

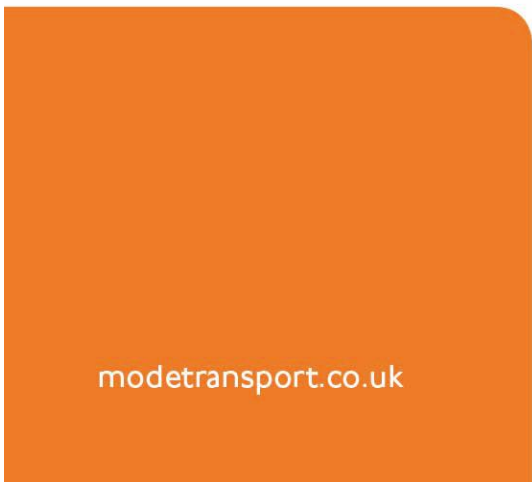


Bicester Motion

Bicester Motion - Experience Quarter

Framework Travel Plan (FTP)

December 2020



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Bicester Motion

Bicester Motion - Experience Quarter

Framework Travel Plan

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1 Introduction

1.1 Overview

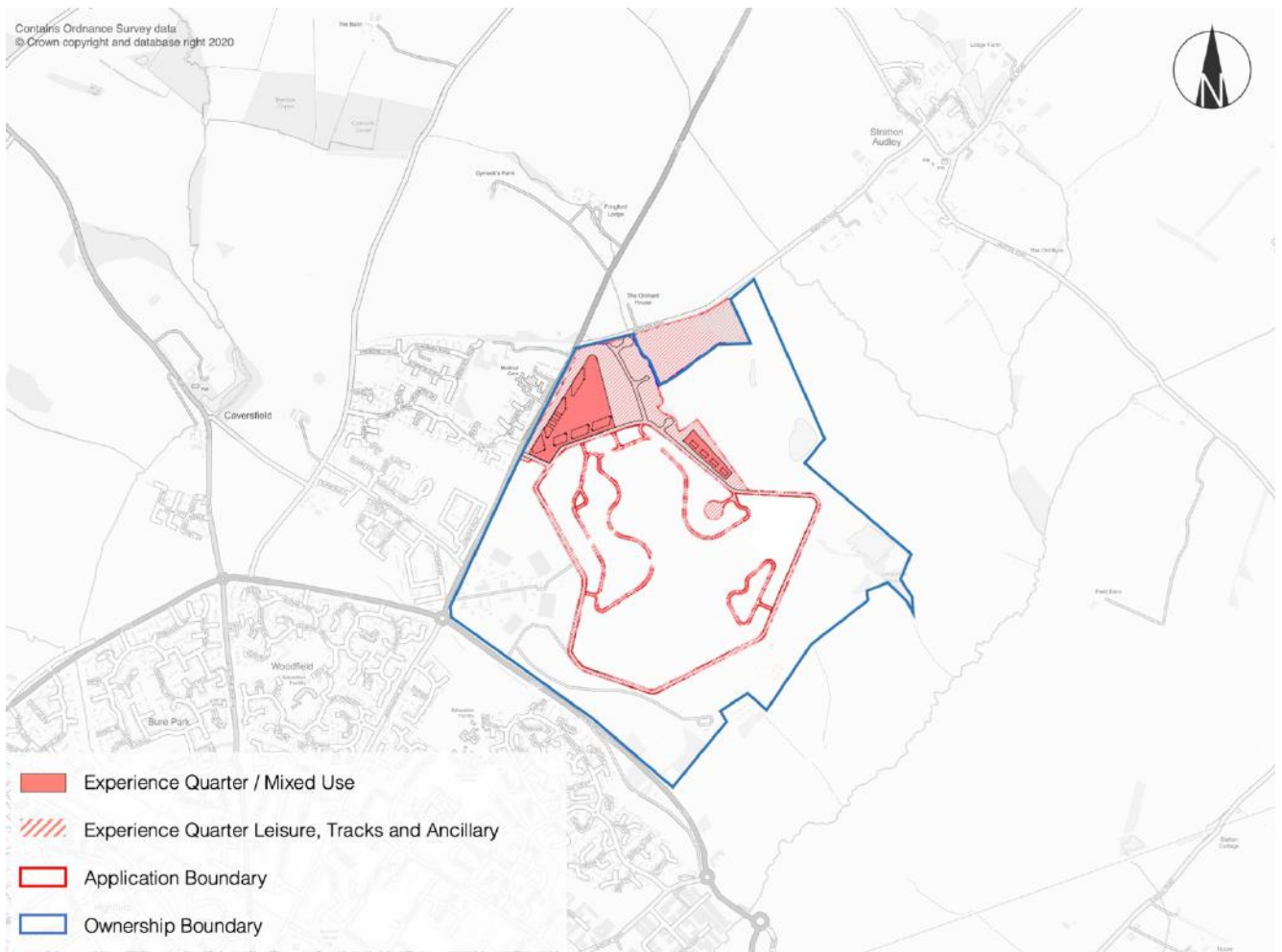
1.1.1 mode transport planning (mode) has been appointed by Bicester Motion to prepare a Framework Travel Plan (FTP) to accompany an outline planning application for the Experience Quarter development included as part of the wider Bicester Motion Masterplan development proposals. The description of development is as follows:

Automotive Experience Quarter comprising Commercial, Business and Services uses (Class E), Light Industrial (Class B2) and Local Community and Learning Uses (Class F)

1.1.2 The proposed site is located to the north of Bicester, approximately 2km from the Town Centre; with its western boundary extending along Buckingham Road (A4421), Bicester Road along its northern boundary and the proposed wider Bicester Motion masterplan development to the south and east.

1.1.3 The location of the Experience Quarter development site, shown in relation to the Bicester Motion Masterplan is displayed in **Figure 1.1**, whilst the site masterplan is shown in **Appendix A**.

Figure 1.1: Location Plan



1.2 The Purpose of Framework Travel Plans

- 1.2.1 An 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.
- 1.2.2 Framework Travel Plans (FTPs) support planning applications as they provide a context for operational Travel Plans (TPs) to be developed by the land owner(s) or occupiers at a later stage i.e., when reserved matters applications are discharged and the site is eventually occupied.
- 1.2.3 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 development.
- 1.2.4 This FTP is designed to be specific to the site's location and will consider the unique interests and needs of all employees and guests/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. 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** proposes FTP targets for the site;
 - **Chapter 6** identifies how the FTP and subsequent TP will inform monitoring; including the role of surveys and subsequent monitoring reports to ensure that the TP is successfully reviewed and updated;
 - **Chapter 7** provides an action plan to detail the timescales for measures to be completed through the course of the TP; and,
 - **Chapter 8** 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 routing 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 The structure, objectives and measures of this FTP are designed in accordance with the policy and strategy provided by national and local planning authorities.

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 located at Bicester Motion, Bicester, OX26 5HA, situated on the northern edge of Bicester, approximately 2km north of the Town Centre. The development site proposes an Experience Quarter, the 'Experience Quarter', which will be encompassed within the wider Bicester Motion Masterplan development on land at the existing Bicester Motion Airfield site.

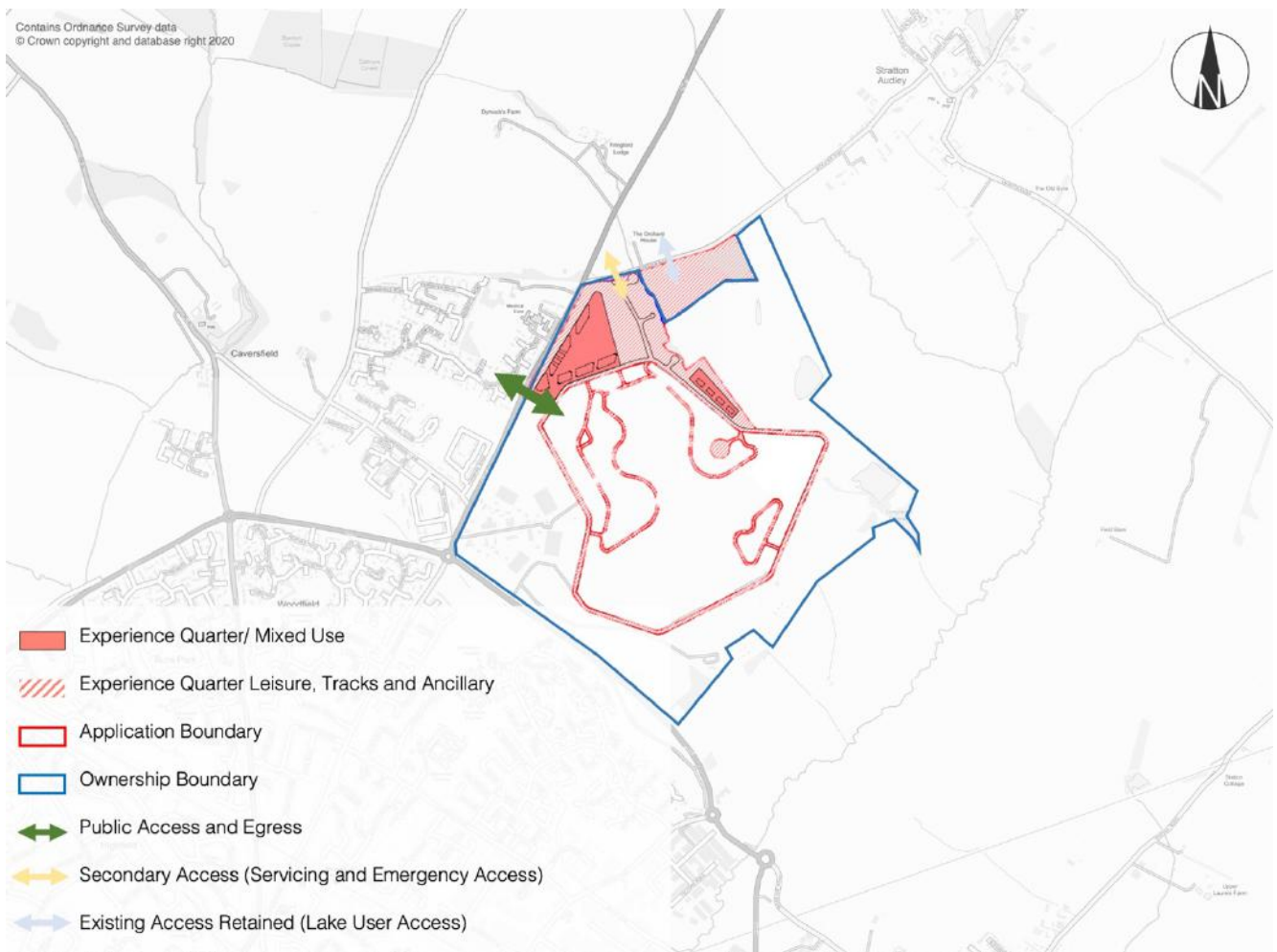
3.2.2 The Experience Quarter will be located at the northern extent of the Bicester Motion Masterplan and will comprise 24,030 sqm of Commercial, Business and Services uses (Class E), Light Industrial (Class B2) and Local Community and Learning Uses (Class F). The site is located to the north of the consented 344-bedroom hotel/aparthotel and extension to the existing technical site comprising flexible light industrial, general industrial and storage/distribution units, as part of the wider Bicester Motion masterplan.

3.2.3 Primary vehicular access is proposed from the A4221 Buckingham Road using an existing gated access to the airfield, via a new ghost island priority junction set c.50m to the south of Thompson Drive. The access is located c.240 metres north of the proposed main site access to the consented hotel aspect of the Bicester Motion masterplan.

3.2.4 A secondary access for servicing and emergency vehicles is proposed onto Bicester Road, utilising an existing access, located c.90 metres from the Bicester Road/Buckingham Road priority junction.

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

Table 3.1: Experience Quarter and Access Plan



3.3 Local Highway Network

- 3.3.1 To the west and southwest of the site, the A4421 Buckingham Road provides a route for vehicles travelling between the town centre of Bicester and the Bicester Motion site.
- 3.3.2 West and north from the site, the A4421 Buckingham Road provides a link from Bicester's local highway network past the site, towards the villages of Stratton Audley, Fringford, Finmere and into Buckinghamshire.
- 3.3.3 Approximately 650m to the southwest of the proposed site main access on the A4421 Buckingham Road, the A4421 Buckingham Road joins with Skimmingdish Lane and the A4095 Southwold Lane in the form of a 4-arm roundabout.
- 3.3.4 The roundabout facilitates southwest (Buckingham Road), southeast (Skimmingdish Lane) and west (Southwold Lane) bound vehicle movements from the site to the centre of Bicester and around its northern perimeter roads.
- 3.3.5 The local highway network within the vicinity of the site; including the A4421 Buckingham Road, the A4095 Southwold Lane and the A4421 Skimmingdish Lane are all subject to a 50mph speed limit and incorporate street lighting.

- 3.3.6 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.
- 3.3.7 The A4095 (Southwold Lane) to the west and south 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.
- 3.3.8 The A4421 Skimmingdish Lane (eastbound), via both Blackthorn Road and Charbridge Lane, provides access to the A41; the A41 links with Waddesdon and Aylesbury to the southeast and the M40 and A34 to the southwest.

3.4 Walking and Cycling

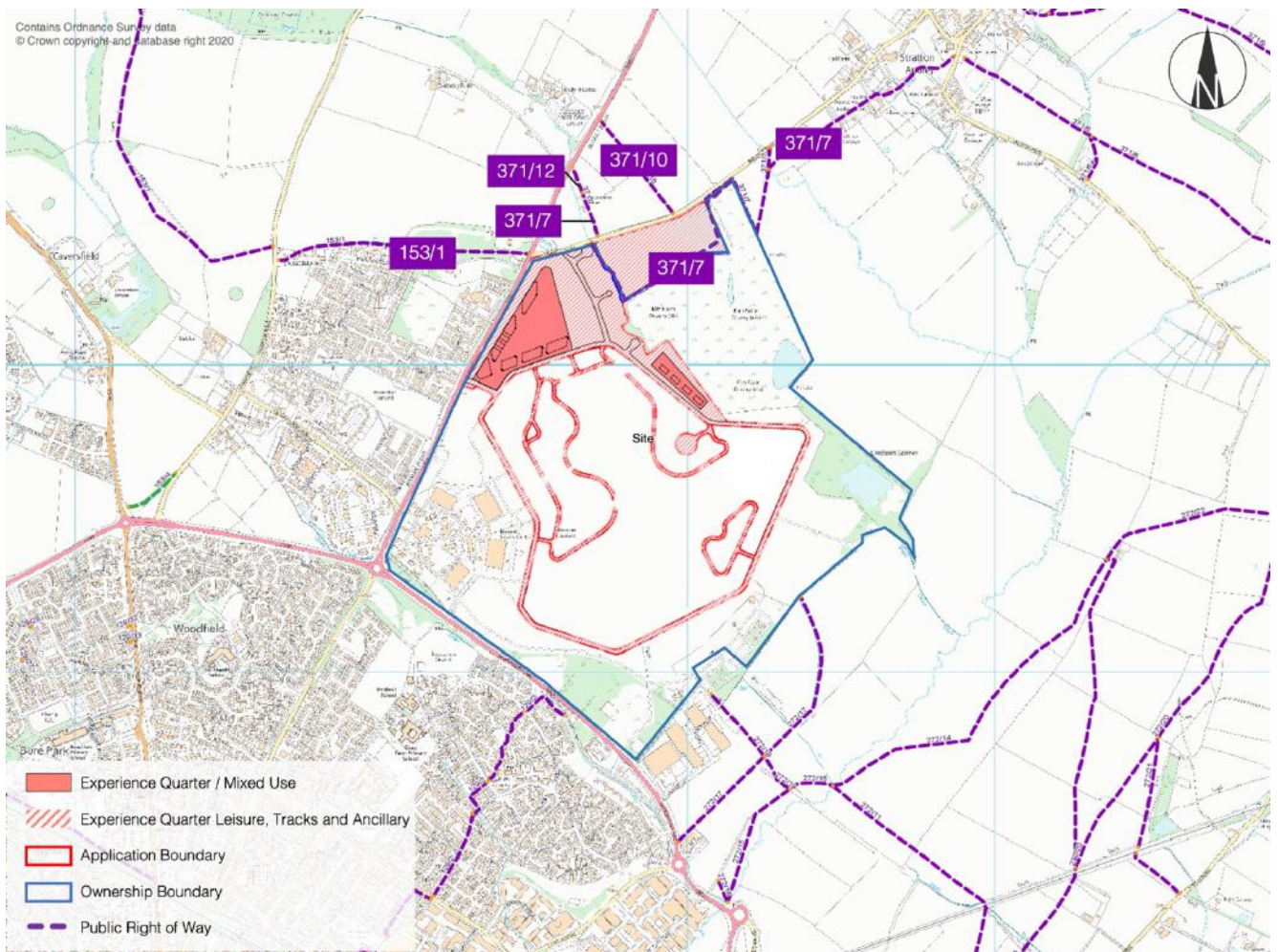
- 3.4.1 The surrounding local highway network offers pedestrian connectivity to the neighbouring residential areas (Thompson Drive/Turnpike Road/Skimmingdish Lane/Sunderland Drive) and amenities, including the wider Bicester Motion site, and Bicester Town Centre.
- 3.4.2 A 2.5m shared use footway/cycleway 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.
- 3.4.3 The existing footway network follows the key pedestrian desire line and includes uncontrolled crossings with dropped kerbs at the Skimmingdish Lane and Thompson Drive priority junctions along the western side of Buckingham Road; however, there is currently no footway provision along the eastern side of the carriageway, along the frontage boundary of the development site.
- 3.4.4 The previous Bicester Motion (formerly Heritage) Hotel, Technical Site and FAST 'Innovation Quarter' development applications which currently have planning permission, 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).
- 3.4.5 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.
- 3.4.6 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.
- 3.4.7 From the southwest arm of the roundabout, 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.

- 3.4.8 Approximately 550 metres south of the proposed site access (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.
- 3.4.9 There are street-lit shared cycleway/footways both east and west of the A4421 Buckingham Road/A4095 Southwold Lane/A4421 Skimmingdish Lane/Buckingham Road roundabout along Skimmingdish Lane and the A4095 Southwold Lane, respectively. The cycleway/footway is provided on the southern side of Skimmingdish Lane adjacent to the carriageway for approximately 250 metres to the east of the Skimmingdish Lane/Buckingham Road roundabout, before becoming segregated from the main road along the historic alignment of Skimmingdish Lane. This provides local access to the residential areas of Sunderland Drive and continues towards Launton Road. To the west, a cycleway/footway runs adjacent to the carriageway on the southern side of the A4095 Southwold Lane, providing local access to the residential areas accessible via Hornbeam Road and Heather Road, and further onto Banbury Road.
- 3.4.10 Footways will be provided internally within the Bicester Motion site which will connect the Brand Experience development site with Buckingham Road. The internal footways will also connect the Brand Experience site with the already consented hotel and new technical site and its main site access (c. 240 metres south of the proposed Brand Experience access), from which two new bus stops associated with those developments can be accessed. Internal links will also provide access to Skimmingdish Lane to the south of the site.

3.5 Public Rights of Way (PRoW)

- 3.5.1 There are several PRoWs located within close proximity of the development site. To the northwest of the site is a public footpath (route code 153/1) which runs along the north of Caversfield to Fringford Road. The footpath provides access to countryside to the northwest of the development. The PRoW is remote from the application site and will not be directly impacted on by development proposals.
- 3.5.2 Three further PRoW's are located at the northern extent of the site. Public footpath 371/7 (which joins 371/12) and 371/10 run to north of Bicester Road to the A4421 Buckingham Road. To the south of Bicester Road, the 371/7 also appears within the redline boundary of the site, according to OCC's online definitive map. The 371/7 continues in a north easterly alignment, parallel to Bicester Road, towards Stratton Audley.

Figure 3.5: 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 existing bus stops (serving both northbound and southbound directions) are situated c.550m (c.6-7-min walk) to the south of the proposed site access on Buckingham Road (c.50m south of Thompson Drive) and are accessible via the existing footways along the western side of the A4421 Buckingham Road.
- 3.6.3 The southbound bus stop 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 bus stops detailed on Buckingham Road are served by the Stagecoach X5 service. **Table 3.2** provides a summary of its route and typical frequency.
- 3.6.5 **Table 3.2** provides a summary of the typical frequencies of bus services aforementioned that route near to the site and serve the local area and bus stops along Buckingham Road.

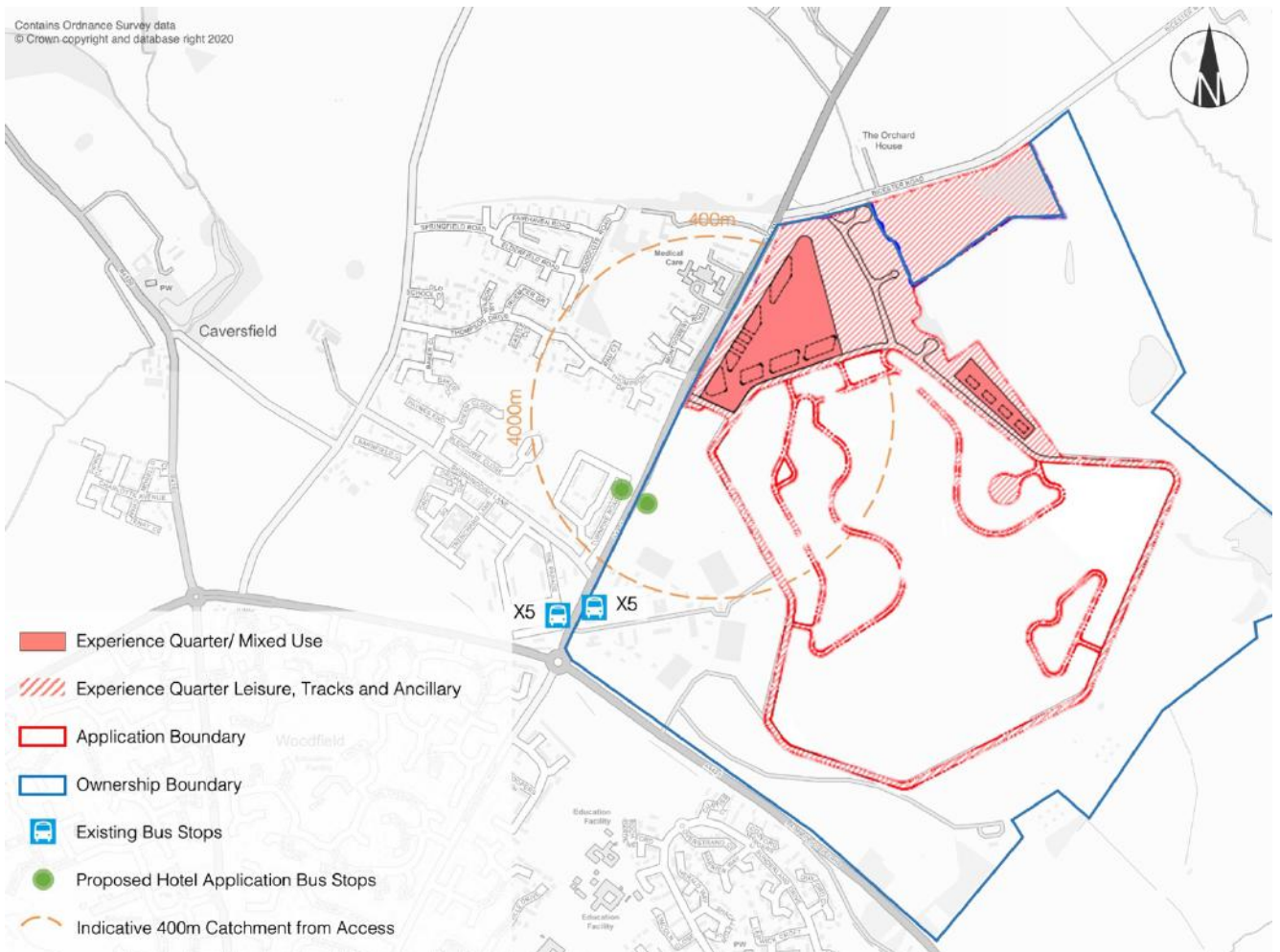
Table 3.2: Local Bus Services and Frequency*

Bus No.	Bus Route	Typical Daytime Frequency		
		Weekday	Saturday	Sunday
X5	Cambridge – Bedford – Central Milton Keynes – Buckingham – Bicester – Oxford City Centre	2 / Hour	2 / Hour	1/ Hour

*Bus services frequencies may be affected as a result of the Covid-19 pandemic – times correct as of 26/11/20

- 3.6.6 The X5 service detailed in **Table 3.2** provides a regular public transport connection between the site, Bicester Village and Bicester town centre, and also links the development to key towns and cities such as Oxford, Cambridge, Milton Keynes and Buckingham.
- 3.6.7 The previous Bicester Motion (formerly Heritage) Hotel, Technical Site development and FAST 'Innovation Quarter' applications which currently have planning permission, 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.
- 3.6.8 As such, this new public transport infrastructure (Inc. new bus stops in the vicinity of the hotel access) will result in the proposed access to the Experience Quarter on Buckingham Road being located within c.230m (c.3-min walk) of public transport services.
- 3.6.9 The location of the existing and proposed (indicative) bus stops are illustrated on **Figure 3.6**.

Figure 3.2: 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 within 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 route, including a short walk) within approximately 15-minutes from Buckingham Road. The station can also be reached within an approximate 9-minute cycle or 20-25-minute walk from the main site access along Buckingham Road.
- 3.7.3 Bicester North Railway 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.

Table 3.3: Bicester North Railway Station Services and Frequency*

Destination	Fastest Journey Time (approx.)	Typical Frequency
Birmingham Moor Street	64 minutes	Every hour

Destination	Fastest Journey Time (approx.)	Typical Frequency
Banbury	12 minutes	Every 20-40 minutes
London Marylebone	53 minutes	Every 20-45-minutes

**Train service frequencies may be affected as a result of the Covid-19 pandemic – times correct as of 26/11/20*

- 3.7.4 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.
- 3.7.5 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).
- 3.7.6 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.
- 3.7.7 Car parking provision at the 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.£8.00 and the off-peak rate is c.£5.00. 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 In addition, analysis of the local highway network in the vicinity of the site has demonstrated that there are no existing safety concerns, and therefore, no highway safety issues that are likely to be exacerbated by the development proposals.
- 3.8.4 The Experience Quarter (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).
- 3.8.5 Furthermore, the Experience Quarter (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/visitors at the new Experience Quarter; 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 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 guests/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 guests/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 guests/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 social) 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 the initial occupier can use when setting the measures and incentives for the TP.

4.3.2 Following a review of the suite of measures and incentives that are recommended, the 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 particular by employees and guests/visitors; a number of walking, cycling, public transport and car sharing measures have been identified:

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 guests/visitors at the development through 'Travel Information Packs' (for staff) and other methods e.g. information boards, website, at reception areas; 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 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 guests/visitors at the development through 'Travel Information Packs' (for staff) and other methods e.g. information boards, website, at reception areas;
- **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. CDC 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 guests/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, 'Travel Information Packs' (for staff), 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 Experience Quarter proposals, to help encourage modal shift and increase non-car travel:
- 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 (internally), including the existing technical site and approved Hotel, Technical Site and FAST 'Innovation Quarter' planning applications; this will connect the four Quarters of the site (Heritage, Innovation, Wilderness and Experience) via sustainable modes of travel.
 - A new 3m shared footway/cycleway will be provided on the northern side of the proposed internal access road from Buckingham Road – footways will continue throughout the site providing safe and permeable routes towards the main buildings and guest facilities;
 - The 3m wide shared cycle/footway will continue around the northern corner of the Buckingham Road access junction, and continue for approximately 130-140m north, where a new dropped kerb crossing point (with tactile paving and a central refuge island) will be provided for pedestrians and cyclists to connect with the existing provision on the western side of Buckingham Road;
 - 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 development for employees and guests/visitors and will help to encourage trips to be made to the site 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 construction phase.
- 4.6.2 Once the TPC has been appointed, their contact details (address/telephone number/email address) will be provided to OCC.
- 4.6.3 It is considered that the general day-to-day requirements of the role of the TPC 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 the Experience Quarter.
- 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 guests/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.
- 4.6.6 Details of the TPC will be provided to OCC, within three months of occupation.

4.7 Communication and Marketing

- 4.7.1 The progress, measures and initiatives of the TP will be promoted and marketed to all employees and guests/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 a prominent location within the site.
- 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 full 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, the TPC will be available as a point of contact for all employees and guests/visitors requiring personalised travel information.
- 4.7.7 This approach will enable employees and guests/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 discusses the need to obtain an initial baseline level in order to understand travel patterns and prepare an aspirational target for consideration within future TPs.

5.1.2 An indicative modal split has been obtained for the site using 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 modal share for the site is illustrated in **Table 5.1**, below.

Table 5.1: Experience Quarter 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%

5.1.3 As the application site is a new development with a transient guest population, the setting of specific and measurable targets will focus on staff and a set of initial staff surveys will be carried out at the Experience Quarter; three months after first occupation to update the modal shift, objectives and targets for the TP. This approach was adopted in relation to the consented, adjacent hotel development.

5.1.4 This TP will aim to encourage a reduction of 5% away from single occupancy staff car use towards more sustainable modes over the entire monitoring period. This will be complimented by an increase in the proportion of journeys made by sustainable modes of travel i.e. walking, cycling, public transport and car sharing journeys.

5.1.5 All TP targets have been designed to be **SMART**, that is:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Timed.

- 5.1.6 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 initial set of staff surveys.
- 5.1.7 Once existing travel patterns are established (following the initial TP staff surveys), suitable **M**easurable targets at the 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.
- 5.1.8 The targets will also be **T**imed by appropriate milestones to be agreed with OCC when the targets are developed.

5.2 Proposed Targets

- 5.2.1 The targets for the TP and details of the specific objectives that will need to be met are therefore as follows:

Target 1

"Promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 5% reduction in the single occupancy vehicle car driver mode share for staff within five years of first occupation"

Objectives

- Reduce to a minimum the number of single occupancy car traffic movements to and from the Experience Quarter; and
 - Encourage staff to travel by sustainable modes of transport at the new development.
- 5.2.2 The number of single occupancy car trips by staff will be reduced by 5% from the initial travel survey and will focus on modes of travel that are accessible for staff. The 5% reduction will be complimented by an increase in the proportion of staff using sustainable transport.
- 5.2.3 A shift in travel behaviour to more sustainable transport methods will improve the health and well-being of staff; as well as reduce the traffic impacts of the site.

Target 2

"Promote the alternative modes of transport to the private car that are available to staff and guests/visitors."

Objectives

- Appoint a TPC;
- Address the access needs of staff and guests/visitors by supporting walking, cycling, car sharing and the use of public transport;
- Enable staff and guests/visitors to have an informed choice about their travel options;
- Liaise with OCC/CDC, public transport providers, local walking and cycling groups to enable staff and guests/visitors to become more informed about travel opportunities to and from the site; and
- Provide public transport and sustainable travel information within the development.

- 5.2.4 All staff and guests/visitors are to be made aware of the alternative modes of transport to the private car that are available; this will be achieved through the range of communication mechanisms and promotional activities that the TPC will implement.
- 5.2.5 Continual engagement by the TPC with site users; local authorities, public transport operators and sustainable travel providers will ensure that the TP can evolve and be updated to benefit the needs of all site users.
- 5.2.6 The progress of the TP will be measured by the travel survey questionnaire that all staff will complete as part of the monitoring of the TP and reported by the TPC within the Biennial Monitoring Report.

Target 3

“Obtain a full awareness of the TP amongst staff at the development.”

Objectives

- Make all staff aware of the TP and its objectives; and
 - The TPC will promote the TP to all staff via the development website, staff meetings and by information points at the development.
- 5.2.7 A complete awareness of the TP amongst staff will support the site in achieving its mode share targets. A response rate to indicate awareness of the TP will be calculated based on the results of the biennial travel surveys.

6 Monitoring and Review

6.1 Overview

6.1.1 This chapter provides an overview of the monitoring and review framework that is required within the TP that is to be adopted by the occupier of the site.

6.2 Monitoring and Review

- 6.2.1 The majority of measures to reduce car use and promote walking, cycling, public transport and car sharing will be implemented during the construction process; or within three months of occupation. This will allow staff 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 Given that the proposed scheme is a new development, the initial baseline and modal shift targets for the TP will be based on the results of a baseline travel survey to be completed within three months of occupation of the site.
- 6.2.3 The baseline survey and biennial surveys thereafter, will consist of a short questionnaire; the content and template of which is to be agreed with OCC. The questionnaire will then be completed by all staff at the site; at times when staff begin their shifts.
- 6.2.4 Additional guest/visitor travel data for the site could also be collected to include postcodes and modes of travel when checking in.
- 6.2.5 The results of the baseline travel surveys will be presented to OCC, as a Preliminary Report to determine baseline targets for the TP, within three months of the first travel survey.
- 6.2.6 Thereafter, Biennial Monitoring Reports (in years 3 and 5) will be used to present travel survey results; the existing modal share baseline, modal shift targets and measures summarising the TP's progress at two-yearly intervals. From this, the targets should be amended or agreed, and any further measures introduced following feedback on the surveys by OCC.
- 6.2.7 The travel surveys should be initiated by the TPC in a neutral month, on a biennial basis (on three occasions, including the initial survey) and for a period of five years. The surveys will be used to:
- Determine initial and biennial modal split and travel patterns;
 - Monitor the targets;
 - Show the number and percentage of people travelling by each mode;
 - Highlight the number of single occupancy car user numbers which will act as a major factor in target setting;
 - Allow two yearly comparisons to be made when undertaking biennial TP reviews;
 - Enable modal share targets to be determined;
 - Determine the barriers and motivations relating to the uptake of sustainable modes of transport;
 - Consider the uptake of any measures and incentives proposed in the TP; and
 - Help identify any further measures that need to be investigated and proposed.

- 6.2.8 The Biennial Monitoring Reports will be made available to all staff at the development and this will be used as travel information. An ongoing reporting and evaluation process are important so that individuals can see how their travel choices fit into the TP.
- 6.2.9 As a part of TP monitoring and in response to feedback, the TP will need to be updated biennially, so that the targets can be re-evaluated, and appropriate improvements made.
- 6.2.10 In total, the TP will be monitored for a period of five years with a travel survey completed every two years after year 1; in years 3 and 5, after which the monitoring will cease. It is envisaged that after the five-year period, the TP will be continued on a voluntary basis only.

7 Action Plans

7.1 Overview

7.1.1 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.

7.1.2 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.

7.2 Action Plans

7.2.1 **Tables 8.1** and **8.2** set out the indicative action plans that will be implemented by the TPC, once appointed. The action plan details the required actions by co-ordinator for implementing TP to ensure progress; and also, the proposed timescales for each action.

Table 8.2: Indicative Action Plan

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
Implement measures as agreed with OCC and within final TP	Ongoing throughout course of TP
Undertake TP monitoring surveys	Biennially (Years 3 & 5 on the anniversary of the baseline travel surveys)
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 guests/visitors	On an ad-hoc basis, as/when required

7.2.2 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.

7.2.3 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.

7.2.4 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.

8 Summary and Conclusion

8.1 Summary

- 8.1.1 This FTP has been prepared alongside an Outline planning application for the 'Experience Quarter' development, accompanying the wider Bicester Motion Masterplan development proposals.
- 8.1.2 The report provides a preliminary overview of the travel planning process 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.
- 8.1.3 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 the TP and following an analysis of the results from travel surveys, the target is developed by occupiers to be site-Specific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related (**SMART**).

8.2 Conclusion and Recommendation

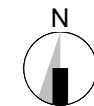
- 8.2.1 It is concluded that this FTP provides an effective strategic tool to promote sustainable access at the Experience Quarter development site.
- 8.2.2 The document serves as supplementary guide to assist with the final targets, measures and implementation of potential individual TPs at the application site.

APPENDICES

APPENDIX A – Indicative Masterplan Layout



- KEY:**
- - - - - Application Boundary
 - - - - - Ownership Boundary
 - - - - - SAM
 - Indicative Massing



Experience Quarter - Indicative Layout Plan

PLANNING

DRAWN BY: JY CHECKED BY: AH
 PROJECT: 5002854-RDG-Z01-ST-PL-A-0030 REV: G 15/04/2019

SCALE 1:5000 @ A1

REV	DESCRIPTION	DATE	BY	CHKD
G	Car park Update	16/11/2020	JY	LS
F	Application Boundary Line, Buckingham Road Entrance Update	12/11/2020	JY	LS
E	Runway & Tracks Update	28/09/2020	JY	LS
D	Status and Graphic Update	11/02/2020	JY	AH
C	Track naming updated	01/08/2019	JY	AH
B	Application boundary line and ownership boundary line updated	03/07/2019	JY	AH
A	Application boundary line updated	25/06/2019	JY	AH

DATE	BY	CHKD
16/11/2020	JY	LS
12/11/2020	JY	LS
28/09/2020	JY	LS
11/02/2020	JY	AH
01/08/2019	JY	AH
03/07/2019	JY	AH
25/06/2019	JY	AH

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