

MIDDLE QUINTON ECO TOWN

Movement Strategy

Project No. 473000

Capita Symonds
Sundial House
63 Cheap Street
Newbury
Berkshire
RG14 5DH
Tel: 01635 524700
Fax: 01635 529222
Newbury@capita.co.uk

July 2008

This information is provided on a confidential basis only and you are required to take all reasonable steps to ensure that the information is kept confidential. You must promptly inform Barton Willmore of any request(s) received from third parties for disclosure of the information and must not disclose or release the information to such third parties without first consulting with and obtaining the consent of Barton Willmore on behalf of St Modwen and the Bird Group.

1.0 Introduction

Context

- 1.1 This Movement Strategy is in draft, reflecting the ongoing joint working with the Highway Authorities, including regular meetings on the TA, and ongoing work within the consultant team.
- 1.2 The transport strategy for the proposed Eco Town is being developed in such a way that the need for travel is minimised. This is to be achieved through:
 - Careful master planning to ensure that the nature and quantum of accompanying land uses is suited to the demographic profile of the future residents in order to maximise the opportunity for the containment of trips.
 - Measures taken to ensure that the number of the residual external trips that are undertaken by vehicular modes is minimised through the promotion of sustainable transport and demand management measures.
 - Off site mitigation measures to improve safety and facilities for non car users will be promoted to mitigate the impact of the development. In addition, steps will be taken to reduce the level of background trips that are currently on the network in order to minimise the effect of the residual traffic from the development traffic.
- 1.3 In order to achieve these objectives, numerous measures and initiatives will be introduced in order to encourage sustainable travel. In preparing this strategy reference has been made to “Building Sustainable Transport into New Developments” published by Department of Transport and the Eco Towns Transport Work Sheet published by TCPA.
- 1.4 The Eco Towns Transport Worksheet describes how current good practice should generally result in approximately 40% of all journeys being undertaken by private car. The Worksheet recommends that in exemplar Eco Towns no more than 25% of all journeys should be by private car.
- 1.5 The Movement Strategy for Middle Quinton will contain a range of components to significantly improve on current good practice working towards the exemplar target. This will include significant pedestrian and cycle friendly infrastructure within the new town to ensure that short trips that are contained within Middle Quinton will be undertaken by these modes of travel. High quality, rapid and frequent public transport services will be promoted to provide an attractive alternative to car travel for journeys between Middle Quinton and neighbouring areas, including Stratford, Honeybourne, Evesham and beyond.
- 1.6 The proposals to influence sustainable mode choice will be underpinned through the use of comprehensive travel planning techniques that encompass all travel to and from the Eco Town. Imperative to this will be the establishment of thorough monitoring and enforcement of the Travel Plan. This will provide mechanisms to review the measures and adjust as necessary thus future proofing the solution.

2.0 Containment of Trips within Middle Quinton

Context

- 2.1 Given the mixed use nature of the proposed development a considerable number of trips undertaken by the new residents will remain internal to the site. During the development of the masterplan care is being taken to ensure that the nature and quantum of the accompanying land uses is suited to the demographic profile of the future residents and therefore maximises the opportunity for the containment of trips.
- 2.2 A comprehensive assessment of the trip generation characteristics of the Eco Town is being undertaken in order to inform the transport strategy. The methodology establishes the 'garden gate' trip generation of all the land uses within the Eco Town before applying a series of discounts to allow for the significant number of trips that will be contained within Middle Quinton.
- 2.3 These contained trips will not impact on the external transport networks and given the short trip lengths, the majority will be undertaken by foot or cycle.

Types of Trip Containment

- 2.4 An evaluation of the balance of the land uses being promoted enables an appraisal of the quantum of trip containment that is likely to be achieved. The main components of this are set out below.

Education Trips

- 2.5 Using typical figures for England, it can be demonstrated that approximately 95% of the resident pupils will be educated within the town. This dramatically reduces the traffic impact that the school run would otherwise have on the external road network.

Commuting Trips

- 2.6 A considerable number of job opportunities will be provided by the proposed employment, retail, education and leisure uses, thereby affording the opportunity for many of the new residents to find employment within the new development. Based on travel patterns that exist elsewhere in England, the level and mix of jobs that would be available locally could result in approximately 20% to 25% of the resident work force finding employment within the new development. Indeed, a range of techniques and incentives to encourage local working will be promoted through the Travel Plan. These have the potential to encourage higher levels of containment than are currently achieved in similar sized towns, particularly in the longer term once sustainable patterns are fully established.

Home Working

- 2.7 The current average for home workers in the West Midlands is 9% which is in line with the national average although other areas in England achieve higher percentages, including Stratford District at 13%. Indeed, some individual wards in Stratford District achieve levels of home working approaching 20%.

Table 1: Levels of Home Working

Area	Percent Home Workers
England	9%
West Midlands	9%
Stratford District	13%
Stratford Town	11%
Evesham	8%
Quinton	13%
Burton Dassett	17%

- 2.8 In recognition of future trends towards flexible working and the clear environmental benefits that would accrue, the development will be designed to maximise the potential for home working. Measures to be incorporated at the design stage include ensuring that every dwelling benefits from broadband internet connections, satisfactory home networking facilities and enjoy a flexible layout so that a home office can be accommodated. In addition, provision will be made for flexible low cost office space within the development which will be made available for resident workers.

Retail Trips

- 2.9 The proposed food store would cater for almost all of the new residents' convenience shopping needs. It is estimated that the comparison shopping and other ancillary retail uses would also cater for a large proportion of the non food retail trips undertaken by the new residents.

Resultant Trips

- 2.10 The effect of the internalisation of trips described above is that more than half of total peak hour trips generated by the development would be contained within Middle Quinton.
- 2.11 The geography of the site is such that the maximum journey distance between land uses will be approximately 1.6km. Therefore, the typical travel distance within the Eco Town will be 800m which equates to a 10 minute walk.
- 2.12 Based on current national travel patterns, only 20% of trips that are less than 1.6km in length are undertaken by private car. The high quality urban design that will be promoted within the Eco Town will ensure that non car modes are afforded a very high

level of accessibility. Consequently, and given the topography (largely flat) of the site, it is considered that a further significant reduction in internal car trips will be achieved.

DRAFT

3.0 Mode Share of External Trips

3.1 It is important to identify an appropriate mode share for external trips so that the additional movements along the highway and public transport networks can be quantified and appraised.

3.2 The mode share for all journeys to work currently being achieved in the neighbouring villages of Long Marston, Upper Quinton and Lower Quinton is summarised below. Whilst the data relates to commuting journeys rather than all trips it does provide an indication of the existing travel patterns in the immediate area.

- Walk 4.0%
- Cycle 2.4%
- Bus 5.0%
- Car Driver 81.3%
- Car Passenger 7.3%

3.3 As can be seen, the baseline transport conditions exhibit a substantial bias towards car use with only 11% of trips currently being undertaken by foot, cycle or public transport.

3.4 It is however important to note that the travel patterns relate to the existing rural villages which exhibit a very low level of public transport accessibility and do not benefit from employment opportunities and other key facilities and services being located in close proximity. These factors all contribute to the high levels of car dependency that are evident. Whilst these deficiencies will be addressed in Middle Quinton it is clear the transport strategy will need to be comprehensive in order to achieve the significant reduction in overall car journeys required.

4.0 Development Proposals

- 4.1 A review of the likely distribution of trips indicates that travel to and from the neighbouring towns of Stratford and Evesham will represent approximately 60% of all external journeys. Clearly, measures to encourage sustainable travel will be targeted along these corridors in order to influence the maximum amount of journeys.
- 4.2 Building on the trip forecasting process, a 'bottom up' assessment is being undertaken in order to establish the scale of measures that will need to be promoted in order to achieve a step change in mode share. The **key elements** of the Movement Strategy currently being developed to influence the mode share of external trips are set out below.

Foot and Cycle

- Comprehensive network of footways and cycleways within Middle Quinton to complement a highly permeable layout.
- Careful location of land uses in order to maximise pedestrian and cycle accessibility so that it has a demonstrable benefit in terms of convenience over the private car.
- A high level and standard of cycle parking throughout all land uses within Middle Quinton.
- Links to the wider rural footpath and bridleway networks.
- Retention / enhancement of pedestrian and cycle facilities along the Greenway towards Stratford.
- Provision of free cycles to residents.

Public Transport

- Heavily subsidised public transport within the town and to Evesham and Stratford.
- 10 minute frequency high quality guided bus services (or similar) between Middle Quinton Honeybourne and Stratford via the existing rail corridor to the south and the Greenway to the north.
- 15 minute frequency high quality bus services between Middle Quinton and Evesham (guided as far as Honeybourne).
- Local conventional bus services to other destinations including Demand Responsive Community Transport Services.

On site Travel Plan Measures

- At least 10% of the residential units to be provided with zero parking.
- Constrained and managed parking for the remaining residential areas.
- Workplace parking levy and management within employment zones.
- Car free zones will be introduced around all schools to encourage walking.

-
- Establishment of a Travel Planning Organisation to administer the Travel Plan and the provision of office space for a 'Travel Hub' within Middle Quinton.
 - Appointment of a full time Travel Plan Co-ordinator with support staff.
 - High level marketing and awareness campaign including information packs and website marketing.
 - Electric car charging points.
 - Travel information advice including real time information provided throughout Middle Quinton.
 - Provision of personalised travel planning consultations to all residents and employees.
 - Car Sharing initiatives and database scheme.
 - Discounted "electric" car purchase scheme for all residents.
 - Subsidised Car Club membership for residents.
 - Free delivery by electric vehicle or similar of shopping from on site food store to reduce need for car journeys.
 - Application of an annual community levy to ensure that the travel plan is funded beyond completion.

5.0 Additional Travel Planning Measures to be Considered

- 5.1 Working with the local highway authorities will provide opportunities to introduce area wide travel planning initiatives which will enhance the travel planning package beyond the confines of the Eco Town. These include the following:-

Town Wide Travel Planning

- 5.2 Town wide 'Smarter Choice' travel planning initiatives could be promoted within Stratford and Evesham. These measures would help to reduce the amount of car travel that occurs within these areas by encouraging existing road users to adopt more sustainable patterns of travel. Such initiatives are currently taking place in a number of towns in England, including Worcester. Based on interim results, these initiatives are achieving more than a 10% reduction in car driver trips among those participating which results in a reduction of approximately 5% of traffic along the main routes within the towns.

Parking Regime within Stratford

- 5.3 The cost of parking within Stratford is relatively low and the Council is currently undertaking a review of its policy. It is understood that recommendations will be brought forward to introduce increases in order to encourage more sustainable travel. This will have a positive effect in terms of travel between Middle Quinton and Stratford as it will act as a further disincentive for car use.

More Extensive Travel Planning Measures within Stratford

- 5.4 The pilot initiatives that are currently underway in Worcester and elsewhere clearly indicate that mode shift away from car use is achievable on a town wide basis. It is likely that further mode shift amongst the background trips could be achieved if more comprehensive travel planning measures were implemented within Stratford.
- 5.5 Examples of measures that could be promoted include the provision of widespread cycle parking within the town coupled with the provision of better on street and off road facilities for cyclists. Priorities for pedestrians and cyclists could also be improved at junctions within Stratford.