possible/ relevant for your work?

<input type="checkbox"/>	I already home-work when suitable
<input type="checkbox"/>	Yes, on a regular basis
<input type="checkbox"/>	Yes on a one-off/ occasional basis
<input type="checkbox"/>	No
<input type="checkbox"/>	Don't Know

Question 35:

Please indicate your department/ usual work location:

<input type="checkbox"/> Dept. A	<input type="checkbox"/> Dept. B	<input type="checkbox"/> Dept. C
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Question 36:

Do you usually have a car-parking space available to you at your place of work?

<input type="checkbox"/> Under 25	<input type="checkbox"/> 25-34	<input type="checkbox"/> 35-44	<input type="checkbox"/> 44-54	<input type="checkbox"/> 55 or over
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Question 37:

Please indicate your gender

<input type="checkbox"/> Male	<input type="checkbox"/> Female
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Question 38:

Please indicate your home location:

This information will be used to map how employees travel from different locations, to identify the variety of transport options used by people in the same area.

This survey can be completed anonymously – you can leave the address section blank if you wish.

House/ apartment number:	
Building Name	
Street Name	
Locality (if in Dublin) or City/ Town (if outside Dublin)	
County or Postcode (if in Dublin)	

Question 39:

Have you any other comments on travel to/ from/ for work that are not already covered?

If you wish to be entered into a prize draw for completing this survey, please enter your full name, office number/ email address in the field below, or email your details to _____.

For more information on this employee travel survey or the Organisation Name Travel Plan, please contact _____ in _____ Department.

Other Questions:

Third Level Institutions should also capture whether it is a student or staff member responding to the survey, and days of the week they attend college. Organisations with travel between sites may wish to capture why employees use particular modes (sample responses might include: I have to carry bulky/ heavy items; speed; reliability; convenience; fitness reasons; environmental reasons; inclement weather; to reduce costs).

Other sites may wish to include further questions relevant to the local situation.



APPENDIX D

SCC Annual Monitoring Report Advice

Travel Plan Annual Monitoring Report

Report Structure

Your report should be structured using the following headings:

1. Introduction & Background – detail the site the report relates to. Need name of employer/s, date site occupied, number of staff employed on site, working hours, number of parking spaces etc.
2. Results of surveys – detail the results of the surveys that have been undertaken against indicators defined in your travel plan. Including current travel situation and target levels. Raw data will be required in an appendix.
3. Description of work undertaken over the past 12 months with evidence and examples.
4. Problems and issues encountered – detail any problems you have encountered in implementing the travel plan. Plus any issues you have not yet managed to resolve or would like to tackle.
5. Specific measures from TP – detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion for each specific travel mode and strategy (walking, cycling, public transport, car sharing, general measures, working practices, other) Evidence of how each measure has been implemented will be required. Complete checklist of measures agreed upon for planning permission.
6. Summary – Detail whether you are on track to meet targets and if not why not.
7. Plan for next 12 months – include any specific outcomes or desired results. Plus any additions to the travel plan that are to be included.

Information for Travel Plan Co-ordinators

For support in implementing your Travel Plan contact:

Sustainable Travel Team 01785 276615

Email – sonia.atkins@staffordshire.gov.uk



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