



# Proposed Student Accommodation Development, 55 - 57 High Street, Paisley

## Travel Plan

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**ECS Transport Planning Limited**

Centrum Offices, 38 Queen Street, Glasgow, G1 3DX  
[www.ECSTransportPlanning.com](http://www.ECSTransportPlanning.com)

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Issue	Date	Prepared by	Checked by	Approved by
01	31.01.22	Steven Scott	Michael Summers	Michael Summers

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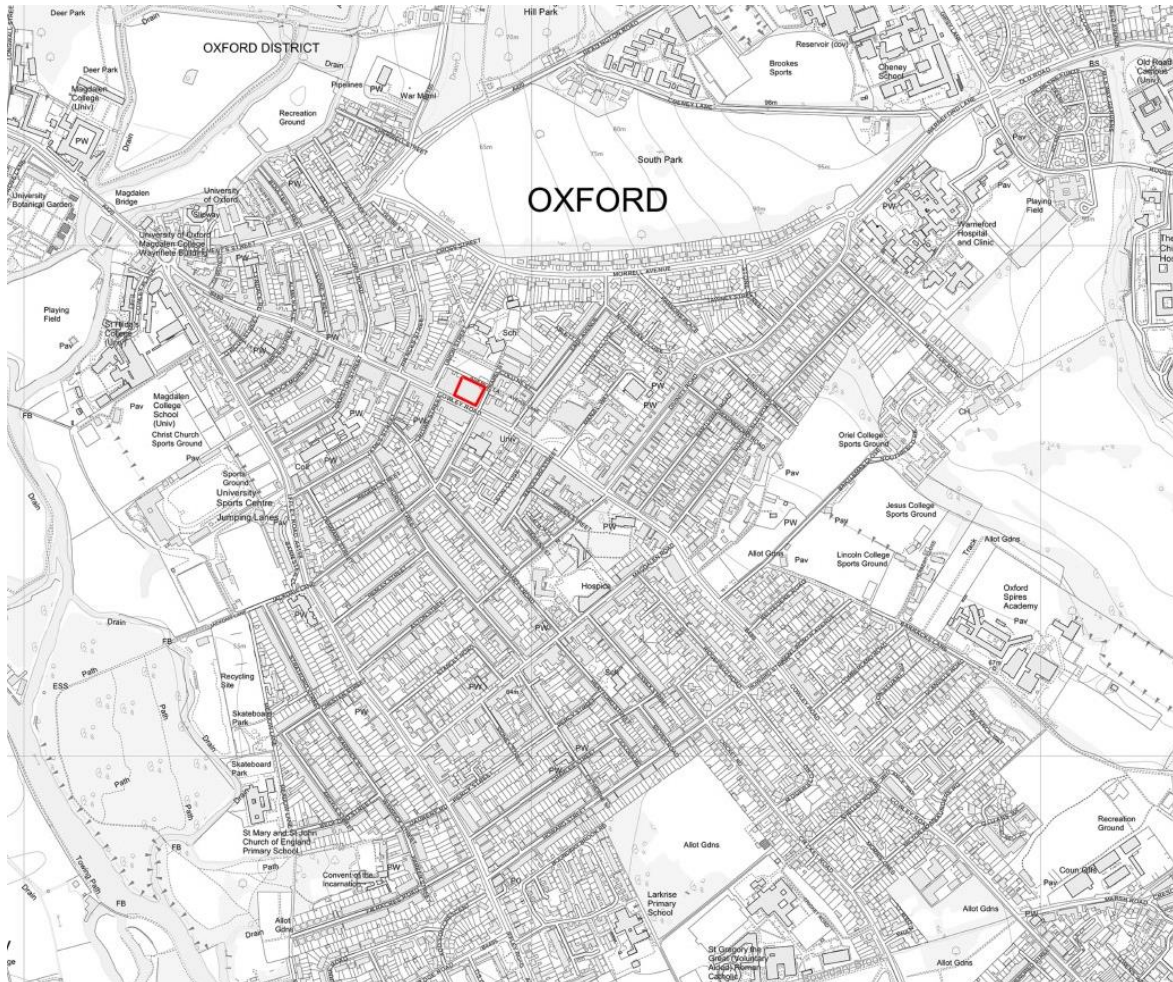
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- A. Action Plan

# 1. Introduction

- 1.1. ECS Transport Planning Limited (ECS) has been commissioned T100 Limited to produce a Travel Plan (TP) in support of a planning application for a student accommodation development on a site adjacent to High Street and Storie Street, Paisley which currently accommodates a single storey café to the north and an empty office block to the south over 4 storeys.
- 1.2. The site is located in the heart of Paisley, located at 55 – 57 High Street and extends to 690msq. To the east of the site there is greenspace with semi mature trees and planting with cafes and local shops in the near vicinity. The site is relatively flat along the High Street to the north and is at a steep incline along Storie Street on the west. Currently the site accommodates a single storey café and a derelict 4 storey office block. An existing sub-station is located on the southern boundary of the site along with a private car park. The site is adjacent to the University of West of Scotland (UWS) Student Union Building and the UWS Campus. The location of the site, in a local context, is highlighted in red within *Figure 1* below.

Figure 1: Site Location



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- 1.3. T100 Limited propose a student accommodation development with 150 studio apartments and associated facilities. The student block will be developed over 6 storeys, but due to the level difference north to south, will also include a lower ground floor. The facility will include a bin store, bike store, social space, a gymnasium, mail area, reception and laundry room. The accommodation block will host an entrance on the northern and western elevations. Access to the bin store and bike store will be provided separately from High Street.
- 1.4. No dedicated internal parking spaces will be provided for the student accommodation which is in accordance with the maximum provision identified in the SCOTS National Roads Development Guide. Given the town centre location, position of the University of the West of Scotland and access to sustainable forms of transport, it is considered that the site is ideally located for a parking free development.
- 1.5. The report focuses predominantly on influencing student travel habits as there only a few permanent employees on site to manage the premises. However, the measures and information contained within the plan will also be available to staff which will undoubtedly influence their travel behaviour.
- 1.6. Importantly, students residing at the development will be prohibited from bringing cars into the town and this will form part of their lease agreement. As a result, travel by private vehicle will not be a viable option, which supports the parking free approach of the scheme.
- 1.7. The subsequent chapters of this report are structured as follows:-
  - Travel Plan Principles;
  - Sustainable Transport Network;
  - Student Travel Behaviour;
  - Objectives & Ambitions;
  - Travel Plan Initiatives;
  - Monitoring & Review; and
  - Summary & Conclusions.

## 2. Travel Plan Principles

### Travel Plan Overarching Objectives

- 2.1. The key objectives of the Travel Plan (TP) is to:
  - Reduce the need to travel by ensuring information is available for the range of facilities on offer;
  - Maximise modal shift to sustainable travel;
  - Reduce the level of car trips at the development;
  - Promote healthy lifestyles and sustainable, vibrant local communities;
  - Encourage good design and providing safe pedestrian and cycle access to the site;
  - Ensure development and implementation of a series of site specific smarter modal choice measures that support and promote sustainable travel; and
  - Ensure an ongoing process for the coordination, monitoring and management of the implementation of the measures and to review changes to ensure achievement of modal shift.
- 2.2. This TP is a working document and achievement of the objectives will require participation from the operator. The TP is a strong indication of the commitment of the operator to achieving sustainable travel targets which will influence the students travel choices.
- 2.3. The operator is committed to the promotion of sustainable travel, as a result, the travel plan will be implemented upon occupation and monitored for a five year period after occupation.

### Travel Plan Principles

- 2.4. There is an expectation borne out of emerging evidence that travel habits will continue to evolve so that a greater proportion of people will be travelling less, and using more socially inclusive mobility methods, such as walking, cycling, car sharing and public transport. Maintaining a convenient car driver network relies on more people making other choices.
- 2.5. . The approach to sustainable mobility is to adopt a general hierarchy for travel choice in this order:
  - Local Living Employees;
  - Active Travel;
  - Shared Travel; and
  - Single Occupancy Travel.
- 2.6. The approach being adopted for the site follows the modern transport principles of:
  - Design (in terms of designing for local living at a pedestrian scale);
  - Choice (in terms of providing alternatives for travel);
  - Behaviour (influencing travel behaviour); and
  - Management (for instance, managing shift patterns).

### Key Benefits

- 2.7. The benefits of a Travel Plan include:

- A focused approach to influence travel behaviour and manage demand for travel to the site.
- A reduction in the need to travel and, where appropriate, the need for journeys to be single occupancy car journeys.
- The introduction of safe and viable alternatives to single occupancy car travel, improving both the availability and choice of travel mode to the site and reducing the number of vehicle trips.
- Increased awareness of the potential for and advantages of travelling by sustainable modes of travel, including walking, cycling, public transport and car sharing.
- Increased awareness of the social, environmental and economic costs of individual travel choices.
- A positive change in attitudes towards the use of alternative travel modes.
- Provision of practical initiatives based on regular appraisal of student travel patterns.
- Improved accessibility for all.
- Improved safety and security for people travelling to and from the site.

## Key Guidance

- 2.8. There is an extensive library of documents that illustrates best practice guidance and evidence relating to travel plans. Key guidance documents include:
- Transport Assessment Guidance (Transport Scotland, 2012).
  - Smarter Choices - Changing the way we travel (June 2005).
  - Using the planning process to secure travel plans. Best practice guidance for local authorities, developers and occupiers (DfT 2002).
  - Making Travel Plans Work (DfT, 2002).

## Types of Travel Plan and Role of this Document

- 2.9. Travel Plans prepared in advance of the occupation of a site, whether for residential, employment or school use, can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has achieved a sufficient level of occupancy, then the users must have the opportunity to influence and amend the Travel Plan to reflect their specific needs, while meeting the plan's original objectives and associated planning commitments.
- 2.10. This Travel Plan is therefore, a first issue of a working document that establishes a basis for the production of the subsequent travel plans, as it requires participation from students. The document however, provides a strong indication of the objectives, priorities and commitment of the operator to achieve high levels of sustainable transport use.
- 2.11. A Travel Plan is a package of practical measures aimed at changing and influencing travel behaviour at a development. This report reflects the ethos of encouraging sustainable modes of travel, which is set out within both national and local planning policy and guidance.

## Travel Planning Policy

- 2.12. A Travel Plan is a package of practical measures aimed at changing and influencing travel behaviour at a development. This report reflects the ethos of encouraging sustainable modes of travel, which is set out within both national and local planning policy and guidance.



## TRAVEL PLANS: AN OVERVIEW - Scottish Government

### THE BENEFITS

*An effective Travel Plan can significantly reduce the costs of car park provision and maintenance, or employee business mileage. Travel Plans can also produce indirect but significant benefits, such as improving the punctuality of employees. Organisations which have a Travel Plan will appear more responsible, caring and business-orientated to staff, customers, suppliers and in the local community. Indeed, the less immediately quantifiable aspects of a Travel Plan can have an influence on other aspects of business strategy such as:*

- *shareholder value - assisting with the promotion of a strong company image; or*
- *reducing human resource costs - being an employer of choice can have benefits in the recruitment and retention of staff.*

### HEALTH BENEFITS

*Congestion damages business and the environment. It costs time and money; it causes stress and exacerbates wear and tear on the road network. These are costs that Scottish businesses and the wider economy can ill afford. It is a fact, in heavy traffic your lungs absorb more pollution sitting in a car than if you were walking or cycling.*

*Queues of stationary or very slow-moving traffic increase emissions leading to localised areas of unacceptable air quality, which affect the health of people living nearby as well as those using busy roads. Local effects of air pollution include eye irritation, headaches and breathing related illnesses such as asthma and bronchitis.*

*Cycling or walking to work is a great way of getting fit and healthy. Regular physical activity has been shown to have important benefits for health. Those who are active on a regular basis can decrease their risk of developing heart disease, angina, and strokes and maintain good mental health. As well as protecting against heart disease, regular activity can also prevent high blood pressure, non-insulin dependent diabetes, osteoporosis and can help people to control their weight and cope with stress.*

### HOW DO YOU ENSURE SUCCESS

*The key to a successful Travel Plan is to identify which transport alternatives staff and visitors will be prepared to use. You should try to make these measures more attractive to them than driving alone. There is no single solution to answer all your organisation's transport needs/problems - different people will respond to different measures, some may not react to any. A combination of measures should therefore be used to let people 'pick and mix' according to what suits their own day to day requirements and lifestyle.*

## Summary

- 2.13. Both Local and National Government policy highlight the need to consider sustainable transport modes when considering the likely impacts of the development proposal.
- 2.14. The promotion of alternative travel options to the private car is seen as key to providing an access strategy for new development, with walking and cycling taking an important role. The policies all highlight transport sustainability under the banners of Social Inclusion, Environmental Impact and Successful Integration.

### 3. Sustainable Transport Network

- 3.1. This chapter examines the sustainable transport network and considers if the development will benefit from a genuine choice of transport mode; facilitate a reduction in car use and support greater use of walking, cycling and public transport. This achievement would lead to social inclusion whilst supporting the local economy and promoting better health and fitness.

#### Walking

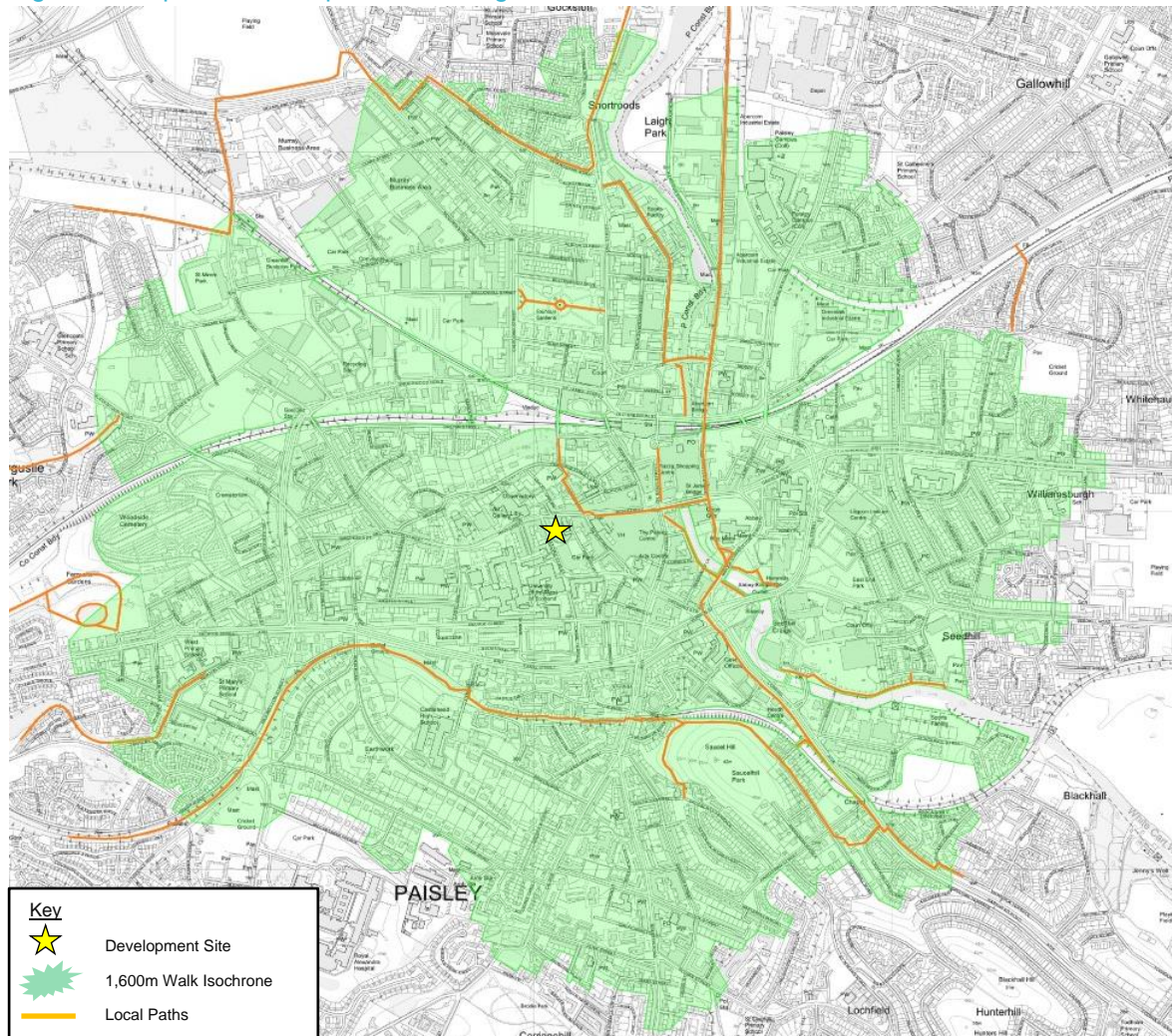
- 3.2. As would be expected in a developed urban area, the surrounding road network generally includes pedestrian provision on either side of the carriageway. High Street, which forms the northern boundary of the site, hosts footways on both sides of the carriageway which are of a good standard.
- 3.3. The existing footways described above are generally in good condition, benefit from street lighting and are sufficient in width to support increased pedestrian activity.
- 3.4. Storie Street, which forms the western boundary of the site also hosts footways on both sides of the carriageway. The footway on the eastern side of the carriageway provides a direct link to the student union from the development site.
- 3.5. Controlled crossing facilities are available at the High Street / Storie Street signalised junction opposite the site assisting with access to the University of the West of Scotland campus to the west of the site which is within 150m of the site. *Figure 2*, overleaf, illustrates the crossing facilities in the vicinity of the site.
- 3.6. The adjacent adopted road network hosts a network of signalised junctions and all junctions within the vicinity of the site include controlled crossings. Non-signalised junctions in the vicinity of the site host dropped kerbs and tactile paving on minor arms to assist with access to the controlled facilities.
- 3.7. High Street hosts a range of local amenities in the form of local shops, such as, food stores, banks and a post office. The site is also a short walk from Piazza Shopping Centre to the east (500m). To the east of the site, High Street becomes pedestrianised with vehicular access restricted to servicing.
- 3.8. Given the position of the university, range of amenities and employment opportunities in the locale, the site is ideally placed to encourage the 'walkable neighbourhoods' philosophy outlined in the Government's policy document *Designing Streets*.
- 3.9. The site is accessible to a wide range of amenities, public transport corridors and further education facilities all within a short walking distance which ensures that the aforementioned walking estimates are likely to be exceeded.
- 3.10. The main pedestrian desire line from the site will be east along High Street where various local amenities are located. Entrances to the building will be provided directly onto High Street and Storie Street.
- 3.11. The demand for walking generated by the development is expected to be constant throughout the day as student timetables will vary.
- 3.12. In recognition of PAN75, *Figure 4*, overleaf, highlights a walking isochrone relative to the development site and demonstrates the areas that can potentially be reached on foot within 1,600m. It is worth noting that isochrones are traditionally focused on the centre of the development site and it is evident that the majority of the Paisley area can be accessed on foot.

Figure 2: Pedestrian Crossing on High Street



- 3.13. *Figure 3* demonstrates that the site is accessible to an extensive area of the town within the Government's recognised walking catchments. Existing bus facilities are located directly adjacent to the site on High Street with additional facilities available on Gauze Street at the Town Hall Bus Stance, thereby ensuring the site is in a high accessibility area.
- 3.14. Various leisure, retail and employment opportunities are located within an acceptable walking catchment ensuing that students will have every option to utilise sustainable modes of transport for all trip types rather than the private car.
- 3.15. To assist in summarising the accessibility of the sites by foot, key amenities located within a short walk of the site are detailed below and highlight accessibility of the general location:
- The University Campus - 150m
  - Student Union - 10m
  - Paisley Shopping Centre - 250m
  - Farmfoods – 550m
  - Paisley Gilmour Railway Station – 500m
  - Piazza Shopping Centre – 550m

Figure 3: Proposed Development: Walking Isochrone & Catchment



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3.16. The walking environment surrounding the site promotes walking to reach local amenities, including the public transport nodes and local restaurants/shops. High accessibility to local amenities increases the likelihood of students adopting walking as their mode of choice to travel to and explore the local area.

### Cycle (Bicycle) Provision

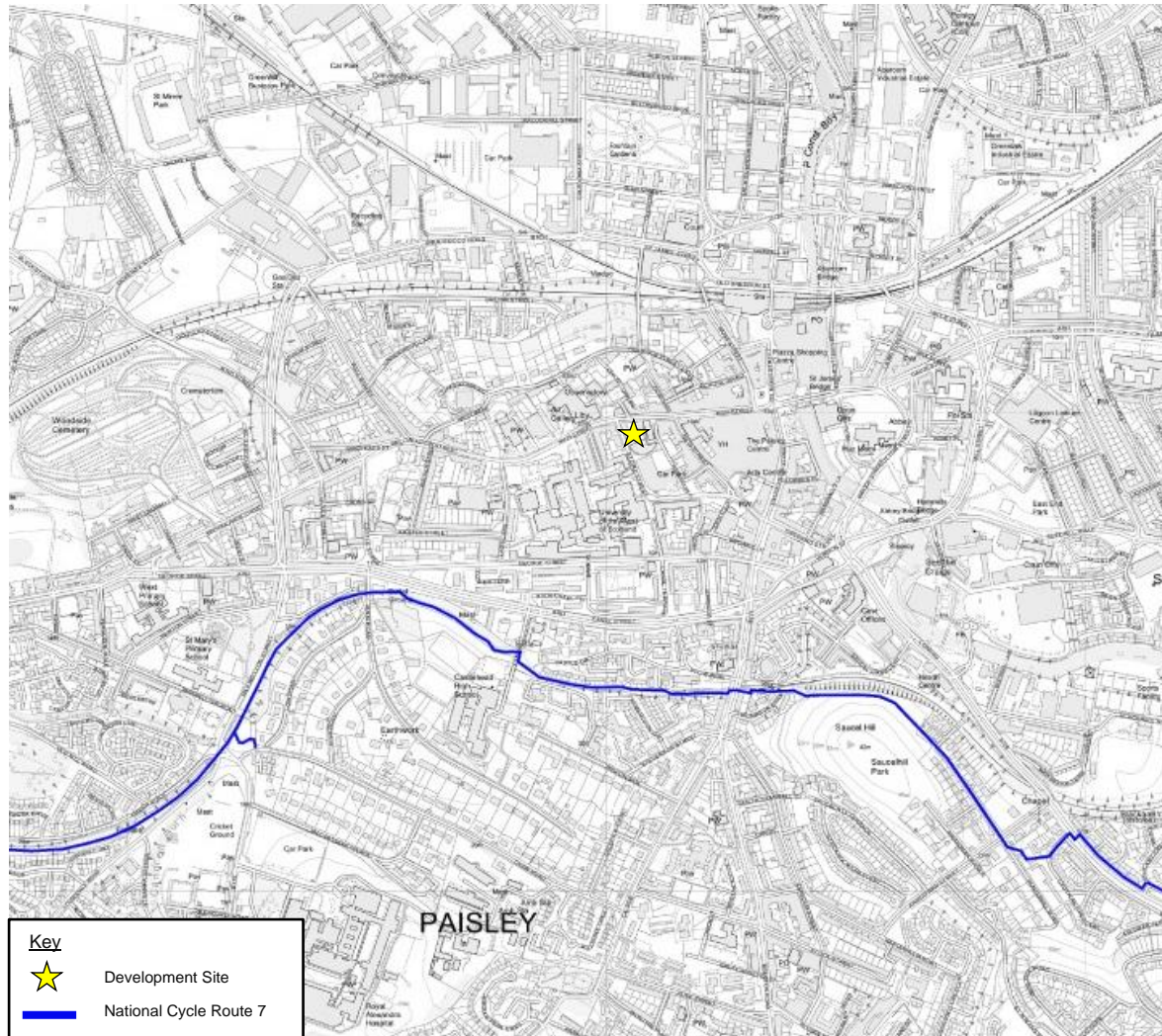
3.17. The National Cycle Network (NCN) Route 7 routes through Paisley approximately 650m south of the development site. The NCN 7 is accessible via Main Road from the A761 Canal Street and is predominately an off-road cycle route connecting Glasgow in the east with Kilwinning in the south. The route connects to an on-road local cycle route, which generally follows the A726 in a north-south direction routing through the town centre to Glasgow Airport.

- 3.18. This local cycle route can be accessed from High Street circa 450m east of the site adjacent to the Piazza Shopping Centre, offering links to key local amenities and employment zones in the northwest part of the town.
- 3.19. Key destinations for students will be the university adjacent to the site, public transport facilities and local amenities. Secure cycle parking facilities are available at the local railway station, Piazza Shopping Centre and the university nearby the site.
- 3.20. Short cycle trips (<2 minutes) will connect the proposed development to Paisley Gilmour Street Railway Station offering multi-modal travel opportunities, particularly for students who require to travel home during holiday periods to wider areas.
- 3.21. Furthermore, many of the streets located within the surrounding residential areas operate with 30mph zones and are lightly trafficked offering conditions conducive to cycling.
- 3.22. In line with 'Transport Assessment Guidance', a 30 to 40 minute journey is considered appropriate for cycling, and in the case of the development site, will encompass several destinations, including Paisley, Johnstone, Linwood, and Elderslie. Furthermore, a short ride from the development will provide access to the NCN Route 7 and local railway stations offering increased cycle connectivity to Glasgow, the wider Renfrewshire district and beyond.
- 3.23. The proposed development will seek to promote a series of measures that will help promote cycling as a feasible mode of travel. Firstly, cycle parking in the form of 30 cycle stands will be provided within a secured sheltered area of the ground floor which is in line with the standards contained within the 'National Roads Development Guide'. Furthermore, a Travel Plan will be introduced that will raise awareness of the local cycle opportunities and facilities, and associated health benefits. On this basis, the proposed development will seek to encourage cycle travel and reduce reliance on private car use in line with local and national transport policies.
- 3.24. Local and national cycle routes, accessible from the site, are shown on *Figure 4* overleaf.
- 3.25. Based on the existing cycle opportunities, connections to cycle routes in the area, proximity of the university, local amenities, employment opportunities, in addition to the provision of cycle facilities at the site, it is considered that the anticipated demand for cycling can be accommodated and will be a feasible mode choice.

## Public Transport Provision

- 3.26. Bus stops with shelters and timetable information are located on High Street well within the recommended walking distance of 400m to public transport facilities as highlighted within PAN75. The westbound stop is positioned approximately 50m east of the northern boundary of the site, with the eastbound stop positioned circa 80m west of the site on the northern side of carriageway. Controlled crossing facilities are available at the signalised junction of High Street / Storie Street, directly opposite the site, providing safe access between the eastbound and westbound services.
- 3.27. These bus stops provide service connections to and from Paisley and from the wider area, including Renfrew, Neilston, Barrhead, and the southwest of Glasgow.

Figure 4: Development Site: Cycle Routes



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- 3.28. Details of existing bus provision in the vicinity of the site is summarised within *Table 1*, overleaf, detailing the bus routes and operators serving the nearest bus stops. It is considered that the available public transport within the locale will provide students with an alternative option to the private car with local and strategic services available.
- 3.29. The available bus routes provide regular services during key travel periods throughout the day ensuring that bus travel is an effective method of travel for students travelling to places of work and education. The services are also regular throughout weekend times ensuring that travel options are available for leisure trips.
- 3.30. *Figure 5* overleaf presents the existing public transport provision in relation to the development site demonstrating that the proposed development is accessible to public transport opportunities, with local bus stops located within a 400m walking isochrone meeting the requirements of SPP & PAN75.

Table 1: Existing Bus Services

Operator	Service	Route	Frequency (mins)					
			Monday-Friday		Saturday		Sunday	
			Day	Night	Day	Night	Day	Night
McGills	7	Linwood - Paisley	12	30	12	30	30	30
First	9	Glasgow - Paisley	15	30	15	30	20	30
McGills	17	Paisley – Glasgow	30	-	30	-	-	-
McGills	20	Paisley – Whitehaugh – Johnstone	30	-	30	60	60	-
McGills	38 / 38A	Spateston / Kilbarchan - Glasgow	8	30	8	30	20	30
McGills	60	Foxbar - Paisley	30	60	30	60	30	30
McGills	64	Paisley – Gallowhill	12	30	15	30	60	60
McGills	904	Paisley – Largs	60	-	60	-	-	-

- 3.31. Students will have access to rail travel with Paisley Gilmour Street Railway Station located less than 500m from the site. This station is located on the 'Ayrshire Coast' line that provides regular services between Glasgow and various settlements in Ayrshire, Inverclyde, and Renfrewshire. Abellio ScotRail operate up to 4 services per hour on a typical weekday and Saturday, and 3 services per hour on a Sunday. Details of the services available are detailed within *Table 2* overleaf:-
- 3.32. Access to frequent public transport is considered as a key component in reducing reliance on private car use. As detailed in the previous chapter, a range of bus services currently operate along High Street in the vicinity of the development site. The nearest eastbound bus stop on this route is located circa 80m west of the development site on the opposite side of the carriageway, with the nearest westbound stop positioned 50m east of the site. Signalised crossing facilities are present directly opposite the site and form part of the Storie Street / High Street junction arrangement.

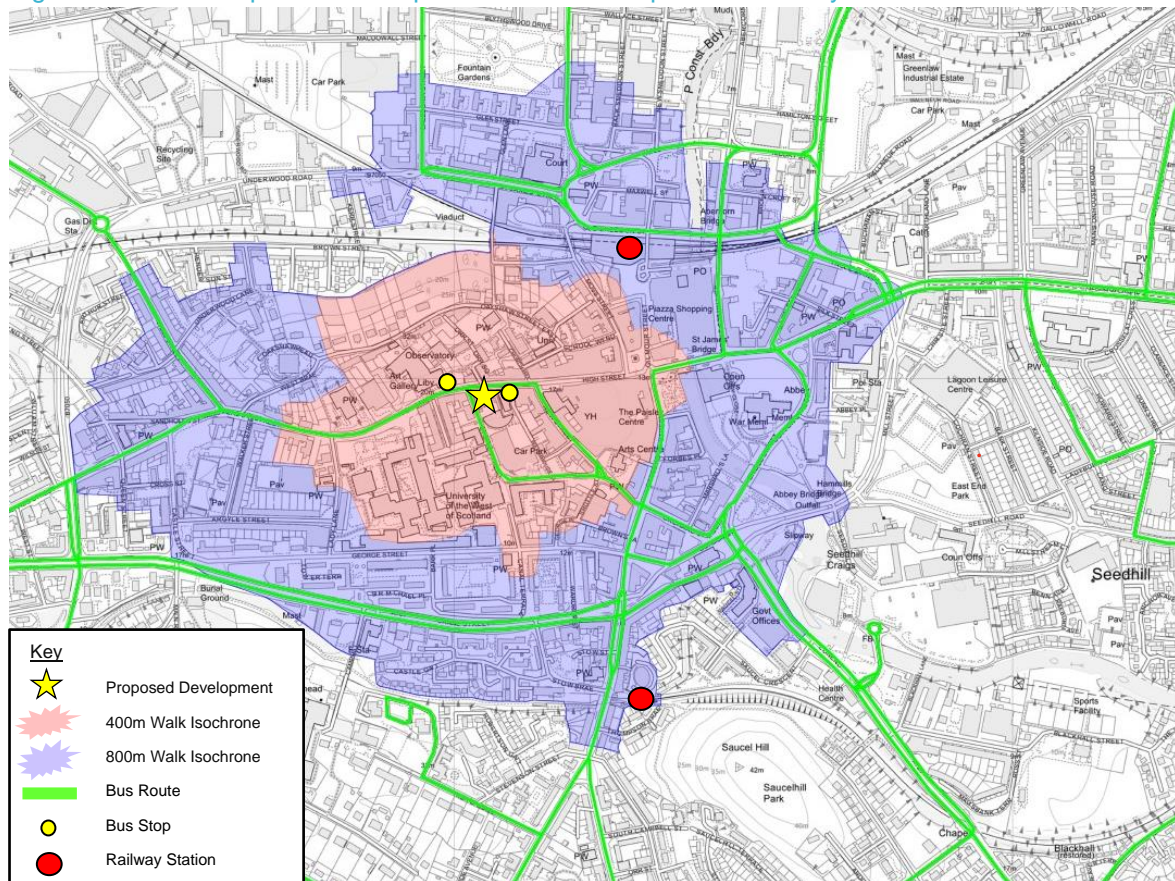
Table 2: Existing Train Services

Operator	Route	Frequency (mins)	
		Peak	Off-Peak
Abellio Scotrail	Glasgow Central to Ayr via Paisley (Gilmour St)	30	30
Abellio Scotrail	Glasgow Central to Ardrossan via Paisley (Gilmour St)	60	60
Abellio Scotrail	Glasgow Central to Largs via Paisley (Gilmour St)	60	60

- 3.33. In line with 'Transport Assessment Guidance', an appropriate door to door travel time by public transport (including the walk, wait, journey time, and walk to the destination) is considered to be 30 to 45 minutes; therefore, assuming a 10 minute journey to and wait at either of the aforementioned bus stops (i.e. 20 to 35 minute journey time and end walk) the proposed development will be accessible to the wider Renfrewshire area and Glasgow City centre by the aforementioned services.

3.34. Based on the above, students at the proposed development will have access to regular bus services throughout the day offering connections to several settlements within the Renfrewshire district. The current level of service will be able to accommodate the future public transport demand, and with the introduction of a Travel Plan, which will help raise awareness of the public transport opportunities in the area, the option to travel by rail could be made possible through the promotion of multi-modal journeys.

Figure 5: Proposed Development: Public Transport Accessibility



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## Sustainable Transport Summary

3.35. At present, walking and cycling facilities in the vicinity of the site are considered good and provide links to existing transport interchanges and education campuses. There is a good level of bus service operating adjacent to the site providing connections to the wider settlement and towns further afield.



## 4. Student Travel Behaviour

### How Student Accommodation Operates

- 4.1. Typically, students living at university accommodation exhibit low levels of car use owing to the lifestyle and typical day-to-day requirements. This is particular site 55 – 57 High Street has been selected as a parking free development given the site’s highly accessible location, proximity to university campuses and key amenities.
- 4.2. Furthermore, Paisley is a town well-designed to facilitate a car free lifestyle and exhibits a number of characteristics which would discourage students from owning a vehicle in this location even if living in standard residential accommodation.
- 4.3. Additionally, students residing at the development will be prohibited from bringing cars into the town and this will form part of their lease agreement.
- 4.4. Notwithstanding the above points, this Travel Plan contains additional measures which would be put in place in order to discourage car travel and promote sustainable journeys.

### Existing Travel Behaviour Data

- 4.5. It is necessary to collect data to establish and understand the travel habits against which the Travel Plan’s progress can be measured.
- 4.6. In lieu of baseline surveys for this specific site, given it is not yet operational, the TRICS database has been reviewed to determine the anticipated multi-modal traffic generated by the proposals using sites comparable in terms of location and is presented below in *Table 3*.

Table 3: Expected Trip Generation & Mode Share

Mode	Daily Two-Way Movements	Mode Share
Vehicles	32	8%
Public Transport	82	21%
Walking / Cycling	281	71%

- 4.7. As detailed above, it is anticipated that the majority of journeys would be undertaken on foot and by bicycle. Only 8% of journeys are anticipated to be made by vehicles, comprising a small number of taxi movements, pick up / drop off by friends and deliveries.

### On-site Infrastructure

- 4.8. The student accommodation will include notice boards within one of the communal areas. Any relevant Travel Plan information, including bus and cycle routes for example, will be displayed on these boards.
- 4.9. The scheme also provides communal space for residents, containing leisure uses, amenity space, a gym and laundry room. The presence of these facilities reduces the number of additional journeys residents would need to make away from the site.

## 5. Objectives & Ambitions

### The Focus of the Travel Plan

- 5.1. This Travel Plan is primarily focussed on students and therefore the majority of measures highlighted within the Plan are intended to encourage students to use the most sustainable travel mode available to them. It is acknowledged that the measures will also be applicable to staff members, however, the low staff numbers ensure that the primary focus is toward student travel.

### Objectives

- 5.2. There are a number of objectives, both at national and local level, that the implementation of the Travel Plan is intended to help fulfil:
- To influence travel behaviour of students;
  - Improve health through regular exercise;
  - To generate fewer staff single-occupancy car trips than would otherwise be the case;
  - Encouraging a modal shift in travel to the site;
  - To reduce the need for unnecessary journeys by site employees;
  - Reduction in overall mileage and reduction in CO2 emissions; and
  - To help improve the health of staff and students.

### Targets / Measures

- 5.3. The objectives given previously provide the framework for the travel plan measures. Where applicable, targets can be included in a travel plan to help achieve the objectives for two main types that are applicable to travel plans. The most easily demonstrated target is the commitment to deliver the package of measures set out in the plan. These measures are set out in the next chapter and include initiatives to promote increases in the use of cycling, walking, car-sharing and public transport use.
- 5.4. The second form of target is aspirational and related to proportional changes in the travel modes used to get to the site. As the development is parking free and the use of privately owned vehicles within the town area is strictly managed within the lease agreement, it is not considered necessary to set targets to reduce private car trips as would traditionally be proposed. Furthermore, as staff numbers are low, any target on staff travel will not result in a material change to travel patterns.
- 5.5. It is proposed that the operator will undertake an annual review to ensure that students are not contravening the no car agreement within their lease and thereby maintain the sustainable travel mode share of the scheme.
- 5.6. Travel related concerns raised by residents and any identified barriers to sustainable travel will be ascertained by way of regular travel surveys and routine monitoring. Further bespoke measures and changes could then be introduced to address these barriers, if necessary, and ensure that the Travel Plan continues towards achieving its overall aims.

## 6. Travel Plan Initiatives

- 6.1. In order to ensure that the opportunities for modal shift can be realised there are a number of measures that can be implemented and encouraged by the operator.

### Action Plan

- 6.2. An Action Plan outlining the proposed Travel Plan measures and actions identified for the site, along with responsibilities, estimated costs and implementation timescales is enclosed within *Appendix B*.
- 6.3. The Action Plan divides the measures into user groups i.e. staff, residents or all users of the site. This also pinpoints the objective that each measure will support, to ensure that any initiative is targeted to achieving the overall aim for this site.

### Measures to Influence Mode Choice of Visitors

- 6.4. Although it is difficult to control the travel behaviour of the public, several measures can be put in place to increase awareness and encourage visitors to change their mode of travel by making the site as accessible as possible.

### Provision of Travel Information

- 6.5. Information relating to potential means of car-alternative access to the site will be publicised on a notice board within the reception area. The notice boards will contain any relevant travel awareness information including up to date bus route plans and timetables, cycle route maps and information, along with contact numbers and other leaflets of relevance.

### Leaflets / Hand-outs

- 6.6. To generate immediate awareness of these initiatives, free leaflets will be produced advertising alternative means of travel for the public and these will be placed in the reception area and available on the website.

### Measures to Influence Mode Choice of Residents

#### Objective 1: Promote and actively encourage sustainable travel to and from the Site

#### Appoint TPC

- 6.7. The role of the Travel Plan Coordinator (TPC) will be to develop and implement the travel plans where required. The main duties of the TPC are summarised as follows:
- Overall management of the TP;
  - Promotion of the TP's aims and objectives;
  - Implementation of the specific measures identified in the plan;
  - Identification and appraisal of further measures supporting the objectives;
  - Collation and dissemination of transport information to staff and residents;
  - Co-ordination and liaison with local authority, public transport operators and adjacent organisations;

- Review of policies and procedures to understand and align the incentives that influence mode choice; and
  - Monitoring transport issues and reporting to senior management as appropriate.
- 6.8. The TPC contact details will be sent to the Travel Plan Team at Renfrewshire Council. The TPC will be the primary point of contact for the council and will be responsible for the on-going promotion of the travel plan and delivery of the actions.

### Local Recruitment Policy

- 6.9. Consider the adoption of a local recruitment policy, where possible (i.e. within a 5 mile radius for the majority of staff), to facilitate non-car use, as far as possible. This will increase the number of staff travelling to the site by sustainable travel modes and reduce transport carbon emissions.

### On-Site Facilities

- 6.10. Promote the use of the on-site facilities (gym, library etc.) to reduce trips off-site. This will aid accessibility to local services from the site, in addition to the transport carbon emissions associated with the site.

### Nearby Facilities

- 6.11. Make site users aware of the services local to the site that can be walked/cycled to, to avoid unnecessary trips further afield. This will help to increase the uptake in sustainable travel and access to local amenities.

### Walking / Cycling Routes

- 6.12. Including the provision of suitable walking routes to and from the site entrances within the site boundary, that connect to external footways. This must be suitable for those who are disabled or visually impaired. This will help to increase the uptake in sustainable travel amongst staff and residents of all abilities.
- 6.13. Research information to provide employees with advice and support regarding safe walking and cycling.

### **Cycle Schemes**

- Discuss the potential for discounted bike / equipment purchase for staff and residents.
  - Offer cycle training to staff / residents, particularly those who may not have used a bicycle recently.
  - Provide training courses and/or provide bicycle maintenance classes for staff / residents.
  - Promote cycle membership organisations to engage people in cycling.
  - Promote the advantages of e-bikes to those with a longer commute / who need to carry heavy loads.
- 6.14. By improving cycling skills, staff and residents will be more likely to adopt this mode when travelling to / from the site. If these actions were implemented, it has the potential to increase the number of people cycling to the development due to increased knowledge and incentives that support cycling to and from the development.

### Public Transport Information

- 6.15. Promote and share public transport routes, timetables and fare information to increase the uptake of travel via public transport. This information will also need to be accessible for those who may be visually impaired.
- 6.16. Promote the use of travel app as this allows for mobile handset planning of public transport trips and awareness of network issues and problems.

6.17. Discuss the potential for discounted travel for residents with local bus operators / understand existing discounts offered to students.

### **Promotion**

- Promote the Travel Plan during staff briefings / community meetings / via word of-mouth / at travel plan events (as appropriate).
- Social media promotion - Twitter and Facebook should be utilised to share knowledge on sustainable travel routes and promote the benefits of active travel.
- E-Newsletters - Send e-newsletters to residents on pertinent topics (i.e. cycle events, financial savings, ways to get fit and healthy)
- Public health / environmental campaigns - Include health and environmental benefits as part of general promotional materials.
- Promotion of cycle parking facilities on site.

### Welcome Pack Information

6.18. High quality and attractive site-specific Staff and Resident Induction Packs (SIP) will be provided to all staff and residents in either physical or digital format. The SIPs will include literature relating to the money saving and health benefits of regular walking and cycling, as well as the benefits associated with the environment and reducing congestion.

### **Objective 2: Provide the on-site infrastructure to facilitate sustainable travel / reduce the need to travel**

6.19. A number of actions are provided to meet objective 2. If adopted, these will increase the number of people travelling to the site via sustainable travel modes and the carbon emissions associated with the transport element of the development:

- **On-site facilities / services** - Provide on-site facilities (e.g. gym / library) to reduce the need to travel off-site during the day.
- **Broadband internet connection** - The building would be equipped with a super-fast broadband connection to support home working and internet shopping.
- **Bicycle security** - Promotion of cycle security and bike marking schemes to reduce theft.
- **Cycle parking** - Covered and secure cycle parking will be provided on-site.
- **Puncture repair kit** - A puncture repair kit, pump and geared bike maintenance equipment will be made available to borrow from the office / reception.
- A **Travel Noticeboard / Information Point** will be established in a prominent place on-site. This will include walking and cycling maps / routes, bus and rail timetable information.
- **Travel Poster** - A poster containing a map of the surrounding area and detailing the local transport links will be displayed on-site.

### Hard Measures

6.20. A secure cycle store has been provided to the northern elevation of the building at ground floor level. This would contain a total of 30 cycle parking spaces for the exclusive use of the student accommodation block.

- 6.21. Students would be provided with appropriate access arrangements which would be detailed as part of their moving in process.
- 6.22. Should it be apparent that additional cycle parking demand is required, the building management will consider the implementation of operating a cycle hire scheme from the development.
- 6.23. If deemed appropriate, CCTV should be implemented to increase the safety of the cycle store.

### **Minimising Vehicle Use**

- 6.24. There is no car parking associated with the development, therefore, the majority of staff and staff / students are expected to travel by public transport and active mode.
- 6.25. Measures will also be set to minimise the number of service vehicles frequenting the site on a daily basis. This could include consolidating deliveries, the use of local supplier and encouraging the use of cargo bikes where practicable.

## 7. Monitoring & Review

- 7.1. An objective of travel plans is that there will be an on-going improvement process including periodic monitoring, where necessary. Post opening surveys will be undertaken within 3 months with monitoring undertaken for a period of five years following the post opening survey.
- 7.2. The travel plan will then be an established document which the operator can utilise to influence student travel behaviour.
- 7.3. Monitoring reports will be produced by the TPC and submitted to the Council for approval in relation to the targets set for the end of Years 3 and 5. These reports shall demonstrate how the Travel Plan has been implemented to date and will include:
  - Details of measures introduced and actions taken to promote the Travel Plan;
  - A statistical summary of the modal split of residents / staff, disclosed by the monitoring surveys;
  - The progress of the Travel Plan in achieving the targets and identifying any amendments to be agreed in writing by the Council in the event that targets are not achieved; and
  - A plan for future actions.
- 7.4. Furthermore, the following items will be monitored by the TPC annually:
  - the demand for cycle parking; and
  - comments made by staff / residents relating to transport and the Travel Plan.
- 7.5. The TPC will continue to monitor all elements of the Travel Plan and Action Plan, including information provided / displayed at the site.

## Marketing and Communication

- 7.6. In addition to the initiatives already outlined with the travel plan, there should be ongoing marketing and communication of information following on from the launch.

## Ongoing Marketing

- 7.7. The travel plan will be launched on the opening of the accommodation and will be continually marketed through the provision and updating of travel information, leaflets and internal communication sessions.
- 7.8. New students will be issued with a travel pack with Travel Plan Information as a new resident pack to ensure all students have been advised of the travel opportunities available.

## Summary

- 7.9. The implementation and development of the plan will be responsibility of T100 Limited as operator who are experienced in the management of travel plans for student accommodation.

## 8. Summary & Conclusions

- 8.1. The aim of Travel Plans, as outlined by Government guidelines, is to address potential means of reducing reliance on single-occupancy car use and encouraging the use of alternative forms of travel.
- 8.2. The travel plan is focussed primarily on residents, although measures are proposed to increase staff and visitor awareness with the aim of encouraging alternative travel behaviour other than by private car.
- 8.3. Given the nature of the use, the lack of parking for students and the high accessibility location of the site, it is evident that the scheme will generate no single use private car journeys. As a result, students will utilise sustainable modes of travel for all journeys as a matter of requirement with the travel plan providing up to date information to make mode and route choice as informed as possible.
- 8.4. The Travel Plan will ensure that students are aware of the sustainable transport network and services with sustainable transport information updated on a regular basis. The TPC will be available to liaise with Renfrewshire Council to take part in initiatives and promotions as required.
- 8.5. In conclusion, the existing sustainable travel facilities in conjunction with the car free nature of the scheme are considered sufficient to support access by sustainable modes of travel to the site and influence travel choice. Aims and measures highlighted within this document demonstrate that the operator is committed to influencing student travel choices.



# APPENDICES

## A. Action Plan

## Phase 2 - Technology & Innovation Zone, Glasgow

Objective	Measure	Details	Responsibility	Timescales
Objective 1: Promote and actively encourage sustainable travel to and from the site	Travel Plan Coordinator (TPC)	TPC to be appointed prior to occupation / trained to ensure they are fully aware of their responsibilities.	T100 Limited	To be appointed prior to occupation.
	On-Site Facilities (see Objective 2)	Promote the use of the on-site facilities (canteen / cafe.) to reduce trips off-site.	TPC	Ongoing for the life of the Travel Plan.
	Nearby Facilities	Make site users aware of the services local to the site that can be walked/cycled to, to avoid unnecessary trips further afield.	TPC	Ongoing for the life of the Travel Plan.
	Walking / Cycling Routes	Promote local walking and cycling routes and provide maps.	TPC	Ongoing for the life of the Travel Plan.
	Public Transport Information	Publicise public transport routes, timetables and fare information.	TPC	Ongoing for the life of the Travel Plan.
	Face-to-Face Promotion	Promote the Travel Plan during staff briefings / community meetings / via word-of-mouth / at travel plan events (as appropriate).	TPC	Ongoing for the life of the Travel Plan.
	Social Media Promotion	Twitter and Facebook	TPC	Ongoing for the life of the Travel Plan.
	E-Newsletters	Send e-newsletters to residents on pertinent topics (i.e. cycle events, financial savings, ways to get fit and healthy, routes to your new school).	TPC	Ongoing for the life of the Travel Plan.
	Welcome Packs / Prospectus Information	Travel information will be communicated via Staff and Resident Welcome Packs.	TPC	At occupation and then ongoing for the 5 years of the plan.
Objective 2: Provide on-site infrastructure to facilitate sustainable travel / reduce the need to travel	On-Site Facilities / Services	Provide on-site facilities (e.g. canteen / café) to reduce the need to travel off-site during the day.	TPC	From first occupation.
	Bicycle Security	Promotion of cycle security and bike marking schemes to reduce theft.	TPC	Ongoing for the life of the Travel Plan.
	Cycle Parking / Storage	Covered and secure cycle parking will be provided on-site.	TPC	Ongoing for the life of the Travel Plan.
	Travel Noticeboard / Information Point	A Travel Noticeboard / Information Point will be established in a prominent place on-site. This will include walking and cycling maps / routes, bus and rail timetable information.	TPC	Ongoing for the life of the Travel Plan.
	Travel Poster	A poster containing a map of the surrounding area and detailing the local transport links will be displayed on-site.	TPC	Ongoing for the life of the Travel Plan.
Monitoring	Update Report	Produce a Full Travel Plan for the site in Year 1, then prepare an Update /	TPC	Full Travel Plan to be prepared and issued

		Progress Report to summarise the travel surveys / target review in Years 3 and 5, identifying if any significant amendments are required to the content of the Travel Plan, from that originally agreed in Year 1. Issue report to relevant Officers at LPA/LHA.		in Year 1 and Progress Reports produced in Years 3 & 5 within 3 months of Travel Surveys.
	Private Car Use	Survey / monitor student / staff access to the site on an annual basis during term time.	TPC	Ongoing for the life of the Travel Plan.