Gavray Drive West
BICESTER

FRAMEWORK TRAVEL PLAN
April 2015

Prepared by
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GALLAGHER
ESTATES

LAND AT GAVRAY DRIVE WEST, BICESTER

Full Travel Plan

Report No. 14-033-02

April 2015

LAND AT GAVRAY DRIVE WEST, BICESTER

Full Travel Plan

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1 INTRODUCTION

Preamble

1.1 Odyssey Markides (OM) have been instructed by Gallagher Estates (the Applicant) to prepare a Full Travel Plan (TP) in support of their outline planning application for a residential development proposal at an undeveloped site located north of Gavray Drive, Bicester, referred to as Gavray Drive West (the Site).

1.2 The Site is located within the administrative boundary of Cherwell District Council (CDC), with Oxfordshire County Council (OCC) being the relevant local highway authority.

1.3 A location plan detailing the application boundary is attached as **Figure 1.1**. The Site is bounded by Gavray Drive to the south, the Oxford to Bletchley rail line to the west, the Birmingham to Marylebone rail line (Chiltern line) to the north and the Langford Brook watercourse to the east. The site is located approximately 1.5km (walk distance) from the town centre.

Development Proposals Summary

1.4 The development proposals are for a residential development proposal described as follows:

Residential development including affordable housing, public open space, localised land remodelling, compensatory flood storage and structure planting.

1.5 For the purpose of this assessment, a maximum provision of 180 residential dwellings has been tested.

1.6 Vehicular and pedestrian access to the site will be achieved from Gavray Drive.

1.7 Full occupation of the development is estimated as occurring in 2020.

1.8 As an outline application, whilst the proposals are supported by a masterplan and parameter plan detailing land uses, building heights density and access, which is attached as **Appendix A**, they are not sufficiently detailed at this stage to identify accommodation schedule or car parking and cycle parking provision etc. These aspects of the proposals will be the subject of subsequent reserve matter applications.

1.9 The Site also forms part of a wider residential development site falling within

the control of the Applicant, extending east from Langford Brook to the A4421 Charbridge Lane, which is identified within CDC's emerging Local Plan (submission version proposed further modifications October 2014), under Strategic Development Policy Bicester 13, to accommodate a total housing provision of 300 units. The eastern land parcel extending east of Langford Brook is not, however, included within the application boundary.

TP Requirement, Policy Review

1.10 The aforementioned emerging Local Plan Policy Bicester 13, which relates to the wider residential site, identifies the requirement for any development proposal at the Site to be supported by a TP.

1.11 Furthermore, OCC's March 2014 guidance document, '*Transport Assessments and Travel Plans*,' (the Guidance) identifies that Full TP's must be produced for all residential developments over 80 dwellings, which these proposals clearly exceed.

1.12 In terms of more general planning policy, National Planning Policy Framework (2012) states that TPs are a key tool to give priority to pedestrian and cycle movements and to encourage safe and secure layouts.

1.13 Policy SLE 4 *Improved Transport and Connections* of the aforementioned emerging Local Plan requires all developments *'to facilitate the use of sustainable modes of transport to make the fullest possible use of public transport, walking and cycling'*. The implementation of a TP clearly assists in satisfying this policy.

1.14 Policy TR3 *Transport Assessments and Travel Plans*, of the Non-Statutory Local Plan 2011, states that a TP *'must accompany development proposals likely to generate significant levels of traffic'*.

TP Aims, Objectives and Structure

1.15 The Guidance defines a TP as:

'a long-term management strategy that seeks to deliver sustainable transport objectives for a organisation or sit It is a living document that is implemented, regularly monitored and reviewed, and has an identified owner.'

1.16 The Guidance identifies that the objectives of a TP are:

- To ensure that locations are accessible by non-car travel modes;
- To identify ways of reducing the need to travel to and from a development;
- To minimise single occupancy car travel to and from a development, particularly through providing scope for journeys to be made by other modes;
- To identify which measures are needed to maximise the use of non-car travel modes; and
- To lead to a change in the travel behaviour of individuals to a sustainable mode of travel and maintaining that change once it has occurred.

1.17 The Guidance identifies that achieving these objectives will result in the provision of greater travel choice, reduced congestion on surrounding roads, environmental improvements and health benefits resulting from active travel.

1.18 The specific aims of this TP are to ensure management strategies and infrastructure is in place to support sustainable travel choices and to ensure that residents are fully informed as to the alternative modes of travel that are available at first occupation. This will help to remove any immediate reliance on travel by car and in particular single occupancy (SOV) travel.

1.19 The headline objective of this TP is therefore to:

- Reduce the proportion of SOV travel to/from the site.

1.20 This is supported by secondary objectives to:

- Increase the proportion of car sharing; and
- Increase the proportion of travel by sustainable modes.

1.21 Whilst the Applicant seeks planning approval for the proposals, they will not actually develop the site, with an, as yet, undefined house builder fulfilling this responsibility. The implementation of the TP will therefore be the responsibility of the house builder and this responsibility will be made clear to them upon purchase of the site.

1.22 The success of the TP will be measured primarily against modal split targets across a proposed 5-year life time, after which the house builder's responsibility for management of the TP will cease and pass to a local

Resident Association.

1.23 The application is also supported by the submission of Environmental Statement (ES) and Transport Assessment (TA), which assesses the traffic and transportation issues associated with the development proposal.

1.24 The TA identifies the Site's accessibility to social and transport infrastructure, estimates the travel demands generated by the scale of development, assesses how these demands can be accommodated within the existing transport infrastructure and ensures the proposals reflect national, regional and local transport related planning policy and guidance.

1.25 The TA concluded that the Site benefits from being within close proximity of a range of social infrastructure and alternative modes of travel which ensure that residents are not immediately reliant on travel by private car. The TA also concluded that whilst the development proposal will result in additional traffic impact, the existing local highway network in either its current form or after the delivery of committed investment, will have capacity to accommodate the proposed scale of development, with no material residual impact.

1.26 Notwithstanding this position, and the fact that no direct mitigation is believed to be required in terms of additional highway infrastructure, the house builder will agree to implement this TP to further encourage sustainable travel amongst residents.

1.27 Much of the content of the TA, in terms of the review of existing transport infrastructure, the description of the proposed development and baseline trip generation calculations has been used to inform this TP.

1.28 The content of this TP satisfies the Guidance and is structured as follows:

- Section Two identifies relevant local planning policy, which is complemented by this TP;
- Section Three describes the site location, accessibility and existing transport infrastructure that serves the site;
- Section Four describes the development proposals;
- Section Five reproduces a baseline trip generation assessment that was undertaken as part of the TS to estimate the anticipated number of vehicular movements generated by the scale of development;
- Section Six details the TP Strategy, including responsibilities,

implementation, marketing, monitoring and reporting and funding;

- Section Seven identifies the range of measures that will be implemented to support and encourage sustainable travel, including the specific measures identified in the Guidance; and
- Section Eight sets out interim targets for modal shift, against which the success of the TP will be measured.

2 EXISTING SITUATION

Introduction

2.1 This section of the TP reproduces the description of the existing situation in terms of accessibility and local transport network as stated in the TA.

Site Location

2.2 A Site location plan detailing the application boundary is attached as **Figure 1.1**. **Figure 1.1** identifies that the Site is bounded by Gavray Drive to the south, the Oxford to Bletchley rail line to the west, the Birmingham to Marylebone rail line (Chiltern line) to the north and the Langford Brook watercourse to the east. The site is located approximately 1.5km (walk distance) from the town centre.

Site Accessibility

2.3 The Site benefits from being within reasonable proximity of a range of land uses and social infrastructure that acts as typical trip attractors for residential land uses, summarised below as Table 2.1.

Table 2.1: Walk Distance to Trip Attractors

Destination	Distance	Attractor
Local shops	600m	Retail
Launton Road Industrial Estate	850m	Employment
Langford Primary School	800m	Education
Town Centre	1200m	Employment, Retail, Leisure
Bicester Town Rail Station	1150m	Public Transport
Bicester North Rail Station	2000m	Public Transport
Cooper Secondary School	2000m	Education
Bicester Community College	1900m	Education
Kings End Hospital	1550m	Healthcare

2.4 From Table 2.1, it is evident that there are a range of land uses located within reasonable proximity of the Site that are accessible on foot or cycle for most abled bodied people. This ensures therefore that residents are not immediately reliant on travel by private motor car, reflecting fundamental requirements of national and local planning policy for creating sustainable communities.

Pedestrian and Cycle Accessibility

2.5 Gavray Drive benefits from a 2m wide footway on the northern side of the carriageway and a 3m shared use footway/cycleway on the southern side, which forms part of the National Cycle Network Route 51 between Oxford and Milton Keynes.

2.6 Gavray Drive terminates to the west due existing rail infrastructure and there is no link across the railway provided at this point. However, the shared footpath cycleway continues from Gavray Drive and on to Laughton Road via a DDA compliant footbridge over the north/south railway line. This link benefits from street lighting along it length. The crossing is already well used by pedestrians walking from the Banbury Fields and Langford Village developments. The northern section is less well used, but usage would increase as a result of the development proposals.

2.7 Immediately to the north of where this footpath connects to Launton Road there is a toucan crossing provided to give access for pedestrian and cyclists using the shared footway/cycleway on the western side of Launton Road. The footway on the western side of Launton Road is generally 3m wide, but as it approaches the town centre, it narrows in places to less than 2m and cyclist dismount markings are provided to improve safety.

2.8 This route forms an important link from the site to the centre of Bicester, which is approximately 1.5km from the centre of the development.

2.9 To the east of the site, Charbridge Lane / Wretchwick Way is a busy road and forms part of the Eastern Distributor Road around Bicester. It is well lit and a 3 metre wide footway/cycleway runs along the length of the western side of the carriageway.

2.10 There are also several shared use pedestrian/cycle links from Gavray Drive running to the south through Langford Village and the open space adjacent Langford Brook. These are generally for use by pedestrians and cyclists, although most have a thermoplastic marking running along the centre to segregate the two user groups. These routes provide good access to the local centre and primary school in Langford Village and beyond into the town centre and Bicester Town Station to the south.

2.11 Cycle distances of up to 5 miles are generally considered as reasonable by most members of the cycling community and such journeys would take up to 27½ minutes. On this basis, the whole of Bicester, Ambrosden, Middleton Stoney, Upper Arncott and Marsh Gibbon are all accessible within a 30 minute cycle ride.

Public Transport

2.12 Bicester benefits from having two national railway stations, Bicester North and Bicester Town.

2.13 Bicester North, which acts as the main station for the town, is operated by Chiltern Railways and provides access to Birmingham, Stratford-upon-Avon, Leamington Spa, Banbury, Aylesbury, Princes Risborough, High Wycombe and London Marylebone. The station is located approximately 2000m walk distance from the Site centre via a pedestrian route via Gavray Drive and a footpath toward Laughton Road over the railway line and then via Longfields and another pedestrian route over the Chiltern mainline to access the station from Queens Avenue via the north.

2.14 In terms of service frequency, there are 3-4 services during peak hours to London Marylebone, with a journey time of just over 1 hour and 1 service to Birmingham with a journey time of 75 minutes.

2.15 Bicester Town, also operated by Chiltern Railways, acts as the terminating station on the Oxford to Bicester Lane. However, as part of Chiltern Railways Evergreen 3 project, now known as East/West Rail Phase 1, this station is currently closed. The station is located approximately 1,150m walk distance from the Site via the residential estates to the south.

2.16 This project, which CDC's Infrastructure Delivery Plan states is fully funded, will deliver a new passenger service between Oxford and London Marylebone via Bicester and High Wycombe, through the introduction of a new link between Bicester Town and the existing Chiltern mainline described above using land located within Gavray Drive West. Subsequent East/West phases will deliver a rail link between East Anglia and Central, Southern and Western England.

2.17 This service provision will reduce journey times between Bicester and Oxford and will offer two Oxford to London Marylebone trains an hour.

2.18 The Infrastructure Delivery Plan states that there will be trains running between London Marylebone and Bicester with expected completion August 2015, with the full route to Oxford open in Spring 2016.

2.19 The Infrastructure Delivery Plan also identifies a number of proposals to improve both pedestrian and public transport accessibility to this station as a result of its redevelopment.

2.20 In terms of bus provision, the Site benefits from Gavray Drive being part of

an existing hail and ride bus corridor that accommodates existing Bicester Circular bus services 22 and 23, which are operated by Thames Travel and which offers an hourly service to the town centre and North West Bicester. In addition, service S5, operated by Stagecoach, offers an hourly service from Launton to Oxford via the residential estate south of the Site and Bicester town centre.

2.21 In addition to these locally accessible services, there are also a number of services that can be accessed from the town centre, which include service number X5, which is operated by Stagecoach, which runs from Oxford to Cambridge via Bicester, Buckingham, Milton Keynes and Bedford, with a 30 minute service frequency. Stagecoach also operates service number 26, which provides a service to Kingsmere, with a 30 minute service frequency.

2.22 As well as these Chiltern Railways also operate a Taxibus service, which provides a route to Bicester North Station from various points around Bicester, for use by Chiltern Rail customers.

2.23 The Taxibus network encompasses Langford Village, stopping at Peregrine Way and Mallards Way and including Gavray Drive on its route, which operates as a hail and ride section.

2.24 The service operates against a regular timetable to access the station during peak hours, but outside these hours operates as a more traditional taxi service giving individuals access to the station from their own home.

2.25 It is understood that the scheme is relatively successful due to:

- Well-designed routes that serve key Chiltern commuter catchment areas;
- Provision of branded customised vehicles and a uniformed driver;
- A dedicated interchange and priority measures for Taxibus vehicles at Bicester North station; and
- Fares well below the parking prices at Bicester North station.

2.26 Given the existing route via Gavray Drive, residents will be able to readily access Taxibus

Local Highway Network

2.27 Gavray Drive is a single carriageway road, subject to a 30mph speed limit, providing access to residential development to the south via Mallards Way and Whimbrel Close. A number of bellmouth junctions have been constructed along the northern side of Gavray Drive to enable future development into the wider site.

2.28 Gavray Drive terminates just short of the rail line that serves Bicester Town Station to the south. To the east, Gavray Drive forms a normal three-armed roundabout junction with the A4421 eastern distributor road, which is subject to a 50mph speed limit.

3 DEVELOPMENT PROPOSALS

2.1 The development proposals are for a residential development proposal described as follows:

Residential development including affordable housing, public open space, localised land remodelling, compensatory flood storage and structure planting.

2.2 For the purpose of this assessment, a maximum provision of 180 residential dwellings has been tested.

2.3 Vehicular and pedestrian access to the site will be achieved from Gavray Drive.

2.4 Full occupation of the development is estimated as occurring in 2020.

2.5 As an outline application, whilst the proposals are supported by a masterplan and parameter plan detailing land uses, building heights density and access, which is attached as **Appendix A**, they are not sufficiently detailed at this stage to identify accommodation schedule or car parking and cycle parking provision etc. These aspects of the proposals will be the subject of subsequent reserve matter applications.

4 BASELINE MODAL SPLIT

4.1 In order to calculate the anticipated trip generation associated with the scale of development, the TA used the industry standard TRICS database.

4.2 Peak hour 85th percentile trip rates were sourced from proxy private and affordable residential sites within the TRICS database that were located within England but outside of London in terms of region and suburban area, neighbourhood centre and edge of town in terms of location. Any site without a bedroom ratio of at least 2 bedrooms per unit and a parking ratio of at least 2 spaces per unit for the private units were also then rejected. This resulted in a proxy site selection totalling 23 private residential sites and 6 affordable sites.

4.3 The TA calculated that the development proposal is anticipated to generate 119 two way vehicle movements during the AM peak and 131 two way movements during the PM peak, with approximately 1,000 vehicular movements during the day.

4.4 The baseline modal splits for all journey purposes using these TRICS sites are summarised within Table 4.1 below, based on average 12 hour flows (07.00-19.00) and taking an average of the private and affordable land uses.

Table 4.1: Baseline Modal Splits pre TP Implementation (all journey purposes, daily flows)

Mode of Travel	Mode Split
Car Driver	54%
Car Passenger	17%
Public Transport	3%
Pedestrian	23%
Cyclist	3%

4.5 From Table 4.1 therefore it is anticipated that, pre TP implementation, the majority of all-purpose daily trips generated by the development proposals will be dominated by car use.

4.6 Whilst Table 4.1 indicates the daily mode splits for all journey purposes, 2011 Census data details the mode splits for just the 'journey to work' journey purpose for the ward in which the site is located, Bicester South. This information is summarised below as Table 4.2.

Table 4.2: 2011 Census Method of Journey to Work Bicester South Ward

Mode of Travel	Mode Split
Car Driver	73%
Car Passenger	5%
Public Transport	7%
Pedestrian	10%
Cyclist	4%

4.7 Table 4.2 therefore indicates a larger reliance on travel by private car for the journey to work journey purpose, with a smaller proportion of trips as car passenger when compared to all journey purposes. Table 4.2 demonstrates a reasonable proportion of trips on foot or by bicycle when compared to those by public transport, reflecting the proximity of this ward to the town centre.

4.8 It is against these modal splits that modal shift targets will be established.

5 TRAVEL PLAN STRATEGY

Introduction

5.1 A TP is a practical management tool, rather than a static document, that sets out 'active' initiatives throughout an agreed lifetime. It requires infrastructure and management initiatives to be in place before implementation, an implementation strategy, a monitoring strategy that can assess the success of the TP and respond to site occupier concerns, a reporting strategy so that a path of communication with the local highway authority is set up and a funding strategy.

5.2 This section sets out the key elements of the wider strategy of the TP.

Appointing a TP Coordinator (TPC)

5.3 The successful implementation of this TP will require active participation from all occupiers of the site, which will be fronted by a TPC, who will ultimately be responsible for the implementation of the TP at a site wide level.

5.4 The site wide assets are likely to be managed by an appointed management agent and it is envisaged that the role of the TPC can be included within this remit, fulfilled within an existing role, on a part-time basis.

5.5 It is proposed that the TPC role and responsibilities will be assigned 3 months before initial occupation of the residential units.

5.6 Once appointed, the TPC will contact CDC to confirm the contact details and allow a communication channel to be formulated.

5.7 The TPC will ensure that identified physical measures have been implemented during construction; be the central point of contact for site occupiers and CDC regarding travel and transport concerns related to the development; promoting and marketing the TP; organising travel survey questionnaires; and finally undertake the monitoring and reporting.

Formation of Steering Group

5.8 The TPC will set up a Steering Group, inviting residents of the development and any off-site groups who demonstrate an interest in how the Site operates. The Steering Group will have a longer term objective of facilitating the creation of the Resident's Association to take on the ownership of the TP once the Applicant's involvement ceases.

5.9 The Steering Group will be the forum through which transport concerns associated with the development proposal can be reported and addressed.

5.10 In the first year of full site activity, the Steering Group will meet on a quarterly basis. Following this, it is recommended that the Group meets on a biannual basis.

Implementation Strategy

5.11 A staged programme for implementation of the TP strategy is required to ensure consistency and ease the process of introducing the TP.

5.12 Infrastructure measures, such as cycle parking and pedestrian connections, will be put in place during construction and fit out, with all marketing and informative material available to occupiers at first occupation. This material would be regularly reviewed to ensure it reflects up to date information as part of the monitoring strategy.

5.13 The anticipated timescales for the TP strategy are summarised below in Table Error**! No text of specified style in document.**.1.

Table Error! No text of specified style in document.**.1: Anticipated Timescales Summary**

Action	Timing
Consideration of TP by local planning/highway authority	Current
TP Approved	Prior to commencement
Construction	
"Hard" measures detailed within TP implemented	During Construction
Occupation	
Baseline Travel Survey undertaken at agreed trigger point	3 months after 75% occupation of residential units
Baseline Residential Travel Survey results submitted along with revised TP if necessary.	1 month after Baseline Travel Survey
Full Residential Strategic Travel Plan, including final targets, approved by local highway authority. Revisions made where necessary to reflect local highway authority comments	Within 1 month after Full Travel Plan submitted
Full Travel Plan implementation	Ongoing
Residential travel surveys undertaken	1st,3rd, 5th year after Full TP approval
Monitoring reports, including revised strategies if necessary submitted to the local highway authority	3 months after modal split surveys undertaken
House builder TP responsibility discharged	At the end of the 5 year life plan of the Full TP
Resident Group assumes responsibility of TP	At the end of the 5 year life plan of the Full TP

5.14 **Appendix B** includes an Action Plan, which details the Implementation Strategy, including actions, responsibilities and timescales.

Marketing and Promotion of Travel Information

5.15 Marketing and promotion is essential in raising awareness of the existence and aims of the TP, with the following measures adopted:

Information for Marketing Offices and Show Homes

5.16 An information sheet will be produced and displayed within the on-site marketing office and show homes to promote the TP, highlighting the sustainable modes of travel that are available from the site.

Sustainable Travel Information Packs

5.17 At first occupation, all new households will be provided with Welcome Packs, which will introduce the TP and sustainable travel strategy for the site.

Dedicated Webpage

5.18 The site website will include a dedicated webpage that references the TP and includes relevant travel information for residents and visitors. The TPC will manage the webpage and will ensure that its content is regularly maintained and updated.

Monitoring and Reporting

5.19 A Baseline Travel Survey will take place within three months of the development exceeding its trigger point and will aim to determine the modal split of residents at TP commencement. The trigger point will be a 75% occupancy level.

5.20 The survey will use OCC's survey templates and analysis templates.

5.21 The results of the survey will be used to ratify the interim targets, with final targets included within a revised TP, which will be submitted to SCDC one month after completion of the surveys. SCDC will then have one month to agree to the content of the TP, after which the TP will be implemented.

5.22 The monitoring of the TP will occur in the form of a travel survey undertaken on the 1st, 3rd, and 5th anniversaries of the TP implementation.

5.23 In accordance with the Guidance, a 75% response rate will be required.

5.24 The TPC will be responsible for commissioning the surveys and compiling the results, which will include:

- Mode of travel
- Bicycle User Group (BUG) uptake
- Walking Bus uptake
- Car Sharing Database uptake
- Pedestrian and cycle infrastructure review
- Deliveries and Servicing activity
- Qualitative interviews

5.25 Monitoring reports will be circulated to the appropriate officers at CDC within three months of the surveys being undertaken. The monitoring report will include the results of travel surveys and general feedback. The report will include details of measures and initiatives introduced in the past year, plus an outline of planned measures and initiatives that would be implemented in the following year if necessary.

Life Time and Handover Arrangements for the TP

5.26 It is anticipated that after the 5th year of TP implementation, all transport related concerns of site occupants are likely to have been addressed. The house builder responsibility with regards to the TP will then cease and pass to a Residents Association.

Funding

5.27 The initial funding of all aspects of the TP, including the introduction of infrastructure measures, employing of stakeholders, monitoring and reporting will be the responsibility of the house builder.

5.28 This responsibility will be maintained for the full life of the TP, until it is discharged, unless an alternative agreement is made with the management company. Should this occur, the transfer of responsibility will be notified to CDC.

6 TRAVEL PLAN MEASURES

Introduction

6.1 This chapter sets out the package of measures that will be introduced in order to support sustainable travel to and from the site.

Marketing and Promotion of Travel Information

6.2 The marketing and promotion measures have been detailed in the previous chapter, considered as part of the TP strategy. The content of specific marketing measures is however expanded below:

Sustainable Travel Information Pack

6.3 At first occupation, all new households will be provided with a 'Sustainable Travel Information Pack, which will include the following information:

- Location map of the site;
- A description of distance, time, and (where relevant) routes for travelling from the site to key local destinations on foot, bicycle and public transport;
- Site specific public transport information including rail and bus timetables for local services;
- TPC contact details
- Measures contact details, including car share database / BUG / Walking Bus; and
- Journey Planner website information.

Personalized Travel Planning

6.4 In accordance with the Guidance, given the development proposal exceed 50 units, the TPC will offer a personalised travel planning session with each household.

Walking Measures

6.5 Walking provides a healthy alternative to the private car for journeys under 2km. A high quality pedestrian environment is fundamentally important in

encouraging and enabling people to walk. The barriers to people walking may be identified as follows:

- Land use patterns unsuited to walking;
- Unpleasant pedestrian environments;
- Danger from vehicular traffic;
- Personal security fears; and
- Inconvenient pedestrian facilities

6.6 Information about pedestrian routes and walk distances will be provided via the Sustainable Travel Information Packs.

6.7 In addition, given the relatively close proximity of the site to local schools (Langford Primary School 800m walk distance), the TPC will investigate the potential to establish a 'walking bus,' where a group of residents volunteer to escort pupils to the school on foot, with such a responsibility shared via a rota.

Cycling Measures

6.8 Cycling provides an excellent alternative to the private car for journeys of up to 5km as it is cheap, offers reliable journey times, is environmentally friendly and can promote improved health by providing regular exercise. Cambridge has seen a successful uptake in cycling and site observations suggest relatively high uptake within the immediate area, assisted by the surrounding topography being relatively flat.

6.9 The principal issues that prevent people from cycling are:

- Not owning a bicycle or not feeling confident using one;
- Lack of safe cycle routes and fear of accidents;
- Bad weather; and
- Lack of facilities at destination (e.g. workplace).

Cycle Parking

6.10 Each unit will be provided with dedicated cycle parking provision.

Bicycle Users Group (BUG)

6.11 BUG's are a good way for less experienced cyclists or those who are not confident in their route to gain experience by cycling with more experienced cyclists. A BUG also removes safety concerns of individual cyclists who travel alone.

6.12 The TPC will therefore formulate a BUG scheme for residents, which will encompass both commuting and recreational cycling. The TPC will establish if there is a lead resident who would be willing to manage the BUG.

6.13 Dependent on successful uptake, the TPC will invite non-site residents to join the BUG.

6.14 The TPC will investigate the potential for cycle training or discounts with local retailers as a benefit to BUG membership.

Public Transport

6.15 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:

- No need to park or pay within town centres;
- Traffic free routes (with rail or where bus priority exists)
- Being able to relax, read or work (particularly for business travel during the day).

6.16 The issues that prevent people travelling by public transport include the following:

- Lack of services on desired routes;
- Services are seen as slow, infrequent and unreliable;

- Low status image;
- Fears for safety when travelling at night;
- Poor passenger information; and
- Perception of high fares compared to the private car.

6.17 The proposal allows for the introduction of the existing Taxibus route to enter the site and serve residents directly.

6.18 In addition, the Sustainable Travel Information Packs will provide information on the location of bus stops, local bus routes and times, details of the bus operators and of tickets available and train timetables for services from the two Bicester stations.

Managing Car Use – Car Sharing Database

6.19 The aforementioned webpage will include a dedicated section for residents where they can log their travel patterns and allow them to search for common routes, facilitating the potential for car sharing.

6.20 The TPC will organise an annual car sharing event for on-site residents to promote the concept of car sharing, giving them the opportunity to socialise and meet with other potential car sharers.

6.21 Depending on successful uptake, the TPC will consider inviting off-site residents to join the database, allowing for increased potential for matched travel patterns.

Reducing the need to Travel

6.22 The development is likely to include facilities that will satisfy broadband demand, thereby allowing residents to work from home should their working arrangements allow.

7 INTERIM MODAL SHIFT TARGETS

7.1 Section 4 identified the likely baseline modal split for all journey purposes and for journeys to work without a TP in place, which was based on proxy site analysis from TRICS and 2011 Census data for the ward in which the site is located.

7.2 The introduction of a range of measures and management strategies to support sustainable travel and car sharing aims to achieve in modal shift away from single occupancy vehicle travel.

7.3 It is necessary to identify interim mode shift targets to allow the success of the TP to be measured.

7.4 Targets for the scale of modal shift against which the success of the TP can be measured need to be SMART:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Timed

7.5 Interim mode shift targets for the end of years 1, 3 and 5 after TP approval are therefore set out below in Table 7.1. These interim targets include the following headline targets:

- Achieving a maximum of all-purpose trips undertaken by private car of 50%
- Achieving a minimum of all-purpose trips undertaken by public transport of 5%
- Achieving a decrease in commuting trips taken by car by 10% of the initial baseline figures, resulting in a modal split change from 73% to 66%
- Achieving an increase in all purpose trips taken by cycling by 67% of the initial baseline figures, resulting in a modal split change from 3% to 5%

- Achieving an increase in commuting trips taken as a car passenger by 60% of the initial baseline figures, resulting in a modal split change from 5% to 8%

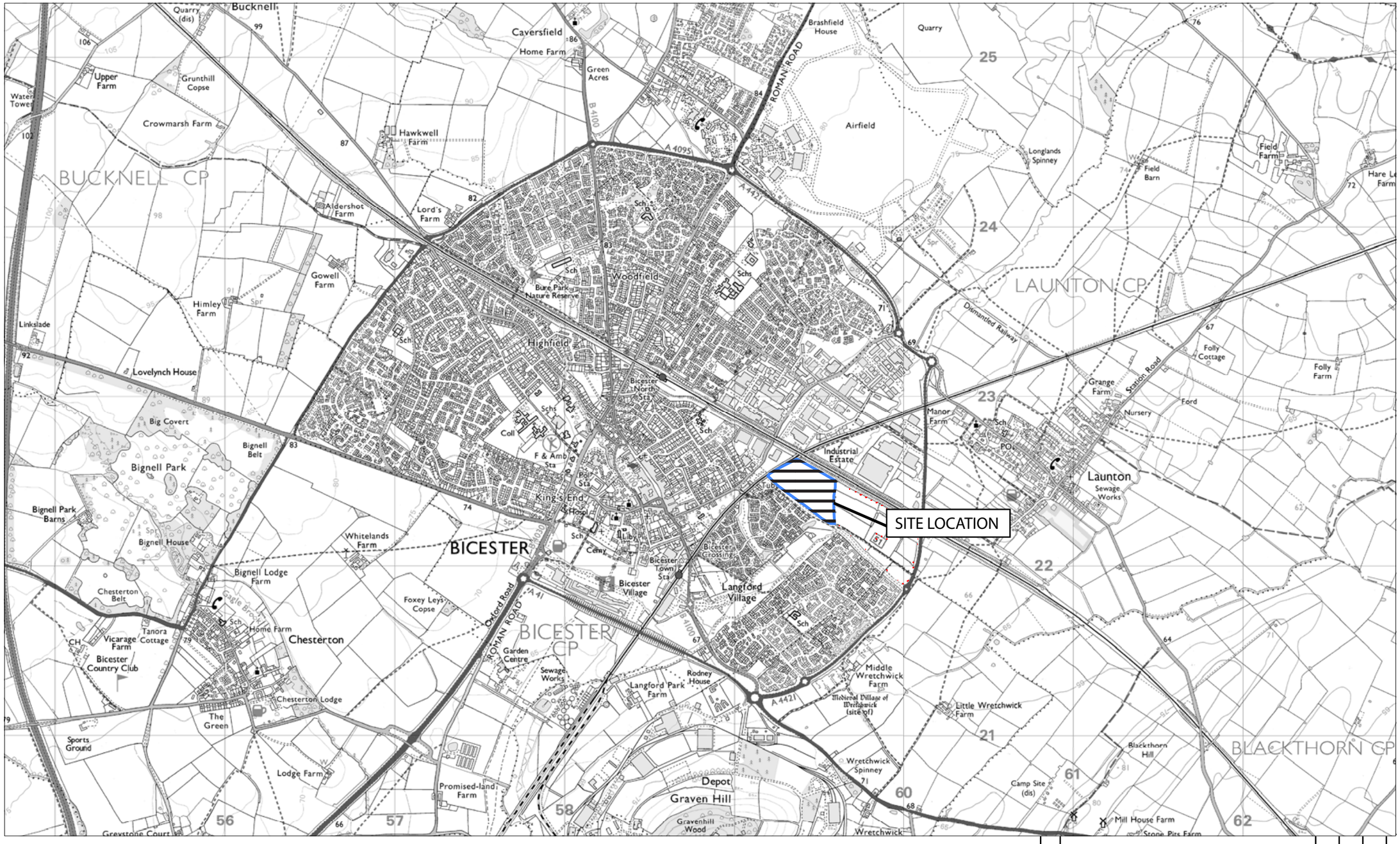
Table 7.1: Interim residential modal shift targets

Journey Purpose	Mode of travel	Baseline Modal Split	Year 1 target	Year 3 Target	Year 5 Target
All Journey	Car Driver	54%	52%	51%	50%
	Car Passenger	17%	18%	18%	20%
	Public Transport	3%	4%	5%	5%
	Pedestrian	23%	22%	21%	20%
	Cyclist	3%	4%	5%	5%
	Total		100%	100%	100%
Commute	Car Driver	73%	71%	68%	66%
	Car Passenger	5%	6%	7%	8%
	Public Transport	7%	8%	9%	9%
	Pedestrian	10%	10%	11%	11%
	Cyclist	4%	5%	5%	6%
	Total		100%	100%	100%

7.6 Following the baseline travel survey, which will be undertaken within 3 months of a trigger point of 75% of the residential units being occupied, these interim modal shift targets will be revised to reflect the site and resident specific travel characteristics. Revised targets will be included within a final TP, which will be submitted to CDC 1 month after the survey is complete, for agreement or for revision where necessary.

FIGURES AND DRAWINGS

Figure 1.1 Site Location Plan



Rev	Amendments	Drn	Chk	App	Date

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Job Title: GARVAY DRIVE , BICESTER

Drawing Title: SITE LOCATION PLAN

Client: GALLAGHER ESTATES

Scale	Date	Designed
NTS	OCT 13	DP
Drawn	**Checked**	**Approved**
DP	AS	JB
Job No	**Figure No**	**Rev**
14-033	FIGURE 1-1	

DRAWING-NO. 14-033-001

APPENDIX A – PARAMETER PLAN

Illustrative Master Plan

APPENDIX B - ACTION PLAN

Action Plan

Transport Mode	Proposal	Specific Tasks	Associated End Target	Timescale	Responsibility
NA	Put in place a mechanism for implementing and monitoring the Travel Plan	Appointment of Travel Plan Co-ordinator	NA	Three months prior to first occupation	House builder
		Formation of Steering Group	NA	At 75% of full occupation	At 75% of full occupation
	Surveys Reporting and Marketing	Baseline Travel Survey	NA	At 75% of full occupation	Travel Plan Co-ordinator
		Baseline Travel Survey results reported to CDC, along with final Travel Plan where necessary.	NA	1 month after completion of baseline travel survey	Travel Plan Co-ordinator
		Subsequent surveys undertaken and reported to local authority.	NA	End of 1st, 3rd and 5th year after occupation	Travel Plan Co-ordinator
		Sustainable Travel Information Pack for new residents	NA	Available at first occupation	House builder /Travel Plan Co-ordinator
		Webpage within site website	NA	Available at first occupation	House builder /Travel Plan Co-ordinator
Pedestrian	Pedestrian routes information	Routes detailed within Sustainable Travel Information Pack, including maps and walking distances.	No Target	Available at first occupation	House builder /Travel Plan Co-ordinator
	Formation of Walking Bus	TPC to form Walking Bus for escorted group travel to/from Primary School		At 75% of full occupation	Travel Plan Co-ordinator
Cyclists	Improve facilities for cyclists	Provision of cycle parking	An increase in all purpose trips taken by bicycle by 67% of the initial baseline figures	Available at first occupation	House builder
	Safe cycle route information	Routes detailed within Sustainable Travel Information Pack, including maps and cycle distances.		Available at first occupation	Travel Plan Co-ordinator
	Formation of BUG	Formation of BUG – commuting and recreational cycling, cycle operator favourable terms.		Ongoing	Travel Plan Co-ordinator
Public Transport	Encourage use of public transport	Ensure timetable and interchange information is within Sustainable Travel Information Pack	A minimum of all-purpose trips undertaken by public transport of 5%	Available at first occupation	Travel Plan Co-ordinator
Car	Formation of Car Sharing Database	Formation of Car Sharing Database, annual events	A maximum of all-purpose trips undertaken by private car of 50% An increase in commuting trips taken as a car sharer by 60% of the initial baseline figures	Available at first occupation	Travel Plan Co-ordinator
NA	Funding		NA	5 year life time of Travel Plan	House builder