



**AGENDA ITEM: 8**  
**SUMMARY**

<b>Report for:</b>	<b>Cabinet</b>
<b>Date of meeting:</b>	<b>7<sup>th</sup> February 2012</b>
<b>PART:</b>	<b>1</b>
If Part II, reason:	

<b>Title of report:</b>	<b>Maylands Area Travel Plan</b>
Contact:	Cllr Stephen Holmes , Portfolio Holder for Planning & Regeneration  Author/Responsible Officer Kevin Langley Strategic Planning & Regeneration Officer x3411
Purpose of report:	To consider the adoption of the Maylands Area Travel Plan.
Recommendations	That Cabinet recommend to Council the adoption of the Maylands Area Travel Plan (MATP) as a material planning consideration with new planning applications.
Corporate objectives:	The project will help deliver against the corporate objectives of: "Safe and Clean Environment", "Regeneration" & "Dacorum Delivers".  It will help to create a low carbon business park by enabling businesses to adopt more sustainable practices. The plans will support regeneration activity across the area.
Implications:	<u>Financial</u>  No financial implications to the council.
'Value For Money Implications'	<u>Value for Money</u>  The action plan will enable this area to continue to support the 16,500 employees of the Maylands area and help reduce the cost of congestion for businesses across the Maylands Business Park. The MATP will continue to allow the Council to gain central government funding by providing information on travel uses and through having an action plan to address identified travel

	issues.
Risk Implications	A risk assessment exists as part of the project documentation.
Equalities Implications	None in this report
Health And Safety Implications	None in this report
Monitoring Officer/S.151 Officer Comments	<p><b>Monitoring Officer:</b></p> <p>No further comments to add to the report.</p> <p><b>Deputy S.151 Officer</b></p> <p>The resources required for developing the Travel Plan and marketing and implementing it should be contained within the external funding secured. Any capital implications arising from the proposals will require agreement on capital funding through CSSG.</p> <p>The Travel Plan Co-ordinator will need to take account of the Council's wider parking strategy, as approved by Cabinet on 18 October 2011, and any policy proposals in respect of parking that may be brought forward before the next review of the parking strategy which is due for the 2014/15 financial year.</p>
Consultees:	<p>Dacorum Borough Council – Development Management Team</p> <p>Hertfordshire County Council</p> <p>Maylands Partnership</p>
Background papers:	<p>Stage 2 report on the Maylands Sustainable Travel Strategy</p> <p>Maylands Masterplan</p> <p>Hemel 2020 and Economic Development Strategy</p>

## BACKGROUND REPORT

- 1.1 The Maylands Area Travel Plan (MATP) builds upon work that has been ongoing since the adoption of the Maylands Masterplan in 2007 to establish Maylands as a sustainable, well connected Green Business Park.
- 1.2 Through the Master planning work, it was identified that Maylands suffers from poor walking, cycling and public transport connections to the wider town, particularly to the town centre and the train station. Maylands also has a high level of employees commuting using car as a mode of travel who live within a close proximity to the Business Park.
- 1.3 Steer Davis Gleave were commissioned in 2009 by Hertfordshire County Council to

produce a sustainable transport plan for Maylands. The Maylands Sustainable Transport Plan (MSTP) aimed to provide an accessible place to work, through introducing high quality public transport, encouraging sustainable forms of travel via a variety of modes, and promoting ease of movement and reducing congestion in and around Maylands.

- 1.4 The MATP forms part of the wider MSTP, the other components making up the MSTP are the Maylands Parking Strategy (MPS) and scheme development and prioritisation for sustainable improvements across Maylands.
- 1.5 The MATP has been consulted on at each stage with key stakeholders including the local business community (through the Maylands Partnership), Dacorum Borough Council (Development Management and Regeneration) and Herts County Council (Highways and Passenger Transport Unit).
- 1.6 The Document is now in its final form as a consultant's report for formal consideration by DBC.
- 1.7 There are several roles that the MATP will provide:
  - To provide a long term, sustainable travel management strategy for the Park that remains relevant by responding to changing conditions and opportunities as the Park develops
  - To provide a framework for existing and new Maylands businesses to adopt their own site-specific measures and encourage sustainable travel behaviour at individual workplaces.
  - To be a working document for the Maylands Travel Plan Coordinator to plan and undertake actions.
- 1.8 To provide additional information against which to take into account when developing future policies around access and transport issues across the East of Hemel Hempstead.
- 1.9 The MATP adds important value to priorities in the adopted DBC Local Plan and emerging Local Planning Framework Core Strategy. Its contents should therefore be used as a material planning consideration which should be taken into account for the following reasons:
  - It is a requirement for a Green Travel Plan to be produced alongside new planning applications over a specified size, as detailed in chapter 5 of 'Developing a Green Travel Plan: A Guidance Note'.
  - The MATP will enable new applications to be able to meet this condition to supply a Green Travel Plan with greater ease through adopting the MATP
  - It has reflected changed circumstances at Maylands such as recovery and regeneration needs and aims to deliver key parts of Hemel 2020 and the Maylands Masterplan.
- 1.10 The council has received funding through the first phase of Local Sustainable Transport Fund (LSTF). This is central government funding managed by the Department for Transport. DBC received £58k in June 2011 to start delivering the MATP through having a dedicated resource/officer to work with businesses across Maylands delivering these actions (Section 8 within MATP). This funding will run until August 2012.

- 1.11 Using the LSTF funding DBC has already recruited a travel plan coordinator. Also it will:
- Develop Marketing Strategy using full range of media and link with appropriate national awareness raising events
  - Develop a brand name/logo for the area travel plan and associated materials
  - Develop a calendar of events
  - Develop and maintain dedicated travel pages on the Maylands website
  - Developer contributions through Section 106 Agreements and Community Infrastructure Levy (CIL), for sustainable transport, will continue to be sought on new developments at Maylands to ensure that the council can continue to deliver future sustainable transport initiatives across Maylands.
  - Further detail is provided through the Action Plan (Appendix 1)
- 1.12 Dacorum Borough Council has been supporting Herts County Council in the preparation of a second increased bid to the LSTF which will be submitted in December 2011. This will include further resource for the delivery of the MATP. This funding will run from April 2012 – March 2015
- 1.13 Developer contributions through Section 106 Agreements and CIL, for sustainable transport, will continue to be sought on new developments at Maylands to ensure that the council can continue to deliver future sustainable transport initiatives across Maylands.
- 1.14 The increased LSTF bid that is to be submitted December 2012 contains a range of initiatives that Dacorum Borough Council, with Herts County Council, will be delivering to improve travel options across Maylands for the period 2012-15. A further report will be presented to cabinet detailing these initiatives if the bid is successful
- 1.15 The MPS is currently in the final stages of development; this needs further consideration and consultation with the business community. It will be reported back to cabinet in April after it has been finalised.
- 1.16 A copy of the MATP will be placed in the Group rooms for inspection.

APPENDIX 1: MATP - ACTION PLAN

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

## Maylands Area Travel Plan

Measures	Benefits	Responsibility	Planning start date	Implementation date	Cost		Priority
					Revenue (no. of TPC days and additional)	Capital costs	
	plan.						
Meet with key employers on the Park to introduce TPC role and understand issues and concerns regarding travel	Begin process of engagement with businesses at Maylands and generate support for travel plan activities	DBC (Travel plan coordinator)	Oct 2011	On-going	2 days/month	none	High
'Call to action' event	To promote the objectives of the travel plan to employers and employees	DBC (Travel plan coordinator) supported by Travel Plan Forum and Maylands Partnership	Oct 2011	April 2012 (and yearly thereafter)	2 days planning; 1 day per year	None	Medium
Develop a calendar of events (one per month) such as Biker's Breakfasts, Dr Bike maintenance sessions, public transport week promotions etc	Encourage Maylands employees to try out alternative modes of transport which may help to dispel any misconceptions about alternative travel.	DBC (Travel plan coordinator) supported by Travel Plan Forum	Oct 2011	April 2012	2 days planning; 12 days delivery per year  £10k pa additional revenue cost	none	Medium
<b>DEVELOP INFORMATION AND MATERIALS</b>							
Develop and maintain dedicated travel pages on the Maylands website	Employers and employees will be provided with a high level of information to	DBC (Travel plan coordinator), Maylands Partnership	Oct 2011	Dec 2011	5 days initially to collate	none	High

## Maylands Area Travel Plan

Measures	Benefits	Responsibility	Planning start date	Implementation date	Cost		Priority
					Revenue (no. of TPC days and additional)	Capital costs	
	inform their travel choices				information, then 2 days/year to update/maintain  Additional revenue cost of £5k to develop web pages		
Develop welcome pack aimed at new and potential employers/employees	To ensure that the MATP plan is a key and positive feature of the Maylands Park offering to new and potential employers	DBC (Travel plan coordinator)	Oct 2011	Dec 2011	2 days  £1k additional revenue costs	None	High
<b>SECURE TRAVEL PLANS FOR NEW DEVELOPMENTS</b>							
Develop requirement/guidelines for travel plans submitted with planning applications at Maylands which incorporates a checklist or scoring approach	To embed travel planning into future developments at the Park in a sustainable way	DBC (Travel plan coordinator), supported by Development Planning colleagues at Dacorum Borough Council	Nov 2011	January 2012	5 days	none	High

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Measures	Benefits	Responsibility	Planning start date	Implementation date	Cost		Priority
					Revenue (no. of TPC days and additional)	Capital costs	
Offer pre-application discussions to potential Park occupiers	As above	DBC (Travel plan coordinator)	Dec 2011	Jan 2012 and on-going	2 days/month	None	Medium
Formally review travel plans submitted for new developments at the Park	As above	DBC (Travel plan coordinator) supported by Development Planning colleagues at Dacorum Borough Council	Dec 2011	Jan 2012 and on-going	2 days/month	none	Medium
<b>PROMOTE CYCLING</b>							
Install new on-street cycle parking in the Heart of Maylands area	To support cycle trips to services in these areas during the working day	DBC (Travel plan coordinator) supported by Dacorum Borough Council and Herts County Council	Dec 2011	April 2012	2 days	£10k (from LSTF key project funding)	High
Improve cycle storage facilities on the Park, including developing a 'fund' for employers to invest in new/improved cycle parking at their premises	To make cycling to work a more attractive option by improving the cycle parking available across the Park	DBC (Travel plan coordinator) supported by BUG	Dec 2011	Sept 2012	Days as part of employer engagement Establishing fund: 1 day	£50k (from LSTF key project funding)	High
Develop Park-specific cycling map showing cycle routes,	To provide potential cyclists with all the	DBC (Travel plan coordinator)	Dec 2012	April 2012	3 days	none	Medium



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Measures	Benefits	Responsibility	Planning start date	Implementation date	Cost		Priority
					Revenue (no. of TPC days and additional)	Capital costs	
parking locations, cycle journey times etc	information they need to be able to cycle to work	supported by BUG			£2k additional revenue cost		
Promote salary sacrifice schemes to employers. Topic can be included as part of 'How to...' guidance notes and sessions for businesses	To help promote cycling to work by making it cheaper for employees to purchase a bike for cycling to work	DBC (Travel plan coordinator)	Feb 2012	Mar 2012	1 day	none	Medium
Set up a Maylands-wide Bicycle User Group (BUG)	To help identify cycle issues/events/talks. Aim to identify a cycle champion from key businesses to take initiative forward.	DBC (Travel plan coordinator)	Jan 2012	Mar 2012	2 days initial set up	none	Medium
Offer discounted cycle training for Maylands employees	To improve the skills of people interested in cycling to work	Hertfordshire County Council	Mar 2012	June 2012	tbc	none	Medium
Work with local cycle retailers to negotiate discounts for Maylands employees	To help promote cycling to work and to create links with local retailers for events and activities	DBC (Travel plan coordinator)	Jan 2012	Apr 2012	1 day	none	Medium
<b>PROMOTE WALKING</b>							

## Maylands Area Travel Plan

Measures	Benefits	Responsibility	Planning start date	Implementation date	Cost		Priority
					Revenue (no. of TPC days and additional)	Capital costs	
Develop walking map showing walking routes from key residential areas, walking distances, time and calories for walking between them	To encourage people living within walking distance to walk to work	DBC (Travel plan coordinator)	Dec 2011	May 2012	3 days  £2k additional revenue cost	none	Medium
<b>PROMOTE PUBLIC TRANSPORT</b>							
Work with Hertfordshire County Council Passenger Transport Unit and bus companies where appropriate to secure improvements to existing services to the Park	To improve the attractiveness of public transport travel to the Park	DBC (Travel plan coordinator)	Nov 2011	Dec 2011 and on-going	3 days	none	High
Develop and implement improved bus link to rail station	To make rail travel more attractive to employees on the Park	DBC (Travel plan coordinator)	April 2012	May 2012	tbc	none	Medium
<b>MANAGE CAR USE</b>							
Implement Maylands Parking Strategy	To ensure a long term Park-wide management strategy for car parking	tbc	underway	Oct 2011 onwards	2 days	none	High
Set up a Park-wide car sharing scheme with hertsliftshare.org with a view to setting up an		DBC (Travel plan coordinator) supported by Travel	Oct 2011	Jan 2012	2 days  £5k set up	none	Medium

## Maylands Area Travel Plan

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

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