woods ferrer limited

traffic, transportation, & highway consultants

NORTH WARWICKSHIRE AND HINCKLEY COLLEGE

CONSTRUCTION SKILLS CENTRE

UNIT A
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Green Commuter Plan

23 August 2011

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INTRODUCTION

1. North Warwickshire and Hinckley College (NWHC) received planning approval on 28 April 2011 from Hinckley and Bosworth Borough Council to create a new college campus on a site in Harrowbrook Industrial Estate, Hinckley. Permission was given for a change of use from a warehouse to an educational use (Use Class D1) and minor alterations to the building on site under planning approval reference 11/00197/FUL. The building will be used as a construction skills centre.

2. Planning approval is conditional upon the preparation of a Green Commuter Plan for the new campus. The planning condition reads as follows:-

> *"No part of the development shall be brought into use until details of a Green Commuter Plan containing a travel to work, car use and car parking management strategy for the site as a whole has been submitted to and agreed in writing by the Local Planning Authority. The plan shall be implemented in accordance with the agreed details on commencement of the use hereby approved and shall remain in operation unless otherwise agreed in writing with the Local Planning Authority."*

3. The reason given for the condition is:-

> *"To ensure that adequate steps are taken to provide a transport choice / a choice in mode of travel to and from the site, to accord with Policy T5 of the adopted Hinckley and Bosworth Local Plan."*

4. Notes to the applicant continue:-

> *"The Green Commuter Plan shall comprise proposals to reduce car dependence and vehicle emissions and to establish and encourage the use of alternative transport modes for journeys to and from work and during working hours. Details of the proposals shall include measures to secure increases in car sharing, public transport use, cycling and walking, proposals for car parking restrictions and controls and details of on-site facilities to promote alternative modes of travel to the site."*

5. Woods Ferrer Transportation Consultants was instructed to write the Green Commuter Plan (GCP), and to present it to the Local Planning Authority (LPA) with a view to the planning condition being discharged.

APPROVED DEVELOPMENT

6. The NWHC is in the process of moving its main Hinckley campus to a new location within Hinckley at Lower Bond Street. Permission for the construction skills centre provides a second campus within Hinckley where brickwork, carpentry, plastering, painting and decorating, plumbing, and electrical skills will all be taught. Approximately 30 staff will be employed at the construction skills centre. There will be approximately 510 students, although not all these students will be on campus at the same time.

7. The warehouse that is currently being converted is located off Nuffield Road within the Harrowbrook Industrial Estate just off the B4666 Coventry Road. The new Harrowbrook campus is less than 500 metres from the A5, and less than 3 kilometres from the centre of Hinckley. There is a location plan at Appendix A.

8. The construction skills centre stands on a site of approximately 0.8 hectares. The building includes 4,000 square metres gross internal area. There is also a concrete surfaced outside yard area with direct pedestrian and vehicular access to the public highway.

9. The Harrowbrook campus includes 4 traditional classrooms which will have been created within the previous warehouse space. There will be a computer training facility for 20 students on the first floor, a reception area on the ground floor, and offices, a social room, canteen, and toilets.

OVERVIEW OF THE GREEN COMMUTER PLAN

10. Woods Ferrer Transportation Consultants was instructed to write the GCP. Discussions have been held with Leicestershire County Council (LCC) regarding the requirements for both the GCP, and the Framework Travel Plan (FTP) which was submitted as part of the planning application for the proposed change of use. A copy of the FTP is provided in Appendix B.

11. Originally, when the Local Highway Authority (LHA) was approached with regards to the proposed planning application submission, it raised the issue of sustainable accessibility and requested that this should be covered in the supporting Transportation Statement (TS). The LHA was particularly interested in the need for the provision of cycle

parking at the proposed campus site. Cycle racks are being provided, and will be in place for the start of the new term in September 2011.

12. The GCP is closely related to the travel plan approved for NWHC´s other new Hinckley campus in Lower Bond Street. The travel plan coordinator (TPC) appointed to oversee the implementation of the Lower Bond Street travel plan will also oversee the implementation of the Harrowbrook campus GCP.

13. The GCP describes the approved development. It goes on to explain that the Harrowbrook campus is in a sustainable location. It shows that there is good accessibility for pedestrians, cyclists, motor-cyclists, and users of public transport. It explains the existing conditions.

14. The FTP which was written to accompany the planning application submission for the proposed change of use to a construction skills centre at the Harrowbrook site lists the main initiatives. It was intended that these initiatives were to be included in the GCP once planning approval had been granted. The initiatives form the basis of the GCP.

15. LCC asked for a travel survey to be carried out amongst staff members who would be located at the Harrowbrook campus. A questionnaire was prepared and agreed with LCC, and the results are provided below in the section “Staff Travel Survey”.

16. The objectives of the GCP are then set out. The GCP seeks to minimise the number of single occupancy car journeys, reduce car dependence, and promote a shift towards the use of more sustainable modes. To achieve this, the GCP seeks to increase awareness of the travel options, provide a greater transport choice, and provide good on-site facilities.

17. The GCP also seeks to raise awareness of the consequences of transport choices on the environment. The GCP seeks to help reduce greenhouse gas emissions, and to improve air quality by reducing vehicle emissions. It will assist in further enhancing NWHC's environmental image.

18. Publicising the availability of public transport and other sustainable travel options in the college prospectus and elsewhere will also act as an incentive to students to enrol at the NWHC.

19. The GCP then describes the measures to be employed in achieving the objectives. Measureable proposals and targets are set. Monitoring and review, and how the GCP will be evaluated against achievements are also explained. The GCP will be altered and updated as needed.

EXISTING CONDITIONS

20. Introduction

21. The Harrowbrook campus is in a sustainable location and is within the built-up area of Hinckley. It is therefore, within acceptable walking and cycling distances of a reasonably large population. There is a cycle route that runs within 300 metres of the campus. In addition, secure cycle parking is being provided on the campus site as well as parking for powered two-wheelers.

22. The campus is less than 500 metres from bus stops on two bus routes serving Leicester, Barwell, Hinckley, Nuneaton, Bedworth, and Coventry. There are good pedestrian links to the bus stops from the campus. In addition, the college operates a free shuttle bus service that runs between the two main campuses in Hinckley and Nuneaton. The shuttle bus service is being extended to include the Harrowbrook campus.

23. A canteen is included in the development enabling students to eat on-site without having to travel.

24. Pedestrians

25. For those walking to the campus, the area is generally flat, and there are well maintained footways. The highway is well lit. Walking is therefore a viable and safe option.

26. The pedestrian entrance to the campus from the footway is within 8 metres of the entrance door to the building. This is a safe pedestrian access, and pedestrians do not have to cross the path of vehicles entering or leaving the on-site car park.

27. For users of public transport, there is only a short distance to walk between the bus stops on the B4666 Coventry Road, and the Harrowbrook campus site. For example, for staff and students arriving by bus from the direction of Leicester and Hinckley, the bus stop used is called the Harrowbrook Way bus stop. It is only 404 metres from the campus pedestrian entrance. This is not as the “crow flies” but includes crossing the B4666 at the pedestrian crossing provided. It is only an additional 8 metres from the campus pedestrian entrance, to the door into the main building.

28. For staff and students arriving by bus from the direction of Nuneaton and Coventry, the bus stop used is called the Paddock Way bus stop. It

is only 480 metres from the campus pedestrian entrance. In this instance, pedestrians do not have to cross the B4666.

29. There is also a Toucan crossing on the B4666. For pedestrians preferring to use this, the distance between the bus stop and the campus increases only slightly.

30. Table 1 below lists the distances in metres from the bus stops in the area to the Harrowbrook campus. Measurements are given to the pedestrian entrance into the campus site, and also to the door into the building.

Table 1: Walking Distances Between Bus Stops & the Harrowbrook Campus (Metres)

	Paddock Way Bus Stop (Buses from Nuneaton and Coventry / Buses to Hinckley and Leicester)	Harrowbrook Way Bus Stop (Buses from Hinckley and Leicester / Buses to Nuneaton and Coventry)
Site Pedestrian Access	480	-
Access to Building	488	-
Site Pedestrian Access via Pedestrian Crossing	-	404
Site Pedestrian Access via Toucan Crossing	-	488
Access to Building via Pedestrian Crossing	-	412
Access to Building via Toucan Crossing	-	496

31. In addition to the short walking distances, there are well maintained footways that run from the bus stops to the site.

32. Cyclists

33. The Harrowbrook campus is also accessible by bicycle. This accessibility will help to encourage staff and students from within the local area to cycle.

34. There are shared footway and cycle routes along the B4666 Coventry Road. Cyclists travelling to and from the campus will be able to utilise these cycle routes. There is also a Toucan crossing over the Coventry Road. The route runs within 300 metres of the campus site.

35. In addition, secure cycle parking with weather protection is being provided on the campus site. It is located conveniently near building entrances, and for security is overlooked from the building to enhance visual security. They will not form an obstruction.

36. Lockers are being provided and toilets can be used as a changing room.

37. Public Transport

38. The two bus stops serving the campus are located on the B4666 Coventry Road. They are referred to on the timetables as the Paddock Way bus stop, and the Harrowbrook Way bus stop. The latter has a shelter, and they both have lay-bys.

39. Two bus services operate along the B4666. The first is the Arriva service number 158. It operates between Nuneaton, Hinckley, Barwell, Earl Shilton, and Leicester. The second is a Stagecoach service number 48. It operates between Coventry, Bedworth, St Nicolas Park, Nuneaton, Hinckley, Barwell, Earl Shilton, Leicester Forest East, and Leicester.

40. Both bus services provide a good service during college hours. Buses on service 158 operate generally every 30 minutes in both directions. On Saturdays the service is generally every 30 minutes in both directions.

41. Service 48 operates generally every 20 minutes in both directions. On Saturdays the service is generally every 20 minutes during the day and every 30 minutes during the evening in both directions. There is also an hourly Sunday service. Details of both bus services are given in Table 2.

Table 2: Bus Services Operating Near the Campus Site

	BUS SERVICE 158	BUS SERVICE 48
MON-FRI	0657-1837 Generally every 30 minutes in both directions	0605-2208 Generally every 20 minutes in both directions
SAT	0706-1807 Generally every 30 minutes in both directions	0710-2208 Generally every 20 minutes in both directions
SUN	No service	1028-1728 Hourly in both directions

42. Public transport bus services will provide good coverage for the needs of staff and students based at the Harrowbrook campus. Teaching and other staff will generally arrive on campus from 0700 hours and onwards, although the earliest classes will not commence until 0900 hours. There are likely to be approximately 10 groups of students on a typical weekday with approximately 18 students in each group. Lunch breaks are staggered from 1200 to 1400 hours. Some classes and groups will continue on to 2100 hours but will start later in the day.

43. Some mature students will attend during the day, however, there are some evening courses between 1800 and 2100 hours, and these might attract approximately 50 students, many of which will be mature

students. The number is likely to fluctuate on varying days. Some staff will leave after 2100 hours. There are plans to provide Saturday courses also.

44. The bus services running near the campus operate at times that would serve staff and students attending at these times. During the day, Monday to Saturday, there are five buses every hour in both directions. Buses arrive in the Harrowbrook area early in the morning from both directions. Latest departures towards Nuneaton are after 2200 hours. Latest departures towards Hinckley are a little before 1900 hours. Table 3 shows the earliest bus arrival times at, and the latest bus departure times from, the campus site area.

Table 3: Earliest Bus Arrivals / Latest Bus Departures

Earliest Arrivals at Site (AM)	Latest Departures from Site (PM)
From Nuneaton / Coventry: 0657 Hours [Sat:0710 Hours]	To Nuneaton / Coventry: 2208 Hours [Sat: 2208 Hours]
From Hinckley / Leicester: 0605 Hours [Sat: 0706 Hours]	To Hinckley / Leicester: 1845 Hours [Sat: 1850 Hours]

45. In addition the travel times from bus stops near the campus, to these towns are short. For example, to Hinckley the bus takes approximately 5 minutes. To Nuneaton it takes approximately 10 minutes, Leicester 40 minutes, and Coventry approximately 60 minutes.

46. The bus services are likely to serve a large proportion of the students that will attend the Harrowbrook campus. NWHC has provided a map showing the home locations of the construction skills centre students enrolled during the current academic year of 2010 - 2011. The map is reproduced in Appendix C. It shows a total number of 213 students. NWHC hopes to increase the number of construction skills centre students, and at the busiest times there could be up to 250 students on site. Although this is more than the 213 indicated on the map, NWHC has confirmed that the proportion of students from the various locations is likely to remain roughly the same.

47. The map shows that 92% of students live within the towns and cities that are served by bus service numbers 48 and 158, both of which run within 400 – 500 metres of the Harrowbrook campus.

48. <u>Free College Shuttle Bus Services</u>

49. In addition to the public transport buses, NWHC also offers a free shuttle bus service for staff and students. It operates during term time between 0830 and 1830 hours and provides a transport link between the college's main campuses in Hinckley and Nuneaton. It is to be extended to serve the Harrowbrook campus.

50. An external contractor provides the shuttle bus services, and there are three vehicles that are used including two double-decker buses. The

intention is to alter the route of the shuttle bus to include the new campus. As yet the timetable for this is not available. However, details of the current service are provided in Appendix D and Table 4.

Table 4: Free College Shuttle Bus - Timetable

DEPART HINCKLEY	ARRIVE NUNEATON	DEPART NUNEATON	ARRIVE HINCKLEY
		0845	0900
0830	0845	0850	0905
0840	0900	0905	0920
0930	0945	1000	1015
1015	1030	1115	1130
1200	1215	1245	1300
1415	1430	1430	1445
1445	1500	1615	1630
1600	1615	1715	1730
1645	1700		
1645	1700		
1815	1830		

51. Each day from Monday to Friday there are 20 services. Buses take only 15 minutes to travel between the two main campuses, although in the coming academic year 2011 - 2012 this will increase slightly because of the additional stop in Harrowbrook. However, it will take less than 15 minutes to travel to the Harrowbrook campus, it being located between the two main campuses.

52. The stopping places for the shuttle bus service are already under constant review. Beginning 28 February 2011 a new stop was scheduled following a request from students. Monitoring of this service is an important aspect of the GCP. Timetabling is based on demand and will be adjusted as required.

53. The free shuttle bus service will be a benefit to students attending the Harrowbrook campus. For example, students living in the Nuneaton area and owning cars are able to car share and park on the NWHC campus in Nuneaton and then travel by shuttle bus to the Harrowbrook campus. NWHC has indicated that many students walk to the nearest campus and use the shuttle bus to attend their course at another campus.

54. <u>Powered Two Wheelers</u>

55. Powered two-wheelers are often used by young people. It is reasonable to expect that a number of students attending the new Harrowbrook campus will travel by motorcycle.

56. This form of transport is beneficial. Powered two-wheelers are convenient and require less space for parking than a car. They are cheaper to buy and to run and in most cases produce less air pollution.

57. Provision is being made on site for this form of transport.

58. Car Sharing and Car Parking

59. The Harrowbrook campus has an outside yard large enough to accommodate a car park. Some staff and students will travel to the site by car. The number of marked parking spaces being provided on the site is in accordance with the LCC Highways, Transportation and Development document. Guidance in that document requires for one space for every two members of staff, plus one space for every 15 students for colleges of further education. Adequate disabled parking is also being provided and located near to the building. Sufficient circulation space is also being provided.

60. Based on the anticipated number of staff and students, the number of car parking spaces has been established. The number of staff is likely to be 30 and the number of students 510. Therefore, only 49 spaces will be marked out with white lining. The layout of these spaces, including separation into staff and student spaces, is covered by condition 5 of the planning permission. This amount of on-site car parking is considered to be appropriate given the proximity to the campus site of public transport links, and also the measures proposed in this GCP.

61. Part of the yard has also been allocated for bicycle parking, powered two-wheelers, shuttle bus turning, and access for deliveries. The car park and yard area will be managed to ensure that space is constantly available for all these uses.

62. The vehicular access to the yard is from Nuffield Road. The access is 9.3 metres wide. Nuffield Road is 7.4 metres in width. There is sufficient manoeuvring space and an access wide enough therefore, for shuttle buses, and passing vehicles. The footway crossing at the kerb is over 15 metres in width.

63. The intention is to minimise the need to travel by car, and therefore, as well as public transport use being encouraged, car sharing will also be encouraged.

STAFF TRAVEL SURVEY

64. To assist in the preparation of the GCP, a staff travel survey was undertaken. A questionnaire was prepared and agreed with the Local Authority. It was then circulated to staff who would be based at the new Harrowbrook campus. Students were not included in the survey

because it is not yet known who the students will be. A copy of the questionnaire is provided in Appendix E.

65. The travel survey was carried out during the week commencing Monday 13 June 2011 and responses were required to be returned by Friday 17 June 2011. The survey was carried out electronically. The questionnaire was sent to 28 staff. There were 24 responses giving a response rate of 86%. The results of the survey are provided below.

66. Respondents were asked to provide a home post code. The means by which they would be travelling to and from the Harrowbrook campus was also requested. An alternative travel option was also requested, and they were asked if they would consider car sharing. Respondents were also asked to state their times of travelling to and from work, and asked for suggestions about what could be done to make their journey to work more sustainable.

67. Details of the home postcodes will be retained by the TPC who will use the data to assist in the implementation of the GCP. A number of the staff live a considerable distance from the Harrowbrook campus. However, 4 of the postcodes given are within Hinckley. Two others are very close in Stoke Golding and Market Bosworth. There are 6 within Nuneaton with access to the college shuttle bus service. One is in Bedworth near the bus route that operates past the Harrowbrook campus, and 5 are in Coventry, again with access to buses that operate past the campus site.

68. Table 5 below provides details of the responses relating to main choice of travel and alternative travel choice. Different worded responses were given and Table 5 reflects all of these. The majority of respondents said that they would use a car. However, a number of respondents included other forms of transport. More sustainable forms of transport become more popular for alternative travel arrangements, although some said that they would use another car if necessary.

Table 5: Travel Survey - Modal Choice

RESPONSES	MAIN CHOICE	ALTERNATIVE
Walk		1
Walk or Cycle		1
Cycle		4
Cycle or Train		1
Shuttle Bus		2
Cycle most days Car sometimes	1	
Car, Walk, or Cycle	2	
Car or Cycle	1	
Car Share / Local Transport		1
Motorcycle or Car	1	1
Car and Shuttle Bus or Train	1	
Car usually, sometimes Cycle	1	
Car Share		2

Car most days	1	
Car	16	8
No response given		3

69. Respondents were also asked if they would consider car sharing. Most said that they would. Only 6 said that they would not, although one of these said that it was because no other staff live near to them. It is shown later in the section "Proposed Measures" that car sharing does not necessarily need to involve two people from the same organisation. Table 6 provides the results of this question. Given the responses, there is plenty of opportunity to explore the possibility of car sharing.

Table 6: Travel Survey - Those Willing to Car Share

YES	NO	CAN´T BECAUSE NO OTHER STAFF LIVE NEARBY	MAYBE
17	5	1	1

70. The respondents were also asked to provide details of likely travel times to and from the campus each day. Some teaching will take place during the evenings and some staff will therefore work until late evening. This is reflected in some of the responses. Generally the earliest travel times will be 0700 hours, and the latest 2130 hours. The responses confirm that the existing bus services that operate near the Harrowbrook campus will serve the majority of those working or studying at the campus.

71. Table 7 shows the number of staff members giving particular specific times for travelling to work. Table 8 shows the number of staff members giving particular specific times for returning home.

Table 7: Travel Survey - Travel to Work

TIME SPECIFIED	NUMBER OF RESPONDENTS
0700	2
0730	6
0745	1
0800	7
0815	3
0830	1
Arrive 0830	1
0730-0830	1
Various Times	1
No Response	1
TOTAL	24

Table 8: Travel Survey - Travel from Work

TIME SPECIFIED	NUMBER OF RESPONDENTS
1630	1
1630-1730	1
1700	9
1700 Plus	1
1700-1800	1
1730	2
1830	1
1800-2000	1
2100	2
2130	1
1700-2115	1
Various Times	1
Not Sure	1
No Response	1
TOTAL	24

72. Respondents were also asked for suggestions about what could be done to make their journey to work more sustainable. Various responses were given and they are listed below.

- Use a minibus
- Park at the Nuneaton campus and then use the shuttle bus
- Will use an electric car from 2012
- A need for secure bicycle parking, and changing facilities
- Car share, and work from home when the timetable allows
- Use of public transport
- No alternative
- Do marking at home
- Carry out divisional duties at home where possible
- Car sharing and work from home when possible
- Car sharing, but varying timetables do not allow this

73. There appears to already be a willingness to consider alternative means of travel. Use of the shuttle bus service, car sharing, and working from home appear to be popular suggestions. The TPC will look closely at the suggestions both in this and in future travel surveys to seek the best way forward.

74. The staff travel survey was a useful exercise and will assist the TPC during the initial months of the new academic year. During the first six months of the new academic year a more detailed survey will be undertaken and will include students also.

OBJECTIVES OF THE GREEN COMMUTER PLAN

75. The proposed development has been described. The existing conditions in and around the site have been discussed. A travel survey of staff that will be based at the site has been carried out and the results explained. Based on these findings and on the requirements as listed in the planning condition, a number of general objectives for the GCP are now set out.

76. The main objectives of the GCP are:-

- To ensure that all staff and students are aware of the GCP, its objectives, the measures proposed, and targets set, amongst staff and students at, and visitors to, the campus.

- To minimise the number of single occupancy car journeys and reduce car dependence by promoting and establishing and encouraging a shift to other more sustainable modes of travel by raising awareness of other modes and travel options.

- To provide good on-site facilities that will assist in encouraging the use of sustainable means of travel.

- To encourage staff and students to car share, where and when non-car options are not possible.

- To raise awareness of the consequences of transport choices on the environment, and to reduce the environmental effects of transport by the provision of additional, and the utilization of more sustainable modes of travel. To help reduce greenhouse gas emissions, and to improve air quality by reducing vehicle emissions. To further enhance NWHC corporate social responsibility and environmental image.

PROPOSED MEASURES

77. To enable the objectives of the GCP to be met, a number of measures are proposed. A number of initiatives were listed in the FTP that was submitted with the planning application for the new campus on the Harrowbrook site. The proposed measures given below are based on

that original document, but also relate to the travel plan submitted and approved in connection with NWHC's other new Hinckley campus at Lower Bond Street.

78. Green Commuter Plan Awareness

79. Good communication will be an important part of making the GCP successful. The GCP seeks to ensure that all staff, students and visitors are aware of the existence of the GCP, its objectives, and the main measures proposed, and targets set.

80. A Travel Plan Coordinator (TPC) has already been appointed in connection with the travel plan approved for the Lower Bond Street campus. This same TPC will be responsible for promoting and publicising the GCP for the Harrowbrook campus.

81. Awareness amongst staff and students early in the new term in particular, is important. It will help to prevent undesirable travel patterns developing as the academic year progresses. The TPC will implement a communications strategy.

82. A copy of the GCP will be posted on notice boards, and on the NWHC website. Hard copies of the GCP will be made available to each member of staff, each student, and each visitor upon request.

83. The TPC will introduce measures to promote and market the GCP in the college prospectus, as part of the induction process, and at presentations such as at Travelwise awareness meetings. Its purpose will be explained and an information pack will include a summary of the GCP and its benefits. As new staff and students join the college, they will be given the information pack.

84. Periodic travel surveys will also help to raise awareness of the GCP and its objectives.

85. Reduce Car Dependence

86. The GCP seeks to minimise the number of single occupancy car journeys and reduce car dependence by promoting and establishing and encouraging a shift to other more sustainable modes of travel by raising awareness of other modes and travel.

87. Raising awareness of the opportunity to travel by means other than the private car will be the responsibility of the TPC. Existing and new staff and students might not all be aware of the alternative modes of travel available or of the existing incentives available. Marketing the benefits of, and encouraging the use of, a more sustainable and desirable travel behaviour will be important at the beginning of the new term but also throughout the academic year. This process of marketing will continue through successive years as new students enroll.

88. The GCP encourages staff and students living within walking and cycling distance of the campus to walk or cycle whenever possible. Car-free days or cycle-to-work days could be arranged along with incentives such as a prize draw.

89. Health related programmes could be used to assist. Improvements to health and fitness can be encouraged through walking and cycling. There are also financial and environmental benefits. Information relating to health, financial savings, the environment, and other benefits will all be promoted by the TPC.

90. For those walking to the Harrowbrook campus site, there are good, well lit footways that already exist along the routes to the Harrowbrook site. There is also a cycle route that runs within 300 metres of the campus. Information will be provided about pedestrian and cycle routes to and from, and within the vicinity of the campus to all staff and students. The TPC will ensure that the LHA are made aware of any maintenance issues relating to footways and cycle routes serving the campus.

91. Good, secure bicycle parking facilities are being provided on the campus site. This will be promoted along with details of the locker facilities being provided.

92. Personal security issues could be dealt with through dialogue and communication with staff, students, and the Local Authority.

93. The TPC will also investigate the possibility of discounts for bicycle equipment. If there is a sufficient number of people interested in this form of travel, discounts might be possible.

94. The level of interest in a cycling safety course will also be investigated.

95. For those walking or cycling to campus, NWHC will provide a free and guaranteed lift-home or taxi service in an extreme emergency situation. The details of this scheme will be prepared by the TPC.

96. An information pack will be provided to all staff and students. It will include details of and cover all the issues discussed above. This information will also be posted on notice boards and on the college website. Notice boards, the website, and the information pack will also include details of both the NWHC shuttle bus service and public transport.

97. The college shuttle bus service timetable, exact stopping locations, and suggestions on how the service might be used will be made available. Details of all the public transport bus and rail services that are relevant,

including up-to-date timetabling, earliest and latest service times, and listing some connections, will also be provided.

98. Information prepared by the TPC will also contain details relating to any travel discounts that might be available. NWHC will seek ways to provide travel cost discounts to staff and students. It will work closely with public transport providers to seek to bring these opportunities forward. Concessions will be sought for bus users. Season tickets and other offers will be promoted. The TPC will work closely with other organisations on this issue.

99. All information will be updated as needed so that existing staff and students, and new staff and students will receive the very latest information.

100. For those using the shuttle bus service or public transport, NWHC will provide a free and guaranteed lift-home or taxi service in an extreme emergency situation. The details of this scheme will be prepared by the TPC.

101. The college shuttle bus service will be extended to include the new Harrowbrook campus. Students will be able to travel to the Nuneaton campus and the Lower Bond Street Hinckley campus from the Harrowbrook campus site. The service is free to staff and students who will receive updates and reminders about the available service.

102. The shuttle bus service will continue to be reviewed from time to time. The TPC will seek the views of staff and students as changes are sought to improve the service. Additional stops and a higher frequency of service might be added. NWHC is anxious to encourage more sustainable travel during working hours as well as on the journeys to and from home. The TPC will therefore look at ways of utilizing the shuttle bus for work related journeys. In addition, the TPC will examine carefully whether or not there is a need to extend the shuttle bus service to provide a stop at the Hinckley railway station for those travelling by train.

103. Visitors will also be given the opportunity to travel to the campus by non-car modes. They will be sent details of bus services in the vicinity, mapping showing the railway station, bus station, bus stops, cycle routes and parking, and timetabling and fares details. A register of all visitors to the site will be kept. They will be asked about their means of travel to the site and a note will be made.

104. <u>On Site Facilities</u>

105. The GCP seeks to provide good on-site facilities that will reduce the need for travel, help to reduce the need to travel by car, and that will assist in encouraging the use of sustainable means of travel.

106. Pedestrian access to the campus site for those walking is separated from the vehicular access. There is no conflict between pedestrians and vehicles and is therefore safe.

107. Cycling facilities are being provided on the campus site to encourage greater use of bicycles. Secure cycle racks sheltered from the weather will be in place. Additional cycle parking facilities will be added if needed. Locker facilities are also being provided.

108. The College has installed the drainage for showering facilities within the ground floor area marked 'changing facilities' on the attached layout plan. The area will be subdivided in to separate showering / changing cubicles and will also contain rows of lockers. The College seeks to install the showers at the earliest opportunity post-occupation and endeavors to finish the showering facilities within six months following the first occupation of the building.

109. Provision is being made on site for powered two-wheelers to be parked. Powered two-wheelers are convenient and require less space for parking than a car. They are cheaper to buy and to run and in most cases produce less air pollution. Additional parking for powered two-wheelers will be added if needed.

110. In addition a canteen is being provided allowing staff and students to remain on campus during lunch breaks. Additional trips off-site to purchase lunch will not be required.

111. Car Sharing

112. The GCP seeks to encourage staff and students to car share, where and when non-car options are not possible.

113. NWHC already has a travel plan in place for its Lower Bond Street campus in Hinckley. That travel plan also seeks to encourage the use of car sharing. Car sharing is a way of reducing travel costs to the individual, and reducing pollution in the environment.

114. There are many opportunities for car sharing. Cars might be shared by colleagues at the same campus. Those working at or enrolled at different campuses might be able to arrange an agreement. However, car sharing is not limited to employees of the same organization.

115. Groups of people can be brought together through free car share schemes. The car share scheme highlighted in the Lower Bond Street travel plan is the "Leicester Share" scheme. The website is at www.leicestershare.com

116. The TPC will promote the car share option amongst staff and students at the Harrowbrook campus. This will be done during the enrollment process, on the college website, and in the information pack to be given to all. The TPC will seek other ways to promote and encourage this travel option.

117. The number of staff likely to work at the Harrowbrook campus is 30, and the number of students likely to be enrolled is approximately 510. Although staff numbers are relatively low, the TPC will encourage cross-campus use of this facility amongst staff and students.

118. Those who car share will be entitled to a free guaranteed lift-home service for emergency situations.

119. Reduce Adverse Environmental Effects

120. The GCP seeks to raise awareness of the consequences of transport choices on the environment, and to reduce the environmental effects of transport by the provision of additional, and the utilization of more sustainable modes of travel. It seeks to help reduce greenhouse gas emissions, and to improve air quality by reducing vehicle emissions. It also seeks to further enhance NWHC corporate social responsibility and environmental image.

121. By promoting and encouraging the use of more sustainable means of travel the environment will be improved. However, NWHC will in addition schedule a Travelwise event. A Travelwise presentation will be held to raise awareness of various environmental problems and possible travel solutions. The TPC will arrange this event with the Local Authority. Follow-up presentations will be arranged as reminders and for those unable to attend the first event.

TARGETS

122. The Harrowbrook campus is new and it is yet unclear by what means staff and students will travel to and from the campus site. A travel survey has been carried out amongst the staff that will be located at the site and they have indicated how they expect to travel, but further surveys will be needed. However, some initial targets have been set, and efforts will be made to encourage use of sustainable modes early on in the new term in the hope that many will choose not to use the car.

123. Another travel survey of both staff and students will be carried out within six months of the opening of the new campus. This could be in March 2012, perhaps at the same time as the proposed travel survey for the Lower Bond Street campus. Then, a revised set of targets will

likely be required. The TPC will ensure that chosen targets will assist in achieving the objectives of the GCP. Targets will also need to be realistic and measurable over time.

124. In the meantime, the GCP sets some provisional targets. These are in line with the targets set in the travel plan for the Lower Bond Street campus. The TPC will implement measures set out in both the Lower Bond Street travel plan, and the Harrowbrook campus GCP.

125. The results of the travel survey carried out for the Lower Bond Street travel plan were compared with 2001 census data. This led to a provisional target being set to reduce single occupancy car travel by 10% over a 5-year period. This would be reviewed following additional surveys within six months into the new academic year.

126. It would seem reasonable to have as a starting point the same target for the Harrowbrook campus. The travel survey of staff that will be employed at the Harrowbrook campus showed that at least 67% of respondents said they would travel by car. It is encouraging to note that in the same survey 46% of respondents said that they would consider sustainable options as an alternative, and 71% said that they would consider car sharing.

127. Therefore, the provisional target for the Harrowbrook campus site is, to reduce single occupancy car travel by 10% over the next 5 years amongst staff members.

128. A more comprehensive travel survey which will include students will be carried out within six months of the start of the new academic year. It is expected that a large proportion of students will travel by sustainable means. Many are too young to drive. Others cannot afford to own a car. In addition, the site is in a very sustainable location with good bus services running within easy walking distance of the campus site. There is also the college shuttle bus service that is well patronized. Therefore, targets relating specifically to students will be set later on.

129. Some procedural targets can also be set. The NWHC wishes to act upon all, and progress each, of the measures listed in the GCP by the time of the next travel survey. In addition, a target response rate of 80% is set for future travel surveys. The response rate for the travel survey undertaken for the Harrowbrook campus in June 2011 was 86%. Surveys will also be carried out electronically which it is hoped will assist in achieving good response rates in the future.

IMPLEMENTATION

130. NWHC´s sustainability officer has already been appointed as the Travel Plan coordinator (TPC) to implement the initiatives and measures contained in the Lower Bond Street travel plan, and to oversee all NWHC transportation matters. This person will also be appointed as the TPC for the Harrowbrook campus GCP and will manage all matters relating to it.

131. Work has already begun on the implementation of the travel plan for the Lower Bond Street campus. This work will continue, and will incorporate the Harrowbrook campus immediately upon adoption of the GCP, and the discharge of the planning condition.

132. Early implementation of the GCP is important so that staff and students who might not be aware of the alternative modes of travel or incentives available might be encouraged to adopt a more sustainable and desirable travel behaviour at the commencement of the new term.

133. It is important that the TPC is enthusiastic about the future of the GCP and the measures and targets contained in it, and leads by example. They will be required to develop a sustainable culture amongst all those at the Harrowbrook campus, and ensure the success of the GCP.

134. In part, the success of the GCP will be achieved by creating the opportunity for two-way dialogue. It is important for staff and students to have opportunities to input to the GCP. The TPC will develop and maintain a communications strategy within the organisation.

135. The TPC will undertake the following tasks:-

- Implement measures to promote and market the GCP.
- Explain its purposes at every opportunity.
- Increase awareness of opportunities to travel sustainably.
- Encourage the use of sustainable means of travel by reminding staff and students of the health and fitness, financial, and environmental benefits.

- Develop incentives to travel sustainably.

- Provide details of pedestrian and cycle routes, and ensure that the LHA is aware of any maintenance or other issues along these routes.

- Promote the on-site facilities for cyclists, and seek discount opportunities for bicycle purchase.

- Provide opportunities for attendance at cycling courses.

- Maintain a dialogue with staff and students on the issue of personal security.

- Liaise with public transport operators and maintain an up-to-date file on all public transport services and regularly produce and provide comprehensive timetables for services relating to the areas where staff and students live. Seek opportunities for travel discounts.

- Prepare and maintain on-site publicity on a travel information notice board and on the college website, and provide details of public transport and shuttle bus timetables, available discounts and concessions, maps, and cycle route details. Promote national travel campaigns, cycle promotion schemes, forthcoming Travelwise presentations, etc.

- Produce information packs for all staff and students. The pack will contain a summary of the GCP as well as detailed travel information.

- Seek ways to improve the shuttle bus service and public transport.

- Ensure that visitors to the campus have the opportunity to travel sustainably. Maintain a register of all visitors and how they travel.

- Seek ways of ensuring that journeys made during working hours are also sustainable.

- Promote car sharing and develop a car share scheme. Seek for opportunities to encourage staff and students to adopt this well-developed method of travel.

- Prepare the details of the guaranteed lift-home service, and assure all those choosing to use sustainable methods of travel that a guaranteed lift-home service will be available in emergency situations.

- Ensure that the car park is properly managed.

- Where possible, and with the help of the Local Authority, form partnerships with other employers that have adopted a travel plan, and liaise with their travel plan coordinators. This might lead to advantages in negotiations and offers for staff and students.

- Undertake periodic surveys relating to travel and the use of facilities such as the cycle racks. Add more cycle racks and powered two-wheeler parking places if needed.

- Ensure that all staff and students are aware that they will be asked to complete a travel survey questionnaire at some point during the academic year.

- Oversee travel surveys as needed, and monitoring, review, and change to the GCP.

136. The TPC might be given other duties in addition to those set out above.

137. An important responsibility will be to organise and oversee additional travel surveys. The first of these will take place within six months of the commencement of the new academic year.

138. The TPC will be responsible for monitoring the progress of the GCP, and to ensure that the various initiatives and measures are implemented. A review of the GCP will be needed sometimes, and changes made where necessary.

MONITORING, REVIEW AND CHANGE

139. The GCP sets out relevant, measureable proposals and targets. It will be monitored and evaluated, and reviewed against achievements.

140. A staff travel survey has already been carried out in June 2011 to provide some guidance in the preparation of this GCP. During the six months following the opening of the Harrowbrook campus, another

travel survey of staff and students will be carried out. It could be undertaken at the same time as travel surveys at the Lower Bond Street campus.

141. The LHA will be consulted before the questions are finalised for the second travel survey. Travel patterns, journey linkages, and modal use will be investigated. The survey results will then be used to feed back into the GCP. Updates will be made as needed, and new targets set.

142. In addition, continuous monitoring of various aspects of the GCP will take place. For example, the occupation of cycle racks will be monitored, and additional racks added if necessary. Following Travelwise and other similar presentations, the effect of these on travel choice will be monitored. Data collected throughout the year and during special surveys will be summarised and reported annually to the LHA.

143. The shuttle bus service will be constantly monitored. The number of services and the frequency of service will be reviewed and altered if there is sufficient demand. The TPC will examine whether or not the service should be extended to the Hinckley railway station, and if other additional stops should be added. The monitoring of this service is an important aspect of the GCP.

144. Discussions will also be held with travel operators to seek to improve facilities and services where possible. A question in the second travel survey relating to the convenience of bus times and frequencies might be appropriate.

145. It might also be possible to further improve class timetabling to reduce the number of trips that have to be made to and from the campus.

146. When the GCP has been operative for a while, the objectives might need to be reviewed. Measures might need to be reconsidered, and new targets set. The GCP will also evolve as new ideas develop. It is important for the GCP to adapt to changing circumstances.

SUMMARY

147. North Warwickshire and Hinckley College (NWHC) received planning approval to create a new college campus on a site in Harrowbrook Industrial Estate, Hinckley. However, planning approval

is conditional upon the preparation of a Green Commuter Plan (GCP) for the new campus. This document is the required GCP.

148. NWHC is also locating its main Hinckley campus to a new site at Lower Bond Street, and a separate travel plan has been approved already for that site. The travel plan coordinator (TPC) appointed to oversee the implementation of that travel plan will also oversee the implementation of the GCP for the Harrowbrook campus.

149. The objectives of the GCP are that it seeks to minimise the number of single occupancy car journeys, reduce car dependence, and promote a shift towards the use of more sustainable modes. To achieve this, the GCP seeks to increase awareness of the travel options available, provide a greater transport choice, and provide good on-site facilities. It also seeks to raise awareness of the consequences of transport choices on the environment. The GCP seeks to help reduce greenhouse gas emissions, and to improve air quality by reducing vehicle emissions. It will assist in further enhancing NWHC's environmental image.

150. The Harrowbrook campus is in a sustainable location and is within the built-up area of Hinckley. There are safe and well maintained footways that serve the site and lead to bus stops less than 500 metres away. There is also a cycle route that runs within 300 metres of the campus. Secure cycle and powered two-wheeler parking, and a changing room with lockers are also being provided on the campus site.

151. Bus services provide a good service during college hours. Currently, 92% of students live within the towns and cities that are served by these bus services.

152. In addition to the public transport buses, NWHC also offers a free shuttle bus service for staff and students. It operates during term time and provides a transport link between the college's main campuses in Hinckley and Nuneaton. It is to be extended to serve the Harrowbrook campus and will be improved as needed.

153. The number of marked parking spaces being provided on the site is in accordance with the LCC Highways, Transportation and Development document. Adequate disabled car parking is also being provided as well as sufficient circulation space for cars, the shuttle bus, deliveries, etc. The car park and yard area will be managed to ensure that space is constantly available for all these uses.

154. To assist in the preparation of the GCP, a staff travel survey was undertaken. Many of the staff live in locations allowing them to walk, cycle, or use public transport or the shuttle bus service.

155. Respondents were also asked if they would consider car sharing. Most said that they would

156. A number of objectives are set out in the GCP, and various measures are to be implemented. The main target of the GCP is to reduce single occupancy car travel amongst staff by 10% over the next 5 years. In addition, NWHC wishes to progress each of the measures listed in the GCP before the next travel survey is undertaken.

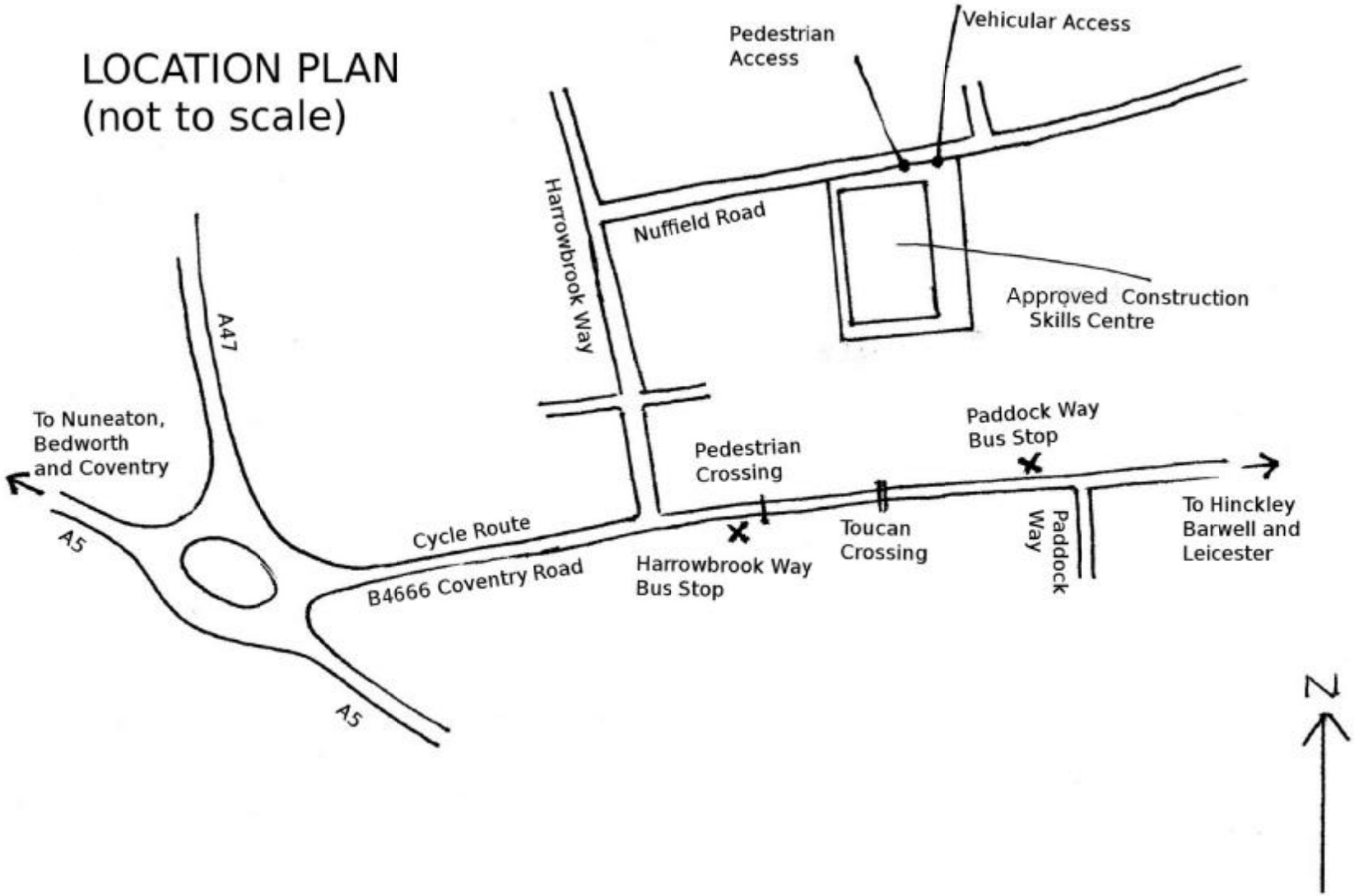
157. Another travel survey of both staff and students will be carried out within six months of the opening of the new campus. Then, a revised set of targets will likely be required.

158. The benefits of the GCP will be to raise awareness of the consequences of transport choices on the environment, and to reduce the environmental effects of transport by the provision of additional, and the utilization of more sustainable modes of travel. Implementation of the measures contained in the GCP will help to reduce greenhouse gas emissions, and improve air quality by reducing vehicle emissions, and help to reduce traffic congestion, and travel costs. In addition, there will be improvements to health and fitness through additional walking and cycling.

159. NWHC wishes to formally adopt this Green Commuter Plan, and requests that the planning condition relating to the production of the Plan be discharged.

Appendix A: Site Location Plan

LOCATION PLAN
(not to scale)



Appendix B: The Framework Travel Plan

woods ferrer limited
traffic, transportation, & highway consultants

NORTH WARWICKSHIRE AND HINCKLEY COLLEGE

**PROPOSED CHANGE OF USE
FROM
A WAREHOUSE
TO A
CONSTRUCTION SKILLS CENTRE**

**NUFFIELD ROAD
HARROWBROOK IND EST
HINCKLEY**

Framework Travel Plan

7 March 2011

Introduction

North Warwickshire and Hinckley College is applying for planning approval to create a new campus on a site in Hinckley. Permission is sought for a change of use from a warehouse to an education use. The campus would be used as a construction skills centre.

The site is on the Harrowbrook Industrial Estate, and consists of an empty industrial unit with office space. There is also an outside yard area with direct pedestrian and vehicular access to the public highway.

The development of a Travel Plan would accompany the creation of the new campus, and it would relate to the Travel Plan for the college's other new Hinckley Campus in Lower Bond Street. The Travel Plan would seek to minimise the number of single occupancy car journeys and promote a shift towards more sustainable modes.

A Framework Travel Plan has been written to accompany the planning application submission for the proposed change of use. The Framework Travel Plan lists the main initiatives that the Travel Plan is likely to include. This numbered list is provided below.

The site is in a sustainable location. It is less than 500 metres from bus stops on two bus routes serving Leicester, Barwell, Hinckley, Nuneaton, Bedworth, and Coventry. There are good pedestrian links to the bus stops from the site. In addition, the college operates a free shuttle bus service that runs between the main campuses in Hinckley and Nuneaton. This shuttle bus service would be extended to serve the site. Details of all the bus services are described in the Transportation Statement accompanying the planning application. In addition to these bus services, a cycle route runs within 300 metres of the site.

Proposed Travel Plan Initiatives

The main initiatives likely to be included are as follows:-

1. An information pack with details of all the bus services including earliest and latest service times and listing connections to the main cities would be provided to each member of staff and student based at the new Harrowbrook Industrial Estate campus. Clear and up-to-date timetabling would be provided on notice boards within the campus, and on the college website.

2. The college shuttle bus service would be extended to include the new Harrowbrook Industrial Estate campus. Students are currently able to travel between the existing Nuneaton and Hinckley campuses using the free shuttle bus service. Clear and up-to-date timetabling would be provided on notice boards within the campus, and on the college website.

3. In response to a request from the Local Highway Authority, good, well lit, secure bicycle parking facilities would be included on site. In addition, changing facilities and lockers would be provided.

4. For those unable to walk or cycle to the site, or use public transport, car sharing would be encouraged.

5. A canteen would be provided on site allowing staff and students to remain on campus during lunch breaks.

6. A Travelwise presentation could be held on site to raise awareness of various environmental problems and possible travel solutions.

7. A Travel Plan coordinator would be appointed to oversee College transportation matters.

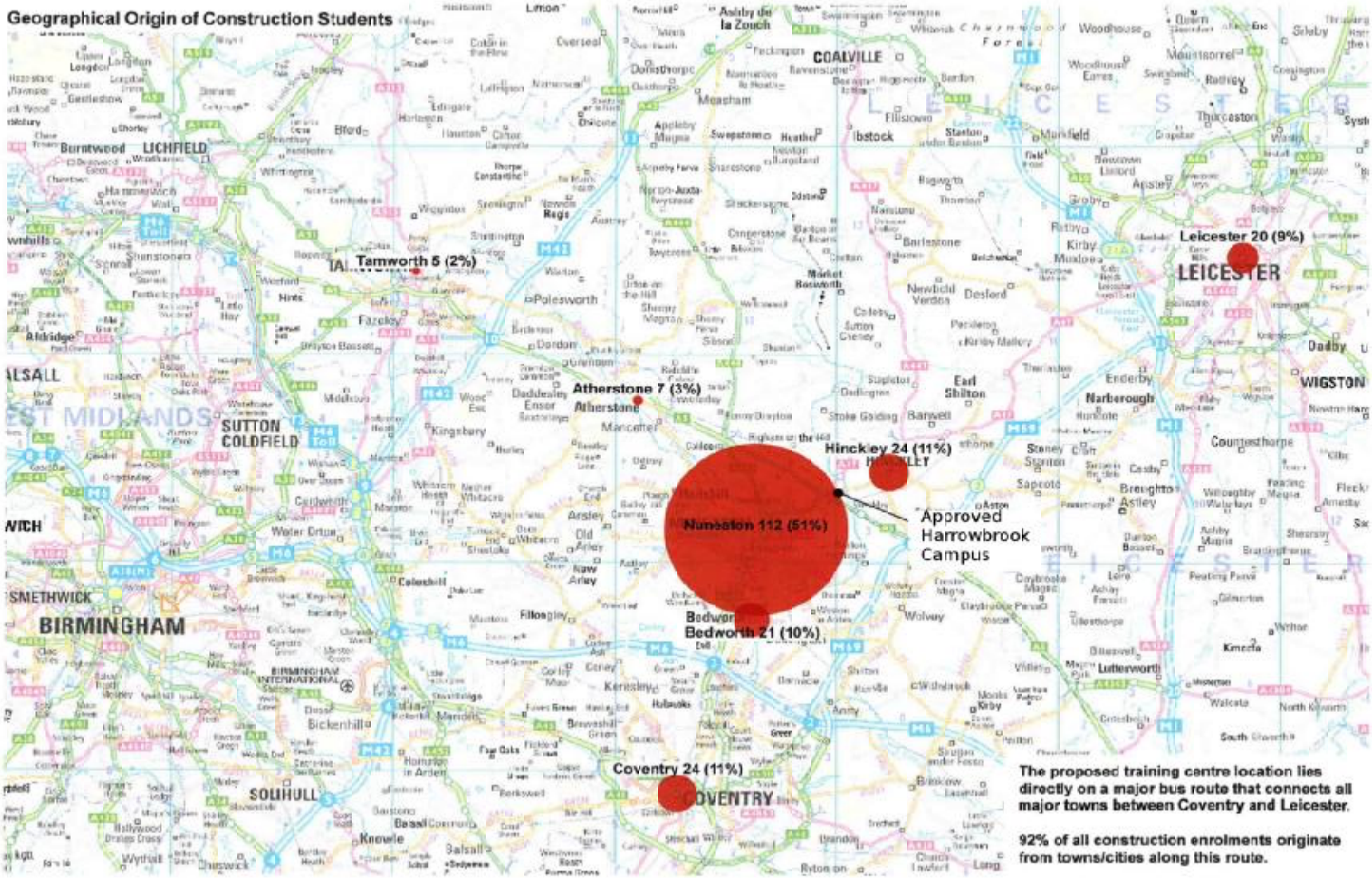
8. A copy of the Travel Plan would be posted on the college notice board, and on the college website. Hard copies would be made available to each member of staff and each student.

9. The Travel Plan would set out relevant, measureable proposals and targets. It would be monitored and evaluated, and reviewed against achievements. During the six months following the opening of the campus, a travel survey of staff and students would be carried out. Travel patterns, journey linkages, and modal use would be investigated. The survey results would be used to feed back into the Travel Plan and update the College database. Revisions and updates to the Travel Plan would be made as needed.

Appendix C: Student Origins

[The map below shows where the current year's students live. The size of the red circles indicates the number of students. However, the map also gives the numbers and percentages of students from each town. It can be seen that the majority of students live within close proximity to the site in Hinckley, and that 92% of students live along the Coventry to Leicester bus route corridor.]

Geographical Origin of Construction Students



The proposed training centre location lies directly on a major bus route that connects all major towns between Coventry and Leicester.

92% of all construction enrolments originate from towns/cities along this route.

Appendix D: Shuttle Bus Details

North Warwickshire and Hinckley College
SHUTTLE BUS TIMETABLE- Version 3

The college offers a free shuttle bus service which operates between North Warwickshire Campus and the Hinckley Campus. The pick up and drop off points are:

- North Warwickshire Campus – Bus Shelter, Student Car Park
- Hinckley Campus – to the front of the college on London Road

Depart Hinckley	**08.30*** **	**08.40***	**09.30*** **	**10.15*** **	**12.00*** **	**14.15*** **	**14.45*** **	***16.00*** **	**16.45*** **	**16.45****	***18:15***
Arrive NWC	**08.45**	**09.00**	**09.45**	**10.30**	**12.15**	**14.30**	**15.00**	***16.15***	**17.00**	**17.00**	***18:30***

Depart NWC	**08.45****	**08.50*** **	**09.05***	**10.00*** **	**11.15*** **	**12.45*** **	**14.30*** **	***16.15*** **	**17.15*** **
Arrive Hinckley	**09.00**	**09.05**	**09.20**	**10.15**	**11.30**	**13.00**	**14.45**	***16.30***	**17.30**

* Wide Horizon Double Decker
** Coach Leasing Double Decker
*** LCC

If you require any further information on:

- The Shuttle bus service
- Service buses which include the college sites in their daily schedules
- Financial support for travel

Please contact the Customer Service Team on 024 76 243366

Appendix E: Travel Survey Questionnaire

NORTH WARWICKSHIRE AND HINCKLEY COLLEGE

CONSTRUCTION SKILLS CENTRE
HARROWBROOK INDUSTRIAL ESTATE CAMPUS
NUFFIELD ROAD HINCKLEY

Staff Travel Survey Questionnaire

Planning approval was recently granted for the new construction skills centre at Harrowbrook in Hinckley. Approval was conditional, and the college is required to present a travel plan to the local planning authority prior to the opening of the campus. Upon approval of the travel plan, the planning condition will be discharged.

In preparing the travel plan, an initial travel survey is required. A questionnaire has been prepared for completion by staff who will be working at the new campus. Would you answer the questions listed below and return the questionnaire. Thank you.

What is your name and post code? .....

How do you intend to travel to and from the Harrowbrook campus? (The return journey might be by a different mode of travel. Journeys might involve a combination of modes, and might vary from day to day and might include one or more of the following:- train, bus, college shuttle bus, cycle, walk, motorbike, car: on your own, car: with other(s), taxi. **Please provide a very brief explanation.**
.....
.....
.....

If you intend to travel by car, have you considered any alternative means of travel should your car become unavailable for a day or for a longer period of time? What might be your alternative?
.....

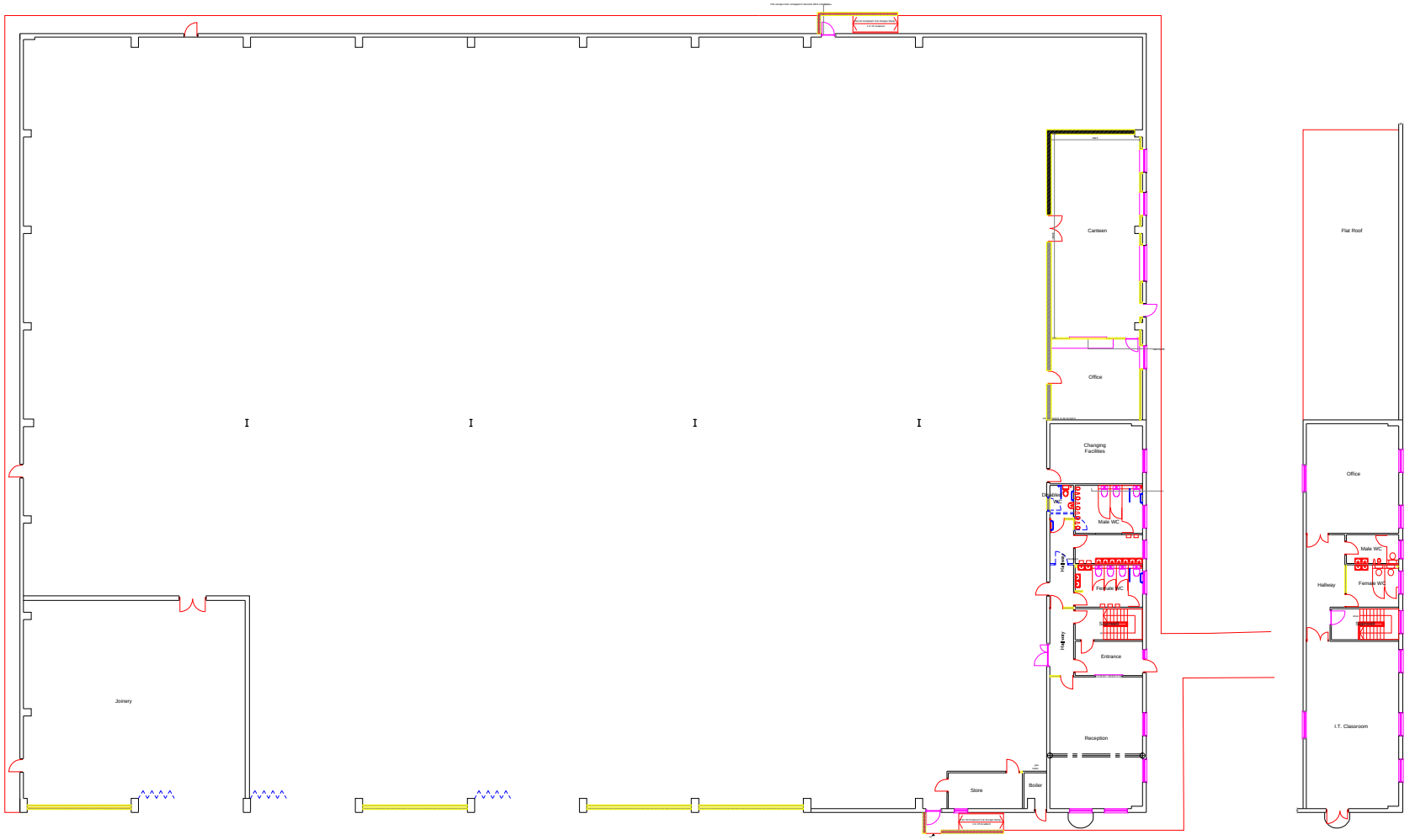
If you need to travel by car, would you consider car sharing? .....

At what times do you expect to have to travel to and from the campus?
.....

Do you have any suggestions about what could be done to make your journey to work more sustainable?
.....
.....

PLEASE RETURN YOUR QUESTIONNAIRE TO.....
BY FRIDAY 17 JUNE 2011. THANK YOU.

Appendix F: Proposed Ground and First Floor Plans



Ground Floor Plan

First Floor Plan

INDICATIVE LOCATION PLAN:

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Notes:

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PROJECT: Unit A Harrowbrook Industrial Estate, Hinckley

ADDRESS: Unit A
Harrowbrook Industrial Estate
Hinckley

SCHEME NUMBER: BMBC 218955

DRAWING NUMBER: 02

DATE: March 2011

REVISION: 01

DRAWING TITLE: Proposed Ground and First Floor Plans

CAD REFERENCE: BMBC 218955/ 02

SCALE	DRAWN BY	CHECKED BY
1:100 (A0)	PSW	PSH

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