



Middle Aston Limited

# Hatch End Industrial Estate, Middle Aston

## Framework Travel Plan

March 2021



Middle Aston Limited

# Hatch End Industrial Estate, Middle Aston

## Framework Travel Plan

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## APPENDICES

### APPENDIX A Site Plan

# 1. Introduction

## 1.1 Document Purpose

- 1.1.1 This Framework Travel Plan (FTP) has been prepared by mode transport planning (mode) on behalf of Middle Aston Limited. It accompanies a planning application for the redevelopment of the Hatch End Industrial Estate in Middle Aston, Oxfordshire.
- 1.1.2 The development proposals are for the redevelopment of 2,246m<sup>2</sup> (GIA) existing storage, warehousing and office buildings to provide 25 business units comprising Class E(g) and B8 totalling 2,215m<sup>2</sup> (GIA), with 79 car parking spaces, 34 cycle parking spaces and access arrangements retained onto Fir Lane.

## 1.2 Document Stakeholders

- 1.2.1 Middle Aston Limited are expected to be the developer of the site and will retain responsibility of this FTP until there are any further exchanges made on the site. The end occupier(s) of the site is currently unknown.
- 1.2.2 This FTP has been prepared in accordance with relevant National and Local planning policy applicable to travel planning and the nature of the development. This includes the revised National Planning Policy Framework (June 2019), the National Planning Practice Guidance (NPPG) online web-resource and relevant Oxfordshire County Council (OCC) travel planning policies and guidance.
- 1.2.3 This FTP also provides the necessary evidence for a BREEAM assessment focusing on the Tra 01 and 02 criteria, based on the New Construction Assessment Guidance published in 2018.
- 1.2.4 It should also be noted that this FTP mirrors an FTP submitted with a previous planning application at the site for similar, albeit now reduced development proposals (LPA ref. 20/01127/F). The previously submitted FTP was considered acceptable by OCC in response to the previous planning application.

## 1.3 Document Structure

- 1.3.1 The remainder of this FTP is structured as follows:

- **Section 2 – Development Details;**

- **Section 3** – Sustainable Travel Connections;
- **Section 4** – Overarching Aim, Objectives and Benefits;
- **Section 5** – Targets;
- **Section 6** – Travel Plan Strategy;
- **Section 7** – Measures and Initiatives;
- **Section 8** – Monitoring and Review; and
- **Section 9** – Action Plan.



## 2. Development Details

### 2.1 Site Layout

2.1.1 The development proposals are for the redevelopment of 2,246m<sup>2</sup> (GIA) existing storage, warehousing and office buildings to provide 25 business units comprising Class E(g) and B8 totalling 2,215m<sup>2</sup> (GIA), with 79 car parking spaces, 34 cycle parking spaces and access arrangements retained onto Fir Lane.

2.1.2 The proposed site layout is shown on [Figure 2.1](#), with a scaled plan provided in [Appendix A](#).

[Figure 2.1 Proposed Site Layout](#)



### 2.2 Operational Activities and Staff Numbers

2.2.1 Operational activities are expected to reflect the business unit land use. The nature of business operations and the number of staff will be detailed further following the implementation of the FTP.

## 2.3 Unit Schedule

2.3.1 A detailed schedule in terms of the size of each unit and corresponding car parking provision is provided in [Table 2.1](#).

**Table 2.1 Unit Schedule**

Building	Unit	GIA (sqm)	Building	Unit	GIA (sqm)
1 (Class B8)	A	211	4 (Class E)	E	84
	B	211	5 (Class E)	A	65
2 (Class E)	A	65		B	66
	B	66		C	66
	C	66		D	85
	D	85		E	84
	E	84	6 (Class E)	A	65
3 (Class E)	A	65		B	66
	B	65		C	66
4 (Class E)	A	65		D	85
	B	66		E	84
	C	66	Hub	-	199
	D	85	<b>Total:</b>		<b>2,215</b>

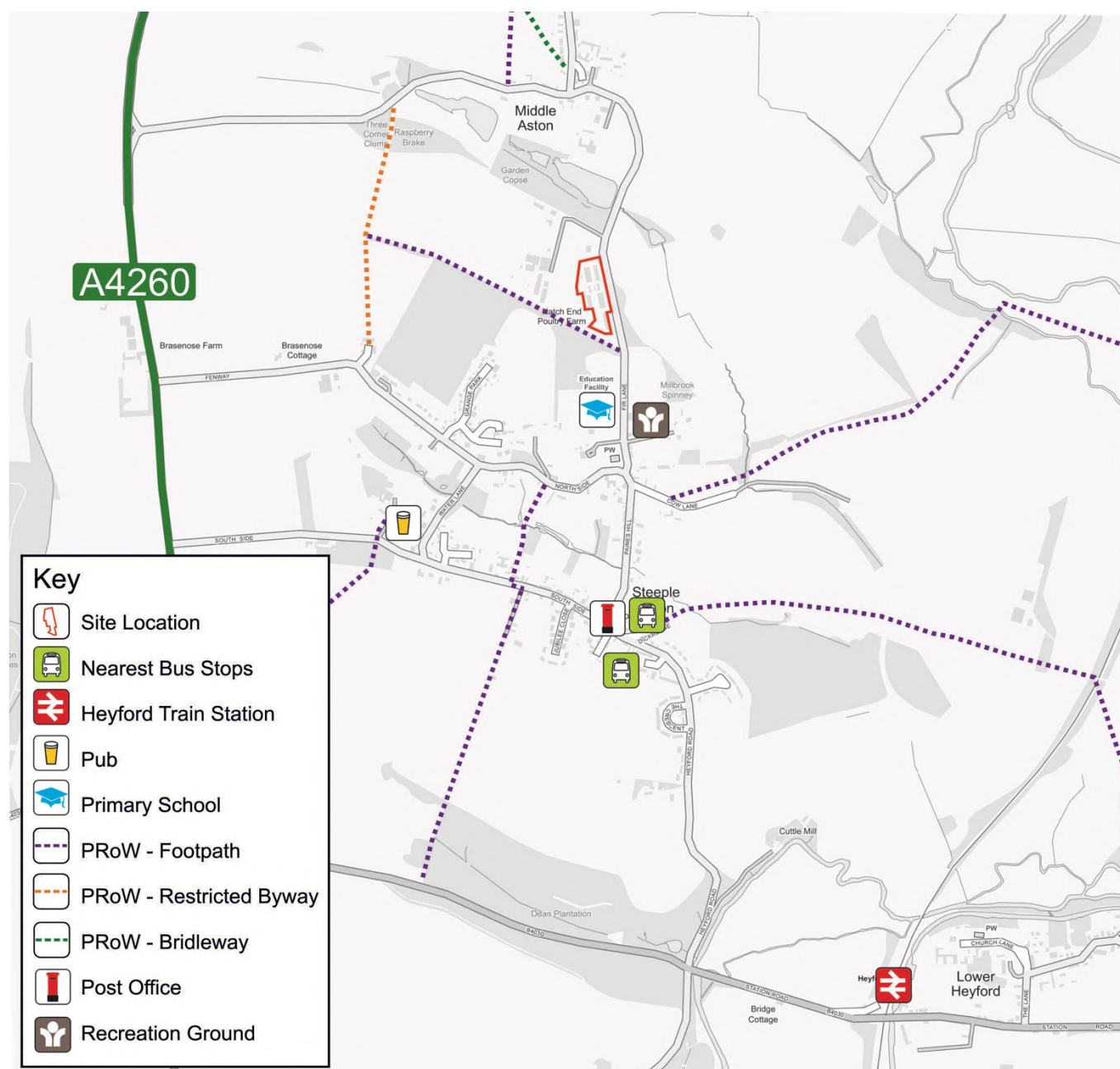


## 3. Sustainable Travel Connections

### 3.1 Site Location

3.1.1 The location of the Hatch End Industrial Estate in the context of sustainable travel infrastructure and local facilities and amenities is illustrated on **Figure 3.1**.

**Figure 3.1 Site Location and Local Amenities**



## 3.2 Pedestrian and Cycling Connections

- 3.2.1 The development proposals are located as to enable pedestrian connectivity with Middle Aston and Steeple Aston akin with the semi-rural and lightly trafficked environment, with both villages being situated within a 1-kilometre or 10-minute walk (on the basis of 400m being covered per 5 minutes as per industry guidelines).
- 3.2.2 The above will largely relate to staff who may live locally and may not require a vehicle during the working day to travel elsewhere, with potential for attracting staff from further afield via bus stops in Steeple Aston and Heyford Railway Station. For staff living in the surrounding villages, commuting by foot could also be considered although other sustainable modes of travel may be more practical where distances increase over 2-kilometres, such as by cycling or by bus.
- 3.2.3 Existing footway provision on both sides of the Fir Lane carriageway begins approximately 310-metres south from the site in proximity to Dr Radcliffe's Church of England Primary School. Footway provision continues southwards as Fir Lane adjoins with Paines Hill providing pedestrian access into Steeple Aston, situating local facilities and amenities including a Post Office and a residential area.
- 3.2.4 A crossing opportunity with tactile paving with dropped kerbs is present as Paines Hill connects with South Side, running on a west to southeast axis. To the east South Side merges with Heyford Road, situating bus stops on both sides of the carriageway and providing for pedestrian access east and west.
- 3.2.5 A number of Public Rights of Way (PRoW) footpaths, byways and bridleways (as presented on the OCC interactive map) are present in proximity to the application site, as illustrated on [Figure 3.1](#). This includes Footpath 364/5/10 running adjacent to the southern boundary of the site. These PRoWs provide the opportunity for pedestrian access into Middle Aston to the north and Steeple Aston.
- 3.2.6 Within the development site, a shared surface for all site users will provide for pedestrian movement within the site. This is on the basis of a low vehicle speed environment and limited servicing and delivery activity (discussed in more detail later in this section).

### 3.3 Cycle Connections

- 3.3.1 The development proposals will enable cycle connections into Middle Aston as well as the wider local area, including Steeple Aston and Lower Heyford. This will offer staff (and to some degree visitors) the ability to more realistically commute to and from the site over greater distances than walking.
- 3.3.2 The proposed site layout makes provision for cycle parking storage, including showers and lockers for cyclist use. Provision within the development will otherwise be by way of street make-up of a suitable standard to allow for cyclists to share carriageway space with other road users.
- 3.3.3 Cyclists will be able to access the local network via Fir Lane. Fir Lane runs on a north-to-south axis, connecting with Paines Hill to the south. Paines Hill continues to run southwards, connecting with South Side running on a west to southeast axis. To the west South Side connects with the A4260, running into the centre of Oxford, and to the southeast merges with Heyford Road.
- 3.3.4 The nearest National Cycle Network (NCN) Route to the development site Route 5, running via Middle Barton approximately 6.1-kilometres west from the site. NCN Route 5 provides a connection between Reading and Holmead, via Oxford and Banbury, providing a mixture of traffic-free and on-road cycling routes.

### 3.4 Public Transport Services

- 3.4.1 The development proposals are located as to enable bus connectivity with the wider Oxfordshire area including Chipping Norton, Bicester, Banbury and Oxford. In addition, train services from Heyford Railway Station will enable connections from a wider region. These may offer staff the ability to commute by bus or train, if preferred over walking or cycling locally, or over greater distances where bus or train provide a practical alternative to the private car.
- 3.4.2 The nearest bus stops to the application site are the 'Post Office' bus stops, situated on both sides of Heyford Road in Steeple Aston, approximately 980-metres southeast from the site.
- 3.4.3 The bus stops are served by the S4 Gold service which operates between Oxford and Banbury calling at Adderbury, Deddington, Steeple Aston, Tackley and Kidlington. The service operates every hour Monday – Saturday and every 1.5hrs on Sunday.

3.4.4 The nearest train station to the development site is Heyford Railway Station, situated approximately 2.3-kilometres southeast from the site. Heyford Railway Station provides for train services operated by Great Western Railway and Chiltern Railways. Corresponding train services are available to and from stations including Oxford, Banbury and Didcot Parkway (with subsequent or preceding changes available to and from wider destinations).

3.4.5 The above train connections are expected to benefit both staff and visitors for medium to long distances travelled. This will enable visitors throughout the UK to travel to and the from utilising sustainable modes of travel.

### 3.5 BREEAM Accessibility Index

3.5.1 In accordance with the BREEAM Accessibility Index (AI) Tra 01 Calculator, the development site AI score has been calculated. Classifying the site as an 'Office / Industrial' Building Type in proximity to 1 node, the development site has an AI score of 0.68.

### 3.6 Proximity to Local Amenities / Facilities

3.6.1 A summary of the most notable surrounding local facilities and amenities and their walking distance / time is provided in **Table 3.1**.

**Table 3.1 Places by Journey Purposes and Walking Distance / Time**

Local Amenity / Facility	Walking Distance / Time
Café (Proposed on-site ancillary facility)	On-site
Public Footpath	200m / 2 minutes
Middle Aston House	460m / 6 minutes
Dr Radcliffe's Church of England Primary School	390m / 5 minutes
Steeple Aston Pre-School	435m / 5 minutes
Steeple Aston Village Hall	395m / 5 minutes
Steeple Aston Sports and Recreation Centre	420m / 5 minutes
Steeple Aston Post Office / ATM Facility	910m / 11 minutes
The Red Lion Pub	1450m / 18 minutes

## 4. Overarching Aim, Objectives and Benefits

### 4.1 Overarching Aim

- 4.1.1 The overarching aim of this FTP is to put in place the management tools deemed necessary to enable employees to make informed decisions about how they travel to the site, which at the same time minimises the adverse impacts of travel on the environment. This aim is achieved by setting out a strategy for eliminating barriers that keep employees from making use of sustainable modes.
- 4.1.2 Improving transport choices available to people, rather than focusing on providing for the private car will lead to a more equitable and sustainable development, that provides travel options for all the site users, regardless of whether they own a car or not.

### 4.2 Objectives

- 4.2.1 The transport principles for the site reflect sustainable objectives which can be summarised under the following headings:
- Individual occupiers working together to promote sustainable and active travel. To the site for all members working on the site;
  - Promoting sustainable transport choices for employees and visitors travelling to and from the site;
  - Promoting accessibility to the site by walking, cycling, public transport and car sharing; and
  - Increasing the awareness of the environmental and social benefits of using alternative modes of transport.
- 4.2.2 It is intended that the objectives of this FTP will be met by identifying and implementing initiatives that provide future employees and visitors a variety of travel choices, and, in doing so, reducing the need to travel by private car.

### 4.3 Benefits

- 4.3.1 By meeting the objectives, the FTP will bring about the following benefits:

#### **Employee Benefits**

- Health benefits associated with walking and cycling, including reduced levels of stress;

- Increasing patronage on existing public transport modes;
- Health benefits associated with walking and cycling; and
- A contribution towards overall reduction in travel emissions.

#### **Occupier Benefits**

- A demonstration of any environmental credentials;
- An incentive to recruiting and retaining employees; and
- A healthier and more productive work force.

#### **Wider Community Benefits**

- On-going reductions in vehicular generated traffic on the local highway network;
- Increasing patronage on existing public transport modes;
- Health benefits with walking and cycling; and
- A contribution towards overall reduction in travel emissions.



## 5. Targets

### 5.1 Purpose of Target Setting

5.1.1 Targets are the measurable goals by which progress will be assessed. The FTP sets out mode share targets that all occupiers will seek to achieve within the monitoring periods. These mode share targets are **SMART**; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related.

### 5.2 Mode Share Targets

5.2.1 Individual modal share targets, for all units are outlined in **Table 5.1**. Due to the limited control over modes of travel adopted by visitors, targets are not set specifically for these site users. However, measures outlined in this FTP may also benefit visitors as well as employees.

5.2.2 The interim baseline mode share data has been based on the 2011 Census Journey to Work data for the site location (Cherwell 010 Middle Super Output Area).

**Table 5.1 Provisional Mode Share Targets**

Mode of Travel	Mode Share Targets by Timescale			
	Interim Baseline	Year 1	Year 3	Year 5
Single Occupancy Vehicle	81%	79%	78%	76%
Sustainable Travel Modes (e.g. public transport, walking, cycling)	19%	20%	22%	24%

5.2.3 The targets outlined in **Table 5.1** aim to achieve a 5% mode shift from SOV trips to sustainable travel modes (and corresponding 5% uplift in sustainable modes). This is equivalent to a 5% reduction in SOV trips in trip generation terms.

5.2.4 The actual baseline mode share will be confirmed as part of initial baseline employee travel questionnaire survey for each unit. At this stage, these are interim percentages based upon the multimodal trip calculations provided in the Transport Statement accompanying the planning application. The mode share targets are subject to change on this basis.

5.2.5 It is recognised that it is not possible to set accurate targets far into the future, even when based on actual mode share data. Given this, it should be acknowledged that the targets for individual occupiers may change over time as the results of ongoing monitoring become available.

## 6. Travel Plan Strategy

### 6.1 Overview

6.1.1 A Travel Plan Co-ordinator (TPC) will be appointed on either a site-wide basis, or by each occupier upon occupation of respective units if Travel Plan Statements (TPS) were to be prepared further to this FTP (depending on developer preferences when the marketability of units is better understood).

6.1.2 TPC(s) will be responsible for overseeing the management, development, implementation, monitoring and review of the FTP and / or TPS. The TPC position will be in place for a minimum of 5-years.

### 6.2 Travel Plan Co-ordinator

6.2.1 The TPC will be a part time or consultant role (likely to be part of a day-to-day admin role of the business) whose responsibilities will include:

- Acting as a point of contact for all employees;
- Managing the development and implementation of the FTP / TPS measures; and § Promoting the objectives and benefits of the FTP / TPS; and
- Promoting the objectives and benefits of the FTP / TPS.

### 6.3 Marketing

6.3.1 Employees will be made aware of the existence of the FTP / TPS upon commencement of their employment. The following method could be used as a means of disseminating information to employees as well as promoting events / campaigns / promotions.

- Employee notice boards;
- Employee newsletters (where possible)
- Employee Travel Pack; and/or
- E-Groups and forums.

## 7. Measures and Initiatives

### 7.1 Overview

7.1.1 This section of the FTP outlines the specific physical and management measures to be implemented. The implementation of the listed measures, which includes awareness initiatives and infrastructure provision, is the core of this FTP.

### 7.2 Promoting Walking

7.2.1 The benefits of walking will be promoted to all employees, albeit recognising that walking is not always an attractive option – for example, staff travelling to and from work during the night-time (for early or late shifts) or during the winter months when daylight hours are limited.

7.2.2 The following measures are proposed in order to promote walking to and from the site:

- TPCs will provide employees and visitors with information about available walking routes to the site;
- TPCs will raise awareness of the health benefits of walking; and
- TPCs will encourage participation in 'Walk to Work Week' and / or relevant events to encourage walking.

### 7.3 Promoting Cycling

7.3.1 The benefits of cycling as an alternative mode will be promoted to all employees, albeit recognising that cycling is only a realistic option for those living within a suitable cycle distance from the site. The merits of cycling to work can be actively promoted to those employees living within 5km of the site on this basis. It is further recognised that cycling is not always an attractive option – for example during winter months or in darkness.

7.3.2 The following measures are proposed to promote cycling:

- Secure cycle parking will be provided on-site and uptake will be monitored;
- Employees will be made aware of free cycle training courses available from the Local Authority;
- TPC(s) will raise awareness of the health benefits of cycling;

- All employees will be provided with any available cycle orientated travel information, which may include maps of local cycle routes and information; and
- TPCs will encourage participation in national cycle events, such as 'Bike Week' or 'Cycle to Work Day.'

## 7.4 Promoting Public Transport

7.4.1 The publicity, marketing and promotion of the public transport services will inform employees as to the benefits of travelling by bus. Bus timetable information and locations of bus stops will also be provided in the publicity material. National Rail and Oxfordshire Journey Planner websites, smartphone applications ('apps') and enquiry phone numbers will also be promoted through all relevant means.

7.4.2 TPC(s) will ensure that employees are made aware of the bus routes and train timetables for public transport services operating in the vicinity of the site. Bus and train timetables are free from all stations and could be displayed on noticeboards within individual units.

7.4.3 TPC(s) will encourage participation in national events such as 'Catch the Bus Week'.

## 7.5 Car Sharing

7.5.1 Car sharing is an effective method of reducing congestion and car parking stress. It should therefore be encouraged where it is considered necessary for staff to drive (e.g. late night/early morning shifts). TPC(s) will provide promotional leaflets to employees advertising the local car sharing initiative (<https://liftshare.com/uk/journeys/from/oxfordshire>)

## 7.6 Taxis

7.6.1 To promote the use of taxis, the numbers of local taxi operators will be made available within individual units by TPC(s) for visitors / employees, who can arrange for taxi services to collect them immediately outside of the units.

## 7.7 Car Parking

7.7.1 TPC(s) will be responsible for reviewing and managing parking allocated to respective units and / or occupiers. The following measures will be undertaken to manage car parking:

- TPC(s) to implement a parking policy for the respective occupier, which is included in the interview and induction processes for new staff at the unit;

- Employees will provide vehicle registration details to their respective TPC with evidence of the vehicle registration to be provided (e.g. insurance details);
- TPC(s) will keep an up-to-date record of employee vehicle registration details and will undertake spot checks of the car park to monitor staff parking, as well as differentiate these from visitors where practical to do so; and
- TPC(s) may be able to use the above to focus attention on employees who drive, seeking to (appropriately) challenge travel behaviour with the objective of encouraging a shift to sustainable modes of travel.

## 7.8 Other Initiatives

- 7.8.1 Other initiatives to be promoted by individual occupiers could include advertising job opportunities locally, so as to encourage people living within walking and cycling distance of the site to apply for positions at the respective units.

## 8. Monitoring and Review

### 8.1 Monitoring Strategy

- 8.1.1 In order to determine the success of this FTP in achieving the desired overarching aim, objectives and benefits, a defined, regular programme of monitoring will be required. The objective of the monitoring process is to regularly assess employees' travel patterns to work, and identify when / if the plan, or elements of the plan strategy, are not working and may need to be changed.
- 8.1.2 The monitoring programme will begin with the initial baseline employee travel questionnaire survey, to be undertaken within 3 months occupation. Further surveys up to Year 5 will be carried out to monitor progress towards the interim targets. The surveys undertaken will also confirm the number of employees surveyed, the number of respondents, the date of survey, the type of survey used and how the modal split has been calculated.
- 8.1.3 Monitoring of the following will also be useful to judge whether the implementation or proportion of certain measures would benefit from modification. The following will also be monitored as part of the programme:
- A record of employee registration numbers and inclusions of a count of car parking utilisation when undertaking the travel questionnaires to monitor general uptake by employees and visitors; and
  - Usage of internal cycle parking, in order to inform views on its ongoing ability to satisfy demand.

### 8.2 Review

- 8.2.1 Respective reviews of the FTP will be undertaken at Year 3 and Year 5. This will outline the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data. Summary reports will be submitted to Travel Plan Officers at OCC as necessary.
- 8.2.2 If the targets and measures outlined in the annual monitoring reports are not being achieved, the potential for introducing remedial actions will be explored. The actions could include increasing the working time allocated to the TPC position or offering personalised travel planning to staff.



## 9. Action Plan

9.1.1 An Action Plan is outlined in **Table 9.1**. This provides a schedule of key actions detailed within this FTP in terms of who is responsible and their timescale. All actions are directed at influencing travel patterns to achieve the stated targets in-line with the objectives.

**Table 9.1 Action Plan**

Measure	Responsibility	Timescale
Appointment of TPC	Occupier	Upon Occupation
Implement parking policy	Occupier / TPC	Upon Occupation
Provision of sustainable travel information	TPC	Upon Occupation
General promotion of sustainable travel opportunities	TPC	On-going
Keep up-to-date record of employee car registration details and spot checks of car park	TPC	On-going
Monitor usage of internal cycle parking	Occupier / TPC	On-going
Undertake Year 3 employee travel questionnaire surveys	TPC	Year 3 anniversary of occupation
Issue monitoring findings for the preceding period to OCC	TPC	Within 3 months of survey
Undertake Year 5 employee travel questionnaire surveys	TPC	Year 5 anniversary of occupation
Issue monitoring findings for the preceding period to OCC	TPC	Within 3 months of survey

# APPENDICES

Middle Aston Limited

Hatch End Industrial Estate, Middle Aston

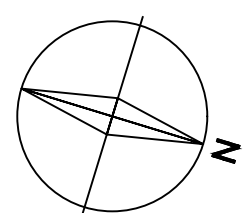
Framework Travel Plan





# APPENDIX A

Site Plan

## PLANNING



 Planning Application area  
 Area within site ownership

A	Planning Application Area Updated.	18.03.21
REV MARK	REVISION DESCRIPTION	REVISION DATE
<p>- The Hatchery</p> <p>- Middle Aston</p> <div style="text-align: right;">  <p>Unit 5a Thorpe Way Barnby Don Road OS14 4DP t 01295 252 363 f 01295 251 008 e info@hawkins-group.co.uk www.hawkins-group.co.uk</p> </div>		
DRAWING TITLE	- Proposed Site Plan	
CONTRACT	- The Hatchery	
MODELLED BY	- HS	ISSUE DATE -
CONTRACT NO	- JOB139990	SCALE - 1:250 @A1
DRAWING No	- 139990 P101	REVISION No. A



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