

Sustainable Schemes

Sustainable schemes included in the UTP;

Scheme Reference	Scheme Name	Timescale	Page Number
SM1	Improve publicity of sustainable transport options through a Marketing Campaign	Short	158
SM2	Use Personal Travel Planning to promote awareness of opportunities for sustainable travel	Short	162
SM5	Improve signage for pedestrians	Short	170
SM7	Introduce car sharing and car club schemes	Short	174
SM10	Produce a walking strategy for Stevenage which reviews walking routes in key locations including the Town Centre, Old Town and Pin Green employment area	Short	178
SM6	Increase the development and implementation of work travel plans	Medium	181

Sustainable schemes not included in the UTP;

Scheme Reference	Scheme Name	Timescale	Page Number
SM3	Provide Integrated Ticketing	Short	166
SM4	Provide walking/cycling maps	Short	168

Scheme Name	Improve publicity of sustainable transport options through a Marketing Campaign	
Scheme Reference:	SM1	
Problem References:	C1 PT8 PT12 A5 CO3 CO4 S7	Cycle ways are under used Sustainable modes of travel need greater priority Lack of information at bus station and other key locations Poor integration between bus and rail services Problems caused by school-related traffic, particularly near Nobel School and Lodge Farm School Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business
Scheme Status:	This scheme is included in the UTP	

Description of Proposals

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 Stevenage. 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 increasing the benefits the target audience associates with undertaking a specific behaviour.

Location Plan/outline Scheme Plan

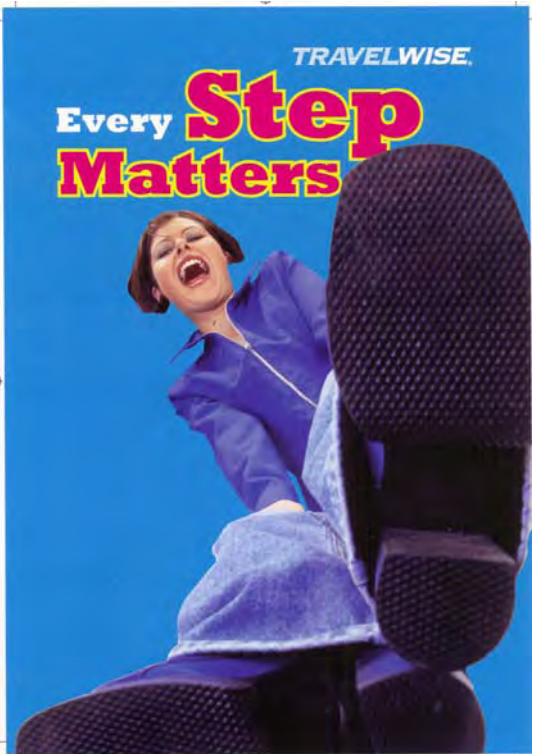
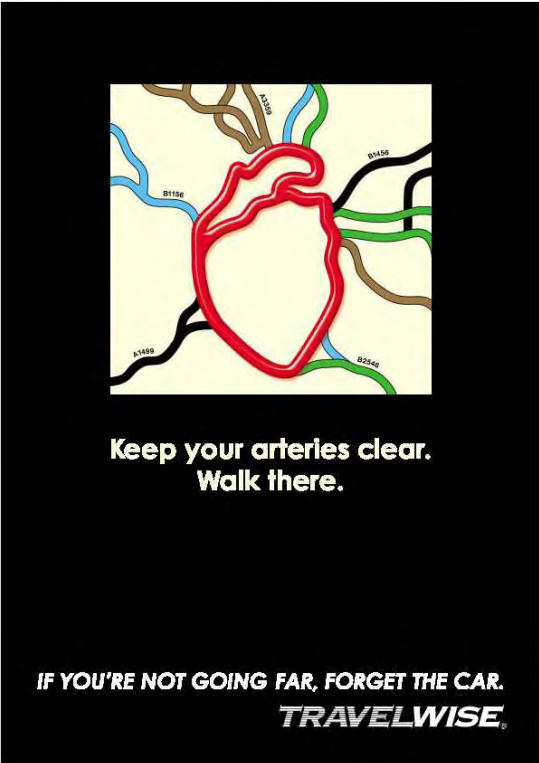
The marketing campaign should:

- Link to existing sustainable transport campaigns
- Use best practise and research available to develop activities and other measures
- 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. Topslicing of transport capital budget. Also consider appropriate use of s106 funding	Y
Agreeing the scope and content of the marketing strategy with various partners can be time	Involve all stakeholders from the outset	Y

consuming.		
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Links to other UTP schemes:	PTM1 – Increase marketing of bus/ rail services PTM12 – Increase the amount of bus information available at the bus station. HM1 - Smarter measures such as travel marketing, travel plans, car clubs, to reduce reliance on the car SM2 – Promote awareness of opportunities for sustainable travel
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Contribution to Objectives / Indicators:	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 uptake
	LTP Indicators	<ul style="list-style-type: none"> • Passenger transport Information, User satisfaction • Cycling trips • Public transport patronage

Outline Cost Analysis		
Works Element	Est. Cost	Notes
Campaign Development	£75k	
Implementation Year 1	£75k	
Implementation Year 2	£75k	
Implementation Year 3	£75k	
Implementation Year 4	£75k	
TOTAL COST FOR DELIVERY	£375k	

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk:		

Other Information/Additional Notes:
 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).

Scheme Name	Use Personal Travel Planning to promote awareness of opportunities for sustainable travel	
Scheme Reference:	SM2	
Problem References:	C1 PT8 PT12 A5 CO3 CO4 S7	Cycle ways are under used Sustainable modes of travel need greater priority Lack of information at bus station and other key locations Poor integration between bus and rail services Problems caused by school-related traffic, particularly near Nobel School and Lodge Farm School Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business
Scheme Status:	This scheme as a standalone option is not included in the UTP	

Description of Proposals

Personalised Travel Planning (PTP) is a targeted marketing technique that delivers information, provides incentives and motivates to help people overcome habitual use of the car and induce voluntary travel behaviour change.

The DfT's 'Smart Moves' travel plan news recently published findings that car use in the DfT's sustainable travel towns has been cut by nearly 10 percent according to their travel plans. The three DfT-funded demonstration towns ran smarter choices schemes over five years between 2004 and 2008. The initiative aimed to encourage residents, commuters and visitors to walk, cycle and take public transport more often and to reduce single occupancy car use. At the end of the five-year project, car use had fallen by up to nine per cent across the three towns which falls in line with personalised travelling planning reductions of 7-15% suggested in the in the *Making Smarter Choices Work* report.

Location Plan/outline Scheme Plan

It is intended that the scheme should:

- Target around 10,000 households around the old town as well as along public transport corridors to the city centre as well as Pin Green Industrial Area and Gunnels Wood Employment Area.
- Contact households in the target area by post, telephone, door knocking, community events as well as a range of other marketing activities.
- Prepare and provide targeted information on alternative travel choices and potentially particular journeys.
- Motivate individuals to use alternative modes of transport and provide incentives.
- Provide on-going support and advice, for example via help lines, mail services and dedicated websites.

By doing so, it is hoped that the scheme will realise the following benefits:

- Reduce the number of car driver trips and the distance travelled by car by 10 % in participating households;
- Create more sociable and liveable neighbourhoods
- Increase public transport use, making services more viable;
- Increase viability of local shops and businesses;
- Create more sociable and 'liveable' neighbourhoods;
- Strengthen partnerships between the agencies and organisations involved;
- Improve local air quality;
- Reduce carbon emissions.

(Source: Making Personalised Travel Planning Work – Summary Report, DfT, 2007)

Supporting Photograph(s)



(Source: Hazel Grove Personalised Travel Planning Pilot, AECOM)

Design Considerations	Proposed Solutions	Are solutions sufficient to overcome issues? (Y/N)
Ability to secure funding	Early identification of funding source	Y
Lack of support from local partners	Good project management and early involvement of potential local partners in design of PTP initiative.	Y
Lack of political support	Involve political leaders in promotion of PTP initiative. Also use local examples of success in this field.	Y

Links to other UTP schemes:	PTM1 – Increase marketing of bus/ rail services PTM12 – Increase the amount of bus information available at the bus station. HM1 - Smarter measures such as travel marketing, travel plans, car clubs, to reduce reliance on the car SM1 – Improve publicity of sustainable transport options through a Marketing Campaign
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Contribution to Objectives / Indicators:	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 uptake
	LTP Indicators	<ul style="list-style-type: none"> • Passenger transport Information, User satisfaction • Cycling trips • Public transport patronage

Outline Cost Analysis		
Works Element	Est. Cost	Notes
Personalised travel planning	£500,000	£50 per targeted household
TOTAL COST FOR DELIVERY	£500,000	

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk:		

Other Information/Additional Notes:

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Scheme Name	Provide Integrated Ticketing	
Scheme Reference:	SM3	
Problem References:	A5 CO4 S7	Poor integration between bus and rail services Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business
Scheme Status:	This scheme is being addressed through other specific UTP schemes	

<p>Description of Proposals</p> <p>Integrated ticketing is already provided with ticketing options such as ‘Plusbus’ and the ‘Explorer Ticket’ which can be used on most services/routes throughout the Hertfordshire. However, stakeholder events have indicated that there could be better promotion of these schemes as many people are not aware of these options. Therefore, rather than providing further options, it is proposed that the existing schemes are marketed to a greater degree to increase awareness.</p>
<p>Location Plan/outline Scheme Plan</p> <p>Increased marketing of ticketing options are included in PTM1 and SM1.</p>
<p>Supporting Photograph(s)</p>

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

Links to other UTP schemes:	PTM1 – Increase marketing of bus/ rail services HM1 - Smarter measures such as travel marketing, travel plans, car clubs, to reduce reliance on the car SM1 – Improve publicity and promotion of public transport, cycleways and pedestrian areas
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Contribution to Objectives / Indicators:	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 uptake
	LTP Indicators	<ul style="list-style-type: none"> • Passenger transport Information, User satisfaction • Public transport patronage

Outline Cost Analysis

Works Element	Est. Cost	Notes
TOTAL COST FOR DELIVERY		

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk:		

Other Information/Additional Notes:
 This scheme feeds into other UTP options. As such, this scheme as a standalone option will not be taken forward into the UTP.

Scheme Name	Provide walking/cycling maps	
Scheme Reference:	SM4	
Problem References:	C1 PT8 CO3 CO4 S7	Cycle ways are under used Sustainable modes of travel need greater priority Problems caused by school-related traffic, for example near Nobel School and Lodge Farm School Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business
Scheme Status:	This scheme is not included in the UTP as it is being addressed through the Cycleways Study	

Description of Proposals

This issue was raised as part of the UTP stakeholder consultation. There is currently a cycle map that is produced by the Stevenage branch of the CTC in association with the Hertfordshire County Council and Stevenage Borough Council. Large quantities have been printed and are available throughout the town and are also available at the following location <http://www.stevenagectc.org.uk/>.

There is also a project currently underway which is being undertaken called the Stevenage Cycleways study by Hertfordshire Highways in association with the Borough Council to review this work. It is proposed that this study will look at reviewing and improving the signing and lining around the existing cycle network to make it more navigable. Part of this signing strategy will involve specifying distances and shortest distances to key destinations around the network. In addition to this 'Hub signs' are proposed to be installed near the centre of neighbourhoods and smaller zoomed-in (local) signs placed at selected decision / entry points along the cycle network. Places such as hospitals, railway stations, Fairlands Park, town centre, libraries, and schools, places of worship, shops and business parks are to be highlighted as points of interest (POI).

Local POI's will be coloured on the map but not named. Stevenage wide POI's are to be signed with distances.

To avoid the duplication of work between the Cycleways Study and the UTP the outcomes of the study outlined above are being highlighted within the UTP but delivered by this separate study. There is however funding available to deliver the Cycleways study but these details are given below.

Location Plan/outline Scheme Plan

Awaiting outcome of the Hertfordshire Highways Cycleways Study

Supporting Photograph(s)

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

Links to other UTP schemes:	CM2 – Review the cycle-way infrastructure (particularly signing and lining) SM2 – Promote awareness of opportunities for sustainable travel CM14 - Improve maintenance, signing and markings along the
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	cycle-ways SM5 - Improve signage for pedestrians SM10 - Produce a walking strategy for Stevenage
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Contribution to Objectives / Indicators:	UTP Objectives	1) Increase the pedestrian priority and environment along key desire lines 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 uptake
	LTP Indicators	<ul style="list-style-type: none"> Cycling trips

Outline Cost Analysis		
Works Element	Est. Cost	Notes
£300,000 available from the Housing and Growth Fund, with consultancy fees being covered by HCC		
TOTAL COST FOR DELIVERY	£300,000	

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk: Will need to be delivered through multiple stakeholders but all relevant stakeholders are already engaged and behind the outcomes Agreement on appropriate signage need to be agreed with the DfT given the status of the cycleways. This is not anticipated to cause any significant problems.		

Other Information/Additional Notes:

Scheme Name	Improve signage for pedestrians	
Scheme Reference:	SM5	
Problem References:	PT8 CO4 W1	Sustainable modes of travel need greater priority Cumulative effect of new housing developments on the highway network Conflicts between cyclists and pedestrians in the town centre
Scheme Status:	This scheme is included in the UTP	

Description of Proposals

This issue was raised as part of the UTP stakeholder consultation. There is currently a cycle map that is produced by the Stevenage branch of the CTC in association with the Hertfordshire County Council and Stevenage Borough Council. Large quantities have been printed and are available throughout the town and are also available at the following location <http://www.stevenagectc.org.uk/>.

There is also a project currently underway which is being undertaken called the Stevenage Cycleways study by Hertfordshire Highways in association with the Borough Council to review this work. It is proposed that this study will look at reviewing and improving the signing and lining around the existing cycle network to make it more navigable. Part of this signing strategy will involve specifying distances and shortest distances to key destinations around the network. In addition to this 'Hub signs' are proposed to be installed near the centre of neighbourhoods and smaller zoomed-in (local) signs placed at selected decision / entry points along the cycle network. Places such as hospitals, railway stations, Fairlands Park, town centre, libraries, and schools, places of worship, shops and business parks are to be highlighted as points of interest (POI).

Local POI's will be coloured on the map but not named. Stevenage wide POI's are to be signed with distances.

To avoid the duplication of work between the Cycleways Study and the UTP the outcomes of the study outlined above are being highlighted within the UTP but delivered by this separate study. There is however funding available to deliver the Cycleways study but these details are given below.

The study above will provide signing strategy that can be used by cyclists and pedestrian's alike. This will only deal with signing on the segregated cycle and pedestrian network around Stevenage. There would need to be an additional scheme focused around signing for pedestrians around the town centre. Site visits to the town centre identified that there are currently 2 pedestrian signing points within the town centre located at either end of pedestrianised area of the town centre. If these could be provided in more locations it would make navigation of the town centre easier. These would need to be located at key decision points around the town centre. These locations have been identified in the diagram below. It should however be noted that given that the town centre is due for re-development this may not be an efficient use of funds and could be incorporated within the future proposals for the town centre. Additional signage is mentioned in the 'Stevenage Town Centre Regeneration Strategy – Final Report' as things that could be delivered through quick wins. We have identified that it would be appropriate to implement a further 5 signage locations on key entry points to the town centre.

Location Plan/outline Scheme Plan

Awaiting outcome of the Hertfordshire Highways Cycleways Study and also the Town Centre Redevelopment. However, a number of suggested locations have been provided below for the locations within the town centre where additional signage might be required.



Supporting Photograph(s)

Examples of existing pedestrian signage within the town centre.



Design Considerations	Proposed Solutions	Are solutions sufficient to overcome issues? (Y/N)
Determine suitable locations that don't hamper any emergency vehicle access	Liase with town centre manager/ emergency services	Y
Appropriate design of signage in keeping with town brand and SM1 brand	Establish with SBC and HCC marketing teams that signage is appropriate.	Y

Links to other UTP schemes:	CM2 – Review the cycleway network SM2 – Promote awareness of opportunities for sustainable travel CM14 - Improve maintenance, signing and markings along the cycle-ways SM4 - Provide walking/cycling maps SM10 - Produce a walking strategy for Stevenage
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Contribution to Objectives / Indicators:	UTP Objectives	1) Increase the pedestrian priority and environment along key desire lines 8) Increase the number of sustainable travel measures and their uptake
	LTP Indicators	<ul style="list-style-type: none"> Rights of Way

Outline Cost Analysis		
Works Element	Est. Cost	Notes
£300,000 available from the Housing and Growth Fund, with consultancy fees being covered by HCC		
5 additional signage points	£2,500	Assumed as £500 per sign
TOTAL COST FOR DELIVERY	£300,000	

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk: Will need to be delivered through multiple stakeholders but all relevant stakeholders are already engaged and behind the outcomes Agreement on appropriate signage need to be agreed with the DfT given the status of the cycleways. This is not anticipated to cause any significant problems.		

Other Information/Additional Notes:

Scheme Name	Introduce car sharing and car club schemes	
Scheme Reference:	SM7	
Problem References:	PT8 PT12 CO3 CO4 S7	Sustainable modes of travel need greater priority Lack of information at bus station and other key locations Problems caused by school-related traffic, particularly near Nobel School and Lodge Farm School Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business
Scheme Status:	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 particular for regular commuter journeys to work as well as one off longer distance trips to destinations beyond Stevenage.

The car club strategy would define Stevenage’s strategy to attract car club operators to locate vehicle in neighbourhoods across Stevenage.

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 modal shares 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 Stevenage.
- Identify areas in Stevenage 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 vehicles;
- 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



Design Considerations	Proposed Solutions	Are solutions sufficient to 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 Stevenage.	Y
Inability to secure budget for development of Car Club Strategy and Car Share Scheme.		
Insufficient officer time to develop and implement recommendations of the Car Club strategy and	Secure funding for officer time through S106 contributions.	Y

promote Car Share Scheme.		
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Links to other UTP schemes:	HM1 - Smarter measures such as travel marketing, travel plans, car clubs, to reduce reliance on the car SM2 – Promote awareness of opportunities for sustainable travel
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Contribution to Objectives / Indicators:	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 uptake
	LTP Indicators	<ul style="list-style-type: none"> • Passenger transport Information, User satisfaction • Cycling trips • Public transport patronage

Outline Cost Analysis		
Works Element	Est. Cost	Notes
Setting up and managing a car share system.	£40,000	Cost per annum
Develop car club strategy.	£30,000	
TOTAL COST FOR DELIVERY	£70,000	(£40,000 per annum)

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk: Would need to involve a car sharing company to set up the scheme and speak with Stevenage Borough Council to provide appropriate number of parking spaces.		

Other Information/Additional Notes:

Scheme Name	Produce a walking strategy for Stevenage which reviews walking routes in key locations including the Town Centre, Old Town and Pin Green employment area	
Scheme Reference:	SM10	
Problem References:	PT8 CO3 CO4 S7 WM1 – WM15	Sustainable modes of travel need greater priority Problems caused by school-related traffic, particularly near Nobel School and Lodge Farm School Cumulative effect of new housing developments on the highway network Lack of travel marketing to homes and business All walking schemes
Scheme Status:	This scheme is included in the UTP as a recommended sustainable policy	

Description of Proposals

Review walking routes in key locations across town and make detailed recommendations to improve the safety, security and attractiveness of walking. Apart from improving existing and providing new walking links, the strategy will look to improve management arrangements and co-ordination between different departments and organisations to address other issues such as litter, pavement obstructions, broken or cracked paving slabs, too much street furniture, or a lack of legible sign posts and street name signs.

Location Plan/outline Scheme Plan

The scheme will:

- Focus on walking routes in and in the vicinity of the town centre, the old town as well as key destinations including public parks, schools, local centres, business parks, hospital, shops and peripheral car parks as well as radial routes to the town centre and industrial areas.
- Identify specific routes that would benefit from improvements of the route itself or its environment. Measures should include car parking controls where inappropriate parking is identified as a problem.
- Integrate on-road and off-road walking routes to create a continuous and direct walking network throughout Stevenage.
- Identify and implement public rights of way improvements to encourage leisure walks from residential areas into the surrounding countryside.
- Set out a signage strategy to direct pedestrians between key destinations.
- Identify areas that would benefit from pedestrianisation, vehicle and speed restrictions, traffic calming or being converted to shared surface streets or home zones as part of a medium to longer term transport strategy.
- Develop walking maps to promote pedestrian only routes, off-road routes and short cuts to employment sites and housing areas.
- Develop maps for inclusion in general transport guides and other publicly available information as well as for posting at transport interchanges.
- Identify where further infrastructure work, such as lighting, may be needed to ensure that routes can be used more widely.

If implemented, the scheme should:

- Improve walking conditions.
- Provide clear directions to those who walk.
- Encourage walking for short local journeys and walking to and from public transport.
- Reduce the number or severity of road traffic casualties.
- Inform the Marketing Campaign on Sustainable Transport.

- Represent a component part of the PTP scheme.

Supporting Photograph(s)



Design Considerations	Proposed Solutions	Are solutions sufficient to overcome issues? (Y/N)
Ability to obtain funding	Identify source of funding early on	Y

Links to other UTP schemes:	All Walking Schemes
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	SM1 - Improve publicity and promotion of public transport, cycleways and pedestrian areas SM2 – Promote awareness of opportunities for sustainable travel
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Contribution to Objectives / Indicators:	UTP Objectives	1) Increase the pedestrian priority and environment along key desire lines 3) Improve the accessibility of key destinations for all users 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 uptake
	LTP Indicators	<ul style="list-style-type: none"> • Rights of Way

Outline Cost Analysis		
Works Element	Est. Cost	Notes
Produce Strategy	£75,000	
TOTAL COST FOR DELIVERY	£75,000	

Deliverability Assessment		
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
Where 'N' details for overcoming deliverability risk:		

Other Information/Additional Notes:

Scheme:

Increase the development and implementation of work travel plans

Scheme Reference: SM6**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 Stevenage.

However, 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.

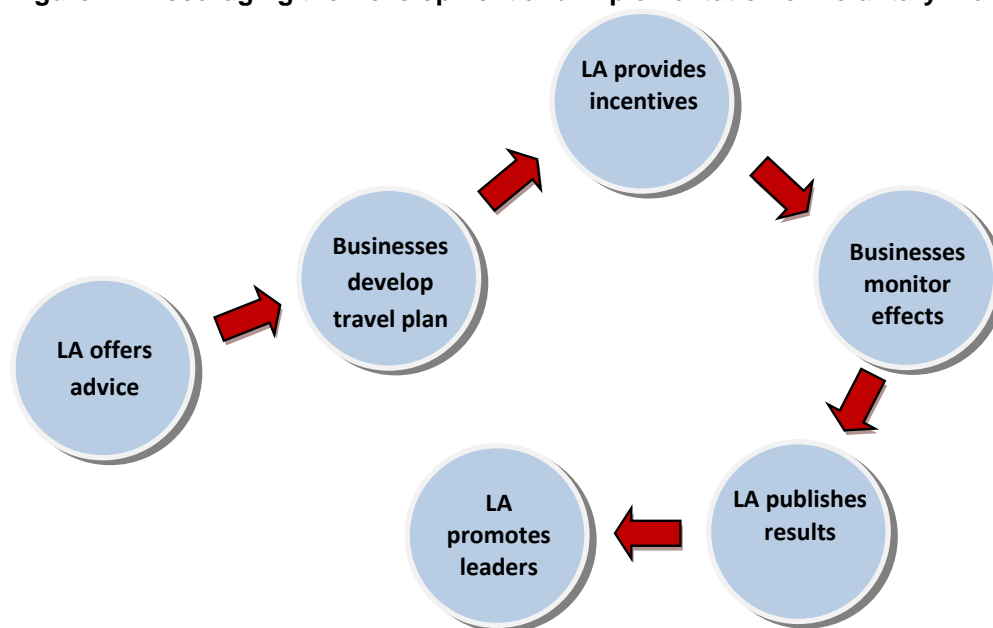
Details:**Development Control Travel Plans:**

- 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 taken 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 Pin Green industrial area and Gunnels Wood Employment Area.
- 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



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.

Indicative cost:

£75,000 per annum