



Guide to Residential Travel Packs

Introduction

The information contained within this guide should assist developers in preparing a successful Residential Travel Pack. Additional guidance and further sources of information are identified throughout the guide.

The aim of the residential travel pack is primarily to promote, foster and encourage a move toward sustainable travel by those moving into new residential developments. Throughout the planning process, and in line with current government planning policy, measures that would aim to develop sustainable links from new developments, including extended bus service provision, improved cycling and walking links and access to travel information, are agreed to by the developer. With the physical infrastructure in place, the intention is that each new resident is made fully aware of the travel choices available and is given the best possible opportunity to consider more sustainable modes of travel.

Through the Residential Travel Pack, developers should aim to provide sufficient information that would allow residents to make informed travel choices, and be given the incentive to try new modes of travel either via discounted travel passes or travel vouchers. Additionally, as a means to encouraging modal shift away from private car use, the health and economic benefits of non-car based travel should also be identified.

Tone & Style

The tone of the text should be positive, informal and directed towards the messages most relevant to the reader. It should not read like an academic exercise or a neutral description of government policy or fact. For example we would ask that messages be in the style of “Your community...” And “Your health and wellbeing are important.” It would not be acceptable to use a detached tone along the lines of “Obesity caused by inactivity is a time bomb for the NHS.” Negative messages will not encourage a positive contemplation of the available travel options. The Travel Plan document must market the choices available.

We would ask that imagery used in the document be relevant to the nature of the residential development covered by the RTP. For example, it will be not be acceptable to show the M8 or London Underground. Aberdeenshire Council has an image library that may be of use to those preparing the document. The images should be of a suitable promotional quality.

An example RTP is available to assist developers with the preparation of their own documents. It is published on the Travel Planning Guidance page on Aberdeenshire Council’s website.

Basic Considerations

- **Walking and cycling maps** - showing local walking and cycle routes through the development to facilities, such as, health services, post office, shops, library, sports centres, nearest business centre, schools and routes out into nearby countryside
- **Walking, cycling and bus travel times** - in minutes, to local facilities as above

- **School travel plan information** - where available. Contact Aberdeenshire Council, School Travel Planning Officer, on 01224 664781.
- **Site specific public transport information** - (closest bus stops and rail facilities, if appropriate and service information) explaining what buses serve the site and what services can be taken to access facilities by sustainable transport. Promote Traveline Scotland (www.traveline.org.uk 0871 200 22 33)
- **Local taxi information** - contact information
- **Car sharing scheme information** – Promote the personal benefits of car sharing to residents. There are over 38 million empty seats on the UK's roads every day. Why not 'Make the most of it' by sharing lifts? Halve your fuel costs. Literature and promo items are available from Aberdeenshire Council on 01224 664773. Existing car sharing websites are free to use and carry no obligation. www.carshareaberdeenshire.com
- **Park & ride service information** - for commuting or shopping trips
- **Information on reducing the demand for travel** - potential for use of technology and home delivery
- **Sustainable travel voucher** – to encourage walking, cycling and public transport uptake
- Pedometer pack with information on the health benefits of walking.

Health benefits of active travel

It is desirable that information on the health benefits of active travel and the environmental benefits of sustainable travel should be promoted in Residential Travel Packs. Sedentary lifestyles and a lack of physical activity are causing an epidemic of obesity and increasing the risk of a range of health problems including diabetes, heart disease, stroke, cancers and osteoporosis. One of the easiest ways to increase physical activity is to include walking and cycling in the daily routine, such as during the journey to work or school. More info at www.sustrans.org.uk. The extracts below indicate the type of health and environmental information that could be supplied in travel packs.

Top tips for active travel:

Think "healthy living" before you travel - every time you use your legs it does you good.
 If your trip is less than a mile or so, try walking - or walk some of the way if it's too far.
 You can start your active lifestyle gently, by walking part of the way, or taking a bus home.
 If you're thinking about cycling, try out your route at the weekend first.
 Work up to walking or cycling every day and see how much fitter you feel!
 More info at: www.healthyliving.gov.uk.

Environmental damage of car use

Climate Change, often referred to as Global Warming, is considered to be one of the greatest environmental threats facing the World today. When petrol, diesel or certain alternative fuels are burnt for energy in an engine the main by-products are water and Carbon Dioxide (CO₂). Carbon Dioxide, although not directly harmful to human health, is the most significant of the greenhouse gases contributing to Climate Change.

The level of CO₂ emissions from transport in the UK is large, and is growing both in absolute terms and as a proportion of total emissions. 'Transport Statistics Great Britain' (2005 edition) published by the Department for Transport (DfT) includes a Department of Trade and Industry (DTI) forecast that CO₂ emissions from traffic in the UK will increase by 15% from 2000 levels by 2015, compared with a 7% reduction in such emissions from all sources.

Eco Driving Tips:

- Try to avoid using your car for short journeys - use public transport, ride a bicycle or walk.
- Plan ahead - choose non-congested routes, combine trips, car share.
- Cold starts - drive off as soon as possible after starting.
- Drive smoothly and efficiently - harsh acceleration and heavy braking have a very significant effect on fuel consumption, driving more smoothly saves fuel.
- Slow down - driving at high speeds significantly increases fuel consumption.
- Use higher gears, as soon as traffic conditions allow.
- Switch off - sitting stationary is zero miles per gallon, switch off the engine whenever it is safe to do so.
- Reduce weight - don't carry unnecessary weight, remove roof racks when not in use.
- Regular servicing helps keep the engine at best efficiency.
- Make sure the tyres are inflated to the correct pressure for the vehicle.
- Do not compromise safety but be aware that the use of onboard electrical devices increases fuel consumption.
- Check your fuel consumption - it will help you get the most from the car, changes in overall fuel consumption may indicate a fault.
- Use air-conditioning sparingly - running air-conditioning continuously will increase fuel consumption significantly.
- Fuel Economy - if you are to buying a car ask to see its Fuel Economy label or ask about fuel economy. Save yourself money and prevent being a high polluter with vehicles that produce a CO₂ emission figure of less than 226 g/km.

More info at:

www.vcacarfueldata.org.uk.

www.scotland.gov.uk/Topics/Environment/Climate-Change/16327

<http://www.energysavingtrust.org.uk/>

Sustainable Travel Incentives

Travel vouchers are a good way to influence travel choice by means of providing an incentive to try new mode of travel. The aim would be that the incentives should be sufficient to allow each resident the opportunity to *try* a mode of travel other than the private car. Incentives could include free pedometers, vouchers for discounted cycling equipment, public transport travel coupons/vouchers or discounted travel passes.

It is the responsibility of the developer to make arrangements with local bus operators or cycle equipment/hire shops for the redemption of sustainable transport vouchers. Offering the option of pedometers to those who do not want or need public transport or cycle equipment may also provide an incentive for people to walk. It would be a requirement that where vouchers are to be provided, a voided voucher is in the Travel Pack when submitting it to the Council as a record of commitment.

It should be noted that Aberdeenshire Council reserve the right to check that voucher arrangements have been set up and are being used. Current Department for Transport (DfT) guidance suggests that Residential Travel Packs could possibly be part of an induction session, which may be the appropriate time to discuss the travel pack and provide a choice of travel vouchers to new homeowners.

Monitoring

Results on the number of sustainable transport vouchers redeemed and the uptake of any incentive schemes should be monitored after a period of six months following final occupation. The results presented to Aberdeenshire Council at the same time as the results of any “sustainable travel satisfaction survey” to be undertaken by the developer, 6 months after full occupation.

Sources of Additional Information

The above information is provided as a guide and although extracts from it can be used in the preparation of the Residential Travel Plan, this should be supplemented by additional information where possible. The following sources listed below and identified throughout the guide provide information that will assist in the development of the final document.

We would particularly recommend reference to the DfT document “The Essential Guide to Travel Planning.”

For awareness of the region wide promotion of sustainable travel residents can be directed to www.get-about.com

Further information

Aberdeenshire Council’s website hosts a variety of information resources on Travel Planning that may be of assistance to those preparing a RTP.

www.aberdeenshire.gov.uk/transportation

www.aberdeenshire.gov.uk/travelplan

www.get-about.com

www.dft.gov.uk.

www.sustrans.org.uk.

www.healthyliving.gov.uk.

www.vcacarfueldata.org.uk.

If you require further clarification of any issues surrounding Residential Travel Plans or have any questions relating to Travel Planning generally please contact:

Travel Planning Officer on 01224 664773 or email transportation@aberdeenshire.gov.uk