



A2Dominion Developments Ltd

# North West Bicester Exemplar Eco- Development, Elmsbrook

## Travel Plan Monitoring Report

February 2022



A2Dominion Developments Ltd

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## Travel Plan Monitoring Report

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## APPENDICES

APPENDIX A Travel Plan Review Technical Note



# 1. Introduction

## 1.1 Overview

1.1.1 This Travel Plan Monitoring Report has been prepared by mode transport planning (mode) on behalf of A2Dominion Developments Ltd (A2D) to detail the results of the first formal monitoring programme for the Travel Plan associated with the North West Bicester Exemplar Eco-Development, Elmsbrook.

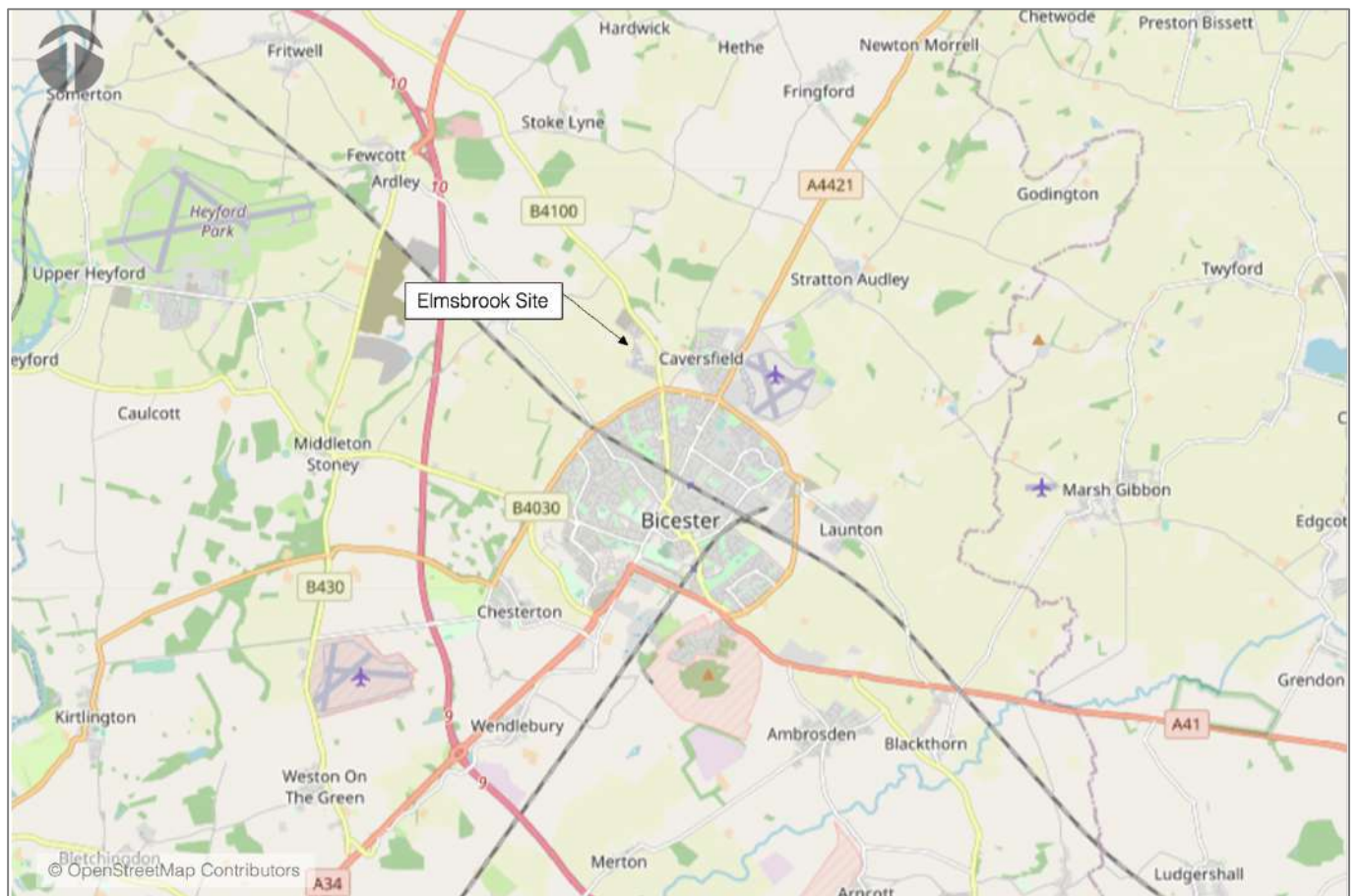
1.1.2 The Monitoring Report considers the latest transport related information in relation to resident travel patterns and trends. Other uses on the site are also considered and included within the surveys.

## 1.2 Site Details

### Site Location

1.2.1 The Elmsbrook site is located to the north of Bicester, as illustrated in [Figure 1.1](#).

Figure 1.1 Site Location



## Site Information

1.2.2 As of September 2021, the total number of homes currently occupied on site is 237 units.

1.2.3 Gagle Brook School had the capacity for 100 children.

1.2.4 Perch at the Eco-Business Centre was operational, but office occupation and attendance was impacted by the ongoing impacts of the Covid pandemic on office working habits.

## Travel Plan Coordinator Details

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## 1.3 Report Structure

1.3.1 The remainder of this report is set out as follows:

- Section 2 provides an overview of the existing travel conditions and reviews the mode share data collated for the previous Monitoring Report in 2019. Section 2 also details any change that have taken place at the Elmsbrook site since the issue of the 2019 Monitoring Report.
- Section 3 reviews of the objectives and targets of the Travel Plan.
- Section 4 details the surveys undertaken for this monitoring period which include resident questionnaires, TRICS survey along with permanent traffic counter data.
- Section 5 provides the results of the TRICS sitewide survey.
- Section 6 outlines the results of the residential questionnaire.
- Section 7 provides feedback provided from the ECO community group and sitewide feedback from residents and other site occupants/visitors directly.
- Sections 8 and 9 provide an overview of longer-term data collected from the site and includes a review of the influence of the Pandemic on travel modes associated with the site.
- Section 10 identifies a number of TP actions to either implement or continue to focus on to achieve new aspirations for the site going forward to the next monitoring period.
- Finally, Section 11 identifies the specific measures to implement to achieve the sitewide aspirations and contribute towards the overall target for the Eco-town.

## 2. Existing Travel Conditions

### 2.1 Overview

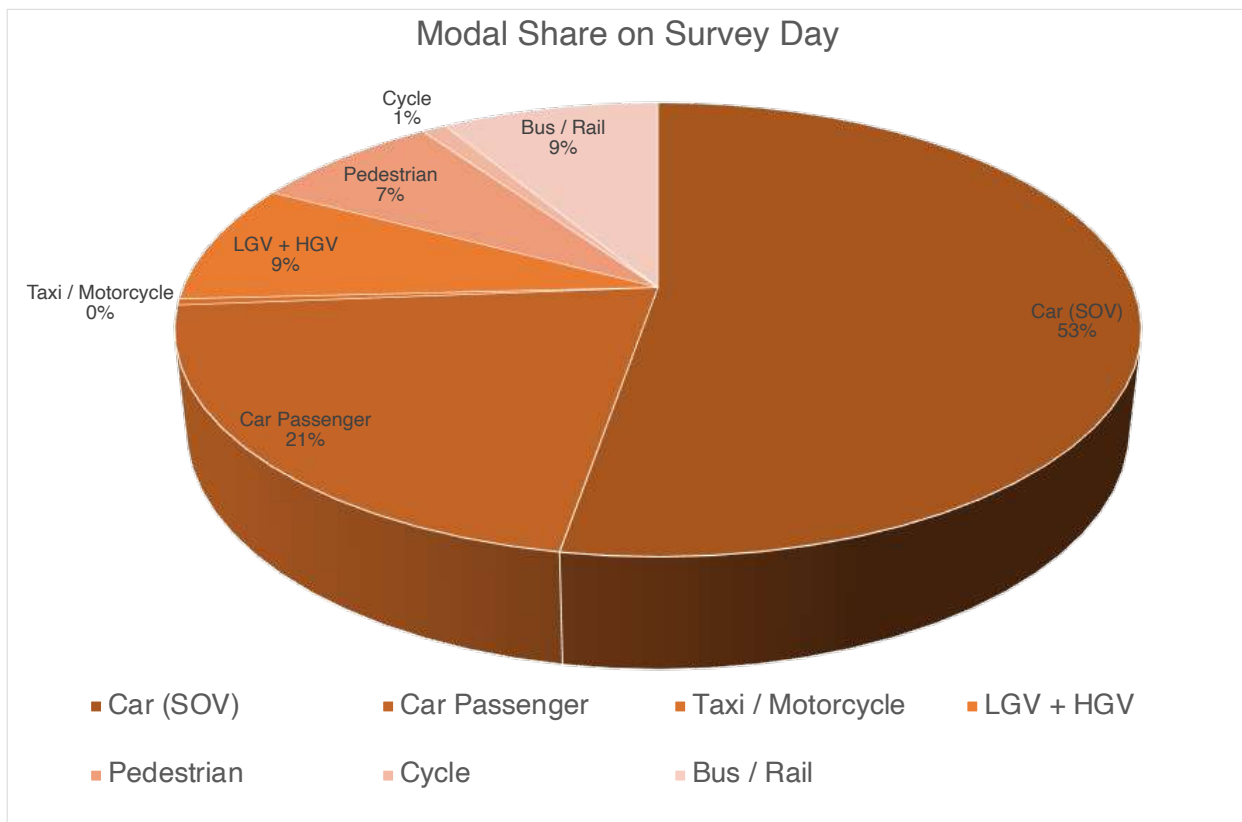
2.1.1 Whilst 2021 represents the first formal monitoring period for Elmsbrook as dictated by the s106 obligations and the 2011 Travel Plan for the site, the active travel planning that has been ongoing onsite means that data is available for the site operation prior to the Covid-19 pandemic allowing for some comparison to be made on site operation.

2.1.2 This section outlines the historic mode share data for the site which was last surveyed in 2019 and also provides an overview of the changes that have taken place at Elmsbrook since then which could subsequently impact upon residents' travel patterns.

### 2.2 Mode Share Data

2.2.1 A TRICS survey was undertaken on Thursday 4<sup>th</sup> April 2019 which identified the mode share for all site users as method of travel which is shown in **Figure 2.1**.

**Figure 2.1 2019 Surveyed Modal Split of Travel**



2.2.2 The 2019 survey recorded 1,127 total person trips across the day (560 arrivals and 567 departures).

2.2.3 The weather on the day of the survey was recorded as 'Cold and Cloudy' for the AM weather conditions, and 'Cold and Light Rain' for the PM conditions; which may have contributed to a reduced number of people using active modes of travel (walking or cycling) on the day.

## 2.3 Site Changes

2.3.1 The 2019 survey applied to Phases 1 and 2 of the Elmsbrook site covering approximately 150 residential units and Gagle Brook School with the sole vehicular access being from Charlotte Avenue. The Eco Business Centre was in a period between the completion of construction and prior to occupation at the time of the survey.

2.3.2 Since the 2019 survey the following changes have taken place:

- Phases 3 and 4 are in construction and 87 occupations have taken place;
- The opening of Bramley Avenue as a second vehicular access point serving Phase 3;
- Signage for the bus gate has been installed to prevent motor vehicle travel (except buses) between Phases 1 and 2 (Charlotte Avenue) and Phases 3 and 4 (Bramley Avenue).
- Gagle Brook School has continued to increase year on year with new form entry to increase to a capacity of 100 students.
- Perch has occupied the Eco Business Centre with tenants varying over the period as a result of the Covid-19 pandemic.
- The onsite E-Car Club provision of 2 electric vehicles on site has concluded.



## 3. Objectives and Targets of the Travel Plan

### 3.1 Objectives

3.1.1 The 2011 Hyder Travel Plan sets out the aims and targets and the Travel Strategy and appropriate measures to achieve the targets.

3.1.2 The overarching aim for the development as set out in the Travel Plan is to:

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

3.1.3 The main aim is accompanied by a number of objectives to achieve the overall aim. These are as follows:

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

### 3.2 Targets

3.2.1 The overarching target identified in PPS1: Eco-Towns, and replicated in the SPD will remain as an overarching goal to work towards as the full eco-town is built-out.

*“To work towards at least 50% of trips originating at the development to be made by non-car modes. This has the potential to increase over time to 60% as the Eco-town develops.”*

3.2.2 There has been ongoing discussion in relation to the targets that were set in the 2011 Travel Plan as these were date specific and we based on the wider eco-town coming forward. A Technical Note was prepared by mode in August 2020 to review the targets and their suitability for the site, which was then subject to discussion with Officers from Cherwell District Council and Oxfordshire County Council. This note is included at [Appendix A](#).

3.2.3 The proposed strategy has been to retain the PPS1 Eco-town target as an overarching target for the eco-town, whilst setting a number of aspirations for Elmsbrook to work towards that will form the basis of targets to be reviewed in the next monitoring period.

3.2.4 The suggested aspirations for the site are as follows:

- Set out an EV Strategy for Elmsbrook with aspirational targets for home charging points, transitions to hybrid and fully electric vehicles;
- Annual increasing patronage targets for the E1 bus building towards a commercially viable service for Elmsbrook and the wider community;
- Annual increase and/or targeted increases at certain times of the year in walk and cycle trips to and from Elmsbrook based on the counter data;
- Continued promotion of car sharing as a viable alternative for travel; and
- Promotion of working from home and linkages to encourage use of the Eco Business Centre for home-working to reduce the need to travel offsite.

## 4. Survey Information

### 4.1 Outline

4.1.1 This section outlines the different types of surveys that has been agreed with OCC Travel Plan Officers for monitoring the site. The data consist of 3 communication channels as follows:

- A one day TRICS sitewide snapshot travel survey;
- A resident's questionnaire which formed part of the wider Elmsbrook Monitoring Survey; and
- Feedback from ECO (residents' group) and any other residents or site visitors/occupants.

4.1.2 The methodologies and results for each element are provided in the following three chapters.

## 5. TRICS Survey Data

### 5.1 Survey Methodology

5.1.1 A full Trip Rate Information Computer System (TRICS) site survey has been undertaken at Elmsbrook on 21<sup>st</sup> September 2021 to capture a full day of data on existing travel movements at the site.

5.1.2 The survey covers all users of the site including the business centre, marketing suite and the school operation.

5.1.3 It should be noted that on the day of the survey, a total of 8 vehicles were on site for a meeting for the Elmsbrook Local Centre construction project, which started this week. Given the minimal proportion, these associated vehicle movements have not been excluded from the survey.

### 5.2 Results

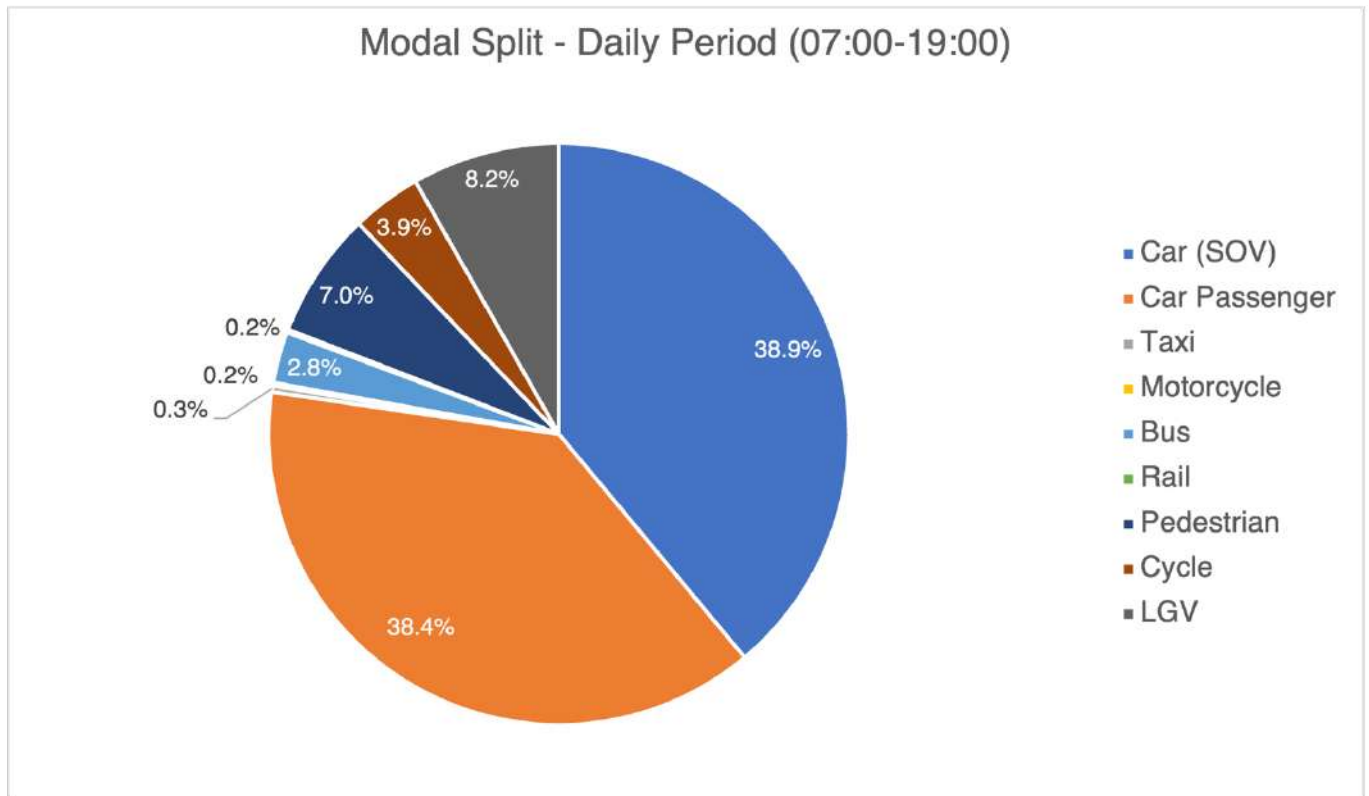
5.2.1 A summary of the modal split across the course of the whole survey day (07:00 – 19:00) is provided in **Table 5.1** which details the number of journeys made using different modes of travel. A total of 2,319 person trips were made across the day by all modes of transport (1,141 arrivals and 1,178 departures).

**Table 5.1 Summary of Person Trips Across Survey Day (07:00-19:00)**

Journey Type	Survey Day (07:00-19:00)		
	Arrivals	Departures	Total
Car (Single Occupancy Vehicle)	457	446	903
Car Passenger / Car Share	412	478	890
Taxi	4	4	8
Motorcycle	2	2	4
Bus	34	32	66
Rail	3	1	4
Pedestrian	86	77	163
Cycle	44	46	90
LGV	99	92	191
<b>Total</b>	<b>1,141</b>	<b>1,178</b>	<b>2,319</b>

5.2.2 The proportional modal split across the full survey day is illustrated in **Figure 5.1**. As shown, the majority of trips are made by single occupancy car (39%), with 14% of journeys made by non-car modes of travel i.e. public transport, walking or cycling.

Figure 5.1 Modal Split Proportion during Daily Period



5.2.3 Further analysis has been undertaken to determine the peak hours for travel activity at Elmsbrook, considering the traditional AM and PM peak hours i.e. 08:00-09:00 and 17:00-18:00.

5.2.4 A summary of the number of arrival and departure trips by each mode of transport for the AM peak hour (08:00-09:00) is summarised in [Table 5.2](#).

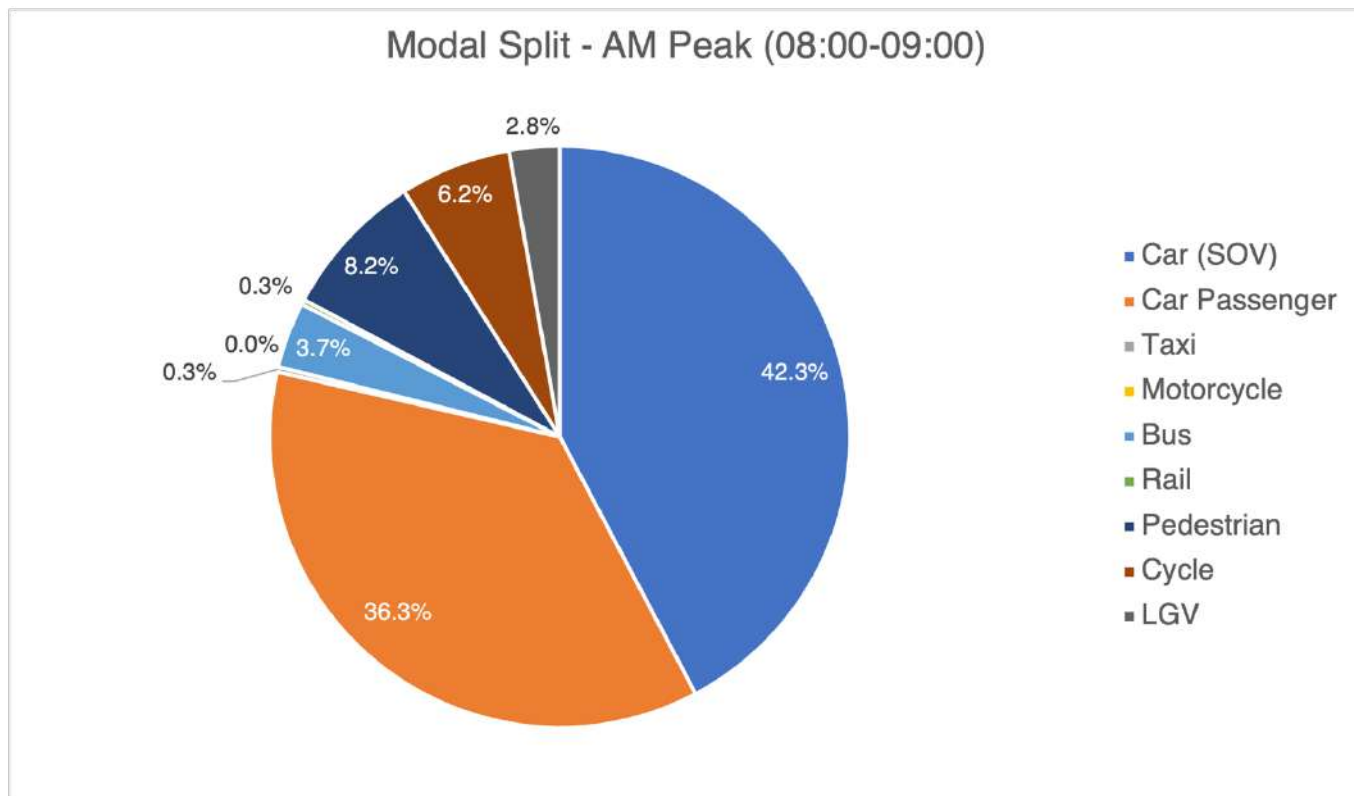
Table 5.2 Summary of Person Trips Across AM Peak (08:00-09:00)

Journey Type	AM Peak (08:00-09:00)		
	Arrivals	Departures	Total
Car (Single Occupancy Vehicle)	64	86	150
Car Passenger / Car Share	54	75	129
Taxi	0	1	1
Motorcycle	0	0	0
Bus	0	13	13
Rail	0	1	1
Pedestrian	16	13	29
Cycle	14	8	22
LGV	5	5	10
<b>Total</b>	<b>153</b>	<b>202</b>	<b>355</b>



5.2.5 The proportional mode split during the AM peak is illustrated in **Figure 5.2** which shows that the majority of the trips are made by single occupancy car (42%). However, 11% of journeys were made by non-car modes of travel.

**Figure 5.2 Modal Split Proportion during AM Peak**



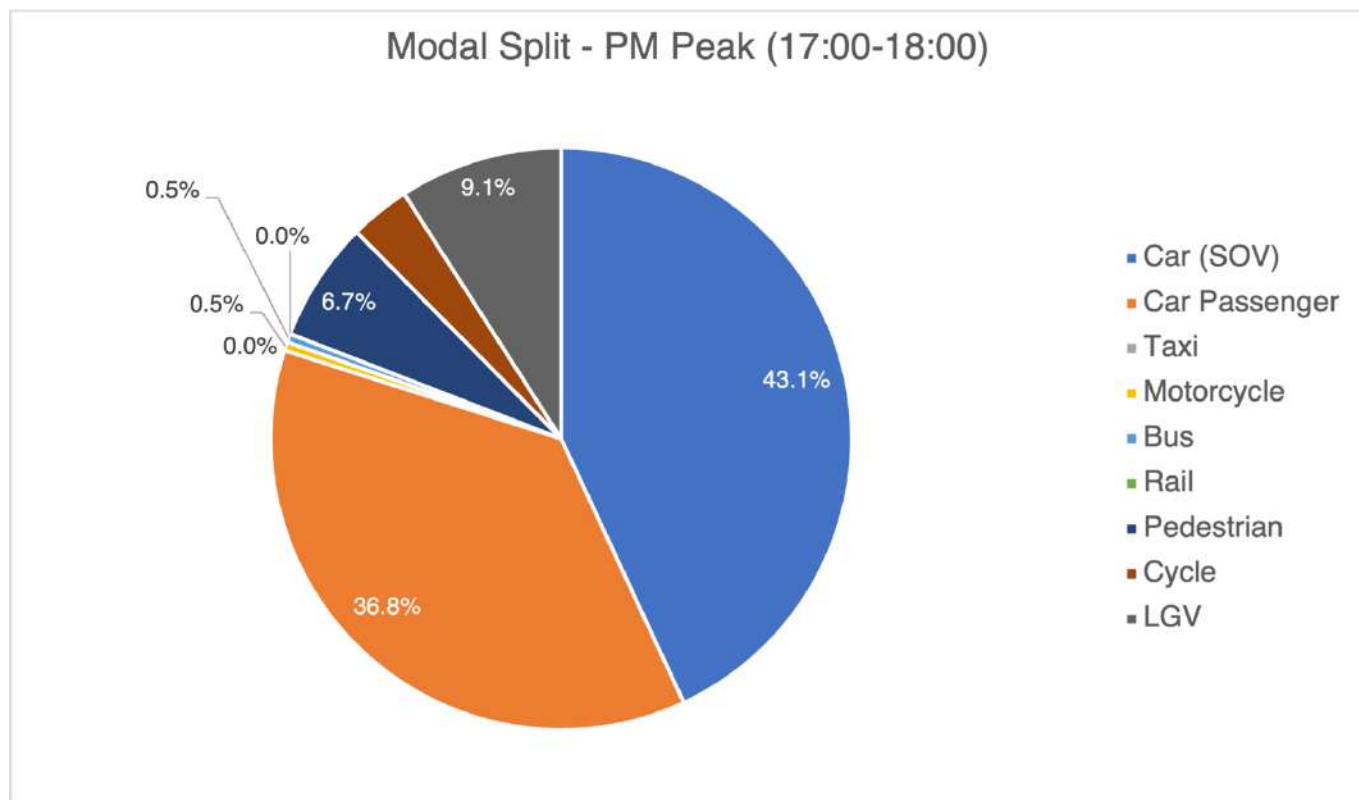
5.2.6 A summary of the number of arrival and departure trips by each mode of transport for the PM peak hour (17:00-18:00) is summarised in **Table 5.3**.

Table 5.3 Summary of Person Trips Across PM Peak (17:00-18:00)

Journey Type	PM Peak (17:00-18:00)		
	Arrivals	Departures	Total
Car (Single Occupancy Vehicle)	44	46	90
Car Passenger / Car Share	40	37	77
Taxi	0	0	0
Motorcycle	1	0	1
Bus	0	1	1
Rail	0	0	0
Pedestrian	8	6	14
Cycle	2	5	7
LGV	14	5	19
<b>Total</b>	<b>109</b>	<b>100</b>	<b>209</b>

5.2.7 The proportional mode split during the PM peak is illustrated in Figure 5.3 which shows that the majority of the trips are made by car (43%). However, 18% of journeys were made by non-car modes of travel.

Figure 5.3 Modal Split Proportion during PM Peak



5.2.8 It should be noted that the actual recorded PM peak hour at the site occurred between 15:00-16:00 reflecting the school day period.

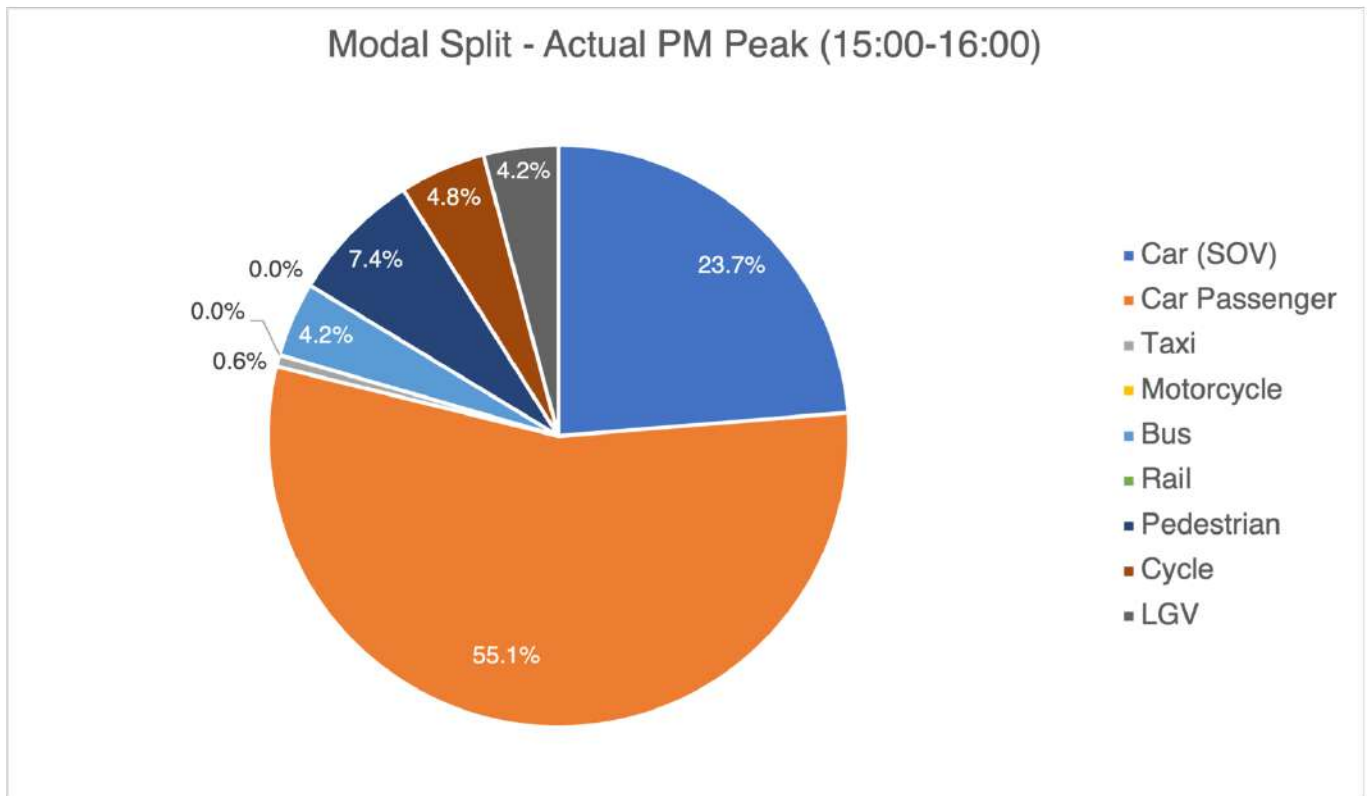
5.2.9 A summary of the number of arrival and departure trips by each mode of transport for the actual PM peak hour (15:00-16:00) is summarised in [Table 5.4](#).

**Table 5.4 Summary of Person Trips Across Actual PM Peak (15:00-16:00)**

Journey Type	PM Peak (15:00-16:00)		
	Arrivals	Departures	Total
Car (Single Occupancy Vehicle)	51	23	74
Car Passenger / Car Share	93	79	172
Taxi	1	1	2
Motorcycle	0	0	0
Bus	13	0	13
Rail	0	0	0
Pedestrian	16	7	23
Cycle	8	7	15
LGV	8	5	13
<b>Total</b>	<b>190</b>	<b>122</b>	<b>312</b>

5.2.10 The proportional mode split during the actual PM peak is illustrated in [Figure 5.4](#) which shows that the majority of the trips are made by car passenger / car share accounting for 55% of all trips. A total of 16% of journeys were made by non-car modes of travel.

Figure 5.4 Modal Split Proportion during Actual PM Peak



## 6. Resident Questionnaire

### 6.1 Survey Methodology

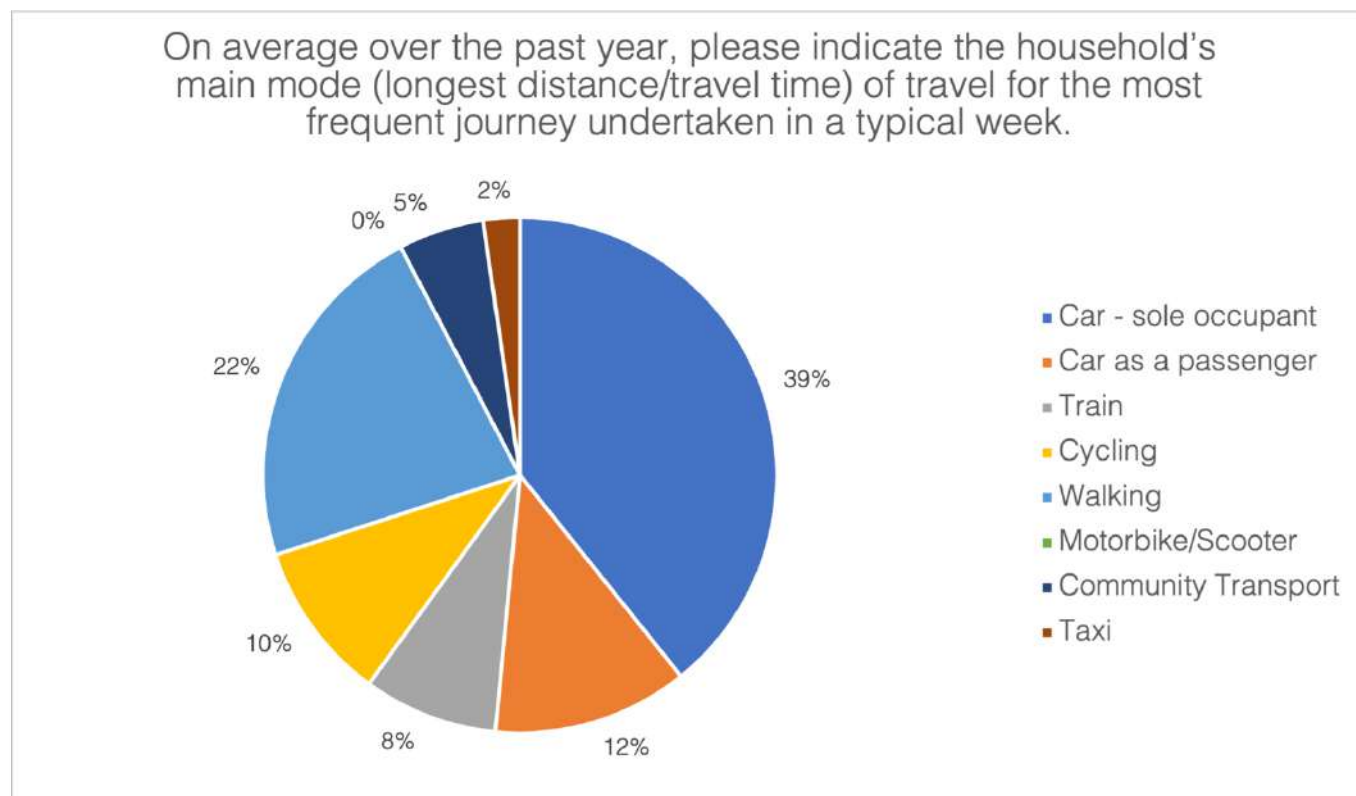
6.1.1 A residential questionnaire is being undertaken for households in Elmsbrook. Residents were given the opportunity to complete the questionnaire online. Out of approximately 237 occupied homes that the survey was issued to, 72 surveys were completed, representing a response rate of 30%.

6.1.2 The questionnaires asked a variety of questions on resident travel behaviour and also considered the impact of the COVID-19 pandemic.

### 6.2 Results

6.2.1 The mode share for the main travel mode for resident households is illustrated in **Figure 6.1** which identifies that the majority of residents use a car (equivalent to 39%) as their most frequent mode of transport. Travelling on foot is the next popular mode of transport (equivalent to 22%) and residents do not appear to rely heavily on public transportation to undertake their typical daily journeys.

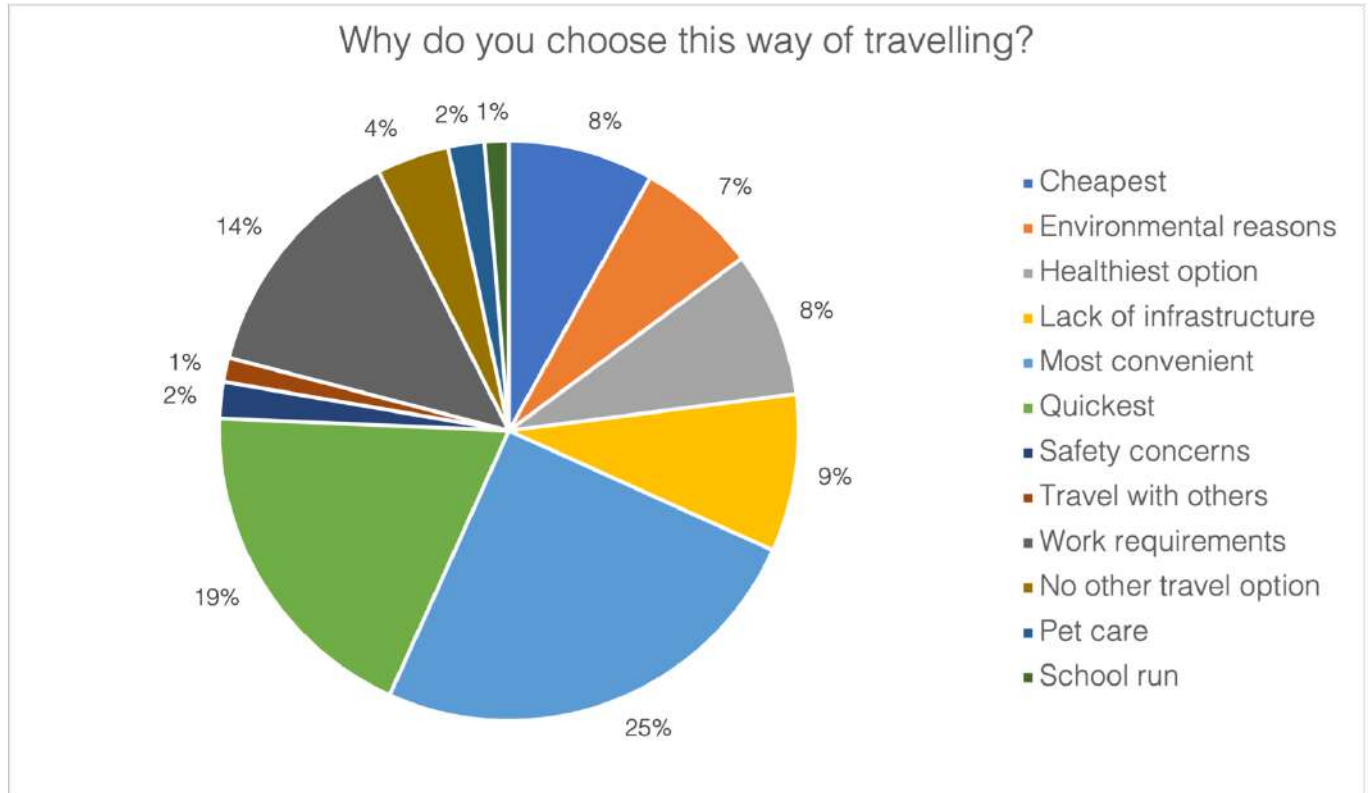
**Figure 6.1 Principal Mode of Transport**





6.2.2 The reasons for residents choosing their primary method of travel are illustrated in Figure 6.2 demonstrating that 25% of residents answered that they choose the most convenient mode of travel, while 19% revealed they use the quickest way of travelling and 14% revealed that they use their mode of travel for work requirements.

Figure 6.2 Reason for Principal Mode of Transport



6.2.3 The overarching results of the remaining questions from the resident questionnaire are outlined below.

- In terms of distance travelled for resident’s most frequent journey, the greatest proportion, accounting for 56%, said they travelled between up to 15 miles.
- The greatest proportion for the types of vehicles owned is for petrol and diesel cars, accounting for 33% and 22% respectively. 4% of respondents reported they own a hybrid car and 8% own a fully electric car.
- All respondents reported that they have access to some form of bicycle whether this be pedal, electric, fold-up or e-scooter.
- Reported limitations to travelling by bus are primarily journey times, lack of cashless options, COVID-19 considerations and service availability at times required.
- Reported limitations to travelling by bicycle are primarily distance to travel, lack of dedicated cycle infrastructure on route, weather conditions and bike security away from home.

## 7. ECO and Community Feedback

### 7.1 Liaison

7.1.1 The Travel Plan Co-ordinator role includes liaison with ECO (onsite community group) as well as liaison with the school, business centre and residents directly.

7.1.2 The TPC has a dedicated email address, which is regularly used to contact the TPC (especially since the pandemic limited onsite activities).

### 7.2 Feedback Received to Date

7.2.1 The key feedback from ECO and the community via direct communication has been as follows:

- Concerns in relation to the use of the bus gate by motor vehicles in both directions;
- Onsite car parking concerns, particularly around Phase 1 and both Gagle Brook School and the Eco-business Centre;
- Some of the onsite visitor EV charging bays have been noted as being used for general car parking;
- Feedback has been provided on the E1 bus as it does not cover all train times or provide sufficient services to cover Bicester Village trains.
- Feedback has also been provided on the use of E1 bus to better serve those accessing Gagle Brook School from Caversfield;
- Some public EV chargers are unreliable in terms of being able to work;
- Residents in Phase 3 have actively been taking up the EV charging point contribution offer and are having chargers installed shortly after completion of the property purchase.

7.2.2 Since the TPC has a general transport remit a number of onsite operational aspects are raised in addition to travel planning aspects. There are a number of onsite challenges in relation to car parking numbers and use of the bus gate that are subject to wider input (e.g. bus gate enforcement is an OCC matter).

## 8. Review of Onsite Travel Counters

### 8.1 Survey Methodology

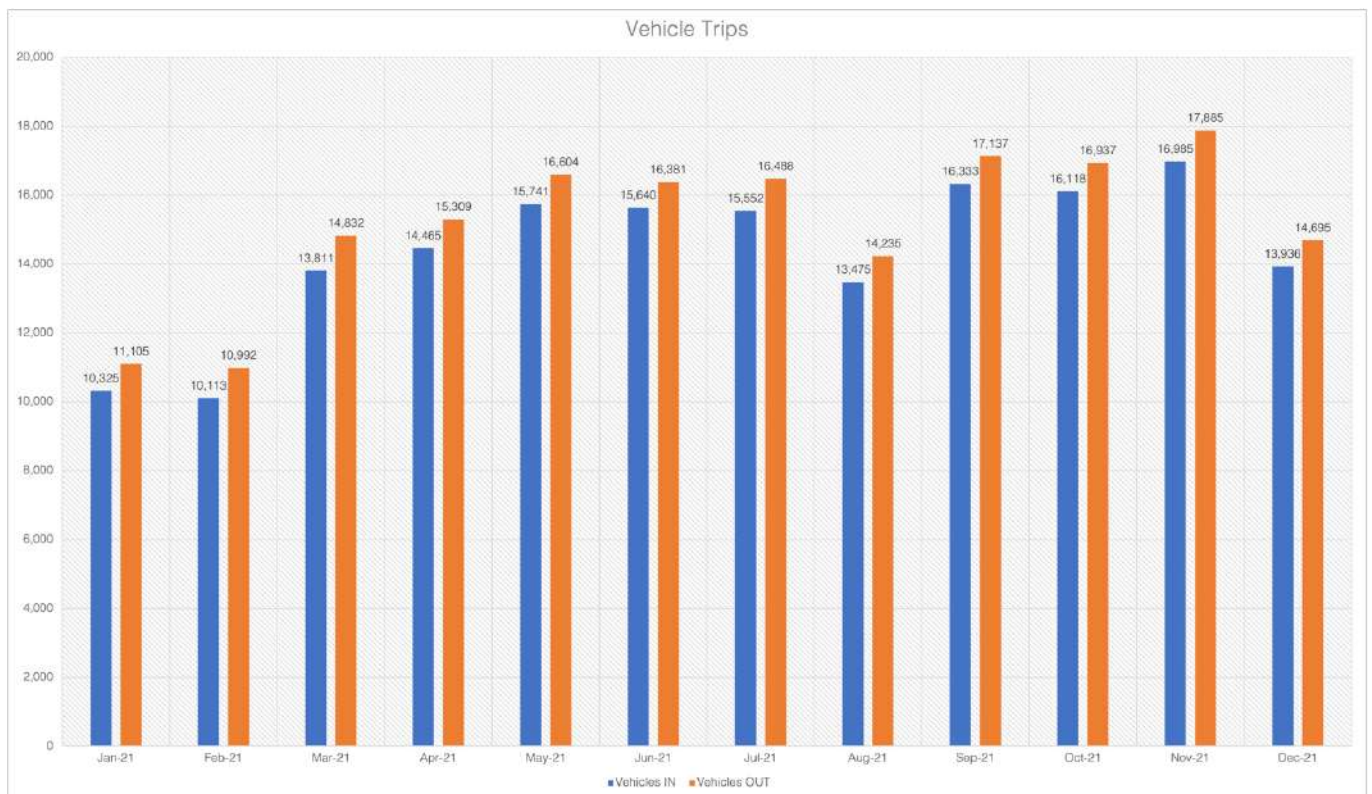
8.1.1 Elmsbrook has a permanent automatic directional vehicle counter placed on Charlotte Avenue along with pedestrian and cycle counters located to the south-eastern corner of the site where the footway/cycleways connect with Banbury Road.

8.1.2 Data has been compiled for the last 12 months from January 2021 to December 2021, to provide an indication of the trend in arrivals and departures.

### 8.2 Travel Counter Long-term Results

8.2.1 The vehicular trips at the site are illustrated in **Figure 8.1** which illustrates the total number of vehicle arrivals and departures across the 2021 year. The overall trend is a gradual increase in vehicle trips over the yearly period which reflects the restrictions in place at the beginning of the year as a result of the COVID-19 pandemic.

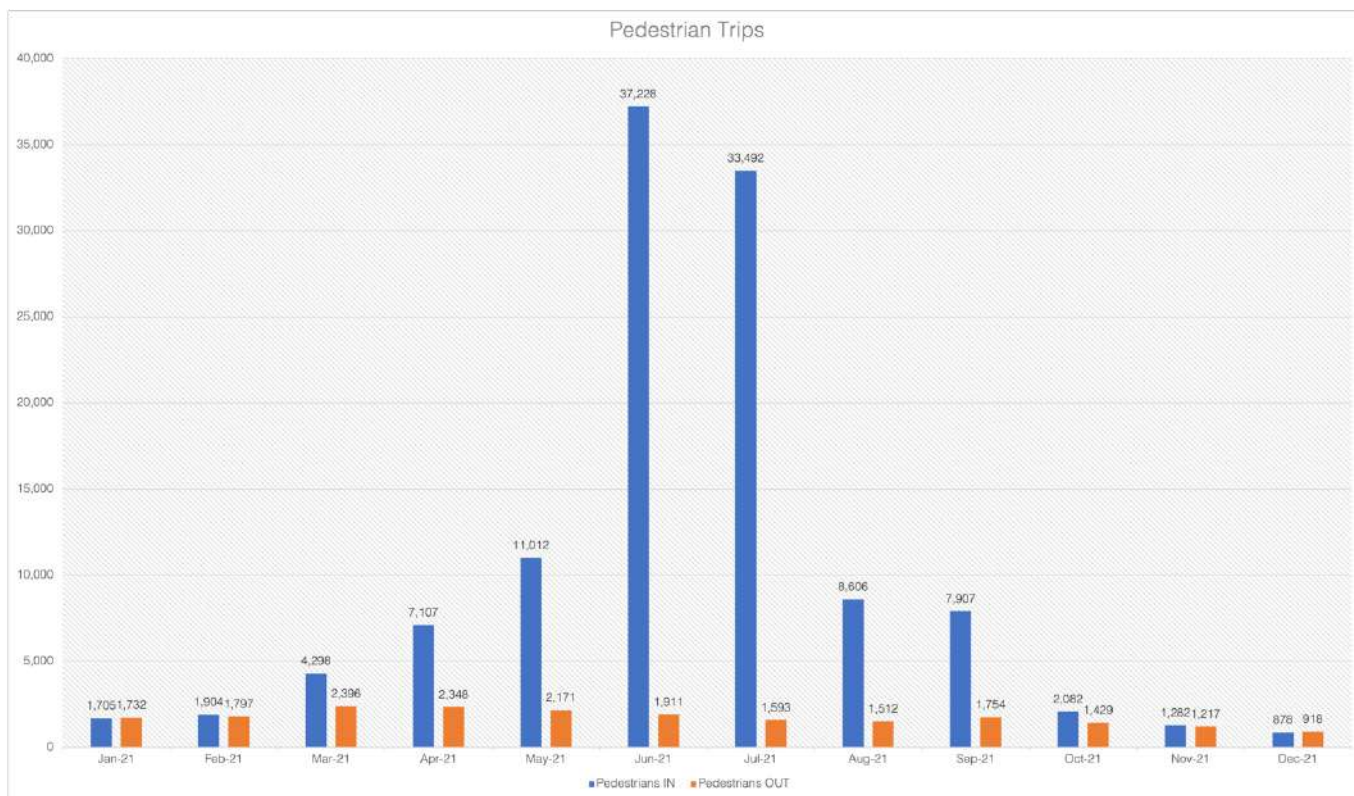
**Figure 8.1 Vehicular Trips for 2021**



8.2.2 The total number of pedestrian and cycle trips to and from the site across each month in 2021 is illustrated in **Figure 8.2** and **Figure 8.3**.

8.2.3 **Figure 8.2** shows that pedestrian trips remain fairly consistent throughout the year however, it should be noted that the spikes in the ‘IN’ movements during June and July are considered to anomalies and errors in the data set.

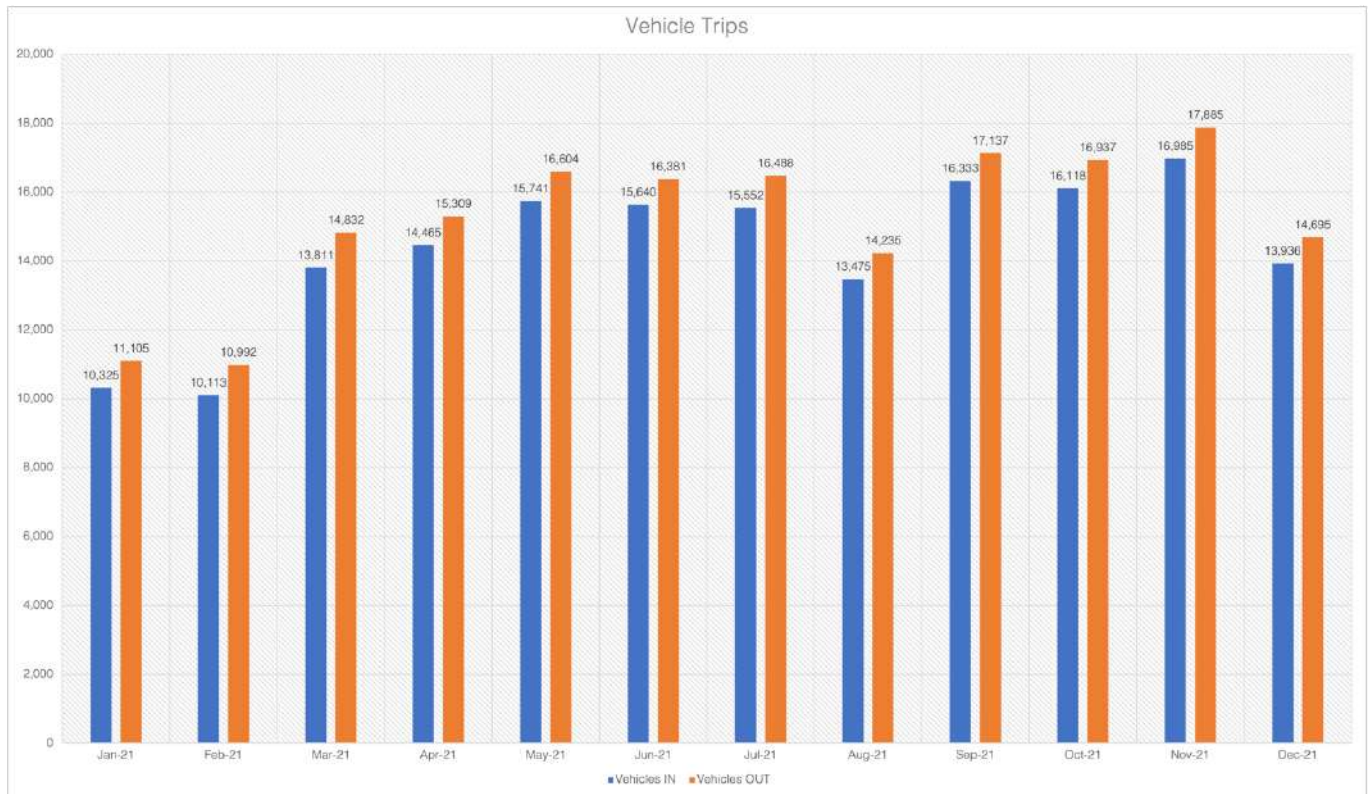
**Figure 8.2 Pedestrian Trips for 2021**



8.2.4 **Figure 8.3** shows that cycle trips stay fairly constant across the yearly period, with expected increases during the warmer months and dips during the winter months.



Figure 8.3 Cycle Trips for 2021





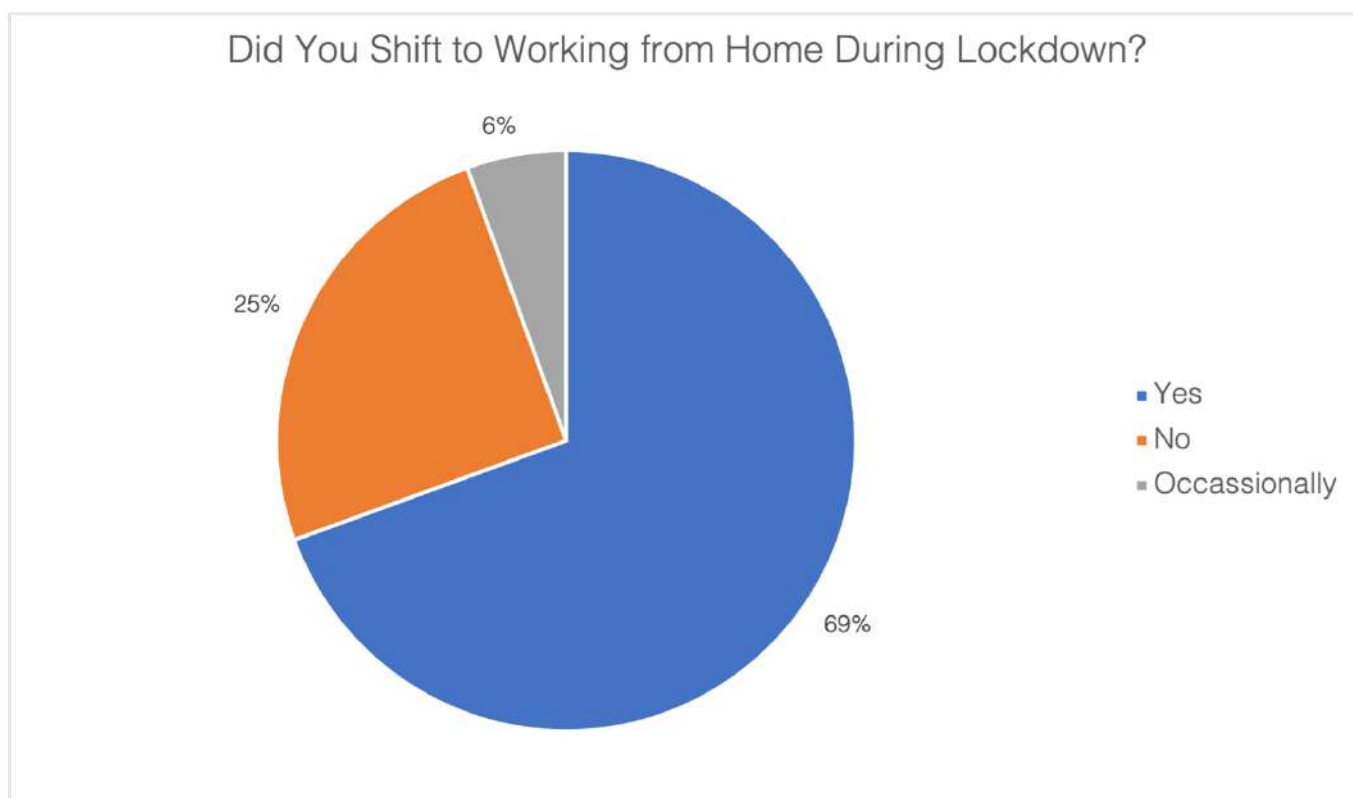
## 9. Pandemic Review

9.1.1 Given the current situation with the COVID-19 pandemic it is considered appropriate to consider the impact this has had on the collation of the survey results and shift in travel patterns and trends over time.

### 9.2 Resident Questionnaires

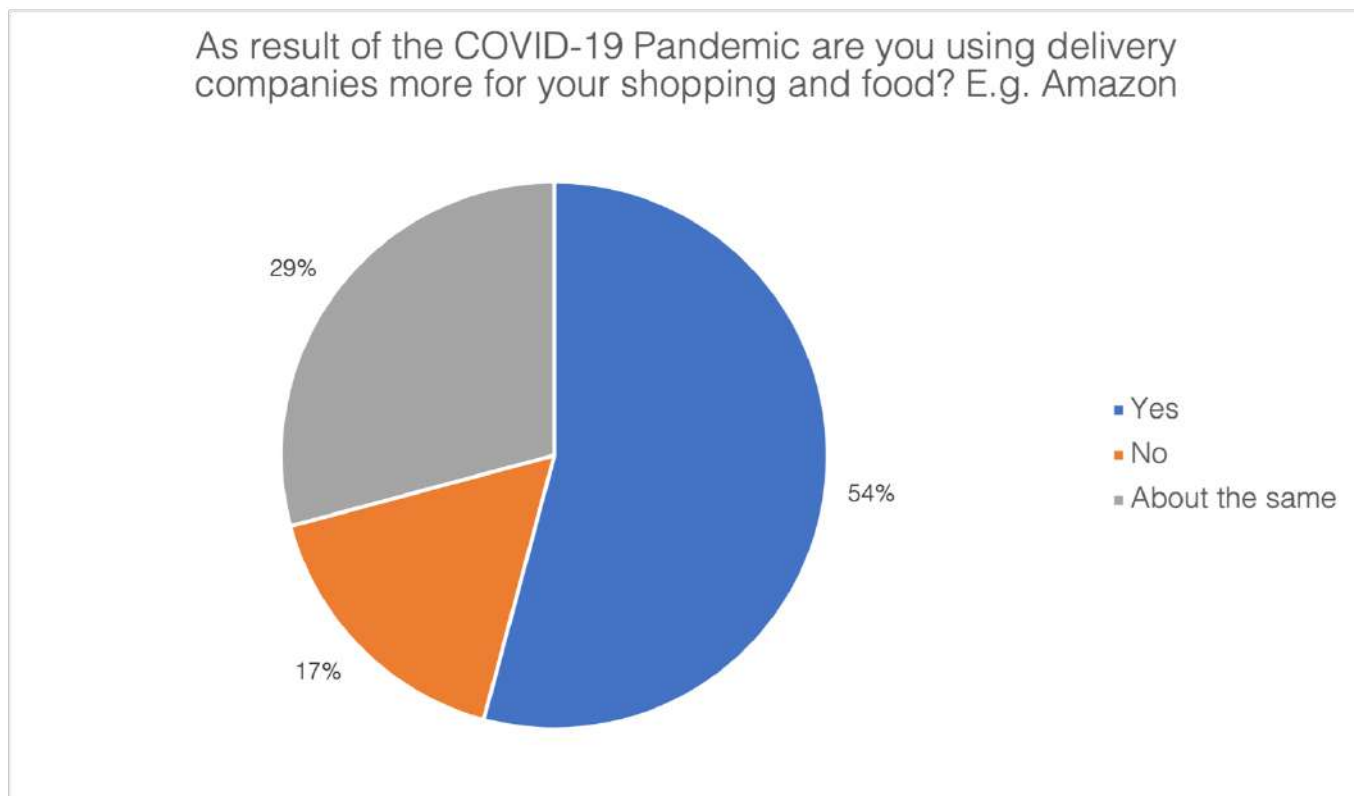
9.2.1 The resident questionnaire included questions relating to the impacts of the COVID-19 pandemic. This identified that 69% of respondents reported that their work shifted to working from home as illustrated in [Figure 9.1](#).

**Figure 9.1 Change in Working Patterns due to COVID-19**



9.2.2 Furthermore, the impact of COVID-19 on the change in use of delivery companies is illustrated in [Figure 9.2](#) which identifies that 54% of respondents have used delivery companies on a more frequent basis compared with pre-pandemic times, whereas 29% of respondent said that there has been no change.

Figure 9.2 Change in Delivery Activity due to COVID-19



### 9.3 TRICS Survey

9.3.1 A comparative analysis has been undertaken between the mode share of the TRICS survey undertaken in April 2019 with the TRICS survey in September 2021 which is identified in [Table 9.1](#)

Table 9.1 Comparison of Modal Share

Journey Type	2019 Survey		2021 Survey		Change
	No.	%	No.	%	
Car (Single Occupancy Vehicle)	594	52.7%	903	38.9%	- 13.8%
Car Passenger / Car Share	237	21.0%	890	38.4%	+ 17.3%
Taxi	4	0.4%	8	0.3%	0.0%
Motorcycle	1	0.1%	4	0.2%	0.0%
Bus	91	8.1%	66	2.9%	- 5.2%
Rail	7	0.6%	4	0.2%	- 0.4%
Pedestrian	85	7.5%	163	7.0%	- 0.5%
Cycle	11	1.0%	90	3.9%	+ 2.9%
LGV	97	8.6%	191	8.2%	- 0.4%
<b>Total</b>	<b>1,127</b>	<b>100.0%</b>	<b>2,319</b>	<b>100.0%</b>	

9.3.2 Table 9.1 shows that the number of single occupancy vehicle trips have reduced by 14% between 2019 and 2021. The proportion of car passenger / car share trips has increased by 17%.

9.3.3 The reduction in single occupancy vehicle trips to and from the site between 2019 and 2021 could potential be a result of a shift to working from home on a more regular period as a result of the pandemic where many workplaces are now offering employees with choice between office-based and home-based working environments. This correlates with the resident questionnaire results which reported that 69% of respondents reported a shift to homeworking.

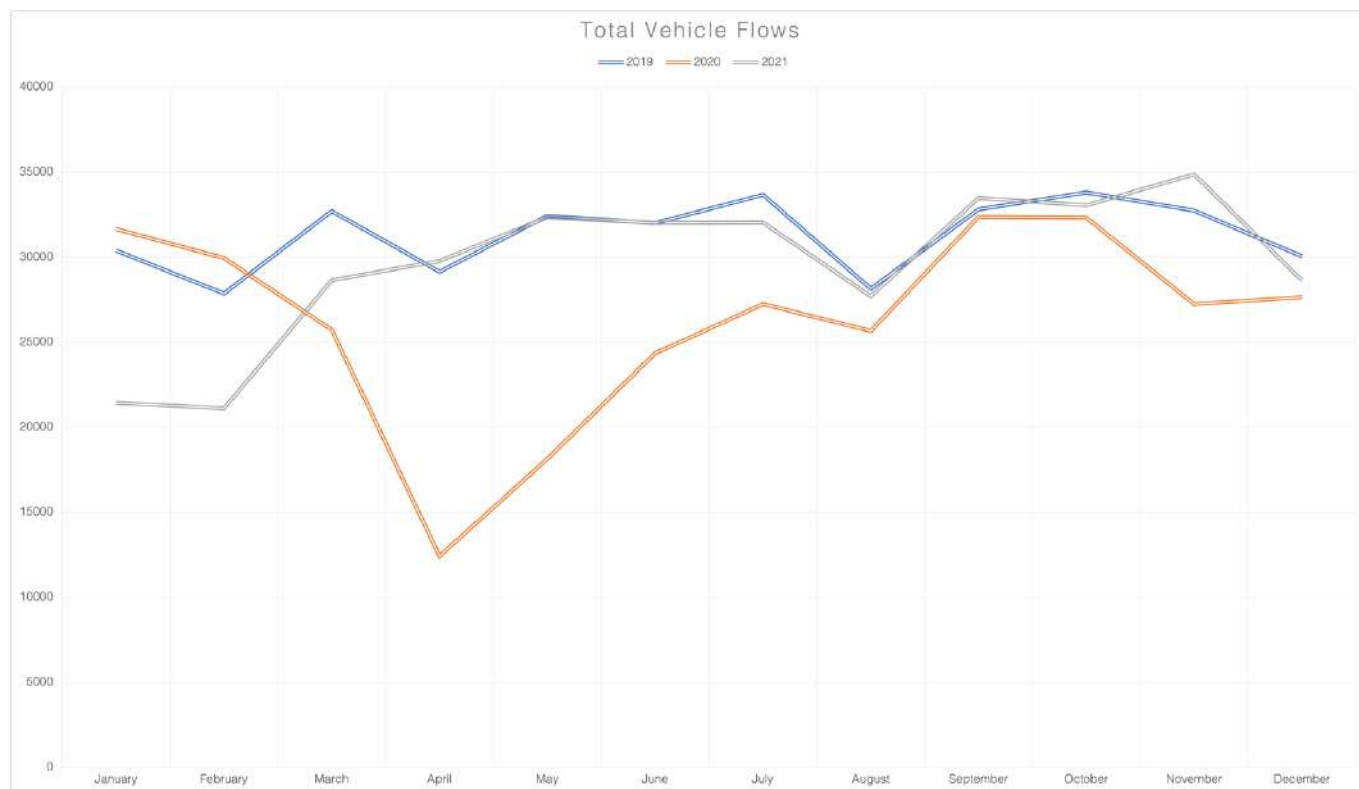
9.3.4 Likewise, the slight reduction in sustainable transport mode e.g. bus and rail, is likely to be related to both the shift to home-based working and also the reluctance to use public transport during the height of the pandemic.

## 9.4 Traffic Data Trends

9.4.1 The permeant counter data enables a comparison to be made between 2019, 2020 and 2021 vehicle, pedestrian and cycle conditions and the resulting change in travel patterns as a result of the COVID-19 pandemic.

9.4.2 The total vehicle flows to and from the site, over each month during the years of 2019, 2020 and 2021 is illustrated in Figure 9.3 which identifies the expected drop in vehicle trips to and from the site during 2020 reflecting the periods where restrictions on travel were at their greatest. The vehicle demand during 2021 remains low at the beginning of the year, reflecting the 'lockdown' period and the gradual return to traffic levels comparable with 2019 i.e. pre-pandemic conditions.

Figure 9.3 Total Vehicle Flows 2019-2021

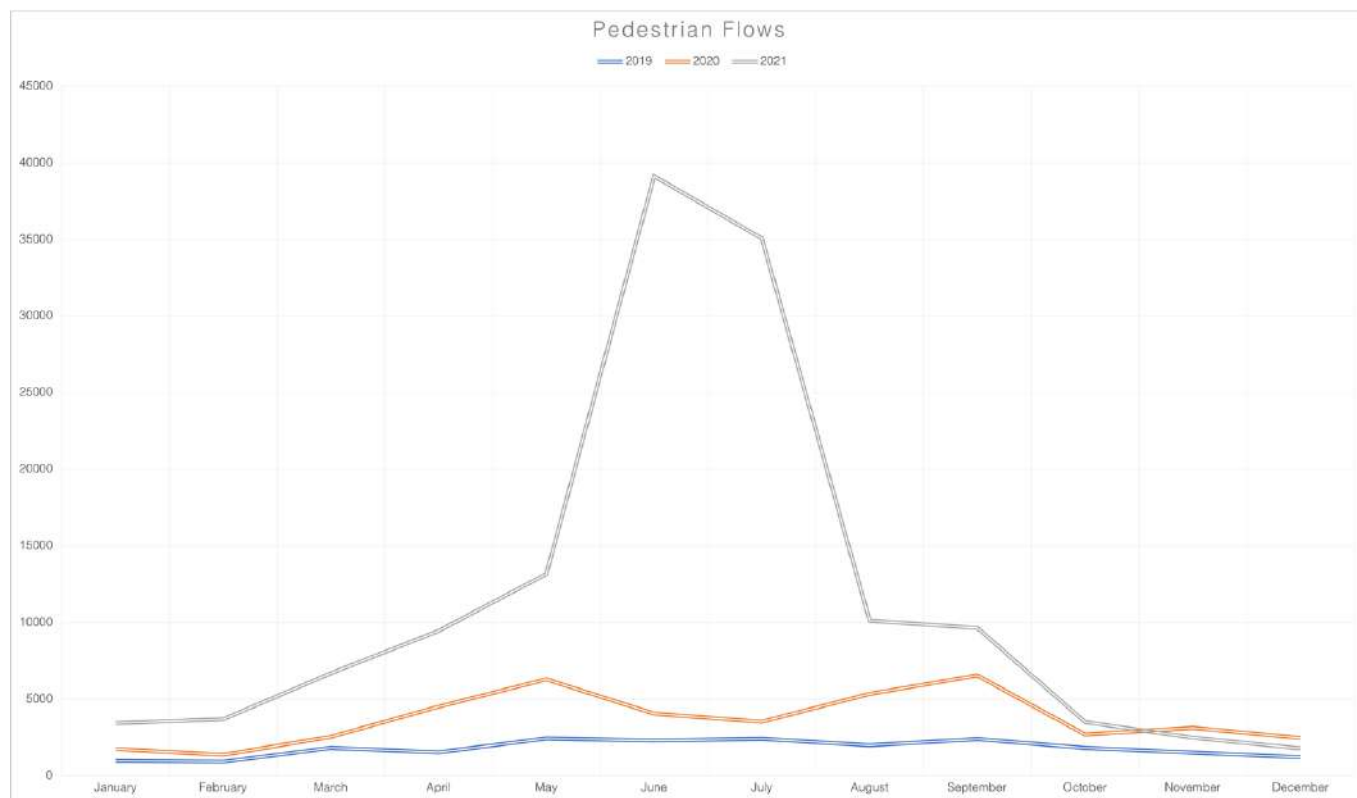


9.4.3 The pedestrian flows to and from the site across 2019, 2020 and 2021 is illustrated in [Figure 9.4](#) which shows that the number of pedestrian movements to and from the site increased between 2019 and 2020 reflecting the shift in travel patterns as a result of the COVID-19 pandemic where residents would typically walk either for daily journeys or exercise. This trend has then continued during 2021 with an overall increase in pedestrian trips to and from the site.

9.4.4 Nevertheless, the TRICS survey suggests that walking a primary mode of travel on a daily basis remains fairly consistent with 2019 conditions and therefore the rise in pedestrian movements could likely be due to leisure-based trips.

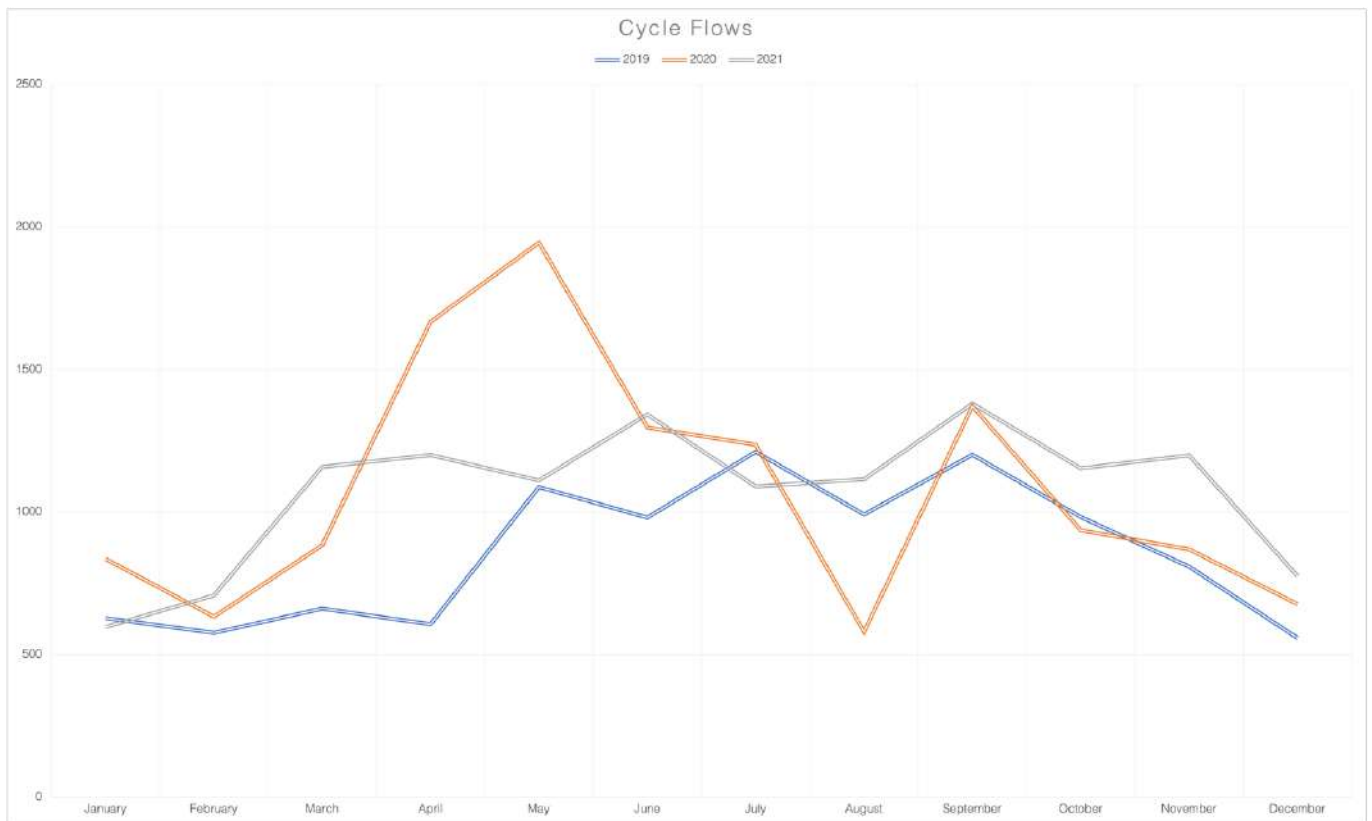
9.4.5 As identified above, the spikes in pedestrian movements during June and July 2021 are considered to anomalies and errors in the data set.

Figure 9.4 Pedestrian Flows 2019-2021



9.4.6 The cycle flows to and from the site across 2019, 2020 and 2021 is illustrated in [Figure 9.5](#) which shows that the number of cycle trips peaked during the beginning half of 2020 reflecting the restrictions imposed as a result of the COVID-19 pandemic and the general pattern of residents having to remain local. The overall trend of cycle trips during 2020 was generally higher than that of 2019 which has continued during 2021 where the number of cycle trips to and from the site generally increased from 2019 levels. This reflects the results of the resident questionnaires where the mode share for cycling has increased between 2019 and 2021.

Figure 9.5 Cycle Flows 2019-2021



9.4.7 Although it is recognised that the COVID-19 pandemic may have some influence over travel choice, the overall increase in pedestrian and cycle movements to and from the site since 2019 suggests that the Travel Plan measures that are being implemented are successfully working towards the overarching target of increasing pedestrian and cycle trips as outlined in [Section 3](#).



## 10. Travel Plan Actions

### 10.1 Position Summary

10.1.1 The result of the TRICS survey demonstrated that Elmsbrook is already operating sustainably compared to historic data for the area and based on previous Census data analysis.

10.1.2 The actions for continued improvement are therefore to focus on increasing active modes of travel, ensuring that any car trips are working towards Net Zero carbon emissions and seeking to reduce car use overall at the site.

### 10.2 Travel Plan Targets

10.2.1 The overall Eco-town target remains for all developments across North-west Bicester. This remains the vision for the whole development and states:

- *To work towards at least 50% of trips originating at the development to be made by non-car modes. This has the potential to increase over time to 60% as the Eco-town develops.*

10.2.2 Whilst the 2021 survey results are positive, a large proportion of trips were made as a car-share trip and therefore some focus is now required to try to encourage the transfer to non-car modes. The following SMART targets are proposed for review in 2023:

**Table 10.1 Localised SMART Targets for 2021-2023**

Mode of Travel	2021 Survey Proportion	2023 Targeted Modal Split of Travel	% Change Target for 2023 Monitoring
Car (Single Occupancy Vehicle)	38.9%	38.9%	Sustain SOV level*
Car Passenger / Car Share	38.4%	30%	-8.4%
Taxi	0.3%	0.3%	No change
Motorcycle	0.2%	0.2%	No change
Bus	2.9%	6.9%	+4%
Rail	0.2%	0.2%	No change
Pedestrian	7.0%	7.4%	+0.4%
Cycle	3.9%	7.9%	+4%
LGV	8.2%	8.2%	No change
<b>Total</b>	<b>100.0%</b>	<b>100.0%</b>	

\*Given changes in travel associated with Covid, seeking to retain the low SOV car driver proportion whilst resident numbers increase will be a significant challenge for the site

10.2.3 The SMART targets reflect that the site has experienced a number of changes in working patterns as a result of the pandemic and therefore promotion of travel modes such as rail will be dependent on working patterns going forward.

10.2.4 The key focus is to maintain the SOV vehicle level at what has been surveyed given the site will increase in size over the next two years.

10.2.5 The focus overall will be on reducing the proportion car share trips in favour of more active and sustainable travel modes. The use of the E1 bus and cycling will be a focus going forward. For those journeys that have to be made by vehicle the emphasis is then on ensuring that the trip is made by a zero emission vehicle through the promotion of EV use across the site.

### 10.3 Specific Actions

10.3.1 Based on the summary, the TPC proposes to focus on the following elements for review against at the next monitoring event in 2023:

- Increase the modal split of cycle trips at the site;
- Increase in patronage of the E1 bus (preferably via paid tickets for service viability support);
- Investigate cash-less options for travel on E1 bus service;
- Continued promotion of car sharing as a viable alternative for travel;
- Develop and implement an EV Strategy for Elmsbrook with aspirational targets for home charging points, transitions to hybrid and fully electric vehicles;
- Annual increase and/or targeted increases at certain times of the year in walk and cycle trips to and from Elmsbrook based on the counter data; and
- Promotion of working from home and linkages to encourage use of the Eco Business Centre for home-working to reduce the need to travel offsite.

# 11. Revised Measures and Actions

## 11.1 Specific Measures and Action Plans

11.1.1 The following tables detail the specific measures that have been identified to support the next stage aspiration targets for monitoring against in 2023.

11.1.2 The measures that will, and continue to be, implemented aim to deliver the ongoing mode shift away from single occupancy vehicle travel and encouraging the use of sustainable forms of transport.

**Table 11.1 Management and Coordination Travel Plan Measures**

Measure	Implementation and Progress	Future Position
Site Travel Plan and TPC website	Continues to be delivered through Shimmy App and community Facebook page	Ongoing
Distribution of paper-based travel guides and maps	New households receive Travel Information Pack with guides and maps	Ongoing
Travel information / advice available from TPC	TPC contact details are readily available to all residents.	Ongoing
On-site marketing events, tied in to local and national promotions	Local and national events are promoted via the community Facebook page or via Shimmy e.g. Cycle proficiency training during UK Road Safety Week	Ongoing
Newsletters distributed to residents	Includes updates of travel information and events in a quarterly newsletter.	March 2022 next newsletter
Seminars and focus groups, or other formal / informal local educational events run by the TPC	Informative events such as cycle proficiency training sessions and EV test drives have been organised and promoted by the TPC	Ongoing
Marketing via branding merchandise	All correspondence, leaflets, events etc. reflects the branding of the Elmsbrook site	Ongoing
TPC promotes travel awareness initiatives to residents	Local and national events promoted via Facebook and/or Shimmy e.g., Walk to School Week, Bike to School Week, UK Road Safety Week	Ongoing

Table 11.2 Cycle Measures

Measure	Implementation and Progress	Future Position
Provision of 4x on-site Brompton bikes for residents to hire for free	Onsite cycle hire scheme for residents managed by TPC	Continued provision of the scheme with ongoing maintenance of bikes and management of the scheme. Potential for scheme to evolve as a community run cycle hire once the Local Centre is complete
Dr Bike onsite session and bike maintenance session advertised to residents	Continues to be offered to residents with a focus in spring	Ongoing with events focused in Spring as part of the Cycle Strategy timetable.
Promotion of Electric Bikes	Focus on Cycle to Work Scheme promotion that allow residents to access e-bikes. E-Brompton available as part of the onsite cycle hire scheme to trail electric bike operation. E-Brompton taken to resident events for trials	Ongoing promotion of electric bikes by all means possible
Develop Elmsbrook Cycle Champion Scheme	Consultation (with BUG members) and broad scope of Champion scheme developed in 2021. Scheme needs to be refined and promoted.	Refinement and implementation of Cycle Champion scheme
Support for Elmsbrook focus of the Bicester Bicycle User Group (BUG)	Continues to be promoted to residents and supported by the TPC	Ongoing
Cycle maintenance and cycle maintenance training	Local Bikeability events and training promoted to residents by TPC.	Ongoing. Monitor future demand for onsite training.
Annual review and update of Elmsbrook Cycle Strategy	Occurs annually over winter.	Ongoing Members of ECO to be encouraged to take ownership for the direction and operation of site Cycle Strategy.
Organisation and promotion of cycle rides in and around Bicester	First organised ride planned for March 2022.	Review popularity and organise further rides based on demand.
Work with Local Centre operator to establish an eCargo bike onsite	Awaiting Local Centre construction	Ongoing liaison

Table 11.3 Public Transport Travel Plan Measures

Measure	Implementation and Progress	Future Position
Liaison with Greyline over E1 Bus Marketing Strategy	Occurs annually in March	Ongoing
Reissue of E1 bus taster tickets	Issued periodically as part of wider promotion event	Subject to ongoing review
Ensure bus stops and RTI are working across the site	Ongoing checking	Ongoing
Promote Shimmy app and Oxontime for real time bus information	Ongoing promotion of RTI options	Ongoing promotion

Table 11.4 Electric Vehicle Travel Plan Measures

Measure	Implementation and Progress	Future Position
Contribution towards home EV charger to new residents	Ongoing as residents occupy dwellings	Ongoing
Ongoing management and promotion of public EV charging posts across site	7 posts are currently provided across the site	Post operations are being reviewed alongside providers as the technology develops
Promotion of EV to residents	Previous Electric Vehicles Champions onsite continue to champion the move to EV through ECO	Ongoing
Develop EV Strategy for the Site	Prepare and implement strategy	Implement and track success of EV uptake on the site.

11.1.3 The next monitoring period will take in 2023 which will provide a snapshot survey of the site when it is currently anticipated that the residential build will be complete and Phase 1 of the Local Centre will be about to be completed.

# APPENDICES



# APPENDIX A

## Travel Plan Review Technical Note

# TECHNICAL NOTE



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## Elmsbrook Travel Plan

**Job Number:** J323473      **Date:** 03 February 2021      **Client:** A2Dominion

**Prepared By:** LF      **Approved By:** LF

## Future Strategy Outline

### 1 Introduction

- 1.1 Based on recent dialogue and discussions that have taken place in relation to updating the Elmsbrook Travel Plan, this Note summarises and builds on a meeting with OCC and mode to agree the parameters from which the Travel Plan can be updated for the site. This will then inform the requirements for the s106 Agreement to be varied in respect to the Travel Plan elements.

### 2 The Travel Plan Update

- 2.1 Moving forward the Travel Plan will function as a spreadsheet that is a detailed Action Plan of measures with associated timescales for delivery, review process and responsibility.
- 2.2 In addition, we propose a concise note that addresses the management mechanisms that sit behind the Travel Planning process as we enter the monitoring and reporting period. This will cover the following:
  - Outline of how monitoring will be undertaken and when this will occur;
  - The process of reviewing the targets and monitoring;
  - Reporting timescales to CDC and OCC in relation to the monitoring reports; and
  - Outline the process for action in the event of any Travel Plan targets that are not achieved.

### 3 Travel Plan Targets

#### PPS 1: Eco-towns/Cherwell District Council NW Bicester SPD

- 3.1 The overarching target identified in PPS 1: Eco-towns and replicated in the SPD will remain as a goal to work towards as the full eco-town is built-out. This will remain in the Travel Plan and will define the vision.
  - *To work towards at least 50% of trips originating at the development to be made by non-car modes. This has the potential to increase over time to 60% as the Eco-town develops.*

### SMART Targets

- 3.2 As mentioned previously, the Travel Plan needs to evolve to become adaptive and set localised targets and interim targets to break-down the high-level PPS1 targets into a site reflected sustainable travel promotion.
- 3.3 In addition, we start this process in a period of uncertainty relating to Covid-19 conditions, so initial monitoring conditions may be subject to change that will need to be reflected in the SMART targets between each monitoring period.
- 3.4 This target setting process assumes therefore that the Travel Plan is able to become a live and adaptive document going forward and not intrinsically linked to fixed numbers in a varied s106 Agreement.

## 4 Travel Plan Monitoring

- 4.1 Owing to Covid-19 conditions, we are suggesting that monitoring occurs in September 2021 and then continues in September in all of the following monitoring periods.
- 4.2 Monitoring will consist of 3 communication channels, which will be:
  - One-day TRICS snapshot survey;
  - Feedback from ECO in relation to residents views on travel (the idea being we can ask specific questions or ECO can feedback on generic points as well); and
  - Residents questionnaire either as a stand-alone or with adapted questions in the annual survey. For this element, we recognise that response rates have not been particularly high on this to date at the site.
- 4.3 Monitoring would take place in accordance with the OCC guidance, with the suggestion that that Years 1, 3 and 5 OCC guidance is adapted to Years 5, 7 and 9 based on the current Elmsbrook position. This would equate to the following monitoring periods:
  - Year 5 (2021) – the first formal monitoring event;
  - Year 7 (2023) – coinciding with the anticipated completion of the residential build; and
  - Year 9 (2025) – a snapshot of the full residential site operation for two years following practical completion. By this point, travel patterns will be well established and the Community groups should be active and have taken over the majority control of the Travel Plan process.

## 5 Management and Interventions

- 5.1 The management of the Travel Plan will continue to as part of the A2Dominion commitment to the site. Accountability for the TP will be held by A2D through the s106 obligation.
- 5.2 However, given the site is now reaching its 5<sup>th</sup> year of occupation, the building blocks to build a community that takes responsibility for certain elements of operations and empowering other residents is well underway. The long-term aspiration for the site is to have not only the Bicycle User Group or Electric Vehicle Champions, but that these individuals take ownership for the direction and operation of such groups and are able to do so assisted by the TPC. There will then come a point whereby the 'defined' TPC

role is no longer a single person but is made up of multiple individuals working towards a collective aim and representing the Exemplar nature of the site.

- 5.3 On this basis, we request the prescribed removal of the TPC definition and committed hours from the s106 wording in recognition that for a Travel Plan to be a long-term tool, it needs to be embedded into the community and is a role fulfilled by many persons including the nominated TPC with hours that adapt to the needs of activities, monitoring and responding to onsite conditions.
- 5.4 As the site has developed, the school and business centre are independent operations to the A2D organization. This means that the sitewide TPC has an advisory role to these two operations.
- 5.5 It is also worth noting that the TPC role is becoming less of an on-site operation and can function often more efficiently as a desk based contact with a focus on the information provision, guiding residents and organising activities and events. There are inevitably requirements onsite and that will not alter, but there is no need to operate the Travel Plan Co-ordinator as a prescribed number of hours and for these to be dictated as being undertaken on the site. We can provide more details on the break-down of TPC activities and also the successes of the Travel Plan Co-ordinator operation during the lock-down as this has provided a good basis upon which to test the remote operation.

### Action on Targets

- 5.6 Given the SMART targets are those that will be actively monitored and reported on, in the event that any of these are not met in a monitoring year, then a localised process of review and action is advised to target an improvement to that specific area. Given the community set up and the A2D team involved onsite this is both appropriate and likely to result in results.
- 5.7 It is suggested that the process would be as follows for a missed target:
- Review of target and measures implemented to seek to achieve the target.
  - Dialogue with ECO for discussion at the next available ECO meeting on why said target has not been met and any recommendations from residents to address this.
  - A new strategy is developed to address the missed target and is communicated to CDC/OCC for discussion.
  - New strategy is monitored locally by the TPC (monitoring relative to the target in question) and updates are provided in 6-monthly intervals following the implementation of revised measures.
  - OCC Travel Plan Officers are kept informed of revised measures and progress towards target or when target is achieved.
  - In the event that the target continues to be missed a review meeting will be held with OCC Travel Plan Officer to review the above and determine additional course of action or revisions required to target.

### Travel Plan Fails to be Implemented

- 5.8 The s106 obligation requires that a Travel Plan be implemented at the site. This allow CDC and OCC to act if the Travel Plan implementation was stopped for any reason.

### Financial Penalties

- 5.9 Financial penalties identified in the current s106 relate to the failure to meet a number of specific targets which are all set for updating and removing from being explicitly stated in the s106 to allow the Travel Plan to evolve and develop through the monitoring phase.
- 5.10 The financial penalties are not related to the implementation of the Travel Plan, which has already been established to be an ongoing process.
- 5.11 Therefore given the complexity of the community set up and the process for acting on any missed targets identified above, any additional resources that may need to be directed towards the missed target would be actioned by A2D as part of an agreed new strategy with CDC/OCC in order to seek to achieve the target that had been missed. This could take the form of a range of different areas from resident offers, enhanced marketing, ECO initiatives, direct messages to residents etc. All of which can be delivered through the TPC operation and without third party interventions.

## 6 Summary

- 6.1 In summary, this Note summarises and builds on a meeting with OCC and mode to agree the parameters from which the Travel Plan can be updated for the site. This will then inform the requirements for the s106 Agreement to be varied in respect to the Travel Plan elements.



keep up with mode:



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