

Grassroutes.info



Andrew Cassy
Adastral Park
Travel Plan Manager

Outline

The Adastral Park Travel Plan

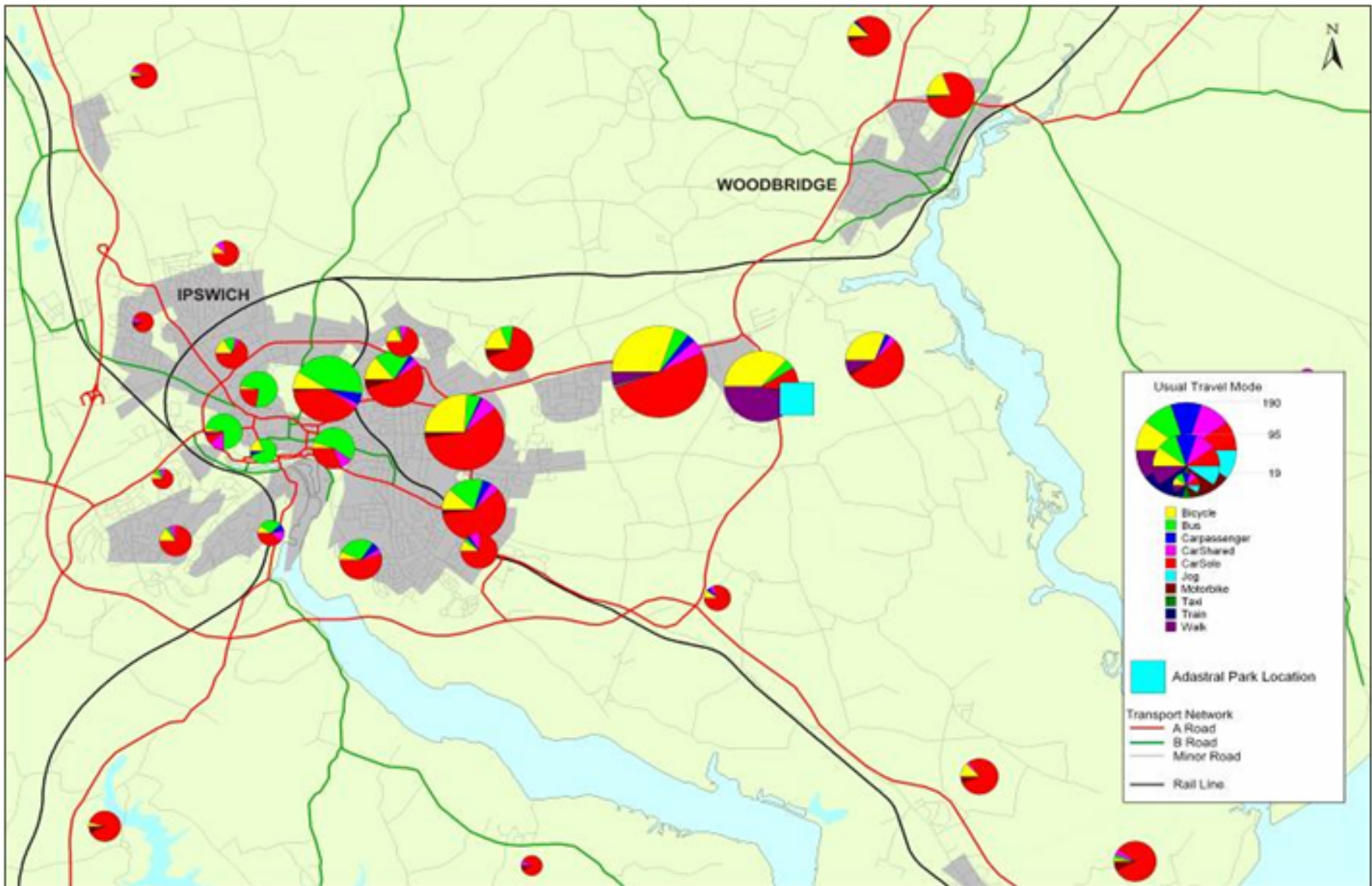
- Why are we doing this?
- Where are we heading?
- What have we achieved so far?

Travel Plan Objectives

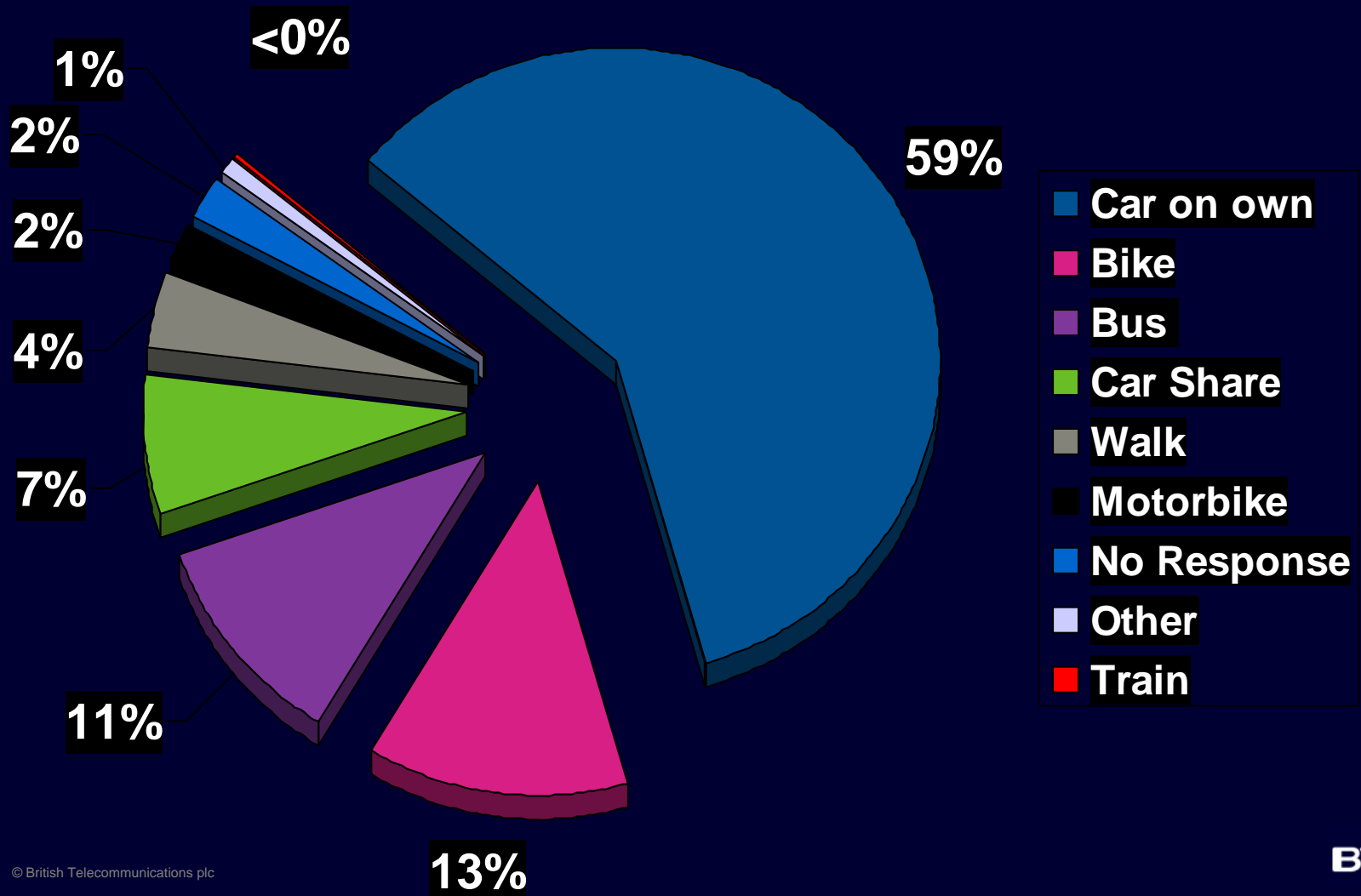
1. **Reduce single car occupant trips**
2. Improve conditions & number of journeys for walking, cycling and public transport
3. Increase proportion and efficiency of business trips made by sustainable modes
4. Reduce the need for commuting and business trips
5. Increase the proportion of visitors travelling by sustainable modes
6. Improved health and well being of staff through more healthy travel options
7. Improving the environmental standards
8. Support the vision of a truly 21st Century sustainable site development.

Baseline survey – who, what, where, when, why

Figure 4-8: Map showing home postcode locations and usual travel modes of local respondents (Within 5 miles of Adastral Park)



Baseline survey – travel modes to site



Targets

- Short term (2010/11)

- 5% reduction in SOV
- 1% increase in sustainable modes

- Indicative % change per mode

- +25% Walkers
- +14% Car share
- +9% Bus
- +8% Cyclists
- +4% Teleconferencing
- **-8%** Single occupant vehicles

- Long term (2012/13)

- 10% reduction in SOV
- 2% increase in sustainable modes

- Indicative % change per mode

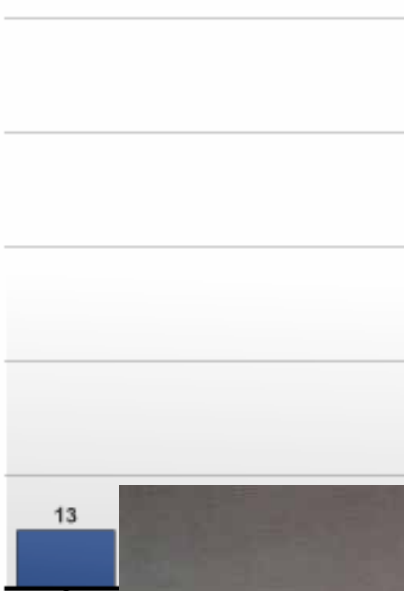
- +50% Walkers
- +29% Car share
- +18% Bus
- +15% Cyclists
- +9% Teleconferencing
- **-16%** Single occupant vehicles

37 Measures

- Info & incentives = 13
- Bike & walking = 13
- Car related = 4
- Public transport = 4
- Smarter working = 3

Yearly new members

Month by month when your members joined for the



- BTcars

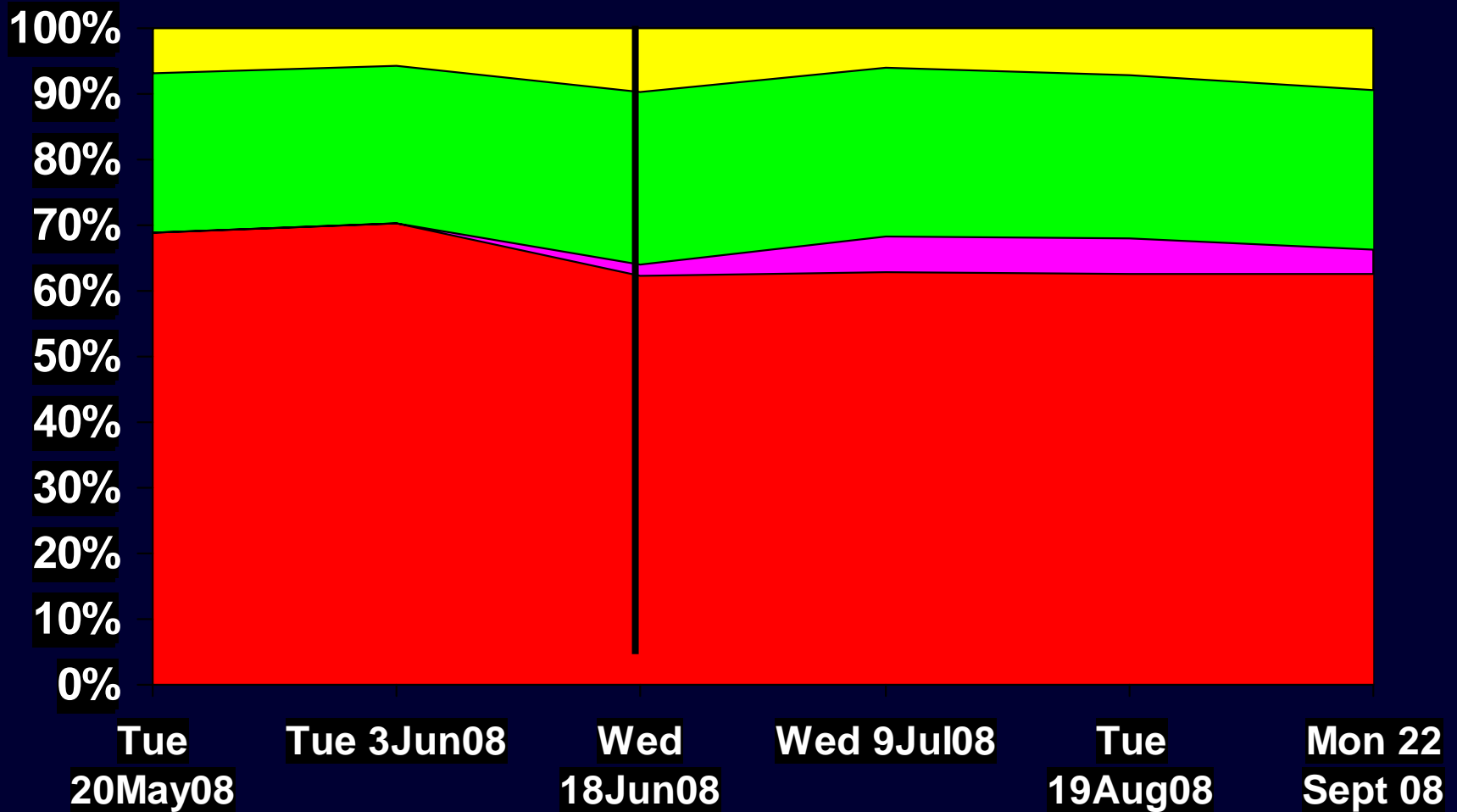


10/08 11/08 12/08

Think Info

- [The Travel Plan](#)
- [Travel Calendar](#)
- [Travel Information Links](#)
- [Competitions & Competition Rules](#)
- [Make a Travel pledge](#)
- [Join a travel user group](#)
- [Join BT carshare](#)

Traffic census



SOV Car Sharers Pedestrians Bicycles + Motorbikes

Benefits

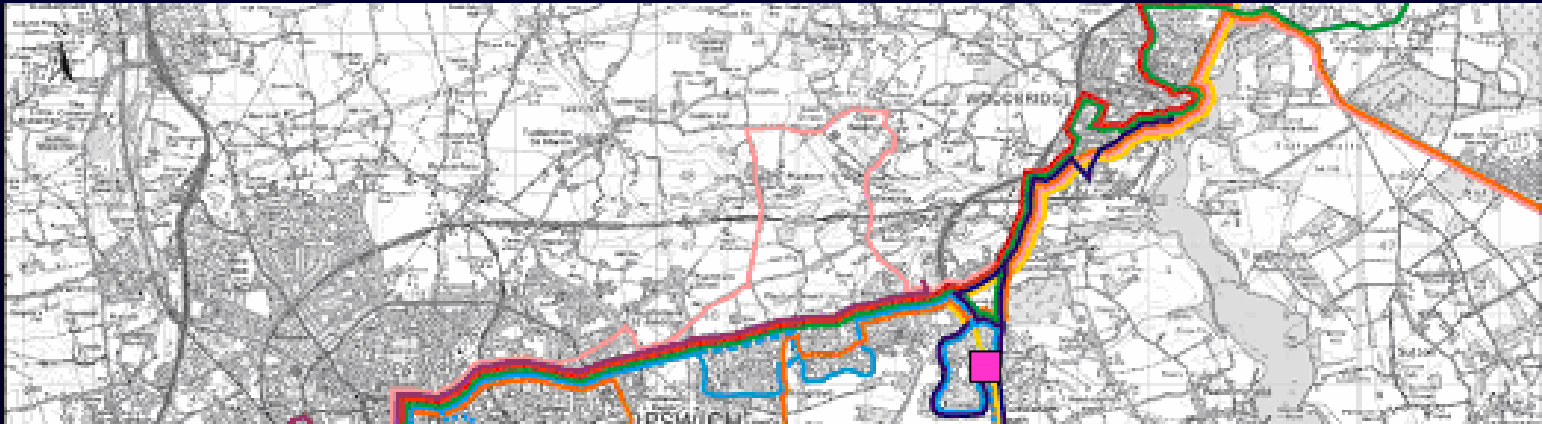
- LAUNCH DAY – Wed 18 June 2008
 - 116 fewer cars on site
 - 3,000 less commuter miles on day
 - 1,000 Kg Co2 reduction
- First 90 days (Phase1)
 - Sustained 15% decrease in vehicles (on average)
 - 211,000 commute miles reduction
(approx £23,000+ in fuel costs saved for the individuals*)
 - 70,601 Kg Co2 saved

What Next?

- Ongoing information awareness – grassroutes.info
- Monthly travel promotion themes - seasonal
- Enhanced online car share service
- Improved bike, walk & share facilities
- Additional capacity for sustainable modes
- Railway shuttle service
- Step change public transport options

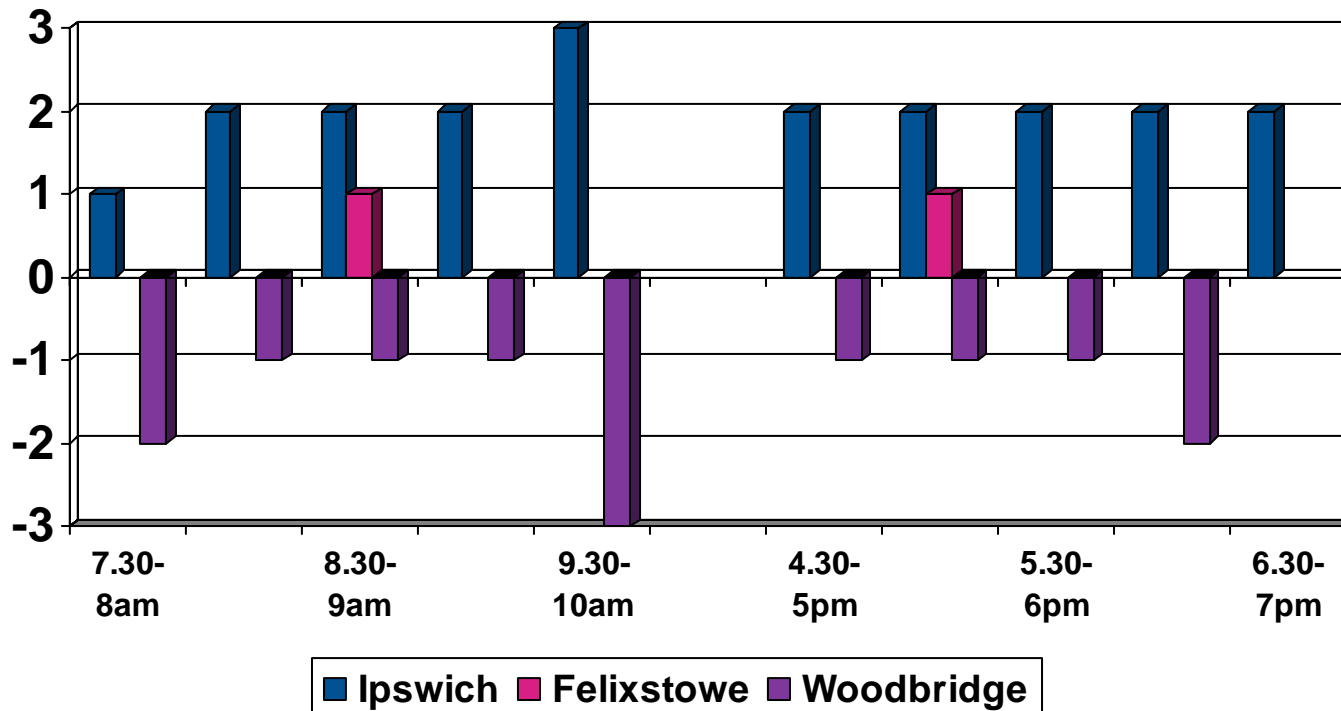


Bringing it all together

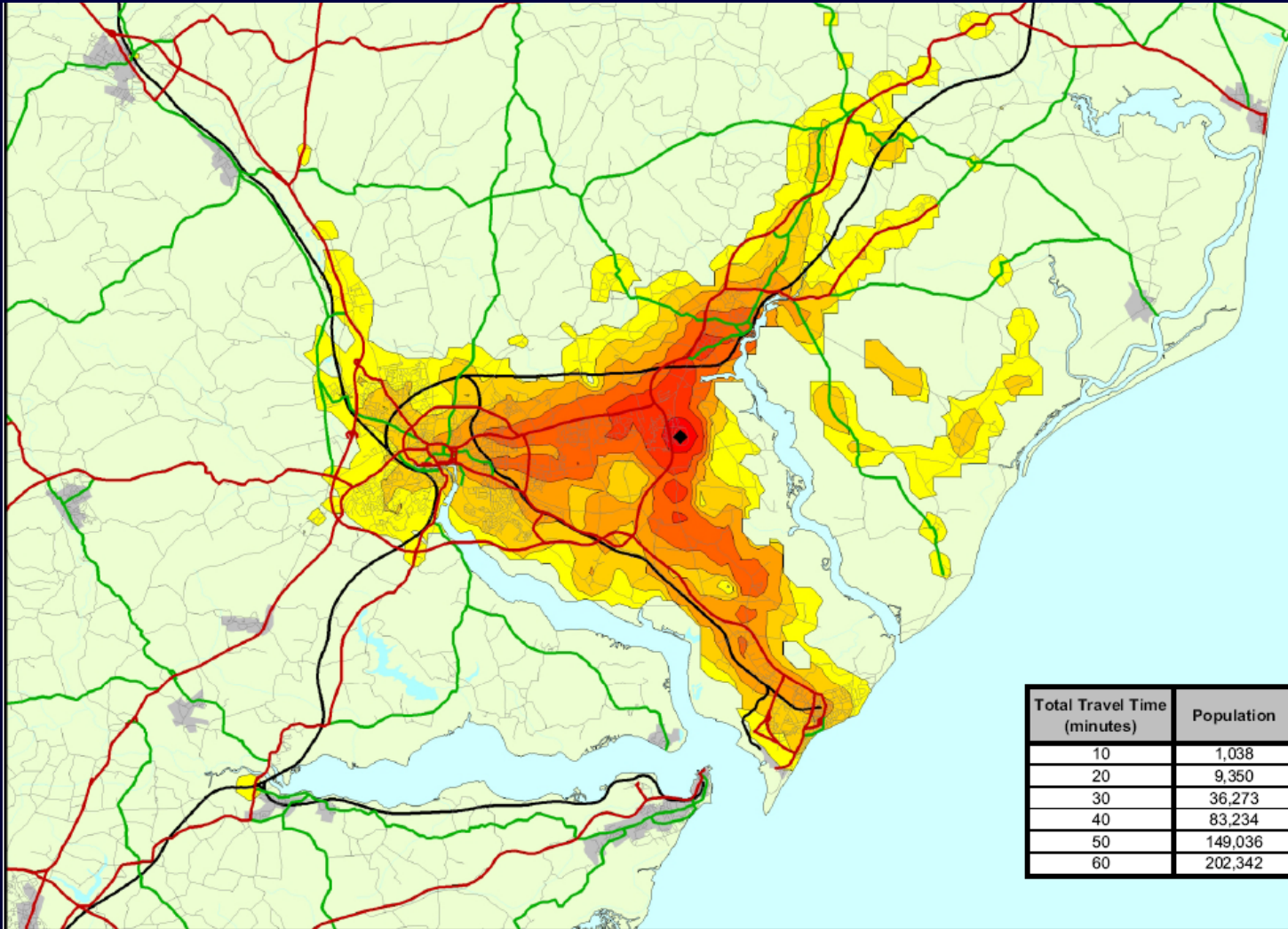


Buses Serving Apsley Park

(taken from Traveline Online Thur 9 Oct for Martlesham)



Public Transport Journey Times



Total Travel Time (minutes)	Population
10	1,038
20	9,350
30	36,273
40	83,234
50	149,036
60	202,342

Drawn By	Checked By	Date
IS	IS	Jun 07
Authorised for Issue		Date
JW		Jun 07

Total Travel Time (minutes)

- 0 to 10
- 10 to 20
- 20 to 30
- 30 to 40
- 40 to 50
- 50 to 60

- ◆ Adastral Park
- A Road
- B Road
- Minor Road
- Rail Line

Integrated Transport Planning Ltd
 50 North Thirteenth Street
 Central Milton Keynes
 MK9 3BP
 Tel: 01908 259718
 Fax: 01908 605747
<http://www.itpworld.net>
 email: mail@itpworld.net

Client
BT

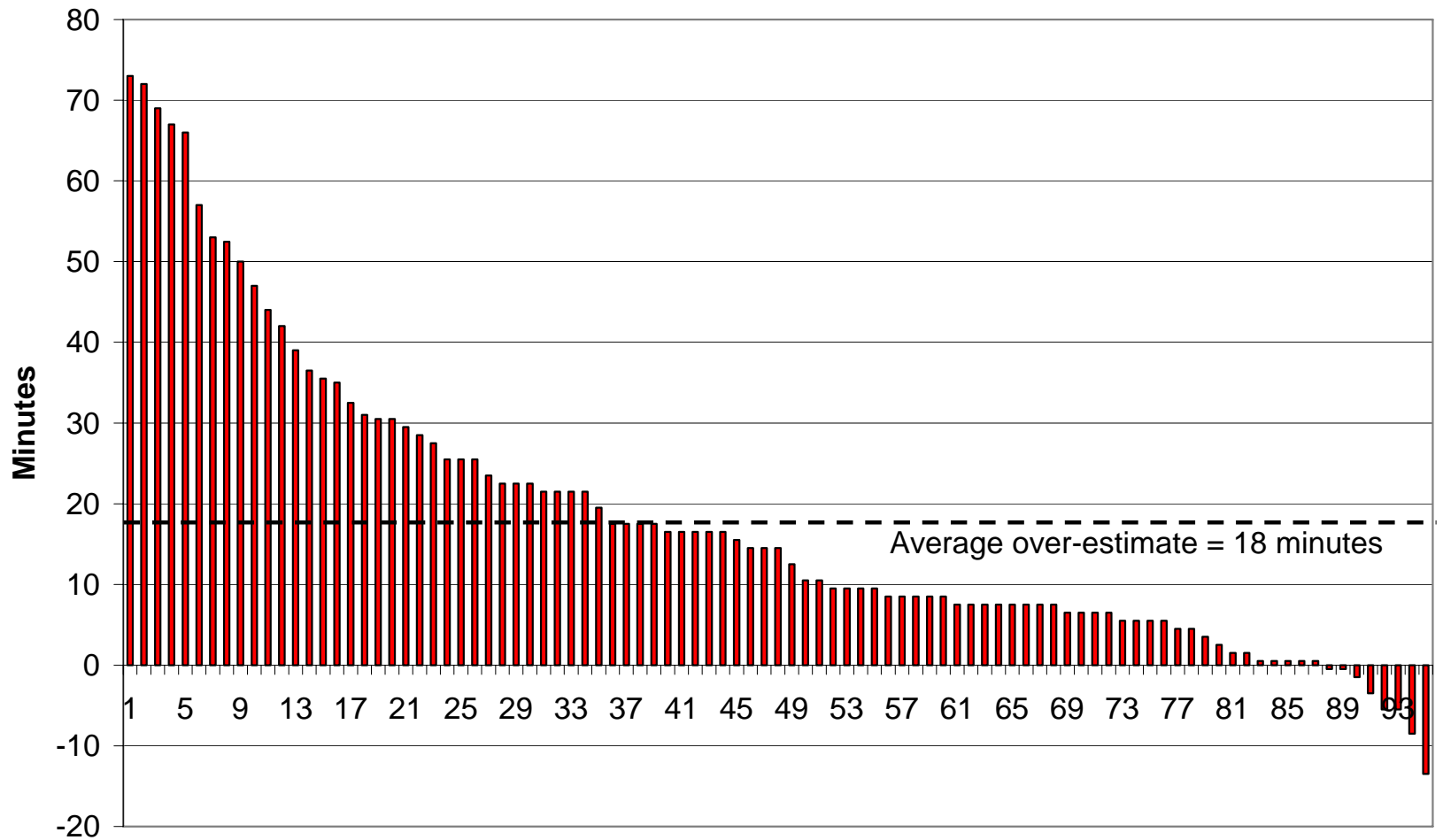
Project
Adastral Park

Drawing Title
Access to Adastral Park by Public Transport and Walking, AM Peak

Scale	Date
NA	June 2007

Drawing Number	Rev
Figure 3	-

Perceived and actual journey times by bus



Public Transport Needs

- **Improved existing services**
 - Route 66 congested; Felixstowe & Woodbridge - increased frequency
- **Additional new routes**
 - South-East Ipswich, Wiggly-bus?, Park&Ride connection?
- **Upgraded infrastructure**
 - Insufficient shelters, real-time online displays (e.g. Lowestoft)
- **Integrated bus ticketing**
 - Between bus companies (incl. rail)
- **Better value fares / discounts & promotions**
 - Fares still perceived to be high cost vs petrol
 - Promote interest free loans and salary sacrifice scheme (BT)
- **Railway station shuttle**
 - “BT” executive shuttle bus or extend Park&Ride Martlesham
 - Adastral Park taxi stand / queue at station (and on-site)

Would consider public transport if improved

