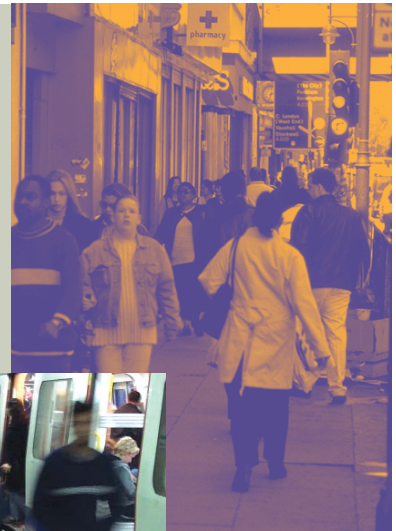


The challenge of reducing car use

We are at the forefront of travel plan development by helping clients develop travel plans that have brought real benefits to the environment, local communities, companies and their employees.

The issue

With continued growth in car availability and use, congestion and its impacts are a major concern for local communities and the environment. There is a need to address people movement at its source.



Our approach

Through developing solutions in walking, cycling, public transport and car-sharing we have helped developers and promoters reduce congestion and travel delays, relieve parking problems and enhance air quality.

We have helped produce demand management measures, such as personalised travel plans, car clubs, safer routes to schools as well as home working and flexible working practices that have had a major impact on the levels of single-occupancy car travel.

Developing successful plans

Staff travel surveys and employee consultation are at the heart of the process. We conduct site and access surveys, establish current travel to work patterns of staff and forecast future demand. We identify factors determining choice of travel mode, alternatives available, attitudes towards them and schemes that would encourage staff to make the switch. We use geographical information systems to map and assess travel. We help staff and management work together to agree the design of on-site measures and implementation of practical acceptable travel plans.

We advise on the full range of demand management measures to assist traffic management associations and groups of employees.

Southampton hospitals

We helped Southampton University Hospitals NHS Trust over 10 years to resolve transport, traffic and parking issues and gain planning consents for new developments. As part of that assistance, we provided input into a new travel plan. Through a series of measures to restrict on-site parking and to encourage car sharing, cycling, walking and travel by public transport, the Plan has avoided the need to provide a further 650 parking spaces for ongoing expansion. This Plan became a market leader for the development of Travel Plans in the UK.

Other hospitals

We have developed travel plans for more than 25 hospitals in locations such as Oxford, Portsmouth, Manchester, Cheltenham, Kingston, Epsom, London, Surrey and Dumfries.

Thames Valley Park

We helped Oracle plc to gain planning consent to further develop their site at Thames Valley Park, Reading. In providing a traffic impact assessment report, we included a Travel Plan, which we subsequently developed to include all Oracle staff in Reading. We also helped Microsoft locate new offices and preparing travel plans for them. We were then appointed to provide a Travel Plan covering all employers at Thames Valley Park, in effect creating a Traffic Management Association.

College relocations

We reviewed the transport requirements for relocation of two busy Scottish further education colleges, Clydebank and Dumfries and Galloway. We prepared a transport strategy leading to the introduction of a travel plan for each college. The work included extensive travel surveys as well as consultation with college staff and students. We developed a plan to reduce car-borne travel and demand for parking spaces, increase public transport use and pedestrian accessibility. We also discussed and agreed the proposals with the relevant local authorities.

Car sharing

We provided car-sharing advice to Pfizer in Kent. We also host the Kent County Council employee car-sharing scheme and have helped other commercial organisations such as British Gas, Perpetual and Dunloe-Ewart plc to develop their own.

