



Land at Gosford, Oxfordshire

Residential Travel Plan

Barwood Development Securities Ltd

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1 Introduction

Overview

- 1.1 Brookbanks is appointed by Barwood Development Securities Ltd to produce a Travel Plan (TP) in support of an outline planning application for the development of up to 370 homes, public open space (including play areas and woodland planting), sports pitches and pavilion, drainage and engineering works, with all matters reserved (appearance, landscaping, layout and scale) except for vehicular and emergency accesses to Bicester Road
- 1.2 The location of the application site is shown in Figure 1-1.

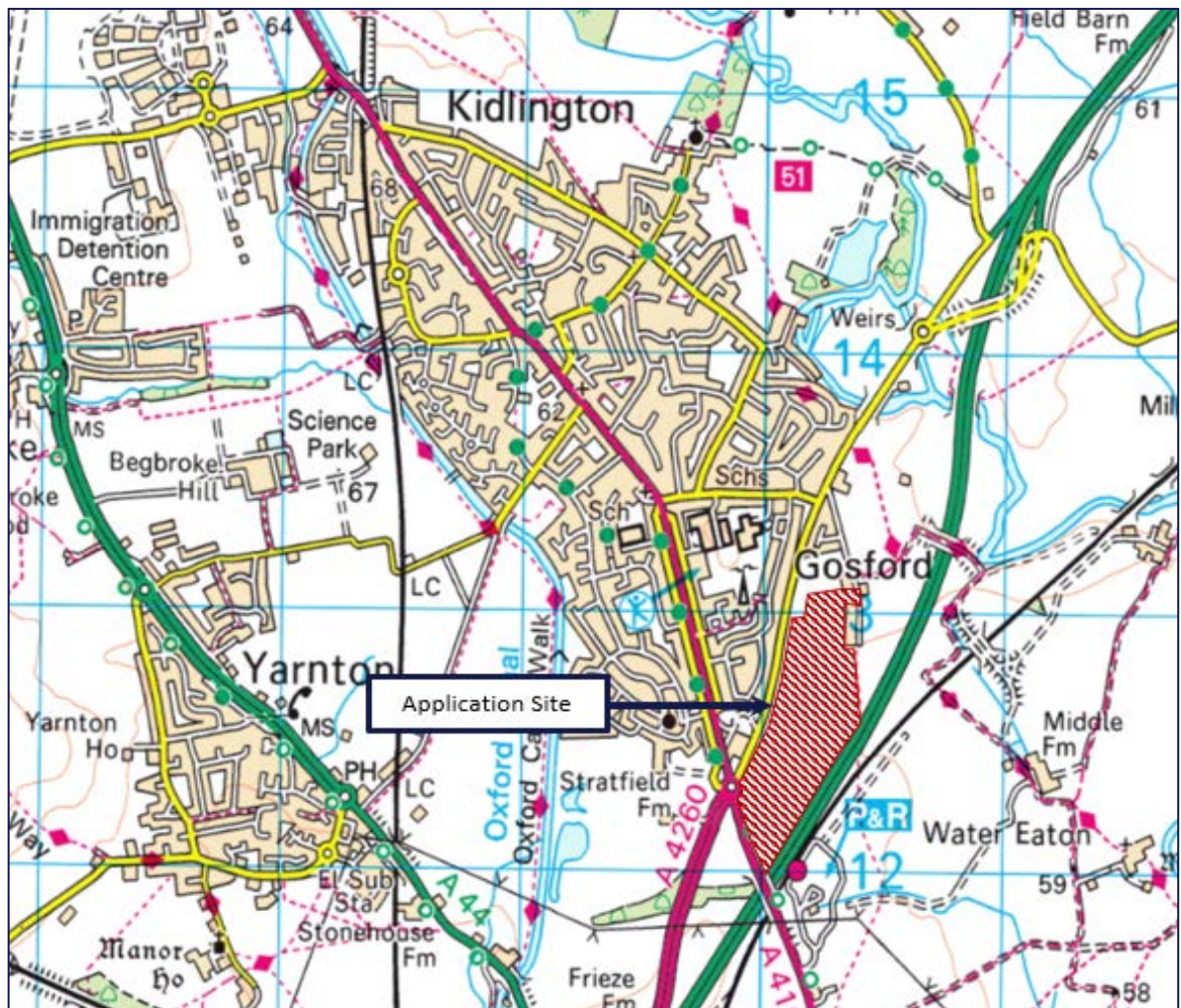


Figure 1-1: Development Site Location

- 1.3 The TP is intended to provide a comprehensive means of managing the transportation impacts of the development by providing a clear set of objectives and a series of suitable measures designed to encourage site users to use sustainable modes of transport to meet a target reduction in single occupancy private car journeys. It provides a mix of incentives to travel by public transport, on foot and by bicycle, and disincentives to driving a car as a single occupant.
- 1.4 A Transport Assessment (TA) report has been prepared by Brookbanks as a separate document and also accompanies the planning application for the proposed development. This TP should be read in conjunction with the TA.

Travel Plan Purpose

- 1.5** A Travel Plan (TP) is defined by the Department for Transport (DfT) and by the Department for Communities and Local Government (DCLG) as:
- “A long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed.”*
- 1.6** The principle objective of a Travel Plan is to encourage people to use sustainable, alternative transport methods over single occupancy car use, in addition to where possible, reduce the need to travel at all. This can be achieved through a range of measures specifically designed to achieve this goal.
- 1.7** The TP process includes continuous monitoring, review and refinement over time, as it uses travel survey data to identify correlations and trends in the travel choices of site users. A TP is therefore a ‘living document’ that will be continually updated.
- 1.8** The specific objectives of this report can be summarised as follows:
- To achieve the minimum number of additional single occupancy vehicle trips to and from the development by increasing the proportion of walking, cycling and public transport trips
 - To reduce the need to travel to and from the site
 - To promote sustainable travel choices for local residents

Guidance on Travel Plans

- 1.9** The TP has been written in accordance with the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council’s ‘Transport for New Development: Transport Assessments and Travel Plans’ (March 2014) guide. Guidance has also been sought from the DfT 2009 document titled ‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process’, which whilst superseded by the NPPG, is considered to contain relevant guidance on the delivery of Travel Plans.

Structure of This report

- 1.10** The remainder of this report is structured as follows:
- **Section 2**, which follows this introductory section discusses the Travel Plan principles and benefits.
 - **Section 3** describes the policy background and compliance.
 - **Section 4** presents the existing situation, including the accessibility of the site to sustainable modes of travel
 - **Section 5** describes the development proposals
 - **Section 6** details the objectives of the Travel Plan and suggests a modal shift target
 - **Section 7** outlines the sustainable travel measures that are proposed for the site
 - **Section 8** discusses the Travel Plan monitoring and review methodology
 - **Section 9** outlines an action plan to detail timescales and responsibility for the each measure
 - **Section 10** provides a summary of the report

2 Travel Plan Principles and Benefits

Key Principles

- 2.1** The TP has been written in accordance with the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council's 'Transport for New Development: Transport Assessments and Travel Plans' (March 2014) guide. Reference has also been made to the Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009, which whilst superseded by the NPPG, is considered to contain relevant guidance on the delivery of Travel Plans.

Travel Plan benefits

- 2.2** The TP has been written in accordance with the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council's 'Transport for New Development: Transport Assessments and Travel Plans' (March 2014) guide. Reference has also been made to the Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT, 2009, which whilst superseded by the NPPG, is considered to contain relevant guidance on the delivery of Travel Plans.
- 2.3** A TP has many benefits which can be loosely categorised under three main headings:
- Health Benefits
 - Environmental Benefits
 - Financial Benefits.

Health Benefits

- 2.4** As a Travel Plan aims to reduce the number of polluting vehicles on the roads surrounding the site there will be an increase in better air quality which will promote a healthier population. In addition, there are also well documented health benefits associated with active travel, however activity levels are commonly low across the UK such as the Health Survey for England: CVD and Risk Factors for Adults, Obesity and Risk Factors for Children, Department of Health, 2008.
- 2.5** Regular moderate physical activity (including walking and cycling) can help prevent and reduce the risk of cardiovascular disease, cancer, obesity, diabetes, stroke, mental health problems, high blood pressure, and musculoskeletal problems.

Environmental Benefits

- 2.6** Climate change is a global issue that affects all nations. The British Government has pledged to play its part in reducing emissions which are harmful to the earth by setting a carbon reduction targets for 2050 to be at net zero. Encouraging people to make smarter choices in the way they travel can drastically reduce the impact that a development or organisation makes on the environment.

Financial Benefits

- 2.7** Although secondary to health and environmental benefits, there are also financial benefits to be gained from increasing active travel rates, reducing the cost of lifestyle related disease and sickness absence.
- 2.8** The implementation of a Travel Plan may create benefits for users of the site financially as the range of transport available will be increased, some of which may be more cost-effective than a car and in some instances the need for a car is removed by a TP therefore removing the capital and on-going costs of owning a car.

- 2.9** An effective TP can help encourage end users of the proposed development to lessen their environmental impact by reducing emissions from transport, lead a healthier and more active lifestyle, and reduce financial wastage.

3 Policy Review

Overview

- 3.1** This section provides an overview of policy and guidance associated with Travel Planning in order to provide a context for the purpose and benefits of the TP to be understood.

National Policy

National Planning Policy Framework July 2021

- 3.2** The National Planning Policy Framework (NPPF) sets out the planning policies for England, providing a framework within which locally prepared plans for development can be produced. The NPPF is a material consideration in planning decisions.
- 3.3** Chapter 9 discusses the promotion of sustainable travel. Paragraph 110 states that applications for development should:
- 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, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use
 - address the needs of people with disabilities and reduced mobility in relation to all modes of transport
 - create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards
 - allow for the efficient delivery of goods, and access by service and emergency vehicles
 - be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.
- 3.4** NPPF states that all developments that will generate significant amounts of movement should be required to provide a Travel Plan.

National Planning Practice Guidance

- 3.5** Paragraph 006 of the NPPG states that the aims of a Travel Plan are to positively contribute to:
- Encouraging sustainable travel
 - Lessening traffic generation and its detrimental impacts
 - Reducing carbon emissions and climate impacts
 - Creating accessible, connected, inclusive communities
 - Improving health outcomes and quality of life
 - Improving road safety
 - Reducing the need for new development to increase existing road capacity or provide new roads
- 3.6** Paragraph 011 of the NPPG states that a Travel Plan should evaluate and consider:
- Benchmark travel data including trip generation databases

- 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
- Relevant information about existing travel habits in the surrounding area
- Proposals to reduce the need for travel to and from the site via all modes of transport
- Provision of improved public transport services

Local Policy

Adopted Cherwell Local Plan 2011-2031

- 3.7** The Adopted Cherwell Local Plan 2011-2031 contains strategic planning policies for development and the use of land. The Local Plan forms part of the statutory Development Plan for Cherwell which must be considered in the determination of planning applications.
- 3.8** The Plan was formally adopted by the Council on 20 July 2015.
- 3.9** Cherwell Council, to ensure the Local Plan is up to date, work has started on updating the current local plan policies with the plan to be called the Cherwell Local Plan 2040.
- 3.10** The key policies relating to transport are indicated below, together the confirmation the development proposals are compliant.

Policy PSD 1: Presumption in Favour of Sustainable Development: When considering development proposals, the Council will take a proactive approach to reflect the presumption in favour of sustainable development contained in the National Planning Policy Framework. The Council will always work proactively with applicants to jointly find solutions which mean that proposals can be approved wherever possible, and to secure development that improves the economic, social and environmental conditions in the area. Planning applications that accord with the policies in this Local Plan (or other part of the statutory Development Plan) will be approved without delay unless material considerations indicate otherwise. Where there are no policies relevant to the application or relevant policies are out of date at the time of making the decision then the Council will grant permission unless material considerations indicate otherwise taking into account whether:

any adverse impacts of granting permission would significantly and demonstrably outweigh the benefits, when assessed against the policies in the National Planning Policy Framework taken as a whole; or

specific policies in the Framework indicate that development should be restricted.

Policy SLE 4: Improved Transport and Connections - The Council will support the implementation of the proposals in the Movement Strategies and the Local Transport Plan to deliver key connections, to support modal shift and to support more sustainable locations for employment and housing growth. New development in the District will be required to provide financial and/or in-kind contributions to mitigate the transport impacts of development. All development where reasonable to do so, should facilitate the use of sustainable modes of transport to make the fullest possible use of public transport, walking and cycling. Encouragement will be given to solutions which support reductions in greenhouse gas emissions and reduce congestion. Development which is not suitable for the roads that serve the development and which have a severe traffic impact will not be supported.

- 3.11** The Application Site is considered sustainable as the development will provide and contribute to the delivery of improved infrastructure. This TA identifies the potential impacts of the development and then continues to present the necessary mitigation measures to ensure the long-term ability for movement is maintained.
- 3.12** New development should offer maximum flexibility in the choice of travel modes and should reduce the need to travel by motor vehicle through the promotion of sustainable and active travel modes. The proposed development is committed to improving opportunities for sustainable travel and presents measures aimed to

encourage sustainable travel in the area. A Travel Plan has also been produced to encourage a modal shift towards sustainable travel choices.

Local Plan 2011-2031 Partial Review - Oxford's Unmet Housing Need

- 3.13** The Cherwell Local Plan confirms the commitment to working with all other Oxfordshire local authorities to address the need for housing across the Oxfordshire housing market area. The Oxfordshire councils have recognised that Oxford may not be able to accommodate the housing requirement within the administrative boundary.
- 3.14** This document outlines the plan to provide Cherwell's share of the unmet housing needs of Oxford to 2031.
- 3.15** The Plan provides for the development of strategic sites that will best achieve the vision and objectives and deliver sustainable development in the Oxfordshire, Cherwell, Oxford and wider context. The Application Site is referenced as PR7a Land South East of Kidlington.
- 3.16** In relation to Transport, the following policies are relevant.

Policy PR4a: Sustainable Transport - 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. Where necessary, the provision of land will be required to support the implementation of relevant schemes set out in the Local Transport Plan 4 (including the Oxford Transport Strategy), the A44/A4260 Corridor Study and Local Plan Partial Review Transport Mitigation Assessment. These schemes shall include:

improved bus services and facilities along the A4260/A4165 (Oxford Road) linking Kidlington, Gosford, Water Eaton and Oxford

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.

the prioritisation of the A44 over the A4260 as the primary north-south through route for private motor vehicles into and out of Oxford.

improved rapid transit/bus services and associated Super Cycleway along the A4260 into Oxford.

improvements to the public realm through the centre of Kidlington associated

the provision of new and enhanced pedestrian, cycling and wheelchair routes into and out of Oxford.

Policy PR4b: Kidlington Centre – Proposals to support sustainable transport improvements and associated infrastructure, to reduce private motorised through traffic along the A4260 in Kidlington and improve the built and natural environment along this corridor which are consistent with the themes and objectives of the adopted Kidlington Masterplan SPD will be supported.

Policy PR7a – Land South East of Kidlington - An extension to Kidlington will be developed on 32 hectares of land to the east of Bicester Road as shown on inset Policies Map PR7a. Development proposals will be permitted if they meet the following requirements:

An outline scheme for public vehicular, cycle, pedestrian and wheelchair connectivity within the site, to the built environment of Kidlington, to Oxford Parkway Railway Station and Water Eaton Park and Ride, to enable the crossing of Bicester Road, to achieve public accessibility between the residential development and the land for formal sports, and to existing or new points of connection off-site and to existing or potential public transport services.

The protection of the existing public right of way on the eastern boundary of the site and an outline scheme for pedestrian and cycle access to the surrounding countryside.

An outline scheme for vehicular access by the emergency services

The application(s) shall be supported by a Transport Assessment and Travel Plan including measures for maximising sustainable transport connectivity, minimising the impact of motor vehicles on new residents and existing communities, and actions for updating the Travel Plan during construction of the development.

The establishment of a connecting pedestrian, cycle and wheelchair route from the site across the Bicester Road and from the sports pitches and residential development to Water Eaton Lane and the public right of way along the eastern boundary of the site.

PR7a Land South East of Kidlington Development Brief (Draft January 2022)

- 3.17** The Cherwell Local Plan 2011-2031 identifies Land South East of Kidlington as one of six strategic housing sites. The Development Brief provides guidance for the planning application. The Development Brief has been jointly prepared between Cherwell District Council, Oxfordshire County Council, landowners and key stakeholders.
- 3.18** The Development Brief includes a review of the site's context and the site specific development constraints and opportunities. The overall vision is indicated below.

The development site will become an extension to Kidlington that will be fully integrated and connected with the surrounding built environment. It will provide an attractive residential neighbourhood, with high quality, publicly accessible and well-connected green infrastructure and a modern, highly functioning outdoor sports facility. The development will maximise opportunities for walking, cycling and wheelchair use and will connect to sustainable movement routes towards Oxford Parkway Station, Kidlington, Oxford and Begbroke and existing footpaths.

- 3.19** In relation to the general principles of the movement strategy the Development Brief highlights that the layout of the site is to directly connect with the existing street network, creating pedestrian and cycle links between the site and Kidlington's facilities and public transport routes. In doing so, the layout will encourage movement by walking, cycling and public transport whilst limiting unnecessary car trips.
- 3.20** To maximise site accessibility access points into the site will be provided on all boundaries. The development principles include:
- At least three walking/cycling access points west onto Bicester Road, connecting with existing and proposed crossing points, bus stops and Kidlington
 - Provision of routes towards PR7b and a direct link to Oxford Parkway station and Park & Ride
 - Access points to the east, joining with Water Eaton Lane, the existing public rights of way network and the surrounding countryside
 - An access to the north onto Beagles Close
 - Pedestrian and cycle crossing provision and design will be in line with guidance in the Government's Cycle Infrastructure Design LTN 1/20
- 3.21** In relation to vehicle access it has been agreed with OCC that the development will be served from Bicester Road.

Summary

- 3.22** The site's location with its proximity to public transport services, opportunities for the use of active travel modes and access to a wide range of facilities within Kidlington means it is in a highly sustainable location and, therefore, compliant with national and local policy.

4 Existing Conditions

Overview

- 4.1** This chapter describes the existing site and local highway network for all modes of transport in order to evaluate the sustainable transport conditions accessibility of the site.

Site Location and Existing Use

- 4.2** The application site lies on the southern edge of Kidlington with Oxford located circa 8km to the south.
- 4.3** Bicester Road bounds the site to the west with the A34 located to the east. Open land is located to the north and south. The residential area of Kidlington is located to the west of Bicester Road.
- 4.4** The Application Site comprises three irregular shaped pastoral fields and a rectangular shaped arable field, with established hedgerows and occasional trees along the field boundaries. An existing field gate on the western boundary provides access into the central and southern fields of the Site from Bicester Road and a gap in the north eastern boundary provides access into the northern field from Water Eaton Lane. To the west, the Site's central field is indented by a recently constructed allotment garden and cemetery.
- 4.5** Kidlington acts as focal points for community and retail activity. The heart of the settlement serves as the primary focal point with a regular market, whilst the area in the southern part of the settlement acts as a secondary focal point, comprising the education and sports facilities around Gosford Hill School, the Sainsbury's superstore and small pockets of shopping parades along Oxford Road.

Pedestrian / Cycle Facilities

- 4.6** A combined footway / cycleway is provided on the western side of the carriageway of Bicester Road in the vicinity of the site, offset from the carriageway by grass verges. This continues in a northerly direction to link in with the signalised junction, which provides access to northern edge of Kidlington.
- 4.7** To the south of the Application Site and on approach to the supermarket, the combined footway / cycleway crosses Bicester Road to the eastern side. The route continues to the south towards the roundabout junction with Oxford Road. At which point, the footpath / cycleway continues in a westerly direction via an uncontrolled crossing which facilitates access towards Kidlington.
- 4.8** Continuing from the junction with Oxford Road, the footway / cycleway continues towards the Oxford Parkway Park and Ride and beyond towards Oxford.

Public Rights of Way (PRoW)

- 4.9** These are classified as highways and as such are protected routes. The 1949 National Parks and Access to the Countryside Act placed a duty on every County Council in England and Wales to draw up and publish a definitive map and statement of PRoW in their area.
- 4.10** The Definitive Map is the legal record of the location and status of PRoW. The statement is a description of the PRoW shown on the definitive map.
- 4.11** There are four classifications of PRoW:
- Footpaths - by foot only
 - Bridleways - by foot, horse or bike
 - Restricted byways - by any form of transport that does not have a motor

- Byways open to all traffic - let you travel by any form of transport, including cars
- 4.12** A review of OCC's PRoW Definite Map confirms there are a number of PRoW's within the vicinity of the site, with the footpath (Ref: 229/4/30) bordering the site to the east.
- 4.13** The pedestrian and cycle provision in the vicinity of the site is shown in Figure 4-1.

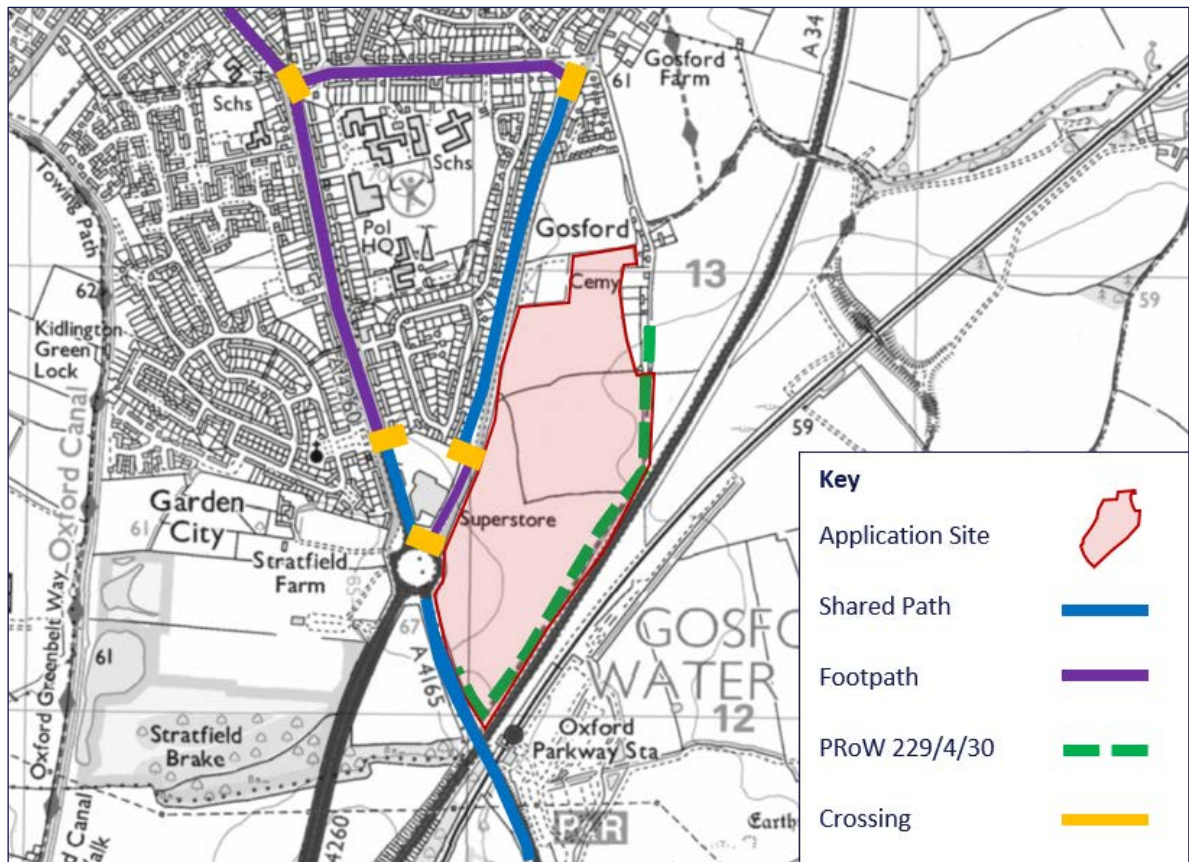


Figure 4-1: Local Pedestrian / Cycle Network in Relation to Site

Public Transport – Road

- 4.14** The closest bus stops to the site are located on Bicester Road, adjacent to the supermarket. The S5 which is operated by Stagecoach stops at this location three times in the morning peak, providing a connection between Bicester and Oxford, having a journey time of twenty minutes.
- 4.15** The Oxford Parkway Park and Ride is located circa 1km to the southeast of the site. This facility is served by the 500 and connects with Oxford town centre, having a journey time of 12 minutes. The service is operated by the Oxford Bus Company, which according to the online timetable offers a 15 / 20-minute service on weekdays and Saturdays with a half hourly service on Sunday.
- 4.16** The Peartree Park and Ride is located circa 2km to the south of the site. This facility is served by the 300 and connects with Oxford town centre, having a journey time of 12 minutes. The service is operated by the Oxford Bus Company, which according to the online timetable offers a circa 15-minute service seven days a week.

Public Transport - Rail

- 4.17** The closest train station is located to the southeast of the Oxford Parkway. The station which is operated by Chiltern Railways provides excellent nodes for onward routes to Oxford (having a journey time of circa 8 minutes), Bicester (having a journey time of circa 10 minutes) and London (having a journey time of circa 70 minutes).

4.18 Oxford Parkway rail station offers the following services:

- Car park provided in combination with the Park and Ride
- A 150 cycle spaces
- Ticket office open 7 days of the week
- Self-service ticket office
- Manned help desk
- ATM
- Refreshment facilities
- Toilets

Surrounding Highway Network

Bicester Road

- 4.19** Bicester Road bounds the site to the west and is a single carriageway road subject to a 40mph speed limit. Bicester Road runs north-south past the site connecting to the A34 to the north and the A4260 to the south. Circa 500 m to the north of the site, a signalised T-junction provides access to the residential edge of Kidlington. Towards the south Bicester Road provides access to a supermarket. Bicester Road forms a four-arm roundabout to the south connecting with Oxford Road and the A4260.

Oxford Road

- 4.20** Oxford Road lies to the west of the Application Site and is a single carriageway road catering for north – south trips. To the north of Bicester Road, Oxford Road serves the wider residential area of Kidlington, together with the wider facilities and amenities available within Kidlington. To the south of Bicester Road, Oxford Road provides access to Oxford Parkway Park and Ride, then continues south towards Oxford.

A4260

- 4.21** The A4620 is a dual carriageway road heading in a generally southern direction from Bicester Road. The A4620 forms a roundabout junction with the A44. The A44 continues to the south, linking with the A34, Peartree Park and Ride and the wider Oxford conurbation.

Accessibility

- 4.22** The proximity of local amenities to a site and the ability to reach such facilities by foot and cycle are a key consideration when determining the sustainability of a development. Guidance provided by the Institution of Highways and Transportation (IHT) in their publication 'Guidelines for Providing for Journeys on Foot' (2000) suggests that in terms of commuting, walking to school and recreational journeys; walk distances of up to 2km can be considered as a preferred maximum with 'desirable' and 'acceptable' distances being 500m and 1,000m respectively. It should however be noted that journeys of a longer length are often undertaken.
- 4.23** The following table presents a list of accessible retail, health and education facilities and their distance in relation to the site.

Local Amenity	Distance	Walking Journey Time	Cycling Journey Time
Edward Field Primary School	1 km	10 minutes	4 minutes
Gosford Hill Secondary School	1.7km	17 minutes	7 minutes
Gosford Hill Medical Centre	1.6km	16 minutes	6 minutes
Lloyds Pharmacy	0.7km	7 minutes	3 minutes
White Bridge Dental Clinic	1.7km	17 minutes	7 minutes
Morgan Optometry	1.9km	19 minutes	8 minutes
Sainsbury's Supermarket	0.7km	7 minutes	3 minutes
Post office	2.6km	26 minutes	10 minutes
Library	2.4km	24 minutes	10 minutes

Table 4-1: Local Amenities

Walking and Cycling Isochrones

Walking

- 4.24** Short car journeys of up to 2km are considered replaceable by walking, and are considered appropriate for residents accessing education, training or employment. Error! Reference source not found. is a walking isochronal map, which has been prepared using online tool Open Route Services and is based on walking distances from the proposed site access point.
- 4.25** The isochrones are based on the CIHT walking distances and extend to 2km (approximately 20-minute walk) to illustrate the extent of the approximate extent of the existing walking catchment area.

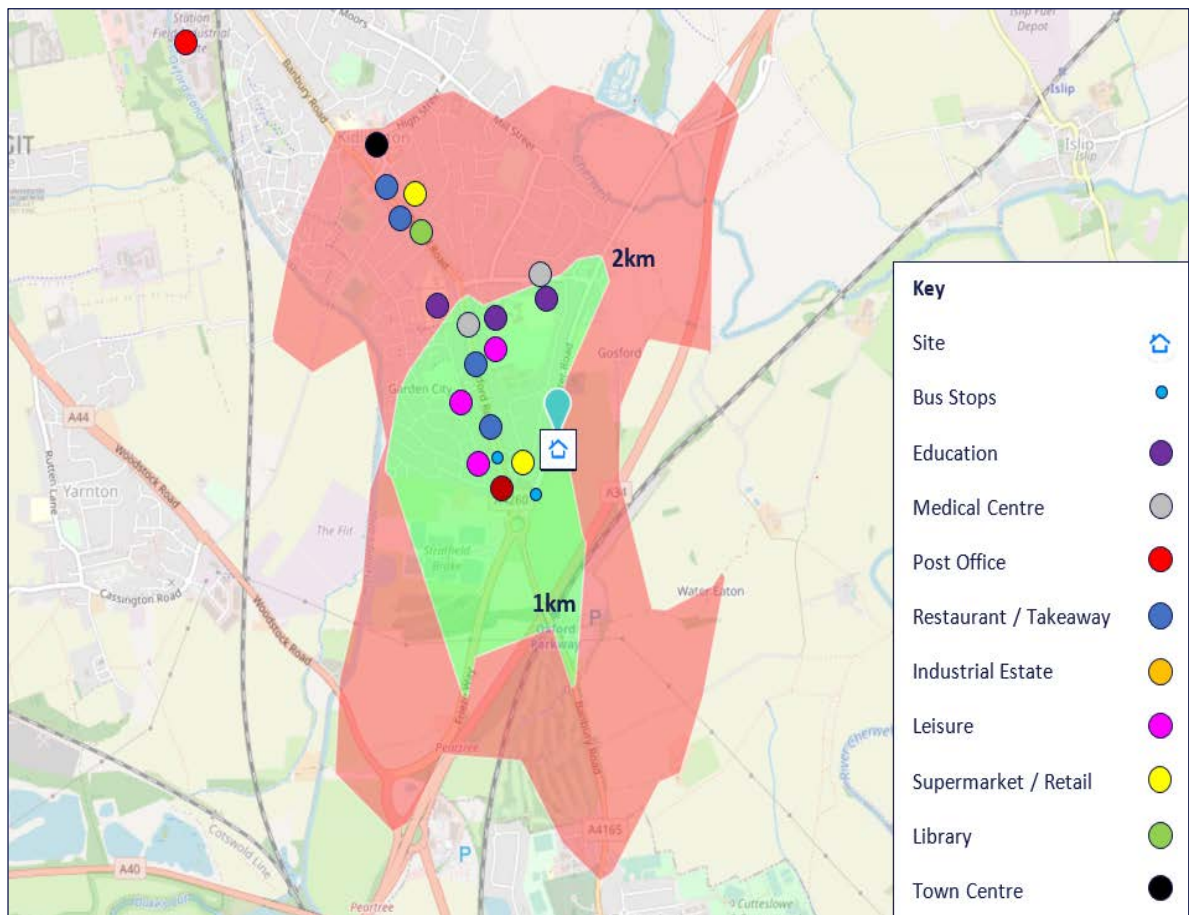


Figure 4-2: Walking Accessibility Isochronal and Amenities Plan

4.26 Table 4-1 and Figure 4-2 indicate that most of the core facilities and amenities are located north west of the site within a 25-minute walk, with several of the facilities within a 2km distance.

Cycling

4.27 Cycling is a cheap, efficient and healthy way to travel. Cycling also provides a predictable arrival time which is often quicker than driving or using public transport.

4.28 Car journeys of up to 5km are considered to be replaceable by cycle journeys. The cycle catchment is shown in **Error! Reference source not found.**, which shows accessible locations within a 5km distance of the site at 1km intervals.

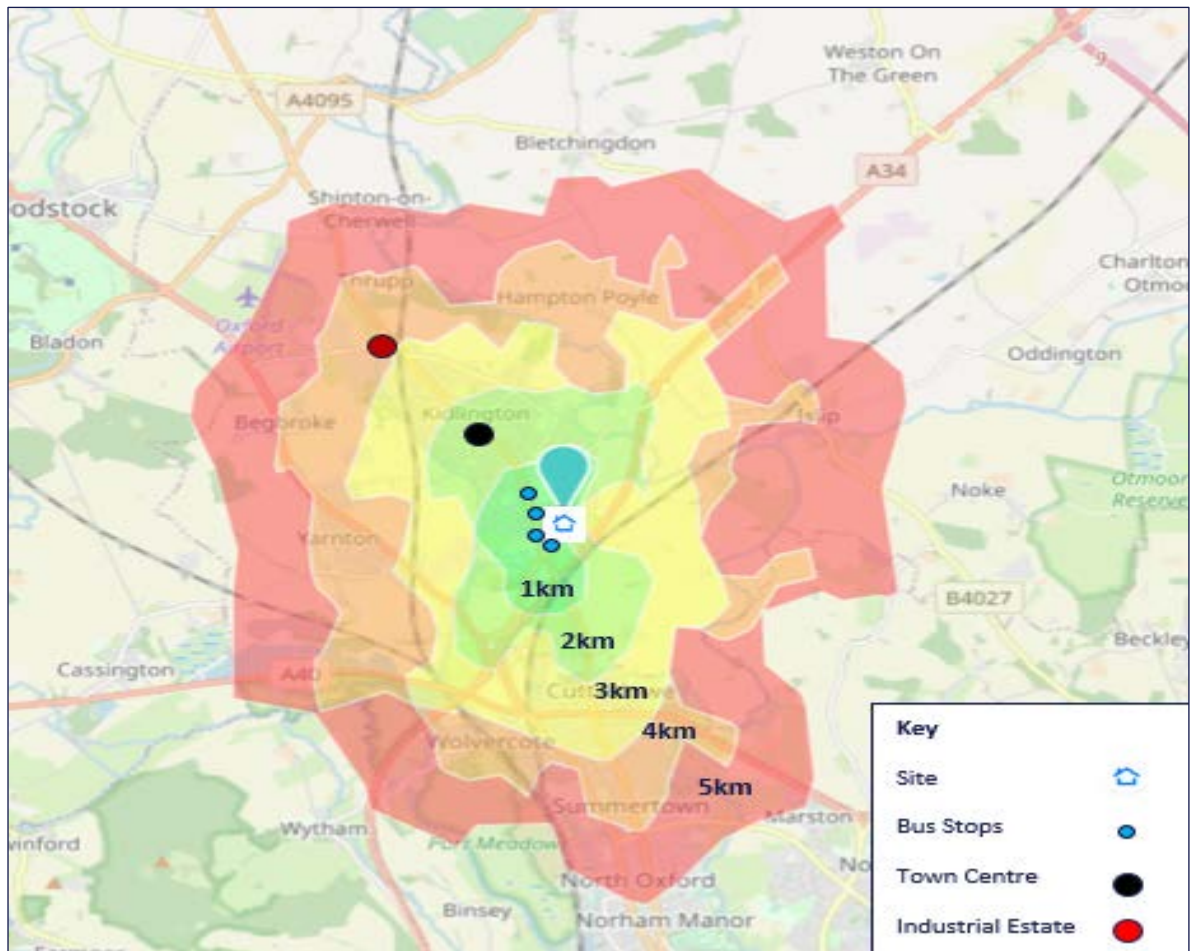


Figure 4-3: Cycling Accessibility Isochronal Plan

- 4.29** Assuming a typical cycling coverage of 1,200 metres every five minutes, the plan clearly indicates that the whole of Kidlington and the north part of Oxford can be accessed within a 25-minute cycle.

Summary

- 4.30** It is concluded that the development will have very good accessibility to a wide range of local amenities that will support the new and existing community. The proposed development will not create any new accessibility barriers within the surrounding area. The range of facilities and services will also significantly improve as a result of the application proposals.
- 4.31** In addition to the accessibility assessment presented above, public transport is also a vital element in delivering a sustainable development. As indicated in Chapter 5 of the accompanying Transport Assessment, it is proposed to improve public transport routes to ensure the site is served by a regular bus service linking the site to Oxford and the park a ride service. This demonstrates that there is a clear opportunity for future residents to access facilities and amenities beyond Kidlington in a sustainable way.

5 Development Proposals

Overview

- 5.1** This section summarises the development and access proposals for the application site. Sustainable travel measures incorporated within the design of the site are also specified.

Scheme Proposals

- 5.2** The development will consist of several distinct areas, with each area having a strong landscape and green infrastructure framework, which will define and shape the development.
- 5.3** The application provides for up to 370 dwellings that will build on the existing character of the area and improve links to the surrounding countryside. The layout comprises a series of residential land parcels developed on a connected network of routes. The development will provide strategic landscaped areas. These areas will provide attractive informal open and/or amenity space.
- 5.4** The Development illustrative Masterplan, attached in **Appendix A**, sets out built development components, areas of formal and informal open space and the alignment of the transport routes running through the application site. The development will be comprised of a walkable residential neighbourhood around distinct character areas, which benefits from access to key areas of formal and informal open space.
- 5.5** Legibility of the development will be ensured by developing a positive relationship between buildings, streets and spaces, with buildings fronting onto and providing opportunities for overlooking and surveillance. In addition, ensuring there is a strong definition of public (streets, opens space) and private spaces (back gardens, private driveways) making the layout legible and safe.

Development Timescales

- 5.6** The timescales for development delivery are dependent on many factors, including the planning process and future market demand for housing. However, it is anticipated that the proposed development would commence onsite circa 2023. The development will be constructed over several years, with completion expected 2028/29.

Access Strategy

- 5.7** Vehicular access to the development will be taken from two points along Bicester Road. The first point of access will be taken via a new T junction that will access the development directly and will be the main access point. The second point of access is to be taken from a T junction that also serves the playing fields.
- 5.8** The site access roads will be 5.5m wide and incorporate a shared footway / cycleway on either side of the carriageway. The junctions will incorporate 10m corner kerb radii which allow suitable access for larger refuse vehicles.
- 5.9** An additional pedestrian / cycle only access at the southwestern corner of the site, forming a direct connection with the existing infrastructure on Bicester Road.

Pedestrian / Cycle Improvements

- 5.10** As part of the development, it is proposed to enhance the cycling environment in the vicinity of the site, particularly addressing pinch-points and gaps in the existing cycle facilities on Bennetts Road and Bennetts Road North. It is considered that the following pinch-points must be overcome:

- 5.11** To facilitate connections into Kidlington and the Park and Ride, a shared 2-3m wide footway will be provided on the eastern side of Bicester Road. This will extend from the site and head in a southerly direction to connect with the existing footway on Bicester Road. This will provide a connection to the existing signalised pedestrian crossing that will provide a connection to the supermarket, Kidlington and the Park and Ride.
- 5.12** The Masterplan / Parameter Plan for the site will include numerous walking and cycling routes within the development to provide a comprehensive route network that will comprise both on and off-road paths. This would include a segregated walking / cycling route adjacent to the main link road through the development. This would deliver the main spine through the development, from which spurs would then access the wider development. Highway crossing points will be designed to cater for all types of pedestrian users with the routes lit where appropriate.
- 5.13** The walking and cycling paths will connect the individual housing blocks into the main route through the site that will ensure full connectivity and route choice throughout the development.

Public Transport Improvements

- 5.14** As indicated, the site is in close proximity to the park and ride which provides excellent onward connections into Oxford, with Banbury Road served by a limited service.
- 5.15** A review of travel to work statistics confirms that 78.4% of public transport commuter trips generated adjacent to the site travel into Oxford. On that basis, it is reasonable to support public transport initiatives that respond to the likely travel patterns of the future residents. Therefore, subject to discussions with the relevant stakeholders, it is recommended to increase the S5 frequency during peak periods.
- 5.16** Furthermore, whilst the exact details will be determined at the reserved matters stage, it is anticipated that the bus stops nearest to the site be upgraded to modern sheltered facilities with real time timetable information.

Car parking Provision

Policy

Car parking standards are contained within OCC's 'Transport for new developments, parking standards for new residential developments' (December 2011) document. The current standards for residential dwellings for 'Cherwell urban areas', in which the site falls are summarised in Table 5-1.

Dwelling	Maximum Allocated	Maximum Unallocated
1 bed	1	0.4
2 bed	2	0.3
3 bed	2	0.3
4+ bed	2	0.5

Table 5-1: Parking Provision per Dwelling

Car Parking

- 5.17** As the application is in outline, the exact parking provision will be determined at the reserved matters stage, when the precise development and housing mix is known. It is anticipated that parking provision will be compliant with the relevant standards outlined above.

Electrical Vehicle Charging

- 5.18** In order to ensure that all new developments are equipped with the necessary infrastructure, the application site will include, where practical, appropriate provision for electric car charging points. Electric vehicle parking should be counted as part of the total parking provision, with bays clearly marked.

Cycle Parking

- 5.19** As the development comprises wholly of houses and each dwelling will be provided with secure areas within curtilage of individual plots, it is considered that no communal/dedicated cycle parking provision will need to be required; residents will be able to park their bicycles within the confines of their own property (i.e. within garages). However, if the proposed development mix schedule changes to include apartment/flatted properties, then specific dedicated cycle storage areas (in accordance with Table 5.1 above) for these developments can be implemented.

Summary

- 5.20** The development will be designed in accordance with design standards and to reflect the sustainable travel objectives of national, regional and local planning policy. In particular, the proposed site access roads and pedestrian/cycle routes will establish sustainable connectivity between the application site and the surrounding area.

6 Travel Plan Objectives and Targets

Objectives

- 6.1** The principal objective of a Travel Plan is to reduce the amount of single occupancy car travel to and from a site. This objective can be achieved through a package of measures that seek to:
- Reduce reliance on single occupancy car journeys
 - Promote the use of sustainable and environmentally friendly means of travel
 - Reduce emissions

Targets

- 6.2** Targets are the measurable goals by which the progress of the TP would be assessed. Targets are essential for monitoring the progress and success of the TP, and should be 'SMART'- Smart, Measurable, Achievable, Realistic and Timely.
- 6.3** To set realistic and achievable targets it is important to understand the potential travel characteristics of the site. As the site is currently undeveloped agricultural land, a preliminary indication has been obtained by considering existing trip patterns in the local area.
- 6.4** As a proxy, the existing mode share for 'method of travel to work' has been extracted from the Census 2011 Census data for the Cherwell (E02005938: Cherwell 018) area; with this representing those who are likely to live within the proposed development. This data is presented in Table 6-1.

Mode of Travel to Work	2011 Census Trips	Mode Share
Driving a car or van	1,563	53.4%
Bus, minibus or coach	527	18.0%
Work mainly at or from home	247	8.4%
On foot	220	7.5%
Bicycle	168	5.7%
Passenger in a car or van	134	4.6%
Motorcycle, scooter or moped	31	1.1%
Train	14	0.5%
Other method of travel to work	13	0.4%
Taxi	10	0.3%

Table 6-1: Mode Split

- 6.5** The census data presents an indication of expected mode split at the site, with 53.4% of trips predicted to be undertaken by car drivers.

- 6.6** 8.4% of residents in the local area work from home.
- 6.7** Sustainable transport trips currently total 36.3% of the trips, of which 18% is taken by public transport. 7.5% are pedestrians and 5.7% are bicycle trips.
- 6.8** The development site is located on an existing bus route with opportunity to increase its frequency during peak periods. Additionally, the site is located only 1.5km south of Kidlington with local amenities located within an acceptable 2km walking distance.
- 6.9** Changes in travel behaviour may be gradual but will become evident as the TP initiatives are adopted and implemented. During the time between the initial survey and a second survey, there should have been sufficient opportunity for a shift in travel patterns to occur.
- 6.10** Table 6-2 demonstrates an example of the approximate mode split that can be achieved with an effective TP.

Mode of Travel to Work	Baseline Mode Split	Future Mode Share Target
Driving a car or van	53.4%	43.4%
Bus, minibus or coach	18.0%	A reduction of 10% away from single occupancy of private car use to be transferred to sustainable travel methods.
Work mainly at or from home	8.4%	
On foot	7.5%	
Bicycle	5.7%	
Passenger in a car or van	4.6%	
Train	0.5%	
Motorcycle, scooter or moped	1.1%	1.1%
Other method of travel to work	0.4%	0.4%
Taxi	0.3%	0.3%

Table 6-2: Indicative Mode Share Targets

- 6.11** The above targets are derived from Census data relevant to the proposed application site and should therefore be considered as indicative achievable targets. Once the site is occupied, baseline surveys will be undertaken so that site specific targets can be developed to reflect actual travel patterns across each mode of transport.
- 6.12** Once the site is occupied and the actual travel patterns and needs are known, more detailed and specific measures, incentives and targets based on recorded travel patterns will be tailored to the development. Accordingly, the TP targets can be refined as appropriate to reflect changing behaviours.

7 Travel Plan Measures

Overview

- 7.1** In order to meet the objectives, set out in this TP, a package of measures will be implemented to promote and support the use of sustainable travel modes. The proposed measures are split into the following categories:
- Measures to reduce the need to travel
 - Awareness raising and marketing
 - Measures to promote walking and cycling
 - Measures to promote the use of public transport
 - Measures to reduce car use / Low emission vehicle use
- 7.2** The majority of measures will be aimed at promoting and encouraging the use of existing and proposed travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to promote and encourage sustainable travel are outlined in more detail below.

Reduce the need to travel

- 7.3** The proposals for the site will aim to tap into and expand upon current trends in mobility which have been actuated by the COVID-19 pandemic, in particular, working habits and use of the internet.
- 7.4** Encouraging home working where appropriate can be effective in reducing traffic congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to work from home:
- Infrastructure providers for broadband access will be invited to facilitate remote home working
 - Information on what home working is and its potential benefits, will be disseminated through the Travel Welcome Pack.

Awareness Raising and Marketing

- 7.5** If the TP is to be effective, all residents should have easy access to a range of information that allows them to make an informed decision on the way they travel. They must also be made fully aware as to why the TP has been developed and subsequently the range of benefits it can deliver. This is particularly important in respect of residential Travel Planning where the destinations are much more diverse and therefore the most effective means of influencing travel behaviour is through the proactive promotion and encouragement of existing opportunities.
- 7.6** Marketing and communication will commence prior to any occupation of the site to enable sales staff, from the outset, advise potential residents of the travel arrangements and the access options serving the site. This will be achieved using sales brochures, information at the sales office and on the application site travel app which will be available. Personal Travel Planning offered by the Travel Plan Coordinator (TPC) is a key form of communication, as research shows engagement with people on an individual basis and encouraging them to actively select the information and incentives they need is much more effective than providing literature.
- 7.7** The TPC will organise a programme of personal Travel Planning that will adopt the following approach:
- Residents will be offered advice on the range of travel options available for the site

- Information and incentives will be compiled into the Travel Welcome Pack which will be delivered to that household on first occupation.
- 7.8** The TPC will implement a programme of on-going promotion which might include regular updating of the sites travel app and website, organisation of community travel events such as cycle or walking promotion days, the distribution of a quarterly travel newsletter providing details of the on-going operation of the TP and updating of any community notice boards.
- 7.9** The TPC will also devise an effective system of ensuring that existing residents are kept fully up-to-date with regard to any changes in information relating to matters such as public transport services as this may need to be provided more quickly than can be achieved through even regular newsletters.

Measures to Promote Walking and Cycling

- 7.10** The following measures are to be implemented to promote and encourage residents to walk and cycle from the proposed development:
- Local maps showing walking routes, which will be disseminated through a Travel Welcome Pack, outlined under the marketing and promotional measures section
 - Information on local and national walking events, such as Walk to Work Week, disseminated through the Travel Welcome Pack
 - Website links to national websites such as Sustrans, disseminated through the Travel Welcome Pack
 - Information on Bicycle User Groups (BUG) that may be operating within the local area, disseminated through the Travel Welcome Pack
 - Information on cycling events such as 'National Bike Week', disseminated through the Travel Welcome Pack
 - Residents will be encouraged to investigate and join any employer cycle purchase schemes that might be available to them.
 - Information on the economic, social, environmental and health benefits of cycling, disseminated through the Travel Welcome Pack
- 7.11** As referenced in Section 5 of this TP, it is suggested that the development is likely to provide a contribution towards increasing the frequency of the S5 as well as enhancing the bus stops on Bicester Road.

Measures to Promote the Use of Public Transport

- 7.12** The following measures are to be implemented to promote and encourage residents to use public transport when travelling to and from the proposed development:
- Details of timetables, ticketing, routes and costs of public transport services will be made available within the Travel Welcome Pack
 - Website links and phone applications for journey planning services such as TraveLine, Stagecoach and National Rail Enquiries will be publicised within the Travel Welcome Packs, via an annual newsletter and by travel information boards at the development. This cost-effective initiative will enable residents to be well informed about the timings and provision of public transport services near to the development.

Measures to Reduce Car Use

- 7.13** Car sharing allows people to forgo the costs and responsibilities of car ownership and decreases the time cars spend unused on the drive, paying a contribution of the journey costs to the driver. Alternatively, it can reduce the cost of travel by sharing the responsibility of being the driver with others across the week or month.

- 7.14** Car sharing means that there are fewer cars on the road, reducing congestion and emissions in urban areas.
- 7.15** Some residents may live near colleagues, or may work in the vicinity of another resident, and could be encouraged to car-share.
- 7.16** The following measures are to be implemented to encourage residents to car share:
- Car-sharing websites advertising local journeys will be promoted and advertised in the Travel Welcome Pack and information boards to encourage uptake.
 - Residents will be made aware of local and national website including liftshare.com and co-wheels.org.uk.
 - A residents' social group will be set up and outlined within the Travel Welcome Pack which details those wanting to join a car share service. Further events such as residents' coffee mornings can also be set up alongside the social group to enable residents to discuss potential car share opportunities.

Travel Plan Co-ordinator

- 7.17** For effective management of the TP, a Travel Plan Co-ordinator will be appointed prior to the occupation of the first dwelling.
- 7.18** The Co-ordinators role and responsibilities will include:
- Leading on the delivery and promotion of the TP once approved
 - Acting as the key point of contact for residents in order to provide information, advice and guidance
 - Promoting the individual measures and packages
 - Liaising with the relevant Council Public Transport Team
 - Liaising with the Local Highway Authority over monitoring and reviews of the TP
 - Assessing progress towards achieving mode-shift away from car use
 - To establish and ensure the operation of the individual initiatives and schemes
 - Confirming the information provided in the Travel Welcome Pack is relevant and current
 - Overseeing the monitoring, review and reporting of the Travel Plan
 - Preparation of an annual monitoring and review report
 - Liaising with the relevant service operators and providers (e.g. bus operators) as well as the local authority for local events and initiatives
 - Establish residents steering group (see para 7.20)
- 7.19** The Residential Travel Plan Coordinator will be active for the entire build period of the development in order to provide on-going advice and assistance to the residents steering group, which will be established by the end of the development.
- 7.20** Once the development is completed, the responsibility of the plan and its continued management will then fall to the residents steering group which will be established by the end of the development. This group will be suitably briefed and competent in order to continue the TP and ensure modal shift is maintained.

8 Monitoring and Review

Overview

- 8.1** The success of the Travel Plan will be the subject of ongoing monitoring and review. This section of the Travel Plan sets out how it will be monitored and reviewed.

Monitoring and Review

- 8.2** Monitoring is an important part of any goal-oriented strategy, which allows outcomes and experiences to be understood as the implementation progresses. The results of regular surveys can be used to inform adaptive learning during Travel Plan implementation. Equally, the surveys are one opportunity for further raising the awareness of the Travel Plan and sustainable travel initiatives.
- 8.3** Monitoring offers the evidence base to inform Travel Plan review and evaluation and thereby to justify amendments that are prudent because of changing circumstances, emerging best practice, new innovations and technologies.
- 8.4** Modal share surveys will be conducted six months after first occupation. The survey will seek to ascertain information about residents and visitors to the site. The survey will gather information on the following main points:
- Travel behaviour – to establish the overall travel patterns associated with the site and to allow the TPC to understand the ‘modal split’ for journeys to and from the application site for on-going comparison.
 - Attitudes towards travel – to establish site user attitudes towards using different transport options available to access the application site.
- 8.5** Providing an incentive to complete the survey, such as a free prize draw, will help sustain interest and result in high return rates.
- 8.6** The initial trip level survey will be followed by subsequent surveys on at least a biannual basis and continue for a further two years after full occupation of the proposed site.
- 8.7** The Travel Plan Co-ordinators will arrange for an annual review of the TP to assess the success of the plan to date and will then prepare a monitoring report to summarise the results of the annual travel surveys, the progress against the TP targets and to identify measures for potential implementation in the future.
- 8.8** The monitoring report shall be submitted to Oxfordshire County Council’s Sustainable Travel Team for review. The TPC in consultation with the Steering Group will then have an input into what measures or interventions may be required should targets not be met and a way forward will then be agreed. It may also be necessary to review targets and priorities at this stage. Such remedial actions could include implementing new measures or revitalising old measures and additional Travel Plan monitoring initiatives.

9 Action Plan and Funding

Action Plan

- 9.1** In order to ensure that the Travel Plan is effectively implemented, the measures outlined above have been arranged into an Action Plan. The Action Plan clearly identifies the timescale and responsible party for each measure.

Action	Target Date	Responsibility
Built Environment		
Provision of an internal network of pedestrian /cycle infrastructure	During construction	Developer
Create dedicated pedestrian connection onto internal PRow from Bicester Road	During construction	Developer
Provision of improved streetscape and enhanced pedestrian / cycle environment along Bicester Road	During construction	Developer
Enhanced bus stops on Bicester Road with real time information	During construction	Developer
Each dwelling will be fitted with the capability of electric vehicle charging	During construction	Developer
Travel Plan Co-ordinator		
Appoint Travel Plan Co-ordinator	Three months prior to first occupation	Developer
Measures to Reduce the Need to Travel		
Infrastructure providers for broadband access will be invited to facilitate remote home working; and	During Construction	Developer
Information on what home working is and its potential benefits, will be disseminated through the Travel Welcome Pack.	On occupation, then ongoing	Travel Plan Co-ordinator
Awareness Raising and Marketing		
Prepare publicity and marketing materials to promote sustainable transport uptake amongst new residents.	Prior to first occupation, then ongoing	Travel Plan Co-ordinator
Measures to Promote Walking and Cycling		
Provide Local walking maps	On occupation, then ongoing	Travel Plan Co-ordinator
Keep residents updated with on local and national walking and cycling events	Ongoing	Travel Plan Co-ordinator
Provide website links to national sustainable travel websites such as Living Streets Sustrans	Ongoing	Travel Plan Co-ordinator

Measures to Promote the Use of Public Transport		
Provide bus / train routes and timetable information	Ongoing	Travel Plan Co-ordinator
Provide links to public transport websites	Ongoing	Travel Plan Co-ordinator
Measures to Reduce Car Use / Low Emission Vehicle Use		
Information on publicly available car share schemes and its benefits	Ongoing	Travel Plan Co-ordinator
Monitoring and Review		
Conduct baseline survey	Within six months of first occupant	Travel Plan Co-ordinator
Report findings of the initial resident travel questionnaires	Within one month of survey end date	Travel Plan Co-ordinator
Annual monitoring of TP, to coincide with bi-annual surveys	At least Bi-Annually, on Anniversary of baseline report	Travel Plan Co-ordinator

Table 9-1: Action Plan

Funding

- 9.2** The Applicant is committed to ensuring the sustainability of the development and will commit to an appropriate financial contributions within a S106 Agreement to ensure delivery of the measures identified in the TP.
- 9.3** The budget will be a resource that can be employed to encourage modal shift and will reflect the changing nature of the TP over time and the potential requirement for additional general measures to be implemented or existing measures to be amended.

10 Summary and Conclusion

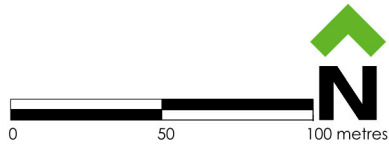
Summary

- 10.1** Brookbanks Consulting has been appointed by Barwood Development Securities Ltd to prepare this Travel Plan in support of planning permission sought for 370 dwellings on land west of Bicester Road, Kidlington.
- 10.2** The Travel Plan forms a strategy for influencing change in residents' travel patterns with the intention of reducing the number of single occupancy car trips generated by the development and increase the number of sustainable transport journeys.
- 10.3** A series of measures have been identified which could be taken up to encourage travel by sustainable modes of travel. These measures will bring associated benefits to users of the site and will also help to mitigate any transport impacts of the development on the wider local community, with external enhancements providing betterment externally.
- 10.4** The Travel Plan has stated a target of a 10% modal shift from single occupancy vehicles to move to sustainable forms of travel.

Conclusion

- 10.5** It is concluded that the Travel Plan will provide an effective tool to promote sustainable access to the site and is compliant with the adopted local policy framework.
- 10.6** It is important to recognise that the Travel Plan is a 'live' document and as such, it will be progressively updated to ensure its effectiveness.

Appendix A – Illustrative Masterplan



- Balance of PR7a site being brought forward with Hill Residential Ltd
- Site Boundary: 27.75ha
- Proposed residential development: Approx. 9.89ha Approx. 370 dwellings @ 37.5 dph
- Green Belt boundary
- Proposed vehicular access points
- Emergency vehicular/pedestrian access point
- Main transport links & existing bus stops
- Oxford Parkway Station - Oxfordshire Rapid Transit
- A34 dual carriageway
- Proposed primary street through the development (tree lined LTN1/20 compliant corridor)
- Proposed secondary streets
- Proposed private lanes/drives
- Proposed shared street space
- Public Footpath
- Bridleway
- National cycle route (Sustrans 51)
- Proposed combined cycleway/footways
- Proposed pedestrian routes
- The Greenway - providing a direct route between Oxford Parkway Station, Water Eaton Park & Ride, and The Parade
- Existing vegetation to be retained where appropriate
- Proposed public open space (to include new amenity landscaping, wildflower margins, tree planting, play areas and SuDS features)
- Proposed woodland planting
- Proposed wildflower planting
- New allotments
- Proposed play provision for children and young adults
- Proposed sports pitches (4 hectares, inc. sports pavilion and car park)
- Potential location for Community sports pavilion and car park
- Existing watercourses & water bodies
- Proposed sustainable drainage basins (SuDS)
- Proposed swale
- Proposed 3m high acoustic bund and 3m high fence
- Potential location for foul pump station

* LAP - Local Area for Play
LEAP - Local Equipped Area for Play
NEAP - Neighbourhood Equipped Area for Play
MUGA - Multi Use Games Area

B	13.01.21	SM	Updated to reflect client's comments
A	11.01.21	SM	Updated to reflect client's comments
Rev	Date	By	Description

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Title	Development Framework Plan		
Client	Barwood Development Securities Ltd		
Scale	1:2500 @ A2	Drawn	SM
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