

Himley Village Outline Application

Travel Plan

December 2014

**Himley Village Development
NW Bicester Eco-Town**

Travel Plan

Prepared for

P3Eco

December 2014

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1.0 Introduction

1.1 Background

Alan Baxter & Associates has been commissioned by the P3Eco to prepare a Framework Travel Plan in support of the Himley Village development forming part of the NW Bicester development. This document forms part of the planning submission and should be considered in conjunction with the Transport Assessment for the site.

The Himley Village development comprises approximately 1,700 homes plus a convenience store, offices, children's nursery, primary school, extra care housing, hotel, veterinary surgery, pub and health facility.

Transport documents have been submitted as part of the submission for the 6,000 home NW Bicester Masterplan which will form an SPD for the development. This Framework Travel Plan has been produced using the same principles and methodology as have been established for the Masterplan, recognising that the Himley Village development sits within the overall framework and should not be considered in isolation.

1.2 NW Bicester Vision

The NW Bicester Masterplan Vision and Objectives document sets out the spatial, sustainability and community vision for the NW Bicester development with respect to travel and transport as follows:

"The overall design is centred around four urban and four rural areas interconnected through green "lanes" which include both direct and leisure routes, so everyone can get from home to work, and play, in no time at all. There will be plenty of opportunities to reduce travel by car and minimise CO2 emissions, because every home will be within 400 metres of a bus stop and within an easy ten-minute walk of local shops and primary schools.

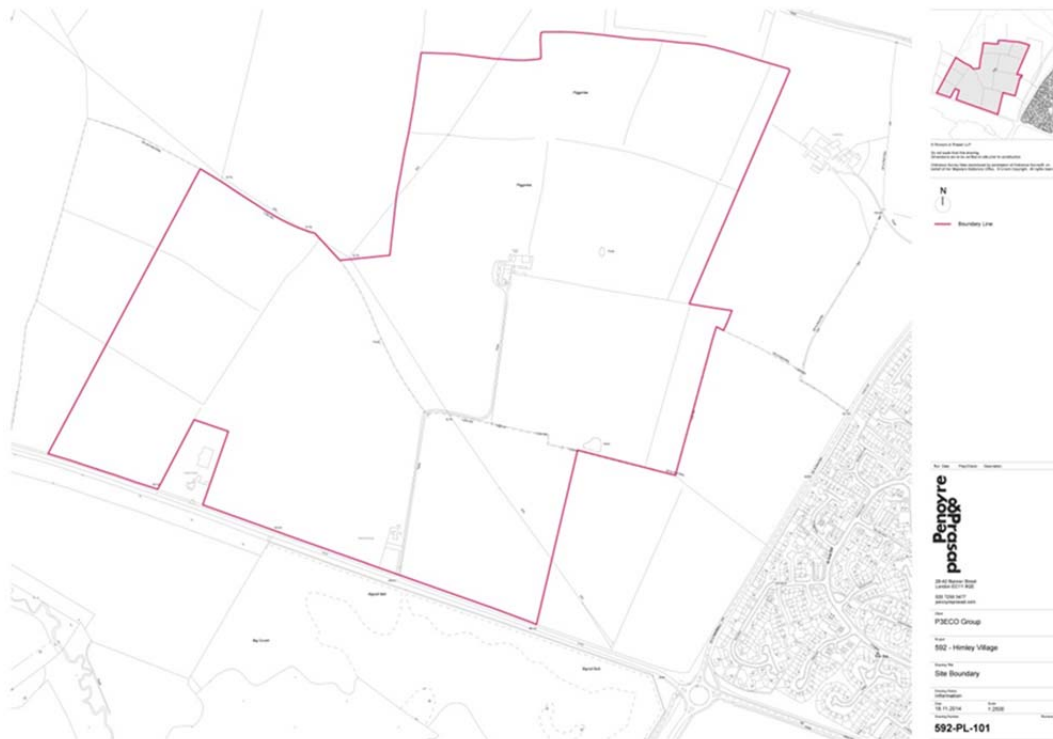
With so many beautiful and spacious green lanes, it will be easy for everyone to cycle to work in and around NW Bicester. And for those who travel a little further, there will also be improved cycle and bus routes into Bicester that can connect into improved rail connections to Oxford and beyond. Real time travel information in every home will make use of public transport more accessible.

The network of rural footpaths and cycle ways and a series of bus only road links will mean public transport is more rapid and frequent; enabling people to make sustainable travel choices. With a car club and network of charging points for electric vehicles, for those that do still require cars for longer journeys, we will inspire the use of hybrid or electric vehicles." (Farrell's, May 2014)

1.3 The Site

The site is located to the east of the Middleton Stoney Road, lies near to existing residential areas of Bicester and is 5km from the town centre. Figure 1.1 shows the boundary and location of the site.

Figure 1.1 Red Line Site Boundary



The town of Bicester lies approximately 24km to the north east of Oxford and 28km to the south east of Banbury. The town is served by two rail stations, of which Bicester Town station is currently being improved as part of the Evergreen3 proposals, with frequent services to Oxford, London and Birmingham. There are bus services from the town to local and regional destinations with frequent services to Oxford and outlying villages such as Caversfield and Chesterton. For vehicle travel, the M40 is located 2km to the south 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 7km to the north-west. The site comprises agricultural land and woodland. The villages of Bucknell and Caversfield are located to the north and east of the site respectively.

1.4 Development Proposal

The proposed development quantum is set out in Table 1.1.

Table 1.1 Development Quantum

Land use	GIA (m ²)	Notes
Residential- privately owned * 70%	1190 units	Based on NW Bicester Residential Strategy March 2014
Residential- Affordable housing *30%	510 units	Based on NW Bicester Residential Strategy March 2014
Residential- Total	1,700 units	Assumes residential dwelling mix of 1-5 bed based on NW Bicester Residential Strategy March 2014 (excl. extra care)
	156,395	
Hotel	2,600	Based on 40 room hotel/ 62m ² per resident
Veterinary surgery	2,000	Based on discussion with possible occupant
Primary school	2,750	Based on typical 2FE primary school + nursery
Extra care/ retirement village	9,000	Based on 100 unit facility
Pub/ community	400	
Retail	700	
Health facility	1,500	Based on typical GP surgery + ancillary facilities
Office	1,000	
Nursery	100	

For the purposes of this Framework Travel Plan it has been assumed that the development would be constructed in phases commencing in 2016, with full occupation anticipated by 2031 (subject to the granting of planning permission). It is recognised that build out may take longer but this is not certain at present.

The provision of a range of non-residential and employment uses presents an opportunity to encourage a high level of containment of trips within the site. Moreover, the relationship of the mix of land uses to the wider Masterplan should be emphasised, with the land for the secondary school included in Application 2 and the proposals by Albion Land in relation to the business park identified within the master plan at the SE corner of the Masterplan site, fronting Howes Lane and Middleton Stoney Road.

1.5 Policy Context

The Transport Assessment prepared for this outline planning application sets out the broader policy context.

1.6 Purpose of the Framework Travel Plan

This Travel Plan aims to address the policy requirements and the targets set in PPS1 as well as respond to the wide body of research and best practice such as identified in the DfT guidance 'Making Travel Plans Work', the Smarter Choices report and the 'Good Practice Guidance for Travel Plans'.

The Travel Plan will form a framework for sustainable travel for the Himley Village development to enable detailed travel plans to be produced for individual sites and land uses as they come forward.

A Travel Plan has previously been prepared for the Exemplar development, the first part of NW Bicester to be delivered. The principles and measures contained in the agreed travel plan, together with the Access and Travel Strategy for the NW Bicester Masterplan, provide the basis for the Framework Travel Plan for the Himley Village development.

1.7 Report Structure

This Travel Plan report follows the structure identified below:

Chapter 2 – Existing Sustainable Travel Conditions

Chapter 3 – Aim, Objectives and Targets

Chapter 4 – Travel Strategy and Measures

Chapter 5 – Travel Plan Management

Chapter 6 – Monitoring and Review

Chapter 7 – Action Plan

2.0 Existing Sustainable Travel Conditions

2.1 Overview

The Transport Assessment prepared for this outline planning application sets out the existing sustainable travel conditions.

3.0 Aim, Objectives and Targets

3.1 Travel Plan Aim and Objectives

An aim has been set to guide the development of the sustainable travel strategy. This was established for the Travel Plan for the Exemplar development and applies to the overall NW Bicester development and Himley Village. It responds to the overall vision for the NW Bicester development and provides a means of measuring success.

The objectives have been developed in accordance with good practice for Travel Plans and support the specific requirements of the Annex to PPS1. The overarching aim for the development is to:

Reduce the need or desire to travel through integrated design and provide sustainable travel choice options that have less reliance on private cars and seek to relieve congestion.

The specific objectives are:

1. To create a high quality place in which people want to live and work
2. To reduce the need to travel whilst ensuring access to a full range of facilities and services
3. To provide people with information on travel choices
4. To promote the use of non-car modes – walking, cycling and public transport
5. To reduce single occupancy vehicle trips
6. To reduce the travel related carbon impact of the site
7. To manage traffic to reduce vehicle speeds and give priority to pedestrians, cyclists and public transport over cars
8. To ensure there are no undue congestion impacts on the wider town and road network arising from the development
9. To provide a mechanism for the ongoing development and implementation of the Travel Plan

3.2 Framework Travel Plan Targets

The Travel Plan aims to address all types of trips made by residents of the site and those travelling to the site for school, shopping, work or other purposes. The Framework Travel Plan sets overarching targets to be achieved for the Himley Village development. It is envisaged that interim targets and more specific targets for each land use will be developed as part of final Travel Plan for the development.

T1: By 2031, 50% of all trips originating from the Himley Village development will be by non-car modes

The NW Bicester development is committed to meeting the PPS1 targets. The Masterplan is an eco-development whereby the whole range of services and facilities together with jobs will be developed in close proximity to homes. Moreover, there will be a high standard of provision for sustainable travel and initiatives to promote and encourage sustainable mode use.

The maximum modal share target of no more than 50% by car is aimed at, given the requirements of PPS1.

Table 3.1 sets out more detailed mode share for trips within NW Bicester (under 1km), within Bicester (1-3km) and outside of Bicester (more than 3km). This is based on setting targets for reduction in car use against the baseline for each of the different distances with the aim of achieving an overall modal share of no more than 50% by car.

Table 3.1 Target Modal Share by Distance

	2031 PPS Target All Trips		2031 Internal Trips		2031 External Trips within Bicester		2031 External Trips Outside of Bicester	
	% by mode	Total Car/Non-Car	% by mode	Total Car/Non-Car	% by mode	Total Car/Non-Car	% by mode	Total Car/Non-Car
Car Driver	40.00%	50.00%	7.00%	14.00%	35.00%	52.00%	57.00%	77.00%
Car Passenger	10.00%		7.00%		17.00%		20.00%	
Bus Passenger	10.00%	50.00%	1.00%	86.00%	5.00%	48.00%	11.00%	23.00%
Bicycle	10.00%		10.00%		10.00%		7.00%	
Walk	30.00%		75.00%		33.00%		5.00%	
Total	100%	100%	100%	100%	100%	100%	100%	100%

It is acknowledged that PPS1 seeks to achieve a higher target of 60% non-car modes for Eco towns where they are adjacent to a higher order settlement. The targets set for NW Bicester seek to achieve the 50% non-car as a minimum, but it also needs to be recognised that the town of Bicester currently has high car use given the long distances travelled to work and rural nature of the surrounding area with dispersed jobs and services and therefore achieving 50% already represents a substantial shift in travel towards non-car modes. It should be noted that trips by electric vehicle are included in the totals of car trips given that they also contribute to traffic levels, however as with car sharing, they are a 'sustainable mode' and the Travel Plan seeks to encourage EV use. A separate target for car emissions is set to measure the success of initiatives for EV use.

The Transport Assessment details how at least 35% of trips are to be contained within NW Bicester and 60% to be within Bicester as a whole (i.e. 40% or less travelling outside of Bicester). A separate target for containment of trips is not specified in the Framework Travel Plan targets as it is difficult to measure and whether or not containment levels are achieved can be seen by mode share and traffic generation.

T2: By 2031, the traffic generation from the Himley Village development will equal or be less than the forecasts using Average Residential Trip Rates.

The Transport Assessment has used the higher, 85th percentile residential trip rates to calculate trips by all modes. This gives rise to similar forecast vehicle trip rates to those used for other developments in Bicester. Using average trip rates however would give a traffic generation

of 80% of the 85thile rates and can be used as an indicator of the development resulting in less traffic impact by a combination of sustainable mode use, car sharing, higher linked trips or working from home. The target of matching or improving on the average trip rate traffic generation therefore gives an indicator of the success of the development in minimising car use.

T3: By 2031, no more than 20% of pupils will arrive at school by car on a typical school day.

The primary schools within the Himley Village site will be a key influence on overall modal share, thus a separate target is set for trips by pupils. This can be compared to the average for pupils to Bicester primary schools of 25% arriving by car (from data in 2010).

T4: By 2020, average vehicle emissions for cars owned by site residents will be less than 110gCO₂/km.

The emissions from transport are a large component of people's carbon footprint and the development needs to meet the guidance in the Annex to PPS1, which requires a demonstration of "how the carbon impact of transport in the eco-town will be monitored, as part of embedding a long term low-carbon approach to travel within plans for community governance." The OCC LTP3 also has the objective to "Reduce carbon emissions from transport". Overall, the UK has CO₂ reduction targets of 80% by 2050 (from 1990 levels), and a 34% reduction by 2020 (from 1990 levels). These national (all sectors) targets basically suggest an annual average reduction of 3.3% over the next 40 years. However between 1990 and 2008 emissions from cars fell by only 3% across the period.

In April 2009 the EU adopted legislation which requires manufacturers to ensure that the average emissions of all the new cars they sell across Europe is less than 130 gCO₂/km by 2015, less than 95g by 2020 and less than 80gCO₂/km by 2030 (DECC as above). In the UK the average new car was 133gCO₂/km in 2012 thus the 2015 target is likely to be achieved. These aims take into account measures to improve engine efficiency and non-power train measures and include the contribution of electric cars. Conventional car efficiency is targeted to be 110gCO₂/km by 2020. The DECC extended ambition as follows:

- Recommends that by 2020 around 5% of all cars and 16% of new cars should be battery electric and plug in hybrid.
- Targets biofuels to account for 8% of total liquid fuel consumption (by energy) in 2020.
- Aims to encourage smarter choices such as car sharing, working from home and use of public transport, in order to achieve a reduction in car km of around 5-7%.

For NW Bicester, it would be appropriate to seek both a low average emissions per kilometre of vehicles owned by residents.

Chapter 4 sets out the Travel Strategy and measures to achieve the targets set out in this chapter.

4.0 Travel Strategy and Measures

4.1 Introduction

This chapter outlines the travel plan strategy and a range of measures that will be commenced and implemented prior to or during the development build-out. This approach has the objective of encouraging people to adopt sustainable travel patterns from the time they take occupation in the development in line with research undertaken to support the DfT documents 'Smarter Choices – Changing the Way we Travel' and 'Making Travel Plans Work' which indicate that travel behaviour change can most effectively be achieved at a time of other lifestyle change (e.g. moving house or job). The strategy to achieve the objectives and targets for the Travel Plan, as set out in Chapter 3, has four main strands:

- Limiting the need to travel;
- Promoting sustainable travel and vehicle choices;
- Providing high quality public transport; and
- Providing high quality walking and cycling infrastructure.

4.2 Limiting the Need to Travel

Land Use Containment

The Transport Assessment sets out in detail in Chapter 8 how the level of trips anticipated to be contained within NW Bicester and Bicester as a whole has been calculated, with an aim of achieving at least 35% within NW Bicester and 60% within Bicester. The opportunity to minimise trips off site is offered by the provision of a range of jobs, facilities and services within the Himley Village development and/or as part of the NW Bicester Masterplan.

Table 4.1 summarises the number of trips from the development anticipated to be within the NW Bicester development or external to the site but within Bicester. It can be seen that the level of containment varies in the peak hours, with more trips being contained in the morning peak due to the influence of education trips, and less in the evening peak due to employment trips. Overall for the 12 hour period, 55% of trips are anticipated to be contained in Bicester. This is slightly lower than the target of 60%, but provides a robust estimate of trips for the impact analysis.

Table 4.1 Containment of Trips for the Himley Village Development

Containment	AM peak (08.00 to 09.00)			PM peak (17.00 to 18.00)			12 Hour (07.00 to 19.00)		
	In	Out	Total	In	Out	Total	In	Out	Total
Within NWB	277	762	1039	327	217	544	2591	3177	5768
Within Bicester	211	384	595	349	245	594	2290	2727	5017
Outside Bicester	323	635	958	632	460	1091	4026	4753	8779
Total	811	1780	2592	1308	922	2230	8907	10657	19564
Within NWB			40%			24%			29%
Within Bicester			23%			27%			26%
Total Containment			63%			51%			55%

Table 4.2 summarises the containment of trips by each mode. It can be seen that car trips are forecast to be predominately outside of Bicester, with 70% of trips. This is a robust assumption given that the Bicester Household Survey 2010 found that only 52% of trips were to destinations outside of Bicester although this is of resident trips only. Moreover the percentage of bus passenger trips outside of Bicester is 76% reflecting the usage of services such as the X5 to travel to longer distance destinations. In contrast, 67% of walking trips are anticipated to be internal to the development and 34% of cycling trips.

Table 4.2 Containment of Trips by Mode (12 Hour Trips)

Mode	Within NWB		Within Bicester		Outside Bicester		Total Trips
	No.	%	No.	%	No.	%	
Car driver	404	5.6%	1756	24.5%	5004	69.9%	7164
Car passenger	404	13.4%	853	28.3%	1756	58.3%	3012
Bus passenger	58	4.5%	251	19.7%	966	75.8%	1274
Bicycle	577	34.1%	502	29.6%	615	36.3%	1693
Walk	4326	67.4%	1656	25.8%	439	6.8%	6420
Total	5768	29.5%	5017	25.6%	8779	44.9%	19564

Working from Home/Locally

A high level of Broadband provision, together with the flexibility for homes to provide workspace, will maximise the numbers of residents working from home, either full or part time. This would reduce the volume of out commuting trips and particularly reduce the longer distance trips to work as it is for such workers that home working has the highest time and cost benefits.

The Employment Strategy (which accompanies Himley Village development) sets out that the Cherwell Economic Analysis report (August 2012) gives a figure of 14.2% for the average percentage of workers who worked from home in Cherwell District over the last 10 years, based on ONS data. Table 4.3 shows the estimated job creation associated with the proposed development on the Himley Village development.

Table 4.3 Estimated Job Creation from the Himley Village Development

On site Provision	Indicative Job Numbers	Comments
Employment – B1 Office	66	Based on an assumption of 1 job per 12 sqm NIA (using HCA OffPat guidelines) for (1,000 sqm GIA) of office space (800 sqm net).
Commercial and Community	122	Includes: Retail – 1 job per 18 sqm NIA (using HCA OffPat guidelines) for 560 sqm NIA ¹ = 31 jobs Pub/Community for 400 sqm (assumes 1 job per 50 sqm) = 8 jobs Veterinary surgery for 2,000 sqm (assumes 1 job per 50 sqm) = 40 jobs Health facility for 1,500 sqm (assumes 1 job per 50 sqm) = 30 jobs Hotel – 1 job per 3 bedrooms (using HCA OffPat guidelines) for 40 bedrooms = 13 jobs
Retirement Village	30	Based on Extra Care’s November 2014 document Guide to Extra Care which states that each village creates over 30 new jobs ²
School	75	2FE primary school plus nursery for 2,700 sqm GIA (based on 1 employee per 36 sqm GIA from the Employment Densities Guide 2010) = 75
Homeworking	304	The Cherwell Economic Analysis Report (August 2012) gives a figure of 14.2% for the average percentage of workers who worked from home in Cherwell District over the last 10 years, based on ONS data. The Cherwell average working adults per household is 1.26. On this basis, 1,700 homes will accommodate 2,142 working adults, of which 304 will work from home.
Construction jobs	2,250	On the basis of HBFs estimation that each new home creates 1.5 construction jobs ³ .

Source: Turley, 2014

¹ Assuming gross to net ratio of 80%

²<http://www.extracare.org.uk/media/101710/17840%20guide%20to%20extracare%20edition%206%202014%20%2011%20v2.pdf>

³ http://www.hbf.co.uk/fileadmin/documents/barker/CITB_REPORT.pdf

4.3 Promoting Sustainable Travel and Vehicle Choices

Branding and Marketing

The Travel Plan will be branded using the 'NW Bicester – thinking about tomorrow' logo and philosophy. Branding of the Travel Plan helps to raise awareness of the Travel Plan and sustainable travel initiatives and present them as part of the overall ethos of NW Bicester. Marketing the travel plan and sustainable travel opportunities and benefits is however not just about branding. It is also about the establishment of effective channels of two way communication between those who are responsible for delivery (Travel Plan Coordinator and Group) and those who benefit from the implementation of the Travel Plan (i.e. future residents, employers and employees).

Individual Travel Plans would highlight the materials and marketing channels available and how they would practically support the Travel Plan Framework through the dissemination of materials to their own employees / parents and pupils/ customers.

The probable communication and marketing channels that would be employed (as a minimum) are as follows:

- In home information system and NW Bicester website – providing ordered and accessible links to valuable travel resources (e.g. journey planners, timetables etc.);
- Link to the car share website through the Oxfordshire lift share scheme (Oxfordshire.liftshare.com);
- Travel information / advice available from the Travel Plan Co-ordinator (by telephone and also face to face);
- Email dissemination via the Travel Plan Co-ordinator; and
- Onsite marketing events, to tie into local and national promotions.

The home information system will be the primary source of sustainable travel information. The first Exemplar Phase of NW Bicester will provide all homes with a real time home information system. As well as supplying households with real time energy consumption and costs, it will also present real-time travel information to every home. Designed to help to encourage behaviour change and support residents to adopt more sustainable travel choices, the tablet system will inform households when the next bus is due from their closest stop, the availability of the electric car club and have a section of maps detailing safe and direct walking and cycle routes to key destinations in NW Bicester and the wider town. A2Dominion are continually evolving the content of the home information system and are currently exploring options to enable residents to book the electric car club direct from their tablet device. A2Dominion intend to work with residents on the Exemplar to review and evaluate the effectiveness of the device in influencing people's behaviour and this will be fed back to P3Eco.

Development of high quality travel information for the development across multiple formats (paper, electronic and 'interactive'/ web-based/ in-home information systems based) must be complete, accurate and thoroughly tested prior to the first phases of

occupation. It will make use of material already produced by other organisations where appropriate.

In addition, the following channels would be explored and employed (where appropriate):

- Newsletters for residents and employees;
- Seminars, focus groups or other formal or informal local or educational events run by the TPG;
- Marketing via branded merchandise;
- Timely press releases and features on local radio or in the local press; and Email distribution lists for different land uses.

Travel Awareness

The Travel Plan Co-ordinator would be responsible for promoting travel awareness initiatives to site residents and business occupants such as Walk to School Week, Step Up, and Lift-share Week etc. This would be in conjunction with the OCC Travel Choices team.

Personalised Travel Planning

Personalised travel planning has proved particularly effective when targeting residential populations and has been shown to reduce modal share by between 3 and 6%. Each new household and employee within the Himley Village development is proposed to be offered a personalised travel plan at the point of property handover or job induction. This will continue to be in place for new households or employees.

The personalised travel plan will involve the completion of a questionnaire by each member of the household/ employee identifying their main travel needs. A personalised information pack will then be produced showing local walking and cycling routes; details of bus/ train services providing access to their place of work/ education; and information on the public transport providers (links to websites etc.). Discounts will be provided within the pack, tailored to the household/ employee requirements. A range of incentives will be provided to encourage the use of public transport, cycling and electric vehicles.

One of the most effective ways in which the development can achieve modal shift targets is to provide a good quality offer for cyclists. The analysis of accessibility set out in Chapter 7 of the Transport Assessment demonstrates that cycling is an attractive option for most journeys between the development and Bicester. Bicester is a very cycle-able town already with the majority of journeys under 5 km.

The targets for modal shift to cycling are recognised as ambitious, aiming to increase modal share from 4% in the 2010 household survey to 10% by 2031. Delivering this level of modal share requires a focussed and enthusiastic approach and the developer is committed to attracting as many cyclists to the development as possible in order to achieve a much higher than average cycling population as well as then promoting cycling as a mode for residents and employees. The following initiatives are put forward:

- Quality cycle paths, cycle storage at the homes and cycle parking facilities at the local centre and bus stops;
- Strong cycling identity incorporated into the town;

- Public art at key locations featuring bicycle themes;
- Menu of incentives for all new residents to choose from, this could include free bikes, free folding bikes, free bike servicing, free high visibility waterproofs, free bike lights or locks, free panniers;
- Promotion of electric bikes through link up with local bike shop offering supply and maintenance;
- Governance body to set up a cycling club or work with an existing club/ link to local clubs and a programme of events such as sponsored rides raising money for local Bicester charities, "Pimp my bike" sessions;
- Best practice in cycle promotion through cycle to work schemes, cycle to school schemes, Bikeability programme, taking advantage of all the best practice learnt by Sustrans and the Cycling Demo Towns; and
- Hold an annual Bicester Bike Day that will promote the use of cycling within Bicester.

In addition, the site marketing strategy could involve the following:

- Advertise and produce articles for cycling magazines such as CTC magazine, 'Cycling' magazine etc.
- Sales team to be fully clued up on all the cycling provision and offers, to be familiar with the cycle routes around the town (Travel Plan Co-ordinator to be part of the sales team);
- At the onsite sales office, there should be at least one sales person who is knowledgeable about cycling; and
- Offering of incentives that are cycling related.

In addition to all these measures, the developer is committed to ensuring there are high quality cycling links within the development and to key destinations in the town. These infrastructure measures are set out later in this Chapter.

All of these cycling measures are within the context of the overall Travel Plan. The reason for this specific focus on cycling is that cycling offers so much potential in the Bicester context.

Non Residential Travel Plans

Alongside the Framework Travel Plan for the development, each of the non-residential aspects of the development will develop a travel plan. The non-residential travel plans will include:

- The Primary School;
- Local shops with more than 10 FTE employees;
- Local employment with more than 10 FTE employees;
- Children's Nursery; and
- Community Centre;
- Hotel

Primary School

The primary school in Himley Village is anticipated to have 460 pupils. A full travel plan will be prepared for the new primary school as part of the detailed design process and submission for full planning permission. This will set detailed targets for modal share and identify specific travel measures to be incorporated in the school from the outset. The travel plan will then be reviewed following the set-up of the school and evaluation of outcomes in terms of modal share.

It is suggested that the aims of the travel plan for the new school on site would be to:

- Maximise travel to school by staff and pupils by sustainable means;
- Give priority to pedestrian safety, particularly in the vicinity of the school entrance;
- Facilitate access to the school by coach and for visitors; and
- Avoid causing a congestion/ road safety issue in adjacent areas.

Modal share data for journeys to school was previously compiled by Oxfordshire. In 2010, on average the modal share for pupils to school was 57% walking, 9% cycling and 9% by bus, with a relatively low 25% travelling by car.

An appropriate target is to seek a modal share of pupils to school by car of no more than 20%. This would reflect the catchment area which will be housing within the Himley Village development, within walking distance of the school. The school travel plan may include the following measures:

- Walking bus (from the furthest parts of the development to the school);
- Child-friendly route marking of safe routes to school;
- Cycle proficiency/ road safety training provided to all pupils;
- Provision of covered cycle and scooter storage (assuming 10% of children cycle) and storage facilities for helmets/ reflective jackets etc.;
- Staff showers and lockers for those who cycle/ walk longer distance;
- Staff car share spaces and promotion of initiatives; and
- Engagement with national/ OCC initiatives such as 'Walk to School Week'.

The development of an effective travel plan would also help the school to achieve the Eco-Schools awards, which would be an appropriate aim for the school.

Other Non-Residential Uses

A travel plan will be prepared for each of the main non-residential uses, namely a convenience store, offices, children's nursery, extra care housing, hotel, veterinary surgery, pub and health facility (this will focus on staff travel thus is included in the non-residential uses) and each travel plan will be prepared by the building occupants prior to opening, with the assistance of the Travel Plan Co-ordinator. The travel plans might include the following specific measures:

- Personalised travel plans for each new permanent employee;
- Provision of secure cycle storage;

- Provision of showers and lockers (agreements may be reached to share showering facilities provided in the business units);
- Promotion of car sharing – including provision of car sharing spaces and a guaranteed lift home scheme;
- Provision of bus taster tickets;
- Timing of deliveries and use of electric vehicle fleets, or in the case of the convenience store, using cycles for home deliveries; and
- Look to develop a business based car club/ leasing option, similar to AlphaCity.

In addition to the travel plans for the individual site uses, the Travel Plan Co-ordinator will need to engage with the secondary school and health centre on the Application 2 site as well as other education and service providers within the town to ensure that residents can access sites using sustainable modes.

Parking Strategy

The approach to parking in each aspect of the development requires a careful balance between meeting the needs of residents/ businesses and not unduly encouraging car use. Whilst the PPS1 and Eco Development good practice recommends a much reduced provision of parking over standard developments, it is recognised that the NW Bicester site is in a predominately rural County where car ownership levels are (often by necessity) high.

Residential Parking

Parking provision for the development has been developed through the application of Oxfordshire County Councils 'Parking Standards for New Residential Developments'⁶.

The guidance sets out the maximum parking standards for allocated and unallocated spaces within new residential areas throughout Oxfordshire, together with guidance on space dimensions and parking layouts.

The parking standards set out in the guidance have been informed by research undertaken in Oxfordshire, which found that the most important factors influencing car ownership are dwelling size and tenure, location and that the overall number of car parking spaces in a development can be reduced if some spaces are provided as unallocated to specific properties.

The guidance provides parking standards for new residential developments for different areas of the County and the specific parking standards for the Cherwell Urban Areas including Bicester are detailed below in Table 4.4.

Table 4.4 Car Parking Provision in New Development of Urban Area in Cherwell

Number of bedrooms per dwelling	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 per dwelling is provided
		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

The parking provision will be part of an overall parking strategy which links to the Travel Plan for each part of the development. The figures given are an average. It is likely that there may be some variation by density with the higher density areas with highest access to public transport potentially having lower parking provision than the average.

Table 4.5 indicates provision by unit type. It can be seen that all dwelling types are lower than the maximum standards with the exception of a small number of 5 bedroom dwellings with more allocated space. As a total, the provision of parking would be less than the standards. Garages are included as allocated spaces and the unallocated spaces includes visitor parking provision.

Table 4.5 Indicative Residential Parking Provision

Dwelling size	Number of Dwellings	Allocated	Allocated per dwelling	Unallocated	Unallocated per dwelling
1 bed	168	168	1	67	0.4
2 bed	680	680	1	340	0.5
3 bed	568	568	1	398	0.7
4 bed	209	293	1.4	209	1.0
5 bed	75	143	1.9	75	1.0
Total	1700	1851		1092	

Non-Residential Parking

Parking for non-residential uses will be detailed as part of detailed/ reserve matters applications but is expected to be well below the maximum CDC standards. Provision will be justified using parking accumulation studies.

Car Club

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.

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.

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.

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.

'Eco' Vehicles (EV)

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. Initiatives as part of the development 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

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

Car Sharing

The travel plan co-ordinator would promote car sharing amongst residents travelling to or from the site for work. The co-ordinator will direct people towards existing car sharing websites, such as 'Oxfordshire car share'⁴. Whilst this would not help achieve the PPS1 target of 50% by non-car modes, it has significant benefits in reducing traffic as well as travel costs. Each non-residential use travel plan will include for the promotion of car sharing for employees, including the provision of car sharing spaces and a guaranteed lift home scheme.

⁴ <https://oxfordshire.liftshare.com/>

4.4 Providing High Quality Public Transport

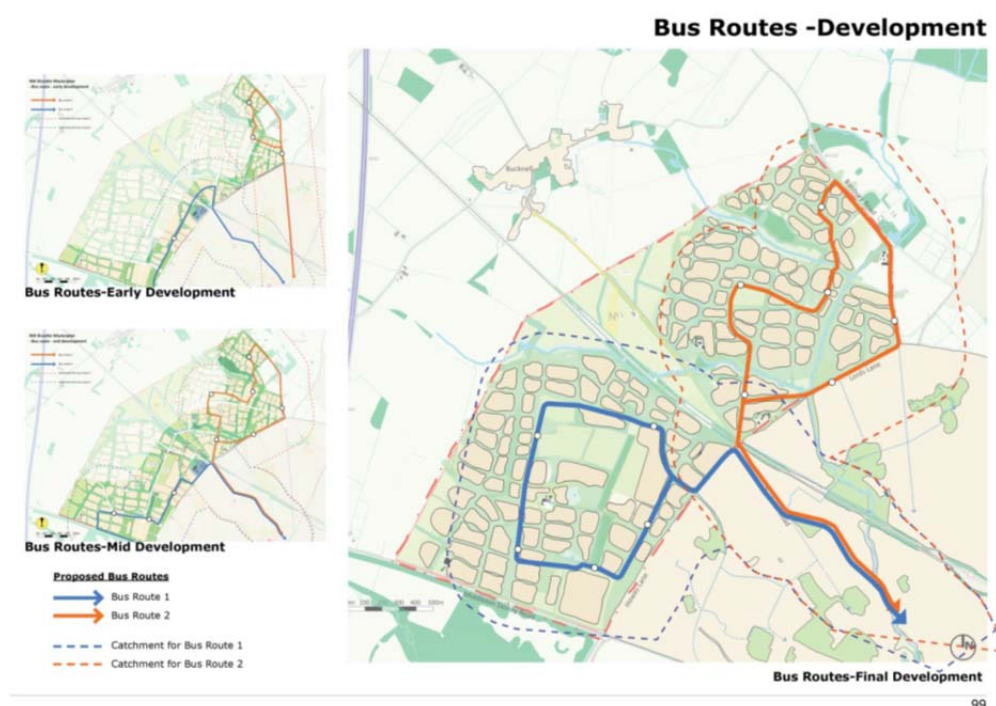
Bus Services and Infrastructure

PPS1 seeks for a minimum of 50% of travel to and from the site to be via non car means and the bus will have a significant role to play in providing a means of sustainable travel for journeys by residents of the site and those employed/ visiting NW Bicester. Moreover, the bus will provide accessibility to education, jobs, services and facilities for those who do not have a car, which in particular will benefit young people, elderly people and those on lower incomes. A service which does this effectively as part of the long term development of the site will be a 'successful' bus service.

The proposed bus routes at the full build out of the development will go to and from Bicester Town Station, through the town centre to Bucknell Road and then loop through the land south of the railway. The proposed routes for both sides of the railway are shown in Figure 4.1 with Route 1 being the proposed route that will serve Himley Village.

The bus route suggested is an indication of how services may develop. Bus services will however evolve over time to meet passenger needs and there may be demand for additional / alternative services such as east to west on the new link and then westwards to wider destination.

Figure 4.1 Bus Route Development



It is proposed that there is a frequency of every 15 minutes on the southern loop from the occupation of an agreed number of units. Once a 15 minute service has become commercially viable, frequencies might be increased to every 10 minutes.

The bus service of 15 minutes frequency will be provided by the developer from an appropriate point which will be agreed with the County Council. In the early build out, a half hourly frequency bus service is proposed. From first occupation, either a responsive

mini bus service will be provided (managed by the travel plan co-ordinator) or a half hourly bus service will be operated.

Potential patronage in each phase has been estimated based on the forecast bus use for the development in each phase, assuming a modal share of 6.6% for buses with a service frequency of 4 per hour to all parts of the development. This can be compared to the current modal share for buses of 5% for Bicester Households (2010 survey). It is considered this is realistic given the level of accessibility, frequency and directness of the services and is compatible with the modal share targets.

The access layout includes the provision of a bus only link (outside of 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.

There is a need to afford greater priority to buses on the new Strategic Link Road and in the town centre, and this will be the subject of further discussion and development of proposals in conjunction with OCC. The use of Bucknell Road as the main bus route in the long term gives advantages to buses in that other routes are expected to be more heavily trafficked.

A high standard of infrastructure will be provided on bus routes including shelters with seating, real time information and cycle parking.

The bus route provides links to the town centre and Bicester Town Station. This will also provide the opportunity to extend services to other areas of the town (such as the Launton Road employment area) or to interchange with longer distance bus services.

Rail Services and Infrastructure

The implementation of Evergreen3 will lead to a significant improvement in rail services from Bicester Town Station, with the existing services from Bicester North with connections to and from Birmingham and London remaining of key importance. It is recognised that the Himley Village homes will be attractive to those who commute longer distance and thus the travel strategy aim is to encourage use of rail for these trips.

It will be important to maximise the use of sustainable travel modes to link to rail services by:

- Linking the bus services to the two stations (as far as can be achieved);
- Providing sufficient cycle and motorbike storage at the stations;
- Providing direct cycle and walking links.

The latter two points will be contributed to as part of the overall transport contribution and are assumed to be implemented in conjunction with Chiltern Railways and Oxfordshire County Council.

4.5 Providing High Quality Walking and Cycling Infrastructure

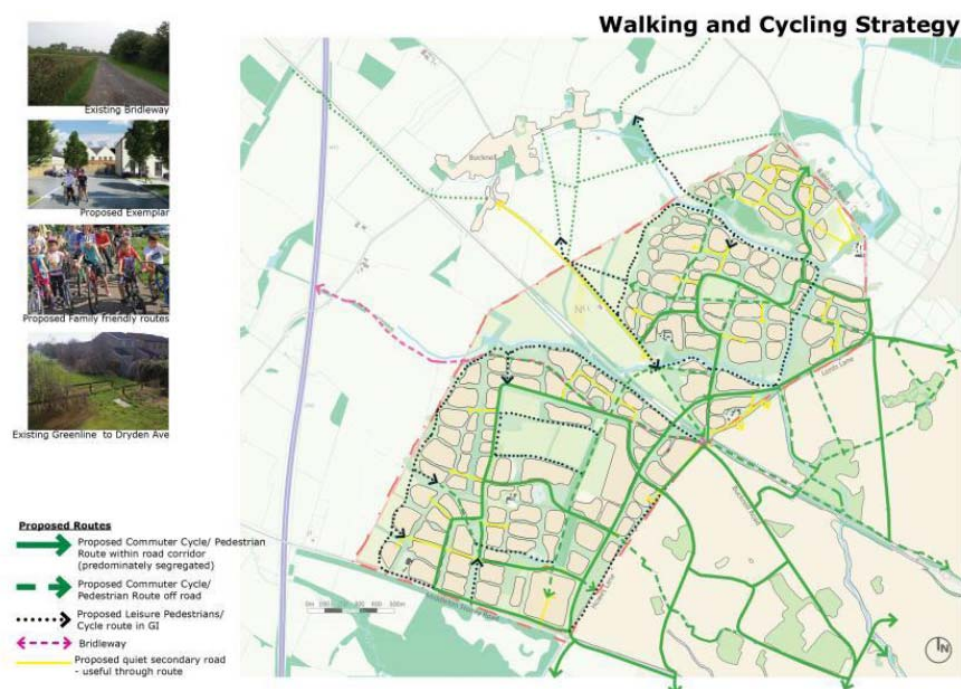
Walking and Cycling Routes

In order to achieve the amount of trips by walking and cycling set out in the targets, 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 been formulated and is set out in Appendix 1 to the Access and Travel Strategy.

External Connections

In order to achieve the amount of trips by walking and cycling set out in the targets a walking and cycling access strategy for the NW Bicester Eco-Town Masterplan has been formulated and is set out in Appendix 1 to the Access and Travel Strategy. Figure 4.2 illustrates the proposed walking and cycling strategy for the Eco-Town Masterplan and the connections to wider Bicester.

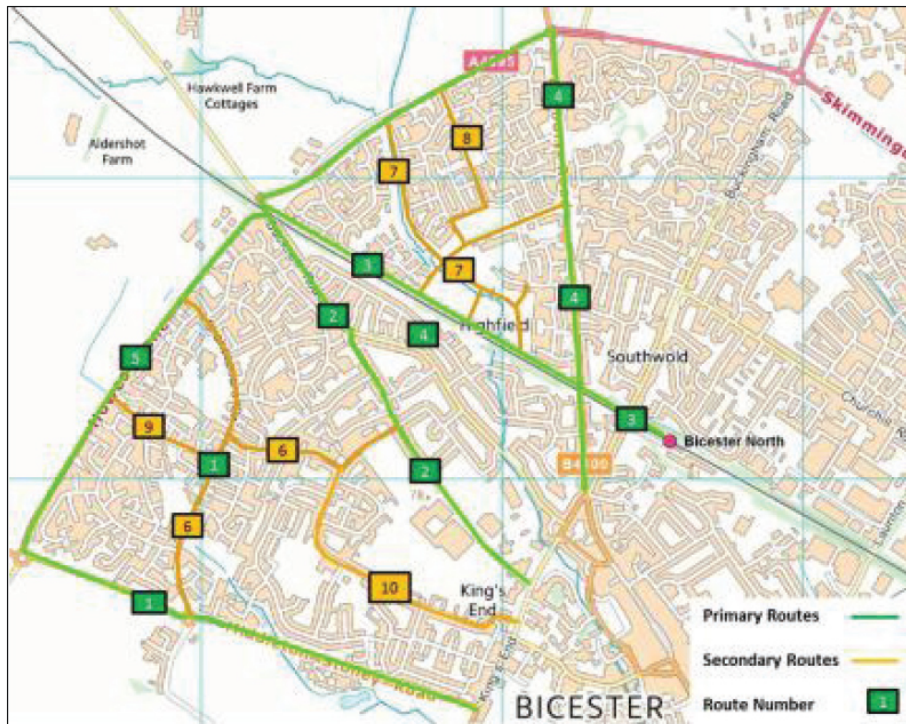
Figure 4.2 Walking and Cycling Strategy, NW Bicester Eco-Town Masterplan



The NW Bicester Eco-Town Masterplan layout proposes a fine grid of streets together with the routes through green corridors to ensure the entire development is accessible on foot.

A detailed audit and review was undertaken of walking and cycling routes between the development and the rest of Bicester. From this, a number of primary and secondary connections were identified which are likely to be the main routes for residents of NW Bicester Eco-Town (see Figure 4.3). It is recognised that these connections are not the only routes which will be used but these provide the best opportunity for direct routes which could be enhanced or upgraded to provide for both pedestrians and cyclists.

Figure 4.3 Primary and Secondary Connections from NW Bicester Eco-Town



Of the routes identified the following primary and secondary routes are considered important for the Himley Village development.

Primary Connections

The primary connections for walking and cycling between the Himley Village development and Bicester are considered to be;

- Middleton Stoney Road east of the Middleton Stoney Road /Howes Lane/Vendee Drive/ roundabout (Route 1)
- Along Howes Lane (A4095) from Middleton Stoney Road to the Bucknell Road/Howes Lane junction and other sites of the NW Bicester Eco-Town (Route 5).
- Adjacent to Bucknell Road and George Street connecting Howes Lane (A4095) to the town centre (Route 2).

Secondary Connections

The following connections are considered to be of additional significance in linking the Himley Village development to the rest of Bicester:

- Along Shakespeare Drive from Howes Lane (A4095) to Middleton Stoney Road east of the Middleton Stoney Road /Howes Lane/Vendee Drive/ roundabout (Route 6)
- Pedestrian routes from Howes Lane (A4095) through the Highfield residential neighbourhood area to Shakespeare Drive. (Route 9).

In summary, the following areas for improvement are of particular relevance in providing good connectivity for pedestrians and cyclists to and from Himley Village development:

- Improvements along Howes Lane to provide a segregated cycleway and footway;

- Improvements to the off-road routes through Highfield residential area to provide high quality pedestrian and cycling routes from NW Bicester Eco-Town to the town centre ;
- Improvements along Shakespeare Drive to provide improved cycle and pedestrian links and new crossing facilities;
- New cycle and pedestrian links along the length of Middleton Stoney Road.

Improvements to routes will be further investigated in conjunction with Oxfordshire County Council and will form part of discussions regarding the S106 for the Himley Village development.

Internal Walking and Cycling Connections

The internal NW Bicester Eco-Town walking and cycling network will comprise of a combination of routes segregated from traffic and unsegregated routes on the street network and traffic-free routes through green corridors (GI corridors). The majority of pedestrian and cycle routes within the street network will provide the most direct access to key local employment areas, schools, local centres and hubs within the NW Bicester Eco-Town. The GI corridors have a dual role of providing traffic free routes that connect out of the development to existing Bicester as well as leisure journeys.

Provision on Streets

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.

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.

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 cyclists 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.

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.

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.

Green Corridors

A network of green corridors is proposed across the Himley Village development providing high quality green routes for pedestrians and cyclists. The main GI corridors are aligned in an east to west direction connecting the residential areas in the southern part of the Himley Village development towards the town centre. Additionally there are multiple GI corridors linking the north of the site to Middleton Stoney Road. The green corridors will be of high quality, traffic-free, green routes which will provide a more leisurely route around the Himley Village development with meandering shared pedestrian and cycle paths. These will be designed of an appropriate width to safely mix and accommodate both pedestrian and cyclist movement. It is proposed these routes are un-lit to retain the sensitive natural setting and therefore are likely to be primarily used by pedestrians and cyclists during daylight hours.

Cycle Parking

The residential units will have cycle storage provided in accordance with the Code for Sustainable Homes (assuming the second option of storage for 1 cycle for 1 bed homes, 2 for 2 and 3 bed and 4 for 4 or more bed homes). Table 4.6 sets out the criteria for achieving COSH credits.

Table 4.6 Provision of cycle parking for residential dwellings based on Code for Sustainable Homes ENE8 achieving 2 credits (maximum possible).

Criteria	Credits
Where individual or communal cycle storage is provided, that is <i>adequately sized, secure and convenient</i> , for the following number of cycles:	
Studios or 1 bedroom dwellings – storage for 1 cycle for every two dwellings	1
2 and 3 bedroom dwellings – storage for 1 cycle per dwelling	
4 bedrooms and above – storage for 2 cycles per dwelling	
OR	
Studios or 1 bedroom dwellings – storage for 1 cycle per dwelling	2
2 and 3 bedroom dwellings – storage for 2 cycles per dwelling	
4 bedrooms and above – storage for 4 cycles per dwelling	
Note: The requirements for secure cycle storage are met where compliance with clause 35 of Secured by Design (SBD) New Homes 2010 is achieved.	

The non-residential uses will have cycle parking for staff and visitors provided over and above the Cherwell DC standards, which are shown in Table 4.7. With regard to the primary school, the CDC standards do not include a standard for cycle parking at schools and 1 space per 10 pupils is proposed to cover both pupils and staff. A space allowance should also be made for children’s scooter parking.

Table 4.7 Cycle Parking Standards – Cherwell DC

	Residential	Food Retail	Non Food Retail	B1 - Offices	D2 Assembly and Leisure	A3 - Restaurant/ pubs
Long stay/ employee/ resident	1 bed - 1 space; 2+ beds - 2 Spaces	1 stand per 12 staff * 1 stand per 6	1 stand per 6 staff *	1 stand per 150 sqm	1 stand per 12 staff **	1 stand per 12 staff **
Visitor	1 stand per 2 units where more than 4 units	1 stand per 200sqm	1 stand per 200sqm	1 stand per 500 sqm	1 stand per 20 sqm	1 stand per 20 sqm of public space

Stands will be of 'Sheffield' type and will be located in well lit, accessible locations. Storage for staff will be provided in covered secure shelters close to building entrances. Cycle stands will also be provided adjacent to each of the bus stops to encourage people to cycle and then transfer to bus.

Cycle Purchase /Hire

Initiatives could be developed to encourage residents and employees to purchase or hire bicycles. Residents could be provided with assistance to purchase bikes (or indeed gifted one) as part of their package of personalised travel planning incentives.

Employers will be encouraged to participate in the Cycle to Work tax incentive scheme for cycle purchase.

There is an existing initiative, Cycle for Bicester, which was launched in 2012 as part of the Eco-Bicester travel demonstration project. It was funded from the Communities and Local Government (CLG) eco town grant held by Cherwell District Council and was administered by Oxfordshire County Council. The scheme was successful and is now being run by Bicester Green – centre for sustainability, skills and training. The Bicester Green's bike loan scheme offers cycles for periodic one off use or the opportunity to subscribe for regular access.

The site developer will actively engage in exploring initiatives in conjunction with OCC and to provide stands to accommodate such bikes at key locations on site.

Cyclist Facilities

In order to encourage cycling to the facilities and employment within the site, shower facilities and lockers will be provided within the main non-residential uses such as the primary school, community centre and commercial businesses.

4.6 Summary of Travel Strategy and Measures

Table 4.8 summarises the Framework Travel Plan measures set out above including a commentary on which targets of the travel plan each measure will contribute towards.

Table 4.8 Summary of Travel Strategy and Measures

Measure	Elements	Contribution to Travel Plan Target
Limiting the Need to Travel		
Containment of land uses	<ul style="list-style-type: none"> Achieving the mix of housing, employment, education, retail and social and community uses 	T1 Mode Share T2 Reduced traffic generation T3 School mode share
Working from Home/ locally	<ul style="list-style-type: none"> High level broadband provision Employment space within the development plus range of facilities providing jobs 	T1 Mode Share T2 Reduced traffic generation
Promoting Sustainable Travel and Vehicle Choices		
Branding and Marketing	<ul style="list-style-type: none"> Branding as NW Bicester In home information system Wide range of means for information provision 	T1 Mode Share
Travel Awareness	<ul style="list-style-type: none"> Promoting travel awareness initiatives to site residents, pupils and employees 	T1 Mode Share T2 Reduced traffic generation T3 School mode share
Personalised Travel Planning	<ul style="list-style-type: none"> Personalised travel planning service to all new residents and employees 	T1 Mode Share T2 Reduced traffic generation T3 School mode share
Promoting Cycling	<ul style="list-style-type: none"> High quality infrastructure for cycling Creation of cycling identity Resident and employee incentives Cycling club Sales and marketing initiatives 	T1 Mode Share
Non Residential Travel Plans	<ul style="list-style-type: none"> Development of detailed measures and initiatives for each land use 	T1 Mode Share T2 Reduced traffic generation T3 School mode share
Parking Strategy	<ul style="list-style-type: none"> Provision of parking below the maximum CDC standards 	T2 Reduced traffic Generation
Car Club	<ul style="list-style-type: none"> Set up of a car club and provision of marked spaces at a ratio of one per 100 homes 	T2 Reduced traffic generation T4 Reduced Emissions
Eco Vehicles	<ul style="list-style-type: none"> Installation of electric charging points on request by residents and consideration of free electricity for charging Special deals for the purchase of electric vehicles 	T4 Reduced emissions

Measure	Elements	Contribution to Travel Plan Target
Car Sharing	<ul style="list-style-type: none"> Promotion of car sharing initiatives 	T2 Reduced traffic generation
Providing High Quality Public Transport		
Provision of a Frequent Bus Service	<ul style="list-style-type: none"> Bus service at 15 minutes frequency between the development and the town and rail stations by full build out of the development rising to every ten minutes subject to viability 	T1 Mode Share T2 Reduced traffic Generation
Bus Infrastructure	<ul style="list-style-type: none"> Provision of bus stops with shelter, seating, real time information and cycle storage at intervals of no more than 800m within the development 	T1 Mode Share T2 Reduced traffic generation
Rail Services and Infrastructure	<ul style="list-style-type: none"> Significant increase in attractiveness of rail services to Oxford and London being delivered by Chiltern Railways through Evergreen3 East-West rail link will offer new journey opportunities to Milton Keynes, Cambridge etc. Provision of additional cycle storage at rail stations` 	T1 Mode Share T2 Reduced traffic Generation
Providing High Quality Walking and Cycling Infrastructure		
Internal Connections	<ul style="list-style-type: none"> Network of high quality walking and cycling routes – commuter and leisure routes New connection under the railway between the eastern and western halves of the Masterplan 	T1 Mode Share T2 Reduced traffic generation

Measure	Elements	Contribution to Travel Plan Target
External Connections	<ul style="list-style-type: none"> • Provision of a cycle path on Middleton Stoney Road east of the Middleton Stoney Road/Howes Lane/Vendee Drive/roundabout; • Provision of a cycle path on Howes Lane/NW Strategic Link Road from Middleton Stoney Road to the Buckness Road/Howes Lane junction; • Improvements to cycle facilities on Bucknell Road and George Street between Howes Lane and the town centre ; • Improvements to cycle facilities on Shakespeare Drive from Howes Lane to Middleton Stony Road; • Improvements to the existing pedestrian routes from Howes Lane through the Highfield residential area to Shakespeare Drive. 	T1 Mode Share T2 Reduced traffic generation
Cycle Parking	<ul style="list-style-type: none"> • Provision of cycle storage for residents in line with Code for Sustainable Homes • Provision for non-residential uses above CDC standards 	T1 Mode Share T2 Reduced traffic Generation
Cycle Purchase/ Hire	<ul style="list-style-type: none"> • Offering of cycle purchase incentives • Promotion of Cycle to Work scheme • Promotion of, and potential support for bike loan scheme 	T1 Mode Share T2 Reduced traffic Generation
Cyclist Facilities	<ul style="list-style-type: none"> • Provision of showers and locker facilities within the main non-residential uses or shared between premises 	T1 Mode Share T2 Reduced traffic generation

5.0 Travel Plan Management

5.1 Overview

In order to be successful in achieving the targets, the Framework Travel Plan for the development will require a management structure to develop, implement and communicate measures. The Travel Plan for the Exemplar Site is being managed by a Travel Plan Co-ordinator who is likely to also have responsibility for other green initiatives. Himley Village sits within the overall NW Bicester Masterplan. It would be appropriate for the Himley Village Framework Travel Plan to be managed in the same manner as the Exemplar to give consistency to the NW Bicester development. It would also be advantageous for there to be a shared Travel Plan Co-ordinator and Travel Plan Group for the whole Masterplan site, with representatives from each of the separate developments comprising NW Bicester.

5.2 Travel Plan Co-ordinator

In order to become more than just a document, all Travel Plans require an 'implementer', often referred to as the Travel Plan Coordinator (TPC). The availability of dedicated staff time and resources is essential.

A good development related Travel Plan provides sufficient information to the planning authority regarding the level of staff time and resources which would be available for plan development, implementation, monitoring and review. This enables all parties to check that the proposed programme and scope of measures is realistic and achievable.

For the Himley Village development, it is proposed that one member of staff will be employed part time as a Travel Plan Coordinator. If the development was a standalone site of 1,700 homes the role would need to be full time, but there would be significant savings of time and resources, and benefits to the implementation of travel planning measures across the Eco-Town as a whole, by sharing co-ordination in NW Bicester. The TPC for the Exemplar is to be employed for a period of 15 years and it would be appropriate for the Himley Village role to be of a similar timescale, reaching from achieving consent until 2032.

The TPC would assist in establishment and formation of the Travel Plan Group and in working-up a full implementation programme and monitoring strategy. He/she would also be responsible for building the necessary partnerships and delivery of site-wide initiatives such as an appropriate website and a car-sharing database. These would be developed in conjunction with the Travel Behaviour Campaign for Bicester to reinforce the same standards and approach.

The TPC would play an essential role in the development and success of sustainable travel measures, particularly in the development and delivery of area wide initiatives and promotional activities designed to raise awareness of the Travel Plan and its aims and objectives and will need to be involved prior to first occupation.

The key tasks of the TPC would be:

- To lead and manage the development and implementation of the site-wide travel plan;
- To act as a central point of contact for all site occupiers and external Stakeholders in relation to the Travel Plan Framework;
- To implement the monitoring plan set out within the monitoring strategy;
- To implement and manage the data collection procedures as set out in the monitoring strategy;
- To take responsibility for raising awareness of and championing sustainable travel issues;
- To promote schemes and events which encourage walking, cycling and the use of public transport along with the reduction of the use of the private car;
- To represent the 'human face' of the travel plan and the TPG - explaining its purpose and the opportunities on offer;
- To build and nurture the necessary partnerships required for Travel Plan implementation and success;
- To promote and market the TPG to wider audiences;
- To deliver and/or manage, procure and/or oversee delivery of site-wide travel plan measures;
- To keep abreast of developing travel plan techniques;
- To regularly review and evaluate both the travel plan and the operation of the TPG and to provide feedback to the planning and the highway authority via meetings and/or other channels;
- To prepare progress reports, action plans and budgets for the travel plan aimed at best meeting its objectives and targets; and
- To liaise with the Employment, School and Residential Travel Plan Representatives to ensure coordination of measures and monitoring in order to maximise effective Travel Planning.

5.3 Travel Plan Group

A Travel Plan Group (TPG) could be established to provide a framework for the implementation of travel planning measures at the site, including representatives of all of the land uses. The TPG would be led by the site-wide Travel Plan Coordinator. Where there may be various developers engaged in taking forward the site, these would each be represented on the group.

The TPG could be a private, non-profit making organisation with a remit to promote sustainable travel. Each occupier of the non-residential uses (with more than 10+ employees) within the site would be expected to appoint a representative to the TPG.

Roles that the TPG could undertake are likely to include:

- **Consultants:** provide transportation advice and technical support for Programmes that can be implemented collectively or by individual occupiers.
- **Providers of information:** The information might relate to transportation issues, local requirements, regulations and the availability of services;
- **Forum for consensus:** Where consensus is built between members this can empower the TPG membership to act effectively and speak with one voice. For example, a coordinated approach can be made to public transport providers to extend routes or increase services to accommodate the needs of the localised community. By acting jointly, the TPG can prepare an evidence base to support such improvements;
- **Advocacy Role:** addressing transportation issues within various venues, such as participation in local transport planning and economic development processes; and
- **Educator:** The TPG can serve as an educator to benefit a broad audience of employers, developers, public agencies, residents and customers about the nature of transport problems that exist in an area.

The TPG would provide a good mechanism for forming and nurturing partnerships and for amending strategies and expectations in an accountable manner.

6.0 Monitoring and Review

6.1 Overview

It is recognised that effective monitoring is critical in determining the success of a Travel Plan, especially when targets have been agreed for the proportion of trips by different forms of travel. Furthermore, it is deemed appropriate to split monitoring up into three separate categories:

- **Monitoring** – this would be undertaken by a Travel Plan Coordinator to ensure appropriate implementation of the Travel Plan for a range of land uses;
- **Review** – a process that would be conducted by the Travel Plan Coordinator to manage and monitor progress. It is assumed that there would also be input from Travel Choice officers from the local authority; and
- **Assessment** – independent analysis of the Travel Plan to ensure trip rate and targets for different forms of travel are being met (perhaps through the use of iTRACE or TRICS SAM procedures).

This section provides initial suggestions for monitoring and review but this will be agreed in detail for the final Travel Plan which will be approved prior to occupation.

6.2 Monitoring Timeframe

It is anticipated for the purposes of the Travel Plan that development of the Himley Village will begin on site in 2016 and would be completed by 2031.

It is suggested that Travel Plan monitoring could commence on occupation of the 50th unit of the site and be reported until a point one year following the completion of the development (i.e. 2032).

In terms of relating the mode share targets to the suggested monitoring timeframe, as identified above, year-on-year mode share targets would be calculated in proportion to the reduction in car use target that has been established for 2031.

In addition, it is proposed that future occupiers of the non-residential elements of the Himley Village development would conduct baseline surveys within 3 months (of occupation) and have a workplace travel plan strategy in place within 6 months of occupation. Once the 'main' monitoring is triggered, then non-residential workplace monitoring should coincide with that.

6.3 Monitoring Mechanisms

Monitoring of the Travel Plan will be essential to gain an understanding of the effectiveness of the Travel Plan initiatives in achieving the objectives and targets for the development. Indicators will be established prior to the baseline monitoring and data will be collected by the following:

- Ongoing measurement of walking and cycling on the main connection through the development by use of permanent counters;
- Ongoing measurement of traffic entering and leaving the site through each of the access points by the placement of permanent loops in the carriageway; and
- Monitoring of total trips generated, mode share for each land use and emissions of car owned on site on a bi-annual basis through:
 - Household travel diaries;
 - Employee travel plan questionnaires
- Monitoring of total trips generated and modal share for the school through annual hands-up survey and staff questionnaire.

Details of data collection procedures to inform the Travel Plan Monitoring Strategy will be established in the Final Travel Plan.

Independent Monitoring

The Himley Village development could be subject to appropriate independent monitoring (overseen by the Travel Plan Coordinator), although it should be noted that it will be difficult to distinguish between this site and adjacent ones in terms of people and traffic generations, as well as that from other developments. Despite this, it is possible that the iTRACE or TRICS Standard Assessment Monitoring (SAM) procedures could be utilised to monitor the travel generating nature of the Exemplar Site.

For clarification, iTRACE is an innovation in Travel Plan Management Software that provides a centralised software suite designed to monitor and report on the performance of Travel Plans, offering quicker, easier Travel Planning, Assessment, Auditing and Forecasting. Furthermore, the new web-enabled version of iTRACE means that there is no software to install.

The TRICS SAM procedure has been developed as a system of monitoring and assessing the effectiveness of travel plans. It uses long established TRICS methods of multi-modal data collection enhanced with comprehensive information on travel plan details to produce robust travel plan survey results. It is therefore considered that the iTRACE and TRICS SAM procedures could be an appropriate and unbiased means of monitoring the travel generating nature of the development.

6.4 Monitoring & Reporting

A monitoring report would be produced annually by the Travel Plan Co-ordinator and submitted to the Travel Behaviour Team at OCC. The monitoring report would enable the site travel plan group and OCC to ascertain whether the indicators are working towards targets. The report will contain the data collected from the four means set out above and will analyse achievement of each of the targets of the Travel Plan, together with the following:

- Details of progress made since the submission of the previous report. This could include details of measures which have been implemented and details of any other changes which have occurred over the time period

which are significant to the Travel Plan (e.g. a rise in the number of residents and staff at the site);

- A summary of the monitoring results. As a minimum this would include the results of the travel survey, however where applicable it may include the results of surveys undertaken of cycle parking usage, traffic counts at the access point/relevant junctions, review of bus patronage.
- An assessment of whether Travel Plan indicators or targets (depending on year) are on track to be met. If the results show that targets are not likely to be met either due to negative shifts in modal shares or little movement from the previous survey, it should be considered as to whether it is appropriate to implement remedial measures at this stage; and
- An identification of actions and priorities for the forthcoming year should be outlined which explains what actions are to be undertaken to help meet the targets contained within the Travel Plan.

6.5 Remedial Actions

In the event that the Travel Plan is shown to be underachieving on the indicators, remedial action is likely to be required to be taken to put more resources into the 'softer measures' and help to get the Travel Plan 'back on track'. If in Year 5 the target has not been met then OCC are likely to seek additional contributions towards sustainable travel measures, and again at intervals until 2032.

The measures that are appropriate would be reviewed in consultation with Oxfordshire County Council, Cherwell District Council and the Highways Agency. If required, these will be modified or implemented more stringently. The achievement of the target for lower, average trip rate traffic generation may be used to govern the extent of any contributions to improvements to J9 and J10 of the M40.

7.0

Action Plan

As set out in Section 4.7 and Table 4.6, a series of measures have been set out to meet the objectives and targets established in Chapter 3 of this Framework Travel Plan. Table 7.1 provides an action plan for the measures with responsibilities, and indicative timescales against each action.

These will be confirmed for the final Travel Plan that will need to be agreed prior to first occupation.

Table 7.1 Action Plan

Measure	Elements	Responsibility	When
Containment of land uses	<ul style="list-style-type: none"> Achieving the mix of housing, employment, education, retail and social and community uses 	Site developer	By 2031 but in line with agreed provision of education and social and community uses
Working from Home/ locally	<ul style="list-style-type: none"> High level broadband provision Employment space within the development plus range of facilities providing jobs 	Site developer	Broadband by 1st occupation. Employment space by 2031 and other uses in line with agreed provision of education and social and community uses
Branding and Marketing	<ul style="list-style-type: none"> Branding as NW Bicester In home information system Wide range of means for information provision 	Site developer Travel Plan Co-ordinator (TPC)	Prior to first occupation and continuing during build out
Travel Awareness	<ul style="list-style-type: none"> Promoting travel awareness initiatives to site residents, pupils and employees 	TPC	Throughout life of Travel Plan
Personalised Travel Planning	<ul style="list-style-type: none"> Personalised travel planning service to all new residents and employees 	TPC	Throughout life of Travel Plan
Promoting Cycling	<ul style="list-style-type: none"> High quality infrastructure for cycling Creation of cycling identity Resident and employee incentives Cycling club Sales and marketing initiatives 	Site developer TPC	Prior to first occupation and continuing during build out
Non Residential Travel Plans	Development of detailed measures and initiatives for each land use	TPC and TPG, Future occupiers	Prior to occupation of non-residential land uses

Measure	Elements	Responsibility	When
Parking Strategy	<ul style="list-style-type: none"> Provision of parking below the maximum CDC standards 	Site developer	Throughout life of Travel Plan
Car Club	<ul style="list-style-type: none"> Set up of a car club and provision of marked spaces at a ratio of one per 100 homes 	Site developer TPC	Prior to 50th occupation or from 1st occupation if already established for Exemplar development
Eco Vehicles	<ul style="list-style-type: none"> Installation of electric charging points on request by residents and consideration of free electricity for charging Special deals for the purchase of electric vehicles 	Site developer TPC	From 1st occupation
Car Sharing	<ul style="list-style-type: none"> Promotion of car sharing initiatives 	TPC	Throughout life of Travel Plan
Provision of a Frequent Bus Service	<ul style="list-style-type: none"> Bus service at 15 minutes frequency between the development and the town and rail stations by full build out of the development rising to every ten minutes subject to viability 	Site developer	From point of occupation to be agreed with OCC. Half hourly service to be provided from 50th occupation.
Bus Infrastructure	<ul style="list-style-type: none"> Provision of bus stops with shelter, seating, real time information and cycle storage at intervals of no more than 800m within the development 	Site developer	During construction of primary roads
Rail Services and Infrastructure	<ul style="list-style-type: none"> Significant increase in attractiveness of rail services to Oxford and London being delivered by Chiltern Railways through Evergreen3 East-West rail link will offer new journey opportunities to Milton Keynes, Cambridge etc. Provision of additional cycle storage at rail stations. 	Off-site contribution from site developer OCC/ Off-site contribution from site developer	At occupation level – to be agreed
Internal Connections	<ul style="list-style-type: none"> Network of high quality walking and cycling routes – commuter and leisure routes New connection under the railway between the eastern and western halves of the Masterplan. 	Site developer	As phases of site are developed

Measure	Elements	Responsibility	When
External Connections	<ul style="list-style-type: none"> • Provision of a cycle path on Middleton Stoney Road east of the Middleton Stoney Road/Howes Lane/Vendee Drive/roundabout; • Provision of a cycle path on Howes Lane/NW Strategic Link Road from Middleton Stoney Road to the Buckness Road/Howes Lane junction; • Improvements to cycle facilities on Bucknell Road and George Street between Howes Lane and the town centre ; • Improvements to cycle facilities on Shakespeare Drive from Howes Lane to Middleton Stony Road; • Improvements to the existing pedestrian routes from Howes Lane through the Highfield residential area to Shakespeare Drive. 	OCC/ Off-site contribution from site developer	Earliest opportunity subject to feasibility and deliverability
Cycle Parking	<ul style="list-style-type: none"> • Provision of cycle storage for residents in line with Code for Sustainable Homes • Provision for non-residential uses above CDC standards. 	Site developer	From 1st occupation
Cycle Purchase/ Hire	<ul style="list-style-type: none"> • Offering of cycle purchase incentives • Promotion of Cycle to Work scheme • Promotion of, and potential support for bike loan scheme 	TPC in partnership with local businesses	Throughout life of Travel Plan as required to meet targets for cycle use
Cyclist Facilities	<ul style="list-style-type: none"> • Provision of showers and locker facilities within the main non-residential uses or shared between premises 	Site developer Future occupiers	From 1st occupation of each premise

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