



Appendix 8.2

FRAMEWORK TRAVEL PLANS

Land adjacent to M40 Junction 10
Western Site

Framework Travel Plan

May 2024

Land adjacent to
M40 Junction 10
Western Site

Framework Travel Plan

1st May 2024

SKP/RT/17213-06d-01 Framework Travel Plan
- Western Site

Prepared by:

David Tucker Associates
Forester House, Doctor's Lane
Henley-in-Arden
Warwickshire B95 5AW

Tel: 01564 793598
Fax: 01564 793983
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk

Prepared for:

Albion Land

© David Tucker Associates

No part of this publication may be reproduced by any means without the prior permission of David Tucker Associates

Table of Contents

	Page
1.0 INTRODUCTION	1
2.0 ACCESSIBILITY OF APPLICATION SITE	3
3.0 TRAVEL PLAN AIMS	8
4.0 TRAVEL PLAN TARGETS AND OBJECTIVES	10
5.0 PREPARATION AND INITIATION	12
6.0 PLAN MAINTENANCE	13
7.0 THE ROLE OF THE TRAVEL PLAN CO-ORDINATOR	14
8.0 TRAVEL PLAN CO-ORDINATOR DUTIES AND RESPONSIBILITIES	16
9.0 TRAVEL PLAN MEASURES	17
10.0 ACTION PLAN	22
11.0 TRAVEL DATABASE	23
12.0 TRAVEL PLAN PROMOTION	24
13.0 TRAVEL PLAN MONITORING AND REVIEW	25
14.0 PLAN ADMINISTRATION	26
15.0 CONSULTATION	27

Appendices

Appendix A Site Layout

Appendix B Action Plan



1.0 INTRODUCTION

- 1.1 This Framework Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Albion Land to support outline planning applications for large-scale employment site to the west of the A43 on land adjacent to the M40 Junction 10, in Cherwell District, Oxfordshire. A plan showing the indicative site layout is attached as **Appendix A**.
- 1.2 A Travel Plan is a term used for a package of objectives, targets and measures developed by an organisation or group of organisations aimed at promoting more sustainable means of travel and reducing the reliance on the private car. Travel Plans are site specific and are dependent upon not only the location of the site but the size and type of organisations located there.
- 1.3 This Framework Travel Plan focuses on the employment component of the completed Development and sets out the context for the preparation of individual Travel Plans by the occupiers of units on the Site. The level of detail to be provided and objectives for the occupier/occupiers, which will vary depending on a number of factors, such as the number of employees. This document represents an updated version from the one submitted with the application in September 2021.
- 1.4 This Framework Travel Plan has been compiled with reference to the principles of DfT's *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* (April 2009), Cherwell District Council's 'Non Statutory Cherwell Local Plan 2011' and Oxfordshire County Councils 'Local Transport Plan 3 (LTP3) 2011-2030'. It has been prepared in accordance with OCC's 'Transport for New developments: Transport Assessments and Travel Plans' guidance document.
- 1.5 The final format and content of each individual Travel Plan will be submitted for approval by the planning authority within 3 months of occupation by tenants.
- 1.6 Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action, monitoring and review. To help give it focus, it is important to set out objectives and targets.
- 1.7 For new developments such as this, it is most beneficial to encourage sustainable travel from



the time of occupation before travel patterns become ingrained.

- 1.8 There will be a wide range of different travel demands from the Development, dependent on the nature of end-users and indeed roles of staff. However, given the scale of the development, there is scope to provide on and off-site physical measures, public transport service initiatives and other incentives to allow significant and realistic modal shift targets to be set.
- 1.9 Whilst the overall employment development will be subject to oversight by a single management entity, there will clearly be several different occupiers and tenants working on the Site. This Framework Travel Plan therefore sets out a range of measures and initiatives to be implemented by both the management of the estate and by ongoing tenants.
- 1.10 In this regard, the Framework Travel Plan will also act as a framework for the more detailed individual Travel Plans which will be tailored to specific organisational requirements.

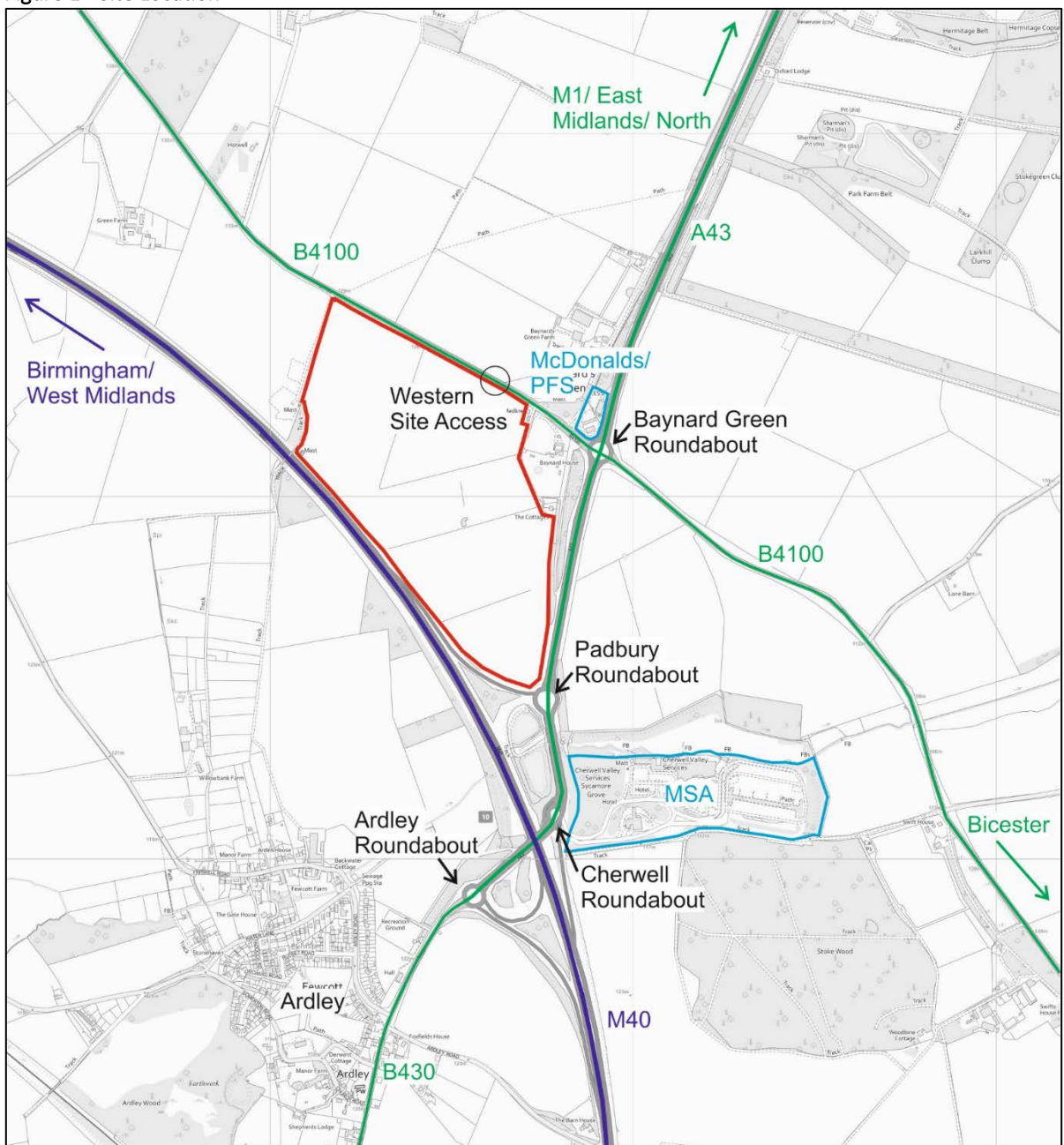


2.0 ACCESSIBILITY OF APPLICATION SITE

Site Location

- 2.1 The Site is immediately northwest of Padbury roundabout at the southbound off-slip and west of the A43.

Figure 1 - Site Location

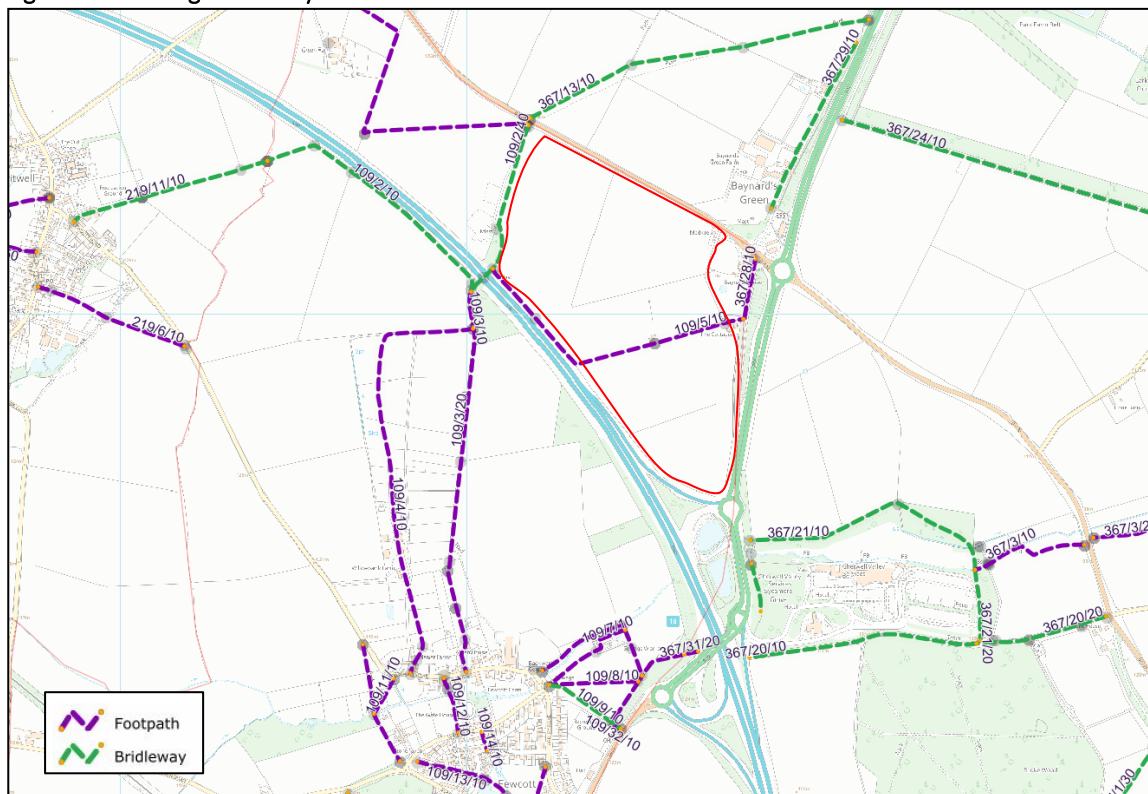




Public Rights of Way

2.2 There is no foot or cycleway provision on the A43 or B4100. There are no parts of the National Cycle Network (NCN) in the vicinity of the site. There are several public rights of way which are shown on **Figure 2**.

Figure 2 Public Rights of Way



2.3 Bridleway 109/2/40 runs along the western edge of the Site. This crosses the M40 motorway at an accommodation overbridge where it turns to follow parallel to the northbound carriageway; the bridleway 109/2/10 continues to the village of Fritwell. A footpath 109/3/10 continues south from the overbridge into Fewcott.

2.4 Footpath 109/5/10 follows the southern boundary of the Site. Approximately midway along the boundary it currently diverts into the Site. It joins footpath 367/28/10 south of Baynard House.



Local Highway Network

- 2.5 To the south the Site is the M40 motorway; a dual three lane motorway which runs between London and Birmingham. North of Junction 10, the M40 carries 92,800 vehicle per day (source: DfT Site 73855 [2019]) of which circa 12% are HGV. South of Junction 10, the M40 carries 120,800 vehicle per day (source: DfT Site 18628 [2019]) of which circa 14% are HGV.
- 2.6 A43(T) is to the East of the Site; a dual two lane all purpose (D2AP) road which runs between the M40 (adjacent to the Site) and the M1 at Northampton. It serves the settlements of Brackley, Silverstone, Towcester and Northampton. North of the B4100 roundabout the A43 carries 37,000 vehicle per day (source: DfT Site 48791 [2019]) of which circa 12% are HGV.
- 2.7 The junction of A43 and M40 at M40 Junction 10 is a grade separated junction with an off-line motorway service area. The junction comprises the 3-arm Ardley Roundabout junction on the western side linking the northbound carriageway slip roads, the B430 and dual two-lane overbridges.
- 2.8 On the eastern side of the junction is the partially signalised Cherwell Roundabout which provides access to Motorway Service Area (MSA) and the M40 southbound on-slip. The M40 southbound off-slip connects to the Padbury Roundabout immediately to the north of Cherwell Roundabout. The redundant circulatory carriageway across the A43 south arm (as the third arm is entry only) is closed.
- 2.9 To the north the Site is bounded by B4100; a single carriageway road which runs between Bicester and Banbury. The carriageway is relatively wide at 7.5m and it is unlit. The B4100 connects Bicester 5.5km to the south-east of the site to Banbury 13km to the north-east. Banbury is also accessed via the M40 at Junction 11. The section to the east has a flowing alignment but within a wide highway corridor within which there is good forward visibility. Here the B4100 carries 10,400 vehicle per day (source: DfT Site 966790 [2009]) of which circa 5% are HGV.
- 2.10 The section to the west has a straighter alignment and visibility is very good.
- 2.11 The B4100 is subject to a 60mph speed limit to the west of the A43 and 50mph to the east.



- 2.12 B4095/B4100 Banbury Road Roundabout is located on the ring road around Bicester. It is a four-arm roundabout with a 40m inscribed circular diameter. Planning consent for the junction to be converted to a signalised crossroads has been granted. Works are expected to be completed in 2025.
- 2.13 To the south of the M40, the A43 becomes the B430 which serves the village of Ardley, Middleton Stoney and Weston on the Green. A new strategic settlement of Heyford Park, circa 5km to the South of the Site, on the former Upper Heyford airbase site is also accessed from this road.
- 2.14 The junction of A43 and B4100 is a large four arm at-grade priority-controlled roundabout. The junction is lit and forward visibility on all approaches is commensurate with the posted speed limits. The roundabout has an inscribed circular diameter of 75m. The circulatory carriageway is 12m wide with lining markings to show two lanes. There are currently no flares on the A43 approaches and there is hatching on the outside of the offside lane to reduce the effective entry width to two lanes. Entry path curvature on both approaches is larger than recommended in current design guidance (CD116). The B4100 approaches are flared but the road lining does not formally show dual entry lanes. On the eastbound approach hatching significantly reduces the effective flare length. Entry path curvature of both side road approaches is in line with the recommendation in CD116. The exit width on the B4100 east arm is narrower than the recommendation in CD116.
- 2.15 There are roadside services in the north-western quadrant accessed from the B4100W arm. These are served by a priority junction where the right-turn out movement is banned. There is a right turn lane for inbound movements.
- 2.16 The B4100 and B430 are the responsibility of OCC with the A43 and M40 being trunk road and the responsibility of NH.

Public Transport Provision

- 2.17 An existing bus service runs along the B4100 to the east of the A43. There are no existing bus stops in the vicinity of the Site and provision would need to be made as part of the Development. The service is the 505 operated by Stagecoach operating from Bicester Village railway station, with onward connections to Oxford and London, along the B4100, past the



NW Bicester development site, to the A43 to Brackley. The service loops around Brackley covering the northern urban extension at Radstone Fields. The service currently runs hourly and provides access to two of the main local population centres.



3.0 TRAVEL PLAN AIMS

3.1 In general terms, the aim of a Travel Plan is to reduce dependence on the private car and encourage employees to use more environmentally friendly alternatives.

3.2 A Travel Plan is a package of measures tailored to the needs of individual sites and aim to:

- Promote greener, cleaner travel choices;
- Reduce the number of car borne trips;
- Promote car-sharing;
- Promote the use of public transport; and
- Encourage walking and cycling.

3.3 A Travel Plan involves the development of a set of mechanisms, initiatives and targets on the environment, whilst also bringing several other benefits to the organisation as an employer and benefits to employees and visitors. The plan will evolve over time in accordance with changing circumstances and the environment within which it is implemented.

3.4 The specific aims of the Framework Travel Plan are:

- To increase the awareness of employees and visitors of the potential for and advantages of travel to the Site by more sustainable transport modes;
- To provide practical information to employees and visitors on how they can access non-car modes of transport to and from the industrial and warehouse development;
- To facilitate the introduction of physical measures and management initiatives that will encourage employees and visitors to travel to the Site by non-car modes;
- To display local bus information including nearest bus stops, timetables, routes, and costs in a prominent location within the buildings;
- To display local walking and cycling routes to and from the Site including approximate journey times;



- To display the potential health and financial benefits that travelling by sustainable modes can offer; and
- The inclusions of the above measures into a new employee starter pack to encourage sustainable travel from the first day of employment.

3.5 The key targets for the success of the Travel Plans will be the reduction in sole occupancy car journeys, to increase the take up and renewal of public transport passes, to increase cycle use and increase awareness of the benefits of sustainable travel.



4.0 TRAVEL PLAN TARGETS AND OBJECTIVES

- 4.1 The implementation of Travel Plans can offer a variety of benefits to organisations, employees and the local community. These benefits can include increased productivity (generated by a healthier, more motivated workforce), potential cost savings, reduced congestion, improved public transport services, reduced demand for car parking and improved access by employees, visitors and deliveries plus an improved environmental image.
- 4.2 The main objectives of a Travel Plan are to achieve a reduction in car use and a corresponding increase in walking, cycling and public transport use. By choosing to travel by more sustainable modes, employees and visitors will reduce congestion, emissions, air pollution and the use of finite fuel reserves.
- 4.3 The proposed measures will encourage more sustainable travel to and from the development than if the Travel Plan were not in place.

Base Mode Share

- 4.4 2011 Census data has been used to derive a preliminary base mode share for the proposed development. For this, journey to work mode share data for the Cherwell 013 Middle Super Output Area (MSOA), was used and is summarised in **Table 1**.

Table 1 – Modal split

Mode of travel	Percentage Split
Underground, metro, light rail or tram	0.0%
Train	0.9%
Bus, minibus or coach	1.4%
Taxi	0.3%
Motorcycle, scooter or moped	1.1%
Driving a car or van	72.1%
Passenger in a car or van	6.0%
Bicycle	7.9%
On foot	10.1%
Other method of travel to work	0.2%

Targets

- 4.5 An initial 10% mode shift reduction target in car use for employees has been set for the



Development as a whole against the baseline mode share of 72.1%. This is to be achieved over a five-year implementation period, as indicated on **Table 2**.

Table 2 - Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
72.1%	70.1%	68.1%	66.1%	64.1%	62.1%

**to be reviewed following initial staff survey*

- 4.6 The base mode share for the Site and associated car driver target will be reviewed within three months of first occupation of each unit on the Site. This information would be used to set occupant specific Travel Plan targets, which would be agreed with the local highway authority. These targets would be continually reviewed and monitored to determine whether the overall objectives of the Travel Plan are being achieved.



5.0 PREPARATION AND INITIATION

- 5.1 A Travel Plan document will be developed for each unit based on the information set out in this Framework Travel Plan. A full unit-specific Travel Plan will be submitted within 3 months of occupation of each unit after the completion of the staff travel survey.
- 5.2 The Travel Plan is intended to be an evolving strategy and will remain in place for the occupation of the unit.
- 5.3 To establish a baseline scenario against which on-going progress can be assessed, the following information should be established within six months of the occupation of each unit:
- Employee modal split;
 - Existing cycle and pedestrian infrastructure;
 - Existing public transport services and infrastructure; and
 - Car parking supply and surveyed demand.
- 5.4 The above information will come from the staff travel surveys.



6.0 PLAN MAINTENANCE

- 6.1 With a multi occupancy scheme such as this the Travel Plan Coordinator (TPC) role will be carried for the scheme as a whole by appointed Managing Agents who will be responsible for the overall day to day management of the scheme. Their contact details will be provided to the Travel Plan team at OCC.
- 6.2 Each Occupier may have a Travel Plan Administrator who will liaise with the Managing Agent in terms of assisting in undertaking the tasks of the TPC role, but the TPC role will be the responsibility of the Managing Agent.
- 6.3 The TPC will be provided with a copy of the document entitled “The Essential Guide to Travel Planning”, issued by the Department for Transport or any such subsequent guidance which may supersede it.
- 6.4 The administration of the Plan will be the responsibility of the respective TPC.
- 6.5 The name and contact details of the nominated TPC will be submitted to the Travel Plan Team at OCC.
- 6.6 The TPC will implement the Plan, which will be developed in conjunction with and agreed by OCC.
- 6.7 Overall, the TPC will be responsible for the Travel Plan development submission to OCC, implementation, promotion and review. It is currently envisaged that there will be several buildings on site, however the number of individual detailed Travel Plans prepared for the site will depend on the number of occupiers within each building. The subsidiary Travel Plan measures will be based on the measures included in this Framework Travel Plan.



7.0 THE ROLE OF THE TRAVEL PLAN CO-ORDINATOR

7.1 The TPC will be the first point of contact for staff, OCC and other outside organisations in all matters regarding staff travel. The TPC will maintain an up-to-date file containing all correspondence to and from staff relating to their Travel Plan.

7.2 In general, the role of the TPC will involve the following:

- Overseeing the development and implementation of the plan;
- Promoting and marketing the objectives and the benefits of the Travel Plan;
- Instigating the annual review meetings and inviting OCC as appropriate;
- Co-ordinating the necessary data collection exercises and monitoring programme required to develop the Travel Plan including the employee travel surveys, the results of which will be submitted to OCC on request or with the Travel Plan on completion;
- Consider if appropriate, setting up and maintaining a car share database;
- Consider if appropriate, organising cycle (Bicycle User Group – BUG) and public transport user groups for the staff;
- Reviewing the Plan annually in conjunction with OCC;
- The TPC will set up and maintain a filing system for all correspondence relating to the Travel Plan; and
- The TPC will set out and gain the support of senior management on how the employer can encourage staff to travel by more sustainable modes.

7.3 It should be noted that the above 'role' list provides general guidance. The main focus of the Travel Plan will be the employees of the development. However, it is anticipated that, where applicable, visitors will also be provided with information relating to travel by non-car modes, such as local public transport timetables.

7.4 The TPC will be able to delegate some of the duties set out above to nominated employees,



as required, but they will retain overall responsibility for all matters pertaining to their Travel Plan.

- 7.5 The TPC will investigate if a Transport Working Group could be set up which would consist of the TPC, local public transport operators and OCC. Meetings and other communications of the Transport Working Group would provide a forum to oversee the successful implementation of the Travel Plan.



8.0 TRAVEL PLAN CO-ORDINATOR DUTIES AND RESPONSIBILITIES

8.1 Specifically, the TPC will demonstrate effective marketing to employees and visitors by the following:

- Informing employers and staff of the overall aims of the Plan;
- Informing staff of targets for achieving a lower mode share by car; and
- Reducing the level of car usage by a given extent over a given period.

8.2 This will be achieved through informing staff at interview stage and using prominent display boards, notices or leaflet distribution.

8.3 The TPC will demonstrate effective resourcing for plan measures by the following:

- Analyse the employee travel surveys;
- Indicate and identify any specific problems that are highlighted for example an increase in car use to the site;
- Investigate the potential for home working & flexible hours with the co-operation of senior management.
- Investigate the possibility of car sharers receiving priority parking.

8.4 The TPC will also provide information as part of the promotion of the Travel Plan to employees and visitors. The information will be the inclusion of 'Welcome Packs' and will be provided to new employees. These packs will be issued to staff and will include details on the Plan measures, as described below.



9.0 TRAVEL PLAN MEASURES

9.1 Measures implemented to seek to reduce travel by private car will vary between units on the Site and whilst there are some schemes common to any site and land-use, it will be up to the initiative of the TPC to target specific measures to the problems and opportunities identified at the site. This will only be possible after the completion and analysis of the staff travel survey.

9.2 Each Travel Plan will include the following;

- The appointment of a TPC who's duties and roles will be laid out as described in Section 7.3 above;
- Targets in the short term and long term– these will be site and unit specific and will be realistic and achievable and developed through careful interrogation of the results of the staff travel survey;
- Effective marketing of the plan – this will be aimed at new and existing employees through the staff welcome pack and notice boards and at visitors through postal information;
- A statement of support issued by senior management of each unit;
- Site specific incentives to reach targets and remediation for non-compliance;
- Means of monitoring progress of the targets – this will be done through yearly issue of the staff travel survey; and,
- Frequency of reporting results to OCC – this will tie in with the yearly monitoring of the targets as described above.

9.3 An information pack will also be produced and issued to OCC prior to the occupation of each unit. This information pack will be issued to all staff and visitors to each unit and will contain the following information;

- All objectives and measures of the Travel Plan;



- Information on public transport services in the vicinity of the site; and
- Information on the opportunities to walk and cycle to the site.

9.4 This information will also be permanently displayed on notice boards within each unit and will be updated, by the TPC, on a regular basis to ensure that it remains accurate.

9.5 Included within this information pack will be access routes to and from the site and these are shown in **Figure 2**.

Measures to Encourage Walking

9.6 Travel to the site on foot will be actively promoted by the TPC, in liaison with the developer and planning authority. The TPC will also investigate the potential for introducing incentives for employees to walk to the site ensuring that footpaths on the site are well maintained.

9.7 Potential measures to encourage walking to the Site could include the following:

- Footway connections to local facilities including A3/A5 outlets at Baynards Green Services;
- Secure changing and shower facilities within each unit;
- Demand for facilities will be monitored through the staff travel survey and new facilities provided as necessary;
- Information and advice concerning safe pedestrian routes to the site will be available to employees;
- The TPC will raise awareness of the health benefits of walking through promotional material which could be supported by regular employee health checks; and
- Maps providing safe walking routes indicating distances and times to the most common destinations near to the work place (such as local bus stops).

Measures to Encourage Cycling

9.8 To encourage cycling to the Site the following potential measures could include the following:



- A dedicated cycle route to Bicester;
- Sheltered and secure cycle parking located within each unit;
- Information and advice concerning safe cycle routes to the site will be available to employees;
- The TPC will try to negotiate discounts from cycle shops for staff to purchase a bicycle, the necessary safety equipment and waterproof clothing to enable them to commute to work by cycle;
- The TPC will investigate the opportunity to promote on-site cycle repair days;
- The TPC will investigate the initiation of a Bicycle User Group (BUG) to support staff that commute by cycle and to encourage others to do so;
- The TPC will establish contacts with the cycling officers of OCC to ensure input to the further development of any existing cycling strategy in the vicinity of the proposed development and
- The TPC will ensure that the cycle stores and changing facilities that are in place are adequate and maintained.

Measures to Encourage the Use of Public Transport

- 9.9 Commitment to making financial contributions to divert and increase the frequency of the local scheduled bus service between the Site, Bicester and Brackley.
- 9.10 Commitment to make employees aware of and encourage the use of public transport to access the site the following measures would be included within the Travel Plan for each unit:
- Details of relevant bus services will be prominently displayed for the information of employees;
 - The TPC to liaise with the bus service operators to ensure that up-to-date timetable and route information is displayed;



- The TPC would contact local bus operators to find out whether discounted ticketing initiatives are available; and
- The TPC would encourage the use of public transport.

9.11 **Table 3** below shows the bus services and frequencies local to the Site. Provision has been made for bus stops within the Site which are easily accessible.

Table 3 – Bus Services and Frequency

Service	Operator	Route	Frequency		
			Monday-Friday	Saturday	Sunday
505	Stagecoach	Bicester - Brackley	Every 30 minutes	Every 30 minutes	No service

9.12 The use of public transport apps or websites such as Traveline or Oxontime will be actively encouraged through the Travel Plan.

Measures to Encourage the Use of Taxis

9.13 More specifically aimed at visitors the following measures are designed to encourage use of taxis to access the site:

- The TPC will ensure the provision of contact details of suitably regulated local taxi operators to be prominently displayed for the information of employees; and
- Taxis will be booked for visitors on departing the site.

Measures to Encourage Car Sharing

9.14 Car sharing schemes are an advanced internet based journey matching system that allows users to search for suitable people to share regular journeys with. The use of Oxfordshire's car sharing database (link: <https://oxfordshire.liftshare.com/>) will be promoted to employees. Car sharers may be given preferential treatment for parking. Employers will be encouraged to provide a guaranteed lift home service in emergencies for car sharers. In addition the guaranteed lift home service could be extended to cater for 'emergency' or 'short notice' situations for staff that cycle or walk to the site. Consideration could be given to promoting departmental staff car free days.



- 9.15 Car sharing will be encouraged through the Liftshare car database. Further details can be found at: <https://liftshare.com/uk/community/oxfordshire>.
- 9.16 The aims of the scheme include reducing traffic congestion within Oxfordshire; reducing the day-to-day expense of travelling; and reducing the traffic pollution effects on the environment.

Other Measures

- 9.17 The scheme will provide electric vehicle charging infrastructure which will be evenly distributed across the Site.
- 9.18 Provision will be made for 25% of car parking spaces to be provided with active electric vehicle charging facilities.



10.0 ACTION PLAN

- 10.1 The TPC will provide an Action Plan, see draft Action Plan in **Appendix B**, which will monitor the progress of Travel Plan and timescales. The full Travel Plan will be based upon the principles laid down in this Framework Travel Plan and the Action Plan.
- 10.2 The TPC will also liaise with OCC and report any results that are achieved from the Action Plan and travel survey.



11.0 TRAVEL DATABASE

11.1 As discussed above, the TPC will produce and maintain a staff travel database. Six months after occupying a unit, the appointed TPC will obtain travel data by issuing the staff with a questionnaire survey.

11.2 Specifically, the Employee Travel Survey will include the following:

- postcode area of residence;
- normal working hours;
- mode of travel to work;
- car ownership and company car benefits;
- work related travel throughout the day;
- reasons for driving;
- driving commitments i.e. taking children to school etc;
- reasons for not using public transport and other modes;
- measures that would encourage car sharing, use of public transport or other non-car modes;
- staff, profile including age, gender etc

11.3 All data collected in connection with the Travel Plan will be subject to the provisions of the Data Protection Act and will only be released to OCC. However, in the interests of security, names and addresses of staff will not be provided, rather, postcode details of staff would be supplied.

11.4 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with OCC.



12.0 TRAVEL PLAN PROMOTION

- 12.1 It is very important that new employees are fully aware of the existence and benefits of the Travel Plan when they begin working at the Site and that they are effectively “signed up” to the potential benefits it brings as soon as possible. To this end, the Travel Plan will be presented and promoted to the staff as a challenge rather than as a chore.
- 12.2 All employees will be informed of the existence of the Travel Plan. The details of the Travel Plan, including its objectives, the potential benefits for both individuals and for the environment, and the means by which it will operate, will be fully explained.
- 12.3 New employees will be informed about the Travel Plan prior to the commencement of their employment, the inclusion of relevant material in their induction pack and a Staff Travel Survey form will be distributed at the recruitment stage. This will be issued either in paper or electronic format. It will also contain any details of incentives offered to encourage sustainable travel to and from the site for example, a cycle to work scheme.
- 12.4 Information relating to the Travel Plan will be displayed in a prominent location (or locations) where it will be easily accessible to employees, such as a notice board in the main reception area.
- 12.5 Other means of promoting the Travel Plan will also be investigated, which might take the form of staff newsletters and notice boards. Staff will also be encouraged to familiarise themselves with the Travel Plan.
- 12.6 The Travel Plan document will be available for inspection by employees. Information on the progress of the Travel Plan, including the results of the annual review, will be communicated to employees through the information displays and other means as appropriate.
- 12.7 The TPC will engage, from time to time, with OCC, in its travel awareness raising events.



13.0 TRAVEL PLAN MONITORING AND REVIEW

- 13.1 A formalised program of monitoring will be established to enable indicators of the success of the Travel Plan to be recorded at regular intervals within 3 months of occupation. The Travel Plan targets and measures will be reviewed considering the survey results.
- 13.2 Following the initial travel surveys, biennial monitoring surveys will be undertaken for a minimum of 5 years, i.e. surveys will be in years 1, 3 and 5.
- 13.3 The survey results will be sent to the Travel Plan team at OCC within 1 month of survey completion.
- 13.4 Other information about the impact of the Travel Plan is less easily quantified but should be recorded as part of ongoing monitoring. These include:
- The level of enquiry and take-up of the car-sharing scheme;
 - The take-up of any ticketing incentives for public transport services; and
 - Any formal or informal comments made by employees regarding the operation of the Travel Plan.



14.0 PLAN ADMINISTRATION

- 14.1 A copy of the full Travel Plan will be supplied to nominated officers of the planning and highway authorities at the time of initiation. Copies will also be issued to the developer, for reference and for display.
- 14.2 The TPC will be responsible for keeping all records associated with the maintenance of the Plans including the employee databases and all relevant correspondence and records of all monitoring exercises. The Travel Plan files will be available for inspection by the planning and highway authorities at any time, subject to prior notice.
- 14.3 A change in the identity of the nominated TPC will be notified in writing to the planning authority.



15.0 CONSULTATION

- 15.1 The success of the Travel Plan will rely on the support of employees and visitors. Regular consultation will be critical to the ongoing success of the Travel Plan.
- 15.2 The mechanism for consultation with employee representatives will be formalised and proposals submitted to the planning authority for approval.
- 15.3 Regular liaison with the bus operators and Council officers responsible for public transport, cycling and strategic transport will also be necessary. A system of on-going liaison with the planning authority will be agreed prior to initiation of the Travel Plan.
- 15.4 The Travel Plan documents will include a contact list of nominated representatives from each of the operators and authorities. Amendments to nominated contact personnel will be notified to the TPC and/or the planning authority and the document shall be amended accordingly.

Appendix A

Indicative Masterplan



NOTES

Reproduced from the Ordnance Survey map with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright.

C A Cornish & Associates Ltd Licence no LIG0908.

Subject to Statutory Approvals.

A	Entry to the Eastern Parcel updated	SM	05/12/2023
Rev	Description	Chk	Date

27 Greville Street
London EC1N 8SU

tel +44(0)20 7400 2120

enquiries@cornisharchitects.com
www.cornisharchitects.com

RIBA Chartered Practice

cornisharchitects

Project Title: **JUNCTION 10 M40**

Drawing Title: **ILLUSTRATIVE MASTERPLAN**

Drawing Status: **TOWN PLANNING**



Drawn By:	Scale:	Date:	Chk'd By:
S K	1:2500 @ A1	20/09/2021	C S




Drawing No: **20005 - TP - 020** Rev. **A**

Appendix B

Action Plan

M40 Junction 10 – Action Plan - Travel Plan Framework

Action	Responsibility	Time Scale	Comments
Prior to Occupation			
Obtain Approval to Travel Plan Framework	DTA	Planning Submission	
Prepare and submit a full Travel Plan	TPC to arrange	Within 3 months of occupation of premises.	A Full Travel Plan should be submitted by the occupier of each unit, including initiatives and targets specific to the unit occupier, in consultation with Oxfordshire County Council
Collate sustainable travel information	TPC	Within 3 months of occupation of premises.	TPC to obtain bus timetables, bus, cycle and walking maps and taxi contacts from Oxfordshire County Council and include in Welcome Pack and display on noticeboard
Establish a sustainable travel noticeboard / area	TPC	Within 3 months of occupation of premises.	Should be located in a prominent position and available to both staff and visitors
Ensure sustainable travel facilities are located in prominent locations and clearly signed	Developer / Contractor	Within 3 months of occupation of premises.	Pedestrian routes, cycle parking, car share spaces should be well advertised and clearly signed
Post Occupation			
Issue Welcome Packs to all employees moving to the premises	TPC	At recruitment stage	
Route maps, bus timetables, taxi contacts to be available at all times for staff and visitors	TPC	At occupation of premises.	Information to be updated regularly.
Sustainable travel information to be made available to visitors to the site	TPC	At occupation of premises.	Links to journey planning websites to be made available on occupier websites (e.g. on a 'Find Us' page)
Ensure that employees are made aware of the Travel Plan during the recruitment process.	Recruitment Team	At occupation of premises and on-going	
Issue Staff Travel Survey	TPC	Within 3 months of occupation of premises	
Set up and maintain an employee travel database	TPC	Within 6 months of occupation of premises	To contain results of Staff Travel Survey for target-setting and monitoring purposes
Set up car sharing database / join existing scheme	TPC/Individual Colleagues	Within 6 months of occupation of premises	Provide details of car sharing schemes such as Liftshare
Discuss and brief employees on the emergency lift home procedure for car-sharers	TPC	Within 6 months of occupation of premises	
Set up a Bicycle Users Group	TPC	Within 6 months of occupation of premises	To promote cycling, offer support, encourage others, discuss problems etc.
Contact local cycle shops to offer possible financial assistance / benefits to purchase a cycle	TPC	Within 6 months of occupation of premises	i.e. Interest free loan / discounts
Monitoring / Review			
Include motivation, support and reward issues in staff newsletter.	TPC	On-going Review every 12 months	
Consider offering incentives for sustainable travel	TPC	On-going Review every 12 months	e.g. prize draws
Promote Cycling, advertising the health benefits and savings to be made.	TPC	Spring -Summer	Display health benefits promotional material and offer maps, cycle routes, information
Organise Cycle to Work events.	TPC	Spring -Summer	Offer incentives e.g., breakfast/give aways, promote National Bike Week in June
Promote Car Sharing and Public Transport and the cost benefits involved.	TPC	Autumn -Winter	Re-issue information on car sharing schemes such as Liftshare.
Meet with Oxfordshire County Council to discuss progress of Travel Plan	TPC	Every 12 months	Consult with Oxfordshire County Council
Undertake Staff Travel Surveys	TPC	Biennial (1, 3 and 5 years)	Monitor staff travel behaviour and use of sustainable travel facilities and initiatives (e.g. cycle parking, motorcycle parking, demand for car parking, bus service occupancy and car share scheme)
Analyse results of Staff Travel Survey and implement appropriate actions	TPC	Review after each survey	Monitor progress of Travel Plan. Monitor requests by employees for additional facilities to assist sustainable travel (e.g. provision of cycle parking, lockers, showers etc.)



Forester House
Doctor's Lane
Henley-in-Arden
Warwickshire
B95 5AW

Tel: +44(0)1564 793598
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk

Land adjacent to M40 Junction 10

Eastern Site

Framework Travel Plan

May 2024

Land adjacent to
M40 Junction 10
Eastern Site

Framework Travel Plan

1st May 2024

SKP/RT/17213-06d-02 Framework Travel Plan
- Eastern Site

Prepared by:

David Tucker Associates
Forester House, Doctor's Lane
Henley-in-Arden
Warwickshire B95 5AW

Tel: 01564 793598
Fax: 01564 793983
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk

Prepared for:

Albion Land

© David Tucker Associates

No part of this publication may be reproduced by any means without the prior permission of David Tucker Associates

Table of Contents

	Page
1.0 INTRODUCTION	1
2.0 ACCESSIBILITY OF APPLICATION SITE	3
3.0 TRAVEL PLAN AIMS	7
4.0 TRAVEL PLAN TARGETS AND OBJECTIVES	9
5.0 PREPARATION AND INITIATION	11
6.0 PLAN MAINTENANCE	12
7.0 THE ROLE OF THE TRAVEL PLAN CO-ORDINATOR	13
8.0 TRAVEL PLAN CO-ORDINATOR DUTIES AND RESPONSIBILITIES	15
9.0 TRAVEL PLAN MEASURES	16
10.0 ACTION PLAN	21
11.0 TRAVEL DATABASE	22
12.0 TRAVEL PLAN PROMOTION	23
13.0 TRAVEL PLAN MONITORING AND REVIEW	24
14.0 PLAN ADMINISTRATION	25
15.0 CONSULTATION	26

Appendices

Appendix A Site Layout

Appendix B Action Plan

Framework Travel Plan

1.0 INTRODUCTION

- 1.1 This Framework Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Albion Land to support outline planning applications for large-scale employment site to the east of the A43 on land adjacent to the M40 Junction 10, in Cherwell District, Oxfordshire. A plan showing the indicative site layout is attached as **Appendix A**.
- 1.2 A Travel Plan is a term used for a package of objectives, targets and measures developed by an organisation or group of organisations aimed at promoting more sustainable means of travel and reducing the reliance on the private car. Travel Plans are site specific and are dependent upon not only the location of the site but the size and type of organisations located there.
- 1.3 This Framework Travel Plan focuses on the employment component of the completed Development and sets out the context for the preparation of individual Travel Plans by the occupiers of units on the Site. The level of detail to be provided and objectives for the occupier/occupiers, which will vary depending on a number of factors, such as the number of employees. This document represents an updated version to that submitted with the original application (September 2021).
- 1.4 This Framework Travel Plan has been compiled with reference to the principles of DfT's *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* (April 2009), Cherwell District Council's 'Non Statutory Cherwell Local Plan 2011' and Oxfordshire County Councils 'Local Transport Plan 3 (LTP3) 2011-2030'. It has been prepared in accordance with OCC's 'Transport for New developments: Transport Assessments and Travel Plans' guidance document.
- 1.5 The final format and content of each individual Travel Plan will be submitted for approval by the planning authority within 3 months of occupation by tenants.
- 1.6 Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action, monitoring and review. To help give it focus, it is important to set out objectives and targets.
- 1.7 For new developments such as this, it is most beneficial to encourage sustainable travel from

Framework Travel Plan

the time of occupation before travel patterns become ingrained.

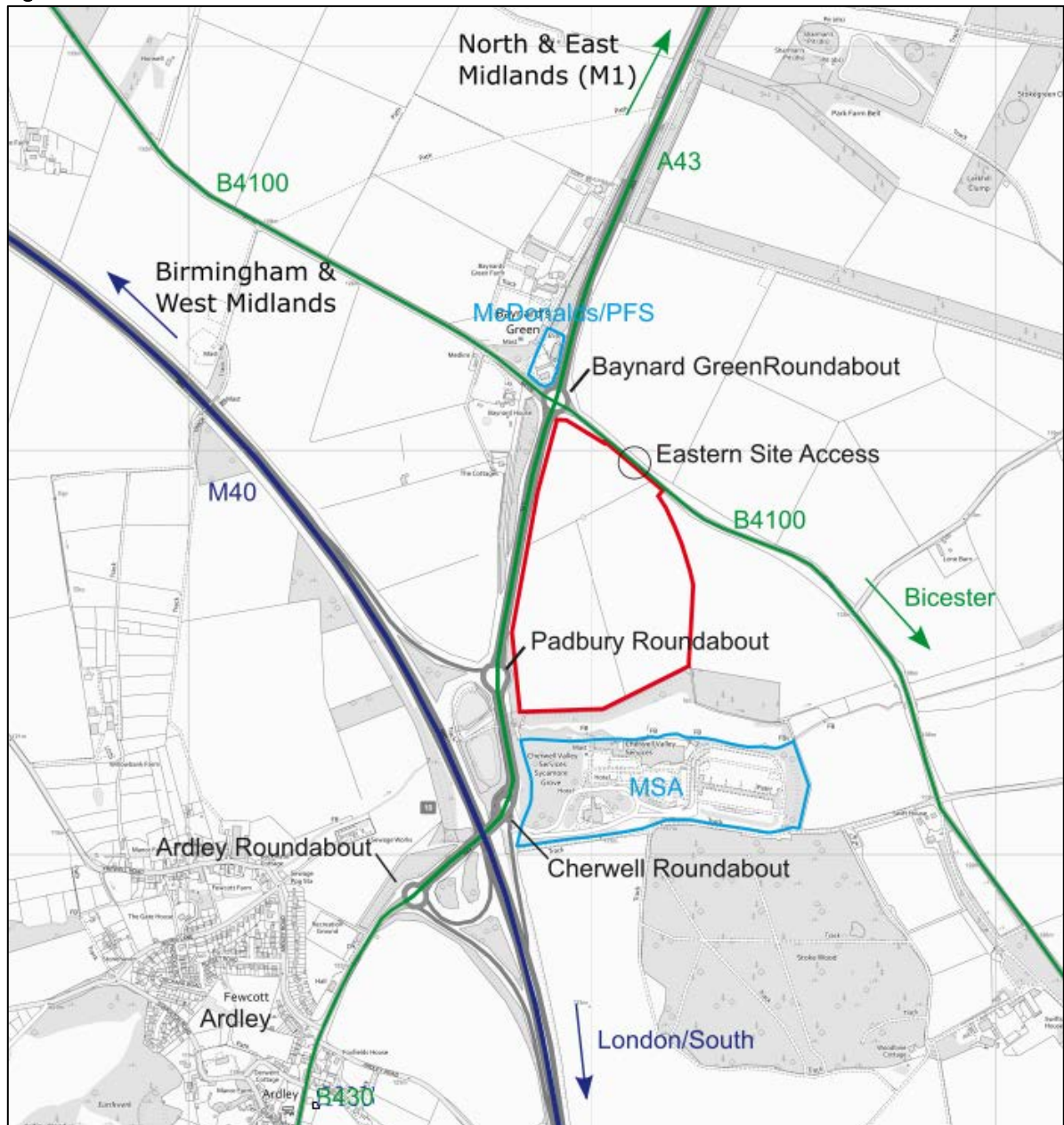
- 1.8 There will be a wide range of different travel demands from the Development, dependent on the nature of end-users and indeed roles of staff. However, given the scale of the development, there is scope to provide on and off-site physical measures, public transport service initiatives and other incentives to allow significant and realistic modal shift targets to be set.
- 1.9 Whilst the overall employment development will be subject to oversight by a single management entity, there will clearly be several different occupiers and tenants working on the Site. This Framework Travel Plan therefore sets out a range of measures and initiatives to be implemented by both the management of the estate and by ongoing tenants.
- 1.10 In this regard, the Framework Travel Plan will also act as a framework for the more detailed individual Travel Plans which will be tailored to specific organisational requirements.

2.0 ACCESSIBILITY OF APPLICATION SITE

Site Location

- 2.1 The Site is immediately northeast of Padbury roundabout at the southbound off-slip and west of the A43.

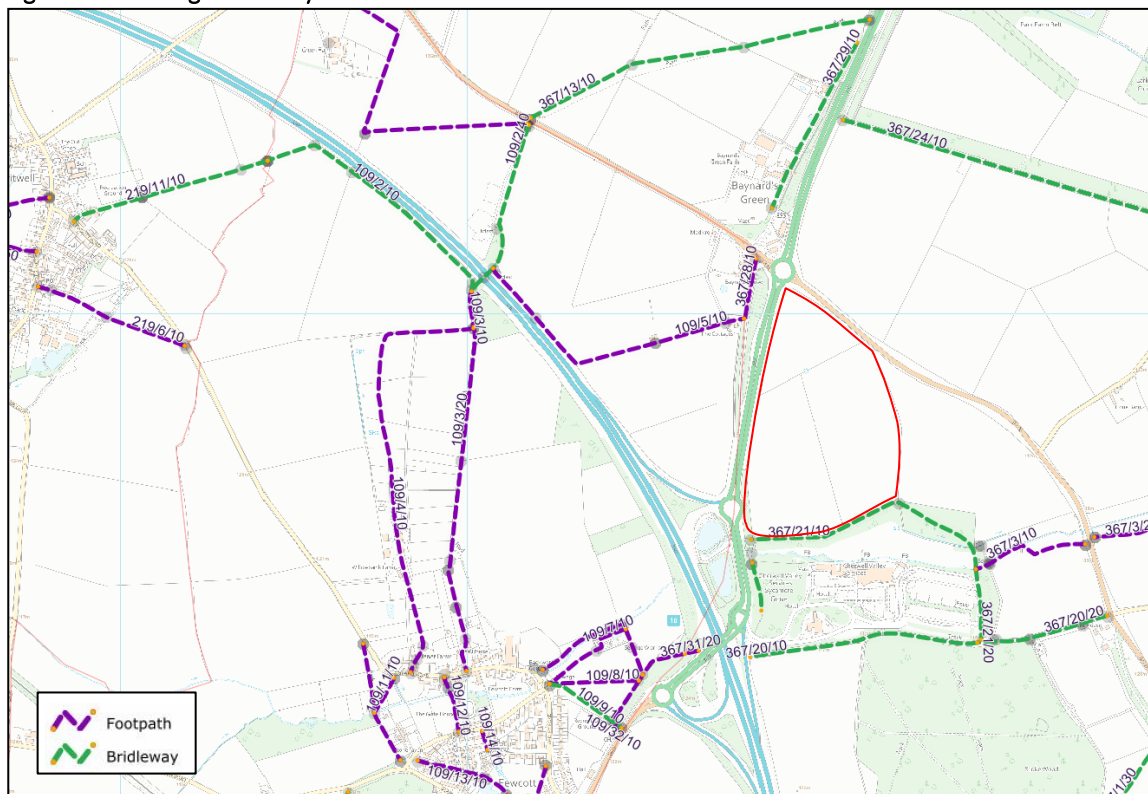
Figure 1 - Site Location



Public Rights of Way

2.2 There is no foot or cycleway provision on the A43 or B4100. There are no parts of the National Cycle Network (NCN) in the vicinity of the Site. There are several public rights of way which are shown on **Figure 2**.

Figure 2 Public Rights of Way



2.3 Bridleway 367/21/10 runs along the southern boundary of the Site with the Cherwell Valley Service Area.

Local Highway Network

2.4 To the south the Site is the M40 motorway; a dual three lane motorway which runs between London and Birmingham. North of Junction 10, the M40 carries 92,800 vehicle per day (source: DfT Site 73855 [2019]) of which circa 12% are HGV. South of Junction 10, the M40 carries 120,800 vehicle per day (source: DfT Site 18628 [2019]) of which circa 14% are HGV.

2.5 A43(T) runs along the western boundary of the Site; a dual two lane all purpose (D2AP) road

Framework Travel Plan

which runs between the M40 (adjacent to the Site) and the M1 at Northampton. It serves the settlements of Brackley, Silverstone, Towcester and Northampton. North of the B4100 roundabout the A43 carries 37,000 vehicle per day (source: DfT Site 48791 [2019]) of which circa 12% are HGV.

- 2.6 The junction of A43 and M40 at M40 Junction 10 is a grade separated junction with an off-line motorway service area. The junction comprises the 3-arm Ardley Roundabout junction on the western side linking the northbound carriageway slip roads, the B430 and dual two-lane overbridges.
- 2.7 On the eastern side of the junction is the partially signalised Cherwell Roundabout which provides access to Motorway Service Area (MSA) and the M40 southbound on-slip. The M40 southbound off-slip connects to the Padbury Roundabout immediately to the north of Cherwell Roundabout. The redundant circulatory carriageway across the A43 south arm (as the third arm is entry only) is closed.
- 2.8 To the north the Site is bounded by B4100; a single carriageway road which runs between Bicester and Banbury. The carriageway is relatively wide at 7.5m and it is unlit. The B4100 connects Bicester 5.5km to the south-east of the site to Banbury 13km to the north-east. Banbury is also accessed via the M40 at Junction 11. The section to the east has a flowing alignment but within a wide highway corridor within which there is good forward visibility. Here the B4100 carries 10,400 vehicle per day (source: DfT Site 966790 [2009]) of which circa 5% are HGV.
- 2.9 The section to the west has a straighter alignment and visibility is very good.
- 2.10 The B4100 is subject to a 60mph speed limit to the west of the A43 and 50mph to the east.
- 2.11 B4095/B4100 Banbury Road Roundabout is located on the ring road around Bicester. It is a four-arm roundabout with a 40m inscribed circular diameter. Planning consent for the junction to be converted to a signalised crossroads has been granted. Works are expected to be completed during 2025.
- 2.12 To the south of the M40, the A43 becomes the B430 which serves the village of Ardley, Middleton Stoney and Weston on the Green. A new strategic settlement of Heyford Park,

Framework Travel Plan

circa 5km to the South of the Site, on the former Upper Heyford airbase site is also accessed from this road.

- 2.13 The junction of A43 and B4100 is a large four arm at-grade priority-controlled roundabout. The junction is lit and forward visibility on all approaches is commensurate with the posted speed limits. The roundabout has an inscribed circular diameter of 75m. The circulatory carriageway is 12m wide with lining markings to show two lanes. There are currently no flares on the A43 approaches and there is hatching on the outside of the offside lane to reduce the effective entry width to two lanes. The B4100 approaches are flared but the road lining does not formally show dual entry lanes. On the eastbound approach hatching significantly reduces the effective flare length.
- 2.14 There are roadside services in the north-western quadrant accessed from the B4100W arm. These are served by a priority junction where the right-turn out movement is banned. There is a right turn lane for inbound movements.
- 2.15 The B4100 and B430 are the responsibility of OCC with the A43 and M40 being trunk road and the responsibility of NH.

Public Transport Provision

- 2.16 An existing bus service runs along the B4100 from Bicester and then turns north onto A43. There are no existing bus stops in the vicinity of the Site and provision would need to be made as part of the Development. The service is the 505 operated by Stagecoach operating from Bicester Village railway station, with onward connections to Oxford and London, along the B4100, past the NW Bicester development site, to the A43 to Brackley. The service loops around Brackley covering the northern urban extension at Radstone Fields. The service currently runs hourly and provides access to two of the main local population centres.

Framework Travel Plan

3.0 TRAVEL PLAN AIMS

3.1 In general terms, the aim of a Travel Plan is to reduce dependence on the private car and encourage employees to use more environmentally friendly alternatives.

3.2 A Travel Plan is a package of measures tailored to the needs of individual sites and aim to:

- Promote greener, cleaner travel choices;
- Reduce the number of car borne trips;
- Promote car-sharing;
- Promote the use of public transport; and
- Encourage walking and cycling.

3.3 A Travel Plan involves the development of a set of mechanisms, initiatives and targets on the environment, whilst also bringing several other benefits to the organisation as an employer and benefits to employees and visitors. The plan will evolve over time in accordance with changing circumstances and the environment within which it is implemented.

3.4 The specific aims of the Framework Travel Plan are:

- To increase the awareness of employees and visitors of the potential for and advantages of travel to the Site by more sustainable transport modes;
- To provide practical information to employees and visitors on how they can access non-car modes of transport to and from the industrial and warehouse development;
- To facilitate the introduction of physical measures and management initiatives that will encourage employees and visitors to travel to the Site by non-car modes;
- To display local bus information including nearest bus stops, timetables, routes, and costs in a prominent location within the buildings;
- To display local walking and cycling routes to and from the Site including approximate journey times;

Framework Travel Plan

- To display the potential health and financial benefits that travelling by sustainable modes can offer; and
- The inclusions of the above measures into a new employee starter pack to encourage sustainable travel from the first day of employment.

3.5 The key targets for the success of the Travel Plans will be the reduction in sole occupancy car journeys, to increase the take up and renewal of public transport passes, to increase cycle use and increase awareness of the benefits of sustainable travel.

Framework Travel Plan

4.0 TRAVEL PLAN TARGETS AND OBJECTIVES

- 4.1 The implementation of Travel Plans can offer a variety of benefits to organisations, employees and the local community. These benefits can include increased productivity (generated by a healthier, more motivated workforce), potential cost savings, reduced congestion, improved public transport services, reduced demand for car parking and improved access by employees, visitors and deliveries plus an improved environmental image.
- 4.2 The main objectives of a Travel Plan are to achieve a reduction in car use and a corresponding increase in walking, cycling and public transport use. By choosing to travel by more sustainable modes, employees and visitors will reduce congestion, emissions, air pollution and the use of finite fuel reserves.
- 4.3 The proposed measures will encourage more sustainable travel to and from the development than if the Travel Plan were not in place.

Base Mode Share

- 4.4 2011 Census data has been used to derive a preliminary base mode share for the proposed development. For this, journey to work mode share data for the Cherwell 013 Middle Super Output Area (MSOA), was used and is summarised in **Table 1**.

Table 1 – Modal split

Mode of travel	Percentage Split
Underground, metro, light rail or tram	0.0%
Train	0.9%
Bus, minibus or coach	1.4%
Taxi	0.3%
Motorcycle, scooter or moped	1.1%
Driving a car or van	72.1%
Passenger in a car or van	6.0%
Bicycle	7.9%
On foot	10.1%
Other method of travel to work	0.2%

Targets

- 4.5 An initial 10% mode shift reduction target in car use for employees has been set for the

Framework Travel Plan

Development as a whole against the baseline mode share of 72.1%. This is to be achieved over a five-year implementation period, as indicated on **Table 2**.

Table 2 - Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
72.1%	70.1%	68.1%	66.1%	64.1%	62.1%

**to be reviewed following initial staff survey*

- 4.6 The base mode share for the Site and associated car driver target will be reviewed within three months of first occupation of each unit on the Site. This information would be used to set occupant specific Travel Plan targets, which would be agreed with the local highway authority. These targets would be continually reviewed and monitored to determine whether the overall objectives of the Travel Plan are being achieved.

Framework Travel Plan

5.0 PREPARATION AND INITIATION

- 5.1 A Travel Plan document will be developed for each unit based on the information set out in this Framework Travel Plan. A full unit-specific Travel Plan will be submitted within 3 months of occupation of each unit after the completion of the staff travel survey.
- 5.2 The Travel Plan is intended to be an evolving strategy and will remain in place for the occupation of the unit.
- 5.3 To establish a baseline scenario against which on-going progress can be assessed, the following information should be established within six months of the occupation of each unit:
- Employee modal split;
 - Existing cycle and pedestrian infrastructure;
 - Existing public transport services and infrastructure; and
 - Car parking supply and surveyed demand.
- 5.4 The above information will come from the staff travel surveys.

Framework Travel Plan

6.0 PLAN MAINTENANCE

- 6.1 With a multi occupancy scheme such as this the Travel Plan Coordinator (TPC) role will be carried for the scheme as a whole by appointed Managing Agents who will be responsible for the overall day to day management of the scheme. Their contact details will be provided to the Travel Plan team at OCC.
- 6.2 Each Occupier may have a Travel Plan Administrator who will liaise with the Managing Agent in terms of assisting in undertaking the tasks of the TPC role, but the TPC role will be the responsibility of the Managing Agent.
- 6.3 The TPC will be provided with a copy of the document entitled “The Essential Guide to Travel Planning”, issued by the Department for Transport or any such subsequent guidance which may supersede it.
- 6.4 The administration of the Plan will be the responsibility of the respective TPC.
- 6.5 The name and contact details of the nominated TPC will be submitted to the Travel Plan Team at OCC.
- 6.6 The TPC will implement the Plan, which will be developed in conjunction with and agreed by OCC.
- 6.7 Overall, the TPC will be responsible for the Travel Plan development submission to OCC, implementation, promotion and review. It is currently envisaged that there will be several buildings on site, however the number of individual detailed Travel Plans prepared for the site will depend on the number of occupiers within each building. The subsidiary Travel Plan measures will be based on the measures included in this Framework Travel Plan.

Framework Travel Plan

7.0 THE ROLE OF THE TRAVEL PLAN CO-ORDINATOR

7.1 The TPC will be the first point of contact for staff, OCC and other outside organisations in all matters regarding staff travel. The TPC will maintain an up-to-date file containing all correspondence to and from staff relating to their Travel Plan.

7.2 In general, the role of the TPC will involve the following:

- Overseeing the development and implementation of the plan;
- Promoting and marketing the objectives and the benefits of the Travel Plan;
- Instigating the annual review meetings and inviting OCC as appropriate;
- Co-ordinating the necessary data collection exercises and monitoring programme required to develop the Travel Plan including the employee travel surveys, the results of which will be submitted to OCC on request or with the Travel Plan on completion;
- Consider if appropriate, setting up and maintaining a car share database;
- Consider if appropriate, organising cycle (Bicycle User Group – BUG) and public transport user groups for the staff;
- Reviewing the Plan annually in conjunction with OCC;
- The TPC will set up and maintain a filing system for all correspondence relating to the Travel Plan; and
- The TPC will set out and gain the support of senior management on how the employer can encourage staff to travel by more sustainable modes.

7.3 It should be noted that the above 'role' list provides general guidance. The main focus of the Travel Plan will be the employees of the development. However, it is anticipated that, where applicable, visitors will also be provided with information relating to travel by non-car modes, such as local public transport timetables.

7.4 The TPC will be able to delegate some of the duties set out above to nominated employees,

Framework Travel Plan

as required, but they will retain overall responsibility for all matters pertaining to their Travel Plan.

- 7.5 The TPC will investigate if a Transport Working Group could be set up which would consist of the TPC, local public transport operators and OCC. Meetings and other communications of the Transport Working Group would provide a forum to oversee the successful implementation of the Travel Plan.

Framework Travel Plan

8.0 TRAVEL PLAN CO-ORDINATOR DUTIES AND RESPONSIBILITIES

8.1 Specifically, the TPC will demonstrate effective marketing to employees and visitors by the following:

- Informing employers and staff of the overall aims of the Plan;
- Informing staff of targets for achieving a lower mode share by car; and
- Reducing the level of car usage by a given extent over a given period.

8.2 This will be achieved through informing staff at interview stage and using prominent display boards, notices or leaflet distribution.

8.3 The TPC will demonstrate effective resourcing for plan measures by the following:

- Analyse the employee travel surveys;
- Indicate and identify any specific problems that are highlighted for example an increase in car use to the site;
- Investigate the potential for home working & flexible hours with the co-operation of senior management.
- Investigate the possibility of car sharers receiving priority parking.

8.4 The TPC will also provide information as part of the promotion of the Travel Plan to employees and visitors. The information will be the inclusion of 'Welcome Packs' and will be provided to new employees. These packs will be issued to staff and will include details on the Plan measures, as described below.

Framework Travel Plan

9.0 TRAVEL PLAN MEASURES

9.1 Measures implemented to seek to reduce travel by private car will vary between units on the Site and whilst there are some schemes common to any site and land-use, it will be up to the initiative of the TPC to target specific measures to the problems and opportunities identified at the site. This will only be possible after the completion and analysis of the staff travel survey.

9.2 Each Travel Plan will include the following;

- The appointment of a TPC who's duties and roles will be laid out as described in Section 7.3 above;
- Targets in the short term and long term– these will be site and unit specific and will be realistic and achievable and developed through careful interrogation of the results of the staff travel survey;
- Effective marketing of the plan – this will be aimed at new and existing employees through the staff welcome pack and notice boards and at visitors through postal information;
- A statement of support issued by senior management of each unit;
- Site specific incentives to reach targets and remediation for non compliance;
- Means of monitoring progress of the targets – this will be done through yearly issue of the staff travel survey; and,
- Frequency of reporting results to OCC – this will tie in with the yearly monitoring of the targets as described above.

9.3 An information pack will also be produced and issued to OCC prior to the occupation of each unit. This information pack will be issued to all staff and visitors to each unit and will contain the following information;

- All objectives and measures of the Travel Plan;

Framework Travel Plan

- Information on public transport services in the vicinity of the site; and
- Information on the opportunities to walk and cycle to the site.

9.4 This information will also be permanently displayed on notice boards within each unit and will be updated, by the TPC, on a regular basis to ensure that it remains accurate.

9.5 Included within this information pack will be access routes to and from the site and these are shown in **Figure 2**.

Measures to Encourage Walking

9.6 Travel to the site on foot will be actively promoted by the TPC, in liaison with the developer and planning authority. The TPC will also investigate the potential for introducing incentives for employees to walk to the site ensuring that footpaths on the site are well maintained.

9.7 Potential measures to encourage walking to the Site could include the following:

- Footway connections to local facilities including A3/A5 outlets at Baynards Green Services;
- Secure changing and shower facilities within each unit;
- Demand for facilities will be monitored through the staff travel survey and new facilities provided as necessary;
- Information and advice concerning safe pedestrian routes to the site will be available to employees;
- The TPC will raise awareness of the health benefits of walking through promotional material which could be supported by regular employee health checks; and
- Maps providing safe walking routes indicating distances and times to the most common destinations near to the work place (such as local bus stops).

Framework Travel Plan

Measures to Encourage Cycling

9.8 To encourage cycling to the Site the following potential measures could include the following:

- A dedicated cycle route to Bicester;
- Sheltered and secure cycle parking within each unit;
- Information and advice concerning safe cycle routes to the site will be available to employees;
- The TPC will try to negotiate discounts from cycle shops for staff to purchase a bicycle, the necessary safety equipment and waterproof clothing to enable them to commute to work by cycle;
- The TPC will investigate the opportunity to promote on-site cycle repair days;
- The TPC will investigate the initiation of a Bicycle User Group (BUG) to support staff that commute by cycle and to encourage others to do so;
- The TPC will establish contacts with the cycling officers of OCC to ensure input to the further development of any existing cycling strategy in the vicinity of the proposed development and
- The TPC will ensure that the cycle stores and changing facilities that are in place are adequate and maintained.

Measures to Encourage the Use of Public Transport

9.9 Commitment to making financial contributions to the local scheduled bus service between the Site, Bicester and Brackley.

9.10 Commitment to make employees aware of and encourage the use of public transport to access the site the following measures would be included within the Travel Plan for each unit:

Framework Travel Plan

- Details of relevant bus services will be prominently displayed for the information of employees.
- The TPC would liaise with the bus service operators to ensure that up-to-date timetable and route information is displayed;
- The TPC would contact local bus operators to find out whether discounted ticketing initiatives are available; and
- The TPC would encourage the use of public transport.

9.11 **Table 3** below shows the bus services and frequencies local to the Site. Provision has been made for bus stops on the B4100 which would be easily accessible.

Table 3 – Bus Services and Frequency

Service	Operator	Route	Frequency		
			Monday-Friday	Saturday	Sunday
505	Stagecoach	Bicester – Brackley	Every 30 minutes	Every 30 minutes	No service

9.12 The use of public transport apps or websites such as Traveline or Oxontime would be actively encouraged through the Travel Plan.

Measures to Encourage the Use of Taxis

9.13 More specifically aimed at visitors the following measures are designed to encourage use of taxis to access the site:

- The TPC will ensure the provision of contact details of suitably regulated local taxi operators to be prominently displayed for the information of employees; and
- Taxis will be booked for visitors on departing the site.

Measures to Encourage Car Sharing

9.14 Car sharing schemes are an advanced internet based journey matching system that allows users to search for suitable people to share regular journeys with. The use of Oxfordshire's car sharing database (link: <https://oxfordshire.liftshare.com/>) will be promoted to employees.

Framework Travel Plan

Car sharers may be given preferential treatment for parking. Employers will be encouraged to provide a guaranteed lift home service in emergencies for car sharers. In addition the guaranteed lift home service could be extended to cater for 'emergency' or 'short notice' situations for staff that cycle or walk to the site. Consideration would be given to promoting departmental staff car free days.

- 9.15 Car sharing will be encouraged through the Liftshare car database. Further details can be found at: <https://liftshare.com/uk/community/oxfordshire>.
- 9.16 The aims of the scheme include reducing traffic congestion within Oxfordshire; reducing the day-to-day expense of travelling; and reducing the traffic pollution effects on the environment.

Other Measures

- 9.17 The scheme will provide electric vehicle charging infrastructure which will be evenly distributed across the Site.
- 9.18 Provision will be made for 25% of car parking spaces to be provided with active electric vehicle charging facilities.

Framework Travel Plan

10.0 ACTION PLAN

- 10.1 The TPC will provide an Action Plan, see draft Action Plan in **Appendix B**, which will monitor the progress of Travel Plan and timescales. The full Travel Plan will be based upon the principles laid down in this Framework Travel Plan and the Action Plan.
- 10.2 The TPC will also liaise with OCC and report any results that are achieved from the Action Plan and travel survey.

Framework Travel Plan

11.0 TRAVEL DATABASE

11.1 As discussed above, the TPC will produce and maintain a staff travel database. Six months after occupying a unit, the appointed TPC will obtain travel data by issuing the staff with a questionnaire survey.

11.2 Specifically, the Employee Travel Survey will include the following:

- postcode area of residence;
- normal working hours;
- mode of travel to work;
- car ownership and company car benefits;
- work related travel throughout the day;
- reasons for driving;
- driving commitments i.e. taking children to school etc;
- reasons for not using public transport and other modes;
- measures that would encourage car sharing, use of public transport or other non-car modes;
- staff, profile including age, gender etc

11.3 All data collected in connection with the Travel Plan will be subject to the provisions of the Data Protection Act and will only be released to OCC. However, in the interests of security, names and addresses of staff will not be provided, rather, postcode details of staff would be supplied.

11.4 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with OCC.

Framework Travel Plan

12.0 TRAVEL PLAN PROMOTION

- 12.1 It is very important that new employees are fully aware of the existence and benefits of the Travel Plan when they begin working at the Site and that they are effectively “signed up” to the potential benefits it brings as soon as possible. To this end, the Travel Plan will be presented and promoted to the staff as a challenge rather than as a chore.
- 12.2 All employees will be informed of the existence of the Travel Plan. The details of the Travel Plan, including its objectives, the potential benefits for both individuals and for the environment, and the means by which it will operate, will be fully explained.
- 12.3 New employees will be informed about the Travel Plan prior to the commencement of their employment, the inclusion of relevant material in their induction pack and a Staff Travel Survey form will be distributed at the recruitment stage. This will be issued either in paper or electronic format. It will also contain any details of incentives offered to encourage sustainable travel to and from the site for example, a cycle to work scheme.
- 12.4 Information relating to the Travel Plan will be displayed in a prominent location (or locations) where it will be easily accessible to employees, such as a notice board in the main reception area.
- 12.5 Other means of promoting the Travel Plan will also be investigated, which might take the form of staff newsletters and notice boards. Staff will also be encouraged to familiarise themselves with the Travel Plan.
- 12.6 The Travel Plan document will be available for inspection by employees. Information on the progress of the Travel Plan, including the results of the annual review, will be communicated to employees through the information displays and other means as appropriate.
- 12.7 The TPC will engage, from time to time, with OCC, in its travel awareness raising events.

Framework Travel Plan

13.0 TRAVEL PLAN MONITORING AND REVIEW

- 13.1 A formalised program of monitoring will be established to enable indicators of the success of the Travel Plan to be recorded at regular intervals within 3 months of occupation. The Travel Plan targets and measures will be reviewed considering the survey results.
- 13.2 Following the initial travel surveys, biennial monitoring surveys will be undertaken for a minimum of 5 years, i.e. surveys will be in years 1, 3 and 5.
- 13.3 The survey results will be sent to the Travel Plan team at OCC within 1 month of survey completion.
- 13.4 Other information about the impact of the Travel Plan is less easily quantified but should be recorded as part of ongoing monitoring. These include:
- The level of enquiry and take-up of the car-sharing scheme;
 - The take-up of any ticketing incentives for public transport services; and
 - Any formal or informal comments made by employees regarding the operation of the Travel Plan.

Framework Travel Plan

14.0 PLAN ADMINISTRATION

- 14.1 A copy of the full Travel Plan will be supplied to nominated officers of the planning and highway authorities at the time of initiation. Copies will also be issued to the developer, for reference and for display.
- 14.2 The TPC will be responsible for keeping all records associated with the maintenance of the Plans including the employee databases and all relevant correspondence and records of all monitoring exercises. The Travel Plan files will be available for inspection by the planning and highway authorities at any time, subject to prior notice.
- 14.3 A change in the identity of the nominated TPC will be notified in writing to the planning authority.

Framework Travel Plan

15.0 CONSULTATION

- 15.1 The success of the Travel Plan will rely on the support of employees and visitors. Regular consultation will be critical to the ongoing success of the Travel Plan.
- 15.2 The mechanism for consultation with employee representatives will be formalised and proposals submitted to the planning authority for approval.
- 15.3 Regular liaison with the bus operators and Council officers responsible for public transport, cycling and strategic transport will also be necessary. A system of on-going liaison with the planning authority will be agreed prior to initiation of the Travel Plan.
- 15.4 The Travel Plan documents will include a contact list of nominated representatives from each of the operators and authorities. Amendments to nominated contact personnel will be notified to the TPC and/or the planning authority and the document shall be amended accordingly.

Appendix A

Indicative Masterplan



NOTES

Reproduced from the Ordnance Survey map with the permission of the Controller of Her Majesty's Stationery Office, © Crown Copyright.

C A Cornish & Associates Ltd Licence no LIG0908.

Subject to Statutory Approvals.

Rev	Description	Chk	Date
A	Entry to the Eastern Parcel updated	SM	05/12/2023

27 Greville Street
London EC1N 8SU

tel +44(0)20 7400 2120

enquiries@cornisharchitects.com
www.cornisharchitects.com

RIBA Chartered Practice

cornisharchitects

Project Title: **JUNCTION 10 M40**

Drawing Title: **ILLUSTRATIVE MASTERPLAN**

Drawing Status: **TOWN PLANNING**

Scale: 0 20 metres 200

Drawn By: S K | Scale: 1:2500 @ A1 | Date: 20/09/2021 | Chk'd By: C S

ALBION LAND


Drawing No: **20005 - TP - 020** | Rev: **A**

Appendix B

Action Plan

M40 Junction 10 – Action Plan - Travel Plan Framework

Action	Responsibility	Time Scale	Comments
Prior to Occupation			
Obtain Approval to Travel Plan Framework	DTA	Planning Submission	
Prepare and submit a full Travel Plan	TPC to arrange	Within 3 months of occupation of premises.	A Full Travel Plan should be submitted by the occupier of each unit, including initiatives and targets specific to the unit occupier, in consultation with Oxfordshire County Council
Collate sustainable travel information	TPC	Within 3 months of occupation of premises.	TPC to obtain bus timetables, bus, cycle and walking maps and taxi contacts from Oxfordshire County Council and include in Welcome Pack and display on noticeboard
Establish a sustainable travel noticeboard / area	TPC	Within 3 months of occupation of premises.	Should be located in a prominent position and available to both staff and visitors
Ensure sustainable travel facilities are located in prominent locations and clearly signed	Developer / Contractor	Within 3 months of occupation of premises.	Pedestrian routes, cycle parking, car share spaces should be well advertised and clearly signed
Post Occupation			
Issue Welcome Packs to all employees moving to the premises	TPC	At recruitment stage	
Route maps, bus timetables, taxi contacts to be available at all times for staff and visitors	TPC	At occupation of premises.	Information to be updated regularly.
Sustainable travel information to be made available to visitors to the site	TPC	At occupation of premises.	Links to journey planning websites to be made available on occupier websites (e.g. on a 'Find Us' page)
Ensure that employees are made aware of the Travel Plan during the recruitment process.	Recruitment Team	At occupation of premises and on-going	
Issue Staff Travel Survey	TPC	Within 3 months of occupation of premises	
Set up and maintain an employee travel database	TPC	Within 6 months of occupation of premises	To contain results of Staff Travel Survey for target-setting and monitoring purposes
Set up car sharing database / join existing scheme	TPC/Individual Colleagues	Within 6 months of occupation of premises	Provide details of car sharing schemes such as Liftshare
Discuss and brief employees on the emergency lift home procedure for car-sharers	TPC	Within 6 months of occupation of premises	
Set up a Bicycle Users Group	TPC	Within 6 months of occupation of premises	To promote cycling, offer support, encourage others, discuss problems etc.
Contact local cycle shops to offer possible financial assistance / benefits to purchase a cycle	TPC	Within 6 months of occupation of premises	i.e. Interest free loan / discounts
Monitoring / Review			
Include motivation, support and reward issues in staff newsletter.	TPC	On-going Review every 12 months	
Consider offering incentives for sustainable travel	TPC	On-going Review every 12 months	e.g. prize draws
Promote Cycling, advertising the health benefits and savings to be made.	TPC	Spring -Summer	Display health benefits promotional material and offer maps, cycle routes, information
Organise Cycle to Work events.	TPC	Spring -Summer	Offer incentives e.g., breakfast/give aways, promote National Bike Week in June
Promote Car Sharing and Public Transport and the cost benefits involved.	TPC	Autumn -Winter	Re-issue information on car sharing schemes such as Liftshare.
Meet with Oxfordshire County Council to discuss progress of Travel Plan	TPC	Every 12 months	Consult with Oxfordshire County Council
Undertake Staff Travel Surveys	TPC	Biennial (1, 3 and 5 years)	Monitor staff travel behaviour and use of sustainable travel facilities and initiatives (e.g. cycle parking, motorcycle parking, demand for car parking, bus service occupancy and car share scheme)
Analyse results of Staff Travel Survey and implement appropriate actions	TPC	Review after each survey	Monitor progress of Travel Plan. Monitor requests by employees for additional facilities to assist sustainable travel (e.g. provision of cycle parking, lockers, showers etc.)



Forester House
Doctor's Lane
Henley-in-Arden
Warwickshire
B95 5AW

Tel: +44(0)1564 793598
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk