



BUCCLEUCH PROPERTY

KETTERING BUSINESS PARK

STRATEGIC TRAVEL PLAN

September 2007
jgv/7020/TP/v3

Northern Transport Planning

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PLANS

Site Location Plan

1 INTRODUCTION

1.1 Introduction

1.1.1 Northern Transport Planning has been appointed by Buccleuch Property to provide advice on the transport implications of new development at Kettering Business Park. This report provides a Strategic Travel Plan for the site.

1.1.2 A Travel Plan is a package of practical measures aimed at encouraging staff and visitors to choose alternative modes of travel to that of the private car (particularly for single occupancy journeys). The Travel Plan analyses the key transport challenges and opportunities facing an employer, and provides the structure to develop an integrated, strategic response.

1.2 Background

1.2.1 Kettering Business Park is part of the North Kettering Business Development Area and lies to the east of the A6003 Rockingham Road, north of Kettering, as shown on **Plan 1**. The Business Park will provide accommodation for a number of companies and will be managed as an ongoing business by a Management Company. The Developer will initially own the Management Company but as the development progresses, occupiers will take over ownership of the Management Company as shareholders.

1.2.2 A Strategic Travel Plan was prepared and submitted by URS Corporation Ltd in July 2003 to support the development of Kettering Business Park. Since then, a large amount of transport-related infrastructure has been put into place, and construction of Kettering Business Park Phase 1 has commenced.

1.2.3 Construction of the adjacent Prologis Park has also commenced, and a number of units are already occupied. Prologis Park is the subject of a separate Strategic Travel Plan.

1.3 Scope of the Report

1.3.1 This report provides an updated Strategic Travel Plan for Kettering Business Park and has been prepared having regard to the changes in transport infrastructure that have occurred over the past four years. It also clarifies some aspects of the original plan, notably the specific responsibilities of the overall 'Business Park Travel Plan Coordinator' and the individual 'Travel Plan Coordinators' who represent the occupiers of the site. The Strategic Travel Plan will be further developed over time and following detailed discussions with the Council.

1.3.2 The report also provides additional details on the Travel Plan website – work on the website is already at an advanced stage.

2 STRATEGIC TRAVEL PLAN COMPONENTS

2.1 Introduction

2.1.1 The purpose of the Strategic Travel Plan (STP) is to demonstrate the commitment of the site's developer to playing its part in minimising the impact of travel on the environment by reducing the level of unnecessary travel and encouraging those who have to travel, to do so in a more environmentally friendly way.

2.1.2 Through changes in travel habits the Travel Plan for Kettering Business Park will provide benefits for:

- individuals - through improved health, reduced stress and potential cost savings;
- the occupying companies - through healthier and more motivated staff, reduced congestion and improved access to the site for employees and visitors;
- the environment - through improved air quality - with less noise, dirt and fumes, as well as by reducing the impact of other national and global environmental problems such as photochemical smog and global warming

2.1.3 The STP sets out the strategic plan for the overall development. It provides a framework within which the Travel Plans for the individual occupiers will be developed. The STP will thereby secure a co-ordinated approach to transport policy and provide would-be occupiers with the standards that will be required of them.

2.2 Travel Plan Coordinators

2.2.1 Buccleuch Property has appointed consultants Northern Transport Planning to act as the overall Business Park Travel Plan Coordinator. Northern Transport Planning have the full support of senior management of Buccleuch Property and of the Management Company, and has been given the authority to implement the Plan. Northern Transport Planning will liaise closely with the overall Travel Plan Coordinator for Prologis Park in order to undertake joint initiatives wherever possible.

- 2.2.2 The Business Park Travel Plan Coordinator will be responsible for:
- promoting the objectives and benefits of the strategic and individual Travel Plans;
 - administering the car sharing scheme;
 - establishing clear and realistic targets for each occupier and for the whole business park for the use of alternative modes of travel;
 - monitoring the success of the travel policy against the targets;
 - providing feedback to the occupiers on the success of the Plans;
 - acting as the point of contact for information and for exchanging ideas and best practice with other organisations; and
 - liaising with others, including local authorities and transport operators, to investigate the opportunities for a wider choice of travel for all staff.
- 2.2.3 In order to implement the Travel Plan effectively, each occupier of Kettering Business Park will be required to provide a nominated person to be Travel Plan Coordinator for that company. The Travel Plan Coordinator would be nominated prior to occupation of the building. The appointed Travel Plan Coordinators will be seen to have the support of senior management of their respective companies and have the authority to implement the plans.
- 2.2.4 The Travel Plan Coordinators will be responsible for monitoring the progress achieved by their respective companies and reporting this to the Business Park Travel Plan Coordinator. Details of the monitoring processes will be set out in the individual Travel Plans although the overall monitoring framework will be as set out in this STP.
- 2.2.5 Prior to occupation by a company either relocating to or setting up at Kettering Business Park, the Business Park Travel Plan Coordinator will supply a 'generic' Travel Plan to the nominated Travel Plan Coordinator, who will then edit the document to suit the company's particular requirements. The generic Travel Plan will contain a sample questionnaire, which will be provided to all existing and new employees to determine the likely travel patterns of new workers.

2.3 Walking

2.3.1 The Strategic Travel Plan envisages a network of footways within Kettering Business Park to facilitate pedestrian movement.

2.3.2 Facilities for pedestrians and cyclists have been provided as part of the scheme to improve A6003 Rockingham Road, at the site access. A 'Toucan' crossing facility is available to assist pedestrian and cyclist movement across Rockingham Road. A shared footway/cycleway/bridleway has also been provided on the nearside of Rockingham Road, extending to the junction with A43, approximately 500 metres to the south of the site.

2.3.3 As part of the development a network of footways will be developed to provide connections between the buildings that form the Business Park. In addition, a safe and convenient pedestrian route to the residential area of north Kettering has been provided as part of the signalisation of the A43/A6003 junction.

2.3.4 To encourage walking the following actions will be undertaken by the Business Park Travel Plan Coordinator:

- publicise the health benefits of walking;
- produce maps showing recommended walking routes from local bus stops;
- agree clear and realistic targets for walking at occupier level and at Business Park level.

2.4 Cycling

2.4.1 As mentioned above, as part of the off-site highway works the roundabout at the junction of the A43 and A6003 has been signalised and has provided crossing facilities for cyclists. The overall effect of the off-site works is to provide a network of routes for pedestrians and cyclists and crossing facilities offering a safe and convenient connection to the residential areas north of Kettering town centre.

2.4.2 The shared footway/cycleway/bridleway which has been provided will connect with a system of cycleways proposed in the Council's Cycling Strategy. The Council's Cycling Strategy proposes a range of measures to promote increased cycling and overcome real and perceived barriers to cycling. The measures identified in the Strategic Travel Plan seek to complement the objectives of the Council Cycling Strategy through the implementation of measures relating to the proposed development.

2.4.3 Cycling is an efficient, healthy and very environmentally friendly mode of transport. As part of the development of Kettering Business Park, secure cycle parking facilities will be provided for employees and visitors.

2.4.4 In addition, in order to encourage cycling, the following measures will be adopted by the Business Park Travel Plan Coordinator:

- set up a bicycle user group;
- promote "bike to work' days;
- publicise the health benefits of cycling,
- promote an attractive 'mileage rate' for business travel by cycle;
- Agree clear and realistic targets for cycle use at occupier level and at Business Park level.

2.5 Public Transport

2.5.1 Bus stops are conveniently located on both sides of A6003 Rockingham Road, immediately adjacent to the site. Lay-bys have been provided at each bus stop, to assist operation, as part of the package of off-site highway works. The buses which serve this section of Rockingham Road are summarised in the table below.

Service Number	Route	Frequency (Minutes)			
		Mon-Sat			Sun
		Peak	Off Peak	Evening	
X1	Kettering Railway Station - Corby	30	30	30	30
X4	Peterborough – Corby – Kettering – Wellingborough – Northampton – Milton Keynes	30	30	60	60
18	Kettering – Rothwell - Desborough – Market Harborough	60	60	None	None

Table 2.01 – Bus Services available from Rockingham Road

2.5.2 The X1 and X4 are limited stop services, which stop adjacent to the site on Rockingham Road and at other stops specified in the timetable. Services operate 7 days a week from early morning until late evening. The last weekday bus service to Kettering passes the site at approximately 8 minutes past midnight, with the first service in the morning arriving from Kettering at approximately 5.30am.

2.5.3 Buccleuch Property, working together with the public transport department of Northamptonshire County Council and local bus operators, will seek to establish the most appropriate and cost effective bus links between Kettering Business Park and the surrounding urban areas.

2.5.4 The Developers are committed to facilitating and supporting public transport improvements, until the completion of the development, provided an appropriate and cost effective solution can be identified, and this will emerge from ongoing discussions between NCC and Stagecoach.

2.5.5 Occupiers will be encouraged to provide interest-free loans to staff for the purchase of public transport season tickets. The provision of interest free loans to staff permits them to obtain the benefit of reduced travel costs while spreading the cost more evenly over the year, an advantage enjoyed by car users. The loans could be repaid by making regular deductions from the employees' pay.

2.5.6 To encourage greater use of public transport the Business Park Travel Plan Coordinator would:

- publicise existing local transport services and travel information for staff;
- provide details for internet access for public transport information and identify sites that have local information;
- where appropriate, encourage the provision of a communal internet access terminal for staff, located in the reception or in a suitable rest area within the building;
- Agree clear and realistic targets for public transport at occupier level and at Business Park level.

2.6 Motorcycling

2.6.1 Motorcycling is a relatively efficient and environmentally friendly mode of transport. As part of the development of Kettering Business Park, dedicated motorcycle parking facilities will be provided for employees.

2.6.2 In addition, in order to encourage motorcycling, the following measures will be adopted by the Business Park Travel Plan Coordinator:

- publicise the benefits of motorcycling;
- Agree clear and realistic targets for motorcycle use at occupier level and at Business Park level.

2.7 Car Sharing

2.7.1 In recognition of the fact that travelling by car is often the only realistic option for longer journeys where there is no public transport alternative, particular attention will be given to the encouragement of car sharing. To that end, the following measures will be undertaken by the Business Park Travel Plan Coordinator within 12 months of first occupation of any unit on the site:

- provide and maintain a database of car sharers (including company, postcode and shift patterns);
- encourage guaranteed and convenient spaces for car sharers;
- encourage occupiers to provide an emergency 'get you home' service in the event of emergency/sickness for groups of staff not travelling to work in their own car;
- provide practical advice on car sharing;
- promote the potential financial savings that employees will make by sharing their car;
- encourage space on general notice boards for potential car sharers to communicate;
- agree clear and realistic targets for car sharing at occupier level and at Business Park level.

2.8 Company Cars

2.8.1 Occupiers will be encouraged to make company cars available as pool cars to all staff for business travel. This would enable those arriving on site by a non-car mode to have the use of a car for business purposes during the day where there is no convenient alternative means of travel.

2.9 Flexible Hours/Teleworking

2.9.1 Occupying companies will be advised of the benefits of allowing staff to work flexible working hours. As well as providing scope for staff to avoid peak traffic times when travel is least efficient it will also provide the opportunity for those travelling by public transport to tailor their working hours to match public transport services.

2.9.2 Companies will be advised of the benefits of using electronic network systems to disseminate information on sustainable travel opportunities. They will also be advised of the benefits of enabling employees to work from home on occasion.

2.10 Travel Plan Website

2.10.1 One of the most important aims of the Travel Plan is to provide information to staff and visitors of the alternatives to using the car for travel to the site. In order to provide detailed information in an easy to use format, the Strategic Travel Plan will have its own website. This will be in addition to the Business Park's existing overall website which includes details of facilities both on and off site (www.ketteringbusinesspark.com).

2.10.2 The Business Park Travel Plan Coordinator will implement the website, which will include the following:

- Travel Plan news.
- Information on Travel initiatives.
- Details of safe walking and cycling routes to the site.
- Public transport timetable information.
- Portal to the car sharing database.
- Links to shopping at work websites (e.g. Waitrose@Work).
- Links to local cycling groups.
- Links to public transport ticket ordering website.
- Details of flexible working practices including examples and potential benefits.
- Details of local taxi companies and if appropriate, links to their websites.

2.10.3 This information will be available to staff through their personal computer and, where appropriate, via communal IT facilities located in reception or rest areas. A Communal IT facility in reception areas would also offer the opportunity for visitors to obtain information on sustainable travel to the site.

2.11 New Employees

2.11.1 The Developers will encourage all Companies on the site to publicise the existence of the Travel Plan to all prospective employees. It should be given the same emphasis as other aspects of the employment package – all new employees would normally be issued with an induction pack, which will include reference to the Travel Plan and the travel questionnaire, on or before the first day of working at the Business Park.



Plan 01
Site Location Plan

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