Catalyst Phase 4, Bicester

Framework Travel Plan



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Framework Travel Plan

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1.0 INTRODUCTION

- 1.1.1 This Framework Travel plan has been produced to support a planning application for an employment development on land at Catalyst, Bicester. The development proposals are for 11,929sqm of employment comprising Class E land uses with up to 50% office floor space.
- 1.1.2 The site layout plan is attached at **Appendix A**.

1.2 Structure of the Travel Plan

1.2.1 The remainder of this report is structured as follows:

Chapter 2 describes the site, including the accessibility of the site using sustainable modes of travel such as walking, cycling and public transport.

Chapter 3 outlines the development proposals.

Chapter 4 describes the Travel Plan and its benefits and identifies the Staff Travel Plan targets.

Chapter 5 details the implementation and co-ordination of the plan.

Chapter 6 describes the measures that could be implemented to achieve the targets.

Chapter 7 identifies how the TP will inform monitoring; including the role of surveys and subsequent monitoring reports to ensure that the TP is successfully reviewed and updated; and

Chapter 8 provides an action plan to detail the timescales for measures to be completed through the course of the TP.

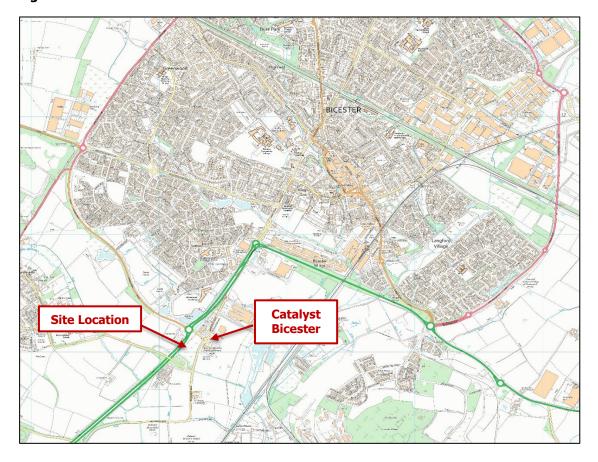


2.0 EXISTING CONDITIONS

2.1 **Site Location and Description**

- 2.1.1 The site is located approximately 2.5km north-east of the M40 Junction 9, off the A41 southern approach to Bicester centre and to the west of Catalyst Bicester development.
- 2.1.2 It is located to the west of Wendlebury Road which forms part of the eastern site boundary.
- 2.1.3 Wendlebury Road runs east of and parallel to the A41. There is a link from the A41 to Wendlebury Road connecting to a roundabout junction where the A41 meets Vendee Drive. Catalyst Bicester is accessed via a 4-arm lit roundabout constructed as part of the Catalyst Bicester consent with Wendlebury Road and the Vendee Drive Link (also known as Charles Shouler Way). The junction comprises continuous off carriageway cycleway.

Figure 1 - Site Location Plan





2.2 **Pedestrian and Cycle Provision**

2.2.1 Walking is considered to be a convenient mode for most people for trips up to around 2.0km in length which translates into approximately 20 minutes of walking. This walking catchment for the site is shown on **Figure 2**. As can be seen from this plan the site is well located with respect to nearby existing and planned residential areas. The key linkages are the routes to the north and west. There is an existing connection along the northern side of Vendee Drive connecting to the existing north – south provision on the A41 and this is supplemented by an off-site footpath link between Wendlebury Road and the A41 as part of the planning obligations.



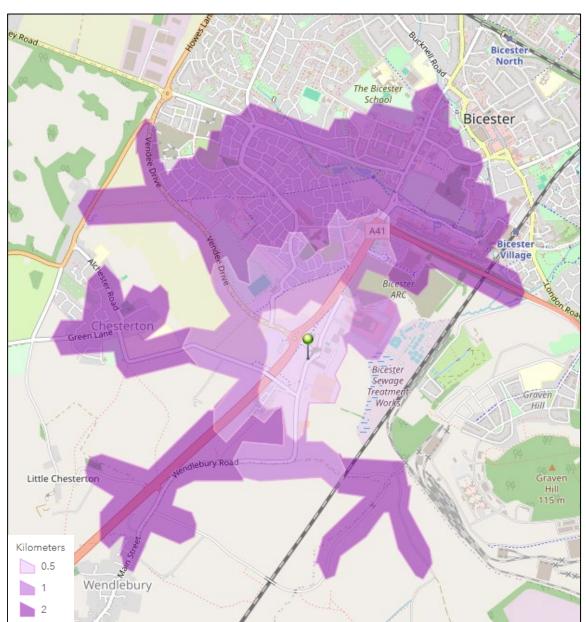


Figure 2 – Walking Catchment (based on currently available routes)

- 2.2.2 Cycling is considered to be a convenient mode for most people for trips up to around 5km in length which equates to a 20-minute journey time in an urban environment. This wider catchment areas is also shown on **Figure 3**. This catchment covers Bicester and many of the surrounding villages in the immediate hinterland. In practice there will be many people for whom trips well in excess of 5km is feasible.
- 2.2.3 In towns many cyclists will choose to use the local road network. In Bicester, however, there is a developing network of dedicated cycle routes, including around the orbital



routes such as Vendee Drive, that will be future expanded as the new residential suburbs are developed i.e., the eco-town etc. Furthermore, within these new residential areas, homes will generally be provided with cycle storage to current requirements. The level of cycle use reported within the 2011 Census is therefore unlikely to reflect travel characteristics for developments that have taken place since that time.

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Figure 3 – 5km Cycling Catchment (based on existing routes)

2.2.4 There are also regional cycle routes. The National Cycle Network is a network of signed paths and routes for walking and cycling. This includes some on-street running section such as along Wendlebury Road to the south of the site. Wendlebury Road forms part of NCN 51, the Varsity Way Cycle Route from Oxford to Cambridge.



2.3 **Public Transport Facilities**

Bus Services

2.3.1 The primary bus operator within Bicester is Stagecoach who provide three key services which run to and from the vicinity of the unit. These services are the S5 Gold and NS5 and a summary of their routes and frequencies are shown in **Table 1** below.

Table 1: Local Bus Services

Bus Number	Route	Approximate Frequency	
S5 Gold Bicester-Oxford Monday-Saturday: 20-30 mins Sunday: 30 mins		• •	
24	Bicester-Oxford	Monday-Saturday: Four services per day	
NS5 Gold Bicester-Oxford Friday & Saturday: Four services per nig		Friday & Saturday: Four services per night	

- 2.3.2 The nearest bus stop to the site is known as 'Holiday Inn' and is located approximately 300m to the north of the site on Wendlebury Road. The stop is served by route 24 (SB only); which operates between Bicester and Oxford four times per day Monday-Saturday between 10:00 and 17:00.
- 2.3.3 Additional stops are located along the A41, approximately 400m north. Pedestrian access to the SB stop is via a 3m wide shared footway/ cycleway connecting from the Holiday Inn Express. Access to the NB stop is via a signal-controlled pedestrian crossing from the hotel across the A41.
- 2.3.4 The set of stops known as 'Vendee Drive' serve routes 24 (NB stop only) S5 Gold and the NS Gold.
- 2.3.5 The S5 Gold route connects Bicester to Oxford providing a convenient link across the 'Knowledge Spine' which locates Catalyst within this identified growth area.
- 2.3.6 The S5 Gold service has a total journey time to Oxford centre of around 40 minutes and Bicester town centre of 8 minutes. Furthermore, the service also calls at the Park and Ride site which is approximately 350m west of the site. A review of the full timetable shows regular services to both routes throughout the day between 06:30 and midnight. As such, it is considered that the site is entirely accessible via public transport for those staff working different shift patterns.



Rail Services

- 2.3.7 There are two train station facilities within a convenient distance from the unit. The first is Bicester Village Station approximately 2.0km on foot/cycle to the north east of the site, which is located on the Oxford spur from the Chiltern Mainline with services to Oxford and London. The second is Bicester North approximately 2.5km by cycle to north of the site, on the Chiltern Mainline with services to Birmingham and London.
- 2.3.8 Bicester Village Railway Station (previously named Bicester Town) is operated by Chiltern Railways. The station was redeveloped as part of the works to provide a new chord linking the Bicester Oxford railway line to the Chiltern Mainline to the east of Bicester. Following these works passenger numbers using the station have increased tenfold (Bicester Town numbers have reduced somewhat but overall, there has been a 50% increase in rail passengers).
- 2.3.9 The station is located in a highly accessible location around a walking/ cycling time of 25 minutes and 8 minutes respectively and also accessible by bus. The station provides half hourly services to and from Oxford Parkway, and half hourly services to and from London Marylebone. The journey time to Oxford Parkway from Bicester is 10 minutes. The proximity of the unit to this station provides convenient commute options to both major destinations. The key services, their frequency and journey time are summarised in **Table 2**.

Table 2: Summary of Train Services at Bicester Village Station

Destination	Typical Frequency	Approximate Journey Time
London Marylebone	Half Hourly	60 mins
High Wycombe	Half Hourly	25 mins
Oxford	Half Hourly	15-20 mins

- 2.3.10 The station benefits from sheltered cycle storage which can accommodate for up to 50 bicycles, this high level of provision encourages linked commuting trips.
- 2.3.11 Bicester North station is located north of the unt. The cycle journey time to the station is approximately 10 minutes and is also accessible by bus via the S5 Gold service. Bicester North is also operated by Chiltern Railways and is the primary train station for



the town, providing regular services to local and national destinations. The key services, their frequency and journey time are summarised in **Table 3** below.

Table 3: Summary of Train Services at Bicester North Station

Destination	Typical Frequency	Approximate Journey Time
London Marylebone	Half Hourly	50 mins
Birmingham Snowhill	Hourly	1hr 10 mins
Banbury	Half Hourly	10-15 mins
Warwick	Hourly	35 mins
Leamington Spa	Hourly/ Half Hourly	30 mins

2.3.12 The station benefits from cycle parking provision for up to 80 bicycles which will encourage linked commuting.

2.4 **Highway Network**

- 2.4.1 Wendlebury Road is a single carriageway road and is approximately 5.5m wide on the park frontage. There are no footways on Wendlebury Road to the south of the proposed site access junction, but it does form part of the National Cycle Network Route 51 and short sections of off carriageway cycle routes are in place. To the north, Catalyst park has delivered a new 3m footway/cycleway on the eastern side of Wendlebury Road which connects Catalyst into the wider footway/cycleway network adjacent to the A41 and beyond.
- 2.4.2 The Vendee Drive Link which connects Wendlebury Road to the A41 is an unlit 7m wide single carriageway. It comprises a northern sided footway.
- 2.4.3 The A41 was formerly part of the strategic road network. In the vicinity of Catalyst, it is a dual two lane all-purpose (D2AP) road. To the south of the Vendee Drive roundabout the road remains a limited access road with a pair of left-in left-out junctions north of Wendlebury and Chesterton only up to the gyratory M40 Junction 9.



3.0 DEVELOPMENT PROPOSALS

3.1 **Description of Development**

3.1.1 The development proposals are for 11,929sqm of employment comprising Class E land uses with up to 50% office floor space.

3.2 **Vehicular Access**

- 3.2.1 It is proposed to serve the site from Wendlebury Road via a simple priority junction arrangement. The proposals include a 12m wide access road with 10m radii. Wendlebury Road will be widened to 7.3m from the Wendlebury Road/ Vendee Link Road/ Catalyst Access Road roundabout and then tie into the existing 5.3m unkerbed Wendlebury Road to the south of the proposed site access. Visibility splays of 4.5m x 59m are achievable.
- 3.2.2 The proposed junction design and improvements to Wendlebury Road are attached at **Appendix B**.

3.3 **Pedestrian/ Cycle Access**

- 3.3.1 It is proposed to widen the existing lane of the disused slipway on the western and southern boundary of the site to provide a 3.0m wide shared use track. This will provide linkages to Charles Shouler Way.
- 3.3.2 A foot/ cycle connection will be provided on the eastern boundary of the site linking into the existing 3.0m wide shared footway/ cycleway on Wendlebury Road. The Public Right of Way which runs through the southern corner of the site will be locally diverted and extended.
- 3.3.3 The proposals are attached at **Appendix B**.

3.4 **Car and Cycle Parking**

3.4.1 Car and cycle parking standards are set out in Oxfordshire County Council's Parking Standards for New Developments. For land use E Commercial, Business and Services – office, research and development and light industrial process, the car parking standards are 1 space per 45sgm and for cycle parking 1 space per 100sgm for staff and 1 space

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per 250sqm for visitors.

- 3.4.2 Based on 11,929sqm of floor space this equates to 264 car parking spaces. The proposals include 264 spaces and is wholly consistent with the standards. The site will also provide 25% active EV chargers and 6% disabled parking spaces.
- 3.4.3 In terms of cycle parking the site will provide a total of 168 spaces in covered Sheffield stands.



4.0 TRAVEL PLAN OBJECTIVES, BENEFITS AND TARGETS

4.1 **Introduction**

- 4.1.1 The main objectives are as follows:
 - Reduce the number of single occupancy vehicles (SOV) travelling to and from the unit.
 - Promote the health and environmental benefits of cycling walking and using public transport.
 - Provide clear information to all employees and visitors on the alternative modes of travel to and from the unit.
 - Enhance the safety and security of people travelling to and from the unit.
 - Effectively manage the demand for car parking.
 - Reduce negative environmental impact of fleet vehicles; business travel; and deliveries.

4.2 Travel Plan Benefits

4.2.1 Travel Plans have many benefits including:

Benefits for the Employer

- Increased productivity from a healthier, motivated workforce.
- Potential cost savings (mileage, car parking, lateness, lost time in travel).
- Reduced congestion.
- Reduced demand for parking and improved access.
- Improved punctuality.
- Positive company image, and
- Improved employee morale.

Benefits for Staff/ Visitors

- Potential cost and time savings.
- Improved health and fitness; and
- Better quality of life.
- 4.2.2 It is intended that these objectives will be met by identifying and implementing initiatives



that provide staff and visitors with a variety of travel choices and reduce the need to travel by private car. By meeting the objectives set out above, the occupier will fulfil its desire to achieve consistency with planning policy and facilitates accessibility by available modes of travel to the proposed site.

4.3 **Initial Targets**

- 4.3.1 Targets are the measurable goals by which the progress of the TP will be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART'- Smart, Measurable, Achievable, Realistic and Timely.
- 4.3.2 There are two types of targets, namely: 'Action' and 'Aim' targets. Action targets set out specific commitments to implement measures to ensure delivery. Aim targets provide numerical goals for mode shift.
- 4.3.3 The key action targets are:
 - To appoint a Travel Plan Co-ordinator prior to occupation; and
 - To conduct the first Travel Plan survey within three months of occupation, followed by annual surveys for a minimum period of five years.
- 4.3.4 To set realistic and achievable 'aim' targets, it is important to understand the potential travel characteristics of the development and the individual units it comprises. The development is unoccupied and there are no known tenants for the units at present. Therefore, a preliminary indication has been obtained by considering existing trip patterns in the local area.
- 4.3.5 As a proxy, the existing mode share for 'method of travel to work' has been extracted from the Census 2011 Census data for the Cherwell 015 Middle Super Output Area (MSOA); with this representing an indication of expected mode split at the site. The current mode share, as used within the Framework Travel Plan is set out in **Table 5** below.



Table 4: 2011 Census Mode Share Data

Mode of Transport	Proportion	
Driving a car or van	69%	
On foot	13%	
Public Transport	8%	
Passenger in a car or van	5%	
Bicycle	4%	
Motorcycle	1%	

4.3.6 The above equates to a single car occupancy rate of 64%. Over a 5 year period, a target will be set of achieving a 10 % reduction in single car occupancy for mode of travel at the unit.

4.4 Travel Survey

- 4.4.1 In order to compare the initial target set out above, and to establish existing travel to work habits, a staff travel survey will be carried out within 3 months of occupation of each unit. Analysis of these results will then help guide future targets, measures and future success of the units' Travel Plans in due course.
- 4.4.2 The survey will take the form of a standardised employee travel survey. Key survey questions to be included in the employee travel survey are:
 - Home postcode.
 - Usual mode of travel to the site.
 - Reasons for using this mode of transport; and
 - Alternative modes of travel (if usual mode is unavailable).
- 4.4.3 Survey distribution methods will be discussed prior to carrying out the baseline survey to understand the most effective methods for gaining a high response rate. For office base staff this may be an electronic survey, however for warehouse based staff it may be more appropriate to distribute paper surveys. To encourage a higher response rate a prize draw incentive could be offered to employees.



5.0 IMPLEMENTATION OF THE TRAVEL PLAN

5.1 Site-Wide Travel Plan Co-ordinator

- 5.1.1 The developer will appoint a Site-wide Travel Plan Coordinator and the contact details will be provide to OCC's Travel Plan team once known. The Travel Plan Coordinator is responsible for the following:
 - Implement and promote the Travel Plan at a site level.
 - Monitor the Travel Plan (via the arrangement of the collection and collation of appropriate data).
 - Liaise with points of contact within each of the units.
 - Set up a Travel Plan Working Group and encourage unit TPC's to attend; and
 - Liaise with third parties (i.e., public transport operators, the Council) on Travel Plan issues.

5.2 **Individual Unit Travel Plan Co-ordinator**

- 5.2.1 The TPC will be appointed prior to occupation of each unit to ensure that any actions/measures required prior to operating have been completed.
- 5.2.2 Once appointed, contact details of the TPC(s) will be forwarded to OCC's Travel Plan team and included within an updated Travel Plan document and associated materials as appropriate. Any change in the appointed TPC during the 5-year lifetime of the Travel Plan(s) will be notified to the local authority.
- 5.2.3 The role of the TPC(s) will include:
 - Overseeing the management and monitoring of the Unit Travel Plan.
 - Co-ordinate travel surveys, data collection and survey analysis.
 - Implement existing and future programmes which are part of the plan.
 - Address any comments/ suggestions from staff and visitors of the unit.
 - Implement marketing and awareness-raising campaigns and literature to promote the Plan.

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- Implementing sustainable travel days; and
- Liaise with the Site-Wide Travel Plan Co-ordinator and OCC, where required.
- 5.2.4 The TPC(s) will also provide information as part of the promotion of the Travel Plan to employees and visitors. The information will be the inclusion of 'Travel Information Guides' and will be provided to new employees.



6.0 TRAVEL PLAN MEASURES

6.1 **Introduction**

6.1.1 The following measures will be implemented at the development to promote walking, cycling, bus travel and car sharing amongst employees and visitors. It should be noted that the responsibility for providing the necessary physical infrastructure has been provided by the developer. All other measures are the responsibility of the occupier(s).

Table 5: Proposed Travel Plan Measures

	Measure
Site Design	Ensure the site has adequate pedestrian access points.
	 Provision of footpath and cycleway connections to all parts of the development.
	 Provision of safe and secure, covered cycle parking and in a location close to the unit entrance.
	 Provision of a travel information noticeboard located within a communal area.
	Provision of electric vehicle charging points.
Incentives to support walking and cycling	 Design a site specific 'active travel map' encompassing local walking and cycling routes.
	 Personal alarms, store of pool umbrellas or other supporting measures.
	Promotion of Walk to Work Month / area-wide walking events.
	 Supply basic cycle maintenance equipment on site e.g., pump, puncture repair kit, tools etc.
	 Promotion of the Cycle2Work Scheme (dependent on unit occupiers' policies).
	 Promotion of area wide cycling events / challenges
	 Staff will be encouraged to investigate and join any employer cycle purchase schemes that might be available to them
Incentives to support	 Details of timetables, ticketing, routes and costs of public transport services shall be made available within the Travel Information Guide and communal travel information board.
public transport	• The TPC will contact local bus operators to find out whether discounted ticketing initiatives are available.
Support for car sharing	 Promote national car share websites e.g., liftshare.com. Information on how to sign up to the website to be included within the Travel Information Guide.
Promotion and comms	Appointment of Travel Plan Coordinator.



	Provision of a noticeboard in communal areas.
	 Information on each mode will be updated by the Travel Plan Co- ordinator on a regular basis.
	Provision of Travel Information Guide to all new staff.
Measures to Reduce the Need to Travel	The TPC will also investigate the opportunity to encourage local suppliers to deliver food to the site.
	 Information on what home working is and its potential benefits, will be disseminated to office staff through a staff induction pack.



7.0 MONITORING AND REVIEW

7.1 **Monitoring**

7.1.1 Monitoring of the TP is important to understand the changing nature of travel habits and the effectiveness of the TP measures in working towards the targets detailed in Chapter 6. The TP(s) will be monitored for a period of five-years following occupation.

Baseline Travel Surveys

7.1.2 A baseline travel survey will be undertaken within three months of occupying a building on site. The site-wide TPC may assist the TPC with a template staff travel survey, however it will be up to the unit occupier to administer the survey with their staff.

Follow-up Travel Surveys

- 7.1.3 Following the completion of a baseline survey, a follow up survey will be carried out on/ near the anniversary of the baseline survey with the occupier to assess travel behaviour change. For ease this will be carried out as an online survey.
- 7.1.4 Subsequent annual surveys (up to year 5) will be undertaken, with surveys compared against the baseline surveys to measure travel behaviour change at the unit. Response rates to the travel surveys are therefore important, and if required, measures will be put in place to incentivise the travel survey. The surveys will be undertaken at the same time each year. These results will be incorporated into an annual monitoring report to OCC which is likely to be issued two months after the survey is carried out.

7.2 **Review**

- 7.2.1 The TPC will arrange for a review of the TP to assess the success of the plan and will then prepare a monitoring report to summarise the results of the travel surveys, the progress against the TP targets and to identify measures for potential implementation in the future.
- 7.2.2 The monitoring report shall be submitted to OCC's sustainable travel team for review.

 The TPC in consultation with OCC will then have an input into what measures or interventions may be required should targets not be met and a way forward will then be agreed. Such remedial actions could include implementing new measures or revisiting

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old measures.

7.2.3 The results of monitoring surveys will periodically be disseminated to staff, potentially through a Travel Plan newsletter.



8.0 ACTION PLAN AND FUNDING

8.1 **Action Plan**

8.1.1 To ensure that the Travel Plan(s) is/are effectively implemented, the measures outlined in Chapter 6 have been arranged into an action plan, which identifies the timescale and person responsible for introducing the measure.

Table 6: Action Plan

Action		Timeframe	Responsibility
Site Design	Ensure the unit has adequate pedestrian access points	Prior to Occupation	Developer
	Provision of footpath and cycleway connections to all parts of the wider development	Prior to Occupation	Developer
	Provision of safe and secure, covered cycle parking located close to the unit entrance.	Prior to Occupation	Developer
	Provision of a travel information noticeboard located within a communal area	Prior to Occupation	Developer
	Provision of electric vehicle charging points	Prior to Occupation	Developer
б	Design of a site specific 'active travel map' encompassing local walking and cycling routes	On Occupation	TPC
nd Cyclin	Personal alarms, umbrellas or other supporting measures	On Occupation	TPC
Walking and Cycling	Promotion of Walk to Work Month / area-wide walking events	On Occupation	TPC
	Promotion of the Cycle2Work Scheme	On Occupation	TPC
	Promotion of area wide cycling events / challenges	On Occupation	TPC
Public Transport	Provide details of timetables, ticketing, routes and costs of public transport	On Occupation	TPC



Car Sharing	Promote national car share websites e.g., liftshare.com.	On Occupation	TPC
Marketing	Appointment of Travel Plan Coordinator	Prior to Occupation	Occupier
	Provision of a noticeboard in communal areas. Information on each mode will be updated by the Travel Plan Co-ordinator on a regular basis.	On Occupation	TPC
	Provision of Travel Information Guide to all new staff	On Occupation	TPC
	Baseline staff travel survey to be undertaken in order to establish staff travel modal share Further surveys will be undertaken on the 1st, 3rd and 5th anniversary of the baseline Travel Survey.	Baseline survey - within 3 months of occupation Follow up surveys: annually	TPC
Monitoring	Prepare a monitoring report containing the following information: • Staff travel survey		
	results; Information regarding the implementation of Travel Plan measures; and	Within 2 months of travel survey	TPC
	 An action plan for the upcoming years. 		

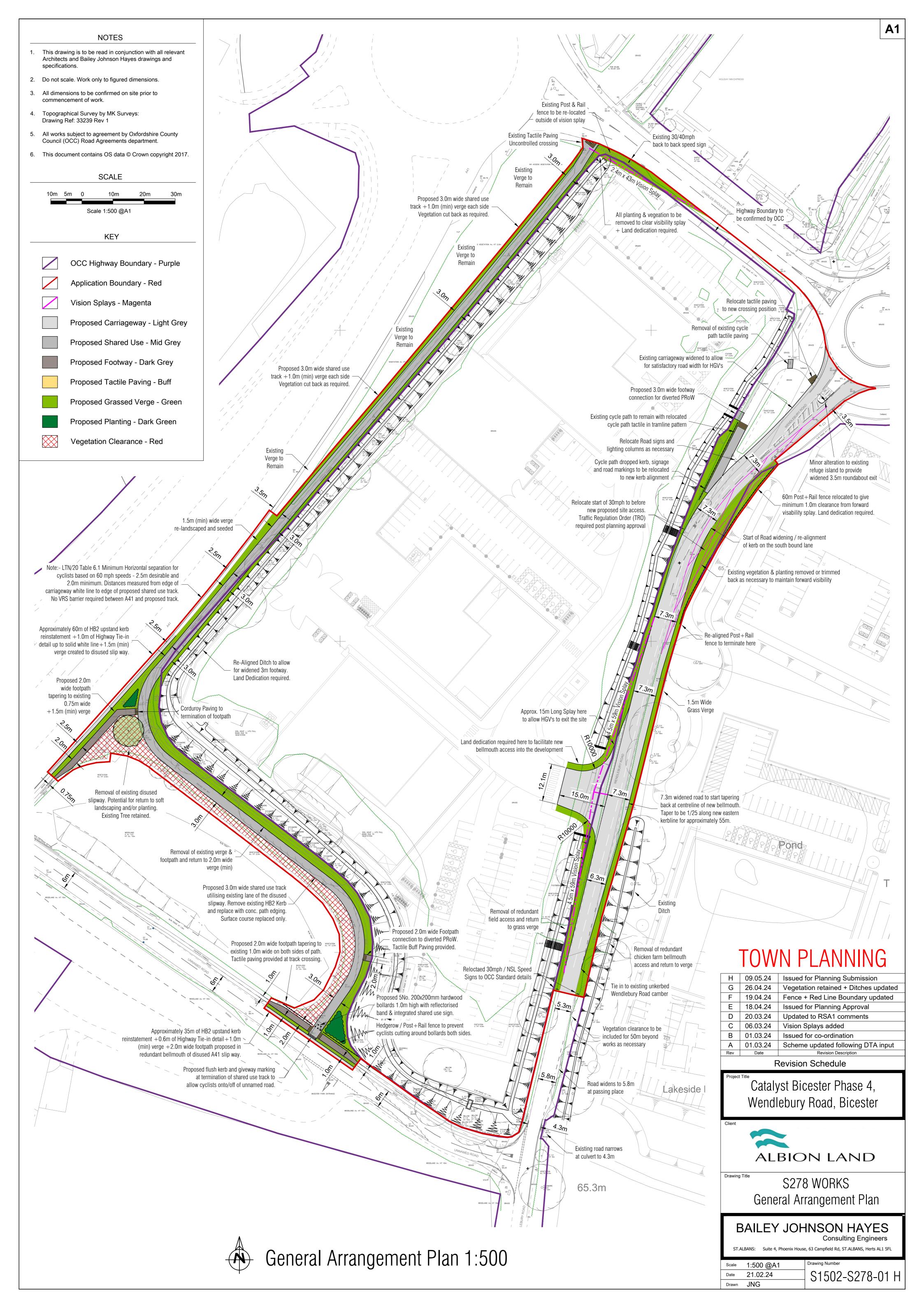
8.2 **Funding**

- 8.2.1 Appropriate funding will be allocated by the occupier to cover the costs involved in administering the Travel Plan over an agreed period of time.
- 8.2.2 The funding will cover all costs relating to the TPC(s), implementation of measures and initiatives, conducting the surveys, marketing of the Travel Plan, annual monitoring and submission of a Travel Plan review to OCC.

Appendix A



Appendix B



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