



Phase 1, Himley Village, Bicester

Framework Travel Plan

For Countryside Properties

Date: 29 March 2021

Doc ref: 16153-HYD-XX-XX-RP-TP-6001-P1

DOCUMENT CONTROL SHEET

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Client	Countryside Properties	
Project name	Phase 1, Himley Village, Bicester	
Title	Framework Travel Plan	
Doc ref	16153-HYD-XX-XX-RP-TP-6001-P1	
Project no.	C-16153	
Status	Final	
Date	29/03/2021	

Document Production Record		
Issue Number	P1	Name
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Document Revision Record			
Issue Number	Status	Date	Revision Details
P01	Draft	21/01/2021	P01 - Initial Draft
P1	Final	29/03/2021	P1 - Final

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1. INTRODUCTION

1.1 Overview

- 1.1.1 Hydrock have been instructed by Countryside Properties to prepare a Framework Travel Plan [FTP] relating to Phase 1 of the Himley Village Development. This FTP is looking to be submitted as part of a reserved matters application in relation to the first 500 dwellings.
- 1.1.2 The full build out of the development (Himley Village) has planning permission for an outline application (ref: 14/02121/OUT), approved in January 2021 for the following:

"Development to provide up to 1,700 residential dwellings (Class C3), a retirement village (Class C2), flexible commercial floorspace (Classes A1, A2, A3, A4, A5, B1, C1 and D1), social and community facilities (Class D1), land to accommodate one energy centre and land to accommodate one new primary school (up to 2FE) (Class D1). Such development to include provision of strategic landscape, provision of new vehicular, cycle and pedestrian access routes, infrastructure and other operations (including demolition of farm buildings on Middleton Stoney Road)".

- 1.1.3 This FTP document relates to phase one of the outline planning permission (ref: 14/02121/OUT) and comprises 500 class C3 dwellings, associated vehicular parking, landscaping and internal access roads.

1.2 Background

- 1.2.1 Following the identification of the land to the North West of Bicester as a proposed site for an Eco-Town by Cherwell District Council [CDC] with support from Oxfordshire County Council [OCC] and Bicester Town Council [BTC], in 2008, NW Bicester was announced by the Government as one of four potential Eco-Towns in the UK, as reflected in the supplement to PPS1 Eco Towns.
- 1.2.2 The Himley Village development (ref: 14/02121/OUT) is part of the overall 6,000 home North West Bicester eco-town.
- 1.2.3 A separate detailed planning application has been submitted for a new A4095 NW Strategic Link Road (Ref: 14/01968/F also referred to as the 'boulevard' in the NW Bicester masterplan) which will provide an improved route around the north west of Bicester and link through the NW Bicester eco-town. Separate outline planning applications have also been submitted for land adjacent to Himley Village and to the north of the railway line.

1.3 Site Location

- 1.3.1 Bicester lies approximately 24km to the north east of Oxford and 28km to the south east of Banbury. The M40 is located 2km to the west, with access to the town from Junction 9 via the A41. The Site can also be accessed via Junction 10 of the M40 Motorway, which is located approximately 8km to the north-west. The Site comprises agricultural land and Himley Farm with Grade II listed farm buildings. The village of Bucknell is located to the north of the Site and Middleton Stoney to the west.
- 1.3.2 The development location is illustrated in **Figure 1.1** below.

Figure 1.1: Site Location



Source: OpenStreetMap ©

1.4 Travel Plan Status

- 1.4.1 This Travel Plan has been provided as a Framework Travel Plan [FTP]. A full Travel Plan will be prepared at a later stage. Although the scale and purpose of the proposed development is known, the travel behaviour of residents cannot be identified at this stage.
- 1.4.2 A full Travel Plan will be developed for the development following occupation once an initial travel survey has been undertaken and the travel behaviour of residents has been established. This FTP will form the basis of the full Travel Plan for the development. A copy of the full Travel Plan will be provided to Cherwell District Council following completion.

1.5 Travel Plan Objectives

- 1.5.1 The Travel Plan is a long-term strategy for a site to reduce the dependence of residents on travel by private car. The Travel Plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:
- Reduce reliance on single occupancy car journeys;
 - Promote alternative modes of travel to the car;
 - Advocate means of travel that are beneficial to the health of those working on or visiting the development;
 - Minimise car travel in the area surrounding the development, therefore cutting down on associated costs (environmental, financial, health, etc.); and
 - Contain car parking demand.

1.6 Developer Commitment

- 1.6.1 Countryside Properties recognise the importance of reducing the potential negative transport-related impacts of the proposed development and the need to provide for, and encourage, a range of sustainable travel options as alternatives to single occupancy car use.
- 1.6.2 To this end, the developer, in partnership with the Council, local public transport operators and other relevant stakeholders, are committed to implementing the measures contained within this Travel Plan to provide residents of the development with the facilities and information they require in order for them to make sustainable travel choices.

1.7 Scope

1.7.1 Following this introductory section:

- **Section 2** considers the transport policy and accessibility context;
- **Section 3** assesses the sustainability of the development;
- **Section 4** outlines the development proposals
- **Section 5** describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives;
- **Section 6** outlines how the Travel Plan will be managed;
- **Section 7** outlines the aim, objectives and targets of the travel plan; and
- **Section 8** provides an action plan and marketing strategy for the travel plan.

2. TRANSPORT POLICY CONTEXT

2.1 Preamble

- 2.1.1 In order to assess the proposals and develop a transport access strategy for the proposed development, it is necessary to review both local and national transport planning guidance.
- 2.1.2 The following sections outline the relevant policy and guidance documents in respect of the proposed development.

2.2 National Planning Policy Framework

- 2.2.1 The NPPF sets out the Government's policies for delivering sustainable development through the planning system. Local authorities are required to take these policies into account when formulating local development plans and when determining planning applications.
- 2.2.2 The most recent NPPF report was published in February 2019 and sets out the Government's planning policies for England and how these are expected to be applied at a local level. The NPPF is a significant material consideration in plan making and decision taking.
- 2.2.3 Paragraph 102 seeks to encourage opportunities to promote walking, cycling and public transport use. This is supplemented by paragraph 103 which states that development should be focused in sustainable locations and offer a genuine choice of transport modes.
- 2.2.4 Development proposals should also give priority to pedestrian and cycle movements and facilitate access to high quality public transport. The needs of people with disabilities and reduced mobility should also be addressed (paragraph 110).
- 2.2.5 Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.
- 2.2.6 Priority should be given to walking, cycling and public transport movements; conflicts between vehicles and vulnerable road users should be minimised through effective layout design.
- 2.2.7 Having regard to the above objectives, the proposed site access strategy includes measures to connect the development with the adjacent community and sustainable travel network, including existing public transport services. This TA considers the accessibility of the development by all modes and proposes a layout and access strategy that seeks to maximise the use of sustainable modes.

2.3 Planning Practice Guidance: Travel Plans, Transport Assessments and Statements in Decision-Making

- 2.3.1 In March 2014, the Department for Communities and Local Government [DCLG] in conjunction with the Department for Transport [DfT], released advice on when transport assessments and transport statements are required and what they should contain, which is intended to assist stakeholders in determining whether an assessment may be required. If an assessment is required, the level and scope of that assessment is then outlined within the document.
- 2.3.2 The advice reflects current Government policy, promoting a shift from the 'predict and provide' approach to transport planning to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from the development proposals.

2.4 Making Residential Travel Plans Work

2.4.1 'Making Residential Travel Plans Work' was published by the Department for Transport in September 2005 to provide guidance relating to the development and implementation of Travel Plans at residential sites. Good access to key service centres enables sustainable travel to be promoted from the outset, encouraging travel on foot, by bicycle and public transport.

2.4.2 The benefits of residential Travel Plans are identified as:

- Helping to reduce the need to travel and to cut congestion;
- Supporting mixed community and housing objectives, including development locations, density, design and parking;
- Helping address the causes and potential impacts of climate change through reducing energy use and reducing emissions;
- Supporting social inclusion objectives, particularly through the improvement of accessibility to and from new development;
- Encouraging integrated policy development, particularly between the Local Transport Plan and Local Development Framework;
- Providing a mechanism through which ongoing sustainability appraisal and integration can be built into planning and implementation arrangements.

2.4.3 Travel planning forms an important element of any residential development. Unlike destination Travel Plans, residential Travel Plans focus on origin-based journeys with residents having multiple destinations, different needs and travel behaviour over time. As such, an ongoing management structure needs to be put in place to support the ongoing implementation of the Travel Plan over a prolonged period of time.

2.5 Manual for Streets [MfS]

2.5.1 Manual for Streets (March 2007 and Sept 2010) supersedes Places Streets & Movement and Design Bulletin 32. Manual for Streets should now be used where 85th percentile monitored traffic speeds are less than 37mph.

2.5.2 The Manual deals with first principles in respect of what a street is for. It outlines five principle functions, namely:

- Place;
- Movement;
- Access;
- Parking; and
- Drainage and utilities.

2.5.3 A sense of place encompasses a number of characteristics, namely, local distinctiveness, visual quality and human interaction. Of the five functions, place and movement are the most important in determining the character of streets and should be considered together, as opposed to in isolation.

2.5.4 In new developments, Manual for Streets highlights that locations with a relatively high place function would be those where people are likely to gather and interact with each other, such as the town centre.

2.5.5 In section 3 of the document, the design process highlights that the design of a scheme should follow the user hierarchy shown in **Table 2.1**:

Table 2.1: User Hierarchy (taken from Table 3.2 of MfS, March 2007)

Consider First	Pedestrians
	Cyclists
	Public transport users
	Specialist service vehicles (e.g. emergency services, waste etc.)
Consider Last	Other motor vehicles

2.6 Guidelines for Providing for Journeys on Foot

2.6.1 Various walking distances are quoted in the Chartered Institution of Highways and Transportation’s (CIHT’s) “Guidelines for Providing for Journeys on Foot”. **Table 2.2** (taken from Table 3.2 of the document) sets out the acceptable walking distances in various contexts:

Table 2.2: Acceptable Walking Distances

Criteria	Town Centre (m)	School / Commuters (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

2.7 Oxfordshire County Council Local Transport

2.7.1 'Connecting Oxfordshire' is Oxfordshire County Council's Local Transport Plan and acts as the strategic policy document for the region. Within the main themes of economic, environmental and social sustainability, the document sets out the council's ten key objectives. Those related to reducing emissions and improving quality of life are particularly relevant here and can successfully be achieved through effective, structured and targeted travel planning. Some chosen examples include:

- Minimising the need to travel.
- Reducing journeys made by private car by making use of sustainable modes more attractive.
- Improving public health wellbeing by increasing levels of walking and cycling and reduce accident rates and casualties.

2.7.2 The policies and strategies outlined in the document run in parallel with the sustainable agenda to improve current traffic conditions, reduce congestion and maximise capacity. The efficiency of the highway network is identified as a major policy, with congestion on the strategic network, particularly around areas of growth, being a recurring issue. As such, enhancements and improvements of roads and junction are highlighted as potential measures.

- 2.7.3 Given the development's proximity to the motorway it is important to minimize its traffic impact. This is covered fully in the detailed Transport Assessment. The council recognises these potential issues and focuses on promoting sustainable modes which satisfy both objectives simultaneously. In instances where less growth is predicted, Neighbourhood Plans are developed, setting out priorities for sustainable transport.
- 2.7.4 With particular emphasis on public transport, the document demonstrates the council's vision of an improved and expanded network, reducing overall travel time by 10% and improving comfort and capacity. This along with innovative future mobility goals should be considered in the travel planning process.
- 2.7.5 Strategic land use and an integrated approach to transport planning are seen as the right tools to achieving goals through improvements in walking and cycling infrastructure and thoughtful location of residential and employment areas to minimize commuter journeys.

2.8 Bicester Area Strategy

- 2.8.1 The Bicester Area Strategy serves to support the Local Plan. The document states:

"Enhancing access to the strategic transport network and making it easier for people to travel between homes and jobs is critical in accelerating and accommodating future growth in Bicester. Investment in core transport infrastructure will boost the attractiveness and desirability of Bicester as a place where businesses want to locate and grow, and where people want to live and work."

- 2.8.2 The council's key initiatives include the provision of highway infrastructure which effectively reduces current and predicted transport congestion in Bicester, the increase in highway capacity on perimeter routes to make these attractive to employment and longer distance traffic thereby reducing the strain on the town centre and central corridor, accommodating proposed strategic rail initiatives, including East West Rail and plans for electrification, and a possible future Rail Freight Interchange, and the strengthening of the town's walking, cycle and bus networks to reduce congestion, improve air quality and ensure good links to local employment opportunities, amenities and transport hubs.

2.8.3 Policy BIC1

- 2.8.4 Policy BIC1 seeks opportunities to improve access and connections between key employment and residential sites and the strategic transport system by:

- Increasing capacity at Junction 9 of the M40 and supporting plans to improve Junction 10
- Delivering a strategic perimeter route around the town is the key component of this strategy
- Working closely with partners to facilitate the delivery of proposed strategic rail initiatives, especially East West Rail
- Working with the rail industry and developers to deliver solutions at the Charbridge Lane and London Road railway level crossing
- Supporting the proposals to secure a potential freight interchange at Graven Hill and working with the district and developers to achieve this
- Working with developers to improve the A41 Oxford Road, including enhancements to the Pingle Drive junction, new site accesses, new bus stops and footpath and cycleway improvements
- Creating a Park & Ride facility adjacent to the A41, close to the Vendee Drive junction

- Providing measures to reduce congestion through the central corridor (from Kings End (B4030) to the 3-arm Field Street, Buckingham Road and Banbury Road roundabout)
- Implementing focused enhancements to the A4421 (between the junctions with Bicester Road and Launton Road)
- Improvements to the Buckingham Road / A4221 junction
- Increasing capacity at the Howes Lane / Bucknell Road junction and approaches
- South East Link Road

2.8.5 Policy BIC2

2.8.6 Policy BIC2 seeks to work with strategic partners to develop the town’s walking, cycling and bus networks and links between key development sites and the town centre and railway stations by:

- Enhancing pedestrian, cycle and public transport links to the two railway stations, in particular Bicester Railway Station
- Improving Bicester’s bus services along key routes
- Significantly improving public transport connectivity with other key areas of economic growth within Oxfordshire
- Providing improved public transport infrastructure
- Providing new sections of urban pedestrian and cycle routes to better connect residential developments with the town centre and key employment destinations
- Public realm improvements in Bicester Market Square and The Causeway
- Securing green links between proposed development sites on the outskirts of the town and existing Public Rights of Way, providing a series of leisure / health walks

2.8.7 Policy BIC3

2.8.8 Policy BIC3 seeks to get the most out of Bicester’s transport network by investigating ways to increase people’s awareness of the travel choices available in Bicester by:

- Undertaking travel promotions and marketing measures
- Developing a coordinated parking strategy in partnership with Cherwell District Council
- Discouraging undesirable routeing of traffic by developing a signage strategy

2.9 Eco Bicester – One Shared Vision (December 2010)

2.9.1 Eco Bicester forms part of Bicester Town Councils, Cherwell District Council’s and Oxfordshire County Council’s policy and decision-making process for development in and around Bicester. The vision for Eco Bicester is: ‘To create a vibrant Bicester where people choose to live, to work and to spend their leisure time in sustainable ways, achieved by:

- Effecting a town wide transition to a low carbon community triggered by the new eco development at North West Bicester;
- Attracting inward investment to provide environmentally friendly jobs and commerce, especially in green technologies, whilst recognising the very important role of existing employers in the town;
- Improving transport, health, education and leisure choices while emphasising zero carbon and energy efficiency; and

- Ensuring green infrastructure and historic landscapes, biodiversity, water, flood and waste issues are managed in an environmentally sustainable way’.

2.9.2 Eco Bicester aims for Bicester to be an integrated, vibrant place and local service centre for the villages and rural areas in the vicinity of Bicester town. It acknowledges the need for local facilities and better, well-connected infrastructure to support the economic and housing growth aspirations for Bicester.

2.9.3 Eco Bicester encourages ‘walking and cycling as the first choice for travel within the town to improve health, reduce carbon emissions and improve the quality of the environment.’ Sustainable modes of travel are promoted over private car use where there is a need to travel with travel planning used as a means of implementation:

- ‘Ensure schemes and initiatives to promote sustainable travel planning are developed in more detail for Bicester
- Provide innovative approaches to personal travel, including reduced energy consumption, low emission vehicles.

2.10 Cherwell Local Plan (2011 - 2031)

2.10.1 The Cherwell Local Plan addresses the future of transport in the region through ensuring that a series of challenges are met in order to deliver sustainable development and communities.

2.10.2 The document makes reference to the rapid growth of Bicester in particular as a major employment centre and emphasises the importance of new development integrating and interacting with existing neighbourhoods, being accessible from those neighbourhoods by non-car modes of transport, and providing for a range of uses and dwellings that will contribute to delivering mixed and cohesive communities and accommodating the projected growth.

2.10.3 A key objective of the council is to reduce out-commuting and provide sustainable transport choices that would make a significant difference to Bicester’s environment. The document places emphasis on the amount of traffic on the roads, which has accelerated in recent years as a result of waves of new housing, high levels of out-commuting and the draw of developments such as Bicester Village.

2.10.4 Traffic congestion problems affect not only Bicester’s living environment but also its historic environment in and around the town centre. The Local Plan seeks to address such issues through the implementation of specific highway measures such as Junction 9 improvements and a south-west perimeter road, but also by making Bicester more self-sufficient. The provision of transport initiatives, including delivering new strategic highway improvements including those on peripheral routes are seen as a tool for securing substantial gains for the centre of the town by reducing the flow of through traffic.

2.10.5 Highway constraints such as traffic congestion in the town centre and at King’s End / A41 and the need for improvements to M40 Junction 9 and the Bucknell Road / Howes lane junction within the town are identified as key environmental challenges facing Bicester.

2.10.6 The council’s vision for Bicester in 2031 includes the construction of some 10,000 new homes and the final phases of the North West Bicester Eco-Town development. The delivery of large-scale development projects gives rise the consideration for providing new development in accessible locations and encouraging a shift to more sustainable modes of travel with the aim of reducing traffic congestion and the proportion of out-commuting.

2.11 North West [NW] Eco-Town Bicester Masterplan

- 2.11.1 Following the identification of the land to the North West of Bicester as a proposed site for an Eco-Town by Cherwell District Council (CDC) with support from Oxfordshire County Council (OCC) and Bicester Town Council (BTC), in 2008, NW Bicester was announced by the Government as one of four potential Eco-Towns in the UK, as reflected in the supplement to PPS1 Eco Towns.
- 2.11.2 The spatial vision for the North West Bicester Masterplan is to retain 40% of the environment as green space. This pioneering community will not only house up to 6,000 future-proof homes, it will also create outstanding green spaces, a business park and many sports and leisure facilities. These will include new schools, community centres, nurseries, a health practice, a town square, a community farm, allotments, an orchard, a country park and a nature reserve with a mosaic of grasslands.
- 2.11.3 Planning permission has been secured for the first exemplar phase of the development and will provide 393 homes, a new primary school, local shops and offices, an Eco-business Centre and attractive public spaces, connected with a network of green spaces leading to the existing countryside.

2.12 Parking Standards

- 2.12.1 Appropriate parking standards are also recommended for all new developments to reflect demand and simultaneously encourage alternative travel choices.
- 2.12.2 Oxfordshire County Council presents the parking standards for new residential development within the Cherwell Urban Areas including Bicester.
- 2.12.3 The council recognises the need to promote sustainable travel and as such, the following extract from the parking standards aims to reflect current demand whilst striving to limit overprovision and discourage out of town developments. The standards given are maximum values for vehicle parking provision. These are summarised in **Table 2.3**.

Table 2.3: OCC Parking Standards - C3 Residential Land Use

Number of Bedrooms	Maximum Number of Allocated Spaces	Maximum Number of Spaces when two allocated space per dwelling is provided		Maximum number of spaces when one allocated space per dwelling is provided		Maximum Number of Spaces when no allocated spaces
		Allocated Spaces	Unallocated Spaces	Allocated Spaces	Unallocated Spaces	
1	1	N/A	N/A	1	0.4	1.2
2	2	2	0.3	1	0.6	1.4
2/3	2	2	0.3	1	0.7	1.5
3	2	2	0.3	1	0.8	1.7
3/4	2	2	0.4	1	1.0	1.9
4+	2	2	0.5	1	1.3	2.2

2.13 Summary

- 2.13.1 The above policy review summaries both local and national transport policies relevant to the proposed development site. As such it sets out the context in which the proposed development needs to be compliant.

2.13.2 The proposed development will be designed to satisfy the key objectives within NPPF by being able to promote more sustainable transport choices and reduce reliance on travel by private car.

2.13.3 Access on foot, cycle and public transport is discussed in the following section of this report.

3. SUSTAINABLE ACCESSIBILITY

3.1 Choice of Transport modes

- 3.1.1 The accessibility of the proposed development by a range of transport modes has been considered in line with the Local Transport Plan and NPPF. The purpose of this section is to outline the accessibility of the development by sustainable modes of transport, including on foot, by bicycle and using public transport. By identifying the accessibility of the development by sustainable modes of transport, appropriate travel plan measures can be identified to promote these modes.
- 3.1.2 To assist the assessment of accessibility, the 2011 Census: Method of Travel to Work data for the Cherwell District of Oxfordshire (E02005936) has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.

Table 3.1: Cherwell (016) 2011 Census, Method of Travel to Work

Mode	Percentage
Work mainly from home	19%
Underground/metro/tram	0%
Train	3%
Bus, minibus or Coach	4%
Taxi	0%
Motorcycle	1%
Driving in a car or van	63%
Passenger in a car or van	5%
Bicycle	2%
On foot	3%
Other method of travel	0%
Total	100%

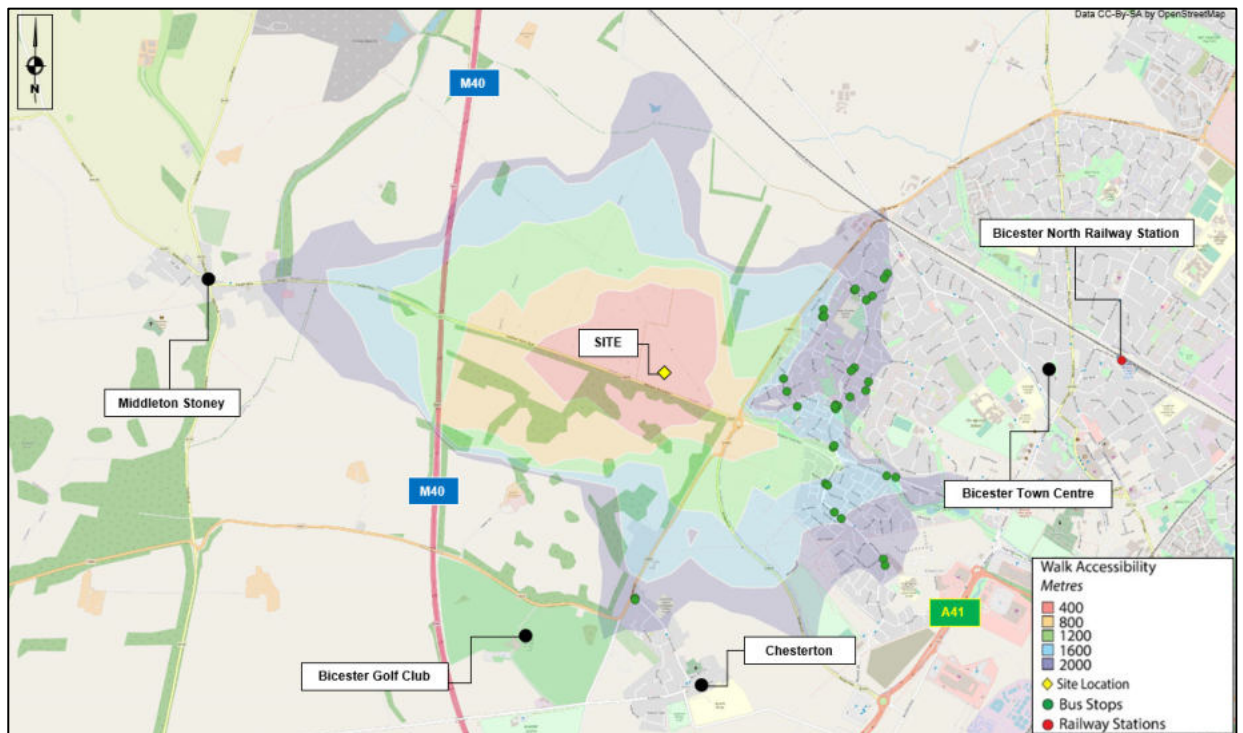
**Note: Results subject to rounding*

3.2 Access on Foot

- 3.2.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km. The guidance on the preferred maximum walking distances to amenities is given in the Chartered Institution of Highways and Transportation [CIHT] document "Providing for Journeys on Foot" (2000).
- 3.2.2 In terms of commuting journeys by foot, the desirable distance is 500m, the acceptable distance is 1km and the preferred maximum is 2km. However, the distance that people are prepared to walk depends upon many factors; there are obvious physical factors such as age, health and disabilities, along with factors concerning the quality of the route and the environment.
- 3.2.3 Paragraph 2.3 of TA91/05 Provision for Non-Motorised Users states that 'Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles' (3.2km).
- 3.2.4 Paragraph 2.2 of TA91/05 states that 2 miles is 'a distance that could easily be walked by the majority of people' and (at paragraph 2.3) that 'Walking and rambling can also be undertaken as a leisure activity, often over longer distances'.

- 3.2.5 In relation to shorter trips in particular, the CIHT publication Planning for Walking (section 2.1) states that across Britain about '80% of journeys shorter than 1 mile are made wholly on foot'.
- 3.2.6 Manual for Streets [MfS] emphasises this advice, stating that "walkable neighbourhoods" should have a range of facilities available within 800m. However, this distance is not regarded as the upper limit for walking journeys, and MfS uses the principle that walking offers the greatest potential to replace short car trips, particularly those under 2km in length.
- 3.2.7 The location of development, within reach of the public transport network, is particularly important in terms of encouraging travel by this mode and supporting the viability of public transport services.
- 3.2.8 Pedestrian movements are aided throughout pedestrian footways in on the highway network in the vicinity of the development and further afield which facilitate convenient pedestrian movement and a logical progression towards the pedestrian traveller's journey towards various local amenities and employment areas.
- 3.2.9 **Figure 3.1** shows the 2km catchment from the development, which illustrates the areas which lie within a reasonable walking distance. A copy of the walking catchment is provided in Figure 1 of **Appendix A**.

Figure 3.1: 2km Walking Catchment



Source: CC-BY-SA by OpenStreetMap©

- 3.2.10 As can be seen from **Figure 3.1** below there are bus stops available within the 2km catchment which is still considered to be within the upper limit of reasonable walking distance (from Manual for Streets [MfS] Guidance). The proximity to this local bus network provides opportunities for pedestrians to travel further afield which enables access to be gained to a variety of local destinations.
- 3.2.11 The nearest bus stop to the site is located circa 1.0km from the site on Wansbeck Drive which serves bus number 21 to Bicester Town Centre.

- 3.2.12 In addition, as part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT) there will be two additional bus services that are proposed to go from Bicester Village Station, through the town centre to Bucknell Road and then loop through the land south of the railway. There is one route that proposes to serve the Himley village development. It is proposed there will be a frequency of every 15 minutes on the southern loop from the occupation of an agreed number of units.
- 3.2.13 The NW Bicester Eco-Town Masterplan also includes a proposed walking and cycling strategy to connect the site with the wider Bicester Area, as discussed further in Section 4. It is proposed that dropped kerbs and tactile paving are to be provided along all internal road junctions and residents accompanied by young children, in strollers, are also anticipated to be aided through appropriate pedestrian crossing facilities to lead to a logical progression towards the pedestrian traveller's journey towards local amenities and connectivity between the site and surrounding residential areas.
- 3.2.14 The nearest footway to the Site is located along Middleton Stoney Road to the east of the Middleton Stoney Road/ Howes Lane/ Vendee Drive roundabout. Middleton Stoney Road provides the most direct walking route from the Site to the town centre and Bicester Village station. It is recognised however that it is narrow, not well lit and lacks crossing infrastructure.

3.3 Local Amenities

3.3.1 There are a number of local amenities within 2km of the site for residents, the following are some examples:

- Tesco Express - approximately 1.3km from the site;
- ATM Cashpoint - approximately 1.3km from the site;
- King Meadow Primary School - approximately 1.8km from the site;
- Shakespeare Drive Play Area - approximately 1.9km from the site; and
- Chesterton C of E Primary School - approximately 1.9km from the site;

3.4 Public Rights of Way

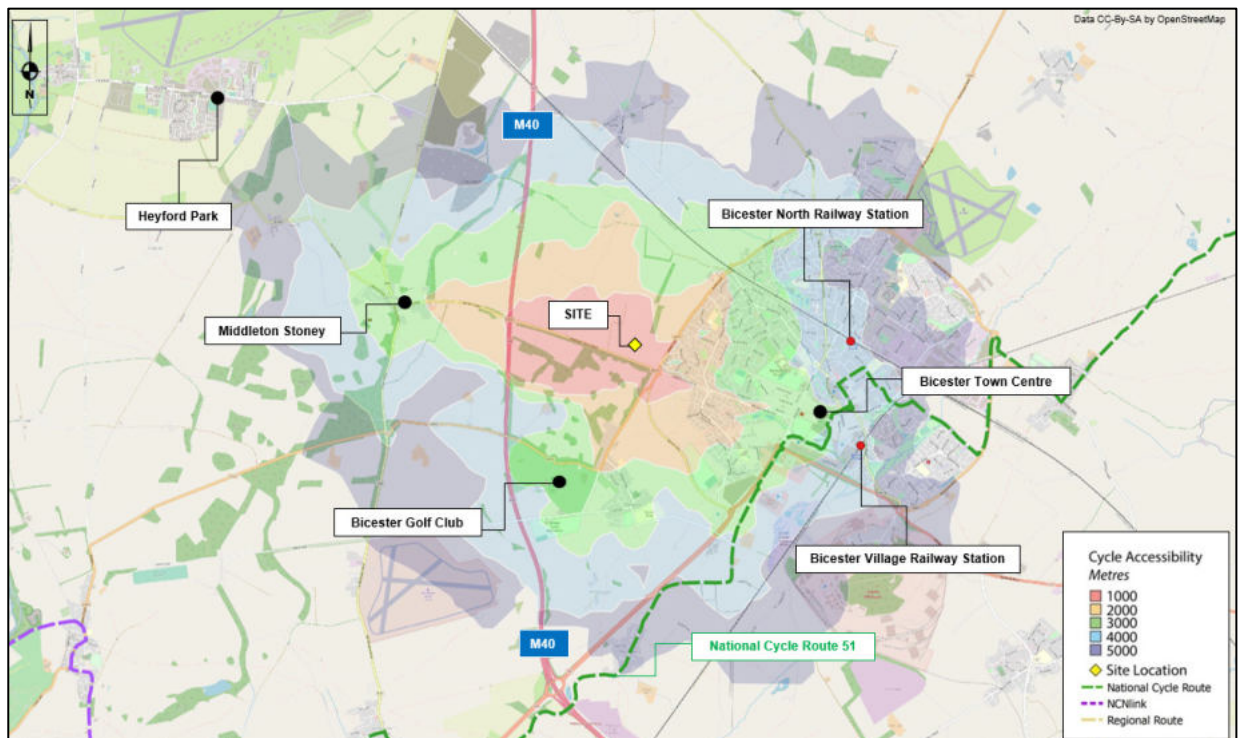
- 3.4.1 There are no Public Rights of Way through the Site. There is a public footpath located to the north of the Himley Village development adjacent to the railway line connecting Bucknell to the A4095 and Buckingham Road. A public bridleway that runs between Bicester in the east and Ardley, Middleton Stoney and Upper Heyford in the west, is located north of the Site passing through the land south of the railway.
- 3.4.2 In summary the development is located in an accessible area of Cherwell District within close proximity to local amenities within Bicester Town Centre.

3.5 Access by Bicycle

- 3.5.1 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. With regard to cycling, TA91/05 states (paragraph 2.11) that 'Cycling is used for accessing a variety of different destinations, including educational facilities shops and places of work, up to a range of around 5 miles. Cycling is also undertaken as a leisure activity, often over much longer distances.' At paragraph 2.9, TA91/05 states that 5 miles (8km) is a distance 'that could easily be cycled by the majority of people'.

- 3.5.2 This is consistent with the statement in LTN02/08 Cycle Infrastructure Design (paragraph 1.5.1) that ‘for commuter journeys, a trip distance of over five miles is not uncommon’ and that ‘Novice and occasional leisure cyclists will cycle longer distances where the cycle ride is the primary purpose of their journey.’
- 3.5.3 A round trip on a waymarked leisure route could easily involve distances of 20 to 30 miles. Experienced cyclists will often be prepared to cycle longer distances for whatever journey purpose.’
- 3.5.4 The general topography of the Bicester area, is reasonably conducive to assist in encouraging residents of the proposed development to travel by cycle. The 5km cycling catchment allows for travel to a wide range of local amenities within Bicester. This reduces the need for residents to make short car journeys.
- 3.5.5 Within the 5km catchment there are also the availability of National Cycle Route 51 which passes through Oxfordshire, Buckinghamshire, Bedfordshire, Cambridgeshire, Suffolk and Essex. The section between Harwich and Colchester forms part of the North Sea Cycle Route, also known as EuroVelo 12.
- 3.5.6 **Figure 3.2** below presents an extract of the 5km cycling catchment from the development. A copy of the cycling catchment is provided in Figure 2 of **Appendix A**. 5km is equivalent to a typical cycle time of 15-20 minutes, making it an achievable distance for most people.

Figure 3.2: 5km Cycling Catchment



Source: CC-BY-SA by OpenStreetMap©

- 3.5.7 The figure demonstrates that a wide range of local areas including Bucknell, Middleton Stony, Chesterton, Launton and Bicester Town Centre are accessible within a 5km cycle. Cycling would therefore be a viable mode of transport for residents commuting to and from work. The availability of two railway stations and a National Cycle Route within the 5km catchment also enhances accessibility for commuters to travel further afield.

- 3.5.8 The nearest formal cycle facilities to the Site are located to the south east on Vendee Drive on the old road to Chesterton with a combined cycle/pedestrian path segregated from the carriageway and set back behind a line of mature trees.
- 3.5.9 Cycling would therefore be a viable mode of transport for residents at the development commuting to work.

3.6 Access by Bus

- 3.6.1 There are a number of bus stops available within the 2km catchment which is still considered to be within the upper limit of reasonable walking distance (from Manual for Streets [MfS] Guidance). The proximity to this local bus network provides opportunities for pedestrians to travel further afield which enables access to be gained to a variety of local destinations.
- 3.6.2 The nearest bus stop to the site is located circa 1.0km from the site on Wansbeck Drive which serves bus number 21 to Bicester Town Centre.
- 3.6.3 In addition, as part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT) there will be two additional bus services that are proposed to go from Bicester Village Station, through the town centre to Bucknell Road and then loop through the land south of the railway. There is one route that proposes to serve the Himley village development. It is proposed there will be a frequency of every 15 minutes on the southern loop from the occupation of an agreed number of units.
- 3.6.4 The full build out of the development includes provision of a bus link outside of the Himley Village development from the new strategic link road into the development to provide a priority route for bus services. The means of designing and enforcing the bus links will be determined through agreement with OCC.
- 3.6.5 The timetable for bus service 21 to Bicester Town Centre/Highfield is summarised in **Table 3.2** below. The AM and PM peak for the Weekday are 08:00-09:00 and 17:00-18:00. On Saturday the peak is 12:00-13:00.

Table 3.2: Bus Timetable Summary

Service Number	Route	Monday – Friday				Saturday		
		First	AM Peak	PM Peak	Last	Per Day	Peak	Per Day
21	Bicester to Highfield (Circular)	07:34	2	2	18:04	19	2	17

Source: Bustimes.org

- 3.6.6 There is generally good provision of bus services within Bicester town itself and further afield and the majority of buses in Bicester serve the residential areas. The closest residential area to the site is Highfield, immediately east of Howes Lane which is approximately 10 minutes’ walk from the site.
- 3.6.7 It is therefore concluded that Bicester benefits from good access by bus, offering an attractive mode of transport. In addition, the proposed increase in provision associated with the NW Bicester Masterplan means the site will be connected to the wider area including the railway stations. This means there is potential to provide a significant alternative to single occupancy car journeys.

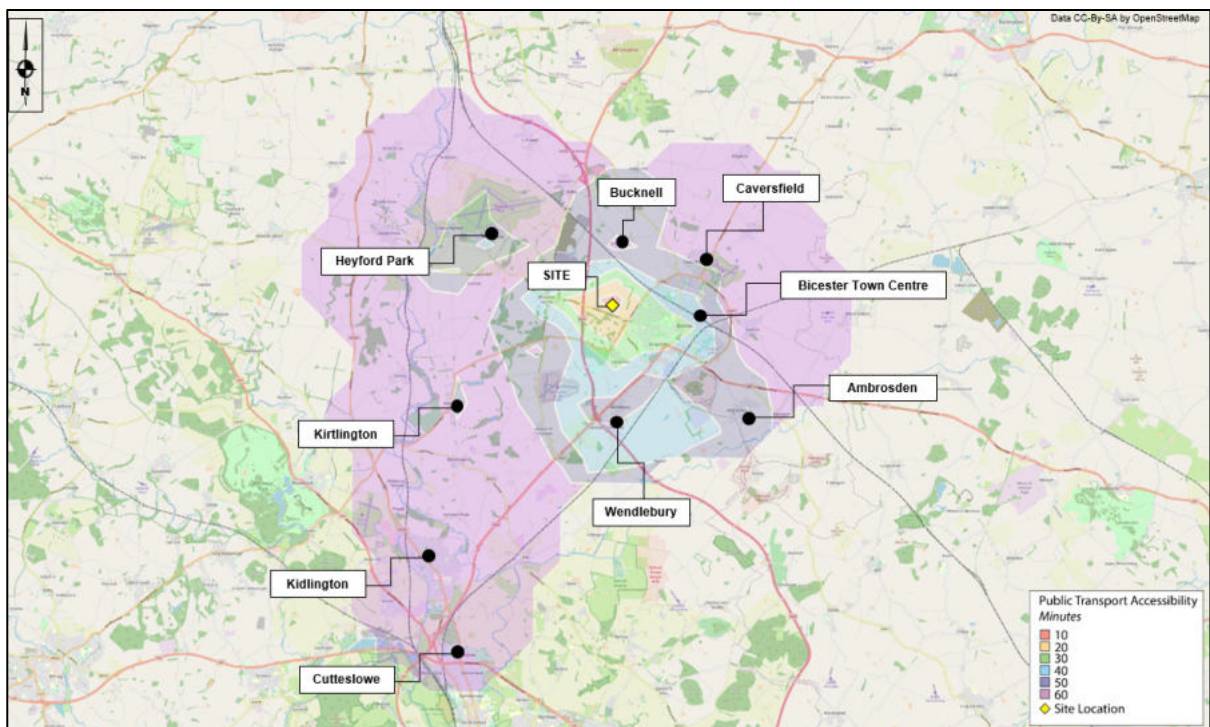
3.7 Access by Rail

- 3.7.1 There are two railway stations located within the 5km catchment of the development. Bicester Village railway station is located on the Bletchley - Oxford Line and Bicester North Railway Station located on the Great Western Mainline. The renamed Bicester Village station reopened on 25 October 2015 with trains initially running between Oxford Parkway and London Marylebone. All trains serving it are operated by Chiltern Railways. The station is served by a half-hourly service between London Marylebone and Oxford.
- 3.7.2 Both Bicester rail stations provide connectivity to a number of towns and cities across the country including Banbury, Oxford, Birmingham and London.

3.8 Accessibility by Public Transport

- 3.8.1 A calculation has been undertaken, using GIS software - Basemap’s Visography (TRACC) program, to illustrate the distance that can be travelled within 60 minutes by public transport to and from the proposed development site. The time includes the walk to the bus stops or railway station and demonstrates that areas such as Wendlebury, Kidlington, Heyford Park, Bucknell and Caversfield are all within a 60minute public transport journey.
- 3.8.2 **Figure 3.3** below provides an extract of the public transport 60-minute catchment area. A copy of the full plan is provided within Figure 3 of **Appendix A**.

Figure 3.3: 60-minute Public Transport Catchment



Source: CC-BY-SA by OpenStreetMap©

3.9 Conclusions

- 3.9.1 In summary, the proposed development site is located in an accessible location in Bicester and is well located to make use of the existing public transport links and pedestrian / cycle routes along with the proposed walking/cycling and public transport included within the full build out of Himley Village.

4. DEVELOPMENT PROPOSALS

4.1 Introduction

- 4.1.1 This FTP document relates to phase one of the aforementioned outline planning permission (ref: 14/02121/OUT) and comprises 500 class C3 dwellings, associated vehicular parking, landscaping and internal access roads.
- 4.1.2 An indicative site masterplan has been prepared by scheme architect Countryside Properties and is illustrated in **Figure 4.1** with a copy of the full plan provided in **Appendix B**.

Figure 4.1: Proposed Site Masterplan



Source: Countryside Properties©

4.2 Proposed Site Access Arrangement

- 4.2.1 It is proposed that the development will be accessed via two access points off the B4030 Middleton Stoney Road. There is a primary access located to the west and a secondary access to the east.

4.3 Disabled Accessibility

4.3.1 The development includes appropriate measures to assist mobility-impaired pedestrians including wheelchair users and the partially-sighted. These measures include dropped kerbs, tactile paving and ease of access to parking provision. Residents accompanied by young children, in strollers, are also anticipated to be aided through appropriate pedestrian crossing facilities to lead to a logical progression towards the pedestrian traveller's journey towards local amenities and connectivity between the site and surrounding residential areas.

4.4 Waste Servicing

4.4.1 It has been assumed that a maximum of 1 vehicle a day during the off-peak hours will be used for the removal of refuse.

4.5 Parking

4.5.1 Vehicle

4.5.2 The following vehicular parking provision has been applied to phase one of the development:

Private

- 2 spaces per 2 and 3-bedroom dwelling;
- 2 spaces plus garage per 4 bed dwelling.

Affordable

- 1 space per 1 bed dwelling; and
- 2 spaces per 2,3 and 4 bed dwelling.

4.5.3 Therefore, the total provision of allocated parking across the site is 972 vehicular spaces with additional garage parking for private 4-bedroom dwellings.

4.5.4 Cycle

4.5.5 Cycle parking will be contained within the curtilage of each dwelling in a secure, covered location.

4.6 Schedule of Accommodation

4.6.1 The following schedule of accommodation proposed at the development is shown in **Table 4.1** below.

Table 4.1 Schedule of Accommodation

	Affordable	Private (PRS)	Sale Plots
1 Bedroom	28	-	-
2 Bedroom	80	80	4
3 Bedroom	33	142	43
4 Bedroom	9	28	53
Totals	150	250	100

4.7 Walking/Cycling Strategy

- 4.7.1 The site layout has been developed to ensure a high level of accessibility within the site on foot and cycle and strong connections to off-site destinations. A Walking and Cycling Strategy for the NW Bicester Masterplan has also been formulated.
- 4.7.2 Along the north side of the existing Middleton Stoney Road a segregated two-way cycle path and a separate footway are proposed. This will be located between the existing hedgerow and new development.
- 4.7.3 Along the primary and secondary streets pedestrian and cycle paths will be segregated from vehicle movement on shared pedestrian and cycle paths adjacent to the carriageway. The primary street will incorporate a shared path on both sides of the carriageway and the secondary streets will have a shared path on one side. These routes will be designed at an appropriate width to accommodate two-way cycle and pedestrian movement. Cyclists will also be able to use the carriageway which will be traffic calmed.
- 4.7.4 The tertiary streets will be a single level surface with footways on both sides and will be designed to constrain vehicle speeds to 15mph to create an environment cyclist can mix safely with vehicles on the carriageway. Home zones will be designed as shared surfaces creating a comfortable and safe environment for pedestrian, cyclists and slow-moving vehicles (approximately 5mph) to mix.
- 4.7.5 To ensure pedestrian and cycle routes within the street network are well used and fit for purpose it is proposed they are well lit, use high quality surface materials and ensure natural surveillance. Safety of pedestrians and cyclists will be ensured by providing routes of adequate widths and with numerous crossing points. Additionally, traffic calming measures will be implemented along the primary and secondary streets to reduce vehicle speeds and maximise pedestrian cycle safety across the Himley Village development.
- 4.7.6 This comprehensive network of pedestrian and cycle routes within the street network will maximise ease of movement across the site by foot and by bike and in particular it will help encourage cycling as an alternative to the car for internal trips.

4.8 Car Club

- 4.8.1 As part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT), it is proposed to establish an electric car club for the Himley Village development. The car club would involve purchase and adaptation of cars (electric) which would be parked centrally within the site and accessed by car club members. Research shows that typically a car club requires 50 members per car and that they are effective in reducing second car ownership.
- 4.8.2 The establishment of a car club will require from the developer:
- Provision of marked and branded parking bays; and
 - Marketing and promotion of the car club to home buyers and businesses.
- 4.8.3 The cars provided as part of the car club could be electric given that technology has moved on such that this would now be possible. In the past, the charging time for electric cars ruled them out for car clubs but now with the right infrastructure, cars can be charged in 15 minutes.

4.8.4 Parking bays should be provided at a ratio of approximately one bay per 100 homes. These will be identified on street in highly visible locations, near to as many homes as possible but not in a place that feels like a private area for any particular home. It will be important for the car club to be established close to the outset in order that people can join at an appropriate time (for example when the car tax or insurance runs out) to provide people with choice and establish positive travel habits.

4.9 'Eco' Vehicles (EV)

4.9.1 It is recognised that vehicles will be owned by residents and required by businesses and there should be promotion and incentives to encourage use of 'Eco-friendly' vehicles.

4.9.2 As part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT) initiatives, may include:

- Electric car charging points to be installed for any residents requesting them;
- Free electricity for charging electric vehicles; and
- Special deals to purchase electric cars and scooters

4.9.3 The developer sees this as being a key area to ensuring that the modal share targets are met. To encourage future residents into using and purchasing EV the developer will provide a package of measure to encourage EV take up. This could include the following;

- Promotional material within sales office;
- Demonstration vehicles;
- Whole life and running cost information;
- Engage with a EV manufacture to promote EV ownership; and
- Lease scheme for business

4.10 Bus Service Provision

4.10.1 As part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT) there will be two additional bus services that are proposed to go from Bicester Village Station, through the town centre to Bucknell Road and then loop through the land south of the railway. There is one route that proposes to serve the Himley village development. It is proposed there will be a frequency of every 15 minutes on the southern loop from the occupation of an agreed number of units.

4.10.2 The full build out of the development includes provision of a bus link outside of the Himley Village development from the new strategic link road into the development to provide a priority route for bus services. The means of designing and enforcing the bus links will be determined through agreement with OCC.

5. TRAVEL PLAN MEASURES

5.1 Introduction

5.1.1 An important aspect of a successful Travel Plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the development.

5.1.2 The aim of Travel Plan measures is to maximise the accessibility of the proposed development site by alternative modes to the private car, although there is reasonable evidence to suggest that the location of the development and the current infrastructure in place is conducive to encouraging travel by non-car modes through the adequate provision of walking and cycling routes and the availability of regular bus services. The initiatives may benefit residents at the development by facilitating sustainable travel choices, resulting in the following:

- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
- Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the development; and
- Improved site accessibility
- Reduction in required car parking provision
- A pedestrian / cycle friendly environment.

5.1.3 A combination of 'carrots' (those initiatives which encourage travel by non-car modes of transport) and 'sticks' (initiatives which discourage travel by car) will be implemented at the development to encourage travel by sustainable modes. 'Carrots' will be implemented before 'sticks' to ensure that support is gained from residents for the Travel Plan; any 'sticks' will be implemented later.

5.1.4 This section provides a summary of the key initiatives contained in this Travel Plan which the developer is committed to providing. The initiatives reflect previous experience of Workplace Travel Plans along with national and local government guidelines.

5.2 Marketing and Promotion

5.2.1 From the outset, sustainable travel will be promoted to residents of the development. The Travel Plan will be launched as soon as possible at the commencement of occupation and operation of the facility and will be continually marketed through the provision and updating of travel information, leaflets and communication sessions.

5.2.2 The Travel Plan and the reasons for implementing it will be communicated to ensure that residents are provided with information on the alternatives to car travel before they establish car-based travel habits.

5.2.3 The following describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for employees and customers of the development. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the Travel Plan to everyone travelling to and from the development.

- 5.2.4 The person responsible for appointing the TPC contact details is as follows:
- Contact: Sam Denby
 - Address: Hydrock Consultants Limited, 9-21 Princess Street, Albert Square, Manchester, M2 4DN
 - Telephone: 0161 804 5550
- 5.2.5 An annual budget will be allocated to assist the TP and will be paid for by the developer. The budget will be used to promote the Travel Plan and to organise events to coincide with national initiatives.
- 5.2.6 Travel notice boards will be set up in the developments' communal areas, which will include:
- Public transport, pedestrian and cycle route maps and information on car sharing;
 - Information and contact details for local taxi services;
 - List of internet websites on sustainable transport and journey planning; and
 - Contact details for the Travel Plan Coordinator.
- 5.2.7 All residents will also be issued with travel 'Welcome Packs' promoting alternative transport modes which will include details of the public transport, walking and cycling routes between their homes, workplace and surrounding amenities.
- 5.2.8 In order to integrate the Travel Plan with the wider sustainable travel agenda, the Welcome Pack may be used to promote national and international initiatives such as 'Bike Week', 'Catch the Bus Week', 'European Mobility Week' and 'Walk to Work Week'. Details of these events will be provided on the notice boards and a travel calendar will be developed for inclusion within the welcome packs. The Travel Plan Coordinator will also be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.
- 5.2.9 The Welcome Pack will be used to promote national and local initiatives with respect to sustainable travel.
- 5.2.10 The Travel Plan Coordinator will also provide residents with information regarding the Travel Plan and specific initiatives contained within it and will be the main points of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities, including schools, off-site retail outlets, health care and leisure facilities.

5.3 Initiatives to Promote Walking

- 5.3.1 The Welcome Pack will include a map, identifying pedestrian friendly routes surrounding the development, in order to ensure that residents are aware of the facilities available to them.
- 5.3.2 A pedestrian / cycle route map will be provided within the Welcome Pack.
- 5.3.3 Residents will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted on the notice board and within the Welcome Packs.
- 5.3.4 Details of local walking shops will also be provided residents and employees. The Travel Plan Coordinator will enter into discussions with these retailers to investigate the potential to provide discounts for residents at these stores. If secured, these details will be provided to all residents and employees by the Travel Plan Coordinator.

- 5.3.5 It is important to recognise the potential reduction in car traffic by encouraging commuting journeys on foot. Any school and residential Travel Plan initiatives relevant to the development, such as walking buses, will be promoted and residents encouraged to participate.
- 5.3.6 To encourage the integration of Travel Plan measures with those of nearby school and residential sites, to encourage an increase in walking journeys to and from these destinations.
- 5.3.7 In addition, a comprehensive network of pedestrian and cycle routes within the street network across the site will maximise ease of movement across the site by foot and by bike and in particular it will help encourage cycling as an alternative to the car for internal trips.

5.4 Initiatives to Promote Cycling

- 5.4.1 Cycle parking for the proposed development is in line with the minimum cycle parking requirements outlined by Oxfordshire County Council.
- 5.4.2 The Welcome Pack will include information on cycle routes available between the development site and common destinations, including surrounding residential areas and local amenities. Copies of local cycling maps will be provided within the Welcome Packs and notice board. Cycle route maps are also available online at www.sustrans.org.uk/ncn/map.
- 5.4.3 Details of local cycling shops and mobile cycle repairs will be provided to residents and employees at the development using the travel board and within the Welcome Packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts. If secured, details of these discounts will be provided to residents via the Welcome Pack.
- 5.4.4 In addition, along the north side of the existing Middleton Stoney Road a segregated two-way cycle path and a separate footway are proposed and along the primary and secondary streets pedestrian and cycle paths will be segregated from vehicle movement on shared pedestrian and cycle paths adjacent to the carriageway. The tertiary streets will be a single level surface with footways on both sides and will be designed to constrain vehicle speeds to 15mph to create an environment cyclist can mix safely with vehicles on the carriageway.

5.5 Initiatives to Promote Travel by Public Transport

- 5.5.1 Information on the cost, timetables and services available which could be used by residents and employees will be provided within the Welcome Pack and on the notice board. This will include details and links to online journey planning websites.
- 5.5.2 The availability of any public transport discount cards provided by the various local operators will be investigated and promoted at the development and residents and employees will be encouraged to apply.
- 5.5.3 As part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT) there will be two additional bus services that are proposed. These services will be promoted within the welcome pack and on the notice board.

5.6 Initiatives to Promote Car Sharing

- 5.6.1 It is likely that a proportion of residents and employees may reside at locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peaks. As such, there is potential for these individuals to share their car journey with a fellow employee.
- 5.6.2 All residents and employees will be encouraged to sign up and register their journey with national online car sharing services such as BlaBlaCar and Enterprise Car Club. This will enable them to search for individuals making a similar trip to themselves and share their vehicle.
- 5.6.3 As part of the full build out of the development (associated with the outline planning permission ref: 14/02121/OUT), it is proposed to establish an electric car club for the Himley Village development. The car club would involve purchase and adaptation of cars (electric) which would be parked centrally within the site and accessed by car club members. Research shows that typically a car club requires 50 members per car and that they are effective in reducing second car ownership.
- 5.6.4 The establishment of a car club will require from the developer:
- Provision of marked and branded parking bays; and
 - Marketing and promotion of the car club to home buyers and businesses.
- 5.6.5 The cars provided as part of the car club could be electric given that technology has moved on such that this would now be possible. In the past, the charging time for electric cars ruled them out for car clubs but now with the right infrastructure, cars can be charged in 15 minutes.
- 5.6.6 Parking bays should be provided at a ratio of approximately one bay per 100 homes. These will be identified on street in highly visible locations, near to as many homes as possible but not in a place that feels like a private area for any particular home. It will be important for the car club to be established close to the outset in order that people can join at an appropriate time (for example when the car tax or insurance runs out) to provide people with choice and establish positive travel habits.

5.7 Initiatives to Reduce the Need to Travel

- 5.7.1 Details of journey planning websites, such as Traveline, will be promoted at the development to make residents aware of alternative travel options and encourage them to use sustainable modes of transport to reduce single occupancy car use.

6. TRAVEL PLAN MANAGEMENT

6.1 Introduction

6.1.1 Key to the success of the Travel Plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the development's Travel Plan Coordinator, the Council's Highway Development Management Team and other sustainable travel groups.

6.2 Travel Plan Coordinator

6.2.1 The responsibility for managing and implementing the Travel Plan lies with the Travel Plan Coordinator. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.

6.2.2 The role and responsibilities of the Travel Plan Coordinator include:

- To implement and promote various Travel Plan initiatives at the development to promote sustainable travel.
- To promote the Travel Plan to residents.
- Monitoring the success of the Travel Plan initiatives, including undertaking and analysing travel surveys.
- Reviewing the Travel Plan's success and preparing action plans.

6.2.3 The Travel Plan Coordinator will be in place six months prior to the occupation and will remain in place for a period of 5 years. After this time, the responsibility for the Travel Plan will be passed over to the residents' sustainable travel steering group.

6.2.4 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator role will be incorporated into the responsibilities of one of the on-site members of staff based at the development. However, this will be reviewed on an annual basis and, if considered necessary, the role will be developed into a full-time role. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

6.3 Stakeholder Engagement

6.3.1 Stakeholders including the Council's Highway Development Management Team and local transport operators also play an important role in the successful implementation of the Travel Plan at the development. The Council's Highway Development Management Team will be kept up-to-date with the progress of the Travel Plan through the annual monitoring reports. The Highway Development Management Team will also be approached to gain advice and support on the implementation of specific Travel Plan initiatives at the development.

6.3.2 The Travel Plan Coordinator will also engage with local transport operators to secure timetable information and details of any special offers and discounts available.

7. AIM, OBJECTIVES AND TARGETS

7.1 Overview

7.1.1 A travel plan is a long-term strategy for a site to reduce the dependence of residents on travel by private car. The aim, objectives and targets are required to provide a focus for the travel plan and to enable its success to be measured and monitored. The purpose of this section is therefore to outline the aim, objectives and targets for this travel plan.

7.2 Travel Plan Aim

7.2.1 The aim provides the overarching focus and end goal for the travel plan. The aim enables the overall success of the travel plan to be assessed and, as such, all travel plan initiatives should contribute towards achieving the travel plan's aim.

7.2.2 The overall aim of this travel plan is:

- to achieve a reduction in the number of single occupancy vehicle journeys to the development.

7.2.3 This will be achieved by maximizing the accessibility of the proposed development site by alternative modes of transport to single-occupancy car and by implementing a range of travel plan initiatives.

7.3 Travel Plan Objectives

7.3.1 Objectives provide an overview of what the travel plan is trying to achieve. Each of the objectives outlined should contribute towards the travel plan's aim, whilst travel plan targets should help achieve the objectives of the travel plan.

7.3.2 As this stage, it is not possible to derive specific objectives for residents of the development which relate to its day-to-day operation, given the number of unknowns. Notwithstanding, the following generic objectives have been identified which are intended to achieve current Government and local policies in respect to transport in industrial and employment developments:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of transport to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the development;
- Minimise car travel in the area surrounding the development, therefore cutting down on associated costs (environmental, financial, health etc.); and
- Contain car parking demand.

7.3.3 Travel plan guidance recognizes that one or more of the above objectives may carry more weight than others, based on the individual characteristics of the development. As such, the relative importance of each of these objectives will be reviewed as part of the development of the full travel plan at the development.

7.4 Travel Plan Targets

- 7.4.1 Specific targets will be set for the development using the results of the initial travel survey, which will provide the baseline travel behaviour of residents. These will allow mode share targets to be established for the development. A summary of the findings of the initial travel survey will be available within three months of completion of the survey.
- 7.4.2 Targets should reflect the size and nature of the development, along with the existing sustainable transport infrastructure available close to the development. This information is provided earlier within this report, in sections 2 and 4.
- 7.4.3 Travel plan guidance recommends that ‘SMART’ targets are set that are:
- Specific;
 - Measurable;
 - Achievable;
 - Realistic; and
 - Time-bound.
- 7.4.4 Once the results of the travel survey are known, accurate targets can be set for the travel plan. These targets will be agreed with the council as part of the full travel plan’s development and will be inputted into the Council's database to ensure effective ongoing monitoring.
- 7.4.5 At this stage, indicative targets have been set to ensure that there is a commitment from the developer to achieve a reduction in the number of single occupancy car trips to and from the development. The targets will be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of initiatives.
- 7.4.6 **Table 7.1** presents the indicative travel mode targets for the development. These targets are consistent with the Travel Plan objectives and the 2011 travel to work census data and are provided below.

Table 7.1: Travel Plan Targets

Mode	Percentage	Target
Work mainly from home	19%	20%
Underground/metro/light rail	0%	0%
Train	3%	4%
Bus, minibus or coach	4%	5%
Taxi	0%	0%
Motorcycle	1%	0%
Driving in a car or van	63%	58%
Passenger in a car or van	5%	4%
Bicycle	2%	4%
On foot	3%	5%
Other method of travel	0%	0%
Total	100%	100%

- 7.4.7 These targets aim to be achieved within the first five years of occupation of the development. Should the targets be achieved earlier than five years, the level of single occupancy car journeys to work may be maintained at this level or reduced further by an agreed percentage each year thereafter.
- 7.4.8 A Travel Plan is not a one-off event but it is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the Travel Plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a maximum of five years. The surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered.
- 7.4.9 Following completion of the initial survey, unrealistic targets will be replaced with ones that are more realistic and encourage (rather than discourage) those responsible for trying to achieve targets.
- 7.4.10 Residents will be invited to participate in the annual snapshot travel survey to be undertaken each year to identify progress made and to determine what actions, if any, are necessary to ensure targets are met.

7.5 Monitoring

- 7.5.1 As previously identified, annual travel surveys of all users of the development will be carried out on an annual basis for a maximum of 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities. These surveys may be carried out by an independent survey company. This may ensure compatible and accurate data is gathered relating to travel to and from the development.
- 7.5.2 All survey data will be submitted to the LPA within 3 months of the survey being completed for comparison against agreed targets. Following completion and analysis of the monitoring surveys, a monitoring report will be submitted to the LPA identifying whether the agreed targets have been met. If they haven't, the monitoring report will strive to identify what actions and additional Travel Plan initiatives are to be taken to rectify this situation.
- 7.5.3 The reports may also review the progress that has been achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Highway Development Management Team and public transport operators where applicable.
- 7.5.4 The Travel Plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.

7.6 Funding

- 7.6.1 The developer of the site will fund the following items either through an appropriate legal agreement or they will be secured by condition:
- The TPC role for a minimum of 5 years after full occupation of the site;
 - The measures contained in Section 5;
 - The monitoring surveys as outlined above; and
 - Cherwell District Council travel plan monitoring and evaluation fee.

7.7 Travel Surveys

- 7.7.1 An initial travel survey questionnaire will be undertaken with residents, following full occupation to allow for a sufficiently large sample size. This survey will be used to ascertain the current travel behaviour of at the development, as well as the reasons for modal choices and opinions towards alternative modes of transport.
- 7.7.2 To maximise the response rate, the travel survey will be made available both in electronic and paper format. Paper copies of the survey will be sent to all residents and employees, with a link provided to the electronic copy of the survey.
- 7.7.3 Having completed the initial survey, repeat annual surveys will be carried out at the same time of year as the initial survey. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 7.7.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all residents and employees to encourage participation in the survey.
- 7.7.5 Prior to undertaking the initial survey, a copy of the survey will be sent to the Council's Highway Development Management Team to gain agreement on the format and structure of the survey. Once agreed, this travel survey will provide a standardised approach to travel surveys at the development. The use of a standard travel survey will enable a like-for-like comparison to be made between consecutive years travel surveys.
- 7.7.6 The results of the workplace travel survey will be passed to the Council's Highway Development Management Team within 3 months of completion of the survey. This data could also be used to convert the green transport policies into an action plan, with set targets to achieve each year.

8. TRAVEL ACTION PLAN AND MARKETING STRATEGY

8.1 Workplace Action Plans

- 8.1.1 The purpose of this document is to develop and deliver a Workplace Travel Plan (RTP) for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the Travel Plan will be reviewed in co-operation with the Council's Highway Development Management Team and an Annual Action Plan prepared and agreed.
- 8.1.2 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the development. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the development.
- 8.1.3 The Action Plan will contain an annual programme of measures designed to help achieve the Travel Plan targets on travel modal share. It sets out the tasks involved, the people responsible and dates by which the measures may be achieved over the next 12 months.

8.2 Marketing Strategy

- 8.2.1 Council's Travel Plan Teams are typically able to provide posters, leaflets and timetables for display on notice boards in communal areas. The Travel Plan Coordinator will contact Cherwell District Council and their Travel Plan Teams in the first instance to investigate the opportunities to secure this information for use at the development. Should this information not be available, posters and other promotional materials will be developed in-house to promote the travel plan.
- 8.2.2 Residents of the development will be provided with information on how to access the development by public transport. Promotion of all modes of transport will initially be provided through the Welcome Pack and notice board for the development. Where possible, written materials (e.g. timetables and maps) will be gained from the Council.

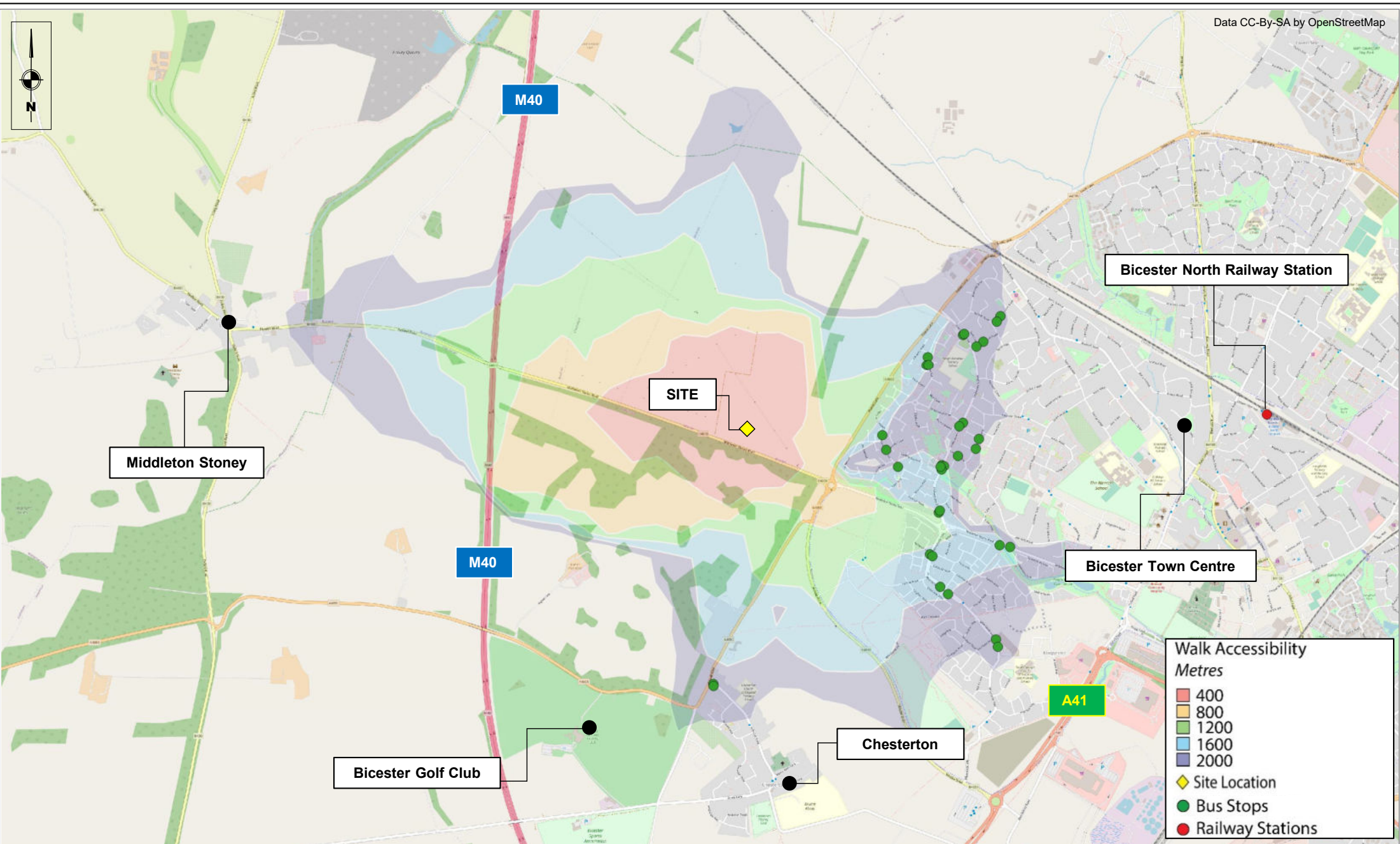
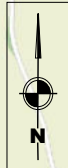
8.3 Evaluation and Review

- 8.3.1 This Travel Plan has been prepared in accordance with current guidance and transport policy. The objective of the Travel Plan is to identify and introduce a package of measures to promote sustainable travel choices and reduce reliance on the car.
- 8.3.2 The monitoring of the Travel Plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling.
- 8.3.3 The Travel Plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the Travel Plan will take place annually following completion of the travel survey, in conjunction with the Council's Highway Development Management Team. A copy of the agreed, revised Travel Plan will be submitted to the Council.
- 8.3.4 An outline action plan for the production and ongoing monitoring and review of the Travel Plan has been produced, which details the key elements of the process and the approximate timescales which is shown in **Table 8.1**.

Table 8.1: Travel Plan Action Plan

Action	Timescale
Implement travel notice boards in communal areas of the development	Prior to occupation
Develop a travel Welcome Pack	Within 3 months of occupation. Updated on a regular basis.
Undertake travel survey	Upon full occupation and operation of whole facility.
Produce baseline travel information	3 months after initial travel survey
Develop full Travel Plan in consultation with the Council	4 months after initial travel survey
Finalise and adopt Travel Plan	6 months after initial travel survey
Implement Travel Plan initiatives	On-going, following adoption of the Travel Plan
Monitor success of Travel Plan actions and progress towards targets. Amend Travel Plan, if necessary	On-going, following adoption of the Travel Plan
Undertake travel survey to measure the success of Travel Plan and discuss findings with the Council. Review Travel Plan and amend, if necessary	On-going, every 12 months following adoption of the Travel Plan after full occupation (up to a period of 5 years)

Appendix A Accessibility Figures



Walk Accessibility Metres

- 400
- 800
- 1200
- 1600
- 2000

- Site Location
- Bus Stops
- Railway Stations



Project Title
Himley Village, Bicester

Drawing Title
Accessibility: 2km Walking Catchment

Job Number
C16153

Date
15.01.2021

Scale
NTS

By
SG

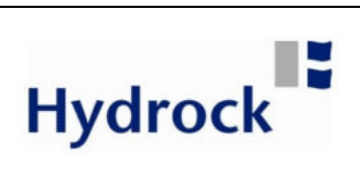
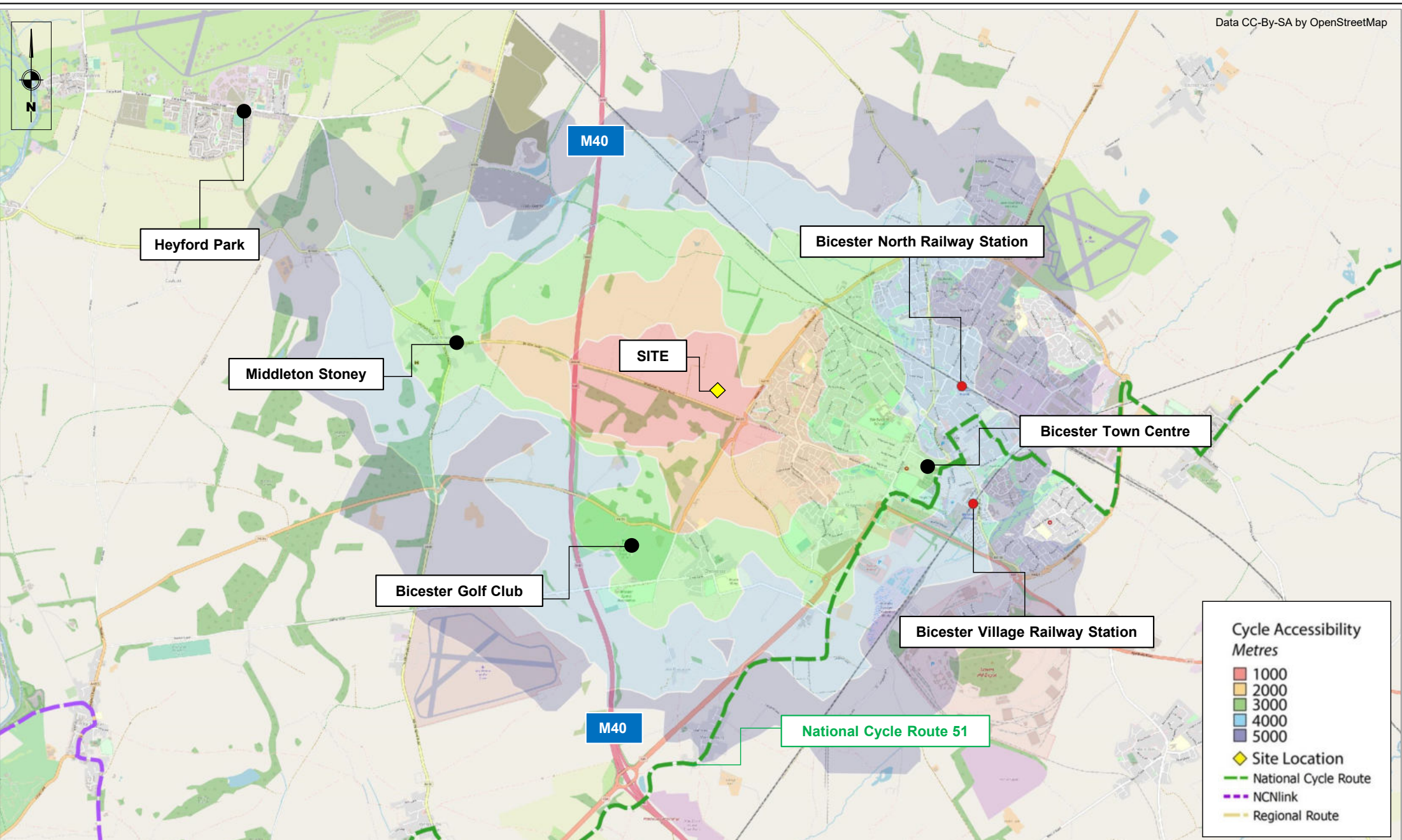
Checked
SD

Status
-

Rev	Description	Date	By
-	-	-	-
-	-	-	-
-	-	-	-

Drawing No.
APPENDIX A

Figure
1



Project Title
 Himley Village, Bicester

Drawing Title
 Accessibility: 5km Cycling Catchment

Job Number
 C16153

Date
 15.01.2021

Scale
 NTS

By
 SG

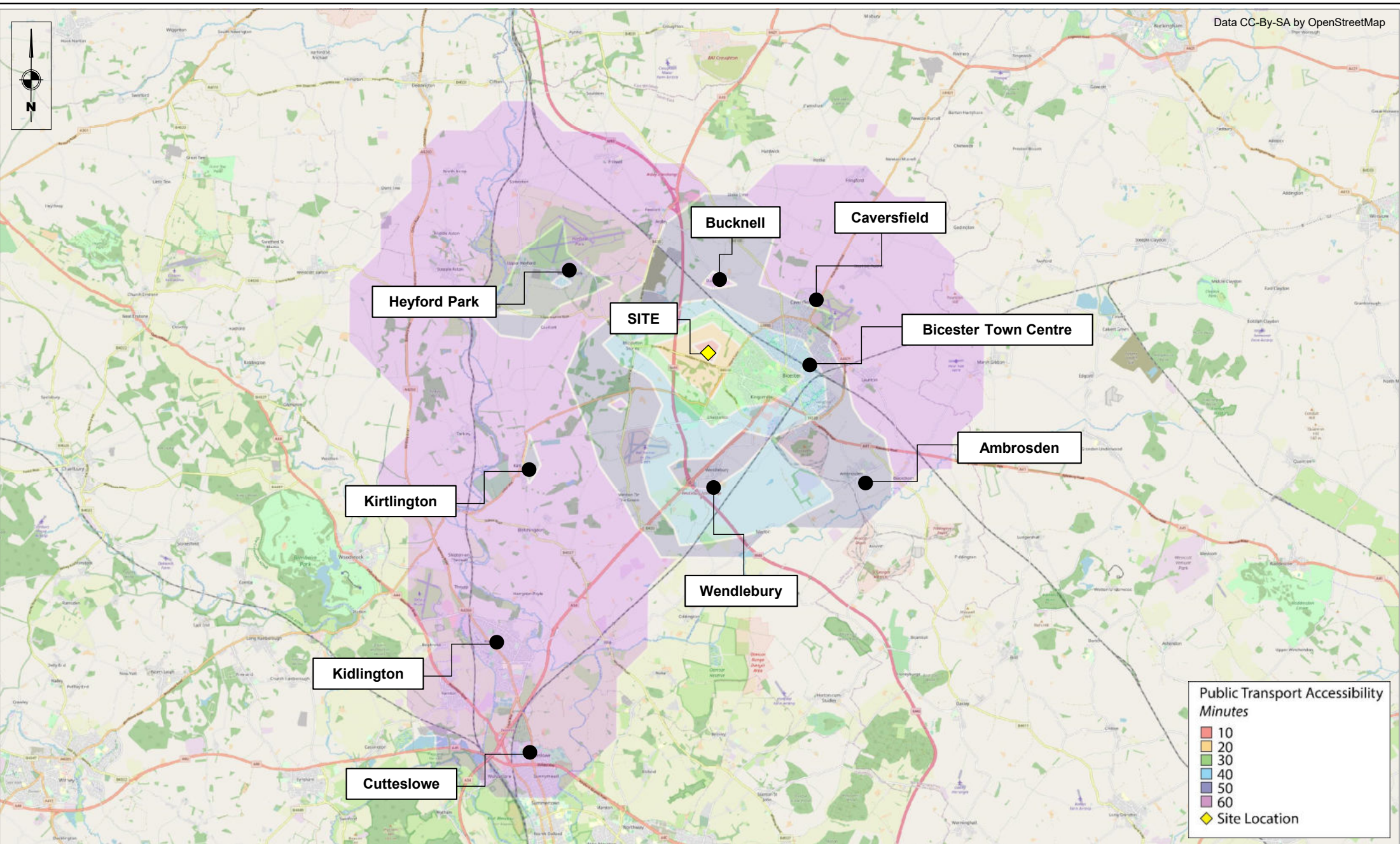
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 SD

Status
 -

Rev	Description	Date	By
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-	-	-	-
-	-	-	-
-	-	-	-

Drawing No.
 APPENDIX A

Figure
 2

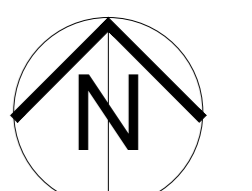


Public Transport Accessibility Minutes

- 10
- 20
- 30
- 40
- 50
- 60
- Site Location

	Project Title	Drawing Title	Job Number	By	Rev	Description	Date	By	Drawing No.
	Himley Village, Bicester	Accessibility: 60minute Public Transport Catchment	C16153	SG	-		-	-	APPENDIX A
			15.01.2021	Checked SD	-		-	-	Figure
			Scale NTS	Status -	-		-	-	3

Appendix B Proposed Site Masterplan



0 5 10 15 25 50 m
SCALE BAR 1:1000

LEGEND

- APPLICATION BOUNDARY
- HATCH DENOTES BLOCK PAVING
- HATCH DENOTES LANDSCAPING WITHIN PRIVATELY DEEDED AREAS. PLEASE REFER TO SPECIALIST CONTRACTORS DRAWING.
- HATCH DENOTES LANDSCAPING WITHIN PUBLIC REALM. PLEASE REFER TO SPECIALIST CONTRACTORS DRAWING
- 1800mm HIGH BRICK WALL
- 1800mm HIGH CLOSE BOARD FENCE
- 1200mm HIGH DWARF WALL WITH 120mm BRICK PIERS AND ORNAMENTAL RAILINGS
- 1200mm HIGH ESTATE RAILINGS
- 450mm HIGH TIMBER KNEE RAIL
- 450mm HIGH HEDGE
- 1800mm HIGH CLOSE BOARDED GATE, SLAM TO LOCK WITH ACCESS KEY
- FRONT ENTRANCE DOOR. ALL DOORS TO HAVE FLUSH THRESHOLD. UNLESS NOTED OTHERWISE PROVIDE 1200 x 1200mm LEVEL PLATFORM AT ENTRANCE TO DWELLING.
- PATIO / FRENCH DOORS
- GARAGE PERSONNEL DOORS
- GARAGE DOORS
- PROPOSED TREES SHOWN INDICATIVELY. PLEASE REFER TO SPECIALIST CONTRACTORS DRAWING.
- TRESS TO BE RETAINED (REFER TO TREE SURVEY)
- ROOF PROTECTION AREA (REFER TO TREE SURVEY FOR RADIUS)
- TREES TO BE REMOVED (REFER TO TREE SURVEY)
- DENOTES LOCATION OF CHIMNEY

NOTES

- PATHS GENERALLY TO BE 900mm WIDE
- PATHS GENERALLY TO BE 2700 x 1800mm UNLESS INDICATED OTHERWISE.
- PAVING SLABS TO BE OFFSET 10mm WHERE FOOTPATH OR PATIO IS ADJACENT TO DWELLING.
- MOWING STRIP TO BE PROVIDED WHERE TURFED AREAS ADJACENT TO HOUSE. TO CONSIST OF 100mm WIDE GOLDEN (BUFF) STONE CHIPPINGS.
- GROUND LEVEL ADJACENT TO HOUSE TO BE 150mm BELOW S.L. UNLESS OTHERWISE NOTED.
- ALL DWELLING PRINCIPAL ENTRANCES TO HAVE LEVEL THRESHOLD.

MATERIAL REFERENCE

- 6.0 = BRICK OPTION
- 6.1 = RENDER OPTION
- 6.2 = HANGING TILE OPTION
- 6.3 = STONE OPTION

- FOR FURTHER DETAILS RELATING TO MATERIAL DISTRIBUTION PLEASE REFER TO FACIAL MATERIALS LAYOUT AND INDIVIDUAL HOUSES' DRAWINGS

ACCOMMODATION SCHEDULE - OVERALL				
HOUSE TYPE	NUMBER	SQUARE FOOT	SQUARE METRE	TOTAL SQUARE FOOT
AFFORDABLE HOUSING (SOCIAL RENTED - NEW)				
HAZEL (SP) - GF	9	538	50	4842
HAZEL (SP) - FF	9	614	57	5028
BLACKTHORN - GF	5	538	50	2696
BLACKTHORN - FF	5	614	57	3079
ASHLEIGH	43	950	79	3847
CHESTNUT (SP)	3	867	83	2601
COLLEDALE (SP)	18	1070	94	18180
SOUTHWICK	7	1230	115	8662
ORCHARD (SP)	5	754	70	3947
ORCHARD (SP2)	1	528	49	528
TOTAL =	106			98911
AFFORDABLE HOUSING (SHARED OWNERSHIP)				
XY (SP)	4	742	69	2968
XY	23	742	69	17096
CHESTNUT	2	900	84	1800
OSAGE	12	900	84	10800
FEATHER (CT) (SP)	2	906	86	1812
SOUTHWICK (SP)	2	1230	115	2476
TOTAL =	45			34840
PPS (COUNCILMAN SACHS)				
SHIELD	78	862	82	48960
NEW HEAVEN	108	865	83	65320
GRANTHAM	18	860	79	30660
FEATURE CORNER TURNER	6	926	86	5556
DEE	21	1062	99	22302
DEE SA	3	1062	99	3186
ASHOP FCT (Bicus later HE)	1	1075	100	1075
TOTAL =	265			200784
PPS (COUNTRYSIDE PROPERTIES)				
SHIELD	2	862	82	1724
NEW HEAVEN	14	865	83	12110
GRANTHAM	10	860	79	8600
ELTHAM (Bicus later HE)	7	1032	93	7224
ASHOP (Bicus later HE)	2	1075	100	2150
ASHOP FCT (Bicus later HE)	6	1075	100	6450
BATHWAY	4	1037	102	4148
ALLEN	10	1183	108	11830
ALLEN (SP)	1	1183	108	1183
WOODHOUSE	8	1384	116	10272
OSAGE (Bicus later HE)	8	1175	109	9400
STRAWFORD (Bicus later HE)	2	1243	115	2486
STRAWFORD (Bicus later HE)	8	1243	115	9944
NEW FARMS (SP)	10	1394	130	13940
NEW FARMS (CT)	2	1394	130	2788
MELTON (Bicus later HE)	8	1323	124	7384
TOTAL =	100			111227
TOTAL COMBINED =	365			439423
ADRES				
NET SITE AREA	33.70	13.84		
COVERAGE	1388.58			
DENSITY		36.56		



Rev. Description Date Drawn Ck'd

COUNTRYSIDE
Places People Love

Countryside Properties PLC
2545 The Crescent
Birmingham Business Park
B37 7YU
0121 7170000
countrysideproperties.com

Site: **Himley Village Bicester**

Plan: **Planning Layout**

Scale: 1:1000
Date: 18.12.20
Drawn by: FS/SJW
Checked: SJW

Project: **P20-3215_12-01**
Sheet no: **Sheet 1 of 3**
Revision: **Q**

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