



2023 Park Staff Travel Plan Hillington Park, Glasgow

DATE: September 2023

REF: 501031



Contents

1	INTRODUCTION	1
2	POLICY SUMMARY	3
3	TRAVEL PLAN OBJECTIVES & AUDIENCE.....	4
4	DEVELOPMENT OVERVIEW	5
5	TRAVEL PLAN MANAGEMENT	9
6	SITE ASSESSMENT	16
7	2023 STAFF TRAVEL SURVEY	27
8	OBJECTIVE SETTING	30
9	INTERVENTIONS.....	32
10	MONITORING AND EVALUATION.....	33

Appendices

Appendix A – 2023-2028 Interventions and Monitoring Template



Click the icons to view our website and linkedin

MARK RINKUS

Managing Director

Mark.rinkus@connectedtp.com

+44 7515834101



1 INTRODUCTION

- 1.1 This Travel Plan has been provided to support positive, future travel mode changes of the current and future staff employed within Hillington Park, Glasgow. This plan seeks to provide a baseline 'snap-shot' of existing staff travel behaviours and summarise staff's known barriers to commuting by sustainable travel modes. The plan seeks to identify future opportunities to influence positive travel mode change, which through the use of travel mode targets and proactive management, can contribute towards the transition from single occupancy car-based trips to increased use of sustainable transport modes such as walking, cycling and wheeling¹ and the use of public transport.
- 1.2 This plan builds on the travel plan produced during 2014 which supported a Specialised Planning Zone (SPZ) implemented within the park. In producing this plan, reference from the other travel plans developed for the other UK Parks managed by Frasers Property has also been considered.
- 1.3 The SPZ for the park is due to expire in 2024 and Frasers Property will continue to act as a long-term environmentally conscientious landlord and encouraging sustainable travel change through an ongoing programme of park development and unit refurbishment.

What is a Travel Plan?

- 1.4 A Travel Plan is a strategy prepared for any employer(s) who are acting responsibly in seeking to promote and encourage efficient and environmentally friendly methods of travel considering both staff commuting and day to day work related journeys. The plan seeks to benchmark current travel mode choice and through consideration of alternative measures, by promoting walking, cycling, lift sharing and public transport as an alternative to single occupancy car journeys.
- 1.5 The plan is designed to assist in the delivery of sustainable transport strategy through benchmarking staff and visitors current travel choices, identifying options for future change, setting or refreshing travel mode objectives, setting or refreshing individuals' responsibilities, promoting positive change and re-evaluation of change. Plans evaluation periods are typically

¹ Accessibility aids and scooters

5 years as this is considered sufficient time to observe any changes in travel behaviours which are typically slow to witness.

- 1.6 Travel Plans are also promotional documents and should be used to raise staff and visitors awareness of the sustainable travel options available to them. By making informed travel choices the plan has the potential to minimise single occupancy car-based trips. In doing so we can help reduce peak time network congestion, business journey costs and our carbon footprint, whilst positively contributing to the climate emergency. The plan will have local benefits including reducing the pressure on the surrounding road network, improving the local environment and contributing to the personal health and wellbeing of staff.
- 1.7 Examples of initiatives identified within a plan could include provision for cycle storage or identification of allocated spaces for staff who currently car share with colleagues.
- 1.8 The ambitions of the plan are broadly in alignment with wider national land local regional travel policy.

2 POLICY SUMMARY

2.1 The requirement for existing development to plan to support sustainable travel is enshrined within a number of national and devolved government policies.

Consideration of Local Policy

2.2 Renfrewshire Council's Transport Strategy includes policies to help meet the objectives it sets out. The policies are targeted towards economic growth and economic inclusion, population growth and housing development, environment, public health and social well-being, and are summarised below:

- To have a resilient, safe road network that balances capacity for all users, enhances the economic prospects, and promotes sustainable travel.
- To work with partners to promote walking and cycling as a health enhancing physical activity for all residents.
- To promote an integrated and inclusive public transport network that provides a convenient, acceptable, reliable and affordable alternative to car travel.
- To enable people who live, visit and work in the borough to make informed, safe and sustainable travel decisions from a range of transport options.
- To manage the demand for travel in order to ensure that people have a high level of access to different destinations, with sufficient choice, whilst minimising the adverse effects of congestion.

3 TRAVEL PLAN OBJECTIVES & AUDIENCE

3.1 The main aims of this plan are to:

- Produce a strategy that can be agreed and implemented and will guide a programme of future change within the park, as relevant to Frasers Property;
- Create a framework which can be used to explore the development of network interventions and collaborate with stakeholders to secure future funding towards improving access and travel options to the park;
- Encourage staff and visitors to use sustainable modes of transport in lieu of single occupancy vehicle, i.e., walking, cycling or using public transport;
- Reducing the need to travel by motorised modes for short distance trips and commutes;
- Promote the environmental, social and economic benefits of using sustainable transport modes; and
- Reducing single occupancy car impact on the surrounding road network.

3.2 Through achieving the above objectives, the following benefits can be expected:

- Reducing peak time network congestion in the area;
- Reducing reliance on private car travel;
- Creating a potential for staff cost savings through a reduction in car mileage and a decrease in park network maintenance costs;
- Reducing noise, air pollution and improving the general local environment and civic amenity of the park;
- Improving walking and cycling access for all users to the park;
- Improving the physical and mental health and well-being of staff; and
- Reducing carbon emissions and positively contributing to the climate change emergency.

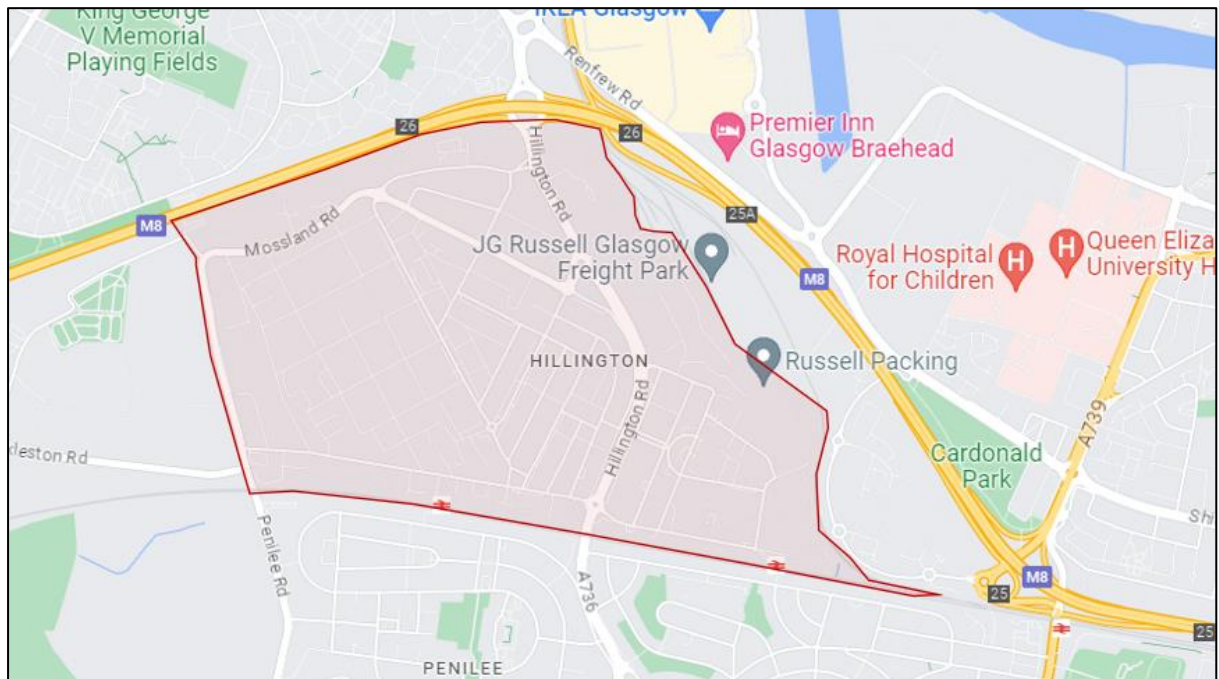
4 DEVELOPMENT OVERVIEW

Park Location

- 4.1 Hillington Park is a key part of the Glasgow Cities west side offering a mixed-use business park, with key clusters in manufacturing engineering, construction products and servicing, automotive and logistics. Originally developed in the 1930's, the site is vast and well connected with the adjacent M8 motorway and local road network that very much reflects the era of its design, where access by motorised vehicles was priority.
- 4.2 Over the years, the park has developed through a programme of refurbishment and new developments. Many businesses have begun to migrate to the creating of a diverse inter-company trading environment across industrial, distribution, trade-counter and retail where a single trip can provide access to multiple opportunities. This change in use is expected to continue as additional more 'corner stone' brands occupy the park, taking advantage of the parks strategic location and excellent rail, bus and road transport links.
- 4.3 The area surrounding the park is subject to ongoing investment from a number of funding sources with walking and cycling routes under and over the M8 motorway connecting the park with the adjacent settlements of Paisley and Renfrew. These being promoted as part of strategic travel routes to support a more connected network as part of Renfrewshire Council's (RC) commitment towards transport sustainability².
- 4.4 The park location and its connection with the adjacent network are shown in Figure 1.

² Renfrewshire Councils Cycling Strategy 2016-2025

Figure 1 - Hillington Park in Context



The Park as an Employer

- 4.5 Hillington Park is a major employer for the region. The park is estimated to directly support 6,500 staff employed³ in individual retail units to office complexes, warehouses, industrial, retail (food and non-food) leisure and land uses.
- 4.6 Due to the diversity of the business types located within the park, the impact of hybrid working and employees occupying part time posts, it is not possible to accurately determine the total number of staff employed regularly within the park.

Parking within the Park

- 4.7 There are no car-parks signed for public use within the park. Parking is provided through a combination of off-road private parking spaces consisting of both formal and informal parking areas located around and adjacent to the buildings. These spaces are used by both the staff and customers. Parking is observed to be provided in excess to demand with most employers providing their own staff car parking.

³ Estimated as no exact data could be obtained.

- 4.8 Parking on-street does occur and many of the streets support parking through the provision of marked parking bays. In some locations, such as around Napier Road, the types of business generate staff parking demand is in excess of supply. Pavement parking is therefore reoccurring in some locations. It is noted that for the majority of these locations the buildings and parking layouts were developed to an older standard and does not align with current levels of car ownership or use.
- 4.9 Parking on-street can lead to road safety concerns noting the areas around the rail stations are regularly used by commuters.
- 4.10 As many of the park roads are privately owned, parking management and enforcement is noted to be challenging due to legislative and operational considerations.
- 4.11 Renfrewshire Council has decriminalised its parking and parking is now enforced by council staff authorised to handle civil offences. Due to staffing limitations and competing parking demand from other areas, the park is largely 'forgotten' and parking enforcement is rarely, if ever undertaken on council adopted roads within the park.

Cycle Parking

- 4.12 There are no public or communal cycle storage points located within the park. All provision for cyclist's storage and welfare is provided at the discretion of the individual business owners and landlords and allocated for staff or customers use. It is noted that since 2000, Frasers building development programme includes provision for cycle welfare with many of the latest developments seeking BREEAM excellent and Active Score standards and accreditation.
- 4.13 It is not possible to quantify the level of existing provision for cyclists within the park but it is assumed that few businesses have made any provision for cycling staff.

Provision for Electric Vehicle (EV) Charging

- 4.14 Similar to cycle provision, provision for EVs is again at the discretion of individual landlords and business owners or tenants. There are no known public EV charge points available within the park.
- 4.15 It is again noted that since 2000, Frasers building development has included provision for EV charging with many of the latest developments achieving BREEAM excellent accreditation.

Accessing the Park

- 4.16 Hillington Park is bounded by a number of significant transport routes which both provide access but also act as constraints to travel by walking and cycling modes. These include the M8 motorway, adjacent residential communities and rail lines. Notwithstanding, the park is well served by a public transport services and benefits from access to 2 rail stations providing direct connection to Glasgow city centre. Both rail stations are well utilised with many patrons choosing to drive and park before boarding a train to travel into Glasgow.

Park Ownership and Management

- 4.17 A significant portion of Hillington Park is owned, managed and developed by Frasers Property and managed through MAPP. The remainder of the park is privately owned by a number of owners. No comprehensive list of ownership is currently available.
- 4.18 A number of the parks roads are privately owned and are not adopted and therefore are not maintained by Renfrewshire Council.
- 4.19 Frasers Property, as the largest owner and developer at the park, are committed to bringing forward new development and the refurbishment of units supporting a programme of sustainable travel and overall park modernisation.
- 4.20 Since the implementation of the SPZ in 2014, the park has experienced significant growth and development with a programme of future changes still to be implemented.

Facilities and Infrastructure Condition

- 4.21 The park, in general, suffers from significant underinvestment, most evident in the road's infrastructure. Roads and junctions are of varying standards and condition, many showing evidence of structural failure with large potholes evident. There are areas within the park where this is more prevalent.
- 4.22 Many of the roads within the park are formed on concrete sub-structure which has been overlaid with bitumen. This construction combination can lead to premature failure of the pavement due to water ingress and the combination of Scottish winter weather.

5 TRAVEL PLAN MANAGEMENT

The Travel Plan Co-ordinator

- 5.1 The identification of the travel plan co-ordinator (TPC) ensures control of the plan delivery in a coordinated manner. The TPC will be responsible for implementation and monitoring progress against the plan. The employer and or organisation is required to recognise an appointed person who will act as the primary contact and lead person. This candidate should ideally be of sufficient seniority to undertake the tasks associated with the role such as leading steering groups and engaging with external parties, groups and or organisations. The role of the TPC does not require full time involvement but could be fulfilled by an individual working on-site, as they will have the best understanding of the operation of the park and be best positioned to provide prompt guidance advice on travel issues.
- 5.2 The TPC has a critical role in ensuring the plan is implemented, managed, monitored and reviewed over time. They will be responsible for continuing to improve and develop the plan in discussions with the management of developments of the park.
- 5.3 The TPC should seek the support of a Travel Plan Steering Group to provide support and allow other business managers in the park to be involved in the further development and implementation of the travel plan. The early meeting of the steering group should be scheduled within 1 month of the initial occupation of the development or approval of the plan. The meeting agenda should include discussions of further membership with other staff members, discussing implementation of measures and raising awareness of the plan. It is recommended that the steering group should meet every quarter to discuss and review progress.
- 5.4 Sufficient time should be made available for the TPC to fulfil their role, dedicating at least 1 day a month to work on the initiatives identified within the plan. The TPC will also need to dedicate time once a year to undertake a 'spot' travel survey and analyse the results to provide the annual monitoring report to the steering group and Renfrewshire Council.
- 5.5 As relevant to this plan, a steering group has already been configured in support of the SPZ. This group would provide the most logical plan steering group. As Frasers Property is only one of a number of parks business owners, the responsibility of managing the park wide plan should not be the sole responsibility of Frasers Property with other business TPCs invited to participate / collaborate.

The Travel Plan Coordinator (TPC) Role

- 5.6 The role of the Travel Plan Co-ordinator will be to manage the plan, liaising with the Local Authority and provide monitoring information when agreed. The role includes tasks such as:
- Leading on engagement with key funding organisations to promote the development and its efforts to promote active travel;
 - Organising Travel Plan meetings with managers / tenants to discuss the progress of plan objectives, and any new measures that can be implemented;
 - Coordinate activity across the full development including engagement with other stakeholders, managers or business owners;
 - Promoting and encouraging the use of travel modes other than the car;
 - Arrange for either full or 'snapshot' travel surveys to be undertaken with everyone on the site, at intervals agreed with the Council, usually annually;
 - Organising the production of Welcome Packs for new occupiers and ensuring that all relevant travel information is provided to all future staff and visitors. This may include sharing up-to-date travel information so it can be clearly displayed on notice boards or via the intranet (if applicable);
 - Liaise with public transport operators and relevant council departments and arrange regular meetings with all interested parties;
 - Provide a Monitoring Report to the local authority to convey the results of the Staff Travel Surveys.
- 5.7 Our proposed TPC as relevant to Frasers Property Park interests is:

Name	Lisa McAlinden
Job Title	Estates Manager
Email	lisa.mcalinden@wearemapp.com

Continuity of the TPC Role

- 5.8 The TPC role will require varying degrees of time investment depending on the activities planned and how far developed the parks intervention list has been progressed.
- 5.9 It is important to any plan that the TPC undertakes their responsibilities as relevant to the plan in a proactive and enthusiastic manner to act as an 'ambassador' to travel mode change.
- 5.10 Any change of circumstance that requires a change of TPC should be notified to the local council and relevant stakeholders, including the steering group.

Management Support

- 5.11 The support of senior management is essential for the effectiveness of the plan and the appointment of the TPC does not substitute the plans sponsor from the responsibility to implement and maintain the plan with support from the TPC.

Financial Support

- 5.12 The costs of implementing the plan will in a comparative sense, likely be minimal. The cost will exclude the cost of the TPC role as will likely be a member of staff already employed.
- 5.13 Notwithstanding, the promoter of the plan and business owners engaged in the plan are required to be committed to supporting the plans budgetary requirements. This will include identification of any financial resources incurred in delivering and managing the plan.
- 5.14 The costs will include implementing the measures set out within this plan and may include:
- Staff direct time costs associated with TPC activities;
 - Advertising, printing and material costs supporting plan initiatives;
 - Specialist consultants support / training suppliers;
 - Purchasing of items used in plan initiatives such as umbrellas, cycle repair kit, maps, or provision of transport vouchers or physical interventions;
 - Contributing towards the delivery of any physical improvements identified; and
 - Cost to support interventions such as cycle training courses, developing access to car share database.
- 5.15 Interventions could be funded jointly, considering funding support from neighbouring local authorities, the Regional Transport Partnership (RTP) or charities such as Sustrans.

5.16 It is recommended that a plan budget of £1,500⁴ annually should be allowed to cover general operating costs of the plan during the first 5 years.

5.17 The specific actions as identified in Appendix A will be subject to separate funding agreements.

Information Notice Board

5.18 The Hillington Park website should include travel information and promoted to tenants for use with their staff. The website will include information useful to inform everyday travel and commuting to the park.

5.19 Examples of information include:

- Bus and train timetables, network maps and locations of nearest stops;
- Cycle maps extending to include local area maps;
- Car Share details;
- Marketing information;
- Details of planned events arranged by the TPC.

Communications Process

5.20 It is important to have a strategy for communicating the plan to all staff and visitors. Marketing the plan should be undertaken from the point of plan approval. The 'audience' of the plan is likely to consist of staff and visitors to the park.

5.21 Any issues identified with the implementation of the plan should be notified to the TPC and corrected as necessary.

5.22 Social media will play an important role in promoting the plan, with Facebook providing a great platform for sharing travel information, survey results and advertisements of forthcoming park initiatives.

5.23 Keeping the parks staff informed of progress will have a positive influence, promoting enthusiasm to change their travel habits. Some well-known examples that could be used within the plan's messages include:

- Walking can improve mental mood;

⁴ Excluding staff time for the TPC

- Cycling to work is linked with wider health benefits;
- Half an hour of daily exercise, such as a walk or cycle ride to work, can reduce the risk of heart disease;
- Key statements in support of addressing the climate emergency through reducing our CO2 and PM10 outputs (associated with internal combustion engines); and
- One-quarter of all car journeys are less than 2 miles and over half are less than 5 miles.

New Tenant Welcome Pack

5.24 For all new tenants and staff choosing to work at the park, a new occupier Welcome Pack for all new tenants that includes details of the plan will provide new staff awareness of alternative travel modes.

5.25 The pack should include, but is not limited to information such as included in Table 1.

Table 1 – Suggested Content for Inclusion in the new Tenant Welcome Pack

Travel	Information	Weblinks
Public transport	Travel information for bus and rail can be accessed direct from the bus stops, rail stations or via the operator's website	https://moovitapp.com/index/en-gb/public_transportation-Renfrewshire-Scotland-city_5504-402
Sustainable Car Travel	Lift Share is a website that allows users to find car share partners.	https://liftshare.com/uk
Active Travel	A site plan setting out accessibility options	https://www.gov.uk/government/publications/active-travel-local-authority-toolkit/active-travel-local-authority-toolkit
Walking	Walkit.com is a nationwide walking journey planning facility	www.walkit.com
	Renfrewshire Council website includes an infrastructure plan for local walking and cycling	https://www.renfrewshire.gov.uk/cycle-links
	Cycle Streets is a nationwide cycle journey facility	https://www.cyclestreets.net/
	Renfrewshire Council provides maps and cycle routes, learning to cycle, cycle hire, and cycle safety	https://www.renfrewshire.gov.uk/media/2277/Cycling-in-Renfrewshire/pdf/CyclingInRenfrewshire.pdf?m=1460976002110
Cycling	Sustrans is a national cycling website that shares information on national cycle routes, cycle safety, winter cycling, cycle training, cycling with a disability and much more	CycleStreets: UK-wide Cycle Journey Planner and Photomap: Cycle journey planner
	Cycle Scheme is an employee benefit scheme that saves money on bikes and accessories.	The National Cycle Network - Sustrans.org.uk

Website Support

- 5.26 The use of the Hillington Park website/ social media outlet will provide an effective point of reference to plan material. A copy of the travel plan could be advertised on the website/ social media, along with other useful information including links to other relevant websites and travel information such as timetables and route maps.

Promotional Events

- 5.27 To encourage staff to participate in the plan initiatives, scheduling regular activities and campaigns will raise awareness of forthcoming events. This may include the production of a newsletter which promotes individual measures and initiatives and includes details of forthcoming events such as Walk to Work Week, Bike Week and National Liftshare.
- 5.28 Events can be created and publicised through social media platforms such as Facebook or the Hillington Park website.

6 SITE ASSESSMENT

- 6.1 This section includes an audit of the existing transport modes which forms an important part of the plan process and is directly relevant to the plans targets. It is anticipated that the plan as a 'dynamic' document, will be maintained and updated to reflect changes relevant to travel to the park.
- 6.2 The main pedestrian⁵ routes surrounding development have been assessed with appropriate pedestrian door-to-door journey times of 20 – 30 minutes, in accordance with Transport Assessment Guidance (TAG). Door-to-door walking distances of up to 1,600m (approx. 20 mins) have been considered appropriate⁶.

Provision for Pedestrians

- 6.3 In general, the local road network includes provision for, but not the promotion off non-motorised travel. Footway provision is generally always present within the park to support walking routes across and through the park although the quality and standard of the footway varies from 1m footways to 3m wide shared use surfaces. In the majority dropped kerbs are provided at most junctions and designated crossing points supporting access by the mobility impaired although only some of these benefit from tactile paving to support movement of the visually impaired. The complex assortment of land uses ranges from food retail, commercial storage and manufacturing, produces a very complex set of pedestrian desire lines which are in the majority catered for through the equally numerous walking routes and personal choice.
- 6.4 The biggest transport sustainability challenge to the park is addressing its historic severance of access at its boundaries with the wider area. The main restrictions being the M8 motorway to the north and the Paisley / Glasgow rail line and associated rail sidings to the south and east.

Permeability Across the Northern Park Boundary

- 6.5 Pedestrian connection with the residential areas located to the north of the park on the northern side of the M8 is noted to be a challenging. Whilst a route is signed for pedestrians, access on foot requires pedestrians to navigate three sets of traffic signal-controlled crossings

⁵ The overall title of pedestrian covers fit and able bodied people, disabled people, with or without the use of wheelchairs, the infirm, the elderly and those who have children in push-chairs or buggies.

⁶ Based on Transport Research Laboratory (TRL) research.

through one of the busiest, grade separated junctions on the local motorway network. Access to the Braehead major retail area is then via a convoluted network of footways and footpaths.

- 6.6 The Hillington Park Travel Plan produced in 2014 recognises the strategic employment significance of the park and the limitations of sustainable access to along the northern boundary. The pedestrian overbridge across the M8 connecting to Arkleston has since been upgraded through Glasgow City Deal funding to support pedestrian and cycle access. A new east / west walking and wheeling route is envisaged on the northern side of the motorway, which when completed, will connect the bridge with Hillington Road⁷. Notwithstanding, access by cycle to the residential areas to the north of the park on the northern side of the M8 is currently only possible via Hillington Road whilst walking or via the overbridge, overall, limiting access with Arkleston amenities and the adjacent Braehead Retail Park.

Permeability across the Southern Park Boundary

- 6.7 To the south and east the Glasgow Paisley rail line creates a significant severance issue for all travel modes into and out of the park. The most notable restriction is access from Penilee residential area located to the south west of the park where pedestrian access can only be gained via either of the two pedestrian over rail bridges which are located at each of the two rail stations or via Hillington Road or Penilee Road. It is noted that the western most access (Hillington West Station) consists of a narrow path (1.5m) passing between the gables of two houses and then stairs. Whilst the path is lit, it is unwelcoming and does not currently promote cycling access. Hillington East Station does include a cycle ramped over bridge although access is restricted through the station.
- 6.8 Inconsiderate parking by drivers using both rail stations is noted to be a reoccurring issue. Drivers often abandon their vehicles across footways and on junctions, in some cases, severely limiting driver visibility as shown in Figure 2.

⁷ Renfrewshire Councils Cycling Strategy 2016-2025

Figure 2 – Possible Rail Commuter Parking Congestion



Provision for Cyclists

- 6.9 As discussed previously, the transport network within the park does not specifically promote cycling as a prominent travel mode. Cycling infrastructure which is provided is at best summarised as fragmented providing a mix of signed routes, sections of wider footways a mix of coloured surfacing and requires users to utilise a combination of on and off carriageway navigation. Cycling is, in the majority, expected to occur on road within the park noting key arterial trafficked routes such as the more heavily trafficked A736 is likely to present a barrier to all but the most confident cyclists due to vehicle volumes and vehicle composition.
- 6.10 Mossland Drive and Mossland Road appear to be relatively newer developed sections of the park and as a result, the road network does benefit from provision of shared use cycling infrastructure in the form of a 3m shared use walking and cycling footways located on the southern side of the carriageway (Mossland Drive) and northern side of Mossland Road. The facility forms part of the signed cycle route to Hillington from the north western corner of the park and the recently upgraded pedestrian / cyclist over bridge across the M8 motorway (described previously). Along the Mossland Drive site frontage, the shared use facility begins at the Mossland Road roundabout. At this location the recent Arnold Clark development has provided a short section of 3m shared use cycle way which contributes to the east /west route. From this point the facility continues eastwards until it almost reaches the Huntly Road /Hillington Road traffic signals (20m short). At this location, the facility tapers away into a 2m wide footway with the recently constructed Starbucks and Huntly Road Traffic signal installation restricting footway width at this location.
- 6.11 Along Mossland Drive the use of a green zebra flex surface colouring (2m wide on the cycle side) has been installed. The colouring of the facility surface reflecting an older interpretation of the rapidly evolving cycle design guidance and the appreciation of cycling as a viable sustainable travel mode. The facility is separated from pedestrian traffic via a solid white painted line. Cycleway repeater signs are provided along the route length and dropped kerbs with tactile paving are provided across all existing junction bell mouths. From visual inspection, the facility is in generally poor condition with obvious signs of degradation of the surface and a presumed lack of use. Figure 3 shows the shared use infrastructure on Mossland Drive.

Figure 3 - Shared Use Cycle Infrastructure on Mossland Drive



- 6.12 It is assumed that cyclists will require dismounting and crossing Hillington Road at this signalised junction. It is noted that for cyclist traversing Hillington Road, advanced Stop Lines (ASLs) are provided at both junctions/ crossings on Hillington Road, allowing cyclists to position themselves safely in front of vehicular traffic.
- 6.13 Whilst a number of cycle direction signs are located within the park, no clear cycling strategy / cycle wayfinding is obvious from on-site observation. Cyclists wishing to travel both to the development site and through the park are required to use their initiative as they progress in the general direction of the destination indicated by the signs. There are no repeater signs anywhere else on the park boundary to assist in further travel.
- 6.14
- 6.15
- 6.16 Figure 4 summarises the location of cycle direction information signs as observed.

Figure 4 - Cycle Direction and Bus Stop Locations



6.17 Adjacent to the Park, the roads and residential areas to the south of the site are generally considered suitable for use by cyclists being governed by 30mph speed limits and sufficiently wide to accommodate bi-directional vehicle movements. A notable point relates to access from Penilee residential area via Penilee Road located to the south west of the park, which due to the narrow road over Rail Bridge, access by all travel modes is restricted by the bridge width (4m) where crossing is managed by traffic signals.

Access to Local Amenities

6.18 The availability of local services to support the needs of staff and visitors is a key component in reducing the need to travel. An assessment of local amenities accessible within 500m of the park centre supports that everyday amenities such as local food outlets, ATMs, Gyms and

a range of everyday land uses are available within a 1.5km walking radius. Table 2 provides a summary of travel distances to key local facilities.

Table 2 – Every day Journey Destinations within the Park

Key Trip Attractor	Distance (m)	Time (min) ⁸
ATM (Cash Machine)	322	4.47
Gym	876	12.1
Fast Food Outlet	336	4.6
Rail Station	1320	18.3
Bus Stop	28	0.38
Retail (Non-Food)	183	2.5

Future Known Network Improvements

- 6.19 Further enhancement to the east /west cycle route are currently proposed through ongoing development in the park. Should this development be realised, the shared use cycle route will be extended along the length of Napier Road from Mossland Drive towards Hillington Road. This route would begin to connect the route southwards through the park.
- 6.20 Renfrewshire Council are currently seeking funding to support the connection of the Paisley community to the park via Arkleston Road. If realised this strategic route will support connection to the parks east / west cycle route.
- 6.21 Frasers Property are currently progressing two designs to improve pedestrian crossing safety across Queen Elizabeth Avenue to the parks southern extent. The proposals will include a minor kerb line improvement to the Buccleuch Avenue / Queen Elizabeth Avenue junction and the provision of a Toucan style signalised crossing on Queen Elizabeth Avenue to improve pedestrian / cycle crossing safety.

⁸ Based on walking speed of 1.2ms

Public Transport Provision

i. Bus Services

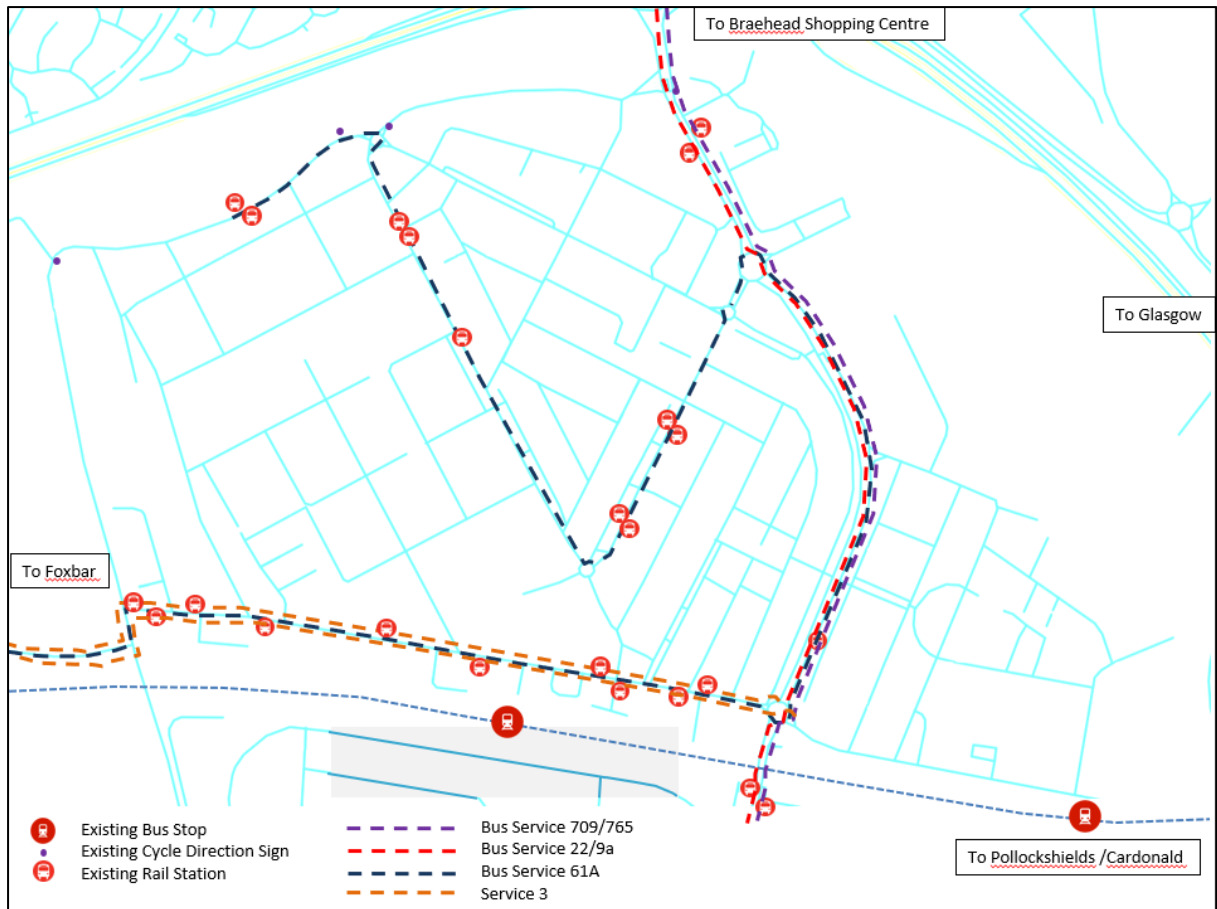
- 6.22 The bus access strategy for Hillington Park is based on historic 'predict and provide' with emphasis placed on the installing of service support infrastructure to support future service access. Once sufficient demand has been demonstrated, service routes and timetables are then modified.
- 6.23 Within the park, bus routing can be best summarised to occur on a north /south access along Hillington Road and Montrose Avenue and east / west along Queen Elizabeth Drive and Mossland Road. Large portions of the park, do not benefit from direct access to the bus route but patrons could reach a bus stop within a five minute walk for most locations within the park.
- 6.24 Bus-stops can relatively easily be reached from most locations within the park. The location of the stops is shown in Figure 5.
- 6.25 The Park is served by 4 services 9A, 22, 709 and 765. These services link Hillington Park with the town centres of Pollock, Glasgow City Centre, Pennilee, Govan, Easterhouse and Drumchapel Station. The northbound stop is served by only 2 Services the 9A and 22. A summary of services and service frequency is provided in Table 3.

Table 3 - Hillington Road Bus Service and Service Frequency Summary

Route Number	Service	Frequency (minutes)	
		Mon – Sat Daytime	Sunday and Evenings
9A	Glasgow (First)	Alternating 15 / 30 mins	30 mins with Interim Service
22	Braehead to Silverburn (Colchri Coaches)	30 mins	-
709	Drumchapel Station - Hillington / Penilee (First) (Currently Not Available)	6:42 to 7:50 on 10-minute frequency	No Service
765	Easterhouse - Hillington Estate via Bridgeton & Govan (First)	Once a Day	Once a Day
9A	Braehead Shopping Centre (First)	Alternating 20 / 30 mins	30 mins with Interim Service
22	Braehead Shopping Centre (Colchri Coaches)	30mins	-

- 6.26 A Glenburn to Blackhall service (Service 3) operates through the park along Queen Elizabeth Avenue linking up both Hillington Rail Stations which serve the park. The service is operated by Key Coaches linking both rail stations with Glenburn in southern Paisley. The service operates a weekday and Saturday service only with a 1hr service frequency.
- 6.27 As would be expected for a site identified within Renfrewshire Councils Cycling Strategy as key employment destination, the park is generally well served by bus based public transport subject to a short walk from the development site. The available services do provide access to destinations such as Glasgow, Paisley and Renfrew with regular services operating on 20–45-minute frequencies during peak times.
- 6.28 Anecdotal evidence⁹ shows that the services provided have sufficient capacity to cope with travel demand and provide for access by the mobility impaired. Services and infrastructure are therefore not considered to be a barrier to bus travel mode decisions.
- 6.29 The bus routes and service numbers are summarised in Figure 5.

⁹ Observations made on peak time services pre COVID 19.



ii. Rail Services

6.30 Hillington East and West rail stations are located to the southern boundary of the park. From the northern edge of the park. Given the parks geographical spread, the walking distances to the stations are for most staff likely to be excess of the PAN 75 recommended threshold of 800m. Both stations can be reached easily on foot. Hillington Park east and west stations are located on a direct rail line to Glasgow City Centre and supports access to a wide range of additional services and destinations. The inclusions of both rail stations form a key element of the parks overall sustainability strategy/credentials and integration with the wider transport network.

6.31 Both stations support access by walking and cycling modes only as no parking provision is provided within the station boundary. Station related parking is noted to occur on the local residential streets including those near the station and within the roads within the park.

6.32 Anecdotal evidence¹⁰ shows that the services provided have sufficient capacity to cope with travel demand and are therefore not considered to be a barrier to rail travel mode decisions.

6.33 A summary of rail services serving the development are provided in Table 4.

Table 4 - Summary of Rail Services Serving Nearby Stations

Service	Service Route	Frequency (minutes)	
		Mon – Sat (inclusive)	Sun
First Scotrail	Glasgow Central to Paisley	30*	30


¹⁰ Observations made on peak time services pre COVID 19.

7 2023 STAFF TRAVEL SURVEY

Survey Preparation and Approach

- 7.1 This section presents the data that has been collected from a travel survey, undertaken during 2023, to determine how staff currently travel to the park.
- 7.2 The survey was administered online via SurveyMonkey for a period of 8 weeks from 27 March 2023 by Frasers Property marketing and communications team.
- 7.3 The survey was supported by an online Social Media campaign administered by Hillington Park (Frasers Property marketing team). The campaign included provision of branded advertising materials including online posts and physical posting of flyers and leaflets within and around the park as shown in Figure 6. The campaign was launched two weeks prior to the survey activation to support participant awareness in advance of the survey activating.
- 7.4 The details of the survey are reported separately within the Hillington Park 2023 Staff Travel Survey.

Figure 6 - 2023 Staff Survey Advertisement



Hillington Park travel survey


As part of our ongoing sustainability commitment, we want to continue to improve the transport infrastructure at Hillington Park. To help with this we need funding and investment from Renfrewshire Council and Strathclyde Partnership for Transport (STP).

For this, we need to understand how everyone employed here travels to and from work and why they make those travel choices. So, we're asking for feedback from you and your team's by filling in a quick and easy travel survey.

The survey is completely anonymous and online, as a thank you, we're giving every participant a free coffee from either Baynes or Starbucks (vouchers to be distributed after survey completion).

We will be launching the survey on Monday 6th March so keep your eyes peeled for an email with an easy link. We'd be really grateful if you could help us distribute this amongst your employees and colleagues.

Kind regards
The Hillington Park team



If you have any questions, please email:
mark.rinkus@connectedtp.com

2023 Survey Results

- 7.5 A total of 500 validated survey responses (541 total) to the travel survey were received from over 250 different organisations within the park. There are currently approximately estimated to be 6,500 staff employed across the park.
- 7.6 The survey included questions to determine the current travel mode and car sharing. Travel surveys will be required to be undertaken annually by the TPC to determine whether the plan targets are being achieved.

7.7 The following table presents the results of the 2023 survey in comparisons to the 2013 survey.

Table 5 – Survey Results Comparison 2013 vs. 2023

Travel Mode	June 2013	June 2023	Difference
Car Drive (single occupancy)	68%	74%	6% increase
Car Share	4%	6%	2% increase
Bus	7%	2%	5% decrease
Rail	16%	10%	6% decrease
Walking	3%	2%	1% decrease
Cycling	1%	2%	1% increase
Other	0%	3%	3% increase

- 7.8 With reference to the comparison, the results indicate a worrying slide in the wrong direction. Overall, the number of single occupancy car journeys has increased, bus and rail use have significantly decreased. This may be due to a number of reasons noting the legacy impact of the COVID19 pandemic significantly disrupting staff working patterns and may have created the significant step change in travel behaviour.
- 7.9 On a positive note, the number of car shared journeys has increased and cycling journeys has also marginally increased.
- 7.10 Based on these results it is clear that further investment into the park is required to capture the parks sustainable travel potential.

8 OBJECTIVE SETTING

8.1 Objectives are an essential part of a plan and performance monitoring, objectives can be checked and modified as necessary. All objectives should ideally be Specific, Measurable, Achievable, Realistic and Time-related (SMART) and should be appropriate to the development.

8.2 Objectives can either be:

- 'aim' (e.g., increase percentage using non-car modes) and/or;
- 'action' type targets (e.g., create a cycle map, develop a funding bid).

8.3 For this plan it is appropriate to set the objectives by travel mode to aid comparison with the 2023 benchmarked travel mode results.

Primary Objectives

8.4 The suggested primary objective of this plan is to:

- "Increase the utilisation of sustainable travel options to and from the park in lieu of single occupancy car base trips."

Modal Share Targets

8.5 The travel survey data from the 2023 survey has been used to inform the future modal share targets of the whole site.

8.6 Department for Transport (DfT) guidance notes that 'targets take can take around 3-5 years to achieve' and that 'only in very exceptional cases will the reduction be greater than this'. This is accepting that changing people's travel behaviour is a slow process.

8.7 The following table presents suggested staff travel mode targets for the next 5-year period of the plan.

Table 6 – Suggested Modal Shift Targets (5 Year Plan)

	2013	2023 (Baseline)	2028 (+5 Years)	Variation
Car Drive (single occupancy)	68%	74%	68%	6% decrease
Car Share	4%	6%	8%	2% increase
Bus	7%	2%	5%	3% increase
Rail	16%	10%	11%	1% increase
Walking	3%	2%	4%	2% increase
Cycling	1%	2%	4%	2% increase
Other	0%	3%	0%	3% decrease

- 8.8 Table 6 demonstrates that the majority of trips are made by single occupancy vehicle, which could be reduced by 6% within the next 5 years. The transferred modes will come from an increase in car sharing and use of public transport (bus), as informed by the surveys. There is a small increase in walking and cycling, which is seen to be least feasible due to the distance of journeys for some employees.
- 8.9 DfT best practice and Transport for London (TfL) guidance suggests that a strong relationship exists between the potential for changes to the modal split and the measures and incentives proposed in the plan and therefore appropriate and realistic targets are essential to the success of the plan.
- 8.10 Noting the likely legacy impacts of COVID19 on travel patterns, it is suggested that the target setting within this plan should be bold and ambitious as we progress towards recovering the 'lost' ground made in commuter attitudes towards sustainable travel.

9 INTERVENTIONS

- 9.1 This section explores measures which could be adopted by the park during the plan period to achieve the targets referenced previously. It is important that the measures to meet the stated objectives and targets are set out as fully as possible, as these will determine the potential of the plan to influence travel behaviour change. The success of the plan will likely be evidenced by small increasingly positive changes to travel by sustainable modes.
- 9.2 Research suggests that the most successful plans incorporate a comprehensive range of measures, both 'carrots' and 'sticks' with incentives introduced first.
- 9.3 The proposed measures to encourage a shift from single occupancy car use, in favour of walking, cycling, public transport and car sharing will be implemented. The time frame and responsibility for each measure are also provided in Appendix A.

Other Known Considerations

- 9.4 Renfrewshire Council are committed to developing and repurposing the existing road network around the park to support access by sustainable transport modes. Consideration must be given to the parks interface with the surrounding road network and this includes any changes which are being proposed. Where possible, network improvements external to the park should be developed into the park to reduce the severance impact of the parks boundaries.

10 MONITORING AND EVALUATION

Monitoring and Reporting

- 10.1 The Travel Plan monitoring period is 5 years from the publication of this plan. Staff travel surveys (samples) will then be conducted annually from the plan publication.
- 10.2 Frasers Property TPC will provide a Monitoring Report that will be written on an annual basis and utilise the template included in Appendix A. The update will be issued to Renfrewshire Council Sustainable Transport Officer and stored and made available for inspection upon request.
- 10.3 The results of the annual surveys undertaken will be made available to all staff and displayed for visitors to the park. The park will be committed to producing an annual monitoring report to assist in ongoing monitoring. The monitoring report will also include any relevant information on changes of personnel, partnerships with other organisations and provide details of planned interventions for the forthcoming year.

Target Monitoring

- 10.4 The primary target will be monitored in the form of trip modal changes relative to the baseline data obtained through the 2014 survey.
- 10.5 Interventions identified as part of the plan will be subject to ongoing monitoring as part of the plan process. The TPC will keep a record of and will monitor specific areas relating to:
- The numbers of staff travelling by single occupancy car journeys;
 - Cycle parking usage;
 - Trends in public transport use;
 - Numbers of staff walking to the site;
 - Proportion of multi-modal trips, i.e. a train journey followed by walk;
 - Identification of potential new measures to include within the Travel Plan.



Appendix A - Proposed Measures 2023 - 2028

Action Summary	Item Detail	Target Implementation Date	Funding	Indicator	Responsibility for Action Delivery
Management of Plan					
Appoint Travel Plan Coordinator (TPC)	Suitably qualified individual or nominated staff with committed time to undertake identified actions	Immediately	Developer	Person Appointed	Developer
Explore external funding opportunities. Sustrans, RC, SPT and Glasgow City	Engage with Sustrans, RC and SPT to explore funding support for the park	Ongoing	Developer	Secure successful funding support	Developer
Undertake Baseline Travel Survey 2023	Undertake detailed baseline travel survey of the park	2023	Developer	Site travel survey including travel mode questionnaire	Developer
Production of Tenant Welcome Pack	Produce Tenant Welcome Pack including details of travel options as outlined previously	2023	Developer	Production of Tenant Welcome Pack	Developer
Develop a park active travel webpage	Develop a park webpage to manage ongoing engagement	2023	Developer	Website formed	Developer
Promote positive change as identified	Take ownership off and champion changes where opportunities are identified.	Years 3 and 5	Developer	Website campaign	Developer
Refurbishment of buildings to support BREEAM	All programmed building refurbishments will include BREEAM good or excellent ratings	Ongoing	Developer	BREEAM certifications issued	Developer
During Lifecycle of Park / Plan (5 years)					
Walking					



Audit existing network and identify scope to improve pedestrian safety	Examine lighting and locations which has poorer natural surveillance. Develop options to improve pedestrian safety, particularly with more vulnerable user groups	Immediately	Developer	Network audit reported	Developer
Cycling					
Provision of Cycle Parking Spaces	Provide Cycle Parking Spaces in support of new and refurbishment of units	Ongoing	Developer	Provision of cycle parking spaces	Developer
Provision of EV assisted bike charging	Provide EV provision in support of new and refurbishment of units	Ongoing	Developer	Provision of all EV bike charging	Developer
Establish Travel Information Point	A space easily accessible to promote active travel information such as rail, bus locations and timetables	Ongoing	Developer	Establishment of space and presentation of information	Developer
Develop a cycle network plan	Develop a proposed network improvement plan to be used in support of the future park development	Ongoing	Developer	Production of map	Developer
Ongoing promotion of Walking / Cycling / Public Transport	Identify relevant sustainable travel campaigns / pop up events are advertised to employees	Years 3 and 5	Developer	Identified within Hillington Park Website	Developer
	Produce annual progress report	Annually	Developer	Identified within Hillington Park Website	Developer
Ongoing promotion of Walking / Cycling / Public Transport	Walking and Cycle Promotional Days	Years 3 and 5	Tenants	Identified within Hillington Park Website	Developer
	Engage and work with interested groups to share and circulate relevant travel information	Years 3 and 5	Tenants	Identified within Hillington Park Website	Developer
	Manage Social media updates	Bi-annual	Developer	Identified within Hillington Park Website	Developer
Rail and Bus					



Work with operators and funders such as SPT to understand barriers to service improvement	Work with operators to explore options to expand or enhance services	ongoing	Developer	Minute of meeting(s) / Discussions with operator	Developer
---	--	---------	-----------	--	-----------

Physical Interventions

Action Summary	Item Detail	Target Implementation Date	Funding	Indicator	Responsibility for Action Delivery
Install Toucan Crossing on Queen Elizabeth Avenue	To improve /support access by pedestrians between station and the Park	2023	Developer	Construction complete	Developer
Install further Toucan Crossings	To improve /support access by pedestrians and cyclists	2025	Developer	Construction complete	Developer
Queen Elizabeth Avenue / Buccleuch Road Junction Improvement	Examine options and implement a design to manage inappropriate parking and improve pedestrian safety at this location	2023	Developer	Construction complete	Developer
Complete 'gaps' on Mossland Road / Mossland Drive east /west Cycle route	Examine options to support cohesive east / west cycle route within the Park.	2027	Developer	Construction complete	Developer
Reducing on-street parking availability within the park	Identify opportunity for landscaping improvements to reduce / remove on-street parking. This will most likely be developed through building refurbishment	2028	Developer	Reduction in on-street parking numbers	Developer
Provide EV chargers fore new developments and cycle facilities	Provide to support redevelopment	2028	Developer	Construction complete	Developer