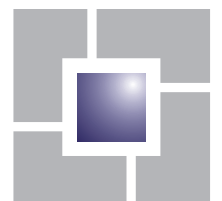


Albion Land Ltd

Employment Development,
Catalyst Bicester, Oxfordshire

Framework Travel Plan



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transport planning consultants

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Catalyst Bicester, Oxfordshire

Framework Travel Plan

SKP/RJM/19539-07a Framework TP
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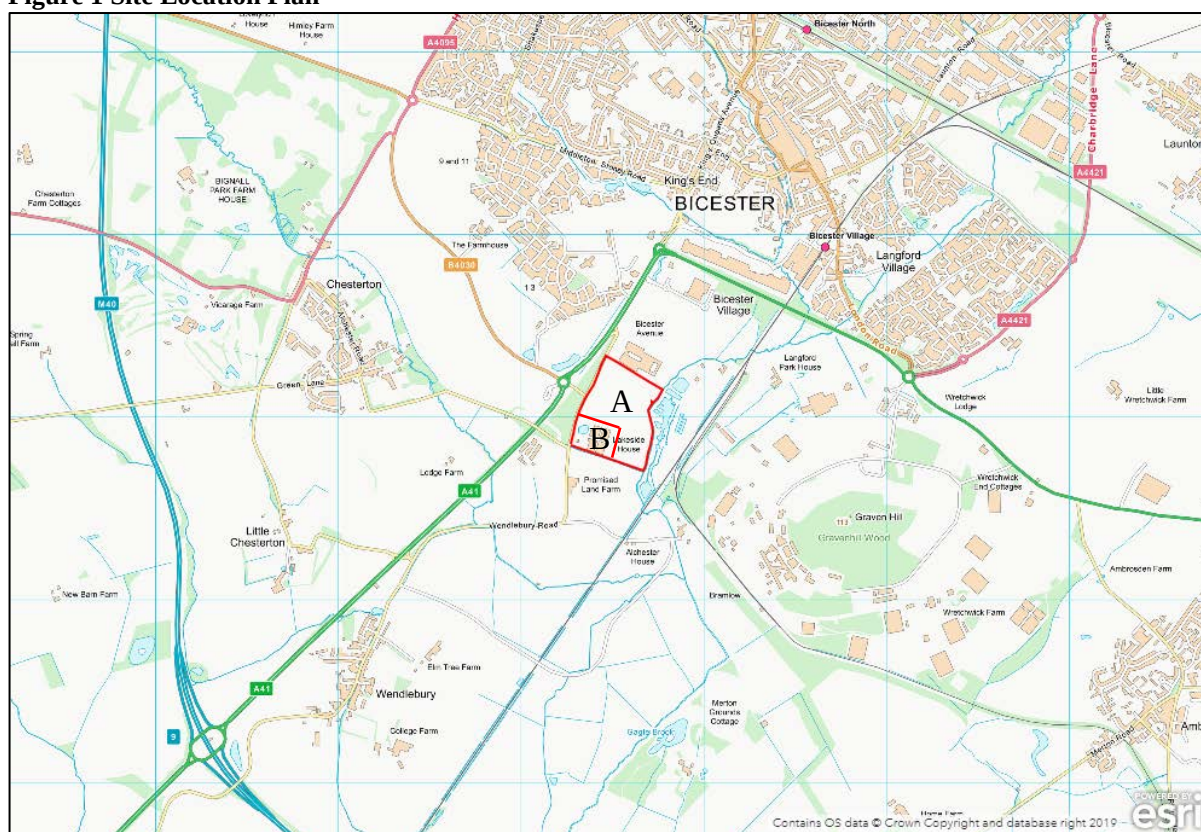
APPENDICES

Appendix A	Masterplans
Appendix B	Action Plan

1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared by David Tucker Associates (DTA), on behalf of Albion Land in relation to proposals for the development of land to the south-east of Wendlebury Road, Bicester for potential employment floorspace. The site is an allocated site within the Local Plan and is known as phase 2 “Bicester 10”. The location of the development site is shown in **Figure 1**. It comprises of two areas, Site A and Site B.

Figure 1 Site Location Plan



- 1.2 This Travel Plan Framework supports the Transport Assessment submitted as part of the planning application for the proposed B1 use class development. A separate Travel Plan is prepared for a further potential land use on site, a Racquets Club. This Travel Plan document sets out the context for the preparation of individual Travel Plans by the occupiers of each employment unit on the site, the level of detail to be provided and objectives to be met by the occupier/occupiers, which will vary depending on a number of factors, such as the number of employees. This draft Travel Plan is to be included in the draft Section 106 Agreement.

- 1.3 This Travel Plan document has been compiled with reference to the principles of DfT's *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* (April 2009), Cherwell District Council's 'Non Statutory Cherwell Local Plan 2011' and Oxfordshire County Councils 'Local Transport Plan 3 (LTP3) 2011-2030'. The Travel Plan has been prepared in accordance with the Travel Plan Team at Oxfordshire County Council's 'Transport for New developments: Transport Assessments and Travel Plans' guidance document.
- 1.4 The final format and content of each individual Travel Plan will be offered for approval by the planning authority subsequent to the signing of the legal agreement. In the interim, to ensure that the core obligations of the Plan are enforceable, this Framework Travel Plan has been produced. The Travel Plan guidance document states that individual subsidiary Travel Plans must be written and submitted to Oxfordshire for approval within 3 months of occupation.
- 1.5 A Travel Plan is a term used for a package of objectives, targets and measures developed by an organisation or group of organisations aimed at promoting more sustainable means of travel and reducing the reliance on the private car. Travel Plans are site specific and are dependent upon not only the location of the site but the size and type of organisations located there.
- 1.6 Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action, monitoring and review. To help give it focus, it is important to set out objectives and targets for the developer and occupiers.
- 1.7 For new developments such as this, it is most beneficial to encourage sustainable travel from the time of occupation before travel patterns become ingrained.
- 1.8 There will be a wide range of different travel demands from the site, dependent on the nature of end-users and indeed roles of staff. However, given the scale of the development, there is scope to provide on and off site physical measures, public transport service initiatives and other incentives to allow significant and realistic modal shift targets to be set.
- 1.9 Whilst the overall development will be subject to oversight by a single management entity, there will clearly be a number of different occupiers and tenants working on the site. The Travel Plan therefore sets out a range of measures and initiatives to be

implemented by both the management of the estate and by ongoing tenants and occupiers.

- 1.10 In this regard, the Travel Plan will also act as a framework for occupiers who will be required to produce more detailed individual travel plans tailored to their specific organisational requirements.

2.0 SITE LOCATION AND EXISTING CONDITIONS

- 2.1 The development site has been subdivided into two sites. Site A is the area of land wholly within the Bicester 10 allocation. Site B is an enlarged area which includes the existing chicken farm.
- 2.2 The sites are located approximately 2.5km north-east of the M40 Junction 9, on the A41 southern approach to Bicester centre.
- 2.3 The sites are located to the east of Wendlebury Road which forms the western site boundary. The site is bounded to the north by an access road into the Thames Water treatment works. The treatment works itself is located to the east of the site adjacent to the north-south railway lines. Immediately to the north of this access road is the Bicester Avenue garden centre and retail park. To the south of the site is farmland which is also designated as a scheduled ancient monument.
- 2.4 Wendlebury Road runs east of and parallel to the A41. There is a link from the A41 to Wendlebury Road connecting to a relatively recently constructed roundabout junction where the A41 meets Vendee Drive (southwest Bicester perimeter road).
- 2.5 Between A41 and Wendlebury Road are two small parcels of land which comprise the Bloombridge development and part of the Bicester 10 allocation. In the northernmost parcel a hotel is currently under construction. On the southernmost parcel, which extends south of the allocation in line with the southern boundary of the chicken farm, outline planning permission has been granted for office development.
- 2.6 Wendlebury Road is a single carriageway road and is approximately 5.5m wide on the Site frontage, is unlit and subject to National speed limit. Bicester 10 Phase 1 promoted a reduction in speed limit to 40mph. It is not known when this change will occur. Approximately central to the western site boundary, Wendlebury Road forms a T-junction with the Vendee Drive Link. There are no footways on Wendlebury Road to the south of the T-junction, but it does form part of the National Cycle Network Route 51. To the north, a footway/cycleway on the western side of the carriageway falls just short of the Bicester Avenue Garden Centre. This continues to be part NCN51. Beyond the garden centre, this continues on carriageway to the junction between Wendlebury Road and the A41, before reverting to an off carriageway facility adjacent to the A41 as it heads towards Bicester town centre.

2.7 The Vendee Drive Link which connects Wendlebury Road to the A41 is an unlit 7m wide single carriageway. It comprises a northern sided footway.

2.8 The A41 was formerly part of the strategic road network. In the vicinity of the site it is a dual two lane all-purpose (D2AP) road. To the south of the Vendee Drive roundabout the road remains a limited access road with a pair of left-in left-out junctions north of Wendlebury and Chesterton only up to the gyratory M40 Junction 9.

Bus

2.9 The primary bus operator within Bicester is Stagecoach who provide three key services which run to and from the vicinity of the proposed development site. These services are the 26, S5 and NS5 and a summary of their routes and frequencies are shown in **Table 1** below.

Table 1 Summary of Bus Services and Frequency from Chesterton Turn North

Service No.	Route	Frequency		
		Mon-Fri	Sat	Sun
26	Bicester - Kingsmere - Bicester	30mins	30mins	~
S5	Oxford - Gosford - Bicester - Glory Farm - Launton	15mins	15mins	30mins
NS5	Oxford - Gosford - Bicester - Glory Farm	One Service (night)	4 x hourly service to Bicester, 2 services to Oxford (night)	4 x hourly service to Bicester, 2 services to Oxford (night)

2.10 The nearest bus stop to the site is known as Chesterton Turn North and is located opposite the site along the A41, approximately 250m west. Pedestrian access to this bus stop from the site will be greatly improved by plans to establish a traffic signal-controlled pedestrian crossing from the allocated hotel site across the A41. This crossing would benefit safe travel to and from the site and the bus stop.

2.11 The S5/NS5/26 services travelling in the north-eastbound direction run into Bicester town centre and beyond calling at Launton, Ambrosden and Arncott. The 26 runs between the proposed site and the Bicester North Railway Station providing a connection allowing for longer journeys to be feasibly undertaken using public transport.

- 2.12 The S5 service which provides a regular connection to Oxford city centre, Glory Farm and Bicester north has a total journey time to Oxford centre of 31 minutes and Bicester town centre of 8 minutes. Furthermore, the S5 service also runs south westbound, the location of this stop is at the Park and Ride site which is approximately 400m south of the Promise Land Farm.
- 2.13 The S5 route connects Bicester to Oxford providing a convenient link across the 'Knowledge Spine' which locates the proposed development site within this identified growth area.
- 2.14 Stagecoach also operates an 'express service' between Oxford, Buckingham, Milton Keynes, Bedford and Cambridge. This service stops at Bicester Village, located approximately 1.5km north of the proposed site, every half an hour throughout the day (Monday to Sunday).

Rail

- 2.15 There are two train station facilities within a convenient distance from the proposed site. This first is Bicester Village Station approximately 2.0km on foot/bicycle to the north east of the site, which is located on the Oxford spur from the Chiltern Mainline with services to Oxford and London. The second is Bicester North approximately 2.5km by cycle to north of the site, on the Chiltern Mainline with services to Birmingham and London.

Bicester Village Station

- 2.16 Bicester Village railway station (previously named Bicester Town) is operated by Chiltern Railways. The station was redeveloped as part of the works to provide a new chord linking the Bicester – Oxford railway line to the Chiltern Mainline to the east of Bicester. Following these works passenger numbers using the station have increased tenfold (Bicester Town numbers have reduced somewhat but overall there has been a 50% increase in rail passengers).
- 2.17 The station is located in a highly accessible location around a walking/ cycling time of 25 minutes and 8 minutes respectively and also accessible by bus. The station provides half hourly services to and from Oxford Parkway, and half hourly services to and from London Marylebone. The journey time to Oxford Parkway from Bicester is 10 minutes. The proximity of the site to this station provides convenient commute options to both

major destinations. The key services, their frequency and journey time are summarised in **Table 2** below.

Table 2 Summary of Train Services at Bicester Village Station

Destination	Frequency	Journey Time
London Marylebone	Half Hourly	50 mins
High Wycombe	Half Hourly	25 mins
Oxford	Half Hourly	15-20 mins

2.18 The station benefits from sheltered cycle storage which can accommodate for up to 50 bicycles, this high level of provision encourages linked commuting trips.

Bicester North

2.19 Bicester North station is located north of the site. The cycle journey time to the station is approximately 10 minutes and is also accessible by bus. Bicester North is also operated by Chiltern Railways and is the primary train station for the town, providing regular services to local and national destinations. The key services, their frequency and journey time are summarised in **Table 3** below.

Table 3 Summary of Train Services at Bicester North Station

Destination	Frequency	Journey Time
London Marylebone	Half Hourly	45min – 1hr 10 min
Birmingham Snowhill	Hourly	1hr 15-30mins
Banbury	Half Hourly	12/17 mins
Warwick	Hourly	36/52 mins
Leamington Spa	Hourly/ Half Hourly	30 - 40mins

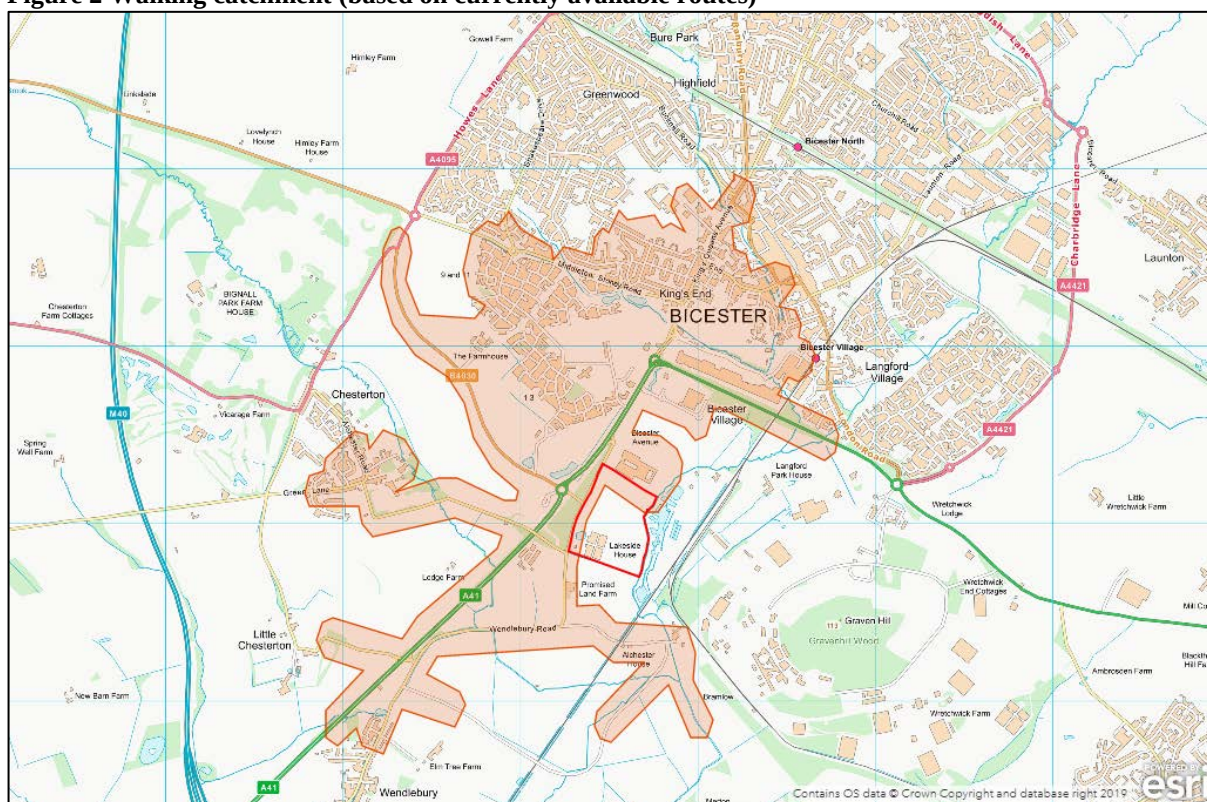
2.20 The station benefits from cycle parking provision for up to 80 bicycles which will encourage linked commuting.

Walking and Cycling

2.21 Walking is considered to be a convenient mode for most people for trips up to around 2.0km in length which translates into approximately 20 minutes of walking. This walking catchment for the site is shown on **Figure 2**. As can be seen from this plan the site is well located with respect to nearby existing and planned residential areas. The key linkages are the routes to the north and west. At present there is a discontinuous footway on the western side of the carriageway on Wendlebury Road

but there is an existing connection along the northern side of Vendee Drive connecting to the existing north – south provision on the A41. As part of the phase one development a new controlled pedestrian crossing will be provided on A41 linking into the Kingsmere residential development and associated walking and cycling routes.

Figure 2 Walking catchment (based on currently available routes)

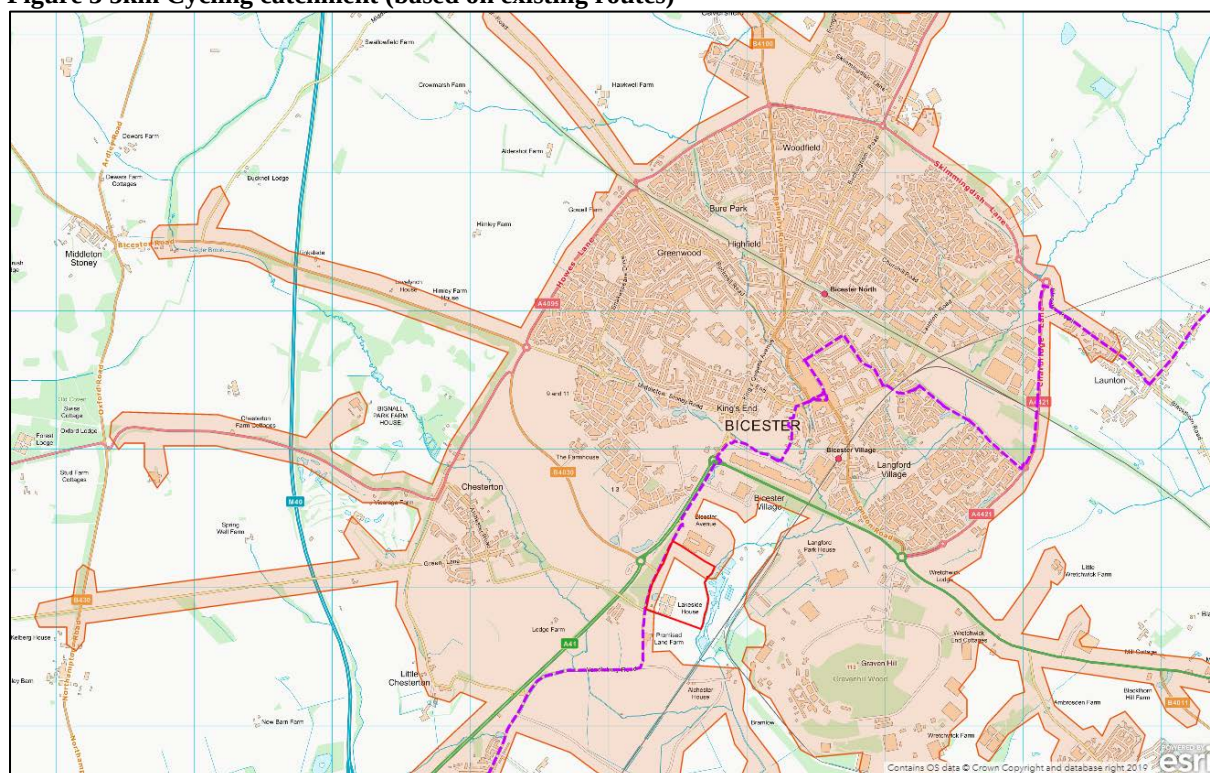


Note that Langford lane has been diverted (to the south) to provide a grade separated crossing but this is not reflected within the above isochrones plot.

- 2.22 Cycling is considered to be a convenient mode for most people for trips up to around 5km in length which equates to a 20-minute journey time in an urban environment. This wider catchment areas is also shown on **Figure 2**. This catchment covers Bicester and many of the surrounding villages in the immediately hinterland. In practice there will be many people for whom trips well in excess of 5km is feasible.
- 2.23 In towns many cyclists will choose to use the local road network. In Bicester, however, there is a developing network of dedicated cycle routes, including around the orbital routes such as Vendee Drive, that will be future expanded as the new residential suburbs are developed i.e. the eco-town etc. Furthermore, within these new residential areas, homes will generally be provided with cycle storage to current requirements. The level of cycle use reported within the 2011 Census is therefore

unlikely to reflect travel characteristics for developments that have taken place since that time.

Figure 3 5km Cycling catchment (based on existing routes)



- 2.24 There are also regional cycle routes. The National Cycle Network is a network of signed paths and routes for walking and cycling. This includes some on-street running section such as along Wendlebury Road in the vicinity of the site. Wendlebury Road forms part of NCN 51, the Varsity Way Cycle Route from Oxford to Cambridge. In practice cyclists also have a choice to use the existing dedicated pedestrian/cycleway which runs along the side of the southbound carriageway of the A41.

3.0 DEVELOPMENT PROPOSALS

3.1 Planning permission is sought via two planning applications:

- Application 1 is submitted in hybrid form. It seeks outline planning permission for up to 23,400 sqm of employment floorspace (B1 Use Classes) and full permission for a Racquets Club.
- Application 2 is submitted in outline and seeks permission for up to 10,200 sqm of further employment floorspace (also B1 Use Classes).

3.2 Application 2 will not come forward unless the development proposed by Application 1 is delivered. There are a range of Scenarios that could arise:

Scenario 1: B1 across all of Site A;

Scenario 2: B1 across most of Site A, with the Racquets Club on the remainder;

Scenario 3: B1 across all of Sites A and B; or

Scenario 4: As Scenario 2 plus B1 across Site B.

3.3 In all cases, the maximum quantum of B1a office floorspace is 35% of the gross B1 floorspace to be delivered. A summary of the floor areas is set out in **Table 4**.

Table 4 Employment Floorspace Schedule

Scenario	B1 Total (sqm)	Of Which B1
Scenario 1	23,4000	8,190
Scenario 2	16,800	5,880
Scenario 3	33,600	11,760
Scenario 4	27,000	9,450

3.4 Where trips estimates for employment are set out within this report, figures for Scenario 3 are presented.

3.5 The site occupier(s) of the employment component is unknown at this stage. Indicative masterplans for the sites are included in **Appendix A**.

3.6 Vehicular access to the employment floorspace will be at the northern site boundary from Wendlebury Road via a new 4 arm roundabout. The access has been designed to accommodate access to the consented Bicester 10 Phase 1 land some of which is constructed already.

-
- 3.7 Wendlebury Road is a Sustrans cycle route. This will not be affected by the proposals however given that there will be an increase in vehicular demand in Wendlebury Road in the southbound direction it is proposed to provide an off-line alternative for cyclists.
- 3.8 It is proposed that there would be a combined foot-cycleway 2.5m-3.0m wide which would run from the site access roundabout along the eastern side of Wendlebury Road and join into the existing foot-cycleway immediately to the north of the A41 – Wendlebury Road junction (shown in TAR at Appendix J). Where the foot-cycleway crosses the accesses to the Thames Water site and Bicester Avenue appropriate crossing details will be provided including dropped kerbs, tactile paving and appropriate signage. This similarly applies to the scenarios including the David Lloyd club which will also take direct access from Wendlebury Road.
- 3.9 To connect to the new signal controlled toucan crossing on A41, to be implemented as part of the Bloombridge hotel development, for the northern part of the Catalyst Bicester site it is proposed to provide a link north of the Bloombridge site within publically adopted highway land (shown in TAR at Appendix J). This will provide more direct access to the residential development at Kingsmere as well as pedestrian access to longer distance bus services on the A41 corridor.
- 3.10 The employment site access roundabout splitter islands across Wendlebury Road and the site access have been widened to allow cyclists to cross. These crossing points will be provided with dropped kerbs, tactile paving and appropriate signage. In line with the strategy agreed by OCC with Bloombridge, it is not proposed to provide a footway on the southern side of the Vendee Drive link road. This does not relate to any pedestrian/cycle desireline that is not already served by a parallel route (i.e. the northern side of Vendee Drive link road).
- 3.11 The internal road network will be developed to include appropriate footways along the development access roads. Further pedestrian paths will be developed where appropriate at the detailed design stage.
- 3.12 Car and cycle parking provision on site will be in accordance with prevailing local parking standards.

4.0 TRAVEL PLAN AIMS

- 4.1 In general terms, the aim of a Travel Plan is to reduce dependence on the private car and encourage employees to use more environmentally-friendly alternatives.
- 4.2 A Travel Plan is a package of measures tailored to the needs of individual sites and aim to:
- Promote greener, cleaner travel choices;
 - Reduce the number of car borne trips;
 - Promote car-sharing;
 - Promote the use of public transport; and
 - Encourage walking and cycling.
- 4.3 A Travel Plan involves the development of a set of mechanisms, initiatives and targets on the environment, whilst also bringing a number of other benefits to the organisation as an employer and benefits to employees and visitors. The plan will evolve over time in accordance with changing circumstances and the environment within which it is implemented.
- 4.4 The specific aims of the Framework Travel Plan are:
- To increase the awareness of employees and visitors of the potential for and advantages of travel to the site by more sustainable transport modes;
 - To encourage car sharing;
 - To provide practical information to employees on how they can access non-car modes of transport to and from the industrial and warehouse development;
 - To facilitate the introduction of physical measures and management initiatives that will encourage employees and visitors to travel to the site by non-car modes;
 - To display local bus information including nearest bus stops, timetables, routes, and costs in a prominent location within the buildings;
 - To display local walking and cycling routes to and from the site including approximate journey times;

- To display the potential health and financial benefits that travelling by sustainable modes can offer; and
- The inclusions of the above measures into a new employee starter pack to encourage sustainable travel from the first day of employment.

4.5 The key targets for the success of the Travel Plan will be the reduction in sole occupancy car journeys, to increase the take up and renewal of public transport passes and car sharing, to increase walking and cycle use and increase awareness of the benefits of sustainable travel.

5.0 OBJECTIVES AND TARGETS

5.1 Objectives

5.1.1 The implementation of Travel Plans can offer a variety of benefits to organisations, employees and the local community. These benefits can include increased productivity (generated by a healthier, more motivated workforce), potential cost savings, reduced congestion, improved public transport services, reduced demand for car parking and improved access by employees, visitors and deliveries plus an improved environmental image.

5.1.2 The main objectives of a Travel Plan are to achieve a reduction in car use and a corresponding increase in walking, cycling and public transport use. By choosing to travel by more sustainable modes, employees and visitors will reduce congestion, emissions, air pollution and the use of finite fuel reserves.

5.1.3 The proposed measures will encourage more sustainable travel to and from the development than if the Travel Plan were not in place. The main objectives of each Travel Plan are:

- To reduce the number of car trips per unit per day;
- To increase membership and participation in a car share scheme;
- To increase employees membership to the local bicycle user group (BUG);
- To increase walking and cycle use;
- To increase the take up and renewal of public transport passes; and
- To increase awareness of benefits of sustainable travel.

5.2 Targets

5.2.1 Initial targets have been set based on the light vehicle trips as stated in the TA and an application of mode share assumptions for the Cherwell 015 Middle Super Output Area (MSOA) in 2011. The mode share information is summarised in **Table 5**.

Table 5 Method of Travel to work for Cherwell 015 MSOA

Mode	Percentage
Car Driver	61%
Car Passenger	8%
Bike	4%
Train	2%
Bus	5%
Motorcycle	1%
Foot	18%

5.2.2 Based on the above, the assumed mode split for the main modes of transport generated by the proposed site is shown in **Table 6**.

Table 6 Total Employment Site Trip Generation by Mode

Mode	AM Peak			PM Peak		
	Arrivals	Departures	Totals	Arrivals	Departures	Totals
Car Driver	233	29	263	26	223	512
Car Passenger	32	4	36	4	31	70
Bike	15	2	17	2	15	33
Train	8	1	9	1	7	17
Bus	21	3	23	2	20	45
Motorcycle	4	0	4	0	4	8
Foot	69	9	77	8	66	150

5.2.3 The above trip numbers are based on a 57.8% car driver proportion and 18.8% car passenger proportion. This equates to a single car occupancy rate of 87.6%. Over a 5 year period a target will be set of achieving a peak hour 77.6% single car occupancy rate for mode of travel across the site.

5.2.4 In order to compare the initial targets set out above and to establish existing travel to work habits, a staff travel survey will be carried out by employees of each individual unit within 3 months of their occupation. Analysis of these results will then help guide future targets, measures and future success of the unit's full Travel Plan.

5.2.5 It is important to establish that each unit's targets will provide a commitment to progressively reduce the number of car trips to the site as a whole.

5.2.6 Information gathered from the surveys will allow unit specific targets to be set for future years with a greater degree of accuracy and realism. Such targets may include increases in sustainable transport use, membership to any car sharing schemes, renewals of travel passes and purchase of new bicycles.

6.0 PREPARATION AND INITIATION

6.1 Plan Preparation

6.1.1 A Travel Plan document for each unit will be submitted to the planning authority for their approval, prior to the occupation of that unit. However, until empirical data from the staff travel surveys is available, all targets set out within the Plans will be generic at this stage.

6.1.2 A full unit specific Travel Plan will be submitted within 6 months after the completion of the staff travel survey.

6.2 Plan Initiation

6.2.1 The Travel Plan is intended to be an evolving strategy and will remain in place for the life of the site.

6.2.2 In order to establish a baseline scenario against which on-going progress can be assessed, the following information should be established within six months of the occupation of each unit:

- Employee modal split;
- Existing cycle and pedestrian infrastructure;
- Existing public transport services and infrastructure; and
- Car Parking supply and surveyed demand

6.2.3 The above information will come from the staff travel surveys.

7.0 PLAN MAINTENANCE AND MEASURES

7.1 Introduction

- 7.1.1 The measures laid down within this Travel Plan Framework document are intended as a set of principles to which the Travel Plan for each unit will comply with.

7.2 Plan Maintenance

- 7.2.1 As each unit becomes occupied, a member of staff will be designated as Travel Plan Co-ordinator (TPC) for that unit. This TPC will be responsible for the day-to-day running of the Travel Plan.
- 7.2.2 A site wide TPC will be appointed who will manage the implementation of the Framework Travel Plans and liaise with individual Travel Plan co-ordinators. The site TPC will be appointed before first occupation and their contact details will be made available to the Travel Plan Team at OCC.
- 7.2.3 The site-wide Travel Plan co-ordinator will be recruited and funded appropriately by a Management Company, via developer funding. The Travel Plan co-ordinators for each unit will be recruited and funded by the individual occupiers on the site.
- 7.2.4 Each TPC will be provided with a copy of the document entitled “The Essential Guide to Travel Planning”, issued by the Department for Transport or any such subsequent guidance which may supersede it.
- 7.2.5 The administration of the Plan will be the responsibility of the respective TPC.
- 7.2.6 Details of the nominated TPC will be submitted to the Travel Plan Team at OCC.
- 7.2.7 The TPC will implement the Plan, which will be developed in conjunction with and agreed by the Travel Plan Team at OCC.
- 7.2.8 Overall, the TPC will be responsible for the Travel Plan development submission to the Travel Plan Team at OCC, implementation, promotion and review. It is currently envisaged that there will be 3 main buildings on site, although this is not to say the site cannot be developed for a lesser or greater number under the current proposed parameters, and the number of individual detailed Travel Plans prepared for the site will depend on the number of occupiers within each building and the number of

buildings. The subsidiary Travel Plan measures will be based on the measures included in this Framework Travel Plan.

7.3 The Role of the Travel Plan Co-Ordinator

7.3.1 The TPC will be the first point of contact for staff, the Travel Plan Team at OCC and other outside organisations in all matters regarding staff travel. The TPC will maintain an up-to-date file containing all correspondence to and from staff relating to their Travel Plan.

7.3.2 In general, the role of the TPC will involve the following:

- Overseeing the development and implementation of the plan;
- Promoting and marketing the objectives and the benefits of the Travel Plan;
- Instigating the annual review meetings and inviting the Travel Plan Team at OCC as appropriate;
- Co-ordinating the necessary data collection exercises and monitoring programme required to develop the Travel Plan including the employee travel surveys, the results of which will be submitted to the Travel Plan Team at OCC on request or with the Travel Plan on completion;
- Encourage employees to sign up to Oxfordshire Liftshare;
- Consider if appropriate, organising cycle (Bicycle User Group – BUG) and public transport user groups for the staff;
- Reviewing the Plan annually in conjunction with the Travel Plan Team at OCC;
- The TPC will set up and maintain a filing system for all correspondence relating to the Travel Plan; and
- The TPC will set out and gain the support of senior management on how the employer can encourage staff to travel by more sustainable modes.

7.3.3 It should be noted that the above 'role' list provides general guidance. The main focus of the Travel Plan will be the employees of the development. However, it is anticipated that, where applicable, visitors will also be provided with information relating to travel by non-car modes, such as local public transport timetables.

7.3.4 The TPC will be able to delegate some of the duties set out above to nominated employees, as required, but they will retain overall responsibility for all matters pertaining to their Travel Plan.

7.3.5 The TPC will investigate if a Transport Working Group could be set up which would consist of the TPC, local public transport operators and the Travel Plan Team at OCC. Meetings and other communications of the Transport Working Group would provide a forum to oversee the successful implementation of the Travel Plan.

7.4 Travel Plan Co-ordinator Duties and Responsibilities

7.4.1 Specifically, the TPC will demonstrate effective marketing to employees and visitors by the following:

- Informing employers and staff of the overall aims of the Plan;
- Informing staff of targets for achieving a lower mode share by car; and
- Reducing the level of car usage by a given extent over a given period.

7.4.2 This will be achieved through informing staff at interview stage and using prominent display boards, notices or leaflet distribution.

7.4.3 The TPC will demonstrate effective resourcing for plan measures by the following:

- Analyse the employee travel surveys;
- Indicate and identify any specific problems that are highlighted for example an increase in car use to the site;
- Ensuring that anyone who will be travelling to or from the site should be provided with appropriate travel information including details of on-site facilities like cycle parking
- Investigate the potential for home working & flexible hours with the co-operation of senior management.
- Investigate the possibility of car sharers receiving priority parking.

7.4.4 The TPC will also provide information as part of the promotion of the Travel Plan to employees and visitors. The information will be the inclusion of 'Welcome Packs' and will be provided to new employees.

7.4.5 Welcome packs should be offered in a format which is most useful to their recipients, this would be most likely to be electronically. This would allow direct links to timetable information which would not need subsequent updating and other web based resources such as journey planners. These packs will be issued to staff and will include details on the Plan measures, as described below.

7.5 **Plan Measures**

7.5.1 Measures implemented to seek to reduce travel by private car will vary between the sites and whilst there are some schemes common to any site and land-use, it will be up to the initiative of the TPC to target specific measures to the problems and opportunities identified at the site. This will only be possible after the completion and analysis of the staff travel plan.

7.5.2 Each individual Plan will include the following;

- The appointment of a TPC who's duties and roles will be laid out as described in Section 7.3 above;
- Targets – these will be site and unit specific and will be realistic and achievable and developed through careful interrogation of the results of the staff travel survey;
- Effective marketing of the plan – this will be aimed at new and existing employees through the staff welcome pack and notice boards and at visitors through postal information;
- A statement of support issued by senior management of each unit;
- Site specific incentives to reach targets and remediation for non-compliance;
- Means of monitoring progress of the targets – this will be done through yearly issue of the staff travel survey; and
- Frequency of reporting results to the Travel Plan Team at OCC – this will tie in with the yearly monitoring of the targets as described above.

7.5.3 An information pack will also be produced and issued to the Travel Plan Team at OCC prior to the occupation of each unit. This information pack will be issued to all staff and visitors to each unit and will contain the following information;

- All objectives and measures of the Travel Plan;

- Information on public transport services in the vicinity of the site; and
- Information on the opportunities to walk and cycle to the site.

7.5.4 This information will also be permanently displayed on notice boards within each unit and will be updated, by the TPC, on a regular basis to ensure that it remains accurate.

7.5.5 Included within this information pack will be access routes to and from the site and these are shown in **Figure 2**.

Measures to Encourage Walking

7.5.6 Travel to the site on foot will be actively promoted by the TPC, in liaison with the developer and planning authority. The TPC will also investigate the potential for introducing incentives for employees to walk to the site ensuring that footpaths on the site are well maintained.

7.5.7 Specific measures to encourage walking to the site are discussed below:

- Secure changing and shower facilities will be provided within each unit;
- Demand for facilities will be monitored through the staff travel survey and new facilities provided as necessary;
- Information and advice concerning safe pedestrian routes to the site will be available to employees;
- The TPC will explore the potential for improvements to off-site facilities and liaise with the planning authority when necessary;
- The TPC will raise awareness of the health benefits of walking through promotional material; and
- Maps providing safe walking routes indicating distances and times to the most common destinations near to the work place (such as local bus stops).

Measures to Encourage Cycling

7.5.8 In order to encourage cycling to the site the following measures have or will be introduced and marketed by the TPC:

- Sheltered and secure cycle parking will be located within each unit;

- Information and advice concerning safe cycle routes to the site will be available to employees;
- The TPC will try to negotiate discounts from cycle shops for staff to purchase a bicycle, the necessary safety equipment and waterproof clothing to enable them to commute to work by cycle;
- The TPC will investigate the initiation of a Bicycle User Group (BUG) to support staff that commute by cycle and to encourage others to do so;
- The TPC will establish contacts with the cycling officers of the Travel Plan Team at OCC to ensure input to the further development of any existing cycling strategy in the vicinity of the proposed development and
- The TPC will ensure that the cycle stores and changing facilities that are in place are adequate and maintained.

Measures to Encourage the Use of Public Transport

7.5.9 In order to make employees aware of and encourage the use of public transport to access the site the following measures will be included within the full Travel Plan for each unit:

- Details of relevant bus services will be prominently displayed for the information of employees.
- The TPC will liaise with the bus service operators to ensure that up-to-date timetable and route information is displayed
- The TPC will contact local bus operators to find out whether discounted ticketing initiatives are available; and
- The TPC will seek to encourage the use of public transport.

Measures to Encourage the Use of Taxis

7.5.10 More specifically aimed at visitors the following measures are designed to encourage use of taxis to access the site:

- The TPC will ensure the provision of contact details of suitably regulated local taxi operators to be prominently displayed for the information of employees; and
- Taxis will be booked for visitors on departing the site.

Measures to Encourage Car Sharing

- 7.5.11 Car sharing schemes are an advanced internet based journey matching system that allows users to search for suitable people to share regular journeys with. Car sharers may be given preferential treatment for parking. Employers will be encouraged to provide a guaranteed lift home service in emergencies for car sharers. In addition the guaranteed lift home service could be extended to cater for 'emergency' or 'short notice' situations for staff that cycle or walk to the development site.
- 7.5.12 The TPC will encourage employees to sign up to the Oxfordshire Liftshare scheme <https://oxfordshire.liftshare.com/>. Depending on the level of car sharing between employees, consideration will be given to the provision of a number of dedicated car parking spaces for car sharers.
- 7.5.13 The aims of the scheme include reducing traffic congestion within Oxfordshire; reducing the day-to-day expense of travelling; and reducing the traffic pollution effects on the environment.

7.6 Route Management

- 7.6.1 The route for HGVs accessing the site is via the A41 and the Vendee Drive Link. Routeing along Wendlebury Road will be discouraged through the Travel Plan process.
- 7.6.2 For on-site staff, the Site Management team will discuss the route with each driver via a staff briefing process prior to the driver's first departure from the site.
- 7.6.3 Suppliers will be advised accordingly to deter approaching vehicles from the north via Wendlebury Road.

7.7 Action Plan

- 7.7.1 The TPC will provide an Action Plan, an example of which is shown in **Appendix B** which will monitor the progress of Travel Plan and timescales. The full Travel Plan will be based upon the principles laid down in this Framework Document and the Action Plan.
- 7.7.2 The TPC will also liaise with the Travel Plan Team at OCC and report any results that are achieved from the Action Plan and travel survey.

7.8 Travel Database

7.8.1 As discussed above, the TPC will produce and maintain a staff travel database. Six months after occupying the development, the appointed TPC will obtain travel data by issuing the staff with a questionnaire survey.

7.8.2 Specifically, the Employee Travel Survey will include the following:

- postcode area of residence;
- normal working hours;
- mode of travel to work;
- car ownership and company car benefits;
- work related travel throughout the day;
- reasons for driving;
- driving commitments i.e. taking children to school etc;
- reasons for not using public transport and other modes;
- measures that would encourage car sharing, use of public transport or other non-car modes;
- staff, profile including age, gender etc

7.8.3 All data collected in connection with the Travel Plan will be subject to the provisions of the Data Protection Act and will only be released to the Travel Plan Team at OCC. However, in the interests of security, names and addresses of staff will not be provided, rather, postcode details of staff would be supplied.

7.8.4 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with the Travel Plan Team at OCC.

8.0 TRAVEL PLAN PROMOTION

- 8.1 It is very important that new employees are fully aware of the existence and benefits of the Travel Plan when they begin working at the site and that they are effectively “signed up” to the potential benefits it brings as soon as possible. To this end, the Travel Plan will be presented and promoted to the staff as a challenge rather than as a chore.
- 8.2 All employees will be informed of the existence of the Travel Plan. The details of the Travel Plan, including its objectives, the potential benefits for both individuals and for the environment, and the means by which it will operate, will be fully explained.
- 8.3 New employees will be informed about the Travel Plan prior to the commencement of their employment, the inclusion of relevant material in their induction pack and a Staff Travel Survey form will be distributed at the recruitment stage. Information relating to the Travel Plan will be displayed in a prominent location (or locations) where it will be easily accessible to employees, such as a notice board in the main reception area.
- 8.4 Other means of promoting the Travel Plan will also be investigated, which might take the form of staff newsletters and notice boards. Staff will also be encouraged to familiarise themselves with the Travel Plan.
- 8.5 The Travel Plan document will be available for inspection by employees. Information on the progress of the Travel Plan, including the results of the annual review, will be communicated to employees through the information displays and other means as appropriate.
- 8.6 The TPC will engage, from time to time, with the Travel Plan Team at OCC, in its travel awareness raising events.

9.0 TRAVEL PLAN MONITORING AND REVIEW

9.1 Plan Monitoring and Review

- 9.1.1 A formalised program of monitoring will be established to enable indicators of the success of the Travel Plan to be recorded at regular intervals. Within 3 months of occupation, each occupier will use a standard template to conduct a travel survey. The Travel Plan targets and measures will be reviewed on light of the survey results.
- 9.1.2 Following the initial travel surveys, biennial monitoring surveys will be undertaken for a minimum of 5 years, i.e. surveys will be in years 1, 3 and 5.
- 9.1.3 The survey results will be sent to the Travel Plan team at Oxfordshire within 1 month of survey completion. The success of the framework travel plan will be measured by its success in reducing single occupancy car trips to and from the site.
- 9.1.4 Other information about the impact of the Travel Plan is less easily quantified but should be recorded as part of ongoing monitoring. These include;
- The level of enquiry and take-up of the car-sharing scheme;
 - The take-up of any ticketing incentives for public transport services; and
 - Any formal or informal comments made by employees regarding the operation of the Travel Plan.

10.0 PLAN ADMINISTRATION

- 10.1 A copy of the full Travel Plan will be supplied to nominated officers of the planning and highway authorities at the time of initiation. Copies will also be issued to the developer, for reference and for display.
- 10.2 The TPC will be responsible for keeping all records associated with the maintenance of the Plans including the employee databases and all relevant correspondence and records of all monitoring exercises. The Travel Plan files will be available for inspection by the planning and highway authorities at any time, subject to prior notice.
- 10.3 A change in the identity of the nominated TPC will be notified in writing to the planning authority.

11.0 CONSULTATION

- 11.1 The success of the Travel Plan will rely on the support of employees and visitors. Regular consultation will be critical to the ongoing success of the Travel Plan.
- 11.2 The mechanism for consultation with employee representatives will be formalised and proposals submitted to the planning authority for approval.
- 11.3 Regular liaison with the bus operators and Council officers responsible for public transport, cycling and strategic transport will also be necessary. A system of on-going liaison with the planning authority will be agreed prior to initiation of the Travel Plan.
- 11.4 The Travel Plan documents will include a contact list of nominated representatives from each of the operators and authorities. Amendments to nominated contact personnel will be notified to the TPC and/or the planning authority and the document shall be amended accordingly.

SKP/RJM/19539-07a Framework TP
22nd July 2019

Appendix A



UNIT STUDIES VIEW 01



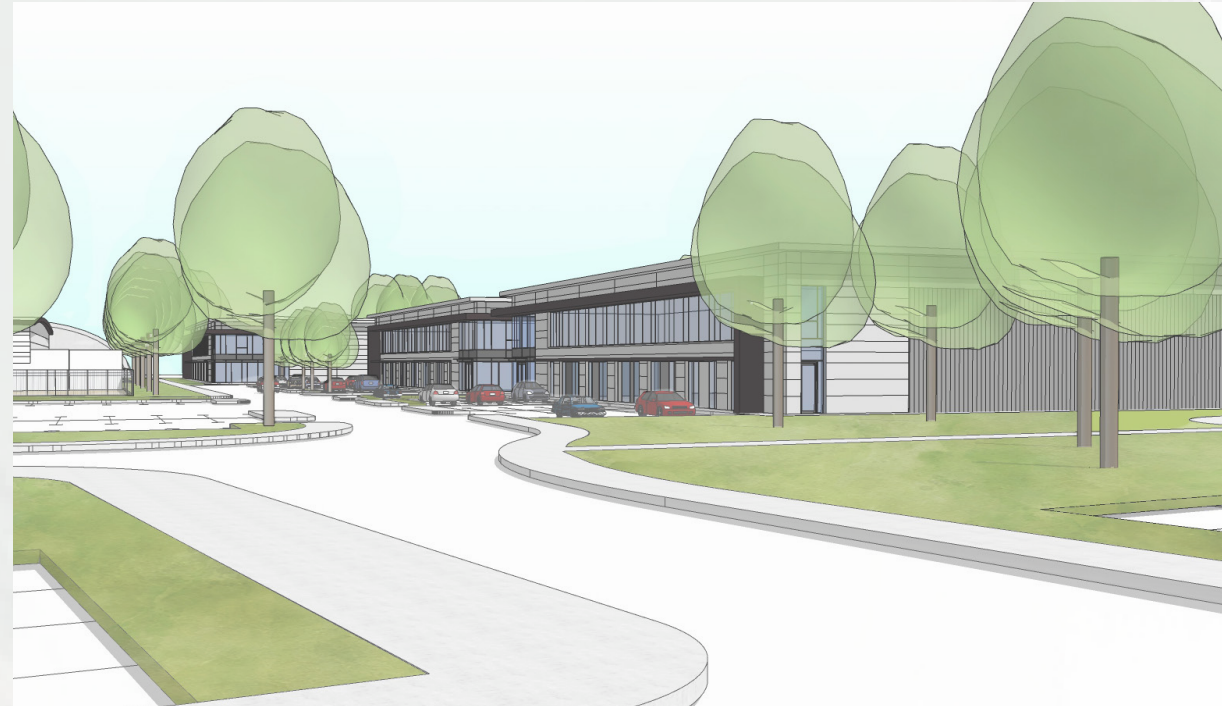
SITE VISUAL 01



UNIT STUDIES VIEW 02



SITE VISUAL 03



UNIT STUDIES VIEW 03



PRECEDENT STUDIES

