mode
transport planning

Bicester Motion

Bicester Motion - FAST Application

Framework Travel Plan (FTP)

November 2019

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Framework Travel Plan (FTP)

1 Introduction

1.1 Overview

1.1.1 mode transport planning (mode) has been appointed by Bicester Motion to prepare a Framework Travel Plan (FTP) to accompany an outline planning application for the wider Bicester Motion Masterplan development, providing a 'Future Technology Hub' (FAST – Future Automotive Speed & Technology). This comprises 21,194sqm of light industrial/workshops/vehicle maintenance/repair workshops (B1c, B2 & B8) at Bicester Motion, Bicester, OX26 5HA.

1.1.2 The proposed site is located to the north of Bicester, approximately 2km from the Town Centre; with its southern boundary extending along Skimmingdish Lane, industrial land to the east and the proposed wider Bicester Motion masterplan development in all other directions.

1.1.3 The location of the FAST development site, shown in relation to the Bicester Motion Masterplan is displayed in **Figure 1.1**.

Figure 1.1: Site Location Plan
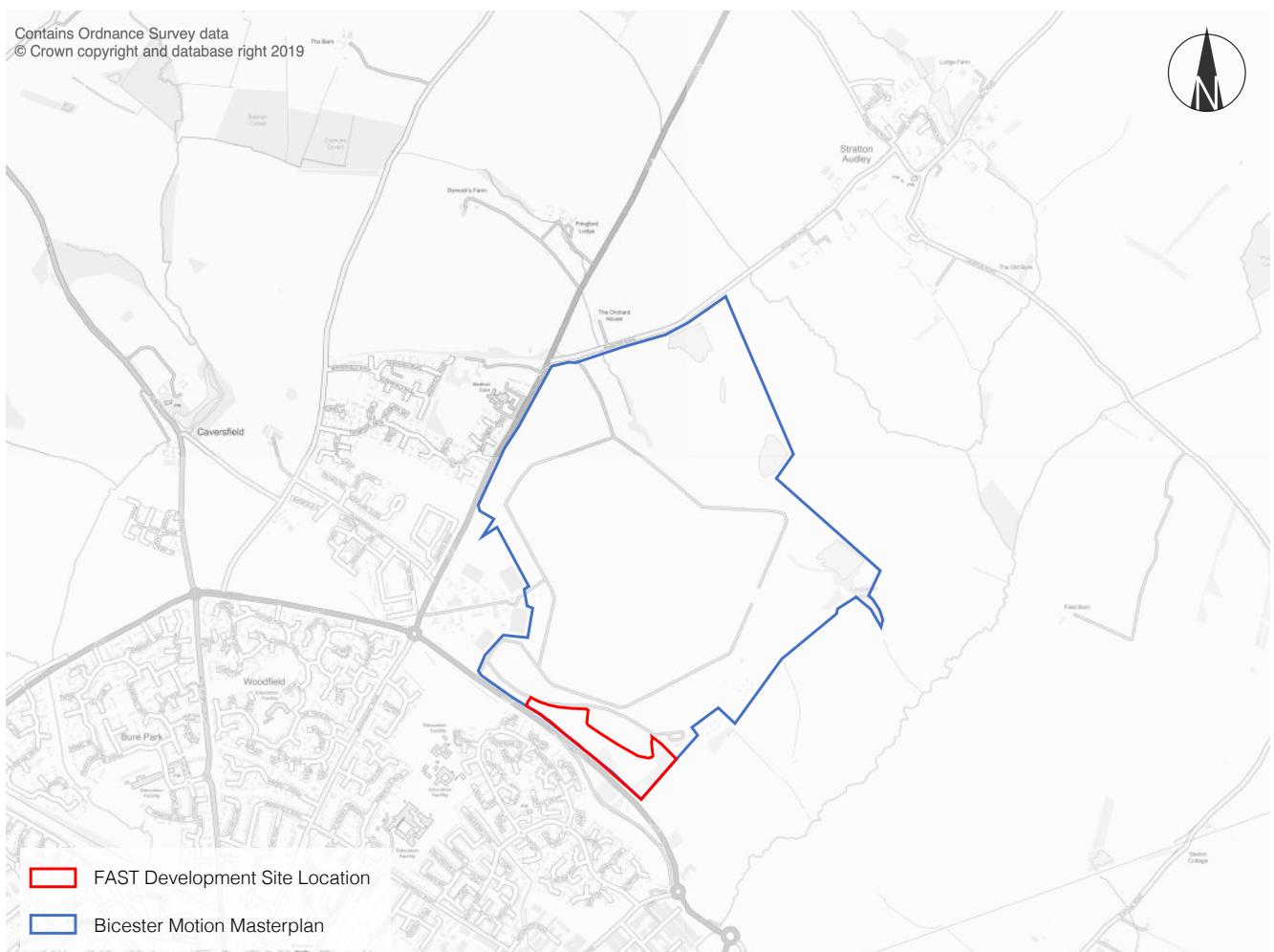
1.2 The Purpose of Framework Travel Plans

1.2.1 A FTP is an outline framework of the measures, targets, monitoring and management strategy that is required to promote sustainable travel choices and reduce reliance on the private car at employment developments with multiple occupiers and/or phases.

1.2.2 Framework Travel Plans (FTPs) support planning applications as they provide a context for individual Travel Plans (TPs) to be developed by the land owner(s) or occupiers at an employment development, at a later stage i.e. when the site is occupied.

1.2.3 Depending on the overall size of individual elements/units, standalone TPs will be required if any building exceeds the thresholds as set out within OCC's "Transport for New Developments; Transport Assessments and Travel Plans"[i]; individual TPs will need to be developed and submitted and approved by the Local Planning Authority.

1.2.4 Consequently, this FTP serves as a preliminary guide for first occupiers and outlines the initial measures and co-ordination strategies that are required to increase the use of non-car modes of transport at each aspect of the employment development.

1.2.5 This FTP is designed to be specific to the site's location and will consider the unique interests and needs of all employees and visitors in the context of the local environment and transport network.

1.3 Structure of the Framework Travel Plan

1.3.1 The FTP has been written as a standalone document and represents the first stage in the travel planning process. Further steps and revisions, in the form of individual TPs (for units exceeding OCC's TP threshold limit) will follow once the development is built and occupied, and travel patterns are understood from data collected through surveys.

1.3.2 The remainder of the FTP is structured as follows:

- **Chapter 2** examines the travel planning policy relevant to the proposed development;
- **Chapter 3** describes the existing situation; including the development proposals and the accessibility of the site to sustainable modes of travel such as walking, cycling and public transport;
- **Chapter 4** sets out the aims, objectives and measures for the FTP;
- **Chapter 5** suggests FTP targets for the site;
- **Chapter 6** discusses how the FTP will be implemented and the role of the Travel Plan Co-ordinators;
- **Chapter 7** identifies how the FTP and subsequent TPs will inform monitoring; including the role of surveys and subsequent monitoring reports to ensure that all TPs are successfully reviewed and updated;

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[i] https://www2.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/roadsandtransport/transportpoliciesandplans/newdevelopments/Travelplanrequirementsmonitoringfees.pdf

- **Chapter 8** provides action plans to detail the timescales for measures to be completed through the course of the FTP and TPs;

- **Chapter 9** provides a summary of the document.

2 Policy Context

2.1 Overview

2.1.1 This chapter considers all relevant national and local planning policies in relation to the travel planning elements of the development proposals.

2.2 National Planning Guidance

2.2.1 Central Government and local authorities are placing an increasing emphasis on the need to reduce the number and length of motorised journeys and also, on encouraging a greater use of alternative means of travel. This means that walking, cycling and public transport should be promoted over car use. TPs and also FTPs for new developments are therefore becoming increasingly important.

2.2.2 The requirement for Travel Plans is set out in the National Planning Policy Framework (NPPF) (Department of Communities and Local Government, February 2019). Paragraph 111 states that *"All developments that will generate significant amounts of movements should be required to provide a travel plan"*.

2.2.3 The Government's long-term strategy for transport set out in 'Managing our Roads' (DfT 2003) and 'The Future of Transport – a Network for 2003' (DfT White Paper, 2004) emphasises the importance that TPs can have in tackling the environmental impacts of travel by encouraging more sustainable travel choices and people to consider alternatives to using their cars.

2.3 Local Planning Guidance

2.3.1 At a local scale, the Oxfordshire County Council (OCC), 'Connecting Oxfordshire: Local Transport Plan 2015-2031' (2016) sets out the Council's objectives for encouraging sustainable transport at developments within the region. One way that OCC, promotes travel planning at sites is through LTP Policy 34, where:

> *"Oxfordshire County Council will require the layout and design of new developments to proactively encourage walking and cycling, especially for local trips, and allow developments to be served by frequent, reliable and efficient public transport. To do this, we will:*

- Secure transport improvements to mitigate the cumulative adverse transport impacts for new developments in the locality and/or wider area, through effective Travel Plans, financial contributions from developers or direct works carried out by developers;

- Identify the requirement for passenger transport services to serve the development and negotiate the provision of these passenger transport services with the developer;

- Ensure that developers promote and enable cycling and walking journeys associated with the new development, including through the provision of effective travel plans;

- Require that all infrastructure associated with the developments is provided to appropriate design standards and to appropriate timescales;

- Agree local routeing agreements where appropriate to protect environmentally sensitive locations from traffic generated by new developments;

- Seek support towards the long-term operation and maintenance of facilities, services and selected highway infrastructure from appropriate developments, normally through the payment of commuted sums;

- Secure works to achieve suitable access to and mitigate against the impact of new developments in the immediate area, generally through direct works carried out by the developer."

2.3.2   Furthermore, in March 2014, OCC published its 'Transport for New Developments: Transport Assessments and Travel Plans' guidance for developers. The document outlines the required structure, timescales and monitoring for TPs and also, provides the thresholds for when a Framework Travel Plan (FTP) is required.

2.3.3   A FTP for B2 and B8 land uses is needed when a development has "*multiple occupiers and/or phases*"; and when the combined land uses equate to c.7000m2 and there is a need to encourage the use of sustainable modes as much as possible at the application site in line with the NPPF.

2.3.4   The structure, objectives and measures of this FTP are designed in accordance with the policy and strategy provided by national and local planning authorities.

2.3.5   The content of this FTP has been developed to assist initial occupiers in developing their own site-specific TPs.
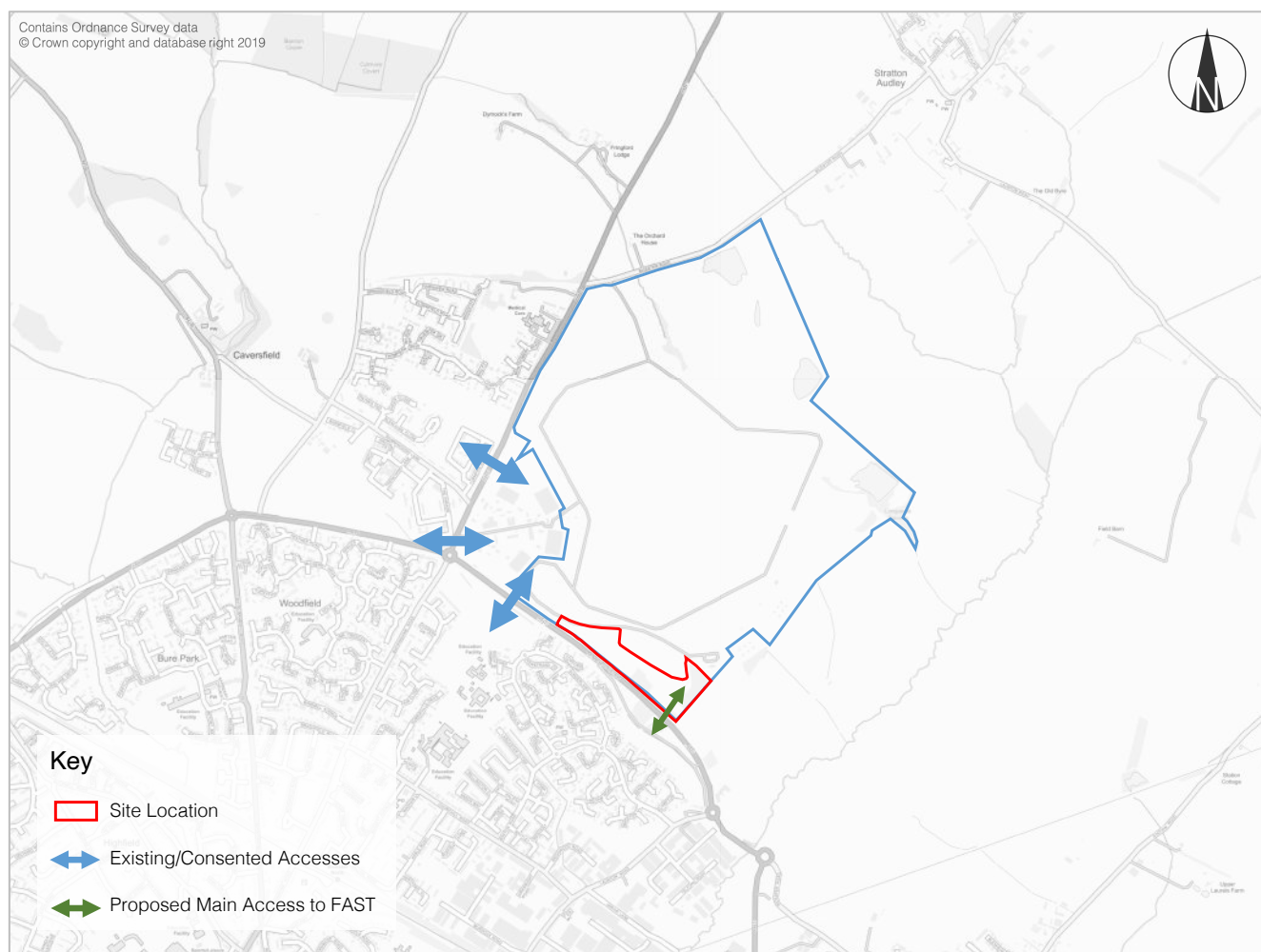
3   Site Context

3.1   Overview

3.1.1   This chapter provides an overview of the site; detailing the development proposals, vehicular access, the existing highway network and transport infrastructure in order to evaluate the sustainable transport conditions and overall accessibility of the development.

3.2   Site Description

3.2.1   The site is situated on the northern edge of Bicester, approximately 2km north of the Town Centre. The development site proposes a 'Future Technology Hub' (FAST – Future Automotive Speed & Technology), which will be encompassed within the wider Bicester Motion Masterplan development on land at the existing Bicester Motion Airfield site.

3.2.2   The FAST development site will be located on the southern extent of the Bicester Motion Masterplan and will comprise c.21,994sqm of light industrial, workshops, storage and vehicle maintenance/repair/parts workshops, associated with the automotive industry (including a mix of land use classes B1c, B2 & B8).

3.2.3   Primary vehicular access is proposed onto Skimmingdish Lane, located towards the southeastern extent of the site boundary, approximately 400m northwest of the Skimmingdish Lane/Launton Road roundabout. The existing access to the Bicester Motion site, located 700m further northwest along Skimmingdish Lane from the proposed main access, will also be retained and provide access for visitors to the wider Bicester Motion Masterplan site.

3.2.4   For context and reference, **Figure 3.1** illustrates the site location in relation to the wider Masterplan site and highlights the existing and proposed site access.

Table 3.1: FAST Site Location and Access Plan

Key

- Site Location
- Existing/Consented Accesses
- Proposed Main Access to FAST

Contains Ordnance Survey data
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3.2.5 Recently, the Bicester Motion (former RAF airfield) site has also obtained planning permission, as aforementioned in **Chapter 1.4**, for the construction of a new 344-bedroom hotel/aparthotel and an extension to the existing technical site comprising flexible light industrial, general industrial and storage/distribution units.

3.2.6 The FAST application site is positioned to the south east of both the hotel site and new technical site.

3.3 Local Highway Network

3.3.1 Skimmingdish Lane (A4421) is aligned along the southern extent of the site, providing access to Buckingham Road (A4421) the west, and to the A41 to the east via both Blackthorn Road and Charbridge Lane.

3.3.2 Skimmingdish Lane joins with Buckingham Road and Southwold Lane (A4095) at a 4-arm roundabout, approximately 1km northwest of the main site access.

3.3.3 Buckingham Road provides a route for vehicles travelling between the town centre of Bicester and the site. It also provides a link to the west and north from the site towards the villages of Stratton Audley, Fringford, Finmere and into Buckinghamshire.

3.3.4   Skimmingdish Lane facilitates southeast vehicle movements whilst the Buckingham Road/Southwold Lane roundabout facilitates southwest (Buckingham Road) and west (Southwold Lane) bound vehicle movements from the site to the centre of Bicester and around its northern perimeter roads.

3.3.5   Skimmingdish Lane, Buckingham Road (to the north of the roundabout) and Southwold Lane, in vicinity of the site are all subject to a 50mph speed limit and incorporate street lighting. From the southwest arm of the roundabout junction, Buckingham Road (towards Bicester Town Centre) is subject to a 40mph speed limit and a 7.5 tonne weight restriction.

3.3.6   The A4095 (Southwold Lane), to the west and south, is subject to a 50mph speed limit, has street lighting and provides strategic access to the M40; northbound and southbound access to the M40 is achieved via both the B4100 (J10) and the A41 (J9). The M40 provides routes towards Banbury, Leamington Spa and Birmingham to the north and High Wycombe and greater London to the southeast.

3.3.7   Approximately 400m to the southeast of the proposed site access along Skimmingdish Lane is a 3-arm roundabout with Launton Road (and a care home), which provides another direct route south towards Bicester Town Centre. Launton Road is subject to a 30mph speed limit, has footways running along its northern side and part of its southern side all the way into Bicester Town Centre.

3.4   Walking and Cycling

3.4.1   The surrounding local highway network offers pedestrian connectivity to the neighbouring residential areas (Thompson Drive/Turnpike Road/Skimmingdish Lane/Sunderland Drive) and amenities, including the wider Bicester Motion site, and Bicester Town Centre.

3.4.2   There is a street-lit shared cycleway/footways along the A4421 Skimmingdish Lane and the A4095 Southwold Lane. The footway/cycle way along Skimmingdish Lane is provided on the southern side of the carriageway running adjacent the road from the Buckingham Road roundabout to the existing Bicester Motion access (approx. 250m to the east), where the footway/cycleway becomes segregated from the main road and is provided along the historic alignment of Skimmingdish Lane. This provides local access to the residential areas of Sunderland Drive and continues towards Launton Road.

3.4.3   The shared footway/cycleway along Skimmingdish Lane (eastbound), also provides a cycle connection with SUSTRANS National Cycle Network (NCN) Route 51 (approximately 700 metres to the east of the site) – NCN 51 is a long-distance route connecting major cities in the south of England (such as Milton Keynes), and more locally, connects Bicester town centre with Steeple Claydon and Winslow to the north and Weston-on-the-Green and Bletchingdon to the south.

3.4.4   A 2.5m shared use footway/cycleway runs on the western side of Buckingham Road from Thompson Drive towards the A4421 Buckingham Road/A4095 Southwold Lane/A4421 Skimmingdish Lane/Buckingham Road roundabout and further onto Bicester Town Centre to the south.

3.4.5   The previous Bicester Motion (formerly Heritage) Hotel and Technical Site development applications which currently have planning permission (**Chapter 1.4**), propose to provide a new section of footway along the eastern side of Buckingham Road (from the main Bicester Motion access), along the northern side of Skimmingdish Lane, and incorporate dropped kerb tactile crossings (across the Buckingham Road and Skimmingdish Lane splitter islands), to connect with the provision on the western side of Buckingham Road and southern side of Skimmingdish Lane (mode drawing J32-3568-PS-001_RevE associated with the previous new technical site planning consent (and on-going S106 Agreements) illustrate these proposals).

3.4.6   The previous Bicester Motion (formerly Heritage) Hotel and Technical Site development applications which currently have planning permission (**Chapter 1.4**), will also provide a new footway and a footway/cycleway (subject to constraints), extending from the main Bicester Motion site access to the proposed hotel access junction; connecting with the existing bus stop provision on the eastern side of Buckingham Road ; furthermore, there will be a new toucan crossing also provided as part of the hotel/new technical site developments – this is proposed to be located to the south of the priority junction with Skimmingdish Lane and will provide a controlled crossing to the existing shared footway/cycleway on the western side of the carriageway (mode drawing J32-3569-PS-100_RevE associated with the previous hotel planning consent (and on-going S106 Agreements) illustrate these proposals).

3.4.7   At the A4421 Buckingham Road/A4095 Southwold Lane/A4421 Skimmingdish Lane/Buckingham Road roundabout, existing pedestrian crossing points are provided via splitter islands on the southern (Buckingham Road) and western (A4095) arms. At the A4095 arm of the junction, there is a controlled toucan crossing that provides a link to the existing shared footway and cycleway infrastructure that abuts the southern side of the A4095 carriageway, to provide a convenient walking/cycling route westbound in the direction of Southwold.

3.4.8   At the Buckingham Road (southern) arm of the roundabout, the splitter island provides an informal crossing with dropped kerbs and tactile paving to enable pedestrian travel along the A4421 Skimmingdish Lane, the A4095 Southwold Lane and Buckingham Road, towards Bicester Town Centre.

3.4.9   From the southwest arm of the junction, Buckingham Road benefits from footways on both sides of the carriageway which provide a convenient walking route to the wider local area and towards Bicester Town Centre.

3.4.10   Approximately 60m to the north of the Bicester Motion main access on Buckingham Road, sheltered cycle parking is provided on the western and eastern side of the carriageway. Four Sheffield cycle stands (eight spaces) are on the western side of the carriageway and three Sheffield cycle stands (six spaces) are on the eastern side; immediately next to the southbound sheltered bus stop.

3.4.11   Footways will be provided throughout the wider Bicester Motion site which will connect the FAST development site with Skimmingdish Lane and Buckingham Road, including internal links connecting to the already consented hotel and new technical site.

3.5   Public Rights of Way (PRoW)

3.5.1   There is a PRoW located at the southern side of Skimmingdish Lane site. This public footpath 129/2 routes through the east of Bicester; from the A4421 Skimmingdish Lane via the built-up residential area to the south of the site, crossing the railway line and terminating at Maple Road, 300 metres from Bicester High Street.

3.5.2   PRoW 272/19 routes from Skimmingdish Lane between the Wyndham Hall Care Home and the Business Park which lead to the southeast of the development site.

3.5.3   Both PRoWs above are remote from the application site and will not be directly impacted on by development proposals.

3.5.4   The PRoWs aforementioned in relation to the application site are shown in **Figure 3.4**, which is an excerpt from OCC's Online Definitive Map.

Figure 3.4: Local PRoWs
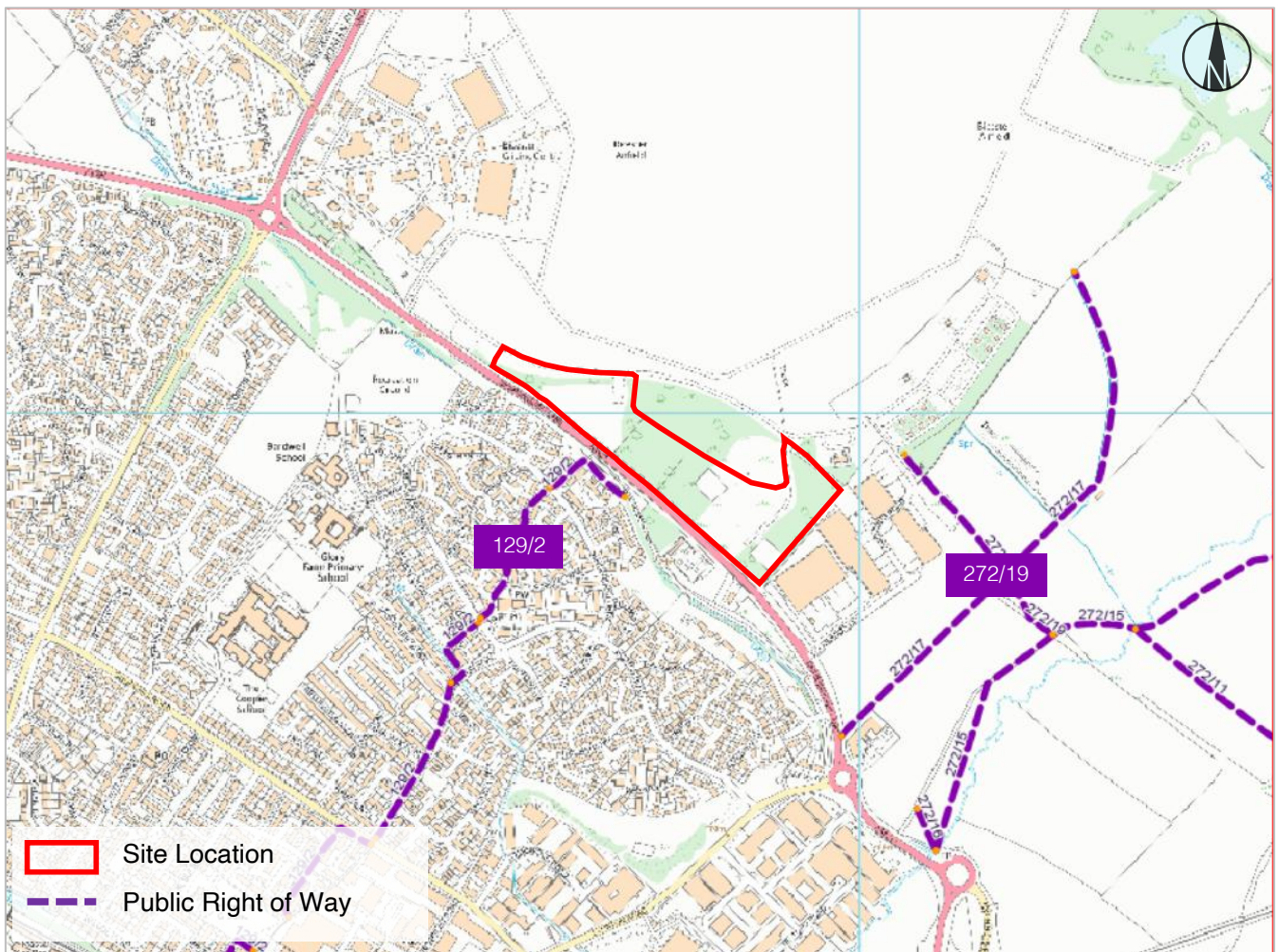
3.6 Bus Services

3.6.1 The 'Guidelines for Planning for Public Transport in Developments' (Chartered Institution of Highways and Transportation, 1999), states that *"generally walking distances to bus stops in urban areas should be a maximum of 400m and preferably no more than 300m"*.

3.6.2 The nearest bus stops can be accessed on Buckingham Road to the west of the site, accessible utilising footways through the main Bicester Motion site, a distance of approximately 400 metres (c.6 minutes) from the FAST development site.

3.6.3 The southbound bus stop on Buckingham Road is in the form of a lay-by, shelter with a hard-standing waiting area, a flag, pole and timetable display cabinet. There are no footways or formal crossing points along this side of the A4421. The northbound bus stop benefits from a lay-by, flag, pole and timetabling information.

3.6.4 The southbound bus stop along Buckingham Road is served by the Stagecoach X5 & S5 services and the Langston & Tasker no. 18 service. The northbound bus stop along Buckingham Road is only served by the Stagecoach X5 service.

3.6.5 Further existing bus stops are approximately c.650m (c.8 min walk) to the south of the FAST site, on Sunderland Drive. The bus stops can be accessed by utilising the proposed footway on the southern side of Skimmingdish Lane (to be connected via a pedestrian crossing at the existing access – detailed at **Chapter 4.2**), and following the footway through to Sunderland Drive. In both directions the bus stop is in the form of a flag-pole and is served by the S5 and NS5 bus services.

3.6.6 **Table 3.2** provides a summary of the typical frequencies of bus services aforementioned routing near to the site.

Table 3.2: Local Bus Services

Bus No.	Bus Route	Typical Daytime Frequency		
		Weekday	Saturday	Sunday
18	Buckingham – Steeple Claydon - Bicester	5 per day	-	-
X5	Cambridge – Bedford – Central Milton Keynes – Buckingham – Bicester – Oxford City Centre	1 per day	2 per day	2 per day
S5	Oxford - Gosford - Bicester - Glory Farm / Launton / Arncott / Langford	6 per day	2 per hour	2 per hour
NS5	Oxford - Gosford - Bicester - Glory Farm / Launton / Arncott / Langford	6 services (Friday evening/Saturday morning only)		-

3.6.7 The services detailed in **Table 3.2** provide public transport connections between the site, Bicester Village and Bicester town centre, and also link the development to key towns and cities such as Oxford, Cambridge, Milton Keynes and Buckingham.

3.6.8 The previous Bicester Motion (formerly Heritage) Hotel and Technical Site development applications which currently have planning permission (aforementioned in **Chapter 1.4**), propose to provide public transport infrastructure contributions/improvements; including new bus stops on Buckingham Road in the vicinity of the new hotel access; and improvements to the existing bus stops on Buckingham Road in the vicinity of (opposite and north of) the existing Bicester Motion access, to include a shelter (at the northbound stop) and two Real-Time Information displays at both stops. Furthermore, the developments will also provide new footway/cycleway connections providing convenient and safe access to these facilities.

3.6.9 The location of the existing bus stops and the services running is illustrated, with a 400-metre isochrone marked for context, on **Figure 3.5**.

Figure 3.5: Local Bus Stops
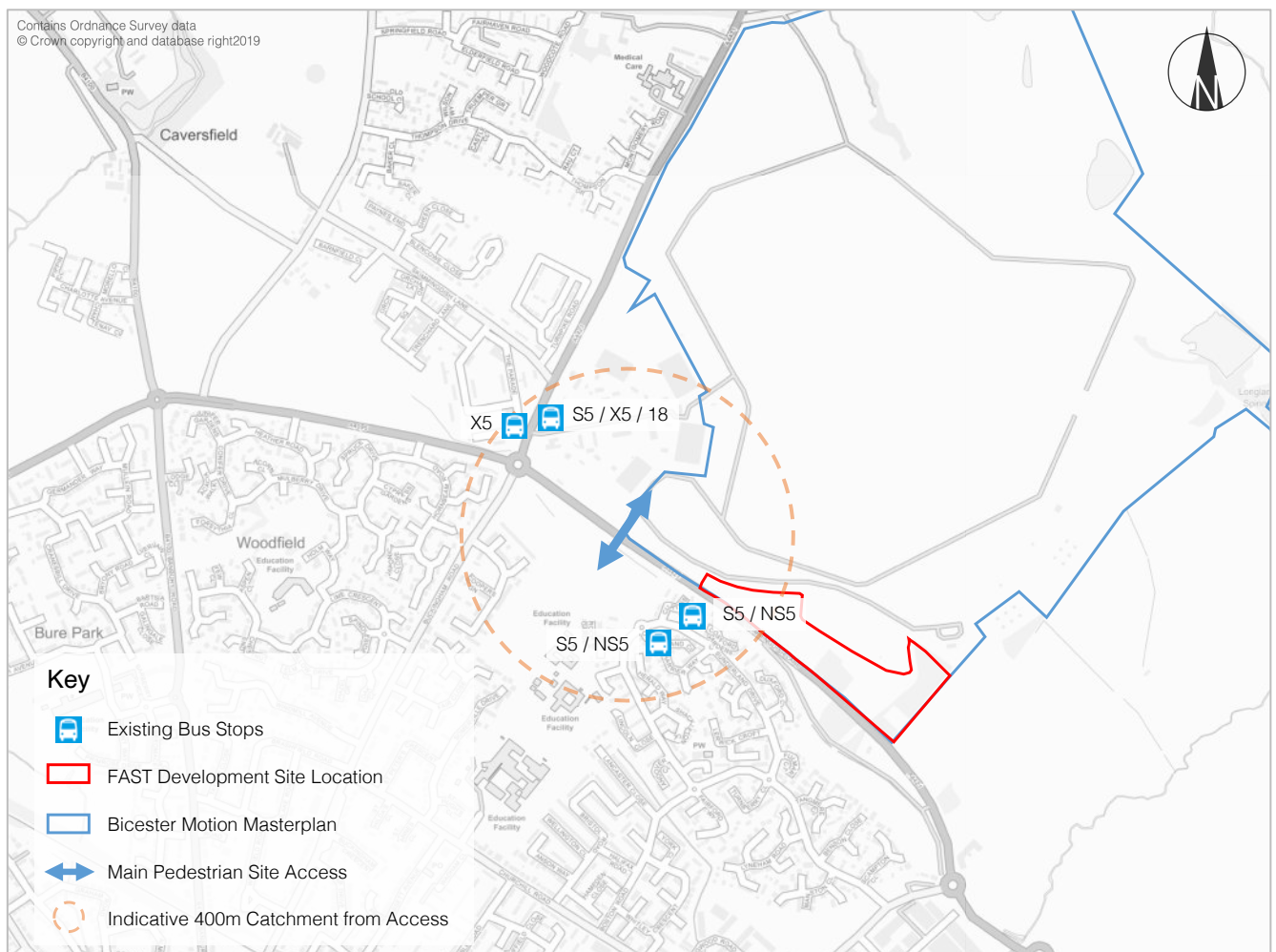
3.7   Rail Services

3.7.1   Bicester North Railway Station is situated c.2km to the south of the site and is accessible through a range of sustainable travel modes; such as walking, cycling and via bus services into Bicester Town Centre.

3.7.2   The station can be reached by bus (via the X5 or S5, including a short walk) within approximately 20-minutes from the stops on Buckingham Road (X5 service) or via Skimmingdish Lane on Sunderland Drive (S5 service). The station can also be reached within an approximate 9-minute cycle or 30-minute walk from the FAST site along Skimmingdish Lane and Buckingham Road.

3.7.3   Bicester North Station is located on the Chiltern Main Line which provides frequent direct services to and from key destinations around the country including Birmingham Moor Street, Banbury and London Marylebone.

3.7.4   The typical frequency of train services that serve Bicester North Station are summarised in **Table 3.3**.

Table 3.3: Frequency of Train Services

Destination	Fastest Journey Time (approx.)	Typical Frequency
Birmingham Moor Street	1 hour 10 minutes	1 per hour
Banbury	12 minutes	2 per hour
London Marylebone	53 minutes	3 per hour

3.7.5   As aforementioned, the railway station is also accessible from the A4421 Buckingham Road via the X5 direct bus service which routes along the A4421 (within a 2-5-minute bus journey), effectively acting as an 'interchange' between sustainable bus and rail travel modes.

3.7.6   Platforms 1 and 2 at the station are accessible for mobility impaired users via a lift which operates Monday to Friday from 0600 to 2300 (assistance can also be requested outside these hours).

3.7.7   There are 65 secure and sheltered bicycle storage spaces near the station, by the Bicester North Railway Station bus stop and also on the opposite side of the station approach.

3.7.8   Car parking provision at Bicester North station has capacity for c.673 cars (with 6 accessible spaces) and operates 24-hours a day. The weekday daily rate of parking is c.£8.50 and the off-peak rate is c.£5.50. Monthly and annual tickets can be purchased at reduced rates.

3.8   Summary

3.8.1   A review of the existing transport infrastructure within the vicinity of the site has demonstrated that the site is accessible by car and via the local highway network, with good links to the strategic road network.

3.8.2   The site is also accessible by sustainable modes of travel; with bus routes offering frequent services, within a short walk of the site. Pedestrian and cycle links surround the site and provide good connections with neighbouring residential areas and links to Bicester Town Centre.

3.8.3   The FAST development (including the wider Bicester Motion Masterplan) development proposals will situate a major employment (and leisure) site of strategic scale within easy walking and cycling distance of the majority of Bicester; including numerous large scale residential housing schemes coming forward throughout the town – this is in accordance with and will help to support and facilitate NHS England's 'Healthy New Towns' programme (of which Bicester was awarded 'Healthy New Town' status (2016) and is a Demonstrator Site).

3.8.4   Furthermore, the FAST development (and wider Bicester Motion Masterplan) will also raise the opportunity to provide a substantial level of new jobs/employment in the local area; With the significant housing supply within Bicester and in close proximity of the site, this will allow for more local employment, and as such, employees to the development travelling more sustainably (i.e. walking/cycling).

4 Aims, Objectives and Measures

4.1 Overview

4.1.1 This chapter sets out the aim, objectives and measures of the FTP to seek to promote and support the use of sustainable modes of transport at the application site; including walking, cycling, public transport use and car sharing.

4.1.2 The approach outlined above relates directly to the proposed development and its highway location; to influence travel measures and assist in achieving the short, medium and long-term success of the FTP and any site-specific TPs.

4.2 Aims and Objectives

4.2.1 This FTP will focus on maximising sustainable access to the development and encouraging non-car travel choices.

4.2.2 Therefore, the FTP has an overall aim, which is:

> *"To promote sustainable forms of transport to employees and guests at the new Technical Site; to reduce the overall number of single occupancy car journeys and increase sustainable travel to and from the site"*

4.2.3 To support the aim of the FTP, a number of objectives have been identified to encourage sustainable travel and reduce the possible negative environmental, social and economic impacts e.g. fuel use and carbon emissions which may result from transport at the development.

4.2.4 The objectives of this FTP, are:

- Reduce to a minimum the number of single-occupancy car trips to/from the application site;
- Address the access needs of employees and visitors by supporting walking, cycling, car sharing and the use of public transport;
- Encourage good urban design principles that open up the site to walking, cycling, car sharing and the use of public transport;
- Enable employees and visitors to have an informed choice about their travel options;
- Provide adequately for those with mobility difficulties;
- Reduce pressure on parking facilities; and
- Encourage more active travel to improve the health and well-being of employees and visitors.

4.2.5 The aim and objectives of the FTP have been developed to represent good practice and provide an informative tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car where alternatives exist.

4.3 Measures and Incentives

4.3.1 In consideration of the aim and objectives outlined in **Section 4.2**, a suite of 'sustainable travel measures and incentives' has been developed to offer a framework that initial occupiers can use when setting the measures and incentives for their independent TPs.

4.3.2   Following a review of the suite of measures and incentives that are recommended, the initial occupiers will agree with CDC/OCC, to those measures that best align with the operational requirements of their own land use for the benefit of the TP.

4.4   Sustainable Travel Measures

4.4.1   To encourage the use of sustainable modes of transport, in particularly by employees and visitors; a number of walking, cycling, public transport and car sharing measures have been identified for the combined land-uses at the development.

Walking

4.4.2   To promote walking to and from the application site, the following measures have been identified:

- **Provision of walking maps at the development:** Maps of local and accessible walking routes can be made available to employees and visitors at the development through 'Induction Packs' and other methods e.g. information boards; and

- **Promotion of events including 'National Walking Month' to employees:** Employees who live near to the site should be encouraged to participate in events such as 'National Walking Month'. For these activities, promotional resources can be obtained from charities such as Living Streets.

Cycling

4.4.3   To increase an awareness and involvement in cycling by site users, the measures detailed below could be implemented:

- **Provision of cycle maps at the development:** Cycle maps can be made available to employees and visitors at the development through 'Induction Packs' and other methods e.g. information boards;

- **Promoting cycle training:** Details of local cycle training providers can be made available to employees at the development. There are a number of registered cycle training providers for communities e.g. Cherwell District Council offer subsidised adult cycle training sessions, organised across the year or upon request, through the Bicester Healthy New Towns Programme.

- **Cycle to Work:** Occupiers could adopt a 'Cycle to Work' scheme for employees at the application site (*e.g. cyclescheme.co.uk*). 'Cycle to Work' operates as an employee benefit scheme that will save individuals 25 – 39% on a bike and accessories. The scheme involves employees making payments for a bike of their choice via tax effective payments made from their salary by employers.

Public Transport

4.4.4   The public transport provision within the vicinity of the site can benefit employees and visitors by the initial occupiers adopting some of the following initiatives:

- **Distribution of public transport information:** Details of timetables, ticketing, routes and costs of public transport services can be made available within staff rooms, 'Induction Packs', on websites, notice boards and in reception areas etc. at the development. Furthermore, negotiations could be made with public transport providers to arrange group discounts and receive service information for site users; and,

- **Publicising journey planning services:** The use of public transport journey planning services and applications such as Traveline, *https://www.oxfordshire.gov.uk/cms/public-site/public-transport* and National Rail Enquiries could be publicised on websites; in reception areas, staff meetings and by travel information boards at the development. This cost-effective initiative will enable site users to be instantly informed about the timings and provision of public transport services near to the development.

Car Sharing

4.4.5   Car share schemes have the potential to reduce the number of single occupancy car trips to the employment site, thus reducing congestion and pressure on parking at the development.

4.4.6   The positive benefits of car sharing, and the potential cost savings can be advertised to employees as part of TPs via websites, meetings, reception areas, staff meetings and by travel information boards.

4.4.7   In addition, employees should be made aware of car share websites, including:

- *www.co-wheels.org.uk*
- *www.liftshare.com*
- *www.blablacar.co.uk*

4.5   Design Measures

4.5.1   The following physical measures will be incorporated as part of the New Technical Site proposals, to help encourage modal shift:

- Adequate footway and cycle links will be provided throughout the site that will link with the existing provision in the vicinity of the site and across the wider Bicester Motion Masterplan, including the approved Hotel and Technical Site applications;

- A 3m wide shared cycle/footway will be provided on the northwest side of the internal existing access road from Skimmingdish Lane (B) – footways will continue throughout the site providing safe and permeable routes towards the main buildings and guest facilities;

- The new pedestrian footway/cycleway will route around the north-western corner of the access junction, and continue for approximately 10m west, where a new dropped kerb crossing point (with tactile paving) will be provided for pedestrians and cyclists to connect with the existing provision on the southern side of Skimmingdish Lane.

- Secure and sheltered guest/visitor and staff cycle parking will be provided close to the main building entrances; and,

- The site layout will include pedestrian and cycle friendly infrastructure; landscaping, signage, areas for social exchange, recreation and seating.

4.5.2   The measures detailed above will increase the permeability of the site for employees and visitors and will help encourage employees, where possible, to consider making journeys by non-car and sustainable travel options.

4.6 Travel Plan Co-ordinator

4.6.1 For effective management of the TP, a Travel Plan Co-ordinator (TPC) fully trained in the aims and objectives of the TP will be appointed to oversee the implementation and handover of co-ordination of measures and incentives at the application site during the planning and construction phases.

4.6.2 At site occupation, the appointment of a Travel Plan Co-ordinator (TPC) by each occupier (over OCC's recommended TP threshold limit) at the development is essential to ensure the overall success of the TPs. Once the TPCs have been appointed, the contact details (address/telephone number/email address) of each TPC will be provided to OCC.

4.6.3 It is considered that the general day-to-day requirements of the role of the TPCs will include overseeing the progress and monitoring of the TP; promoting the TP at the site and liaising with external transport bodies e.g. to agree staff discounts.

4.6.4 Therefore, the position can be held initially by a representative working on behalf of the developer and subsequently, an appointed member of staff at each of the light industrial, storage/warehousing and sui generis land uses which form parts of the development proposal.

4.6.5 The overarching duties of the TPC will include:

- Ensuring that the aims of the TP are implemented on an ongoing basis;
- Ensuring that the TP, its measures and incentives are up to date by liaising with relevant internal departments and external bodies e.g. public transport providers and OCC;
- Effective marketing and awareness raising of the TP (internally and externally) e.g. TP promotion and information boards;
- Acting as a point of contact for employees and visitors, and representing the 'human face' of the TP – explaining the purpose and opportunities on offer;
- Taking a key role in the monitoring and review of the TP; commissioning and reviewing TP surveys and measures to inform an end of year summary report to be issued to OCC; and
- The TPC will produce an annual e-newsletter/brief to inform staff on the progress of the TP. This will include the results of the annual review/monitoring report and will provide information on any forthcoming transport-related events including 'National Walking Month' and cycle training, as appropriate.

4.7 Communication and Marketing

4.7.1 The progress, measures and initiatives of the TPs will be promoted and marketed to all employees and visitors to help continue the ongoing success of TPs at the application site.

4.7.2 The information detailed above will be promoted by the TPCs in staff meetings; via websites/emails, at reception and by information boards that will be located at prominent locations within the site units.

4.7.3 Promotional information on the benefits of walking, cycling, public transport use and car sharing, and the social, environmental and economic costs of each mode will be provided.

4.7.4 Also, by these means, the range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits that site users could see as a result of sustainable travel include; improvements to health, reductions in carbon footprints, evidence of assisting in reducing congestion and pollution levels in the local area.

4.7.5 An effective communication and marketing strategy will allow all employees to have a 100% knowledge of the sustainable travel options for journeys to and from the development and also, an awareness of the measures available and facilities at the site that aid sustainable travel.

4.7.6 To facilitate the ongoing promotion of the TP, TPCs will be available as a point of contact for all employees and visitors requiring personalised travel information.

4.7.7 This approach will enable employees and visitors to get in touch with the TPC if they need any further information with regards to local transport. Moreover, employees will have opportunities to communicate any ideas they would like to put forward, to enhance the sustainable travel choices available at the site.

5   Targets

5.1   Overview

5.1.1   This chapter considers existing Journey to Work (JtW) data to provide an indicative modal split for target setting. This section also discussed the need to obtain an initial baseline level in order to understand travel patterns and prepare an aspirational target for consideration within future TPs.

5.2   Initial Targets

5.2.1   The initial targets for this FTP have been set based upon a modal split obtained from 2011 Census Data for 'Location of usual residence and place of work by method of travel to work' for an area covering where the site is located and the rest of Bicester (Middle Super Output Areas - Cherwell 012 E02005932, 013 E02005933, 014 E02005934 and 015 E02005935). The forecast mode share for the site is illustrated in **Table 5.1** below.

Table 5.1: FAST Development Mode Share

Mode of Transport	% Mode Split
Train	2%
Bus	3%
Motorcycle	1%
Taxi	0%
Car Driver	66%
Car Passenger	7%
Bicycle	6%
Walk	15%
Total	100%

5.2.2   As individual TPs evolve, the initial targets will be reviewed through a programme of monitoring to ensure that they remain **SMART**:

- **S**pecific;
- **M**easurable;
- **A**chievable;
- **R**ealistic; and
- **T**imed.

5.2.3   The initial aspiration is a reduction of 5% away from single occupancy private car use towards more sustainable modes of transport over the entire monitoring period. How this is achieved will be considered in relation to the initial and on-going travel survey data that will be collected as a part of the preparation of the individual TPs.

5.2.4   Site **S**pecific targets which align to guidance set out within OCC's 'Transport for New Developments, Transport Assessments and Travel Plans' will be established via liaison with OCC following the first set of travel plan surveys.

5.2.5   Once existing travel patterns are established (following the initial TP staff surveys), suitable **M**easurable targets for employees at each development will be agreed with OCC. These targets will take on board existing modal shares for journeys to work in the District of Cherwell in order to ensure that they are **A**chievable and **R**ealistic.

5.2.6   The targets will also be **T**imed by appropriate milestones to be agreed with OCC when the targets are developed in line with the five-year monitoring framework set out in **Chapter 7**.

5.3   Baseline Situation

5.3.1   The baseline situation for travel will be established and understood by each individual occupier at the application site in order to set measurable TP targets and establish an on-going monitoring process.

5.3.2   Ideally, this will entail a baseline travel survey of all employees in terms of their usual travel patterns prior to occupation; however, where this is not possible the baseline or first set of surveys will be carried out within six months of the initial occupation of each facility.

5.3.3   The travel surveys will aim to obtain a minimum response rate of 40% to allow a representative modal split to be established.

5.3.4   The travel surveys will also provide data in relation to the details of working hours and places of residence of employees so that realistic and achievable targets can be derived.

5.4   Aspirational Target

5.4.1   At this stage, an aspirational target has been set to ensure that there is a commitment at the site; from when the buildings are occupied, to achieve a reduction in the number of people driving to work. This will be reviewed once the results of the first travel surveys are known.

5.4.2   The aspiration is for the development to achieve an overarching 5% modal shift away from single occupancy private car use towards more sustainable modes of transport over the entire monitoring period.

5.4.3   This target will be sought to be achieved by each of the multiple occupiers; and will be addressed within each individual TP by a review of the results of travel surveys and the setting of TP measures.

5.4.4   The aspirational target is considered to only apply to the travel movements of all employees at the application site.

5.4.5   The aspirational target will be reviewed by each occupier once the results of the initial travel surveys are known. This will help to ensure that specific targets are realistic and take account of individual circumstances such as the site's location, the typical travel behaviour of employees and opportunities for travel by sustainable modes.

6 Implementation

6.1 Overview

6.1.1 This chapter sets out the implementation strategy for the TPs; including its management and the role of future site occupiers in appointing TPCs to ensure effective development and co-ordination of the TP.

6.2 Site Occupiers

6.2.1 It is anticipated that the initial occupiers of the site will prepare their own TP documents with reference to the detail contained within this FTP. This ensures that each site-specific TP is tailored to the operational requirements and characteristics of the occupiers; thus, giving the plans a greater chance of success.

6.2.2 Details of the TPCs that are appointed by each occupier will be provided to OCC, within three months after the site units are occupied. It is anticipated that the first TPs will be prepared and that the baseline surveys will be completed and agreed with OCC, within six months of the site opening.

6.2.3 Travel planning is increasingly being viewed by businesses and organisations as an effective tool in workplace management and some occupiers of the site may be well versed in the tools and techniques available to them.

6.3 Travel Plan Co-ordination

6.3.1 The TPC will be responsible for marketing and managing the TP; being the first point of contact for employees wishing to find out more about TP initiatives, motivating others, negotiations with stakeholders, initiating travel surveys and updating the TP where necessary. The TPC will also be responsible for liaising with OCC's TP Officer. The key responsibilities of the TPC are as follows:

- Build awareness and engagement with stakeholders;
- Strategic marketing and communication;
- Implement and managing measures;
- Carry out annual travel surveys and monitoring;
- Create links with wider TP networks;
- Evaluating the success of the TP and updating measures to meet targets;
- Report progress to all other travel plan stakeholders, such as the local planning and highway authorities; and,
- Provide the focus for TP activities for all on-site.

7   Monitoring

7.1   Overview

7.1.1   This chapter provides an overview of the monitoring framework that is required within the TPs that are to be adopted by occupiers at the site.

7.2   Methodology

7.2.1   In line with OCC's, 'Transport for New Developments: Transport Assessments and Travel Plans' guidance, it is paramount that the future TPs are monitored on a regular basis to ensure that the key objectives are being met and that they evolve over time to match changing circumstances.

7.2.2   The initial monitoring exercise will occur following the initial baseline staff travel surveys and will allow for specific target setting and onwards monitoring to be established.

7.2.3   Following the first set of surveys, the TPCs at each of the individual units will be expected to undertake monitoring for a further four years (biennially) in years three and five; on or around the anniversary of the initial occupation. Beyond this initial period, any further monitoring or reporting, if deemed as appropriate, will be continued for another two cycles with OCC i.e. in years seven and nine.

7.2.4   It is proposed that to inform the biennial Monitoring Report, TPCs representing each of the light industrial, storage/warehousing and sui generis facilities will undertake a collective (site-wide) multi-modal travel survey assessment at the main site access; as well as implement a staff travel survey questionnaire in order to explore the motivations and barriers behind the uptake of each form of transport available.

7.3   Reporting

7.3.1   The TPCs for each site will be expected to submit a biennial Monitoring Report to OCC within three months of completion of the programmed travel plan surveys. It is envisaged that any required changes to the TP will be agreed with OCC within one month of submission of this report.

7.3.2   In the event that targets are not achieved within agreed milestones, a commitment to reviewing the measures in consultation with the Local Planning Authority is proposed so that TPs can be refined in order to achieve as much success as is reasonably practicable.

7.4   Surveying

7.4.1   At each workplace, employees will be requested to complete a questionnaire survey at either the start or end of their shift. To assist and save time with compiling survey data, OCC provide a number of different survey and analysis templates that TPCs must use to fulfil monitoring obligations.

7.4.2   The content and results of the monitoring surveys will be used to:

- Monitor the targets;
- Show the number and percentage of people travelling by each mode;
- Highlight the number of single occupancy car users which will act as a major factor in target setting;
- Allow biennial comparisons to be made when undertaking FTP reviews;
- Enable site-specific modal share targets to be determined;

- Determine the barriers and motivations relating to the uptake of sustainable modes of transport;
- Review the progress of any measures and incentives proposed in the TP; and
- Help to identify any further measures that need to be investigated and proposed in order to meet targets.

7.4.3   Furthermore, the information obtained from the initial survey will provide baseline data from which to update the modal shifts and set objectives and targets for the TPs.

7.4.4   Thereafter, the TPC will collate and summarise the results of the travel surveys, in a biennial Monitoring Report for submission to OCC. The concise report will include the annual survey results and analysis of trends against previous years. From this, the targets would be amended or agreed, and any further measures introduced following feedback from the surveys.

7.4.5   The first biennial Monitoring Reports, containing the results of the baseline travel surveys will be presented to OCC by each TPC within six to nine months of initial occupation.

7.4.6   The biennial Monitoring Reports would be made available to all employees at the development. This will be via either a digital or paper copy and also, published on company websites. This is important so that individuals can see how their travel choices fit into the overall TP.

7.5   Additional Monitoring Requirements

7.5.1   As part of the monitoring process, OCC may condition that additional data is included within the TP. This could be required based on the development or the surrounding area.

8 Action Plans

8.1 Overview

8.1.1 To provide an accurate strategy for the implementation of the site TPs, various (short, medium and long-term) timed measures will be introduced before and after the employment development is occupied.

8.1.2 **Short-term** measures refer to those which will be implemented prior to, or within three months of first occupation. **Medium-term** measures are identifiable as those which can be completed within a year. **Long-term** measures are those which will take more than one year to complete.

8.2 Action Plans

8.2.1 **Tables 8.1** and **8.2** set out the indicative action plans that will be implemented by the TPCs, once appointed by each occupier. The action plans detail the required actions by co-ordinators for implementing TP to ensure progress; and also, the proposed timescales for each action.

Table 8.2: Indicative Action Plan (TP)

Action	Timescale
Appoint/identify a TPC and notify OCC.	Within three months post initial occupation
Agree initial staff survey content, monitoring data and methodology with OCC for use in establishing travel patterns.	Post occupation and appointment of TPC
Undertake baseline travel surveys	Within six months of initial occupation.
Report findings of the baseline travel surveys to OCC	Within six to nine months of initial occupation
Agree on-going targets and measures with OCC and finalise TP	Within six months of initial occupation
Undertake TP monitoring surveys	Biennially (Years 1, 3 & 5)
Report findings of biennial staff travel surveys to OCC	Biennially, within three months of completed travel plan surveys
Agree on-going targets and measures with OCC and revise the TP to suit	Biennially, within one-three months of submitted monitoring report.
Communicate details of the TP, its targets, measures and successes to employees and visitors	On an ad-hoc basis, as/when required

8.2.2 For the TPs, most actions are projected to be **short-term** measures that should be carried out within three to six months of initial occupation.

8.2.3 **Long-term** measures for the site include completing monitoring surveys, reporting the findings of monitoring surveys and agreeing targets which should be completed every two years; for a minimum of five years to aim to achieve the overall TP goals.

8.2.4 As with all elements of the travel planning process, the action plans are not considered to be prescriptive and accordingly flexibility should be exercised to ensure that the TPs benefit all user groups and remain relevant throughout their implementation.

9   Summary and Conclusion

9.1   Summary

9.1.1   This FTP has been prepared alongside an Outline planning application for a 'Future Technology Hub' (FAST – Future Automotive Speed & Technology), accompanying the wider Bicester Motion Masterplan development on land at the existing Bicester Motion Airfield site.

9.1.2   The report provides a preliminary overview of the travel planning process for potential occupiers (over OCC's recommended TP threshold) and uses national and local policy guidance to provide a set of recommendations for the necessary aims, objectives, targets, measures and monitoring strategies to be adopted in future TPs to reduce the number of single car trips generated by the development and increase the number of sustainable transport journeys.

9.1.3   The FTP has stated an aspirational overall target of a 5% modal shift from single occupancy car use to more sustainable forms of transport and it is recommended that within TPs and following an analysis of the results from travel surveys, the target is developed by occupiers to be site-**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related (**SMART**).

9.2   Conclusion and Recommendation

9.2.1   It is concluded that this FTP provides an effective strategic tool to promote sustainable access at the FAST development.

9.2.2   The document serves as a supplementary guide to assist with the final targets, measures and implementation of potential individual TPs at the application site.

APPENDICES

mode
transport planning

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