

# Sustainable Schemes

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## Sustainable schemes included in the UTP

Scheme Reference	Scheme Name	Timescale	Page Number
SM1	Introduce car sharing/car clubs	Short	112
SM8	Produce an integrated strategy for marketing sustainable modes	Short	115
SM2	Introduce more work place travel plans	Medium	118
SM6	Introduce more school travel plans	Medium	120

<b>Scheme Name</b>	Introduce car sharing and car club schemes	
<b>Scheme Reference:</b>	SM1	
<b>Problem References:</b>	CO3	Cumulative effect of new housing developments on the highway network.
	S4	Lack of travel marketing for homes and Businesses.
	P5	Commuter parking in residential areas.
	H21	Lack of capacity on key highway links.
<b>Scheme Status:</b>	This scheme is included in the UTP	

## Description of Proposals

The town wide car share matching service would enable employees and residents to use a secure, reliable and user-friendly way of finding car share partners particularly for regular commuter journeys to work as well as one off longer distance trips to destinations beyond Hitchin.

The car club strategy would define Hitchin's strategy to attract car club operators to locate vehicles in neighbourhoods across Hitchin.

## Location Plan/outline Scheme Plan

Car share matching service:

- The system would be internet-based to allow anybody with internet access to advertise or request lifts and search for matches.
- The system would be open to anyone and be of particular interest to those seeking to share a one off trip to for example festivals, football matches or visiting friends / family over the weekend.
- The system would also be designed to set up closed groups, where matches are searched only amongst registered employees of a particular organisation, usually for commuter trips.
- As an incentive, the council should cover the cost of setting up closed groups for individual organisations or business parks if these organisations commit to develop a travel plan strategy and regularly monitor the modal share of employees' journey to work.
- The council would provide additional support to organisations in the form of briefing notes for managers, marketing flyers and posters, lunch time exhibitions and Q&A sessions in companies to promote use of the car share system

The Car Club Strategy would:

- Demonstrate the council's ambitions and help attract local investment from car club operators.
- Liaise with car club operators to understand their requirements for establishing car club operations in Hitchin.
- Identify areas in Hitchin with the greatest potential to set up car clubs.
- Set out requirements to consider car clubs in new developments. If they are not viable at the time, the applicant should be required to ensure car clubs can be "retrofitted" in future years when more favourable conditions are emerging.
- Identify the financial and in-kind support the local authority will offer to attract car club operator, e.g. managing the process and covering the costs of implementing TROs to provide on-street car club parking spaces.
- Develop the policy framework to support the establishment of car club operations, e.g. ensure relevant plans, policies and guidance documents support the concept of car clubs and create conditions conducive to setting up car clubs;
- Update guidance on development control travel plans to include references to car clubs; making use of S106 agreements to support car clubs;

- Define the roles and responsibilities of local authority staff (planning and development control officers, travel plan co-ordinator, TravelWise officer) in securing car clubs.

The benefits of car sharing are:

- Cost savings for both driver and passenger by sharing the cost of a car journey.
- Reducing the number of vehicles on the road, thus reducing congestion and emissions.
- Reducing social exclusion by facilitating access for those that do not drive or have access to a car.

Car clubs have numerous proven benefits:

- Give access to a car to those who require a car only once or twice a week;
- Reduce the number of miles driven by car;
- Reduce the number of cars owned and parked;
- Can offer financial savings to individuals and developers;
- The vehicle fleet tends to be more efficient and less polluting than privately owned vehicle;
- Help deliver liveable communities by freeing up space for social interaction, allowing higher densities, creating less divided communities and reducing off-site traffic impacts.

Supporting Photograph(s)



Source: [www.carplus.org.uk](http://www.carplus.org.uk)



Design Considerations	Proposed Solutions	Are solutions sufficient to
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		overcome issues? (Y/N)
Car club operators do not (in the short term) establish car club operations as the (economic) environment is not considered favourable.	The purpose of the Car Club Strategy is to identify and address where possible these barriers. If necessary, maintain watching brief until the (economic) environment is conducive to car clubs in Hitchin.	Y
Insufficient officer time to develop and implement recommendations of the Car Club strategy and promote Car Share Scheme.	Secure funding for officer time through S106 contributions.	Y

<b>Links to other UTP schemes:</b>	SM8- Produce an integrated strategy for marketing sustainable modes
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<b>Contribution to Objectives / Indicators:</b>	UTP Objectives	5) Address peak hour congestion on the highway network both for the present and in the future 8) Increase the number of sustainable travel measures and their use
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<b>Outline Cost Analysis</b>		
Works Element	Est. Cost	Notes
Setting up and managing a car share system.	£40,000	Cost per annum
Develop car club strategy.	£30,000	
<b>TOTAL COST FOR DELIVERY</b>	£70,000	(£40,000 per annum)

<b>Deliverability Assessment</b>		
Can the scheme be delivered within the highway boundary?	Y	N
Can the scheme be delivered without third party involvement?	Y	N
Do all elements of the scheme involve standard work processes?	Y	N
Can the scheme be delivered in the short term?	Y	N

<b>Other Information/Additional Notes:</b> Would need to involve a car sharing company to set up the scheme and speak with North Herts District Council to provide an appropriate number of parking spaces.
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<b>Scheme Name</b>	Produce an integrated strategy for marketing sustainable modes	
<b>Scheme Reference:</b>	SM8	
<b>Problem References:</b>	S1 S4	Lack of public transport information/co-ordination of times Lack of travel marketing for homes and businesses
<b>Scheme Status:</b>	This scheme is included in the UTP	

### Description of Proposals

This scheme is intended to provide an integrated strategy for increasing the marketing of sustainable modes within Hitchin and has been developed in response to numerous issues raised concerning a lack of marketed information for sustainable travel.

Most people have ‘pro-environmental’ attitudes, but don’t behave the way they know would protect the environment because of a wide range of perceived and actual barriers. Behaviour change rarely occurs purely by providing new information. While education campaigns may be effective in raising awareness, the focus should be on achieving actual behaviour change.

The Marketing Campaign is intended to make existing and potential users aware that their travel needs can be satisfied by sustainable transport services currently offered in Hitchin. The Campaign would cover public transport, cycling, walking and car sharing. Rather than just trying to change people’s attitudes to sustainable transport, the focus of the Marketing Campaign would be to change people’s actual behaviour by understanding the barriers to people switching from the car to alternative modes of transport; by removing the barriers to a specific behaviour and by emphasising the increased benefits the target audience associates with by undertaking a specific behaviour.

The marketing campaign should:

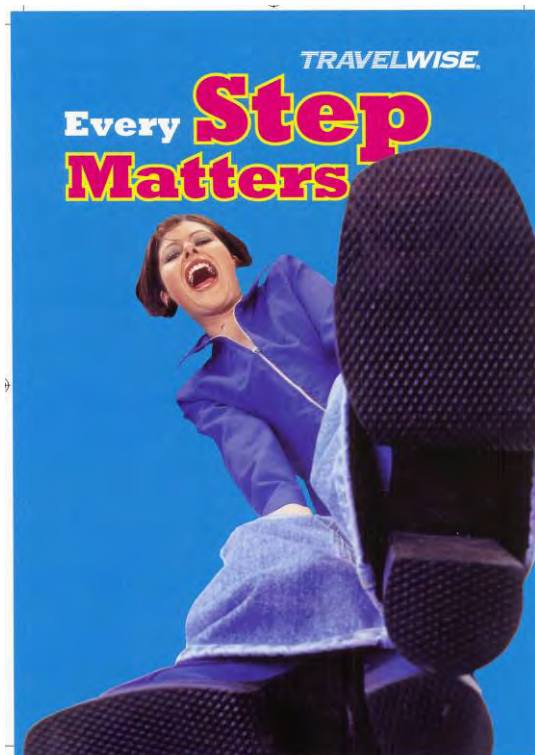
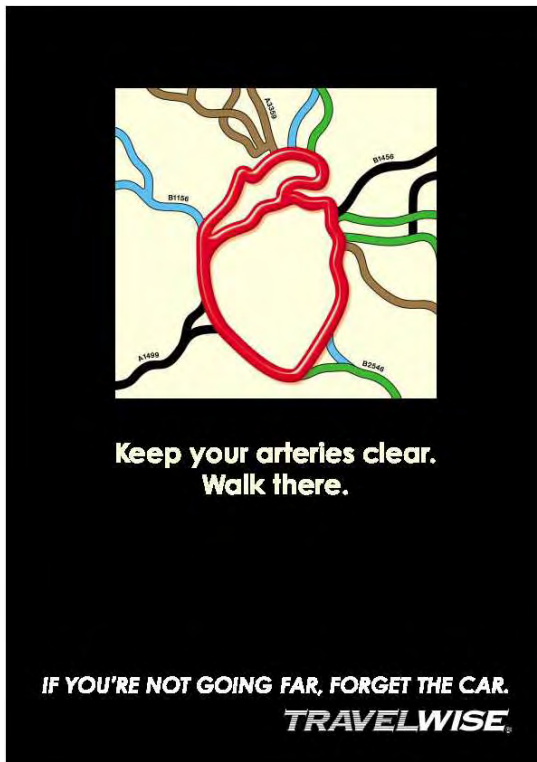
- Not only focus on journey modes, but also alternatives to journeys so as to help minimise the number of vehicle trips on the highway network.
- Develop a clear understanding of the desired change and the target groups of the Campaign.
- Identify the barriers to and benefits of travelling by alternative modes when compared to travelling by car.
- Link in with other sustainable transport initiatives to help overcome identified barriers.
- Develop a strategy that addresses barriers and benefits, and builds on new transport initiatives.
- Contain four strands covering public transport, cycling, walking and car sharing.
- Following detailed planning, be implement over a 4 year period to:
  - Run a regular programme of promotional activities (e.g. using advertising, public relations and point of sale promotion to promote schemes such as Plus Bus, Explorer and the other discount and concessionary ticketing options).
  - Make use of publicity to influence coverage of sustainable transport (i.e. creating news through competitions, awards, events, talks, surveys, issuing report / analysis / predictions)
  - Employ tools such as clear, captivating and concise communication, prompts, public commitments, targeted incentives, norm appeals (including the use of ‘opinion leaders’ and ‘trusted others’) to change people’s behaviour.
  - Include central one-stop-shop web portal to give access to sustainable transport information.

It is hoped that through carrying out the scheme there will be the following benefits:

- Gain an understanding of why people do not travel (more) by sustainable modes.
- Inform the development and implementation of other sustainable transport initiatives.

- Support other sustainable transport initiatives.
- Bring together various initiatives under one unifying brand that guides the appearance of messages and information on posters, events, websites etc.

**Supporting Photograph(s)**



Design Considerations	Proposed Solutions	Are solutions sufficient to overcome issues? (Y/N)

Ability to secure funding.	Combine existing smaller funding pots. Top slicing of transport capital budget.	Y
Agreeing the scope and content of the marketing strategy with various partners can be time consuming.	Involve all stakeholders from the outset	Y

<b>Links to other UTP schemes:</b>	PTM16- Introduce real time information across the network PTM 20- Improve the availability of public transport information across Hitchin
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<b>Contribution to Objectives / Indicators:</b>	UTP Objectives	4) Enhance the attractiveness of public transport by better integrating services and increasing the quality of information available to users 8) Increase the number of sustainable travel measures and their use
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<b>Outline Cost Analysis</b>		
<b>Works Element</b>	<b>Est. Cost</b>	<b>Notes</b>
Campaign Development	£75k	
Implementation Year 1	£75k	
Implementation Year 2	£75k	
Implementation Year 3	£75k	
Implementation Year 4	£75k	
<b>TOTAL COST FOR DELIVERY</b>	<b>£375k</b>	

<b>Deliverability Assessment</b>		
Can the scheme be delivered within the highway boundary?	Y	N
Can the scheme be delivered without third party involvement?	Y	N
Do all elements of the scheme involve standard work processes?	Y	N
Can the scheme be delivered in the short term?	Y	N

<b>Other Information/Additional Notes:</b> Costing is based on ~£0.90 per person per year. York spent around £0.70 per resident (includes inflation) on its Awareness Raising campaign targeting drivers (Source: 'Smarter Choices – Changing the Way we Travel', DfT, 2005, Chapter 7).
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**Scheme:**

Introduce more work place Travel Plans

**Scheme Reference:**

SM2

**Scheme Status:**

This scheme is included in the UTP

**Purpose:**

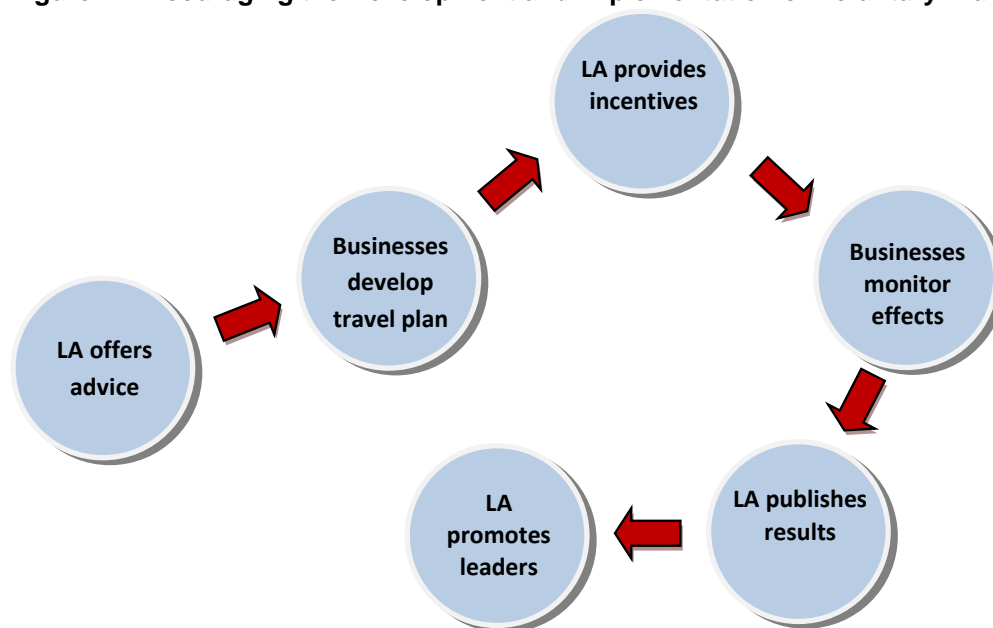
Travel plans can provide a catalyst for developers and employers to help shape sustainable transport in Hitchin.

Development control travel plans have to set out clear targets and require close monitoring and a credible enforcement regime to ensure their stated objectives and targets are being met. Most organisations require external guidance, encouragement and support to implement effective voluntary travel plans. Local authorities are in an ideal position to provide this kind of assistance.

**Details:**

- Development Control Travel Plans:
  - Update and strengthen guidance regarding the preparation of travel plan as part of planning applications.
  - Develop clear guidance on how travel plans are to be monitored, secured and enforced.
  - Put in place resources to monitor travel plans and take enforcement action in case of non-compliance including penalty payments / measures if modal shift targets are not met.
- Voluntary Travel Plans:
  - Work with employers to develop and implement voluntary travel plan strategies for individual organisations as well as area wide strategies for the Industrial Estate and possibly the town centre.
  - Provide advice, assistance (e.g. post code plotting) and tools (e.g. travel surveys).
  - Provide incentives to employers that are prepared to regularly monitor travel plans through travel surveys. Incentives could, for example, include: setting up a closed group on a car share matching system free of charge; offering discounts on public transport tickets.
  - Publish modal share results of travel surveys (league table).
  - Recognise employers that lead on travel plans (awards) and promote their achievements.

**Figure 1: Encouraging the Development and Implementation of Voluntary Travel Plans**



**Costs:**

£75k per annum

**Benefits:**

- Travel plans offer numerous benefits to individuals, employers and the wider community. Key benefits include:
  - Improved access in particular for those without regular access to a car.
  - Improved employer image with employers, customers and the wider community.
  - Less traffic – good practice travel plans can reduce car driver trips by 15%.
  - Free up land under car parks for more productive use or use existing facilities more intensively.
  - Improved health and well-being of staff and residents.

**Risks:**

- Ability to secure funding
- Employers are unwilling to participate in voluntary travel plans.

**Scheme:**

Introduce more school Travel Plans

**Scheme Reference:**

SM6

**Scheme Status:**

This scheme is included in the UTP as a recommended policy

**Purpose:**

The main purpose of implementing school travel plans is to promote safe and healthy journeys to school which in turn, can also help to reduce the use of the car and impact of the 'school run'. There are 3 secondary schools, 11 primary schools and 3 Infant/Nursery schools within Hitchin; currently 82% of these have school travel plans in operation (Hitchin Data Report, HCC, 2008). It is considered that this number could be increased so that all schools have a Travel Plan in place.

Data from the Hitchin 2006 School Census showed that walking was the most popular method of travel to both primary and secondary schools, being 64% and 54% respectively. Journeys by car were the second most common for primary age pupils (31%), but for secondary schools pupils the second most popular was the bus (22%). Clearly, a significant area to target will be reducing the number of car trips and increasing the mode share of public transport. Increasing the implementation of travel plans across all schools in Hitchin would therefore be the primary means of addressing these issues and establishing more sustainable patterns of school travel.

The suggestion of increasing the number of cycling proficiency courses (correctly termed 'Bikeability training') for school children was also raised during the stakeholder consultation (scheme CM1). It is considered that this requirement can be best addressed through this scheme by ensuring that cycling proficiency courses are delivered as part of school travel plans. This will help to increase the number of children who are able to cycle to school as well as delivering effective training in the most efficient way with the aim of increasing child road safety. It should be recognised that Bikeability training is not the only initiative which could be included as part of School Travel Plans. Smarter measures that aim to increase sustainable journeys to school without compromising safety (such as pedestrian skills training, walking buses and walk to school week campaigns) are equally important and effective.

It is, however, recognised that of equal importance to increasing the number of School Travel Plans is the need to maintain the current number that are in place. Government funding for School Travel Teams is set to cease in March 2011 which will have serious impact upon the ability to maintain and increase the number of Travel Plans, unless alternative funding sources can be found. It is still proposed to take this scheme forward through the UTP as school Travel Plans play a key role in addressing the immediate issues of child safety and reducing congestion as well as embedding the principles of sustainable travel within the younger generations in Hitchin.

**Benefits:**

- Reduce the number of school-related vehicle trips
- Increase the safety of children travelling to and from school
- Improve the environment around schools
- Provide health benefits for children travelling to school
- Increase the number of cycling proficiency courses for school children

**Risks:**

- Uncertainty over funding as government funding for School Travel Teams ends in March 2011