

TAUNTON DEANE BOROUGH COUNCIL

EXECUTIVE

February 8th 2006

Report of Strategic Director: Joy Wishlade

(This is the responsibility of Cllr Lewin-Harris, Community Development, and Cllr Hall, Corporate Resources)

TRAVEL PLAN DEVELOPMENT

1. Purpose of Report

To request the Executive approve and sign off the final Travel Plan document

2. Taunton Deane Borough Council Travel Plan

2.1 Improving transport and travel within Taunton Deane is a priority of this Council and it therefore has a community leadership role to ensure it is doing all that it can to support the management of congestion in the area both through implementation of policy and through managing the travel of its own workforce. The issues and targets identified in the final document have been the subject of debate at previous Executive (August 2005) and Review Board (July and November 2005) meetings. There have been no further amendments or additions to the ones outlined at the meeting of the Review Board in November when Foxley Tagg consultants gave a presentation on their findings of the proposals.

2.2 The final document is a living document that will be updated each year. The document to be adopted by the Executive is available with the electronic version of the agenda as it is too large a manual to be circulated in hard copy.

3. Timing for implementation

3.1 Many of the actions are underway but it is important to get the support measures in place prior to making changes to staff parking arrangements. These should be in place during the late spring / early summer 2006

4. Recommendation

- That the Executive adopt the actions and priorities identified within the Travel Plan

Joy Wishlade
Strategic Director
February 2006

Pre-visit Questionnaire

Application Form *for* Free Consultancy Advice

Workplace Travel Plans

Please use this questionnaire to apply for free consultancy advice to assist you develop and implement an effective travel plan. TransportEnergy BestPractice will use the information in this questionnaire to assess your needs and, if based on the information provided, will arrange for an advisor to contact you to provide appropriate assistance.

This questionnaire is intended to give your assigned advisor as much information as possible prior to the visit and to ensure their time spent with you is effective. Please also mark those questions that are not applicable, where no action has yet been taken, or where action is planned.

To make the best use of the advice and support allocated to your organisation, it is important that:

- the primary contact given below accompanies the consultant on a site walk-through, and is available for future on-site meetings.
- the consultant is able to work in close cooperation with your operational staff during the time the consultant spends with you.
- the consultant is able to meet with an appropriate member of senior management to discuss findings and next steps.
- you act on the advice you receive as far as possible.

Whilst all advice is given in good faith, it is your responsibility to confirm the acceptability and appropriateness of the advice offered. Finally, please ensure that the completed questionnaire is signed by a member of senior management before submission to TransportEnergy BestPractice.

Primary Contact: Philip Bisatt

Name of Organisation: Taunton Deane Borough Council

Site Address: The Deane House, Belvedere Road, Taunton, Somerset

SPECIFIC REQUEST FOR JON HARRIS – SSA ADVISOR FOXLEY TAGG PLANNING LIMITED

Please enclose a supporting letter from a Senior Manager approving this application.

Town: Taunton

Postcode: TA1 1HE

Telephone: 01823 356592

Fax: 01823 356444

E-mail: p.bisatt@tauntondeane.gov.uk

Please return to:

For any queries contact:

Jon Harris, Foxley Tagg

1. Organisation / Site Overview

1a) Who are the people within your organisation with responsibility for transport issues (e.g. Travel co-ordinator, Fleet manager, Finance Director, Human Resources Manager).

Name	Position	Responsibility
Joy Wishlade	Strategic Director (Operations)	Overall responsibility for TDBC involvement in transport matters. Lead officer on TDBC Travel Plan Group.
Ralph Willoughby-Foster	Manager, Forward Plan Unit	Forward Plan Unit takes the lead in day to day involvement in transport matters, including LTP (strategy / implementation), travel planning and the LDF.
Mark Leeman & Phil Bisatt	Senior Officer & Planning Officer, Forward Plan Unit	Officers responsible for handling majority of transport related issues. Members of Travel Plan Group.
Jill Sillifant	Chief Personnel Officer	Coordinated recent consultations on staff car parking issues. Member of Travel Plan Group.
Shirlene Adam	Strategic Director (Finance)	Overall responsibility for TDBC budget / finances
David Carpenter	Senior Procurement Officer	Handles issues relating to TDBC lease cars
Tony Turner	Highway Works Manager	Member of Travel Plan Group. Handles all issues relating to TDBC commercial fleet.

1b) Does your organisation exist on a single site or are there a number of different sites? Where are the other sites? Please indicate which site(s) you wish to be included in the Programme.

Multiple sites, but primarily The Deane House and Flook House which are adjoining sites within central Taunton. Would also like to consider the TDBC Depot (DLO) which is located at an out of town centre location within Taunton.

1c) Please describe the nature of the site and your status on the site (e.g. Are there other organisations on the site? Are you the owner or a tenant? Do you manage your site facilities or does the landlord have responsibility for this?).

The Borough Council owns both Deane House and Flook House. Both offices are located on a site that also comprises a staff car park and adjoining public car park (pay and display). All land is within TDBC ownership. The only other facility on the site is a public swimming pool. This facility is managed by Tone leisure, but the building and land is again within TDBC ownership.

1d) How would you describe the location of the site? E.g. 'business park', 'city', 'large town', 'small town', 'rural' - and in the case of an urban location please indicate whether in 'centre' or 'suburbs'.

The site is located on the edge of Taunton town centre, being approximately 500m from the central shopping area. Taunton can be described as a large market town, with a population of approximately 60,000.

1e) How many people work at each of your sites? (Show breakdown between employees and others, e.g. students).

Number of Employees

- Full-time -
- Part-time -
- Student –

Information to follow

1f) Roughly how many people work in other organisations on the same site (if applicable).

The main other use in the locality is a public swimming pool, which averages 6 to 9 staff during an average working day. Details on visitor numbers has been requested and will be provided

1g) Please give an indication of the working patterns at your site(s), e.g. 7 days a week / 5 days a week / other (please specify), and 24 hours a day / 1 shift / 2 shifts / other (please specify).

Deane House and Flook House are open Monday to Friday between the hours of 7.30am and 19.00pm. About 95% of staff work Monday to Friday. There is limited staff access to both facilities on Saturdays and Sundays by prior arrangement. About 10-15% of staff work at the weekend.

2. About Your Transport

Commuter Transport

2a) Do you know the commuting patterns of people working on site, e.g. from a travel survey? Please complete as much of the table below and attach any other relevant data you may have.

Mode	No. of Trips	% Split
Single-occupancy car	321	71.3
Multi-occupancy car	11	2.4
Motor cycle/scooter	3	0.7
Bus/coach	4	0.9
Rail	1	0.2
Cycle	38	8.4
Walking	61	13.6
Other	15	3.3

2b) Do you know your organisation's car parking costs such as rates, maintenance, etc? If yes, please describe. How many car parking spaces do you have?

Staff:

Customer:

Information to follow (and for question 2c)

Business Related Transport

2c) Where relevant to your operations, please complete as much of the table below as possible.

Activity	No. of vehicles	No. of Trips /yr.	Annual Miles	Annual Fuel Consumption	Annual cost
Staff on Business (cars):					
Company cars					
Pool cars					
Other cars (staff owned/hire)					
Taxi					
Staff on business (other):					
Cycle					
Walking					

Bus/Coach					
Rail					
Air					
Services:					
Vans	152	6 per day per vehicle	7,500 miles per vehicle	41,725 gals	£543,135
Fork lifts					
Other					
Freight Distribution:					
Own Account					
3 rd party					

2d) Please highlight any particularly common journeys (e.g. staff travelling between 2 of your sites) and by what mode(s) are they undertaken.

Other Transport Issues

2e) Do you have any other significant transport movements associated with your site, e.g. deliveries or visitors? Please provide details.

What are the busiest times throughout the day?
weekend?

Information to follow

2f) Do you have an environmental transport policy? If yes, please provide details or attach a copy.

The Borough Council has a “staff travel plan” that was prepared back in 2001. This is in need of updating (hence the request to DfT for assistance). This existing travel plan does not contain a policy but has the following aims:

To lead by example and encourage local businesses to follow suit. As a council this is particularly important and has been raised at Corporate Priority workshops.

To widen the travel options available to staff, members and visitors

To increase the use of alternative modes of transport, such as cycling and bus

To encourage less reliance on the car, wherever practicable, particularly for drive- alone journeys

To reduce air pollution caused by motor vehicle use

To provide opportunities for reducing the need to travel to work and for work

To improve the health of our employees, through increased walking and cycling

To reduce congestion around our sites especially at peak periods, thus helping to improve road safety for cyclists and pedestrians

To improve the health of Taunton Deane residents by achieving better air quality

To improve our environmental image and help us to achieve the Eco Management and Audit Scheme.

3. About the Transport Issues you Face

3a) What do you perceive to be the main issues associated with your transport, e.g. parking, access to site, costs of business travel, seeking planning approval for new premises or site expansion. Please provide specific details below.

- 1. Taunton experiences significant traffic congestion and the Borough Council believes it has to take steps to tackle this, leading by example in its own travel arrangements**
- 2. Free car parking for staff is seen as hard to defend when parking charges for the public are being increased**
- 3. There is a significant level of car use generated purely by the existence of free parking at work**
- 4. Cars are brought to work by some staff because they have to use them for work (even if only on an occasional basis)**
- 5. People do not perceive the alternatives to car use as attractive**

3b) Other than tackling the specific issues highlighted above, what do you perceive to be the main benefits of implementing transport initiatives, e.g. reduced costs, improved environmental performance, improved image within the community?

- 1. Improved environmental performance**
- 2. Community leadership**

4. Addressing Your Transport Issues

4a) What steps, if any, have you taken to date to address your transport issues? Please provide details on strategic/management actions (e.g. appointing a travel co-ordinator, setting up of steering group, conducting a travel survey) as well as specific initiatives.

1. A Travel Plan Group has been set up
2. A Staff Travel Survey has been undertaken
3. A decision has been made to charge staff £1 per week for parking, and to require them to nominate 1 day per week when they will not drive to work. This matter is currently subject to staff consultations. A previous / alternative proposal concerning access to and charging within the staff car park was withdrawn following the consideration of staff objections.
4. The Travel Plan Group have agreed to develop a staff travel plan that will contain actions and targets for mode transfer. Actions and targets will be reviewed annually.

4b) Have you evaluated the impact of these initiatives? If yes, please provide the details

No, initiatives are too recent for effective evaluation.

4c) Have you been in touch with your local authority about transport issues? If so, please provide contact details of the people you have dealt with.

N/A

4d) Have you co-operated or formed partnerships with any other organisations (e.g. other organisations in the same location, service providers, etc) in tackling transport issues? Please give details. If no, are there opportunities to do so?

Close contact exists with Somerset County Council (Principal Travel Plan Coordinator = Craig Lamberton). Contact also established with First Bus (Avon & Somerset) who are keen to assist with Travel Plan implementation (Travel Plan advisor = Jo Stadden / Bristol office).

4e) What specific issues would you like assistance with to help address your objectives? Please tick and give brief details:

Travel plan strategy issues:		
Travel plan management (roles and responsibilities, finance, etc.)	Yes	Details: Travel Plan Group has been established involving key staff. However, a DfT comment on roles and responsibilities would be useful.
Design/analysis of travel surveys	No	Details: This work has largely been undertaken and completed. However, comment from DfT would be helpful (to inform subsequent annual surveys)
Development of travel plan (i.e. deciding on package of measures)	Yes	Details: The Travel Plan Group has already given some thought to this, and there are some obvious areas that should be seen as a priority target (e.g. cycling within Taunton). However, we regard this as one of the most important areas for which we are seeking DfT advice.
Staff/union consultation (e.g. on terms and conditions & company car policy)	Yes	Details: Advice arising from previous experience would be very helpful
Staff Motivation & Marketing	Yes	Details: Advice on how to market the travel plan would be gratefully received.
Monitoring & Targeting	Yes	Details: This is directly related to the ongoing development of the travel plan, so advice would be appreciated.
Commuter Initiatives:		
Car park management	Yes	Details: A proposal is currently subject to staff consultation. However, the situation will be reviewed on an annual basis. DfT advice would be welcome to inform subsequent reviews.
Increasing use of public transport	Yes	Details: Taunton generally experiences very low patronage levels for public transport, and this is reflected in staff travel behaviour.

Increasing use of cycling	Yes	Details: We consider that there is big potential for mode transfer to cycling. Advice on the development of an appropriate strategy would be welcome.
Increasing walking trips	Yes	Details: As for cycling.
Increasing multi-occupancy car trips	Yes	Details: TDBC has joined the Somerset Car Share Scheme. We see this as one of the priority action areas for the next year. Advice on marketing / successful implementation would be welcome.
Home-working	Yes	Details: TDBC is already developing a home working policy. We would welcome DfT advice.
Compressed working week	Yes	Details: We would be interested to hear the details of such schemes.
Business Travel Initiatives:		
Business travel policy	Yes	Details:
Reducing business mileage	Yes	Details: This is an aspect that has not yet been considered by the Travel Plan Group, so advice would be welcome. The main focus so far has been on staff travel to and from work.
Reducing vehicle emissions and fuel consumption of the vehicle fleet	Yes	Details: This is an aspect that has not yet been considered by the Travel Plan Group, so advice would be welcome.
Other (specify)	Yes / No	Details:

4f) Please give us your ideas on how the consultant's time should be put to use for you to gain the most benefit. Possible options include: one-to-one or group meetings to provide advice and guidance on relevant issues; facilitation of workshops/focus groups to develop strategies and/or initiatives; and on-going advice and support via email and phone.

Assisting with the development of the TDBC Travel Plan is seen as priority (appropriate strategy, actions and targets).

We would welcome a presentation to the TDBC Travel Plan Group, as well as comment on the role and function of this group

Potentially, we would welcome DfT assistance with marketing the concept of travel planning to TDBC staff. This could possibly take the form of a presentation, or facilitating a workshop / focus group.

4g) Your local authority should also be able to provide you with support and information to help you develop your travel plan. We will contact them to let them know you are receiving help from us. They may wish to get involved, for example, attending some of the meetings with our advisor. Would this be acceptable to you? If you would prefer that your local authority representative does not attend is there a specific reason why?

We are happy to fully involve Craig Lamberton (Somerset County Council / Travel Plan Coordinator).

4h) Are there any other issues you would like to bring to our attention prior to receiving assistance?

No, except to say that we are very happy to let DfT have access to the following (in advance of starting work):

- 1. Initial TDBC Staff Car Park proposal and subsequent response (Jan 05)**
- 2. Amended TDBC Staff Car Park proposal and response (May 05)**
- 3. TDBC Staff Travel Plan Questionnaire and response (April 05)**
- 4. Analysis of TDBC Travel Plan Questionnaire (ongoing)**

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Welcome to the Travel Plan site

Here is your one stop shop for information on the Taunton Deane Travel Plan and local travel.

[Click here to view the results of the staff travel survey](#)

What is a Travel Plan ?

A travel plan is all of the following :-

- \$ A way of considering all travel issues affecting an individual site or sites
- \$ A balanced package of travel related measures tailored to the needs of that site or sites
- \$ A way of promoting a greater choice of less polluting travel methods to employees to get to work and business meetings and to visitors to reach the site
- \$ A dynamic process which can adapt to the changing needs of an organisation

What are the aims ?

- \$ To lead by example and encourage local businesses to follow suit. As a council this is particularly important and has been raised at Corporate Priority workshops.
- \$ To widen the travel options available to staff, members and visitors
- \$ To increase the use of alternative modes of transport, such as cycling and bus
- \$ To encourage less reliance on the car, wherever practicable, particularly for drive- alone journeys
- \$ To reduce air pollution caused by motor vehicle use
- \$ To provide opportunities for reducing the need to travel to work and for work
- \$ To improve the health of our employees, through increased walking and cycling
- \$ To reduce congestion around our sites especially at peak periods, thus helping to improve road safety for cyclists and pedestrians
- \$ To improve the health of Taunton Deane residents by achieving

better air quality

\$ To improve our environmental image and help us to achieve the Eco Management and Audit Scheme.

What does it involve ?

Getting a travel plan together is a long term process and involves implementing different stages over a number of years :-

Stage 1 -Setting the Scene

Involves gathering information on site facilities, alternative travel eg bus services, corporate policies affecting travel and staff opinions, through the travel survey.

Stage 2 - Investigating the Alternatives

Involves looking at the need for travel and whether this can be reduced eg. by increased use of homeworking, methods to promote alternatives eg public transport discounts, how cars can be used more efficiently eg car sharing scheme and how the impact of single occupancy car travel be reduced eg by using more LPG.

Stage 3 -Implementing changes

Involves identifying suitable measures and providing options for as many groups of staff/visitors as possible. The exact measures will depend on cost effectiveness and what end users (staff councillors and visitors) say they want.

Stage 4 -Monitoring and Review

This is necessary to identify trends and progress towards targets and to give feedback on success to staff and visitors. It is an ongoing process that allows refinements to be made and measures to be prioritised.

Why does the council need one ?

There are a number of policies, from local plans to national legislation which relate to travel plans and encourage their uptake. By implementing a travel plan the council is setting a positive example and helping to achieve these targets:-

PPG13 (revised 1999) - aims to reduce reliance on the private car and allows local authorities to request travel plans to accompany planning applications

Environment Act 1995 - local authorities must achieve air quality objectives by 2005

Kyoto Climate Change Conference 1997 - sets legally binding targets to

reduce greenhouse gas emissions

Road Traffic Reduction Act 1997 - local authorities have a statutory requirement to monitor traffic levels and set targets to reduce these

Transport White Paper 1998 (A new deal for transport : better for everyone) highlights government commitment to reduce congestion and promote less polluting methods of transport.

Local Transport Plan for Somerset - promotes travel plans as a means of reducing the need for private (non residential) parking spaces and widening travel choices for all.

What difference will it make to me ?

Dont worry - our Travel Plan will not be anti- car. We realise that Taunton Deane is a rural area and for many people leading busy lives there is simply no alternative to using a car for journeys. However, where alternatives exist the travel plan aims to make them more attractive and more flexible. By getting together in one place all the information affecting travel we can identify current gaps or problems and put forward ways to improve these. Where improvements can be made with minimal financial outlay then these should be able to occur relatively quickly. Changes that will cost more to implement will probably take longer (maybe 3-5 years) to put in place. A summary of potential benefits is as follows :-

For staff and councillors

- ! increased travel choices
- ! improved health and reduced stress
- ! financial savings through discount travel cards, using cheaper alternatives and car-sharing
- ! equal opportunity by supporting those staff who can not afford or can not drive a car

For the council at large

- ! improved environmental performance in conjunction with the principles of Best Value
- ! reduced congestion and improved access to sites for visitors
- ! leading by example demonstrating good environmental and transport practice to other local employers

For the local community

- ! a healthier, less polluted environment in which to live and work
- ! easier access due to reduced congestion
- ! supporting cycling and walking and the use of public transport will help to improve access to these facilities for all

Who can I contact for more information ?

The following members of staff comprise the working group, which meets regularly to discuss progress with the plan. If you have any questions or concerns please contact one of them :-

Joy Wishlade	2200	Mark Leeman	2222	Denis Turner	2170
Phillip Bisatt	2383	Ian McCulloch	2407	Tony Turner	2128
Ruth James	2461	Jill Sillifant	2101	Jane Smythe	2482

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This site was created by the I.S. Unit. TDBC and was last updated on Wednesday, May 18, 2005

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*Here is your one stop shop for information on the
Taunton Deane Travel Plan and local travel.*

Some transport facts

- 'Car commuting' contributes almost 20% of UK road transport energy use with 'cars on business' contributing another 10%
- 70% of all journeys to work are by car and 80% of these are single occupancy cars
- 62% of respondents to the Somerset Local Agenda 21 survey want to see more spent on measures to reduce road traffic congestion
- The average length of journey to work is 5 miles - 59% of car journeys in the UK are less than this and 25% are less than 2 miles
- Cycling or walking 3 or 4 times a week can reduce your chances of developing heart disease and obesity by 50%
- If every commuter chose an alternative to the car for just one day a week this would instantly reduce the need for parking spaces and congestion by 20%

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Train information

The only station in Taunton Deane is Taunton and 3 rail operators run services stopping here.

For all timetable enquiries the national rail enquiries number is **08457 48 49 50**, or you can use the following websites for fare, booking and timetable information;

www.railtrack.co.uk

www.nationalrail.co.uk/planmyjourney

www.thetrainline.co.uk



For local trains eg to Bridgwater the operator is **Wales and West :-**

For further information including contacting customer services, ticket reservations and timetable information try the Wales and West website:

www.wwtrains.co.uk



For intercity trains to London, Exeter and Bristol the operator is **First Great Western :-**

For further information including contacting customer services, ticket reservations and timetable information try the Great Western website:

www.great-western-trains.co.uk



For intercity cross country trains eg to Birmingham and Leeds the operator is Virgin Trains :-

For further information including contacting customer services, ticket reservations and timetable information try the Virgin website:

www.virgintrains.co.uk

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Local Bus information

Local Bus Timetables Available at the Front Desk in Reception

For more information to help plan a bus or coach journey you could visit the following website;

www.traveline.org.uk

Or call traveline on 08706082608 services are open from 8am to 8pm.

For information on the South West area try dialling 83 when you hear the greeting message-this will put you through to a line dedicated to information for the South West. This service is available from 7am until 9pm.

If you are looking for a bus service that is run by First Southern National (the main bus operator in Taunton Deane) try their website which gives information on timetables, routes and route maps as well as fares and tickets.

www.firstsouthernnational.co.uk

You can also contact them by phone: 01823 272033

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For More Information on Cycle Routes Visit : www.sustrans.org.uk

Cycle information

The leaflet 'Taunton Cycle Routes' shows 15 routes in Taunton, although there are other new and extended routes since this was produced. The routes are :-



1. Creech St Michael & Henlade to Victoria Park - via Ilminster Road, Hamilton Road and Lambrook Road
2. Victoria Park to Parade - via Duke Street, Magdalene Street and Hammet Street
3. Priorswood Road to Victoria Park - via Obridge Road and Winkworth Way
4. Tangier to Staplegrove Road - via Tower Lane and French Weir Avenue
5. Staplegrove Road to Corkscrew Lane - via The Avenue, Leslie Avenue and Clifford Avenue
6. Galmington to Castle School - from Hovelands Lane via Parkfields Walk and Henley Road
7. Mary Street to South Road - via Mount Street and Gwynne Lane
8. Creechbarrow Road to Toneway - via Wheatley Crescent to Creech Castle
9. Barrow Drive to Toneway - via Deane Gate Avenue, Laxton Road, Hankridge Farm and Bathpool
10. Killams - links Killams Lane to Mountfields Avenue
11. Galmington - links Lloyd Close to Galmington Road along Galmington stream
12. Mount Walk - links Calway Road to Mountway
13. Liseux Way - from bottom of East Reach to Haywood Road end
14. Priorswood Road - from Nerrols Farm development and Eastwick Road to Obridge Road
15. Blackbrook Way - from Ilminster Road to Liseux Way

Other cycling leaflets

- 'Taunton Cycle Trail' is a free guide to cycling in the vale

of Taunton between the Blackdown Hills and the Quantocks. It lists five circular routes of different lengths from Taunton and highlights local pubs where you can stop for much needed refreshment ! Guides are available from Tourist Information Centres, reception at Deane House or by contacting the Leisure Unit on 01823 356348.

- A range of local cycling leaflets including *Somerset Cycle Guide*, *Cycling in the Blackdowns and Levels and Moors Cycle Routes* are available from local Tourist Information Centres.

The National Cycle Network comprises of 5000 miles of cycle routes linking towns and cities across the country. It passes through Taunton and one of the most popular stretches in the South West is from Taunton to Bridgwater along the canal. Contact British Waterways to obtain your permit if you'd like to cycle along the canal. For more details about the National Cycle Network contact Sustrans on 0117 915 0136.

Bike Parking

There are cycle stands throughout the town centre including the following locations :-

- Corporation Street
- High Street
- Paul Street
- North Street
- Railway Station

Secure parking is also available at **The Bike Park** in Coal Orchard, Taunton (near the Brewhouse) which is one of the first purpose built cycle stations in the UK. For a small charge, currently 20p, it offers cyclists a secure place to park their bike. It also provides showers, lockers and changing facilities. Both cycles and accessories can be bought, hired and repaired and there is information available on local cycle routes. The scheme was developed by a partnership including Taunton Deane Borough Council, the Somerset Cycle Trust and the Somerset County Council. For more information call the Bike Park on 01823 252499.

Cycle clubs

Cycle Somerset are actively involved in campaigning for better provision for people who cycle in and around Somerset. They organise a variety of rides, can advise on routes and have a newsletter for members. See www.cyclesomerset.org.uk or call 01823 288973 for information. For information on other local cycling clubs see Taunton Deane's Leisure Activities Directory (available from the Leisure Unit).

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Travelling by foot or by car

If you're travelling by foot:-

Are you planning to walk or cycle to your destination but need to find a detailed map? This website provides maps by postcode, street name, or telephone code for anywhere in the UK.

www.streetmap.co.uk

If you're travelling by car:-

If you are travelling by car you may find the following route planning sites useful;

The RAC journey planner; - <http://rp.rac.co.uk/routeplanner>

The AA journey planner; www.aa.com/travelwatch/planner

Travel Plan Group Members

Joy Wishlade	Strategic Director (Operations)
Jill Sillifant	Chief Personnel Officer
Ruth James	Communications Manager
Tony Turner	Highway Works Manager
Ian McCulloch	Chair of TD Unison Branch
Dennis Turner	Repair Manager
Mark Leeman	Senior Planning Officer Forward Plan Unit
Phil Bisat	Planning Officer Forward Plan Unit
Angela Eldridge	Corporate Administration Manager
Craig Lamberton	Travel Plan Co-ordinator, Somerset County Council

Staff Travel Survey – Summary of Results

450 staff responded to the questionnaire

Q1 What time do you usually start and finish work?

Start Time	7-7.30	7.31-8	8.01-8.30	8.31-9	9.01-9.30	9.31-10	11	12	1	2	3	4	5	6	7
Actual	67	86	127	87	62	8	4	0	0	0	0	1	0	0	0
%	14.9%	19.1%	28.2%	19.3%	13.8%	1.8%	0.9%					0.2%			

Q2

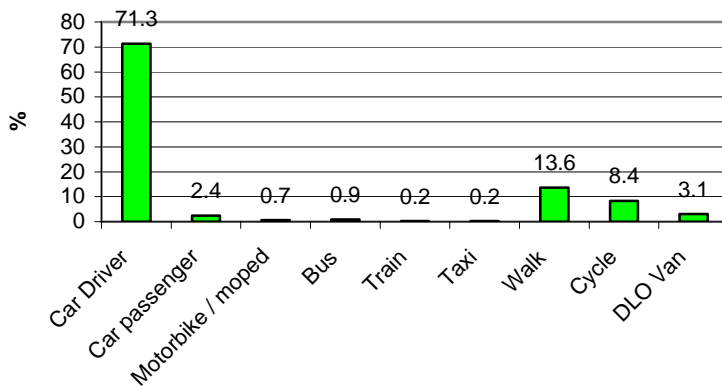
Finish Time	7	8	9	10	11	12	1	2	3-3.30	3.31-4	4.01-4.30	4.31-5	5.01-5.30	5.31-6	6.01-6.30	6.31-7
Actual	0	2	0	1	0	0	8	14	21	15	52	115	91	69	32	16
%		0.4%		0.2%			1.8%	3.1%	4.7%	3.3%	11.6%	25.6%	20.2%	15.3%	7.1%	3.6%

Q3 What days of the week do you work? (Please tick all that apply)

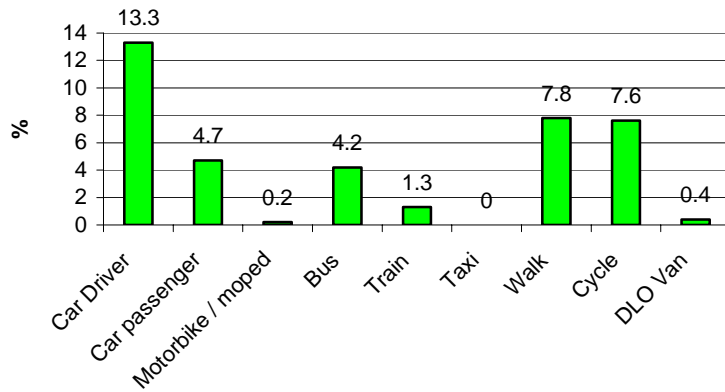
- 427 (94.9%) *Monday*
- 432 (96.0%) *Tuesday*
- 430 (95.6%) *Wednesday*
- 423 (94.0%) *Thursday*
- 412 (91.6%) *Friday*
- 64 (14.2%) *Saturday*
- 52 (11.6%) *Sunday*

Q4 How do you travel to and from work?

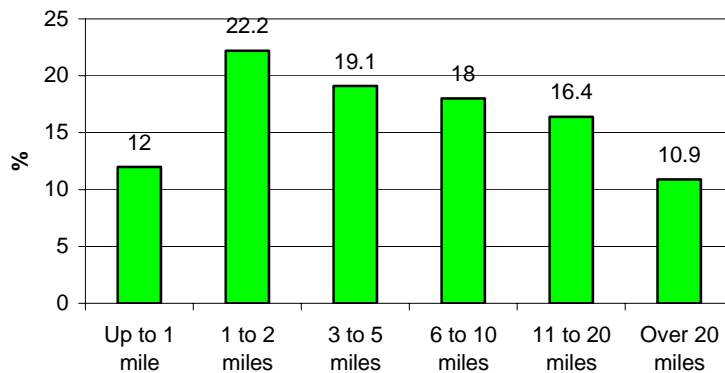
Usually



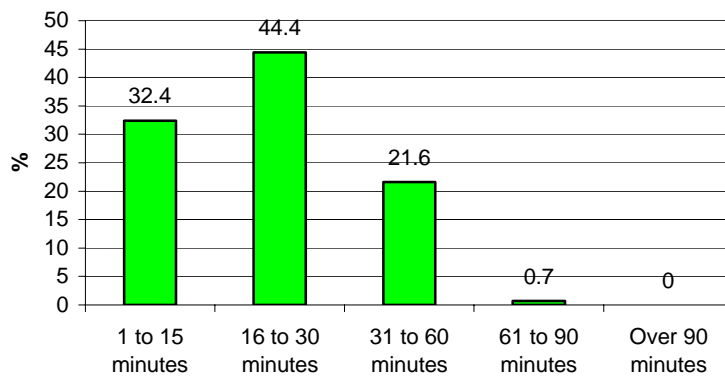
Occasionally



Q5 How far do you travel from home to your work base?



Q6 How long does it usually take to get to work?



Q7 Does your journey involve getting a child to school and/or collecting a child from school on a regular basis?

95 (21.1%) Yes
350 (77.8%) No

If you use / drive a car even on an occasional basis for travel to / from work please answer the following questions, otherwise go to question 15.

Q8 Please rank in order your 3 main reasons for using a car to travel work (Where 1 the most important and 3 the least - include 'other' in your 1, 2, 3 if applicable)

Time saving...	178 (39.6%)
Cost saving	51 (11.3%)
Convenience	157 (34.9%)
Personal responsibilities	125 (27.8%)
Large distance to travel from home to work	135 (30.0%)
No realistic alternative	177 (39.3%)
Need car for work related activity	168 (37.3%)
Parking provided at work place	54 (12.0%)
Health / disability reasons	25 (5.6%)
Personal safety	78 (17.3%)
Other	41 (9.1%)
If Other, please state	79 (17.6%)

Q9 On average how frequently do you need to use your car for job related activities?

141 (31.3%)	Never
33 (7.3%)	One day a month
20 (4.4%)	One day a fortnight
21 (4.7%)	One day a week
32 (7.1%)	Two days a week
25 (5.6%)	Three days a week
14 (3.1%)	Four days a week
56 (12.4%)	Five days a week
50 (11.1%)	Other
67 (14.9%)	If Other, please state

Q10 How many people normally travel in your car with you to or from work?

	None	One	Two	Three +
To work	304 (67.6%)	57 (12.7%)	20 (4.4%)	8 (1.8%)
From work	286 (63.6%)	56 (12.4%)	19 (4.2%)	7 (1.6%)

Q11 Where do you usually park?

224 (49.8%)	Deane House car park (staff area)
18 (4.0%)	Deane House car park (paid area)
76 (16.9%)	Other work related car park (e.g. DLO Depot)
47 (10.4%)	Livestock Market
8 (1.8%)	Free parking in a nearby street / car park
8 (1.8%)	Paid parking in non-workplace car park

Q12 Are you an essential car user?

126 Yes

(28.0%)

276 No

(61.3%)

Q13 Are you a casual car user?

151 (33.6%) Yes

232 (51.6%) No

Q14 Are you a registered disabled driver?

2 (0.4%) Yes

388 (86.2%) No

Q15 Which of the following would you consider using occasionally to get to work? (Please tick all that apply)

111 (24.7%) *Car Share*

79 (17.6%) *Bus*

21 (4.7%) *Rail*

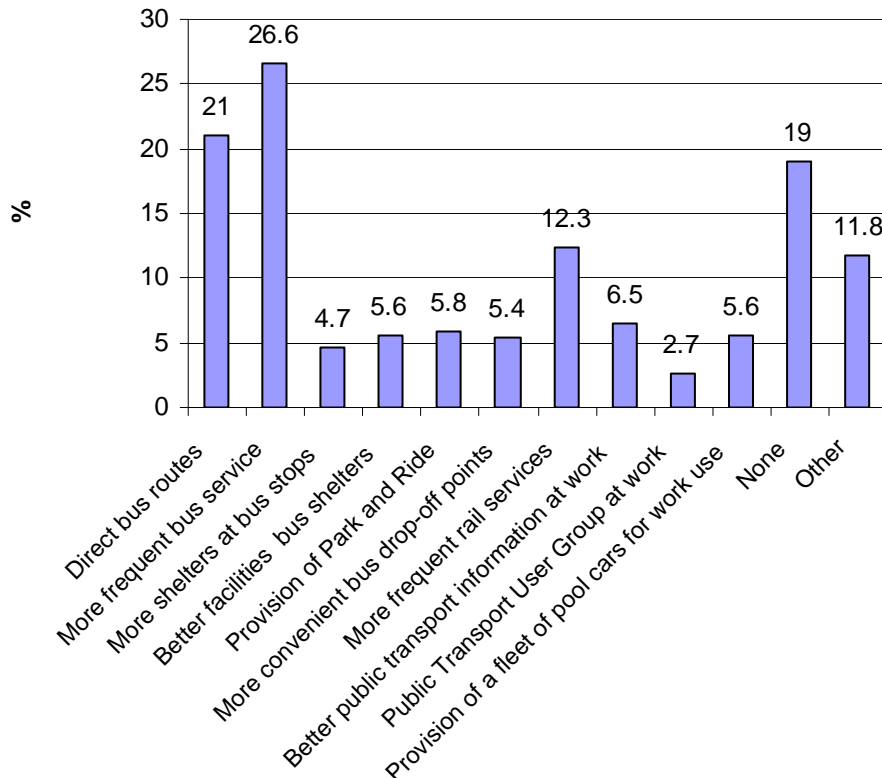
19 (4.2%) *Motorbike / moped*

107 (23.8%) *Bicycle*

98 (21.8%) *Walking*

152 (33.8%) *None*

Q16 Which of the following would encourage you to use the bus or train more for your journey to work? (Please tick one or more)



Q17 If you do not wish to consider using public transport, please explain briefly why:
272 (60.4%) did not wish to use public transport

Comments received:

- No other alternative but the car, public transport not viable for my journey to work
- Public transport is unreliable/too expensive
- Need car for work purposes
- Multi-trip use after work means public transport not suitable
- Live close enough to work so cycle/walk

Q18 Which of the following changes would encourage you to cycle to work? (Please tick one or more)

86 (19.1%)	<i>Provision of safe cycle routes to work</i>
64 (14.2%)	<i>Improved cycle parking at work</i>
49 (10.9%)	<i>Improved changing / showering facilities</i>
46 (10.2%)	<i>Lockers / drying facilities</i>
5 (1.1%)	<i>Advice or guidance on safe cycling</i>
48 (10.7%)	<i>Arrangements to buy bicycles at discount</i>
32 (7.1%)	<i>Assistance with bicycle purchase (e.g. deductions through pay / interest free loans)</i>
31 (6.9%)	<i>Provision of on site bicycle repair tools / kits</i>
15 (3.3%)	<i>Establishment of a TDBC Bicycle User Group (BUG)</i>
35 (7.8%)	<i>Provision of a fleet of pool cars / vans for work use</i>
244 (54.2%)	<i>None</i>
41 (9.1%)	<i>Other</i>

Q19 **If you do not wish to consider cycling to work, please explain briefly why:**
292 (64.9%) would not wish to consider cycling to work

Comments received:

- Live too far to cycle
- Need car for work
- Routes to work unsafe for cycling
- Multi-trip use after work means cycling not suitable
- Health reasons

Q20 **Which of the following changes would encourage you to walk to work more? (Please tick one or more)**

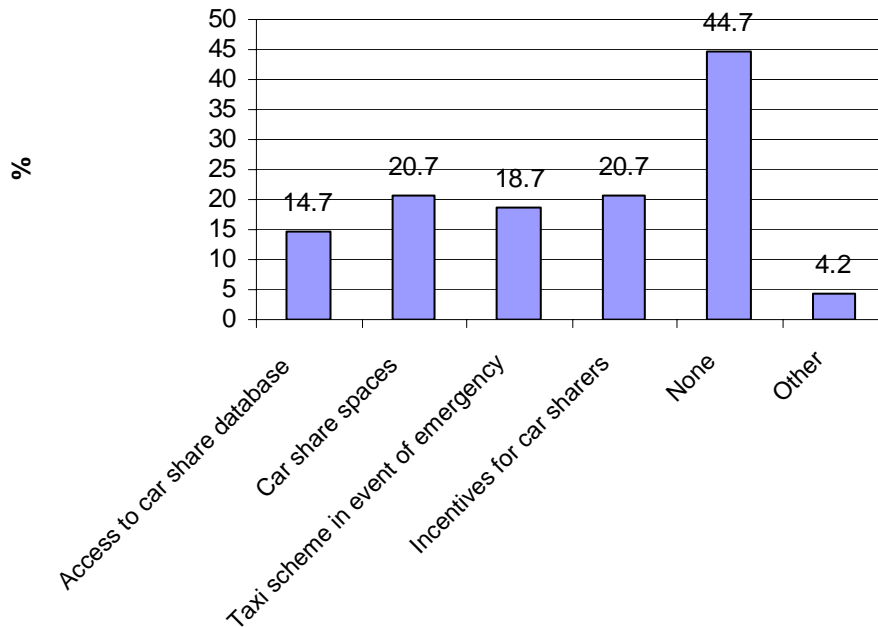
- | | |
|-------------|---|
| 34 (7.6%) | <i>Provision of safe walking routes to work</i> |
| 20 (4.4%) | <i>Improved changing / showering facilities</i> |
| 21 (4.7%) | <i>Lockers / drying facilities</i> |
| 10 (2.2%) | <i>A walking BUDDY scheme (i.e. someone to walk with)</i> |
| 10 (2.2%) | <i>Provision of pool umbrellas</i> |
| 19 (4.2%) | <i>Provision of personal safety alarms</i> |
| 25 (5.6%) | <i>Arrangements to buy sturdy footwear at discount</i> |
| 27 (6.0%) | <i>Provision of a fleet of pool cars /vans for work use</i> |
| 272 (60.4%) | <i>None</i> |
| 31 (6.9%) | <i>Other</i> |

Q21 **If you do not wish to consider walking to work, please explain briefly why:**
299 (66.4%) would not consider walking to work

Comments received:

- Too far to walk
- Multi-trip use after work means cycling not suitable
- Time taken to walk too long
- Need car for work
- Concerns of safety, particularly at night

Q22 Which of the following would encourage you to car share? (Please tick one or more)



Q23 If you do not wish to consider car sharing, please explain briefly why:
230 (51.1%) would not consider car sharing

Comments received:

- Hours don't fit in with car sharing
- Multi-trip use after work means car sharing not suitable
- Need car for work trips
- Reduces convenience of flexi-time working

Q24 Do you have a special need that affects your journey to work?

55 (12.2%)	Yes
350 (77.8%)	No
55 (12.2%)	Please explain

Comments received:

- Picking children up/dropping them off
- Picking spouse or work mate up
- No public transport option

No names are recorded on this survey but some personal data and post codes are required to identify if there are particular issues raised due to age/gender and to plot where most journeys to work commence.

Q25 Age
27 (6.0%) *Under 25*
100 (22.2%) *26 - 34*
120 (26.7%) *35 - 44*
111 (24.7%) *45 - 54*
80(17.8%) *55 or over*

Q26 Gender
194 (43.1%) *Male*
143 (54.0%) *Female*

Q27 Main work location
312 (69.3%) *Deane House*
17 (3.8%) *Flook House*
9 (2.0%) *Kilkenny Court*
43 (9.6%) *DLO Depot*
4 (0.9%) *Crematorium*
5 (1.1%) *Wellington Community Office*
65 (14.4%) *Other, please state*

Q28 Home postcode
412 (91.6%)

If there is demand we would be willing to set up Walking, Bicycle, Public transport and Car 'User' groups to provide us with a better understanding of your needs.

Q29 I am interested in joining the: (please tick which one)
29 (6.4%) *Bicycle User Group*
18 (4.0%) *Public Transport User Group*
45 (10.0%) *Car User Group*
11 (2.4%) *Walking User Group*

Q30 Comments:
168 (37.3%) comments were received

Comments received:

- Working from home should be an option. Not mentioned in this questionnaire
- No alternative but the car. Public transport not viable
- Require the car for trips outside of work i.e. school run
- Distance too far to walk or cycle to work
- If there were pool cars available, would not need car for work
- Paying for parking is not fair
- Public transport is unreliable

Table 1 – Distance by mode

Sum of People	Mode	01 Car Driver	02 Car Passenger	03 Walk	04 Cycle	05 Bus	06 Motorbike	07 DLO Van	Grand Total
<1		2.4%	0.4%	9.5%	2.0%	0.0%	0.0%	0.0%	14.2%
01 to 02		5.9%	0.0%	5.9%	0.4%	0.0%	0.0%	0.0%	12.3%
02 to 05		19.4%	0.4%	0.8%	2.8%	0.4%	0.0%	0.0%	23.7%
05 to 10		14.6%	1.2%	0.0%	0.0%	0.0%	0.0%	0.0%	15.8%
10 to 20		21.3%	0.0%	0.0%	0.0%	0.4%	0.4%	0.0%	22.1%
20 to 50		11.5%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	11.5%
50+		0.4%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.4%
Grand Total		75.5%	2.0%	16.2%	5.1%	0.8%	0.4%	0.0%	100.0%

Site Audit Checklist

General

How many people are employed at your site?

	Deane House	Flook House	Total
Full time (<i>office based</i>)	292	21	313
Part time	88	3	91
Shift workers (<i>from 6.15am – 8pm</i>)	-	-	0

What roads serve the site?

Station Road / Belvedere Road

Where does the main entrance link into the road network?

Staff entrance is at the rear of the building facing car park (see photos 19, 33 and 35)

Vehicular = via Belvedere Road

Pedestrian / Cyclist = Station Road / Chip Lane* / Belvedere Road

* Chip Lane is designated "no cycling", although many do cycle along this route

Where are the other entrances?

Some staff access via the main visitor entrance that is at the front of the building & the 'Members' door at the side of the building.

Do you share the site with other organisations?

Main public swimming pool which is run by Tone Leisure (Swimming Pool has a small amount of dedicated staff car parking) and a public car park (long stay) – 288 spaces (£3.50 to park all day).

Public Transport Provision – Bus Services

Where are the bus stops located? Station Road (2). See photographs 12 and 3.

Bus Stop	1 (photo 12)	2 (photo 3)
Is it a covered shelter?	Yes	No
Are seats provided?	Yes	No
Are bus stops well lit?	Yes	No
Are bus stops free from vandalism / graffiti?	Yes	N/A
Are bus times displayed at the bus stop?	Yes	No

What bus routes serve the site?

Town routes: 1/1A, 2 & 3

Other: 23, 25, 28, 28/A, 29 & 307

State operation times and service frequency

See attached Table 1.

Is there any information regarding bus timetables/frequencies for staff or visitors?

Yes
No
If yes in what form? (i.e. Leaflets, notice boards)

Staff	Visitors
	Yes
Limited	
Web links	Leaflets

Are there any park and ride facilities which could be used by staff/visitors?

Yes
No

No

Public Transport Provision – Train Services

How far away is the nearest train station?

500m

What locations are served by the train?

1. Bridgwater / Highbridge
2. Tiverton Parkway / Exeter

How can the train station be reached from the site?

Pedestrian Routes
Cycle Routes (on-road)
Bus services
Taxi
Other

Yes
Yes
Yes
Yes

Routes	1	2
Frequency of trains	Hourly	Hourly
Time of first trains	0630	0630
Time of last trains	2300	2300
Cost	£4.70 / £4.90 CDR	£6.90 / £8.30 CDR

Is there any information regarding train timetables/frequencies for staff or visitors?

Yes
No
If yes in what form? (i.e. Leaflets, notice boards)

Staff	Visitors
Limited	No
Web links	

Pedestrian Access

Are there any pedestrian routes direct to bus stops?

Yes
No

Yes

Are the routes pleasant and comfortable?

Yes

No

If No Please state problems;

No

Ped routes have to cross an access road / public car park with no dedicated footway – conflict with traffic (see photos 29, 31, 32)

Are there any pedestrian crossing points near by?

Yes (see photos 43 and 45)

No

Yes

Are the pedestrian routes well signed posted?

Yes

No

No

Are the footpaths in good condition?

Yes

No

If No Please state problems;

Yes
No

Depends upon the location. Some of the footways leading to the rail station are in a poor state of repair (see photos 10, 11)

Are the footpaths well lit and secure?

Yes

No

Yes

Cycling

What facilities are provided for cyclist and cycling parking?

Are they covered?

Are they secure?

Are they well light and well maintained?

How many cycles are generally parked?

Are they conveniently located, close to building entrance?

Lockers? *(in different part of site)*

Showers? *(in different part of site)*

Laundry facilities and drying rooms?

Yes	No
Yes	
Yes	
Yes	
30 max	
Yes	
Yes	
Yes	
	No

Are there any cycle routes / lanes serving your site?

Yes

No

No

Are the routes well signed and in a good state of repair?

Yes
No

N/A

Are the roads and facilities serving your site conducive to cycling?

Are the roads surrounding the site busy?
Are there any busy junctions to cross?
Are crossing for cyclist provided within the vicinity of the site?
Are the any steep or long hills?
Can cycles be taken on connecting trains?

Yes	No
Yes	
Yes	
	No
	No
	No

Is there any information regarding cycling issues for staff or visitors?

Yes
No
If yes in what form? (i.e. Leaflets, notice boards, maps)

Staff	Visitors
Yes	Yes
Leaflets	Leaflets

Motorcycling

What facilities are provided for motorcyclist and motorcycling parking?

Are they covered?
Are they secure?
Are they well light and well maintained?
How many motorcycles are generally parked?

Are they conveniently located, close to building entrance?
Lockers?
Showers?
Laundry facilities and drying rooms?

Yes	No
	No
Yes	
Yes	
2 (3 spaces total)	
	No
	No
Yes	
	No

Vehicular Access

Are there any congestion problems on / around the site?

Yes
No

Yes

If YES Please state problems;
Belvedere Rd / Station Road, Priory Bridge Road / Station Rd,
Staplegrove Road / Station Road – queuing on all junctions at
peak times

Are there any concerns with safety on / around the site?

Yes

No

If Yes Please state problems;

Yes

Cars have been tampered with; teenagers loiter around the building and in the car park; graffiti on car park barrier (see photo 36)

Is there any information regarding vehicular access issues for staff or visitors?

Yes

No

If yes in what form? (i.e. Leaflets, notice boards, maps)

Staff	Visitors
No	No

Car Parking

How many car parking spaces are provided for?

Deane House

Staff (168), Visitors (15), Disabled drivers (4)

Flook House

Staff (16)

How many cars are generally parked?

Staff: 90% average / Visitors: 50 – 70%

What is the ratio of users per space?

359 (f/t equivalent staff) v 184 spaces = 1.9 staff per space

Does car parking spill over into surrounding residential or non residential areas?

Yes

No

Yes

Have there been proposals to reserve car parking spaces for staff which participate in car a sharing scheme

Yes

No

No

Is circulation of vehicles around the car park easy?

Do drivers have to queue for a space?

Are cars left overnight?

Is the car park secure and well lit?

Are the car parks well signposted?

Yes	No
Yes	
Occasionally	
	No
	No
	No

Other notes and comments:

No clocking facilities at front entrance of The Deane House

No cycle parking directly outside Flook House (see photo 14).

Bus stop 1 – solid panels can affect visibility when sat down

Bus stop 2 – bus access often impeded by lack of lay by and parked vehicles (see photo 4)

Bus information – there is a need for leaflets illustrating Taunton town routes

Park and ride service (from west side of town) will be available as of Nov' 05

Car sharing scheme to be introduced during the Autumn – this may be facilitated by the creation of additional car parking spaces, rather than the transfer of existing spaces to car share. A possible location is the circular area at the front of Deane House (photographs 16 and 17). However, this matter is still very much open to debate.

The Deane House car park is available for public use at weekends

Station Road generally has very narrow footways and there are conflicts between the various users of the street (see photos 2-7, 10-13)

The Station Road/Staplegrove Road/Wood Street junction requires remodelling (see photos 1 and 2). For example, it has no pedestrian phases; Wood Street is partly one-way and thus a barrier to cycling – one way encourages cyclist to use the pavement, often coming round the blind corner onto the Staplegrove/bridge street junction and colliding with pedestrians. Speed of motor vehicles is an issue along past the car park entrance, now more dangerous with residents parking, especially during term time (North Town School).

The longer-term role of Chip Lane (currently designated “no cycling”) needs to be considered (photographs 23 and 26)

The current unrestricted public access through the Deane House car park may need to be addressed

Pedestrian access to and from the rail station (particularly on the south side) is currently uninviting and needs to be addressed (photographs 7 & 8)

Pedestrian access around Deane House is impeded by a lack of footways, particularly adjoining the access road to the staff / public car parks (photograph 39)

A walkway separates the staff and public car parks. This is rarely used and is particularly uninviting (photographs 24 and 36). Staff and the public use other routes (e.g. photo 25) to access Deane House / swimming pool etc).

Staff and visitor pedestrian and cycle access to and from town centre is largely through car parks, mingling with the traffic. There is a lack of appropriate footways / cycleways (photographs 28 / 29 / 30 / 31 / 32).

Table 1. Buses serving The Deane House/Flook House

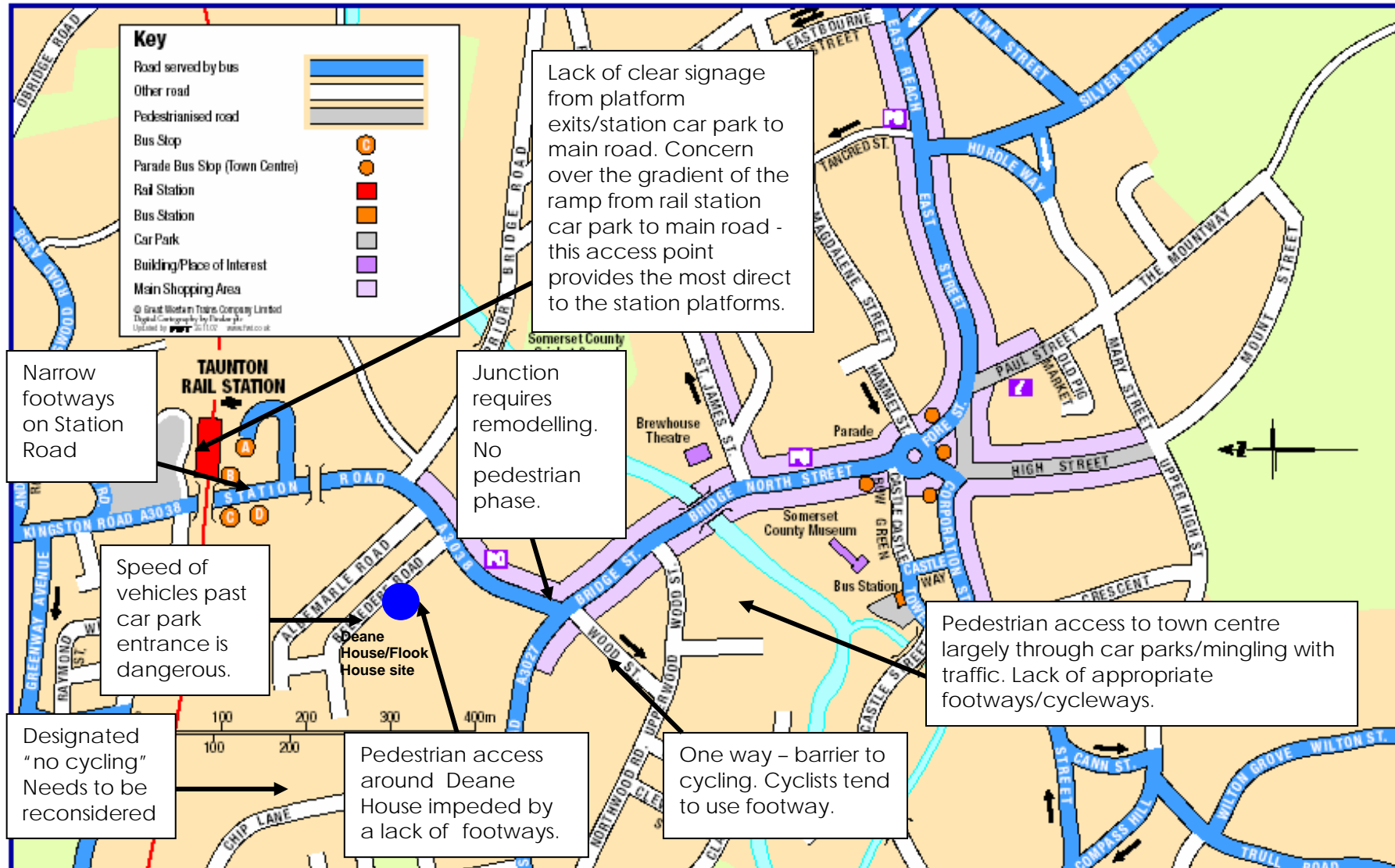
Service No.	1/1A	2	3	23	25	28	28A	29	307
Frequency	30 mins	15 mins	hourly	5 per day	hourly	hourly	hourly	4 per day	2-hourly
First bus	0700	0645	0800	0845	0745	0700	0815	0820	0815
Last bus	1815/2315	1815	1620/1655	1735	2240	2215	1745	1730	1955

Key destinations not accessible by direct buses to/ from The Deane House/Flook House

- Wellington
- Ruishton, Henlade, Creech St Michael
- SCAT
- Musgrove Park Hospital
- Bridgwater (can be reached by train)
- North Curry, Stoke St. Gregory

Apart from Bridgwater, locations outside TDBC have not been included in this list.

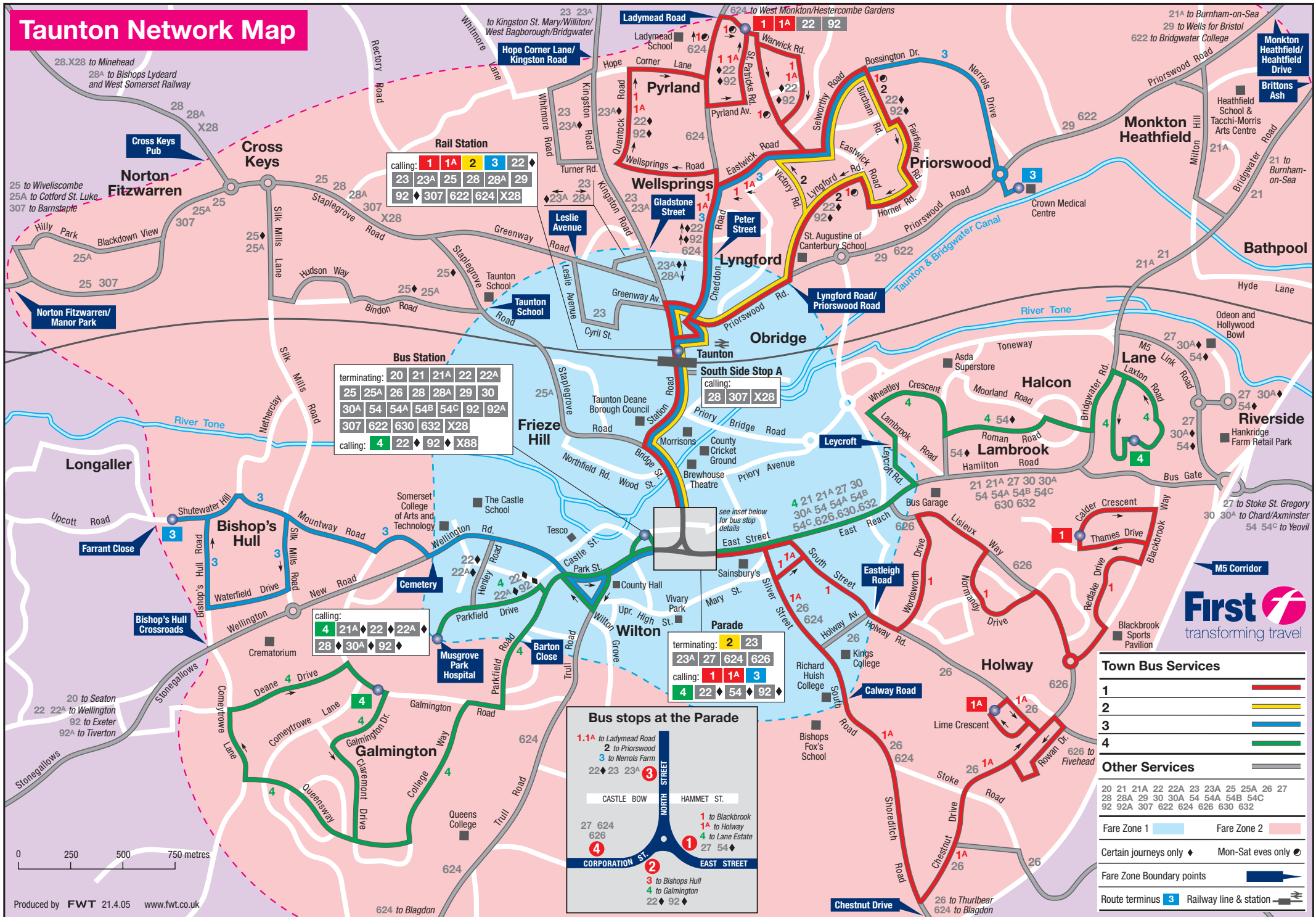
Walking and cycling access issues



Bus services which serve Deane House/Flook House

Service	Route	Frequency
1/1A	1: Ladymead Road - Blackbrook (Taunton Town Service) Via Ladymead Road, Town Centre, Normandy Drive 1A: Ladymead Road - Holway (Taunton Town Service) Via Ladymead Road, Town Centre, Chestnut Drive	Every 5 mins
2	Town Centre - Priorswood (Taunton Town Service) Via Lyngford Road, Horner Road	Every 15 mins
3	Bishop's Hull - Nerrols Farm (Taunton Town Service) Via Town Centre	Every hour
23	Williton – Taunton Via Stogursey, Kingston St. Mary	Every hour
25/25A	25: Taunton - Langley Marsh Via Wiveliscombe 25A: Taunton - Cotford St Luke Via Norton Fitzwarren : Including Service 307 journeys between Taunton and Bampton	Every half hour
28/A	28A: Taunton - Bishops Lydeard 28: Taunton - Minehead Via Bishops Lydeard, Williton, Watchet X28: Taunton – Minehead Via Williton, Watchet	Every Hour
29	Taunton - Wells Via Othery, Street, Glastonbury	Every 2 hours

Taunton Network Map



Rail Station

calling: 1 1A 2 3 22

23	23A	25	28	28A	29
92	307	622	624	X28	

Bus Station

terminating: 20 21 21A 22 22A

25	25A	26	28	28A	29	30
30A	54	54A	54B	54C	92	92A
307	622	630	632	X28		

calling: 4 22 92 X88

calling: 4 21A 22 22A

28	30A	92
----	-----	----

terminating: 2 23

23A	27	624	626
-----	----	-----	-----

calling: 1 1A 3

4	22	54	92
---	----	----	----

Bus stops at the Parade

1.1A to Ladymead Road
 2 to Priorswood
 3 to Nerrols Farm
 22 23 23A

CASTLE BOW NORTH STREET HAMMET ST.

27 624 626

1 to Blackbrook
 1A to Holway
 4 to Lane Estate
 27 54

CORPORATION ST. EAST STREET

2 to Bishops Hull
 4 to Galmington
 22 92

Town Bus Services

1	Red
2	Yellow
3	Blue
4	Green

Other Services

20 21 21A 22 22A 23 23A 25 25A 26 27	
28 28A 29 30 30A 54 54A 54B 54C	
92 92A 307 622 624 626 630 632	

Fare Zone 1 Fare Zone 2

Certain journeys only ♦ Mon-Sat eves only 🕒

Fare Zone Boundary points ▶

Route terminus 3 Railway line & station 🚉



Rail Network from Taunton



Frequency of Trains north and southbound: Hourly

Time of first trains: 0630

Time of last trains: 2300

Taunton Train Station Facilities

(i) Service	(ii) Details
Staffing Hours	Monday-Friday 24 hours Saturday 05:30-23:30 Sunday 08:00-01:30
Porter Service Hours	Monday-Friday 24 hours Saturday 05:30-23:30 Sunday 08:00-01:30
Porter Service Hours - Note	Customers requiring special assistance should notify FGW at least 24hrs prior to travel, however, FGW shall endeavour to give customers all necessary assistance if they arrive at stations without prior notice.
CCTV	Yes
Ticket Office	Monday-Saturday 06:10-20:00 Sunday 08:00-20:40
Reservation Hours	Monday-Saturday 09:00-20:00 Sunday 10:00-18:00
Customer Service	Yes
Complaints	Yes
Left Luggage	No
Lost Property	No
British Transport Police	Yes
First Aid	Yes
Telesales	No
Ticket Collection	Yes
Central Reservation	Yes
Ticket Machines	Yes
Through Tickets	Yes
Penalty Fares	No
Operated By	First Great Western.
Machine Types	Fastticket.

First Class Lounge	No
Seated Area	Yes
Number of Waiting Rooms	2
Women-Only Waiting Room	Yes
Meeting Point	Yes
Trolleys	Yes
Station Buffet	Yes
Showers	No
Telephones	Yes
Post Box	Yes
Parcel Office	No
Tourist Information Office	No
ATM Machine	Yes
Bureau de Change	No
Shops	No
Public WiFi	No

Web Kiosk	No
Customer Information System	Yes
Help Point	Yes
Information Kiosk	Yes
WAN	No
Men's Toilets	Yes
Women's Toilets	Yes
Wheelchair Toilets	Yes
Baby Changing	Yes
Baby Changing - Note	Situated in the disabled toilets.
Customer Help Points	Yes
Database of Facilities	Available at Ticket Office
Is information about disabled facilities available in different formats?	Yes
Hearing Loop	Yes
Accessible Announcements	No
Adequate Signs for Facilities	Yes
Accessible Departure Boards	Yes
Accessible Ticket Machines	Yes
Accessible Booking Office Counter	No
Ramp for Train Access	Yes
Accessible Taxis	Yes
Accessible Public Telephones	No
National Key Toilets	Yes
Step Free Access Coverage	Parts of station
Step Free Access Note	access to all platforms via lift except for plts 3 and 4 where staff may need to provide assistance
All Public Doors Wide Enough for Wheelchairs	Not yet supplied
Impaired Mobility Set-Down / Pick-Up Points	Yes
Number of Disabled Parking Spaces	13
Accessible Car Park Equipment	No
Wheelchairs Available	Yes
Helpline	No
Tactile Platform Edges	Partial
Tactile Platform Edges Note	Tactile platform edges on platform 3
Staff Help Available	Yes
Concurrent Assisted Wheelchair	1

Passengers	(iii) Location	(iv) Bicycle Access	(v) Wheelchair Access	(vi) Number of Escalators	(vii) Number of Steps	(viii) Number of Lifts	(ix) Level Access	(x) Fixed Ramp
	Car Park	Yes	Yes	0	0	No	No	
	Notes							
	Concourse	Yes	Yes	0	0	No	No	
	Disabled Toilet	Yes	Yes	0	1	No	No	
	Notes							
	Female Toilet	No	No	0	1	No	No	
	Notes							
	Male Toilet	No	No	0	1	No	No	
	Notes							
	Meeting Point	Yes	Yes	0	0	No	No	
	Station Entrance	Yes	Yes	0	0	No	No	
	Notes							
	Ticket Office	Yes	Yes	0	0	No	No	
	Notes							
	Waiting Room	Yes	Yes	0	1	No	No	
	Notes							
	Waiting Room	Yes	Yes	0	0	No	No	
	Minimum Connection Time (mins)	5						
	Cycle Storage	Yes						
	Car Park	Yes						
	Number of Parking Spaces	126						
	Car Park Operator	APCOA						
	Taxi Rank	Yes						
	Taxi Rank - Note	front of station						
	Bus Services Note	buses to local destinations.						
	Airport	No						
	Port	No						
	Car Hire	Not yet supplied						
	Cycle Hire	No						



Personalised *Journey* Planner

Prepared For:

Date:

Locations



Start: **Bridgewater**



Destination: **Taunton**

Existing Journey

Details:

By Car: Petrol engine

Combined mpg: 40

Cost of petrol: .95 per Litre

Total return journey distance: 24.6 miles (via the M5)

Total cost of petrol per journey: £2.22

Cost of depreciation of tires per journey: £0.50

Total cost per journey:

£2.72

Alternative Travel Options

Bridgwater to Taunton

Bus:

Bridgwater Bus Station to Taunton Bus Station

Depart: 11.20

Arrive: 14.40

Taunton Bus Station to Bridgwater Bus Station

Depart: 13.20

Arrive: 13.50

Cost: **£3.70** (Return)

Train:

Bridgwater Train Station to Taunton Train Station

Depart: 08.23

Arrive : 08.37

Taunton Train Station to Bridgwater Train Station

Depart: 18.03

Arrive: 18.13

Cost: **£4.30** (Return)

Taunton Deane Borough Council

Introducing Your Travel Plan

1st December 2005

Jon Harris Associate Director MRTPI, CMILT



FOXLEY TAGG PLANNING LIMITED ■ NATIONAL TOWN PLANNING AND TRANSPORT CONSULTANCY

6 St James Square, Cheltenham, Gloucestershire, GL50 3PR Phone: 01242 222107 Fax 01242 222112
email: mail@ftplanning.co.uk www.foxleytaggplanning.co.uk

Managing Director S.A.M Tagg Financial Director M.J. Tagg



Structure of Session

- Aims of today
- Introduction to Foxley Tagg Planning – What we were asked to do for the Council
- What are Travel Plans
- Taunton Deane Borough Council Travel Plan – Review and its upgrade
- What next?



Aims of today

- To present the key findings from our report
- Recommendations
- Way forward



About Foxley Tagg Planning Ltd

- Foxley Tagg is a national planning consultancy offering independent advice on all town planning and transport planning issues.
- Accredited advisors -Energy Saving Trust
- Extensive practical experience



Travel Plan Definition



“ A Travel Plan is long term travel management strategy for an organisation or site, built on an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.”



Our experience of travel plans

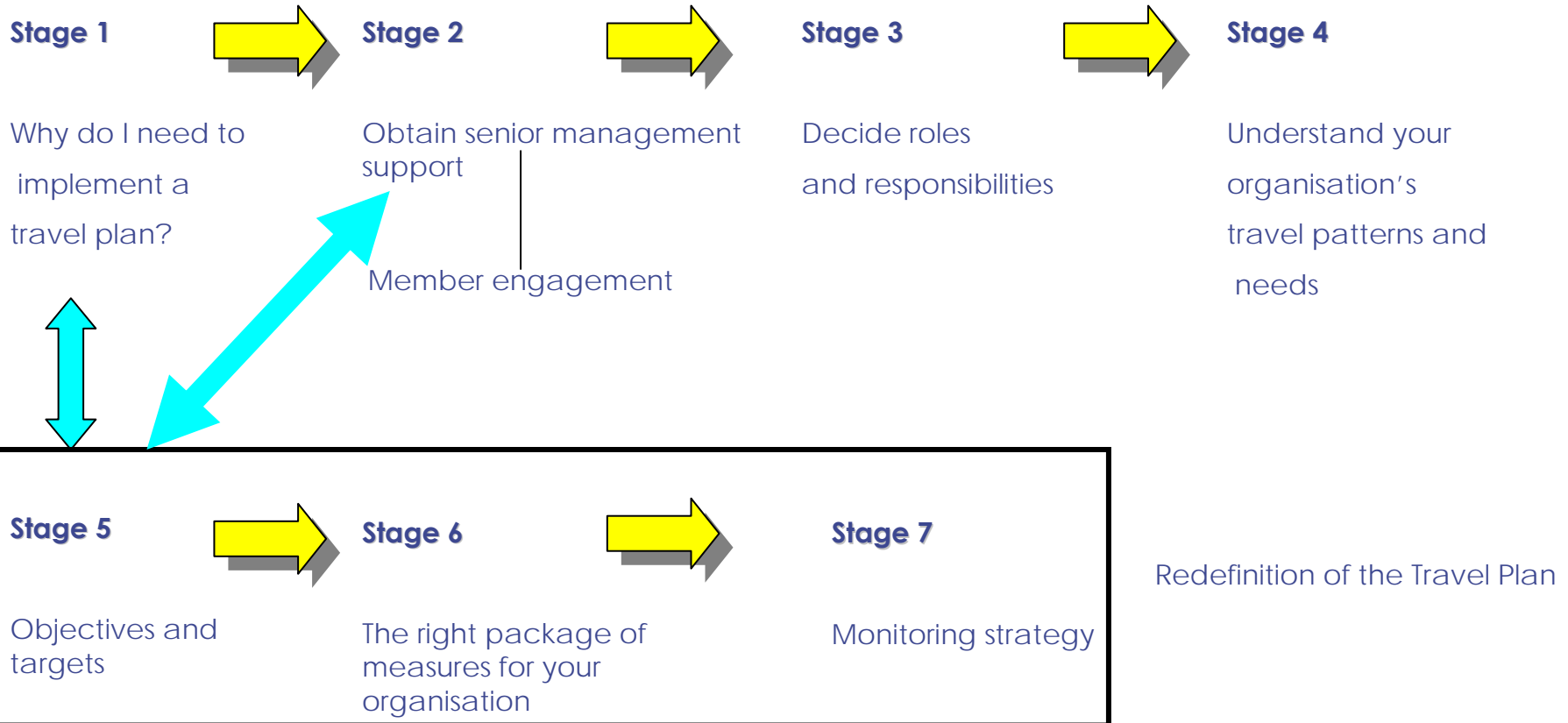


What are the Benefits to an Organisation in having a Travel Plan?

Benefits are different for each organisation and site location

- Operational efficiency and costs
- Environmental image
- Public/community relations
- Client relations
- Staff issues- health, retention etc
- Senior level support is vital

The Key Stages in Developing a Travel Plan

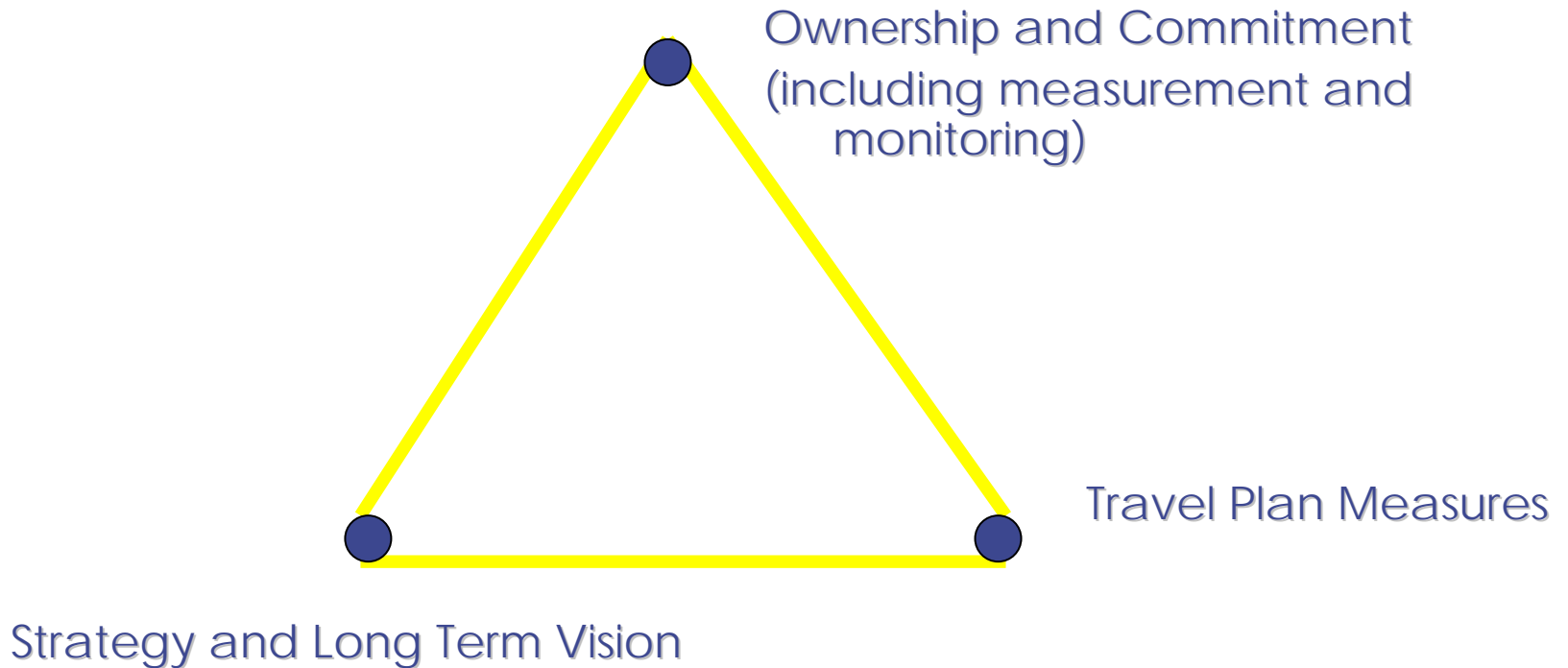


Underpinned by effective marketing and awareness strategies

Our experience – Making travel plans successful



The Travel Plan Triangle

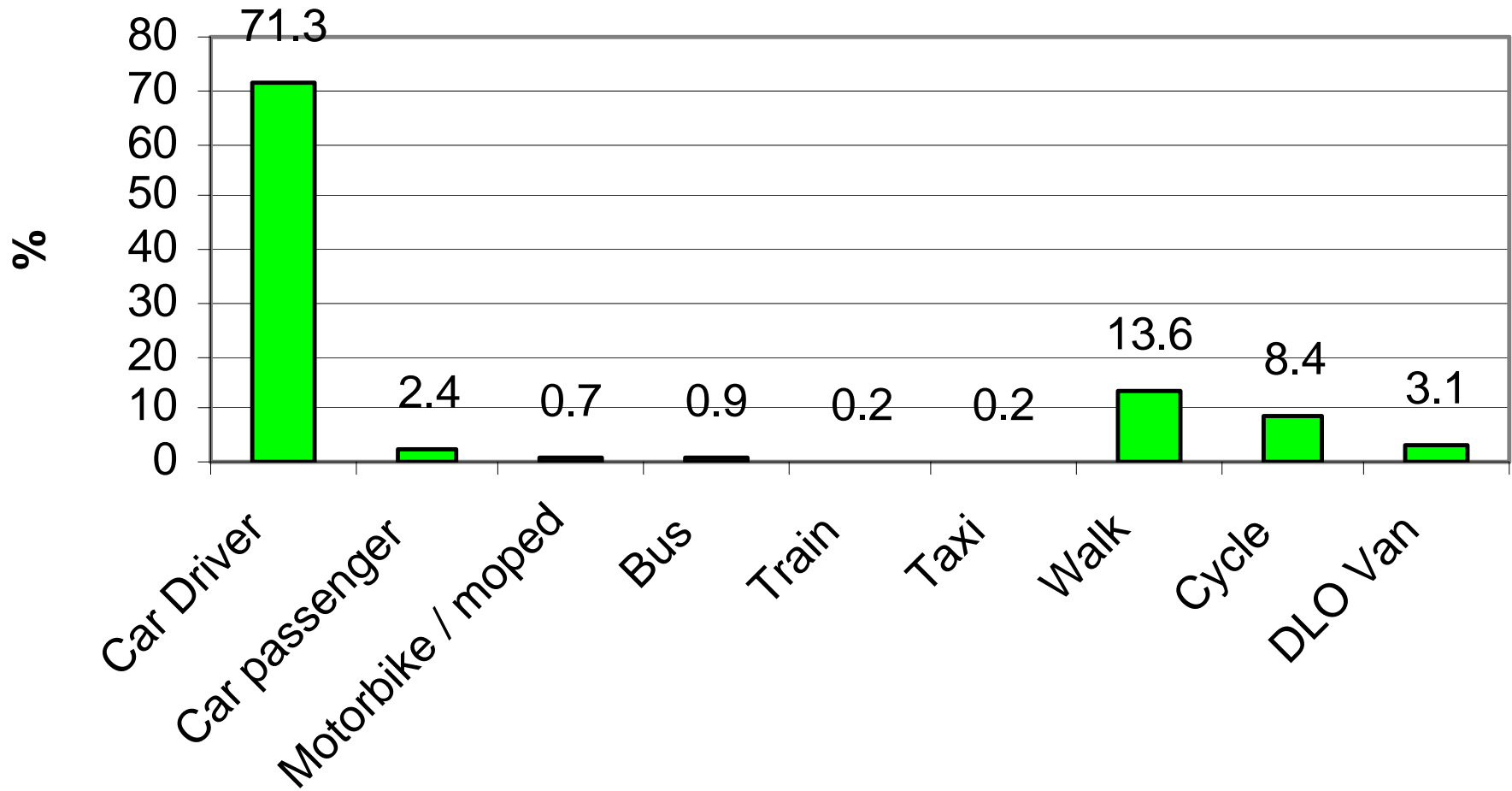


Taunton Deane BC Travel Plan – Upgrade

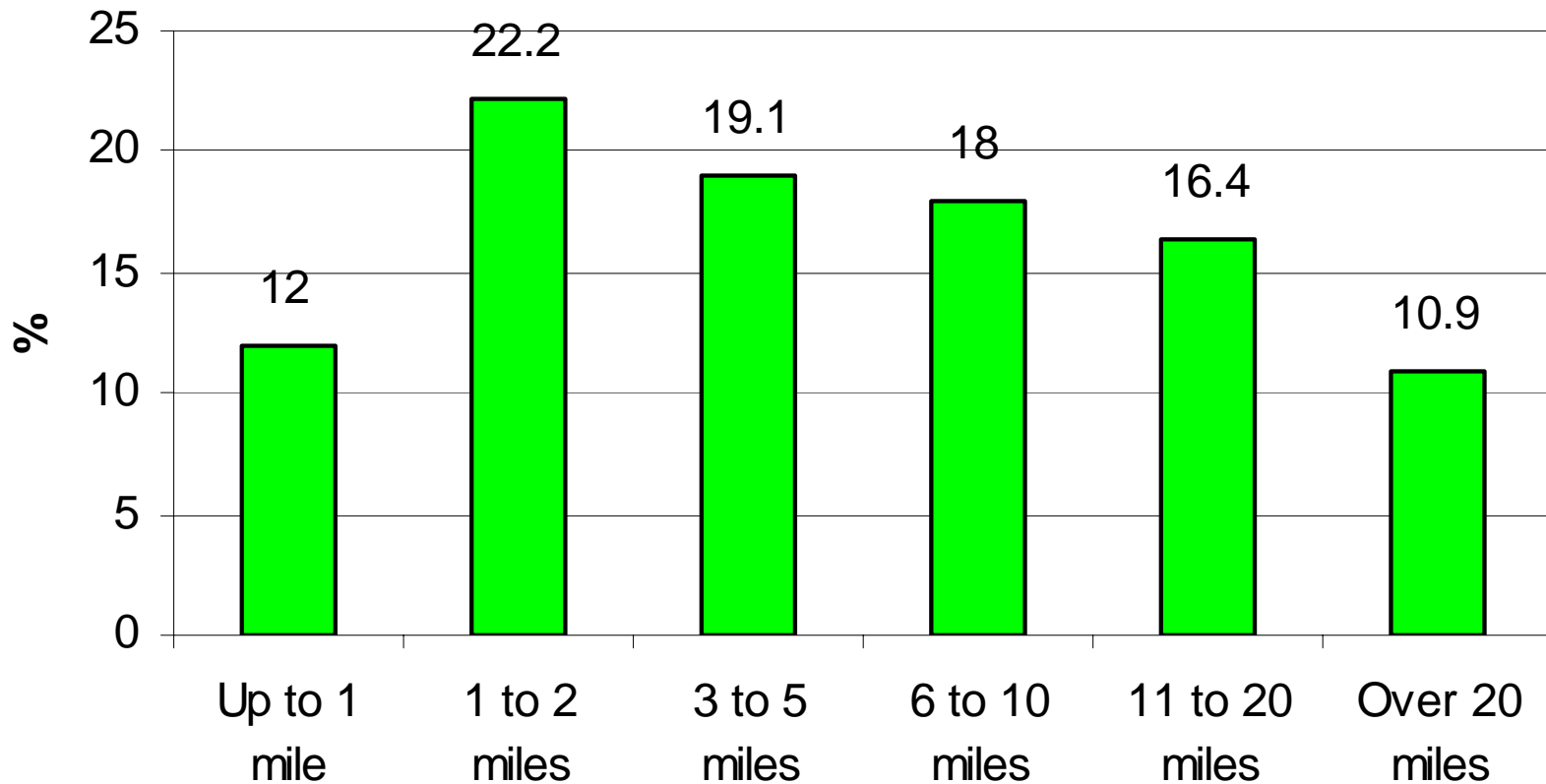


- Taunton Deane produced a Travel Plan in 2001
- 'Bare bones', no detail on how to tackle single occupancy car use
- Not been integrated into Taunton Deane BC practice/culture, become 'stagnated'
- Upgrade required
- Lead by example

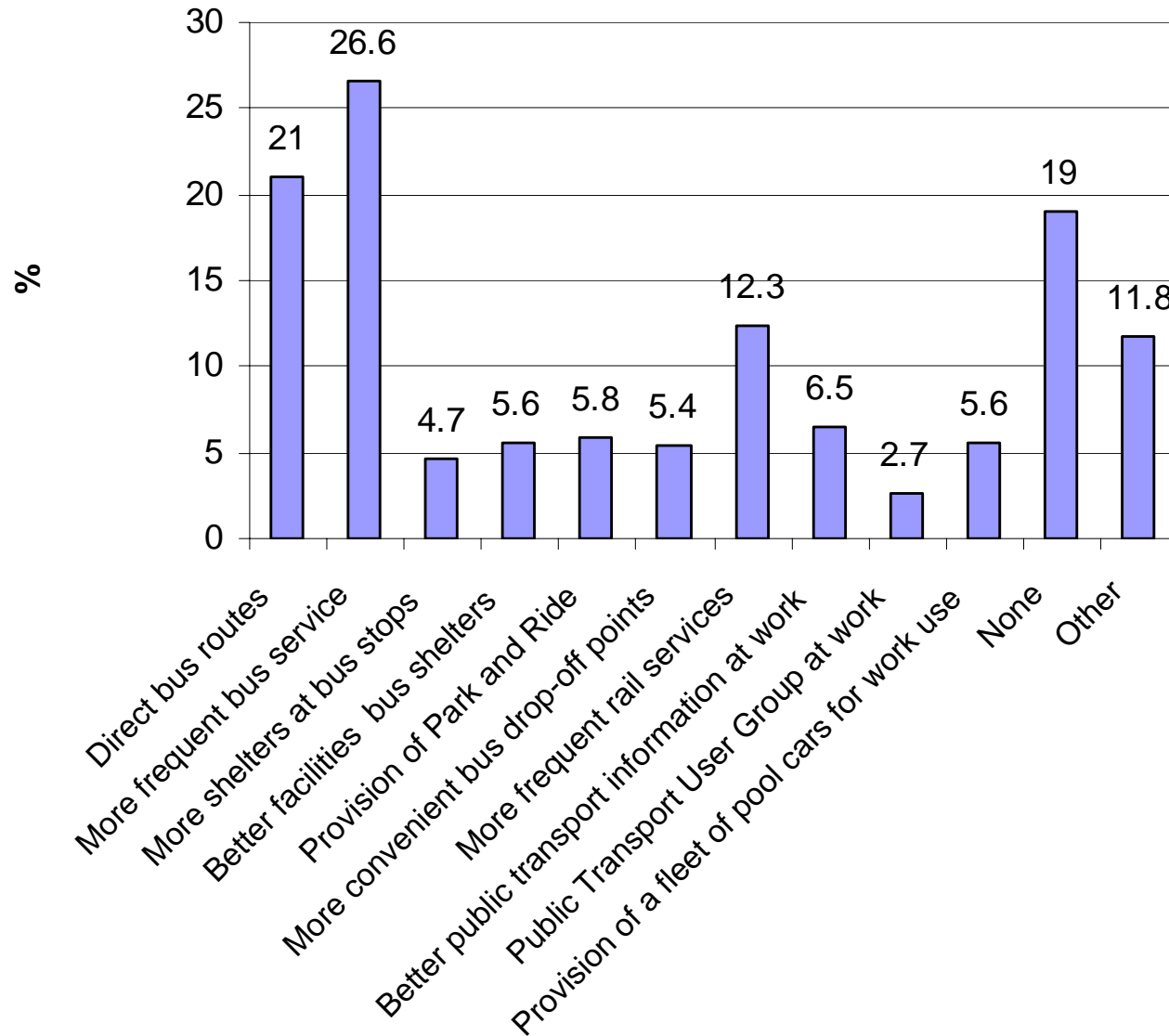
Results of Staff Travel Survey - 2005



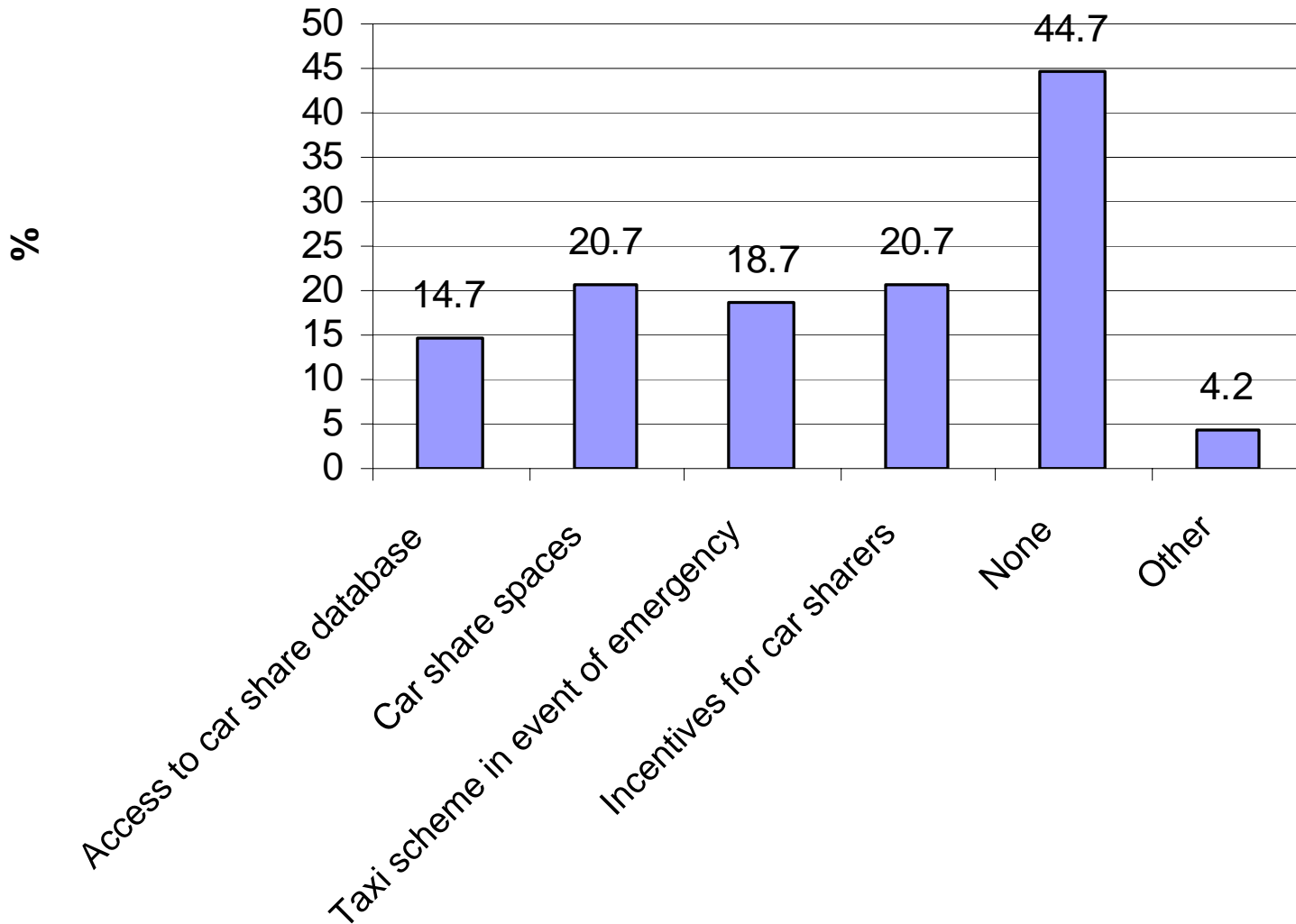
How far do you travel from your home to work?



What would encourage you to use public transport?



What would encourage you to car share?

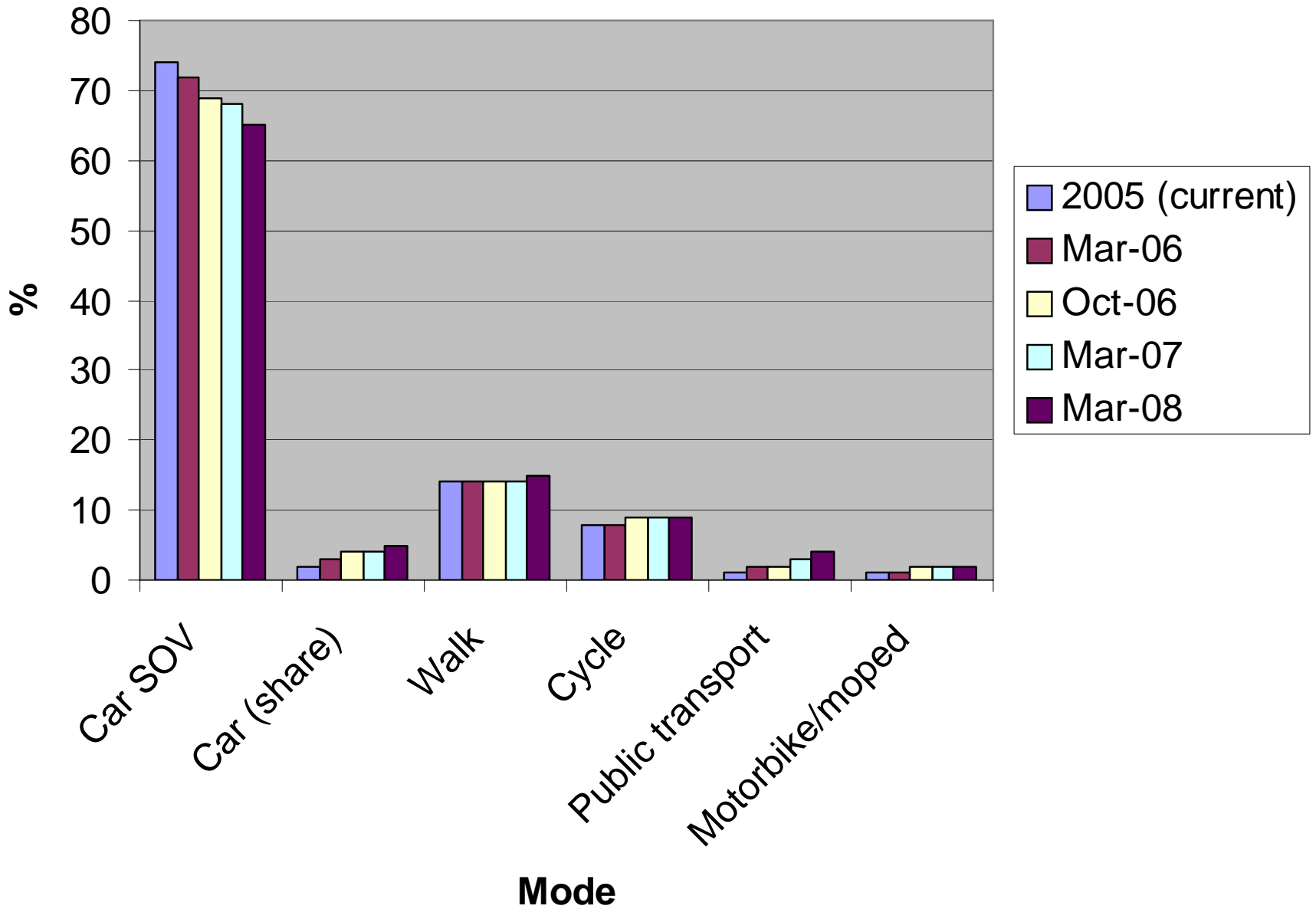


Modal Split targets



Mode of travel to work	Current 2005	Feb/March 2006 snapshot survey	October 2006 Full survey	March 2007 Full survey	March 2008 Full survey
Car (SOV)	74%*	72%	69%	68%	65%
Car (share)	2%	3% voluntary shift	4%	4%	5%
Walk	14%	14%	14%	14%	15%
Cycle	8%	8%	9%	9%	9%
Public Transport	1%	2% (P&R opened Nov 2005)	2%	3%	4%
Motorbike/moped	1%	1%	2%	2%	2%
Total	100%	100%	100%	100%	100%

Predicted modal split targets





Action Plan

- A range of measures has been identified for the first year of the Travel Plan on the basis of the Staff Travel Survey and the modal split targets.
- These are broken down in to **Walking, Cycling, Public Transport, Car Users and Home Working.**

Walking Strategy



This includes:

- provision of personal alarms
- staff discounts at sports shoe specialists
- development of 'safer routes' walking map
- provision of storage/drying area for wet weather clothing



Cycling Strategy

This includes:

- purchasing 2 further pool bikes
- introduction of a bike loan scheme
- increased cycle parking on site
- further female shower provision
- discounts at local bike shops
- development of a 'safer routes' cycle map
- introducing a cycle training programme



Public Transport Strategy

This includes:

- providing information on public transport services
- route journey planner service
- possible discounts on bus passes and rail tickets



Car users strategy

This includes:

- provision/promotion of car sharing through dedicated car share parking spaces
- launch of a car share database
- emergency taxi scheme for car sharers so that no one is left without a lift in case of an emergency.

Home Working Strategy



- Where appropriate home working will be promoted (subject to line managers approval)



Longer Term Strategy 2006 -2008

A range of initiatives have been identified for implementation after the first year:

- potential conversion of Council vehicles to more sustainable fuels
- investigation of pool cars for work use
- introducing the Travel Plan to new starters
- setting up a forum for business/organisations to come together to promote and implement best practice over a wider area

The Way Forward?



- Facilitated discussion with members



Taunton Deane Borough Council Travel Plan – Summary of the Plan

Introduction

Taunton Deane Borough Council (TDBC) produced a Travel Plan in 2001, however this has become outdated and needs upgrading. A revised Travel Plan has been produced with the main aim of encouraging changes in travel behaviour for staff to achieve a shift towards an increased use of more sustainable modes of transport, and less reliance on single occupancy car use. A Staff Travel survey was sent to all staff in May 2005 and thanks to everyone who responded. The results have helped shape the Travel Plan and set priorities for immediate and future action.

This leaflet sets out a summary of Taunton Deane’s Travel Plan together with a number of recommended actions that will help us achieve the aims of the Travel Plan.

What is a Travel Plan?

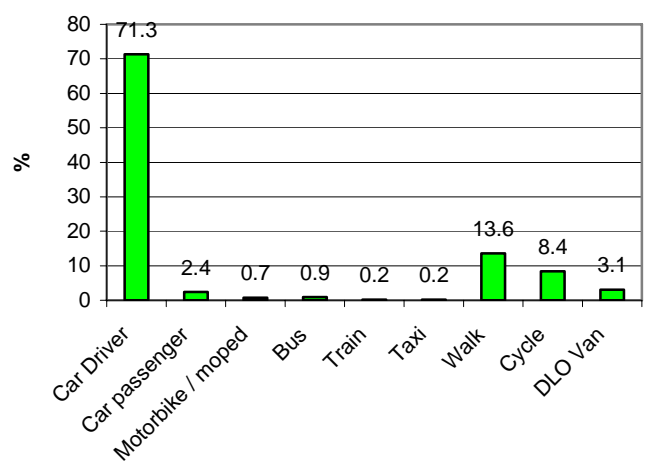
A Travel Plan is a long term travel management strategy for an organisation or site, built on an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on reducing reliance on single occupancy car journeys.

The key motivator for developing a Travel Plan is the continuing forecast of growth in traffic and congestion in Taunton and its effect on the quality of life for residents including an increase in air pollution.

A Travel Plan, through increasing travel choices, can have a number of benefits to an individual such as reducing travel costs, and helping to improve personal fitness.

Staff travel to work survey

One of the key findings was how staff travel to work and this is shown in the graph.



Nearly three quarters of staff travel to work by car, over 71% drive alone. The survey did highlight that there was a willingness to consider alternative ways of travelling to work. A quarter of staff, (25%) would consider car sharing, 18% would consider travelling by bus, 24% by bicycle and 22% by walking if there were incentives to do so.

We hope to put in place real alternatives to reduce the number of staff travelling to work by car and have set the following targets:

Mode of travel to work	Current 2005	2008
Car (SOV)	74%*	65%
Car (share)	2%	5%
Walk	14%	15%
Cycle	8%	9%
Public Transport	1%	4%
Motorbike/moped	1%	2%
Total	100%	100%

* Includes DLO vans

Measures

A range of measures has been identified for the first year of the Travel Plan on the basis of the Staff Travel Survey and the targets above. These are broken down in to **Walking, Cycling, Public Transport, Car Users and Home Working.**

Walking Strategy

This includes; provision of personal alarms, possible staff discounts at sports shoe specialists, provision of storage/drying area for wet weather clothing

Cycling Strategy

This includes; purchasing 2 further pool bikes, introduction of a bike loan scheme, increased cycle parking on site, further female shower provision, discounts at local shops, introducing a cycle training programme.



Public Transport Strategy

This includes; providing information on public transport services, route journey planner service, possible discounts on bus passes and rail tickets.



Car Users Strategy

This includes; provision/promotion of car sharing through dedicated car share parking spaces, launch of a car share database, emergency taxi scheme for car sharers so that no one is left without a lift in case of an emergency.



EST Travel Plan Advice Scheme
Taunton Deane Borough Council Travel Plan

Home Working Strategy – Where appropriate home working will be promoted (subject to line managers approval)

Longer Term Strategy 2006-08

A range of initiatives has been identified for consideration after the first year and these include, potential conversion of all Council vehicles to more sustainable fuels, and investigation of pool cars for work use.

For further information on the Travel Plan contact **Mark Leeman, Tel 01823 356592**



Foxley Tagg Planning Ltd.

Page



ENERGY SAVING TRUST TRAVEL PLAN ADVICE SCHEME

TRAVEL PLAN

For
Taunton Deane Borough
Council

Prepared by:

Foxley Tagg Planning
6 St. James Square
Cheltenham
Gloucestershire
GL50 3PR

On Behalf of:

Taunton Deane Borough
Council

December 2005

Travel Plan

Site Specific Advice For

Taunton Deane Borough Council

Address

The Deane House,
Belvedere Road,
Taunton,
Somerset
TA1 1HE

Primary Contact

Mark Leeman

Telephone

01823 356592

Fax

01823 356444

Email

m.leeman@tauntondeane.gov.uk

Prepared on behalf of TransportEnergy BestPractice by
Jon Harris, SSA Advisor

Address

Foxley Tagg Planning
6 St. James Square
Cheltenham
Gloucestershire
GL50 3PR

Telephone

01242 222107

Fax

01242 222112

Email

mail@ftplanning.co.uk

Report Date

2 December 2005

Version

FINAL

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<i>Quality Control Checks</i>	<i>Signature</i>	<i>Date</i>
Quality Check 1	Jon Harris	
Quality Check 2	Brendan Quinn	

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1.0 Introduction

1.1 Introduction

The aim of this document is to review and upgrade the Travel Plan Document produced by TDBC in 2001 and seeks to help improve travel options for its staff. The Travel Plan includes a strategy to achieve potential targets, a timescale to monitor the plan and also measures to publicise and market the plan.

The Travel Plan has been written as a “living manual” and is aimed at encouraging changes in travel behaviour for staff to achieve a shift towards an increased use of more sustainable modes of transport, and less reliance on single occupancy car use. This can be achieved through making alternative modes of travel easier and more attractive to use and making staff aware of the environmental and health issues associated with more sustainable modes of transport. The Travel Plan builds on the initial Travel Plan by TDBC, formulating a strategy for the Council to work through over the next three years to 2008.

The Travel Plan is designed to be flexible and is capable of easy alteration as priorities change within the Council. While the Travel Plan will specifically focus on a strategy for the Deane House and Flook House sites, this document is intended for use as a template for all TDBC sites.

Advice was sought from Foxley Tagg Ltd under the Energy Saving Trust Site Specific Advice Scheme (SSA). The Pre-Visit Questionnaire (SSA application form) was submitted during April 2005 with the request for 5-days advice. Confirmation from the Energy Saving Trust that Foxley Tagg Planning Ltd could provide TDBC with Travel Plan Advice was granted in June 2005. This was then extended to a total of 7 days’ advice time in view of the detailed support required and the Council’s commitment to the production of a very high standard travel plan which will be an exemplar of best practice, both to other organisations and developers within the Borough, but also across Somerset.

A copy of the Pre-Visit Questionnaire is attached in **Appendix 1**; this provides basic information on TDBC such as number of staff, identifies current transport/travel issues that TDBC faces and outlines what TDBC aims to gain from the Travel Plan advice. The advice culminated in the presentation of the Travel Plan to the Review Board on the 1st December 2005.

1.2 Why develop and implement a Travel Plan

There is no statutory requirement to produce a travel plan (unless part of a planning requirement), but a number of national and local policies to reduce reliance on the private car and promote more sustainable modes of transport are implicitly linked to the take up of Travel Plans.

On a national level, the adoption of travel plans in the UK is an important element of the Government's integrated transport strategy outlined in the 1998 Transport White Paper, 'A New Deal for Transport: Better for Everyone' and the more recent PPG 13 for Transport.

On a local level, Regional Planning Guidance for the South West (RPG 10) highlights the need to reduce the impact of transport on the environment through encouraging travel by more sustainable modes of transport. The 'Taunton Vision' strategy is looking to deliver major housing, employment and retail, cultural attractions and waterfront developments by 2021. Travel Plans will form an integral part of the strategy to help reduce the pressure on the transport network as this regeneration programme is implemented.

For these policies to achieve their aims and be taken up by businesses and organisations in the wider community, it is essential that TDBC be seen as leading by example by having a sustainable and robust Travel Plan in place.

Often, a significant driver to develop and implement a Travel Plan is the need to address parking problems. This is usually because either the space or funds for increasing capacity are unavailable and or that a travel plan is considered a much more cost-effective solution to the parking problem.

The Travel Plan, through promoting measures such as walking and cycling, can help to improve the health of TDBC employees. The Travel Plan can also reduce the cost of commuting if employees travel by other modes than the car to work. This Travel Plan does however, recognise that because of the rural nature of the areas that some staff will be travelling to and from work, the car is the only real alternative. This is where car sharing can form an important element of a Travel Plan, and can also be another way to save money when travelling to work. The car share database somensetcarsharescheme.co.uk has been set up by Somerset County Council and provides an excellent forum to arrange car sharing.

For any guidance or queries on the contents of this Travel Plan, please contact:

Mark Leeman
Senior Planning Officer
Taunton Deane Borough Council
Forward Plan Unit
The Deane House
Belvedere Road
Taunton
Somerset TA1 1HE

Tel: 01823 356592
Fax: 01823 356444
m.leeman@tauntondeane.gov.uk

Craig Lamberton
Travel Plan Co-ordinator
Somerset County Council
Strategic Planning Service
Environment Directorate
County Hall
Taunton
Somerset
TA1 4DY

Tel: 01823 355598
Fax: 01823 356179
clamberton@somerset.gov.uk

Jon Harris (SSA Advisor)
Foxley Tagg Planning Ltd.
6 St James Square
Cheltenham
Gloucestershire
GL50 3PR

Tel: 01242 222107
Fax: 01242 222112
Email: mail@ftplanning.co.uk

2.0 Background

2.1 Taunton Deane Borough Council sites

Taunton Deane Borough Council (TDBC) has six sites with varying functions of which five are in Taunton and the sixth in Wellington. The two main administrative sites are Deane House and Flook House, which are adjoining sites within central Taunton. The Council also owns Taunton Crematorium, Priory Depot, Kilkenny Court and Wellington Community Centre. Other key sites, such as leisure centres/swimming pools, are run by an independent company on behalf of the Council.

2.2 Deane House/Flook House site

For the purposes of this Travel Plan, a map of Deane House and Flook House and the immediate surrounding area is shown in **Figure 1** overleaf and **Figure 2** details a site context map. The Ordnance survey-based analysis of the site is included at **Appendix 5, 6 and 7**.

Figure 1 – Location of Deane House/Flook House

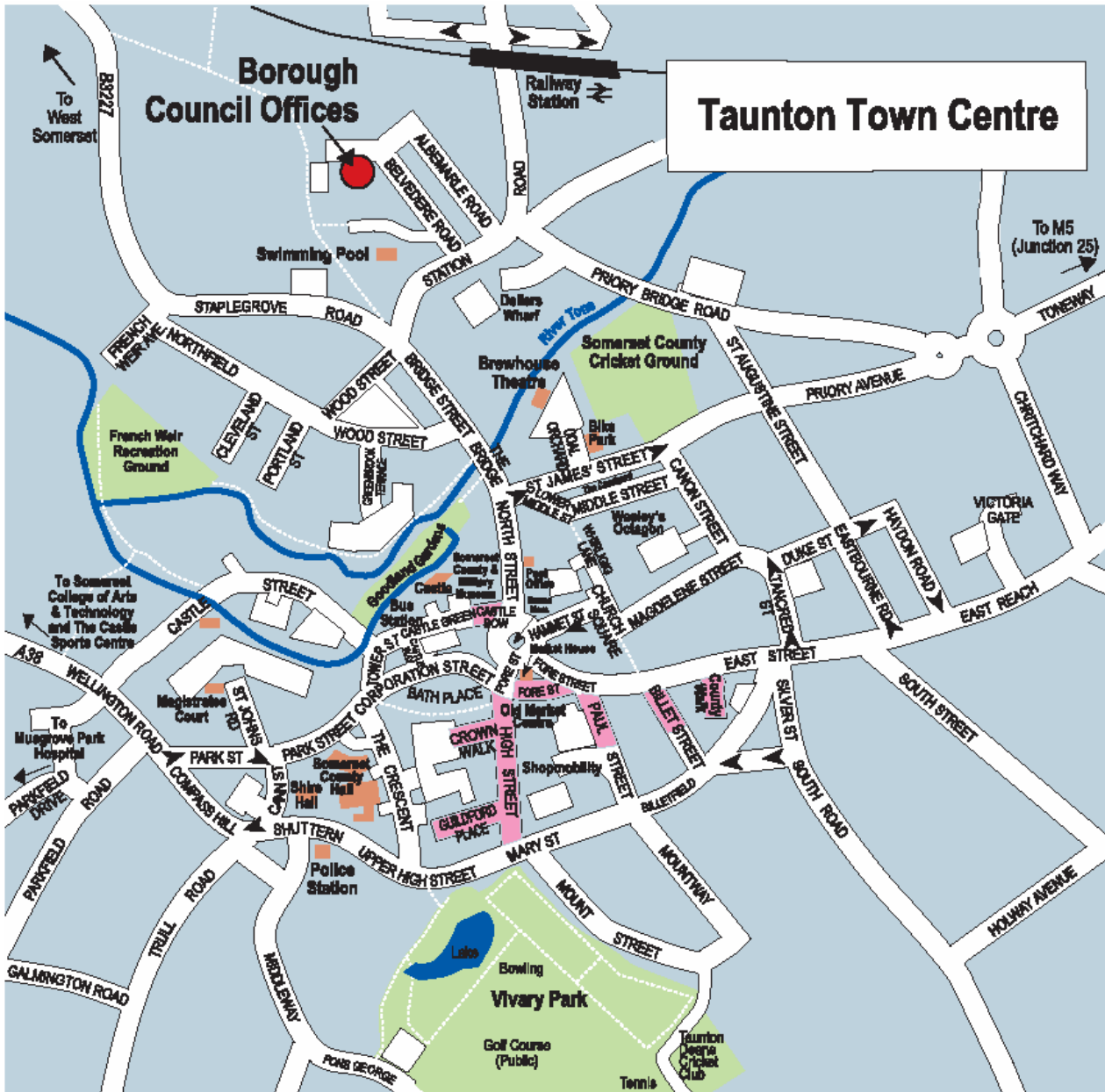
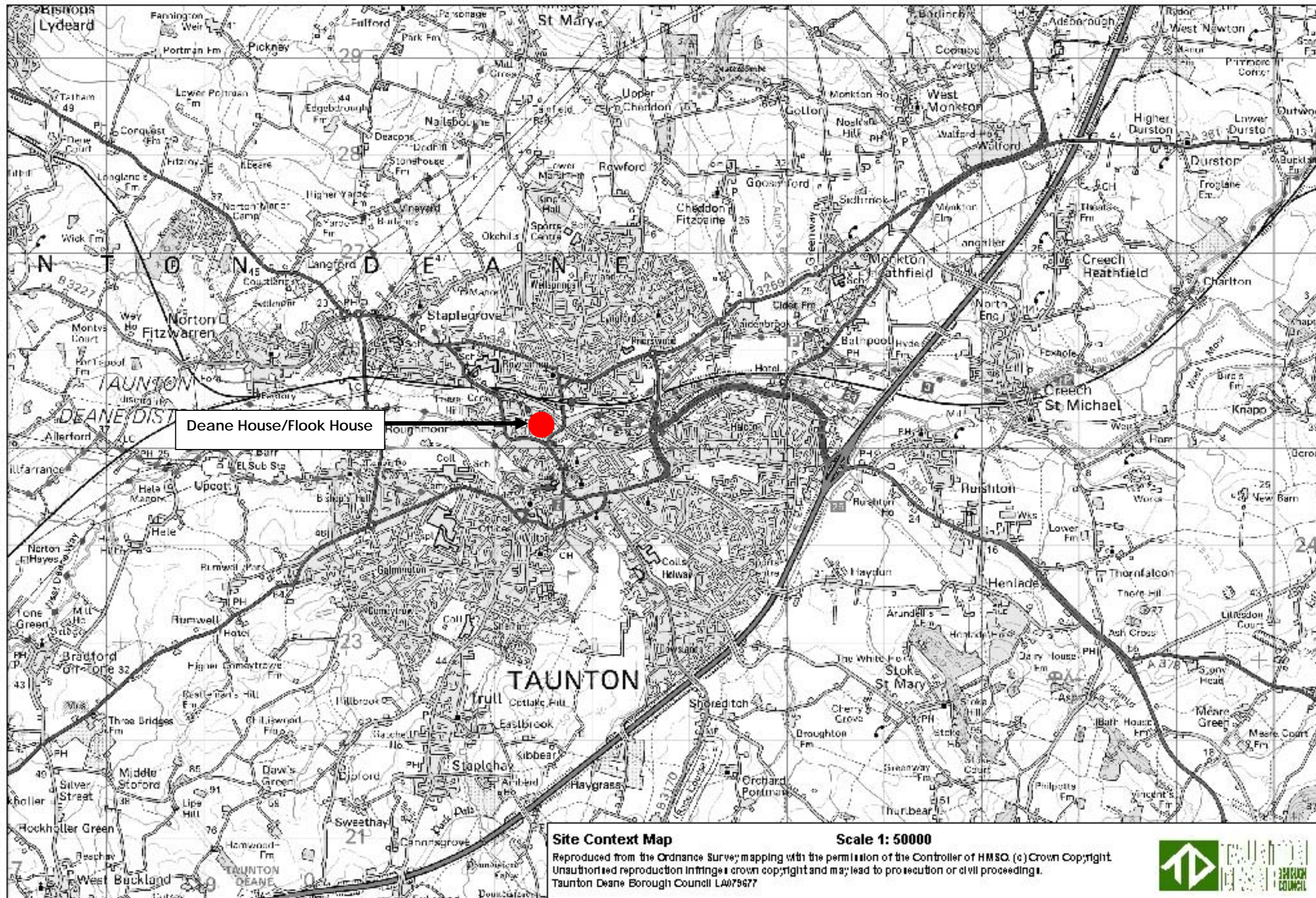


Figure 2 - Site context map



The Deane House/Flook House site is located in Taunton town centre on Belvedere Road. To the south, Belvedere Road meets the A3038 that joins with the A3027 and runs to the A38, which connects to the M5 motorway (Junction 25) and the A358. For traffic travelling from the north, Belvedere Road meets the A3038, which leads to the A358.

Approximately 500m to the north of Belvedere Road is Taunton train station. The main local areas served by this are Bridgwater and Highbridge to the north and Tiverton and Exeter to the south.

The immediate vicinity of Deane House and Flook House is predominantly retail based, due to its city centre location.

In total 380 people work in Deane House of which 292 are full time and 88 are part time. Flook House caters for only 24 members of staff, of which 21 are full time.

2.2 Status of Travel Plan activities to date

A Travel Plan was produced in 2001 by TDBC and is provided at **Appendix 2**. Part of this Travel Plan saw the development of a Travel Plan Group to help focus and guide the Travel Plan. The development of this group faltered soon after but reformed in its present form in November 2004, initially to ensure the launch of the Somerset Car Share Scheme and to ensure that the introduction of charges for staff parking was co-ordinated. However, from this meeting it was realised that a more *comprehensive* Travel Plan was required for TDBC to widen the travel options available to staff and visitors and for it to be seen as a “community leader” to encourage local businesses to follow suit.

The Travel Plan Group is made up of a number of different representatives from the different departments in the Council. This will help to provide a rounded approach to the Travel Plan so that input into it is wide ranging, providing a sense of ownership across the Council. See **Appendix 3** for a list of the Travel Plan Group members. By engaging key staff (including those at strategic level) will ensure the continued ownership and development of the Travel Plan.

2.2.1 Staff travel survey

A staff survey was carried out by TDBC in April 2005, incorporating staff from all six sites. The questionnaire was sent to staff through e-mail. Detailed analysis of this was produced by TDBC with assistance from Craig Lamberton, the Travel Plan Officer from Somerset County Council. The survey results are detailed in **Appendix 4**. This survey provides the baseline for which the next survey results can be compared against, to assess changes in travel behaviour after the implementation of measures.

Therefore, a staff travel work survey will need to be carried out on an annual basis for monitoring purposes and also to help prioritise measures for the following project year.

The staff travel survey has proved invaluable in assessing the suppressed level of demand for future travel plan measures, but also in recording the very real barriers to accessibility that staff encounter. For the travel plan to be successful there has to be a direct correlation between the quantitative justification for setting up a scheme (e.g. car sharing) and the qualitative issues that rely heavily on the exercising of personal choice.

Appendix 4 also contains key information about the obstacles and barriers to travel plan measures, as well as giving a guide on whether there is sufficient critical mass for certain projects to be viable in the longer term. For purposes of convenience, we have assumed that the distribution of staff and travel mode is constant across the whole workforce, and that Flook/Deane Houses also reflect this pattern.

Of particular value to the travel plan is the analysis of journey mode by distance travelled. These results are shown in **Appendix 4** but also discussed in more detail in Sections 4.4 and 4.5. These statistics are helpful when considering the raft of measures put forward in the Action Plan (Section 4.0) and which of these are likely to generate the most support. It will also indicate the level of “stick” that the Council will need to adopt in moving staff towards a more permanent change in travel behaviour. Clearly without this form of intervention, it can be expected that the level of translation from “stated preference” to action is likely to be limited.

Headline Figures

The majority of respondents were from the Deane House/Flook House site (69.3% Deane House and 3.8% Flook House). The travel survey highlighted that nearly three quarters of employees (71.6%) drive to work, with 2.4% travelling as a passenger in a car. The rest of the modal split is as follows, walk 13.6%, cycle 8.4%, DLO Van 3.1%, bus 0.9%, motorbike/moped 0.7%, train 0.2% and taxi 0.2%.

Further analysis revealed that 34% live within 2 miles of their workplace, 21% have journeys that involve getting children to or from school on a regular basis and that 67.5% that drive to work do so alone.

The survey also revealed the potential for staff to change their travel habits as the survey highlighted:

- 26% would be encouraged to use the bus or train if services were more frequent
- 20.7% of staff could be encouraged to car share if they were guaranteed reserved spaces for car shares
- 19.1% of staff could be encouraged to cycle to work if there were safer cycle routes to work

As part of the questionnaire, staff were asked their postcodes so that origin by workplace could be mapped by GIS. This is shown in **Appendix 4**.

2.2.2 Site audits

To assess vehicular access and the provision of existing services on and to a site such as public transport services, Mark Leeman of TDBC conducted an audit of the Deane House/Flook House site in August 2005 using guidance from Foxley Tagg Planning Ltd. A copy of the site assessment is shown in **Appendix 5**. Photographs of the site and access to it were taken by TDBC and are shown in **Appendix 6** along with a photo orientation map. **Appendix 6** and **7** also detail the issues to and on the site. The staff survey and the site audits will highlight what improvements are needed to encourage a modal shift away from single occupancy car use.

3.0 Aims of the Travel Plan

3.1 Introduction

The 2001 Travel Plan, as shown in **Appendix 2**, had a number of aims. While the production of this Travel Plan is a revision and upgrade of the 2001 Travel Plan, the more strategic aims of the Travel Plan have not changed, as the Travel Plan steering Group has supported these.

3.2 Aims

1) *To lead by example and encourage local businesses to follow suit*

This will be achieved by:

- ◆ Adopting an up to date, robust Travel Plan for Deane House/Flook House.
- ◆ Raising awareness and encourage positive attitudes within the business community.

2) *To widen the travel options available to staff, members and visitors*

This will be achieved by:

- ◆ Promoting and supporting a wide range of initiatives that encourage the use of alternatives to single occupancy car use.

3) *To increase the use of alternative modes of transport, such as cycling and bus*

This will be achieved by:

- ◆ Raising awareness through promotional material and up to date information.
- Negotiate discounts on bus travel and walking and cycling equipment.

4) *To encourage less reliance on the car, wherever practicable, particularly for drive-alone journeys*

This will be achieved by:

- ◆ Providing for and promoting car sharing.

5) *To reduce air pollution caused by motor vehicle use*

This will be achieved by:

- ◆ Promoting and supporting alternatives modes of travel.
 - ◆ Investigating the potential conversion of Council vehicles to more sustainable fuel types.
- 6) *To provide opportunities for reducing the need to travel to work and for work*
- This will be achieved by:
- ◆ Facilitating Home working.
- 7) *To improve the health of our employees, through increased walking and cycling*
- This will be achieved by:
- ◆ Raising awareness through promotional material and maps that detail walking and cycling routes.
 - ◆ Providing high quality changing facilities
 - ◆ Increased cycle parking.
 - ◆ Introduction of a tax break loan scheme for staff to purchase bikes.
- 8) *To reduce congestion around our sites especially at peak periods, thus improving road safety for cyclists and pedestrians*
- This will be achieved by:
- ◆ Promoting and providing alternatives to single occupancy car use to staff through the Travel Plan.
 - ◆ Encouraging other businesses in Taunton to follow suit and implement their own Travel Plans.
- 9) *To improve the health of Taunton Deane residents by achieving better air quality*
- This will be achieved by:
- ◆ Reducing car use through Travel Plan initiatives.
 - ◆ Investigating the potential conversion of Council vehicles to more sustainable fuel types.
 - ◆ Encouraging other businesses in Taunton to follow suit and implement their own Travel Plans.

10) To improve our environmental image and help us to achieve the Eco Management and Audit scheme

This will be achieved by:

- ◆ The implementation of a Travel Plan, supported by Senior Management.

New Aims

11) To be a "best practice" authority in Travel Planning

This will be achieved by:

- ◆ Providing real commitment and support at Senior levels to the Travel Plan and the initiatives contained within it.
- ◆ To ensure the Travel Plan document is of the highest possible standard before release.
- ◆ To ensure that all staff fully understand the reasons and benefits behind the Travel Plan exercise, fully in line with "Investors in People" aims and objectives.

12) To be a catalyst for promoting a proactive Taunton Travel Forum through "leading by example"

This will be achieved by:

- ◆ Working with Somerset County Council to develop a Travel Plan Network for businesses/organisations in Taunton to exchange ideas/best practice. This forum will provide a 'voice' for businesses/organisations in the area.

13) To carefully monitor and manage the travel plan

This will be achieved by:

- ◆ Ensuring a robust and easy-to-understand monitoring system is in place.
- ◆ Using the Travel Plan Steering Group as an ongoing source for enhancement and improvement of the Travel Plan and its portfolio of measures.
- ◆ Providing an "open door" policy for individual staff to suggest improvements to the Travel Plan.

- ◆ Ensuring that the Council is accountable to its targets and commitment and that through officer and Member engagement, provide a best practice model that is constantly under review and enhancement.
- ◆ Ensuring that the detailed annual action plans properly reflect the results of the annual staff surveys and that they match the specific travel needs of the authority's staff.

4.0 Travel Plan Strategy

4.1 Introduction

From the consultations with the Travel Plan Group, analysis of the Pre-Visit Questionnaire, the staff survey and site audits, a comprehensive list of measures has been identified for implementation at the Deane House/Flook House site. The Travel Plan Strategy is broken down into:

- Measures that can be delivered in 2005/06 (year 1) that are 'quick wins' which are low cost and are likely to have the greatest impact; and
- Measures for the following two years (years 2 and 3) that will require a longer implementation period/greater resource to 2007/08.

This information is presented in tabular form and also by themed Action plans (refer Section 4.2 below)

4.2 2005-2006 strategy – “low cost-high impact” measures

The ultimate aim for any Travel Plan should be to influence long-term changes in travel behaviour by creating a culture within the organisation that promotes and values sustainable transport initiatives. As previously stated, this is a “living manual” and should therefore be used to guide and focus the long-term changes in travel behaviour. However, to achieve change over a period of time, there must first be in place measures that can be implemented within the first year of the Travel Plan that have an immediate impact.

There is already in place a good senior management structure to support the development of the Travel Plan through the set up of the Travel Plan Group. The Travel Plan Group will be responsible for monitoring the implementation of the Travel Plan.

The measures detailed from page 22 are for implementation in the first year of the Travel Plan and should be reviewed in a years time as set out in **Table 1 of Section 5** which details the monitoring and review of the Travel Plan. The measures have been broken down in to five main sections, which are, walking, cycling, public transport, car users and home working. Each section contains measures that are designed to be used like a manual and can be 'pulled out' to guide the Travel Plan Co-ordinator in implementing the Travel Plan. It will be the responsibility of the TPC to ensure that the “Progress” box is kept full up to date within the document, and within any “public” version that could be viewed through the Council's intranet or shared folders system.

Each measure has been carefully thought through, and is coded so that each action plan can be easily sourced, and will aid cross-referencing between initiatives. For example “YR1 WK M1” refers to **Year 1 Walking Measure 1**. Within each action sheet there is also a standard approach to presentation of the key information, following the pointers listed below:

- ◆ **THEME** e.g. walking, cycling etc
- ◆ **UNIQUE REFERENCE** e.g. YR1 WK M1 – Year 1 Walking Measure 1
- ◆ **DESCRIPTION OF MEASURE** e.g. Provision of personal alarms
- ◆ **TYPE OF INTERVENTION** i.e. “Hard” (physical) or “Soft” (promotional)
- ◆ **RESOURCES NEEDED** e.g. staff time, purchase cost etc
- ◆ **TIMESCALE FOR IMPLEMENTATION** e.g. target period or end date
- ◆ **HOW PROGRESS IS MEASURED** e.g. numeric take-up, personal satisfaction etc
- ◆ **RESPONSIBILITY** e.g. who is involved at TDBC
- ◆ **BUDGET/RESPONSIBILITY** e.g. funding method
- ◆ **SOURCE OF INITIATION** e.g. Corporate Management Team, Travel Plan Steering Group
- ◆ **HOW TO ACTION** i.e. key jobs to be done
- ◆ **DEPENDENCY ON OTHER INITIATIVES** i.e. other measures that are essential or which would complement this specific measure
- ◆ **EFFECTIVENESS RATING** i.e. Score of out 10 “stars”; the first 8 stars reflect the value of the individual measure in cost-benefit terms, the last 2 stars are for “added value” if combined with other initiatives
- ◆ **PROGRESS “BOX”** for the TPC to complete

At the end of Section 4 there is an overall matrix outlining the key elements of the Action Plan with the “headline” information provided against each measure.

4.3 Longer term strategy 2006-2008

The measures contained within this strategy are shown on page 57. These will require greater resources and are potentially more contentious to implement. At this stage it would be premature to create bespoke action plans for each of the suggested measures, as much will dependent on progress with Year 1 “quick wins”.

However, these will need to be discussed by the Steering Group over the next 3 months, and detailed Action Plans drawn up for the selected initiatives by April 2006. The matrix at the end of Section 4 also lists out the “headline” information for the 2006/08 strategy measures.

This Travel Plan will form part of a wider Zonal Travel Plan for Taunton being developed by Somerset County Council, which will provide a forum for organisations in Taunton with Travel Plans to work together in reducing congestion in the Town as a whole rather than in isolated pockets.

2005-2006 Strategy

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Walking

THEME: WALKING

REF: YR 1 WK M1

Measure: **Promoting the availability of personal alarms for staff**

Type of Intervention: **Hard**

Resource: **Cost of alarms and staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Number of alarms supplied**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Partnership Funding between Taunton Deane Borough Council and the Police**

Source of Initiation: **The Corporate Management Team (June 2005).**

How to Action: **Internet/Notice board/newsletter**

Cost: **Neutral**

Dependency on other initiatives: **Links to provision of walking and cycling maps (YR1 WK M4 & YR1 CY M11) and walk buddy scheme (YR1 WK M6) for those both walking home and using public transport.**

	As individual measure	With others:	Total Score
Effectiveness Score	*****	**	9

Progress:

THEME: WALKING

REF: YR 1 WK M2

Measure: **Promotion of availability of umbrellas for staff to borrow**

Type of Intervention: **Soft**

Resource: **Cost of purchasing, staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Level of usage**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005).**

How to Action: **Develop a loaning system whereby users can be tracked, using a log sheet as per the sample below.**

Name	Contact details	Department	Date umbrella loaned	Date umbrella returned

Advertise through posters and intranet.

Cost: **Neutral**

Dependency on other initiatives: **Links to the provision of walking maps (YR1 WK M4) and the walk buddy scheme (YR1 WK M6). Also depends on clear explanation to staff that they can be used for personal (e.g. lunchbreak) as well as work-related trips (e.g. walk to station to catch train, walk to County Hall for a meeting)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	9

Progress:

THEME: WALKING

REF: YR 1 WK M3

Measure: **Staff discounts at sports shoe and outdoor specialists**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Number of discount cards supplied, awareness of the scheme**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005).**

How to Action: **Typical discount between 10% and 15%. Possible stores to contact are –**

JJB Sports 13-14 Old Market Centre, Taunton, TA1 3TP - 01823 350984

Allsports- 23 Old Market Centre, Taunton, TA1 3TP - 01823 335483

Tony Pryce Sports Ltd. - 7-8 East St, Taunton, TA1 3LQ - 01823 254460

Millets The Outdoor Store - 20 East St, Taunton, TA1 3LP Taunton, Tel - 01823 332782

Oswald Bailey - 8 Old Market Centre, Taunton, TA1 3TP Taunton - 01823 276662

Cost: **Neutral, especially if the suppliers produce their own publicity for distribution by TDBC.**

Dependency on other initiatives: **Links most strongly to health promotion actions (YR1 WK M7) but also related to provision of walking map (YR1 WK M4), wet weather drying facilities (YR1 WK M5) and walk buddy scheme (YR1 WK M7)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	6

Progress:

THEME: WALKING

REF: YR 1 WK M4

Measure: **Develop a 'Safer Routes' walking map**

Type of Intervention: **Soft**

Resource: **Staff time, print cost**

Timescale for Implementation: **Winter 2005/06**

How progress is measured: **Feedback from Staff Survey**

Responsibility: **Somerset County Council**

Budget/Responsibility: **Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005) and the site audit (Appendix 5). The site audit highlighted that particular areas of concern for pedestrians were, Station Road – narrow footways, The Station Road/Staplegrove Road/Wood Street Junction has no pedestrian phase, speed of motor vehicles past the Deane House site entrance, pedestrian and cycle access from the town centre is mainly through car parks (See photos 28, 29, 30, 31, 32 of Appendix 6), and pedestrian direction signing from the Train Station is poor.**

How to Action: **This is a map showing the safest routes to Deane House/Flook House. This should incorporate routes that are well lit and are direct. Routes to destinations such as the bus station should be highlighted. See Appendix 7 for pedestrian issues to the site and Appendix 6 for a map showing this issue on site. This will also link to the proposed Access and Mobility audit of Taunton Town Centre (March 06).**

Cost: **Through Somerset County Council**

Dependency on other initiatives: **Will work well as a stand-alone initiative, but will underpin all other walking projects and bring wider "community" benefit to the general public**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	10

Progress:



THEME: WALKING

REF: YR 1 WK M5

Measure: **Provision of storage/drying area for wet weather clothing**

Type of Intervention: **Hard – physical provision of the facility**

Resource: **Purchase of equipment, staff time**

Timescale for Implementation: **Summer 2006**

How progress is measured: **Feedback from Staff comment/survey**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **With Property Management**

Cost: **To be confirmed**

Dependency on other initiatives **Linked to provision of discounts on clothing/footwear (YR1 WK M3) and to the walking map (YR1 WK M4):**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	8

Progress:

THEME: WALKING

REF: YR 1 WK M6

Measure: **Develop a walking BUDDY scheme**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Number of people signed to the scheme**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

How to Action: **A simple system could be set up where people add their internal telephone number (at this stage names would not be encouraged for personal safety reasons) to a list with times they walk to and from work and areas where they live. People could then match their time and journey with others with similar journey characteristics including journeys to/from the railway/bus stations. This could be advertised through a list pinned on a notice board or via the intranet. This could also be linked in with somersecarsharescheme.co.uk**

Area where live (do not give exact address)	Likely time walking to/from work	Internal telephone number (please do not give name)

Cost: **Neutral**

Dependency on other initiatives: **Linked to public transport promotion (YR1 PT M1) personal alarms (YR1 WK M1) and walking map (YR1 WK M4)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:

THEME: WALKING

REF: YR 1 WK M7

Measure: **Promote walking as a healthier way of travel to work**

Type of Intervention: **Soft**

Resource: **Staff time, cost of leaflets**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Feedback from Staff Survey**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

How to Action: **Contact Taunton Primary Care Trust for leaflets**

Taunton PCT, Wellsprings Road, Taunton, Somerset, TA2 7PQ, T: 01823 333491, F: 01823 272710

Cost: **Neutral if use existing leaflets**

Dependency on other initiatives: **Linked to walking map (YR1 WK M4), provision of discount purchase scheme (YR1 WK M3), personal alarms (YR1 WK M1)**

Effectiveness Score	As individual measure	With others:	Total Score
	****	**	6

Progress:

Cycling

THEME: CYCLING

REF: YR 1 CY M1

Measure: **Purchase and promotion of 2 further staff pool bikes**

Type of Intervention: **Hard**

Resource: **Cost of purchasing, staff time**

Timescale for Implementation: **Winter 2005/06**

How progress is measured: **Staff survey and record of use**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Good way to reduce car journeys during work time. Recommend fold-away bikes so that they can be brought on to trains/buses. Joint project with SCC could share cost and therefore purchasing power. See www.bromptonbicycle.co.uk as an example of the bike specification.**

Cost: **To be confirmed**

Dependency on other initiatives: **Linked to production of cycling map (YR1 CY M11), health promotion (YR1 CY M10) and cycle training provision (YR1 CY M12).**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:



THEME: CYCLING

REF: YR 1 CY M2

Measure: **Introduction of leased bike scheme (salary sacrifice) to enable staff to lease bikes (ref BOOST and Halfords schemes)**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Spring 2006**

How progress is measured: **Number of loans initiated**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Contact www.boost.uk.com. This provides a background on tax break loan schemes and will advise on the exact requirements. The scheme works by Taunton Deane Borough Council purchasing or leases the bikes. The bike is loaned to the employee as a tax exempt benefit. The employee reimburses Taunton Deane Borough Council through deductions from their salary every month.**

Cost: **Neutral**

Dependency on other initiatives: **Linked to cycling map (YR1 CY M11) and health promotion (YR1 CY M10)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	8

Progress:



THEME: CYCLING

REF: YR 1 CY M3

Measure: **Provision of storage/drying area for wet weather clothing**

Type of Intervention: **Hard**

See Walking Strategy as this could be combined

Dependency on other initiatives: **Linked to walking strategy and should be presented as a joint initiative**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	8

Progress:



THEME: CYCLING

REF: YR 1 CY M4

Measure: **Increased cycle parking on-site**

Type of Intervention: **Hard**

Resource: **Purchase and installation of stands and/or shelters, staff time**

Timescale for Implementation: **Spring 2006**

How progress is measured: **Staff Survey**

Responsibility: **Travel Plan Co-ordinator**

Budget/Responsibility: **Travel Plan Group**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Being actioned**

Cost: **To be confirmed**

Dependency on other initiatives: **Linked to cycling map (YR1 CY M11), health promotion (YR1 CY M10), wet weather facilities (YR1 CY M3)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:

THEME: CYCLING

REF: YR 1 CY M5

Measure: **Increased cycle parking at Park and Ride site (to then catch bus)**

Type of Intervention: **Hard**

Resource: **Purchase and installation of stands, staff time**

Timescale for Implementation: **Nov 2005**

How progress is measured: **Staff Survey**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Somerset County Council**

How to Action: **Being actioned**

Cost: **Already in budget**

Dependency on other initiatives: **Promotion of public transport (YR1 PT M1), health promotion (YR1 CY M10) and cycling map (YR1 CY M11)**

Effectiveness Score	As individual measure	With others:	Total Score
	****	**	6

Progress:

THEME: CYCLING

REF: YR 1 CY M6

Measure: **Purchase of at least 2 further staff pool bikes for use at Park and Ride**

Type of Intervention: **Hard**

Resource: **Cost of purchasing, staff time**

Timescale for Implementation: **Spring 2006 ahead of car parking charges**

How progress is measured: **Staff survey and record of use**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Good way to reduce car-commuting where staff want the flexibility of using a bike from the P and R site and the health benefits from regular daily exercise. Joint project with SCC could share cost and therefore purchasing power. See www.bromptonbicycle.co.uk as an example of the bike specification.**

Cost: **To be confirmed**

Dependency on other initiatives: **Linked to production of cycling map (YR1 CY M11), health promotion (YR1 CY M10) and cycle training provision (YR1 CY M12). Also requires safe route from the Park and Ride site to Taunton town centre, including route mapping and infrastructure provision where needed.**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:

THEME: CYCLING

REF: YR 1 CY M7

Measure: **Further female shower provision**

Type of Intervention: **Hard**

Resource: **Cost of installing, staff time**

Timescale for Implementation: **Summer 2006**

How progress is measured: **Staff Survey**

Responsibility: **Travel Plan Group/Property Manager**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Pending funding. Quote contained within The Corporate Management Team Meeting minutes, June 2005 for conversion of the ground floor store. If funding confirmed, advertising the additional facilities from the start is key to getting staff to think about using the facility.**

Cost: **To be confirmed**

Dependency on other initiatives: **Provision of drying and storage facilities (YR1 CY M3), health promotion (YR1 CY M10) and cycling map (YR1 CY M11)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	9

Progress:



THEME: CYCLING

REF: YR 1 CY M8

Measure: **Staff discounts at local bike shops**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **User comments**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **This is normally easy to negotiate with a particular store or chain of stores. Discounts are usually offered at between 10 and 15%, sometimes a card is offered by the store stating the discount. Contact Craig Lamberton at Somerset County Council, Tel: 01823 355598 for their scheme or alternatively local bike shops to contact are listed below –**

- **Bicycle Chain** - Chip Lane Retail Park, Staple Grove Rd, Taunton. Tel 01823 252 499
- **Ian's Cycle Centre** - Roman Rd, Taunton. Tel 01823 365 917
- **Kings Cycles** - Station Road, Taunton. Tel 01823 352 272
- **Ralph Colman Cycles** - 79 Station Road, Taunton. Tel 01823 275 822

Cost: **Neutral**

Dependency on other initiatives: **Linked to cycling map (YR1 CY M11), health promotion (YR1 CY M10) and secure cycle parking (YR1 CY M4)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	10

Progress:

THEME: CYCLING

REF: YR 1 CY M9

Measure: **Develop a BUG (Bicycle User Group)**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **This is already being actioned**

How progress is measured: **Comments from BUG meetings**

Responsibility: **BUG Co-ordinator**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **The group has agreed to meet every two months in relation to Taunton Deane Travel Plan Group meetings. Contact Mark Leeman, Tel: 01823 356592 for details.**

Cost: **Neutral**

Dependency on other initiatives: **Provides a focus for all the other detailed cycling issues to be considered via a consultative group; BUG members will be able to provide feedback on whether the enhanced measures for cyclists are proving effective and how they can be improved.**

Effectiveness Score	As individual measure	With others:	Total Score
	****	**	6

Progress: **BUG up and running**

THEME: CYCLING

REF: YR 1 CY M10

Measure: **Promotion of Bicycle Events and cycling as a healthier way to travel to work**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **This is already being actioned**

How progress is measured: **User comments**

Responsibility: **BUG Co-ordinator/Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005) and site audit**

How to Action: **See www.sustrans.org.uk for cycle events such as National Bike Week (17-25 June 2006). BUG members are willing to help organise events and promotional bike rides for lunch times, both for fun and with specific aims such as confidence building. Contact Mark Leeman of the BUG, Tel: 01823 356592.**

Cost: **Neutral using existing publicity material.**

Dependency on other initiatives: **Similar to the BUG scenario but there are particularly strong links with health awareness and promotion. Events must be followed up with all-year round activity to ensure the messages are not forgotten and temporary behaviour changes are not lost.**

Effectiveness Score	As individual measure	With others:	Total Score
	****	**	6

Progress:

THEME: CYCLING

REF: YR 1 CY M11

Measure: **Develop a 'safer routes' cycle map**

Type of Intervention: **Soft**

Resource: **Staff time, print cost**

Timescale for Implementation: **Winter 2005/06**

How progress is measured: **Feedback from Staff Survey**

Responsibility: **Somerset County Council**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005) and site audit (Appendix 5).**

How to Action: **The site audit highlighted that particular areas of concern for cyclists were –**

- **Wood Street. This is partly one-way. This encourages cyclists to use the pavement. One option could be to consider a contraflow cycle lane so that cyclists can legally cycle down it without mounting the pavement**
- **Chip Lane is currently designated 'no cycling' which is a barrier to cycling.**

Produce a map showing safest routes to Deane House/Flook House site. Should incorporate routes that are well lit, have safe crossing points and are direct. See Appendix 7 for cycle issues to the site. This will also link to the proposed Access and Mobility audit of Taunton Town Centre (March 06) and the Taunton Cycle upgrade scheme. BUG to give advice.

Cost: **To be confirmed**

Dependency on other initiatives: **This is a critical measure that underpins all the cycling measures and which also has strong links with the promotion of public transport, particularly Park and Ride and Rail travel (YR1 PT M1).**



Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	10

Progress:

THEME: CYCLING

REF: YR 1 CY M12

Measure: **Develop a cycle training programme for “new” and “refresher” cyclists; for personal, commuter and/or in work use of bicycles**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Spring 06 onwards**

How progress is measured: **Take up of courses, feedback from those trained**

Responsibility: **Travel Plan Group/The BUG**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Assess options in partnership with Somerset CC and explore use of key organisations such as Sustrans and CycleWest.**

Cost: **Cost for first year “pilot” to be confirmed**

Dependency on other initiatives: **This has strong links with all the other cycling measures and with Health Promotion.**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:

Public Transport

THEME: PUBLIC TRANSPORT

REF: YR 1 PT M1

Measure: **Provide bespoke information on public transport services including high priority promotion of new services and promotion of Traveline**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **User comments**

Responsibility: **Travel Plan Group/Receptionist to restock**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005) and site audit (Appendix 5)**

How to Action: **The site audit highlighted that information regarding train and bus timetables for staff was limited as this was only contained within web links. There was no information for visitors. Therefore Leaflets from the operating companies are to be kept in reception and monitored by receptionists to restock when needed. See Appendix 8 for a map of the Taunton bus network and a table detailing routes that serve Deane House/Flook House. This is to be reinforced by regular e-mails noting changes in timetables/new services. Contact the Passenger Transport Unit at Somerset County Council for Public Transport Information in Somerset.**

**Passenger Transport Unit
Somerset County Council
County Hall
TAUNTON
Somerset
TA1 4DY, Telephone: 0845 345 9155**

Traveline number also to be promoted – Tel: 0870 608 2 608

Cost: **Neutral using publicity material from train and bus operators.**

Dependency on other initiatives: **Links to walk and cycle buddy schemes (YR1 WK M6 & YR1 CY M9) and Park and Ride usage by cyclists (YR1 CY M5 & M6)**



Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	9

Progress:



THEME: PUBLIC TRANSPORT

REF: YR 1 PT M2

Measure: **Route/Journey planning service to include all modes including rail**

Type of Intervention: **Soft**

Resource: **Staff time, admin cost**

Timescale for Implementation: **Winter 2005**

How progress is measured: **User comments**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Personalised planning more focused. Map actual route (where bus stops are, times etc). See Appendix 9 for a map of the rail network from Taunton and a table detailing the facilities at Taunton rail station. A sample of a personalised journey planner is provided at Appendix 10.**

Cost: **Pilot project first. Cost to be advised.**

Dependency on other initiatives: **Promotion of public transport (YR1 PT M1), health promotion (YR1 WK M7 & YR1 CY M10) and walking/cycling maps (YR1 WK M4 & YR1 CY M11)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	9

Progress:

THEME:PUBLIC TRANSPORT

REF: YR 1 PT M3

Measure: **Negotiate with operators for staff discounts on bus passes to include Park and Ride, and bulk purchase ticket discounts**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **User comments, uptake of passes, cost savings**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Negotiate with First Bus. Typical discount of 10% can be negotiated. Contact -**

**Mr Carl Caines
General Manager – Somerset
First
Bus Station
Tower Street
Taunton
Somerset
TA1 4AF, Tel: 01823 272 033**

Contact Craig Lamberton from Somerset County Council for possible joint Taunton Deane Borough/Somerset County Council discount. Tel: 01823 355598

Cost: **Neutral**

Dependency on other initiatives: **Links to personalised journey planning (YR1 PT M2), walking map (YR1 WK M4) and health promotion (YR1 WK M7).**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	8

Progress: **Further leverage in terms of commercial discounts needs to be secured. TDBC and SCC will “join forces” to see if up to 15% could be achieved, based on a match funding approach from TDBC.**

THEME:PUBLIC TRANSPORT

REF: YR 1 PT M4

Measure: **Negotiate with operators for staff discounts on rail passes**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **User comments, uptake of passes, cost savings**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council and Somerset County Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Negotiate with Wessex Trains and First Great Western to provide staff discounts on rail travel to/from work, option to provide interest free loans for anyone commuting by train (approx 10 people to date) who wishes to opt for a season ticket option.**

Contact Craig Lamberton from Somerset County Council for possible joint Taunton Deane Borough/Somerset County Council discount. Tel: 01823 355598

Cost: **Neutral**

Dependency on other initiatives: **Links to personalised journey planning (YR1 PT M2)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	8

Progress:

Car Users

THEME: CAR USERS

REF: YR 1 CAR M1

Measure: **Provision/promotion of car sharing**

Type of Intervention: **Soft – promotion; Hard – dedication of spaces**

Resource: **Staff time, possible cost of providing additional car parking space**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Number of users**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005) and site audit (Appendix 5)**

How to Action: **From discussions with the Travel Plan Group it has highlighted that there could be the creation of additional car parking spaces, rather than the transfer of existing spaces to car share. This may be possible at the front of Deane House. See map in Appendix 5 of where this area is located on site. It is recommended that 20-car share signs are produced which can be affixed to the wall in these locations, with painting to delineate spaces as needed. If necessary, a system of “car share” cones could be brought in later to highlight spaces.**

Provision of spaces with all-day restoration status is vital. On the basis that 10 cars would already be generated from existing staff (refer 2004) survey, a capacity of 20 is needed to ensure that there will always be a margin of spaces available.

Cost: **To be confirmed**

Dependency on other initiatives: **Will work as a self contained project but will have more impact with car parking charging and control (YR1 CAR M3).**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	9

Progress:



THEME: CAR USERS

REF: YR 1 CAR M2

Measure: **High profile launch to staff of the Somerset Car Share Scheme**

Type of Intervention: **Soft**

Resource: **Staff time, posters**

Timescale for Implementation: **February 2006, ahead of parking charges being introduced on 1st April 2006.**

How progress is measured: **Number of staff signed up on www.somersetcarsharescheme.co.uk**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Make it clear to staff that car sharing does not have to be done every day but it can be an option sometimes. Advertise the benefits of car sharing on the intranet and through posters i.e. reduced cost, stress**

Cost: **To be confirmed**

Dependency on other initiatives: **As per car share scheme (YR1 CAR M1)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	*	9

Progress:



THEME: CAR USERS

REF: YR 1 CAR M3

Measure: **Charging staff to park**

Type of Intervention: **Soft**

Resource: **Staff time**

Timescale for Implementation: **To be agreed**

How progress is measured: **Feedback from staff surveys**

Responsibility: **Travel Plan Group**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **Proposal to charge staff a fee of £1 a week covering 4 days plus 1 "car-free" day per member of staff, which will bring in revenue for the Travel Plan to help fund measures and could transfer some trips by car to other modes of transport. To be reviewed on an annual basis.**

Cost: **Estimated revenue generation of £12480 a year.**

Dependency on other initiatives: **Will function as a self-contained scheme but will only have credibility if public transport alternatives, walk/cycle options and particularly the car share scheme (YR1 CAR M1 & M2) is well-understood and promoted.**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	10

Progress:

THEME: CAR USERS

REF: YR 1 CAR M4

Measure: **Emergency taxi scheme for car sharers**

Type of Intervention: **Soft**
Resource: **Staff time**

Timescale for Implementation: **Winter 2005**

How progress is measured: **Feedback from staff surveys**

Responsibility: **Travel Plan Co-ordinator**

Budget/Responsibility: **Taunton Deane Borough Council**

How to Action: **This is to provide insurance for those who car share that they will not be left without a way home if their lift share has to leave in an emergency. This is used in other Travel Plans and the take up is very low, in some cases there has been no cost. Staff tend to work around any problem. Discounts can usually be negotiated. This could be developed into a maxi-taxi scheme that picks up more remotely-located employees, similar to the objectives of the car-share programme.**

Taxi companies in Taunton include:

- **A1 Taxi. Telephone: 01823 332211**
- **Ace Taxis: Telephone: 01823 330330**
- **Taxi Firm: Deane Taxis Ltd: Telephone: 01823 322300**

Cost: **Estimated cost of £500 per year.**

Dependency on other initiatives: **Required to support the car share scheme (YR1 CAR M1 & M2)**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	7

Progress:

Home Working

THEME: HOMEWORKING

REF: YR 1 HW M1

Measure: **Home working**

Type of Intervention: **Soft – promotion of the scheme; Hard – equipment**

Resource: **Staff time, IT equipment**

Timescale for Implementation: **To be agreed**

How progress is measured: **Number of staff**

Responsibility: **Service Unit Managers**

Budget/Responsibility: **Taunton Deane Borough Council**

Source of Initiation: **The Corporate Management Team (June 2005)**

How to Action: **This was highlighted in the staff survey as a possible means to reduce the need to travel. There will be some initial set up costs to allow people to work from home, such as the purchase of laptops (for those who don't have PC's at home). Need more discussions with the Corporate Management Team/IT department**

Cost: **No central budget**

Dependency on other initiatives: **Will stand alone but underpins all the different "modal" objectives of the travel plan as it lessens the need to travel.**

Effectiveness Score	As individual measure	With others:	Total Score
	*****	**	10

Progress:

Summary table of Costs 2005/06 – To be completed

Measure	Revenue Expenditure	Capital Expenditure		Income
Walking				
Cycling				
Public Transport				
Car users				£12,480 potential revenue from staff parking charge
Home Working				N/A
Costs				
Total Costs				

Grant of 50% of total capital spend up to limit of £7500 is available from Somerset County Council – on basis of the “gold” level quality that TDBC and SCC want to achieve

NB: This does not include cost savings from business mileage claims. Please note that the costs associated with revenue-based promotion i.e. summary travel plan brochure for staff also needs to be included.

Case study – Gloucestershire County Council.


In 2003/04 the total business mileage claimed by staff was 7 million miles.

Gloucestershire County Council have a target reduction of 5% each year through the Implementation of their Travel Plan. A reduction of 5% would see a saving of 350,000 miles.

An average claim of 30p per mile equates to a global cost saving of **£105,000**

Total staff business miles travelled (2003/4)	Target reduction	Calculation	Cost saving
7 million miles	5% each year	7,000,000 x 5% = 350,000 miles saved 350,000 x 30p per mile = £105,000	£105,000

Longer Term Strategy – 2006 to 2008

Measure	Resource	Cost	Budget			Comment
			County Council	District Council	Split Funding	
Set up meetings with Somerset County Council (Highway Authority) to negotiate improvements to walking and cycling routes	Staff time	Neutral				Particular areas of concern highlighted by the site audit were Station Road and the Station Road/Staplegrove Road/Wood Street junction. Station Road (See Photos 2-7, 10-13 in Appendix 6) has very narrow footways and thus there is conflict between various users. The Station Road/Staplegrove Road/Wood Street Junction requires remodelling as there is no pedestrian phase. Possibility of considering contraflow cycle lane on Wood Street so that cyclists can legally cycle down it without mounting the pavement, which they do at present. Also scope the need for traffic calming along Belvedere Road as speeding cars is an issue on this road (See Appendix 7 for map showing these issues). It is important that Craig Lamberton, the Travel Plans Officer at Somerset County Council is involved at all stages to ensure greater credence is given to the negotiations.
Potential conversion of all Council vehicles to more sustainable fuel types i.e. Bio fuels	Staff time, conversion costs	TBC				This would not only help improve the environmental image of the Council (The type of fuel used could be advertised on the car) but could also potentially be a cost saving as more sustainable fuels can be more efficient.

Measure	Resource	Cost	Budget			Comment	
			County Council	District Council	Split Funding		
Consider provision of pool cars for work use and links with Car Club in the evenings for local resident use	Staff time, cost of lease/purchase, ongoing insurance/tax/mot/repairs	£5000 per car	Demonstration Project			✓	The staff survey highlighted that some staff need their own vehicles for work use and this was perceived as barrier to not using alternative modes of transport to work. A booking system could be set up so that staff could book cars in time slots.
Incorporate the Travel Plan in new starters induction programme	Staff time	Neutral		✓		The Travel Plan should be promoted to all new staff right from an early stage so that they are 'on board' straightaway with what the Travel Plan is trying to achieve and the sustainable transport culture that the Council is trying to encourage.	
Set up Travel Plan Forum with other businesses/organisations in the area in Partnership with Somerset County Council	Staff time	Neutral	✓	✓		This would help to promote TDBC as a leader within the community and it would help to provide a forum for other organisations that have Travel Plans/are looking to adopt to exchange ideas and create best practice.	
Update the Travel Plan website	Staff time	Neutral			✓	The Travel Plan in 2001 was produced for the web. This should be updated with the revised Travel Plan and includes links to useful tools as journey planning and the car share database.	

Measure	Resource	Cost	Budget			Comment
			County Council	District Council	Split Funding	
Negotiate with operators for in-work travel discounts and provision of better in-house booking services	Staff time	Neutral			✓	Negotiate with Wessex Trains and FGW on level of discount available based on sample year's rail warrant claims. Assess whether a dedicated purchase service with Wessex/FGW or Internet provider (i.e. Trainline.com) would provide cost savings through advance ticket purchase. Set up internal system so any employee requiring a warrant notifies journey details so that the ticket can be directly booked by TDBC and paid for at a cheaper rate.

Total cost: £5,000 per pool car + conversion of council vehicles to more sustainable fuels at £1,600 per vehicle

4.4 Mode share targets

The measures outlined in the Travel Plan Strategy are designed to:

- Reduce the reliance on single occupancy car use and encourage staff at the Deane House/Flook House site to consider more sustainable modes of transport to work; and
- Reduce the need to travel both to work and within work (business).

With future travel surveys, the 2005 baseline can be compared to see changes in travel behaviour. It is recommended that targets for modal share be in place so that the Travel Plan has a focus of what it is trying to achieve, and that the main surveys are carried out at the same time as the original baseline survey. "Snap shot" surveys are also helpful, and it is recommended that a further snapshot survey is carried out immediately before the introduction of parking charges on 1st April 2006, so that TDBC have an up-to-date data set prior to the use of this tool to alter travel behaviour. For this reason the 2006 main survey is recommended for October 2006, when some of the detailed measures will have put in place and a clear "settling-down" period will have elapsed.

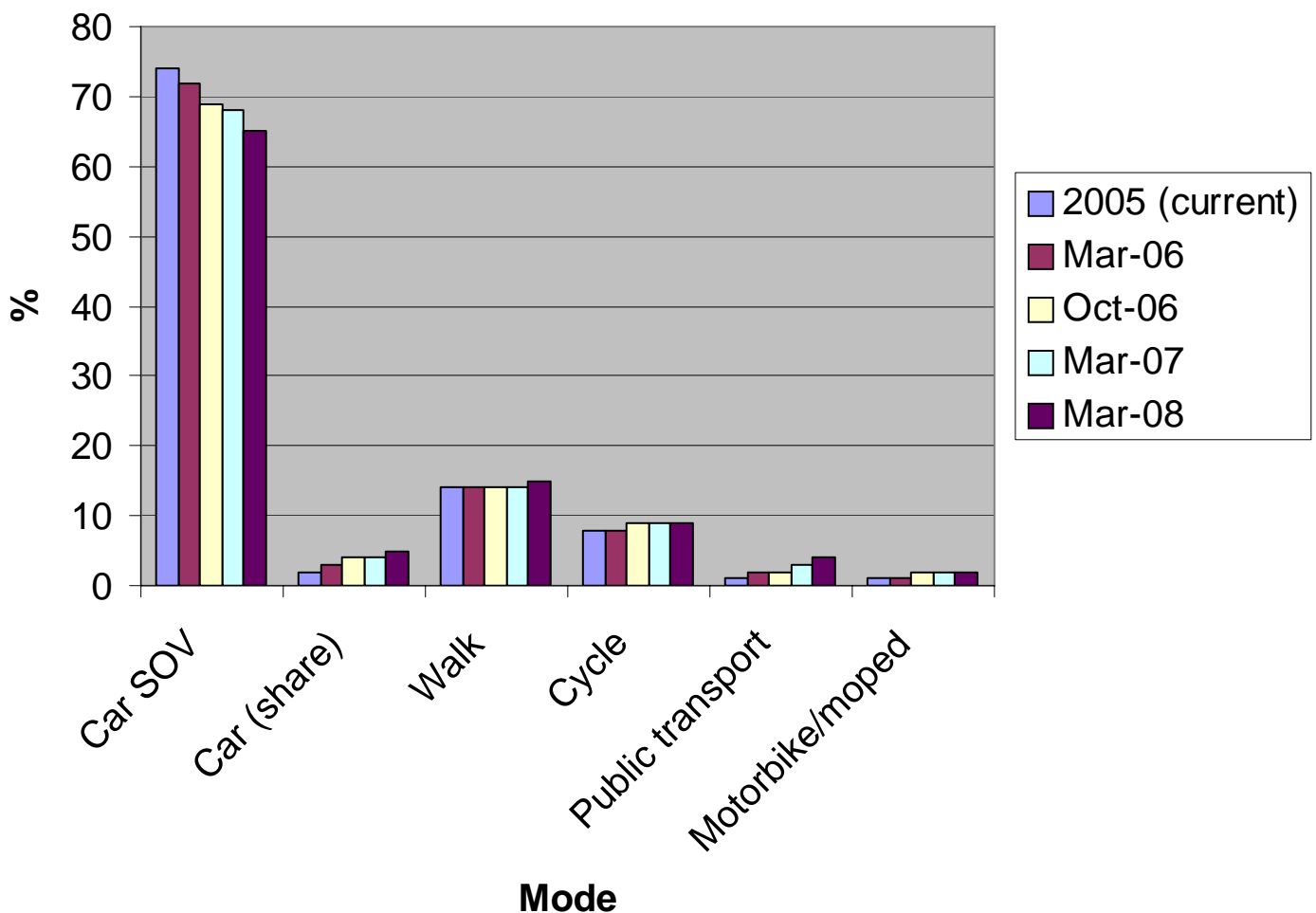
The modal split targets are derived from the results of the Travel Survey and the measures in place to achieve modal shift change. Therefore on the basis of this it would be reasonable to expect the following over the next three years:

Mode of travel to work	Current 2005	Feb/March 2006 snapshot survey	October 2006 Full survey	March 2007 Full survey	March 2008 Full survey
Car (SOV)	74%*	72%	69%	68%	65%
Car (share)	2%	3% voluntary shift	4%	4%	5%
Walk	14%	14%	14%	14%	15%
Cycle	8%	8%	9%	9%	9%
Public Transport	1%	2% (P&R opened Nov 2005)	2%	3%	4%
Motorbike/moped	1%	1%	2%	2%	2%
Total	100%	100%	100%	100%	100%

* Includes DLO Vans

Below is a bar graph to illustrate the predicted modal split targets year on year.

Predicted modal split targets



4.5 Analysis of modal split targets

4.5.1 Assessment of percentage modal shift achievable through individual intervention

The modal split table shows that single occupancy car use has been targeted to reduce by 9% over the next three years of the Travel Plan. Through a commitment by Taunton Deane Borough Council to

implementing the measures outlined in the Travel Plan Strategy in section 4, this reduction can be achieved.

The main focus of changing travel behaviour is with those living 5 or less miles from the site because half (50%) of all staff surveyed lives within this distance. There is therefore considerable scope to influence modal shift. A particular emphasis has been put on the promotion of car sharing and charging staff to park. Car sharing is targeted to increase from its 2% modal share to 5% modal share by 2008.

Charging staff to park (Ref: YR1 CAR M3) would be a major contributor in challenging staff to think about how they travel to work. Charging staff to park has an overall effectiveness score of 10. This 'stick' would be complimented by the 'carrot' of facilitating staff to car share. Providing dedicated car share spaces (20), combined with a database to car share and an emergency taxi scheme were highlighted in the Staff Travel Survey as the most important measures to encourage car sharing amongst car users.

Half of all staff could be encouraged to car share. The survey highlighted that 21% of staff could be encouraged to car share if there were car share spaces available, 19% could be if there was a taxi scheme in the event of an emergency and another 14% if there was access to a car share database. Both the promotion and provision of car sharing have an effectiveness score of 9. The emergency taxi scheme is not seen as the main driver to encouraging car sharing as experience from other organisations suggests that staff tend to work around any problems that occur. However, it is still an excellent incentive and provides insurance for car sharers that they will not be left without a lift in the event of an emergency.

Public transport use is targeted to increase from 1% to 4% by 2008. This predicted target is due in the main to car users using the new Park and Ride site opened in November 2005. Previous studies have shown that Park and Ride is viewed by many car drivers as 'different' to 'conventional' bus services and are therefore more open to using that particular type of bus service. The promotion of new services (YR1 PT M1) has an effectiveness score of 9, this combined with discounts on bus passes to include Park and Ride (YR1 PT M3), effectiveness score 9 and charging staff to park (Ref: YR1 CAR M3), should see a substantial increase in public transport use.

As **Table 1** in **Appendix 4** highlights, 8% live within 2 miles and drive to work alone. This distance is reasonable for people to at least use public transport. A barrier to using public transport is lack of information on what services are available. This is where a route/journey planning service

(YR1PT M2) would be effective. With an overall effectiveness score of 9, personalised journey planning would make users more aware of public transport options that are available to them.

The use of rail is also be promoted because of the distances some staff lives from work and the proximity of the rail station to Deane House/Flook House (500 m). One third (33%) of car drivers live more than 10 miles away. Discounts on rail passes have an effectiveness rating of 8, which would help to encourage car users to consider using rail.

Walking and cycling levels are already relatively high, and the targets are therefore modest, however there is some scope to encourage greater use, particularly in cycling. **Table 1** in **Appendix 4** highlights that 28% of car drivers live within 5 miles of the site, and 8% within 2 miles. There is considerable scope to encourage those living more than 2 miles to cycle and those living less than 2 miles to walk. Safety is an issue, particularly for women, therefore the development of a 'safer routes' walking and cycling map (YR1 WK M4 and YR1 CY M11) is considered essential, with an effectiveness score of 10. This will be reinforced by the provision of personal alarms (YR1 WK M1- effectiveness score 9).

The introduction of the leased bike scheme (YR1 CY M2), discounts at local bike shops (YR1 CY M8) and the provision of further showering and changing facilities (YR1 CY M7) should also prove effective in helping to encourage modal shift.

Not only is it hoped that there will be a modal shift but that those that already use alternatives to driving to work alone will feel *valued* and that behaviour will be *reinforced* by the measures on offer.

Summary table of measures

Year	Theme	Code	Action	How to Action	Cost	Interdependency	Effectiveness score
1	Walking	YR1 WK M1	Promoting availability of personal alarms	Intranet/Notice board/ Newsletter	Neutral	Walking and cycling maps (YR1 WK M4 & YR1 CY M11) and walk buddy scheme (YR1 WK M6)	9
1	Walking	YR1 WK M2	Promoting of availability of umbrellas for staff to borrow	Develop a loaning system whereby users can be tracked, using a log sheet.	Neutral	Links to the provision of walking maps (YR1 WK M4) and the walk buddy scheme (YR1 WK M6).	9
1	Walking	YR1 WK M3	Staff discounts at sport shoe and outdoor specialists	Typical discount between 10% and 15%. Possible stores to contact in Taunton are - JJB Sports (01823 350984) Allsports (01823 335483), Tony Pryce Sports (01823 254460), Millets (01823 332782), Oswald Bailey (01823 276662)	Neutral	Links most strongly to health promotion actions (YR1 WK M7) but also related to provision of walking map (YR1 WK M4), wet weather drying facilities (YR1 WK M5) and walk buddy scheme (YR1 WK M6)	6
1	Walking	YR1 WK M4	Develop a 'Safer Routes' walking map	Map showing the safest routes to Deane House/Flook House. This should incorporate routes that are well lit and are direct. Routes to destinations such as the bus station should be highlighted.	Through Somerset County Council	Will work well as a stand-alone initiative, but will underpin all other walking projects and bring wider "community" benefit to the general public	10
1	Walking	YR1 WK M5	Provision of storage/drying area for wet weather clothing	With Property Management	To be confirmed	Linked to provision of discounts on clothing/footwear (YR1 WK M3) and to the walking map (YR1 WK M4)	8
1	Walking	YR1 WK M6	Develop a walking BUDDY scheme	A system could be set up where people add their internal telephone number to a list with times they walk to and from work and areas where they live. People could then match their time and journey with others with similar journey characteristics. This could be advertised through a list pinned on a notice board or via the intranet or somersecarsharescheme.co.uk	Neutral	Linked to public transport promotion (YR1 PT M1) personal alarms (YR1 WK M1) and walking map (YR1 WK M4)	7

Year	Theme	Code	Action	How to Action	Cost	Interdependency	Effectiveness score
1	Walking	YR1 WK M7	Promote walking as a healthier way to travel to work	Contact Taunton Primary Care Trust for leaflets (T: 01823 33349)	Neutral	Walking map (YR1 WK M4), provision discount purchase scheme (YR1 WK M3), personal alarms (YR1 WK M1)	6
1	Cycling	YR1 CY M1	Purchase and promotion of 2 further staff pool bikes	Good way to reduce car journeys during work time. Recommend fold-away bikes so that they can be brought on to trains/buses. See www.bromptonbicycle.co.uk as an example of the bike specification.	To be confirmed	Linked to production of cycling map (YR1 CY M11), health promotion (YR1 CY M10) and cycle training provision (YR1 CY M12).	7
1	Cycling	YR1 CY M2	Introduction of leased bike scheme (salary sacrifice) to enable staff to lease bikes	Contact www.boost.uk.com . Provides background on tax break loan schemes and will advise on the exact requirements. The scheme works by Taunton Deane Borough Council purchasing or leasing the bikes. The bike is loaned to the employee as a tax exempt benefit. The employee reimburses Taunton Deane Borough Council through deductions from their salary every month.	Neutral	Linked to cycling map (YR1 CY M11) and health promotion (YR1 CY M10)	8
1	Cycling	YR1 CY M3	Provision of storage/drying area for wet weather clothing	See Walking Strategy as this could be combined	← See Walking Strategy →		
1	Cycling	YR1 CY M4	Increased cycle parking on-site	Being actioned	To be confirmed	Linked to cycling map (YR1 CY M11), health promotion (YR1 CY M10), wet weather facilities (YR1 CY M3)	7
1	Cycling	YR1 CY M5	Increased cycle parking at Park and Ride site	Being actioned	Already in budget	Promotion of public transport (YR1 PT M1), health promotion (YR1 CY M10) and cycling map (YR1 CY M11)	6
1	Cycling	YR1 CY M6	Purchase of at least 2 further staff pool bikes for use at Park and Ride site	Good way to reduce car-commuting where staff want the flexibility of using a bike from the Park and Ride site and the health benefits from regular daily exercise. See www.bromptonbicycle.co.uk as an example of the bike specification.	To be confirmed	Linked to production of cycling map (YR1 CY M11), health promotion (YR1 CY M10) and cycle training provision (YR1 CY M12). Also requires safe route from the Park and Ride site to Taunton town centre, including route mapping and infrastructure provision where needed.	7

Year	Theme	Code	Action	How to Action	Cost	Interdependency	Effectiveness score
1	Cycling	YR1 CY M7	Further female shower provision	Pending funding. Quote contained within The Corporate Management Team Meeting minutes, June 2005 for conversion of the ground floor store.	To be confirmed	Provision of drying and storage facilities (YR1 CY M3), health promotion (YR1 CY M10) and cycling map (YR1 CY M11)	9
1	Cycling	YR1 CY M8	Staff discounts at local bike shops	Normally 10% to 15% discount offered. Contact Craig Lamberton at Somerset County Council (T:01823 355598) for their scheme or bike shops such as, Bicycle Chain (T: 01823 252 499), Ian's Cycle Centre (T: 01823 352 272), Kings Cycles (01823 352 272), Ralph Colman Cycles (T: 01823 275 822)	Neutral	Linked to cycling map (YR1 CY M11), health promotion (YR1 CY M10) and secure cycle parking (YR1 CY M4)	10
1	Cycling	YR1 CY M9	Develop a BUG (Bicycle User Group)	The group has agreed to meet every two months in relation to Taunton Deane Travel Plan Group meetings. Contact Mark Leeman, Tel: 01823 356592 for details.	Neutral	Provides a focus for all the other detailed cycling issues to be considered via a consultative group	6
1	Cycling	YR1 CY M10	Promotion of Bicycle Events and cycling as a healthier way to travel to work	See www.sustrans.org.uk for cycle events such as National Bike Week (17-25 June 2006). BUG members are willing to help organise events and promotional bike rides for lunch times. Contact Mark Leeman of the BUG, Tel: 01823 356592.	Neutral	Similar to the BUG scenario but there are particularly strong links with health awareness and promotion.	6
1	Cycling	YR1 CY M11	Develop a 'Safer Routes' cycle map	Produce a map showing safest routes to Deane House/Flook House site. Should incorporate routes that are well lit, have safe crossing points and are direct.	Through Somerset County Council	The promotion of public transport, particularly Park and Ride and Rail travel (YR1 PT M1).	10
1	Cycling	YR1 CY M12	Develop a cycle training programme for "new" and "refresher" cyclists; for personal, commuter and /or in work	Assess options in partnership with Somerset CC and explore use of key organisations such as Sustrans and CycleWest.	Costs for first year "pilot" to be confirmed	This has strong links with all the other cycling measures and with Health Promotion.	7
1	Public Transport	YR 1 PT M1	Provide information on public transport services including high priority promotion of new services and promotion of Traveline number	Leaflets from operating companies are to be kept in reception and monitored by receptionists to restock. Contact the Passenger Transport Unit at Somerset Council (T: 0745 345 9155) for Public Transport information in Somerset. Also promote Traveline number, Tel: 0870 608 2 608	Neutral	Links to walk and cycle buddy schemes (YR1 WK M6 & YR1 CY M9) and park and ride usage by cyclists (YR1 CY M5 & M6)	9
1	Public Transport	YR 1 PT M2	Route/Journey planning service to include all modes including rail	Map actual route (where bus stops are, times etc). A sample of a personalised journey planner is provided at Appendix 10 .	Pilot project first. Cost to be advised.	Promotion of public transport (YR1 PT M1), health (YR1 WK M7 & YR1 CY M10) walking/cycling maps (YR1 WK M4 & YR1 WK M11)	9

Year	Theme	Code	Action	How to Action	Cost	Interdependency	Effectiveness score
1	Public Transport	YR 1 PT M3	Negotiate with operators for staff discounts on bus passes to include Park and Ride, and bulk purchase ticket discounts	Negotiate with First Bus. Typical discount of 10% can be negotiated. Contact - Tel: 01823 272 033	Neutral	Links to personalised journey planning (YR1 PT M2), walking map (YR1 WK M4) and health promotion (YR1 WK M7).	8
1	Public Transport	YR 1 PT M4	Negotiate with operators for staff discounts on rail passes	Negotiate with Wessex Trains and First Great Western to provide staff discounts on rail travel to/from work, option to provide interest free loans for anyone commuting by train (approx 10 people to date) who wishes to opt for a season ticket option.	Neutral	Links to personalised journey planning (YR1 PT M2)	8
1	Car Users	YR 1 CAR M1	Provision/promotion of car sharing	It is recommended that 20-car share signs are produced which can be affixed to the wall in these locations, with white lining to delineate spaces as needed.	To be confirmed	Will work as a self contained project but will have more impact with car parking charging and control (YR1 CAR M3).	9
1	Car Users	YR 1 CAR M2	High profile launch of the Somerset Car Share Scheme	www.somersetcarsharescheme.co.uk	To be confirmed	As per car share scheme (YR1 CAR M1)	9
1	Car Users	YR 1 CAR M3	Charging staff to park	Proposal to charge staff a fee of £1 a week covering 4 days plus 1 "car-free" day per member of staff, which will bring in revenue for the Travel Plan to help fund measures and could transfer some trips by car to other modes of transport.	Estimated revenue generation £12480 a year	Will function as a self-contained scheme but will only have credibility if public transport alternatives, walk/cycle options and particularly the car share scheme (YR1 CAR M1 & M2) is well understood and promoted.	10
1	Car Users	YR 1 CAR M4	Emergency taxi scheme for car sharers	To provide insurance for those who car share. Discounts with taxi firms can usually be negotiated. Companies to contact include A1 Taxi (T: 01823 332211, Ace Taxis (T: 01823 330330), Deane Taxis Ltd (T: 01823 322300)	Estimated cost of £500 per year	Required to support the car share scheme (YR1 CAR M1 & M2)	7
1	Home working	YR 1 HW M1	Home working	Reduce the need to travel. Need more discussions with Corporate Management Team/IT department	No central budget	Will stand alone but underpins all the different "modal" objectives of the travel plan as it lessens the need to travel.	10

Longer Term Strategy – 2006 to 2008

Year	Theme	Action	Description	Cost	Funding
2/3	Walking and Cycling	Set up meetings with Somerset County Council (Highway Authority) to negotiate improvements to walking and cycling routes	It is important that Craig Lamberton, the Travel Plans Officer at Somerset County Council (T:01823 355598) is involved at all stages to ensure greater credence is given to the negotiations.	Neutral	County Council
2/3	Car users	Potential conversion of all Council vehicles to more sustainable fuel types i.e. Bio fuels	This would not only help improve the environmental image of the Council (The type of fuel used could be advertised on the car) but could also potentially be a cost saving as more sustainable fuels can be more efficient.	£1600 per car	Split
2/3	Car users	Consider provision of pool cars for work use and links with Car Club in the evenings for local resident use	The staff survey highlighted that some staff need their own vehicles for work use and this was perceived as barrier to not using alternative modes of transport to work. A booking system could be set up so that staff could book cars in time slots.	£5000 per car	Split
2/3	New starters	Incorporate the Travel Plan in new starters induction programme	The Travel Plan should be promoted to all new staff right from an early stage so that they are 'on board' straightaway	Neutral	Borough Council
2/3	Zonal Travel Plan	Set up Travel Plan Forum with other businesses/organisations in the area in Partnership with Somerset County Council	This would help to promote TDBC as a leader within the community	Neutral	Split
2/3	IT	Update the Travel Plan website	The Travel Plan in 2001 was produced for the web. This should be updated with the revised Travel Plan	Neutral	Split
2/3	Public Transport	Negotiate with operators for in-work travel discounts and provision of better in-house booking services	Negotiate with Wessex Trains and FGW on level of discount available based on sample year's rail warrant claims. Assess whether a dedicated purchase service with Wessex/FGW or Internet provider (i.e. Trainline.com) would provide cost savings through advance ticket purchase. Set up internal system so any employee requiring a warrant notifies journey details so that the ticket can be directly booked by TDBC and paid for at a cheaper rate	Neutral	Split

5.0 Monitoring the Travel Plan

5.1 Annual review process

Monitoring the effectiveness of the travel plan is crucial in determining progress and for highlighting any changes required or deficiencies in the travel plan, which could be rectified. As a 'living manual', this Travel Plan can adapt to changes in travel behaviour highlighted in the annual travel survey. It is recommended that monitoring reports should be discussed annually with the Travel Plan group, Craig Lamberton of Somerset County Council and where appropriate, bus and rail operators. **Table 1** below, provides an approximate timetable of the monitoring and review schedule

Table 1: Timetable of the monitoring and review schedule

Date	Initiatives
January 2006	Travel Plan to be formally re-introduced to staff. Sustained promotion over the coming months.
Feb/March 2006	Pre-parking charging – Staff snapshot survey
October 2006	Full staff travel survey
December 2006	Progress report of measures in place and how successful they have been. This is to include an analysis of the survey and any changes in travel behaviour. Prioritise measures in the longer-term strategy and launch these for the coming year.
March 2007	Full staff travel survey
December 2007	Progress report of measures in place for 2006-07. This is to include an analysis of the survey and any changes in travel behaviour. Launch of measures for 2007-08.
March 2008	Full staff travel survey
December 2008	Progress report of measures in place for 2007-08. This is to include an analysis of the survey and any changes in travel behaviour. Review progress of the previous three years. Set new Travel Plan strategy for the short and longer term.

6.0 Effective marketing of the Travel Plan

6.1 Marketing strategy

It is essential that senior management at TDBC 'buy in to' the ethos of the Travel Plan and show the necessary commitment to support the Travel Plan. This will demonstrate that the Travel Plan is for all members of staff and is viewed as an important element of trying to reduce the impact of the car at the workplace and in the Taunton area as a whole. A presentation was given to the Taunton Deane Review Board on the 1st December 2005, which outlined the upgraded Travel Plan and emphasised the importance of commitment from Senior Management to the Travel Plan. The presentation slides are shown in **Appendix 11**. A summary leaflet about the Travel Plan has been produced for staff, which was also presented to the members at the presentation. The summary leaflet is shown in **Appendix 12**.

The commitment of existing and future staff to the travel plan will also be essential to its success. The Travel Plan Group will therefore be responsible for promoting the plan and its benefits to all staff but *must* be supported by senior management.

Involving staff in the development of the travel plan can assist in gaining support, providing a sense of ownership of the scheme. In addition, staff have first-hand knowledge of issues experienced when travelling to work, and can therefore offer realistic approaches to improving public transport, walking and cycling. As part of the launch of the travel plan, a summary leaflet (**Appendix 12**) will be provided to all staff, outlining in clear and simple terms, what is on offer to them. In addition, staff will be encouraged to communicate openly about their travel concerns with any member of the Steering Group.

The Travel Plan should be advertised internally and externally. The internal advertising should be through regular updates of initiatives via the intranet and leaflets to reinforce the message of the Travel Plan and what is trying to be achieved.

External advertisement is also important because TDBC should be viewed as a flagship leader within the community. This could be through news articles in the local papers that promote the Travel Plan and its achievements.

Further information concerning the marketing launch and promotion of the Travel Plan will be covered once the matter has been discussed by CMT and the Review Board.