

A Travel Plan for Fremlin Walk Shopping Centre Maidstone



Introduction

The impact of travel issues affects everyone in their day to day lives, be it for leisure, taking the children to school or the daily chore of travelling to and from work. Additionally we are all aware of the negative impact traffic pollution has on the environment which will continue to increase as the local population grows.

To help tackle these issues, Fremlin Walk has drawn up a travel plan which consists of a package of measures aimed at reducing single occupancy car use among staff, retailers and shoppers, through better provision and knowledge of public transport. It also provides information on the various travel options available.

The overall objective of the travel plan is to encourage all users of the centre (staff and shoppers) to use more sustainable forms of transport, wherever possible, to minimise our impact on the environment.

This is achievable by:

- Providing travel information to all users of Fremlin Walk to enable them to make an informed choice of how they travel to the Centre.
- Establishing and developing partnerships with the local authority and transport operators within Maidstone, in promoting sustainable travel.

At the same time, the plan also provides:

Increased travel choice - a wide range of travel options, savings and benefits will enhance the recruitment and retention of staff working at the Centre as well as providing easier access to a greater number of visitors.

Health benefits - many alternative forms of travel include an element of exercise that will lead to a healthier workforce, possibly leading to reduced rates of illness and a reduction in health related absences.

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Objectives

As part of our commitment to reduce the impact on the environment due to travel, Fremlin Walk aims to meet the following objectives:

- Increase staff and visitor awareness of the sustainable transport options available to travel to and from the centre
- Work closely with local transport providers to improve and develop current methods of sustainable travel
- Reduce the number of single occupancy car trips undertaken by staff and visitors
- A staff travel survey will be undertaken with retailers
- Promote the travel plans through marketing activities, centre website and to staff via the centre's newsletter and retailer meetings

Strategy

By formulating the objectives it is expected that the Travel Plan will play an important role in communicating the benefit of sustainable options and deliver a reduction in car use from staff and visitors.

Implementing the Fremlin Walk Travel Plan will increase the awareness of public transport, and promote alternative methods of sustainable travel such as walking and cycling.

National Policy

The National Policy is designed to deliver the Government's priorities: reduced congestion, better integration, and a wider choice of quicker, safer, more reliable travel on road, rail and other public transport.

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. The National Policy allows us to put our plan into context as by achieving our own local goals will contribute towards global issues, such as reducing greenhouse emissions.

Local Transport Policy

Kent County Council published a revised Local Transport Plan in April 2011, which is Kent's third Local Transport Plan (LTP3) its purpose is to set out Kent County Council's (KCC) Strategy and Implementation Plans for local transport investment for the period 2011-16. The Plan explains how KCC will prioritise planned measures under five Themes based on the previous Government's five National Transport Goals as set out in the LTP3 Guidance, but made relevant to Kent:

1. Growth without Gridlock
2. A Safer and Healthier County
3. Supporting Independence
4. Tackling a Changing Climate
5. Enjoying Life in Kent

The preparation of Kent's third Local Transport Plan (LTP3) provides us with the opportunity not only to define our future transport priorities but also to celebrate the immense progress that has been made since the publication of LTP2 in 2006. The County now boasts Britain's first high speed domestic rail service, which has transformed journey times to London and significantly enhanced Kent's attractiveness as a place to live and work. Thousands of young people across Kent now use the bus for journeys to school and leisure activities thanks to the innovative Kent Freedom Pass scheme. And the County's road users suffer less congestion and delay following the launch of the County Council's Traffic Management Centre and England's first permitting scheme for roadworks.

Roles and Responsibilities

To achieve the successful implementation of our travel plan, there is a designated member of the team, (the centre administrator) to oversee the process and to help us to achieve our objectives.

The administrator's role includes:

- Primary contact for the travel plan at Fremlin Walk
- Offering travel advice and information to staff and visitors
- Day to day management of the travel plan, including delivery of measures and initiatives
- Liaising with the local community and authorities



Centre Information

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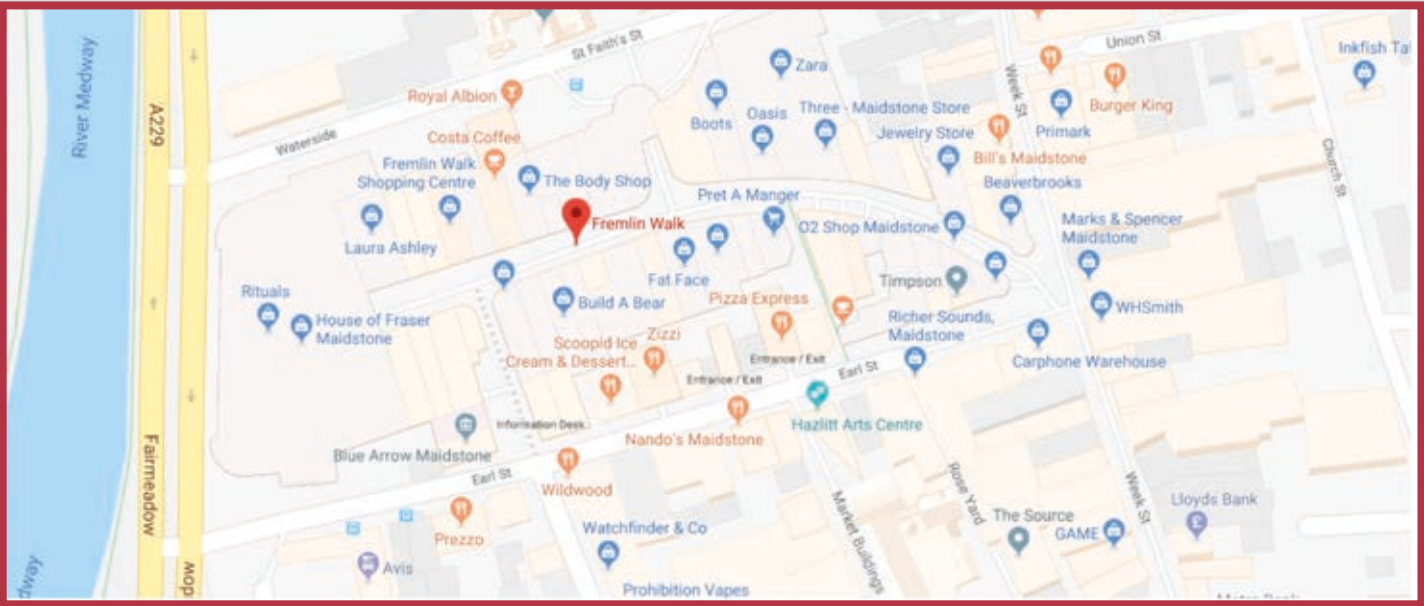
The main pedestrian entrance to the centre is from the pedestrianised Week Street (one of Maidstone’s main shopping streets) to the east. There are other pedestrian entrances from St Faith’s Street to the north and Earl Street, to the south.

The A229 Fairmeadow runs parallel to the River Medway at the western end of the centre, and is approx. 7 minutes away from junction 6 of the M20 motorway.

The car park for the centre is located below the House of Fraser department store at the western end; vehicle access is from Fairmeadow and Earl Street.

Maidstone East railway station is 330 metres (1,080 ft) north of the main pedestrian entrance, along Week Street, and is approx. a 5 minute walk.

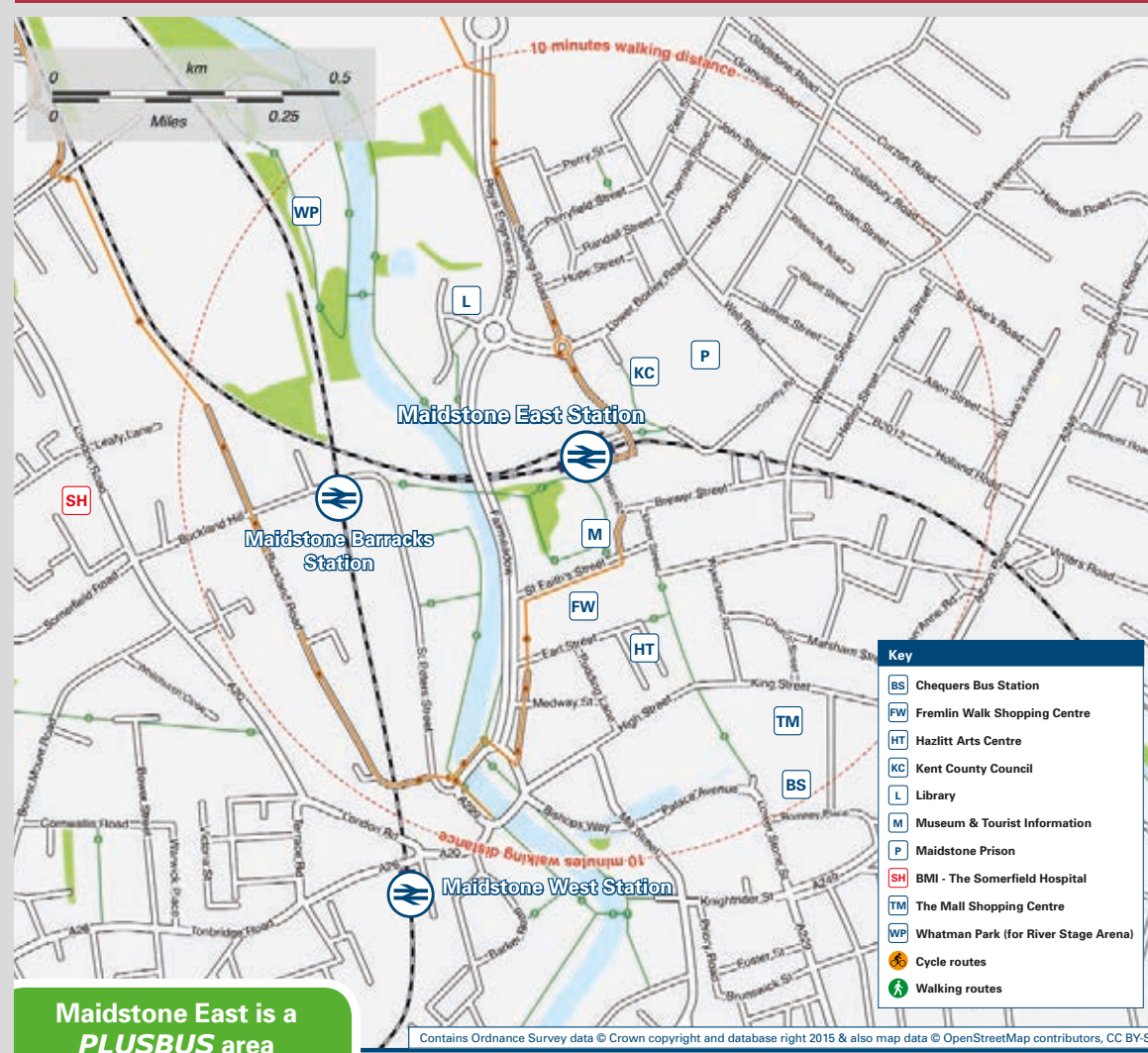
In 2017, Fremlin Walk welcomed just under 5.5million visitors through the centre.



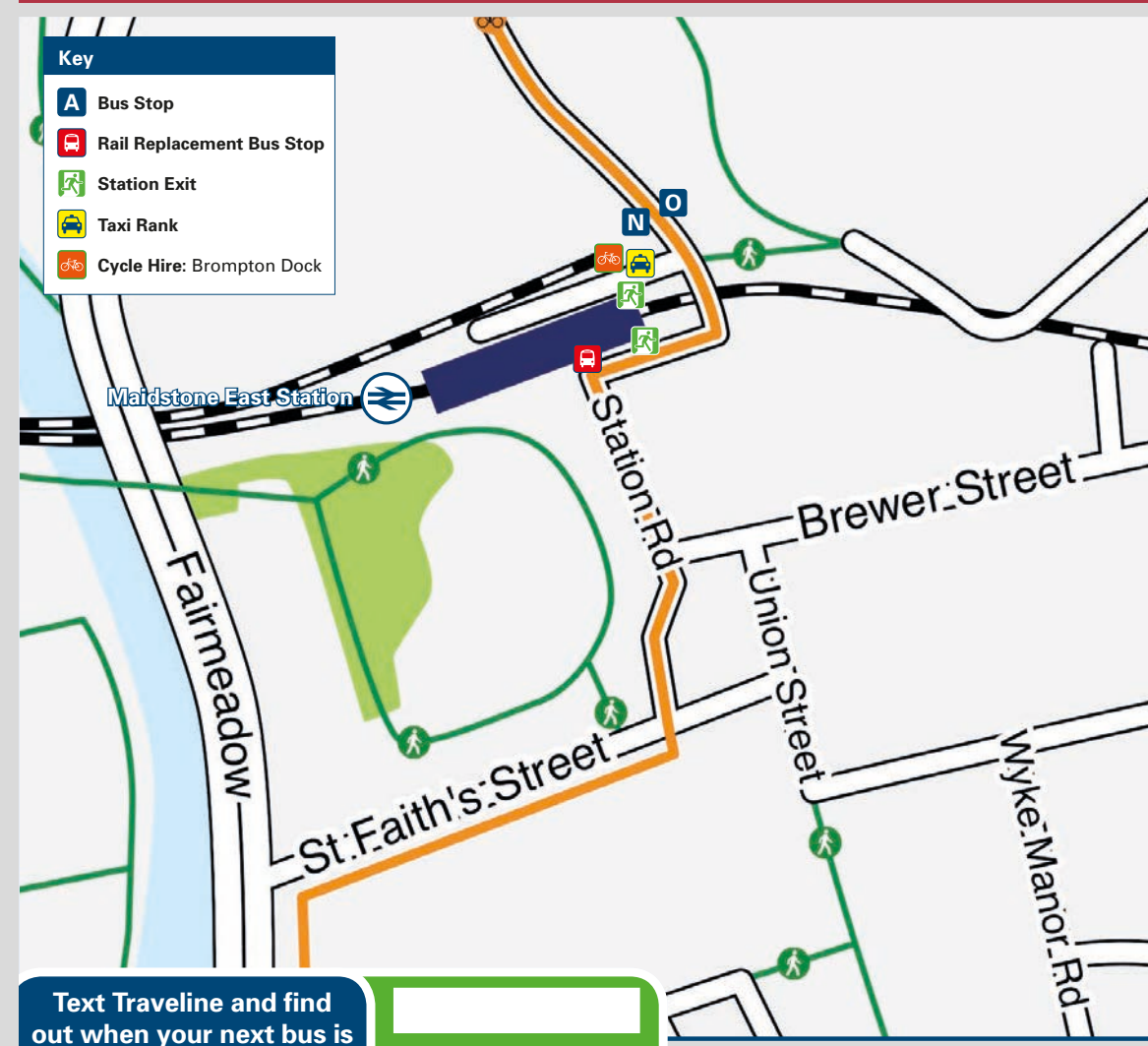
Size	343,267 sq. ft.
Number of Stores	50 Stores
Location	Maidstone, Kent
Anchore Store	House of Fraser
Footfall	5.5 Million (2017)
Public Transport Links	Local Bus & Train Services
Car Parking	On-site Car Park with 760 spaces
Customer Facilities	Car valet Toilet with baby changing facilities Breast feeding room Cash points Wheelchair hire Coffee shops & Restaurants
Opening Hours	Monday 9:00am to 5:30pm Tuesday 9:00am to 5:30pm Wednesday 9:00am to 5:30pm Thursday 9:00am to 7:00pm Friday 9:00am to 5:30pm Saturday 9:00am to 6:00pm Sunday 10:30am to 4:30pm

Getting to Fremlin Walk Shopping Centre

Local area map



Buses and Taxis



BY CAR

Fremlin Walk has an on-site 760 space car park which is open:

Monday – Saturday 7:00am – 11:30pm
Sunday 9:30am-11:30pm

This car park is a short stay shoppers & dining car park and tariffs are set accordingly, there are no retail staff facilities. The car park operates a “pay on foot” system which allows customers to only pay for the time in which they have spent at the Centre.

Throughout the town centre there are extensive car park spaces, the majority of which are pay and display.

BY BUS

There are many stops throughout the town centre, with several located on St Faiths Street, Earl Street and at Maidstone East train station.

Please see the table of bus routes available from Maidstone town centre.

If you require any further information in regards to bus routes and time tables please visit: **www.traveline.info**

Main destinations by bus

DESTINATION	BUS ROUTES	BUS STOP	DESTINATION	BUS ROUTES	BUS STOP	DESTINATION	BUS ROUTES	BUS STOP
Aylesford	155	N	Eccles	155	N	• Sittingbourne Road (Park & Ride)	506	N
Blue Bell Hill (Main Road)*	101*	N	Gillingham	101	N	• Springfield	101, 150, 155	N
Blue Bell Hill (Village)	150	N	Hempstead Valley	130, 131	N	Twydall	130, 131	N
Borstal	155	N	Lordswood	150	N	• Tyland Barn	101, 150	N
Brompton	101	N	• Maidstone (Bus Station/Town Centre)	Most buses from stop	O	Walderslade	150	N
Burham	155	N	• Penenden Heath	79, 130, 131	N	Wouldham	155	N
Chatham	101	N	Princes Park	150	N			
• Cobtree Country Park	155	N	• Ringlestone	101, 150, 155	N			
Davis Estate	101	N	• Sandling	101, 150, 155	N			

Notes

• **PLUSBUS** destination, please see below for details.
Services 79, 130, 131, 150 & 506 operate on Mondays to Saturdays.
Services 101 & 155 operate Mondays to Sundays.
* Service 101 serves Blue Bell Hill after 20:00 on Monday to Saturday evenings only.
Buses to destinations not listed above also leave from Chequers Bus Station, High Street & King Street.

BY PARK & RIDE

There are two park and ride car park sites, located close to the Maidstone town Centre:

Service 503 - London Road, ME16 0LP (close to M20 junction 5). 518 spaces with 17 disabled parking bays.

Service 501 - Willington Street, ME15 8JW (close to the A20 at Bearsted). 352 spaces with 16 disabled parking bays.

For more information please visit:

www.maidstone.gov.uk/residents/parking-and-streets/park-and-ride

BY TRAIN

Maidstone is home to three train stations; Maidstone East, West & Barracks. The Maidstone East train station being the closest and only a short 5minute walk.

There are regular services from all stations with great links to the South East and London stations.

For more information in regards to trains from these stations please visit:

www.nationalrail.co.uk



BY TAXI

Pick up and drop off points for taxis are available on St Faiths Street and Earls Street, either side of the centre. The nearest taxi rank is located at Maidstone East train station which is a short 5 minute walk.

Local companies to use are;

Express Taxis 01622 222222

Sapphire Cars 01622 230000

Apollo Taxis 01622 882020

Alternatively, for other taxi firms in the Maidstone area please visit:

www.uktaxifinder.com



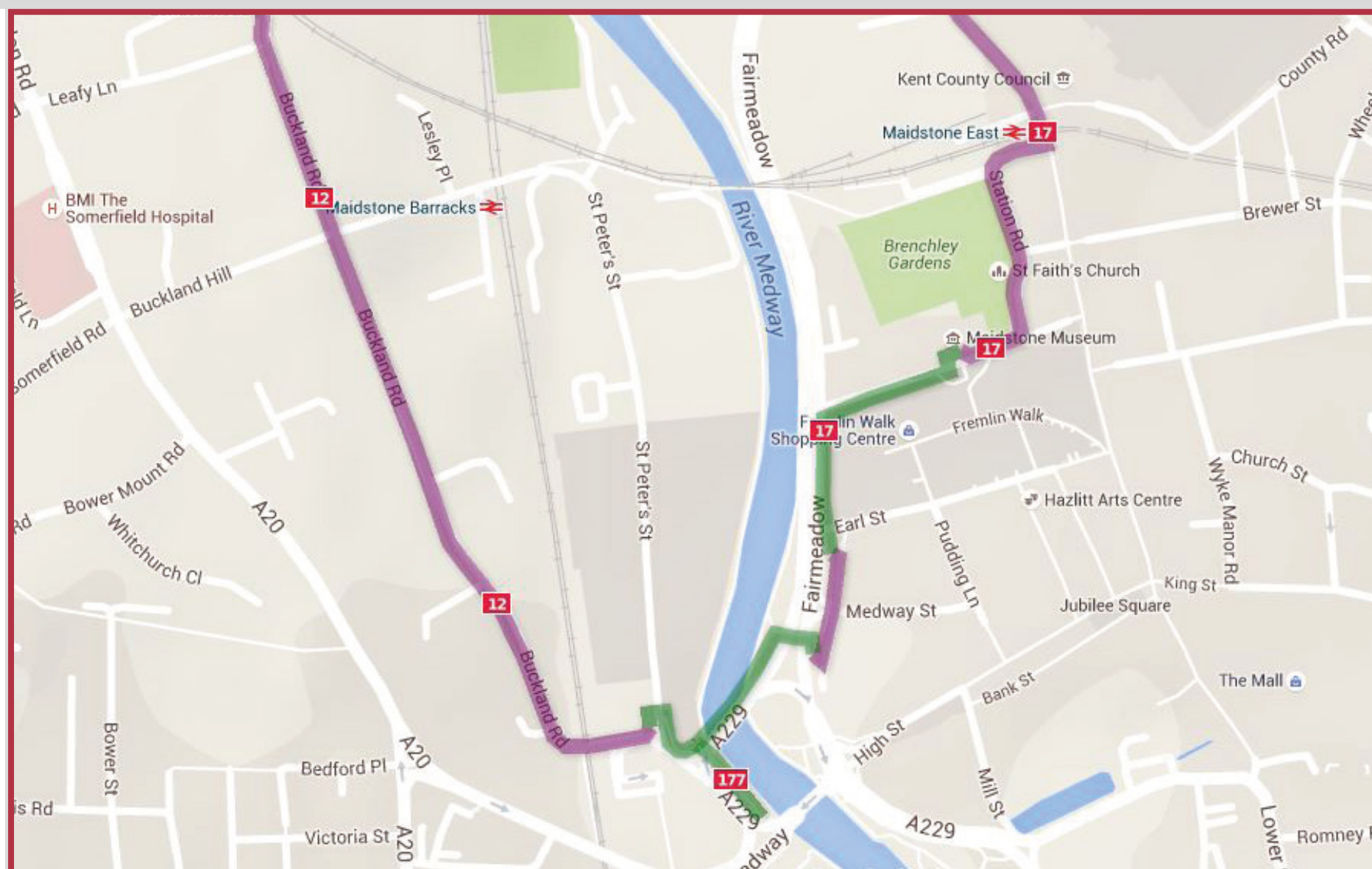
Our Cycle Facilities

Located on Havoc Square which runs alongside St Faith's Street, Fremlin Walk has provided secure bike racks for cyclists.

There are many cycle routes within the local area, one of which runs alongside the Centre, via St Faiths St.

For more information on cycle routes please visit:

www.sustrans.org.uk



Travel Plan Survey

A Fremlin Walk staff travel to work survey was carried out in 2017 to provide a good understanding of the methods in which the Centre’s staff travel to work. One of the main objectives of the survey was to raise awareness of how each store’s staff travels to work, and encourage each store to explore more sustainable methods of travel.

Method of Transport - Centre Staff

Mode of Transport Used	Percentage of Centre Staff
Walking	35.1%
Cycling	2.8%
Bus/Coach	12%
Train	6.6%
Car Share	9.6%
Park & Ride	6.4%
Single Occupancy Car	27.1%
Other	0.4%

Travel Distance - Centre Management Staff

Distance	Number of Centre Management Staff	Percentage
Up to 1 mile	2	10%
Over 1 mile & up to 2 miles	5	25%
Over 2 miles & up to 4 miles	6	30%
Over 4 miles & up to 10 miles	3	15%
Over 10 miles	4	20%

The results show that although a high percentage of Centre Staff do use sustainable methods of travel to get to work, with the majority walking, the second most used mode of transport for our retail staff is single occupancy car journeys.

From Business Blueprints 2008 research it indicated that 73% of shoppers arrive by car, 15% walk, 10% use the bus and the final 3% cycle to the Centre. Due to the size of the catchment, and the intention to draw more shoppers from our secondary and tertiary catchments, this would justify the high percentage of car users that visit the centre.

Local Green Travel Initiatives

Here at Fremlin Walk we regularly work with local organisations and charities to help implement green initiatives. In the past, we have worked with both Sustrans and Community Cycle who both operate locally to promote sustainable travel. From our work with both Sustrans and Community cycle we also have worked closely with Arriva over the past year to offer reduced cost bus passes for our Fremlin Walk staff.

SUSTRANS

Sustrans works with communities, policy-makers and partner organisations so that people can choose healthier, cleaner and cheaper journeys and enjoy better, safer spaces where they live.

ARRIVA

The local bus provider Arriva has been working alongside Fremlin Walk to provide more cost effective bus transportation for our staff;
www.arrivabus.co.uk/fremlin-walk-etc

COMMUNITY CYCLE

Community Cycle works are currently working with Maidstone Borough council to raise the profile of cycling in the borough. They are an award winning social enterprise working at grass roots level to present cycling as a simple, easy and healthy transport alternative for short journeys.

TRASH TO TREASURE SCHEME

Working with local schools the centre has put on annual trash to treasure exhibitions, demonstrating the need for recycling.

Our Action Plan

Actions		Means	Target Date	Responsibility
Getting to Fremlin Walk	Improve the information available on the website, mall guides and all printed publications.	Through our website, printed publications and working closely with local organisations we will achieve this.	Q2 2018	Marketing & Travel Plan co-ordinator
Cycling	Consider improving the cycling provisions in terms of cycle sheds or racks. Explore the possibility of having a pool bike system for Centre staff and retail staff.	Install additional cycle racks for public and staff. Liaise with local sustainable charities.	Q3 2018	Travel Plan co-ordinator
Car Parking	Explore the possibilities of offering provisions or discounts for staff who car share.	By working closely with the car park manager and the local authority to see if this can be put into action.	On-going	Marketing & Travel Plan co-ordinator
Public Transport	Ensure the accuracy of information provided through our website and printed publications in regards to greener travel. Explore the possibility of offering staff travel discounts.	Regularly check local travel sites for any updates and changes. Work with the local transport providers.	On-going	Marketing & Travel Plan co-ordinator
Car Sharing	Promote and encourage alternatives to single occupancy car journeys.	Create a "lift share" scheme with staff. Also hold meetings to give staff information on the benefits of car sharing.	Q3 2018	Travel Plan co-ordinator