

## Delivering Sustainable Travel at the Yeovil Sustainable Urban Extensions

6.50 The proposals for the Yeovil Sustainable Urban Extensions offer additional opportunities to deliver sustainable travel by further reducing the need and desire to use the private car. The policy aims for 30% of travel originating in the Urban Extensions to be by sustainable (i.e. non car) means. Many of these measures are recommended in the study 'Delivering 21st century Sustainable travel in Yeovil'<sup>83</sup>. Measures to achieve 30% modal shift include:

a. Through intrinsically linked well-designed infrastructure for footpaths and cycle ways ensuring filtered permeability (i.e. separating sustainable transport routes from those used by the car) within the site with journey times that are better or more comparable to those by car and in place from first occupancy. Sustainable links (walking, cycling and bus routes) beyond the site should enable easy access from the Yeovil Sustainable Urban Extensions to the town centre, main employment sites, transport interchanges, health and educational establishments. As set out above, homes should be within a 10 minute walk (400m) of a frequent bus service and neighbourhood services.

b. Car parking at the Urban Extension's facilities, employment sites and neighbourhood centre should incorporate car park management measures, commensurate with SCC's parking strategy<sup>84</sup> including a charging regime ensuring that:

- Priority is given to electric vehicles; and
- Car use for these short journeys is discouraged.

However charges need to be set at low rates to discourage the perverse incentive of travelling further in their car to access these services.

c. Offering a traffic-free immediate environment with residential parking separated from the residential areas and more distant than the nearest available public transport bus stop. This will need to overcome the anti-social behaviour issues common with 1970's style peripheral parking. One way forward could be to ensure that car parks are secure by design with access/egress using smartcard technology and with the cars being easily overlooked. The cars also should be easily accessed by the owners on foot, whilst any actual journey by car to access facilities both in the Urban Extensions and in the town centre and the daily commute should take a longer route. The objective is to reduce the desirability of using the car for those short journeys, rather than restrict car ownership in itself.

d. Establishing a high quality bus service through a Quality Bus Partnership (QBP) to offer a frequent low emission bus service throughout the day with a demand responsive ('Nippybus' type) bus service to operate during the evenings at off-peak times. With the critical mass delivered with the Urban extensions there is likely to be a strong business case for the operation of these routes on a commercial basis. However initial contributions will be required from the development as pump priming will be necessary to kick start and ensure induced travel habits from the start.

6.51 These measures will need to be fully costed and tested for viability through a Transport Assessment (TA). Subject to outcomes of the TA, all residential and

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<sup>83</sup> [Addison and Associates, 2011]

<sup>84</sup> [SCC's parking strategy (March 2011) - Policy PM 5 'Management of Private Parking Policy']