

Maylands Area Travel Plan (MATP)
2011 – 2016

Final Draft

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- A: RELEVANT POLICY AND GUIDANCE**
- B TRAVEL SURVEY FORMS**
- C: BUSINESS AND EMPLOYEE SURVEY FINDINGS**

1 Introduction

Overview

- 1.1 The Maylands Master Plan (2007) seeks to establish Maylands as a premier ‘green’ business park and the best place to work within East of England and beyond. Sustainability - including landscaping sympathetic to pedestrians and cyclists, and improved sustainable transport options - is key to this vision for Maylands.
- 1.2 This document, the Maylands Area Travel Plan (MATP), supports the aspirations of the Master Plan, providing a programme for the delivery of initiatives that will encourage those working and living at Maylands Business Park (thereafter referred to as ‘the Park’) to travel in more sustainable ways.
- 1.3 It sets out how individual occupiers, the Maylands Partnership and the local authorities (Hertfordshire County Council and Dacorum Borough Council) can work together to maximise use of existing and new sustainable travel opportunities.

The role and function of the MATP

- 1.4 The MATP has a number different roles:
 - To provide a long term, sustainable travel management strategy for the Park that remains relevant by responding to changing conditions and opportunities as the Park develops.
 - To provide a framework for existing and new Maylands businesses to adopt their own site-specific measures and encourage sustainable travel behaviour at individual workplaces.
 - To provide a framework against which to assess planning applications for any new commercial development in the area.
 - To be a working document for the Maylands Travel Plan Coordinator to plan and undertake actions.
- 1.5 The MATP is an overarching travel plan framework for the Park, and will provide a mechanism for the development of more strategic level measures that are relevant to the Park as a whole. Individual occupiers will also have an important role to play in ensuring that their employees can fully benefit from the initiatives and measures that are developed via the MATP, and in implementing those measures which are employer-specific:
 - Existing businesses will be encouraged to adopt site specific actions of their own which are consistent with the overall aims and objectives and the measures included within the MATP, on a **voluntary** basis (although more recent existing occupiers may already have a travel plan in place which may need refreshing and implementing);
 - New occupiers needing planning permission to move onto the site will be **required** to develop site specific actions as part of the planning process.

- 1.6 The plan will focus initially on employee commuting, business and visitor travel, as this will deliver the most significant benefits in the short term. As the travel plan becomes established its scope will be widened to include fleet vehicles, resident's travel and servicing and deliveries.
- 1.7 This MATP will be implemented from 2011 to 2016. As the vision of the Master Plan is realised and new occupiers move to the Park, it will be comprehensively reviewed to ensure it remains relevant.

Policy context

- 1.8 The relevant policies which support the development and implementation of this travel plan are set out at Appendix A.

2 Current travel situation

Overview

- 2.1 Maylands is a mixed use business park located on the periphery of Hemel Hempstead, to the north west of the town's main residential areas as illustrated in Figure 2.1. It is a relatively large Park, covering an area of around 4km from north to south and 2.5km from east to west.
- 2.2 The site is currently home to some 400 businesses providing employment for an estimated 16,500 people. Major land uses include offices, warehousing/ distribution and storage. The Buncefield oil terminal occupies the north eastern quadrant of the Park.
- 2.3 Guided by the Maylands Master Plan, the site is undergoing significant development and renewal. More businesses will locate at the Park generating greater volumes of vehicle and other traffic to and within the Park. Clustering of like businesses, landscaping sympathetic to pedestrians and cyclists and numerous sustainable transport initiatives are also set to change the travel conditions at the Park.
- 2.4 This chapter outlines the current travel situation.

Facilities for walking and cycling

- 2.5 The Park has been developed to facilitate efficient flow of vehicular traffic. Motor cars and delivery trucks dominate, and as such it is not currently a particularly inviting place to walk or cycle.
- 2.6 Footpaths consisting of wide pavements, separated from the carriageway by grassed verges, align all major vehicular routes. They are uneven and in some disrepair in places.
- 2.7 There are currently no assisted crossing facilities for pedestrians (or cyclists) within the Park. Access to many more established developments is through the workplace car park. Both of these factors bring pedestrians into conflict with vehicles, particularly during the morning and evening peak.
- 2.8 Confident cyclists use the roads through the Park but, there are no on-carriageway cycle lanes. There is currently poor provision at junctions and a number of roundabout intersections which creates a high risk for cyclists.
- 2.9 There are currently no on-street stands for cycle parking. Many individual occupiers provide cycle facilities for their employees and visitors at their own premises and newer developments must meet minimum standards regarding cycle parking provision. Figure 2.1 illustrates the location of this parking and also existing cycle routes such as the Nickey Line. 23% of businesses who responded to the Business Survey stated that they provided dedicated cycle parking on site, although there is likely to be much other cycle parking which is not captured by this survey (some additional cycle parking was identified through a site visit and has also been added to Figure 2.1).

- 2.10 Access to the Park from Hemel Hempstead for cyclists and pedestrians is via:
- Link Road / Redbourne Road (A4146) from the town's north-west area;
 - Queensway / Swallowdale Lane or Woodend Lane from the town centre; and
 - St Albans Rd (A414) links Maylands to the south of the town including the station.
- 2.11 There is a relatively steep gradient between the town centre and rail station and Maylands, of around 65-70 metres over a distance of around 5-6km. This may act as a deterrent to potential walkers and cyclists, especially those who are less confident or fit.
- 2.12 The Nickey Line (National Cycle Route 57) provides an alternate cycle link to the Park from the residential area of Hemel Hempstead and then onwards to Harpenden. This route is predominantly recreational in nature and currently offers few connections from the core route into the residential areas. Because of the distances involved, it is not considered practical for the Nickey Line to be used for commuting purposes to the Park from adjoining towns.

Bus services

- 2.13 The Park is on the periphery of the town's core bus network. There are bus connections from residential areas and also direct services from the rail station and bus station, but apart from the 6/A/B/D/W6 and the 4/5, these services are not frequent during the morning peak.
- 2.14 Table 2.1 provides details of the bus routes and frequencies to/from the Park.

TABLE 2.1 BUS SERVICES PROVIDING ACCESS TO MAYLANDS BUSINESS PARK

| Route | Frequency | Providing links to |
|--|---|--|
| 2/3 Woodhall Farm - Chaulden | 3 per hour | Woodhall Farm and Chaulden |
| 4/5 Grovehill - Nash Mills (Circular) | 4 per hour | Woodhall Farm and Chaulden |
| 6/A/B/D/W6 Hemel Hempstead to Maple Cross | 5 per hour | Bus station, rail station |
| H14 Woodhall Farm circular | 2 per hour PM peak only | Woodhall Farm |
| H13 Rail Station circular | 3 per hour AM peak and 3 per hour PM peak | Rail Station |
| 212 Galley Hill - Woodwells Cemetery | 3 per day | Galley Hill and Woodwells Cemetery |
| 301 Stevenage - Hemel Hempstead | 2 per hour | Bus station, St Albans, Welwyn Garden City |
| 320 Hemel Hempstead - Rickmansworth | 2 per hour | Railway and bus station, maple Cross and Rickmansworth |
| 600 Bennetts End - Chaulden | 3 per day (AM peak) | Railway station and Chaulden |
| 620 Redbourn/Hemel Hempstead - Hatfield | 2 per day (1 AM peak and 1 PM peak) | Bus station, St Albans and Hatfield |
| 773 London to Aylesbury | 1 per day (PM peak) | Bus station, Rail station |
| 748/749/758/759/768 London to Hemel Hempstead | Infrequent | Bus station |
| 713 Kingsbourne Green to St Albans and London | 2 per hour (PM only) | St Albans and Harpenden |
| 634 Hemel Hempstead to Stevenage | 1 every 2 hours | Bus station, Hatfield and Stevenage |
| 46 Luton - Hemel Hempstead | 1 per hour | Marlowes centre |
| PB1/PB2 Maylands - Hemel Hempstead Railway Station | 3 AM peak and 5 PM peak | Railway station |

Rail services

- 2.15 The rail station at Hemel Hempstead is 6km from the south west corner of the Park, and linked by bus services taking around 30 minutes. There are regular and fast links from here to Watford Junction, London Euston, Milton Keynes Central and beyond. Four trains an hour run between Milton Keynes and London Euston in the off peak, with five trains an hour during the morning and evening peaks.

TABLE 2.2 TRAIN JOURNEY TIMES TO SELECTED DESTINATIONS

| Destination | Journey time (shortest) |
|-----------------------|-------------------------|
| Watford Junction | 7 minutes |
| Tring | 11 mins |
| London Euston | 27 minutes |
| Milton Keynes Central | 31 minutes |
| South Croydon | 1 hr 18 mins |
| Birmingham New Street | 1 hr 26 mins |

- 2.16 Four businesses also provide private mini-bus shuttle services to transport their employees from the station to the Park.
- 2.17 Folding bicycles can be taken on trains servicing Hemel Hempstead at any time, provided they are folded down. However at peak times standard bicycles may only be taken on services traveling north (away from London) in the morning peak and south (toward London) in the evening peak.
- 2.18 As noted above, whilst the 6km distance from the station to Maylands is considered easily cyclable, the hilly ascent to the Park may make this journey challenging for some.

Private vehicles

Access

- 2.19 The Park is well served by the strategic road network with the M1 providing convenient links to the M25, M10 and other local destinations such as Luton Airport, Watford and London. The local road network provides fast links to Berkhamsted (via the A41 bypass), St Albans, Harpenden and beyond, via the A414, A4147 and B487.
- 2.20 However, the roads in and around the Park suffer from chronic congestion at peak times, particularly along Maylands Avenue, the A4147 and A414 near the M1. These conditions may impede the operations of Maylands businesses, including freight flows.
- 2.21 As more businesses locate at Maylands and the population of Hemel Hempstead and the East of England region grows, such congestion is expected to worsen, unless measures are taken to encourage mode shift away from the private vehicle.

Parking facilities

- 2.22 Car parking facilities for employees, visitors and deliveries are provided on-site by most employers on the Park. Individual employers will manage their car parks in different ways depending on the number of spaces, demand for them from employees, and the nature of the business.
- 2.23 Parking surveys and an associated site visit undertaken as part of the development of a Parking Strategy for the Park have revealed that:
 - The amount of car parking available per business varies considerably;
 - The intensity to which car parking is used varies across the Park and by size of employer - in some cases demand exceeds supply, but not in others; and
 - There is significant demand for on street parking in the Heart of Maylands area which can cause obstructions for traffic and some evidence of some cars being parked for periods longer than that permitted.
- 2.24 The implementation of the Parking Strategy alongside the other actions within the MATP will be a key responsibility of the Travel Plan Coordinator (TPC) whose role is set out in Section 5.

Travel information

- 2.25 Current sources of information on how to travel to the Park in different ways are not particularly user friendly. The Hertfordshire County Council and Dacorum Borough Council websites provide contact details for bus and rail companies that operate in the area and from whom timetable and route information is available. Hertfordshire County Council also utilises the Intalink website to provide bus maps and timelines for its residents.
- 2.26 The Maylands Business Park website contains detailed information about the Park’s location in relation to the strategic road network, but no information regarding access in other ways.

Current travel patterns

- 2.27 Journey to work data (2001 Census) illustrates that the majority of journeys to work at the Park are short - with the majority being less than 4km as shown in Figure 2.2. There is some clustering of people travelling more than 4km, specifically from areas such as Great Gaddesden, Kingsbourne Green, Potten End, Potters Crouch and other outlying parts of Hemel Hempstead. Although many people are travelling short distances to the Park, any travel initiatives as part of the MATP will also need to take into account those who are travelling longer distances
- 2.28 Journeys are dominated by the car (86% of all trips to Maylands). In comparison with both Hemel Hempstead as a whole and Hertfordshire, Maylands has much lower public transport and non-motorised travel mode splits. Figure 2.3 also illustrates that the public transport mode split to Maylands is only 5% compared to 9% for Hemel Hempstead as a whole and 14% for Hertfordshire.
- 2.29 The proportion of walk and cycle trips to Maylands is also much lower than Hemel Hempstead and Hertfordshire as a whole (7% for Maylands compared with 12% for Hemel Hempstead and 11% for Hertfordshire).

FIGURE 2.2: JOURNEYS TO WORK IN MAYLANDS - ALL MODES (2001 CENSUS)

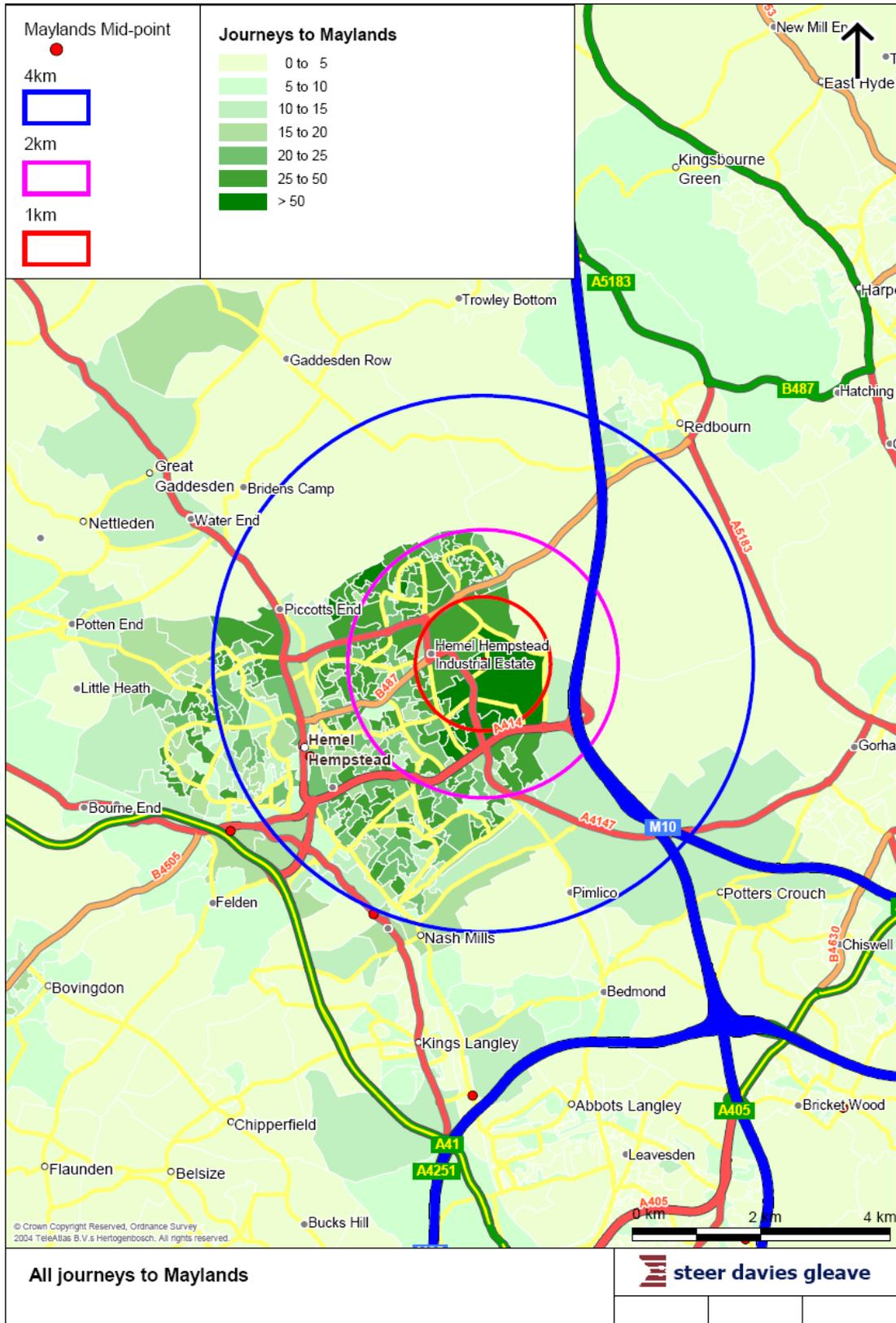
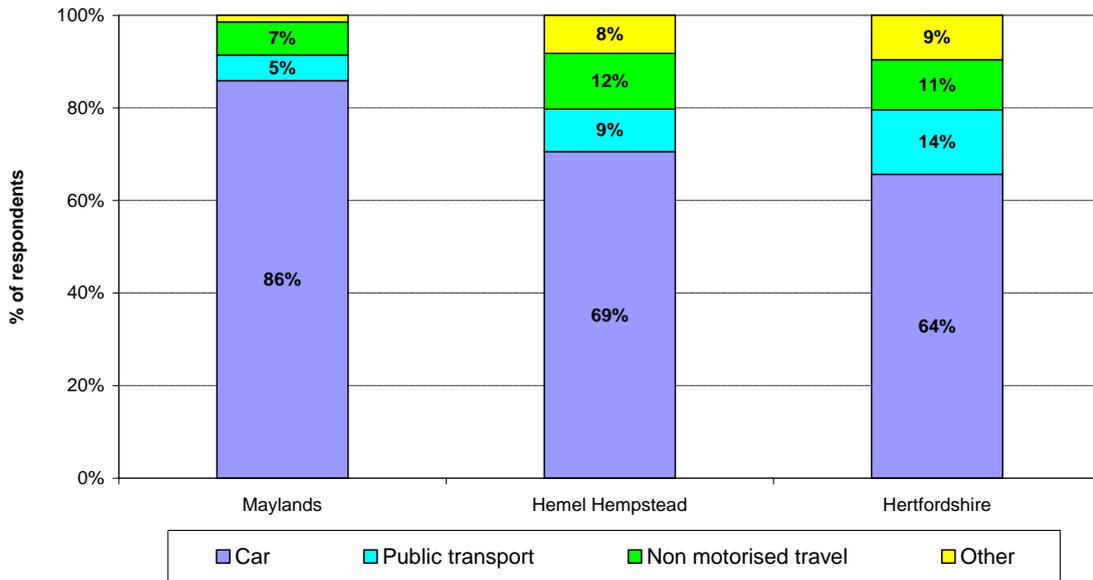


FIGURE 2.3 JOURNEY TO WORK MODE SPLIT: COMPARISON BETWEEN MAYLANDS, HEMEL HEMPSTEAD AND HERTFORDSHIRE (2001 CENSUS)



Travel surveys

- 2.30 Two travel surveys were undertaken at the Park between December 2009 and February 2010. One was a business (employer) survey, and the other an employee survey undertaken with employees at businesses who agreed to participate. Both surveys sought to better understand the travel patterns of employees at the Park business park and identify the issues of most importance to them.
- 2.31 Hard copies of both questionnaires can be found in Appendix B and detailed survey analysis in Appendix C. The key findings of these surveys are summarised below.
- 2.32 From the Business Survey:
 - The majority of businesses at Maylands have a car park for their own use;
 - Almost a quarter have cycle parking in place for staff, but the type and quality of that cycle parking available varies considerably;
 - There is significant reliance on the car from a company point of view - around a third of businesses provide company cars for staff and most business travel is undertaken by car (the remainder by commercial vehicle - van etc);
 - Only 17% of businesses currently provide other initiatives for staff that might encourage use of more sustainable modes, such as a car share allowance, cheap taxis, provision of a shuttle bus between the Park and the station and a cycle to work scheme; and
 - 20% of businesses surveyed currently have a Workplace Travel Plan in place.

2.33 From the Employee Survey:

- The majority of journeys to work are short (the average distance travelled is 2.8km), confirming that the trip making illustrated by the 2001 census data above is still relevant. 29% of staff travel less than 5km (walking distance) while a further 13% live within 10km (cycling distance);
- The majority of staff are established at the Park - around three quarters of staff have been employed at the Park for longer than 2 years;
- The majority of travel to work by staff is by car - 82% of people travel to work by car alone every day;
- There is some informal car sharing - 5% of people who responded to the survey say that they car share every day;
- There is currently a very low level of bus use and walking and cycling - only 2% of work journeys are made by bus, 2% of people walk to work and no cyclists were recorded; and
- There is some potential in encouraging more sustainable travel by staff - more than a third of staff would be encourage to use public transport if more direct bus services were provided and a quarter if staff discounts were available on season tickets. The most popular initiative to encourage staff to walk or cycle to work is the provision of shower and changing facilities, followed by the provision of safe cycling routes and the provision of secure bike parking.

3 Summary of key issues

3.1 From the site assessment and the surveys undertaken, the key issues at the Park which need addressing through the MATP are set out below, as part of a SWOT analysis.

| STRENGTHS | WEAKNESSES |
|---|--|
| <p>A dedicated Travel Plan Coordinator is being funded through LSTF to manage the implementation of the MATP on a day to day basis, and their positioning within Dacorum Borough Council will provide an important link into development control functions</p> <p>There is a high degree of support for travel planning from the two local authorities</p> <p>The Maylands Partnership, which draws from key employers across the Park and which provides a forum for the discussion of strategic Park issues, will ensure that the MATP can be embedded into strategic Park processes and decision-making</p> <p>The majority of employee journeys to the Park are short which is a very positive feature for encouraging walking and cycling as alternatives to the car</p> <p>There is some clustering of employees travelling more than 4km to the Park which may help to support initiatives such as car sharing</p> <p>In-coming businesses requiring planning permission will be expected to develop a travel plan for their business which is complementary to the MATP</p> <p>There are existing initiatives that the MATP can make better use of, including for example the Hertlistshare.org car sharing website</p> <p>Around a fifth of businesses surveyed in the Business Survey already have a workplace travel plan in place</p> | <p>There is a very high degree of car use among staff employed at the site</p> <p>There are established travel habits that will need to be addressed - In comparison with both Hemel Hempstead as a whole and Hertfordshire, Maylands has much lower public transport and non-motorised travel mode splits</p> <p>There appears to be little tradition of employees cycling or walking to the Park - the proportion of walk and cycle trips to Maylands is low, and much lower than Hemel Hempstead and Hertfordshire as a whole</p> <p>There are vacant buildings and plots across the site which means that access to car parking is not as constrained as it might be if the Park were more fully occupied because people from other plots park in these areas. This means that there is less incentive for employees to consider alternative travel arrangements</p> <p>There is no on-street cycle parking at the Park, for example in key service areas such as Heart of Maylands / junction of Wood Lane End with Mark Road where there are several service providers (banks, cafes etc)</p> <p>There was a poor response both to the Business Survey and the participation of businesses in the employee survey, suggesting that few businesses currently feel that sustainable travel has a great deal of relevance to them</p> |

| OPPORTUNITIES | THREATS |
|--|---|
| <p>There is a dedicated Maylands website which could be developed further as a centralised source of information on the full range of travel options</p> <p>There is an opportunity to develop the MATP as a positive ‘offering’ for incoming businesses as a way of widening accessibility to their business, both from employees and customers/visitors</p> <p>Walking and cycling network improvements are being progressed currently for implementation in the short term so there will be infrastructure improvements seen on the ground within a relatively short period of time</p> <p>There are cycle parking facilities across the Park, but these are variable in type and quality and there is currently no <i>comprehensive</i> picture of what cycle parking is available and where</p> <p>As vacant units and plots begin to become occupied, there will be more pressure on current car parking facilities, potentially creating incentives for staff to look for alternatives</p> <p>There are opportunities for the existing service providers on site to be promoted much more effectively to employees on the Park to encourage more local (and non-car) trip making during the working day</p> | <p>Many businesses are struggling with current economic conditions and may feel that encouraging sustainable travel amongst staff is not currently a priority</p> <p>There will be no <i>requirement</i> on existing businesses to encourage their staff to travel sustainably and to develop/offer associated initiatives (unless they were required to develop a travel plan to support the move) - instead this will need to be done voluntarily</p> |

3.2 The implications of the above issues for the MATP and challenges for the TPC are as follows:

- There is a need to properly engage with all businesses from across the Park - good levels of participation of employers and their employees in travel plan initiatives and events will be key to the success of the MATP, and will be needed to effectively monitor changing travel patterns;
- There is a need to properly embed sustainable travel actions which are complementary to the MATP within the planning process in order to build in sustainability into future developments;
- There are a wide variety of employers on site, of different sizes and undertaking different types of business. The implementation of the MATP will need to be flexible enough to relate to these and respond effectively to their different requirements;

- The majority of staff have been employed at the Park for more than two years - this means that current travel patterns will have become habits and the TPC will need to work hard to break established travel behaviour.

3.3 However, on the positive side:

- The high incidence of local trip making to the Park will help to support more sustainable alternatives such as walking and cycling;
- Clustering of staff (home locations) and existing incidence of car sharing, will provide a good base for developing initiatives such as car sharing; and
- Around a fifth of businesses surveyed in the Business Survey currently have a workplace travel plan in place - this will provide the TPC with a lot of leverage to ensure that these existing travel plans are being implemented effectively.

4 Travel Plan Objectives & Targets

4.1 The overarching goal of the MATP is to maximise the use of both current sustainable transport infrastructure and also new services and facilities as they become available.

4.2 This will happen in two ways:

- directly - through the TPC engaging with businesses, employees, residents and visitors to the Park and developing Park wide initiatives and events; and
- indirectly - by the TPC encouraging and supporting occupiers to actively engage with the MATP and to develop and implement effective site specific sustainable travel measures of their own.

4.3 Key objectives and targets for the MATP are set out in Table 3.1. The TPC, supported by the Travel Plan Forum, will work with individual occupiers to help ensure that any travel plan targets developed by individual Maylands occupiers will be supportive of these overarching targets.

| Indicator | Target | Measured by |
|--|---|--|
| 1. Effectively engage with businesses, employees, and visitors to the Park (and in the future, residents) to raise awareness of the MATP and thereby encourage use of more sustainable modes | | |
| Implement engagement programme | By April 2011 | Minutes of Maylands Partnership meetings |
| Number of estate-wide sustainable transport events held | Aim for one per month for 2012 | Minutes of Maylands Partnership meetings |
| High quality up to date travel information is readily available | Information for all modes available by April 2011 | Periodic assessment of website and information materials |
| Proportion of employees and occupiers surveyed are aware of at least two sustainable travel options to access Maylands | 80% of employees and employers by 2016 | Annual snapshot survey |
| 2. Increase the number of businesses actively engaged with the MATP | | |
| Percentage of businesses that pledge support for the MATP | 25% by 2012 75% by 2016 | Review of pledges |
| Percentage of businesses with site-specific targets and action plans of their own | 10% by 2012 20% by 2016 | Occupier surveys |

| 3. Establish a framework for management of the Travel Plan | | |
|---|--|---|
| Establish MATP forum for the Park | April 2012 - on-going | Scheduled programme of meetings and membership list |
| MATP to be an standard agenda item at Maylands Partnership meetings | October 2011 - on-going | Minutes of Maylands Partnership meetings |
| Travel Plan Co-ordinator appointed and managing/monitoring the MATP | On-going | Not applicable |
| 4. Establish and achieve Park-wide mode share targets? | | |
| <p>Journey to work data from the 2011 Census, although dated, will provide an initial baseline on which to base mode share targets for the Park.</p> <p>The baseline is:</p> <p>Car - 86%</p> <p>Public transport - 5%</p> <p>Walk - 5%</p> <p>Cycle - 2%</p> <p>Other - 1%</p> | <p>The validity of these targets will be revisited once the first snapshot travel survey has been undertaken in 2012:</p> <p>Car - 76% (68% car alone and 8% car sharing)</p> <p>Public transport - 8%</p> <p>Walk - 10%</p> <p>Cycle - 4%</p> <p>Other - 1%</p> | Annual snapshot surveys |

5 MATP Management

- 5.1 This section sets out how the MATP will be managed and implemented and identifies how necessary resources will be secured and stakeholders engaged. Effective management of the travel plan, combined with clearly defined roles and responsibilities, is fundamental to ensuring successful Travel Plan implementation.

Travel Plan Co-ordinator (TPC)

- 5.2 A Travel Plan Co-ordinator (TPC) is being appointed and will be tasked with overseeing and implementing the various measures outlined in this travel plan on a day-to-day basis. The TPC will work with the Travel Forum and with the steering group (see below) to ensure effective implementation, maintain support and to ensure that the MATP remains relevant as the Park develops.
- 5.3 The Travel Plan Co-ordinator will sit within Dacorum Borough Council's economic development team that is supporting delivery of the master plan. They will be sufficiently resourced to successfully perform the role and will have full backing of both Hertfordshire County Council and Dacorum Borough Council.
- 5.4 The TPC will join national travel plan groups (ACT Travelwise and the National Business Travel Plan Network (NBTN)) to ensure that the MATP can benefit from the networking and knowledge sharing opportunities provided by these organisations.

Travel Plan Forum

- 5.5 A Travel Plan Forum will be established, which will meet quarterly and be chaired by the Travel Plan Coordinator, with membership drawn from businesses from across the Park. The purpose of the Travel Forum will be to discuss travel plan related issues at the Park and to support the TPC in taking forward and implementing travel initiatives.
- 5.6 The key objectives of the Travel Forum will be to:
- manage and monitor implementation of the MATP and its initiatives;
 - develop new travel plan measures and new initiatives;
 - discuss travel related issues as they affect occupiers, employees and visitors at the Park and provide opportunities for the sharing of knowledge, experience and contacts;
 - promote the travel plan to other businesses across the Park, encouraging their active engagement;
 - undertake an annual travel survey and site assessment; and
 - publicise achievements and disseminate best practice amongst all occupiers.

- 5.7 New businesses will be invited to sit on the Forum as they move to the Park. Other stakeholders will also be invited to attend Travel Plan Forum meetings, such as local bus operators etc.

Strategic representation on the Park

- 5.8 It is also important that the MATP is represented at a more strategic level at the Park. The MATP will therefore be a standing item on the Maylands Partnership's monthly meeting agenda and the TPC will become a member of the Partnership. In this way, progress with the MATP and involvement of businesses can easily be reported to the Partnership and it will enable the MATP to be properly linked into other Park-wide initiatives.

- 5.9 It will be useful for the TPC to cover the following issues at the first Partnership meeting that they attend:

- An overview of the MATP and how it will be managed and implemented;
- The strategy for engaging with businesses from across the Park; and
- The terms of reference for the Travel Plan Forum and key roles and responsibilities.

Delivery mechanisms

- 5.10 There are three key audiences that the TPC will need to engage and work with in order to implement the MATP. These are:

- Existing businesses;
- Incoming new occupiers not requiring planning permission; and
- In-coming occupiers requiring planning permission.

- 5.11 How this will happen in practice is set out below.

Existing business engagement programme

- 5.12 Direct promotion of the MATP to existing occupiers is needed to encourage these businesses to pledge their support for it, develop their own action plans and targets to promote and encourage sustainable travel amongst staff or customers. The TPC will do this by:

- prioritising businesses for engagement;
- arranging to meet with them to discuss the Travel Plan, the advantages of individual business developing their own site specific measures etc; and
- outlining the support that is available via the TPC.

- 5.13 Businesses will be encouraged to commit to the MATP by:

- completing an online pledge;
- developing workplace-specific initiatives to encourage use of sustainable transport amongst their own staff and visitors;
- getting involved in Park-wide events and initiatives; and

- facilitating the annual snapshot survey with their own employees and the more comprehensive survey and site assessment by enabling and encouraging their employees to take part.
- 5.14 The TPC will prepare resources and materials to support individual occupiers in developing site specific actions, including for example a toolkit to give to employers on how they can promote sustainable travel in their business and for employees on the options available to them.
- Working with in-coming occupiers not requiring planning permission***
- 5.15 The TPC will work with the Maylands Partnership and with economic development officers at Dacorum Borough Council to ensure that businesses considering a move to the Park are provided with information about the MATP at the earliest opportunity. A welcome pack will be prepared which will highlight the benefits of the MATP for businesses moving onto the Park in terms of improving access by staff, visitors and customers consisting of:
- The objectives of the travel plan;
 - The range of travel alternatives available and how they are being improved and developed;
 - On site facilities and services that employers and employees can take advantage of; and
 - advice on the development of their own workplace-specific travel plan.
- 5.16 This activity will support development and implementation of high quality travel plans secured through the planning process where planning permission is required as part of a move onto the Park (see below).
- Securing travel plans for new developments on the Park***
- 5.17 The TPC will work with Dacorum Borough Council and Hertfordshire County Council to secure high quality travel plans for new developments on the Park. These tasks will include:
- setting out the requirements and guidelines for travel plans submitted with planning applications at the Park in materials made available to businesses wanting to move onto the Park - to supplement the national guidance on development control travel plans (e.g. PPG13 and DfT's Good Practice Guidelines: Delivering Travel Plans through the Planning Process) and local authority guidance;
 - the offer of pre-application discussions with potential occupiers to ensure a common understanding of the standards required of site specific travel plans and their relationship with the MATP;
 - the formal review of travel plans submitted to the local authority to support planning applications at the Park; and
 - monitoring and enforcement activities to ensure that individual travel plans developed are effectively implemented.

6 Travel Plan initiatives

- 6.1 The core of a Travel Plan is its package of measures - events, promotion and awareness raising, incentives, infrastructure improvements and coordination activities, designed to influence travel to/from the Park.
- 6.2 A series of tailored travel initiatives have been developed to achieve this aim. It is envisaged that the TPC will refine and strengthen this package of measures on an on-going basis with the support of the Travel Plan Forum and Maylands Partnership, to reflect changing conditions at the Park.

Information and marketing

- 6.3 Complete and easy to understand travel information is an essential ingredient to help to achieve the objectives of the travel plan, since the first step towards behavioural change is for an individual to understand the options available to him/her and the benefits/dis-benefits of each. One barrier to behaviour change is not being aware of the options.
- 6.4 Marketing and awareness raising activities will focus on the following audiences:
- employees and visitors to the Park to ensure they are kept informed of the range of travel choices and initiatives that are available;
 - current occupiers and facilities management personnel to encourage development of workplace specific initiatives that will support sustainable travel amongst staff. For many organisations this may mean development of their own travel plan to complement the Park-wide MATP; and
 - the development planning community and new businesses relocating to the Park to ensure that the MATP is presented as a positive 'offer' and to ensure that high quality travel plans are submitted to support planning applications on the Park.
- 6.5 Existing communication channels, such as the business park website and the Maylands Partnership monthly meetings along with targeted activities, such as those identified below, will be used to market the area travel plan and sustainable travel at Maylands

Maylands Website

- 6.6 Easy to access and well publicised online information on travel to the Park by all modes will be developed and included on the Maylands website. It will include:
- walking and cycling information and maps, including routes and journey times;
 - information on the location of cycle parking on the Park and in surrounding streets;
 - the contact detail of and meeting schedule of the Bicycle Users Group (see below) and Travel Plan Steering Group; and
 - links to traveldirect and Intaline online travel sites.

- 6.7 This information will be provided via dedicated travel pages on the Maylands Business Park website (www.maylands.org). The information will be updated on a regular basis and additional information about travel facilities available on site added over time.
- 6.8 The TPC will also work with occupiers to ensure up-to-date Maylands travel information is readily available to employees through company intranets and other communication channels (company newsletters etc).
- 6.9 Dacorum Borough Council and Hertfordshire County Council will explore opportunities to promote sustainable access to the Park on Council websites linking to the central portal as appropriate.

'Call to action' event

- 6.10 An event will be organised for Spring 2012 (for e.g. in conjunction with one of the national campaigns listed below) to promote the objectives of the MATP. The event will also provide an opportunity to undertake the following activities:
- promote sustainable travel schemes proposed for the Park (as detailed in the Maylands Sustainable Transport Strategy) and the anticipated benefits to employees and businesses; and
 - deliver a range of sustainable transport promotion activities such as Dr Bike (cycle maintenance) and cycle training sessions to employees at the event.

Events and seminars

- 6.11 The TPC will develop and maintain a regular programme of awareness raising and promotional events, organised in conjunction with national awareness raising campaigns run on an annual basis, such as:
- Walk to Work Week (April);
 - National Work from home day (May);
 - National Liftshare day (June);
 - National Bike Week (June) and ongoing cycling promotion events (spring/summer); and
 - European Mobility Week and Car Free Day (September).

- 6.12 Working in partnership with Hertfordshire County Council and Dacorum Borough Council, the Travel Plan Co-ordinator and Steering Group will deliver such Maylands specific events linked to these national campaigns. The TPC will also encourage businesses to arrange complementary workplace-specific awareness raising activities of their own.

'How to...' Guides

- 6.13 Finally, the TPC will develop a series of 'how to' guides which will assist individual businesses in implementing site specific initiatives and support the above events programme. This might include for example how to implement an employer cycle to work scheme, salary sacrifice schemes for reducing the cost of purchasing bus passes, or car park management in order to promote car sharing at the workplace.

Walking

- 6.14 Over a quarter of employees live within 5km of the Park, yet only 2% currently do so. The TPC will work to promote walking as a way of getting to work by producing information on walking routes and walking times from key residential areas, and combining this with Park-wide initiatives and walking events.

Cycling

- 6.15 The benefits of cycling are well documented and will be communicated to employers and employees on the Park, including the benefits to employers of having a healthy workforce (a recent report by the London School of Economics found that regular cyclists take on average one day less sick leave than non-cyclists, and the cost saving and health benefits to employees).
- 6.16 TPC actions around promoting cycling will include the production of site specific maps showing cycle routes and also journey time distances, to illustrate to employees the residential areas that are within cycle commuting distance of the Park, encouraging individual employers to set up cycle to work schemes for their staff, and putting in place discounted cycle training opportunities.

Cycle parking

- 6.17 The TPC will work with individual employers in order to identify the most appropriate locations for the provision of new/improved cycle parking for employees at workplaces. This might also include establishing a Park fund to enable businesses to apply for grants in order to invest in new or improved cycle parking provision at their own premises.
- 6.18 No on-street cycle currently exists at the Park. Therefore the TPC will work with the local authority in order to introduce visitor cycle parking into the Heart of Maylands area. This will need to be sited conveniently for the parade of shops located at the junction of Wood Lane End and Maylands Avenue, and for the banks and other services located around the Mark Road/Wood Lane End junction area.

Maylands Bicycle Users Group (BUG)

- 6.19 A Park-wide bicycle users group (BUG) will be established to provide a forum for those who regularly commute to work by bicycle and/or use their bicycle during working hours or want to be able to do so. The BUG will help to identify
- 6.20 The best routes for cycling to the Park and good locations for the improvement of cycle parking facilities; and useful cycle information to be added to the Maylands Travel Portal.
- 6.21 The BUG, which will meet quarterly, will be supported by the TPC who will encourage all occupiers to publicise the BUG and its activities. Membership will be open to anyone working and living at the Park.

Bus services

- 6.22 The TPC will work closely with local bus operators in order to negotiate for improved services to the park, in particular improved linkages with the town centre and rail station, infrastructure improvements that will benefit Park employees, and joint bus service promotion initiatives.

Managing car use

Park-wide car sharing scheme

- 6.23 The employee travel survey illustrated that 82% of respondents travel to the Park alone by car every day and a small proportion (5%) car share regularly. Plotting home postcodes reveals some clustering of postcodes - both at the very local level (within Hemel Hempstead), and further afield. These features may support a higher profile car sharing scheme operated across the Park, where individual employees are supported in their search for a car share partner and are supported by complementary initiatives, such as a guaranteed ride home scheme.
- 6.24 Hertfordshire County Council already supports Hertsliftshare.org, an online car sharing website which is open to anyone living and working in Hertfordshire. A private, restricted car sharing group will be set up for Maylands within the wider Hertsliftshare website, to enable employees and residents at the Park to search for suitable car share partners amongst other employees and residents. This will enable them to take advantage of the on-line matching capabilities and scheme promotion that is already in place.
- 6.25 The car sharing scheme will be promoted to employers and employees using appropriate messaging around cost saving benefits etc.

Electric vehicle charging points

- 6.26 The TPC will investigate opportunities for installing electric vehicle charging points across the Park.

Car club

- 6.27 Car clubs hire out vehicles for individuals and businesses to use on an 'as needs' basis. Vehicles are parked at prescribed locations and may be booked for use (generally via an internet site) by car club members. They may offer a cost effective alternative to businesses that currently operate a car pool, or pay staff to use their own vehicles for work purposes.
- 6.28 Established car club companies (e.g. Streetcar and City Car Club) will be approached by the TPC to discuss the possibility of locating a car club vehicle on site for the use of Maylands businesses.

Servicing and deliveries

- 6.29 By working with occupiers, the TPC will seek to minimise vehicular travel to the Park by organisations delivering goods and services to occupiers.

- 6.30 Working with Hertfordshire County Council and Dacorum Borough Council, the Steering Group will investigate and pursue opportunities to ensure deliveries to the estate are more sustainable. Schemes to be investigated will include:
- joint supplier and ordering systems;
 - estate wide recycling and waste collection schemes for materials not collected by the Council; and
 - engagement of suppliers that use low emission vehicles when delivering to the park.

7 Monitoring and review

- 7.1 A travel plan is a call to action. It is not a static document. The MATP will be continuously reviewed and revised to ensure it remains relevant to the Park its and occupiers.
- 7.2 The monitoring strategy for Maylands involves three key areas:
- An on-line snapshot travel survey, conducted each year until 2015, to monitor staff travel patterns on an on-going basis;
 - On-going monitoring of the following:
 - Number of ‘pledges’ of support for the MATP made by businesses on the Park;
 - Number of businesses developing business specific initiatives;
 - Membership of the car sharing scheme and number of active users;
 - Number of people/businesses participating in events and promotions on the Park;
 - The volume of email/telephone queries received by the TPC; and
 - Number of ‘hits’ on the travel pages of the website;
 - A detailed survey business and employee travel survey and site assessment conducted in 2016 which will enable the collection of more detailed, qualitative information.
- 7.3 The information gathered through the monitoring programme will track the effectiveness of the MATP and help to identify what revisions or new initiatives are likely to be required.
- 7.4 Once the detailed surveys have been undertaken in 2016, the overarching objectives and targets set for the Travel Plan will be revisited and updated.
- 7.5 Individual businesses pursuing their own measures and targets will be encouraged to monitor staff travel behaviour and update action plans annually. They will also be asked to report progress to the Travel Plan Forum and Maylands Partnership.
- Sharing monitoring findings***
- 7.6 Monitoring information will be shared with all businesses and their employees, published on the Maylands website, and reported to Dacorum Borough Council and Hertfordshire County Council.

8 Action plan

- 8.1 This chapter draws together the proposals for the implementation, monitoring and review, of the MATP. The actions which will be taken are summarised in Table 8.1 which indicates how actions will be prioritised over the period 2011 - 2016.

TABLE 8.1: ACTION PLAN

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|--|---|---------------------------------------|---------------------|-----------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| TRAVEL PLAN STRATEGY | | | | | | | |
| Identify/recruit Travel Plan Coordinator (TPC) | Ensure day to day management of and responsibility for MATP | Dacorum Borough Council/Herts CC | Commenced | Oct 2011 | n/a | none | High |
| Establish Travel Plan Forum (TPC to Chair) | To provide a working group to support the TPC and take forward MATP actions. | TPC | Oct 2011 | April 2012 | 1 day/quarter | none | High |
| TPC attendance at monthly Maylands Partnership meetings and actions arising | To provide strategic level direction for the travel plan and embed it within wider Park plans and initiatives | TPC | Sept 2011 | Oct 2011 and on-going | 0.5 day/month | none | High |
| Develop Travel Plan Marketing Strategy using full range of media and link with appropriate national awareness raising events | To raise awareness of the travel plan and embed it into wider, local and national activities. | TPC supported by Maylands Partnership | Oct 2011 | Nov 2011 | 2 days | none | High |

Maylands Area Travel Plan

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|---|--|---|---------------------|------------------------------------|---|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| Develop a brand name/logo for the MATP and associated materials | Ensure recognition among employees, employers and residents at Maylands and help to promote the travel plan. | TPC | Oct 2011 | Nov 2011 | 2 days £2k additional revenue cost | none | High |
| Meet with key employers on the Park to introduce TPC role and understand issues and concerns regarding travel | Begin process of engagement with businesses at Maylands and generate support for travel plan activities | TPC | Oct 2011 | On-going | 2 days/month | none | High |
| 'Call to action' event | To promote the objectives of the travel plan to employers and employees | TPC supported by Travel Plan Forum and Maylands Partnership | Oct 2011 | April 2012 (and yearly thereafter) | 2 days planning; 1 day per year | None | Medium |
| Develop a calendar of events (one per month) such as Biker's Breakfasts, Dr Bike maintenance sessions, public transport week promotions etc | Encourage Maylands employees to try out alternative modes of transport which may help to dispel any misconceptions about alternative travel. | TPC supported by Travel Plan Forum | Oct 2011 | April 2012 | 2 days planning; 12 days delivery per year £10k pa additional revenue cost | none | Medium |

Maylands Area Travel Plan

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|---|---|---------------------------|---------------------|---------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| DEVELOP INFORMATION AND MATERIALS | | | | | | | |
| Develop and maintain dedicated travel pages on the Maylands website | Employers and employees will be provided with a high level of information to inform their travel choices | TPC, Maylands Partnership | Oct 2011 | Dec 2011 | 5 days initially to collate information, then 2 days/year to update/maintain Additional revenue cost of £5k to develop webpages | none | High |
| Develop welcome pack aimed at new and potential employers/employees | To ensure that the MATP plan is a key and positive feature of the Maylands Park offering to new and potential employers | TPC | Oct 2011 | Dec 2011 | 2 days £1k additional revenue costs | None | High |

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|---|--|--|---------------------|---------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| SECURE TRAVEL PLANS FOR NEW DEVELOPMENTS | | | | | | | |
| Develop requirement/guidelines for travel plans submitted with planning applications at Maylands which incorporates a checklist or scoring approach | To embed travel planning into future developments at the Park in a sustainable way | TPC, supported by Development Planning colleagues at Dacorum Borough Council | Nov 2011 | January 2012 | 5 days | none | High |
| Offer pre-application discussions to potential Park occupiers | As above | TPC | Dec 2011 | Jan 2012 | 2 days/month | None | Medium |
| Formally review travel plans submitted for new developments at the Park | As above | TPC supported by Development Planning colleagues at Dacorum Borough Council | Dec 2011 | Jan 2012 | 2 days/month | none | Medium |
| PROMOTE CYCLING | | | | | | | |
| Install new on-street cycle parking in the Heart of | To support cycle trips to services in these areas | TPC supported by Dacorum Borough Council and Herts | Dec 2011 | April 2012 | 2 days | £10k | High |

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|---|---|----------------------|---------------------|---------------------|---|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| Maylands area | during the working day | County Council | | | | | |
| Improve cycle storage facilities on the Park, including developing a 'fund' for employers to invest in new/improved cycle parking at their premises | To make cycling to work a more attractive option by improving the cycle parking available across the Park | TPC supported by BUG | Dec 2011 | Sept 2012 | Days as part of employer engagement Establishing fund: 1 day | £50k | High |
| Develop Park-specific cycling map showing cycle routes, parking locations, cycle journey times etc | To provide potential cyclists with all the information they need to be able to cycle to work | TPC supported by BUG | Dec 2012 | April 2012 | 3 days £2k additional revenue cost | none | Medium |
| Promote salary sacrifice schemes to employers. Topic can be included as part of 'How to...' guidance notes and sessions for businesses | To help promote cycling to work by making it cheaper for employees to purchase a bike for cycling to work | TPC | Feb 2012 | Mar 2012 | 1 day | none | Medium |

Maylands Area Travel Plan

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|--|--|----------------|---------------------|---------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| Set up a Maylands-wide Bicycle User Group (BUG) | To help identify cycle issues/events/talks. Aim to identify a cycle champion from key businesses to take initiative forward. | TPC | Jan 2012 | Mar 2012 | 2 days initial set up | none | Medium |
| Offer discounted cycle training for Maylands employees | To improve the skills of people interested in cycling to work | Herts CC | Mar 2012 | June 2012 | tbc | none | Medium |
| Work with local cycle retailers to negotiate discounts for Maylands employees | To help promote cycling to work and to create links with local retailers for events and activities | TPC | Jan 2012 | Apr 2012 | 1 day | none | Medium |
| PROMOTE WALKING | | | | | | | |
| Develop walking map showing walking routes from key residential areas, walking distances, time and calories for walking between them | To encourage people living within walking distance to walk to work | TPC | Dec 2011 | May 2012 | 3 days £2k additional revenue cost | none | Medium |

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|---|--|------------------------------------|---------------------|-----------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| PROMOTE PUBLIC TRANSPORT | | | | | | | |
| Work with bus companies to secure improvements to existing services to the Park | To improve the attractiveness of public transport travel to the Park | TPC | Nov 2011 | Dec 2011 and on-going | 3 days | none | High |
| Develop and implement improved bus link to rail station | To make rail travel more attractive to employees on the Park | TPC | April 2012 | May 2012 | tbc | none | Medium |
| MANAGE CAR USE | | | | | | | |
| Implement Maylands Parking Strategy | To ensure a long term Park-wide management strategy for car parking | tbc | underway | Oct 2011 onwards | 2 days | none | High |
| Set up a Park-wide car sharing scheme with hertsliftshare.org with a view to setting up an information session for interested employees | TPC | TPC supported by Travel Plan Forum | Oct 2011 | Jan 2012 | 2 days £5k set up and membership | none | Medium |

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|--|---|---|---------------------|------------------------------------|---|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| Explore possibility of introducing car club scheme on the Park | TPC | TPC supported by Travel Plan Forum | 2012 | 2012 | 1 day | none | low |
| REDUCE THE NEED TO TRAVEL | | | | | | | |
| Develop web based local guide to services and facilities on the Park | To help raise awareness and use of local services and retailers among employees at the Park | TPC supported by Maylands Partnership | 2012 | 2012 | 2 days £2k additional revenue cost | none | low |
| TRAVEL PLAN MONITORING AND REVIEW | | | | | | | |
| Work with Maylands businesses to undertake an annual snapshot travel survey with employees | To track changes in travel behaviour on an annual basis | TPC supported by Maylands Partnership and Travel Plan Forum | January 2012 | April 2012 (and yearly thereafter) | 2 days/year £2k additional revenue costs initially | None | Medium |
| Undertake other regular monitoring | To track overall involvement in Park-wide events and initiatives | TPC | January 2012 | April 2012 and on-going | 2 days/year | None | Medium |

Maylands Area Travel Plan

| Measures | Benefits | Responsibility | Planning start date | Implementation date | Cost | | Priority |
|--|---|---|---------------------|---------------------|--|---------------|----------|
| | | | | | Revenue (no. of TPC days and additional) | Capital costs | |
| Work with Maylands Businesses to undertake a detailed travel plan survey every 5 years | To gather more qualitative information from employers and employees as well as information on travel patterns | TPC supported by Maylands Partnership and Travel Plan Forum | Jan 2015 | April 2015 | 4 days | None | Medium |

APPENDIX

A

RELEVANT POLICY AND GUIDANCE

A1. TRAVEL PLAN POLICY AND GUIDANCE

This appendix summarises key government and local policy and guidance regarding travel plans.

National Policy and Guidance

The Transport White Paper (2011) set out five overarching objectives for transport:

- To support economic competitiveness and growth
- To reduce transport's emissions of carbon dioxide
- To contribute to better safety, security and health
- To promote greater equality of opportunity for all
- To improve quality of life for transport users and non-transport users.

The Local Transport White Paper focuses on shorter journeys with the key aim of encouraging sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion. The White Paper also emphasises that it is at the local level that the most can be done to enable people to make more sustainable transport choices,

Planning Policy Guidance 13 (PPG13): Transport (updated, 2011) aims to deliver the Government's objectives for transport and encourage the integration of planning and transport. The plans objectives are to promote more sustainable transport choices for both people and moving freight, to promote accessibility to jobs and service by public transport, walking and cycling and to reduce the need to travel, especially by car. PPG 13 also emphasises the need for travel plans to be required as a condition of planning permission and states that travel plans are a tool for the planning system to deliver sustainable transport objectives.

The Guidance sets out minimum thresholds from and above preparation of a travel plan will be required to secure planning permission. Many new developments at Maylands will fall within these thresholds and thus require a travel plan under national policy. For example the thresholds for office developments is 1000 square metres.

The Department for Transport has produced a number of guides to assist developers and Travel Plan co-ordinators and local authorities deliver and implement high quality travel plans. These include Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009) and Essential Guide to Travel Planning (2008).

Local Policy and Guidance

A range of local policy documents support the principles of travel planning. Hertfordshire County Council's second Local Transport Plan (2006/7 - 2010/1) seeks to 'raise awareness and encourage use of more sustainable modes of transport through effective promotion, publicity, information and education'. The Hemel Hempstead Urban Transport Plan (2009) and Maylands Master Plan (2007) include similar goals to promote greater use of sustainable modes.

These documents, along with then East Hempstead Area Action Plan (Draft) (2009), identify the need to improve the urban realm local services and transport provision to complement promotional activities. Further information is available in the Maylands Sustainable Transport Strategy.

Dacrom Borough Council's Adopted Local Plan (1991 - 2011) accords with national policy PPG13 and identifies that travel plans may be required to minimise the impact of transport demand generated by a new development.

APPENDIX

B

TRAVEL SURVEY FORMS

APPENDIX

C

BUSINESS AND EMPLOYEE SURVEY FINDINGS

C1. TRAVEL SURVEY RESULTS

Two travel surveys were undertaken at the Park between December 2009 and February 2010. One was a business (employer) survey, and the other an employee survey undertaken with employees at businesses who agreed to participate. Both surveys sought to better understand the travel patterns of employees at the Park business park and identify the issues of most importance to them.

The response to the two surveys was as follows:

- A total of 66 (approximately 16.5 %) businesses responded to the business survey.
- 12 businesses also participated in the employee survey resulting in a total of 221 individual responses (a 1.3% response rate).

Business Survey Respondent profile

21% of responses were representative of small offices with a further 17% representing large offices. 10% of responses came from service organisations (including call centres) and 8% from Distribution centres.

In total, the organisations who responded employ 2,402 full time employees, 117 part time employees and 32 casual staff.

8 of the organisations who responded employ more than 100 full time staff.

Car parking

62% of businesses have a car park for their own use and only 5% do not. 23% did not answer this question.

Of those businesses that do have car parking available for staff, 44% have less than 10 spaces, 38% have more than 10 but less than 100 spaces and 18% have more than 100 spaces.

28 business also have provision for visitor parking and a further 9 businesses have parking for other purposes.

Cycle parking

23% of businesses provide dedicated cycle parking on site. Of these 7% have installed secure cycle parking, 53% have covered cycle parking, 60% of cycle parking is lit and 33% is overlooked by CCTV.

Motorcycle parking

11% of businesses provide dedicated motorcycle parking. 14% of this is secure, 29% is covered, 71% is lit and 57% is overlooked by CCTV.

Business Travel

Business were asked how their staff travelled during the course of their work. The results are summarised in the table below.

| Mode | Size of the of Businesses | | |
|--------------------|---------------------------|-------------|-------------------|
| | 1-10 staff | 11-99 staff | 100 or more staff |
| Car | 21 | 11 | 2 |
| Delivery van | 7 | 1 | 0 |
| Other vehicle | 8 | 2 | 0 |
| Non-vehicular mode | 7 | 1 | 0 |
| Total | 43 | 15 | 2 |

Transport assistance to employees

21 business provide staff with company cars that they can take home, 6 provide delivery vehicles for staff to take home and 2 provide other vehicles (service vehicles) for staff.

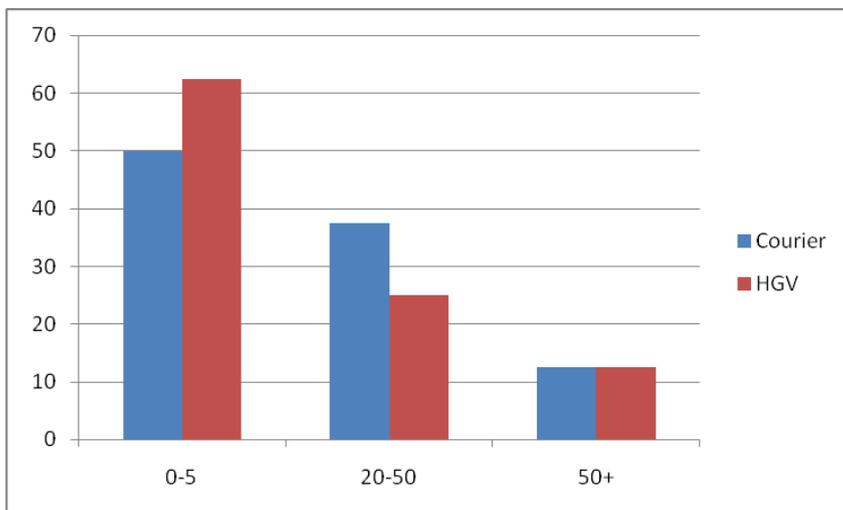
17% of business provide other travel assistance for staff including:

- Car share allowance;
- Cheap taxis;
- Provision of a Shuttle bus; and
- Cycle to work scheme.

Visitors and deliveries

28% of businesses have 10 or fewer visitors each week, 20% have between 11 and 99 visitors and 5% have more than 100 visitors per week. 48% did not answer this question.

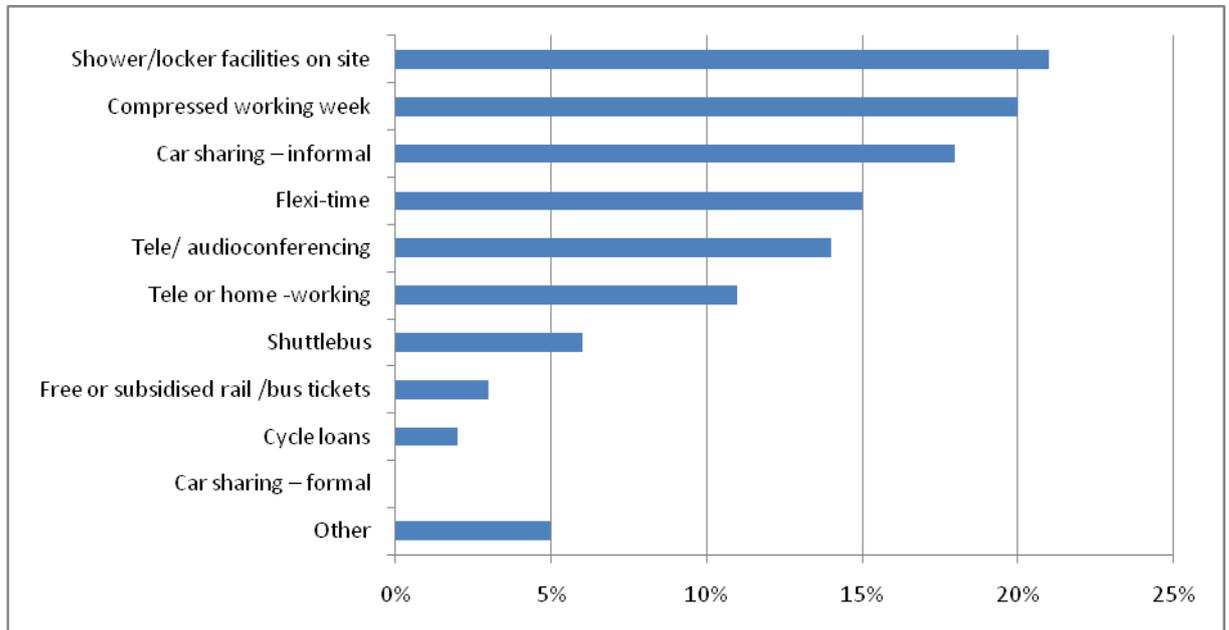
Figure x below shows the number approximate number of deliveries from couriers and HGVs amongst respondents.



Only 11% of businesses have a policy to arrange deliveries at times other than peak staff/customer arrival and departure times.

Encouraging sustainable travel

Businesses were asked what type of initiatives they use to help staff reduce their need to travel or to travel to work more sustainably. The initiatives used by businesses are summarised below.



Four businesses run shuttle bus services for staff to get to and from work. All four connect their site to Hemel Hempstead Town Centre and two connect to the Train Station.

The frequency of these shuttle bus services range from one day a week to every 20 minutes.

20% of businesses surveyed have a Workplace Travel Plan in place. Of those businesses that don't have a travel plan, only 2% said that they are familiar with the concept of travel planning.

Employee Survey

The following businesses took part in the employee survey:

- Copper Development Association;
- DBD Ltd;
- Draeger Medical UK Ltd;
- Finnish Fireboard (UK) Ltd;
- Furnell Transport;
- Hopespare Ltd;
- Kodak Ltd;
- NGK Spark Plugs (UK) Ltd;
- OHMS and Watts Ltd;
- Pacific Market International Ltd;
- Parker Hannifin Ltd;
- Yazaki Europe Ltd.

23% of respondents have worked for their employer for less than 2 years and 26% have been at their current place of work for 10 years. It can be considered that those employees who have worked at the site longer will be the hardest to influence when trying to change travel behaviour. Newer recruits might be more open to and perhaps unaware of the alternatives.

29% of staff travel less than 5km to work which is within walking distance. A further 13% live within 10km of work, which is within cycling distance.

The average distance travelled to Maylands is 2.8km. Almost half of the trips being made to Maylands are from within 10 kilometres. The distribution of trips being made illustrates that these trip origins are concentrated within the Hemel urban area. Figure 3.4 illustrates the distribution of these journeys.

Journeys being made that are between 5-10 km in length are primarily from settlements such as Northchurch, Berkhamsted, Kings Langley, Abbots Langley, Potter’s Crouch, Kingsbourne Green, and Markyate.

Just over half of the journeys made to Maylands are over 10km. These trips are clustered around the fast road links provided by the M1, M10 and M25 with the longest journeys being made from south London, Daventry, Wellingborough, Saffron Walden and Braintree.

The distances travelled to work are shown in the Table below.

Distance travelled to work

| Distance travelled (km) | Number of staff | % (not including N/A) |
|-------------------------|-----------------|-----------------------|
| under 5 | 63 | 29.0% |
| 6 to 10 | 29 | 13.4% |
| 11 to 20 | 43 | 19.8% |
| 20 to 40 | 52 | 24.0% |
| 41 to 70 | 22 | 10.1% |
| over 70 | 8 | 3.7% |
| TOTAL | 217 | 100% |

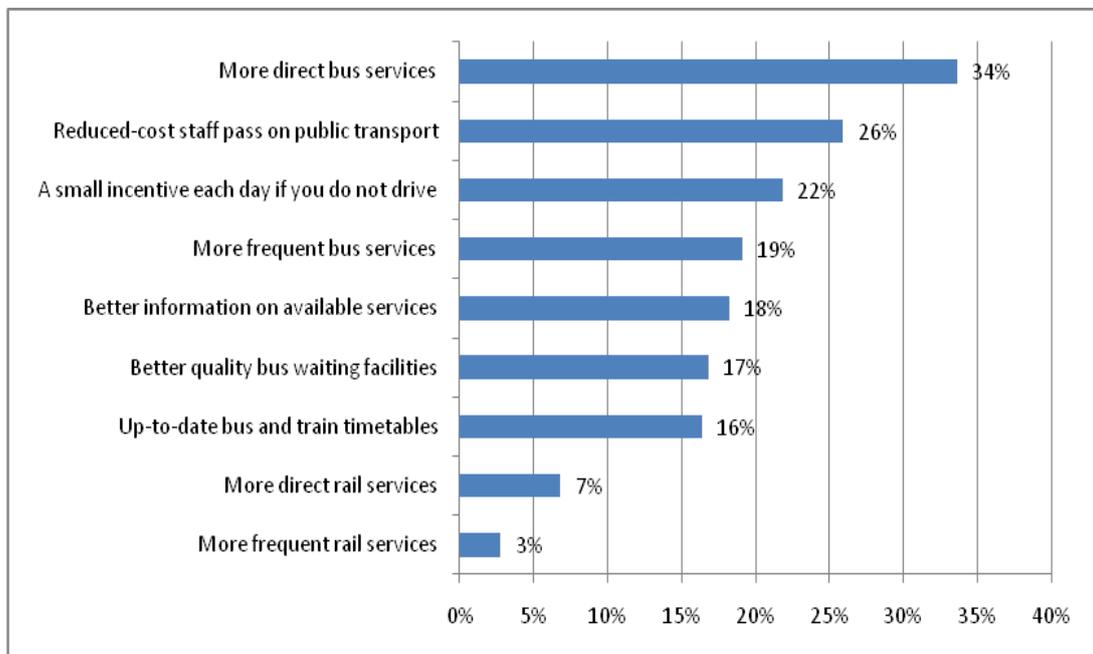
The employee survey results indicate that 82% of people travel to work by car alone every day whilst 5% of people car share every day. 2% of journeys are made by bus and 2% of people walk to work. Table 3.1 provides a further breakdown of the mode share of journeys. The questionnaire responses also identified that most people do not use sustainable modes to travel to Maylands.

Whilst most people travel by car to work, some people use more than one mode, which could explain why 92% of people state that they use the same mode every day yet 26% of people then state that they travel by different modes 3-4 to 1-2 times a week.

Mode of travel to work

| Mode/frequency | Every day | 3-4 times per week | 1-2 times per week |
|-------------------|-----------|--------------------|--------------------|
| Car (drive alone) | 82% | 8% | 2% |
| Car share | 5% | 2% | 3% |
| Motorbike | 0% | 0% | 1% |
| Bus | 2% | 0% | 2% |
| Train | 0% | 0% | 3% |
| Walk | 2% | 0% | 2% |
| Cycle | 0% | 0% | 0% |
| Other | 1% | 0% | 3% |

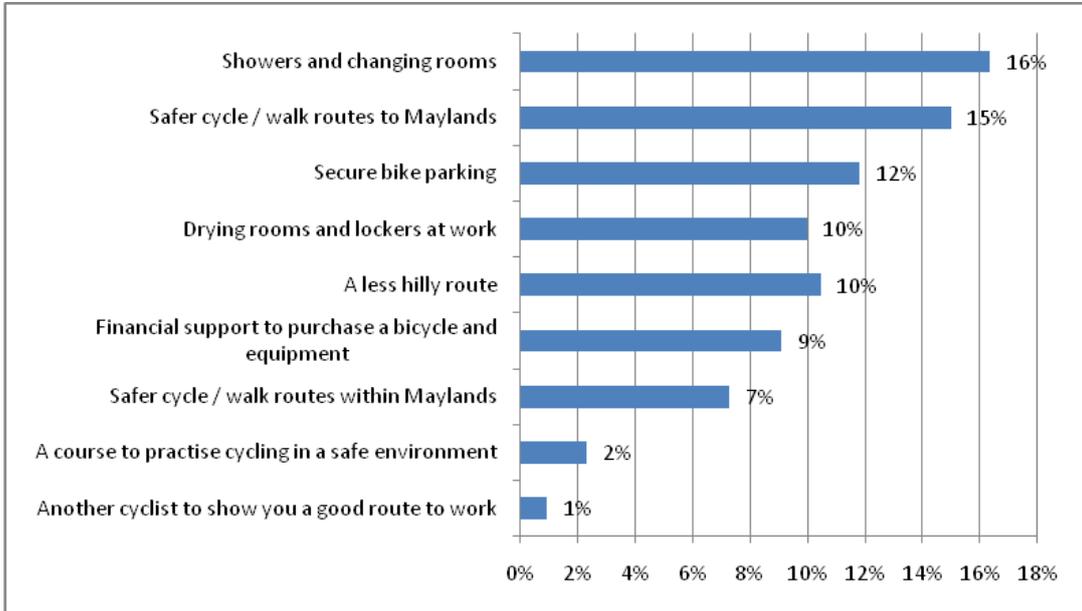
Staff were asked what would encourage them to use public transport to get to work or to walk or cycle. The charts below show how popular each of the initiatives are amongst staff for public transport use and walking/cycling respectively.



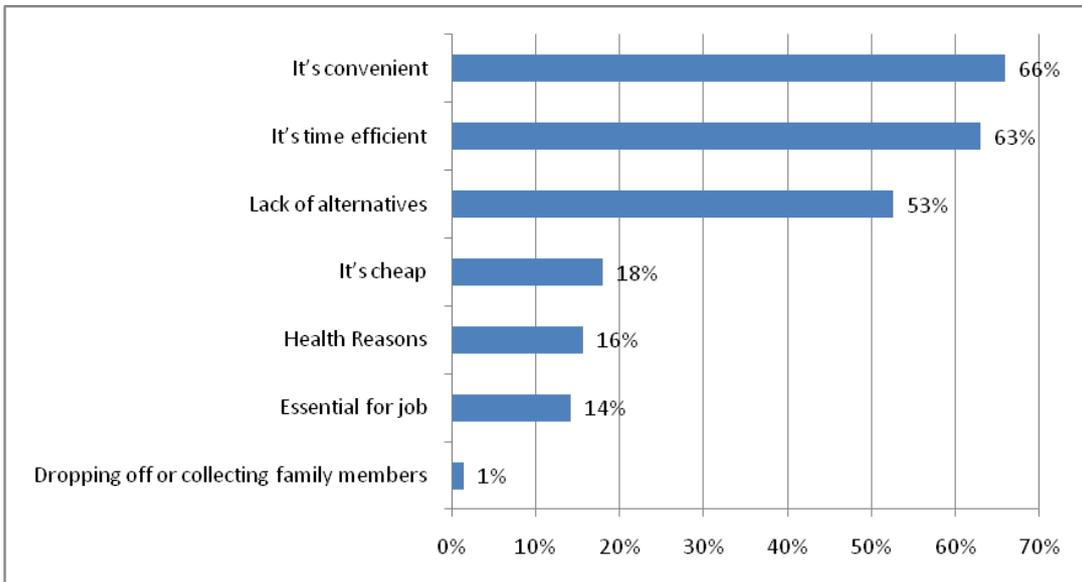
More than a quarter (34%) of staff would be encourage to use public transport to get to work if more direct bus services were provided. 26% would be encouraged if staff discounts were available on season tickets and 22% would consider using public transport if they were given a small incentive not to drive each day.

The most popular initiative to encourage staff to walk or cycle to work is the provision of shower and changing facilities.

15% of staff would be encourage to cycle or walk to work if safe routes to Maylands were provided and 12% if secure bike parking was made available.



Staff who drive were asked what their reasons were for driving to work. The chart below illustrates the responses.



More than half of all car drivers said that they travel to work by car because it is convenient (66%) and time efficient (63%). Just over half (53%) also thought there is a lack of alternatives.

39% of staff use a car for business travel most days and a further 6% use their cars 2 or 3 times a week.

