



## **Health & Wellbeing Hub, Bicester**

### **Travel Plan**

March 2021

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## Quality Assurance – Approval Status

This document has been prepared and checked in accordance with  
Waterman Group's IMS (BS EN ISO 9001: 2015, BS EN ISO 14001: 2015 and BS EN ISO 45001:2018)

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**Comments** Amended following comment Clients



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## **1. Introduction**

### **1.1 Background**

Waterman Infrastructure and Environment (WIE) has been commissioned by Apollo Capital Projects Development Ltd ('the Applicant') to prepare a Travel Plan in support of a Full Planning Application for the proposed Primary Health Care Hub ('the Site') within the Graven Hill Village Bicester site.

The Site falls within the administrative area of Cherwell District Council ('CDC') and therefore the CDC Local Planning Authority ('CDC LPA') who will determine the planning application.

The Local Highway Authority ('LHA') is identified as being Oxfordshire County Council ('OCC').

### **1.2 Development Proposals**

In August 2014 planning permission was granted for Graven Hill (Application No: 11/01494/OUT) which is a development south east of Bicester on land formally used by the Ministry of Defence (MoD).

The development description did not include for the provision of the Health Care Hub facility and therefore a new Planning Application is to be submitted to support the proposals and consider the wider implications of delivering the development.

### **1.3 Format of Report**

This Travel Plan has been produced to promote and improve knowledge of the travel options for future residents to the proposed residential site. This Travel Plan would achieve this by presenting a range of deliverable measures that would be put in place at the site to promote and develop sustainable alternatives to private car use.

This Travel Plan is structured as follows: -

- Section 2 summarises the function of a Travel Plan;
- Section 3 would provide details of the site location, the current local transport services and infrastructure;
- Section 4 provides the Travel Plan objectives and targets;
- Section 5 outlines the measures that would be put in place at the site;
- Section 6 concludes the report.

#### **Appendices**

## **2. Aims and Objectives**

### **2.1 What is a Travel Plan?**

The aim of a Travel Plan is to reduce the impact of travel on the environment by reducing the amount of single-occupancy car journeys that are made. Travel Plans can also help to reduce emissions of greenhouse gases, improve local air quality, minimise health risks and reduce congestion.

It is important to highlight that Travel Plans are about encouraging people to use a mix of different modes of transport to undertake their everyday journeys. A Travel Plan is not about the total abandonment of cars or the sudden shift of large numbers of people from using their cars five days a week to using the bus. For each individual, due to personal circumstances, there may be a slightly different modal shift. Some will use public transport, some will car-share, some will cycle, and some will walk (as appropriate to personal circumstances, work address, other commitments etc.). The important objective is to make all these options, as far as is practical, available and attractive and offer the appropriate travel choices for the appropriate journeys.

The key principles of a Travel Plan are as follows:

- They are site specific and are, to certain extent, determined by opportunities and constraints e.g. public transport routes, health facilities and workplaces in the immediate area;
- They combine hard and soft measures;
- They can provide a key mechanism for ensuring that sustainable access is in place from the earliest stages of development;
- They include measures to support walking, cycling and public transport use; and
- They can include parking restraint.

### **2.2 Main aims of a Travel Plan**

This report outlines the aims and strategy for the development and details the measures that would be introduced to ensure the aims are realised. It should be recognised that this report represents the initial strategy that would be adopted to develop the Travel Plan in the first instance, and that the Travel Plan would evolve as the development is occupied. Staff and visitor details can be analysed, and travel behaviour influenced, starting a strategy to ensure the reduction of single occupancy car journeys.

It should also be recognised that the measures to be adopted would also be targeted at visitors to the development, as well as staff.

In recognition of these factors, the Travel Plan will have the following aims;

- Manage the demand for travel to the site;
- Improve the availability and choice of travel mode to the site;
- Reduce the need to travel (to and from the site);
- Reduce the number of vehicles attending the site, particularly single occupancy vehicles;
- Reduce the costs associated with on-site parking provision and congestion;
- Provide the absolute minimum possible car parking spaces on site;
- Improve the safety and security of people who travel to the site;
- Promote the increased use of cycling, walking and public transport and therefore healthier living;
- Promote integration between different transport modes;

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- Promote co-ordination between developments on larger sites;
- Make positive changes to attitudes in relation to the use of alternative transport modes;
- Improve accessibility for non-car users and the disabled; and
- Promote the development of a transport system which enhances the environment and supports a sustainable economy.

This Travel Plan aims to encourage a reduction in the number of car trips made to and from the development, particularly during peak hour periods. A reduction in the level of vehicular traffic would provide many benefits to the staff, visitors and to others in the local area. Further consideration of these benefits is provided in the following paragraphs.

### 2.3 Personal Benefits of a Travel Plan

It is considered essential that for any Travel Plan to be successful, that there is commitment from the people for whom it is intended. Therefore, it is vital that the personal benefits of reducing single-occupancy car trips in favour of more sustainable modes of transport are highlighted and promoted.

### 2.4 General Benefits of a Travel Plan

The DCLG document '*Good Practice Guidelines: Delivering Travel Plans through the Planning Process*' (2009) states that Travel Plans are important and beneficial as they:

- Support increased choice of travel modes;
- Promote and achieve access by sustainable modes;
- Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'.

It has long been known that motorised vehicles are a major source of **air pollution**. These pollutants can have a wide range of impacts, from reducing local air quality through to global warming. Therefore, reducing (or at least limiting the growth) of car-based travel would offer benefits to the environment.

There are also undisputed **health benefits** from increasing the amount of walking and cycling people undertake. The recommended level of exercise is 20 minutes, four times a week. For people who live within walking or cycling distance, a journey to work could form a valuable part of a daily exercise routine.

It has also been shown that people travelling in congested conditions are also exposed to higher levels of pollution inside the car compared to outside of the vehicle. Therefore, it could be argued that people travelling by car would be more likely to be exposed to poorer air quality.

Furthermore, the true cost of car travel is often overlooked and miscalculated, resulting in a perceived lower cost for car travel and higher cost (in terms of time and money) for all other modes of transport. In fact, once the true costs of car travel are considered, the alternatives would be much cheaper for many people. There are many websites that allow users to calculate the true cost of car travel, for example <http://www.theaa.com/driving/mileage-calculator.jsp>. There are also cost benefits for new developments in the sense that, if less car parking is required, then development land can be used for more productive purposes.

## **2.5 Site Specific Objectives**

The objective of this Travel Plan is to encourage staff and visitors to travel by sustainable modes to limit the number of single-occupancy vehicle movements that are generated.

This objective would be achieved by:

- Identifying a wide-ranging package of measures that are aimed at encouraging travel by alternative modes;
- Setting out targets for the Travel Plan to achieve. The targets would be challenging, but realistic; and
- Setting out a Travel Plan monitoring strategy.

### 3. Site Location and Local Services

#### 3.1 Site Location

The site is located around half a mile to the south of Bicester town centre and comprises of land immediately south of the A41 Bicester ring road. The site is bounded to the north and east by the A41 and to the south by Anniversary Avenue. The Site comprises vacant brownfield land. A Site location plan is shown below in Figure 1.

Figure 1: Site Location Plan



The proposed Hub building is to be located at the front of the site and is very visible to the A41 and accessed indirectly from the main Rodney house roundabout as illustrated in Figure 2 taken from **Bicester Health & Wellbeing Hub IBI-AR-XX-XX-PL-200-005 rev 15 Proposed Site Plan**. This site is approximately 800m from the existing AMG's Langford Surgery.

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Surrounding the site there is good levels of facilities for pedestrians, as the site is located to the south of Bicester town centre. The surrounding footways along roads such as the B4100 London Road, A4421 Neunkirchen Way and A41 are of good condition for pedestrians and cyclists. The footways measure 2m or above, are well lit with street lighting and safe crossings are available around the roundabout to gain access to the footways.

The Chartered Institution of Highways & Transportation's (CIHT) guidelines '*Providing for Journeys on Foot*' (2001) contains suggested acceptable walking distances for pedestrians to some common facilities as presented overleaf in Table 1.

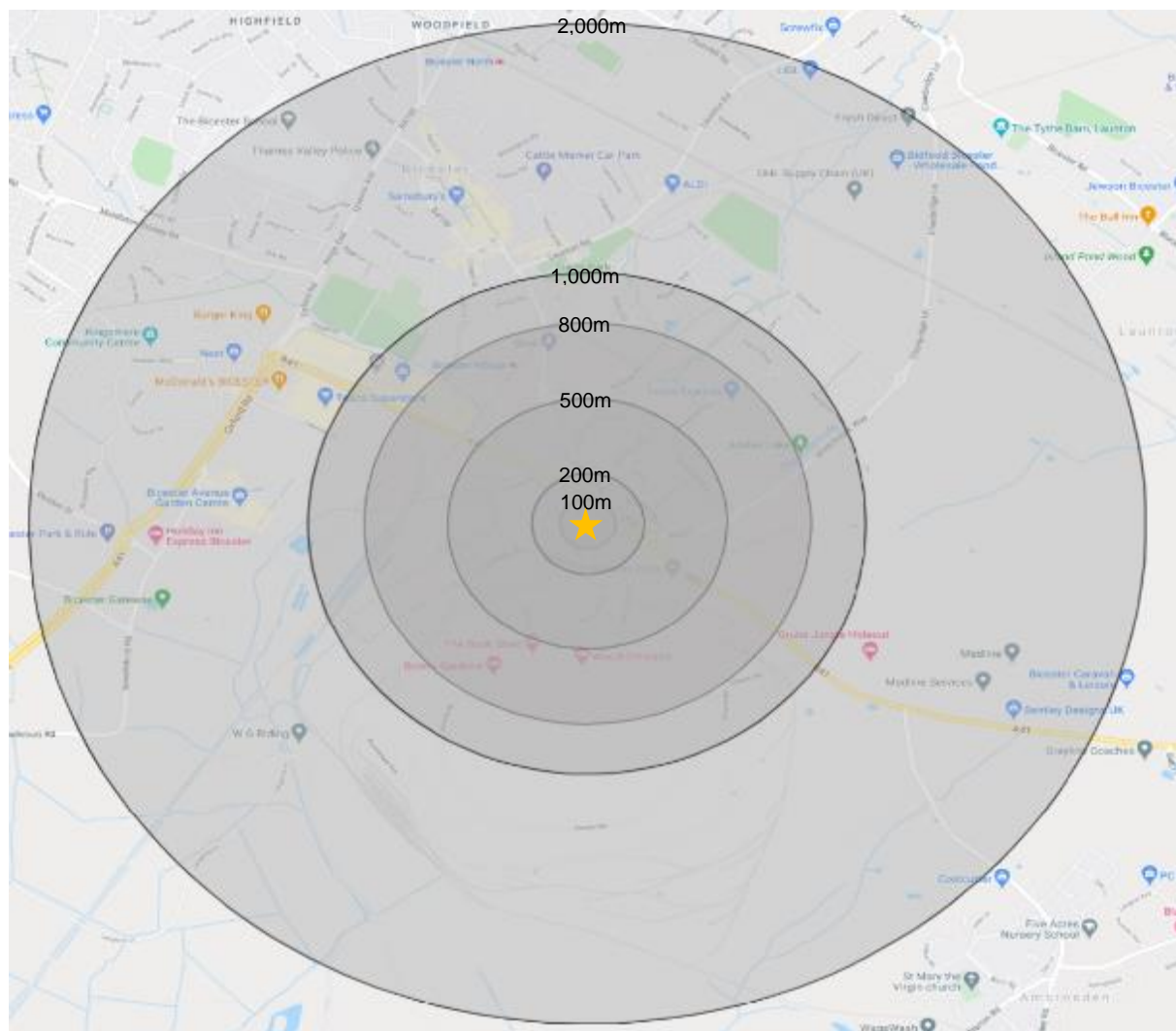
Health & Wellbeing Hub, Bicester  
Document Reference: WIE16470  
WIE16470-100-R-5-2-3-Travel Plan

Table 1: CIHT 'Providing for Journeys on Foot' Preferred Walking Distances

Description	Neighbourhood Centre (m)	Commuting / School (m)	Other Trips / Leisure (m)
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred Maximum	800m	2,000m	1,000m

The above table suggests for commuting and school journeys, the preferred maximum walking distance is 2,000m, whilst the local neighbourhood centre should be within a preferred maximum of 800m. Following this guidance, the CIHT published the '*Planning for Walking*' (2015) document, which sets out a walking distance of 800m (circa 10 minutes' walk) as the parameter for what is considered to be a '*walkable neighbourhood*' and a desirable threshold of 1600m for walking journeys. Figure 2 below, highlights the walking distances from the site.

Figure 2: CIHT 'Providing for Journeys on Foot' Preferred Walking Distances on a Map



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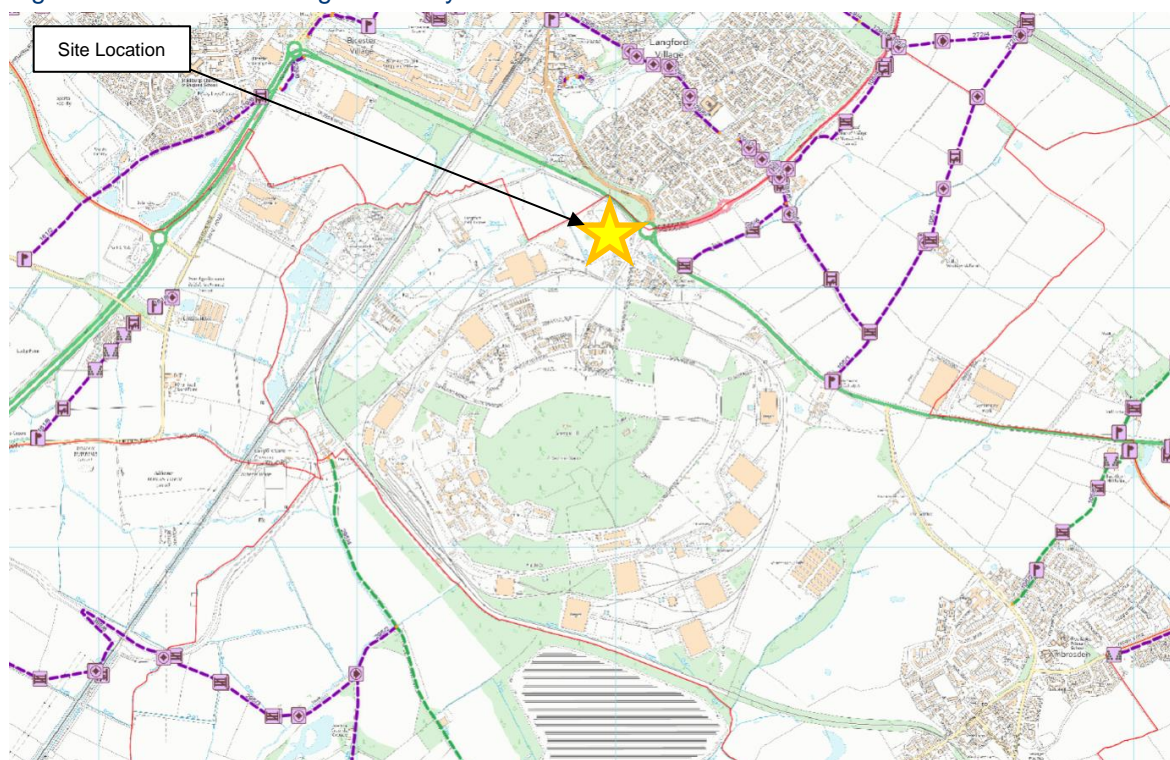


Based on the figure overleaf, it is considered the Proposed Development lies within the suggested acceptable guidance for walking distances to the residential amenities and can therefore be considered sustainable in transport terms.

Within the vicinity of the Site, there are a number of PRow which would be beneficial to prospective future users of the Site. In particular the right of way through Langford Village. This route allows access to Langford Village centre and into Bicester town centre which offers a wide range of facilities including a number of shops.

For completeness **Figure 3** shows the surrounding PRow, highlighting the connectivity of the Site to surrounding areas.

**Figure 3: Local Public Rights of Way Plan**



Source: *Public Rights of Way - Countryside Access Map* ([oxfordshire.gov.uk](http://oxfordshire.gov.uk))

### 3.3 Cycling Routes and Facilities

#### 3.3.1 Cycling

There is a good level of provision for cyclists in the vicinity of the Health Care Hub and throughout Bicester. This includes an extensive network of high quality shared and segregated footways/cycleways along Wretchwick Way and London Road. The A4421 Seelscheid Way/Wretchwick Way is lit and has shared footways/cycleways on the western side of the road just north of the site.

Cherwell District Council has three key walking and cycling health routes located within Bicester. The Bronze Route is a circular route from the town centre around the north of Bicester, whilst the Silver Route passes around South West Bicester. The Gold Route also covers the north of Bicester. With these routes being available for all abilities it shows that cycling is encouraged in Bicester as a safe way to get around town.

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With the location of the Health Care Hub being on the pedestrian and cycle friendly Graven Hill Development, there is an opportunity to encourage greater cycling trips into Bicester overcoming the gap of direct cycle links between the development and the centre of town. The new design of the A41 roundabout at the southern entrance to the Wretchwick Green development has been designed for ease of cyclists and pedestrians crossing between the two developments. It is anticipated that the majority of patients from the Graven Hill development will choose an alternative form of transport with cycling being highly regarded.

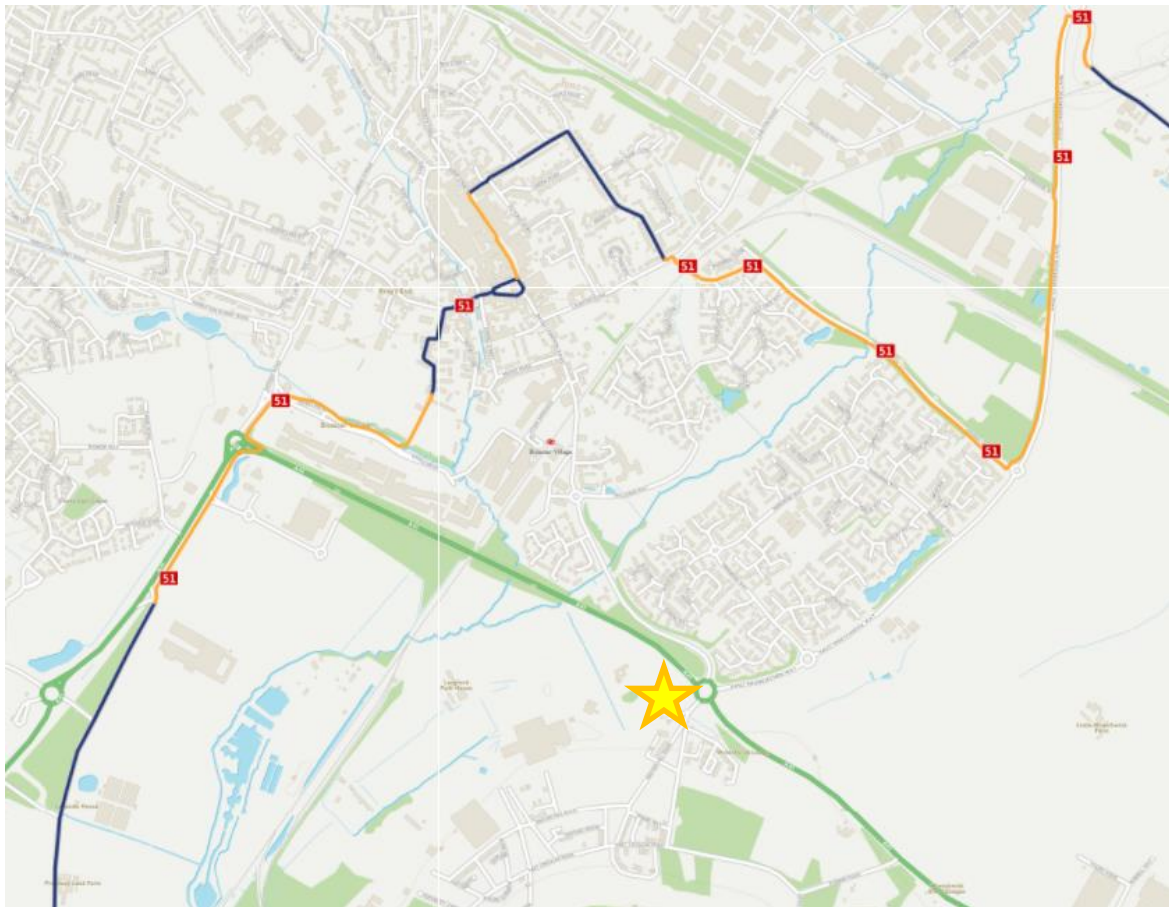
For trips up to around 5km in length, cycling can reasonably be assumed as an alternative to travelling by private car. On the basis of a relatively slow cycling speed of 15kph, this distance could be achieved in 20 minutes. There are a large number of destinations within a 5,000m radius of the Site, including;

- Bicester;
- Lauton;
- Chesterton;
- Webdlebury;
- Ambrosden;
- Merton;
- Lower and Upper Arncot; and
- Caversfield.

As mentioned, there are shared pedestrian and cycle footways located to the north of the site along the north footway of the A4421 and the B4100. These can be accessed via toucan crossings at each arm of the roundabout. All Toucan crossings at the A41/A4421 roundabout are of excellent conditions with tactile paving's, dropped kerbs, street lighting and metal railings for the safety of pedestrians and cyclists from the traffic. Figure 4, overleaf, highlights the cycle routes surrounding the Site. National Cycle Route 51, located to the north of the site can take users from Oxford through Milton Keynes, Bury St. Edmunds, Ipswich and ends in Felixstowe. 42.1% of the route is traffic-free and travels through both Cambridge and Oxford University.

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Figure 4: Cycle Routes Plan



### 3.3.2 Public Transport - Bus

The nearest bus stops to the site are located on B4100 London Road. The services that are available from these stops are the following: 18, 27, 29, H5 and S5. Services 29, H5 and S5 also serve the Graven Hill site at the Fountain Square bus stop.

Error! Reference source not found. highlights the bus services and frequency of these services.

It should be noted that these bus stops are located circa 170m of the site and therefore easily accessible from the site. Approximately 1.5km to the north of the site is Manorsfield Road bus stops at Pioneer Square and 1.9km to the north is Bicester North Bus and Coach Station.

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Table 2: Bus Services and Frequency

Service	Key Destinations	Weekday	Saturday	Sunday
18	Buckingham - Steeple Claydon - Bicester	5 services	No Services	No Services
27	Bicester - Langford	Hourly	Hourly	No Services
29	Headington - Bicester	Hourly	Hourly	No Services
H5	Headington - Bicester	Hourly	Hourly	No Services
S5	Oxford - Bicester	15 mins	15 mins	30 mins

The above highlights that the Site is served by a number of routes that provide a relatively high service frequency, whilst also benefiting from the planned Fastrack infrastructure improvements. Graven Hill bus services operates at times to accommodate both staff and visitors of the proposed development. Service 29 operates first and last services at 6:40 and 20:10. Service H5 operates first and last services at 6:00 and 20:03 and service S5 operates first and last services at 5:48 and 23:39.

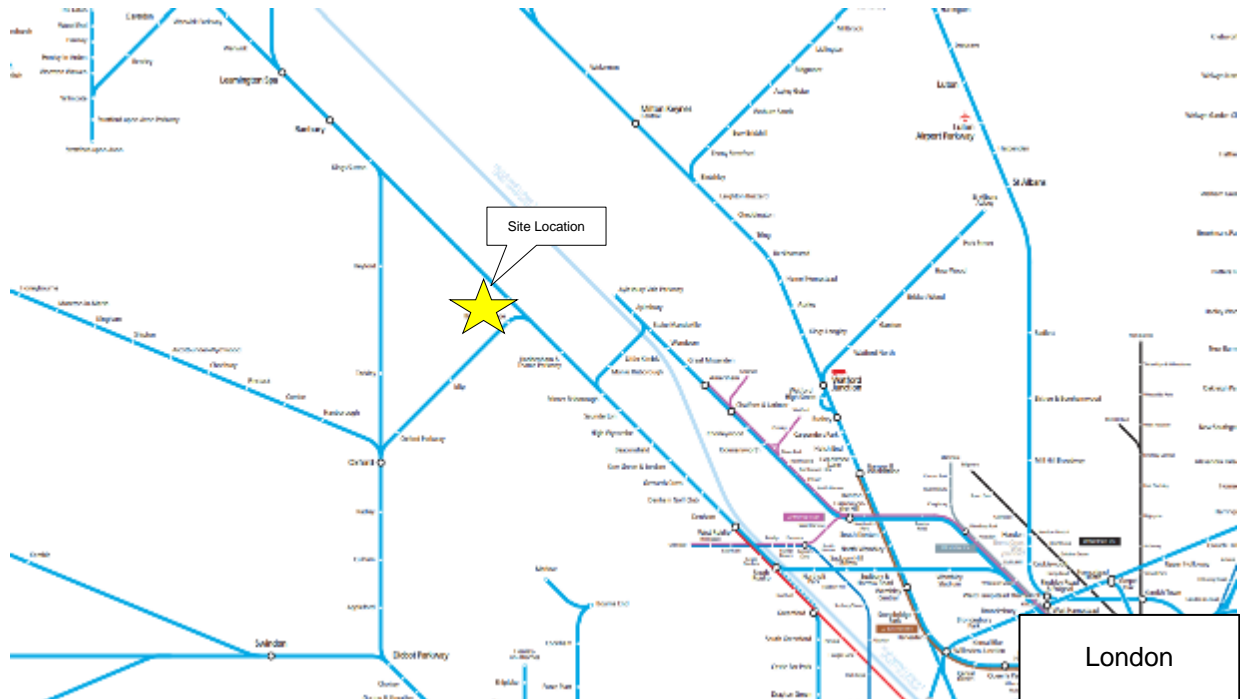
### 3.3.3 Public Transport - Rail

The closest rail station to the Site is Bicester Village, located some 755m to the north whilst Bicester rail station is located 1.9km to the north of the site. Services operating from these stations provide direct connections to Oxford and London Marylebone, at a half-hourly frequency and operated by Chiltern Railways.

Facilities within the station include; a ticket machine, seated areas and waiting rooms, toilets, station buffet, Wi-Fi, a number of accessibility and mobility access including ramps and staff help, 50 sheltered cycle storage with CCTV located near the entrance and 236 car parking spaces with 14 accessible spaces.

**Figure 5** illustrates a rail map which shows the Site in relation to the wider rail network.

Figure 5: Rail Map



Source: [https://www.nationalrail.co.uk/stations\\_destinations/rail-maps.aspx#regional\\_maps](https://www.nationalrail.co.uk/stations_destinations/rail-maps.aspx#regional_maps)

### 3.3.4 Sustainable Transport Summary

Access into Bicester centre by walking, cycling or bus is excellent. The site benefits from being within walking distance of a wide range of sustainable transport facilities, with a comprehensive footway and cycle network. The site benefits from being within walking and cycling distance to bus stops as well as railway stations with opportunity for multi-model travel. Therefore, bus travel will be extremely attractive for staff and visitors. Overall, it is considered that the development proposals represent a sustainable form of development, having particular regard to accessibility to local services and alternative modes of transport to the private car.

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## **4. Travel Plan – Objectives and Targets**

During initial pre-application consultation with the local planning authority, given the importance of sustainable travel the highway authority have requested that a draft travel plan be submitted with the application. A final version will be required, by condition, prior to first occupation and will have been prepared with due regard to the overarching framework travel plan for the Graven Hill Development site. The travel plan will then be updated within 3 months of full occupation of the site, once adequate survey data is available.

A travel plan monitoring fee will be payable to the local authority for a period of five years, and the Applicant confirms their commitment to making this payment of £2,040.

### **4.1 Objectives**

There are a number of objectives for this Travel Plan, which reflect national and local level objectives as well as support the development of site-specific actions with the overarching aims as follows:

- To provide a sustainable way forward for the development;
- Promote the use of sustainable transport particularly cycling, walking and public transport travel through information provision, incentives and improved services/infrastructure;
- Improve the health of all staff and visitors to the site; and
- Develop a long-term ethos of sustainable Travel.

This Travel Plan would focus on journeys to and from the site. This Interim Travel Plan, when implemented, would ensure that sustainable modes of transport are promoted.

### **4.2 Targets**

Targets for the Travel Plan are set for a minimum 5-year time frame which would commence from the first occupation. Its targets are to be SMART (specific, measurable, attainable, realistic and time-bound) and linked to the objectives of the Travel Plan.

The measures identified within this Travel Plan would provide the support for the future staff and visitors to achieving potential mode shift. The targets proposed for this Travel Plan are as follows:

- The appointment of a part-time Travel Plan Co-ordinator (TPC);
- The Travel Plan Coordinator would develop a method for tracking and monitoring purposes;
- The Travel Plan Coordinator would undertake a Travel Survey of all employees / visitors within the first three months of full occupation and on an annual basis during the monitoring period set out later in this Travel Plan;
- To repeat all Travel Surveys to produce an Annual Report;
- To achieve awareness of the Travel Plan.

### **4.3 Monitoring and Review Strategy**

A key part of the Travel Plan is to establish a monitoring and review strategy. The measures introduced would need to be monitored to ensure that the targets are achieved. It is proposed that monitoring is undertaken in the form of a staff and visitor travel surveys. The TPC would liaise with the Travel Plan officer at the appropriate authority to discuss the content of the travel survey form. The travel survey would be undertaken within 3 months of full occupation and then on an annual basis for five years. The travel survey would seek to ensure a minimum 80% response rate.

The survey would cover:

- What mode of transport they use to get to the site;
- Where they travel from;
- How long their journey takes them;
- If they drop partners / children off on the way;
- Suggestions to improve facilities/ initiatives at the site; and
- Awareness of the Travel Plan.

The results of the travel survey would be forwarded on the following dates:

- First Monitoring Report – Within 3 months of the development being fully occupied;
- Second Monitoring Report – one year after development fully occupied;
- Third Monitoring Report – two years after development fully occupied;
- Fourth Monitoring Report – three years after development fully occupied;
- Fifth Monitoring Report – four years after development fully occupied; and
- Final Monitoring Report – five years after development fully occupied.

The results of the survey would also be disseminated to staff and visitors.

As part of the monitoring process traffic counts would be undertaken at the site access(s) every other year. The traffic survey data would be analysed by the TPC and incorporated into the first monitoring report and then in years 1, 3 and 5.

#### 4.3.1 Review

The Travel Plan would be reviewed on a regular basis to monitor its progress against set targets. The monitoring process would culminate in producing annual reports which would summarise the data collected throughout the year, identify any areas which need improving and discuss potential changes for the forthcoming year. The annual reports would be published around the anniversary following the full occupant of the Health Hub for a period of five years and would be provided to the relevant authority within 3 months of data collection.

## 5. Travel Plan Measures and Initiatives

### 5.1 Introduction

This chapter of the report details a range of measures that are proposed within the Travel Plan.

### 5.2 Travel Plan Co-ordinator

As part of the Travel Plan, a Travel Plan Co-ordinator (TPC) would be appointed. The TPC would be employed on a part-time basis to drive the Travel Plan forward and gain support from staff, visitors and other interested parties. The TPC would be in place 3 months before first occupation until a point 5 years following full occupation or until aspirational mode shift targets are reached. Details of the nominated TPC are provided below. Any future change in the identity of the TPC would be notified to the appropriate planning authority.

The contact details of the TPC are as follows:

Steve Sharp or George Thomas

*Montgomery House Surgery,*

*Piggy Lane,*

*Bicester,*

*OX26 6HT*

*(T) 01869 249222*

[www.watermangroup.com](http://www.watermangroup.com)

The TPC would be the main contact for all aspects of the Travel Plan and is available to provide advice to staff and visitors as well as being the primary contact for liaising with external organisations.

#### 5.2.1 Key Responsibilities of the TPC

The TPC role in the development, implementation and management of the Travel Plan includes:

- Ongoing assessment of the objectives of the Travel Plan;
- Implementation of the Travel Plan;
- Conducting staff and visitor travel surveys;
- Management of the Travel Plan; and
- Co-ordinating the monitoring programme for the Travel Plan.

The management functions to be undertaken by the TPC would also include:

- Liaison with the staff;
- Liaison with the Travel Plan officer the local authority;
- Liaison with local bus service providers;
- Liaison with other TPC in the area;
- Collation and distribution of public transport information, cycle route information as applicable;
- Implementation or promotion of local car sharing programmes;
- Designing and implementing effective marketing and awareness raising campaigns to promote the Travel Plan;

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- Preparing and maintaining publicity for alternative travel; and
- Creating the conditions and organisation to carry on the travel planning work when the role is no longer provided by the developer's staff.

**Action: Appointment of a TPC 3 months prior to first occupation**

### 5.3 Travel Plan Delivery

During construction of the development a facility to allow for the on-site delivery of the Travel Plan could be provided. This would provide an area for staff, prior to occupation of the Health Hub, to get advice on travelling sustainably and offer an opportunity for the initiatives in this Travel Plan to be promoted.

The facility would either be staffed by the TPC, who would be available to give travel advice to staff and visitors as necessary, or this may take the form of a virtual portal which does not require staff to be on-site at all times. This facility would be provided prior to first occupation.

**Action: Provision of Travel Plan delivery facility prior to first occupation**

### 5.4 Walking Initiatives

Associated with a Travel Plan, there are undisputed health benefits from increasing the amount of walking and cycling people undertake, as well as reducing car emissions. The recommended level of exercise is 20 minutes, four times a week. This level of exercise could be achieved as part of a person's journey to work, school, shops etc.

It is essential that, within the overall design of the development, appropriate linkages are provided between local facilities and destinations. The development would be designed in such a way as to provide linkages with existing pedestrian routes.

To encourage walking to and from the site, the Travel Plan would raise awareness of the health benefits of walking through promotional materials and work with relevant authority's to analyse safe walking routes for staff and visitors.

To encourage greater use of walking to and from the development, the following initiatives would be promoted / provided:

- Pedestrian links are to be provided from the proposed development connecting with existing footways.
- Pedestrian facilities within the development would be a minimum width of 2 metres.
- Appropriate pedestrian crossing facilities would be provided internally within the site and at the site accesses, with controlled dropped crossings and tactile paving.
- All pedestrian routes would be adequately surfaced, and lighting would be provided in accordance with local design standards.
- All footway routes would be designed to ensure that they are open and subject to appropriate levels of natural surveillance.
- All new pedestrian facilities would conform to the appropriate design standards. This would ensure that there would be sufficient capacity and space for all users, along with an adequate provision of street lighting, in order to encourage their use.
- Walking information (maps, areas/facilities accessible by walking) would be provided within the

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reception of the Health Hub.

**Action: Footways would be provided in accordance with the Local Highway Design Guide.**

## 5.5 Cycling Initiatives

It is essential that, within the overall design of the development, appropriate linkages are provided between local facilities and destinations. The development would be designed in such a way as to provide linkages with existing cycle routes. A shared foot/cycleway would also be provided into the Health Hub site from the Graven Hill Development and would provide a direct connection to the wider cycle provision on the Graven Hill site

To encourage cycling to and from the site, the Travel Plan would raise awareness of the health benefits of walking through promotional materials and work with CDC to analyse safe walking routes for staff and visitors.

The TPC will engage with the local Authority to discuss the local cycle network and review any improvements on the networks that would enhance cycle provision for delivery by the highway authority. Any improvements to cycle networks will increase the attractiveness of cycling.

Safe, secure and sheltered cycle parking facilities would be provided within the proposed development in accordance with local parking standards. Cycle parking is to be provided and is to be located at ground level and shall be sheltered and secure. In addition, shower and storage facilities would be provided for those who cycle to freshen and store associated cycling equipment i.e. helmet etc.

Cycling information (maps, areas/facilities accessible by cycling) would be provided within the reception of the Health Hub.

**Action: TPC to promote cycling, discuss with OCC any cycle route improvements and Cycle parking to be provided.**

## 5.6 Public Transport Initiatives

It is considered that travel by bus would represent an attractive public transport mode for users of the proposed development. The proposed development would seek to take advantage of existing public transport facilities and services within the adjacent Graven Hill development. Provision of information on the existing and proposed bus services would be easily accessible to all staff and visitors, in advance of occupying the site. Information would include details on routes, services, timetables and fares. This information would be displayed in a publicly accessible area of the health hub reception.

**Action: TPC to include public transport leaflets and information in Health Hub reception with staff and visitors kept informed with changes/updates.**

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## 5.7 Car Sharing

Car sharing, also known as lift sharing and ride sharing, is a useful initiative which can help to reduce traffic congestion. Car sharing is an arrangement whereby two or more people travel together by car. It is an effective way of reducing single occupied cars travelling to and from the same origins and destinations, thus reducing the total number of cars on the highway network. Individuals can select local car sharers by registering with a national or regional car sharing database on the internet. Websites allow people to register personal travelling details and search for other car sharers who live within the vicinity, or wish to car share a specific car journey, for example to workplaces.

The proposed car park could provide priority spaces for car sharers, to enhance the incentive of sharing.

**Action: Consider providing Car Share Parking Spaces & TPC to promote appropriate car sharing schemes.**

## 5.8 Promotion and Awareness

Through the promotion and introduction of Travel Plan initiatives identified above, staff and visitors would be able to make more informed, sustainable travel choices. It is key to the success of the plan that initiatives are effectively marketed and promoted.

The TPC would also promote national and local sustainable travel events such as; Bike to Work week, walk week, national car share day etc. The adopted marketing strategy would involve initial engagement with staff on an individual basis. This would take the form of the site occupation travel survey.

Following site occupation, staff would be made aware of the travel arrangements and the access options serving the site from the outset.

Visitors to the site would also be made aware of the Travel Plan through appropriate promotion both within the reception of the Heath Hub but also through promoting use of alternative modes of travel on the Health Hubs website.

**Action: TPC to promote sustainable transport**

## 5.9 Staff and Visitor Travel Surveys

It is proposed that monitoring is undertaken in the form of a travel survey. The travel survey would be undertaken within 3 months of full occupation of the Health Hub and then on an annual basis for a period of five years.

**Action: TPC to Carry out travel survey within 3 months of Full occupation and then on an annual basis for a period of five years.**



## 5.10 Electric Car Charging Points

The use of electric vehicles is an important measure in reducing emissions locally and therefore the provision of necessary infrastructure which promotes the use of such vehicles is essential. Growth in the uptake of plug-in vehicles is also steadily increasing and therefore it is important that new development seeks to encourage continued growth and respond to such change.

Electric charging points would be provided throughout the development, to comply with appropriate policies.

**Action: Developer to allow for provision of capacity for future electric vehicle charging points.**

## 5.11 Waiting Areas

To create more attractive spaces to encourage sustainable modes of travel such as walking, adding features such as; lighting, landscaping and CCTV monitored shelters, create pleasant pedestrian, public transport and taxi waiting areas.

## 5.12 Summary

The Travel Plan is a strategy that evolves over time as new ideas develop. Although the objectives to promote sustainable travel choices and to reduce single occupancy car use would not change, it would be possible over time to define or re-define specific targets.

A summary of the measures to be implemented, the timescales and the responsibility for implementing each of the measures is provided in Error! Reference source not found..

Table 2: Travel Plan Measures

Task Description	Who is responsible?	To be completed by?
Travel Plan Co-ordinator	Developer	3 months prior to first occupation
Measures associated with the Development		
Sustainable site design	Developer	Determination of application
Travel Plan Delivery Suite	Developer	Prior to first occupation
Capacity for Electric car charging points to be provided prior to occupation	Developer	Prior to first occupation
Foot/cycleway to be provided into the development site	Graven Hill Village Development Company	On a phased basis, to be agreed with CDC

## Appendices

Task Description	Who is responsible?	To be completed by?
Cycle Parking standards applied in line with appropriate policy	Developer	Determination of application
Consult with Local Authority on the conditions of local cycle networks and on improvements	Travel Plan Co-ordinator	On-going
Consider parking priority spaces for car sharers	Developer	Prior to first occupation
Lighting, landscaping and shelter to create pleasant pedestrian and public transport waiting areas	Developer	Prior to first occupation
Measures associated with the Travel Plan		
Promotion of information on walking and cycling route and maps	Travel Plan Co-ordinator	From onset of occupation
Promotion of relevant car sharing website/database	Travel Plan Co-ordinator	From onset of occupation
Up to date travel information to be provided to staff and visitors. To be presented in publicly accessible spaces	Travel Plan Co-ordinator	On-going
Carry out travel surveys	Travel Plan Co-ordinator	Within 3 months of full occupation and then on an annual basis for a period of five years

## Appendices

## **6. Conclusion**

The implementation of the Travel Plan for the proposed development is seen as a positive initiative by the applicant to provide travel choice, enhance accessibility and, where possible, to encourage travel by modes other than the private car by staff and visitors. The overall success of a Travel Plan would therefore rely on the support of users and a close working relationship with appropriate authority's.

It is seldom possible before a development is occupied to identify the full range of initiatives that are likely to be appropriate to user needs. Indeed, almost all established Travel Plans go through significant changes in their early months. The range of initiatives proposed within this Travel Plan cannot therefore be definitive but rather they represent a commitment by the developer to investigate measures that are appropriate.

Through the appointment of a TPC, a range of measures would be developed over time and tailored to the needs and emerging travel patterns of the staff and visitors. The TPC would play a key role in the development of the Travel Plan and its implementation. The TPC would be responsible for the promotion of the Travel Plan and would provide the co-ordination to ensure the plan's success along with keeping staff and visitors up to date on local changes.

Regular monitoring of initiatives would be imperative to ensure the success of the Travel Plan and continued liaison with appropriate authority's would provide a co-ordinated approach to transport access to the development.

The Travel Plan aims to achieve a reduction in car journeys to and from the site through the promotion of alternative modes of transports and implementation of measures to make these attractive to staff and visitors.

The primary Target for the Travel Plan would be developed and agreed in conjunction with relevant local authority's. Suitable monitoring would be undertaken, and targets amended accordingly, in agreement and consultation.

The developer would make a commitment to the budgetary requirements for the implementation of this Travel Plan.

## UK and Ireland Office Locations

