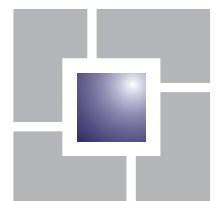


**Site 2 – Replacement Car Park and
Office Demolition, Jacobs Douwe Egberts,
Banbury**

Travel Plan



david tucker associates
transport planning consultants

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Travel Plan

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SJT/NS 20297-03c_Site 2 Travel Plan

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Appendix A Site Layout Plan



1.0 INTRODUCTION

1.1 This Travel Plan has been prepared by David Tucker Associates (DTA) on behalf of Jacobs Douwe Egberts (JDE) to support a planning application for the "*Demolition of existing vacant office building and erection of a surface level car park, providing 215 replacement car parking spaces, cycle parking and associated landscaping*". A plan showing the proposed Site 2 site layout is attached as **Appendix A**.

1.2 This Travel Plan seeks to identify measures that will encourage all those working at this location to use sustainable forms of transport.

1.3 The Travel Plan includes:

- A strategy for setting target modal share for staff access to the site;
- A strategy for achieving the target; and
- A process for monitoring progress towards achieving the target.

1.4 The strategy includes:

- Public transport use encouragement;
- Cycling incentives and facilities;
- Walking incentives;
- Car parking management; and
- Car sharing encouragement.

1.5 The benefits of a travel plan are numerous, not only in terms of helping improve the environment. Benefits include:

Social responsibility: The Travel Plan aims to make significant changes to the way people travel to their destination. This will result in a better local environment for residents, pedestrians and cyclists and result in cleaner air and less congested local roads.

Positive Publicity: Producing a travel plan will generate positive publicity for the site.

Increased travel choice: A wider range of travel options, savings and benefits seek to enhance the attraction of the development for residents and recruitment and retention of staff working at the site. The Travel Plan will lead to greater social inclusion by helping those who do not have access to a car to visit the site more easily.



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Health Benefits: Many alternative forms of travel include an element of exercise that will lead to a healthier residents and staff working on the site, possibly leading to improved morale and a reduction in health related problems.

A more accessible site: A decrease in the number of cars generated by the site will reduce potential congestion both at the site itself and on the approach roads to the site. The site will become more accessible and safer for all users. It will also become a more attractive place for visitors and staff.

Better Time Management: The automatic use of the car for travel is not always the most cost effective or efficient option. Alternatives can be cheaper, faster and provide additional time in which to prepare for meetings or carry out work that would not be possible when sat at the wheel of a car.



2.0 EXISTING CONDITIONS

2.1 Site Description

2.1.1 The application site (Site 2) is located circa 1 mile northeast of Banbury Town Centre and forms part of the wider Jacobs Douwe Egberts (JDE) site, located on Ruscote Avenue. It is currently underutilised, comprising a vacant office building with limited car parking for JDE and an area to the front which is laid to grass.

2.1.2 The entire office building became vacant in 2015 however the second, third and fourth floors became vacant much earlier in 2012. The building is dated, unattractive, detracts from the appearance of the wider area and can no longer be put to beneficial use. The office floor area comprises 4,415sqm over 5 floors and there is parking provided within this part of the JDE site.

2.2 Existing Highway Network

2.2.1 Access to the site is currently provided off Ruscote Avenue via a right-hand turn lane west bound from the A422 and is accessed directly from the A422 if travelling east bound.

2.2.2 The A422 is lit and is subject to a 40mph speed limit up to the 4-arm roundabout to the existing retail park. The speed limit then changes to 50mph. The A422 provides the main through route to the site if accessing it from both eastbound and westbound. There are two 4-arm roundabouts to the east connecting the A422 to the M40 and access to Banbury town centre and the railway station.

2.2.3 The A422 is a single carriageway road up to a 4-arm roundabout where it changes to become dual carriageway.

2.3 Foot and Cycle Provision

2.3.1 A lit shared footway/cycleway runs along the A422 from the site access and a shared facility continues at the 4-arm roundabout junction of the A422/Southam Road providing a safe connection into the town centre.



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2.4 Public Transport Provision

2.4.1 The closest bus stop to the proposed development is located on the A422 approximately 450m walking distance to the south-west of the site. The bus stops are served by the B8 and B9 bus services, which are summarised in **Table 1** below.

Table 1 - Summary of Local Bus Services

No.	Route	Frequency & First and Last Services					
		Mon - Fri		Sat		Sun	
B8	Banbury Town Centre – Ruscote Avenue – Banbury Town Centre	90 mins		-		-	
		First	Last	-	-	-	-
		09:45	16:45				
B9	Banbury Town Centre – Ruscote Avenue – Banbury Town Centre	15 mins		15 mins		60 mins	
		First	Last	First	Last	First	Last
		06:20	22:45	06:20	23:45	08:20	18:20

2.4.2 With regard to rail services, Banbury Railway Station is located approximately 1.6km from the site. The station, which is operated by Chiltern Railways, provides direct connections to Birmingham and London with three services provided an hour in each direction.



3.0 TRAVEL PLAN OBJECTIVES AND TARGETS

3.1 Objectives

3.1.1 The main objectives of the Work Place Travel Plan (WTP) are as follows:

- To reduce to a minimum the number of single-occupancy car traffic movements to and from the commercial site, subsequently reducing pressures on local highway capacity, particularly at peak travel times;
- To address the access needs of employees and visitors by supporting walking, cycling and the use of public transport;
- To reduce to a minimum the number of single-occupancy car movements to and from the commercial site by encouraging more active travel to improve the health and well-being of the workplace; and
- To enable employees and visitors to have an informed choice about their travel options. This can be achieved through the role of a company Travel Plan Coordinator.

3.2 Outcomes

3.2.1 The Good Practice Guidelines identifies that good practice has evolved from previous guidance into a single main approach to TPs. It states that:

“The ‘outcomes’ approach, specifies outcomes linked to specific targets that can also be strengthened with sanctions if these are not met. This approach is distinct from that which focuses wholly on the establishment of a list of measures, e.g. the provision of a shuttle bus or cycle shelter. Many, if not the majority of, travel plans combine the two approaches, depending upon the type of travel plan and what it is designed to achieve. However, the establishment of outcomes is important.”

3.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The applicant/ developer is then required to



commit to meeting these targets, and agrees to a monitoring and review process. Should the targets not be met within the timescales stated, then it may be appropriate to implement remedial measures (see **Section 6.2**).

3.2.3 It is identified in the Good Practice Guidelines that outcome targets should be expressed in terms of a maximum end levels of car use. This relates to the maximum allowable modal share of car use for when the development is complete.

3.3 **Base Mode Share**

3.3.1 In order to derive a preliminary base mode share for the site, a staff travel survey was completed in May 2019 by both office and factory workers. Office workers completed surveys online using Survey Monkey and factory staff completed paper forms which were collected and summarised. In total 21 paper responses were received from factory staff and 153 survey monkey responses were received from office staff. The resulting mode split is summarised in **Table 2**.

Table 2 – Modal Split Factory Workers

	Walk	Bus	Cycle	Car Driver	Car Passenger	Other	Total
Responses	24	0	10	114	4	1	153
% Mode Share	15.6	0	6.5	74	2.6	0.6	100

3.3.2 A further staff travel survey will be undertaken in 12 months. This information will be used to review the baseline mode share and associated targets (see below).

3.3.3 The surveys also requested staff to confirm their home postcode. This postcode data has been collated and has been used to generate a post code plot using ArcGIS Mapping Software. The postcode plot is attached at **Figure 1** and demonstrates that the majority of staff live within the Oxfordshire (OX) postcode area.



3.4 **Targets**

3.4.1 A 5% car driver mode share reduction target has been set for the development site against the baseline mode share of 75% which is based on combining both factory and office staff mode share percentages ($74 + 76.1 / 2$). This is to be achieved over a five-year implementation period i.e. a 1% car driver reduction per year, as indicated on **Table 4** below.

Table 3 – Car Driver Mode Share Target

Car Driver Modal Share*					
Baseline	Year 1	Year 2	Year 3	Year 4	Year 5
75%	74%	73%	72%	71%	70%

**to be reviewed following initial staff survey*

3.4.2 These targets will be continually reviewed and monitored in conjunction with the local highway authority to determine whether the overall objectives of the TP are being achieved.

3.5 **Indicators**

3.5.1 The Good Practice Guidelines highlight the importance of distinguishing between outcome targets and indicators. Whereas the target for the proposed development is focussed on reducing the number of car trips, the indicators are used to monitor how the site is being accessed and how effectively different modes are meeting travel needs. This information can subsequently be used to identify where the greatest potential for mode shift may lie and to inform the implementation strategy for the TP over the coming year.

3.5.2 A number of indicators will be measured at the proposed development. The responsibility for measuring these indicators lies with the HR team at JDE, and will include the following:

- % of employees walking;
- % of employees cycling;

Travel Plan



-
- % of employees using public transport;
 - % of employees' car sharing; and
 - Car and cycle parking usage.



4.0 TRAVEL PLAN MEASURES

4.1 Introduction

4.1.1 This section sets out the measures to be implemented to encourage and facilitate sustainable travel practices by staff.

4.2 Travel Information Packs

4.2.1 Information Packs will be provided to all employees. The packs will be updated every 12 months for a period of five years and reissued to existing and new workers when appropriate. The packs will provide the following information.

- Plans showing pedestrian and cycle facilities in the local area;
- Information on cycle storage and provision for cyclists;
- Bus timetable information and routes maps of services;
- Information about the Travel Plan including how it works, why it is required and the purpose of the Travel plan;
- Details of the role and purpose of the Travel Plan Coordinator also including contact details;
- Links to car share websites such as liftshare.com. Information will be provided in relation to a possible company-based lift share initiative; and
- Advice on greener car use.

4.2.2 The Travel Information Pack shall be submitted and approved in writing by the local planning authority prior to first use of the proposed car park.



4.3 **Promotion of Car Sharing**

4.3.1 Implementation of an employee car share scheme should be considered. Such a scheme could offer financial incentives to staff to help promote participation in the scheme. The JDE HR team should work with existing and new staff to promote the scheme and raise awareness of its availability across JDE.

4.4 **Information Boards/ Posters**

4.4.1 The JDE HR team will be responsible for providing noticeboards with important information concerning the use of sustainable transport modes from the site. The information on these boards will need to be updated and contact details provided should employees wish to contact them to discuss travel-related matters.

4.5 **Staff Awareness**

4.5.1 In addition to the above, as part of the WTP, the JDE HR team should promote awareness of more sustainable modes of transport through the following mediums:

- Publication and access to this document throughout JDE; and
- Awareness of modes of transport that can be used to access the site in the staff handbook, which every member of staff is provided with on induction.

4.6 **Working from Home Initiative**

4.6.1 Employers at the site will be encouraged to support flexible working practices, where appropriate they should consider allowing staff to work from home on a case-by-case basis, depending on their work requirements.



5.0 TRAVEL PLAN CO-ORDINATION

- 5.1 The JDE HR team will be required to undertake the Travel Plan co-ordination role, managing those proposed 'measures' including posters/ noticeboards, car share. Allowing a team, rather than an individual, to manage the implementation of the WTP will help to ensure that there is always someone available to cover the business working hours.
- 5.2 Going forward, the JDE HR team will act as promoters of the components of the WTP and operate as contact points for workers and other people who will use the site. They will be required to ensure that employees understand their travel choices to work, providing details of how those who wish to change their travel patterns may be able to do so.
- 5.3 Contact information for the JDE HR team will be made available to the local authority prior to occupation of the proposed extension.
- 5.4 Going forward, the main Travel Plan related responsibilities of the JDE HR team at the company will be to;
- Promote the individual measures of the Travel Plan, including potential company-based car share scheme and shuttle bus services;
 - Ensure the approved Travel Plan and its component parts are being actioned;
 - Monitor the Travel Plan and its implementation;
 - Oversee biennial travel surveys of staff;
 - Produce monitoring reports for submission to the highway authority; and
 - Offer personalised travel planning advice to staff.



6.0 MONITORING AND REPORTING

6.1 Target Monitoring

6.1.1 As stated within the DfT's Good Practice Guidelines, TPs are living documents that need to be updated regularly and implementing a TP involves *"a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances"*.

6.1.2 The HR team will be responsible for monitoring the progress of the WTP. This would include collating the monitoring data for analysis and summarising this information for submission to the local highway authority in the form of a Monitoring Report. They will also be responsible for monitoring employee travel patterns. This will include:

- Distributing biennial travel questionnaires to staff;
- Monitoring the use of car and cycle parking;
- Recording the uptake of car sharing and membership; and
- Recording the update of any sustainable transport initiatives.

6.1.3 Initially, snapshot surveys will be undertaken within three months of occupation of the new car park and the results of this survey will be used to review the baseline for monitoring modal share targets.

6.1.4 The results of the monitoring will be analysed by the HR team and reported to the local authority within 6 months of first occupation and biennially thereafter. The recommendations of the review would be implemented as soon as possible (as appropriate dependant on type of measures). Discussions will be held where necessary as to how Travel Plan targets might be better achieved. Through consultation with the local authority, the WTP targets will be regularly reviewed.



6.2 Remedial Measures

6.2.1 Should targets not be met then consideration will be given to implementing remedial measures. This could include:

- Increased travel behaviour change initiatives such as travel awareness campaigns;
- One to one travel planning sessions to identify how individuals could travel to the site more sustainably; and
- Providing financial incentives for staff, for example prize draws for car share users.



Travel Plan

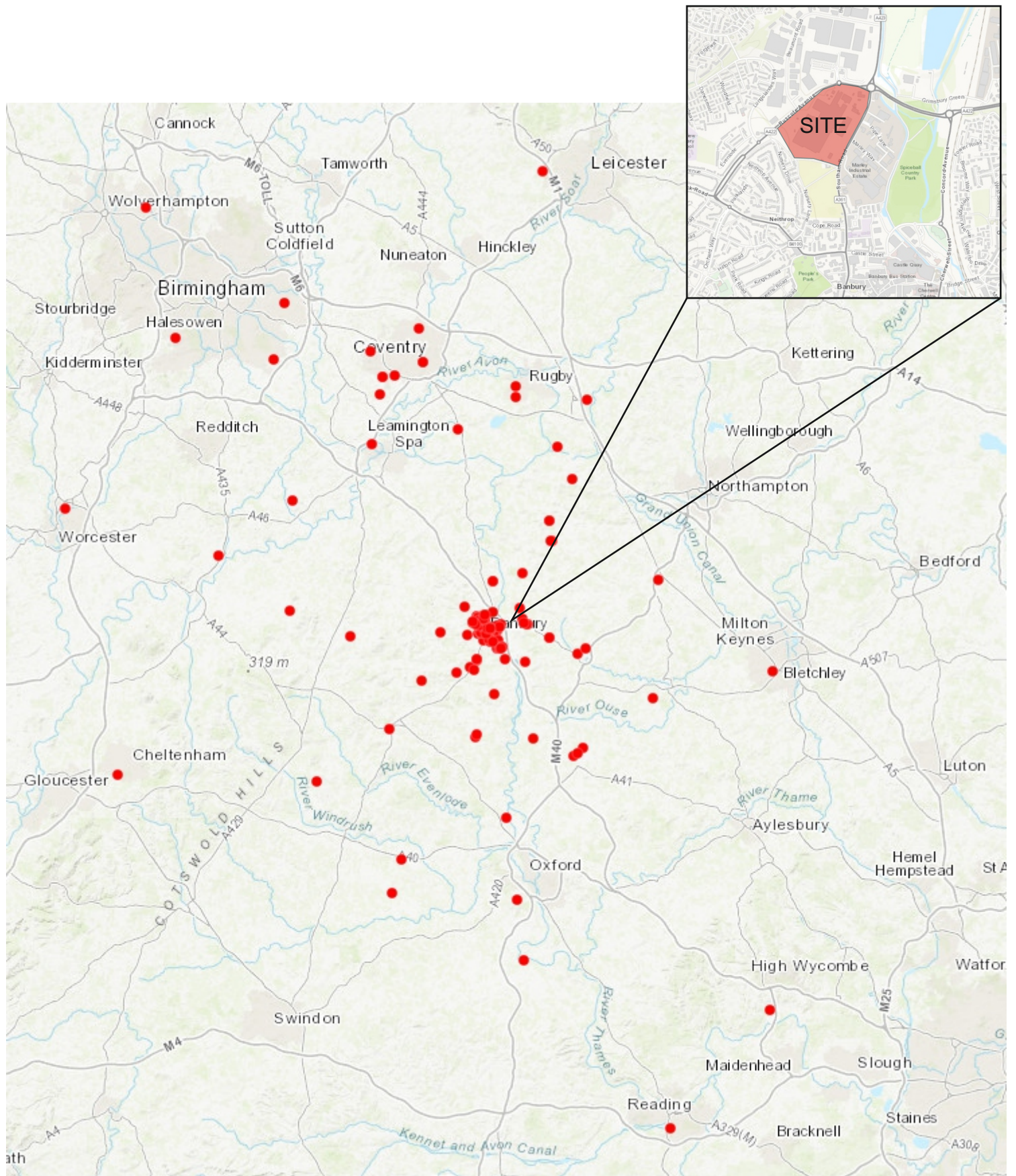
7.0 IMPLEMENTATION

7.1 The implementation strategy for the WTP is set out in **Table 3** below.

Table 4 – WTP Implementation Strategy

Measures/ Actions	Timescales	Responsibility
Prepare Travel Information Packs	Prior to Occupation	HR Team
Produce and update Travel Information Boards/ Posters	Ongoing	HR Team
Disseminate information through JDE staff handbooks	Ongoing	HR Team
Provide additional cycle parking spaces	Prior to Occupation	Operator
Promote and encourage participation in a car share scheme	Ongoing	HR Team
Support flexible working practices where appropriate	Ongoing	HR Team
Provide the LPA with a contact point for the WTP in the HR team	Prior to Occupation	HR Team
Undertake an initial staff travel survey	Within 3 months of Occupation	HR Team
Submit an initial monitoring report to LPA	Within 6 months of Occupation	HR Team
Undertake biennial travel surveys	Years 3 and 5	HR Team
Submit monitoring report to LPA	Years 3 and 5 (following surveys)	HR Team
Monitor car and cycle parking usage	Ongoing	HR Team
Record uptake of car sharing and membership	Ongoing	HR Team
Record uptake of sustainable travel initiatives	Ongoing	HR Team
Review the need for implementing remedial measures	Years 3 and 5 (following surveys)	HR Team

Figures



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Figure 1
 Drawing Title
 Job Title
 Client

Postcode Plot
 Land at Ruscote Avenue, Banbury
 Paloma Capital

Scale : NTS



Appendix A