

# Travel Plans: A Developer's Perspective

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# Introduction

- Senior Engineer within Development and Transportation at WSP
- Responsible for the production of Transport Assessments, Travel Plans, Traffic Modelling, Masterplanning
- Undertook MSc in Transport Policy and Business Management at Loughborough University
- Research Project – Travel Plans: A Developer’s Perspective
- Review of existing literature had indicated that this key stakeholder was under represented in current policy, research and guidance

# Background for Research

- Research Aim

***'to examine travel plans from the perspective of a key stakeholder: the developer'***

- Research Objectives

- To review existing literature to identify developers' involvement with travel plans;
- To review existing transport policy and guidance relating to travel plans and developers;
- To determine developer's opinions on travel plans; and
- To provide recommendations for practice and policy.

- Series of qualitative interviews with developers

- These interviews covered the following topics:

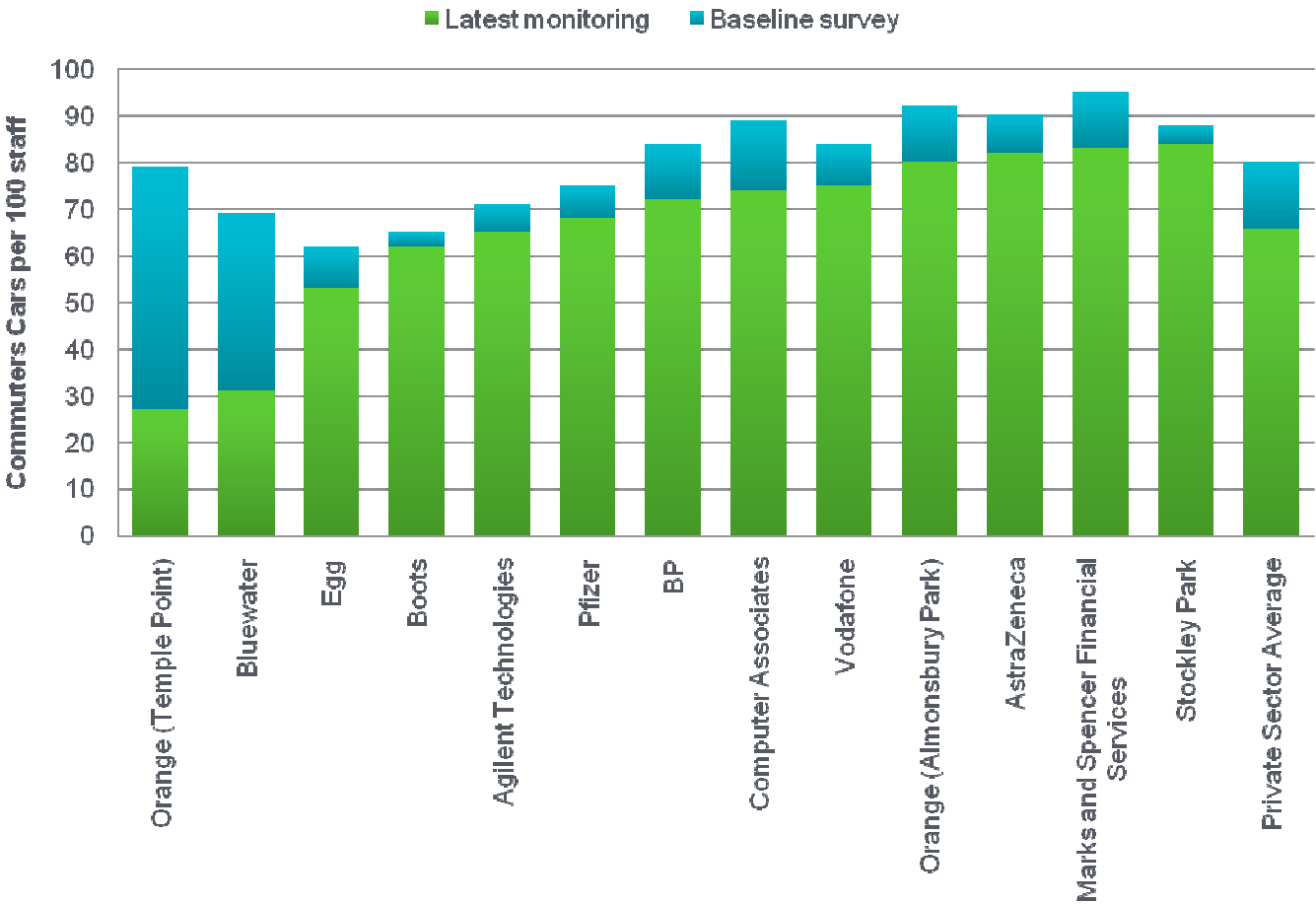
- What is a travel plan?
- How do travel plans perform?
- The future of travel plans.

# Travel Plan Definitions

Document	Package of Measures	Sustainable Travel Options	Reduce Single Occupancy Vehicle Use	Management tool / strategy	Environment
Department for Transport Website	✓	✓	✓		
National Specification for Workplace Travel Plans				✓	
Good Practice Guidelines: Delivering Travel Plans through the Planning Process	✓	✓	✓	✓	
Guidance for workplace travel planning for development	✓	✓	✓	✓	✓
Using the land-use planning process to secure Travel Plans: An assessment of progress in England to date	✓		✓		
Smarter Choices – Changing the Way We Travel	✓	✓	✓		
A guide on travel plans for developers		✓	✓	✓	
Total	5	5	6	4	1

# Travel Plan Potential

Figure 6: Changes in Commuter Car Use as a Result of a Travel Plan – Private Sector



# Interview Highlights

- What is a travel plan?
- What are your main motivations for developing a travel plan?
- Benefits of a travel plan
- Developers desire to see incentives for travel plan development
- Future issues included supporting policy measures and stakeholder partnerships

# Recommendations



# The Need to Consider the Developer Perspective

- Difficult to define a developer
- Smarter Choices discussed that Planners find it difficult to engage with certain stakeholders, including developers
  - Planners concerned with long term, politics and regeneration
  - Developers often operate in short term, dictated by market demand and prefer green field sites
- Level of developer involvement is key
  - Lease
  - Sell
  - Occupy
- Involvement influenced developer motivation for developing travel plan

# Travel Plans Providing Cost Savings and Added Value

- Developers reactive to the market
- The importance of parking management and constraining car use
- Eddington Transport Study discussed sending the right price message regarding use of unsustainable modes
- These policy options may increase demand for sites with quality travel plans
- Developers would react to the change in demand
- There is a need to create such conditions where travel plans provide a benefit over their costs

# The Need for a Greater Evidence Base

- Developers did not perceive any traffic reduction benefits provided by travel plans
- Significant issue was the practice of planners requiring off-site highway works on the 'business as usual' case
- Development of evidence base required to demonstrate typical performance rather than best practice (The Essential Guide to Travel Planning)
- Provide comfort to planners, developers and consultants
- iTrace may provide this capability

# The Need for Partnerships

- Developers prefer to work in partnership with local planners to develop travel plans
- Reliance on burdensome regulation and planning obligations
- Ensuring developers engaged with travel plan will ultimately provide better end product
- Good Practice Guidelines 2009 suggested that travel plan/smarter choices resource centre be provided
- These resource centres could be funded by developer contributions
- Issues
  - Public Sector cut backs
  - Developer involvement

# Travel Plans and Regulation

- Current travel plan development dependent on regulation through planning process
- Research indicates that monitoring of travel plans is insufficient
- Research also indicates that regulation will not always lead to developer or occupier buy-in
- Aspects of regulation may disengage developers from the process
  - Many developers find the financial penalties used to secure travel plans burdensome and bureaucratic

# Conclusions

- Room to improve our approach to travel planning
- There is a need to create such conditions where travel plans provide more tangible benefits
- Different price messages are required
- Engaging with developers will ultimately provide a better travel plan
- Scope for a larger quantitative study of developer attitudes
- Any Questions?