

Northamptonshire Smarter Travel Choices Strategy

Fit for Purpose



January 2013



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Northamptonshire Smarter Travel Choices Strategy

Contacts and Further Information

This is Northamptonshire County Council's Smarter Travel Choices Strategy.

It sets out the overarching vision for Smarter Travel Choices within Northamptonshire and sets out our strategy to achieve it. This strategy is one of a series of thematic daughter documents to the Northamptonshire Transportation Plan that was adopted in April 2012.

Consultation on the first batch of the thematic strategies, including this Smarter Travel Choices Strategy, took place between 3rd September and 19th October 2012. A summary of the consultation responses can be found on our website at:

<http://www.northamptonshire.gov.uk/en/councilservices/Transport/TP/Pages/NTP-thematic-strategies.aspx>

If you have any problems accessing Northamptonshire County Council's website or do not have access to the internet, please contact us using the details below.

This strategy was approved and adopted by Northamptonshire County Council's Cabinet in December 2012.

This strategy together with the other Batch 1 daughter documents and the Northamptonshire Transportation Plan itself can be viewed on the County Council's website at:

<http://www.northamptonshire.gov.uk/en/councilservices/Transport/TP/pages/northamptonshire-transportation-plan.aspx>

Should you have any queries regarding this strategy, please contact the Transport Planning Team.

Transport Planning
Northamptonshire County Council
County Hall
Northampton
NN1 1ED

Email: LTPconsultation@northamptonshire.gov.uk

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Northamptonshire Smarter Travel Choices Strategy

- i. Contents
- ii. List of Tables
- iii. List of Figures
- iv. List of Appendices

i. Contents

Chapter	Section	Page No.
1	Introduction	7
2	Policy Framework	9
2.1	Aims and Objectives	12
3	Modal Shift in Northamptonshire	15
4	Modal Shift Challenges, Barriers & Benefits	19
5	Delivery of Smarter Travel Choices	23
5.1	Marketing, promotion, information	27
5.2	Influencing Planning through Planning	29
5.3	Travel Plans	30
5.4	Sustainable Travel Alternatives	36
5.4.1	Bus	36
5.4.2	Walking & Cycling	38
5.4.3	Car Sharing & Car Clubs	40
5.5	New Ways of Working	42
5.6	Alternative Technology	43
5.7	Delivery Summary	46
6	Funding	47
	Appendix 1: Summary of Policies (post consultation)	49
	Appendix 2: Measures within Travel Plans	51
	Appendix 3: List of facilities and services that can potentially be provided at travel centres	53

i. List of Tables

Table 1: Northamptonshire Transportation Plan for Smarter Travel Choices

Table 2: Stages for delivering Smarter Travel Choices interventions

Table 3: Marketing options to tackle travel issues

Table 4: Benefits of Travel Centres

ii. List of Figures

Figure 1: Northamptonshire Transportation Plan Document Framework

Figure 2: Main Mode of Travel for Journeys in Northamptonshire (Travel Diary Survey 2010)

Figure 3: Purpose of Journeys by mode of transport (Travel Diary Survey 2010)

Figure 4: Approaches to Smarter Travel Choices Policies

Figure 5: Avoid – Shift – Improve Methodology

Figure 6: Marketing and Information Toolkit

iii. List of Appendices

Appendix 1: Summary of Policies

Appendix 2: Measures within Travel Plans can include (but are not exclusive too)

Appendix 3: List of facilities and services that can potentially be provided at travel centres



1. Introduction

This draft Northamptonshire Smarter Travel Choices Strategy was prepared post consultation; this strategy is a supporting document to the Northamptonshire Transportation Plan (2012) which sets out the County Council's strategic aims and objectives for Transportation within Northamptonshire. This detailed 'Smarter Travel Choices Strategy' is a strategic document that sets out our aspirations and approaches for enabling people to make smarter travel choices for their journeys in Northamptonshire, setting out the policies and toolkits that will help encourage more people to make Smarter Travel Choices.

This Northamptonshire Smarter Travel Choices Strategy is necessary to co-ordinate the approach, and the shared commitment of all the parties involved, in delivering travel improvements within the county which will enable modal shift to healthier, sustainable modes.

Current transportation strategies focus on solutions via hard infrastructure measures, however this leaves a need for a strategic document to set out how Northamptonshire County Council will move forward on soft measures to influence travel behaviour particularly among those people who don't know what alternatives are available, or appropriate, to them.

There has been a growing awareness of the importance of 'soft' measures in influencing travel behaviour away from single car occupancy towards more sustainable modes of transport. The term 'Smarter Travel Choices' is used to describe a range of soft measures which seek to encourage more people to choose sustainable travel by improving information, opportunities and attractiveness of alternative modes. These could include:

- Travel Plans including personalised travel planning
- Information and marketing modes of travel using awareness campaigns
- Car clubs & Car share schemes
- Public Transport ticketing options and awareness
- Using 'new ways of working' such as teleconferencing and home working
- Promoting alternative technology, such as low carbon vehicles

'Smarter Travel Choices' play an integral role within the Northamptonshire Transportation Plan to complement hard policies and infrastructure improvements and persuade people to consider using sustainable modes of transport and reducing single-occupancy car journeys. It is recognised that infrastructure improvements alone are unlikely to generate significant behavioural change;

therefore providing people with clear information and marketing alongside infrastructure measures are key to successful schemes.

It is acknowledged that for some the use of a car is the only realistic option for travel however this strategy aims to promote new technologies which may enable people to reduce their need to make some journeys.

Northamptonshire

In Northamptonshire over the next 25 years, there will be growth in both housing numbers and employment, with up to 100,000 new people living in towns and villages of Northamptonshire. This will lead to a significant increase in the numbers of people wishing to travel around the county.

Without intervention, traffic levels on the county's roads could be expected to double over this period, even with network improvements congestion is likely to get worse, leading to poorer air quality. This Smart Travel Choices Strategy sets out how Northamptonshire County Council aims to try and reduce the travel and traffic impact of growth in the county.

The County Council is committed to promoting sustainable travel with walking and cycling being favoured for short journeys, and promotion of bus and rail travel for longer distances, while urging people to think differently about use of cars by encouraging car sharing.

It is recognised as car ownership and use increases, more needs to be done to encourage people to make sustainable travel choices for the day to day journeys to work, school and the shops and other localised travel involving short distances. Tackling short distance journeys will help to reduce traffic levels, improve air quality and promote healthier lifestyles.



2. Policy Framework

Northamptonshire Transportation Plan (2012)

The current local transport planning system was introduced in the late 1990's, to provide a longer-term framework and more integrated approach to planning transport at the local level. This Town Transport Strategy forms part of the Local Transport Plan for Northamptonshire published in April 2012 as the 'Northamptonshire Transportation Plan'.

Transportation is not an end in itself. The movement of people and goods takes place not for its own sake, but to fulfil the diverse needs and desires of the public. Therefore the County Council's transport policies are similarly promoted for their effect on other specific goals, priorities and objectives, rather than as an end in themselves.

Northamptonshire Transportation Plan Vision:

For Transport and Travel to contribute towards making Northamptonshire a great place to live and work, through creating tangible transport options to satisfy individual needs and to encourage more sustainable travel. The transport system will provide fast and efficient movement of people and goods, and will be accessible for all. Expanding networks and capacity of networks in Northamptonshire will be fully integrated into new developments and regeneration areas to support more sustainable communities.

Economic growth and prosperity is a top priority for Northamptonshire and connectivity has a vital role to play in encouraging businesses to locate to the area, and getting people to work and services such as education and health, as well as to leisure activities and for shopping. Improved technology and local accessibility will reduce the need to travel, whilst supporting economic growth, within a low carbon environment and Northamptonshire will become an exemplar for the latest developments in information technology, fuel technology, and new forms of transport.

The county council will work in partnership with all stakeholders and the wider community to deliver this transport vision and strategy.

The transportation plan is both aspirational and realistic at the same time. Current economic climates mean that transport is certainly in a more austere time than in the last 15 to 20 years and the Northamptonshire Transportation Plan reflects that but at the same time plans for future growth.

The overall aim for this Transportation Plan is:
'Northamptonshire Transportation - Fit for..... Purpose'

The aim 'fit for purpose' means creating a network that delivers exactly what Northamptonshire needs to be able to function plus what it needs to be able to grow, no more and no less.

This overarching aim can then be broken down into six objectives that have been chosen to guide the Transportation Plan. These objectives have been drawn up to reflect the issues which have been identified as locally important through consultation, while at the same time reflecting wider national and local policy context. These objectives have been deliberately chosen to reflect the main impacts that transport can have on the wider community, rather than being linked to particular schemes or measures. They form the basis upon which the policies and programmes contained in this Plan have been developed.

1. **Fit for.....the Future** – creating a transport system that supports and encourages growth and plans for the future impacts of growth, whilst successfully providing benefits for the County.

2. **Fit for.....the Community** – through the transport system help to maintain and create safe, successful, strong, cohesive and sustainable communities where people are actively involved in shaping the places where they live.

3. **Fit to.....Choose** – ensuring that the people of Northamptonshire have the information and the options available to them to be able to choose the best form of transport for each journey that they make.

4. **Fit for.....Economic Growth** – creating a transport system that supports economic growth, regeneration and a thriving local economy and successfully provides for population and business growth.

5. **Fit for.....the Environment** – to deliver a transport system that minimises and wherever possible reduces the effect of travel on the built, natural and historic environment.

6. **Fit for.....Best Value** - being clear about our priorities for investment and focusing on value for money by prioritising what we spend money on and how it can be beneficial for the county as a whole and search for alternative sources of funding.

Daughter Documents

The Smarter Travel Choices strategy is one of a series of daughter document to the Northamptonshire Transportation Plan (2012) see figure 1. This suite of documents will include strategies covering a range of transport themes and also detailed geographic strategies for Northamptonshire's main towns these will contribute solutions towards the achievement of the overall objectives of the Northamptonshire Transportation Plan (2012)

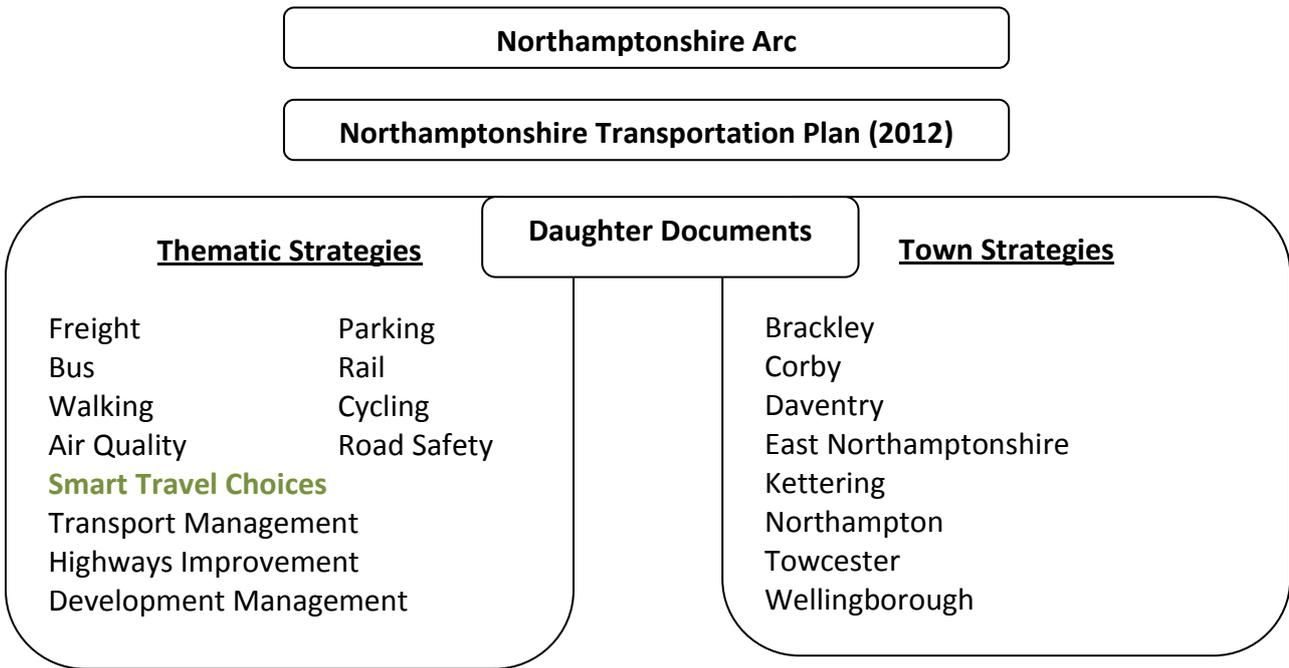


Figure 1: Northamptonshire Transportation Plan Document framework

The Smarter Travel Choices Strategy will help to deliver modal-shift outlined as part of the North Northamptonshire and West Northamptonshire Joint Core Strategies; and by improving the connectivity of the county can help the work of the Local Enterprise Partnerships. Improving sustainable transport options can also have advantages in terms of equalities and quality of life, particularly for those who do not have access to a car.

Nationally

Smarter Travel has become an increasingly important element of national transport policy and the government has published a number of guidance and research documents. Following initiatives such as Sustainable Travel Towns there is now a range of best practice and increasing evidence that Smarter Travel measures can be very effective in changing travel behaviour.

Supporting Documents include:

- Smarter Choices – Changing the way we travel (DfT, 2005)
- Active Travel Strategy (DfT & DoH Feb 2010)
- The Effects of Smarter Choice Programmes in the Sustainable Travel Towns (DfT, March 2010)
- Behaviour Inception Report (CATCH, 2010).

2.1 Aims and Objectives

Table 1 indicates how this Smarter Travel Choices strategy links to the strategic Objectives of the Northamptonshire Transportation Plan (2012).

	Fit for..... the Future	Fit for..... the Community	Fit to..... Choose	Fit for..... Economic Growth	Fit for..... the Environment	Fit for..... Best Value
Smarter Travel Choices Strategy	Providing high quality information that will help people to make smarter choices about the mode of transport that they use is an important part of encouraging the modal shift required to support growth.	We aim to introduce community-led smarter travel programmes through local initiatives, involving residents in shaping the schemes in their area.	The promotion of sustainable transport modes and the provision of information regarding alternatives to the private car journey will give residents the knowledge they need to choose the best mode of transport for their journey.	Business can benefit from a reduction in parking requirements or travel costs; and improved health and commuting times for employees.	Providing residents with the information that will allow them to choose sustainable modes of transport will reduce carbon emissions and reduce congestion.	'Soft measures' that encourage modal shift offer better value for money than building the infrastructure improvements that relieve congestion.

Table1: Northamptonshire Transportation Objectives for Smarter Travel Choices.

Encouraging people to adopt Smarter Travel Choices will require physical improvements to the walking and cycling environment, working with public transport operators and promotional of initiatives to foster behavioural change, and new ways of thinking about travel. This is reflected in the overall aim of the Smarter Travel Choices Strategy:

Smarter Travel Choices Strategy Aim: To help people to reduce their car use by providing high quality, accurate and accessible information, while incentivising and enhancing the alternatives to driving alone.

Alongside contributing to the objectives of the Northamptonshire Transportation Plan (2012) the Smarter Travel Choices strategy will help achieve the following objectives for smarter travel in Northamptonshire:

Objective 1

To influence travel behaviour within Northamptonshire and facilitate the use of sustainable modes of travel.

Objective 2

To reduce the number of single car trips, by reducing the need to travel and where travel is needed increase the amount of journeys made by walking, cycling, public transport and car sharing.

Objective 3

To improve and distribute quality information about existing travel options whilst ensuring marketing of sustainable travel options is more effective.

Objective 4

To engage with specific groups, such as a workplace or residential area, to tackle travel issues and find sustainable solutions, including improvements to the way services are organized, providing new transport services, or seeking new options that reduce the need to travel.

Objective 5

To use smarter travel initiatives to support and enhance the effectiveness of sustainable transport improvements developed through the Northamptonshire Transportation Plan.

Objective 6

To deliver planning policies to that support implementation of aids to smarter travel choices as part of development/redevelopment.



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3. Modal Shift in Northamptonshire

Current travel modes in Northamptonshire were identified in the 2010 Travel Diary Survey of residents across Northamptonshire. These show that the primary mode for travel is the car/van as a driver with 61.5% of journeys being made by the car/van, when you add those who travel as a passenger for their main mode of travel the car/van accounts for with 72.1% of journeys in Northamptonshire

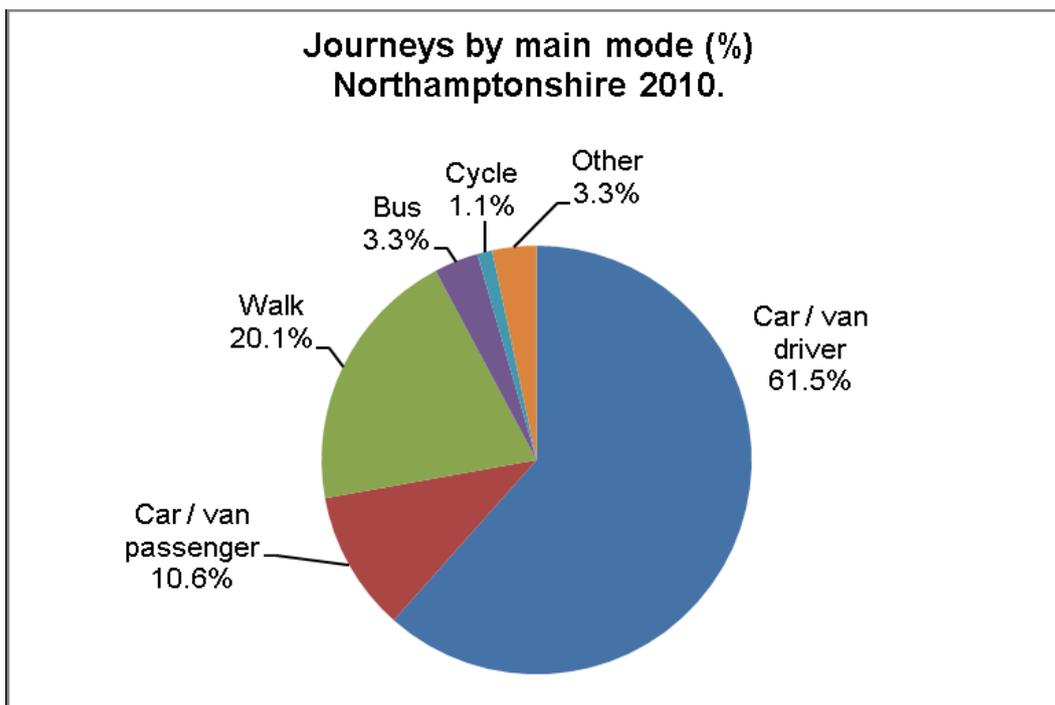


Figure 2: Main mode of travel for journeys in Northamptonshire (Travel Diary Survey 2010)

While it could be possible to widen all the roads between and around the county's main towns, the cost would run into billions of pounds, and would be inconsistent with both national and regional transport policy which is to accommodate as much demand as possible by alternative means. It is far easier to build measures that encourage sustainable travel choices into new development areas than to do so within the existing built-up area.

The differences across Northamptonshire of rural and urban populations means a broad strategy for Modal Shift interventions needs to be developed whereby interventions can be decided on a site by site basis to ensure interventions that are selected for implementation are appropriate to the geographic and demographics of the site being developed for the area it is in.

In considering the mode of transport people chose to access to different amenities (see figure 3) its important to ensure new developments are well connected to these amenities by sustainable transport options to encourage people to leave the car at home for what could be a relatively short distance journeys.

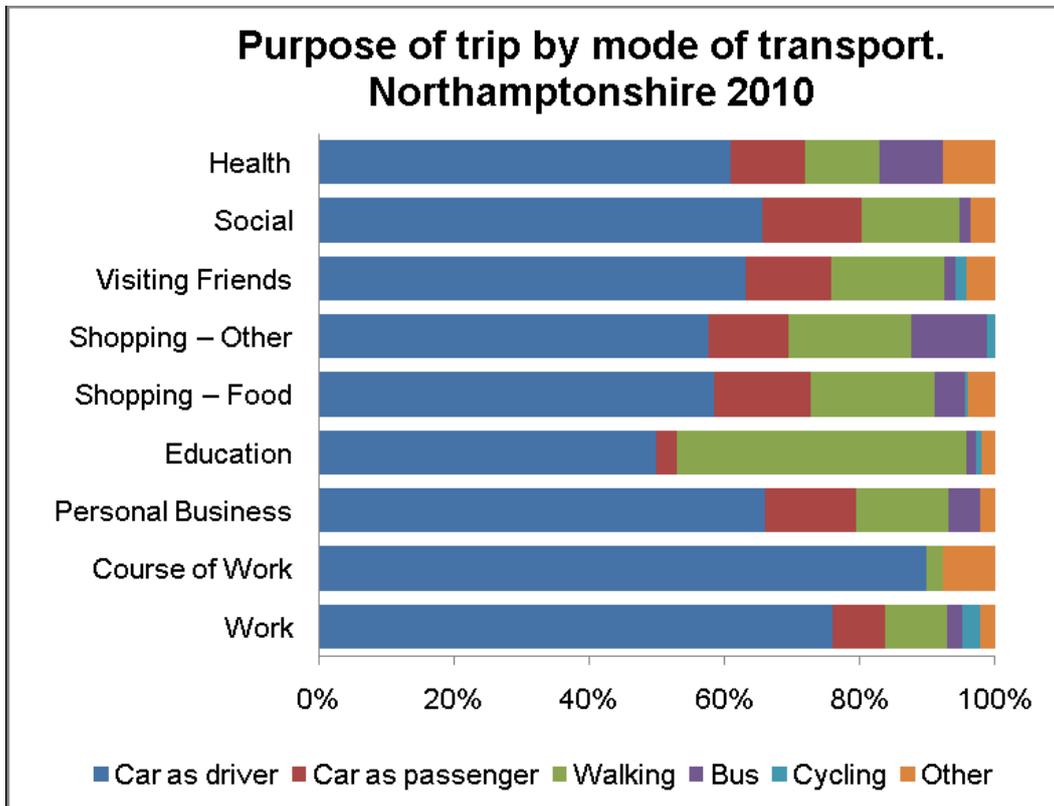


Figure 3: Purpose of journey by mode of transport (Travel Diary Survey 2010)

As part of the second Local Transport Plan, in September 2007, the County produced its Transport Strategy for Growth document. This Transport Strategy sets in context the prioritised projects that resulted from the strategic prioritisation framework and the associated Modal Shift Strategy. This set the County Council 2 new specific targets for modal shift which forms Strategic Policy 2 within the Northamptonshire Transportation Plan (2012).

Northamptonshire Transportation Plan (2012) Strategic Policy 2:

We will support the introduction of effective and attractive sustainable transport options that will encourage lasting modal shift in Northamptonshire. We have set two targets for modal shift based on 2001 Census journey to work data to achieve by 2031

- A reduction of 5% in single occupancy car journeys to work from the existing built up areas of town
- A reduction of 20% in single occupancy car journeys to work from new developments

The targets set are not arbitrary numbers, they have been chosen as challenging but realistic targets following a review of best practice. New developments provide the greatest scope for achieving modal shift because the locations are established within the area Joint Core Strategies as appropriate sites to accommodate growth due to connectivity of local amenities plus it is possible to design in appropriate measures from the start therefore a figure of 20% does not seem unreasonable for larger developments in the bigger towns. It is much more difficult to achieve the same scale of change in existing areas where redevelopment occurs as such a 5% target has been set there.

In practice, there will be a wide variation both in the scale of development proposals and the sizes of towns and villages affected. It will be important to work with the Local Planning Authorities to ensure developments build in sustainable travel options and also to determine appropriate modal shift targets for individual developments on a site by site basis.

However achieving a substantial rate of modal shift will be key to ensuring that population and employment growth can be delivered. Modal shift has already been identified as key to unlocking capacity on the A14 around Kettering and enabling growth in North Northamptonshire, and a similar situation is likely to exist at key locations in West Northamptonshire.

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4. Modal Shift Challenges, Barriers & Benefits

People perceive that they have to use their car to get around, and with the growth in car ownership, the ability to work and live in different places, poor urban design giving precedent to cars over cycles and pedestrians, as well as the growth of out of town development for offices and retail people choose or need to travel further and they choose the car to do so.

Modal shift requires overcoming current habits, behaviours and ways of thinking of the target audience, unfortunately there is not a one size fits all approach to achieve this so interventions have to be modified based on the challenges facing individuals or groups.

Challenges:

There are a number of reasons why people choose to use their car for local journeys rather than considering a sustainable transport mode including:

- **Car dependency**
Car ownership has increased therefore using the car has become a habit so the potential to use sustainable alternatives is not considered.
- **Lack of awareness of the benefits of using sustainable modes of travel**
Many people are not fully aware of the health, financial and environmental benefits of using sustainable modes.
- **Lack of knowledge about using sustainable travel modes**
Many people are unaware of bus routes, destination or of local walking and cycling networks which may provide 'shortcuts' to destinations.
- **Negative perception of walking, cycling and public transport and safety concerns**
Traffic levels and speed have both contributed to a general deterioration in cycling and walking conditions. Cycling is often perceived as hazardous, whilst personal security concerns and anti-social behaviour in the streets and on buses can deter non-car travel.
- **Poor accessibility by non-car modes**
The increasingly dispersed location of key services and job opportunities such as out of town shopping centres and business parks serves to limit accessibility for those without access to a car.; such developments tend to be designed around the needs of the car.

Behavioural barriers:

People have psychological and behaviour barriers, which limit them in changing behaviours, these are things that need to be consider during any intervention.

- **The Distance Effect**
People often dismiss the use of sustainable travel because destinations are seen as distant in terms of time to get there and actual location, this perception is often out of people's control and they are hard to convince the location is accessible by sustainable means.
- **Individual's motivation and world views**
People see the world differently. Some people are socially oriented and to express change in terms of equality and benefit to all will likely receive support. However some people are pro-self and need convincing in terms of the benefit to individual.
- **Framing and Loss Aversion**
Losing something has a bigger effect on most people then gaining something; therefore the message that people lose their ability for independent travel to gain a better environment will not be successful.
- **Historical Behaviour**
People already routinely taking a journey they are unlikely to look for an alternative transport mode.
- **Apathy**
This is a common reaction to environmental problems and the need to change behaviour. Apathy is a primary response which protects the individual by avoiding learning more about the problem.

Benefits of Smarter Travel Choices

'Selling' the benefits of smarter travel choices can motivate people to make the changes to their travel choices.

- **Reducing Carbon Emissions**
By promoting zero and low carbon modes of travel it is possible to reduce carbon emissions.
- **Supporting Economic Growth**

Economic growth can be hindered by unsustainable travel patterns as people get caught in congestion, while accessibility, car parking costs.

- **Improving quality of life/health**

Research from around the world indicates that people who are active in their daily lives are more productive employees and take less time away from work as a result of illness.

- **Improving sense of personal safety and security**

The greater natural surveillance that occurs when people walk and cycle more makes people feel safer. People living in mixed-use neighbourhoods where walking and cycling routes are well connected leads to people having a greater sense of community. Whilst children and young people who have the opportunity to travel by sustainable means early in life learn skills to maintain sustainable travel in later life.

- **Cost saving**

Not running a car as much saves money on petrol and maintenance. Whilst not running a car at all saves money on insurance, tax, petrol and maintenance. By implementing use of smarter travel choices businesses can cut parking costs and potentially free up land for sale or expansion.



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5. Delivery of Smarter Travel Choices

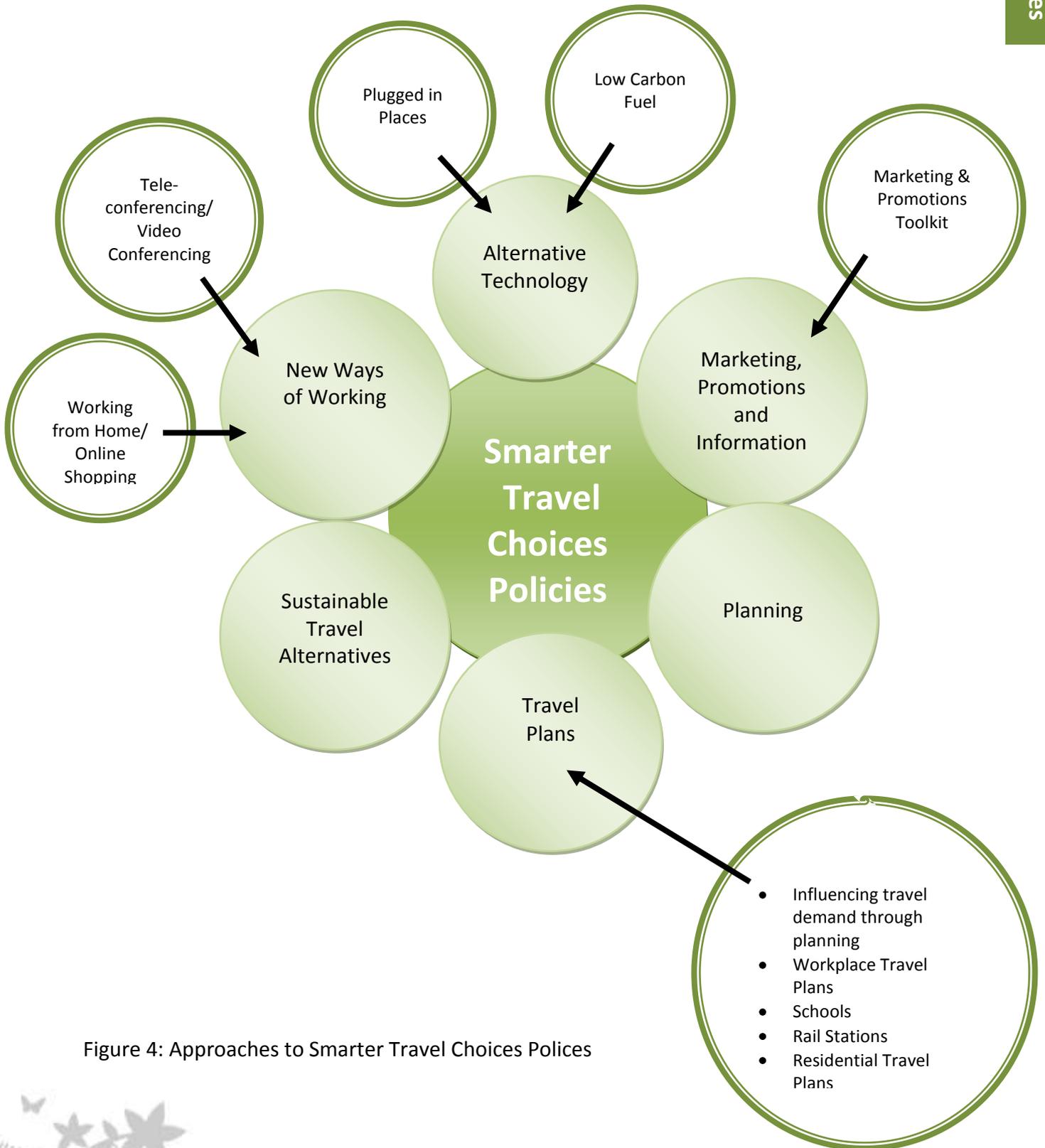


Figure 4: Approaches to Smarter Travel Choices Policies

Northamptonshire Transportation Plan (2012) sets 6 Strategic Objectives which are encompassed within this Smarter Travel Choices strategy which will provide choices for travelling within Northamptonshire that meets the needs of current communities, supports economic growth, provides best value and protects the environment to ensure travel choices are fit for the future of Northamptonshire.

The County Council will use promotion and marketing alongside travel planning to promote the use of alternative sustainable travel choices while ensuring people have access to key services and destinations by means other than single occupancy car travel. The County Council will help businesses to explore new ways of working and use of alternative technology to reduce the need for people of Northamptonshire to have to make certain journeys.

‘Smarter Travel Choices’ provides a clear agenda to shape and change people’s behaviours to make sustainable travel a first thought for journeys, however it is also adaptable and responsive to people and circumstances. This is not a short term approach and it needs a longer-term strategic view which is set out within the Northamptonshire Arc, Northamptonshire Transportation Plan (2012) and is echoed within the Joint Core Strategies being developed by joint planning units within North Northants and West Northants.

Some interventions can be delivered quickly and at a relatively low-cost. These include ‘congestion busting’ measures within the towns, the ‘travel centres programme’ and ‘on-demand travel information’. These important, and relatively low-cost, interventions will help to ensure that best use is made of the existing network, travel choices and also promote new opportunities.

Viability is a crucial issue, particularly in the current economic climate, and the County Council is conscious that there will be significant constraints on the public purse so will seek to optimise the potential from all alternative funding streams.

While the County Council will ensure they explore all new avenues for funding of sustainable travel initiatives and engineering solutions, a principal alternate source of funding for securing sustainable travel interventions will be Section 106 funds and the Community Infrastructure Levy (CIL) secured from developers, especially where projects such as travel centres are identified to help mitigate the impact of new developments. Whilst sustainable travel infrastructure improvements specific to developments may be sought via developer delivered works under Section 278 agreements where appropriate.

Smarter Travel Choices Policy 1

To promote and secure Contributions from developers, businesses and local partners to deliver travel plans, travel centres and the delivery of measures, marketing and incentives to encourage sustainable travel and modal shift to mitigate the cumulative impacts of planned growth and windfall sites in the County.



All new developments must be seen to assess and demonstrate that their highway and transportation impacts can be mitigated and that they are creating connected communities.

The County Council aims to transform connectivity through;

- Reduced car ownership, through provision of realistic alternatives.
- Revisiting educational transport policy and provision.
- Putting more resources put into the Travel Planning by capital funding of posts via Section 106 agreements.
- Influencing 'New Developments' and estate layouts through land use planning and drawing up guidance on residential estate layout.
- Providing developers and promoters with accessibility audits for proposed developments. These will allow them to decide between alternative sites in order to promote the highest possible levels of accessibility.
- Improving Road Safety by keep as much traffic growth as possible on our core routes
- Ensuring appropriate levels of funding for network Maintenance to mitigate the extra wear.
- Ensuring effective network management; managing the distribution of materials brought into the county, encouraging as much as possible to come by rail. Whilst working with developers to ensure that the construction traffic uses the most suitable routes. And if construction traffic will have a significant impact on the deterioration of routes, we will need to secure contributions to ensure that the route can be restored to fit condition.

Methodology for intervention

Different people, communities and organisations will be at different stages of acceptance for smarter travel choices so it will be important to assess the best place to start with intervention. This can be assessed by a survey that enables understanding of what stage individuals and communities/ organisations are at.

The Avoid – Shift – Improve methodology will be used to aid Council officers to assess opportunities to deliver smarter travel choice interventions.

Avoid – Shift – Improve

This methodology acknowledges that there are three different avenues for intervention in travel choices which are **Avoid**, **Shift** and **Improve**.

- To Avoid is to reduce the need to travel
- To Shift is to maintain travel but by alternative sustainable non vehicular means
- To Improve is to find alternative efficient ways of travelling

This approach is used to consider what interventions are most appropriate and ensures that all options available are considered (see figure 5).

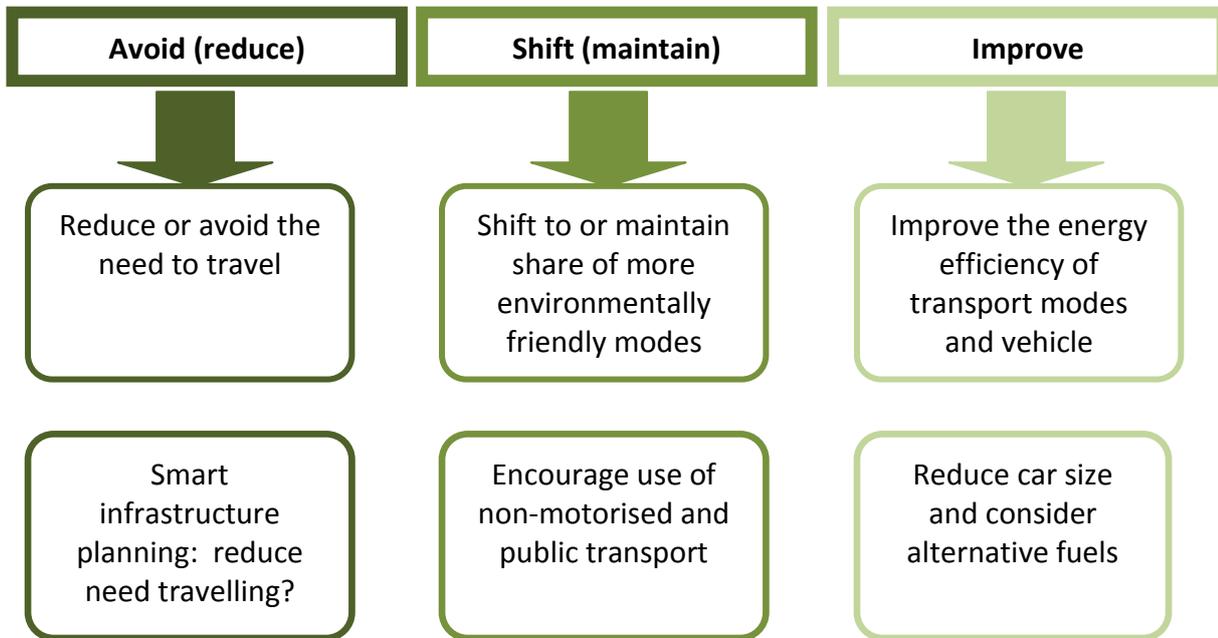


Figure 5: Avoid-Shift-Improve Methodology

Following assessment via survey it will be possible to target interventions based on Avoid, Shift and Improve using different interventions and methods. These are summarised in table 2.

Stage	Intervention
Aware of the problem	Awareness raising and community discussions that link to existing activities. Use concerns about other issues to make links.
Accepting responsibility	Awareness raising on individual or group impact
Perception of options	Promoting positive elements of alternatives modes.
Evaluation of options	Personalised travel planning, travel plans
Making a choice	Opportunities to try thing out alternatives mode, specialised and targeted events
Experimental behaviour	Feedback, goal setting
Establishing a habit	Good news stories, celebrating success, travel diaries
Habitual behaviour	Encourage them to encourage others, use as examples

Table 2: Stages for delivering Smarter Travel Choices Interventions

Smarter Travel Choices Policy 2
 We will develop and use a toolkit to utilise the 'avoid, shift, improve' methodology to target specific interventions to specific groups.

The interventions and policies detailed in sections 5.1 to 5.7 are ways that smarter travel choices can be delivered for Northamptonshire.

5.1 Marketing, promotion, information

Marketing and communications are key to making any form of modal shift both in terms of winning support for the initial proposals and for maximising take up once implemented. Modal shift is about winning hearts and minds as much as about providing practical support and information. Issues that affect people’s journeys can be used as marketing tools to try to influence their behaviour and encourage the shift to sustainable ‘smarter’ travel options (see table 3).

Issue	Marketing Alternative
Congestion	Cycling - At peak times, the speed and convenience of car travel can be reduced and people may be more likely to consider cycling, if the opportunity exists
Rising motoring costs	Public Transport, Walking, and Cycling - The increasing cost of fuel, tax, insurance and parking may help to encourage people to reduce their car use and consider alternative modes of transport.
Health	Cycling and Walking - There has been increased recognition that active travel such as cycling and walking has the potential to help address a number of health problems such as obesity, heart disease and strokes.

Table 3: Marketing options to tackle travel issues

Marketing must provide people with greater evidence of benefits and cost-effectiveness of measures. There is now a wide range of best practice and guidance on making smarter travel choices work and significant evidence of the benefits of these measures. Good branding in particular can help improve public recognition and give coherence to the overall package and should therefore be an early consideration.

It is imperative to have a marketing and information strategy aimed at fostering positive images and raising awareness of sustainable transport services, in order to promote alternatives to the car; thereby encouraging continued and extended use of such services as well as enabling modal shift to be achieved.

The Council is not anti-car, but it understands the necessity to provide sustainable and public transport services as viable alternatives to the car. It also acknowledges that walking, cycling and bus services provide essential transport options for those people who are unable to travel by car,



and are therefore often excluded from accessing services because of where they live or the unsociable hours they need to travel. Marketing and promotions should be targeted at providing people with information about tangible, fit for purpose transport solutions in both rural and urban settings as well as aiming to achieve a modal shift in journeys undertaken.

The County Council will continue to update bus timetables and maps, adding new and up-to-date timetables and Real-Time information (where appropriate) at all bus stops and interchanges, including new any Park & Ride facilities. By improving transport information at transport interchanges and key services such as schools, colleges, University, hospitals, GPs, supermarkets, shopping centres.

Marketing and Information Toolkit

- Increasing the range, quality and availability of public transport information
- Foster closer links with the Primary Care Trust, education and leisure and tourism to encourage joint working and the promotion of joint initiatives
- Continuing the on-going excellent partnerships with the bus and rail operators
- Fostering and developing partnerships with Parish Councils and Boroughs to address local transport needs
- Promoting existing services in both rural and urban areas
- Work to secure funding for marketing new and existing transport solutions
- Develop specific marketing and information for businesses
- Consulting with users and non-users in order to understand their needs
- Promote the development of Travel Plans
- Producing high quality publications and innovative solutions to encourage the adoption of sustainable transport modes
- Encouraging the development and use of web-based information
- Host Competitions and Road shows to spread the message

Figure 6: Marketing and Information Toolkit



Smarter Travel Choices Policy 3

We will use the 'Marketing and Information Toolkit' to ensure the appropriate marketing and supporting materials are produced in order to carry out a range of travel awareness initiatives to promote the benefits and use of sustainable modes of transport .

5.2 Influencing travel through planning

The easiest way to manage transport problems is to minimise them at the outset. Decisions on the locations of key destinations and major developments are an important determinant of their long-term sustainability. The Joint Core Strategies set out these appropriate locations based on transport evidence bases and modelling.

Embedding sustainable travel in planning involves understanding the services people using the development need access to, and how they can access them without relying on a car. Developers need to ensure new developments provide new or connecting infrastructure for walking and cycling from place to place. This will ensure that climate change and transport impacts of new developments can be minimised.

Sustainable transport should be embedded in the planning process for all developments, including: Housing sites, Employment sites, Education facilities, Retail developments and Transport Interchanges. Planners and developers should work closely with transport officers to ensure the impact of existing and future developments on transport networks is minimised and reduces the need to travel. National Planning Guidance requires planning applications with significant transport impacts to implement mitigation measures which can be set out in a Travel Plan. Developers and their site operators should be encouraged to take greater responsibility for delivery of their travel plans and associated measures.

Smarter Travel Choices 4

We will continue to liaise with Local Planning Authorities, the Joint Planning Units and developers to ensure connectivity between new developments and existing infrastructure to ensure Sustainable Travel options are integrated into new developments.

5.3 Travel Plans

Travel Plans are produced by developers and organisations to set out how they will influence mode of travel to create modal shift away from single occupancy car journeys. Travel plans contain a baseline of travel data, or establish a timeline for collecting data and setting a baseline, and a selection of measures (see Appendix 2) which aim to increase use of sustainable travel choices. Appointed people then implement the Travel Plan measures and monitor the impact on travel habits. Plans are subject to annual monitoring and review for the first five years with monitoring requirement beyond five years agreed as part of the Travel Plan.

Planning Policy Guideline 13 established the detailed government guidance on travel plans as well as raising the awareness of sustainable travel practices this has now been superseded by the National Planning Policy Framework which has retained the key principles for Travel Planning. The travel planning principle remains at the heart of the sustainable travel approach and should be a key part of any development or redevelopment. Other key guidance on Travel Planning is available in the, Good Practice Guidelines: Delivering Travel Plans through the Planning process (2009) from the Department for Transport.

Workplace Travel Plans

37% of transport related emissions come from the journey to work, and travelling as part of work, the vast majority of these trips are made by car.

Workplaces are therefore a key area to tackle in terms promoting more sustainable active travel choices. Workplace travel plans typically combine measures to support walking, cycling, public transport and car sharing, helping to meet the travel needs of the employees whilst minimising single occupancy car trips, and where possible reducing the need to travel. These are reinforced with promotion and incentives and the management of workplace parking. A good workplace travel plan can reduce the number of people driving to work by 15%, equivalent to about 1 million fewer miles per year for a business of 2000 staff.

Business benefits of implementing a Workplace Travel Plan can come from a reduction in parking requirements or business travel costs, reduction in absenteeism as their employees benefit from improved health from walking or cycling to work. Employees not only benefit from a healthier

lifestyle they can see a reduction in journey times and costs for their journey to work. Meanwhile the whole local community benefit from an improved local environment and reduced congestion.

Whilst new employment sites can be tackled through the planning process there are thousands of businesses already in Northamptonshire. Therefore the County Council will encourage existing companies in Northamptonshire to address their travel issues through the implementation of travel plans. We will focus on those companies and areas that produce significant traffic. We will work with partners including the Highways Agency and the local estate groups to promote the voluntary uptake of Travel Plans.

Schools

Schools see two peak travel movements each day but their impact on communities can be huge with localised congestion and perceived safety concerns with more parents opting to travel by car rather than foot. School Travel Plans encourage schools to use their own resources to introduce measures to assist cycling and walking and promotion of safety on the journey to school.

School Travel Plans were established in 90% of Northamptonshire Local Authority schools between 2004 -2010 with the aid of the Government School Travel Plan Grants which enabled schools to access £1,583,381.21 to support their travel plans. However the withdrawal of government grants means the emphasis has shifted to school managing and taking ownership of their own Travel Plans rather than the council managing and overseeing them.

The council will introduce Safer Routes to School infrastructure schemes to complement these Travel Plan measures. In a change from earlier practices, no Safe Routes to School Schemes will be introduced at schools that do not have a Travel Plan.

Rail Stations

Recent rail passenger growth has put pressure on parking and local roads around stations this has led to localised station travel plans being created. A Station Travel Plan sets out the stations strategy and action plan to encourage passengers to travel to stations more sustainably – including by cycle and bus.

Residential Travel Plans

Residential travel plans are not dissimilar to workplace travel plans and set out measure to try and reach all residents and influence their travel through measures for walking, cycling and public transport use, alongside delivery of Personalised Travel Planning.



Residential travel plans offer the opportunity to address the specific travel needs and impacts of the individual residents of developments. The Travel Plan focuses on providing information about walking, cycling, and public transport but also offers the opportunity for establishing car sharing and car clubs and delivery of personalised travel planning through a dedicated travel plan officer sometimes working at an onsite travel centre.

Smarter Travel Choices Policy 5

We will work with local businesses, educational establishments and housing developers to secure appropriate Travel Plans for all developments. We will produce Travel Plan guidance for the development and implementation of Travel Plans.

Personalised Travel Planning/Independent Travel Planning

Personalised Travel Planning enables the delivery of tailored information, motivation and incentives to individuals to help them voluntarily make sustainable travel choices. Within the UK, personalised travel planning has been reported to reduce car trips by 11% and distance travelled by car by 12% amongst the population targeted.

Personalised travel planning is a well-established method that encourages people to make more sustainable travel choices. It seeks to overcome the habitual use of the car, enabling more journeys to be made on foot, bike, bus, train or in shared cars.

Independent travel planning is about one to one planning of journeys for people who need greater support in getting from A to B for everyday journeys, not dissimilar to personalised travel planning. The key element of independent travel planning is the need to provide training for individuals on journeys, working one on one with individuals to enable them to make the journey unaided in the future. Independent travel training encourages individuals with learning difficulties and or disabilities to travel independently to their place of learning or employment.

Personalised travel planning is typically delivered across large residential areas. Each person within the target population is encouraged to think about how they currently travel for each of the trips they make, and to consider how they might make those trips in more sustainable ways. This is achieved through;

- One-to-one conversations, either at the doorstep, in a Travel Centre or by telephone, between individuals and trained Travel Plan Officers to encourage and motivate a change in behaviour.
- The provision of information on how to travel sustainably, for example, maps or guides about the local bus network, walking and cycling routes.
- The offer of gifts and incentives to encourage the use of sustainable modes, for example, pedometers, water bottles, free bus tickets.

- The development and delivery of independent travel planning and training schemes, principally through schools and colleges, these programmes help to prepare students to travel independently either on evenings, weekends or after they have completed their education.

Smarter Travel Choices Policy 6

We will use personalised travel planning, incorporating where appropriate Independent Travel planning, as part of the toolkit of measures for delivering smarter travel choices in major new developments and existing developments.

How effective is travel planning at reducing car travel?

Personalised travel planning has been reported to typically reduce car driver trips by 11% (among the targeted population) and reduce the distance travelled by car by 12%. As a result of, and in addition to, reduced car use, successful travel planning projects can also deliver:

- Increased walking and cycling, with associated health benefits.
- Increased public transport use, making services more feasible and profitable.
- Increased viability of local shops and businesses.
- More sociable and 'liveable' neighbourhoods.
- Improved local air quality.
- Reduction in carbon emissions.
- Shifts in attitude towards sustainable modes.

While evidence suggests that travel planning can be applied to any community, the greatest success is likely to be delivered where there are/is:

- Plentiful and diverse local facilities e.g. shops, employment centres, leisure facilities etc.
- Good community networks.
- High levels of accessibility by all sustainable transport modes.
- Excess capacity on the public transport system.
- A stable population.
- Local recognition of congestion-related problems.
- A recent investment in the local sustainable transport network.

Any package of initiatives for a Travel Plan must include a communication strategy that is developed at the very start of the development process to ensure that communication is at the core of any proposal.

Travel Centres

Travel Centres are established within new developments to assist in meeting the travel needs arising from the development by encouraging sustainable transport habits from the outset. They are one of the key tools in assisting new communities as well as existing communities, achieve transport mode share targets established in travel plans. A travel centre is a key source of services, incentives and information for future and current residents in an area.

Travel centres aim to help residents, employees and visitors of new and existing developments utilise sustainable modes of transport in their daily travel needs whether it be for the daily commute to work, a trip to the local shops or to a major football match. They save time and money by providing people with a variety of information and other services and facilities that will encourage them to leave the car at home and to lead a more sustainable lifestyle, see table 4 for other benefits of Travel Centres.

Successful travel centres meet the aims originally set out within a site Travel Plan by;

- Encouraging a modal shift to sustainable forms of transport.
- Becoming financially self sustaining.
- Engaging the local community to using travel centre services and amenities.
- Whilst consulting and informing the community it serves by adapting to the needs of the local community, new sustainable transport initiatives and additional developments.

The proposed format for travel centres is a physical presence on site where people can drop in and talk face to face with a travel adviser however in the current growth of web based technology it is possible that the 'Travel Centre' could be a virtual web based tool that is accessible from computers or mobile phones using the latest technology to access information and guidance without a physical presence. This approach may be most appropriate for smaller developments.

The benefits of Travel Centres for Communities	
More space and better conditions on the roads for walking and cycling	Improved Accessibility and access to goods and services
Improved Air Quality	Assist in fight against Climate Change
Increase physical activity and improved health	Limit Traffic growth, reducing congestion
The benefits of Travel Centres for Developers	
Achieve mode share targets established in Travel Plans	Assist in developing a sense of community in new developments.
Create a wider appeal to potential residents	Compliments new bus services for the site
Assist in reducing car parking requirements on site	Ability to market the development with 'Green' credentials

Table 4: Benefits of Travel Centres

The content of travel centre will vary from location to location and should provide more than just travel information. See Appendix 3 for a list of facilities and services that can potentially be provided at travel centres. However key aims are travel awareness and community cohesion to bring about modal shift.

Travel Centres provide a focus for awareness campaigns; they can be used in conjunction with new and improved transport infrastructure and as part of an ongoing campaign to raise the profile of sustainable travel. This can be done by supporting national and local events and campaigns in order to raise the profile of sustainable travel, for example National Bike Week, Walk to School Week and In Town Without my Car Day.



To assess the success of Travel Centres and Travel Plans, aside from quantifiable data attached to ticket sales or car club/car sharing 'sign up', it is necessary to undertake surveys which can include household surveys or collection of Travel Diary data. Travel Diaries are used to survey travel patterns and enable Travel Plan Officers to give direct and personal feedback on mode choices, whilst survey provide a board picture which can enable focus groups to be set up to gather information and ideas from residents. The Travel Plan coordinator (Travel Centre coordinator) will often undertake such surveys.

Smarter Travel Choices Policy 7

For residential and mixed use developments over 1000 residential units developers will be expected to contribute to a Travel Centre initiative.

For smaller developments contributions will contribute towards area based Travel Centres, where appropriate.

5.4 Sustainable Travel Alternatives

Many everyday journeys are short, despite the trend to increase journey length; around two thirds of all journeys are less than five miles and therefore have the potential to be made by alternatives modes of transport such as cycling and walking. While infrastructure improvements for walking, cycling and public transport through the Local Transport Plans and major new developments will increase the opportunities and attractiveness of using sustainable modes of transport people need to be made aware that sustainable travel choices are a realistic alternative.

Sustainable travel is about understanding your local area and providing for its transport needs through a package of measures such as public transport, walking, cycling, and sustainable car use. The best packages will include elements to ensure that behavioural change benefits are locked in.

Smarter Travel Choices Policy 8

The daughter documents for Bus, Walking, and Cycling contain the county policies which are integral to delivery of Bus, Walking, and Cycling improvements. These strategies will be supported by and promoted within the development of smarter travel choices polices and action plans.

5.4.1 Bus

Encouraging greater uptake of public transport is a well established ambition and should be an essential part of any sustainable travel package. A well functioning and well used public transport network can bring real benefits in terms of;

- Reducing congestion
- Improving accessibility
- Contributing towards a better environment.



The County Council plays a key role in encouraging use of the commercial bus network, through its various duties and powers as local highway and transport authority.

When it comes to getting people to use buses there needs to be investment in marketing to make people see the bus as a realistic alternative to using their own car. Marketing will require provision of clear information about services, routes and fares (before and during the journey), as well as information about options for multi-modal ticketing (smart ticketing) for the entire journey.

Smart ticketing can be provided via 'Smartcards'; a pocket-sized card with embedded memory of use on public transport which can be loaded with credit to make payment for services such as bus and rail journeys. Smart cards also have the potential for use as a wider payment scheme within libraries; leisure centre's or school canteens. Smartcards have become widely used by public transit operators around the world, examples include London's Oyster Card. Smart ticketing can enhance the passenger experience, taking the hassle out of paying for tickets, and make boarding quicker.



Within Northamptonshire the smartcards that are issued for concessionary fares (to over 60s and mobility impaired) and the cards that are issued for school transport have previously only been used as flashcards, when customers board the bus, but by introducing new technology onto the buses in the form of ticketing machines and new smartcard readers, the cards can now be utilised to their full potential.

Benefits of smart ticketing is that they improve transaction speed, bus punctuality and provision of better information on bus patronage for local authorities which enables services to be tailored to passenger demand and gives new users the confidence that their bus experience will be a positive one.

Improving the level and accessibility of public transport information and marketing can help increase uptake by making people aware of the options available. A valuable on-line tool is Transport Direct (www.transportdirect.info) which allows people to plan a journey by car or public transport from door to door. The County Council will continue to work with partners including 'Traveline' to enable Interactive Journey Planning Service which will enable bus users to access local network information, (<http://traveline.info/>).



Your link to local
Public Transport Information



Information needs to be distributed at locations people go too such as by major retailers, libraries, leisure centres; however this needs to be done in a cost effective way in order to provide value for money. For maximum effect The Council will work with partners to ensure a co-ordinated approach to the marketing of events and services, working to achieve effective media coverage of transport initiatives

Marketing is the way to get people to consider and try using the bus, to keep them on the buses they must be a reliable and convenient alternative to the private car.

The County Council will work with operators to ensure that services are reliable, comfortable and value for money whilst investing in infrastructure that is suitable to the transport network. This will include where appropriate bus priority measures such as bus lanes, traffic light phasing and tackling congested junctions to improve bus punctuality and the reliability of bus journey times. The council will also seek good interchange facilities to enable timely connections to make the whole journey more efficient.

The Northamptonshire Bus Strategy developed as part of Northamptonshire Transportation Plan (2012) sets out the direction and aspirations for bus services within Northamptonshire. The policies set out in the Bus Strategy are supported by this Smarter Travel Choices Strategy.

Smarter Travel Choices Policy 9

We will support marketing of bus services and ticketing options for journeys within travel plans and travel centres.

5.4.2 Walking & Cycling

Walking is a healthy low cost, non polluting mode of transport that is available to most people regardless of age or income. Walking plays a significant role in an integrated transport system and as a sustainable smarter travel choice it offers the opportunity to deliver quick, effective modal shift. With the rise of car use for journeys less than 1 mile walking should be reinforced as the mode of travel of choice for all journeys under 1 mile.

Walking is not just about getting from A to B, it is a highly effective form of exercise, with little impact on the environment, walking has benefits for;

- Health; walking is the easiest way to meet physical activity recommendations.
- The Environment; reducing carbon dioxide pollution and noise pollution.
- The Economy; cutting healthcare costs and providing footfall for local businesses.
- The Community; walking is sociable, improves our sense of community.

In order to make walking the mode of travel of choice for short journeys the County Council will seek to provide pedestrians with safe, attractive and direct routes to local services, facilities and

workplaces, whilst improving the environment for pedestrians in town centres to make walkers feel safer and more secure.

The council will improve accessibility to the transport system in order to promote a fairer, more inclusive society while ensuring new developments, and all transport and highways schemes adequately cater for pedestrians and mobility impaired people. Ensuring new developments are clearly linked to walking networks with easy access to public transport is an important way to ensure people are able to make smarter travel choices.

With knowledge of the pedestrian links available it is possible to provide information about the options that are available for a journey therefore increasing the accessibility of key services, employment and educational sites in Northamptonshire

Walking Audits will be promoted to identify infrastructure gaps using a 'Neighborhood Walking Plan' toolkit. The toolkit will establish barriers and issues with walking route to enable the proposal and prioritization of solutions that will enable walking. These can be applied to the current network for improvements and to new development to ensure there are no missing links in providing a coherent walking network that will encourage and promote walking.

In order for these infrastructure improvements to translate to more people walking it is important to publicise the new routes, infrastructure and the benefits of walking, with a robust marketing campaign.

The Northamptonshire Walking Strategy developed as part of Northamptonshire Transportation Plan (2012) sets out the direction and aspirations for walking within Northamptonshire. The Walking Strategy policies are supported by this Smarter Travel Choices Strategy.

Cycling offers an inexpensive, healthy and environmentally sustainable mode of travel which is available to most people. Cycling offers the opportunity for reducing congestion while improving accessibility to schools, employment, leisure facilities and transport interchanges, which may be beyond a perceived walking distance.



The number of car journeys for distances under 5 miles, has displaced people from cycling as the car has become the first thought for travelling. Cycling should be considered as the mode of choice for journeys fewer than 5 miles.

The council has and continues to be proactive in maintaining, promoting and enhancing the cycling network, within limited resources, as such the network varies across Northamptonshire however by addressing missing links and improving cycle infrastructure the council has the opportunity to open up the cycle network of Northamptonshire.

To get more people to cycle the County Council will ensure key principles of cycle friendly highway planning and design are employed to design new cycle networks that provides a safe attractive option for cyclist and encourages more people to cycle. This will include delivery of quality off-road leisure routes, access to key destinations, clear signing and cycle-friendly road and path maintenance policies and procedures to maintain the cycle network.

As with other forms of transport, in order to encourage people to consider changing mode of travel there needs to be a concentrated marketing campaign which promotes cycling providing clear and helpful information and advice to encourage people to try cycling. This can be formed of maps, journey planners, individualised marketing, and incentives, provided at specific cycling events, and through cycle training which can be delivered for children and adults via schools, workplaces and community groups.

The Northamptonshire Cycling Strategy developed as part of Northamptonshire Transportation Plan (2012) sets out the direction and aspirations for cycling within Northamptonshire. The Cycling Strategy policies are supported by this Smarter Travel Choices strategy.

Smarter Travel Choices Policy 10

We will support marketing of walking and cycling for journeys within travel plans and travel centres. Promotional material will be produce and issued alongside infrastructure improvements using methods within the Marketing and Information Action Plan

5.4.3 Car Sharing & Car Clubs

The vast majority of road transport is single occupancy and there is large potential to share journeys, cut motoring costs and reduce emissions. Encouraging the uptake of car sharing or buying in to a car club provides the opportunity to reduce the number of cars on the road and therefore reduce the impact of car travel on the environment.



Car sharing is when two or more people travel by car together, usually to the same destination for all or part of the trip, either as part of an organised scheme or on an ad hoc basis. The best developed schemes are targeted at the daily commute. Such schemes may operate within a single company or across a number of different employers in the same area.

Car sharing can also operate for parents taking children to and from school or as one-off schemes related to specific events, such as festivals and shows, or regular trips to tourist destinations. There are a number of car sharing organisations based on the internet, which can provide bespoke matching data systems.

Car Clubs allow people to book a timeslot to use a pool car for anything from 30 minutes to a weekend; bookings can be made in advance or with only a few minutes notice. Car Clubs offer the opportunity for people to not own their own car or maybe forego a second car for their family because they can hire the car for the journeys when a car is needed.

Car Clubs are designed to be hassle free and simple to use with users booking online or by phone to check if there is a car free at the time of the journey and book it. Each user becomes a member and is issued with a smart card which they swipe to get in the car and within the car to access the keys. Journeys can be extended by contacting the Car Club booking and if it's not booked to an alternative customer. Users are then charged for what they have used when they swipe out of the car. The fee paid for using the car Club covers fuel, insurance, MOT, Tax and insurance meaning you only pay the hire fee.

Car clubs and formalised car sharing should be considered for new residential developments with an on site location for car club cars to be accessed, or for large business parks where businesses can use them for business journeys to cut staff mileage payments.

Local authorities can promote car clubs and car-sharing in order to encourage sustainable car use to reduce traffic congestion, save motorists costs, reduce carbon emissions and ease pressure on parking facilities. The planning system can also be harnessed to facilitate the use of more sustainable low carbon car initiatives. For example:

- Requiring new buildings and developments, where they provide car parking, to include charging facilities for electric vehicles or set aside a certain allocation of car parking spaces for electric vehicles as a condition of granting planning consent.
- Considering the development of a car club close to or within a new development to reduce traffic and free up more space for development;
- Converting on-street residents' and pay and display parking bays into car club use only.

<p>Priors Hall Car Club, Corby.</p> 	<p>Operating for the residents of the Priors Hall Development funded by the Developers through a Section 106 agreement and administered via the Travel Centre and Travel Plan Coordinator.</p> 
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Smarter Travel Choices Policy 11

We will promote car clubs and car-sharing in order to encourage sustainable car use within new developments and for businesses within Northamptonshire.

5.5 New Ways of Working

It is likely that significant development will occur in terms of reducing the impact and/or reliance on car use in the next few years. This can be attributed to the advances in technology and adoption of new ways of working which reduce the need to travel at all. These can be promoted at different stages of development to promote 'Smarter Travel Choices'.

- Teleconferencing /Video Conferencing
- Working from home / Online shopping

Teleconferencing / Video Conferencing

Teleconferencing and Video Conferencing offer the opportunity for multiple people in different locations to hold meetings and discussions without leaving their own offices. This cuts down on journeys and thus reducing chance of congestion and reducing emissions from car journeys, it also provides businesses with reduced business mileage and reducing in down time of staff who do not have to travel to meetings.

A teleconference and video conferencing is the live exchange and mass articulation of information among several persons and machines remote from one another but linked by a telecommunications system. Terms such as audio conferencing, telephone conferencing and phone conferencing are also sometimes used to refer to teleconferencing. The telecommunications system may support the teleconference by providing one or more of the following audio, video, and data services, by one or more means, such as telephone, computer, radio, and television.

Internet teleconferencing includes internet telephone conferencing, videoconferencing, web conferencing, and Augmented Reality conferencing. Internet telephony involves conducting a teleconference over the Internet or a Wide Area Network. One key technology in this area is Voice over Internet Protocol (VOIP).

Teleconferencing and Video Conferencing is not just for businesses the development of popular software for personal use includes Skype, Facetime, Google Talk, Windows Live Messenger and Yahoo Messenger. These allow people to catch up with friends and family from the comfort of their own homes.

Working from home / Online shopping

The development and widespread availability of broadband, Wi-Fi and smart-phones means that people have greater potential to work and shop from home.

Most supermarkets now offer online shopping with home delivery services which can fit around people's lifestyles, and cut out the weekly supermarket shop.

Technology that enables working from home can help to reduce the need to commuting, or in the case of shopping, provide options to cut out certain journeys knowing that the items purchased will be delivered later. Use of online shopping and working from home can save people money by cutting out journeys and also give people back time to do other things.

Smarter Travel Choices Policy 12

We will continue to work with partners and providers to embrace new technologies and new ways of working which reduce the need to travel. These will be promoted with new and existing developments.

5.6 Alternative Technology

Whilst there is likely to be a reduced need to travel from new technologies, journeys will still need to be undertaken therefore for those journeys there needs to be consideration of how to reduce the impact and/or reliance on car use. There are a growing number of new technologies in car's and van's which reduce the impact of vehicles on the environment these should be explored and promoted for 'Smarter Travel Choices'.

- Plugged in Places
- Alternative Low Carbon fuel vehicles

Plugged in Places

To inform wider roll out of infrastructure for the growth in electric vehicles within the UK, the Government is supporting the 'Plugged-In Places' programme. The scheme offers match-funding to businesses and public sector partners to support the installation of electric vehicle recharging infrastructure in lead places across the UK. Data derived from the programme about how drivers use and recharge their electric vehicles will provide the necessary evidence base to shape the design of a national system of recharging infrastructure.

By 2014 project 'Plugged in Midlands' will develop a regional network of more than 500 electric vehicle Charging Points across the East and West Midlands that will be fully compatible with the



Charging Points being installed across the country under the wider scheme.

‘Plugged in Midlands’ Project Aims:

- To provide the infrastructure that will support the early market for electric vehicles that we expect to see developing over the next few years with the Government’s Plug-in Car Grant.
- Plugged in Midlands will provide the opportunity to test out different approaches for recharging electric vehicles.

The first charging point in the county has been established at the Corby Cube with plans for additional charging points in Corby and Northampton.

Alternative low carbon fuel vehicles

The use of alternative fuels, like electricity, can help to significantly reduce carbon emissions, and in the case of electricity help alleviate air quality problems. For example, an electric car powered from today’s grid could emit between 15% and 40% less carbon over its lifetime than a comparative sized petrol car. This will improve as the electricity generating sector moves to low carbon energy sources.

Car manufacturers have already spent billions developing ultra-low carbon and more efficient vehicles and are doing more to promote and launch them in Britain. The Government is providing £43m to fund £5,000 discounts on the price of electric vehicles and through the Plugged-in-Places scheme. This provides match-funding to roll-out electric vehicle recharging infrastructure at selected places across the country.

Northamptonshire is part of the Plugged in Places scheme. The County Council is working with Cenex who are managing the scheme, private businesses, developers, local partners and residents to install charging points at key locations.



There are also wider potential economic benefits. This is because Northamptonshire, with its expertise in high performance engineering coupled with the presence of Silverstone Circuit and Rockingham Raceway which can act as proving grounds, is also the ideal place to develop, test and manufacture ultra-low vehicle technologies.

Where air quality and carbon emissions are a problem and a major concern for local communities, the County Council will look to introduce low emission zones to encourage the use of cleaner vehicles, limit access to certain vehicle types or reduce the number of vehicles overall.



Low Carbon Vehicle Event:

Rockingham Circuit Corby hosts the annual Low Carbon Vehicle event which showcases the capabilities of the country's technology providers and provides a global platform for collaborative opportunities. Northamptonshire is also investigating the potential for it to be part of the Government's Innovation and Technology Centre network specialising in high performance engineering.

Smarter Travel Choices Policy 13

We will work with partners and providers to embrace new technologies which secure additional charging points for electric vehicles and to promote reduced carbon emissions transport which reduces congestion and make travel smarter and more sustainable within new and existing developments.

5.7 Delivery Summary

Table 5 demonstrates how these Smarter Travel Choices policies contribute to the objectives of the Northamptonshire Transportation Plan.

NTP Objectives	Smarter Travel Choices Objectives	Smarter Travel Choices Policies
Fit for...the Future	Providing high quality information that will help people to make smarter choices about the mode of transport that they use is an important part of encouraging the modal shift required to support growth.	1, 3, 4, 5, , 6, 7, 8, 9, 10, 11, 12, 13
Fit for...the Community	We aim to introduce community- led smarter travel programmes through local initiatives, involving residents in shaping the schemes in their area.	1, 2, 3, 5, 6, 7, 8, 9, 10, 11
Fit to...Choose	The promotion of sustainable transport modes and the provision of information regarding alternatives to the private car journey will give residents the knowledge they need to choose the best mode of transport for their journey.	2, 3, 5, 6, 7, 8, 9, 10, 11, 12, 13
Fit for...Economic Growth	Businesses benefit from a reduction in parking requirements or travel costs; and improved health and commuting times for employees.	1, 2, 3, 4, 5, 8, 9, 11, 12, 13
Fit for...the Environment	Providing residents with the information that will allow them to choose sustainable modes of transport will reduce carbon emissions and reduce congestion.	1, 2, 3, 5, 6, 7, 8, 9, 10 11, 12, 13
Fit for...Best Value	Provide 'Soft measures' that encourage modal shift that offer better value for money than building the infrastructure improvements that relieve congestion.	1, 3, 4, 5, 7, 8, 12, 13

6. Funding

The Northamptonshire Transportation Plan (2012) objective of 'Fit for.....Best Value' established the need to be clear about investment, focusing on achieving value for money while seeking alternative sources of funding. This means managing our budgets within the current challenging financial and funding position, and planning for the future., securing 'Best Value' will be key to deciding which approach is taken to deliver the improvements.

Funding for Smarter Travel Choices schemes could come from a number of different sources:

- The Integrated Transport Block (Northamptonshire Transportation Plan)
- Central government grants

A reduction to the Integrated Transport Block means that there will be less funding available. Therefore the County Council will seek opportunities for funding from the Local Enterprise Partnerships, Regional Growth Fund and the Local Sustainable Transport Fund to take forward projects over the next few years.

However we can not rely on traditional funding sources to provide the budgets for improving the current infrastructure or to support development of initiatives. As such the County Council will seek new and innovative sources of funding to deliver transport schemes such as;

- Section 106 Agreement contributions from developers
- Developer led Infrastructure delivery secured through Section 278 agreements
- Localism
- Match funding from the public sector
- New sources of grant funding from public bodies
- Community Infrastructure Levy
- Partnership with commercial operators.

With a series of independent funding sources, a coherent strategy is required to achieve the most equitable and efficient use of limited resources. One example of delivering best value is by joining

smaller schemes together to gain economies of scale i.e. linking promotional activities and materials reducing costs in terms of design and production of materials.

With an increased pressure on resources, a clear method for prioritisation of schemes to be implemented is required. Prioritisation should be given to schemes to improve accident rates, deliver accessibility to education, healthcare and employment locations as well as to growth areas such as sustainable urban extensions. The following general prioritisation for schemes may be useful in determining between schemes:

- 1) New developments
- 2) Town centre
- 3) Intra-urban links
- 4) Inter-urban
- 5) Rural/Leisure



Appendix 1 - Summary of Policies (post consultation)

Smarter Travel Choices Policy 1

To promote and secure Contributions from developers, businesses and local partners to deliver travel plans, travel centres and the delivery of measures, marketing and incentives to encourage sustainable travel and modal shift to mitigate the cumulative impacts of planned growth and windfall sites in the County.

Smarter Travel Choices Policy 2

We will develop and use a toolkit to utilise the 'avoid, shift, improve' methodology to target specific interventions to specific groups.

Smarter Travel Choices Policy 3

We will use the 'Marketing and Information Toolkit' to ensure the appropriate marketing and supporting materials are produced in order to carry out a range of travel awareness initiatives to promote the benefits and use of sustainable modes of transport

Smarter Travel Choices Policy 4

We will continue to liaise with Local Planning Authorities, the Joint Planning Units and developers to ensure connectivity between new developments and existing infrastructure to ensure Sustainable Travel options are integrated into new developments.

Smarter Travel Choices Policy 5

We will work with local businesses, educational establishments and housing developers to secure appropriate Travel Plans for all developments. We will produce Travel Plan guidance for the development and implementation of Travel Plans.

Smarter Travel Choices Policy 6

We will use personalised travel planning, incorporating where appropriate Independent Travel planning, as part of the toolkit of measures for delivering smarter travel choices in major new developments and existing developments.

Smarter Travel Choices Policy 7

For residential and mixed use developments over 1000 residential units developers will be expected to contribute to a Travel Centre initiative. For smaller developments contributions will contribute towards area based Travel Centres, where appropriate.

Smarter Travel Choices Policy 8

The daughter documents for Bus, Walking, and Cycling contain the county policies which are integral to delivery of Bus, Walking, and Cycling improvements these strategies will be supported by and promoted within the development of smarter travel choices policies and action plans.

Smarter Travel Choices Policy 9

We will support marketing of bus services and ticketing options for journeys within travel plans and travel centres.

Smarter Travel Choices Policy 10

We will support marketing of walking & cycling for journeys within travel plans and travel centres. Promotional material will be produced and issued alongside infrastructure improvements using methods within the Marketing and Information Action Plan

Smarter Travel Choices Policy 11

We will promote car clubs and car-sharing in order to encourage sustainable car use within new developments and for businesses within Northamptonshire.

Smarter Travel Choices Policy 12

We will continue to work with partners and providers to embrace new technologies and new ways of working which reduce the need to travel. These will be promoted with new and existing developments.

Smarter Travel Choices Policy 13

We will work with partners and providers to embrace new technologies which secure additional charging points for electric vehicles and to promote reduced carbon emissions transport which reduces congestion and make travel smarter and more sustainable within new and existing developments.



Appendix 2: Measures within Travel Plans can include (but are not exclusive to)

Adoption & Strategy Administration

- Approval and adoption in principle of Travel Plan.
- Identify potential funding sources for capital schemes.
- Establish Travel Plan Working/Steering Group with programme of regular meetings.
- Identify/appoint a full time Travel Plan Co-ordinator.
- Identify marketing/communications framework.
- Undertake monitoring travel surveys of staff.
- Publish results and review Travel Plan.

Parking Management Recommendations

- Consult with staff and residents as to appropriate option/combination of options:
Option 1 – Zoned parking Option 2 – Department allocated parking permit
Option 3 – ‘Needs’ based system Option 4 – Car park charging
- Identify appropriate means/combination of means of enforcement.
- Identify car share priority parking area and guarantee a parking space to those staff registered on the car share scheme.

Public Transport Strategy Recommendations

- Negotiate ticket discounts with operators, exploring potential for match discount funding.
- Using GIS plots of staff home postcodes and working within a Travel Forum, investigate potential for improvements to existing services.
- Develop comprehensive travel information to be available to staff, residents and visitors.
- Provide interest free loans for public transport users for the purchase of a season ticket
- Schedule meetings so that staff have time to catch a bus/train/shuttle service.
- Improve on site waiting facilities.

Car Share Strategy Recommendations

- Investigate and identify appropriate car share software system (either on-line or purchase off-the-shelf system/customise a system).
- Provide a Guaranteed Ride Home scheme through setting up a contract with a taxi firm.
- Promote car share coffee clubs to assist in the process.
- Identify other means of marketing/incentives.

Walk Strategy Recommendations

- Develop Walk to Work route maps.
- Set up a Walkers Group.
- Negotiate discounts on outdoor clothing from local shops.

Cycle Strategy Recommendations

- Improve/Provide changing/showering facilities.
- Provide cycle training.
- Provide a 'spares box' for cyclists which would include puncture repair kits, basic tools, spare locks and lights.
- Negotiate discounts with local cycle shops and/or purchase corporate membership of an active local cycle group.
- Pay a mileage allowance for business journeys by bicycle at least 20p per mile.
- Provide interest free loans for the purchase of a cycle/ cycle equipment.
- Set up a Bicycle User Group.

Moped/Motorcycle Strategy Recommendations

- Provide sheltered, safe and secure moped/motorcycle parking.
- Provide subsidised safety training courses for moped/motorcycle users.
- Negotiate discounts with a local moped/motorcycle dealer.
- Set up a Motorcycle User Group.

Business Travel Recommendations

- Review mileage allowances and consider replacement with pool cars and flat mileage allowances.
- Promote video and audio conferencing to replace some business meetings.
- Promote visitors travel via public transport by providing of public transport maps.
- Include pedestrian and cycle routes on visitor maps and publicity material.
- Include brief information on the Travel Plan in visitor and publicity literature.

Marketing and Publicity Strategy Recommendations

- Develop a well designed web page, and provide a Travel Plan notice board in the main entrances, include information on the car share scheme, up to date information on public transport and the contract services, cycle routes, walking routes and the financial incentives available to staff using travel alternatives, and also links to other useful web sites.
- Develop a well designed Transport Strategy booklet, which should include information on the car share scheme, public transport services, cycling, walking and the financial incentives to alternative transport users.
- Identify potential collaborators in promoting cycling and walking and explore the possibility of co-production of an awareness campaign.

Appendix 3: List of facilities and services that can potentially be provided at travel centres

Services	Facilities	Information
Marketing of travel choices to residents	Grocery delivery and refrigeration	Public transport route, maps, timetables and tickets
Sale of transport tickets	Shopping lockers	Maps of cycle/walking routes
Car Club management	Internet access to public transport sites	Maps and information's of local service/facilities (GP, Schools, play parks)
Personalised Travel Planning	Bicycle hire, recycling, parking	Information on local discounts
Taxi Share register	Cafe/convenience retailing	Information of New ways of working
Cycle group registration	Recycling facilities	Information on electric vehicles
Walking and running group registration	Mail drop and parcel collection facilities	Details of local road closures and route management
Onsite parking management and permit issues	Recharging points for electric vehicles	Health promotion
Management of onsite car share scheme	Road Shows & community events	School Transport/Travel information
Working with local transport providers regarding service issues, complaints and suggestions		Local employment information and local workplace travel plans
Provide training on teleconferencing		Information of community transport
Carbon measuring services and help for carbon reduction		Information of onsite car sharing and Car Clubs
Provision of welcome kits to new residents		On access to accessible services
Sale of Smartcards		Smartcard support
Bicycle training and servicing		Safety Advice/information
Advice on journey planning best route and fuel efficiency		Travel awareness campaigns
Sale of local congestion/ parking permits		Supporting Eco Teams
Rail and bus booking services		
Electric Car servicing/ recharging		
Concessionary Fares Entitlement Cards		
Walking Buses facilitation.		

Northamptonshire Smarter Travel Choices Strategy

For more information please contact
LTPConsultation@northamptonshire.gov.uk

