



**Greenham Business Park
Local Development Order
Appendix E - Framework Travel Plan**



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CONTENTS

SECTION 1 INTRODUCTION	1
SECTION 2 PRINCIPLES, OBJECTIVES AND BENEFITS	6
SECTION 3 DEVELOPMENT PROPOSAL	8
SECTION 4 EXISTING CONDITIONS AND TRAVEL PATTERNS	11
SECTION 5 TARGETS	17
SECTION 6 INFRASTRUCTURE PROVISION AND MEASURES	19
SECTION 7 MANAGEMENT	24
SECTION 8 MONITORING	28
SECTION 9 SUMMARY	31

FIGURES

FIGURE T1	SITE LOCATION PLAN
FIGURE T2	ACCESSIBILITY PLAN

APPENDICES

APPENDIX A	GREEN TRANSPORT PLAN
APPENDIX B	EMPLOYEE TRAVEL SURVEY

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SECTION 1 INTRODUCTION

1.1 Background

1.1.1 i-Transport has been appointed by Greenham Trust to provide highways and transport advice regarding the preparation of a Local Development Order (LDO) in partnership with West Berkshire Council (WBC) to develop Greenham Business Park, Newbury.

1.1.2 A LDO is a flexible approach to providing planning consents on development sites which establishes a set of development parameters that are permissible on the site without the need for the grant of further planning consent. The use of a LDO provides long-term flexibility to the park to attract the right companies and to develop and deliver the commercial space that is required in the local area. The LDO Parameters are set out in the main LDO itself.

1.1.3 This Framework Travel Plan (FTP) has been produced to support the Transport Assessment (TA) (report reference: *ITB12451-003A R*) for the LDO proposal, which considers the wider transport implications of the potential development and which identifies a Sustainable Transport Strategy upon which this FTP is based.

1.1.4 This FTP sets the overarching Travel Plan objectives and strategy and will be responsible for coordinating the travel planning measures across the Park. For larger units developed on the site individual travel plans are likely to be required. For the purposes of Greenham Park, the following thresholds are identified where delivery of a bespoke Travel Plan is needed (in line with former DfT thresholds):

- A1 Retail – Units greater than 800sqm
- B1a, B1b and B1c – Units greater than 2,500sqm
- B2 – Units greater than 4,000sqm
- B8 – Units greater than 5,000sqm
- D1 - Units greater than 1,000sqm
- D2 - Units greater than 1,500sqm

1.1.5 This Travel Plan builds upon the Green Travel Plan (**Appendix A**) which was developed some 20 years ago when the Greenham Trust first gained an interest in the site.

1.2 Site Location

1.2.1 Greenham Business Park is located to the south-east of Newbury and Greenham, directly north of the A339 which connects Basingstoke and Newbury. **Figure 1** illustrates the location of the site and an extract is provided below (**Image 1**).

Image 1: Site Location



1.3 Existing Site Uses

1.3.1 Greenham Business Park is the foremost strategic employment area within West Berkshire. The park provides home to over 180 businesses providing around 2,000 jobs for local people. The park accommodates a very large range of uses and tenants, including B1a offices, B1b research, B1C Light Industrial, B2 industry and B8 storage and distribution.

1.3.2 In addition to the existing land uses, the site benefits from a significant planning history which has established a baseline of development for the park. This baseline comprises

the Outline Permission for the site, (155587) along with approved Reserved Matters in 2003 (02/02048REM), along with major extant consents including Sainsburys distribution depot, and Marshalls concrete manufacturing plant.

1.3.3 **Table 1.1** presents a summary of the existing land uses on the site and the baseline permitted land uses.

Table 1.1: Floorspace – Existing and Extant

Use	Existing (Sqm)	Baseline (Sqm)
A1 – Retail	-	-
A3 – Restaurant	108.70	-
A5 – Takeaway	-	-
B1a – Offices	4,783.30	9,362
B1b – Research and Development	4,893.39	29,618
B1c – Light Industrial	1,993.05	6,779
B2 – General Industrial Estate	27,380.19	38,157
B8 – Commercial	13,591.43	58,510
D1 – Non-Residential	478.45	-
D2 – Assembly and Leisure	3,174.22	8,446
Car Showroom	4,052.99	-
Data Centre	8,361.27	-
Sui Generis	951.14	-
Other	13.94	833
Total	69,782.07	151,705

1.4 Relevant Transport Policy

National Planning Policy Framework (NPPF)

1.4.1 The revised National Planning Policy Framework (July 2018) sets the relevant policy background for the development of Travel Plans. Paragraph 103 states that development proposals should be focused in locations which are or can be made sustainable through limiting the need to travel and offering a choice of transport modes.

1.4.2 Paragraph 111 outlines all developments that will generate significant amounts of movement should be required to provide a travel Plan to the likely impacts of the proposal can be assessed.

National Planning Practice Guidance (NPPG)

1.4.3 The National Planning Practice Guidance was published in March 2014 and at Paragraph 003 sets out the key roles of Travel Plans in the development process:

“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)”

“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”
West Berkshire Local Plan (1991-2006) Saved Policies

1.4.4 The saved policies of the West Berkshire District Local Plan (1991-2006) forms part of the current Local Plan for the district. Saved policies are those policies that the Secretary of State agreed could continue to apply after 25 September 2007.

1.4.5 It is stated within the Saved Policies document that the Council will expect applications to be accompanied by a travel plan which should detail the proposed strategy to manage parking demand on the site and provide appropriate provision for alternative modes of travel. On this basis, this FTP is provided.

1.4.6 Parking provision for new development is included in Appendix 5 of the saved policies and is summarised in **Table 2.1**. This is based upon the approach proposed by the now superseded PPG13. Parking provision will be made in line with these standards.

Table 2.1: Saved Parking Standards

Land Use	Maximum Provision
A1 Food Retail	1 per 30m ² up to 1000m ²
	1 per 14m ² over 1000m ²
B1 Business	1 per 25m ² up to 2500m ²
	1 per 30m ² above 2500m ²
B2 General Industrial	1 per 25m ² up to 235m ²

	1 per 50m ² above 235m ²
B8 Storage and Distribution	1 per 25m ² up to 235m ²
	1 per 200m ² above 235m ²
D2 Conference Facilities	1 per 3 seats up to 1000m ²
	1 per 5 seats over 1000m ²

West Berkshire Core Strategy (July 2012)

1.4.7 The West Berkshire Core Strategy is the first development plan document within the new Local Plan and sets out a long-term vision for West Berkshire to 2026. The Core Strategy provides an overall framework for the more detailed policies and site-specific proposals to be contained in other documents of the Local Plan.

1.4.8 Within Transport policy CS 13, development that generates a transport impact will be required to prepare Transport Assessments / Statements and Travel Plans to support planning proposals in accordance with national guidance.

West Berkshire Local Transport Plan 3 (LTP3) (2011-2026)

1.4.9 The LTP 3 is a document which supports the delivery of a number of West Berkshire strategies and plans, between 1st April 2011 to 2026. It seeks to:

“Deliver effective transport solutions for all by increasing choice and minimising congestion”

1.4.10 Policy LTP SC3 states the council will require developers to submit travel plans with all major planning applications, or where it is considered a development will have a major impact on the transport network.

1.5 Scope of Travel Plan

1.5.1 This FTP has been developed in accordance with the National Planning Practice (NPPG) and outlines measures to encourage sustainable travel by modes other than single occupancy car use for users of the business park.

1.5.2 The FTP sets out the broad principles which will be applied across the business park and the FTP will oversee and coordinate travel planning on the site. Where individual units necessitate the development of a bespoke Travel Plan, these will be produced in line with this FTP, and will be coordinated to ensure a cohesive and comprehensive approach to the promotion of sustainable travel choices.

1.6 Structure of Travel Plan

1.6.1 The remainder of this FTP is structured as follows:

- **Section 2** describes the principles objectives and benefits of the plan;
- **Section 3** provides information on the LDO development proposal;
- **Section 4** considers the existing accessibility of the site by walking, cycling and public transport as well as the existing travel characteristics of the local area;
- **Section 5** outlines the targets for the Framework Travel Plan;
- **Section 6** sets out the measures that will be implemented by the FTP;
- **Section 7** identifies an implementation and management strategy for the FTP;
- **Section 8** describes how the FTP will be monitored against the Targets; and
- **Section 9** provides a summary of the Travel Plan.

SECTION 2 PRINCIPLES, OBJECTIVES AND BENEFITS

2.1 Principles and Objectives

2.1.1 In line with current national and local government guidance, the main objectives for the Framework Travel Plan are:

- To reduce the number of car journeys generated by the site; and •
To promote the accessibility of the site for non-car modes of transport.

2.1.2 The travel plan will have the following additional objectives:

- i) To provide employees with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- ii) To promote walking, cycling, car sharing and public transport as safe, efficient and affordable alternatives to the private car by highlighting the health and environmental benefits of using sustainable travel modes;
- iii) To minimise the impact of car based travel to the site on the local and strategic highway network and environment; and
- iv) To develop an awareness of the options for sustainable travel opportunities to Greenham Business Park.

2.2 Benefits

2.2.1 The development of a travel plan has a number of direct benefits, not only for future employees and visitors, but also for the existing local community and environment.

Benefits to Employees

- Improved health and fitness through increased levels of walking and cycling;
- Reduced cost of travel to work for staff;
- Reduced congestion and improved travel times;
- Increased travel flexibility offered through wider travel choices; and
- A better environment within the site and its immediate environs with vehicular movement minimised and parking pressures reduced.

Benefits to Local Community and Environment

2.2.2 The Sustainable Transport Strategy for the proposed development will provide significant benefit to existing local community through the encouragement of using sustainable modes.

2.2.3 Along with the benefits to the local community, there are environmental benefits that can be delivered by the travel plan including:

- Minimise the impact of the proposed development on neighbours and the wider local community in terms of congestion, noise and atmospheric pollution; and
- Reduction of staff car journeys will reduce CO₂ and local noise pollution. This will contribute to both local air quality management and national climate change reduction targets.

2.2.4 Overall, it is anticipated that the FTP, combined with the package of infrastructure measures designed to promote sustainable transport, will result in benefits for future employees and visitors and the wider community in the vicinity of the development.

SECTION 3 DEVELOPMENT PROPOSAL

3.1.1 This Travel Plan supports the preparation of a Local Development Order (LDO) to give greater flexibility over how Greenham Business Park can be developed in the future. The LDO will allow specified land uses to be constructed without the need for planning permission subject to compliance with prescribed parameters and planning conditions, and up to a maximum of 152,000sqm, consistent with the previously permitted development on the site.

3.1.2 The LDO covers primary uses and secondary or complementary uses to support the vitality and sustainability of the business park. The list below provides a summary of the potential uses to be covered by the LDO .

- Primary uses:
 - ✦ B1a Office;
 - ✦ B1b Research and Development;
 - ✦ B1c Light Industry;
 - ✦ B2 General Industry;
 - ✦ B8 Storage and Distribution; and ✦ Sui Generis – Data Centre only.

- Secondary/Complementary Uses:
 - ✦ A1 Shops (with maximum unit floorspaces and cap on total floorspace);
 - ✦ A3 Food and Drink (with maximum unit floorspaces and cap on total floorspace);
 - ✦ D1 Non-Residential Institutions;
 - ✦ D2 Assembly and Leisure; and ✦ Sui Generis – Car Showroom.

3.1.3 The LDO determines a range of parameters (limitations) within which the uses will be permitted. **Table 3.1** provides three development scenarios which would be permitted within the parameters and which show the range of land uses permissible.

Table 3.1: Development Scenarios

Use	High (sqm)	Medium (sqm)	Low (sqm)
A1 – Retail	759.38	-	-
A3 – Restaurant	303.75	-	-
A5 – Takeaway	-	-	-
B1a – Offices	22,781.46	10,631.35	7,593.82
B1b – Research and Development	7,593.82	7,593.82	7,593.82
B1c – Light Industrial	12,150.11	6,075.06	22,781.46
B2 – General Industrial Estate	37,969.11	51,637.99	22,781.46
B8 – Commercial	45,562.93	59,231.81	75,938.22
D1 – Non-Residential	1,974.39	-	-
D2 – Assembly and Leisure	-	3,037.53	-
Car Showroom	13,668.88	4,556.29	-
Data Centre	9,112.59	7,593.82	15,187.64
Sui Generis	-	1,518.76	-
Other	-	-	-

Total	151,876.43	151,876.43	151,876.43
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Source: Consultants Calculations

Vehicular Access

3.1.4 Vehicular access to the site will be achieved via the existing accesses from the A339 Main Street roundabout to the east and the A339 / Albury Way roundabout to the west. Both of these junctions are normal roundabouts and are observed well.

Pedestrian and Cycle Access

3.1.5 The development, provided as part of the LDO, will connect with the existing pedestrian network located along the A339 to the south of the site, to connect to the existing footway that fronts the A339, and will connect to the Greenham Common Cycle Route to the north of the site, in the common itself, which links to Greenham and onwards to both Newbury and Thatcham.

SECTION 4 EXISTING CONDITIONS AND TRAVEL PATTERNS

4.1.1 This section of the Travel Plan describes the existing accessibility of the site by walking, cycling and public transport.

4.2 Site Location

4.2.1 Greenham Business Park is located to the south-east of Newbury and Greenham, directly north of the A339 which connects Basingstoke and Newbury, as shown in **Figure T1**. The A339 runs to the south and Greenham Common to the north.

4.3 Walking and Cycling

4.3.1 The site is well served by existing pedestrian facilities which run along the north side of the A339, with the provision of a footway of circa 1.5m wide connecting Newbury in the west to Bishops Green to the east.

4.3.2 The footway provides access to the existing bus stops located along the A339. Dropped kerb crossings with tactile paving and centre refuge island are provided across all arms of the A339 / Albury Way / Ecchinswell Road roundabout except Ecchinswell Road. At the A339 / Main Street roundabout, dropped kerbs with tactile paving is provided across the Main Street arm whilst dropped kerbs with tactile paving and centre refuge island is provided across the A339 (eastern arm). Both accesses therefore offer safe crossing facilities to connect either side of the A339.

4.3.3 Within Greenham Business Park there is a comprehensive network of footways along Main Street, Albury Way and Communications Road, each approximately 1.5m wide, street lit and continuous on at least one side of the carriageway. Pedestrian movement within the business park is therefore well provided for.

Cycling

4.3.4 Greenham Common Cycleway is a designated off-road walking and cycling route which routes through and around the common to the north of the park, connecting the park

to Greenham village and wider south Newbury via Burys Bank Road and Pinchington Lane, and towards Thatcham.

4.3.5 The internal road network within Greenham Business Park are all subject to a signed 30mph speed limit and generally carry low traffic flows, therefore providing a low speed traffic environment for safe on-road cycling.

4.4 Public Transport

Bus

4.4.1 A series of bus stops are located within the site on Communications Road and Main Street, with additional stops provided on the A339 to the south of the site.

4.4.2 Bus Service 103 enters the site and serves the internal bus route network whilst the Link Service operates from the A339. Full details of local bus services are provided in **Table 4.1** and the locations of the bus stops are illustrated in **Figure T2**.

Table 4.1: Local Bus Services

Service No.	Route	Mon-Fri	Sat
103	Newbury – Greenham Common	Four services per day. First bus from Newbury at 15:35, first bus to Newbury at 09:10.	-
103B	Newbury – Greenham Common	Five services per day. First bus from Newbury at 10:35, last bus to Newbury at 14:10.	-
LINK	Basingstoke – Newbury	Hourly service. First bus from Basingstoke at 06:28, first bus from Newbury at 07:20. Last bus to Basingstoke at 18:53, last bus to Newbury at 18:19.	Hourly service. First bus from Basingstoke at 07:40, first bus from Newbury at 07:43. Last bus to Basingstoke at 18:53, last bus to Newbury at 18:16.

Source: Traveline

Rail

4.4.3 Newbury rail station is located 3.5km to the north-west of the site, with Thatcham Rail Station some 3km north east of the site.

4.4.4 Both stations are within comfortable cycle distance of the site and benefit from safe cycle connections through the common. Newbury station is accessible by the Bus Service 103 and LINK bus services which operate from the business park. **Table 4.2** summarises the services from Newbury station.

Table 4.2: Rail Services

Rail Station	Origin	Frequency		Average Journey Duration
		Peak	Off-Peak	
Newbury	Thatcham	2-3 services per hour	1-3 services per hour	7 mins
	Reading	3 services per hour	2-3 services per hour	25 mins
	Hungerford	2 services per hour	Hourly service	10 mins
	London Paddington	1-2 services per hour	Hourly service	54 mins

Source: National Rail

4.5 Existing Travel Characteristics

4.5.1 Census (2011) travel to work data has been obtained for West Berkshire 019 MSOA to establish an understanding of how existing employment traffic is distributed onto the local highway network. A summary of the traffic distribution is provided in **Table 4.3**.

Table 4.3: Summary of Traffic Distribution

Destination	Percentage of Trips
Newbury	25.42%
Thatcham	16.82%
Basingstoke	5.55%

Reading	3.74%
Hungerford	3.42%
Burghclere	3.36%
Hermitage	3.27%
Tadley	3.04%
Wokingham	2.61%
Swindon	2.44%
Kingsclere	2.26%
Didcot	2.07%
Andover	1.98%
Marlborough	1.78%
Calcot	1.59%
Theale	0.97%
London	0.79%
Other	18.89%
Total	100.00%

Source: Census 2011 / Consultant's Journey to Work Model

4.5.2 The analysis demonstrates that Newbury is the main origin for employees, accounting for some 25% of car trips to the site, followed by Thatcham at circa 17%, with other local settlements of Tadley, Burghclere, Kingsclere and Hermitage accounting for around with 3%. Overall, more than 50% of existing employees live within 10km of the site. This offers good potential for the promotion of sustainable travel.

4.5.3 **Table 4.4** identifies the modal split derived from the Census travel to work data for West Berkshire 019 MSOA. This has been applied to the observed travel demand at the site, recorded by Manual Classified Turning Count surveys carried out in 2017, to estimate total all-mode peak period travel demand from the existing Park.

Table 4.4: Modal Split West Berkshire 019

Mode	Percentage of Trips	AM Peak Hour – Two Way Trips	PM Peak Hour – Two Way Trips
Car Driver	71.7%	587	615
On Foot	11.7%	96	100
Car Passenger	6.2%	51	53
Bicycle	4.1%	34	35
Bus	2.7%	22	23
Train/underground	2.4%	20	21
Other (inc. Taxi and Motorcycle)	1.2%	10	10
Total	100.0%	819	858

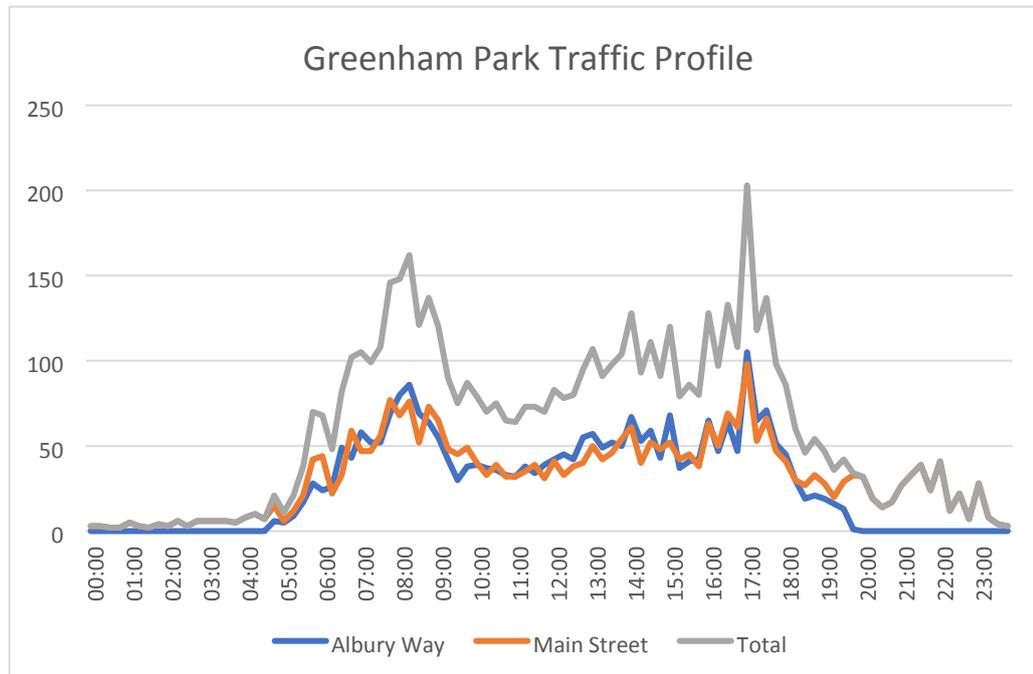
Source: Census 2011

4.5.4 The main mode of travel used is the car which accounts for 78% of all journeys (72% car driver and 6% car passenger) and equating to around 600 vehicle trips in each peak hour. Journeys by foot and cycle account for around 16% (around 90 peak period trips) and travelling by bus accounts for 3% (around 35 peak trips, with train travel accounting for 2% (around 20 trips).

4.5.5 To consider traffic movements across the day at the park, one-week long Automatic Traffic Count Surveys were carried out on the two accesses to the park, on Main Street and Albury Way. The profile is provided at **Image 4.1** and demonstrates that:

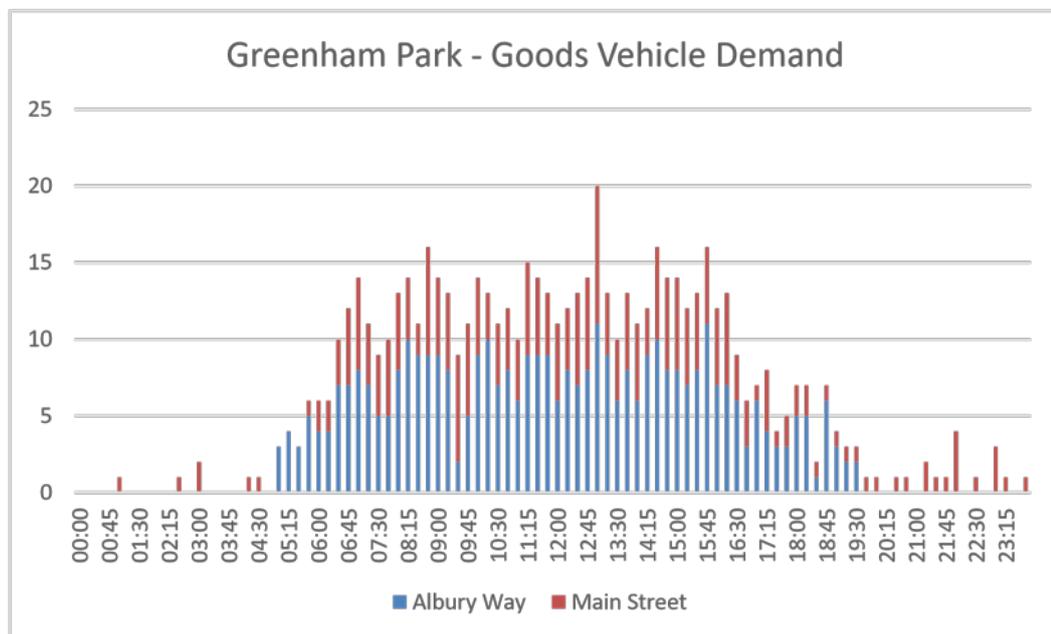
4.5.6 The existing site generates a total of 5,800 vehicle movements across the day, of with traffic concentrated in the morning and evening peak hours, which equates to 10% of daily travel demand each. Traffic demand is broadly split between Albury Way (46%) and Main Street (54%).

Image 4.1: Greenham Park Traffic Profile



4.5.7 In terms of goods vehicle traffic demands, the ATC surveys also classified traffic movements entering the park. In total, on an average day, 632 goods vehicle movements occur at the park (316 in and 316 out). 60% of these goods vehicle movements utilise Albury Way, 40% Main Street. **Image 4.2** demonstrates the goods vehicle traffic profile. Goods vehicle movements are well spread through the day.

Image 4.2: Greenham Park Traffic Profile – Goods Vehicles



SECTION 5 TARGETS

5.1 Overview

5.1.1 The key objectives of the FTP are to reduce single occupancy car use for travel to the site, whilst encouraging the use of more sustainable modes of travel. Setting a target is a useful tool to enable the progress of the Travel Plan to be monitored.

5.2 Targets

5.2.1 Travel patterns within Newbury are dominated by car use, however there is a realistic opportunity for future employees and visitors to the site to travel using sustainable modes as there are regular bus services between the site, Newbury and Basingstoke and employees generally live close to the site.

5.2.2 The key aim of the Travel Plan is to manage single car occupancy use for all staff and visitors who travel to the site. The following target is proposed for staff and visitor travel to the site over a five-year period from first occupation of the development:

- To reduce peak period car use amongst staff and visitors for travel to the site by 10% by the end of the five-year monitoring period.

5.2.3 This target follows the SMART principle (specific, measurable, adjustable, realistic, time-based) and focuses on reducing the traffic generation of the site as a whole and encouraging employees to travel by more sustainable modes.

5.2.4 The aim is to achieve this target by the end of a five-year travel plan implementation period. Interim mode split targets have been established and will be subject to ongoing review during the course of the travel plan.

5.3 Baseline Position and Interim Targets

5.3.1 For the purpose of the FTP, the baseline modal split is based on the 2011 Census Travel to Work dataset for West Berkshire 019 and the mode share targets are summarised in the following tables. Baseline peak period traffic demands are derived from the High, Medium and Low LDO scenarios identified in the Transport Assessment.

Table 5.1: Total Travel to Site – Interim Modal Split Targets

Mode		Percentage of Trips	Year 1 Target	Year 3 Target	Year 5 Target
Car Driver		71.7%	71.7%	68.1%	64.5%
On Foot		11.7%	11.7%	12.4%	13.2%
Car Passenger		6.2%	6.2%	6.9%	7.7%
Bicycle		4.1%	4.1%	4.9%	5.5%
Bus		2.7%	2.7%	3.4%	4.1%
Train/underground		2.4%	2.4%	3.1%	3.8%
Other (inc. Taxi and PTW)		1.2%	1.2%	1.2%	1.2%
Total		100.0%	100.0%	100.0%	100.0%
Peak Hour Vehicle Targets					
High	AM	980	980	931	882
	PM	808	808	767	727
Medium	AM	737	737	700	663
	PM	601	601	571	541
Low	AM	573	573	544	515
	PM	453	453	430	408

Source: Census 2011, Consultant's Calculations

5.3.2 Once the first monitoring surveys at the development have been undertaken and analysed (See section 8 of the Framework Travel Plan) the baseline position targets will be reviewed and agreed with WBC.

5.3.3 **Table 5.1** shows that by meeting the Travel Plan targets, a reduction of 10% in car journeys will be achieved. It should be noted that the TA has not considered the benefits of the Travel Plan and makes no reduction in traffic generation assessments as a result of the benefits that can be delivered through the FTP. Therefore, any reductions in the number of vehicle movements on the network would further help reduce congestion and journey times.

5.3.4 In addition to mode share targets, it is important to identify a number of action targets to ensure that the commitments made by the business park through this FTP are delivered. The action targets are as follows:

- Nominate a Travel Plan Co-ordinator to be responsible for the Travel Plan promotion, prior to occupation on the site;
- Undertake first phase of monitoring following the first year of FTP delivery;
- Following the first phase of monitoring, review measures and targets to ensure that they remain appropriate. This will be repeated following the monitoring periods in years 3 and 5.

5.3.5 Once agreed with WBC, update FTP with any necessary revisions to measures.

SECTION 6 INFRASTRUCTURE PROVISION AND MEASURES

6.1.1 This section of the FTP describes the infrastructure and non-infrastructure measures that will be developed and promoted at Greenham Business Park. It covers:

- Measures to encourage employees to walk and cycle;
- Measures to encourage employees and visitors the use of public transport;
- Measure to encourage employees to car-share; and
- Information provision.

6.2 Objectives

6.2.1 The main objectives of the Sustainable Transport Strategy for the site are to:

- Reduce unnecessary single car occupancy use as a means to travel to and from Greenham Business Park; and
- To establish walking, cycling, the use of public transport and car sharing as realistic alternative to single occupancy car use for the journey to work.

6.3 Measures to Promote Walking and Cycling

6.3.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly up to 1 mile. The Transport Assessment identifies 1.6km as a 'reasonable' walking distance while 3.2km is a 'maximum' walking distance for day to day journeys. Greenham, Headley, Newtown and south Newbury are all within maximum walking distance of the park, making walking a realistic option for some employees.

6.3.2 The Transport Assessment identifies 5km as a 'reasonable' cycle distance and 8km as a 'maximum' cycle distance. The majority of Newbury, Burghclere and Thatcham are located within a reasonable cycling distance. The site will connect with the Greenham Common Cycle Route, to the north of the site, providing a safe and realistic off-road cycle route to Greenham Business Park.

6.3.3 Wide footways are and will continue to be provided through the business park and will connect with the existing footway network along the A339 via the existing site accesses. Within Greenham Common there is already a network of walking and cycling routes that link to Newbury, Greenham and Thatcham.

6.3.4 There is an existing footway along the A339 which links the site towards Newbury. For parts of the route, the footway is overgrown and covered with soil from the adjacent verge and has not been well maintained. Through the FTP, the Travel Plan Coordinator (TPC) will liaise with WBC to improve the condition of the existing footway and ensure regular maintenance.

6.3.5 Information on the walking and cycling routes and facilities within the business park and wider areas will be made available to employees via information packs provided to each organisation within the business park and will also be displayed on both the Business Park Website and around the park on noticeboards. These will include maps of local walking and cycling routes and information on available incentives and will promote the health benefits of walking and cycling.

6.3.6 A bicycle user group (BUG) will also be established. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys. The TPC will assist with the dissemination of information regarding the user group and will help employees get in contact with one another.

6.3.7 The TPC will also promote 'Bikeability' cycle training courses to employees and will attempt to organise group training sessions if enough employees are interested and will also promote cycle maintenance services such as 'Bike Doctor' and negotiate discounts for employees from these services.

6.3.8 Individual Occupiers will be encouraged to promote Salary Sacrifice Schemes which offer interest free loans to help buy a bicycle or cycling equipment for cycling to work and the loan will be repaid through each employee's monthly salary.

6.3.9 All major occupiers within the Business Park will be required to provide showers, changing facilities and lockers to enable cycle travel to work.

6.3.10 Secure, covered and well-lit cycle parking facilities will be provided within each unit at the park, and in communal areas to provide safe and secure facilities for the parking of bicycles. Facilities for any new unit will be delivered in line with the current cycle parking standards for West Berkshire.

6.4 **Measures to Promote Public Transport**

6.4.1 As outlined in Section 4, the site is served by regular bus services (Service 103 and LINK) to Newbury and Basingstoke. Bus stops are provided in the site for service 103,

whereas bus stops on the A339 serve the LINK. The business park will connect with the existing pedestrian network along the A339 which will allow future employees to access the regular bus services.

6.4.2 To encourage future employees to utilise the existing regular bus services, the TPC will provide information to all organisations within the business park through travel packs which will include information on public transport routes and timetables to and from the site.

6.4.3 A series of bus stop improvements within the Business Park will be provided, and development phases come on stream. This will include facilities to ensure services are accessible to all, and measures to improved waiting facilities.

6.4.4 The TPC will liaise with local bus operators to negotiate any bus fare discounts and incentives for employees of the business park to encourage a reduction in vehicle journeys.

6.4.5 Bus services 103,103B and LINK all serve Newbury Rail Station, which is also within an acceptable cycle distance of the site. The available train services provide a realistic alternative to car use for trips to a range of destinations further afield. Opportunities to travel by rail will be promoted to employees and visitors.

6.5 **Car Sharing Scheme**

6.5.1 Car sharing will be promoted amongst employees of the business park. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of employees making similar journeys at the same time, thereby reducing peak hour congestion on routes to the business park. This in turn helps reduce vehicle emissions, contributing to meeting local air quality targets. Employees will therefore be provided with information about car sharing via the car share website (<https://liftshare.com/uk/journeys/from/west-berkshire-uk>) and other social media based sites, along with a leaflet explaining the benefits of the car share scheme and how to register will be included in the travel packs. This provides an easy and safe way for potential car sharers to identify people undertaking similar journeys.

6.5.2 One of the key barriers to the uptake of car sharing is the impact of being let down by the other lift sharer, through illness or unreliability. To minimise the impact of this, occupiers will be encouraged to provide a Guaranteed Ride Home service in the event a car sharer is let down, whereby an alternative car share is found, or a taxi journey provided if no suitable car sharer is identified.

6.6 Information Provision

6.6.1 All organisations on the park will be provided with travel information packs when they first occupy the business park (and existing organisations will be provided a pack at the start of the FTP implementation) which they can then pass onto their employees. The travel information pack will pull together information on the FTP measures and contain information about the objectives of the Travel Plan, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. The following items will be included in the travel information pack:

- An information leaflet about the Travel Plan, its aims and objectives, how to get involved and how travel will be monitored and reported;
- Information about the website and locations of the business park notice boards which provide local travel information;
- Details of any cycle purchase schemes, cycle maintenance organisations;
- Bus and rail maps and timetable information;
- Information about car sharing through the Liftshare website: (<https://liftshare.com/uk/journeys/from/west-berkshire-uk>) and other social media based websites; and
- Information on discounted or incentivised bus travel tickets.

6.6.2 To ensure access to up to date information for employees, a number of notice boards will be located around the business park. These boards will contain up to date bus and rail timetable information, and information on car sharing. The boards will also provide walking and cycling maps.

6.6.3 In addition, the existing Greenham Park website will be developed and maintained by the TPC to inform employees and visitors of travel choices and incentive measures.

6.7 Measures to Promote Smart Working

6.7.1 In addition to measures to influence travel mode share, major occupiers across the park will be encouraged to reduce the need to travel through the promotion of a series of smarter working practices including:

- Home Working;
- Flexible Working; • Teleworking; and
- Staggered working hours.

6.7.2 Occupiers will be required to investigate these opportunities and research any government incentive schemes and regulations to understand whether these may be applicable measures, depending on the nature of the business.

6.8 Summary

6.8.1 A comprehensive package of measures is proposed to promote the use of walking, cycling and public transport amongst new employees and visitors for journeys to and from the business parking and to make more efficient use of the private car through the development of schemes such as car sharing. The proposed measures aim to ensure that the objectives of this FTP are met and to minimise single occupancy peak period car travel.

6.8.2 **Table 7.1** provides an Action Plan for implementation of these measures which will be delivered through the Travel Plan Coordinator.

SECTION 7 MANAGEMENT

7.1.1 This section of the FTP describes the framework through which the measures contained herein will be implemented and managed.

7.2 **FTP Management**

7.2.1 The business park will appoint an individual or company to act as the Travel Plan Coordinator (TPC) for the site. Contact details will be supplied to WBC at the start of the travel plan period.

7.3 **Role of Travel Plan Co-ordinator**

7.3.1 The role of the Travel Plan Co-ordinator will be as follows:

- To maintain the FTP in an up to date format, and to update the document after each monitoring period in consultation with WBC;
- To manage the day to day delivery of the measures contained in Sections 6 of the FTP;
- To oversee travel planning across the park and to coordinate with each occupier, any other TPCs for individual commercial units;
- To market the Travel Plan to encourage interest and involvement of employees;
- To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide the most up to date travel information;
- To liaise with both public transport operators and local authorities on appropriate measures such as negotiating incentivised bus tickets or obtaining information on any local Travel Plan measures and networks;
- To organise annual monitoring of the Travel Plan in line with the strategy outlined in Section 8 of the FTP; and
- To provide monitoring feedback to employees and the steering group and to liaise with the local authority as necessary.

7.4 Involvement of Employees

7.4.1 Involvement of employees will be key to the success of the FTP. Each organisation on the business park will be provided with Travel Plan information by the TPC along with a travel information pack which can be provided to their staff.

7.4.2 The TPC will liaise regularly with occupiers and employees of the site, to understand their particular needs and concerns and to examine ways of addressing them. Copies of the Travel Plan will be made widely available to all users of the site, to ensure high levels of awareness of the objectives of the Plan and the range of measures proposed. 7.4.3 The TPC will also aim to maintain interest amongst employees through:

- Occasional leaflet drops providing information about the Travel Plan, advertising the website and reporting the results of the annual monitoring;
- Reviewing and developing other methods for involving employees.

7.5 Framework for Implementation

7.5.1 The TPC will be appointed at the start of the LDO process and will be retained for the full period of the Travel Plan (taken as 5 years).

7.5.2 **Table 7.1** provides an Action Plan for implementation of the measures set out in section 6 of this FTP.

Table 7.1: Action Plan for Implementation

Measure		Timescale	Responsibility
Travel Plan Co-ordinator		Appointed at the start of the LDO and retained through the FTP	Greenham Trust
Information Development and Provision	Production of travel information packs	On occupation of any new unit for new occupiers. Existing occupiers will be provided with a pack on commencement of the FTP	TPC

	Business Park Notice Boards	To be phased in line with development.	Greenham Trust / TPC
	Website	To be phased in line with development.	TPC
Promote car share schemes through liftshare.com		Within travel information pack and on website / notice boards.	TPC
Implementation of a 'Guaranteed Ride Home' service		Ongoing	Occupiers
Promote flexible working practices, including home working, teleworking and staggered working hours		Ongoing	Occupiers
Walking and cycling maps		Within travel information pack and on website /notice boards.	TPC
Provision of changing facilities, showers and lockers		To be phased in line with development.	Occupiers
Promote salary sacrifice cycle purchase scheme and local cycle shop discounts		Ongoing	Occupiers
Develop bicycle user group (BUG)		Within 6 months of FTP start	TPC
Promote Cycle maintenance groups and negotiate discounts with providers		Ongoing	TPC
Provide secure, well-lit covered cycle parking facilities		To be phased in line with development.	Occupiers
Include good quality walking and cycling connections within the site		To be phased in line with development.	Greenham Trust / Occupiers
Liaise with WBC to ensure the A339 footway is cleared of overgrowth and is maintained		A start of LDO and ongoing	TPC
Promote health benefits with walking and cycling		On-going	TPC
Public Transport Information		On-going	TPC
Improved on-site bus stop facilities		To be phased in line with development.	Greenham Trust
Liaise with bus operators to negotiate discounted or incentivised fares for local bus journeys		Ongoing	TPC

7.6 Funding

7.6.1 The business park will fund the following items:

- The infrastructure and non-infrastructure measures outlined within the FTP;

- The TPC for five years following first occupation; and
- The monitoring surveys outlined in Section 8.

7.6.2 The aim will be to take steps to enable the Travel Plan to become self-funding by the time the FTP period is complete so that it can carry on its implementation thereafter. The TPC will be responsible for delivering this objective. Potential means of funding the Travel Plan include:

- Sale of advertising space on bus shelters, for example through national companies such as Adshel; and
- Management charges.

7.7 Delivery and Enforcement

7.7.1 The implementation of the Framework Travel Plan will be secured by condition on the LDO. This will provide an enforcement mechanism for the Local Planning Authority and Local Highway Authority to ensure the successful delivery of the agreed measures and actions in the Travel Plan.

SECTION 8 MONITORING

8.1.1 The monitoring programme for the FTP will be during the first five years of the delivery of the LDO at the business park. Monitoring will be undertaken in two ways:

- Traffic Surveys; and
- The issue of a travel questionnaire.

Traffic Surveys

8.1.2 It is proposed that monitoring will be undertaken in the form of traffic surveys undertaken at two-year intervals. Automated Traffic Counts (ATC) will be undertaken at the site accesses onto the A339. The traffic surveys will supply the TPC and WBC

with observed statistical data showing how travel to the business park is changing and will enable the success of the FTP in meeting its targets to be monitored.

- 8.1.3 The first Traffic survey will be carried out on the first anniversary after the LDO is in place. This will ensure that the survey captures information about an established critical mass of employees and visitors, and will allow some time for the measures contained within the Travel Plan to take effect. Subsequent surveys will be undertaken at two-year intervals, at years 3 and 5.

Travel Questionnaires

- 8.1.4 Questionnaire surveys will also be used to determine the effectiveness of the Travel Plan measures, and enable organisations within the business park to remain involved in the Travel Plan process. The first questionnaire survey will be undertaken on the anniversary of the LDO coming into force, and then annually thereafter for 5 years.

- 8.1.5 The surveys will determine a number of important statistics such as origin of work related trips, modal split of work journeys and preferences towards the availability and use of more sustainable modes of transport. A draft travel survey is provided as **Appendix C**. These surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the Travel Plan which may be implemented in the future and to monitor travel patterns at the site over set periods of time.

- 8.1.6 The results of the surveys and the analysis will be included in an updated Travel Plan, or the first monitoring reports, with the Travel Plan targets revised or updated accordingly, in consultation with WBC.

Use of Surveys

- 8.1.7 The results of these surveys and statistical analysis undertaken will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

- 8.1.8 The TPC will monitor and review the progress and success of the Travel Plan and make all users aware of the progress made and the effectiveness of the sustainable travel

solutions. The review will involve the local planning authority as well as the TPC. The use of newsletters distributed to all users will assist in informing users of any new measures and give them an understanding of how the Travel Plan is operating.

8.2 Reporting

8.2.1 In years 1, 3 and 5 after first occupation of the business park, a monitoring report will be submitted to WBC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan. Employees will also be informed of the survey results via the website and park notice boards. The following information is likely to be provided:

- Recap of the site Travel Plan's objective and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further develop the Travel Plan for the future.

8.3 Remedial Measures

8.3.1 Should the Travel Plan targets not be met by the end of the monitoring period outlined above, the business park will use reasonable endeavours to work with WBC to identify a strategy and to agree further reasonable actions to get the Travel Plan back on track.

8.3.2 The proposed sustainable transport strategy and all of the associated measures will provide a genuine opportunity for the 10% reduction in traffic flows associated with the development to be achieved.

SECTION 9 SUMMARY

9.1.1 This Framework Travel Plan (FTP) is submitted in support of the preparation of a Local Development Order (LDO) in partnership with West Berkshire Council to develop land at Greenham Business Park, Newbury.

9.1.2 The FTP provides the overarching strategy for the delivery of sustainable travel to the site and will coordinate each occupier on the site. Where individual travel plans are required for larger units, these will follow the framework outlined in the FTP.

9.1.3 The FTP aims to promote sustainable travel behaviours for future employees and visitors travelling to and from the site, through reducing the need for travel by private car, and in particular reducing peak period car journeys; providing non-car mode travel options for local journeys; and influencing modal choice. The target of the FTP is to reduce peak period car use amongst staff and visitors to the site by 10% from the Baseline position (depending on the LDO scenario applied) within 5 years.

9.1.4 A comprehensive package of measures is proposed, in line with current guidance. Sustainable transport measures will be incorporated as an integral part of the site development and design guide. Car and cycle parking is proposed in line with local standards and walking and cycling connections will be delivered to the A339 (via the existing site accesses) and to Greenham Common to the north of the site. The pedestrian connections to the A339 will also provide a link to the existing public transport infrastructure, and on-site infrastructure will be improved.

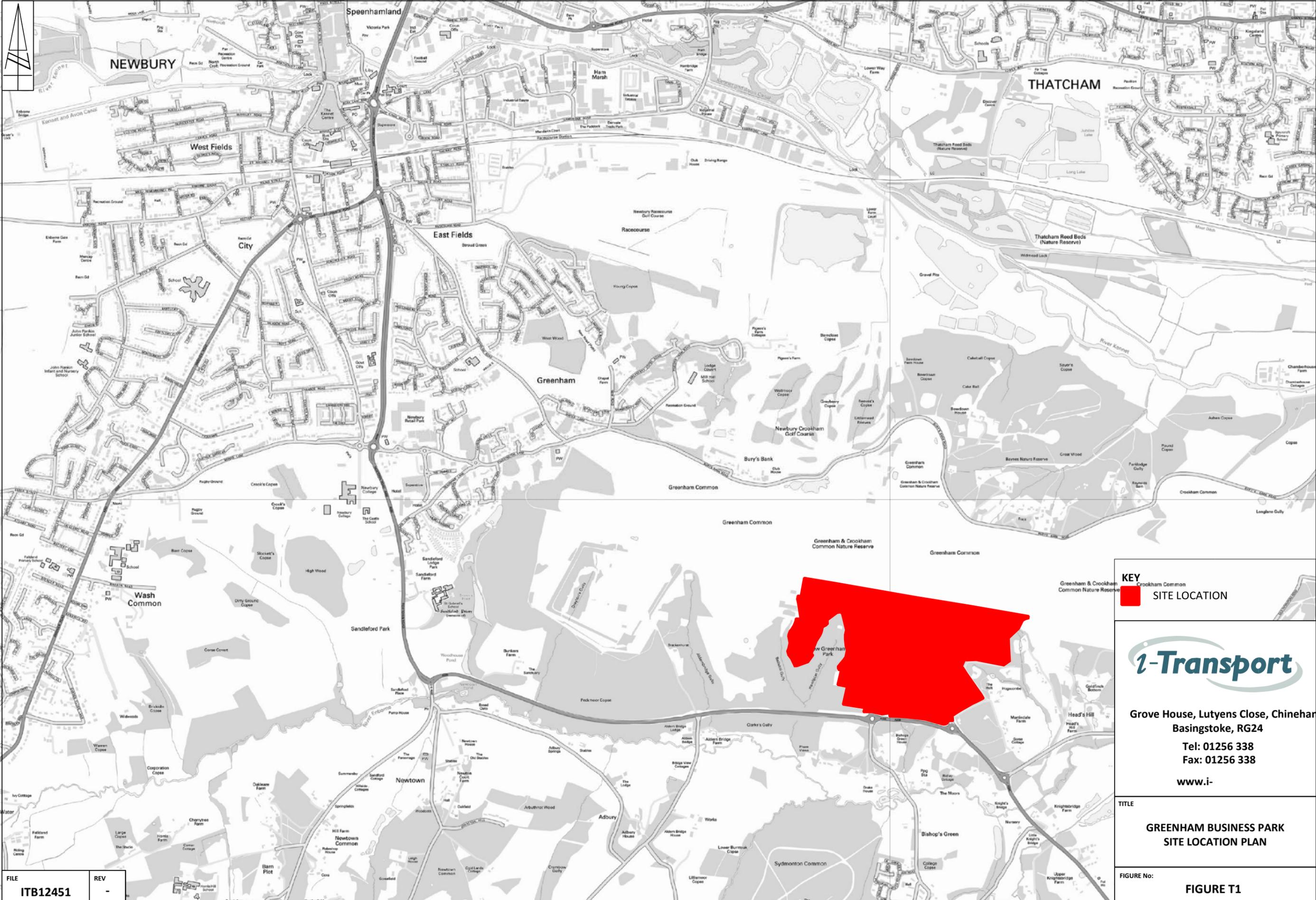
9.1.5 The FTP identifies a range of non-infrastructure measures aimed at influencing modal choice for travel to the site, including:

- Measures to promote walking and cycling, including provision of plans showing walking and cycling routes and a bicycle user group;
- Travel information pack including up to date travel information by other means, including a travel website and notice boards.

9.1.6 A framework for the management and implementation of the Travel Plan is proposed. A Travel Plan Co-ordinator will be appointed by the business park until five years after

the LDO has come into force. Annual monitoring reports over the period of the Travel Plan will be submitted to WBC setting out the results of the travel surveys against the targets and objectives identified within the Travel Plan.

FIGURES



KEY
 SITE LOCATION



**Grove House, Lutyens Close, Chineham Court,
 Basingstoke, RG24**
Tel: 01256 338
Fax: 01256 338
www.i-

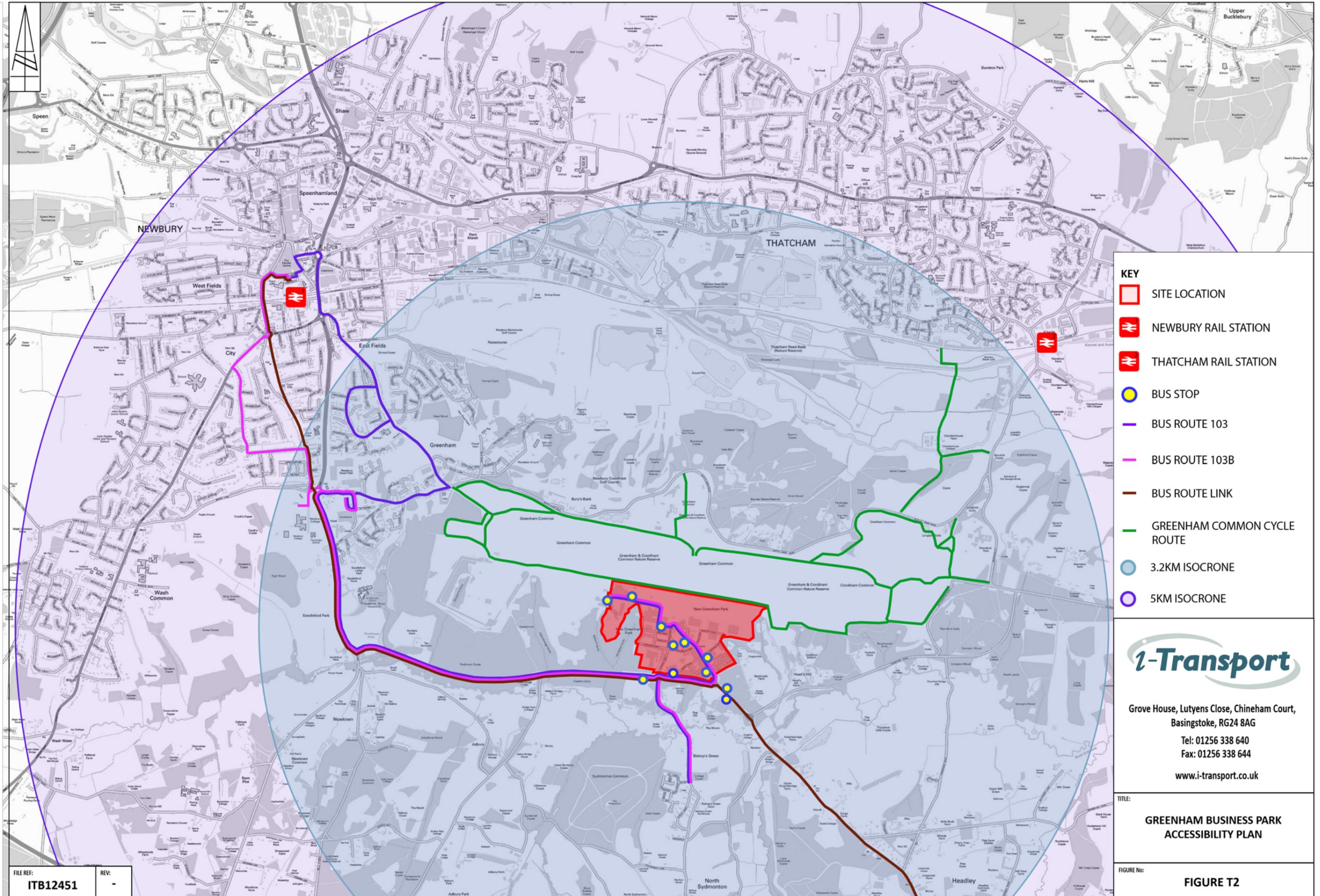
TITLE
GREENHAM BUSINESS PARK
SITE LOCATION PLAN

FIGURE No:
FIGURE T1

FILE
ITB12451

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- KEY**
- SITE LOCATION
 - NEWBURY RAIL STATION
 - THATCHAM RAIL STATION
 - BUS STOP
 - BUS ROUTE 103
 - BUS ROUTE 103B
 - BUS ROUTE LINK
 - GREENHAM COMMON CYCLE ROUTE
 - 3.2KM ISOCRONE
 - 5KM ISOCRONE



Grove House, Lutyens Close, Chineham Court,
 Basingstoke, RG24 8AG
 Tel: 01256 338 640
 Fax: 01256 338 644
 www.i-transport.co.uk

TITLE:
**GREENHAM BUSINESS PARK
 ACCESSIBILITY PLAN**

FIGURE No:
FIGURE T2

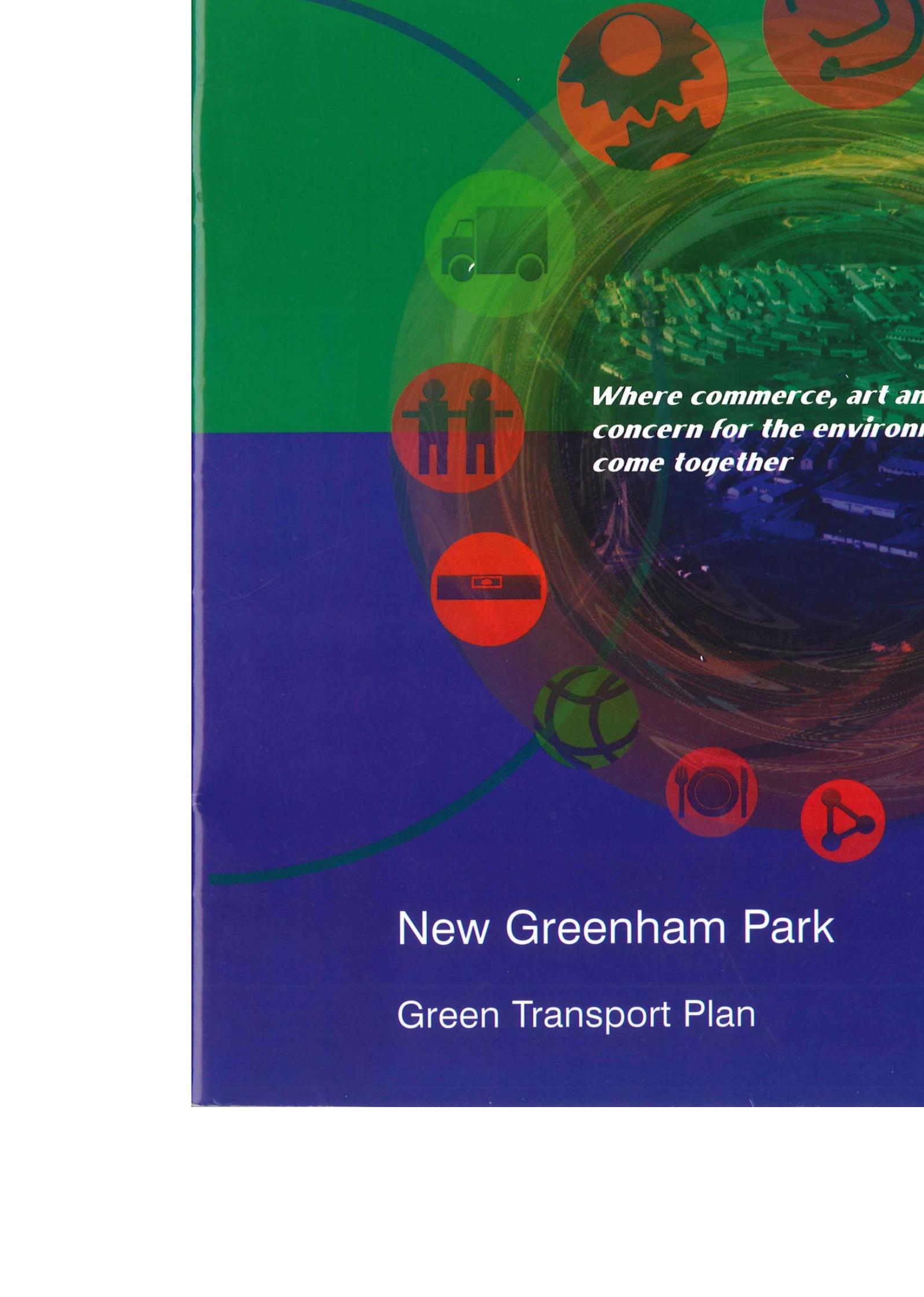
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APPENDIX A GREEN TRAVEL PLAN



*Where commerce, art and
concern for the environment
come together*

New Greenham Park

Green Transport Plan

New Greenham Park - looking forward with confidence



Since its founding in early 1997, New Greenham Park has been developing as an ideal location for business. The 150 acre business park, bordering the newly restored Greenham Common is set amidst the beautiful Berkshire countryside at the cross roads of southern England, and has grown from the ashes of the former Greenham Common Airbase. The Park

has outline planning permission for 1.6 million square feet of commercial development.

The first phase of new development saw the opening of the new Enterprise Centre, which provides a nursery environment for up to 100 new and growing businesses.

The second phase of development has been the building of three new roundabouts to help ease traffic flow on the busy A339. A major new access road has been constructed into the Park. A stylish new security and information lodge has been commissioned and further plans are afoot for a range of high quality buildings along the front of the Park.



The Enterprise Centre

Greenham Common Trust, who own and manage the business park, confidently expect that, as

further development work is completed, New Greenham Park will continue to be a truly exciting place to work - a place where commerce, art and concern for the

Proposed 40,000 sq.ft. high technology building

Support for the Plan

The West Berkshire area is a good place to live and work. Thriving towns and rolling downlands and woodlands provide the backdrop to the lives of the inhabitants. Commuting is an ever important issue in our lives, as we ourselves to travel to work and play and also as we watch the commerce of Great Britain pass through our central location.

West Berkshire Council has long recognised that ever increasing transport problems need to be tackled to ensure that our children and grandchildren can in turn enjoy their surroundings. The building of the Bypass, the pedestrianisation of Newbury town centre and traffic calming initiatives have all played their part in improving our quality of life, but we know that this is not enough. We know that we must change our attitudes to the car or suffer all the concomitant consequences - pollution, poor health, increasing costs and the eventual clogging of the commercial arteries.

l to our quality of life as clean air. By looking ahead and recognising the hard can be one step ahead of the incoming tide of traffic congestion. I am sure that his comprehensive Plan will help us to achieve the green transport targets we also help us to pass on to our children a peaceful and prosperous community.

Berkshire Council

as been making bicycles in the UK . Over the last century the cycle e dramatic changes, and some of e unrecognisable to our Victorian y, despite its best efforts to stay in



We are therefore proud to be associated with this new initiative to raise and stimulate interest in cycling, both from an environmental perspective as well as from the point-of-view of general health. Bikes are good for you and they are fun. Surely a winning combination! Whether it is with major national initiatives - like the National Cycle Network - or with the exciting new ventures such as at New Greenham Park, we do passionately believe that we at Raleigh have a proper role to play, alongside Government and voluntary organisations, to promote the cause of cycling. This is not merely sell-interest, but truly stems from our long heritage, and our commitment to making first-class cycles to give pleasure and true re-creation to the broadest close-section of our society.

We love cycles - and we want to do all we can to share and promote our enthusiasm to the young (and not so young!) alike.

This is a marvellous plan, and we are thrilled to play our part in it.

Phillip Darnton
Managing Director, Raleigh Industries

Why a Green Transport Plan?

Greenham Common Trust is a fairly new organisation. It employs only a handful of people and, on the face of it, is not really in a position to make a great difference to the green transport agenda. Having said that, the Trust owns and manages 150 acres of brownfield site that it is developing as a high quality business park with the aim of bringing together commerce, art and concern for the environment.

That puts the Trust in a strong position to secure some significant changes in transport patterns in a way that even large individual companies might struggle to achieve on their own. There are some great opportunities for innovation and partnerships. This plan aims to provide a framework for the initiatives that we are committed to developing over the coming years.

Quite apart from all the high minded - for the greater good of mankind - issues, there is a hard edge to this. I am



by the Author



Ten years ago the use of such phrases as 'traffic management', 'demand management' and 'reducing car dependence' would label the speaker or writer as a radical, out of touch with reality. Add the promotion of alternative forms of transport such as buses, cycling and walking and one was almost certainly going to be seen as idealistic, unbalanced or worse. This experience was to be had at any public gathering held to consider

environmental issues facing Newbury and Thatcham. As recently as three years ago it could still be had in small market towns in other parts of the south of England. From which such views were supposedly detached was one of increasing traffic jams, serious delays in travel times, increased road traffic accidents, palpable traffic related morbidity and an almost total failure to accept that the solution lay in reliance on road-building.

Every significant change has happened to the public's collective consciousness in these years. People, if any, now dispute that there is a problem and most accept that we cannot go back to the way things were in the past. At public gatherings all over the UK and Europe these issues are central questions are about how we can continue to benefit from the private car dependence on it. A critical issue brought into sharp relief by the current fuel price rises is how we can improve transport choice, increase accessibility and enhance the quality of our settlements. The central question is about how we change our own behaviour. This debate is not about the toolkit of traffic management; it is about changing hearts and minds.

It is the most effective way in which the private sector can play an active part in influencing the attitudes and travel behaviour of large numbers of employees

Index

	Page
New Greenham Park - looking forward with confidence	1
Letters of Support	2
Why a Green Transport Plan?	3
Preface by the Author	4
Introduction	6
What is a Green Transport Plan?	6
Reasons to be Concerned - Some Facts and Trends	8
Transport and the Economy	8
The South East	9
The Geography of West Berkshire	10
Population and Housing Trends	11
Economic Trends	12
Transport Trends	12
Observed Traffic Growth	13
Reasons to be Encouraged - Some Policy Responses	15
National Transport Policy	15
Regional Transport Policy	17
West Berkshire Policy	18
Demand Management - The Hard Truth	19
Conclusions	22
A Green Transport Plan for New Greenham Park	23
Company and Staff Surveys	24
Company Survey	24
Staff Survey	26
Company and Staff Consultation	30
Wider Consultation	32
An Exemplar for Others to Follow - Policies and Measures	33
The Tool Kit	33
Awareness First	33
Public Transport	34
Travel with Others	36
Cycling	37
Powered Two Wheelers	39
Walking	40

on

h is to demonstrate the commitment of the Greenham Common
able development of New Greenham Park. The plan illustrates
partnership with the companies at New Greenham Park will, through
of the proposals in the plan, not only contribute to improving the
st Berkshire, but will see clear commercial benefits for business
my.

Green Transport Plan?

ns are a way in which organisations such as Greenham Common
posals for the sustainable management of the transport needs of
ir staff. Such plans are supported by central Government, the
ment and Planning Agencies, West Berkshire Council and
eane Borough Council.

**ns produced by local authorities, businesses, community organisations,
schools and hospitals will alert people to the problems and solutions"**

transport: Better for everyone' Government White Paper on Transport (1998)

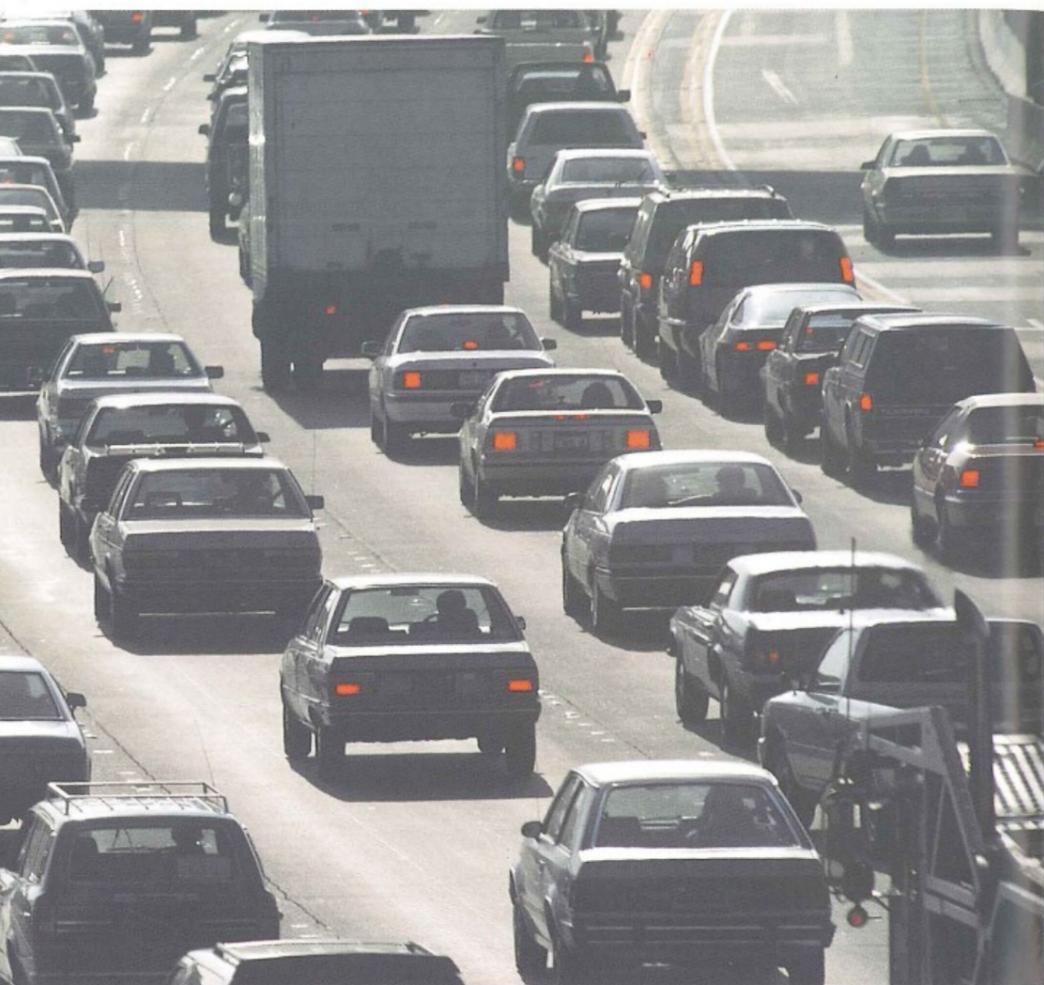
This Plan comprises a series of policies and ideas, tailored to suit the needs of New Greenham Park and seeks to raise awareness of the problems caused by increased traffic, particularly by trips made alone in cars. The plan includes some background on the nature of the problem and initiatives to get the message across to businesses and staff that there are alternatives. The plan has a wide range of policies and proposals which will help reduce dependence on the car and combat congestion and its environmental implications.



The policy itself includes promotion of public and community transport alternatives

to be concerned
facts and trends

and the economy



Traffic has a heavy impact on business as well as the quality of everybody's life. The Confederation of British Industry estimates that congestion costs UK business £15 billion a year through delayed deliveries, higher fuel consumption and wasted employees' time.

Business is also affected by the impact of stress caused by driving in congested areas and ill health related to air pollution, accidents and lack of exercise. Traffic levels causes poor air quality in many parts of our towns and countryside and contributes to asthma and other diseases. Many urban and rural communities are divided by busy roads, and many of these roads and even our residential streets are not safe for children to play. In the UK, emissions of carbon dioxide from road transport are the fastest growing contributor to climate change.

Despite all this, nationally 30% of households do not have access to a car. Businesses which are only accessible by car, may therefore exclude a large number of potential employees and customers.

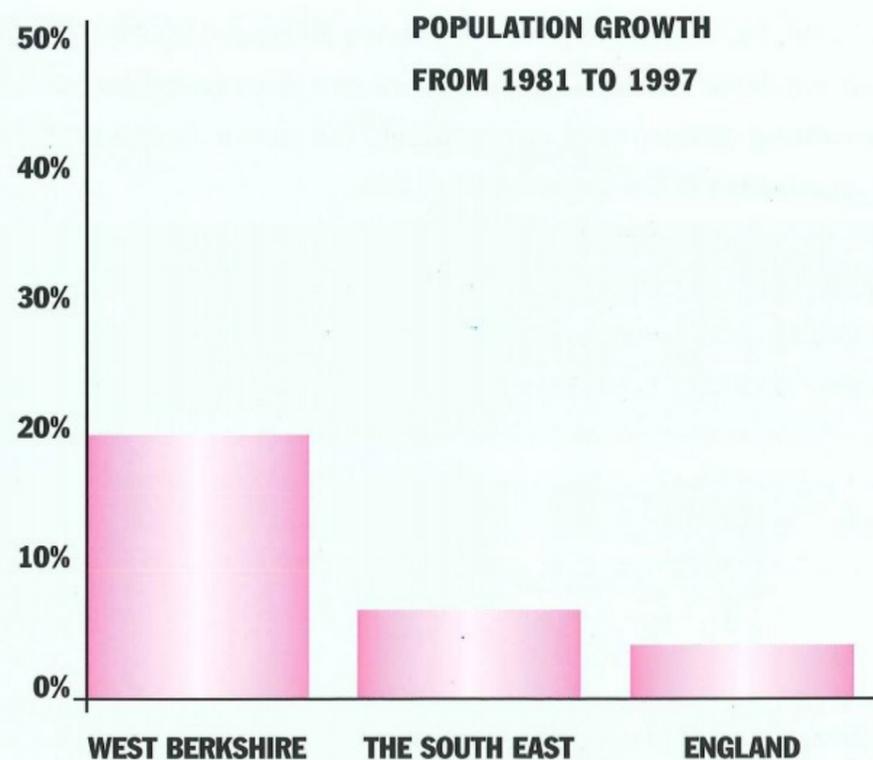
The South East

The South East is the most successful UK economic region. West Berkshire is, on a number of indicators, at the forefront of this economic success and recognised by the Standing Conference on South East Regional Planning (SERPLAN) as an 'area of economic pressure'. One of the characteristics of such areas is that traffic congestion becomes a barrier to business growth. Another is the shortage of high skilled labour and the high incidence of commuting. The overheating of the labour market and overloading of transport infrastructure are mutually supporting and a serious limit to

Why of West Berkshire

The district comprises 56% of the area of the Royal County of Berkshire. 25% of the roads by length, most of which are rural. The district is rural in character with 95% of the population living outside the town which was established largely due to its benefits in terms of transport. It is still a crossroads town and owes much of its present day strategic importance of the A34/A4/M4 intersections. The area around Slough and Deane, which lies only a mile or so away from Newbury, has a similar character.

The area promotes a high demand for travel and a dependence on



Population and Housing Trends

The West Berkshire District has seen substantial growth over the last two decades. According to former County Council and West Berkshire Council sources the population grew by 20% between 1981 and 1997. Over the same period the average growth for the south-east was 6.5% and for England it was 4.8%. The population of the district is predicted to rise by a further 3.6% by 2006.

Trends

In 1996 the number of jobs in Berkshire increased by 21%. In West Berkshire it was 56%! (former County Council and West Berkshire sources). Existing development commitments will create 13,000 more jobs, a 20% increase in the current total of 20%.

West Berkshire has, according to SERPLAN sources, the highest GDP per capita in the South-East and average income is amongst the highest in the UK, just below Greater London. The potential impact in terms of travel demand, car ownership, congestion to commute and traffic congestion is clear. These trends are the main reason for the emphasis which local Councils are placing on initiatives such as Green

increasing awareness amongst local businesses that whilst road access is an important factor in economic development, congestion and the adverse impact of traffic can be detrimental to business success, particularly in urban areas. West Berkshire wishes to build on this greater awareness by developing its links with the wider region and by encouraging/assisting with the production of green transport plans."

West Berkshire Local Transport Plan 2000/2001 - 2004/2005

Trends

In terms of economic growth, GDP per capita and average income, West Berkshire find that levels of car ownership are as high in West Berkshire as in Greater London. 83% of West Berkshire households have a car and 45% have

out-commuting increasing by 21% and in-commuting increasing by 73% (West Berkshire Council Local Transport Plan figures). There is also clear evidence that the average distances travelled by the commuter have increased significantly over the period.



Observed Traffic Growth

Traffic flows in the Newbury and Thatcham area are well above the national average - and growing faster than most of the UK. Newbury and Thatcham have long suffered from acute traffic congestion. Traffic levels overload the network at peak periods and the peaks are spreading. The by-pass has removed much of the through traffic, and the West Berkshire Council has already taken advantage of the road capacity freed up to remove traffic from town centre roads. The respite provided by the by-pass will,



ave given rise to environmental problems related to air quality,
se. This is particularly evident along the town sections of the
where the by-pass has had limited impact in this respect.
ad traffic have a potentially serious effect on the health of
er of areas and the West Berkshire Council have identified these
(Transport Plan).

Reasons to be encouraged - some policy responses

National Transport Policy

The problems created by the uncontrolled growth in private transport are now widely acknowledged and recently there has been a convergence of policy initiatives at central and local level in response. In central Government there have been significant shifts in policy in recent years with the publication of a welter of policy and legislative documents. Principal amongst these were the Road Traffic Reduction Act 1997, the Transport White Paper - A New Deal For Transport: Better For Everyone, 1998 and, most recently, Transport 2010, the Government's 10 Year Plan (July 2000). The 10 Year Plan proposes £180 billion investment in transport infrastructure but is still reliant on public and private sector partnerships to deliver attitude change, demand management and private investment.

The main themes of the published policies and guidance are:

- integration of land-use and transportation;
- demand management, particularly the reduction of car dependence;
- encouragement of alternative modes of transport;
- partnerships with the private sector;
- improvement of the environment; and,

**30 billion Plan, congestion on our roads was set to grow by 15% over the
rs. Our goal is to reverse that trend by removing traffic bottlenecks and
transport so people have a real choice of leaving their cars at home. This
will also help the environment."**

Summary: Transport 2010

**sector partnerships, in different forms, will provide the funding for
his modernisation programme, harnessing private sector finance and
objectives. This partnership is central to the new approach of the 10**

e 35



Regional Transport Policy

The same themes have also found their way into Regional Planning Guidance (SERPLAN), the Regional Economic Strategy (SEEDA), the work of the Regional Assembly (SEERA) and, of course, the Structure Plan.

Once again the emphasis is on:

- sustainability;
- inclusiveness; and,
- demand management.

Most recently, however, there has been a recognition across all tiers of regional and strategic planning that these issues underpin the competitiveness of the region. It is no longer sufficient, even in the most successful economic region of the UK to rely on growth alone. The inevitable overheating of the labour markets and attendant overloading of the region's transport infrastructure will ultimately provide a brake on economic performance. Furthermore, the traditional response of infrastructure investment and expansion will not necessarily solve the problem. There is now an almost universal acceptance that the region's competitiveness in the league table of European regions will rely on us all working smarter and developing sustainably. Growth without expansion and accessibility without congestion will be the themes of the winning region. Inward investment from world class companies will go to regions that display prosperity in balance with quality of life. The measures will not simply be economic and environmental; health and social wellbeing will also be fundamental. Sustainable transport is key to the economic, environmental and social fabric of our communities.

ire Policy

Council and its predecessor, Newbury District Council, have been g sustainable transport in their policies and programmes. The rent policy had its foundations in Head and Heart, April 1996, a ning 'an integrated policy for traffic management and the Newbury and Thatcham. This document, supported by the e Bypass consultation set the scene for the Newbury ACCESS Sustainable Car Parking Strategy, 1999-2001 and the West t Strategy. The threads have now been drawn together in the West t Plan 2000/2001 - 2004/2005

inition, by the former Newbury District Council that the key target ts and minds.

cannot go on as we have in the past. ...(We) ...must act together to in hearts and minds. This statement Head and Heart is the first step. d up plan and cannot at this stage take account of the constraints and . These difficulties are likely to be considerable. We are not prepared, quantified concern about such matters prevent us making policy kind of towns that we want to hand over to our children."

Council, 'Head and Heart', April 1996.

underpinning the local policy documents are similar to those al, regional and strategic level, with two important additions:

on of alternative modes of transport; and,

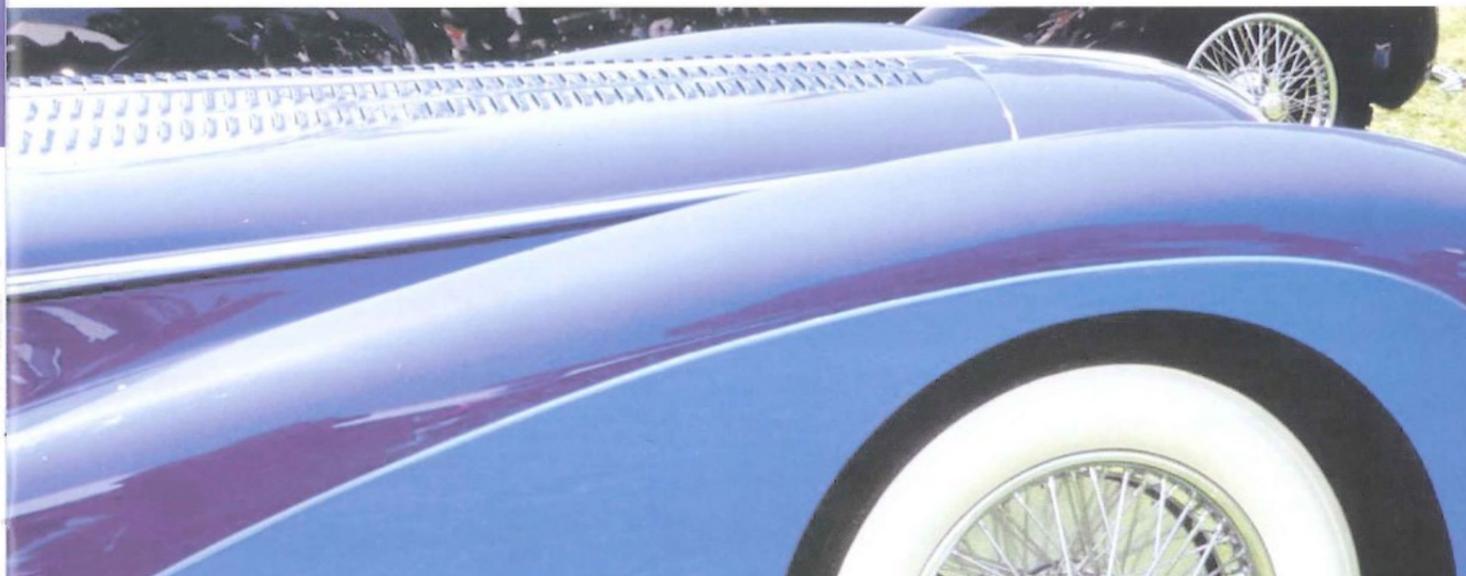
ts in road safety.

documents are supported by a wide range of measures and

Demand management - the hard truth

Whilst official policy acknowledges the importance of managing demand and green transport plans are one way of dealing with the issue we must not under-estimate the difficulties involved in changing hearts and minds. The very notion of movement is bound up with our value system, lifestyle and understanding of social status and success. It is in our psyche: 'she is high going places'; 'he is high powered'; 'a jet setter', 'in the fast lane', 'not hanging about', and so on.

How much policy and promotion will be needed about transport alternatives to counterbalance the single impact of car advertising, for example, with its emphasis on financial, physical, social, sexual and even environmental accomplishment?



rd for the laws of evolution - genetically modified and proud of it"

es, May 2000

**ou expect luxury, but you want performance. You demand sophistication
yet you appreciate passion. And you don't believe in compromise"**

Maserati UK - Sunday Times, June 2000

ot the iron you pump it's the metal you drive...."

s, July 2000

wo minds about the car; on the one hand we know that it offers
ncredibly flexible freedom of movement, on the other hand
will result in gridlock.

**at great cost a monster of great potential destructiveness ... and yet we love
him dearly."**

The Buchanan Report - Traffic In Towns - Nov. 1963

**s hypocritical and admit that the motor car is just about the most
have ever invented?"**

an CBE

These opposing views pose a number of serious political dilemmas; they are both correct. We have made a Faustian bargain with the car and the bill is about to arrive. The public do not like controls being imposed and regard the claims made about transport alternatives as unproven or just plain flaky. There is a need for realism in public and private policy making and a recognition that in towns like Newbury and Thatcham, for the foreseeable future, cars will remain the most viable form of transport for most people. Controls and alternatives are required principally to keep the traffic moving and begin the shift to more sustainable modes.

Traffic reduction targets are a good example of where an apparently straightforward issue has distributional and social consequences. The West Berkshire Council's Transport Policy and Programme and Local Transport Plan Targets are to:

- maintain 1999 traffic levels; and,
- up to 2020, reduce traffic to below current levels.



The efficacy of demand management measures to reduce through traffic, notwithstanding the bypass, is extremely limited. It becomes clear, therefore, that the real target of demand management is local traffic. Furthermore, the target becomes

A Green Transport Plan for New Greenham Park

Greenham Common Trust does not underestimate the size of the problem or the difficulties in communicating it to companies and employees at New Greenham Park but we propose to support the West Berkshire Council in its demand management targets. In this respect, this plan is the starting point.

Greenham Common Trust recognises that the success of this plan will depend on its understanding and ownership by the companies and employees at New Greenham Park. They, along with the West Berkshire Council, Basingstoke and Deane Borough Council and the local community, are looking to the Trust to give a lead on this matter. All the advice on the publication of green transport plans emphasises the importance of commitment from the top down. The Trust and the management of New Greenham Park give their wholehearted support to this plan and are working to develop similar commitment among companies and employees.



the success of the Plan that it is a voluntary initiative taken by the
 a exemplar for others to follow. It will work by cooperation and
 ing force will be the promotion of our common aims of sustainable
 environmental improvement and transport choice. The Trust will,
 through its policies and investment in the Park, to many initiatives
 ment of environmentally friendly travel.



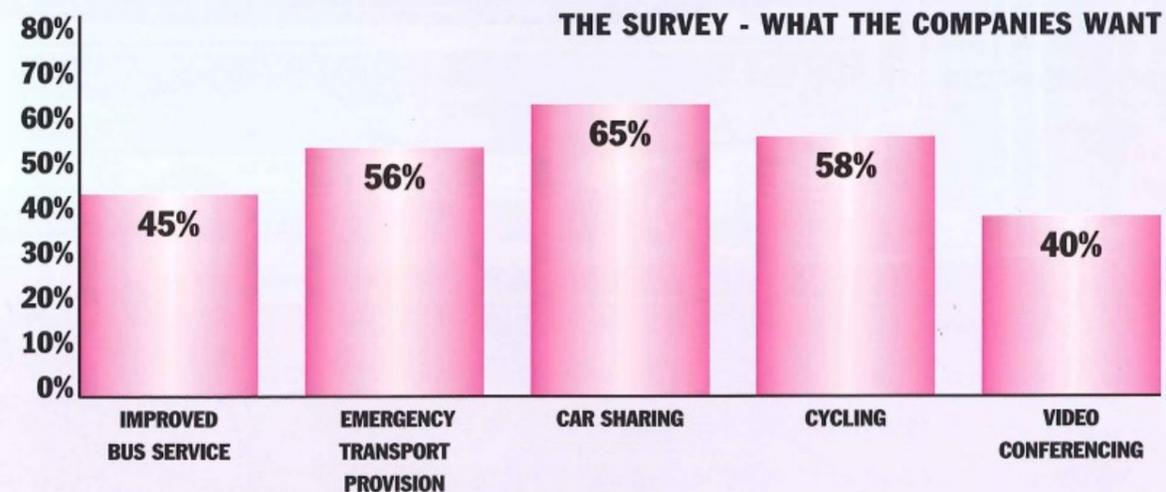
work has already been done with companies and employees.

Staff Surveys

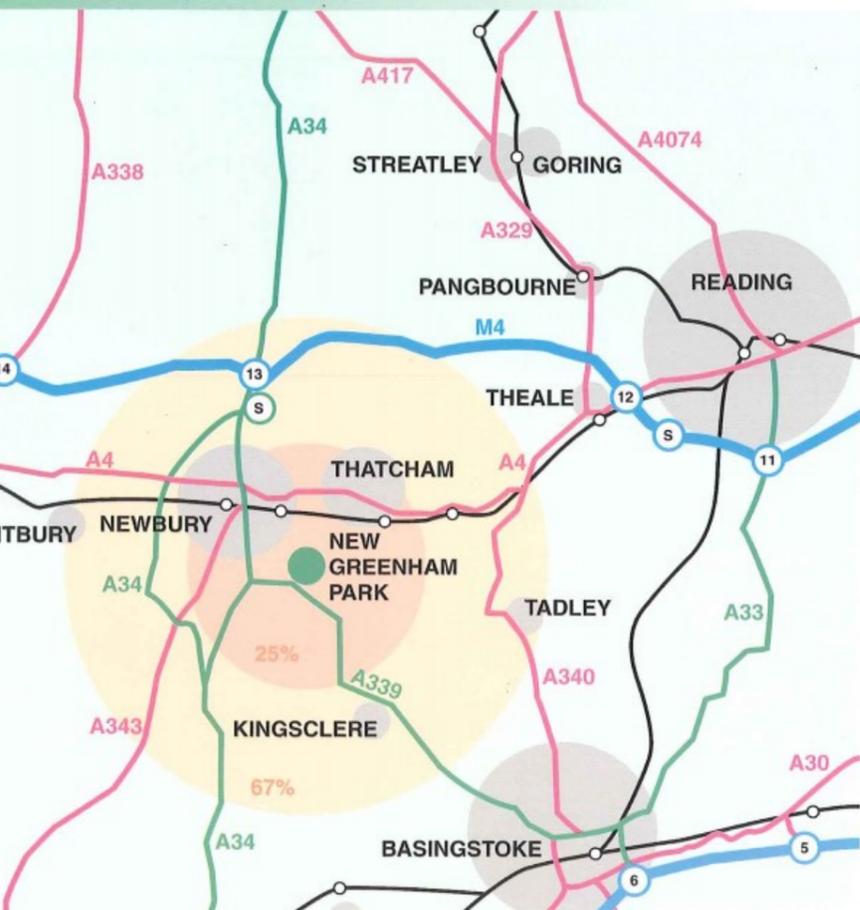
The Trust carried out a questionnaire based survey of companies and
 the company and staff questionnaires are available on request from
 the Trust. The summary of findings which follows is based on the
 companies and staff who answered the questionnaire.

the private car these figure alone generate several thousand vehicle movements per
 day, concentrated in the morning and evening peaks. About half the companies
 operate flexible working hours but, at present, only one fifth are supportive about
 home working. The great majority of product deliveries are by private vehicle or
 commercial transport, although use of postal services are significant and e-
 commerce is represented to a limited extent.

Almost half of the companies are experiencing difficulties in recruiting employees in
 the area. About 45% of companies felt that an improved bus service would help with
 recruitment but, typically, few were prepared, at this stage, to help bear the costs.
 More encouraging is that 56% of companies were supportive or did not object to
 encouraging the use of public transport by providing transport home in an
 emergency. 65% support or do not object to co-operating in a car-sharing scheme;
 and 58% feel the same way about encouraging employees to cycle e.g. by providing
 cycle loans. Few companies currently use video conferencing facilities but almost
 40% would use such facilities if provided to the right standard.



Shows that three quarters of employees live in the area immediately surrounding the Park (predominantly postcodes RG7, RG14, RG15, RG20 and RG26). 67% are within ten miles and 25% live within a 15 minute drive time of the Park and 42% are within a 30 minute drive time. The great majority of the remainder lives more than 30 minutes away from the park.



Some 82% of employees come to work alone in a car, small numbers car share and insignificant numbers use public transport, motorised two wheelers, cycles or walk. The overwhelming majority of trips to and from the Park are not coordinated with other purposes. More than half approach the Park from the west on the A339 and about 40% approach from the A339 east with about half of those coming from the north along Thornford road.

There are no significant patterns in gender, age structure or type of work.

The morning peak in terms of travel to work is fairly well spread between 7.30 and 9.30 but is concentrated around 8.00, 8.30 and 9.00 starting times. The evening peak is similarly spaced between 16.00 and 18.00 with concentration around the hour and half-hour finish times. This reflects the high percentage of staff on flexible working hours. Around 80% of staff leave the Park during working hours, with the majority of

...the key and, here, the staff survey shows some encouraging
...supportive of the idea of a green transport plan and willing to
...their perception is that they have little choice but to use their car.

...rt a green travel plan but my work does not permit me to do without a car"

**...ething to help the environment but public transport is just not viable on a
...cle if the road was quiet, safe and the weather better than it is, especially
...exercise in summer."**

**...g requires regular matched work patterns/viable alternatives in the event of
...problems."**

Staff comments from the survey

...n for being dependent on a car, more than 50% of staff stated that
...ative.

...few strong patterns, most staff indicate that the changes that
...y to persuade them to use public transport would be better, more
...er bus services. Convenient drop off points, the provision of bus

The changes most likely to persuade staff to cycle to work are improved cycle ways,
secure bike parking, cycle changing facilities and lockers and discount bicycles.

More than half are prepared to car share. The factors most likely to influence car
sharing are help with finding car share partners, a free taxi ride home if let down by
a car share partner, a ride home in an emergency and discounted fuel vouchers.

A full statement of the findings of the staff survey, including some personal views, is
available on request from Greenham Common Trust.



Staff Consultation

The consultation with companies has been the benefits which the Park will bring for business. There are many aspects to this issue but companies are likely to receive support from companies:

To promote the most efficient use of land at the Park, minimising car parking;

To assist in negotiating growth and expansion at the Park, which will benefit businesses and the local economy;

And alternative modes of travel will increase the numbers of local people to apply for positions of employment at the Park and improve

Savings can be made on staff travel and car parking costs.

To improve the health, safety and environmental credentials of the Park, a factor which is increasingly important in contracts with clients, particularly in a European context.

Two examples:

"A business with 50 company cars doing 30mpg and 15,000 business miles per year @ £2.65 per gallon excluding VAT (note: companies can reclaim the VAT) will have a fuel cost of £66,250 per year.

1) the introduction of more fuel efficient vehicles could increase average mpg to 40 mpg. The total fuel cost for 15,000 miles @ £2.65 per gallon is £49,690, saving £16,560 per annum.

2) a reduction of the company mileage repayment by 5 pence per mile, would save £37,500 per annum."

The Benefits of Green Transport Plans - DETR, June 1999.

"Increasingly organisations are starting to exert pressure on suppliers to demonstrate 'green credentials', through ISO 14001 or eco-management and audit scheme accreditation."

Ibid DETR, June 1999



Consultation

...es to demonstrate a willingness to work with the West Berkshire
...ke and Deane Borough Council, its partner agencies, public
... other stakeholders and the community at large to achieve our
... better environment through more sustainable transport.



...ting was held in January 2000 when the principles involved in a
...an were discussed with employers, staff, community groups and
...he West Berkshire Council. The response from the participants
...e and helped to shape the first draft of the Plan. The first draft
...n considered by the Trust and its partners and was amended to
...eceived. A further consultation meeting was held with a wider
...cluding Basingstoke and Deane Borough Council, in September
...the second draft. Comments and suggestions made at that
...incorporated into this final version.

...gstone and Deane Borough Council confirmed its support for
...Transport Plan. They noted that the cross boundary travel issue

An exemplar for others to follow - policies and measures

The objectives of the New Greenham Park Green Transport Plan are to:

- reduce car dependence at the park both in terms of travel to work and travel in the course of work and by customers and visitors;
- to provide accessibility for all by catering for and facilitating a wide range of transport choice; and,
- to monitor progress and continually improve in these respects.

The Tool Kit

The Trust will adopt a wide range of policies, initiatives and measures, as set out below.

hersh

produce a register of accurate employee information of people
share, and details of their route to work, to introduce potential car
ch other.

provide a simple protocol/car sharing agreement to deal with
as security, punctuality, reliability, sharing of costs, alternate use
licable, tax implications (no tax paid provided no profit is made)
This will also indicate and publicise how much sharers can save
el and wear and tear.

offer gifts and prizes to companies and employees who are first
ke an impact in the scheme.

guarantee parking spaces in preferential positions to those who

, in cooperation with companies, guarantee a ride home in an

ll negotiate with transport operators and taxi companies and
o feasibility of a works bus/shared taxi service



Cycling

- The Trust will encourage cycling to work by installing a range of facilities for the cyclist:
 - Secure, well lit and covered parking facilities;
 - Central changing and shower facilities and lockers;
 - Dedicated cycleways within the Park.
- The Trust will negotiate with the West Berkshire Council to improve cycle ways

, in partnership with companies, arrange interest free loans for
of cycles.

ll encourage companies to adopt an allowance scheme for
s by bicycle.

provide a pool of bikes for staff to use on journeys into town or
k.

seek to attract a bicycle maintenance company to the Park.

er group, or **BUG**, helps build interest in cycling and will give cyclists a
y. The group can be invaluable in carrying forward the cycling aspects
... Through the group a "buddy scheme" can be established so that
paired with more experienced ones for advice on routes, equipment and
safety."

Changing Journeys to Work (Ibid) Transport 2000 Trust 1997



Powered two wheelers

- Many of the initiatives for cycling also support powered two wheelers. In addition the Trust will provide secure, well lit and covered parking space for mopeds, scooters and motorcycles.

work with the West Berkshire Council to ensure that routes to bus stops and rail stations and across the Common are pedestrian friendly and suitable for disabled users.

provide information on recommended short and safe routes to

ensure that all walkways within the Park are direct, well lit, well maintained and safe.



Cars and Fleet management

- The Trust will encourage and work with employers to produce more environmentally friendly company lease car schemes and will publicise the cost savings and environmental benefits.
- Preferential parking will be provided to staff driving smaller, fuel-efficient cars.
- Companies will be encouraged to work with the Trust to establish a pool car scheme at the park.

Two examples:

"Using small distinctive, well maintained pool vehicles as a means of enhancing an organisation's 'green image' and setting a good example."

"Reduced fuel costs and improved safety standards can be achieved by driver training, an important feature when running a large fleet of vehicles."

Greater Manchester Guide (Ibid)

Car park management

- Whilst there is no shortage of car parking at the Park the Trust will, in discussion with companies, consider introducing car parking controls:
 - Physical restrictions to prevent unlimited parking;



hat these ideas are controversial. However, the Government's
per clearly states that "local authorities will have new tools
charging and levies on workplace parking to tackle congestion
y be better to prepare early for these controls to ensure that the
other transport improvements at the Park.

ark practices and Technology

companies at the Park already operate flexible working hours.
promote an extension of this approach to all companies and in

Safety improvements

- The Trust will, in cooperation with companies, sponsor advanced driving and motorbike handling courses, cycling proficiency and safety and accident awareness information.
- The Trust will urge all employees to consider, adopt and sign 'safer driving pledges'.

On site facilities

- To reduce journeys to and from the park during working hours, the Trust will improve the range of catering, banking and shopping facilities on site.
- The Trust will work with local retailers to establish a tele-ordering and delivery scheme, such as the [waitrose@scheme](#).

Company culture

- The Trust will work with companies to ensure that directions to visitors are headed by information on how to get to the Park by public transport. Maps will be produced for all companies, and available for customising, showing all rail stations and bus routes with service frequencies and cycling facilities.
- Companies will be encouraged to adopt staff recruitment and induction

Have there been a change? Monitoring and reporting

...ves company and staff time and resources needs to demonstrate

... each of the policy targets under review in relation to the overall
... car use by 2% per year and develop time series data in relation to
... and the use of alternative modes of travel.

...ublished and will enable effective and reliable comparisons to be
...The Trust will continue its dialogue with employers, staff, partners,
...ouncil and Basingstoke and Deane Borough Council in monitoring
...rsuit of its green transport objectives.



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Anyone interested in locating at New Greenham Park should contact:

**DREWEATT
NEATE**

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FPDS

APPENDIX B EMPLOYEE QUESTIONNAIRE SURVEY

Greenham Business Park – Staff Travel to Work Survey

1. Name.....

2. Department.....

3. Home postcode.....

4. How do you most frequently travel to work? (Choose one - the mode that covers the greatest distance for your typical journey)

- Car - on own
- Car share – with someone else working at the Garden Centre
- Car – dropped off
- Bus
- Cycle
- Walk
- Motorbike/scooter
- Train, please specify station and connecting mode of travel to work.....
- Other, please specify.....

5. Do you occasionally use any other mode(s) of travel to work? (Tick one or more)

- No other modes used
- Car - on own
- Car share – with someone else working at the Garden Centre
- Car – dropped off
- Bus
- Cycle
- Walk
- Motorbike/scooter
- Train, please specify station and connecting mode of travel to work.....
- Other, please specify.....

6. Approximately how far is your journey to work?

- Less than 1 mile
- 1-2 miles
- 3-5 miles
- 6-10 miles
- 11 miles and over

7. Approximately how long does your journey to work take you?

- Less than 10 minutes
- 10-20 minutes
- 20-30 minutes
- 30-60 minutes
- More than 1 hour

8. Do you work:

- Full Time
- Part Time
- Seasonal Worker

Please only complete questions 9–13 below if you ticked “car on own” in Question 4. Otherwise please jump to Question 14.

9. What is the main reason you choose to travel by car? (only tick one)

- Personal responsibilities
- Parking provided
- Public transport not available/unrealistic
- Lack of walking or cycling infrastructure
- Mobility difficulties
- Car required for business trips
- Other, please state.....
-

10. Which, if any of the following, would encourage you to car share?

- Help in finding car share partners
- Matching working hours with a car share partner
- Reserved car parking spaces
- Guaranteed lift home in an emergency
- Pool cars for attending other Haskins sites, meetings etc
- Other, please state
- None of the above
-

11. Which, if any of the following, would encourage you to use public transport?

- Discounts/loans for season ticket purchase
- Easy to use timetable information
- Real time information
- Change to working hours to fit in with bus timetable
- Guaranteed lift home in an emergency
- Pool cars for attending other Haskins sites, meetings etc
- Better quality waiting facilities
- Other, please state
- None of the above
-

12. Which, if any of the following, would encourage you to walk to work?

- A ‘walking buddy’
- Better street lighting
- Improved on-site showers and changing facilities
- Improved pavements and paths
- Staff lockers
- Other, please state.....
- None of the above

13. Which, if any of the following, would encourage you to cycle to work?

- Improved on-site showers and changing facilities
- Improved on-site cycle parking
- Provision of cycle maps
- Cycle training
- Discounts/loans for purchase of bikes
- A 'cycle buddy'
- Other, please state.....
- None of the above
- 14. Please make any other suggestions or comments regarding travel below.

Thank you for your time.



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