

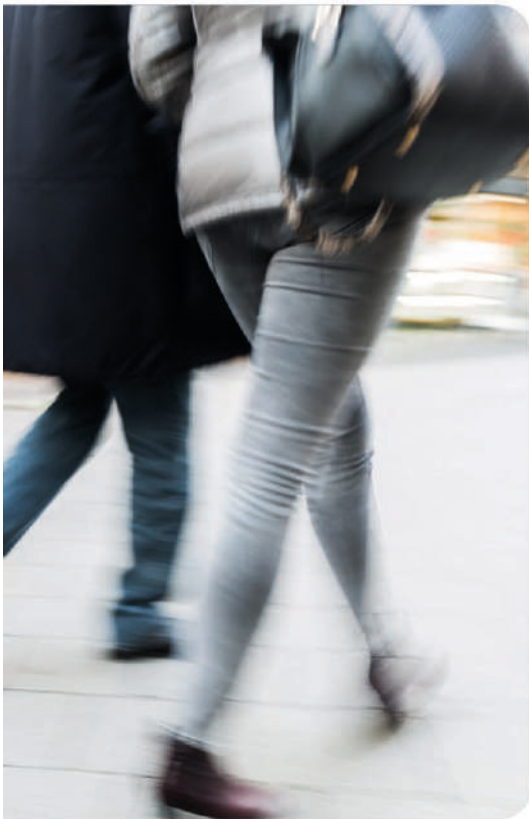


Barratt Homes & David Wilson Homes Mercia

White Post Road, Bodicote

Residential Travel Plan

October 2020



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White Post Road, Bodicote

Residential Travel Plan

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1 Introduction

1.1 Overview

1.1.1 This Travel Plan (TP) has been prepared by mode transport planning (mode) on behalf of Barratt Homes & David Wilson Homes Mercia as part of a reserved matters planning application (19/00895/REM) for a residential development on land off White Post Road, Bodicote. The development will comprise up to 280 dwellings.

1.1.2 A Framework Travel Plan (FTP) (Report Ref 1361/8/C, dated February 2016) was produced and approved to support the outline planning application at the site (Ref: 15/01326/OUT). This TP has been produced to support the reserved matters planning application, in accordance and in line with the approved FTP

1.1.3 This TP has been produced, and will be updated at 50% occupancy of the site, as per Condition 31 of the Appeal Decision (Appeal Ref: APP/C3105/W/17/3172731), which states:

"Prior to the occupation of the 140th dwelling on the site, an updated Travel Plan shall be submitted to, and approved in writing by, the local planning authority. The approved updated Travel Plan shall be implemented and operated thereafter in accordance with the approved details."

1.2 Definition of a Travel Plan

1.2.1 Good Practice Guidelines 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) states that a TP is:

"A long-term management strategy for any occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".

1.2.2 A TP therefore sets out ways in which residents can reduce the number of vehicle trips to/from that site by promoting more sustainable travel options. It is site specific and considers the unique needs and interests of residents, visitors and deliveries, in the context of the local environment and transport network.

1.2.3 A TP involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at reducing the need to travel, encouraging more sustainable travel, and reducing single occupancy car use for all trips to and from the development.

1.2.4 The TP process will aim to deliver the following:

- Partnership approach to influence the travel behaviour of occupiers (residents/visitors) to and from the site;
- Safe and viable alternatives to single occupancy car travel to/from the site;
- Fewer vehicle trips and a reduction in overall vehicle mileage (including reduction in emissions);
- Inform occupiers (residents/visitors) of the social, environmental and economic costs of their travel choices; and,
- Improved accessibility for all.

1.3 Format of the Travel Plan

- 1.3.1 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to help reduce the number of car trips generated by the development and increase the number of pedestrian, cycle and public transport trips. It also includes proposed methods for implementing and monitoring travel patterns and updating the TP report over a five-year period.
- 1.3.2 This report is structured as follows:
- **Chapter 2** details the aims, objectives and benefits that the TP will provide;
 - **Chapter 3** describes the existing conditions, including the site location and the existing accessibility by sustainable travel modes such as walking, cycling and public transport; it also details the forecast travel characteristics of the residents/occupiers at the proposed development;
 - **Chapter 4** describes the proposed development;
 - **Chapter 5** details the TP targets;
 - **Chapter 6** describes the measures and incentives that could be implemented at the site in order to achieve the targets;
 - **Chapter 7** specifies plans for the implementation and monitoring of the measures and incentives at the site. This chapter also includes methods, monitoring and reviewing of the success of the TP over a five-year period; and,
 - **Chapter 8** sets out an Action Plan on how the Travel Plan is anticipated to be delivered and operated.
- 1.3.3 The TP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. A TP report is therefore a 'living document' that will be continually updated.
- 1.3.4 This TP has been written in accordance with, and with reference to, the Framework Travel Plan for the site (Report Ref 1361/8/C, dated February 2016), the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council's (OCC) guidance on Transport Assessment and Travel Plans for New Developments.

2 Travel Plan Aims and Objectives

2.1 Overview

2.1.1 The objectives and their related outcomes define the high level aims of the TP and will dictate the overall direction of the TP and which will be used to determine the targets set for the TP.

2.1.2 Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the TP. It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

2.1.3 This TP will focus on maximising sustainable access to the development and facilitating smarter journey choices. A summary of the Travel Planning Objectives (TPO's) is provided below:

TPO-01: Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies;

TPO-02: Improve accessibility of the site by sustainable modes of transport and address traffic and parking issues; and

TPO-03: Widen choice of travel modes for all those travelling to / from the site.

2.1.4 The above objectives have the key aim to reduce the level of car travel, particularly single occupancy journeys, to and from the site and will have the following related positive benefits:

- Reducing pressure on the surrounding highway network, particularly at peak times;
- Cutting carbon emissions and their contribution to climate change;
- Increasing road safety and protecting vulnerable road users;
- Reducing the cost of works on the highway or other transport infrastructure;
- Encouraging more active travel with associated health benefits;
- Improving local air quality; and,
- Reducing noise pollution.

2.1.5 The overarching objective of this TP is to minimise overall car mileage by reducing the car dependency of residents and visitors travelling to and from the proposed development. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by specific measures that will be provided within the development.

2.1.6 The TP will be focused on all trip types to and from the development including journeys to work, education, retail, health and leisure trips.

2.1.7 This TP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car, where viable/attractive alternatives exist.

3 Existing Conditions

3.1 Introduction

- 3.1.1 This chapter considers the existing context of the development in relation to land use, local highway network and accessibility by various sustainable modes of transport.

3.2 Site Location

- 3.2.1 The site is located in the village of Bodicote, c.2.75km to the south of the town of Banbury. The site is presently vacant agricultural land, and has frontage onto White Post Road to the east and Wykham Lane, to the south. The site is bounded by agricultural land to the west and the National Cycle Route No. 5 along Salt Way to the north.
- 3.2.2 The location of the site is illustrated within the masterplan contained in **Appendix A**.

3.3 Local Highway Network

White Post Road

- 3.3.1 White Post Road forms the eastern boundary of the site. White Post Road is a single carriageway road with footways on both sides and it provides access to the A4260 Oxford Road to the north of the site via a four arm roundabout junction with Sycamore Drive, Bankside and the Oxford Road northbound slip road and Bodicote village to the south, via High Street. The footway is separated from the carriageway by grass verge. Along the site frontage, White Post Road is 7.3m wide and is subject to a 30mph speed limit. Street lighting is present and there is an absence of waiting restrictions.

Wykham Lane

- 3.3.2 Wykham Lane forms the southern boundary of the site. It is a lane of c.5m width, subject to the national speed limit with no centreline or footways along the carriageway. Wykham Lane runs from White Post Road to the east and Broughton Village to the west.

A4260 Oxford Road

- 3.3.3 To the north of the site, White Post Road forms a northbound slip road with the A4260, whilst Bankside provides a southbound slip road. Both slip roads comprise a simple taper diverge and simple taper merge, with give way markings added to the taper merge which has the effect of turning the merge into a priority controlled junction.
- 3.3.4 The A4260 is a single lane carriageway which runs to the centre of Banbury c.2.75km to the north and to Oxford c.39km to the south. In the proximity of the slip roads the carriageway is c.9 metres in width with cycle lanes on both sides of the carriageway. A footway is present on the southern side of the carriageway and is covered by street lighting. The carriageway is subject to a 40mph speed limit.

3.4 Sustainable Travel

Bus Services

- 3.4.1 The closest bus stops to the site are located on White Post Road, 100 metres (c. 1-minute walk) south of the main site access onto White Post Road, and on Sycamore Drive, within 300 metres (c. 4-minute walk) of the main site access. The bus stop on the southern side of Sycamore Drive has a shelter and the other

stops are of a 'flagpole' style. The bus stops on White Post Road are served by the B3 bus service, and the bus stop on Sycamore Drive is served by the B1 bus service.

3.4.2 There are additional services (H4 and S4 gold) calling on A4260 within 800m (10-minute walk) of the site.

3.4.3 These local bus services provide up to 5 services an hour to Banbury bus station in Banbury town centre, within a journey time of c.15 minutes. Further locations accessible via these services include Oxford, Easington, Calthorpe and Twyford.

3.4.4 A summary of the local bus services is provided in **Table 3.1**.

Table 3.1: Frequency of Local Bus Services

Service No.	Route	Peak Frequency		
		Mon – Fri	Sat	Sun
B1	Banbury – Easington	2 an hour	-	-
B3	Banbury – Bodicote & Longford Park	2 an hour	2 an hour	-
H4/S4	Oxford - Banbury	1 an hour	1 an hour	Every 2 hours

* Bus services may be affected as a result of the Covid-19 pandemic. Times are correct as of 29/10/20.

Rail Services

3.4.5 Banbury Railway Station is located c. 2.5km to the north of the site, which can be accessed via a 10-minute cycle or c.15 minute journey on the bus, via Banbury bus station, which is located within 400 metres of the railway station. Banbury Railway Station has 63 sheltered cycle storage spaces. The station is located on the Chiltern Main Line and is operated by Chiltern Railways.

3.4.6 The typical journey time and frequency of train services serving Banbury Railway Station is summarised below in **Table 3.2**.

Table 3.2: Banbury Railway Station Train Services

Destination	Typical Journey Time	Peak Hour Frequency
Bicester	12 minutes	3 an hour
Leamington Spa	17 minutes	3 an hour
Oxford	20 minutes	2 an hour
Warwick	22 minutes	2 an hour
Reading	45 minutes	1 an hour
Birmingham Snow Hill	1 hour 3 minutes	1 an hour
London Marylebone	1 hour 5 minutes	3 an hour
Bournemouth	2 hours 17 minutes	1 an hour
Manchester Piccadilly	2 hours 27 minutes	1 an hour

* Train services may be affected as a result of the Covid-19 pandemic. Times are correct as of 29/10/20.

3.4.7 As shown in **Table 3.2**, Banbury Railway Station provides opportunities for residents to access a wide range of locations, potentially accommodating a range of journey purposes.

Pedestrian & Cycling Infrastructure

3.4.8 In terms of pedestrian and cycle infrastructure, Public Right of Way (PROW) 120/43, a restricted bridleway which is also part of National Cycle Route (NCN) No. 5, runs along the northern boundary of the site along Salt Way from White Post Road to the east and the B4035 to the west. NCN No. 5 also continues north along Bankside towards Banbury Railway Station to the north and south along White Post Road through Bodicote and Bloxham, and continuing onto Oxford. PROW 137/13, which will be maintained as part of the development, also runs through the site in a north to south orientation from Salt Way to Wykham Lane. A PROW (137/11) run c.300m to the west of the site which links with Wykham Lane and Salt Way and continues via PROWs to Oxford Road to the north and c.3km to Milton to the south.

3.4.9 Footways are present along both sides of White Post Road towards Bodicote town centre with a signalised crossing within 20m to the south of the main site junction. There are also footways present in residential areas within the vicinity of the site. In the vicinity of the site, White Post Road is a 'bicycle-friendly road', as are Bankside to the north and High Street towards Bodicote town centre to the south. Dedicated cycle lanes are present along both sides of the carriageway on the A4260 Oxford Road for an approximate 1km in the vicinity of Bankside.

3.4.10 **Figure 3.1** provides an extract of the PROWs in the vicinity of the site and **Figure 3.2** provides an extract from Sustrans showing the local cycle network plan.

Figure 3.1: Local PROW Network Plan

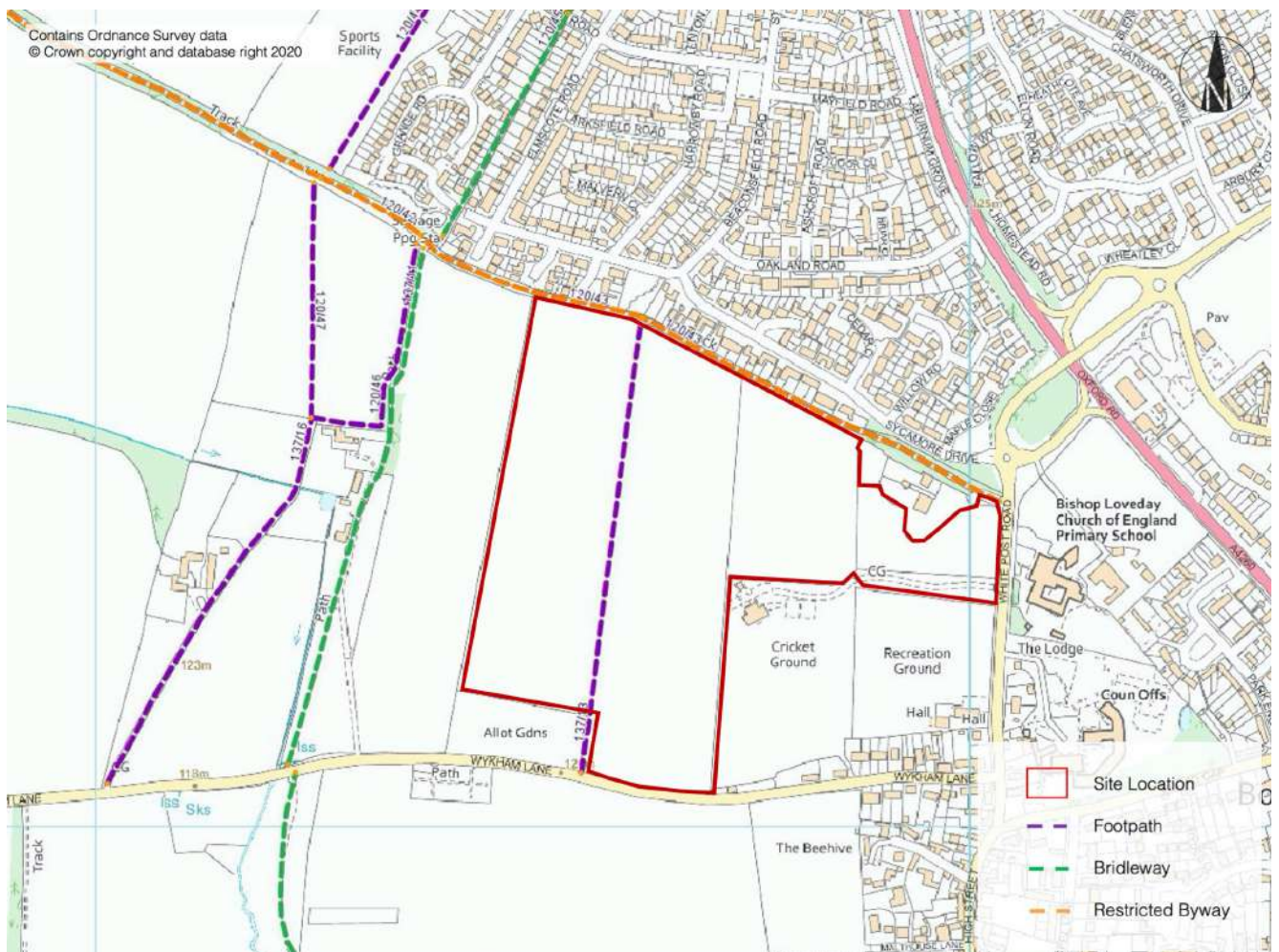
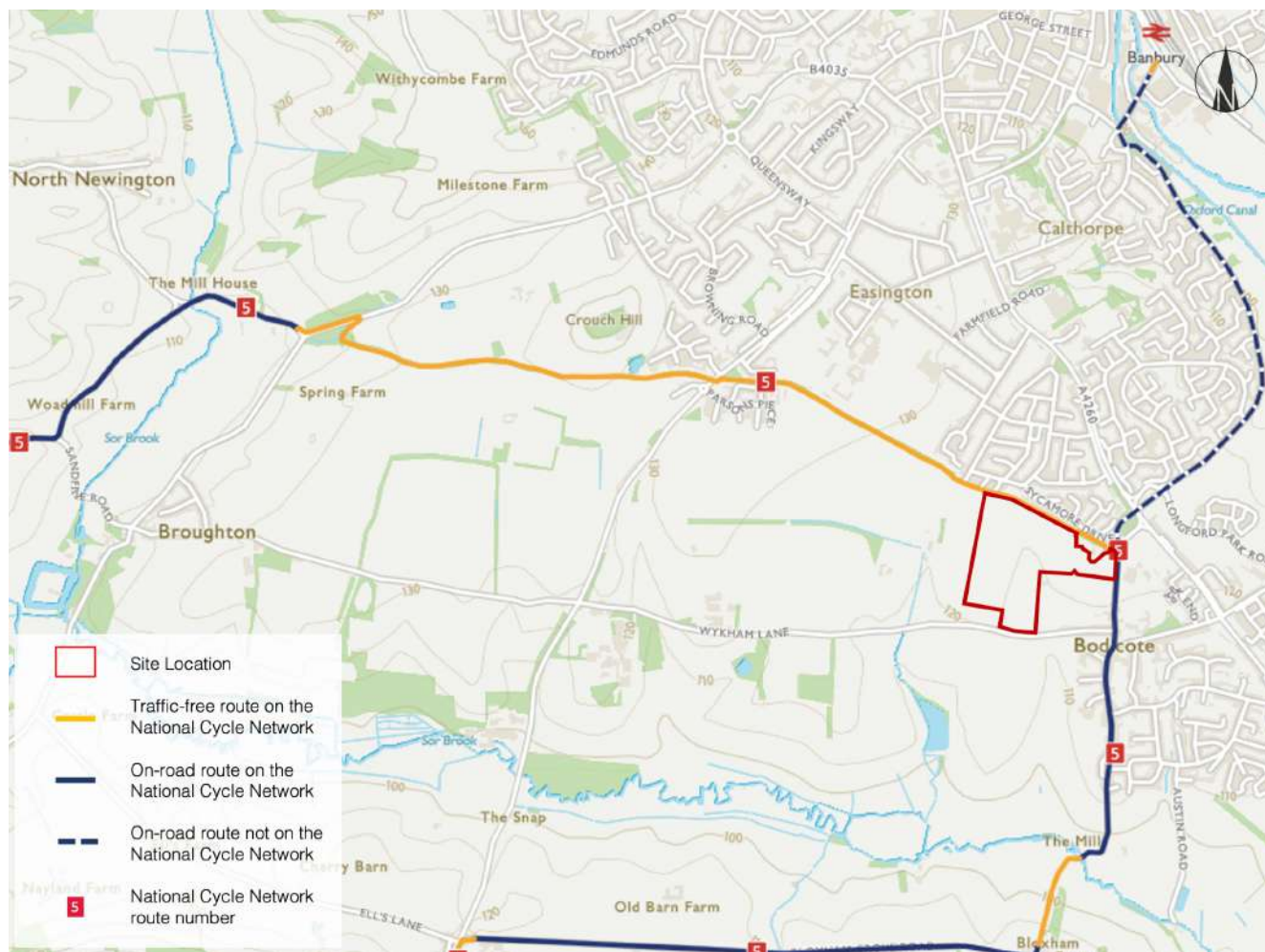


Figure 3.2: Local Cycle Network Plan



Proximity to Local Facilities & Amenities

- 3.4.11 On account of the residential element of the development, it is imperative to consider the potential opportunities for access to local amenities. In transport planning terms, the most sustainable sites are those generating the lowest number of single occupancy private vehicle trips, which can be achieved by facilitating a greater proportion of walking, cycling and public transport journeys.
- 3.4.12 In order to achieve good integration, developments should be encouraged in areas with good accessibility to local facilities, employment opportunities and public transport. This section demonstrates the amenities, employment and education facilities that can be accessed from the site by sustainable modes, as well as describing the existing public transport, pedestrian and cycle connections.
- 3.4.13 The Institute of Highways and Transportation's (IHT) 'Guidelines for Providing Journeys on Foot' (2000) provides guidance when considering accessibility of specific locations by foot. In relation to the proposed development, the guidelines suggest:
- Maximum distances of 800m to town centres, 2,000m for work / education / leisure, and 1200m elsewhere;

- Acceptable distances of 400m to town centres, 1,000m for work / education / leisure, and 800m elsewhere; and
- Desirable distances of 200m to town centres, 500m for work / education / leisure, and 400m elsewhere.

3.4.14 Cycling is also considered to be a highly sustainable mode of travel and generally journeys up to 8km are considered an achievable distance for most people (LTN 01/20 Cycle Infrastructure Design).

3.4.15 The site is well served by a range of community, health, education and retail facilities all within the recommended walking distances detailed above. The site is also accessible to a significant catchment with acceptable journey times by cycling and public transport. The edge of Banbury town centre is within 2km of the site which provides a substantial range of amenities. Further details in respect of amenities and the walking / cycle time to each is provided below in **Table 3.3**.

Table 3.3: Local Facilities & Amenities

Facility	Distance (m)	Walking Time (Min)	Cycle Time (min)
Bodicote Village Hall	150	2	1
Saltway Day Nursery	150	2	1
Bodicote Flyover Farm Shop	200	3	1
Cherwell District Council Offices	200	3	1
Horse & Jockey Public House	500	6	2
The Plough Inn Public House	500	6	2
Bodicote Post Office	1000	13	4
Sainsbury's	1500	19	6
Horton General Hospital	1900	24	8
Banbury Town Centre	2000	25	8
Banbury Academy	2000	25	8
Wykham Park Academy	2000	25	8

3.5 Summary

3.5.1 The level of accessibility to the site is considered to be good with a range of opportunities for sustainable travel, by walking, cycling, or utilising the existing public transport provision.

4 Proposed Development

4.1 Development Proposals

4.1.1 The development at land off White Post Road, Bodicote, will comprise of 280 new residential units and a breakdown of the schedule of development is provided below:

- 11 x 1-Bed Dwellings;
- 45 x 2-Bed Dwellings;
- 104 x 3-Bed Dwellings;
- 102 x 4-Bed Dwellings; and
- 18 x 5-Bed Dwellings.

4.1.2 The tenure of the development is as follows:

- 196 x Private Dwellings; and
- 84 x Affordable Dwellings (25 x Intermediate, 59 x Rent).

4.1.3 The site will be accessed by vehicles from a proposed single access off White Post Road; whilst pedestrian/cycle access will also be provided onto Salt Way and Wykham Lane in addition to the access on White Post Road.

4.2 Sustainable Travel Measures

4.2.1 In order to encourage travel to and from the site by sustainable modes of transport, the following measures have been incorporated into the proposals:

- An existing footpath (Public Right of Way 137/13) within the site between the National Cycle Route No. 5 along Salt Way to the south to Wykham Lane will be maintained and improved as part of the proposed development. In line with Section 3.21 of the Section 106 (S106), the occupation of more than 220 dwellings will not be permitted at the site until the footpath, referred to as the 'Bridleway' within the document, has been provided / constructed.

<To be confirmed by Barratt Homes & David Wilson Homes Mercia>:

- Improvements to bus infrastructure are to be provided as part of the proposed development. The aim of this is to promote bus travel to residents of the site through providing better bus stop facilities. Proposed bus stop improvements are also of benefit to existing public transport users in the vicinity of the site. The applicant proposes, as per the S106, to:
 - Upgrade the existing northbound and southbound stops on White Post Road, in the vicinity of the site, to provide shelters;
 - Upgrade the bus stop infrastructure on Oxford Road in the vicinity of the site; and,
 - Introduce bus stops within the site on the main spine road in both directions, as shown on the masterplan at **Appendix A**.

<To be confirmed by Barratt Homes & David Wilson Homes Mercia>

- As per the S106, a 'Bus Infrastructure Contribution' of £34,230 will be made to OCC deliver the improvements detailed above. This contribution will be made as per the following instalments, as detailed in Section 2.3 of the S106:

- £13,410 prior to the first occupation of any dwelling; and,
- The balance prior to the first occupation of more than 150 dwellings.
- No occupation of any dwelling prior to the first payment being made or the occupation of more than 150 dwellings prior to the remaining balance being paid will be permitted.

4.2.2 A 'Bus Service Contribution' of £1,000 per dwelling will also be provided which is payable towards the cost of new bus services linking the development with Banbury Town Centre. The contribution will be paid prior to the first occupation of more than 100 dwellings, and occupation of more than 100 dwellings will not be permitted until the payment is made to OCC.

4.2.3 In terms of the bus route that would be delivered at the site, OCC set out the following in their 1 April 2015 pre-application consultation response:

"It's envisaged that a new bus route will be introduced along the new spine road, and this is currently conceived as a two-way loop from the Town centre to the Town Centre via Bloxham Road, the Spine Road, Bankside and a new link along Tramway Road to the Rail Station and thence to the Town Centre. It is possible that this route could be cross-linked with other bus services, to provide direct access to workplaces to the north or east of the Town Centre. This new bus service would be procured on a pump-priming basis, to ensure that it became fully commercially viable after a few years. Bus stop infrastructure will be required and it is recommended the location of the stops is identified at an early stage."

<To be confirmed by Barratt Homes & David Wilson Homes Mercia>:

5 Targets

5.1 Introduction

- 5.1.1 This chapter identifies specific targets upon which the success of the TP will be considered. All targets are **SMART**, that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related. The targets at the site will be based upon forecast mode share and vehicle trip rates associated with the development.

5.2 Targets

- 5.2.1 The overall target of the TP target was approved within the FTP, and based in terms of the 'number' of peak hour car trips, based on the 'peak hour trip rate'. As per the FTP, a target reduction of 10% to the peak hour vehicle trip rate per dwelling in the has been set, to be achieved at 5-years from first occupation at the site.

- 5.2.2 The TP target is set as a maximum AM peak hour 2-way vehicle trip rate of 0.537 per dwelling. An explanation of how this is derived is as follows:

- The recorded (TRICS) 2-way AM peak hour (worst case peak hour), as adopted for the TA (February 2016, report reference 1361/7/E), provides a forecast of traffic generated by the proposed residential development is 0.597 per dwelling.
- Apply reduction factor of 10% to the TRICS 2-way peak hour trip rate of 0.597, resulting in a Framework TP target 2-way peak hour vehicle trip rate of 0.537 per dwelling.

Travel Plan Measures

5.3 Overview

- 5.3.1 In order to meet the target outlined in Chapter 5, an appropriate package of 'hard' and 'soft' measures has been developed to promote and support the use of sustainable travel modes, including walking, cycling, public transport use and car sharing.
- 5.3.2 The measures within this section are designed to encourage the use of sustainable modes of transport by all residents/visitors.

5.4 Travel Plan Coordinator

- 5.4.1 For effective management of the TP, a Travel Plan Coordinator (TPC) will be appointed at the development.
- 5.4.2 The TPC (mode) will be fully trained in the aims and objectives of the TP and will be involved throughout the occupation process.
- 5.4.3 The TPC contact details for the development are as follows:

mode transport planning (mode)
Lombard House
145 Great Charles Street
Birmingham
B3 3LP

Email: travelplan@modetransport.co.uk

Tel: 0121 794 8390

- 5.4.4 The appointment of an appropriate and professional TPC prior to the occupation is essential to the successful implementation of the TP. The TPC contact details (address/telephone number/email address) will be provided to the local council.
- 5.4.5 The general day-to-day requirements of the TPC role will be limited and the typical duties will include:
- Being fully trained in the aims and objectives of the TP and will be involved throughout the marketing, sale/rent, and occupation processes;
 - Providing TP training for sales/marketing staff so that they can inform all potential residents about the TP process and answer any questions that they may have. This will help to ensure that the residents are committed to sign up to the Travel Planning process, and the sustainable lifestyle, including the regular monitoring processes and travel questionnaires (detailed further in Chapter 7);
 - Effective internal and external marketing and raising of awareness;
 - Represent the 'human face' of the TP - explaining the purpose and the opportunities on offer;
 - Undertaking the monitoring and data collection to produce an end of year summary report to be issued to Oxfordshire County Council's (OCC) Travel Planning Team;
 - Take a key role in the review of the TP;

- To facilitate continued promotion and awareness raising, the TPC will also act as a point of contact for all residents requiring information. This will enable residents to get in touch with the TPC if they need any further information with regards to local transport facilities; The TPC will also look into setting up resident stakeholder groups.

5.5 Walking and Cycling

- 5.5.1 To promote walking and cycling by site users, the following measures will be implemented:
- 5.5.2 **Providing walking and cycling maps:** Maps of local and accessible walking and cycling routes will be made available to all residents/visitors e.g. through 'Travel Information Packs' and the social media platform;
- 5.5.3 **Promotion of events including 'National Walking Month', 'Cycle to Work Day' and 'Ride to Work Week':** residents/visitors at the application site will be encouraged to participate in events such as 'National Walking Month' and 'Cycle to Work Day'. For these activities, promotional resources (digital/hard copies) will be obtained from charities, such as Living Streets, Sustrans and CycletoWorkDay.org.
- 5.5.4 **Publicise the health and environmental benefits of walking and cycling:** residents/visitors could be made aware of the benefits of active travel by the TPC displaying promotional information e.g. 'fact of the week' on social media platform. Organisations that can be approached for publicity material include Living Streets and Sustrans;
- 5.5.5 **Publicise adult/children cycle training:** Details of local cycle training providers will be made available/or offered to all residents/visitors. There are a number of registered cycle training providers for local residents and communities e.g. 'Bikeability'; and further information about cycle training and led rides can be found at: <https://bikeability.org.uk/>.
- 5.5.6 **Provision of cycle parking and cycle storage facilities at the development:** Cycle parking and storage facilities for residents and their visitors will be provided within the curtilage of each dwelling.
- 5.5.7 **Explore interest in setting up a Bicycle User Group (BUG)** and opportunities to liaise with other such established groups. This can be greatly assisted if even one or two residents for cycling can be identified to 'champion' cycling amongst residents.

5.6 Public Transport

- 5.6.1 The existing/proposed bus and rail service provision could be made to benefit residents/visitors, by the TPC including some of the following initiatives as the Travel Plan for the site develops and progresses:
- 5.6.2 **Distribution of public transport information:** Details of timetables, ticketing, routes and costs of public transport services could be made available within 'Travel Information Packs' and through social media platforms; and,
- 5.6.3 **Publicising journey planning services:** Website links and phone applications for journey planning services such as Traveline, nxbus and National Rail Enquiries could be publicised within 'Travel Information Pack', and the site social media platforms. This cost-effective initiative will enable residents/visitors to be well informed about the timings and provision of public transport services near to the development.

5.7 Car Share

- 5.7.1 Car share schemes have the potential to reduce the number of single occupancy car trips to the site, thus reducing congestion, CO2 emissions and pressure on parking at the development.
- 5.7.2 The positive benefits of car sharing, and the potential cost savings will be advertised as part of the Travel Planning process via the Travel Information Packs and site social media platform.
- 5.7.3 In addition, residents will be made aware of local and national car share websites e.g. <https://liftshare.com/uk> and www.blablacar.co.uk.

5.8 Communication and Marketing

- 5.8.1 The TP will be promoted and marketed to the future residents to help disseminate the information, measures and successes of the TP throughout the scheme and as part of the sales process; the following measures will be implemented.

Travel Information Pack

- 5.8.2 Travel Information Packs will be given to residents upon first occupation. These will be funded by the Developer, and agreed with OCC prior to issue (which may be distributed by printing and posting, or accessible online), and will contain:
 - Promotional information on the benefits of walking, cycling, public transport use and car sharing and the social, environmental and economic costs of each mode;
 - A pedestrian route map to key destinations, such as local food shops and supermarkets, doctor's surgeries, retail areas and transport facilities, with distances and journey times;
 - A cycle route map to key destinations, with distances and journey times;
 - Information on the location and contact details of local bicycle shops, cycling organisations, and any cycle training centres for both children and adults;
 - Public transport information, including a bus and train route map and the latest timetable information. The Information Pack will also include full details of the range of tickets available. The links to the public transport information will be included within the Travel Information Pack and will direct users to relevant websites;
 - These provide up to date timetable and route information as well as journey times, costs and transport interchange information;
 - Advertise details of relevant car share schemes (weblinks found in Chapter 6.5)
 - The contact details of local running and walking groups will also be provided within the Travel Information Packs. These groups promote the benefits of walking on health and wellbeing and as an alternative to car travel;
 - Contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel;
 - The range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits that residents could see include, improvements to their health, reducing their monthly outgoings on transport, reduction in their carbon footprint, reducing congestion and pollution levels in the local area; and,
 - Contact details of the TPC, and OCC's Travel Plan Officer (if relevant).

- This will allow all residents to have full knowledge of the sustainable options to travel to/from the development, the facilities at the site to aid sustainable travel and the measures available.

Social Media

5.8.3 Social media is an increasingly important marketing tool, and will be utilised to promote the TP objectives and measures. The TP will devise an appropriate online marketing strategy, by monitoring the evolving use of social media as a tool to assist in achieving the TP aims.

5.8.4 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Twitter, a well-established and widely used social media platform, is suitable. A TPC twitter account could be used to provide residents with the following types of information:

- Promotion of national and local initiatives such as Bike Week, Walk to Work Week;
- Links to questionnaire travel survey forms;
- Updates of public transport information, eg. timetable changes, route diversions, ticketing promotions etc.
- Sustainable transport based 'fact of the week', e.g. health benefits, cost savings, environmental benefits;
- Links to travel information website/information sources, eg. local bus operator websites, sustainable journey planning websites, sustainable travel blogs;
- Link to car share website;
- Promotion of phone applications (apps), eg. bus ticketing, sustainable journey planners, pedometers, fitness apps, etc;
- Promotion of other relevant Twitter accounts/blogs, eg. local travel news, public transport operators, walk and cycle organisations;
- Information on discount opportunities, eg. offers at local cycle retailers, discount public transport tickets, etc.

5.8.5 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media.

5.9 Summary

5.9.1 The measures that have been provided will support TPC in seeking to achieve the targets indicated within **Chapter 5**. For targets to be met, it is imperative that the TPC is proactive in setting up the initiatives established and that they communicate the aims and objectives of the TP to residents/visitors on a frequent basis.

6 Implementation and Monitoring

6.1 Overview

- 6.1.1 This chapter sets out an implementation strategy for the individual Travel Plans; including the management and monitoring of the Travel Plan by the TPC's so that the Travel Plan can be effectively developed and co-ordinated with targets set and revised annually in response to monitoring analysis and outcomes.

6.2 Travel Plan Implementation

- 6.2.1 The majority of measures to reduce single occupancy car use and promote walking, cycling, public transport and low emission vehicles will be implemented during the construction process; or within six months of occupation. This will allow residents to assess the potential to travel by alternative modes of travel and allow a sustainable travel culture to emerge from the offset.
- 6.2.2 The TPC will be responsible for introducing the Travel Plan to new residents/visitors at the application site. The TPC will provide promotional information about the Travel Plan and will have a responsibility to ensure its progress.
- 6.2.3 The TPC will oversee/be assisted with the publication of a 'Travel Information Pack' that can be provided to all new homeowners. The 'Travel Information Pack' will include information on alternative modes of transport to as opposed to the private car.
- 6.2.4 An additional role of the TPC will include ensuring that information on travel is distributed to residents/visitors via social media.
- 6.2.5 Furthermore, an annual review of the Travel Plan will be carried out by the TPC in collaboration with the Travel Planning Officers at OCC; as part of the monitoring process.

6.3 Monitoring and Review

- 6.3.1 Monitoring and the implementation of the TP will be based on two types of survey:
- Traffic count surveys: recording the morning (0800-0900) peak hour vehicle trip generation of the residential development;
 - Residential questionnaire survey: recording modal shift, exploring factors that may influence residents to make more sustainable choices and perceptions towards various potential future measures which may be implemented at the site.
- 6.3.2 The traffic count surveys will be undertaken by an invigilator during the morning (worst-case) peak hour from 0800-0900, recording vehicles entering and exiting the site. It will be important that the invigilator excludes construction traffic as this is not representative of a fully operating development.
- 6.3.3 The residential questionnaires survey will be completed by all residents at the site; either online, in person or by a postal survey. The following data will be obtained through the full completion of the survey by residents:
- Travel mode choice for a range of journeys to and from the development (work, leisure, retail, education, healthcare);
 - Number of cars per household;

- Number of bikes owned per household; and
- Perception towards various potential measures to increase sustainable travel by residents.

6.3.4 A copy of an example residential questionnaire survey is included at **Appendix B**, for reference.

6.3.5 Incentives to encourage residents to complete the travel surveys may be promoted as part of the questionnaire - these may include for example, being entered into a prize draw for the chance to win monetary vouchers (e.g. £25/£50).

6.3.6 Initial traffic count and residential questionnaire surveys will be undertaken within 3 months of the occupation of 50 dwellings at the site. Subsequent surveys will be undertaken until five years after first occupation of the development.

6.3.7 Further data can be collected throughout the year as follows:

- Number of Welcome Packs distributed;
- Number of sustainable travel queries directed to the TPC; and
- Levels of engagement with social media accounts (e.g. no of 'followers' or messages received)

6.3.8 Annual Monitoring Reports will be produced to present travel survey results to OCC within 2 months of the surveys being completed, with the trip rate target used to summarise the Travel Plan's progress over the course of its timeframe. The modal shift recorded from the residential questionnaire surveys across the survey years will also be presented. Following the data presented within the monitoring report, targets may be amended and/or agreed with OCC, along with future measures which may be introduced following the feedback on the surveys.

6.4 Future Travel Plan Update

6.4.1 As per Condition 31 of the Appeal Decision (Appeal Ref: APP/C3105/W/17/3172731), prior to the occupation of the 140th dwelling on the site, a review and update of the TP shall be submitted to OCC for written approval. The existing conditions, measures and targets will be reviewed and updated (as necessary) based on the existing level of success of the TP and discussions undertaken with OCC.

7 Action Plan

7.1 Overview

- 7.1.1 To provide an accurate strategy for the implementation of the Travel Plan, various (short, medium and long-term) timed measures will be introduced before and after the development of the site.
- 7.1.2 **Short-term** measures refer to those which will be implemented prior to, or within 3 months of first occupation. **Medium-term** measures are identifiable as those which can be completed after 3 months of occupation and within a year. **Long-term** measures are those which are on-going and can take more than one year to complete.

7.2 Action Plan – Initiatives and Timescales

- 7.2.1 **Table 8.1** sets out the Indicative Action Plan that will be followed by the TPC. The action plan details the required actions by the co-ordinator for implementing the TP and also, the proposed timescales for each action.

Table 8.1: Action Plan

Action	Timescale	Measure
Appoint Travel Plan Co-ordinator.	3 months prior to initial commencement and occupation of development (during initial construction phase)	Short-term
Agree and prepare publicity and marketing materials (eg. social media/Travel Information Pack) to promote sustainable transport uptake amongst new residents/visitors.	3 months prior to initial occupation of dwellings, and ongoing thereafter	Short/Long-term
Agree initial modal/travel survey content, monitoring data and methodology with local authorities for use in establishing travel patterns.	3 months prior to initial occupation of dwellings; and before the initial baseline travel surveys	Short-term
Sales Team to Issue Travel Information Pack to occupiers	Upon initial occupation of all dwellings	Medium/Long-term
Undertake initial baseline traffic surveys	Within 3 months of the occupation of 50 dwellings at the development	Medium/Long-term
Undertake initial baseline residential travel questionnaire surveys	Within 3 months of the occupation of 50 dwellings at the development	Medium/Long-term
Undertake annual traffic surveys	Annually thereafter the initial baseline surveys (as above), for a period of 5 years	Medium/Long-term
Undertake annual modal share travel questionnaires surveys	Annually thereafter the initial baseline surveys (as above), for a period of 5 years	Medium/Long-term
Report findings of surveys in monitoring reports to be submitted to OCC	Within two months of the initial travel surveys being completed, and annually thereafter	Medium/Long-term

Review TP targets and measures in consultation with OCC	As required following the initial baseline survey, and in line with annual monitoring thereafter	Medium/Long-term
Review and Update of TP in consultation with OCC	Prior to the occupation of 140 dwellings	Medium/Long-term

APPENDICES

APPENDIX A – Site Masterplan

APPENDIX B – Residential Survey



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