



Proposed Great Wolf Lodge  
Chesterton, Bicester

**Framework Travel Plan**

For

Great Lakes UK Limited

November 2019

## Document Control Sheet

Framework Travel Plan

Proposed Great Wolf Lodge, Chesterton, Bicester

Great Lakes UK Limited

This document has been issued and amended as follows:

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## 1.0 Introduction

- 1.1 Motion has been instructed by Great Lakes UK Limited (the Applicant) to advise on highways and transport matters associated with development proposals for a hotel and indoor family resort.
- 1.2 The Site is situated to the east of the M40, to the south of the A4095 and to the west of the village of Chesterton. The Site currently forms part of the Bicester Hotel Golf & Spa (BHGS) site that benefits from one vehicle access from the A4095 which operates as the service route to the golf course and a second vehicle access from Green Lane, that operates as the main customer/ visitor access to the golf course.
- 1.3 The Proposed Development comprises the redevelopment of 9 holes of the existing 18 holes of the golf course and construction of a new leisure resort incorporating waterpark, family entertainment centre, 498-bedroom hotel, conferencing facilities and restaurants with associated parking and landscaping. Vehicle access to the hotel for staff, guests and servicing vehicles will be taken from a new priority junction access from the A4095.

### Report Structure

- 1.4 A Travel Plan is a management tool that allows a coordinated strategy to bring together daily travel issues and achieve a more sustainable travel choice. A successfully implemented Travel Plan can offer substantial gains towards the sustainable transport objectives of central and local government.
- 1.5 This Travel Plan concentrates on sustainability issues and outlines a package of initiatives that are designed to encourage the use of sustainable modes of transport to and from the Site and reduce reliance on the private car.
- 1.6 This Framework Travel Plan has been prepared with reference to Planning Practice Guidance relating to Travel Plans and Oxfordshire County Council Travel Plan guidance detailed in "Transport for New Developments: Transport Assessments and Travel Plans" (March 2014).
- 1.7 This Framework Travel Plan forms the basis of a Travel Plan which will be implemented by site management and will remain a live document that will evolve over time to ensure that objectives are met in the most appropriate manner.
- 1.8 Following this introduction, the remainder of the report comprises the following sections:
  - ▶ Section 2 – Baseline Conditions
  - ▶ Section 3 – Objectives;
  - ▶ Section 4 – Management Strategy;
  - ▶ Section 5 – Travel Plan Measures;
  - ▶ Section 6 – Implementation, Monitoring and Review; and,
  - ▶ Section 7 – Action Plan.

## 2.0 Baseline Conditions

### Local Highway Network

- 2.1 The Site is located to the west of Chesterton village and fronts the A4095 to the north with the M40 to the west. The A4095, which is a two-way carriageway operating under the national speed limit of 60mph, from which a new vehicle access will be provided.
- 2.2 To the east of the Site, the A4095 passes through the edge of Chesterton village and links to Vendee Drive. North of this junction, Vendee Drive connects to Howes Lane and the A4095 Bicester ring road, as well as Middleton Stoney Road operating east towards Bicester town centre and the B4030 operating west towards Middleton Stoney. To the south east of its junction with the A4095, Vendee Drive joins the A41 providing connections to the wider area including Aylesbury and Oxford, via the A34.
- 2.3 To the west of the Site, the A4095 provides a link to Kirtlington, Enslow and Long Hanborough as well as connecting to the B430. The B430 operates on a north-south orientation between the A43 and Junction 10 of the M40 to the north and the A34 and Junction 9 of the M40 to the south, providing access to the wider strategic highway network.
- 2.4 The Site location in relation to the surrounding area is shown in [Figure 2.1](#).

### Sustainable Transport Accessibility

- 2.5 It is generally accepted that walking and cycling provide important alternatives to the private car, and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Chartered Institution of Highways and Transportation (CIHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ Most people will walk to a destination that is less than one mile (Planning for Walking, 2015);
  - ▶ The bicycle is a potential mode of transport for all journeys under five miles (approximately 8 kilometres) (Planning for Cycling, 2015); and,
  - ▶ Walking distances to bus stops should not exceed 400 metres, whilst people are prepared to walk twice as far to rail stations (Planning for Walking, 2015).
- 2.6 The Chartered Institution of Highways and Transportation (CIHT) 'Guidelines for Providing Journeys on Foot' (2000) suggests acceptable, desirable and preferred maximum walking distances ('acceptable' walking distances will vary between individuals). Table 2.1 summarises the suggested walking distances for pedestrians without mobility impairment for some common trip purposes.

	Town Centres	Commuting/Schools	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: 'Providing for Journeys on Foot', CIHT, 2000

Table 2.1 Suggested Walking Distances (metres)

- 2.7 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the Site.

### *Pedestrian Facilities*

- 2.8 There is currently no footway provided on the A4095 in the immediate vicinity of the Site. However, a footway is provided approximately 500 metres to the east of the Site along the A4095, from which there is a network of interconnected footways that provide access into the centre of Chesterton.
- 2.9 A public right of way (161/06) runs through the Site from Green Lane to the A4095. [Figure 2.2](#) attached provides details of the local public rights of way in the vicinity of the Site.

### *Cycle Facilities*

- 2.10 There are a range of cycle opportunities in the vicinity of the Site including a shared foot/cycle way operating along Vendee Drive, which forms part of a signed cycle route connecting to Bicester town centre as well as nearby residential areas.
- 2.11 National Cycle Network Route 51 (NCN51), runs alongside the A41 Oxford Road south east of the Site and is a traffic-free shared pedestrian and cycle route. NCN51 provides a signed cycle route connecting the Site south towards Wendlebury, Kidlington and Oxford and north towards Bicester Village and Bicester Town Centre. [Figure 2.3](#) summarises the local cycle routes.

### *Bus Services*

- 2.12 The nearest bus stop to the Site is situated on Alchester Road approximately 700 metres east of the Site. This bus stop is served by the 21 service which runs from Bicester Centre to Chesterton once daily. Additional bus stops are situated in the centre of Bicester along Manorsfield Road and provide services to the wider area. Table 2.2, summarises the bus routes approximately 4.6 kilometres from the site within the centre of Bicester.

Route No.	Route	Frequency
8	Middle Baton to Bicester	2 per day (Friday only)
21	Highfield – Bicester	Every 30 minutes
26	Bicester to Kingsmere	Every 30 minutes
250	Oxford to Bicester	Every 60 minutes
NS5	Oxford to Gosford & Bicester	Every 60 minutes (night bus)
S5	Oxford to Gosford & Bicester	Every 10 to 20 minutes
X5	Cambridge to Bedford & Oxford	Every 30 minutes

Table 2.2 Local Bus Services

### *Train Services*

- 2.13 The nearest station is Bicester Village Railway Station located approximately 4.6 kilometres to the east of the Site. Bicester Village Station is located on the Oxford to London Marylebone line with services operating in each direction every 30 minutes.
- 2.14 Bicester North Railway Station is located approximately 4.8 kilometres to the north east of the Site and offers connections to London Marylebone, Banbury, Birmingham Moor Street and Snow Hill. Services run up to twice per hour in each direction.

### 3.0 Objectives

- 3.1 This Travel Plan is a long-term strategy to inform staff and guests of the travel choices available to them and to encourage sustainable modes of travel, in particular public transport, walking and cycling.
- 3.2 The principle objectives of the Travel Plan are to:
- ▶ Provide staff and guests with a knowledge of the sustainable transport modes available to them from day one;
  - ▶ Encourage the use of walking, cycling and public transport;
  - ▶ To reduce reliance on the private car by staff;
  - ▶ To reduce single occupancy vehicle trips by staff;
  - ▶ Encourage the use of the shuttle bus;
  - ▶ Encourage the use of car sharing; and,
  - ▶ To foster awareness of the Travel Plan amongst staff and guests.
- 3.3 To achieve the objectives of the Travel Plan, Specific, Measurable, Appropriate, Realistic and Tim-bound (SMART) targets will be introduced.
- 3.4 Following occupation of the development a baseline travel survey will be undertaken to establish, in particular, a baseline mode share for staff and guests at the Site and further detail of this is provided at Section 6. Following undertaking of the baseline travel survey the Travel Plan will be updated to include the results of the survey and SMART targets.

## 4.0 Management Strategy

### Travel Plan Coordinator

4.1 A Travel Plan Coordinator (TPC) will be appointed to implement and administer the Travel Plan. A TPC will be appointed and will take overall responsibility for the day-to-day operation of the Travel Plan and the implementation of associated measures. The TPC will be responsible for ensuring that staff are informed of the Travel Plan and work towards its targets. In addition to the above, the primary responsibilities of the TPC therefore include:

- ▶ Coordinating the travel survey questionnaires;
- ▶ Implementing measures as set out within the Travel Plan;
- ▶ Reporting to and consulting with relevant stakeholders, including Cherwell District Council, regarding the implementation and progression of the Travel Plan;
- ▶ Managing the development of the Travel Plan measures;
- ▶ Promoting the objectives and benefits of the Travel Plan; and,
- ▶ Acting as a point of contact for queries relating to the Travel Plan.

4.2 A TPC has yet to be appointed, however, this document will be updated with contact details of the TPC following appointment. In addition, the contact details of the TPC will be made available to Officers at Cherwell District Council and Oxfordshire County Council.

### Marketing Strategy

4.3 Staff based at the Site will be made aware of the existence of the Travel Plan upon commencement of employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of the individuals in achieving the objectives of the Travel Plan, will be issued to all staff upon acceptance of job offers.

4.4 A 'Travel Welcome Pack' will be produced prior to occupation of the Proposed Development and will be issued to staff on commencement of employment. The Travel Welcome Pack would provide information on the Travel Plan and sustainable travel choices in the vicinity of the Site including pedestrian and cycle routes and public transport facilities. The Travel Welcome Pack will also provide details regarding:

- ▶ The shuttle bus service;
- ▶ Location of relevant amenities;
- ▶ Location of cycle parking;
- ▶ Location of bus stops and nearby stations;
- ▶ Information on car sharing such as [www.liftshare.com/community/oxfordshire](http://www.liftshare.com/community/oxfordshire); and,
- ▶ Information on journey planning tools such as [www.thebigwheel.org.uk](http://www.thebigwheel.org.uk).

4.5 In addition to the above, the TPC will consider the provision of incentives to encourage sustainable travel by staff. Such incentives could include:

- ▶ Cycle2work scheme;
- ▶ Taster bus tickets; and,
- ▶ Travel loans.

4.6 It is further anticipated that the TPC would offer personalised travel planning for any employees that would like it.



## 5.0 Travel Plan Measures

5.1 This section of the Travel Plan outlines physical and management measures which could be implemented by the TPC to encourage the use of sustainable travel choices. As far as possible, the measures outlined below are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC is free to investigate other initiatives to achieve the Travel Plan objectives.

### Measures to Promote and Facilitate Walking

5.2 In order to encourage travel to and from the Site on foot:

- ▶ As part of the Proposed Development a new shared foot/cycleway is being provided along the A4095 from the Site access to Chesterton. The new shared foot/cycleway will connect into existing pedestrian infrastructure and public rights of way and provide a pedestrian connection from the Site to local public transport infrastructure and the wider pedestrian network;
- ▶ The TPC will promote the health benefits of walking and will provide staff with maps showing safe walking routes to local destinations such as shops, residential areas and public transport opportunities. These will be included in the Travel Welcome Pack that will be issued to staff;
- ▶ The TPC will liaise with the Local Highway Authority to ensure that pedestrian routes in the vicinity of the Site are appropriately maintained; and,
- ▶ Staff will have access to showers and changing facilities, including facilities for storage of wet clothes, umbrellas, etc.

### Measures to Promote and Facilitate Cycling

5.3 To encourage cycling to and from the Site, the following measures will be used:

- ▶ Staff will be provided with information and advice concerning cycle routes to the Site. These will be included in the Travel Welcome Pack that will be issued to staff upon occupation;
- ▶ Information will be provided on the resort website regarding local cycle routes;
- ▶ Staff will be made aware of the associated health benefits of cycling;
- ▶ Secure cycle parking facilities are to be provided on site for both staff and guests;
- ▶ The Travel Plan and use levels will be monitored with additional parking facilities provided should the development require it; and,
- ▶ The TPC will provide information on local retailers where bicycles and equipment can be purchased.

### Public Transport

5.4 For those residing beyond likely walking and cycling distance to the Site, measures to encourage the use of public transport will be implemented.

5.5 To encourage travel to and from the Site by public transport:

- ▶ The Staff Travel Welcome Pack will contain information about the public transport facilities in the area. A map showing the location of bus stops and railway stations will be included as will details of the service frequencies and destinations served by each of these modes of public transport;
- ▶ Up-to-date details of bus and train services, including route information and service frequencies, will be permanently on display on notice boards;
- ▶ As part of the Proposed Development a shuttle bus service is provided for both staff and guests and further details of this are provided below; and,

- ▶ The TPC will provide information on the shuttle bus and other public transport services on notice boards and in Travel Welcome Packs; and,
- ▶ Information will be provided on the resort website with information about the shuttle bus and public transport opportunities for guests.

### Shuttle Bus Service

- 5.6 As part of the Proposed Development a shuttle bus service will be provided between the resort and Bicester. The shuttle bus service will be available for guests and staff to use, free of charge. It is also intended that the shuttle bus will be available to residents of Chesterton.
- 5.7 For guests to the resort the shuttle bus service will connect the resort with local trains stations; both Bicester Village and Bicester North. As set out in Section 3 of this report, Bicester Village station is served by train services to London and Oxford, whilst Bicester North is served by services to Birmingham, London and Banbury. It is proposed that the guest shuttle bus service will operate between the resort and each station on a once every two-hour basis and will be timed to meet with arriving/ departing trains at the stations. [Figure 5.1](#) and [5.2](#) show potential routes of the shuttle bus service between the proposed development and the train stations.
- 5.8 Based on analysis of guest arrivals and departures at existing Great Wolf Lodges it is estimated that the majority of guest arrivals and departures will occur between 9:00am and 17:00pm and as such it is proposed that the guest shuttle bus services will operate during these hours. The proposed shuttle bus service will be advertised to guests at the time they book their stay at the resort and this will include details of the timing of bus services.
- 5.9 In addition to the proposed guest shuttle bus service, it is proposed to provide a separate shuttle bus service for staff at the resort and it is intended that this service will also be available to residents of Chesterton. It is envisaged that the staff shuttle bus service will likely call at local stations, the town centre and local centres around Bicester, and a potential route for a staff shuttle bus service is presented at [Figure 5.3](#). Staff at the resort will work on a shift basis and as such it will not be necessary for the service to run throughout the day and it is envisaged the timing of the service will be based on the start/finish times of the main shifts at the Site.

### Car Sharing

- 5.10 Car sharing represents a relatively convenient alternative to travel by single occupancy vehicle and there is some potential to reduce the total private mileage of employees by implementing and publicising a formal 'scheme' or by utilising existing national car sharing websites. To promote car sharing:
- ▶ The TPC will establish from the results of the travel survey the potential for car sharing and will arrange for individuals to be made aware of possible car share partners for regular journeys; and
  - ▶ The TPC will also promote <https://www.liftshare.org/uk/community/oxfordshire> which is a national website where people can register to car share for both regular journeys and one-off trips.

### Continued Marketing and Promotion

- 5.11 The TPC will display shuttle bus, public bus and rail timetable information on notice boards throughout the Proposed Development for the benefit of staff and guests. These will be updated as and when required. In addition, travel information will be made available on the resort website such that both staff and guests can see details of this prior to visiting the Site. Travel information will also be provided on an internal employee web group or forum, such as a Facebook group.
- 5.12 The TPC will promote all aspects of the Travel Plan with use of the following tools and initiatives:
- ▶ The TPC will investigate the benefit of Personalised Travel Planning (PTP) for staff. If considered appropriate they will be offered advice on their travel options for their journeys to work to help them form sustainable travel patterns;

- ▶ Site notice boards in staff areas will be regularly updated to keep staff informed of available travel services and facilities, including any changes to them; and,
- ▶ The TPC will raise awareness of the Travel Plan objectives, targets and progress towards targets via the notice boards.

## 6.0 Implementation, Monitoring and Review

### Implementation Schedule

- 6.1 The TPC will be appointed in advance of occupation of the development and the production of promotional material, and all requisite research, will be an early priority. In addition, a travel survey will be issued to all staff following occupation of the Site. The aim of the travel questionnaire is to identify initial travel issues and to refine and prioritise measures. The travel survey will also provide a baseline mode share of staff travel upon which targets will be defined.
- 6.2 Following the completion of the travel survey, the Travel Plan will be reviewed and targets identified. The measures set out within the Travel Plan will also be reviewed to determine which measures are most likely to assist in achieving the overall objectives and targets of the Travel Plan.

### Targets

- 6.3 Targets will be used to assess the effectiveness of the initiatives implemented and to focus attention on meeting the overall objectives of the Travel Plan. The ultimate aim of the Travel Plan is to reduce car journeys to and from the Site and to maximise accessibility to key facilities and alternative modes of transport. The targets will be Specific, Measurable, Achievable, Realistic and Time-Bound (SMART).
- 6.4 The travel survey will provide baseline travel information for staff at the Site including mode share of journeys to and from the Site. The surveyed mode share and targets will be included within an updated Travel Plan.

### Monitoring

- 6.5 A programme of monitoring and review has been designed to generate information by which the success of the Travel Plan can be evaluated. The monitoring and review of the Travel Plan is the responsibility of the TPC.
- 6.6 The major objective of the Plan is to promote sustainable travel by staff and guests. A suitable indicator of the success of the Travel Plan is therefore the modal split of travel to and from the Site by staff and guests. To this extent, travel surveys will be undertaken in years 1, 3 and 5 of the Travel Plan to assess progress against meeting the Travel Plan targets.
- 6.7 Other less direct objectives of the Travel Plan are to increase awareness about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Travel Plan, measured by the volume and type of feedback from staff both at the outset and as the strategy evolves.
- 6.8 The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence. The monitoring process will evolve over time but is likely to include the following:
- ▶ Monitor demand for shuttle bus service;
  - ▶ Monitor demand for cycle parking;
  - ▶ Monitor car parking demand;
  - ▶ Monitor awareness of the Travel Plan; and,
  - ▶ Record any comments received from staff relating to the operation and implications of the Plan.
- 6.9 Information gathered through the monitoring process will be recorded for input into the annual review (outlined below) and made available to Officers at Cherwell District Council and Oxfordshire County Council.

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## Review

- 6.10 The Travel Plan will be reviewed biennially during the first 5 years from introduction of the Travel Plan. The reviews will be undertaken in years 1, 3 and 5 of the Travel Plan and will be scheduled to be on, or about, the anniversary of the introduction of the Travel Plan. Within a month of the surveys being undertaken, a progress report will be made available to Officers at Cherwell District Council and Oxfordshire County Council.
- 6.11 The purpose of the reviews will be to ensure that the Travel Plan is on track and that targets have substantially been met. Ways to improve and develop the Travel Plan if targets are not being met will be explored. This could be through a re-examination of the Travel Plan to ensure that all possible activities have been implemented and considering new measures that could replace those that were not successful or effective.
- 6.12 The major element of the review will involve the re-issue of the staff travel survey. Analysis of the survey results will provide up-dated modal-split information for comparison with data derived at the introduction of the Travel Plan and allowed the TPC to review progress against targets and overall objectives of the Travel Plan.
- 6.13 The TPC will compile a report outlining the results of the biennial review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The Travel Plan will be updated to include the results of the travel survey and identify progress against targets.
- 6.14 If, for any reason, the analysis of travel patterns indicates that the targets are not being met, the TPC will review the measures and initiatives being implemented and consider alternative ways to encourage the take up of sustainable travel choices so as to meet the targets and overall objectives of the Travel Plan.

## 7.0 Action Plan

7.1 Table 7.1 below provides an Action Plan for the implementation of the Travel Plan.

Measures to Discourage Single Occupancy Vehicles	Timescale	Responsibility
Provide Travel Welcome Packs for staff	Ongoing from first occupation	Travel Plan Coordinator
Provide travel information on website for guests	Ongoing from first occupation	Travel Plan Coordinator
Measures to Promote Walking	Timescale	Responsibility
Promote the health benefits of walking to staff	Ongoing from first occupation	Travel Plan Coordinator
Advertise local walking routes in the vicinity of the Site	Ongoing from first occupation	Travel Plan Coordinator
Measures to Promote Cycling	Timescale	Responsibility
Advertise local cycle routes for staff and guests	Ongoing from first occupation	Travel Plan Coordinator
Promote the health benefits of cycling to staff	Ongoing from first occupation	Travel Plan Coordinator
Install secure cycle parking for staff and guests	Prior to occupation	Great Lakes UK Limited
Consider cycle to work scheme for staff	Prior to, and ongoing from first occupation	Travel Plan Coordinator
Promote local retailers where bicycles and equipment can be purchased by staff	Ongoing from first occupation	Travel Plan Coordinator
Measures to Promote Public Transport	Timescale	Responsibility
Provide details of local public transport services for staff and guests	Ongoing from first occupation	Travel Plan Coordinator
Commence shuttle bus services for staff and guests	Ongoing from first occupation	Great Lakes UK Limited
Advertise useful websites with information relating to public transport	Ongoing from first occupation	Travel Plan Coordinator
Measures to Promote Car Sharing	Timescale	Responsibility
<sup>a</sup> bPromote the 'Liftshare' sharing schemes for staff	Ongoing from first occupation	Travel Plan Coordinator

Table 7.1 Action Plan

## **Figures**





Legend:

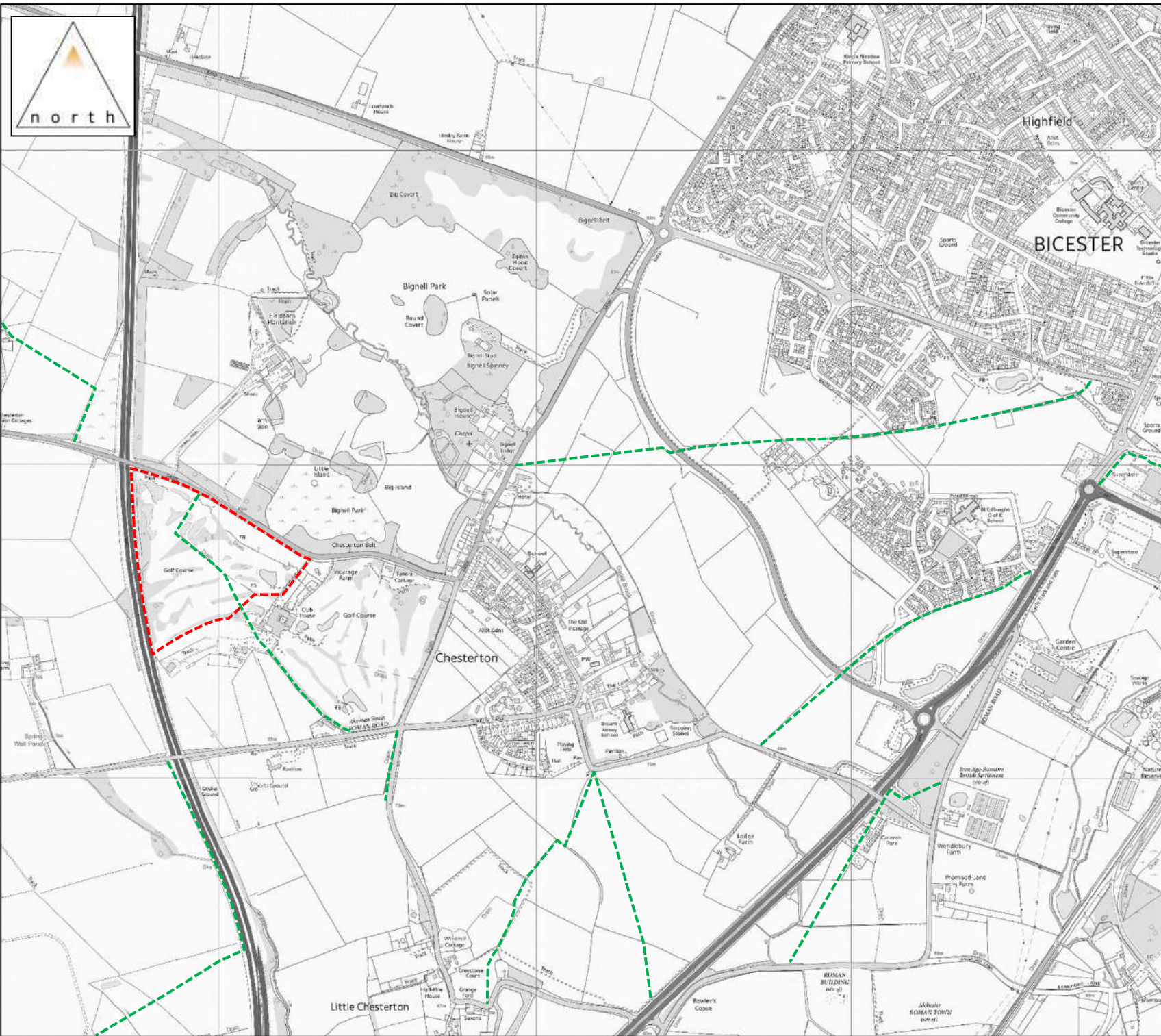
-  Site Location
-  Station
-  Bus Stop

Great Wolf,  
Bicester



**Figure 2.1 Site Location Plan**

*Not to Scale*



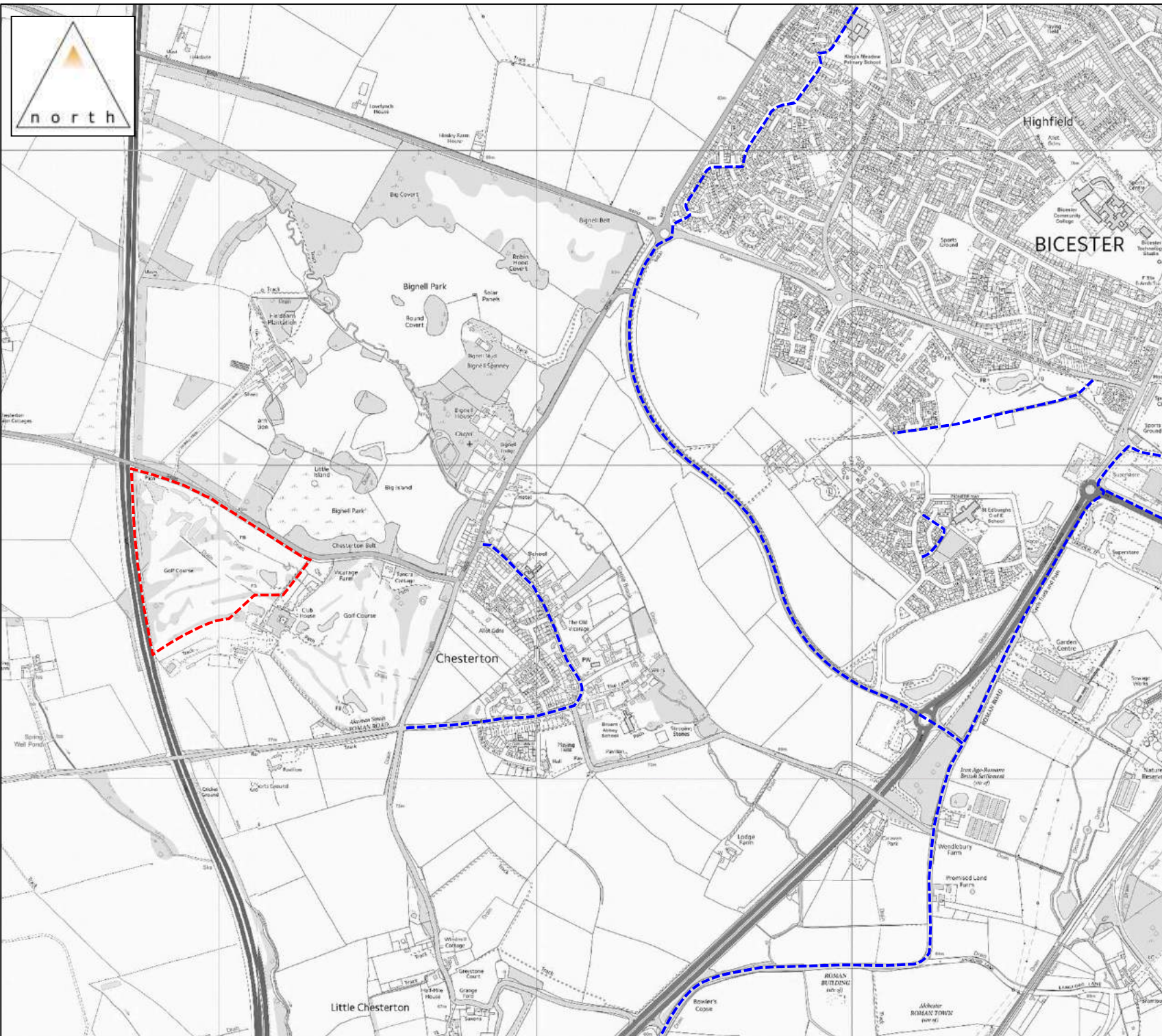


Legend:


-  Site Location
-  Existing Public Rights of Way


Great Wolf,  
Bicester  
**Figure 2.2 Local Footpaths**  
*Not to Scale*





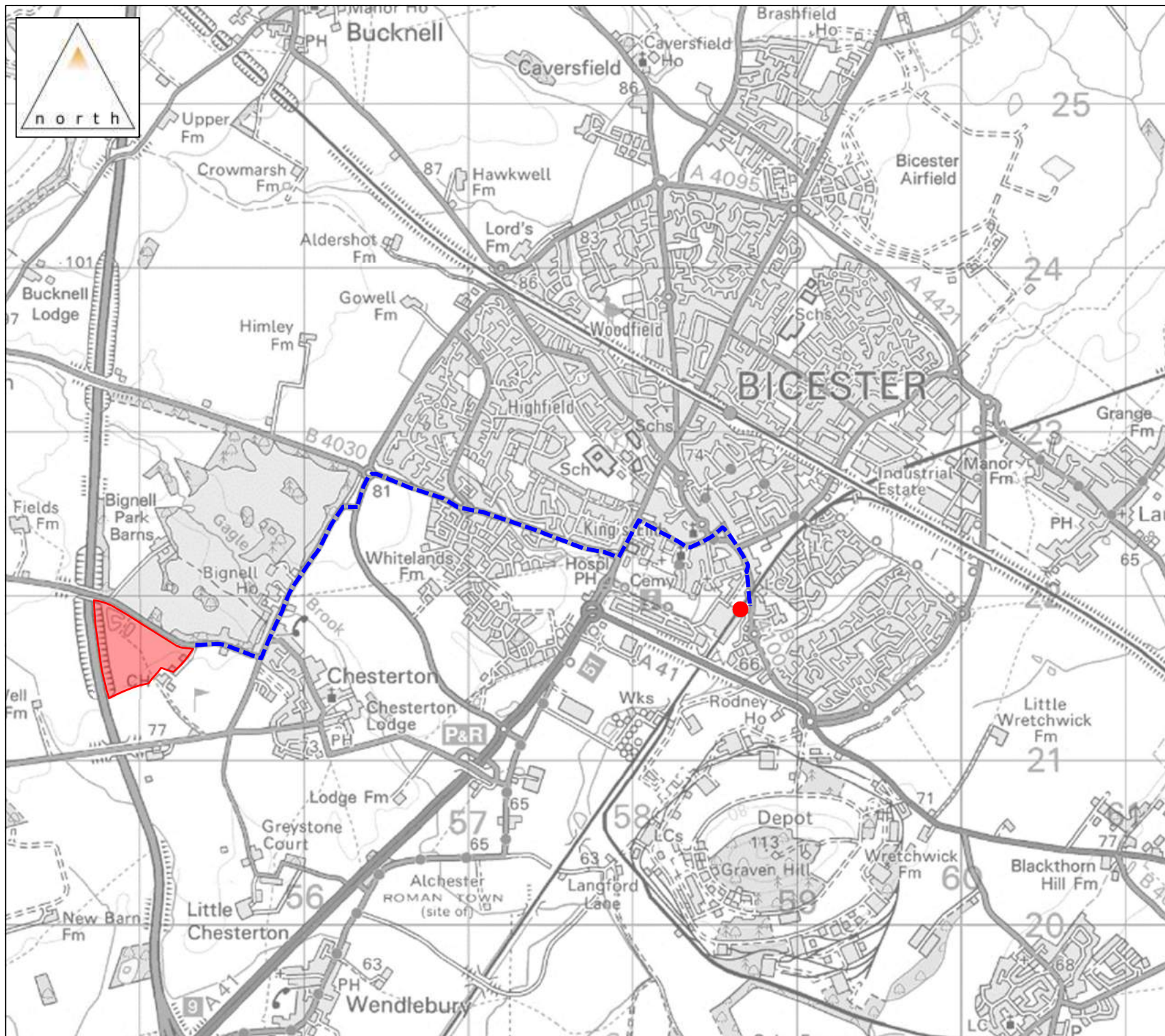
Legend:




 Site Location

 Existing Cycle Routes

Great Wolf,  
Bicester  
**Figure 2.3 Local Cycle Routes**  
*Not to Scale*





- Legend:
-  Site Location
  -  Route to Bicester Village Station
  -  Station

Great Wolf, Bicester




**Figure 5.1 Guest Shuttle Bus Route to Bicester Village Station**

*Not to Scale*







- Legend:
-  Site Location
  -  Route to Bicester North Station
  -  Station

Great Wolf, Bicester





**Figure 5.2 Guest Shuttle Bus Route to Bicester North Station**

*Not to Scale*







- Legend:
-  Site Location
  -  Proposed Route
  -  Station Served by Shuttle
  -  Bus Stop Served by Shuttle

Indicative Timetable  
 08:35 Depart Bicester Village  
 08:55 Arrive at Great Wolf  
 09:05 Depart Great Wolf  
 09:25 Arrive at Bicester Village

Great Wolf, Bicester  
**Figure 5.3 Staff Shuttle Bus Route**  
*Not to Scale*

