



London Luton Airport

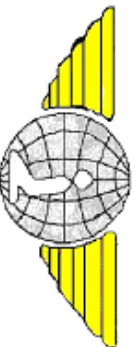
Commuter Plan

Building on Success

The Airport Commuter Plan is endorsed by:



CIVIL AVIATION CHAPLAINS

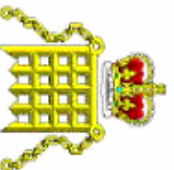


Home Office



Honeywell

AVIS
We try harder.



Contents Page

2	List of Commuter Plan Signatories
3	Contents
4	Foreword
5	Introduction
6	What is a Travel Plan?
6	What is a Commuter Plan?
6	Who is the Commuter Plan for?
7	Why a Commuter Plan – The National Context
9	Where we are now?
11	What are the benefits?
14	Creating choice for London Luton Airport employees
21	Raising awareness
22	The Future – Building on Success
23	Appendix - London Luton Airport Commuter Commitments

Foreword

London Luton Airport's (LLA) transport vision is encapsulated in the first Airport Surface Access Strategy (July 2000), submitted as our contribution to the Luton and Dunstable Local Transport Plan (2001-2006).

The London Luton Airport Commuter Plan is the first step in delivering this vision. This plan will be followed by an Air Passenger Plan, a Business Travel Plan and a Freight Transport Plan. This compendium of daughter documents, underpinning the Airport Surface Access Strategy (ASAS), form the *Airport Travel Suite*, our action plan for reducing congestion in and around the airport site.

The Commuter Plan is aimed at all companies operating within the airport site and designed as a flexible framework for companies to implement successful transport policies. The plan is designed to help on-site employers understand the benefits of such policies and to encourage a reduction in staff reliance on single-occupancy car travel for the journey to work.

The Commuter Plan has gone through a rigorous consultation process, involving on-site companies, the Airport Transport Forum (ATF), ATF Steering Group and other stakeholders. The aim is that this document remains fully representative of the needs of the on-site employees and mindful of the needs of the local community. The Commuter Plan will include ongoing commitments, which will dovetail with the ASAS.

LLA is a major economic generator and has a responsibility to its employees, visitors, passengers, neighbours and the wider community to manage its impacts and encourage airport users to consider alternative travel modes where appropriate. The most effective approach to achieve this is to promote the wide choice of services currently available, improve these services and to present new transport choices to employees, where possible.

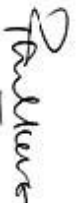
Introduction

London Luton Airport Operations Ltd (LLAOL) is proud of its environmental programme, part of which is to actively encourage the use of more environmentally sustainable modes of transport, by employees, passengers and visitors to the airport site.

Over 6 million passengers currently use LLA, employing approximately 8,000 employees. Although a considerable number of passengers (27%) and staff (6%) already access the airport by public transport, natural traffic growth will increase pressure on the airport's car parks and on the local road network. We must manage this growth if the airport's long-term development is to be sustained and Government's integrated transport policy is to be achieved.

If our challenging targets are to be achieved and surpassed LLAOL needs full support from all who use the site. The Commuter Plan is designed to illustrate the benefits of sensible commuter travel.

LLAOL is committed to developing integrated transport solutions on the airport site.

A handwritten signature in black ink, appearing to read 'Paul Kehoe', written in a cursive style.

Paul Kehoe Managing Director

WHAT IS A TRAVEL PLAN?

A Travel Plan is a package of measures aimed at bringing transport and other business issues together into a co-ordinated strategy, with an emphasis on reducing reliance on single-occupancy car travel.

WHAT IS A COMMUTER PLAN?

LLAOL has developed this concept to consider individual areas in more detail. The *Airport Travel Suite* will include several daughter documents, under-pinning the ASAS. The Commuter Plan will consider how a reduction in the reliance on single-occupancy car travel for the journey to/from work can be achieved. The approach will be based on encouraging individuals to consider the appropriate form of transport for each journey. The document will outline the benefits and include *Commuter Commitments*. In essence, these commitments will encapsulate what needs to be done to achieve long-term change.

Commuter Commitment 1

LLAOL will actively attempt to increase the number of employees who have a realistic alternative to the private car and provide benefits for them to use that alternative.

WHO IS THE COMMUTER PLAN FOR?

The LLA Commuter Plan is primarily designed for employers and their staff operating within the designated airport boundary. LLAOL is eager however, to develop integrated transport in the East Luton Corridor and will also actively encourage its neighbours to adopt facets of this document.

Commuter Commitment 2

LLAOL will actively encourage its neighbours to adopt our Commuter Plan or provide advice in designing travel plans, which dovetail with the *Airport Travel Suite*.

WHY A COMMUTER PLAN- THE NATIONAL CONTEXT

A New Deal for Transport: Better for Everyone, the Government's White Paper on the future of transport, aims to promote personal choice for all, through integration:

- Integration **within and between different types of transport** -so that each contributes its full potential and people can move easily between them;
- Integration **with the environment** - so that our transport choices support a better environment;
- Integration **with land use planning** -at national, regional and local level, so that transport and planning work together to support more sustainable travel choices and reduce the need to travel;
- Integration with **our policies for education, health and wealth creation** - so that transport helps to make a fairer, more inclusive society.

The White Paper requires local authorities to set out their local transport strategies in a *Local Transport Plan*. Airports are required to complement this work by forming an *Airport Transport Forum (ATF)*. The White Paper states the ATF objectives as follows:

- To draw up and agree challenging short and long term targets for increasing the proportion of journeys to the airport made by public transport;
- To devise a strategy for achieving those targets, drawing on the best practice available; and
- To oversee implementation of the strategy. Implementation should include green transport plans to cover commuting and business travel for all employees based at airports.

In the White Paper, the Government announced it would prepare a UK Airports policy looking 30 years ahead, including new policies on civil aviation. The *Future of Aviation*, the Government's consultation document, responds to this promise and highlights the potential for airports to become transport hubs, bringing together several forms of transport to provide efficient public transport interchanges.

The White Paper states *'The provision of such an integrated system... will benefit customers and the community surrounding an airport by reducing congestion and pollution, and making transfers between different forms of transport easier'*.

LLAOL concurs with this view, and we feel customers include LLA employees. The document recognises the progress LLA has made to encouraging greater public transport usage:

'Many airports have already begun to develop good surface access schemes. Specific developments include the Heathrow Express, the Gatwick Express and the new Luton Airport Parkway station'.

Both the Local Transport Plan and the Future of Aviation documents require action at a local level to deliver improvements to public transport. If employees make a contribution to this process by considering leaving the car at home, when appropriate, alternatives to the car can be further developed.

Commuter Commitment 3

LLAOL will continue to deliver Government's integrated transport and aviation policy objectives.

WHERE ARE WE NOW?

LLAOL and our business partners have made significant progress towards achieving the ASAS short-term targets. The Airport Transport Forum and its working groups have been responsible for delivering much of this progress:

Airport Transport Forum Steering Group

- Successfully developed strategic transportation policy for the airport and provided a forum for the exchange of ideas and policy between partners.

Bus and Coach Working Group

- Two new local bus services to Luton Airport Parkway Station.
- New hourly Virgin coach service to LLA from Milton Keynes rail station.
- Increased frequency and new coach services to LLA.
- National Express employee discount coachcard.
- Identified potential new local bus routes to serve main residential areas for employees.

Rail Working Group

- 50% employee Thameslink rail season ticket discount.
- Increased number of Midland Mainline trains calling at Luton Airport Parkway Station.
- Increased number of Thameslink trains calling at Luton Airport Parkway Station.
- Demand responsive trains laid on by Thameslink due to diverted late night flights.
- Improvements to rail/air interchange.

Walking, Cycling and Powered Two Wheeler Working Group

- Established a partnership with Luton Borough Council/SUSTRANS to develop local 'quiet' routes.
- Developed a proposal to link LLA to the National Cycle Network.

- 12.5% discount for employee purchase of cycles.
- Discounted package arranged with two local motorcycle suppliers.
- Identified a programme for capital investment to enhance pedestrian and cycling facilities.

Surface Access Working Group

- SAWG membership has continued to increase, reflecting a heightened awareness amongst LLA companies with regard to transportation issues.
- The SAWG has been pivotal in determining bespoke public transport incentives for employees and formulating the appropriate direction for the LLA Travel Plan.
- The members of SAWG have also been responsible for disseminating information with regard to incentives and resulting in successful progress towards our short-term targets.

The ongoing commitment of the working groups must be to ensure that we build on this success and sustain a long-term change in travel behaviour amongst all airport users.

WHAT ARE THE BENEFITS?

To the community?

- Improvements in local air quality, noise, reduced traffic levels, improved public transport services and a safer environment for pedestrians and cyclists.

To the airport?

- The successful implementation of a Commuter Plan will complement airport growth. LLA is a constrained site currently served by an already congested road network. If positive action is not taken to reduce the growth in car-based traffic to the site, employees, passengers, visitors and deliveries will find it increasing

difficult to access the site. If we can transfer some journeys to other forms of transport, valuable roadspace will become available for those with no realistic alternative.

- LLAOL is committed to continually develop and promote environmental best practice. Promoting more environmentally sustainable forms of transport is a key part of this process.

To on-site companies?

- Luton Borough Council, as local planning authority, is likely to require the completion of travel plans as part of any significant future planning application. By signing up to the Commuter Plan, on site companies may avoid this process.
- Reducing congestion on the airport site will improve accessibility to on-site companies. If the airport collectively 'does nothing', the problem will get considerably worse. Congestion has economic implications in terms of fuel costs, staff time costs and extra freight costs.
- Employee parking is in short supply for the majority of companies on the airport site and costs a considerable amount of money. By encouraging employees to drive to work less frequently, could reduce demand on parking. This could avoid the need to find alternative parking and result in a significant cost saving. Luton Borough Council has stated that they will consider a Workplace Parking Levy in areas of heavy traffic attraction once improvements in public transport are in place. This will result in employers being charged for their employee parking.
- Adopting the Commuter Plan will not require a major step change in behaviour. Encouraging airport staff to consider alternatives to the car, particularly walking and cycling, could result in a healthier, more productive, more motivated, less stressed employees, who could be less likely to take sick leave.
- Developing better access to the airport (by whichever mode of transport)

positively contribute towards the recruitment and retention of staff. Transport is a major barrier for employment and improving public transport can open up new labour markets.

To the individual?

- A very small change by each individual can result in a significant cumulative impact. Minor changes to travel behaviour are important and do make a difference.
- Leaving a car at home can be a simple way in improving personal health. Walking is a great way to introduce exercise into your daily routine. Cycling or walking briskly for half an hour a day can halve your risk of heart disease (*Source: Health Education Authority*).
- Replacing the private car with other forms of transport can be cheaper. For example, walking is free, or car sharing instantly halves fuel costs. Sitting behind the steering wheel is a waste of productive time, time that could be better spent.
- Choosing not to drive to work may reduce your stress levels.

LLAOL is producing this document as part of our commitment to reducing car dependency on site. LLAOL however, employ less than 5% of the site workforce. A successful Commuter Plan will result in a reduction in traffic and environmental impacts on the airport site and the surrounding community. In order to maximise these benefits, action must be multi-lateral, a partnership between all on-site companies and their employees.

Real change can be achieved through small actions!

CREATING CHOICE FOR LONDON LUTON AIRPORT EMPLOYEES....

Bus

With over half of staff living in the Luton, Dunstable and Houghton Regis area, the local bus would appear to be the ideal travel solution for employees. However, in the 2000 Employee Travel Survey only 2% of employees used such services for the journey to work.

The existing bus service is unattractive to many as shift patterns and places of origin vary. The terminal is served directly by two local bus routes and by two services stopping at Luton Airport Parkway Station. The majority of buses stopping at the terminal are low-floor and accessible for all. Despite this, public transport facilities need improvement in order to encourage greater use by airport employees.

Commuter Commitment 4

LLAOL will upgrade public transport facilities to enable better penetration of employment areas where possible.

Commuter Commitment 5

LLAOL will examine opportunities for subsidising appropriate bus services, particularly for off-peak services.

Commuter Commitment 6

LLAOL will further investigate opportunities for providing or facilitating discounted local bus travel for LLA staff.

Commuter Commitment 7

LLAOL will improve the provision of public transport information.

Coach

London Luton Airport has an excellent network of coaches, providing links to destinations throughout the country, although currently under-utilised by staff.

National Express (including Airlinks, Flightlink and Jetlink) currently offer a free discount coach card for all airport employees with a security pass. This card offers discount on National Express services throughout the UK.

Commuter Commitment 8

LLAOL will continue to pursue opportunities for coach operators to offer discounts for employees and encouraging routing through residential and employment areas, where appropriate.

Rail

LLA has its own rail station, Luton Airport Parkway. The station is served by up to 11 trains an hour in the peak periods. Parkway station is a modern building, fully accessible for the mobility impaired and customers with luggage. It is used as an example of best practice in both the Government Transport White Paper and the Future of Aviation consultation document.

Only 2% of employees (3% not on shifts) travelled to the airport by rail in 2000, despite Thameslink offering a 50% discount for LLA staff purchasing season tickets.

Commuter Commitment 9

LLAOL will continue to encourage a package of discounts bespoke to the needs of all LLA staff. This will be pursued in partnership with train operating companies.

Car

The private car will continue to remain the transport of choice for the majority of staff at LLA, particularly those with irregular shift patterns. Promoting public transport, walking and cycling will provide realistic alternatives for some airport employees, but it will not satisfy the needs of all. Our employee survey indicates the wide catchment area of this employment centre. By making alternatives available to more local people, we will be freeing up the road network for essential users, including those who do not have a car-sharing opportunity.

Car-sharing is the best opportunity available for staff who wish to make a positive contribution to the airport's traffic problems, whilst at the same time making considerable costs savings. Car-sharing already exists on an informal basis. However, the size of the site, the number of companies and the nature of their businesses make it very difficult for intra-company car sharing to take place.

Commuter Commitment 10

LLAOL will continue to educate staff on the costs and benefits of single occupancy car travel to the airport. This will be promoted through marketing in partnership with on site companies.

Commuter Commitment 11

LLAOL will examine options for a formal car-share scheme for airport employees.

LLAOL will seek to implement an inclusive scheme including all on-site companies.

Commuter Commitment 12

LLAOL will consider prioritising parking for car-sharers in communal staff car parks, once a car-share scheme is operational.

Commuter Commitment 13

LLAOL will continue to provide accessible parking for the disabled.

Taxi

1% of staff use a taxi/private hire vehicle for the journey to work/home. The taxi, particularly larger vehicles, could provide opportunities for accessing rural areas not currently served by public transport.

Commuter Commitment 14

LLAOL will attempt to broker an airport-wide discount for employees wishing to share a taxi home.

Commuter Commitment 15

LLAOL will consider opportunities for a taxi-bus scheme for employees working shifts and/or living in rural areas.

Walk

Approximately 30% of LLA staff live within a three-mile radius. The number of people walking to work however, is negligible. On average only 3% (4% on day shifts) walk to work. Walking is free, great for your health and does not damage the environment. With this in mind, there is potential for a significant increase in the number of people walking to work. It is acknowledged however, that existing pedestrian facilities in and around the site are in need of improvement if walking is to be encouraged. LLAOL has established a Walking, Cycling and Powered Two Wheeler Working Group to consider these issues and A series of initiatives have been recommended.

Commuter Commitment 16

LLAOL will enhance pedestrian facilities on site in order to improve road safety around the airport campus.

Commuter Commitment 17

LLAOL will encourage Luton Borough Council to develop safe pedestrian facilities in the vicinity of the airport.

Cycle

Cycling is also an inexpensive and healthy way to get to work. Historically, large numbers of workers cycled to the airport. The number has dwindled over the years to only 1% in the 2000 employee survey.

The ASAS includes short and long-term targets for increasing the proportion of employees travelling to the airport by cycle. Approximately 30% of LLA staff live in the LU2 postal area (less than 3 miles). This would suggest there is an opportunity to develop cycling for the journey to work.

LLAOL have organised a discounted package for employees with Trek Mountain Bike Corporation. This scheme offers employees a package including a bike, lock and helmet well below retail price.

Commuter Commitment 18

LLAOL will set up a Bicycle Users Group (BUG) to discuss cycling issues. The BUG will include a 'bike surgery' for members.

Commuter Commitment 19

LLAOL will work with cycle groups and the local authorities to develop safe and accessible cycle routes to the airport.

Commuter Commitment 20

LLAOL will examine opportunities for introducing a low-interest loan to employees for the purchase of cycles/motorcycles/public transport season tickets.

Commuter Commitment 21

LLAOL will examine opportunities for the provision of cycle lockers and showering facilities for employees/visitors and encourage on-site companies to do likewise.

Commuter Commitment 22

LLAOL will recommend that cycle parking is included in all new developments.

Powered Two Wheelers

A major barrier for staff walking or cycling to LLA is the topography of the site.

In order to encourage staff to ride powered two wheelers to the airport, we have organised discounted packages with some local dealers. These packages include free safety and security equipment. The airport hosted a 'scooter day' where staff were given advice on scooter purchase and safety from trained instructors.

Commuter Commitment 23

LLAOL will examine opportunities for providing powered two wheeler facilities including showers, lockers for equipment and parking bays.

Commuter Commitment 24

LLAOL will recommend that powered two wheeler parking is included in all new developments.

Other

Flexible working (including flexi-time, homeworking, compressed working) will result in staff reducing the number of journey to work trips they make. Many companies already operate this on an informal basis.

Commuter Commitment 25

LLAOL will consider flexible working for its staff. LLAOL can give advice to other on-site companies wishing to consider this as part of company policy.

RAISING AWARENESS

It is clear that a small contribution from all employees will make a huge difference to congestion in and around the airport site. Employees and employers must be clear of the contributions they can make. The following initiatives guarantee that airport users will be kept well informed:

London Luton Airport's first Environment Day – 28th June 2001
Employee travel campaign including 'branded' promotional information
Bicycle User Groups/Motorcycle User Groups
LLA Commuter Plan
London Luton Airport's Surface Access Working Group (SAWG)
Partnerships with public transport operators

Monitoring

It is vital that changes in travel behaviour are continually monitored. LLAOL has established a Data Monitoring Working Group (DMWG) to ensure that high quality data is shared between stakeholders and partners.

LLA ASAS targets will be reviewed on an annual basis, meeting and surpassing Government requirements. LLAOL aim to continually assess our targets, to ensure they remain challenging yet achievable.

Commuter Commitment 26

LLAOL will establish a 'Transport Suggestion Box' and telephone hotline for employees to make comments on travel and transport in and around the airport site.

THE FUTURE – BUILDING ON SUCCESS

LLAOL is proud of our airport-wide environmental achievements, but we are not complacent. To support our *Commuter Commitments*, there are also a series of longer-term aspirations worthy of consideration:

- Airport onward travel centre.
- On line booking for public transport tickets.
- 100% sign-up to London Luton Airport Commuter Plan.
- Airport Travelcard for employees.
- LTP funding to support airport integrated transport.

More fundamentally,

- changing the way people think – getting each individual to consider the realistic transport alternatives they may have available to them.
- Building on success – further developing relationships with Luton Borough Council, Bedfordshire County Council, Hertfordshire County Council, business partners and neighbours (Vauxhall & Capability Green) to improve mobility for all airport users and the surrounding community.

APPENDIX

London Luton Airport's *Commuter Commitments*

- 1 LLAOL will actively attempt to increase the number of employees who have a realistic alternative to the private car and provide benefits for them to use that alternative.
- 2 LLAOL will actively encourage its neighbours to adopt our Commuter Plan or provide advice in designing travel plans, which dovetail with the *Airport Travel Suite*.
- 3 LLAOL will continue to deliver Government's integrated transport and aviation policy objectives.
- 4 LLAOL will upgrade public transport facilities to enable better penetration of employment areas where possible.
- 5 LLAOL will examine opportunities for subsidising appropriate bus services, particularly for off-peak services.
- 6 LLAOL will further investigate opportunities for providing or facilitating discounted local bus travel for LLA staff.
- 7 LLAOL will improve the provision of public transport information.
- 8 LLAOL will continue to pursue opportunities for coach operators to offer discounts for employees and encouraging routing through residential and employment areas, where appropriate.
- 9 LLAOL will continue to encourage a package of discounts bespoke to the needs of all LLA staff. This will be pursued in partnership with train operating companies.

- 10 LLAOL will continue to educate staff on the costs and benefits of single occupancy car travel to the airport. This will be promoted through marketing in partnership with on site companies.
- 11 LLAOL will examine options for a formal car-share scheme for airport employees. LLAOL will seek to implement an inclusive scheme including all on-site companies.
- 12 LLAOL will consider prioritising parking for car-sharers in communal staff car parks, once a car-share scheme is operational.
- 13 LLAOL will continue to provide accessible parking for the disabled.
- 14 LLAOL will attempt to broker an airport-wide discount for employees wishing to share a taxi home.
- 15 LLAOL will consider opportunities for a taxi-bus scheme for employees working shifts and/or living in rural areas.
- 16 LLAOL will enhance pedestrian facilities on site in order to improve road safety around the airport campus.
- 17 LLAOL will encourage Luton Borough Council to develop safe pedestrian facilities in the vicinity of the airport.
- 18 LLAOL will set up a Bicycle Users Group (BUG) to discuss cycling issues. The BUG will include a 'bike surgery' for members.
- 19 LLAOL will work with cycle groups and the local authorities to develop safe and accessible cycle routes to the airport.
- 20 LLAOL will examine opportunities for introducing a low-interest loan to employees for the purchase of cycles/motorcycles/public transport season

tickets.

21 LLAOL will examine opportunities for the provision of cycle lockers and showering facilities for employees/visitors and encourage on-site companies to do likewise.

22 LLAOL will recommend that cycle parking is included in all new developments.

23 LLAOL will examine opportunities for providing powered two wheeler facilities including showers, lockers for equipment and parking bays.

24 LLAOL will recommend that powered two wheeler parking is included in all new developments.

25 LLAOL will consider flexible working for its staff. LLAOL can give advice to other on-site companies wishing to consider this as part of company policy.

26 LLAOL will establish a 'Transport Suggestion Box' and telephone hotline for employees to make comments on travel and transport in and around the airport site.