



Get more from your transport network

Travel demand management programmes

Solutions for tackling increasing travel demand, without having to expand road capacity.

Smarter travel has reached the top of the transport planning agenda, with the 2010 DaSTS studies and the Local Sustainable Transport Fund calling for English local authorities to generate low-cost, high-impact transport solutions.

The draft Scottish Budget and associated spending priorities also emphasise making the most of existing infrastructure. Meanwhile, the Welsh Assembly Government will be focusing funds on sustainable travel modes and continuing its commitment to the sustainable travel town initiative.

Whether your concerns are maintaining road space for essential trips, reducing carbon emissions or enhancing the urban realm, our smarter choices team will help you address high-travel-demand problems without expanding road capacity.

Our approach

We seek out measures that typically involve little, if any, capital investment and benefit from low operating or ongoing costs. These also offer a quick turnaround, from concept to implementation, so the benefits can be enjoyed at an early stage and user expectations more easily met.

As well as meeting government commitments to prioritise low-carbon projects and support sustainable travel initiatives, each scheme we create focuses on prioritising the needs in your area.

We believe the success of demand management measures depends upon identifying local issues and incorporating the right measures to meet those needs, including measures outside of the typical toolbox, such as providing greater broadband access, encouraging flexible working and retaining local services.

Our experience is that having local stakeholders on board is often essential to generating effective ideas that are acceptable to local people.

We work hard to promote joint working between local authorities, public transport operators, local businesses, community groups and residents and we are familiar with the organisation and skill involved in carrying out successful consultation exercises.

Our skills

Our innovative Integrated Transport Appraisal Simulator (INTRA-SIM) decision support tool ensures we select the right scheme for the area. It simulates, on screen, the strategic choices available to transport planners, local authorities and stakeholders in developing a sustainable travel future for a region.

As well as identifying the correct policy direction for your area we are able to look at the effectiveness of each individual measure, either as a standalone

project or part of a wider strategy. We have experience in the implementation of:

- cycling and walking strategies
- behavioural change campaigns
- personalised travel planning
- area-wide and site-specific travel plans
- promotion of smart working practices
- sustainable master planning

To date, our work using INTRA-SIM has benefitted Transport for London, as well Oxfordshire County Council and Swindon Borough Council.

Delivering value – case studies

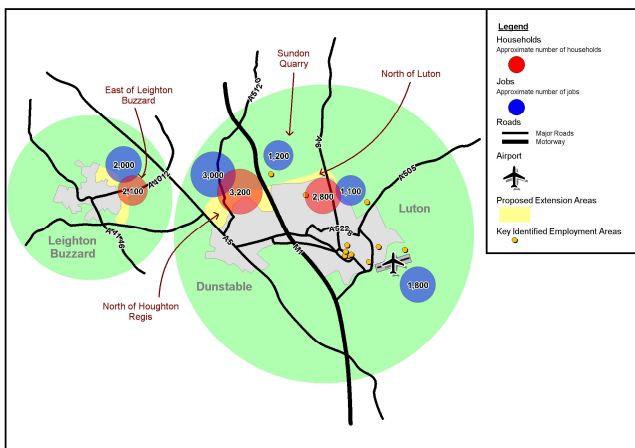
■ DaSTS: low-cost, high-impact measures

Halcrow participated in the DaSTS process to produce low-cost, high-impact interventions for strategic growth centres in the East of England, Swindon and Taunton.

The studies focused on accommodating economic growth sustainably. Where large levels of growth were forecast, research was carried out to suggest measures to limit the impact on the immediate network.

The studies required consultation with a large number of stakeholders to understand the issues and priorities for their areas, and involved them in generating the solutions.

The studies also aimed to build close links with each area's Local Transport Plan 3 processes.



Identifying growth areas in Luton

■ Practising what we preach

By introducing our award-winning office travel plans to our own offices, we have enjoyed significant benefits. In our three Scottish offices, the benefit-to-cost ratio of having travel plans has been estimated at more than

16:1. Our achievements were recognised in the joint National Business Travel Network / Business in the Community Regional Sustainable Travel Awards 2010 awards where we were highly commended. Since then we have commenced some research to help clients better understand the business case for travel plans.

Each May, Halcrow stages its Spring into Action week of sustainable travel initiatives across the UK. Supporting our corporate sustainability strategy, the aim is to raise awareness of travel options, reduce our carbon footprint, improve staff health and wellbeing and reduce business travel costs. Between 2008 and 2010, this event helped to achieve an average increase of 6 per cent in commuter trips by bicycle and on foot, while single-occupancy car journeys fell by 4 per cent.

■ Helping Smarter Travel Richmond engage with local businesses

In 2010, Halcrow helped the Smarter Travel Richmond workplace travel planning team to meet its target of having 20,000 employees covered by an active travel plan by autumn 2011. First we engaged with businesses to obtain their commitment to developing a plan before supporting them through the stages of preparing their plan.

Smarter Travel Richmond offers a number of incentives to businesses that sign up to the scheme, including free travel advice, marketing materials, travel passes and cycle stands, match funding for improvements, and smarter driving lessons for employees.

■ Realising the potential for active travel

Highlands and Islands Regional Transport Partnership (HITRANS) wanted to identify where best to apply available funding in order to increase the potential for active travel. It commissioned Halcrow to identify a practical network of high-quality walking and cycling routes.

We produced a series of recommendations, followed by some pilot schemes to refine the approach. The system has delivered a straightforward, cost-effective, transparent and fair process for allocating funding to schemes identified as meeting the greatest need in their community.

Contact us

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- For your nearest Halcrow office, visit halcrow.com