



Sustainable Travel Plan

Scope of plan:

The plan applies to all permanent and temporary staff of SCC Academy, and to any students or visitors who travel locally to the academy site. For the avoidance of doubt, this includes those paid under consultancy contracts, invited speakers and those invited for the purpose of academic engagement.

Introduction:

SCC Academy is committed to sustainable consumption of resources, including those used in travel. To be conscious of resource use, SCC Academy commits each employee to the following travel plan whilst actively encouraging all visitors and students to align themselves with the goals highlighted in this document.

National Policy

The National Planning Policy Framework (NPPF), published in March 2012, sets out the Government's planning policies for England and how these are expected to be applied. It provides a framework for local planning authorities and decision makers, both in drawing up plans and as a material consideration in determining planning applications.

The document identifies that the purpose of the planning system is to contribute towards sustainable development, which is defined in terms of economic, environmental, and social sustainability. It states that:

"At the heart of the National Planning Policy Framework is a presumption in favour of sustainable development, which should be seen as a golden thread running through both plan-making and decision-taking." (Paragraph 14)

The NPPF highlights that planning should actively manage patterns of growth to make the fullest use of public transport, walking and cycling, with significant development focussed on locations that are or can be made sustainable. In terms of promoting sustainable transport, it states that:

“All developments which generate significant amounts of movement should be required to provide a Travel Plan.” (Paragraph 36)

The Planning Practice Guidance (PPG) was launched in March 2014. It brings together planning practice guidance for England and sits alongside the NPPF. It provides guidance on ‘Travel plans, transport assessments and statements in decision-taking’. The guidance states that:

“Travel Plans, Transport Assessments and Statements can positively contribute to:
encouraging sustainable travel;
lessening traffic generation and its detrimental impacts;
reducing carbon emissions and climate impacts;
creating accessible, connected, inclusive communities;
improving health outcomes and quality of life;
improving road safety; and
reducing the need for new development to increase existing road capacity or provide new roads.”
(Paragraph 006)

Local Policy

Birmingham Development Plan

The Birmingham Development Plan (BDP) was adopted in January 2017, and superseded the Birmingham Unitary Development Plan 2005. The BDP sets out a spatial vision and strategy for the sustainable growth of Birmingham from 2011-2031.

The BDP outlines the Smarter Choices initiative, which provides a range of transport policy measures aimed at promoting a package of measures to influence people’s travel behaviour towards sustainable modes. Smarter Choices measures include:

- Encouraging people to choose more sustainable means of travel through the TravelWise Campaign and Travel Planning;
- Supporting car sharing / car clubs as an alternative choice to private car; and
- Production of Travel Plans in line with National Guidance.

In addition, Policy TP44 of the BDP states that:

“The efficient, effective and safe use of the existing transport network will be promoted through the following:

- *Managing travel demand through a range of measures including the availability and pricing of parking, and ensuring effective and proportionate parking enforcement;*
- *Ensuring that the planning and location of new development supports the delivery of a sustainable transport network and development agenda; and*
- *A requirement for Transport Assessments/Statements and Travel Plans as necessary in line with the relevant national guidance.”*

2.3.3 In addition, Policy TP44 of the BDP states that:

“The efficient, effective and safe use of the existing transport network will be promoted through the following:

Managing travel demand through a range of measures including the availability and pricing of parking, and ensuring effective and proportionate parking enforcement;

Ensuring that the planning and location of new development supports the delivery of a sustainable transport network and development agenda; and

A requirement for Transport Assessments/Statements

West Midlands Local Transport Plan 2011-2026

The West Midlands Local Transport Plan sets out the transport strategy and policies for the West Midlands Metropolitan Area up to 2026.

2.3.5 Key goals relating to the proposal include:

- To support economic growth, reflecting the area’s major contribution to the regional and national economies;
- To improve safety, security and health;
- To ensure the development is accessible to all, in an area of wide cultural and ethnic diversity; and
- To enhance quality of life and the built environment.

Summary

This Travel Plan has been prepared with reference to the above policy and guidance. It demonstrates that the site is accessible by sustainable modes of transport, including walking, cycling and public transport. It aims to encourage sustainable travel and minimise traffic associated with the proposed development, which is consistent with the principles of national and local policy.

Local Travel

The location of SCC Academy is shown in Figure 1 right:



The site is located approximately 3.8km (2.4 miles) southeast of Birmingham City Centre. The Cole Valley site where SCC is located lies to the south of the A41 Warwick Road, with Battery Way to the east. Westwood Avenue, accessed via Battery Way, forms the site access and an internal site road.

Vehicular Access Arrangements

Vehicular access to the Cole Valley site is via Westwood Avenue and its junction with Battery Way that is located approximately 35m south of the A41 Warwick Road / Manor Farm Road / Battery Way priority crossroads junction. The access is a three-arm priority-controlled junction with a ghost island right turn on Battery Way.

Westwood Avenue is not part of the adopted highway and is designated as a private road, serves the four buildings located on the Cole Valley estate, three of which are occupied by SCC. The new car park will be accessed via Westwood Avenue.

Car Parking

SCC Academy provides 27 car parking spaces for students, visitors, and staff members where 1 is a designated disabled space, 3 are for families and carers, 3 are for sustainable vehicles and 3 are for those who car share. There is also additional overflow parking provision on the Cole Valley estate if required.

Sustainable Transport Accessibility

Bus

Eastbound and westbound bus stops are located on the A41 Warwick Road within 400m of the site. The bus stops in closest proximity to the site are sheltered, provide seating and are well maintained with up-to-date timetable information.

The site is served by the number 37 bus service which runs from Birmingham to Acocks Green, Solihull and the Land Rover Works Site, Elmdon. **Table 1** provides a summary of the frequency of the service during weekday morning and afternoon peak periods.



Table 1. Bus Services on the A41 Warwick Road within 400m of the Site

Service Number	Origin	Destination	Frequency (no. buses per hour)	
			08:00-09:00	17:00-18:00
37	Birmingham	Solihull Station / Elmdon	11	11
	Solihull Station / Elmdon	Birmingham	10	10

Rail

Tyseley Railway Station lies approximately 1.2 km (0.7 miles) to the east of the site. The station is operated by London Midland with Chiltern Railways services also serving the station during the evening. Around 6-7 trains run per hour at peak times with approximately 2 trains per hour in the off-peak periods. Services to Birmingham Snow Hill have a journey time of approximately 9 minutes. These services run from Whitlock's End to Worcester Foregate Street / Stourbridge Junction.

The station can be accessed on foot via A41 Warwick Road, which has wide pedestrian footways running along both sides of the carriageways, and dropped kerbs and tactile paving at most crossing points. The route would take approximately 14 minutes to walk.

Signalised pedestrian crossings and guard railings are also positioned intermittently along the route, providing a safe route between the site and station.

Pedestrian Access

The Institution of Highways and Transportation (IHT) Guidelines for Providing for Journeys on Foot, May 2000, states that walking accounts for over a quarter of all journeys and four fifths of journeys of less than 1.6km. It is suggested that, for commuting, up to 500m is a desirable walking distance, with 1km and 2km being acceptable and preferred maximum respectively. The site is in accordance with this guidance, with a number of residential areas located within 1km of the site.

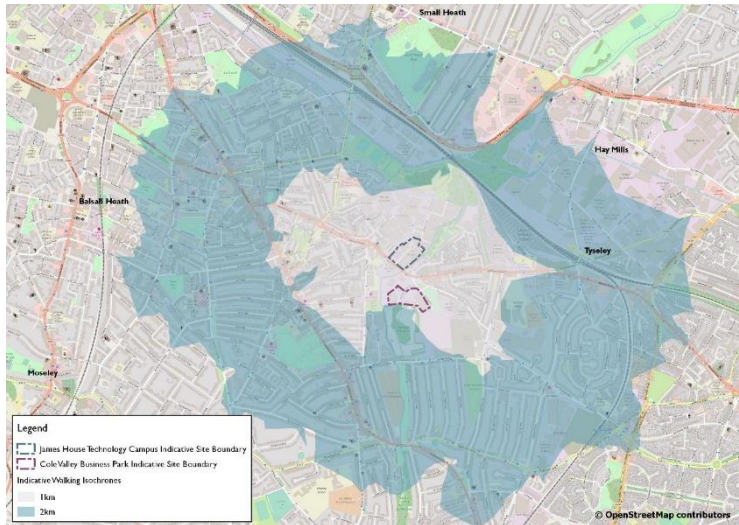


Figure 2 (left) shows 1km and 2km isochrones around the site, demonstrating destinations within 12-24 minutes walking distance (based on an average walking speed of 1.4m/s).

The figure shows that large residential areas with a range of amenities, and Tyseley train station lie within reasonable walking distance of the site. Walking is therefore a viable option for employees travelling to and from the site, and the proximity of Tyseley station provides the opportunity for multi-modal trips.

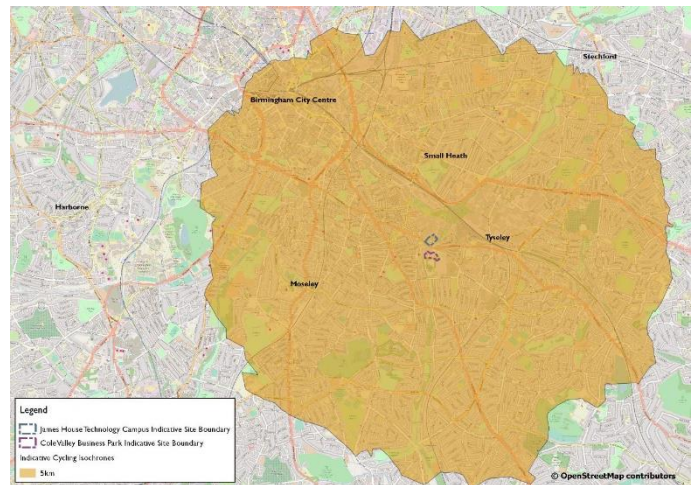
The site benefits from a good standard of footway provision in and around the site. All internal footways are of a good quality and are generally well lit. The A41 Warwick Road has wide footways on both sides of the carriageway which provide access to the wider area, and these are linked by a series of pedestrian crossing points located adjacent to the site.

There is a pedestrian refuge with dropped kerbs and tactile paving in close proximity to the A41 Warwick Road / Colebrook Road junction. An additional pedestrian refuge with dropped kerbs and tactile paving is provided to the north of the Battery Way / A41 Warwick Road / Manor Farm Road crossroads near to the entrance to the Cole Valley site, and there is a controlled pedestrian crossing located immediately to the south of the junction. Furthermore, a zebra crossing with a pedestrian refuge and tactile paving is located just south of the Battery Way / Westwood Avenue junction. This network of crossing points on the A41 Warwick Road and Battery Way provide good pedestrian connectivity between the James House Technology Campus and the Cole Valley Business Park and the associated car parking areas that serve SCC on the site.

Cycling

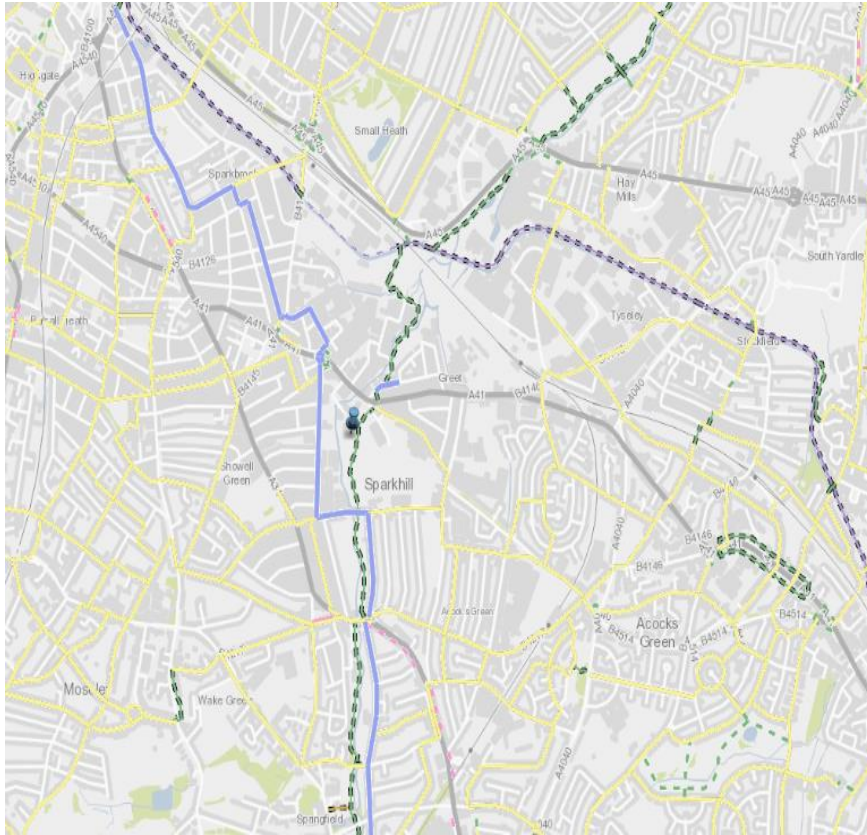
Cycling is a vital part of both national and local transport policy. An increased perception of cycling as a real alternative mode of transport to the car and a growth in cycling as a leisure activity has increased the demand for cycling. The DfT Local Transport Note 2/08 Cycling Infrastructure Design states that many utility cycle trips are less than three miles (4.8 kilometres), but for commuter journeys a distance of over five miles (8 kilometres) is not uncommon. Using these guidelines, a 5km isochrone plan has been created illustrating areas accessible from the development site by bicycle. This is shown below in **Figure 2**.

The figure shows that all of Tyseley, the surrounding areas of Small Heath, Moseley, Hall Green and Acocks Green, and much of Birmingham city centre are within cycling distance of the site. This demonstrates that a wide range of residential areas are within cycling distance of the site, and cycling is therefore a viable option for employees living in these areas and travelling to and from the site. In addition, a number of train stations are within cycling distance of the site including local stations such as Tyseley, Spring Road, Hall Green and



Acocks Green, with larger interchanges including Birmingham New Street and Birmingham Moor Street available in the city centre. The proximity of these train stations offers the opportunity for multi-modal trips to and from the site.

Figure 3 below illustrates the cycling infrastructure and facilities around the site. The map indicates that there are a number of suitable cycle routes in close proximity to the site. A traffic-free cycle route runs directly through the Cole Valley site. This route follows the River Cole before joining with another traffic-free cycle route to the north near the A45.



An on-road cycle route is available on Percy Road to the west of the site, and can be accessed via the Percy Road / Albion Road / A41 Warwick Road roundabout. This route can be followed to the north-west towards Birmingham city centre, or to the south to access a number of residential areas including Springfield, Hall Green and Yardley Wood. The above local cycle routes include sections of shared footway / cycleway around the Battery Way / A41 Warwick Road / Manor Farm Road junction.

The following features of the site location make it suitable for encouraging sustainable travel behaviour:

The 37 bus service provides a high frequency of buses on the A41 Warwick Road throughout the week, particularly during the weekday AM and PM peak periods;

- Tyseley train station is within walking and cycling distance of the site, and is served by a high frequency of trains during the AM and PM peak periods.
- A number of the roads surrounding the site are suitable for cycling, and a traffic-free cycle route can be directly accessed from the site;
- Sheltered cycle parking is provided at various locations on site, and is monitored by CCTV; and
- Footway provision in the vicinity of the site is good with a number of pedestrian crossings located on the A41 Warwick Road.

Statement of Use

SCC Academy is aware that travel is necessary for the business to thrive; students are required to attend classes, visitors will travel to the site and employees may need to travel to meetings in addition to their daily commute.

To diminish the footprint of our travel, SCC Academy practices the following annually:

1. SCC Academy will review travel requirements on a fortnightly basis and discuss the necessity of travel to achieve that goal.
2. SCC Academy will prioritise the use of conference calling over travel to a meeting where this is an applicable alternative.
3. SCC will promote sustainable travel to all visitors and students with the aim of increasing the use of public transport, bikes, and walking.

Travel Plan Objectives

The main objectives of the Travel Plan are as follows:

1. To raise awareness of active and sustainable travel amongst staff members, visitors and students;
2. To encourage walking, cycling and public transport use to reduce reliance on the private car;
3. To encourage car sharing amongst staff members, visitors and students to reduce single vehicle occupancy;
4. To manage demand for car parking; and
5. To promote healthy lifestyles and sustainable travel behaviour.

Travel Goals

1. Through promotion of sustainable travel, we have a target of 40%+ of attendees to be travelling to SCC Academy by foot.
2. Through promotion of sustainable travel, we have a target of 5%+ of attendees to be travelling to SCC Academy by bike.
3. Through promotion of sustainable travel, we have a target of 20% or less of attendees to be travelling to SCC Academy by car.

SCC Academy supports active transport (walking and cycling) by providing access to relevant facilities for cyclists whilst on site, and by working with Birmingham City Council and Modeshift STARS to promote safer, greener, healthier travel. The academy also offers eligible staff significant savings on bicycles and accessories through the Cycle to Work scheme. As part of SCC Academy's partnership with Modeshift STARS, we have:

- Installed cycle parking facilities and allocate bike storage areas for staff, visitors, and students.
- Provided lockers for visitors and students to use to store equipment if they have travelled using an active method of transport.
- Installed a shower that can be used by students, visitors, and staff if they have travelled using an active method of transport.
- Allocated specific car parking spaces for electric vehicles and car sharing vehicles in addition to family and disabled parking spaces.

And we will:

- Deliver Dr Bike sessions to prospective students and visitors to the SCC Academy during open days to promote active transport.
- Promote the use of public transport both on site, through correspondence with students and on our website and social media by highlighting timetables for all bus and train routes and information about public transport and discounts in the area.
- Place links to Birmingham City Council website www.birmingham.gov.uk/cycling on the SCC Academy website and social media accounts to provide information about cycling and to Birmingham Cycle Revolution www.birmingham.gov.uk/bcr which offers various free cycling rides, access to loan bikes and information on local cycling clubs;
- Encourage staff, visitors and students who travel to SCC Academy by bus to alight at least one stop earlier to promote a healthier lifestyle.
- Provide a set of umbrellas for staff, students, and visitors to use to promote walking at break and lunch times.
- Encourage staff, visitors, and students to participate in the annual Walk/Bike to Work Week and encourage uptake of active travel through social media platforms. This could be extended to include other similar events throughout the year to raise awareness and encourage uptake of active travel.
- Continually monitor and evaluate student travel habits through fortnightly questionnaires.
- Audio/video conferencing facilities are currently provided at the site. SCC Academy will raise awareness of the availability of these facilities and encourage staff to utilise them wherever possible.

Car Sharing

SCC Academy understands that, in some cases, a car may be necessary when travelling to the site or a meeting. However, to diminish the footprint of this mode of transport, employees and students are actively encouraged to car share whenever possible. Three spaces in the SCC Academy car park have been allocated solely for car sharing vehicles. However, in a city with adequate public transportation, alternative methods of travel are actively encouraged.

Extended Travel

In the event that a member of staff is required to travel a distance greater than their daily commute, they should do so by train rather than car or plane if this option is available. The responsibility to complete and review a travel risk assessment falls to the individual traveller or, in the instance of group travel, the trip leader or trip authoriser. However, all risk assessments must be signed off by the principal or authorised delegate. SCC Academy may cover the costs of extended travel when necessary.

Annual Review

SCC Academy will:

- Monitor the success of the Travel Plan on an annual basis;
- Continue to undertake annual staff travel surveys to determine multi-modal travel patterns;
- Monitor the use of cycle and car parking at the site;
- Review the targets on an annual basis and set revised targets if necessary.

Modeshift Stars

In order to promote sustainable travel, SCC Academy is working with ModeShift Stars to identify a number of initiatives that can be implemented. A copy of this live document, containing additional travel goal information and dates, can be accessed by emailing enquiries@scc-academy.com.