

# Accessibility Planning – The Framework for a Successful Travel Plan

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# Contents

- Background and concepts
- What is accessibility planning and modelling
- Making and delivering the connections

# Why Accessibility Planning?

- If we increase accessibility to things that are nearer relative to things (of equal desirability) that are further away we get wider benefits beyond those for transport users

More walking and cycling

Stronger communities

Distributional benefits

Fewer negative externalities

Agglomeration benefits

# Responsibility for Tackling Transport Challenges

- The big questions cannot be resolved solely within transport
  - Do we want more or less travel?
  - Mobility, rights and freedoms – who, where, how
  - How much to pay for transport?
- Making the connections through accessibility planning

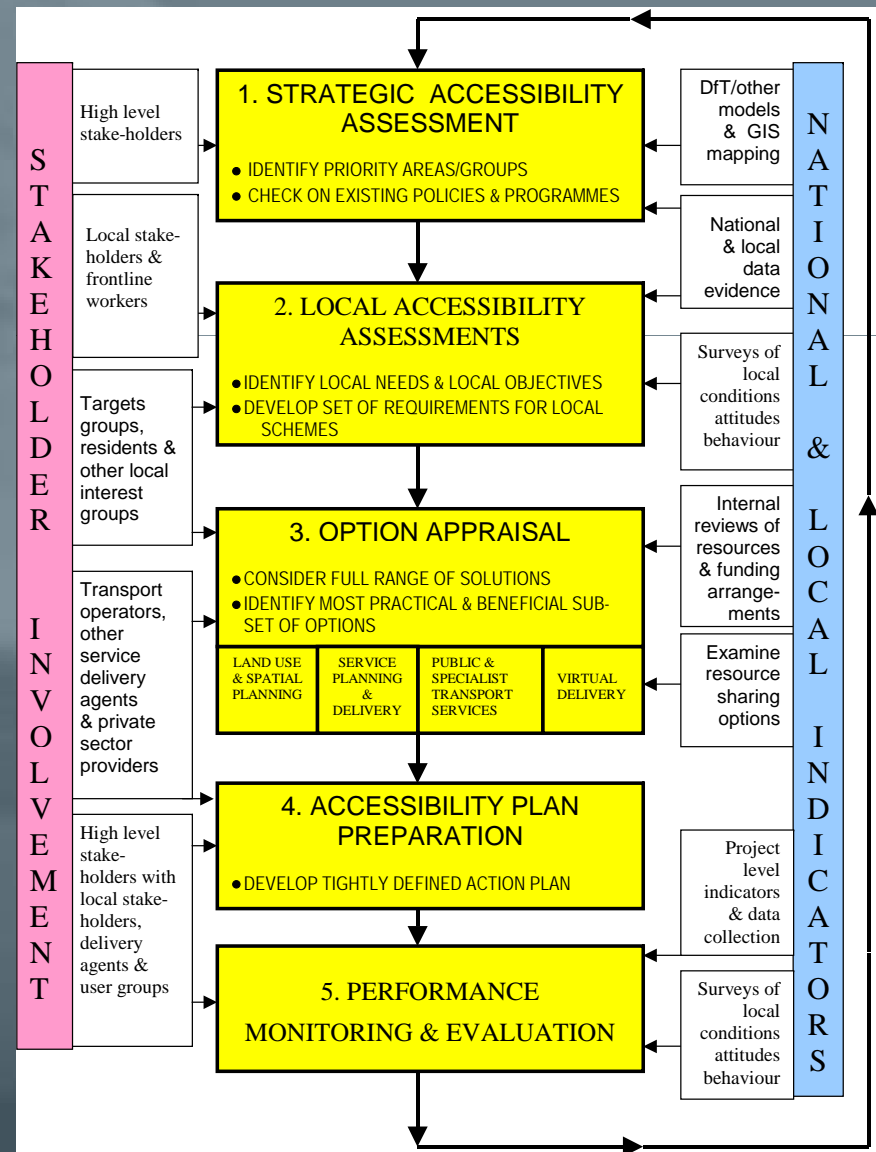


# From Managing Networks to Improving Accessibility

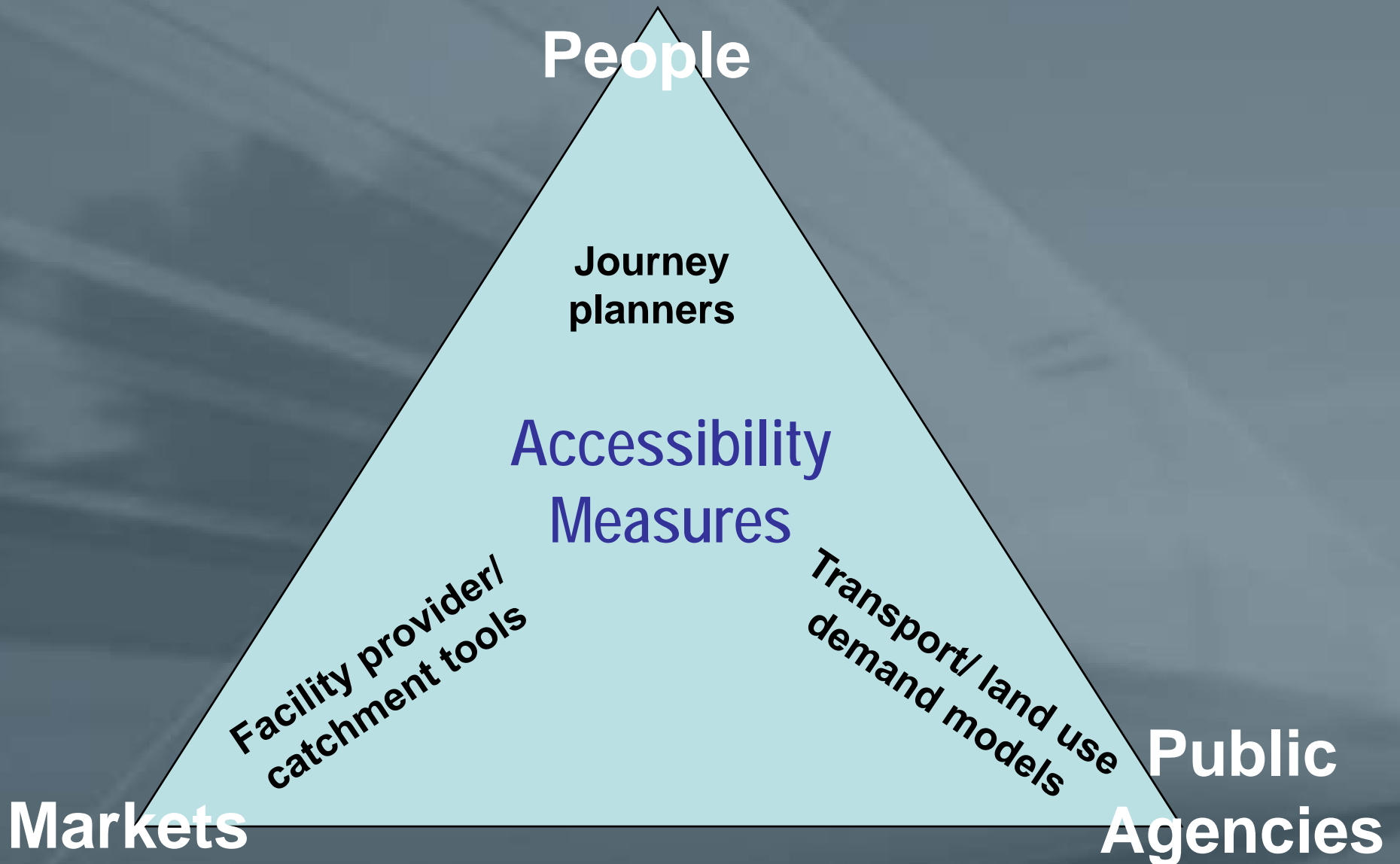
- 1985 to 1990 - The realisation – who and where
- 1990 to 1995 - The “great debate”
- 1995 to 2000 - Definitions and measurement
- 2000 to 2005 - The new policies
- 2005 to 2010? - Managing change

# How do We Plan Accessibility?

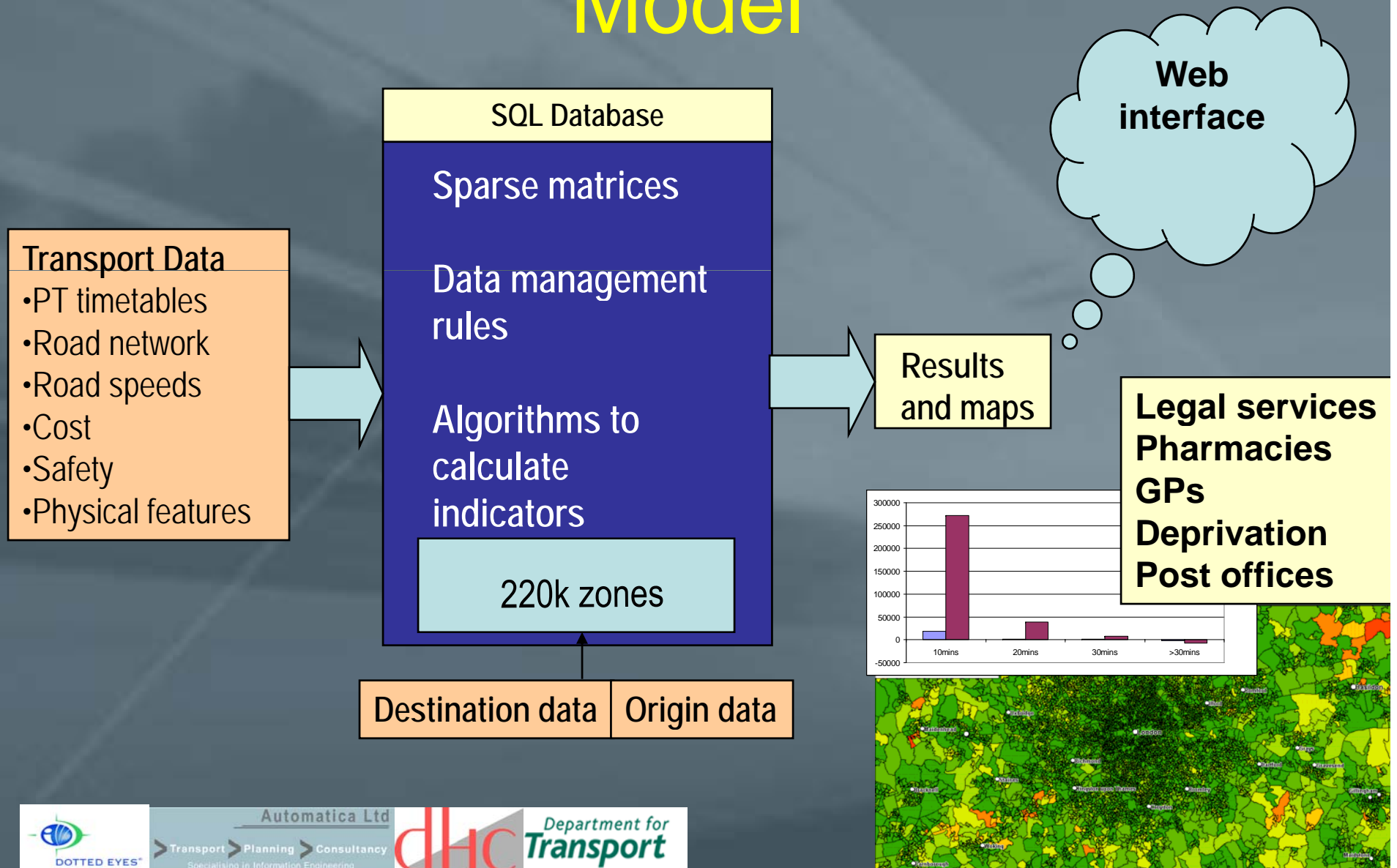
- Evidence as a bridge
  - But modelling only 5% of effort
- Identify common goals
- Funding and delivery by negotiation and partnership



# Bridging the Evidence Gap

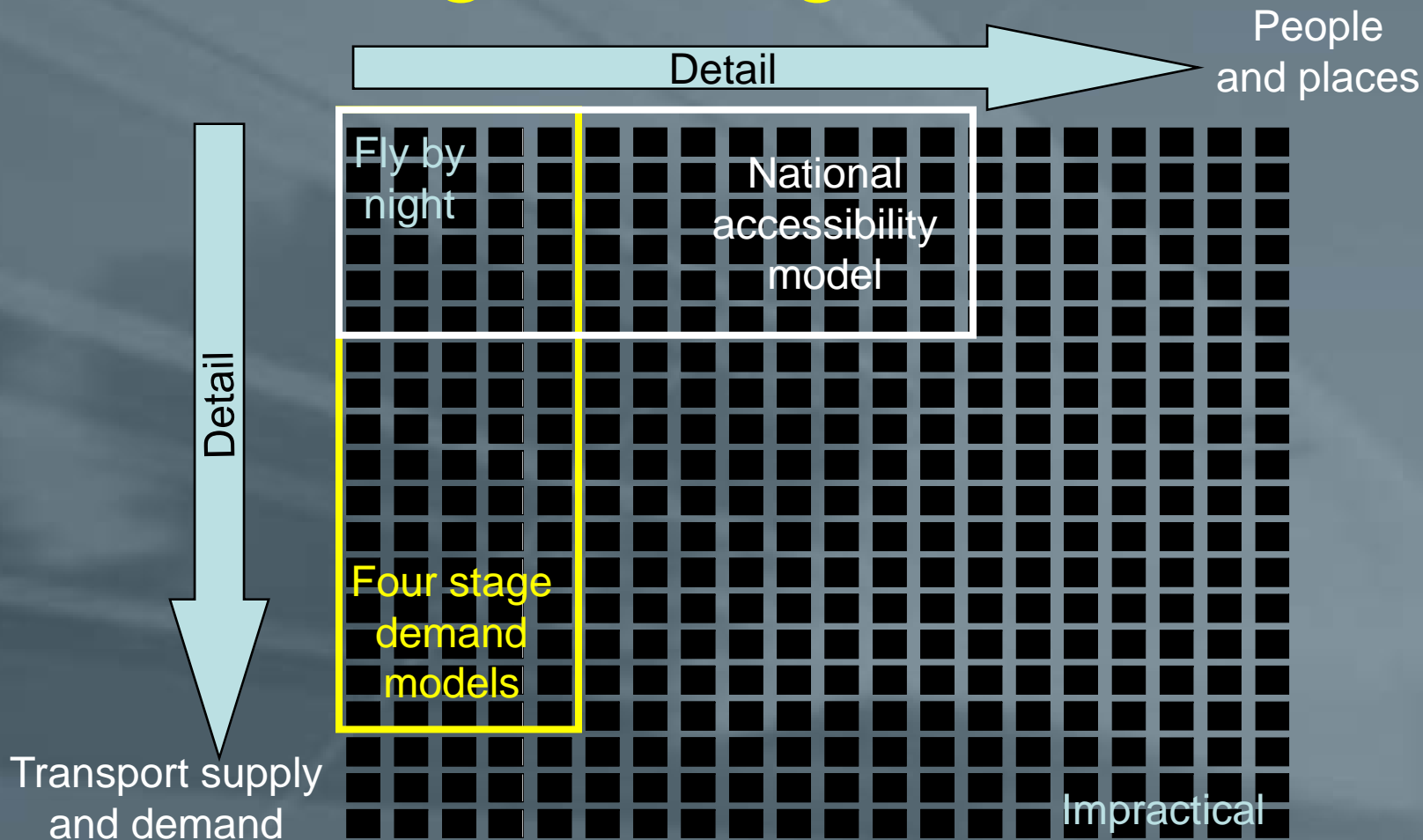


# The National Accessibility Model





# Asking the Right Questions



Accessibility planning will ensure that the needs of all people are met (SEU 2003)

Information, safety, reliability, etc.....young, old, cultural issues  
Forecasting the future, e-networks, technological change

# Transport is a Derived Demand

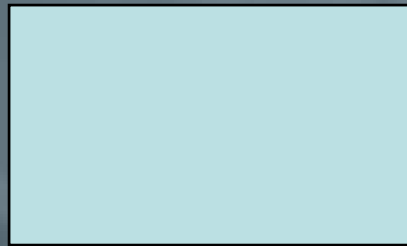
- Accessibility planning is about helping those that create travel demand to make sustainable decisions
  - Balancing social, economic and environmental aims
  - Health centres and hospitals, schools and colleges, post offices and shops, offices and warehouses, government and social support structures.
  - Managing local solutions within travel plans

“Ask not what your health authority can do for you  
but what you can do for your health authority”

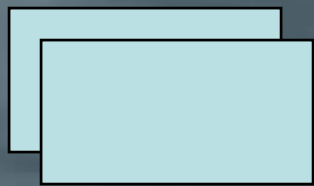
Neil Vincent – Medway Council

# Boundaries and Responsibilities

## - Planning the £150 billion+



- National goals – Accessibility Policy Context
  - Cross departmental policy context, national statistics, funding and legislative instruments for access policies



- Transport Authorities - Making the Connections
  - Securing sustainable network coverage, local evidence, assembly of funding, co-ordination, managing and improving infrastructure.



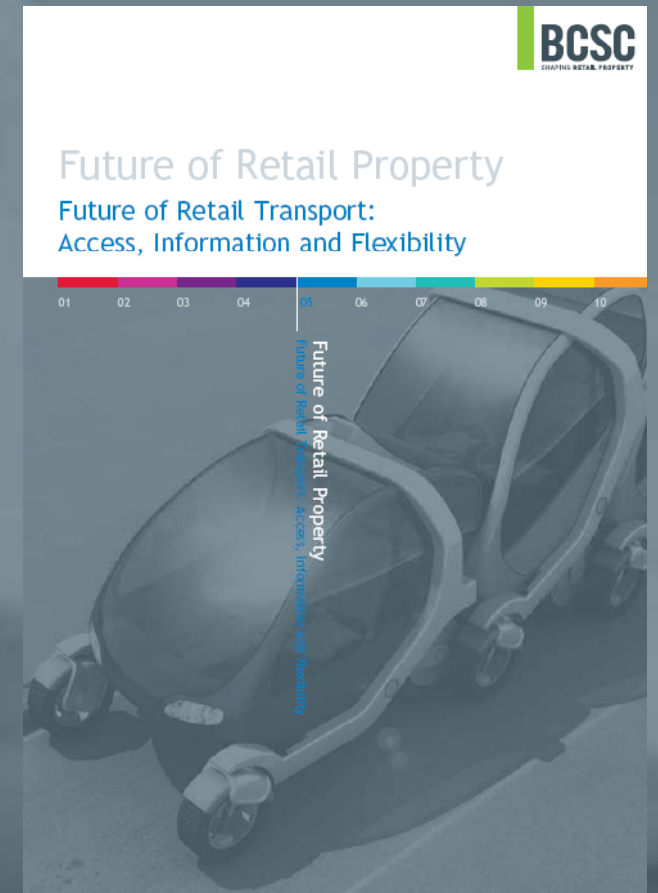
- Local Area and Site Specific – Delivering the Connections

- Personal travel plans, business travel plans, safer routes to school, routes to stations and bus stops, local infrastructure and facilities, purchasing, tackling barriers to access, implementing DDA.

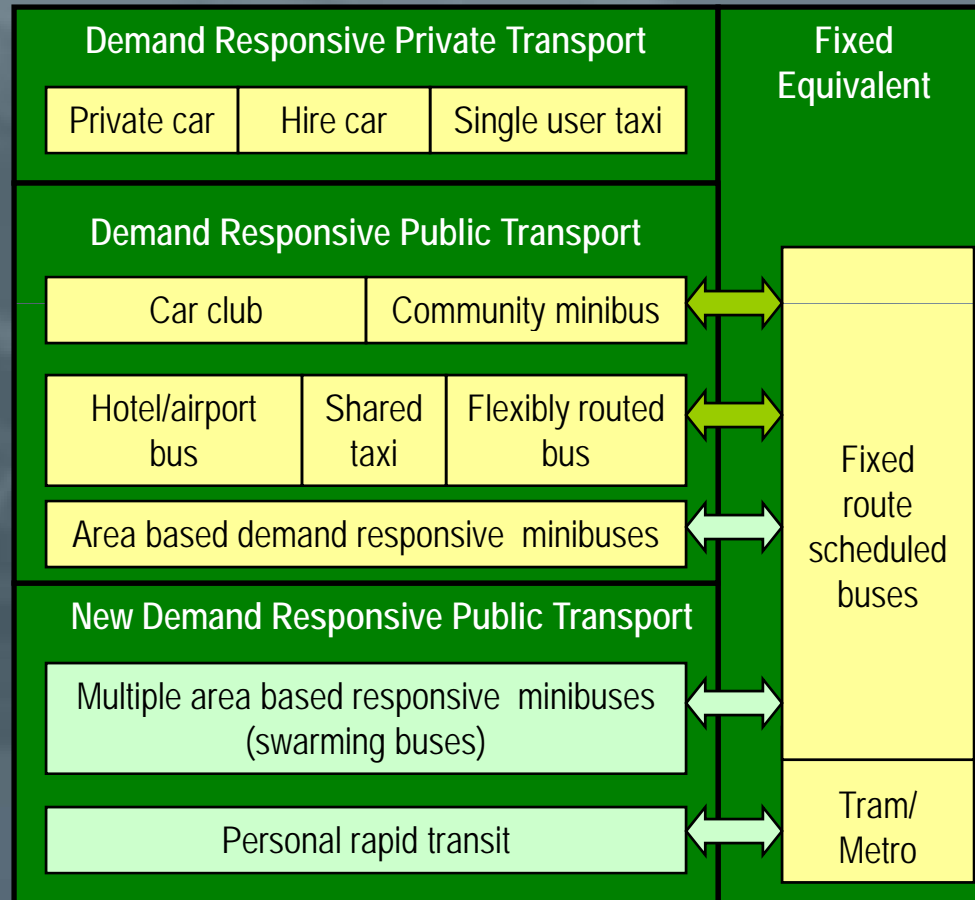


# Shared Accessibility Aims

- Planning catchments of fastest growing trip generators
- Marketing and information
  - Personalised travel planning
  - Lifestyle support markets
- Growing markets for emissions trading and road pricing
- Management and supply of parking



# Affordable Network Coverage is not just about Buses and Trains



Pay as you go, book or on-demand, drive or be driven, single user or shared use

# Accessibility as a Shared Objective – Closing the Gap Between Transport and Wider Markets

X

Transport management and funding by mode, ownership and sector means uncertainty and underinvestment

✓

Policies and resources for improved access, efficiency, information and flexibility will secure sustainable transport

# Travel Plans are Core Business in Accessibility Planning

- Accessibility planning:
  - Puts people first
  - Provides a policy framework for sustainable transport
  - Makes transport markets more transparent and accountable
  - Builds bridges for partnership delivery

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