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THE
REDWOOD
PARTNERSHIP

**NEW PARK COMMUNITY
& ARTS CENTRE
NEW PARK ROAD, CHICHESTER**

**NEW PARK CENTRE
TRAVEL PLAN**

PARTNERS

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Introductory Comments

The eastern side of Chichester is changing. Kier have recently completed the construction of Bastion House on the old Shippam's social club site and Seaward will shortly be commencing the redevelopment of much of the New Park Road public car parking for a mix of retail and residential use. New Park too has its own aspirations to secure an upgrade to the existing Centre and to extend the facilities to meet 21st Century standards.

Change, however, is often not without its problems. One that all can see is the impact that the loss of car parking will have on people wishing to use the New Park Centre. This is a problem which cannot be avoided but it can be managed in a positive way.

The New Park Board is aware of the concern voiced by its users during the consultation process and shares those concerns. The production of this Travel Plan represents the first step in a process designed:

- to identify the nature and scale of the problem
- to manage the available on-site parking in an effective way and in particular to address the needs of those with disabilities and special needs
- to ensure easy and safe access from other car parks in the City is facilitated
- to look at alternative ways of accessing the Centre
- to encourage use of alternative means of transport especially by public and community transport, foot or bicycle
- to seek over time to reduce the reliance on car-borne access
- to work with other interested groups, businesses and statutory authorities to promote realistic solutions
- to involve the Centre users in the on-going discussions
- to promote a realistic and flexible series of integrated proposals to ensure both ease of access and the Centre's continued viability
- to keep the matter under review and adapt to other changes in the future

I commend the New Park Centre Travel Plan to each of you and ask you to commit yourself to making a contribution to its travel initiatives. Some of the initiatives will be difficult and will involve a change in the way you travel to the Centre and should be seen as essential to achieving the overall aim of the Travel Plan. I hope that we are all prepared to make this real change and enjoy the improvement the new facilities at the Centre will bring.

Michael Foyle (Chairman, New Park Community & Arts Association)

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1.0 Introduction

- 1.1 The New Park Centre is a Community and Arts Centre located on the eastern side of Chichester, West Sussex. It has been in existence since 1974 and is housed in a 124 year old Victorian school and adjacent old school dining room. The Centre is currently used by over 60 local groups with, on average 2,250 people using the facilities each week. The New Park Centre development proposals intend to refurbish, replace and extend the existing facilities to create a model 21st Century Community Hub for Chichester and the surrounding area.
- 1.2 The New Park Centre Travel Plan has been prepared to identify how staff and Centre users travel to the site and to suggest measures to manage car travel to the Centre. The Travel Plan includes the results of a travel questionnaire survey undertaken at the Centre in March 2008 and will form a travel document for the newly developed Centre, setting out initiatives to facilitate access to the Centre and to encourage the use of sustainable travel modes and endeavour to reduce reliance on the car.
- 1.3 The New Park Centre Travel Plan will establish ways to manage an efficient use of the reduced car park provision within the new development proposals and endeavour to reduce the impact on Centre users from the forthcoming proposals for redevelopment of the New Park Road public car park next to the Centre which will reduce public car parking provision from 253 spaces to 100 spaces.
- 1.4 The New Park Centre Travel Plan sets out targets together with methods that will be used to monitor success. The success of the Travel Plan will largely depend upon the enthusiasm and co-operation of the New Park Centre staff, users and the New Park Board and this document provides the first stage in the development of the New Park Centre Travel Plan.
- 1.5 A travel questionnaire (Appendix A) was issued to staff and Centre users in March 2008 and an analysis of the responses is attached in Appendix B.

2.0 Developing the Plan

- 2.1 The central objectives for the New Park Centre Travel Plan are to manage the way in which users can travel to the Centre and offset the impact of the reduction in public car parking provision at the New Park Road public car park adjacent to the Centre and at the Centre itself. However, it is recognised that for many users the car will be the only practical means of travel.
- 2.2 The Centre Travel Plan will endeavour to look at realistic means of promoting safe and easy access to the Centre from other car parks within the City. People will be encouraged where possible to walk from these car parks. Where this is not possible other options will be explored including the use of regular shuttle buses. Other options, including appropriate links with community and commercial transport operators will also be explored.
- 2.3 Users of the Centre will be encouraged to travel by alternative sustainable transport modes. The ways in which this will be done is through improvements in the choice of transport available to them; by increasing people's awareness of, and the attractiveness of, alternative modes of transport and by effective use of limited parking space at the Centre. With limited car parking space on the site, car parking will be prioritised for those with the greater need. Centre users may have to reassess the way in which they can travel to the Centre and the Travel Plan will generate ideas and alternatives to help users change their travel habits.
- 2.4 The New Park Centre Travel Plan will therefore seek to:
- Work with the relevant authorities to provide an integrated series of options for people to access the Centre, including:
 - Clearly sign-posted, well lit pedestrian routes from nearby parking facilities in the city
 - The introduction of a regular, dependable shuttle-service from these car parks either with commercial or community transport operators, or as an independent initiative

- Prioritising the use of the Centre car parking spaces for disabled drivers and community buses together with the introduction of a limited on-site facility to book controlled spaces for those with special needs e.g. baby groups or those delivering heavy items.
- Encouraging car-sharing and the use of other modes of travel where practical
- Promoting the use of more sustainable modes of transport and therefore healthier living
- Promoting a sustainable site development by providing secure cycle parking and ensuring that only users of the Centre occupy scarce parking space on site
- Provide clear information at the Information Hub in the Centre on alternative modes of transport using information boards on bus and train travel, together with the provision of bus, cycle and pedestrian route maps and travel advice leaflets
- Establish a Travel Forum to ensure problems are regularly and realistically addressed
- Work with Centre users, with the relevant authorities and other interested parties to produce a constructive and viable plan
- Keep the whole access issue under review and take an active role to promote the Centre's interests when new travel and parking initiatives are introduced for the City

2.5 The Travel Plan is an important element of the overall transport strategy for the New Park Centre, focussing on promoting a series of practical access options and by raising awareness amongst, staff, Centre users, visitors and the New Park Board of the importance of transport planning, as well as seeking to influence the way in which they can travel to and from the Centre. The New Park Centre Travel Plan is not anti-car (some users will have no alternative to using the car) but is a means of managing the travel needs of all users of the Centre, providing better occupancy within cars travelling to the site and of developing and advertising the attractiveness of alternative travel options.

- 2.6 The New Park Centre Travel Plan has been prepared as a standalone document. Further documents will be prepared for issue to, staff, Centre users, visitors and the New Park Board by a volunteer Travel Plan Co-ordinator working in close consultation with a newly established Travel Forum at the Centre. The assistance of West Sussex County Council's Travel Plan Officer will be sought to develop ideas as part of a wider context as attempting to change the travel culture of users in isolation will not be effective and the Centre will approach other agencies through the local authority's Community officers for help and support in this endeavour.
- 2.7 The Travel Forum and Plan will need to be an on-going commitment for the New Park Board if it is to rise to the challenge presented by macro-changes to parking and travel and the more specific changes within Chichester as a whole. The underlying aim needs to be to react to the needs of all users of the Centre and make best use of the limited resources available.

3.0 Travel Plan Choices

Creating Choices

3.1 If the Travel Plan is to succeed it will be important not only to provide realistic alternative means of getting to the Centre but also actively to encourage many to explore sustainable alternative modes of travel. The Travel Plan will seek to do this by:

- **Creating choice** - Through provision of facilities at the site to ensure cycling and walking are practical alternatives; and through providing staff and Centre users with adequate travel information
- **Developing alternative ways to travel** - Reviewing the New Park Centre Travel Plan on a continuing basis; educating staff and Centre users to the fact that alternative means of transport other than the car are cheaper and healthier and if car usage is essential then car sharing is a better option

Walking

3.2 Being a City location, a significant number of people live within walking distance of the New Park Centre and this number is likely to increase significantly with the development of nearby residential sites. However, the questionnaire survey showed that approximately 14% of staff and Centre users were walking to and from Centre.

3.3 Studies have shown that whilst most people readily thought of cycling as healthy many did not think this about walking. A well-targeted campaign to encourage walking should be aimed at the groups living close to the New Park Centre with emphasis on the health benefits.

3.4 The New Park Centre will endeavour to encourage all staff and Centre, where practical, to walk. Accordingly, during the development of the Travel Plan promotional information will be provided to, staff, visitors and users to promote walking with the benefits of:

- Health and fitness
- Knowledge of local neighbourhood
- Awareness of City centre problems
- Road safety skills
- Environmental aspects (local, national and global)
- Saving money, and
- Social interaction

This will be done through:

1. The appointment of a volunteer Travel Plan Co-ordinator
2. Provision of staff and users with travel information at the information 'hub'
3. Providing information on the New Park Centre's internet website

Walking Commitments:

3.5 New Park Centre will endeavour to:

- Encourage all staff and Centre, where practical, to walk with promotion on the Community Centre website and the Community Centre newspaper and pamphlets
- Provide adequate secure locker facilities for staff on the Community Centre site
- Display walking information on a specific Community Centre travel notice board with information on the location of nearby City centre car parks
- Continue to consult with staff and Centre users to further encourage walking to the site

Cycling

3.6 For all but the most enthusiastic, cycling would only seem to be a viable option for those living close to the New Park Centre. The staff and Centre user survey indicated approximately 2% questionnaire respondents cycled to the Centre. To improve on this figure, New Park Centre will inform staff and users of the new cycle storage facilities on site and encourage the use of them.

3.7 Staff and users who cycle to the New Park Centre will be encouraged to:

- Follow rules about appropriate cycle behaviour
- Use 'D-type' locks
- Keep bikes in good condition
- Wear reflective clothing and helmets

Cycling Commitments:

3.8 The New Park Centre will:

- Encourage all staff and Centre users, where practical, to cycle with promotion on the Community Centre website and the Community Centre newspaper and pamphlets
- Provide appropriate on-site cycle parking
- Provide new on-site facilities to staff who cycle, including showers and lockers
- Liaise with police to consider free bike security coding
- Display cycling information on a specific Community Centre travel notice board and Continue to consult with staff and Centre users who cycle to the Community Centre to implement improved facilities at the site

Bus Travel

- 3.9 At the time of the travel survey approximately 3% of questionnaire respondents used the bus to travel to the Community Centre. To further encourage bus usage New Park Centre will provide information to staff and Centre users on bus services; proposed changes; fares and ticketing; and provide a customised bus network map to be displayed in working and Centre reception areas. The Community Centre website will provide shortcuts to local bus service websites to ensure that the most up to date timetable information is available.
- 3.10 The New Park Board and the Travel Forum will need to take a proactive involvement in any initiatives by the highway and parking authorities and to ensure that the needs of its users are integrated as part of any new policy initiatives. This is especially the case with the District Council currently about to review its Car Parking Strategy for Chichester. Matters which will need special investigation are any significant changes to overall policy (e.g. the introduction of Park & Ride). The Centre will investigate the potential of a Community Centre mini bus for certain events at the Centre with passenger collection from a specified locations. The scheme would be dependent upon take up and financial viability and the Centre will look for a Sponsor to help with this facility.

Bus Travel Commitments:

- 3.11 The New Park Centre will:
- Encourage all staff and Centre users when walking and cycling are not options to use bus travel if it is an appropriate alternative with promotion on the Centre website and the Centre newspaper and pamphlets
 - Investigate the potential of a Community Centre mini bus
 - Work with bus operators to maintain and enhance the flow of travel information to its staff and Centre users and provide local bus routes and Travelwise information on a specific Community Centre travel notice board

Rail Travel

- 3.12 At the time of the travel survey approximately 1 % questionnaire respondents used the train to travel to the New Park Centre alighting at Chichester Railway Station some 750 metres from the Centre. To further encourage train usage New Park Centre will provide information to staff and Centre users on services; proposed changes; fares and ticketing.
- 3.13 To encourage rail travel by staff and Centre users the New Park Centre web site will be upgraded to provide shortcuts to the National Rail enquiries web page to ensure that the most up to date timetable information is available for staff and users of the Centre.

Rail Travel Commitments:

- 3.14 The New Park Centre will:
- Encourage all staff and Centre users when walking and cycling are not options to use rail travel if it is an appropriate alternative with promotion on the Centre website and the Centre newspaper and pamphlets
 - Maintain and enhance the flow of travel information to staff and Centre users providing rail and bus timetable and route information on a specific Centre travel notice board in the information 'hub'

Car Travel

- 3.15 The travel survey indicated that 72 % of questionnaire respondents were using a car to get to the Centre. The travel survey also showed 73% of those drivers do not share their journey.
- 3.16 The Travel Plan aim is to manage and reduce the impact of the reduced local car public car parking on Centre users and will promote informal car sharing with the following objectives:
- To inform all staff and Centre users that the Community Centre encourages sharing the car journey to Centre
 - To make staff and Centre users aware of the car sharing schemes available and their benefits, not least the saving of time and money
- 3.17 Staff and Centre users will be made aware of the benefits of sharing their car trip, namely:
- i) That parking problems will be lessened due to the lower number of cars arriving at the Centre and nearby car parks, reducing congestion and thereby improving bus travel times
 - ii) That car sharing need not be a fixed or regular event. By sharing a car just once a week significant annual savings could be made
 - iii) That if car sharing is considered and the driver is continuing to another destination then perhaps staff and Centre users could be dropped at the Community Centre.
 - iv) That car sharing should be flexible, occasional and is a sociable activity that enables staff and users to meet new people and make new friends

- 3.18 The setting up of a private car share group would require many hours to organise and would not be appropriate for the New Park Centre. West Sussex County Council operate an internet based car share scheme via WestSussexCarShare.com set up to facilitate car sharing in West Sussex whereby two or more people share the same car journey to get to the same destination.
- 3.19 Experience has shown that many people may live close to work colleagues and fellow club members without even knowing it. WestSussexCarShare.com is designed to bring together potential car sharers and realise opportunities to reduce the stress of driving and the cost of commuting to work and to leisure facilities by car. The internet car share scheme is free to use and could be promoted by the Centre. Other nationally based carshare schemes such as carshare.com and liftshare.org are available for use by potential car sharers and the Centre notice boards and website could advertise the car share options to Centre users.
- 3.20 Comments received from the travel questionnaire respondents highlighted a need to prioritise the availability of Centre car parking spaces to those with the greatest need. The availability of parking within the Centre will be assessed according to the needs of groups using the Centre.

Car Travel Commitments:

- 3.21 The New Park Centre will:
- Investigate through West Sussex County Council's Travel Plan Officer the promotion of the Council's car share scheme
 - Investigate the introduction of initiatives such as the possible use of priority parking spaces within the site that will encourage car sharing and reduce single occupancy car journeys
 - Prioritise the use of the Centre car parking spaces for disabled drivers and community buses together with nominating temporary reserved spaces for baby groups and those needing to transport heavy items such as sewing machines (for the patchwork group attendees) and furniture (for the upholstery group attendees)

4.0 Monitoring

4.1 The Travel Plan is designed to start a dynamic process that includes an action-monitoring and review cycle. The Travel Plan will evolve and change to address the specific travel needs of staff, groups and users.

4.2 Monitoring will be crucial to the success of the New Park Centre travel initiatives and must include:

- Having at least one person committed to managing the project with the allocation of time from a volunteer Travel Plan Co-ordinator to sell the initiatives within the Centre
- Education and publicity as the start of a long-term process to change the way staff and users travel to the Centre

4.3 A Travel Forum headed by a volunteer member, as nominated Travel Plan Co-ordinator will be set up to review and implement the Centre Travel Plan. The Travel Forum will meet as regular as possible to assess and react to the travel needs of Centre users with initiatives published via the Centre media, Chichester District Council and West Sussex County Council.

APPENDIX A

Travel Questionnaire

March 2008



NEW PARK COMMUNITY & ARTS CENTRE

MARCH 2008

TRAVEL QUESTIONNAIRE

We are interested to know when and how users travel to the Community Centre.

Please let us know how you travel to the Community Centre by completing this brief travel questionnaire below:

Q1	What is your home postcode _____			
Q2	How do you usually travel to and from the Community Centre ?			

To the Community Centre	Please tick one	From the Community Centre	Please tick one
Walk	_____	Walk	_____
Car (driver)	_____	Car (driver)	_____
Car (passenger)	_____	Car (passenger)	_____
Cycle	_____	Cycle	_____
Local Bus	_____	Local Bus	_____
Train	_____	Train	_____
Community Bus	_____	Community Bus	_____
Taxi	_____	Taxi	_____
Other, please state		Other, please state	
.....		
.....		
.....		

Q3	What days of the week do you normally travel to the Community Centre:		
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Monday	_____		
Tuesday	_____		
Wednesday	_____		
Thursday	_____		
Friday	_____		
Saturday	_____		
Sunday	_____		

Q4	What is the reason for your visit to the Community Centre ?			

	Theatre	_____	Please tick one	
	Dojo	_____		
	Other, please state			
			

Q5	If you come to the Community Centre by car, please indicate your alternative travel mode and journey time if the car is not available :			
	Walk	_____	Please tick one	
	Cycle	_____		
	Bus	_____		
	Train	_____		
	My journey time using this alternative travel mode if the car is not available would be:			
	Under 15 minutes	_____	Please tick one	
	15 mins to 30 mins	_____		
	30 mins to 1 hour	_____		
	1 hour to 2 hours	_____		
	Over 2 hours	_____		

Q6	If you drive to the Community Centre where do you park ?			
	In the Community Centre car park	_____	Please tick one	
	Public car park	_____		
	On street	_____		
	If you park in a public car park, which one? _____			

Q7	If you drive to the Community Centre by car, do you car share ?			
	Yes	_____	Please tick one	
	No	_____		

Q8	How long does your normal journey take to the Community Centre door to door			
	Under 15 minutes	_____	Please tick one	
	15 mins to 30 mins	_____		
	30 mins to 1 hour	_____		
	1 hour to 2 hours	_____		
	Over 2 hours	_____		

THANK YOU FOR YOUR TIME – PLEASE RETURN FORM TO BOX AT THE FRONT RECEPTION

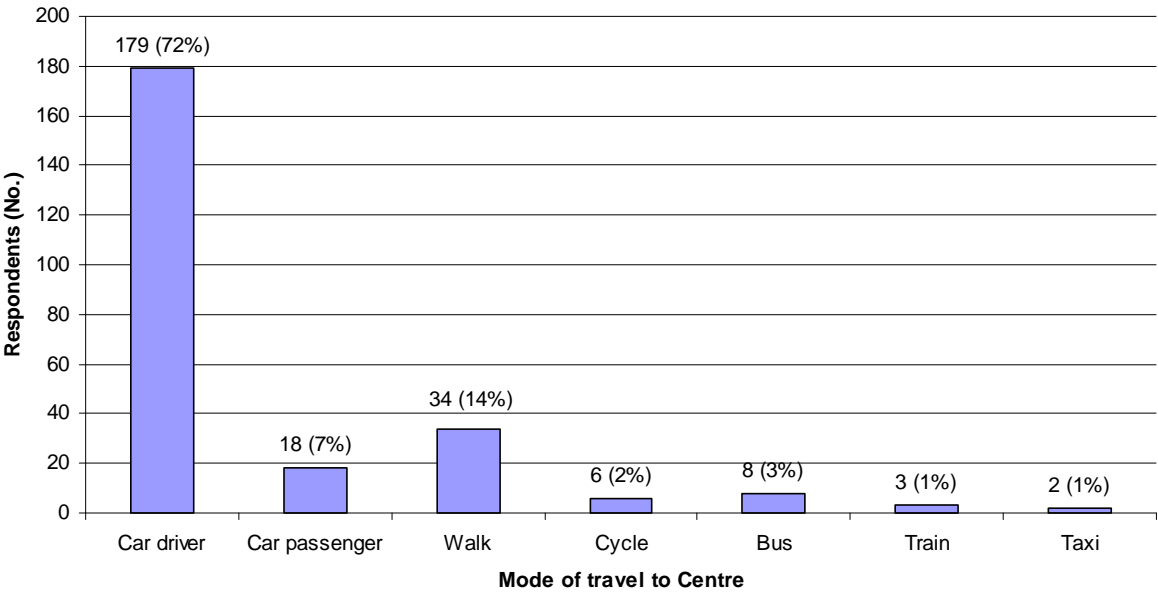
APPENDIX B

Analysis of Travel Plan questionnaire

New Park Centre staff and user travel survey – March 2008

- B1 For an existing site such as the New Park Centre data can be obtained concerning the existing travel choices of the staff and users travelling to the Centre.
- B2 In order to understand existing staff and user travel modes, a questionnaire was undertaken amongst a sample of staff and users over a period of two weeks. A total of 250 responses were received and analysed below.
- B3 The following analysis of responses will be used to develop strategies for encouraging more sustainable modes of travel.
- B4 The travel questionnaire (Appendix A) obtained information about the travel habits of staff and Centre users. Chart B1 below indicates the responses from staff and Centre users when asked “How do you usually travel to the New Park Centre”.

Chart B1 - Mode of travel to the New Park Centre – March 2008



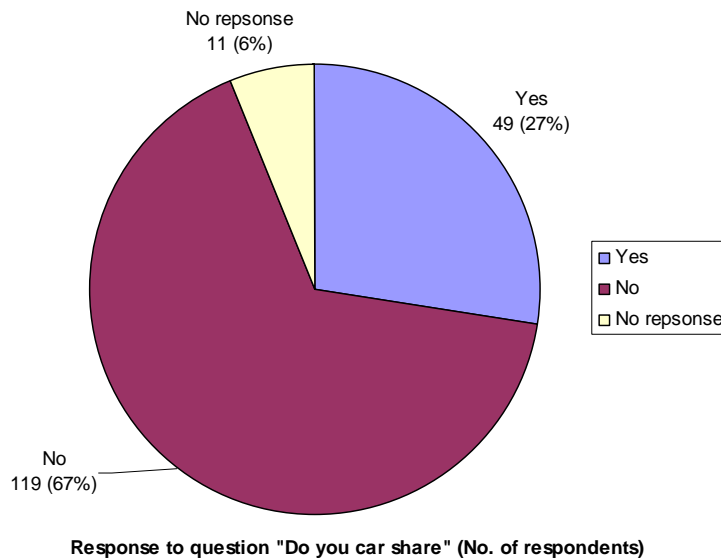
- B5 Clearly, driving is convenient, however given the reduction in levels of public car parking both at the Centre and on New Park Road public car park, the availability of parking at the Centre should be reserved for persons who have the greatest need to use a car.
- B6 Table B1 shows the journey time for each mode of travel.

Table B1 – Travel time

Travel Mode	Respondents (No.)				
	Under 15 mins	15-30 mins	30mins-1hr	1hr-2hr	Over 2hrs
Car	55 (31%)	87 (49%)	21 (12%)	2 (1%)	-
Walk	13 (38%)	5 (15%)	-	-	-
Cycle	4 (67%)	-	1 (17%)	-	-
Bus	-	2 (25%)	1 (13%)	-	-
Train	-	1 (33%)	1 (33%)	1 (33%)	-

B7 Chart B2 indicates the proportion of car drivers who car share for their visit to the Centre. The chart shows that 27% of car driving respondents currently share their car journey with the majority not sharing. Approximately 67% of car driving respondents do not share a car when driving to the Centre and a car share scheme could effectively address this problem.

Chart B2 – Proportion of car sharers to the New Park Centre – March 2008



B8 Generally a proportion of those who do not car share do not know of anybody to share with. Access to a car share scheme could effectively address this problem and increase the proportion of car sharing motorists reducing vehicle trips and car parking demand.

B9 The questionnaire asked whether staff and users had an alternative mode of travel if a car was not available. Chart B3 shows that 50% of respondents had an alternative to the

car but this did not mean that the alternative was efficient, practical or reliable. Chart B4 shows that 19% of respondents who offered an alternative mode of travel if a car was not available stated that the alternative journey time to the centre would be less than 30 minutes. Clearly, many people will still wish to use their car, however Chichester has the benefit of a public transport infrastructure which some Centre users could use as a realistic alternative.

Chart B3 – Travel mode alternatives without a car

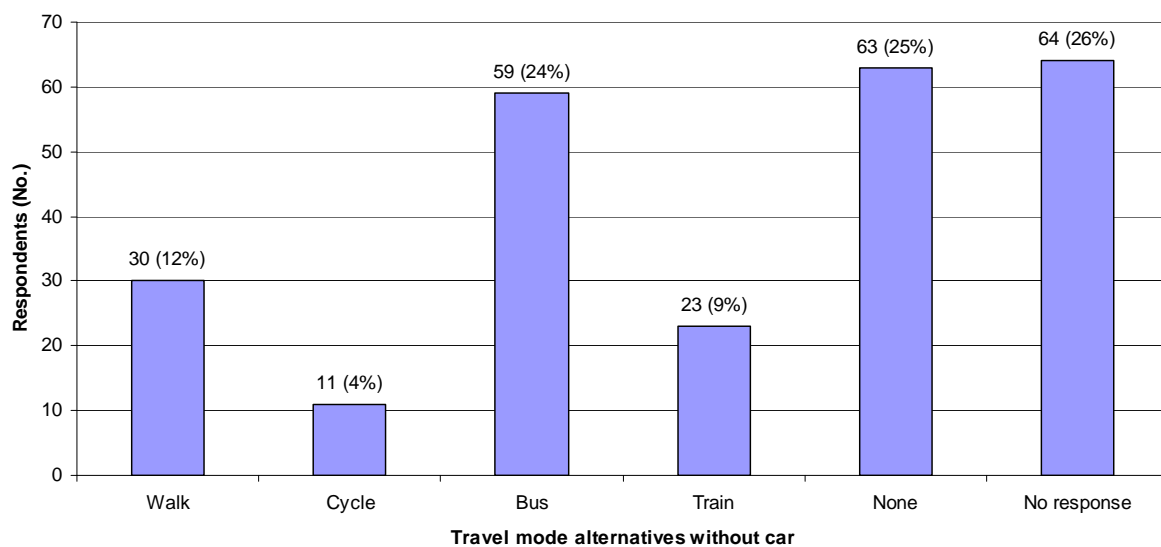
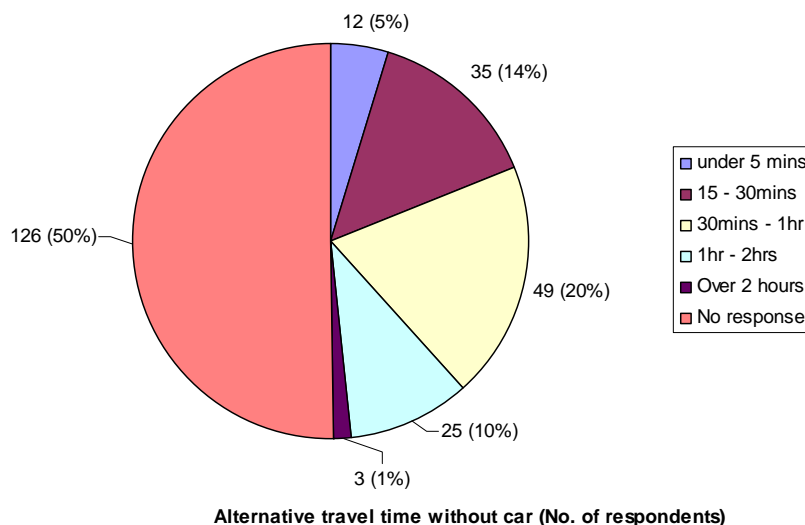


Chart B4 – Travel time using an alternative travel mode without a car

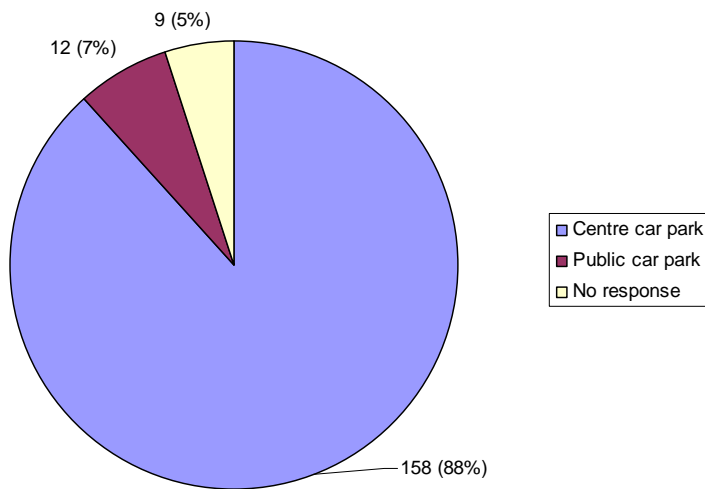


B10 The questionnaire asked where car drivers parked their cars. Chart B5 shows that the majority (88%) are able to park in the Centre car park throughout the day and traffic

surveys confirm that the Centre car park is well utilised during the day.

B11 The New Park Centre development proposals will reduce on-site parking provision which together with the large reduction of parking spaces on the New Park Road public car park will necessitate car drivers reviewing their travel habits, to park further away from the centre, to car share or alter their mode of travel.

Chart B5 – Car parking location



Response to question "where do you park your car? " (No. of respondents)

APPENDIX C

Staff & user questionnaire responses

Responses to Q10 – Other responses from respondents included in the questionnaire

Disabled driver

I carry dojo equipment

No other option, I have to bring a large chair to upholstery

Don't use car because of parking problems anyway

Attending a baby class - so I need my car

Trains don't stop at the smaller villages anymore. Not regularly or at convenient times

No alternative - need to bring sewing machine

Need to bring furniture

Drive If bad weather, otherwise I walk

Use car when raining or to carry art things with me

patchwork group - need to take sewing machine

What about alternative transport from a Park and Ride

Sometimes travel by car if doing a variety of things during the day

Carrying children

Must have parking due to the nature of the group (upholstery)

Bus every 2 hours in daytime