



Exemplar Sustainable Travel

For Southern Leighton Buzzard



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Supported by Glenn Barcham, Bedfordshire County Council

This project is supported by Transport 2000, Bedfordshire County Council, South Bedfordshire District Council, Arriva, Arnold Whites Estates, Buckinghamshire County Council, the Department of Communities and Local Government, and Friends of the Earth.

1 | Government Gimmick or Increased Quality of Life

An exemplar sustainable travel site is not just emperor's new clothes or some fashionable excuse for employing consultants. It will mean the reality of a better quality of life for new residents, a reduction in congestion, and a flourishing town centre which will help all residents. It does not mean people are expected to give up their cars, but it does mean that families will not have to buy a second car and they have a choice not to buy a car at all as there will be a realistic alternative. It means that journeys to the town centre and railway station will be very quick and easy.

The conditions signed up to by the developers, the local councils and Arriva and DCLG will provide a frequent and reliable alternative to car travel. It will create a more comfortable, convenient and relaxing form of traveling than sitting in traffic jams and trying desperately to find a parking space.

It means that the town centre and the railway station will be easily accessible for residents of the new estates, Billington Park and Sandhills. It means that old people or young people or low-income families will not be isolated and socially excluded. This is especially important as 24% of the housing on the new estate will be social housing.



An exemplar sustainable travel site means that the new housing will not worsen congestion in Leighton/ Linslade. It also means that the town centre will benefit and grow as a result of increased trade, which will provide more jobs and facilities for all the existing residents.



The alternative to a sustainable travel site is that, due to congestion, people will drive along the A505 and the A5 and shop in Bletchley or Milton Keynes. The congestion in Leighton Buzzard will become even worse so even less people will shop in Leighton Buzzard which will lead to a cycle of decline and also less social activities for young people in town. This will mean increased congestion, a dead town centre, more time spent traveling and increased social exclusion.



2 | Exemplar Sustainable Transport site consists of three simple things:

Real Time Information Screens

Real Time Information Screens will be in the kitchens of all the houses so that you can see at a glance, the times of buses, if they are running late, if other buses are running late or if the trains are running late, and what the weather forecast is.

	12:26
21	AT STOP Havant via Hilsea
16A	2 mins Hayling Ferry via Fratton
38	4 mins Liss Forrest via Cowplain
12	5 mins The Hard via North End



Civilising Billington Road

Bedfordshire Highways are carrying out a study on 'Civilising Billington Road'. The aim is to make it much more pleasant to walk and cycle into the town centre. The principle of shared space gives an area back to the community.



Oosterwolde, Netherlands

Photograph: Graham Smith



Fonthill Road, London

Photograph: Salim Somani

Easy Buses

Fast and frequent bus service to the town centre and railway station, comfortable low-floor buses running every 12 minutes from early morning to late evening seven days a week.



3 | Why supporting the town centre is such a crucial element to this design

South Beds District Council is committed to supporting the vitality and viability of Leighton Buzzard's town centre, therefore a sustainable urban extension has to support the town centre, not help it to decline further. Leighton Buzzard town centre is slowly dying due to increased congestion. Three key shops; the bookshop, the toy shop and the model shop closed down over the summer and market stalls have closed. There is an increasing risk that the town centre will become solely a mixture of charity shops and banks, everyone will shop in Milton Keynes and the market town character of Leighton-Linslade which so many people value so much will be lost.



We need to reduce congestion and make it easy for people, including the new residents, to access the town centre shops and evening facilities. This will draw in more people which will lead to a wider variety of shops and evening social activities. This has positive knock-on effects in terms of strengthening community feeling and in providing more activities.

Local shopping supports the local economy and local jobs. According to the New Economics Foundation £5.00 spent in a local independent shop creates £25 within the local economy. Shopping in a large retail outlet does not do this. It takes a turnover of £50,000 to support a job in an independent shop, whereas it takes £250,000 turnover to support a job in supermarket.

Attracting people into the town centre is not done through increasing car access. Indeed the research done by Sustrans, 'Shoppers and How They Travel' suggests that retail vitality would be best served by traffic restraint, public transport improvements, and a range of measures to improve the walking environment.

Pedestrianised shopping centres tend to be the most commercially successful. Indeed this research showed that shopkeepers thought that 58% of their customers came by car whereas in fact only 32% came by car and 44% came by foot and 16% by bus.

There are huge community benefits to local shops and local buses as many form relationships with their customers. Bus drivers can be a very important source of human contact for many elderly people, and the bus journey becomes for many people a point of social interaction and community. If there is any doubt, you should travel on the buses on market day.



4 | Less parked cars equals more space for the community

Endless parked cars can destroy the whole atmosphere of a new estate and make it dangerous for those who live there. Billington Park and Sandhills are suffering from so many parked cars that it is difficult to get emergency vehicles along the roads. If there are serious alternatives to car use such as this site will provide, there will not a need for two cars or more per family, and people visiting the estate will not need car transport and therefore parking spaces. This will result in more space on the road, which will make the area safer and much more pleasant.

The planning of the estate and the increase in buses and the design of the Billington road will put pedestrians first and will make the area safer for children and for vulnerable road users and so make the whole area feel more community linked to the centre of Leighton Buzzard rather than a dormitory town that people drive in and out of.

Reducing greenhouse gas emissions

The government has set a target of reducing green house gas emissions by 60% by 2050. Many people now want to do their bit to reduce CO² emissions. Reducing car use can have a significant effect on reducing CO² emissions. However, this cannot if happen if people are not offered a realistic alternative to the car. Road transport produces 19% of all the UK's greenhouse gas emissions.



Greenhouse gas emissions from UK households' private vehicles rose by 6% from 1990 to 2002, and are now 9% of all UK emissions. This is set to get worse, according to the Government's Climate Change Review consultation paper. Carbon dioxide emissions from road transport are expected to grow by another 9% or so between 2000 and 2010. As emissions from most other sectors are forecast to fall in the same period, transport's share of total emissions will increase. It is therefore crucial that we do all we can to reduce the amount of traffic on the roads in order to reduce CO² emissions and this means giving people a practical, comfortable and reliable alternative to using their cars.

MAKE POLAR BEARS HAPPY

Climate Change is the number one threat to polar bears because sea ice in the Arctic is melting at an alarming rate. Be wise, cut down on CO² emissions



Loss of habitat
leading to drowning



Arctic ice-caps melting

CLIMATE
CHANGE



POLAR BEARS

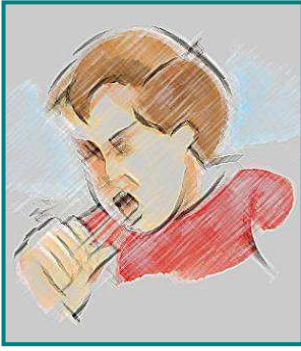
greenhouse
gases



TRAVEL BY BUS!

A double-decker bus carries the same number of people as 20 fully laden cars.

Source: TravelWise



Congestion causes severe pollution which can increase asthma among children. Bedfordshire County Council has made the link in their magazine that the five-fold increase in childhood asthma since 1990 has been due to increased traffic. Car drivers and passengers also suffer from the pollution.

“In heavy traffic jams the air quality can be poorer inside the car than out. Car users suffer up to three times as much pollution as pedestrians.”

Source: Environmental Transport Association

5 | Examples of where these ideas have worked elsewhere

This is not simply an experimental scheme full of lofty ideals - but is in fact drawing on the extensive research by top transport experts published on the Department for Transport Website called ‘Smarter Choices’. This extensive research covers a range of measures such as encouraging walking and cycling, better buses, travel promotion, tackling the school run and workplace travel plans which, when all combined, can dramatically reduce congestion in urban areas. According to “Smarter Choices” the summary of which is appended to this document

“the challenge now for local authorities is to recognise the potential benefits of smarter choice measures so that they make them an integral part of their transport strategies. Not only can they reduce congestion, but they give people genuine travel choices. They also contribute cost-effectively to other Government priorities, such as improving accessibility and social inclusion, encouraging regeneration, reducing pollution and carbon emissions and helping to increase levels of physical activity.

Recent research, commissioned by the Department for Transport, found that an intensive smarter choices programme over 10 years could cut car traffic significantly: Urban peak-hour traffic could be cut by 21% and off-peak traffic by 13%”.

The travel plans for the Southern Leighton Buzzard urban extension is based on this concept and the huge evidence that this is based on. We have also looked at other examples to back up these policies.

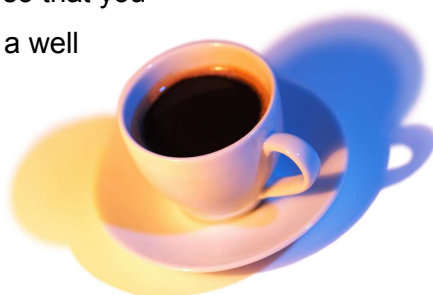
Real Time Information

This is excellently explained in the brief from Bedfordshire County Council. The real time information screens in people's houses are being used on the flagship Thames Fastrack project in Dartford, part of the Thames Gateway growth area. We will be the second in the country as regards this, so we can learn from their successes and their problems. This concept builds on the work that has already been done. Bedfordshire, in partnership with Cambridgeshire and Peterborough, have already begun to work closely with ACIS (Access to real time Information) and to roll out real time information on buses across the county. As Bedfordshire County Council's brief says,

"the decision to consider using public transport as opposed to reaching for the car keys is often determined on the ease and availability of information on the bus services."

If there is a screen in each house in the kitchen then it will be so simple just to check when the buses are coming and if you have time for another cup of tea.

Then when you are out and have nearly finished your shopping, you can get a text message on your mobile phone, giving you the time of the next three buses, so that you can hop on the next one or have a well earned cup of coffee.



Civilising Billington Road

The concept of civilizing Billington road is based on successful examples of roads which have been made accessible for pedestrians and cyclists such as Kensington High Street, which has recently been redesigned to give priority to pedestrians and cyclists.

Bury Park in Luton is also a good example, where the A6 is a main feeder road into Luton yet it is a very pleasant environment for pedestrians and shoppers. The central strip in the road combined with a 20mph speed limit makes it safer for pedestrians to cross the road. And in Bury park accident levels have fallen.



Bury Park, Luton.

Image courtesy of Luton Borough Council

Many roads particularly as the traffic steadily increases, become very unfriendly for walkers and cyclists. Then traditional safety measures are put in such as barrier rails to separate people from the traffic. However, to the pedestrian this can feel like being fenced in. This can really damage the community feeling as through-traffic is given priority over the needs of the local people who need to walk and use the space. This becomes a vicious circle as people feel unsafe and are particularly concerned about their children's safety and so will resort to driving their children instead of walking with them. The result of this is increased congestion and it becomes even less pleasant to walk or cycle. 'Shared Space' is a set of ideas and design features which will give pedestrians and the local community priority over through traffic on their roads. This is done through simple techniques

such as removing the lines in the middle of the road and making the pavement and the road the same level and reducing the speed limit. As there is no longer clear priority it makes car drivers slow down and be more cautious. This has a successful record of reducing accidents and increasing safety for vulnerable road users. There are many examples of this concept working successfully on two websites:

www.newlifeformainroads.org.uk and www.hamilton-baillie.co.uk

The village of Philip St Norton in Somerset is being increasingly degraded and spoilt by increasing traffic levels. Below are pictures of the existing road lay out and then the idea from Hamilton Baillie of how small changes in design can transform the feeling of the place, and restore the village atmosphere.

The following images are being used with kind permission from Hamilton-Baillie Associates. They are part of a report prepared for Norton St Philip Parish Council in Somerset to give some fresh ideas on how to revitalise their village space. Hamilton-Baillie Associates are very keen in the potential of Shared Space in historic villages and believe traffic and streetscape can be successfully integrated, without spoiling villages' identity and local activity.



before



after



An unpleasant road junction for pedestrians



The village is returned to its community

Billington Road is the main link road into town from the new estate. The appearance of this road is crucial in persuading people to look to Leighton Buzzard town centre rather than treating the town as a dormitory from where they go out to Bletchley or Milton Keynes to do their shopping and they never use the town centre. Most people have busy lives and their travel choices and decisions are made on snap decisions. If it looks inviting to walk and cycle along the Billington road into town and there are frequent buses and the bus journey looks pleasant then people will be attracted into the town centre, rather than driving out of town. This scheme is compatible with the couple of industrial sites and the limited number of HGVs which will need to use the Billington road. An excellent scheme in Haren near Gronigen in Denmark, allows 6,000 to 8,000 vehicles a day including HGVs and buses yet keep the concept of shared space. An eight week study by Bedfordshire Highways on this issue is taking place, and they have been working with Hamilton-Baillie Associates who are some of the top experts in this field.

Fast frequent and reliable bus services

“You can’t get people out of their cars” is a very common phrase. However a fast, frequent, reliable service and proper marketing (such as will happen in the new development) can cause a significant shift away from car use and there is a significant evidence base for this. There are studies by Sustrans in British towns such as Gloucester which show that just through intensive marketing you can get up to 14% of car users out of their cars onto the existing buses.

It is worth looking at successful examples of increased bus use in towns that are similar in size to Leighton Buzzard.

In Lincolnshire in the towns of Sleaford, Spalding and Gainsborough which each have a population of around 20,000, there has been considerable success in increasing bus patronage. Here is the passage from Lincolnshire’s Local Transport Plan Delivery report, which explains this.



“The Into Town approach was first developed in Spalding in 2001 following the withdrawal of the commercial service. The Council let a contract for an all day, hourly service using two new low-floor buses operating on a “figure of eight” route in opposite directions. The new service was complemented by investment in raised kerbs and timetable displays at stops. The initiative has been a great success with a thirteen fold growth in ridership equivalent to an annual increase in excess of 100,000 passengers.

A second scheme was introduced in Sleaford in February 2005 in partnership with

the local operator. The service again operates using 2 new low floor buses and to date has seen growth in passenger numbers of 150%. Following a successful 'Kickstart' bid, IntoTown has also recently been launched in Gainsborough where three new low floor buses now provide a more frequent and extended town service....The service in Gainsborough is set to be commercially viable in three years".



Although Aylesbury is a much larger town the Silver Rider bus service is on a very similar premise to the bus service for the sustainable transport site. It links a new estate on the outside of Aylesbury to the town centre and to the railway station. There has been a huge increase in bus patronage on this route.

There have been many in-depth discussions between Arriva, Bedfordshire County Council and South Beds Friends of the Earth. We are looking seriously at providing three comfortable, low-floor, air-conditioned buses, which will run at a twelve minute frequency, loop through the estate and go through Sandhills and then the Billington road into the town centre, and then to the railway station. The full trip from the edge of the development into the town centre and on to the railway station will take 20 minutes. There will be a huge marketing drive to go with this service as this has been shown in many areas to be the key to success. This service will also really benefit the existing residents of Sandhills. There will be buses every 12 minutes from early morning until about 8.00pm and then every 15 minutes in the evenings and at weekends. Many people are denied access to training and to social activities due to lack of evening transport and those people cannot afford to take taxis.

This service will be covered for five years through the developer contributions. Then it is very likely that the service will be commercially viable apart from the evening and weekend service. It is important to see this in the context of government policy on transport and funding streams.

Accessibility funding, either from local government or national government is becoming an important source of funding for transport. It is likely that the evenings and Sunday part of the service will not become commercially viable although it is very important for social inclusion and supporting the town centre. Therefore this part of the service should be eligible for accessibility funding in the future, particularly as this is an exemplar site for affordable housing.

In addition to this the government is currently bringing in the legislation to begin setting up road user charging, and in the context of the “Eddington Review” national road user charging will happen sooner rather than later and this is likely to provide an income so it is very likely that there will be increased revenue for public transport.

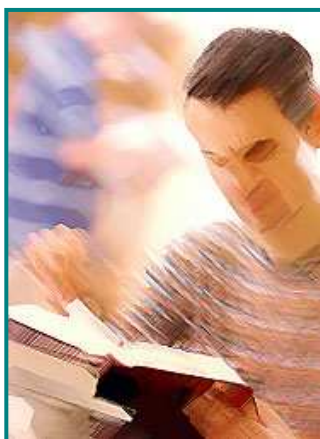
There will be commitments to integrate this service with inter urban services such as the 31 to Dunstable and Luton and the X15 to Aylesbury. These need commitments from the bus operators and both Buckinghamshire and Bedfordshire County Councils. Otherwise the concept of easy travel can break down if there are long waits at interchanges.

It needs to be easier to take the bus including a change to Aylesbury or Dunstable than to take the car. Otherwise people will not make the necessary modal shift. There needs to be close working with Stoke Mandeville hospital as this is the key hospital for many people in Leighton Buzzard and access can be a problem. At present if you do not have a car it is much easier and more convenient to travel by train into London to go to an A&E hospital than to try to get to Stoke Mandeville in the evenings as there are very few evening buses. In the age of accessibility planning and the discussions of social exclusion access to a local hospital is an important part of quality of life.



Planning Context

The aims of the sustainable transport exemplar site are totally in keeping with local, regional and national planning. The aims are to increase accessibility for walking and cycling, and improve public transport.



to car use which will reduce both congestion and greenhouse gases and increase social inclusion and support the town centre.

The Objectives of MKSM SRS are laid out in paragraph 14, where the third objective is to

“locate development in the main urban areas to support the urban renaissance... and sustainable travel patterns”.

This is enlarged in Strategic Policy 3 which lays out the principles of sustainable development.

Of these, three principles are relevant: *“ensuring good accessibility and providing better public transport”, and “facilitating safe and convenient movement on foot”* and finally *“reducing reliance on car based transport”.*

This strategy then moves from the strategic to the particular in *“Bedfordshire and Luton policy 2A, Luton/Dunstable/Houghton Regis and Leighton Linlade”*, which states that the local plans *“should set firm guidelines for proactive inter agency approaches that should ...upgrade the qualities of town centre and the facilities which they offer”* and *“reduce the need to travel by private vehicles by integrating land use and transport planning, achieving a step change in the attractiveness of public transport ... improving the attractiveness of walking and cycling”.*

The South Bedfordshire Local Plan lays out clear policies which support walking cycling and public transport and which new developments should follow.

On public transport, Policy T3 says that *“the council will work with the county council, bus operators, and developers to sustain and improve bus access, services and facilities to reduce dependence on the private car”.*

On walking Policy T5 says that *“the District council will seek to improve the safety of and attractiveness of the pedestrian environment with particular emphasis on town centres and residential travel areas.”*

And on cycling Policy T6 says *“the district council in conjunction with the county council will seek to provide a network of safe, direct and attractive high quality cycle routes”.*

The Milton Keynes and South Midlands Sub-Regional Strategy, which covers this area and which was passed in April 2005 concurs with the direction above; i.e. the aim of providing people with a serious alternative

The sustainable travel site is exactly carrying this out by encouraging people into the town centre which will support the increase of its facilities and qualities and it will provide a serious alternative.

The Regional Spatial Strategy 14, the East of England Plan will incorporate the MKSM SRS and will have considerable influence over this area. The report from the Panel (the planning Inspectorate) on the draft East of England Plan states in paragraph 8.9 “the conclusion is inescapable that a large part of the answer to worsening congestion, to growth and future movement needs and to the challenge of climate change must be that people will have to use cars less in the future”.

Bedfordshire’s Local Transport Plan 2006 –2011 has the following targets for modal shift. 15% increase in bus patronage by 2011, and a 22% increase in off highway cycling trips and a 15% increase in cycling on highway. The sustainable transport site will obviously aim for a higher modal shift than this but these figures for modal shift are meant for areas where there is a far smaller investment than this site.

The Local Area Agreement targets are an increase in bus journeys of 10% by 2008/9 and a 9% increase in cycling by 1008/9. The Transport White Paper and then PPS1, PPG3 and PPG13 all encourage the reduction in the use of private car and the increase in public transport.

The Transport White Paper 2004

The Transport White Paper 2004, Paragraph 5.30, ‘we are reversing the long decline in bus patronage. In the right circumstances, with the necessary commitment and support, bus use can be increased dramatically, with consequent reductions in congestion and social exclusion. In our new strategy buses will play a bigger role in tackling congestion in urban areas’.

PPG3 in paragraph 2, requires local authorities to *‘place the needs of people before the ease of traffic movement in designing the layout of residential developments’* and *‘to seek to reduce car dependence by facilitating more walking and cycling, by improving linkages by public transport between housing, jobs, local services and amenity’*.

PPG13 in paragraph 14 says that Local planning authorities in assessing the suitability of sites for housing development should, amongst other things, consider their location and accessibility *‘to jobs, shops and services by modes other than the car, and the potential for improving such accessibility’*.

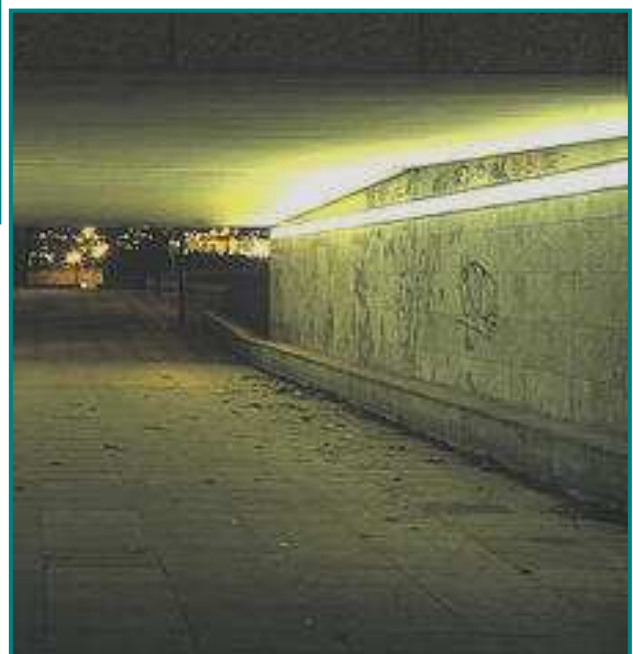
PPG13 paragraph 19 discusses social exclusion and accessibility. *‘A key planning objective is to ensure that jobs, shopping, leisure facilities and services are accessible by public transport, walking, and cycling. This is important for all, but especially for those who do not have regular use of a car, and to promote social inclusion.’*

Para 20.2. covers public transport *‘actively manage the pattern of urban growth and the location of major travel generating development to make the fullest use of public transport’.*

Para 20.3 3. looks at the benefits that a new development can bring to existing neighboring estates *‘take into account the potential for changing overall travel patterns, for instance by improving the sustainability of existing developments through a fully coordinated approach of development plan allocations and transport improvements’.* And with particular regard to climate change, in light of the Stern review **PPS1** states in Paragraph 13 (ii) *‘Regional planning bodies and local planning authorities should ensure*

that development plans contribute to global sustainability by addressing the causes and potential impacts of climate change⁴ - through policies which reduce energy use, reduce emissions (for example, by encouraging patterns of development which reduce the need to travel by private car)’.

An underpass would directly contravene most of this guidance as it could be seen as giving priority to through car travel over the needs of the community. The visual impact of the underpass, that people will have to walk under the road, gives the impression that car travel has the greatest priority which is not the spirit or detail of the guidance quoted above.



Details of the Sustainable Transport Site

This will need support from Bedfordshire County Council, Arriva, Buckinghamshire County Council, the developers and South Bedfordshire District Council. This will also need support from the health agencies and the local schools and youth services and the Local Strategic Partnership.

Requirements on the site itself

From the sales office the sustainable transport angle will be pushed by the sales people as a part of the quality of life that people are buying with the houses. This is a development where people will be in easy access of a historic market town and a railway station with no need to worry about parking.

Pedestrians, cyclists and bus users will have priority, within the estate and along the Billington road. This will encourage increased safety for children. The roads within the estate will be designed along the ideas of home zones.

The roads will be designed to take buses. Bus shelters with up-to-date timetables will be provided. Those in key locations will have real time information.

Each house will have a real time information screen in the kitchen that is supplied by broadband. The conditions for this are clearly laid out in the brief prepared by Bedfordshire County Council.

Travel information packs will be provided to all new residents. These packs will also contain information about the town centre, the range of shops, local facilities and festivals and some history. These will also have information as to which shops deliver to people's homes, as this will reduce the need for car travel. These packs will also be delivered to the residents of Sandhills and Pratts Quarry.

There will be storage areas in the houses or secure covered cycle parking outside the houses. (*Tring station increased their cycle parking by 40 spaces which was used up very quickly.*)

There will be clear marking through signposts and other methods of cycle ways into the town centre and other destinations. There will be maps provided of all the cycle paths to new residents and the developers will work with the county council to provide cycle proficiency training to those who wish for it.

There will be clear signposts for pedestrians to the town centre and other destinations.

PPG13 says:

"The availability of car parking has a major influence on the means of transport people choose for their journeys. Some studies suggest that levels of parking can be more significant than levels of public

transport provision in determining means of travel (particularly for the journey to work) even for locations very well served by public transport. Car parking also takes up a large amount of space in development, is costly to business and reduces densities. Reducing the amount of parking in new development (and in the expansion and change of use in existing development) is essential, as part of a package of planning and transport measures, to promote sustainable travel choices. At the same time, the amount of good quality cycle parking in developments should be increased to promote more cycle use.”

Therefore:

Parking spaces per house should be limited to the national standard and there should be charges for excess vehicles that will be put towards public transport.

Car parking spaces will be allowed for a car club and the developers will work actively with a car club so that this is incorporated into the design of the estate.

Local GP surgeries will support the move to walking and cycling for short journeys on health grounds by having promotional material and having maps for cycling and walking in the surgeries.

There will be a 20mph speed limit throughout the estate, and along the Billington Road.

It will be possible to walk safely across the estate to schools and into the town centre and to important destinations for greenspace and employment. Pedestrians and cyclists will have priority.

Buses

There will be buses of a 12 minute frequency to serve the estate, Sandhills, and the town centre and railway station. The buses will be low-floor, air-conditioned vehicles. There will be a more detailed brief for this from Arriva. Arriva in conjunction with Bedfordshire County Council will commit to a significant amount of marketing to the new residents and to do a travel smart programme on existing resident who live within 400 metres of the route. “Travel Smart” can create modal shift away from cars of around 14%. Marketing will be continuous and imaginative. There will be large posters at the bus shelters advertising the benefits of bus travel.

The numbers of the buses which stop at the bus stops will be displayed.

Timetables of the bus will be displayed on the bus and will be made very simple to understand.

There will be displays and large clear maps so that is easy to understand what destinations are accessible by bus and clear branding of routes.

The website of Bedfordshire County Council will have some pages devoted to bus travel on this particular site and in Leighton Buzzard and the wider area.

There will be integrated ticketing in Leighton Linslade leading to a programme of integrated ticketing through South Bedfordshire and Luton.

There will be integration of timetables, between operators so that there can be easy interchanges of those who wish to reach Luton, Dunstable or Aylesbury or Milton Keynes.

There will be integration of the services and increase in some services, i.e. to make sure that it is possible to access the Grove theatre in Dunstable in the evenings by bus.

There will be integration with the times of the trains from Leighton Buzzard Station.

Community Consultation

There will be community consultation on bus routes and times, before the start of a new service and repeatedly to make sure that there is community buy in and that the needs of the community are being served and Arriva will respond to these demands. There will be an ongoing dialogue with all the councils and with the local residents associations.

There will be community consultation on the Billington Road designs and the findings of this will be listened to and help inform the final design.

There will be engagement with the community. Local shopkeepers will be encouraged to stock timetables of bus services and walking and cycling routes and work with Arriva to promote using the town centre without a car, i.e. bus promotion literature delivered through the doors of

Sandhills and the new estates will also contain information and promotions for the shops in Leighton Buzzard.

School Travel Plans

There will be School Travel Plans to cover the schools that pupils will attend who live on the estate. Bedfordshire County council will also work with schools in Leighton/Linslade to reduce the school run considerably as the school run has knock on effects upon the congestion and the ensuing journey time for buses. Reducing the school run is a key element of the 'Smarter Choices' approach as the school run can contribute 20% of the morning peak-hour congestion.

Workplace travel plans

Bedfordshire County Council with the district and town councils will work with the business in the Grovebury road industrial estate to provide work place travel plans and will liaise closely with Arriva, in order to provide these. Close liaison will be needed with the Learning and Skills partnership as there is at present no public transport to the Learning Warehouse on the Grovebury Road.

Accessibility to Health Care

There needs to be close working between Bedfordshire County Council, Arriva and the health agencies as the local hospitals of Stoke Mandeville and Luton and Dunstable are difficult to access by public transport particularly in the evenings. This will also need liaison with Buckinghamshire County Council.

Integration

It is key that this site is integrated with the developments resulting from the implementation Joint Transport strategy between Buckinghamshire County Council and Bedfordshire County council.

The increase of access to the station, the improvement of buses in the urban area, the improvements to interurban bus service, school travel plans and particularly the implementation of UTC system are key to the success of the exemplar sustainable travel site. If the Joint transport strategy is not delivered it will compromise the deliverability of the exemplar sustainable travel site.

List of Supportive Agencies/Partners

Bedfordshire County Council
Buckinghamshire Council
South Bedfordshire District Council
Leighton Linlade Town Council
Arriva
Arnold White Estates
South Bedfordshire Local Strategic Partnership
Grant Palmer
The Town Centre Management committee
The Health Agencies
Learning Warehouse
Local Schools

The following should be regularly consulted and their input responded to:

Residents Associations
Town Traders
Local Employers
The Bus Drivers themselves
Voluntary Groups, Cultural and Social
Environmental/Conservation Groups
Local Tourist Attractions & Days Out

Leisure travel is a major source of car trips and congestion, so all attempts should be made to provide alternatives to car use for leisure activities, i.e. outdoor activities and cultural activities and children's activities.