

Agenda Item 35.

TITLE	Travel Planning for Major Development Sites (SDL's)
FOR CONSIDERATION BY	The Executive on 30 July 2015
WARD	None specific
DIRECTOR	Heather Thwaites, Director of Environment
LEAD MEMBER	John Kaiser, Executive Member for Planning and Highways

OUTCOME / BENEFITS TO THE COMMUNITY

Provides for effective travel planning on SDL sites, enabling residents to make informed, safe and sustainable travel decisions from a range of transport options, and helping to manage the impact of congestion.

RECOMMENDATION

That the Executive approve the release of appropriate S106 funding totalling £263,000 to support an annual programme of sustainable transport initiatives within Strategic Development Locations.

SUMMARY OF REPORT

In 2012 the Council was successful in securing £2.75 million Local Sustainable Transport (LSTF) funding from the Department for Transport. The LSTF project was designed to encourage residents to change their travel behaviour for short journeys. Through the LSTF project, the My Journey brand was established, promoting sustainable travel and raising awareness of travel choices.

The S106 funded travel planning programme will build on the success of the programme funded by LSTF, promoting sustainable transport modes across the Borough through a number of projects targeted at schools, new residential developments and businesses. The programme will extend to include measures targeting key life change periods including when residents move to new development locations and year 6 pupils start secondary school.

The promotion of a range of travel modes will help to manage congestion on Wokingham's roads and subsequently help to improve air quality in the Borough. The package of measures has relevance to other services such as Public Health, Children's Services and Environmental Health.

Background

There are a significant number of new homes being built in the borough over the next 10 years. As part of any planning application developers are required to detail how they would promote sustainable travel to new residents in a Residential Travel Plan.

Generally these Travel Plans are limited by time, content and area of influence and the developer has little interest in the success of a travel plan. They are often considered to be 'toothless', ineffective, expensive and resource heavy initiatives that do little to promote sustainable travel options.

Each developer could have its own version of a travel plan and with the number of developments coming forward as part of the SDL's potentially there could be 20+ travel plans all with different content. If targets set within the travel plan are not met, the developer pays the Council to put it right. If targets are met, the developer retains the ring fenced charges.

As an alternative to the traditional approach set out above the Council has agreed with the developers to take a charge on every new SDL home and will, in effect, undertake the management of residential travel plans on behalf of the developers. This approach enables the Council to provide to households the same range of incentives and information but as part of broader and more comprehensive offer than any developer travel plan and enables the council to broaden the scope of the travel plan to all residents in the borough not just those in the new developments.

In 2012 the Council was successful in securing £2.75 million Local Sustainable Transport (LSTF) funding from the Department for Transport. The project was delivered as part of a three-year programme of measures, branded as My Journey Wokingham. The objectives of the LSTF My Journey Wokingham project were to deliver economic growth and reduce carbon emission through the development and promotion of sustainable transport options across a targeted area. The My Journey Wokingham brand has been established across the Borough over the past 3 years, reflected by over 20,000 residents and businesses engaged with My Journey.

To build on the work and the success of the LSTF funded programme, the Council proposes to promote its travel planning initiatives funded by developers as an annual My Journey programme of sustainable transport measures. The annual My Journey programme will include projects that work with new development locations, schools, workplaces and communities across Wokingham borough. Measures to be promoted annually will include **BEAT THE STREET** within new development areas, personalised travel planning sessions across the SDLs, transition projects for year 6 children moving into Secondary education,, Facebook & You Tube campaigns, new resident workshops and developing school travel plans.

Indicative My Journey Annual Programme of activities for 2015/16

Programme Area	Description of Activity
Workplaces Travel Planning & Business Engagement	Renew WBC membership to Easit Network
	WBC staff travel survey, analyses and reporting
	WBC Travel Plan Refresh
	Business Roadshow Events
	Electric car charging point map for WBC & wider borough

Residential Travel Planning	Develop and maintain communication links to new developments
	Community events in partnership with WBC community teams
	PTP at Montague Park and Mulberry Grove
	Travel Information Welcome Packs for new residents
	Community Roadshow Events
	Car club viability plan (existing areas and new development)
Active Travel & School Travel Planning	BEAT THE STREET – Walk around the world challenge within SDLs
	Sustainable Transport Transitions Project (Primary to Secondary School)
	Sustainable Transport Transitions Project (School Leavers)
	Adopt Modeshift scheme for WBC schools
Marketing, Communications and Consultation	Widen and reinforce content of My Journey brand
	Development of a mobile responsive My Journey website to support promotion and delivery of travel planning initiatives within new the new development sites.
	My Journey social media, website & newsletter communication forums
	Facebook & Youtube campaigns to promote PTP, Yomp, Beat The Street
	Video to promote A329 cycleway (Stage 2)
	Workshop with new residents to better understand their travel behaviour and

Analysis of Issues

The Council recognises it is critical to encourage a range of travel modes with the increasing number of residents that are moving into the Borough.

Delays in delivering the package of sustainable transport measures reduces the Council's ability to influence mode choice within the SDLs, there is the risk new residents will default to use of the car rather than to other travel opportunities available to them.

The Council is taking a charge on every new SDL home of £450 per home specifically for the purpose of providing Travel Planning Initiatives. This will provide revenue of £5.6 million for the period of the current Core Strategy. The Council are undertaking the management of residential travel plans on behalf of the developers and planning obligation will be at risk should the council fail to deliver. In addition congestion, air quality and the health of Wokingham residents will be exacerbated.

FINANCIAL IMPLICATIONS OF THE RECOMMENDATION

The Council faces severe financial challenges over the coming years as a result of the austerity measures implemented by the Government and subsequent reductions to public sector funding. It is estimated that Wokingham Borough Council will be required to make budget reductions in excess of £20m over the next three years and all Executive decisions should be made in this context.

Funding would be as follows:

	How much will it Cost/ (Save)	Is there sufficient funding – if not quantify the Shortfall	Revenue or Capital?
Current Financial Year (Year 1)	£263,000	Yes	Revenue

Other financial information relevant to the Recommendation/Decision

The project is developer funded using S106 which has already been collected by the Council. This means the Council's planned capital expenditure for sustainable transport in the period to 2017/18 can be focused on other projects across the borough. From 2017/18 onwards, the My Journey programme will be directly funded by developer contributions collected via S106.

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Cross-Council Implications

The My Journey project has relevance to other services such as Public Health, Children's Services (school travel) and Environmental health.

1. Public Health, in the drive towards increasing activity and reducing obesity, by providing the information people need to make a lifestyle change.
2. Children's Services, by adopting the Modeshift school travel plan scheme to reduce the dependency on car travel and to encourage pupils to cycle, walk and travel independently.
3. Environmental Health, by providing the facilities to encourage modal shift away from the car to improve air quality.

List of Background Papers

None

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Date 21 July 2015	Version No. 02