



Information Governance Team

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Dear Sir/Madam

**Environmental Information Regulations 2004 (EIR)
Request ID: REQ07876**

We thank you for your email dated 27 November 2020, relating to Modal Shift, which we are treating as a request for information under the Environmental Information Regulations 2004 (EIR), in which you requested the following information:

Yesterday at the planning committee, Colin Knight was asked by members if there were any examples of local authorities which had achieved a successful modal shift of the order specified by the applicants at Eastern Green i.e. 19%. Colin mentioned Didcot and a place in Cambridgeshire.

I would like to see any evidence held by the Council of successful modal shift in the UK at these two places or elsewhere. LP106, the WPS study of commuting in the Coventry local plan library shows a continuing modal shift in the wrong direction over 40 years. I would like to see evidence of why the Council believes that a shift of 19% is possible - both the quantum of the shift, and the methods by which it was achieved.

The Highway Authority at Coventry City Council had previously objected to the Eastern Green Sustainable Urban Extension (SUE) application in September 2019 on highway and transport grounds. The applicant duly reviewed its application with a stronger focus on sustainable development, with confidence on building the development not just for car

but also encouraging and making walking and cycling and public transport more attractive to future residents.

One key measure to be introduced across the whole SUE will be the offer of mobility credits to each household, which the applicant is providing through a commitment within the S106 agreement (the S106). This will be designed to provide payment for a range of alternative travel options, including cycle and e-scooter hire, car clubs, Demand Responsive Transport and public transport.

The street hierarchy will be further refined at the Reserved Matters Stage to ensure that walking and cycling achieves the highest possible status within the site and encourages more sustainable modes to be taken up.

Although previous concerns were raised, the applicant has now also made provision for a future public transport route within the site and the diversion of the existing X1 service through the site which is welcomed and increases connectivity of the site to local and regional areas. This includes a firm commitment within the S106 to increase the frequency of bus services, provide and extend demand responsive transport services to the site and provide bus infrastructure improvements both within and linking into the development. The demand-responsive bus services will use electric vehicles and will take multiple passengers heading in the same direction and book them into a shared vehicle. The service would generally operate from 'corner to corner', so there are no fixed routes or bus stops, providing a more convenient and tailored transport option.

The submitted Travel Plan framework is also considered to be acceptable and the individual Travel Plan measures will be refined and agreed as detailed Travel Plans are submitted at Reserve Matters stage. As with every travel plan, these measures will be further refined through monitoring post occupation to ensure they are having the desired effect.

A Transport Sub-Committee is proposed to be established as a way of regularly monitoring travel within the SUE and the success of the proposed measures. The applicant has committed to a contribution within the S106 for a Sustainable Transport Fund, which will be a flexible pot used to introduce further measures in the event that existing measures are not having the desired effect.

The target is to achieve a 19% modal shift and if these targets are not met, the sustainable transport fund will be used to introduce further measures. This could include additional physical infrastructure (i.e. additional cycle and walking facilities) or an enhancement or extension of the mobility credit offering.

Northstowe Residential Development, South Cambridgeshire, is a very similar development to Eastern Green Development. Travel Plan 2019 results show there has been a 28% reduction in 'driving alone' from a baseline of 68% to 40%, with another 13% car sharing. The results also show 23% using the 'Guided Bus' and 14% 'Cycling'.

Great Western Park in Didcot, Oxfordshire was the other example quoted. This site is nearly 100% complete with the initial travel plan targets being set in 2007. The results of the 2019 show that:

- Single Occupancy Vehicle (SOV) modal share is 32%, a decrease of 19% (from 51% to 32%);
- Car sharing has increased by 7%, from 15% to 22%;
- Bus travel mode share has increased by 3%, from 4% to 7%;
- Train modal share has increased by 1%, from 6% to 7%;
- Walk modal share has increased by 5%, from 18% to 23%;

- Cycle modal share has increased by 4%, from 5% to 9%.

Eco Towns and Sustainable Urban Extensions - Impact of Smarter Choices, May 2009, report written by Atkins, furthermore, has identified a number of examples of current and emerging good practice that promote modal shift. Eastern Green development is introducing very much the same initiatives as these developments.

Extensive travel behaviour research, including research in the three Sustainable Travel Demonstration Towns of Darlington, Peterborough and Worcester, has shown that:

- Cycling provides a viable alternative for the greatest share of local car trips, followed by public transport and walking;
- The potential for reducing car use through soft measures is significant and often greater than could be achieved by infrastructure improvements alone; and
- Soft measures can achieve significant reductions in car use through relatively small changes in individual behaviour.

Eastern Development proposes all the above measures.

Locally in Coventry, evidence from Air Quality 'Early Measures' work in the A4600 corridor indicates that effective travel planning can reduce a significant percentage of the car trips including 2.9% school trips, 4% of commuter trips and a further 4% of community car trips. The work has also achieved: -

- 11% reduction in car trips in participating households
- 9% increase in walking and bus trips in participating households
- 8.5% reduction in car trips to/from participating schools

Personalised Travel Planning was also undertaken in north Coventry for the Smart Network Smarter Choices Local Sustainable Transport Fund project. This resulted in a 6% decrease in car use and a 3% increase in bus use. Driving to work decreased by 4% while bus use increase by 10% and walking by 10%.

A package of support for travel support and grants for employers across the West Midlands through the Smart Network, Smarter Choices led to a 4% reduction in car travel, 4% increase in public transport use and 1% increase in active travel. Similar support for education sites led to a 2.9% reduction in car travel and 4.2% increase in walking amongst staff and students.

There is also further evidence in relation to achieving modal shift from the Local Sustainable Travel Fund programme, and this can be reviewed using the following link:

<https://www.gov.uk/government/publications/local-sustainable-transport-fund-what-works>

In conclusion, based on the available evidence, and with the relevant controls in place regarding the management of the Travel Plan, as outlined above, the Council is confident that the mode share targets set for Eastern Green can be achieved.

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Please remember to quote the reference number above in your response.

Yours sincerely

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