

University of Manchester
*Contemporary Issues in Planning &
Environment Research*

**Planning and transport:
a practitioner's view**

Richard Armitage

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- ◆ Sustainable travel
- ◆ Accessible transport
- ◆ Project delivery
- ◆ Small outfit
- ◆ With associates = 150 people
- ◆ Meeting more & more planners!

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Strange days

- ◆ Rail fares rising above inflation
 - ❖ "Too many passengers"
 - ❖ Cheaper to travel by air
- ◆ Schools: parental choice
 - ❖ Kids travel further to school (by car)
 - ❖ Leaving school immature & obese
 - ❖ Costs further down the line
 - post-school training; calls on the NHS

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Introduction

- ◆ Current context for our work
- ◆ Case studies and examples
- ◆ Development control & travel plans
- ◆ Recent policy developments
- ◆ Planning our way out

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Travel Plans

- ◆ "A package of measures to encourage and enable staff to travel more sustainably"
- ◆ A Travel Plan is about
 - ❖ Planning travel (not just transport)
 - ❖ Reducing over-dependence on the car
 - ❖ Making small changes in everyone's travel behaviour

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**Government-supported
research programme**

- ◆ 'Soft Factors' 2002
 - ❖ Workplace Travel Plans could reduce commuting and business travel by a further 1.5% by 2015 saving 2bn vehicle kilometres a year.
 - ❖ Very convenient: used to underpin Multi-Modal Studies' weak approach to sustainable transport

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Government-supported research programme

◆ Making Travel Plans Work 2002

- ❖ Evidence of impact
- ❖ Car driving to work down 17%+
- ❖ But... must have parking restraint
- ❖ Important considerations: financial incentives, management support, dedicated staff time, promotion and marketing

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Government-supported research programme

◆ Smarter Choices 2004

- ❖ Much more detailed analysis
- ❖ Insightful thinking: lifetime of car use
- ❖ Urban peak traffic: -21%
- ❖ Nationally, traffic volumes: -11%
- ❖ Local Transport Plan 2
- ❖ Sustainable towns pilots:
 - Worcester, Darlington, Peterborough

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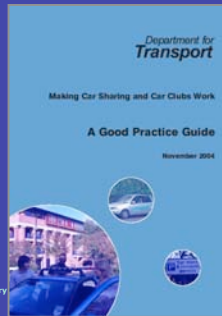


Making Carsharing & Car Clubs Work 2004

◆ Case studies

◆ Carsharing

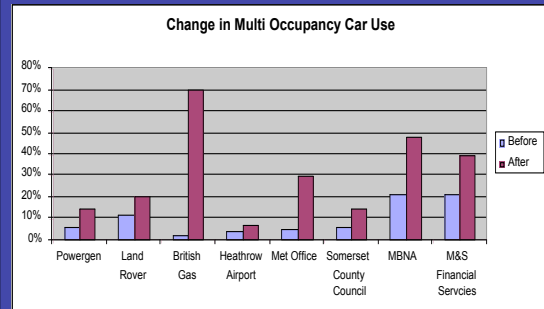
- ❖ High impact possible
- ❖ Delivery depends on:
 - Champion
 - Management support
 - Parking restraint
 - User acceptance very high... afterwards!



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Carsharing is working



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Carsharing & parking

Car sharing and staff parking: changes in ratio of staff to parking spaces	Before			After			Absolute difference in spaces
	Staff Number	Car Park Spaces	Spaces per staff	Staff Number	Car Park Spaces	Spaces per staff	
Barclaycard	2,300	2,000	0.87	3,000	1,900	0.63	-100
British Gas	1,923	2,000	1.04	1,923	386	0.20	-1,614
EDF Energy	780	378	0.48	1,000	378	0.38	0
GCHQ	4,500	3,400	0.76	4,500	1,800	0.40	-1,600
M&S Financial	1,400	922	0.66	2,000	922	0.46	0
MBNA	780	750	1.00	5,200	750	0.14	0
Met Office	1,200	770	0.64	1,200	770	0.64	0
Powergen	600	600	1.00	1,000	450	0.45	-150
Scottish Courage	400	280	0.70	650	280	0.43	0
Average			0.79			0.42	

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Day-to-day common practice

◆ Transport consultants

- ❖ Prepare transport impact assessments for developers
- ❖ Draft travel plans for workplaces and other major traffic generators
- ❖ Bury Primary Care Trust - transport & travel strategy

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Day-to-day not so common practice

- ◆ Implement travel plans & other sustainable transport schemes
- ◆ Prepare travel information & journey planning advice
- ◆ Establish practical sustainable travel solutions, such as
 - ❖ Car clubs (try www.citycarclub.co.uk)

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What is car sharing?

- ◆ Access to a car without the hassle of owning one
- ◆ Book for as little as one hour
- ◆ Car located near home or work
- ◆ Pay-as-you-go: hours/distance
- ◆ Successful elsewhere in Europe and North America



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Signing up

- ◆ **Membership:**
 - ❖ Authorisation:
 - driver
 - insurance (excess)
 - ❖ Payment system: direct debit
 - ❖ Refundable deposit
 - ❖ Smartcard or access to key-safe
 - ❖ Rules: handbook
 - ❖ On the road: PIN number



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Using the car: quick & easy

- ◆ **Book**
 - ❖ Internet
 - ❖ Phone
 - ❖ In the car
- ◆ **Unlock**
 - ❖ Designated parking bays on-street
 - ❖ Smartcard releases central locking



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Using the car: quick & easy

- ◆ **Drive**
 - ❖ Enter PIN & drive
 - ❖ Return & enter PIN
 - ❖ Manual log entry
- ◆ **Pay**
 - ❖ Tariff: all costs
 - ❖ Fuel card
 - ❖ Monthly invoice



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Car sharers use the car less

- ◆ **European research**
- ◆ **UK data October 2006:**
 - ❖ 1,800 members surveyed on-line
 - ❖ 788 (44%) responded
 - ❖ 326 would have bought car or additional household car
 - ❖ 367 fewer cars thanks to car sharing
 - ❖ Use car less, multi-modal



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Why car share?



- ◆ **Convenience**
 - ❖ Repairs, NCT
 - ❖ Parking
- ◆ **It appeals to the wallet**
 - ❖ No need for second car in household
 - ❖ Pay-as-you-go means other travel options become financially viable, clear and practical

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Altruism not enough

- ◆ **Saving the planet:**
 - ❖ People want to make a contribution
 - ❖ Strong ideological commitment may mean no car use at all!
- ◆ **Congestion & full car parks: who should make first move?**
 - ❖ 'If I use my car less, my parking space or place in the traffic jam will only be filled by someone else'

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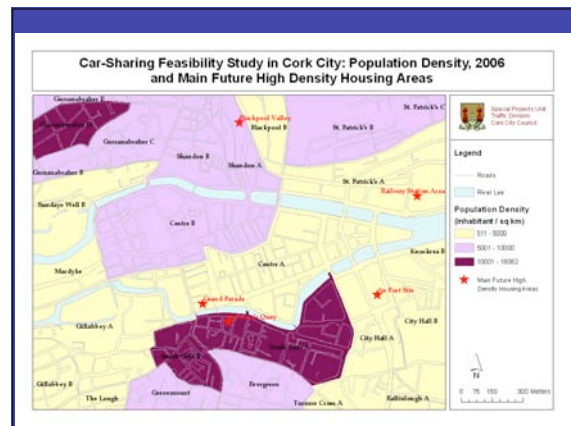
Market for car sharing

- ◆ **Matrix of desirable attributes:**
 - ❖ Population/housing density
 - ❖ Parking availability
 - ❖ Household income levels
 - ❖ Public transport availability/quality
 - ❖ Services
 - ❖ Community activities
 - ❖ Potential business users
 - ❖ New development



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Grand Union Village (West London)

- ◆ **Prestigious brownfield site**
 - ❖ Over 800 new housing units
 - ❖ Mixed development
- ◆ **Reduced parking provision**
- ◆ **Transport consultants: travel plan coordination function**
- ◆ **Car club, more buses, bike routes, journey planning advice**

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GUV: Section 106

- ◆ **Commercial initiative**
 - ❖ Taylor Woodrow Developments
 - ❖ Bryant Homes
- ◆ **£ multi-million s106 agreement**
- ◆ **Higher density**
- ◆ **Social housing**

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Master Plans (1)

◆ Location 1

- ❖ Town centre, retail + leisure
- ❖ Bordered by motorway
- ❖ Regeneration: how many of the new jobs will be taken up by local people looking for work?
- ❖ Q: And how will they get to work?
- ❖ A: Not what they wanted to hear

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Master Plans (2)

◆ Location 2

- ❖ Edge of town centre renewal, residential, shops, and live+work
- ❖ Ethnic minority community, low income
- ❖ Large % never leave the area, other than to walk to town centre - modal split currently produces low CO₂!
- ❖ Narrow streets, car/pedestrian conflicts

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Master plans & sustainable transport

◆ Unusual to be involved so early

◆ Simple (to us) propositions:

- ❖ Location 1: recruit very locally, so staff do not need to arrive by car
- ❖ Location 2: Controlled Parking Zone, undercroft car parking, 50% of narrow roads for cyclists & pedestrians, pedestrian priority link to town centre across trunk road

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Retail Sector – Recent Research

◆ Recent research ...

- ❖ **Future of Retail Transport: Access, Information and Flexibility** (Derek Halden Consultancy Ltd. for British Council of Shopping Centres, 2006)
- ❖ **Motoring Towards 2050 – Shopping and Transport Policy** (RAC Foundation, 2006)

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Key messages

◆ Research showing that

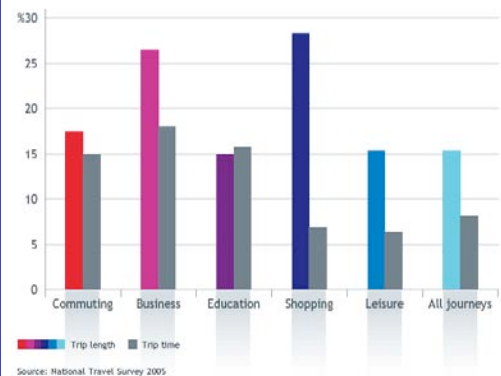
- ❖ Travel associated with retail is growing faster than for any other trip purpose
- ❖ Car travel is growing and accounts for over 60% of shopping trips
- ❖ Bus users spend as much as car users on retail
- ❖ Current mismatch between retailers' corporate commitment and TP measures aimed at 'shop staff'

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Change in average trip length and time between 1990 and 2004



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Gateshead

- ◆ Capital Shopping Centres PLC is the UK's largest regional shopping centre business
- ◆ An estimated 210 million customer visits per annum with half the UK's population within a 45 minute drive time of a centre



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MetroCentre and Lakeside

MetroCentre

- ◆ Size: 1.818 million sq ft
- ◆ No of shops: 330
- ◆ Catchment: 3 million shoppers in 1 hour drive
- ◆ Footfall: 24 million in 2005
- ◆ Parking: 9,250 free secure car parking spaces
- ◆ Car Ownership: 58% (Tyne and Wear) 64% (North East region)

Lakeside

- ◆ Size: 1.403 million sq ft
- ◆ No of shops: 283
- ◆ Catchment: 11 million shoppers in 1 hour drive
- ◆ Footfall: 24 million in 2005
- ◆ Parking: 13,000 free secure car parking spaces
- ◆ Car Ownership: 79%

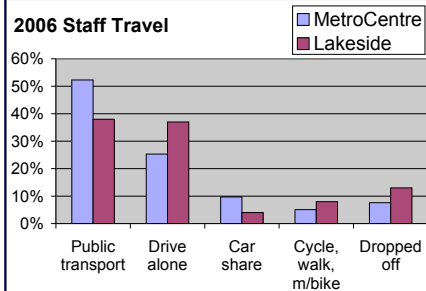
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MetroCentre and Lakeside

2006 Staff Travel



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Public transport environment



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MetroCentre Travel Plan

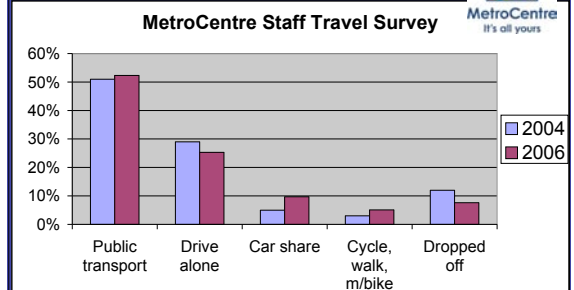
- ◆ New public transport interchange
- ◆ Bus priorities
- ◆ Improved bus services
- ◆ Improved cycling and walking environment and facilities
- ◆ Car sharing scheme
- ◆ Travel information
- ◆ Partnerships / promotions with LA, Nexus and transport operators

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Outcomes



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Key issues for retailers and their staff

- ◆ **For the retailers:**
 - ❖ Recruitment and retention of lower-paid staff
 - ❖ Providing travel choices for staff
 - ❖ Avoiding conflicts in the car park: staff vs shoppers
 - ❖ Corporate Social Responsibility: gap between board level claims and practice on the ground

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Smartcard futurology:

- ❖ integration
- ❖ Oyster-style travel
- ❖ security PhotoID
- ❖ e-commerce

Give yourself a lift and win prizes!

MP £250

MetroCentre Staff Card

It's that MetroCentre winning feeling

When you swipe for your lift, MetroCentre will register it and you'll be eligible for a lift. You'll be able to use it for all your MetroCentre shopping. It's that MetroCentre winning feeling.

It's that MetroCentre winning feeling. It's that MetroCentre winning feeling. It's that MetroCentre winning feeling.

MetroCentre Staff Card

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Development control

- ◆ **Guidance on travel plans**
 - ❖ When a travel plan should be required
 - ❖ The type of travel plan necessary
 - ❖ How it should be legally agreed
 - ❖ Guidance on the assessment of travel plans
 - ❖ How it should be monitored and legally enforced
 - ❖ Details of where to get help and support

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Existing guidance on TPs

- ◆ **Audit Commission**
- ◆ **Hampshire**
- ◆ **Cheltenham SPG**
- ◆ **Greater Manchester SPD**
- ◆ **Oxford SPD**
- ◆ **Poole SPG**

Route map to improved planning obligations

Improving performance on Section 106 agreements

For planning departments

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Policy developments

- ◆ **Barker**
- ◆ **Stern**
- ◆ **UN & Climate Change**
- ◆ **Eddington**
- ◆ **Greening of the Tories**
- ◆ **Marks & Spencer £200m planned sustainability spend**

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Planning our way out

- ◆ **Planning congestion out of the system, delivering lower CO₂**
- ◆ **Liveability closely linked to how people achieve access to services, lifestyle they seek**
- ◆ **Higher density making public transport viable**
- ◆ **Good luck!**

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