

Green Travel Plan

The Pumpkin Patch Nursery North Berwick

1 INTRODUCTION

This Green Travel Plan (GTP) is designed to be a tool which Pumpkin Patch Nursery can use to guide their staff and users towards more sustainable travel. This GTP is designed to incorporate a range of measures to address specifically the transport needs of the Nursery, both for parents and staff.

Maintenance of the GTP is an ongoing task, requiring continual review and implementation of specific proactive measures.

The objectives of this GTP are as follows:

- Encourage a modal shift by reducing the dependency of staff and parents on the private car;
- Increase the proportion of trips to the Pumpkin Patch Nursery made by public transport and on foot; and
- Ensure the car parking demand of the Nursery is controlled and limited.

Securing the commitment from users of the Nursery to the principles of the GTP, as part of a strategic approach incorporated within the management procedures, will be central to its success and the ability to meet the above objectives.

The framework for a Green Travel Plan for the Pumpkin Patch Nursery will address the following issues;

- The existing situation
- Mode Share Targets
- Proposed Measures
- GTP Organisation
- Monitoring & Review

2 DATA COLLECTION

Data collection is required for monitoring the effectiveness of Green Travel measures. Continual monitoring will also heighten the awareness of Green Travel to staff and parents alike.

Firstly, a baseline will be established. In order to establish the baseline, a survey of the staff and parents to the Nursery will be undertaken within the first three months of opening of the Nursery. This will reveal the following mode share characteristics;

Transport Mode	% of respondents
Car as driver	-
Car as passenger	-
Cycle	-
Bus	-
Walk	-
Train	-
Motorcycle	-

The above mode shares will be used as a baseline, against which targets will be set and the monitoring of the effectiveness of the GTP will be undertaken. Similar ongoing surveys will be undertaken at intervals not exceeding one year, up to a maximum of 5 years after the opening of the Nursery.

3 MODE SHARE TARGET

The aim is to achieve certain targets following the initial mode share survey within a five year period. This will be decided upon once the baseline has been established and will represent a reasonable and sustainable target which it is considered is possible to attain.

4 PROPOSED MEASURES

The GTP will combine a series of transport measures with measures aimed at changing travel habits. In order to relay Green Travel information, a focal point for information within the main foyer of the Nursery will be made available to both staff and parents.

5 SITE MEASURES

5.1 In House Measures

For smaller developments, there are two in house measures available which can have a marked impact on travel plans. The Pumpkin Patch Nursery will adopt them both. These are:-

- the implementation of a web page on our web site outlining our GTP objectives etc; and
- the identification of a Travel Co-ordinator - The Travel Co-ordinator will be the nursery manager Ms Carol Barnes.

5.2 Website

The website will be used to provide information on opening hours, parking restrictions, accessibility by bus, walk routes, cycle routes etc. This GTP will also be provided on the website along with the Parking Contract / Deed of Agreement. Maintenance of the website will fall to the Travel Co-ordinator to ensure information is up to date and correct. The Travel Co-ordinators duties are outlined later in this Plan.

5.3 Car Share Measures

Car sharing shall also be promoted through the provision of the Nursery web site providing names and locations of parents wishing to participate in the scheme. Several schools and nurseries have already adopted this scheme as a way of bringing parents and children together.

5.4 Parking Measures

There shall be no parking on St Andrew Street or the 'Exclusion Zone' which is the subject of planning condition No 4 attached to this GTP between 07:30 and 18:00 by parents or staff. Parents will sign up to a Parking Contract restricting their ability to park in the 'Exclusion Zone' - see attached Deed of Agreement. Failure to abide by the Parking Contract will lead to withdrawal of the service by The Pumpkin Patch Nursery. A similar restriction already exists at the Pumpkin Patch Haddington and has operated without a major incident for the past 3 years. In order to assist with this aim, the Nursery operating hours will encompass the parking restriction time. The operating hours of the nursery will be 07:30 - 18:00. Parking will be specifically allowed in the St Andrew St car park for the purposes of dropping off and picking up children between the hours of 07:30 - 09:30 and 16:30 - 18:00 Monday to Friday only (inclusive) by an authorised person in a motorised vehicle.

5.5 Park and Walk

Park and walk options will be available to parents and staff on the website giving general advice and guidance on possible park and walk facilities. Within the transport information in the foyer of the Nursery, a location map of the facility showing surrounding alternative mode (bus/walk/cycle) routes will be made available.

5.6 Cycling

The Nursery will provide bicycle storage racks with the provision for the parking of 8 bicycles pursuant to planning condition 9.

6 MANAGEMENT MEASURES

Further to the measures outlined in the previous section, present and future users of the Nursery will be encouraged to introduce/adopt further Green Measures to assist in achieving the GTP objectives. For example:-

6.1 Pedestrian Measures

Nursery Management will promote the following measures;

- Periodic Children centric prizes for users if they walk thereby promoting children to convince their parents to do so;

6.2 Cycling Measures

Nursery Management will promote the following cycling measures for staff;

- Provision of salary related loans to purchase bicycles

6.3 Bus Measures

Nursery Management will promote the following measures;

- Provision of salary related loans to staff to purchase travel cards

6.4 Car Measures

Nursery Management will promote the following car related measures;

- Encouragement of staff to enrol in a car share scheme;
- Creation of car share database thereby bringing parents together to share pick up and drop off duties.

6.5 Education Measures

The nursery will include an educational element which forms part of the wider Curriculum for Excellence related to;

- Green travel;
- Healthier active travel;
- Healthier living - diet, exercise etc

7 GREEN TRAVEL PLAN ORGANISATION

To ensure the smooth operation of the GTP, a transportation Coordinator will be identified.

8 TRANSPORTATION COORDINATOR

A transportation Coordinator will be identified who will be responsible for developing and enhancing the Nursery's travel strategy. Duties would include liaison with parents and staff, meeting and discussion with travel providers etc. The Transport Coordinator would also maintain a travel database accessible by all staff and parents.

The following is a comprehensive list of the main duties and responsibilities of the transport coordinator;

- (1) To create a strategy for the site and its occupiers related to all issues of transportation both private and public for the short, medium and longer term and seek adoption of this by the staff and users.
- (2) To carry promote the website as an information pool for staff and parents on transport etc.
- (3) To coordinate, liaise and where applicable devise and create solutions to various transport issues both public and private raised by the users.
- (4) To liaise directly with the public service providers to actively seek and promote old and new initiatives for the promotion of their services around the nursery area.
- (5) To actively seek alternative green transport solutions for the site and implement these solutions as approved. This may include for example, cycle and pedestrian initiatives.
- (6) To form relationships with neighbouring businesses (and potentially users employers) and where applicable suggest and promote joint incentives related to public and private transportation.
- (7) To produce a report for the users at regular intervals to update them on transport and accessibility.

(8) To maintain the Nursery website

(9) To maintain the information available to users and staff within the Nursery foyer.

(10) To co-ordinate a programme of travel surveys to monitor annually progress towards GTP targets.

9 MONITORING AND REVIEW

Monitoring and effectiveness of the GTP will be crucial in determining progress and for highlighting any changes required or deficiencies in the Plan, which needs to be rectified.

A programme of regular monitoring of travel patterns will be established. This will involve at least annual staff and parent travel surveys by the owners of the site to assess progress against the mode share targets. Also the effectiveness of particular measures would be monitored as part of such surveys.

The result of travel surveys and a short report on progress made towards the mode share targets established as outlined in Section 3 of this report will be made available annually.

In the event that progress is not being made towards the mode share targets identified, further measures can be considered to influence travel patterns. Such measures could include:-

- A Nursery pick up and drop off service operated by a 'people carrier' type vehicle, which would circulate and collect /drop off children to/from a designated point out with the 'exclusion zone'. Such an initiative would operate within the parking restriction hours of 07:30 - 18:00 and utilise St Andrew St car park as a drop off and pick up point as per planning condition 4b.
- An identification sticker on nursery user's windscreens to identify them to any parking attendants and members of the public, thereby enabling them to report parking 'offenders' to the nursery management. The nursery would then be able invoke the 'parking Contract' and withdraw the service per its terms.
- Provision of further Nursery literature aimed at better informing parents of travel choices available.
- Implementation of a 'slots' arrival and departure timetable to spread demand and smooth out traffic 'peaks'

10 SUMMARY

Notwithstanding the small nature of the Pumpkin Patch Nursery development the Nursery will adopt this GTP framework which is aimed at influencing the travel choices exercised by staff and parents alike.

The measures outlined in this plan can assist in influencing modal choice.

A programme of regular surveys will be established to monitor progress towards GTP targets. Annual reporting on progress towards the targets will be made. The Nursery will report its findings to East Lothian Council and liaise with Council thereafter.

The key items of a website and Travel Co-ordinator will be adopted by the Nursery.

Furthermore, any travel initiatives being adopted within North Berwick as a whole are likely to benefit accessibility at the Nursery as a result of its town centre location.