

**LAND AT WHITELANDS FARM,  
SOUTH WEST BICESTER**

**Proposed 84 Bed Premier Inn and 220  
Cover Brewers Fayre Restaurant**

**Transport Statement**

**Prepared on behalf of Whitbread  
Group plc**



**NDR/WHIT/11/1393**

**December 2011**



## DOCUMENT CONTROL

Project: Land at Whitelands Farm, South West Bicester  
Proposed 84 Bed Premier Inn and 220 Cover Brewers Fayre Restaurant

Document: Transport Statement

Client: Whitbread Group plc

Reference: NDR/WHIT/11/1393

### Document Checking:

Author: NDR \_\_\_\_\_ Date: \_\_\_\_\_

Checked by: CMB \_\_\_\_\_ Date: \_\_\_\_\_

Approved by: PMR \_\_\_\_\_ Date: \_\_\_\_\_

### Status:

<u>Issue</u>	<u>Date</u>	<u>Status</u>	<u>Issued by</u>
1.	21/12/2011	1 <sup>st</sup> Draft	NDR
2.			
3.			
4.			
5.			
6.			
7.			

© Copyright Russell Giles Partnership Limited 2011

No part of this publication may be reproduced by any means without the prior permission of Russell Giles Partnership Limited.



## CONTENTS

<b>1</b>	<b>INTRODUCTION.....</b>	<b>1</b>
1.1	Background.....	1
1.2	Transport Statement Structure.....	2
<b>2</b>	<b>SITE LOCATION AND DESCRIPTION .....</b>	<b>4</b>
<b>3</b>	<b>ACCESSIBILITY CREDENTIALS .....</b>	<b>7</b>
3.1	Overview .....	7
3.2	Walking and Cycling.....	7
3.3	Local Bus and Rail Services .....	8
	<i>Bus Services .....</i>	<i>8</i>
	<i>Rail Services .....</i>	<i>10</i>
<b>4</b>	<b>PROPOSED SITE OPERATION AND TRAFFIC IMPACT .....</b>	<b>11</b>
4.1	Introduction.....	11
4.2	Traffic Generation – Premier Inn and Restaurant.....	12
4.3	Traffic Impact .....	14
4.4	Servicing Movements.....	15
<b>5</b>	<b>PARKING IMPACT.....</b>	<b>17</b>
5.2	Parking Standards and Policy .....	17
5.3	Anticipated Parking Demand.....	18
5.4	Typical Weekday Parking Accumulation .....	18
5.5	Weekend Parking Accumulation .....	19
5.6	Summary .....	20
<b>6</b>	<b>PROPOSED ACCESS AND INTERNAL ARRANGEMENTS .....</b>	<b>21</b>
6.1	Proposed Access Arrangement .....	21
6.2	Proposed Internal Layout .....	21
<b>7</b>	<b>SUMMARY AND CONCLUSIONS .....</b>	<b>22</b>



## **PLANS**

**Plan 01                      Site Location and Accessibility Plan**

## **DRAWINGS**

**2011/1393/001 A        16.5 metre Artic HGV Vehicle Track**  
**2010/1393/002        12 metre Rigid HGV Vehicle Track**  
**2010/1393/003        14.4 metre 'Urban Artic' HGV Vehicle Track**

## **APPENDICES**

**Appendix A              Overall Master Plan Drawing**  
**Appendix B              Proposed Access Junction Layout**  
**Appendix C              Whitbread Guest Travel and Parking Survey Schedule**  
**Appendix D              Whitbread Premier Inn Surveys Summary**  
**Appendix E              Premier Inn & Restaurant Sites Spreadsheet Summary**  
**Appendix F              WSP Transport Assessment Extract – Traffic Generation**  
**Appendix G              Site Layout Plan**  
**Appendix H              Parking Accumulation**

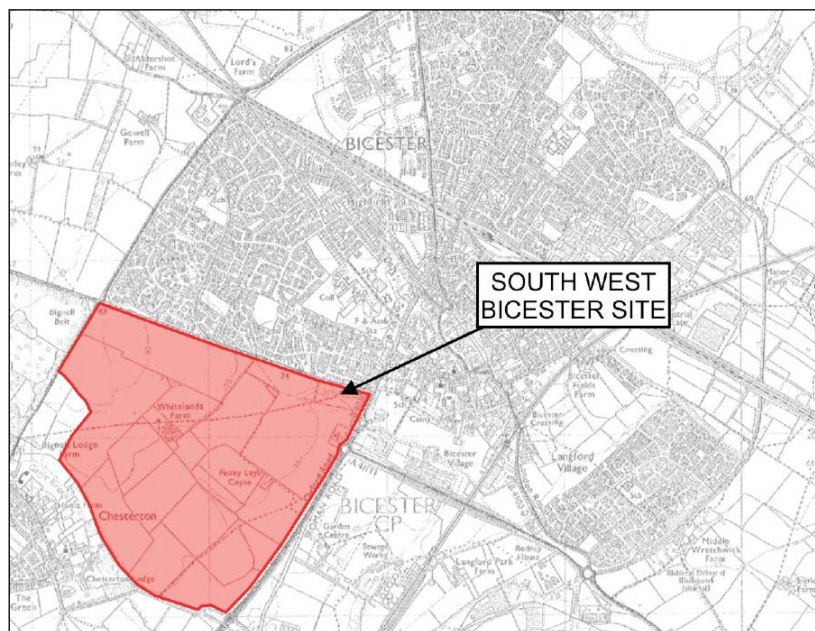


## 1 INTRODUCTION

### 1.1 Background

1.1.1 RGP is commissioned by Whitbread Group plc to provide transportation planning and highway advice in respect to a proposed 84 bedroom Premier Inn hotel and 220 cover Brewers Fayre restaurant on part of the South West Bicester urban extension development.

1.1.2 The overall urban extension development, granted outline planning consent in June 2008 (application reference 06/00967/OUT), will provide 1,585 residential dwellings, educational facilities including a new secondary school, together with sports pitches and playing fields, and other community facilities incorporated in a new neighbourhood centre. To support the new homes, the site will also provide a range of employment uses, medical and health care support and a hotel. The extent of the Master Plan development area is illustrated by **Figure 1.1**.



**Figure 1.1. Site Location**

1.1.3 Whitbread are seeking to develop part of the site fronting the A41 Oxford Road to provide a Premier Inn hotel and associated public house / restaurant. The proposals would provide a total of 123 car parking spaces for the shared use of both the Premier Inn hotel and Brewers Fayre restaurant, including appropriate servicing provision to allow vehicles to turn and egress the site in a forward gear. A site layout plan illustrating the proposals and position within the wider Master Plan site is attached hereto at **Appendix A**.



- 1.1.4 The wider highway implications of the South West Bicester development proposals were considered by WSP Development and Transportation Ltd by way of a Transport Assessment (TA) prepared in 2006 as part of the site's outline planning consent. That TA considered the traffic generation and impact of the site on the wider local highway network including the associated infrastructure improvements proposed to facilitate access to the development.
- 1.1.5 WSP's TA includes consideration of a generic hotel land use comprising up to 100 bedrooms, equivalent to approximately 7,000sqm Gross Floor Area (GFA). Under WSP's traffic generation assessment, no consideration is given to the public house / restaurant use.
- 1.1.6 The purpose of this Transport Statement is to accompany Whitbread's reserved matters application for the proposed Premier Inn hotel and Brewers Fayre public house / restaurant. This Transport Statement provides an overview of how Whitbread's development proposals will be accommodated in highway terms. This assessment is considered against the background of the wider South West Bicester development proposals, and provides details with regards to traffic generation and parking impact analysis based on RGP's experience of Premier Inn developments throughout the UK. In this regard, RGP has a wealth of survey data relating to existing site operations across the UK, which form the background to the derivation of detailed trip generation analysis.
- 1.1.7 A principal focus of this Transport Statement is to therefore consider the net difference between the traffic generation assessment by WSP, as part of the wider outline application, in relation to Whitbread's application for its proposed uses.
- 1.1.8 Since the principle of development of the land is established by way of the 2008 outline planning consent and that the wider Master Plan site is accompanied by a comprehensive TA prepared by WSP, it is considered that a Transport Statement is appropriate in this instance.

## **1.2 Transport Statement Structure**

- 1.2.1 The purpose of this Transport Statement is to consider the specific operation of the proposed Premier Inn and Brewers Fayre on part of the South West Bicester urban extension site and its potential impact in highway terms. This is compared to the assumed traffic flows generated as part of the outline planning application.
- 1.2.2 The remainder of this Transport Statement comprises the following sections:
- (i) Section 2: Site Location and Description – Review of the site's location and description;

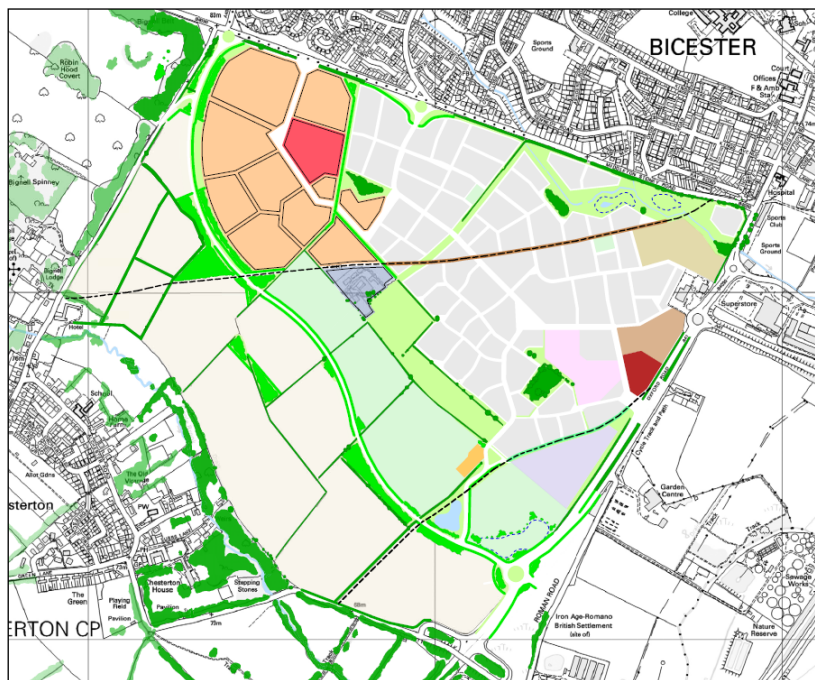


- (ii) Section 3: Accessibility Credentials – A summary of the existing and proposed local facilities and public transport provision that would encourage the use of alternative modes of travel to and from the site;
- (iii) Section 4: Traffic Generation and Traffic Impact – An assessment of the proposed traffic generation based on site specific survey data from comparable Whitbread hotel and restaurant operations;
- (iv) Section 5: Parking Impact – Consideration of the Premier Inn / Brewers Fayre car park operation and the impact of on-site parking demand post development, in relation to appropriate parking standards and local policy;
- (v) Section 6: Proposed Access and Internal Arrangement – Review of the design of the proposed access arrangements and offsite works to facilitate access to the development proposals;
- (vi) Section 7: Summary and Conclusions.



## 2 SITE LOCATION AND DESCRIPTION

2.1.1 **Plan 01** appended hereto illustrates the site's location in relation to the local highway network and public transport connections close to the site. The Premier Inn development would occupy an area of land on the eastern edge of the Master Plan site, adjacent to the A41 Oxford Road. **Figure 2.1** provides an illustration of the Master Plan proposals and identifies the hotel use as a red triangle situated approximately 250 metres to the south of the A41 roundabout with King's End.



**Figure 2.1. South West Bicester Indicative Master Plan Proposals**

2.1.2 The off-site highway infrastructure to facilitate vehicular access to the Bicester urban extension site is nearing completion. On the A41, which provides links between junction 9 of the M40 / A34 to the south west and east towards Aylesbury and Bicester town centre, are a series of new junctions and modifications to existing junctions local to the urban extension site.

2.1.3 A new signalised junction has been constructed on the A41 between the Bicester Avenue (home and garden centre) and the A41 roundabout to the north with King's End. The signalised junction will provide all purpose vehicle access to the Master Plan development and will permit all vehicle turning manoeuvres. Two ahead lanes will be maintained for the A41 whilst dedicated turning lanes would serve the development site for north and southbound traffic on the A41.





- 2.1.4 The proposed Premier Inn development would occupy an area immediately to the north of the signalised junction, whilst vehicular access to the development would be afforded via the internal estate roads of the Master Plan development. The plan attached at **Appendix B** illustrates the proposed access position; further details of which are provided in **Section 6**.
- 2.1.5 The newly formed signalised junction with the A41 is illustrated within **Photos 1** and **2**. This would be the primary access used by future users of the proposed Premier Inn and Brewers Fayre development. **Photo 2** provides a view looking north towards Bicester and the dedicated left turn lane into the urban extension site.



**Photo 1** – Signalised Junction to the South West Bicester Urban Extension



**Photo 2** – A41 Looking North Towards Bicester and the New Junction

- 2.1.6 In addition to the signalised junction, a new roundabout junction would provide additional means of access within the south eastern corner of the Master Plan site, both of which would be linked by way of improved footway / cycleway shared surfaces and enhanced bus stop facilities. These improvements would promote access by alternative modes of travel, as illustrated by **Photos 3** and **4**.



**Photo 3** – Roundabout Junction Serving the South Eastern Corner of the Master Plan Site



**Photo 4** – Bus Stop and Footway Improvements Adjacent to the A41



- 2.1.7 Due to the location of the proposed Premier Inn and associated restaurant, the development would provide a convenient overnight destination for future users of the urban extension, particularly the proposed employment and business uses, once this has been fully built out in the fullness of time. In addition, it is likely that guests would be staying in the vicinity for a variety of other reasons associated with other existing business uses and leisure related stays in the area. For example, the Premier Inn would be within convenient reach of Bicester town centre, Bicester Village Retail Park and commercial / industrial areas situated to the north east of Bicester town.
- 2.1.8 With regards to the proposed Brewers Fayre public house / restaurant, this would provide an excellent facility for guests of the hotel to cater for breakfasts and evening meals, for example, thereby reducing the need to travel away from the site and maximising linked trips. In addition, the Brewers Fayre would also cater for other local businesses, visitors and residents of the urban extension land uses.
- 2.1.9 All Whitbread sites aim to recruit local staff that live close to the site. Since there is a large residential area proposed as part of the South West Bicester urban extension, it is likely that this is where many employees of the site would reside and hence the need for staff to drive to the site is minimised due to the good walking and cycling facilities available. The key aims of PPG13 "Transport" which suggests walking and cycling are the most attractive alternatives for journeys of up to 2km and 5km respectively are therefore satisfied.



### **3 ACCESSIBILITY CREDENTIALS**

#### **3.1 Overview**

- 3.1.1 Accessibility Plan, **Plan 01** attached hereto illustrates the accessibility credentials of the site's location and the local areas of note that are likely to be end destinations for prospective guests of the Premier Inn and the public transport facilities which are available within a short walk or cycle of the site.
- 3.1.2 The hotel and restaurant proposals would not only benefit existing businesses in the area by providing convenient overnight accommodation, the proposals would also provide excellent overnight accommodation for the future South West Bicester site, when fully developed. The proposals would therefore be well placed to minimise the use of the private car, even if guests initially arrive to the site by car.
- 3.1.3 The public transport nodes available locally offer an attractive alternative to the private car for both employees and guests of the site, whether arriving initially at the hotel or travelling on to a business or leisure event, for example, which may be the ultimate reason for staying overnight at the hotel.
- 3.1.4 The closest bus stops to the site are available on the A41 Oxford Road, which are approximately 480 metres (6 minutes' walk) from the site, whilst Bicester Town Centre benefits from two railway stations: Bicester North and Bicester Town. These stations are approximately 2 kilometres from the site, when accessed by road, and offer excellent rail links at the national level.
- 3.1.5 The principle of development of the South West Bicester urban extension is established by way of the June 2008 planning consent and hence it is not considered that detailed consideration should be given to the accessibility credentials, particularly in the light of the highway infrastructure works which include improvements to the current sustainability credentials. The grant of planning permission for the urban extension therefore considered such issues at that time, which were evidently considered acceptable.
- 3.1.6 The following section provides an overview of the current accessibility credentials of the site following the recently completed off-site highway works.

#### **3.2 Walking and Cycling**

- 3.2.1 Bicester town centre is located 1.5 kilometres to the north of the site and provides a good level of retail, education, commercial and employment opportunities. Many of these facilities are located within approximately 25 minutes' walk or a short cycle ride from the site. However, as mentioned, following redevelopment of the Bicester urban extension, the immediate local area would also be a primary attractor of overnight stays.



- 3.2.2 Good footway and cycle links are now available leading to and from Bicester adjacent to the A41, which are well lit and of high quality design. The general area is considered conducive to cycling, which although is not reasonable for guest related journeys to and from the proposed Premier Inn, it is likely to be a potential alternative mode of travel for staff of the site.
- 3.2.3 Cycling within the immediate area is aided by the National Cycle Route 51 which commences in Oxford, passes through the centre of the Bicester, and provides links beyond to Milton Keynes and Cambridge (when complete). The link local to the site also offers significant off road provision for the less confident cyclist, whilst a high quality Toucan crossing will be available once the highway infrastructure works are fully completed, as illustrated by **Photo 5** and **6** below.



**Photo 5** – Pedestrian Crossing towards the Premier Inn Site Over A41 Northbound Carriageway

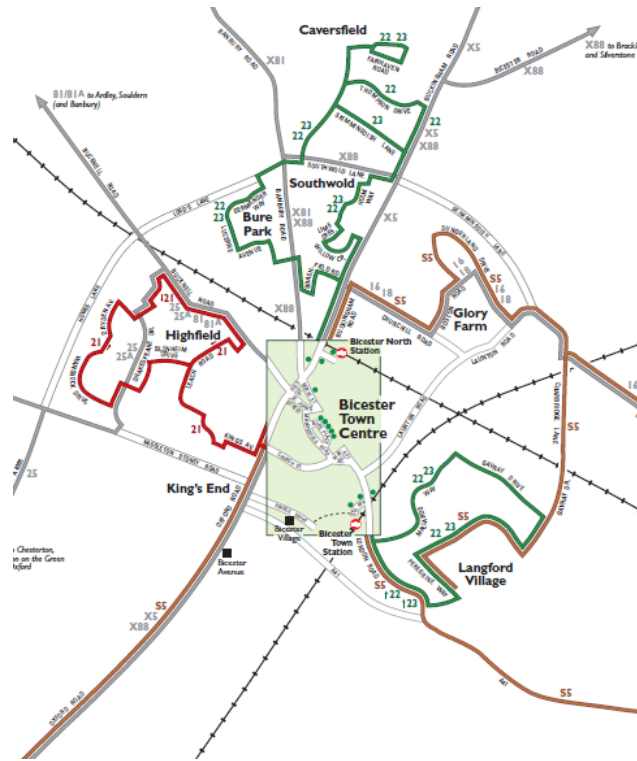


**Photo 6** – Pedestrian Crossing Provision Over A41 Southbound Carriageway

### 3.3 Local Bus and Rail Services

#### *Bus Services*

- 3.3.1 The A41 Oxford Road serves a number of bus routes along its length. **Figure 3.1** provides a summary of the bus routes available in the local area and the links further afield to other local towns and villages. Further summary information is provided on **Plan 01** attached hereto.



**Figure 3.1. Bicester Bus Route Summary**

- 3.3.2 The nearest bus stops to the site are located approximately 480 metres and 500 metres from the site on the A41 for northbound and southbound services respectively. Both stops are accessible within a 10 minute walk of the site. These stops offer good quality waiting facilities, including seating and shelters.
- 3.3.3 From these stops, three routes are accessible, providing regular services to local destinations, as summarised by **Table 3.1**.

SERVICE	ROUTE DESCRIPTION	DAYS OF OPERATION	DAYTIME FREQUENCY
X88	Oxford – Bicester – Brackley – Silverstone	Mon-Sat	4 per day
X5	Oxford – Bicester – Buckingham – Milton Keynes – Bedford – St Neots – Cambridge	Daily	30 mins
S5	Oxford – Gosford – Bicester – Glory Farm/Launton/Landford/Ambrosden	Mon-Sat	60 mins

**Table 3.1. Summary of Local Bus Routes**

- 3.3.4 As summarised above, the development proposals would be well located to benefit from local bus routes, which are likely to be attractive to staff of the development and also potentially guests as part of their stay to reach local destinations.



### **Rail Services**

3.3.5 Both railway stations within Bicester are accessible within approximately 2.0 kilometres of the site and provide excellent local and regional connections, with services operated by Chiltern Railways.

<b>STATION</b>	<b>DESTINATION</b>	<b>JOURNEY TIME</b>	<b>FREQUENCY</b>
Bicester Town	Oxford	30 mins	1 per 2 hours
Bicester North	Birmingham Snow Hill	1hr 15 mins	3 per hour
	Warwick	35 mins	3 per hour
	Banbury	20 mins	1 per hour
	High Wycombe	30 mins	2 per hour
	London Marylebone	1 hour	4 per hour

**Table 3.2 Rail Summary from Bicester**

3.3.6 Bicester stations therefore offer excellent rail connections at the national level, offering onward travel to other major towns and cities, particularly from Bicester North, whilst Bicester Town provides a convenient local service to Oxford with a journey time of 30 minutes. For guests of the Premier Inn arriving by rail, the site is a short bus journey or taxi ride from the local stations.



## 4 PROPOSED SITE OPERATION AND TRAFFIC IMPACT

### 4.1 Introduction

- 4.1.1 Based on RGP's experience of similar Premier Inn and Brewers Fayre developments, the traffic generation for the development proposals has been derived based on comparable survey data. Although the TRICS database is the industry standard tool for deriving traffic generation for similar land uses, in RGP's experience this data is often not comparable. Many hotels within TRICS contain conference and leisure uses on-site, which makes the data unrepresentative of a hotel which does not contain these facilities; such is the case with Premier Inn.
- 4.1.2 Furthermore, those sites within TRICS that are of a similar type i.e. have an on-site restaurant do not accurately distinguish between the parking uses. For example, many surveys within TRICS categorise a Premier Inn with an associated restaurant as one trip rate. However, in reality they are two separate land uses that should be considered individually. In addition, many TRICS surveys also do not take into consideration additional parking occurring on-site that is not associated with either use (e.g. parking 'abuse' that is perhaps associated with an adjacent retail or industrial centre), which has been observed at some Premier Inn sites.
- 4.1.3 As part of RGP's assessment of the potential generation for the proposed South West Bicester site, survey data for existing comparable Premier Inn hotels and associated restaurant / public house uses (e.g. Beefeater, Brewers Fayre, and Table Table restaurants, which all fall under the Whitbread brand) has been used. Data collected as part of a Premier Inn Guest Travel and Parking Survey prepared by RGP, on behalf of Whitbread (October 2011), has been used to derive the operational impact of the Premier Inn hotel element, whilst as a consequence of a low combined Premier Inn / restaurant sample rate within this study, previously collected data for comparable combined Premier Inn and restaurant sites has been applied.
- 4.1.4 The Guest Travel and Parking Study was commissioned by Whitbread to better understand current travel and parking demand patterns based on the location of a proposed site and considered 28 Premier Inn sites throughout the UK, within 9 locational categories. The full survey schedule and categories considered are summarised at **Appendix C**.
- 4.1.5 Depending on whether the site assessed had on-site car parking resulted in a different survey approach. For example, those sites with on-site car parking were observed by way of a standard car park survey, including observations as to purpose of stay, between 0700 and 2400 hours with recordings taken within 15 minute segments. Whereas those sites with no or limited on-site parking were observed by way of a guest interview survey with total head count data recorded.



4.1.6 Typically, the car park surveys were undertaken between 0700 and 2300 hours and comprised observations of all arrivals and departures to and from the car park and details in terms of purpose of visit. Any non-Whitbread parking which may have included parking associated with a nearby industrial area, shopping area or residential parking, for example, has been extracted from the results in order to provide a true representation of the traffic generation associated with the proposed Bicester Premier Inn.

4.1.7 Since the wider Master Plan proposals for the South West Bicester site and associated highway impact has been considered in detail by WSP consultants, this section provides a comparison between the traffic generation flows assumed within the outline planning consent (i.e. the traffic generation assumed by WSP for generic hotel) in comparison to this planning application submitted by Whitbread.

## **4.2 Traffic Generation – Premier Inn and Restaurant**

4.2.1 Based on the attached schedule at **Appendix C**, it is deemed reasonable to use Category D (i.e. Industrial / Commercial / Edge of Town / Leisure Park) and E (Edge of Town Centre) for further assessment.

4.2.2 Category D comprises data for three existing Premier Inns at Birmingham NEC, Thurrock East and Enfield. Further details for each of these sites is provided within the summary schedule.

4.2.3 Category E comprises data for three Premier Inns at Wolverhampton, Wakefield and Rochester. Although the location of the site does not currently represent an edge of town location, it is considered that when the urban extension is fully developed the resultant travel patterns would 'fit' this category.

4.2.4 The spreadsheets at **Appendix D** provide a summary of each of the surveys for the sites under Category D and E and the key results of the surveys, including trip rates, parking accumulation and duration of stay information. Data including the number of rooms available and number of rooms sold on the previous night and night of the survey is also provided. The raw data for each of these surveys, undertaken by PCC Traffic Information Consultancy Ltd in June 2011 can be provided on request.





4.2.5 In terms of assessing the trip generation associated with the on-site restaurant use, data from four comparable combined Premier Inn and restaurant sites has been considered:

- i) Peterborough: 152 cover Table Table restaurant;
- ii) Poole: 155 cover Table Table restaurant;
- iii) Norwich Showground: 160 cover Table Table restaurant; and
- iv) Andover: 220 cover Table Table restaurant.

4.2.6 **Appendix E** contains a summary of the data collected (trip rates throughout the day, traffic generation for the Bicester proposals and parking demand / accumulation) for these sites as well as the Category D and E sites.

4.2.7 **Table 4.1** provides a summary of the trip rates derived from the Whitbread survey data, which have been averaged from the six sites considered within Categories D and E (Premier Inn) and 4 restaurant sites, whilst **Table 4.2** provides a summary of the anticipated traffic generation for the proposed 84 bed Premier Inn and associated 220 cover Brewers Fayre restaurant at the South West Bicester site. For robustness the conventional highway peak hours (i.e. 0800 to 0900 and 1700 to 1800 hours) and the daily traffic generation (0700 to 2300 hours) have been considered.

	Premier Inn			Restaurant		
	Arrival	Departure	2-Way	Arrival	Departure	2-Way
AM Peak	0.101	0.223	0.324	0.014	0.004	0.018
PM Peak	0.207	0.143	0.350	0.119	0.048	0.164
Daily	2.028	1.938	3.966	0.851	0.819	1.671

**Note:** Trip rate calculation factor is based on 'per room' for the Premier Inn and 'per cover' for the Restaurant

**Table 4.1. Trip Rate Summary for Premier Inn and Restaurant Use**

	Premier Inn (80 Bed)			Restaurant (220 Covers)		
	Arrival	Departure	2-Way	Arrival	Departure	2-Way
AM Peak	8	19	27	3	1	4
PM Peak	17	12	29	26	10	36
Daily	170	163	333	187	180	368

**Table 4.2. Traffic Generation Summary for the Proposed Bicester Premier Inn and Brewers Fayre Restaurant**



	Arrival	Departure	2-Way
AM Peak	11	20	31
PM Peak	43	22	65
Daily	358*	343	701

**Note:** \* Errors due to rounding

**Table 4.3. Total Traffic Generation Combined**

4.2.8 As illustrated by **Table 4.3**, it is apparent that the development proposals would generate in the order of 31 two-way vehicle movements during the morning peak hour (0800 – 0900 hours) and 65 two-way vehicle movements during the evening peak hour (1700 – 1800 hours). This equates to an average of 1 vehicle movement every 1.9minutes and 1.08minutes respectively, which is not considered significant. Over the course of a full day the proposals would generate in the order of 701 two-way daily vehicle movements.

### 4.3 Traffic Impact

4.3.1 In determining the traffic impact of Whitbread's proposals, a comparison is made between the traffic generation figures (for hotel use) submitted as part of the outline planning application for the wider South West Bicester Master Plan application.

4.3.2 **Table 4.6** provides a summary of the traffic generation agreed as part of the outline application for a 100 bedroom hotel (equivalent to a floor area of 7,000sqm). An extract of the hotel traffic generation figures and TRICS data from the WSP TA is attached at **Appendix F**.

	Generic Hotel (100 Bed)		
	Arrival	Departure	2-Way
AM Peak	22	25	47
PM Peak	25	19	44
Daily	305	313	619

**Table 4.6. Trip Rates Applied within Outline Planning Application for 100 Bed Hotel Use**

4.3.3 As summarised above, it is apparent that the traffic generation applied by WSP is relatively high for the intended generic hotel use, which is considered to be a robust assessment since there is no identified end user. As outlined previously, the generic hotel use is likely to include associated leisure and conference uses, which are included under the hotel use. **Table 4.6** illustrates that the hotel use assumed as part of the outline planning application would generate a total daily level of traffic (two-way) of in the order of 619 vehicle movements.



4.3.4 **Table 4.7** provides the net difference when considered against the application proposals, for which the refined traffic generation figures are based on extensive data collection for comparable uses in similar locations.

	Arrival	Departure	2-Way
AM Peak	-11	-5	-16
PM Peak	+18	+3	+21
Daily	+53	+30	+82

**Table 4.7. Net Traffic Generation Change (Outline Planning Application Vs Whitbread's Refined Traffic Generation Assessment)**

4.3.5 As illustrated by **Table 4.7** it is apparent that owing to the differences between the floor areas / room numbers between the outline planning application (encompassing the generic hotel use) and Whitbread's refined proposals, it is apparent that there would be an overall increase in daily traffic generation between the outline and detailed application by approximately 82 two-way vehicle movements. Whitbread's application would result in a reduction of approximately 16 two-way vehicles during the AM peak hour and a slight increase of 21 two-way vehicle movements during the PM peak hour.

4.3.6 On this basis it is considered that the highway modelling and detailed impact assessment undertaken by WSP to support the outline planning application is sufficient to demonstrate that the additional traffic generated by the Whitbread development can be accommodated on the local highway network. In the light of this assessment it is therefore not considered necessary for RGP to undertake further modelling of the local junctions with the A41 Oxford Road, for example.

#### 4.4 Servicing Movements

4.4.1 Whitbread typically use either a full 16.5 metre articulated vehicle, a 14.6 metre urban articulated vehicle or a 12 metre rigid vehicle, subject to the constraints of an individual site. Based on RGP's experience, the Bicester proposals are likely to generate an average of two service vehicles per day (4 two-way HGV movements). **Tables 4.8** and **4.9** below provide a summary of the vehicle sizes and anticipated delivery types.

VEHICLE DETAILS				
VEHICLE TYPE	LENGTH	WIDTH	HEIGHT	COMMENT
Large articulated	16.5m	2.65m	4.2m	1 <sup>st</sup> choice
Small articulated	14.6m	2.65m	4.2m	2 <sup>nd</sup> choice
Rigid lorry, 26t & bin lorry	12.00m	2.65m	4.0m	3 <sup>rd</sup> choice

**Table 4.8. Whitbread Vehicle Details Summary**



DELIVERIES					
TYPE	NO VISITS	DURATION	TIMINGS	VEHICLE TYPE	ACTIVITY
Linen	3	30 mins	06.30 – 18.00	26t	6 x 1.5 m3 cages on wheels
Food	3	40 mins	06.30 – 18.00	Large Artic	1 x trolley with 1m x 1.2m pallet
Beer/wine	1	45 mins	06.30 – 18.00	Large Artic	1 x trolley with 1m x 1.2m pallet
Refuse	3	20 mins	06.30 – 18.00	26t	4 bins emptied per visit
<b>Note:</b> no deliveries on Sundays/Bank holidays					

**Table 4.9. Whitbread Delivery Details Summary**

- 4.4.2 The schedule above provides further details of Whitbread's servicing requirements. A service yard and HGV parking space is provided to the rear of the Brewers Fayre building and the above servicing needs for the development would be contained on-site with adequate manoeuvring room provided within the car park layout to allow service vehicles to access and egress the site in a forward gear. Vehicle tracking of the internal arrangement is considered in more detail within **Section 6**.



## 5 PARKING IMPACT

- 5.1.1 Following construction of the Premier Inn and Brewers Fayre, a total of 123 parking spaces would be provided, including the provision of 7 disabled parking bays, which would be conveniently situated close to building entrances. The proposals would also provide sufficient room to allow for service vehicles to access the site, turn and egress in a forward gear. The site plan illustrating the proposals is attached hereto at **Appendix G**.
- 5.1.2 As with any new development it is important that a balanced approach is taken with regard to the appropriate level of parking. Consideration should not only be given to relevant parking standards, but also the anticipated on-site parking demand.
- 5.1.3 In addition, allowance should be made for the way in which the car park will operate given its shared use between the Premier Inn and Brewers Fayre. The hotel and restaurant are complementary in their nature, for example, the public house caters for the majority of Premier Inn guests' needs, including breakfasts and evening meals, whilst their associated peak demand in parking is not coincident. Therefore, on this basis it is not appropriate to consider each element individually in terms of the generic application of maximum parking standards, but take a more pragmatic approach considering the potential parking demand overall based on the Whitbread survey results.

### 5.2 Parking Standards and Policy

- 5.2.1 The relevant parking standards are set out within Appendix B of the "Non-Statutory Cherwell Local Plan 2011", which is the current policy framework prior to adoption of the Council's Local Development Framework (LDF). The relevant parking standards for Type 2 sites (i.e. non-town centre) are summarised as follows:
- (i) A3 Restaurants/Pubs: 1 space per 15sqm of public space;
  - (ii) C1 Hotels and Guest House: 1 space per 1 bed.
- 5.2.2 Since the proposals are for a 84 bedroom Premier Inn hotel and a 220 cover Beefeater restaurant (with a Gross Floor Area of 868sqm) the hotel element would justify a maximum of 84 parking spaces, whilst the Brewers Fayre would justify a maximum of 43 parking spaces (based on a public floor space equivalent to 60% of the GFA).
- 5.2.3 The maximum number of parking spaces permitted would therefore be 127 spaces. The proposed level of parking is slightly less than that stipulated by the guidance and the analysis provided in **Section 5.3** below which takes into account the linked trips between the hotel and restaurant demonstrates that the provision of 123 spaces will be sufficient to meet the demands of the development.



5.2.4 Appropriate cycle parking provision is also proposed for the development; however, Cherwell District Council's standards are not clear. Based on a review of other neighbouring authorities in Oxfordshire, the standards applied to the development proposal is as follows:

- (i) A3 Restaurants/Pubs: 1 space per 10 rooms;
- (ii) C1 Hotels and Guest House: 1 space per 20sqm public space.

5.2.5 A total of 12 cycle parking spaces are provided for both guests and staff of the site, which is the equivalent to the provision of 6 Sheffield type cycle stands. Cycle parking stands would be located at the building entrances, within areas of good surveillance, covered from the elements. As detailed within the accompanying Travel Plan, should demand regularly exceed provision, the Travel Plan Coordinator would seek to secure additional provision.

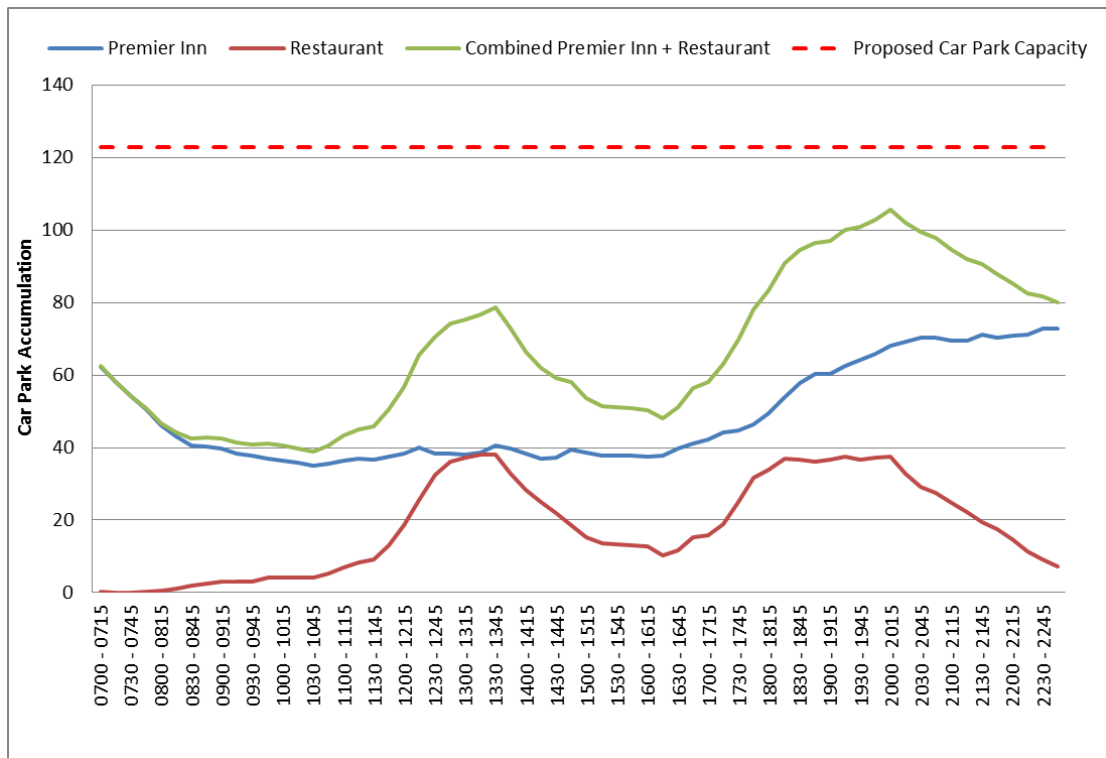
### 5.3 Anticipated Parking Demand

5.3.1 In addition to the requirements of the parking standards, it is also important to understand the anticipated parking demand created by the Premier Inn and Brewers Fayre. This can be derived from the survey data used as part of the traffic generation analysis. Using the individual hotel and restaurant parking demand profiles determined on a typical weekday. Consideration is also given to the potential weekend demand. Since the sites assessed are comparable to the proposed Bicester site this is considered an accurate representation of the site's anticipated operation.

### 5.4 Typical Weekday Parking Accumulation

5.4.1 The spreadsheet attached hereto at **Appendix H** provides the calculation for the parking accumulation profile for each use, which has been factored accordingly based on the trip rates derived. The average car park start occupancy at 0700 hours is derived from the average of the survey sites used per rooms sold. The overall average was determined as being 78% at 0700 hours (of total rooms sold), which can also be expressed as 0.78 parking spaces per room at 0700 hours. It is worthy of note however that the Birmingham NEC site starting occupancy has not been used since this site also offers an airport pay and stay facility, which would distort the car park start occupancy, and hence the average of 78% has been applied from the other sites. Therefore, for the proposed 84 bed Premier Inn at Bicester (assuming all rooms are sold), the starting occupancy would be 66 cars. The restaurant / pub use would have minimal parking associated with its use at 0700 hours and hence starts at zero vehicles

5.4.2 The resultant parking accumulation profile for the proposed Bicester site is illustrated by **Chart 5.1**.



**Chart 5.1. Proposed Premier Inn and Brewers Fayre Parking Accumulation Profile**

- 5.4.3 The parking accumulation profile has a definitive pattern for both proposed uses. For example, the Premier Inn parking accumulation observes a decrease during the morning period whereby guests are departing and a gradual rise during the late afternoon and evening.
- 5.4.4 It is also apparent from the above chart that the Brewers Fayre has a defined profile, whereby there are two definitive peaks in parking: one for the lunchtime period and one for the evening period. The peak in parking associated with this use would be between 1315 and 1345 hours, 38 cars parked during the lunchtime period and between 1815 and 2015 with 36-37 cars parked during the evening period.
- 5.4.5 The combined peak between both uses on-site would occur during the evening period at approximately 2000 hours when in the order of 106 vehicles would be parked on site, based on data for a neutral weekday.

## 5.5 Weekend Parking Accumulation

- 5.5.1 When considering the typical peak parking demand for restaurant sites for which RGP has collected data (Table 5.1), the weekend parking demand (Saturday and Sunday) is demonstrated to be 25% higher than that experienced Monday – Thursday.



PEAK PARKING DEMAND (SPACES PER COVER)			
MON-THURS	FRI	SAT	SUN
0.191	0.203	0.213	0.264

**Table 5.1. Restaurant Peak Parking Demand**

5.5.2 Typically, the peak demand is during the early evening for a weekend and tails off towards late evening. Restaurant parking demand is generally higher over a weekend, whilst this is a time when many Premier Inn sites have reduced demand. Furthermore, peak demand on a Saturday and Sunday include a higher proportion of peaks over the lunchtime period (between 13:30 and 14:30), a time when the Premier Inn experiences reduced demand. Saturday has an approximate 50/50 split in lunchtime and early evening peaks, whilst on Sundays all sites experience their peaks over lunchtime. The location of the site does not appear to materially affect the peak demand, providing the site has on-site parking.

5.5.3 As a worst case scenario, using the peak weekday demand Premier Inn (73 spaces) and an evening peak of 0.213 (spaces per cover) for the restaurant, the resultant peak would be 120 spaces, assuming peaks were to be coincident.

## **5.6 Summary**

5.6.1 The proposed parking level (123 spaces) is therefore considered to be sufficient to cater for the day-to-day anticipated demand (weekdays and weekends).

5.6.2 Owing to the complementary nature of the proposed uses there would be a high proportion of linked trips between the Premier Inn and Brewers Fayre, whereby guests of the Premier Inn would remain on-site for their evening meal, for example. The linked nature of the site is taken into account within RGP's assessment.





## 6 PROPOSED ACCESS AND INTERNAL ARRANGEMENTS

### 6.1 Proposed Access Arrangement

6.1.1 Access to the Premier Inn and Brewers Fayre would be facilitated via the proposed internal road network constructed as part of the wider urban extension development plans. Vehicular access would be served via the newly constructed signalised junction and in turn the internal road network of the Master Plan site.

6.1.2 The highway infrastructure works to serve the intended land use proposals do not form part of Whitbread's proposals and are developed and implemented under the site's outline planning consent. The proposed infrastructure is however considered suitable for the intended use (as a Premier Inn and Brewers Fayre) and hence no modifications are deemed necessary to facilitate all-purpose access. For example, the proposed geometry is considered appropriate for the scale and nature of the proposals and would accommodate the anticipated vehicles required to gain access to the site (including HGV delivery and servicing vehicles).

### 6.2 Proposed Internal Layout

6.2.1 The proposed internal scheme layout of Whitbread's proposal is attached hereto at **Appendix G**, which illustrates the proposed parking arrangement and proposed Premier Inn and Brewers Fayre building footprints.

6.2.2 In order to demonstrate that the anticipated vehicles required to regularly gain access to the site can do so with ease, RGP has undertaken a swept path analysis based on the size of service vehicles Whitbread operate. The associated drawings and vehicle tracks are shown within the attached drawing numbers, as follows:

(i) Drawing number **2011/1393/001** – 16.5 metre Artic HGV

(ii) Drawing number **2011/1393/002** – 12m Rigid HGV

(iii) Drawing number **2011/1393/003** - 14.4 metre 'Urban Artic' HGV

6.2.3 As illustrated by the above attached drawings, these vehicles can gain access to the site and egress in a forward gear. The service area for the site would be situated to the rear of the Brewers Fayre restaurant and would provide the sole service vehicle waiting area for both uses. Appropriate turning provision would also be afforded within the proposed car park.



## 7 SUMMARY AND CONCLUSIONS

7.1.1 This Transport Statement considers the highway and transportation planning implications of a proposed 84 bedroom Premier Inn hotel and 220 cover Brewers Fayre restaurant as part of the Master Plan proposals for the South West Bicester Urban extension.

7.1.2 This Transport Statement has assessed the highway and transport planning implications of the development and in summary it is considered that the proposals would have a negligible impact on highway capacity and safety. The proposed development would be well located close to a guest's ultimate destination and therefore their reason for staying at the hotel.

7.1.3 RGP make the following conclusions of this Transport Statement:

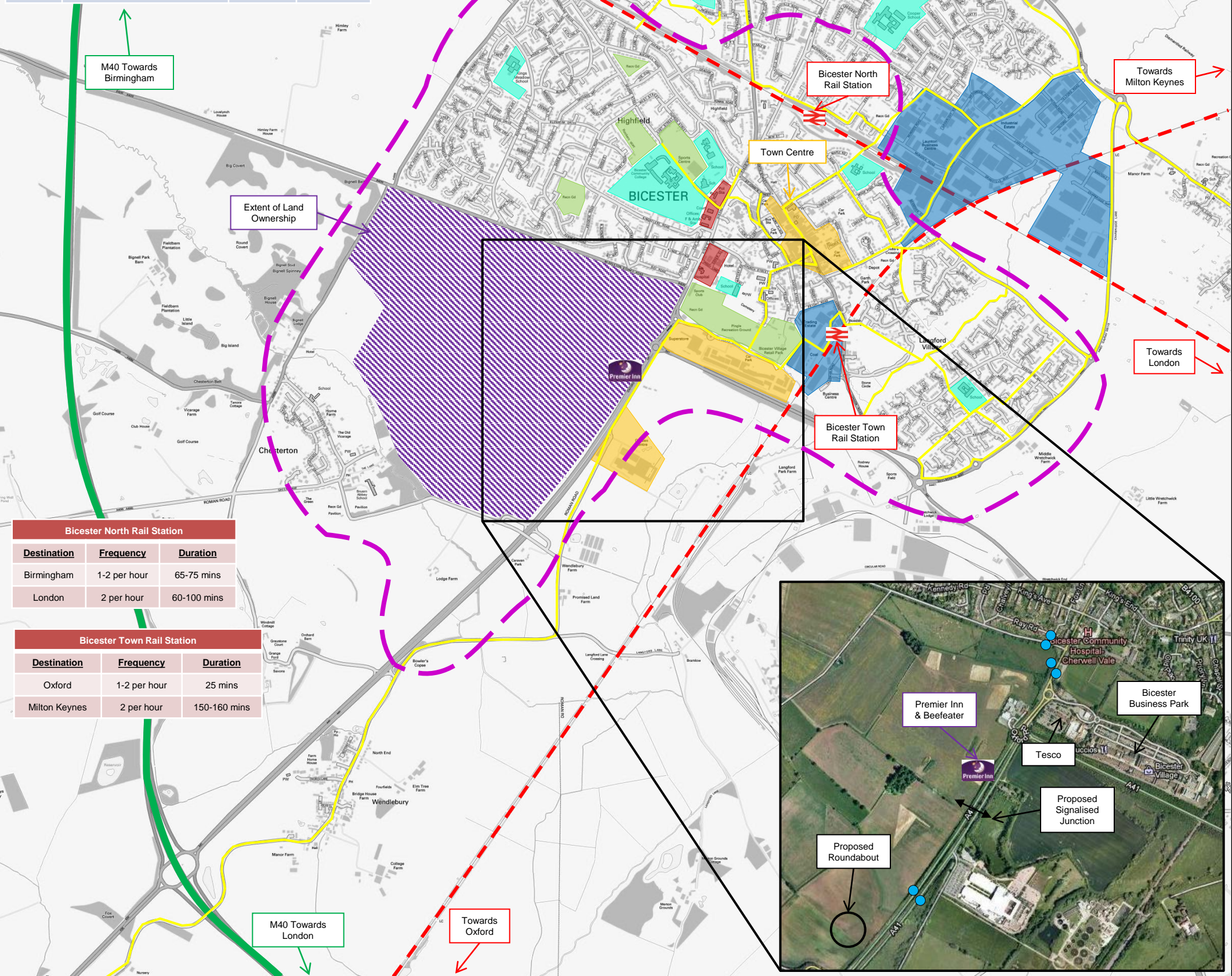
- (i) The site is located in an area where there are many local amenities, businesses and retail establishments. Such a location would have the effect of minimising reliance upon the private car for journeys to and from the site whilst also providing a facility that would benefit the local community and the wider urban extension land uses;
- (ii) The site is well located to encourage alternative modes of travel, benefitting from good local bus services and excellent pedestrian and cycle links to and from Bicester town centre;
- (iii) The new infrastructure constructed as part of the South West Bicester urban extension would provide convenient and safe access to the site for those driving or travelling on foot or by bicycle;
- (iv) The proposals would generate in the order of 31 and 65 two-way vehicle movements during the AM and PM peak hours respectively, which is not considered significant;
- (v) The net change in trips resulting from the development proposals compared to the outline planning permission equates to 16 fewer two-way vehicle trips during the AM peak and 21 additional two-way vehicle trips during the PM peak; and
- (vi) The proposed level of parking for the Premier Inn / Brewers Fayre is considered appropriate based on the anticipated demand and accords with local parking policy;

7.1.4 In light of the information and data set out within this Transport Statement, Oxfordshire County Council as Highway Authority are respectfully urged to confirm that the proposals are acceptable on highway and transportation planning grounds.



# PLANS

Service	Route Description	Days of Operation	Daytime Frequency
X88	Oxford – Bicester – Brackley – Silverstone	Mon-Sat	4 per day
X5	Oxford – Bicester – Buckingham – Milton Keynes – Bedford – St Neots – Cambridge	Daily	30 mins
S5	Oxford – Gosford – Bicester – Glory Farm / Launton / Landford / Ambrosden	Mon-Sat	60 mins



Bicester North Rail Station		
Destination	Frequency	Duration
Birmingham	1-2 per hour	65-75 mins
London	2 per hour	60-100 mins

Bicester Town Rail Station		
Destination	Frequency	Duration
Oxford	1-2 per hour	25 mins
Milton Keynes	2 per hour	150-160 mins

### LEGEND

- Site Location
- Rail Station
- Railway
- Bus Stops
- Cycle Routes
- 2km Walk Isochrone
- Education
- Leisure
- Retail
- Public Services
- Employment



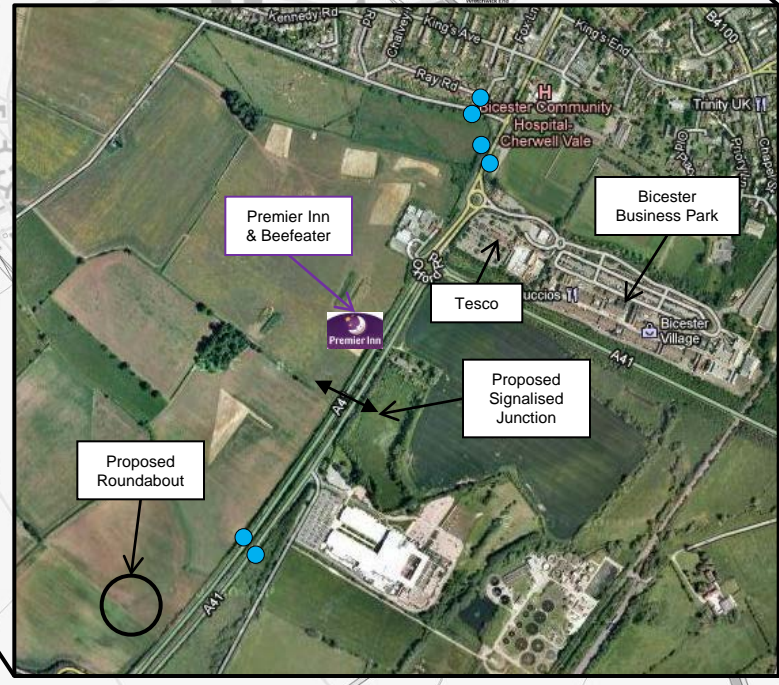
**Transport Planning and Infrastructure Design Consultants**  
 The Old Stables, Fry's Yard, Bridge Street,  
 Godalming, Surrey, GU7 1HP  
 Tel: 01483 861681 Fax: 01483 861682  
[www.russellgiles.com](http://www.russellgiles.com)

**Client:**  
 Fletcher McNeill & Partners Limited

**Project:**  
 Land at Whitelands Farm, SW Bicester

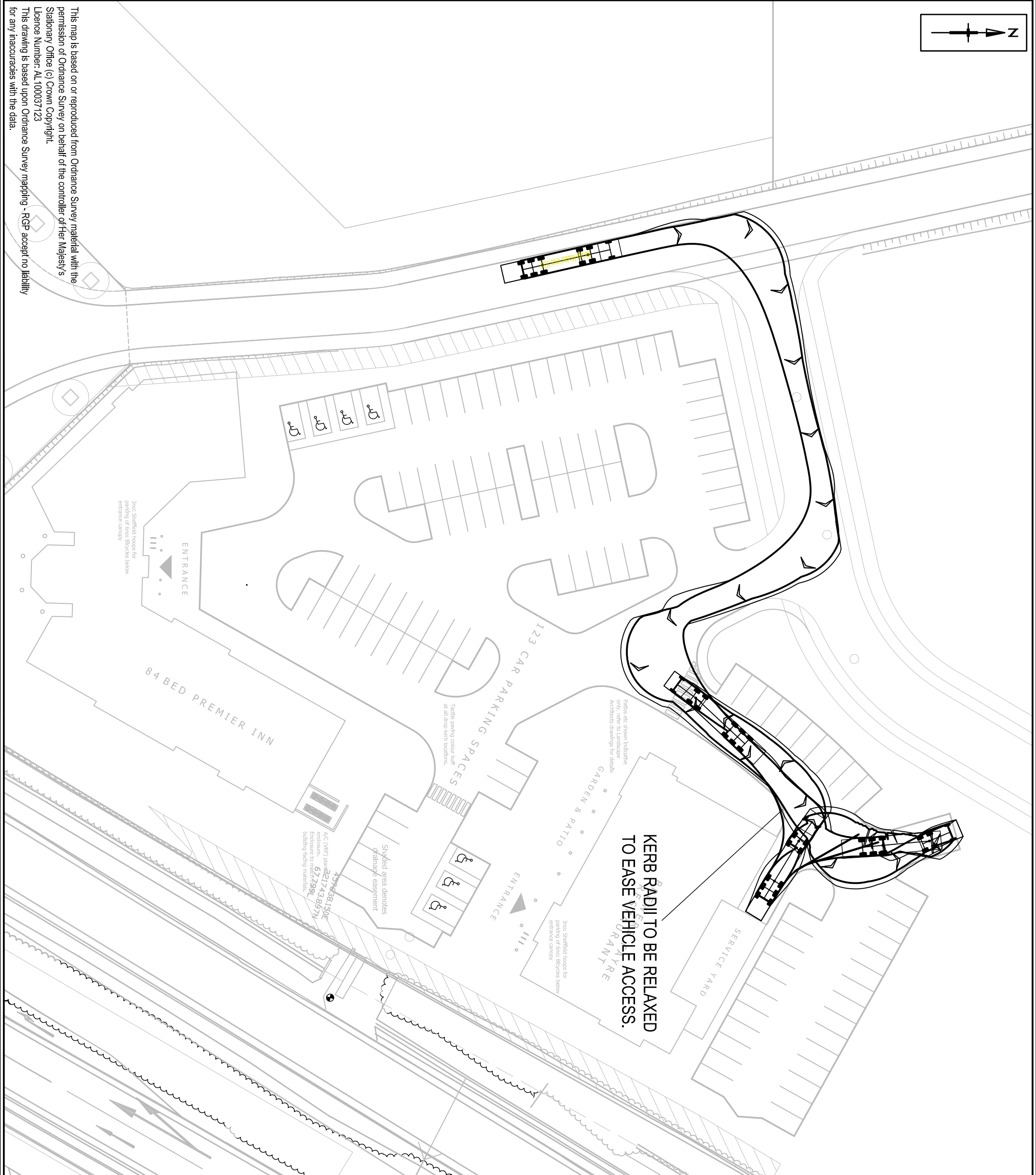
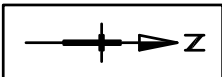
**Title:**  
 Site Location and Accessibility Plan

<b>Plan No:</b> Plan 01	<b>Job No:</b> 2011/1393	<b>Date:</b> September 2011	<b>Scale:</b> NTS
<b>Drawn By:</b> GSE	<b>Checked By:</b> KFM	<b>Approved By:</b> NDR	<b>Rev:</b> -





# **DRAWINGS**



<p><b>Client</b></p> <p>Whitbread Group Plc</p>		<p><b>Project</b></p> <p>Land at Whitlands Farm South West Bicester</p>	
<p><b>Drawing Title</b></p> <p>Delivery Vehicle Turning On Site</p>		<p><b>Scale</b></p> <p>1:200</p>	
<p><b>Drawn By</b></p> <p>KFM</p>	<p><b>Checked By</b></p> <p>SAJ</p>	<p><b>Approved By</b></p> <p>NDR</p>	<p><b>Rev.</b></p> <p>A</p>
<p><b>Drawing No.</b></p> <p>2011/1393/001</p>		<p><b>Date</b></p> <p>December 2011</p>	

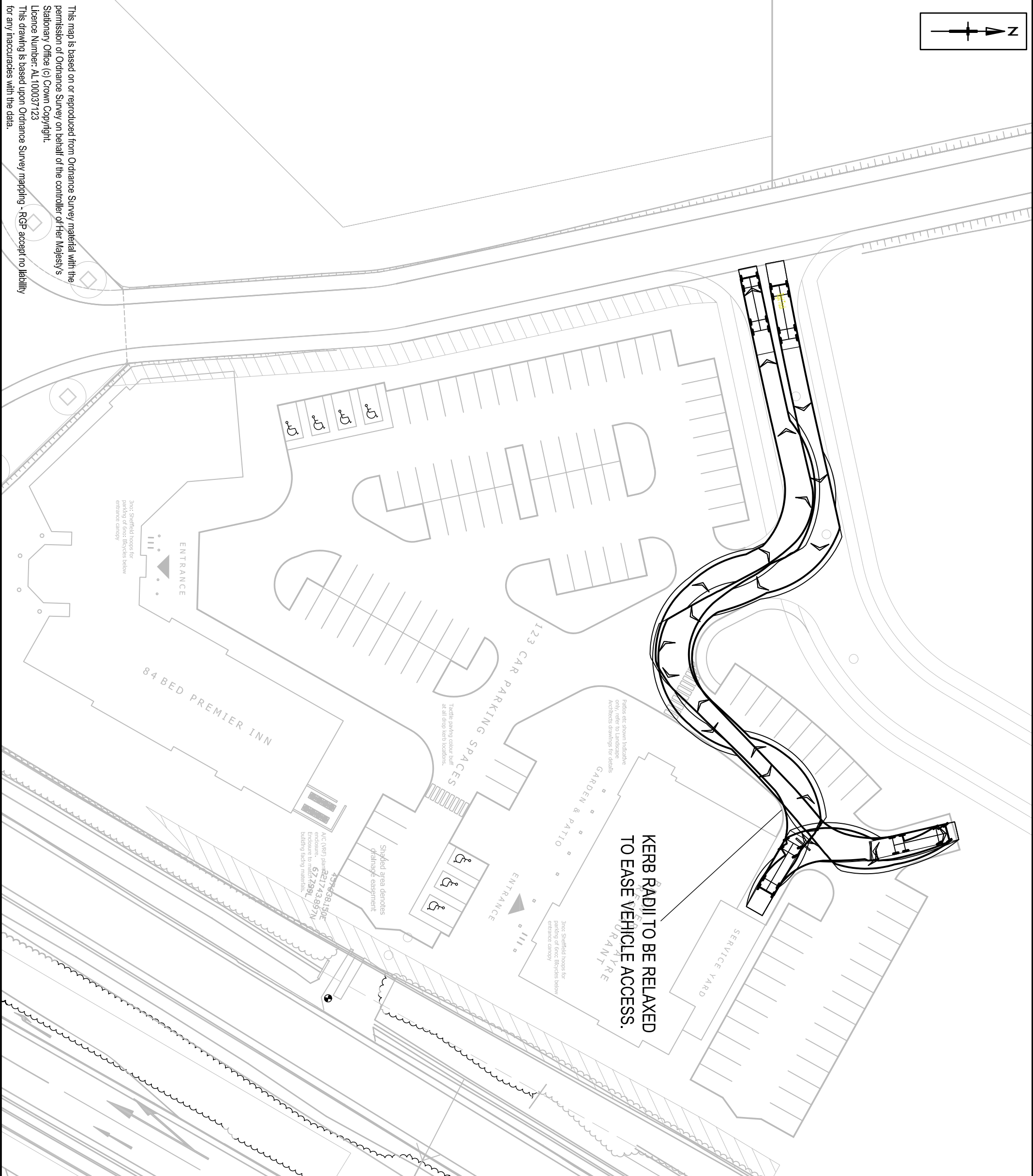
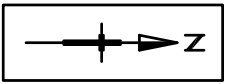
  

<p><b>Max Legal Articulated Vehicle (16.5m)</b></p>	
<p>Overall Length</p> <p>16,500m</p>	<p>Overall Width</p> <p>2,500m</p>
<p>Min Body Height</p> <p>0,396m</p>	<p>Max Track Width</p> <p>6,005m</p>
<p>Lock to Lock Time</p> <p>6,005m</p>	<p>Kerb to Kerb Turning Radius</p> <p>6,870m</p>

<p><b>Transport Planners and Infrastructure Design Consultants</b></p> <p>The Old Stables, Fry's Yard, Bridge Street, Godalming, Surrey, GU7 7HP Tel: 01483 861681 Fax: 01483 861682 www.russelljpl.com</p>			
---	--	--	--

This map is based on or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the controller of Her Majesty's Stationary Office (c) Crown Copyright.  
 Licence Number: AL100037123  
 This drawing is based upon Ordnance Survey mapping - RGF accept no liability for any inaccuracies with the data.

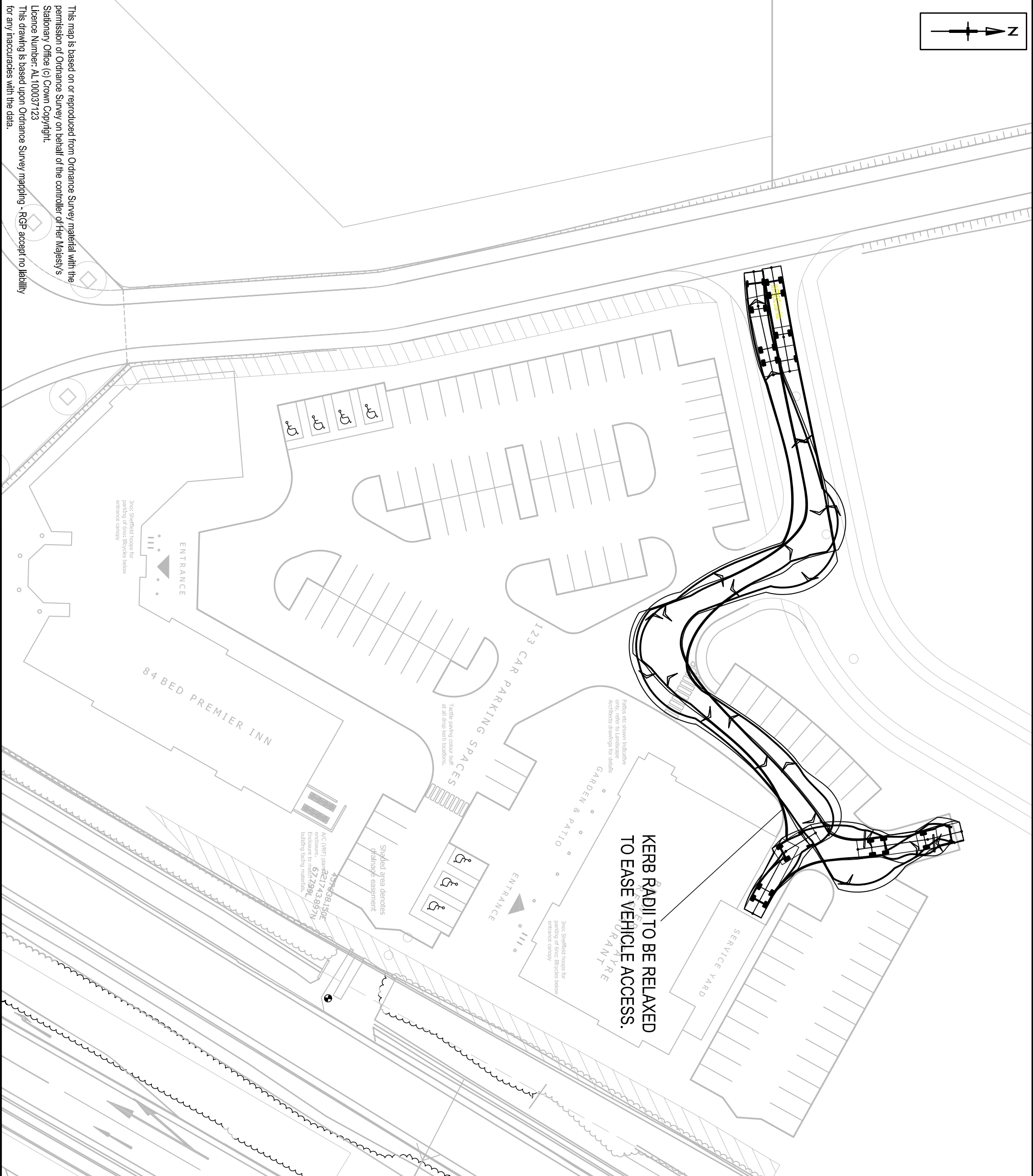
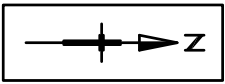


<p><b>Client</b></p> <p>Whitbread Group Plc</p>		<p><b>Project</b></p> <p>Land at Whitlands Farm South West Bicester</p>	
<p><b>Drawing Title</b></p> <p>Delivery Vehicle Turning On Site</p>		<p><b>Scale</b></p> <p>1:200</p>	
<p><b>Drawn By</b></p> <p>KFM</p>	<p><b>Checked By</b></p> <p>SAJ</p>	<p><b>Approved By</b></p> <p>NDR</p>	<p><b>Date</b></p> <p>December 2011</p>
<p><b>Drawing No.</b></p> <p>2011/1393/002</p>		<p><b>Rev.</b></p> <p>-</p>	

<p><b>Client</b></p> <p>Transport Planners and Infrastructure Design Consultants The Old Stables, Fry's Yard, Bridge Street, Godalming, Surrey, GU7 1HP Tel: 01483 861681 Fax: 01483 861682 www.russelljiles.com</p>			
<p><b>Rigid Truck</b></p> <p>Overall Length 12,000m</p> <p>Overall Width 2,500m</p> <p>Overall Body Height 3,928m</p> <p>Min Body Ground Clearance 0,412m</p> <p>Track Width 2,471m</p> <p>Lock to Lock Time 6,00s</p> <p>Kerb to Kerb Turning Radius 11,900m</p>			

This map is based on or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the controller of Her Majesty's Stationary Office (c) Crown Copyright.  
Licence Number: AL100037123  
This drawing is based upon Ordnance Survey mapping - RGF accept no liability for any inaccuracies with the data.



This map is based on or reproduced from Ordnance Survey material with the permission of Ordnance Survey on behalf of the controller of Her Majesty's Stationary Office (c) Crown Copyright.  
 Licence Number: AL100037123  
 This drawing is based upon Ordnance Survey mapping - RGF accept no liability for any inaccuracies with the data.

Since Sheffield hoops for parking of cars; Bicycles below entrance canopy

Taxi waiting colour blue at all drop / pick up locations.

Please do not indicate any details only, refer to Landscape Architects drawings for details.

Since Sheffield hoops for parking of cars; Bicycles below entrance canopy

499438150E  
 A/C (VRF) plant enclosure - 67.7999L  
 enclosure - 21743.8977N  
 building facing northwards.

Shaded area denotes drainage easement

**KERB RADII TO BE RELAXED TO EASE VEHICLE ACCESS.**

SERVICE YARD


84 BED PREMIER INN

123 CAR PARKING SPACES

ENTRANCE

URANT

GARDEN & PATIO

 <p><b>Transport Planners and Infrastructure Design Consultants</b>                  The Old Stables, Fry's Yard, Bridge Street, Godalming, Surrey, GU7 1HP Tel:                  01483 861681 Fax: 01483 861682 www.russelljpl.com</p>		<p><b>Whitbread Group Plc</b></p>	
<p><b>Client</b></p>		<p><b>Project</b></p> <p>Land at Whitlands Farm                  South West Bicester</p>	
<p><b>Drawing Title</b></p> <p>Delivery Vehicle Turning On Site</p>			
<p><b>Scale</b></p> <p>1:200</p>	<p><b>Drawn By</b></p> <p>KFM</p>	<p><b>Checked By</b></p> <p>SAJ</p>	<p><b>Approved By</b></p> <p>NDR</p>
<p><b>Drawing No.</b></p> <p>2011/1393/003</p>	<p><b>Date</b></p> <p>December 2011</p>	<p><b>Rev.</b></p> <p>-</p>	

