

Interim Sustainable Travel Plan for New MO

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Date	Version	Author	Comments
08.06.09	1.1	D. Hunt	1 st draft for comment to Howard Gott & Jennifer Holden
14.07.09	1.2	D. Hunt	2 nd draft with amendments – baseline staff data not yet available. Distributed to Howard Gott & Jennifer Holden
01.12.09	1.3	D. Hunt	3 rd Draft with amendments – post car parking survey. This travel plan is now to link into car park survey and traffic study prior to planning application. Sent to Christine Jones & Usman Arif prior to wider circulation
22.12.09	1.4	D. Hunt	Includes Executive Summary to reflect the following two questions. Does this application shift the access hierarchy in the right direction? Will the travel plan combined with the design, access arrangements and location actually produce a shift in travel behaviour?

			Change of name from Interim Travel Plan to Interim Sustainable Travel Plan
07.01.10	2.0	D. Hunt	Final comments received and incorporated document now baselined.

1.3 Distribution

Name	Date	Title
C. Jones	07.01.10	Programme Manager
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**THIS IS THE INTERIM SUSTAINABLE TRAVEL
PLAN FOR**

New Municipal Offices
Rochdale MBC

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Executive Summary

The development of the new Municipal Offices is being built to ensure the future use of the building meets the sustainability aspirations of the Council as an exemplar of good practice for the Town Centre. The new offices are the catalyst for the wider town centre development. It will enable the demolition of the current building giving the citizens of Rochdale a high quality building, reducing running costs for the Council and clearing the way for other developments. As it is the first stage of the regeneration the building will set high standards and practices for sustainable development that others will have to follow.

The development of the new Municipal offices for Rochdale Council will provide accommodation fit for purpose and will reduce costs to the Council through the disposal of a number of buildings and the co-location of staff in one building. At present staff are dispersed throughout 33 buildings and they typically have to travel between them for meetings. Many of these buildings have free car parking and public transport links between them are not adequate. All of these elements mean that single occupancy car travel is more attractive to staff.

This development will address a number of these issues and will make a positive contribution on changing travel patterns to reflect the Access Hierarchy in the following ways

- i. Pedestrians and disabled people;
 - a. Creation of a riverside walkway linking into the rest of the town centre – section 4.1.5
 - b. Only disabled parking spaces on site – section 4.1.10
 - c. Ongoing monitoring of number of staff walking to work – section 5.2.2
 - d. Reducing the number of buildings it occupies to reduce the need for business travel within Rochdale – Section 1.2.1
- ii. Cyclists;
 - a. Increased amount of cycle racks for current and projected cyclist numbers – section 4.1.1
 - b. Dedicated drying spaces in the building – section 4.1.6
 - c. Ongoing monitoring of number of staff cycling into work – section 5.2.3
- iii. Public transport;
 - a. Immediately adjacent to the Transport Interchange
 - b. The design has developed in consultation with the architects for the new Transport Interchange – section 4.1.7
- iv. Taxis, private hire vehicles and commercial traffic for local access;
- v. General traffic (off-peak);
 - a. Encouraging flexible working so staff only visit the building when they have to not necessarily at the start and end of each day – section 4.1.4 & 4.3.1
 - b. Link into buildings owned by Rochdale Council elsewhere in the Borough so staff can work from any location and don't have to travel in to the centre if not necessary – section 4.1.3 & 4.3.2
- vi. General traffic (peak).

- a. No on site car parking for anything other than disabled people, drop off and deliveries – section 4.1.11
- b. Promotion of all other modes of transport through general design issues highlighted above

In addition prior to occupation of the building further investigation will take be made to assess the feasibility of funding for:

- Electric and/or low emission pool cars
- Shuttle services
- Messaging/display technology for real time travel/car share information
- Park & Ride/shuttle schemes
- Subsidised Metrolink travel – possibly linked to park & ride

Section 4.4 shows there will be a number of spot checks prior to occupation to get baseline figures to compare shifts in travel behaviour and to assess the readiness of people to consider changes from single occupancy car travel prior to occupation.

Section 5 highlights how the effectiveness of the measures will be assessed and will be used in the development of the detailed post occupancy travel plan.

These measures combined with the following design issues will produce a shift in travel behaviour.

1. Introduction

1.1. Background

- 1.1.1. This is the Interim Sustainable Travel Plan for the planning application by Rochdale Metropolitan Borough Council (RMBC) for the New Municipal Offices.
- 1.1.2. A full Sustainable Travel Plan will be developed when the building is complete and operational.
- 1.1.3. Further revisions will be made as the Public Transport Infrastructure in Rochdale develops with the proposed transport interchange and Metrolink development.
- 1.1.4. The Sustainable Travel Plan has been developed for the benefit of RMBC employees and customers and will aim to provide a package of achievable outcomes to change travel behaviour.
- 1.1.5. The Sustainable Travel Plan aims to encourage a shift away from single car usage to more sustainable modes of transport, which will benefit the overall environment, the wider town centre regeneration, local transport links through reduction in congestion and RMBC employees by reducing the cost of travelling to work.
- 1.1.6. The Sustainable Travel Plan will be tailored to meet these priorities and the needs of RMBC employees travelling to work and throughout the Borough during the course of their work to ensure maximum participation from all employees.

1.2 Development Proposals

- 1.2.1 RMBC is rationalising its core estate and building a new corporate centre to house its employees.
- 1.2.2 There will approximately 1,800 staff who use the new office as their administrative base.
- 1.2.3 The development will also include a Customer Service Centres, a replacement to the existing library and a replacement to the Training and Conference Centre.
- 1.2.4 There will be a number of retail or leisure units situated on the site.
- 1.2.5 Access to service the offices, public areas and retail/leisure will be required.
- 1.2.6 Employees from partner agencies will be located in the development and there is scope for future sub-letting of office space.

1.3 Benefits of a Sustainable Travel Plan

- 1.3.1 An effective Sustainable Travel Plan will generate a number of benefits for the organisation and employees and establish best practice in sustainable travel planning.
- 1.3.2 It will help with the carbon reduction commitments from the Nottingham Declaration, the Carbon Management Plan and assist towards achieving NI 167, 175, 176, 177, 185, 186, 194 & 198

- 1.3.3 It will reduce our environmental impacts in line with our commitments under the Environmental Management System.
- 1.3.4 It will save the Council money by reducing the need to provide car park spaces and reducing the amount paid in mileage for single occupancy business related car journeys.
- 1.3.5 It will reduce peak time congestion.
- 1.3.6 The true cost of commuting will reduce for employees opting for more sustainable travel modes.

1.4 Links to other strategies

- 1.4.1 The current RMBC Corporate Sustainable Travel Plan is currently being refreshed and was circulated for comment in November/December 2009. The (new Municipal Office) Sustainable Travel Plan will, over time, be merged with the Corporate Sustainable Travel Plan.
- 1.4.2 Any actions in the corporate Sustainable Travel Plan to raise awareness, marketing and travel databases will be reflected by the detailed travel plan produced after occupation of the new development.
- 1.4.3 Any specific actions regarding attitudinal and behavioural change in the corporate Sustainable Travel Plan will be re-enforced as part of the communication strategy prior to occupation of the new building. The new building will be a further driver for these attitudinal and behavioural changes and after occupation will be an enabler to ensure the changes go further.
- 1.4.4 The detailed Travel Plan will reflect the outcomes from the Town Centre Car Parking Strategy.

1.5 Limitations

- 1.5.1 As the employees are based in a number of different locations around the Borough it is impossible to predict exactly how their current travel patterns will translate into modes of travel to the new building.
- 1.5.2 It is assumed the transport interchange and Metrolink will have a positive effect on the reduction of single occupancy car travel, however a detailed traffic study cannot be carried out as these developments are not operational.

2. Travel Plan Objectives

- 2.1. This Sustainable Travel Plan is a strategy for facilitating change in employee and customer travel patterns and establishing best practice for town centre developments. It provides a manageable site specific framework that is flexible in its approach to achieving reduced private car usage in favour of sustainable travel choices
- 2.2. The initial interim target for the Sustainable Travel Plan is to reduce the average travel to work percentage for single occupancy travel to work journeys to below the average for Greater Manchester authorities. Other targets are to be developed pre and post occupation and will include reduction in the need to travel.

2.3. At all stages it will reflect the requirements of the Accessibility Hierarchy namely:

A/2 ACCESSIBILITY HIERARCHY

Development proposals will be permitted where the design and layout of all schemes, or proposals for highway works, reflect the following broad hierarchy of accessibility:

- i. Pedestrians and disabled people;
- ii. Cyclists;
- iii. Public transport;
- iv. Taxis, private hire vehicles and commercial traffic for local access;
- v. General traffic (off-peak);
- vi. General traffic (peak).

In all circumstances the safety, accessibility and amenity of people who live in or otherwise use the area will be considered before the needs of people who are just travelling through

2.4. Surveying and ongoing promotion will be maintained throughout the employee and public engagement to ensure the targets can be met and its aims are clearly understood.

2.5. The Sustainable Travel Plan is a strategy for implementing change in employee travel patterns. The initial objective of the Sustainable Travel Plan is a reduction in single occupancy private car use in favour of more sustainable modes of travel. The objective reflects, and is intended to achieve, current Government policy in respect of transport.

3. Monitoring

3.1. The monitoring of the plan will be the responsibility of the Municipal Office Travel Plan Coordinator (TPC).

3.2. A TPC for the new Municipal Offices should be nominated. This needs to be a separate dedicated role.

3.3. The TPC, Sustainability Manager (or their representative) will work with the equivalent for the new transport interchange to ensure the linkages are sufficient to meet RMBC objectives.

4. Measures prior to occupation

4.1. Design Issues

4.1.1. The design team have been tasked with designing a building which as a minimum is BREEAM Excellent. This will necessitate the provision in the building of elements which assist and promote sustainable modes of transport.

4.1.2. The clients brief given to the design team detailing RMBC's requirements specifically mention the Accessibility Hierarchy and informs the design team that they must reflect this in the design stage.

- 4.1.3. The design of the new building will link into the design for the Joint Service Centres (and other local offices) to ensure there are adequate facilities for people to work in local areas so they don't need to travel into the centre to carry out essentially administrative functions.
- 4.1.4. The new building will be designed to ensure future technologies, which support remote and flexible working patterns to minimise the need for large numbers of people to attend work at core times.
- 4.1.5. The designers have been tasked with creating a building, which interacts with the river. This will be done by a 'River Walkway' to make walking around the Town Centre easier, in a more pleasant environment and not next to the main traffic areas. This can be used to promote walking generally.
- 4.1.6. Cycle use will be promoted by the use of covered, secure, easily accessible storage facilities and areas to shower, change and dry clothes in the design.
- 4.1.7. The links to the main transport interchange will be a major element of the design. The design will promote the movement between the interchange and the new building to encourage public transport routes.
- 4.1.8. The design will promote a quality walking route to the main railway station as a realistic option.
- 4.1.9. Staff changing rooms and showers will be included in the design of the new offices.
- 4.1.10. Disabled parking spaces will be provided as part of the design
- 4.1.11. The car park for staff will be located away from the main site.

4.2. Administration

- 4.2.1. The Corporate Sustainable Travel Plan has a number of measures which the development of the new Municipal Offices will follow namely
 - 4.2.1.1. Branding, marketing, commitment to funding and promotion of initiatives to promote changes to travel patterns
 - 4.2.1.2. The full post occupancy travel plan will similarly link into identified and to be identified actions of the Corporate Sustainable Travel Plan

4.3. Additional Benefits from the New Municipal Offices Development: reducing the need to travel

- 4.3.1. The rationalisation in the number of offices will reduce need for Rochdale Council staff to travel throughout the Borough and in particular around Rochdale.
- 4.3.2. It will enable Rochdale Council to implement more flexible working so more Homeworking and working out in the community so there isn't the need to travel in each day to complete administrative duties.

4.4. Preparatory Measures

- 4.4.1. Introduce annual spot count on the Intranet asking how did you travel to work today to gauge effectiveness. Link into office specifics to see if attitudes changing in different areas.
- 4.4.2. Marketing linked to new building to get attitudinal shift now. Selling positive of new building with (perceived) negative of loss of parking spaces.

5. Measures post occupation

5.1. General Measures

- 5.1.1. The post occupancy Travel Plan and the Corporate Sustainable Travel Plan will have a focus on changing travel behaviour.
- 5.1.2. On going surveys of staff will be used to gather data to assess progress on changing attitudes
- 5.1.3. Promotion of walking routes along the river.
- 5.1.4. Reflect the general measures and apply site specific measures from the Corporate Sustainable Travel Plan

5.2. Measurement of effectiveness

- 5.2.1. The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence. They will be the responsibility of the TPC and will be carried out through monitoring and surveys.

Walking

- 5.2.2. The following measures will be used to monitor the success of the Plan in encouraging employees to travel to and from the building by foot:
 - 5.2.2.1. The percentage of employees travelling to and from the building on foot will be monitored;
 - 5.2.2.2. How far people have walked in to work each day will be monitored;
 - 5.2.2.3. The use of the changing and storage facilities provided for employees who travel on foot will be monitored;
 - 5.2.2.4. Information regarding safe pedestrian routes to and from the building will be updated as necessary.

Cycling

- 5.2.3. The following measures will be used to monitor the success of the Plan in encouraging employees to travel to and from the building by cycle
- 5.2.3.1. The percentage of employees cycling to and from the store will be monitored;
 - 5.2.3.2. The use of the cycle parking facilities will be monitored.
 - 5.2.3.3. The TPC will undertake random counts of the usage of the cycle parking facilities.
 - 5.2.3.4. The TPC will look into the possibility of providing more cycle parking facilities should demand warrant it;
 - 5.2.3.5. Information regarding safe cycle routes will be updated as necessary.

Car Usage/Sharing

- 5.2.4 The measures set out in the Corporate Sustainable Travel Plan will be used to monitor the success of the Plan in encouraging employees to travel to and from the building by car sharing specifically
- 5.2.4.1 Re-launch of car sharing database, with meet potential sharers meetings
 - 5.2.4.2 Increase promotion of emergency ride home service for car sharers
 - 5.2.4.3 Increased promotion of benefits of car sharing
 - 5.2.4.4 Incorporation of pool, shuttle and other shared journey facilities/information as they become available.

5.3 Annual Review

- 5.3.4 Each year, on or about the anniversary of the introduction of the Full Travel Plan, the TPC will undertake a comprehensive review of the Plan. The objective of the review will be to assess the success of the Plan and to identify the potential for future refinement of the details of the Plan.
- 5.3.5 The major element of the review will involve the re-issue of the Employee Travel Survey. Although the travel database will be regularly up-dated from the spot monitoring, the re-issue of the survey to all employee offers the opportunity to gather new information about wider employee attitudes to travel. Analysis of the survey will also yield up-dated modal split information for comparison with data derived at the introduction of the Plan, free of seasonal bias.
- 5.3.6 The TPC will compile a Review Report outlining the results of the annual review. The report will also incorporate the results of on-going spot monitoring throughout the preceding period. The report will be presented to the appropriate forum for scrutiny
- 5.3.7 Depending on the progress towards targets actions will be identified to maintain or improve rate of travel behaviour change

5.3.8 Operational and ongoing measures to change travel behaviour will require funds to be identified. Although the amounts cannot be measured at this stage the savings from business mileage should more than offset the amount.

6. Contact details

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