

Appendix P

REPORT

Merton College, Oxford

Land West of Yarnton, Cherwell

30/10/2020

Framework Residential Travel Plan

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1 Introduction

- 1.1 This Framework Residential Travel Plan (FTP) has been prepared on behalf of Merton College, Oxford (the Applicant) to accompany an outline planning application for the construction of 540 dwellings and an 9,000 sqm elderly / extra care home at Land to the West of Yarnton, Cherwell (the Proposed Development).
- 1.2 The site is located to the west of the A44 Woodstock Road and Rutten Lane which the local highway network is focused around. The site is approximately 2km west of Kidlington High Street within the administrative boundaries of Cherwell District Council (CDC) and Oxfordshire County Council (OCC).
- 1.3 The site is well placed to benefit from access to a number of key routes via the A44, including Kidlington via the A4260 and Bicester via the A34.
- 1.4 The purpose of the FTP is to provide a 'manual' for the Travel Plan Coordinator (TPC) that could be appointed to oversee the implementation of the measures set out within this document; these measures have the key aim to encourage residents and visitors to reduce their dependency on single occupancy car drivers and rather utilise more sustainable modes of travel.
- 1.5 At present the travel behaviour and patterns are unknown, therefore indicative targets which aim to reduce single occupancy vehicles have been proposed based on Census Journey to Work data.
- 1.6 The final Travel Plan should be in place to enable implementation of measures prior to occupation. This would ensure that residents will have a real choice of transport mode. Baseline travel surveys will be undertaken after 60% occupation of the first residential dwelling, should this inform any adjustments to targets these shall be provided to Oxfordshire County Council (OCC) Travel Plan Officer for approval within three months of the surveys.
- 1.7 Following this introduction, this FTP is split into the following sections:
- i) **Section 2** – Local Policies and Objectives of the plan;
 - ii) **Section 3** – Site Audit detailing site accessibility and existing situation;
 - iii) **Section 4** – Travel Plan Coordinator including ongoing monitoring, consultation and promotion of the FTP;
 - iv) **Section 5** - Measures of the FTP, including hard and soft measures;
 - v) **Section 6** – Initial Targets of the FTP;
 - vi) **Section 7** – Procedures for on-going monitoring and review process; and
 - vii) **Section 8** – Summary of the FTP.

2 Policy and Objectives

Overview

2.1 There are a number of documents that contain policies relevant to transport. The key policy documents which set out the context for the Proposed Development are as follows:

- i) National Planning Policy Framework – June 2019;
- ii) National Planning Practice Guidance – March 2014;
- iii) Partial Review of the adopted Cherwell Local Plan 2011-2031 Part 1; and
- iv) Cherwell District Council Development Plan Documents.

National Policy

National Planning Policy Framework (2019)

2.2 The National Planning Policy Framework (NPPF) was originally published in July 2018 and was revised in June 2019. It sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development, and that planning decisions should have regard to local circumstances. In this regard, paragraph 102 states that:

“Transport issues should be considered from the earliest stages of plan-making and development proposals.”

2.3 Similarly, paragraph 103 states that:

“The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.”

2.4 Paragraph 108 sets out three key tests that should be adhered to when considering sites that may be allocated for development in plans or specific site applications, these are as follows:

- i) *“a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- ii) *b) safe and suitable access to the site can be achieved for all users; and*
- iii) *c) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

2.5 Indeed paragraph 109 states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.”

2.6 Paragraph 110 requires developments to be located and designed to:

“...give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport...”

2.7 In relation to parking paragraph 105 states:

“If setting local parking standards for residential and non-residential development, policies should take into account:

- a) The accessibility of the development;*
- b) The type, mix and use of development;*
- c) The availability of and opportunities for public transport;*
- d) Local car ownership levels; and*
- e) The need to ensure an adequate provision of spaces for charging plug-in and other ultra-low emission vehicles.”*

2.8 Furthermore paragraph 106 states:

“Maximum parking standards for residential and non-residential development should only be set where there is a clear and compelling justification that they are necessary for managing the local road network...”

Planning Practice Guidance

2.9 The Planning Practice Guidance (PPG), which is published by the Ministry of Housing, Communities and Local Government, supports the overarching aims of the NPPF. Highways and transportation matters are dealt with in the PPG under the heading of *“Travel Plans, Transport Assessments and Statements”*.

2.10 The PPG¹ recommends that Travel Plans submitted in support of a planning application should, where possible to do so, include:

- i) “benchmark travel data including trip generation databases;*
- ii) Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;*
- iii) relevant information about existing travel habits in the surrounding area;*
- iv) proposals to reduce the need for travel to and from the site via all modes of transport; and*
- v) provision of improved public transport services.”*

Cherwell District Council Development Plan Documents

2.11 Planning applications within Cherwell are assessed against the planning policies that are saved from the Adopted Cherwell Local Plan 1996 and the Adopted Cherwell Local Plan 2011-2031 Part 1 (July 2015). A summary of the policies which are relevant to the Proposed Development are as follows:

¹ Paragraph: 011 Reference ID: 42-011-20140306 of the NPPG Revision date: 06 03 2014

Adopted Cherwell Local Plan 1996

- i) Policy TR1 – The Council will require satisfaction that highways improvements and traffic measures will be provided before permitting development.
- ii) Policy TR7 – Development likely to generate significant traffic flows will be required to have access to major through routes and principle roads.

Adopted Cherwell Local Plan 2011-2031

- iii) Policy PSD1: Presumption in Favour of Sustainable Development – A proactive approach to development proposals to reflect the presumption in favour of sustainable development will be adopted so proposals can be approved wherever possible.
- iv) Policy SLE4: Improved Transport and Connections – Development will be required to provide financial contributions to mitigate the transport impacts of development and should facilitate the use of sustainable modes of transports.
- v) Policy ESD1: Mitigating and Adapting to Climate Change – Deliver development that seeks to reduce the need to travel and encourage sustainable travel;
- vi) Policy INF1: Infrastructure - Development proposals will be required to demonstrate that infrastructure requirements can be met including the provision of transport facilities.

Partial Review of the adopted Cherwell Local Plan 2011-2031 Part 1 (Adopted September 2020)

- 2.12 A partial review of the adopted Cherwell Local Plan 2011-2031 Part 1 was undertaken with the aim of assisting the unmet housing needs of Oxford.
- 2.13 Following an Examination in Public, the *Cherwell Local Plan 2011-2031 (Part 1) Partial Review - Oxford's Unmet Housing Need* was formally adopted as part of the statutory Development Plan by the Council on 7 September 2020.
- 2.14 The proposed site is allocated within this document under Policy PR9 for residential development. It is noted as being a Village Extension to Yarnton. A summary of the key transportation requirements of Policy PR9 is outlined below:
 - i) At least two separate points of vehicular access and egress to and from the A44 with a connecting road between should be provided.
 - ii) The layout should incorporate suitable connections for all to the existing services and facilities in Yarnton, as well as those that will be delivered by the adjacent Policy PR8 strategic site allocation.
 - iii) The development should incorporate measures that will encourage use of sustainable transport modes, which should be promoted by a Residential Travel Plan.
 - iv) Protection of existing Public Rights of Way and the creation of new links to the countryside.
- 2.15 In addition to the above Policy PR4a is also relevant to the proposed development as it outlines the measures that will be implemented along the A44 to improve sustainable transport connectivity. These include:
 - i) improved bus services and facilities along:
 - o the A44/A4144 corridor linking Woodstock and Oxford
 - o the A4260/A4165 (Oxford Road) linking Kidlington, Gosford, Water Eaton and Oxford

- o Langford Lane.

- ii) the enhancement of the off-carriageway Cycle Track/ Shared Use Path along the western side of the A44 and the provision of at least one pedestrian and cycle and wheelchair crossing over the A44.

2.16 In relation to the above, Policy PR4a also states:

“The strategic developments provided for under Policies PR6 to PR9 will be expected to provide proportionate financial contributions directly related to the development in order to secure necessary improvements to, and mitigations for, the highway network and to deliver necessary improvements to infrastructure and services for public transport.”

2.17 In a similar vein, Policy PR11 states:

“All sites are required to contribute to the delivery of Local Plan Infrastructure. Where forward funding for infrastructure has been provided, for example from the Oxfordshire Growth Board as part of the Oxfordshire Housing and Growth Deal, all sites are required to contribute to the recovery of these funds as appropriate”.

Cherwell Residential Design Guide Supplementary Planning Documents (July 2018)

2.18 As outlined in the Cherwell Residential Design Guide Supplementary Planning Documents (July 2018), parking should be provided in line with OCC's Residential Road Design Guide (2015). This document places an emphasis on the need to adopt a flexible approach to applying car parking standards, having regard to the location of a site, the availability of land and the number of allocated/unallocated spaces provided.

Table 2.1: Oxfordshire Residential Parking Standards for Cherwell Urban Areas

Number of bedrooms per dwelling	Number of allocated spaces	Number of spaces when 2 allocated spaces per dwelling provided		Number of Spaces when 1 allocated spaces per dwelling provided		Number of unallocated spaces when no allocated spaces are provided
		Allocated spaces	Unallocated spaces	Allocated spaces	Unallocated spaces	
1	1	N/A	N/A	1	0.4	1.2
2	2	2	0.3	1	0.6	1.4
2/3	2	2	0.3	1	0.7	1.5
3	2	2	0.3	1	0.8	1.7
3/4	2	2	0.4	1	1.0	1.9
4+	2	2	0.5	1	1.3	2.2

Standards should be used as guidance only for larger developments

Table 2.2: Oxfordshire Residential Cycle Parking Standards

Cycle parking standards	Residential
Resident	1 bed – 1 space; 2+ beds – 2 spaces
Visitor	1 stand per 2 units where more than 4 units

Travel Plan Objectives

2.19 The principal FTP Objectives are set out as follows:

- i) To increase vehicle passenger occupancy;
- ii) To reduce single use vehicle and car dependency, reducing traffic generated by the development should the Travel Plan not exist;
- iii) To promote walking and cycling;
- iv) Reduce the perceived risk of walking and cycling;
- v) To promote awareness of Transport issues and the impact they play on the local environment;
- vi) To address residents' requirements in relation to access to local amenities;
- vii) To promote a vibrant and integrated community; and
- viii) To increase participation in transport related projects throughout the site.

Means of Achieving Objectives

2.20 Travel Plans are a long-term strategy for reducing single occupancy vehicular travel by residents. There are two overarching aims of the strategy and these are as follows:

- i) To increase the awareness of alternatives to the private car using more sustainable modes of travel for both visitors to the site and residents; and
- ii) To introduce both hard and soft measures that enable the use of more sustainable modes of transport.

2.21 It is anticipated that the final Travel Plan will be secured through the Section 106 agreement.

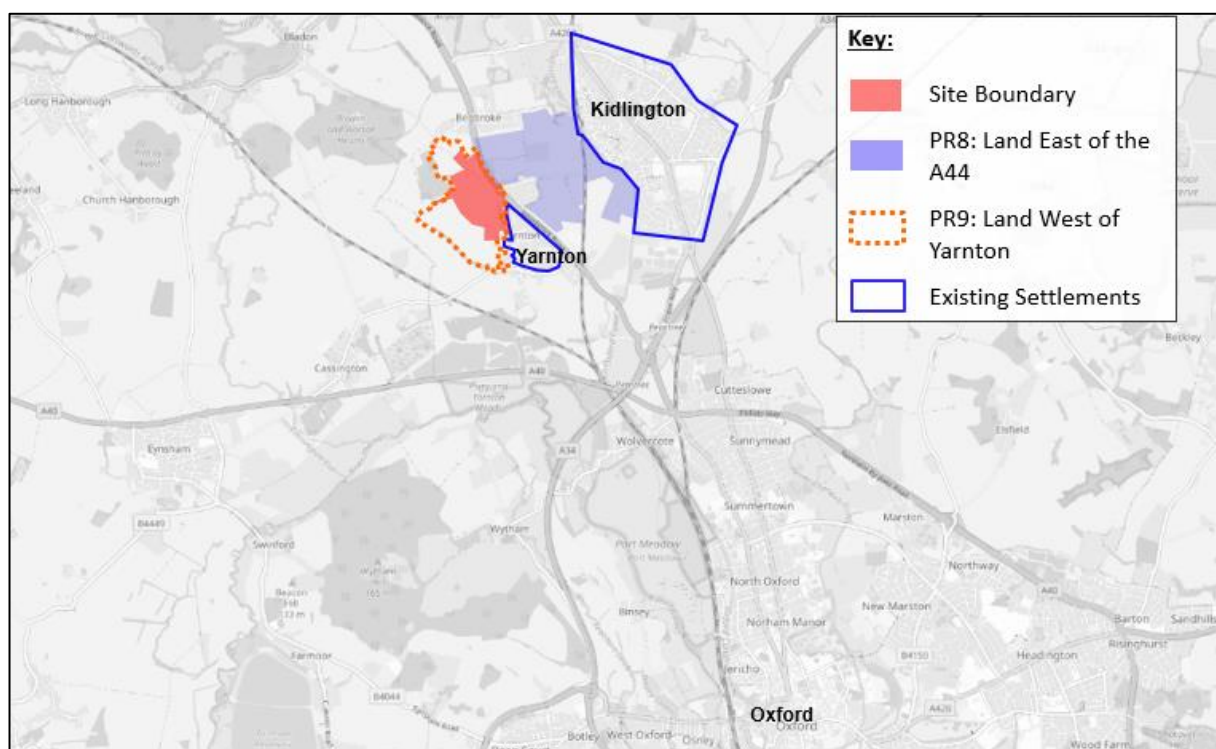
3 Site Audit

Overview

- 3.1 So that the context of the site can be established, a review of the local highway network in the vicinity of the site has been undertaken. The following text summarises this review and makes reference to the location of the site and it also sets out an overview of the accessibility of the site by a variety of modes of transport.

Site Location and Proposed Development

- 3.2 The site, which covers a total area of approximately 99 hectares, is located to the west of the A44 Woodstock Road and Rutten Lane and is approximately 2km west of the Kidlington High Street. A plan showing the location in relation to the local highway network and existing built up areas of Yarnton and Kidlington is provided below.



Site Location

- 3.3 Applicant is seeking planning permission for the construction of 540 residential dwellings in addition to an 9,000 sqm care home. The type and mix of the residential units that are expected to be built is provided in Table 3.1.

Table 3.1: Indicative Residential Units Summary

Number of Beds	Total Dwellings
1-Bed	71
2-Bed	120
3-Bed	232
4-Bed	106
5-Bed	11
Total	540

Sustainable Transport Accessibility and Access to Local Services

- 3.4 It is generally accepted that walking and cycling provide important alternatives to the private car and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institute of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- i) Most people will walk to a destination that is less than one mile (*Planning for Walking, 2015*);
 - ii) The bicycle is a potential mode of transport for all journeys under five miles (*Planning for Cycling, 2015*); and,
 - iii) Walking distances to bus stops should not exceed 400 metres, with people being prepared to walk twice as far to rail stations (*Planning for Walking, 2015*).
- 3.5 Notwithstanding the above, it should be noted that the NPPF recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural locations. Moreover, Manual for Streets (MfS) identifies 'walkable neighbourhoods' as being:
"characterised by having a range of facilities within 10 minutes (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot".
- 3.6 However, it is important to recognise that MfS does not consider 800 metres to be a maximum walking distance. Indeed, MfS contends that walking can be used to access a variety of destinations within a range of up to 2 kilometres. Finally, it is also important to recognise that two thirds of all trips that cover a maximum distance of 1 mile are completed on foot (National Travel Survey).

Baseline Sustainable Travel Options

- 3.7 Having regard to the above it is clear that the site is well situated to encourage less reliance upon the private car. For example:
- i) There is an established network of footways that connect the site with the existing amenities and services provided within the Yarnton residential area. The footways benefit from both informal and controlled crossing points on key desire lines, typically incorporating dropped kerbs. In addition, shared pedestrian and cycle routes, such as along Sandy Lane towards the University of Oxford Begbroke Science Park, are also provided.
 - ii) There is an established network of cycle routes that cater for a range of trip types, including employment, retail and leisure. A summary of the routes that are located in close proximity to the site is provided at **Figure 3.1**.
 - iii) An extensive Public Rights of Way network (PROW) is maintained in the local area, which provides the potential for people to access the countryside for recreational purposes without having to use the private car. A summary of those routes adjacent to the site is also provided in **Figure 3.1**.

- iv) There are a number of bus stops in proximity to the site including services on the A44 Woodstock Road, which are served by the 9, 9A, S3 and NS3 bus routes, and on Rutten Lane, which are served by the 9, 9A, S3 and NS3 bus routes. A summary of the current bus routes that serve the area is provided on **Figure 3.2**.
- v) Oxford Parkway Railway Station is located approximately 3km to the south east of the site. It is noteworthy that the station benefits from 150 sheltered cycle parking spaces with a further 40 spaces available at the adjacent park and ride.
- vi) There are a range of local amenities and services that can be readily accessed on foot or by cycle. These are shown on **Figure 3.3**, whilst **Table 3.2** provides a summary of typical walk and cycle journey times to a range of key destinations.

Table 3.2: Local Amenity Walk and Cycle Distances (from closest access)

Destination	Distance (m)	Walking (minutes)	Cycling (minutes)
William Fletcher Primary School	500	6	2
Gosford Hill Secondary School	3,000	36	11
The Marlborough Church of England Secondary School	5,000	N/A	19
Yarnton Preschool	500	6	2
Yarnton Medical Practice	100	1	1
Westlake Pharmacy	600	7	2
Kidlington Dental Clinic	2,500	N/A	9
Fraser's Budgens of Yarnton	750	9	3
Cooperative Food, Oxford Road	2,500	N/A	9
Rutten Lane Park	650	8	2
Yarnton Village Hall	1,100	13	4
Yarnton Business Park	1,500	18	6
Begbroke Science Park	1,000	12	4
Oxford Airport Employment	2,600	N/A	10
Langford Lane Business and Motor Park	3,000	N/A	11
Station Field Industrial Estate	2,900	N/A	11
A44 Woodstock Road Bus Stops	200	2	1
Rutten Lane Bus Stops	200	2	1
Oxford Parkway Railway Station	4,700	N/A	18

Based on a walk speed of 1.4 m/s and a cycle speed of 4.4 m/s

A44 Corridor Improvement Works

3.8 To take into account committed growth within Cherwell, the Local Plan Partial Review evidence base was predicated on the delivery of improvements to sustainable modes along the A44 corridor. These include:

- i) A southbound bus lane along the length of the A44 corridor
- ii) A shared use path along the length of the A44 corridor
- iii) Bus priority measures at the A44/Langford Lane junction
- iv) Quiet Lane measures along Sandy Lane
- v) Cycle facilities along Langford Lane

3.9 **Figure 3.4** demonstrates the proposed A44 improvements.

Baseline Travel Patterns

3.10 This above summary indicates that there are a range of options available for people to use when travelling to and from the site. Indeed, as shown in **Table 3.3**, it is noteworthy that the most recent Census data suggest that circa 30% of all trips to work made by current residents of this area of Cherwell are completed using sustainable modes of travel.

Table 3.3: 2011 Travel to Work Census Data

Mode	Cherwell 019 MSOA
Rail	1.0%
Bus	17.4%
Taxi	0.0%
Motorcycle	1.7%
Car/van driver	62.2%
Car/van passenger	4.7%
Bicycle	6.5%
On foot	6.2%
Other	0.2%
TOTAL	100%

3.11 It is therefore considered that the sustainable transportation options introduced above provide residents with the potential to travel to work by modes other than the private car.

Summary

3.12 This section demonstrates that there is a level of existing infrastructure in place to facilitate travel by the more sustainable modes of travel i.e. on foot and by bike, as well as by public transport.

4 Plan Administration

Travel Plan Coordinator

- 4.1 As stated within the ES Transport Chapter, a Travel Plan Coordinator (TPC) is likely to be assigned to the development and funded through the Travel Plan for a period from construction until three years after occupation. It is expected that after this date the local community will support the ethos of a green community and will self-regulate the use of sustainable travel.
- 4.2 At this stage in the development process, it has not yet been agreed who will be appointed to the role of TPC, instead this will be decided at a later date following detailed design of the scheme.
- 4.3 The TPC will be in post and take responsibility of the Travel Plan as soon as the development is first marketed and will work closely with the respective Travel Planning officers at Oxfordshire County Council.
- 4.4 Contact details of the TPC will be made readily available to all residents and will be advertised appropriately.
- 4.5 The role of the TPC may be as follows, however this list is by no means exhaustive:
- i) Co-ordinate with all significant organisations and bodies;
 - ii) Providing development residents, and others within the local community, with details on how they can travel, including accessing their place of work, schools, shops and others in a sustainable manner;
 - iii) Acting as a single point of contact for all transport, access and travel related issues for residential units within the development.
 - iv) Liaison with the public;
 - v) Liaison with the local planning and highway authorities;
 - vi) Liaison with public transport operators;
 - vii) The incorporation of sustainable travel options into marketing material for the development;
 - viii) Organisation of travel surveys;
 - ix) Promotion of sustainable transport measures to residents through a range of media;
 - x) Promoting the benefits of home delivery services and linked trips; and
 - xi) Maintenance of all necessary systems, data and paperwork for the development.

Consultation

- 4.6 The TPC will work closely with the residents as well as a range of Stakeholders including the local highway authority, as well as other TPC in the local area. This therefore will enable joint initiatives to promote sustainable transport throughout the area.

Promotion

- 4.7 Prior to moving into the site, all residents would be made aware of the Travel Plan. The TPC, the sales and marketing team or those overseeing sale and letting would explain the details of the Travel Plan and its objectives, as well as the role of the residents in achieving the Travel Plan.
- 4.8 The residents would be made aware of the benefits of the Travel Plan including improved access to services and employment, healthier lifestyle, improved travel opportunities, reduced need for car and inclusion in the community.
- 4.9 Should people wish to discuss specific matters a noticeboard could be provided detailing the TPC details. This noticeboard would also be used to advertise travel related events and facilities.
- 4.10 Each household could receive a travel pack which will contain cycle and pedestrian maps, public transport information, car sharing schemes and TPC details. These should be provided by the TPC who would offer the opportunity for residents to discuss the Travel Plan in more detail.

5 Plan Measures and Initiatives

- 5.1 As discussed in **Section 2**, one of the overarching aims of the Travel Plan will be to reduce reliance upon the private car and therefore reduce the traffic generated by the development, by increasing awareness of sustainable alternatives. This FTP establishes the principles upon which this is based.
- 5.2 Without clear and concise information residents are likely to continue to use the easy option, often perceived to be the private car, which is not always the case particularly when cost is taken into consideration. Information should include the following:
- i) Bus and train service information including ticketing, routing and timetable;
 - ii) Health benefits and safety advice of walking and cycling; and
 - iii) Cost data of public transport versus the private car
- 5.3 This section of the FTP considers the hard and soft measures to be implemented as part of the Proposed Development to reduce reliance on the private car, whereby hard measures are considered as the physical measures and soft are informative measures. These would be implemented by the Travel Plan and the developer prior to occupation.
- 5.4 The list provided is not exhaustive and are designed to be suitable for monitoring and review. The TPC would review the initiatives following first occupation and consider adjusting and adding to the list accordingly. Similarly, the results of the surveys which are to be conducted after 60% occupation would help to shape the package of measures.

Travel Information Pack

- 5.5 Travel Information Packs should be provided on first occupation of the dwellings and should outline all the travel alternatives available at the site as well as a summary of the Travel Plan, ensuring occupiers are made aware of the key objectives of the Travel Plan. This would be the responsibility of the TPC.
- 5.6 The packs may contain the following information:
- i) A summarised version of the Travel Plan document, that sets out the purpose and benefits etc;
 - ii) Timetables and route maps for public transport, particularly buses;
 - iii) Contact numbers and web details for the Travel Line and National Rail Enquiries;
 - iv) Local taxi company details;
 - v) Lift sharing schemes;
 - vi) Cycling and walking maps for the local area;
 - vii) An overview of the health benefits of walking and cycling;
 - viii) Promotion of park and stride schemes and 'bicycle user group';
 - ix) Information regarding safety for walking and cycling in the form of web links;
 - x) Web details for any community travel sites and community forum sites;

- xi) Web and other contact details for major retailers offering home shopping facilities; and
- xii) Cycle vouchers to be used towards the purchase of a cycle or cycle equipment.

Travel Information Boards

- 5.7 Travel Information Boards may be provided across the site, which would remain current and up to date across the site during the occupation period. These are likely to include timetables, posters and leaflets where appropriate. It would be the responsibility of the Travel Plan Co-Ordinator to ensure it is consistent with existing travel conditions.

Walking

- 5.8 In order to encourage travel by foot the following measures should be implemented:

Hard Measures

- i) A network of footways throughout the proposed development that should form direct connections with the existing pedestrian infrastructure adjacent to the site (incl. the PRow network);
- ii) The provision of two new signalised crossing points on the A44; and
- iii) The site will benefit from improvements carried out as part of the A44 and A4260 Corridor Study which includes the provision of a shared use path along the length of the A44.

Soft Measures

- iv) The TPC should liaise with the Local Highway Authority to ensure that pedestrian routes are maintained;
- v) The TPC would promote health benefits of walking;
- vi) The TPC would provide maps for safe walking routes in the area, which should be provided in the Travel Packs;
- vii) The TPC would promote 'Walk and Stride' schemes to promote walking part of a journey.

Cycling

- 5.9 Cycling is a cheap alternative to the private car, it is also sustainable and quick, providing health benefits and reducing road congestion.

Hard Measures

- i) Cycle parking would be provided in line with the adopted standards;
- ii) The two signalised crossings are intended to be Toucans and will thus include technology for cyclists; and,
- iii) The site will benefit from improvements carried out as part of the A44 Corridor Study which includes the provision of a shared use path along the length of the A44.

Soft Measures

- iv) The TPC would liaise with the Local Highway Authority to ensure that cycle routes are maintained;

- v) The TPC would promote health benefits of cycling;
- vi) The TPC would provide maps for safe cycling routes in the area, this shall be provided in the Travel Packs; and
- vii) The TPC should explore the uptake of a 'bicycle user group' amongst residents, which would be run by resident volunteers. These volunteers will meet regularly to discuss relevant issues and pass on any feedback to the TPC who will in turn pass on issues to the Local Highway Authority as appropriate.

Public Transport: Bus and Rail

Hard Measures

- i) Improvements to the existing bus stops that are provided on the A44;
- ii) The potential introduction of new bus stops on the A44; and,
- iii) The site will benefit from improvements carried out as part of the A44 Corridor Study.

Soft Measures

- iv) Travel Packs will be issued to all dwellings containing information about the public transport facilities in the area. This should include information on stop locations, service frequencies and destinations served by each mode of transport
- v) Up-to-date details of bus and rail including route information and service frequencies, should be permanently on display in prominent locations (such as travel information boards). National Rail and Journey Planner websites (e.g. Travel Line) and enquiry phone numbers will also be promoted through all relevant means, including within travel information packs.

Public Transport: Taxis

- 5.10 Taxis provide an alternative when other modes may not be available, these are particularly relevant to those without a car or those looking to reduce ownership.

Soft Measures

- i) The TPC should ensure that contact details are included in the Travel Information Packs and are made available on-site noticeboards.

Car Sharing

- 5.11 Car sharing is an easy alternative to travel by single occupancy vehicle and can help to reduce the total private mileage travelled of residents within the Proposed Development.

Soft Measures

- i) The TPC should promote the website www.liftshare.org through the Travel Packs. This is where people can register to car share for both one off trips and regular journeys; and
- ii) National Lift Share Week should also be publicised by the TPC.

Working and Shopping from Home

- 5.12 It is important to provide residents with space to work from home as an alternative to having to travel to work at peak times. Facilities will be provided in the form of a community hub to provide a shared workspace and enable residents the potential to connect to broadband internet.
- 5.13 Furthermore, information will be circulated encouraging residents to home shop in order to reduce the need to travel. This should be promoted by the TPC using:
- i) Travel Packs and Noticeboards which provide information of home delivery services, large retailers and supermarkets.

Continued Promotion

- 5.14 All aspects of the Travel Plan will be continually promoted by the TPC, through the following:
- i) Site noticeboards which should be located throughout the site in prominent areas. These should be regularly updated to ensure up to date travel information and initiatives are provided;
 - ii) Site events should be organised to continually promote the aims and objectives of the Travel Plan;
 - iii) The TPC should remain in contact with OCC to ensure that they are made aware of all relevant activities in the area; and
 - iv) Annual Travel Surveys and monitoring report to be submitted to OCC
- 5.15 An action plan for the implementation of measures is provided in **Table 5.1** below.

Table 5.1: Action Plan

Measure	Timeline	Responsibility
Appoint TPC	Prior to first occupation	Developer
Site noticeboards	Built at construction and updated as necessary	Developer / TPC
Cycle Parking	Implemented at construction	Developer
Initial Travel surveys	To be completed after 60% occupation	TPC
Annual Travel Surveys and monitoring report	Annually following a year's occupation	TPC
Travel Information Packs	First Occupation	TPC
Inclusion of new footways and crossing	TBC with OCC	Developer
Walk and Stride and Walking Buddy Schemes	First Occupation	TPC
Bicycle User Group	First Occupation	TPC
Cycle and Pedestrian Routes to be maintained	Annually and if required	TPC
Promote national and regional Schemes	Ongoing	TPC

6 Targets

- 6.1 The success of a Travel Plan is measured by whether it achieves its objectives through set targets which have been identified below. The targets, which are related to the objectives, can be 'action' targets or 'aim' targets. The targets will be 'SMART'. This means:
- i) **Site specific;**
 - ii) **Measurable;**
 - iii) **Achievable;**
 - iv) **Realistic; and**
 - v) **Time related.**
- 6.2 The Travel Plan should be monitored over a period of not less than five years. The main target will be to reduce dependency on the private car. Other targets should at least cover increasing levels of public transport patronage, and increasing walking and cycling modal splits, as a result of the reduced car usage.
- 6.3 In order to achieve this a baseline travel survey shall be undertaken within 3 months of 60% site occupation. Comparable studies will then be undertaken at the 1st, 3rd and 5th anniversaries of this study.
- 6.4 The results of the study will inform the site-specific targets based on the plan's objectives and used to review the measures proposed to ensure they are appropriate for the development.
- 6.5 For the purposes of the FTP, an indicative target of securing a 10% reduction of single occupancy vehicle use, based on the Census data introduced in **Section 3**. This will therefore, for the purposes of this assumption, increase the other modes proportionally on a pro-rata basis. The indicative 5-year mode split is set out in **Table 6.1** overleaf.

Table 6.1: Indicative Targets

Mode	Census Data	Indicative 5-year Target
Rail	1.0%	1.2%
Bus	17.4%	20.3%
Taxi	0.0%	0.0%
Motorcycle	1.7%	2.0%
Car/van drivers	62.2%	56.0%
Car/Van Passenger	4.7%	5.4%
Bicycle	6.5%	7.6%
On foot	6.2%	7.2%
Other	0.2%	0.3%
TOTAL	100%	100%

- 6.6 The targets above are considered realistic and achievable by the implementation of the measures detailed in **Section 5**.

- 6.7 The survey to be conducted after 60% occupation will help to validate the 2011 Census data, which in itself provides a good indication of how people are likely to travel to and from the development. This will help to validate the targets and make adjustments which will require agreement with OCC if necessary.

7 Plan Monitoring and Review

- 7.1 The main objective of the Travel Plan is to reduce single occupancy vehicles. Suitable indicators of the success of the Travel Plan are therefore the modal split of the development and the number of car trips made.

Monitoring

- 7.2 The monitoring measures outlined below incorporate both qualitative and quantitative data in the form of general feedback and correspondence:
- i) Usual mode of transport and alternative modes of transport used;
 - ii) Reason for modal choice;
 - iii) Motivations/ measures to encourage modal shift; and
 - iv) Awareness of Travel Plan.
- 7.3 An annual review should be compiled using the outputs of the monitoring process. Information should subsequently be made available to residents on request and the Local Planning Authority.

Annual Review

- 7.4 Following 60% occupation a travel survey should be conducted by the TPC. This would provide modal split data that can validate the 2011 Census data.
- 7.5 Following these surveys an annual review should be undertaken by the TPC on the Travel Plan. This will measure the success of the Travel Plan and to identify any points of refinement required.
- 7.6 The redistribution of the questionnaires should be conducted on an annual basis, distributed to all households. The purpose of this review is to obtain new information about attitudes to travel and derive modal split information. The TPC should subsequently compile a monitoring report outlining results of this review and will also incorporate any ongoing monitoring. This document would be submitted to OCC.
- 7.7 Feedback from these surveys and from key stakeholders will ensure the Travel Plan can be updated where necessary.

8 Summary

- 8.1 This Framework Travel Plan has been prepared on behalf of Merton College, Oxford to accompany an outline planning application for the construction of 540 dwellings, an elderly / extra care home (9,000 sqm) and community hub at Land to the West of Yarnton, Cherwell.
- 8.2 This plan demonstrates that the site is well located to a good network of pedestrian and cycle links, providing connection to the sustainable transport and a range of local facilities. Soft measures within this plan makes further use of these links to encourage future residents to use more sustainable modes of transport over the single occupancy vehicle.
- 8.3 Therefore, it is considered that the site is well located to encourage sustainable transport modes in light of the guiding principles set out in National and Local Policy.
- 8.4 This document has set out a strategy to encourage the uptake of sustainable modes of travel by providing the following:
- i) A package of soft and hard measures that encourage more sustainable modes of travel as well as a means of conveying the information to the residents;
 - ii) An action plan has been detailed, setting out a timeline of when measures are to be implemented; and
 - iii) The appointment of a Travel Plan Co-ordinator to develop and implement this strategy with the responsibility to implement, promote and monitor the Travel Plan, in addition to communicating with the Local Highway Authority, Residents and Stakeholders.

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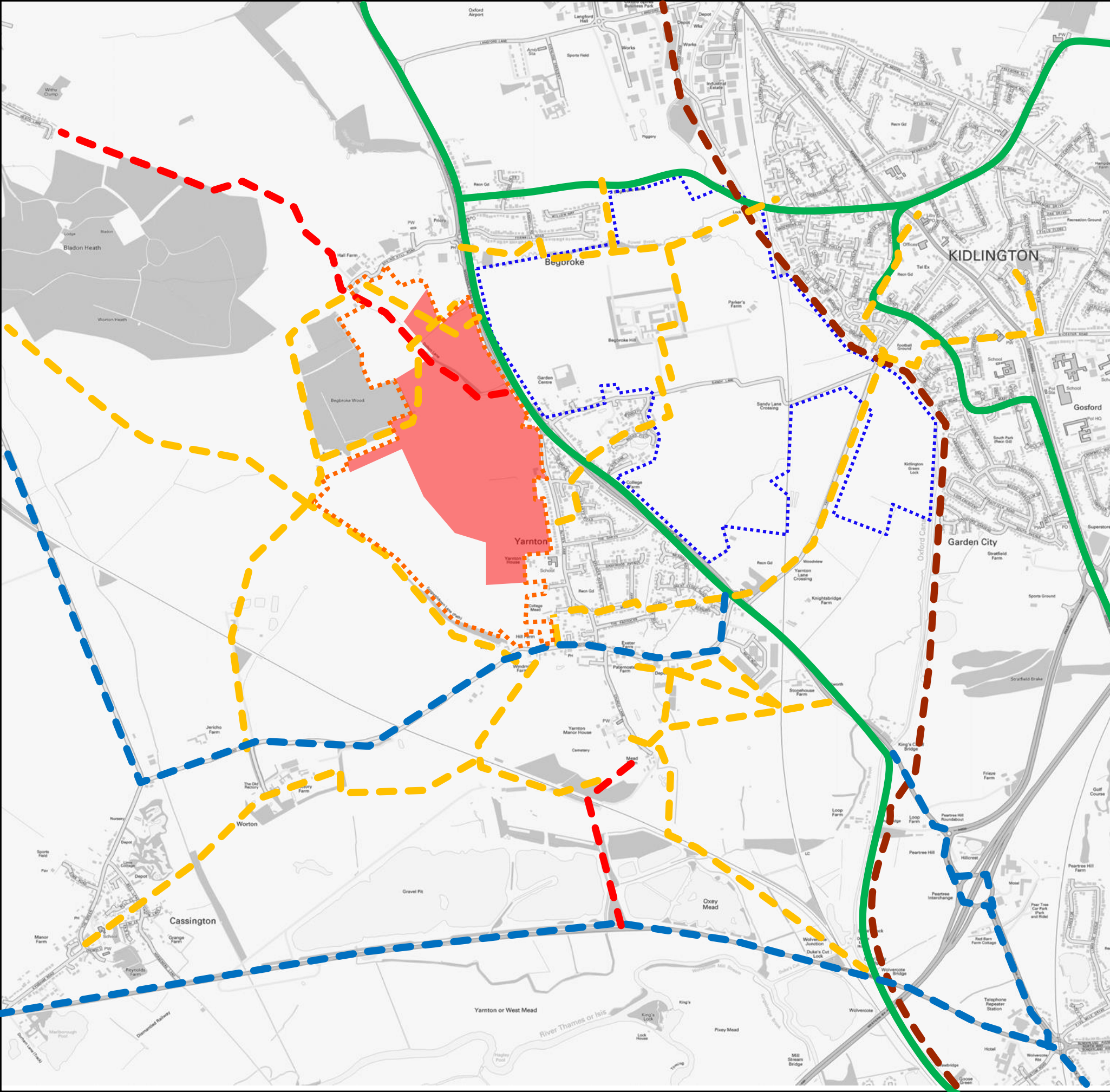
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Figures



Key:

- Site Location
- PR8: Land East of the A44
- PR9: Land West of Yarnton
- National Cycle Network Routes and Links
- Local Cycle Routes
- Oxford Canal Walk (PRoW - Footpath)
- Key Footpaths (PROWs)
- Bridleway

Land West of Yarnton, Cherwell

Merton College, Oxford

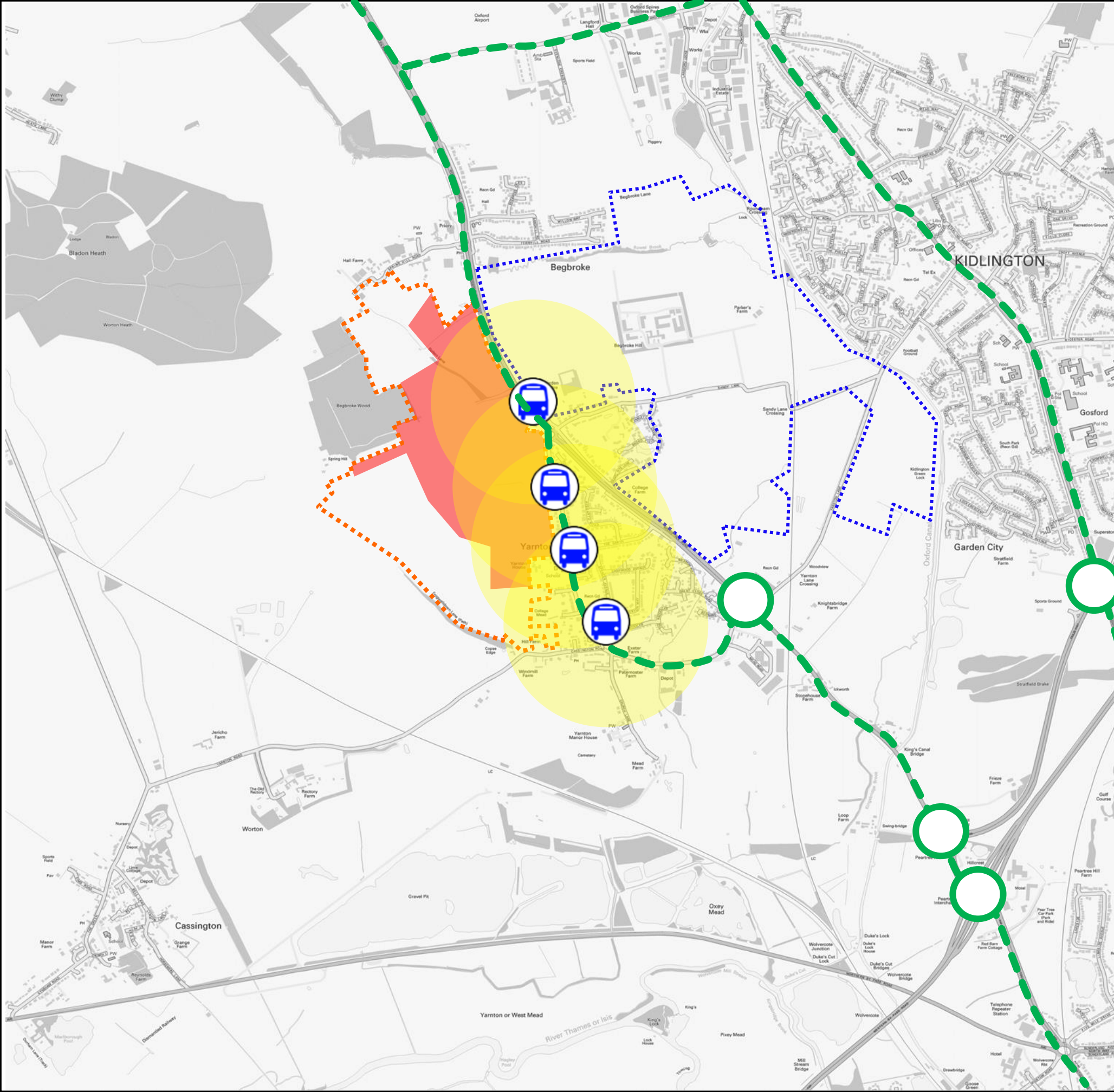
Existing Walking and
Cycling Routes

SCALES: NTS







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DRAWING REFERENCE: Figure 3.1



Key:

-  Site Boundary
-  PR8: Land East of the A44
-  PR9: Land West of Yarnton
-  Existing Bus Stop
-  400m Bus Stop Catchment
-  Bus Route

Land West of Yarnton, Cherwell

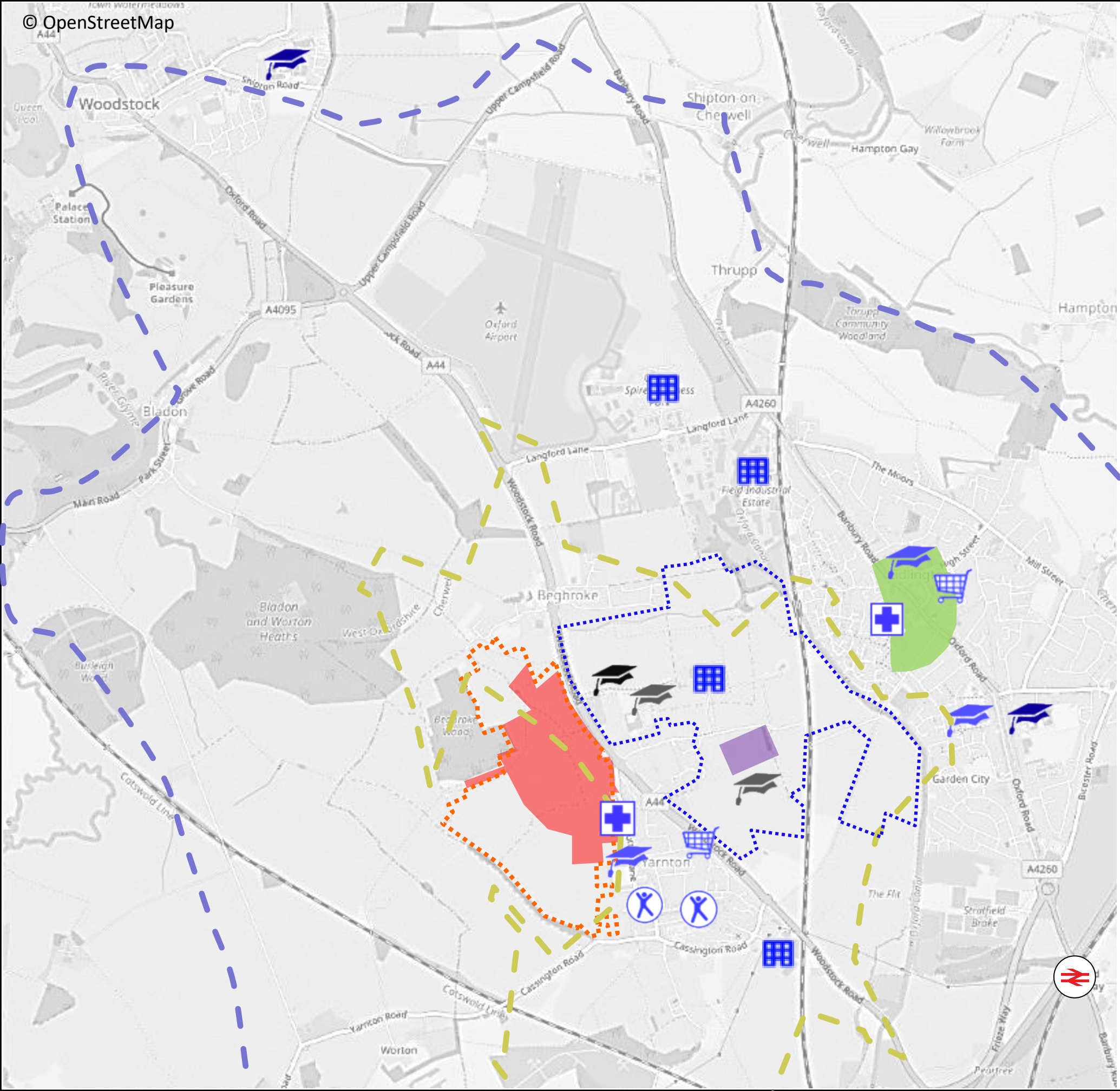
Merton College, Oxford

Existing Bus Routes and
Bus Stop Catchments

SCALES:		NTS	
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DATE:	04/11/2020	REVISION:	.

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DRAWING REFERENCE: Figure 3.2



Key:

- Site Boundary
- PR8: Land East of the A44
- PR9: Land West of Yarnton
- Kidlington Village Centre
- 2km Walking Isochrone
- 5km Cycling Isochrone
- PR8 Local Centre
- Existing Primary School
- Existing Secondary School
- PR8 Primary School
- PR8 Secondary School
- Existing Health Facility
- Existing Retail Facility
- Existing Community Facility
- Existing Employment Facility
- Oxford Parkway Railway Station

Land West of Yarnton, Cherwell

Merton College, Oxford

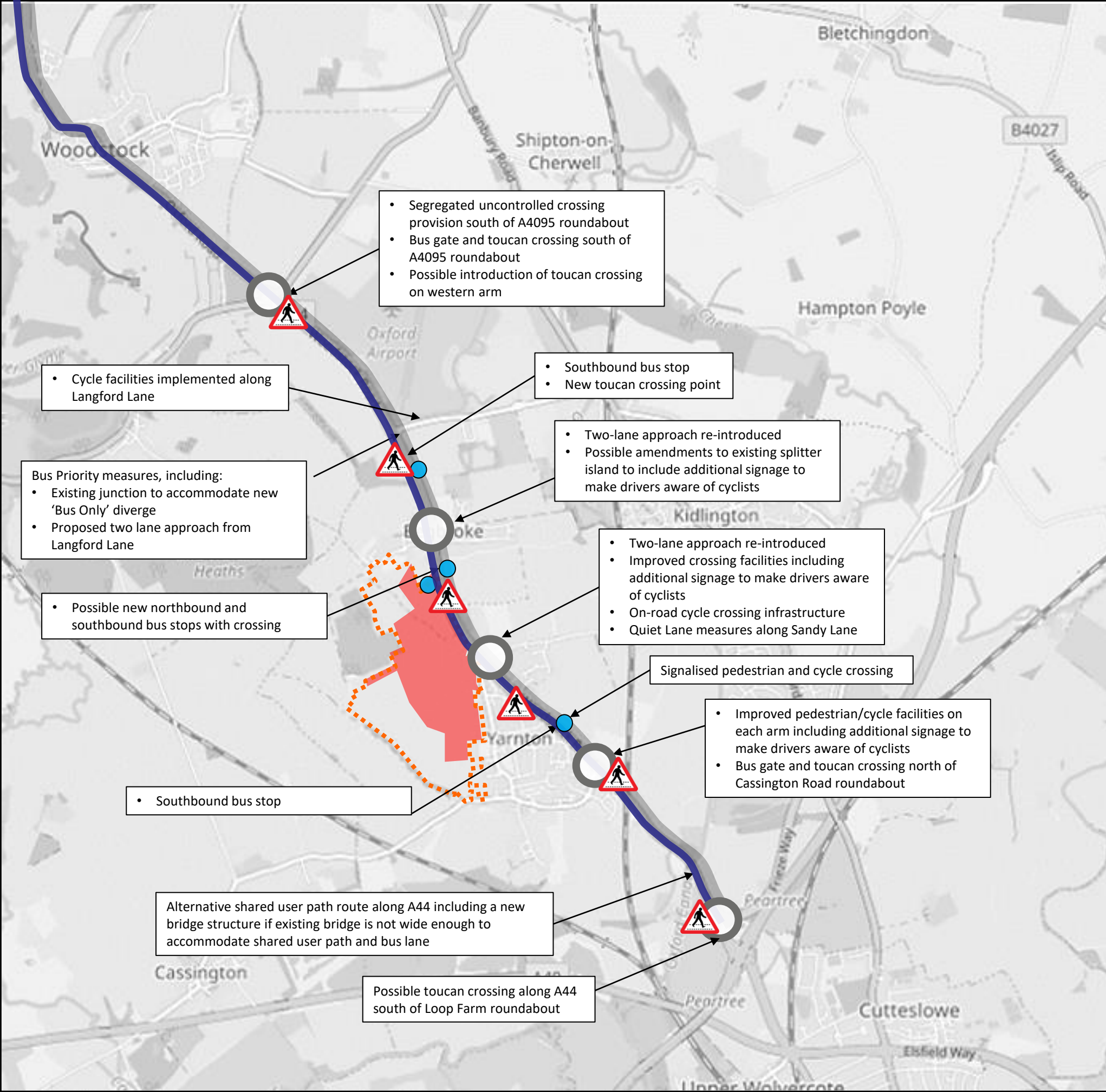
Local Amenities

SCALES: NTS

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DRAWING REFERENCE: Figure 3.3



Key:

- Site Boundary
- PR9: Land West of Yarnton
- Southbound Bus Lane
- Indicative Shared Use Path
- Proposed Bus Stop
- Proposed Crossing

Land West of Yarnton, Cherwell

Merton College, Oxford

A44 Highways Improvements

SCALES: NTS

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DRAWING REFERENCE: Figure 3.4