

Bilston Urban Village

Draft Residential Travel Plan

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Prepared For:

Places for People

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1.0 TRAVEL PLAN OBJECTIVES

1.1 “A residential travel plan is a package of measures designed to reduce the number and length of car trips generated by a residential development while also supporting more sustainable forms of travel and reducing the overall need to travel.”

1.2 This residential travel plan has been created for the estimated 870 new dwellings proposed at BUUV and as such sets out the following objectives:

- Address resident’s need for access to a full range of facilities for work, education, health, leisure, recreation and shopping.
- Reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the travel plan
- Promote healthy lifestyles and sustainable vibrant local communities
- Encourage good urban design principles that increase the permeability of the development for walking and cycling

1.3 This Travel Plan contains details of measures which aim to maximise the opportunities offered by the site in terms of its location in relation to existing services and facilities. It sets out the ‘hard’ measures with regards to site design, the provision of new infrastructure and services alongside ‘soft’ measures which aim to promote and encourage sustainable travel amongst new residents.


1.4 Within the development this Travel Plan aims to achieve more sustainable travel from the outset whilst promoting modal shift within the wider community in respect of development instigated improvements to local public transport services and the cycle network.

2.0 DESIGN MEASURES

2.1 Introduction

2.1.1 The design of the site will enable residents to move easily and safely on foot and by bicycle both within the development and to nearby destinations. The movement framework within the site is to be based upon the following hierarchy:

Table 1 *Road User Hierarchy*

| | |
|--|---|
| Consider First  Consider Last | Pedestrians |
| | Cyclists |
| | Public Transport Users |
| | Specialist service vehicles (e.g. emergency services, waste etc.) |
| | Other motor traffic |

2.1.2 This section details the various design measures which are to be applied within the development with the aim of encouraging and facilitating more sustainable travel.

2.2 Housing Density

2.2.1 The density of the development is considered an important factor in delivering a community which fosters sustainable travel habits. More efficient land-use will provide an environment within which local facilities and public transport services can be supported enabling these facilities to remain within easy reach.

2.2.2 Across the site an average of 43 dwellings per hectare in line with that stated within in Planning Policy Guidance Note 3 which recommends densities of 30 dwellings per hectare and above.



2.3 **Individual Housing Design**

2.3.1 All dwellings will include broadband access as standard. The internal design of dwellings is as such to allow for space to be adapted for work use therefore enabling working from home. A proportion (to be determined) of the dwellings will be live-work units.

2.4 **Street Design**

2.4.1 The majority of the residential development areas adopt the following design principles:

- Where possible there will be no distinction between the road and the pavement
- Speeds throughout the development are to be maintained below 20mph by a mixture of design features and where necessary average speed check cameras

2.4.2 The new development will be permeable to pedestrians and cyclists at both the north and west of the site in addition to access points for all vehicles facilitating short cuts for journeys made on foot or by bike.

2.5 **Local Facilities**

2.5.1 The site is located within easy walking distance of Bilston Town Centre. Everyday facilities such as local shops, a doctor's surgery, banking and post office facilities will be integrated into the development proposals and located as such to minimise the distance residents would need to travel to access these facilities and services.

2.5.2 Primary schools are located within 800m of the majority of residents. Secondary education will be accessed off-site with the nearest secondary schools (Willingsworth High School and The Coseley School) being located within 2km of the site.

2.5.3 Local shops and community facilities will be located within the local centre which will be located as such to minimise the distance from dwellings with the majority of dwellings being within 400m of the local centre.

2.6 **Public Transport**

2.6.1 The site layout will ensure that all of households will be within 400m walking distance of the bus route. In addition the bus will route via the new employment buildings with covered bus

stopping facilities being focused around the main entrances of the employment buildings.

2.6.2 Current proposals will allow site access via two bus routes. These are the 680 (Bilston- Moxley) and the 546 (Wolverhampton – Northway) as listed in **Table 2** below:

Table 1- Bus Services to be routed through site.

| Bus Number | Route | Running times | Frequency |
|-------------------|---|----------------------|------------------|
| 546 | Wolverhampton Bus station - Deansfield High School - Northway | 0645-1753 | Hourly |
| 680 | Bilston Bus Station - Dorothy Purcell School - High Street (Co op) - Moxley | 0955-1525 | Hourly |

2.6.3 The 546 already runs along Broads Lane, Highfields Road, Coseley Road and the Black Country Route. This route is one proposed to divert through the new site. The new route will divert into the site from the west and to the South West of the site as shown by **Figure 2**. The 680 route already runs through the site along Dudley Street. It is proposed that this route will change in one of two ways. Option 1 is in conjunction with the proposed changes to the route 546 as seen in **Figure 2**. Option 2 proposes to extend the 680 route even further to cover enable the site to be in 250 – 400m of the nearest bus service as seen in **Figure 2**.

2.6.4 As the usage of the 680 route is expected to be popular for patrons going to the BUV it is envisaged that the extra patrons warrant a higher frequency service. As well as services 546 and 680 there are also many other local bus stops in the vicinity of the site as seen in **Figure 2**. In fact Bilston Bus station is located approximately 300m just north of the site.

2.6.5 Where congestion on the existing network challenges the reliability of journey times of services, bus priority measures will be considered to provide wider improvements to existing bus services on the network.

2.6.6 In the early phases of development, a through bus route may not be available across the site and therefore care has been taken in the phasing strategy to ensure that all dwellings, as they are built out, will be within walking distance of an existing service.

2.6.7 There are two local stations to BUV, the Coseley railway station is located approximately 2km south east of the site and the Wolverhampton railway station is located approximately 4km North West of the site. The local services are operated by Centro trains and both stations have



disabled facilities.

2.6.8 There are many frequent services along the line including services operating between Wolverhampton railway station and New Street railway station. There are limited car parking spaces at the stations. Public Transport services will be actively promoted through the workplace travel plans and residential travel plan.

Metro

2.6.9 The metro line runs adjacent to the Eastern boundary of the site. The nearest stations to the site is the Bilston Central Station located 300m north of the site joined with the bus station and the Loxdale station located approximately 200m South East from the site.

2.6.10 The metro currently operates at the frequencies below:

| Midlands Metro Operating times | | |
|--------------------------------|---------|----------------------------|
| Frequency | Days | Time of Operation |
| 8 mins | Mon-Sat | 0710-1830 |
| 10-12 mins | Mon-Sat | 0530-0710 and 1830-0000 |

2.6.11 There are also proposals for another station next to the site as seen in **Figure 2**, as CENTRO confirms that the capacity exists for a new station to be introduced for the BUV. The implementation of this is currently considered by the Council who have submitted a bid document for funding for the new Brook Street Metro Stop under the Government's housing growth point agenda. This at Expression of interest stage. The rules of the funding are that the scheme should be completed within two years.

2.7 Cycle Parking

2.7.1 Where dwellings have communal entrance ways visitor cycle parking will be provided in the form of Sheffield stands. For all dwellings without access to a garage secure covered cycle parking facilities will be provided at the rate of at least 1 space per dwelling.

2.7.2 Cycle parking will be provided at main bus stopping points within the development and within the local centre.



2.8 Parking Restraint

2.8.1 The emphasis throughout the development will be on limiting car parking to an average of one space per dwelling. A minimum of 10% of dwellings will be marketed as 'low-car' with 0.5 spaces or less provided per dwelling. These dwellings will be located around the neighbourhood centre and in close proximity to the bus route and car club vehicles.



3.0 TRAVEL PLAN MANAGEMENT FRAMEWORK

3.1 Introduction

3.1.1 The previous section set out the design features of the development which will make it feasible for the new residents to make more sustainable travel choices whilst enhancing the existing travel choices for residents within the existing residential areas adjacent to the site.

3.1.2 This section sets out the structure for the on-going management of the plan in order to ensure that the objectives set out in Section 1 are achieved.

3.2 Travel Plan Co-ordinator

3.2.1 The role of co-ordinating the Residential Travel Plan will be undertaken the Sustainable Travel Officer whose duties are set out in detail within **Appendix A**. The Sustainable Travel Officer will oversee the implementation and continued development of initiatives set out within this Travel Plan. The Officer will be appointed from the onset of the development's construction and will be funded until the completion of Phase 3 of the development proposals.

3.2.2 As the Travel Plan develops it is likely that the time commitment required from the Sustainable Travel Officer will vary considerably with periods of limited activity between monitoring periods as such the Officer's role may be undertaken by an external consultant in order to achieve greater flexibility.

3.2.3 In summary the Officer will be responsible for the following:

- Leading the delivery of the Travel Plan once approved
- Representing the Travel Plan to residents (existing and new), local authorities and other organisations such as local cycling groups and public transport providers
- Managing and monitoring the Personalised Travel Planning process
- Ensuring the sales literature extols the sustainable travel benefits of the site
- Briefing housing sales staff on the role and promotion of the Travel Plan within the development

- Disseminating information to the local authorities and any other interested parties

- Overseeing the Community website

3.3 Strategy Targets and Monitoring

3.3.1 Baseline modal split targets for specific journey purposes have been identified within the overarching Sustainable Travel Strategy. **Table 3.1** provides a summary of targets relating to Phase 1 of the residential development:

Table 3.1 Summary of Baseline Mode-share targets Phase 1

| Journey Type | Existing sustainable modal share | Baseline Target sustainable modal share – year 1 of monitoring |
|--|----------------------------------|--|
| Journeys to Primary School from BUV | 58% | 65% |
| Journeys to Secondary Education from BUV | 77% | 80% |
| Journeys to all workplace destinations | 50% | 55% |

3.3.2 At the end of the first year of the residential travel plan's implementation a detailed household travel survey will be undertaken in order to determine whether the above baseline targeted modal shares have been achieved.

3.3.3 Should the survey show that the sustainable modal share is less than that which is targeted within the baseline for that phase, funds will be released to implement more intensive measures. These funds will be in addition to annually budgeted travel plan funds which are to be provided until Phase 3 is completed. **Table 3.2** sets out the level of funds which would be released:

Table 3.2 Summary of Baseline Mode-share targets

| Journey Type | Additional Funds should sustainable modal share not be met |
|--|--|
| Journeys to Primary School from BUV | £10 per completed dwelling |
| Journeys to Secondary Education from BUV | £10 per completed dwelling |
| Journeys to all workplace destinations | £20 per completed dwelling |

3.3.4 The exact nature of the measures will be determined with reference to the survey's results but



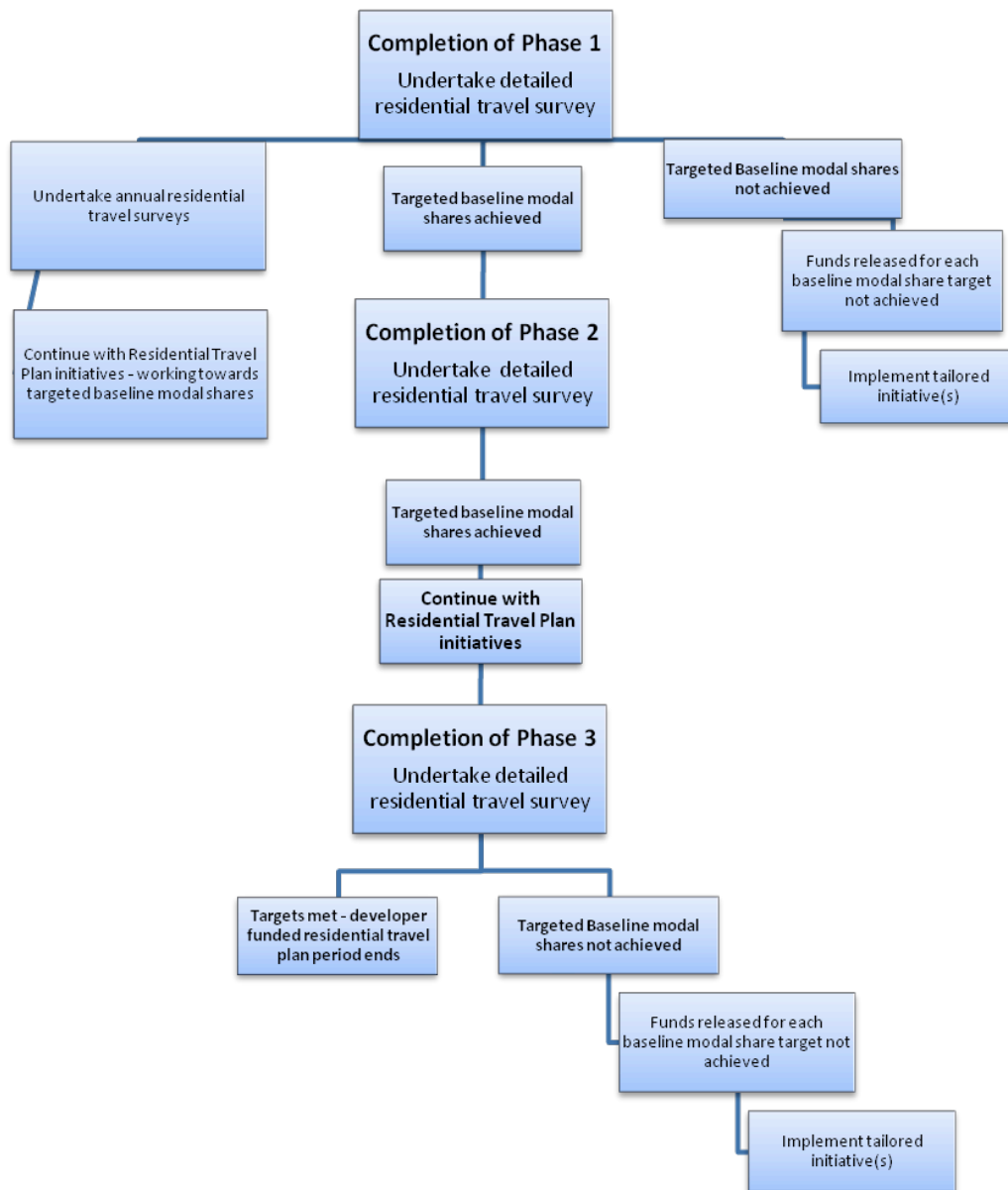
for example may include:

- Funding of a walking bus should parents be reluctant to allow to walk or be unable to accompany children to primary school;
- Provision of a community cycle training scheme for less confident cyclists;
- Provision of free bus travel for a defined period for individuals who can conveniently access their workplace by public transport but instead choose to travel by car;
- Personalised Travel Planning to help individuals identify other ways to travel to different destinations;
- Increased marketing of initiatives such as the car club and car sharing.

3.3.5 **Table 3.3** below summarises the approach to target setting and monitoring over the life :



Chart 3.3 *Targets and Monitoring*



3.3.6 The annual travel survey will establish the level of popularity and support for existing schemes



and gain understanding of constraints which may be limiting sustainable travel amongst residents.

- 3.3.7 The Sustainable Travel Officer will produce a short annual report which details the level of success afforded by the plan. This will be circulated to all interested parties and published on the Community website.



4.0 STRATEGY INITIATIVES

4.1 Community Website

4.1.1 A community website will be established from the outset of the development and will embrace wider sustainability and community issues. The website will give access to the following:

Real-time bus and rail information

Community car clubs

Car share schemes

4.2 Car Club

4.2.1 The developer will fund the establishment of a car club and as such will financially support the provision of one car club vehicle until the completion of Phase 3 of the residential development. Should the scheme prove economically successful further vehicles will be provided by the car club company. To facilitate potential expansion the developer will provide parking spaces designated for car club use additional to those required for the first vehicle.

4.2.2 The car club vehicle will be located within the area of low-car housing within which parking provision will be at the rate of 0.5 spaces per dwelling. New residents within the low-car housing area will be provided with free membership to the car club. Reduced membership will be offered to residents moving to areas of the development outside of the low-car housing area.

4.2.3 The operation of the car club will be closely monitored by the Sustainable Travel Officer who will ensure that the club is well promoted throughout all aspects of the development.

4.3 Car Share Database

4.3.1 A community car share database will be created with access provided through the community website and will interact with wider car share databases. This will endeavour to also attract users from residential areas adjacent to the development.

4.4 Personalised Travel Planning

4.4.1 Personalised Travel Planning or PTP is:



“an approach to delivering targeted information directly to travellers o help them make sustainable travel choices. It seeks to overcome habitual use of the car enabling more journeys to be made on foot, bike, bus train or in shared cars. It can also seek to discourage unnecessary travel, through the provision of local or site specific information.”

Executive Summary. Making Personalised Travel Planning Work: Research Report. DfT
December 2007

4.4.2 PTP can provide the following benefits:

- Reduce congestion
- Encourage healthier lifestyles
- Increase the use of local amenities and transport
- Enhance the sense of community

4.4.3 The most effective time to change behaviour is at the transition point in an individual’s life, for instance when moving into a new home. In addition PTP techniques are most beneficially applied when an improvement in transport services has been or is being brought in.

4.4.4 The Bilston Urban Village development will eventually provide around 1000 new dwellings with a population of approximately 2,500. The new residents will have access to frequent high quality bus services connecting with the main local destinations and providing interchange with rail services.

4.4.5 In addition the new development will benefit from the creation of a traffic free cycle network within the village with connections to the wider network within the surrounding urban area. In order to reduce the need to own a car, new residents will have access to a car club vehicle and will also be able to register with the community car share scheme.

4.4.6 In order to further capitalise on the site’s proposed infrastructure it is proposed that every new household is offered an initial personalised travel planning session with a trained advisor. The advisor will provide personalised information to enable them to make an informed decision



about their travel choices from the onset.

- 4.4.7 This service will be offered in conjunction with a limited period of free travel on local public transport services.



5.0 MARKETING

5.1 Sales Literature

5.1.1 The benefits of the development in terms of the sustainable travel options available to potential residents will be actively marketed by the housing sales teams and Housing Associations.

5.1.2 Each new resident will receive a 'sustainability information' pack. Alongside other aspects of sustainable living, this will include details of the Travel Strategy outlining the overall objectives and personal benefits of sustainable travel. The pack will provide details of all public transport services, car clubs, car share schemes, walking and cycling routes and information on how they can become more involved.

5.1.3 The pack will include a feedback survey to gather early information on perceived transport choices and give the option of receiving personalised travel planning advice.

5.2 Continuous Marketing

5.2.1 The objectives of the Travel Plan will be continuously marketed via the community website, local press and public notice-boards.

5.3 Community Events

5.3.1 The Sustainable Travel Officer will organise regular sustainable travel events within the village for example 'Bike Week' and 'National Car Share Day'. These will be advertised via the website and local groups and be accompanied by a local press release.