



**Bloor Homes**

**Land South of Banbury Rise, Banbury**

**Travel Plan**

July 2022

Project Code: 06104

**PJA**  
Seven House  
High Street  
Longbridge  
Birmingham  
B31 2UQ  
UK  
**pja.co.uk**



## Version Control and Approval

Version	Date	Main Contributor	Issued by	Approved by
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### Prepared for

Jon Bryan  
Bloor Homes





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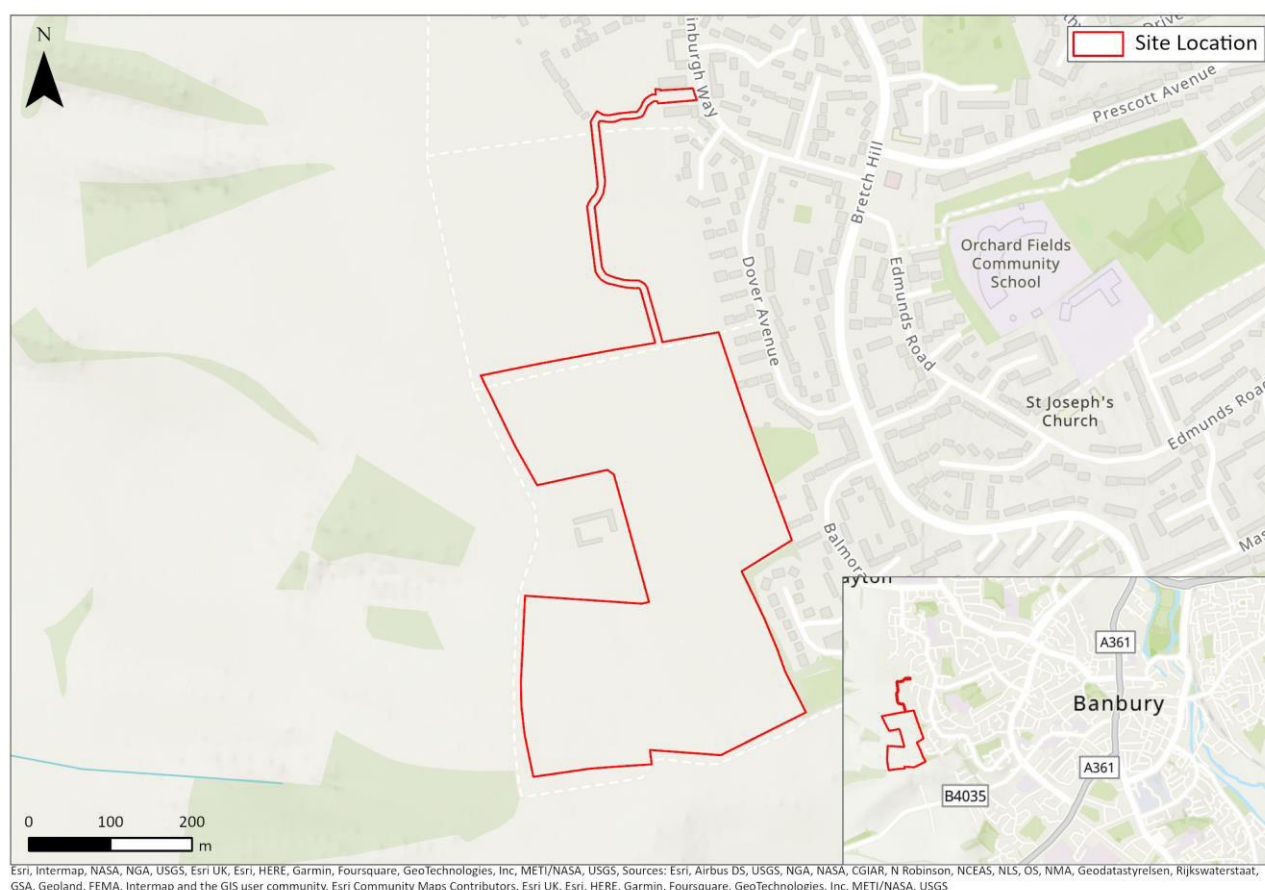


## I Introduction

### I.1 Overview

- 1.1.1 PJA has been appointed by Bloor Homes Western to prepare a Travel Plan to accompany an outline application *“for a residential development comprising up to 250 dwellings (with up to 30% affordable housing), public open space, landscaping and associated supporting infrastructure. Means of vehicular access to be determined via Edinburgh Way, with additional pedestrian and cycle connections via Dover Avenue and Balmoral Avenue. Emergency access provision also via Balmoral Avenue. All other matters reserved.”*
- 1.1.2 The report will be in accordance with Oxfordshire County Council Transport for New Developments: Transport Assessments and Travel Plans (2014).
- 1.1.3 The site location is shown in Figure 1-1. An indicative masterplan is provided in Appendix A.

**Figure 1-1: Site Location**





## 1.2 Background

- 1.2.1 The consented Banbury Rise development to the north of the site is allocated within the Cherwell District Council Local Plan under Policy Banbury 3 (West of Bretch Hill) and is currently under phased construction, as shown in Figure 1-2. The site to the north has consent (through outline and Reserved Matters, and full planning permission) for 480 dwellings and a small parcel of employment land.

**Figure 1-2: Site Context Plan**



- 1.2.2 The original obligation relating to the Banbury Rise development required a Travel Plan to be in place for a period of five years from initial occupation; the Travel Plan is currently in Year 4.
- 1.2.3 It is likely upon initial occupation of the proposed development, that the Banbury Rise TP will be approaching the end of the five year period beyond which the arrangements and ongoing activities would need to be agreed with OCC.
- 1.2.4 This TP submitted with the planning application for the proposed development draws on the principles adopted for the Banbury Rise development in order to pursue a holistic approach albeit the TP may be taken forward separately depending on the outcomes of the Year 5 monitoring.



## **I.3 Report Purpose**

1.3.1 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 initiatives that seek to:

- Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles;
- Promote the use of alternative means of travel which are more sustainable and environmentally friendly; and
- Reduce emissions.

1.3.2 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; and
- To promote sustainable travel choices for local residents.

## **I.4 Report Structure**

1.4.1 The remainder of this report is structured as follows:

- **Section 2:** Policy Guidance;
- **Section 3:** Baseline Transport Conditions;
- **Section 4:** Development Site;
- **Section 5:** Travel Plan Management and Coordination;
- **Section 6:** Travel Plan Measures
- **Section 7:** Targets, Review and Monitoring; and
- **Section 8:** Action Plan.



## 2 Policy Guidance

### 2.1 Overview

- 2.1.1 This chapter sets out the policy context in relation to the site at a national, regional, and local level. The summary at the end of the chapter demonstrates how the development accords with these policies.

### 2.2 National Policy

#### National Planning Policy Framework (NPPF) (2021)

- 2.2.1 The National Planning Policy Framework (NPPF) was updated in July 2021 and sets out the government's planning policies for England and how these are expected to be applied to achieve sustainable development.
- 2.2.2 Policies aimed at promoting sustainable development are covered by Paragraphs 104 to 113 of the NPPF with Paragraph 104 stating that:-

*“Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:*

- a) the potential impacts of development on transport networks can be addressed;*
- b) opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) patterns of movement, streets, parking and other transport considerations are integral to the design of schemes and contribute to making high quality places.”*

- 2.2.3 Paragraph 110 states:

*“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:*

- a) appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;*
- b) safe and suitable access to the site can be achieved for all users;*





*c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*

*d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.”*

#### 2.2.4 Paragraph 111 states:

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

#### 2.2.5 Paragraph 112 states:

*“Within this context, applications for development should:*

*a) 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;*

*b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*

*c) 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;*

*d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*

*e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”*

### **Planning Practice Guidance 2014 (PPG 2014)**

#### 2.2.6 PPG 2014 provides information on:

- When a Travel Plan is required;
- How the need for and scope of a Travel Plan is established;
- What information should be included in Travel Plans; and
- How Travel Plans can be monitored.



2.2.7 PPG 2014 states that:

*“Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.*

*Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay, and they should seek to fit in with wider strategies for transport in the area.”*

2.2.8 They 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; and
- Provision of improved public transport services.

2.2.9 With regard to monitoring, PPG 2014 states that:

*“The length of time over which monitoring will occur, and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.”*

2.2.10 Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.

**Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009)**

2.2.11 In April 2009, the Department for Transport (DfT) issued the document Good Practice Guidelines: Delivering Travel Plans through the Planning Process.

2.2.12 The Guidelines suggest that travel plans are living documents, and in order to stay relevant and remain effective, they need to be regularly updated as part of the iterative process. The Guidelines are recommendations which:



*“Aim to help all those involved in creating and implementing travel plans – local authority planners, transport and travel plan officers, developers and consultants – understand the processes involved and good practice steps for achieving successful and sustainable travel plans. Travel plans can be a key tool in achieving national, regional and local objectives to manage the demand for movement and improve accessibility for everyone”*

## 2.3 Regional Policy

### **Oxfordshire Local Transport Strategy 2015-2031 (LTP 4)**

- 2.3.1 The LTP 4 was agreed in 2015 and was updated in 2015 to place greater emphasis on improving air quality and making better provision for walking and cycling. The purpose of this document is to provide a clear strategy for developing the transport system in Oxfordshire to 2031.
- 2.3.2 The Core Transport Goals of the LTP are as follows:
- To support jobs and housing growth and economic vitality;
  - To reduce transport emissions and meet our obligations to Government;
  - To protect, and where possible enhance Oxfordshire’s environment and improve quality of life; and
  - To improve public health, air quality, safety and individual wellbeing.
- 2.3.3 Policy 01 seeks to ensure that the transport network supports sustainable economic and housing growth in the county, whilst protecting and where possible enhancing its environmental and heritage assets, and supporting the health and wellbeing of its residents.
- 2.3.4 Policy 02 seeks to manage and, where appropriate, develop the country’s road network to reduce congestion and minimise disruption and delays, prioritising strategic routes.
- 2.3.5 Policy 03 advocates measures and innovation that will make more efficient use of transport network capacity by reducing the proportion of single occupancy car journeys and encouraging a greater proportion of journeys to be made on foot, by bicycle, and/or by public transport.
- 2.3.6 Policy 18 outlines the need to reduce travel by improving internet and mobile connectivity and other initiatives that enable people to work at or close to home.
- 2.3.7 Policy 19 encourages the use of modes of travel associated with healthy and active lifestyles.
- 2.3.8 Policy 20 states that Oxfordshire Country Council seeks to carry out targeted safety improvements on walking and cycling routes to school, to encourage active travel and reduce pressure on school bus transport.



- 2.3.9 Policy 22 will promote the use of low or zero emission transport, including electric vehicles and associated infrastructure where appropriate.

### **Oxfordshire Plan 2050**

- 2.3.10 The Oxfordshire Plan 2050 is a strategic planning document that aims to set out how the Housing and Growth Deal (secured by the Future Oxfordshire Partnership) can be delivered. It covers all six local authorities within Oxfordshire and sets out the strategy across a variety of topics and disciplines.
- 2.3.11 The document was recently consulted on as part of the Regulation 18 process. This consultation has now closed. The consultation document sets out various key themes and potential policies to support these.
- 2.3.12 Theme Four relates to Planning for Sustainable Travel and Connectivity. Of note, the documents sets out:
- Planned development is likely to increase travel demand. It is important that this is managed and the uptake of sustainable travel modes encouraged and the need to travel reduced.
  - Significant improvements to bus/rail network and active travel network are required across the county.
  - Technology and innovation have a big part to play in the future transport strategy. To include high quality mobile digital connectivity to promote home and flexible working and the uptake of low/zero carbon vehicles.
- 2.3.13 Potential policies are put forward to meet the objectives of the Oxfordshire Plan 2050 to include:
- Policy Option 17 – towards a net zero carbon network, which sets out all development should be planned to support the delivery of net zero, including:
    - Supporting enhanced walking and cycling networks and routes.
    - Supporting delivery of enhancements to the bus/rail network.
    - Supporting delivery of improvements to transport interchange.
    - Supporting delivery of measures that improve the efficiency and effectiveness of freight and logistics.
    - Supporting delivery of improvements to the local and strategic road network that are consistent with delivering the net zero position.
  - Policy Option 18 – Sustainable Transport in New Development - this sets out that all development proposals should consider and plan for transport and access against a vision, focussed on enabling people to travel by active and sustainable means. In particular, plans should be considered in a hierarchical way as follows:



- Reducing the need to travel.
- Planning for sustainable travel modes.
- Providing for zero emission vehicle use including provision of EV charging.
- Policy Option 20 – Digital Infrastructure – all new residential developments should plan for provision of fixed and mobile technology from the outset. This will support the reduction in the need to travel.
- Policy Option 21 – Strategic Infrastructure Priorities – new development needs to be supported by high quality infrastructure delivered in a timely fashion alongside delivery of development. Funds can be secured via s106 payments.

### **Oxfordshire County Council Transport for New Developments: Transport Assessments and Travel Plans (2014)**

- 2.3.14 The document provides guidance on the preparation of Travel Plans. Appendix 5 of the guidance provides information for the preparation of Full Travel Plans, while Appendix 8 of the guidance provides information for the preparation of a Residential Travel Plan. This involves information regarding appropriate management, measures, modal shift targets and guidance for the monitoring process.

### **Oxfordshire Travel Plan Monitoring Guidance DRAFT (May 2021)**

- 2.3.15 The Travel Plan Monitoring Guidance was published in draft in 2021. It sets out the monitoring requirements for Travel Plans, in terms of the following:
- Format of monitoring reports.
  - Targeted response rates.
  - Survey requirements.
- 2.3.16 When the full Travel Plan is prepared and the Travel Plan becomes operational for the site, then the above will be complied with.

## **2.4 Local Policy**

### **The Cherwell Local Plan (2011-2031)**

- 2.4.1 The purpose of this document is to guide the changing use of land in Cherwell. This version of Cherwell's Local Plan was formally adopted in July 2015 and subsequently readopted in December 2016. The Local plan sets the long-term strategic 'spatial vision' for the local authority area.
- 2.4.2 The requirement for a Travel Plan to accompany applications is made clear throughout the document in order to ensure new sites are accessible by sustainable modes of transport and the traffic impact of the development is minimised.



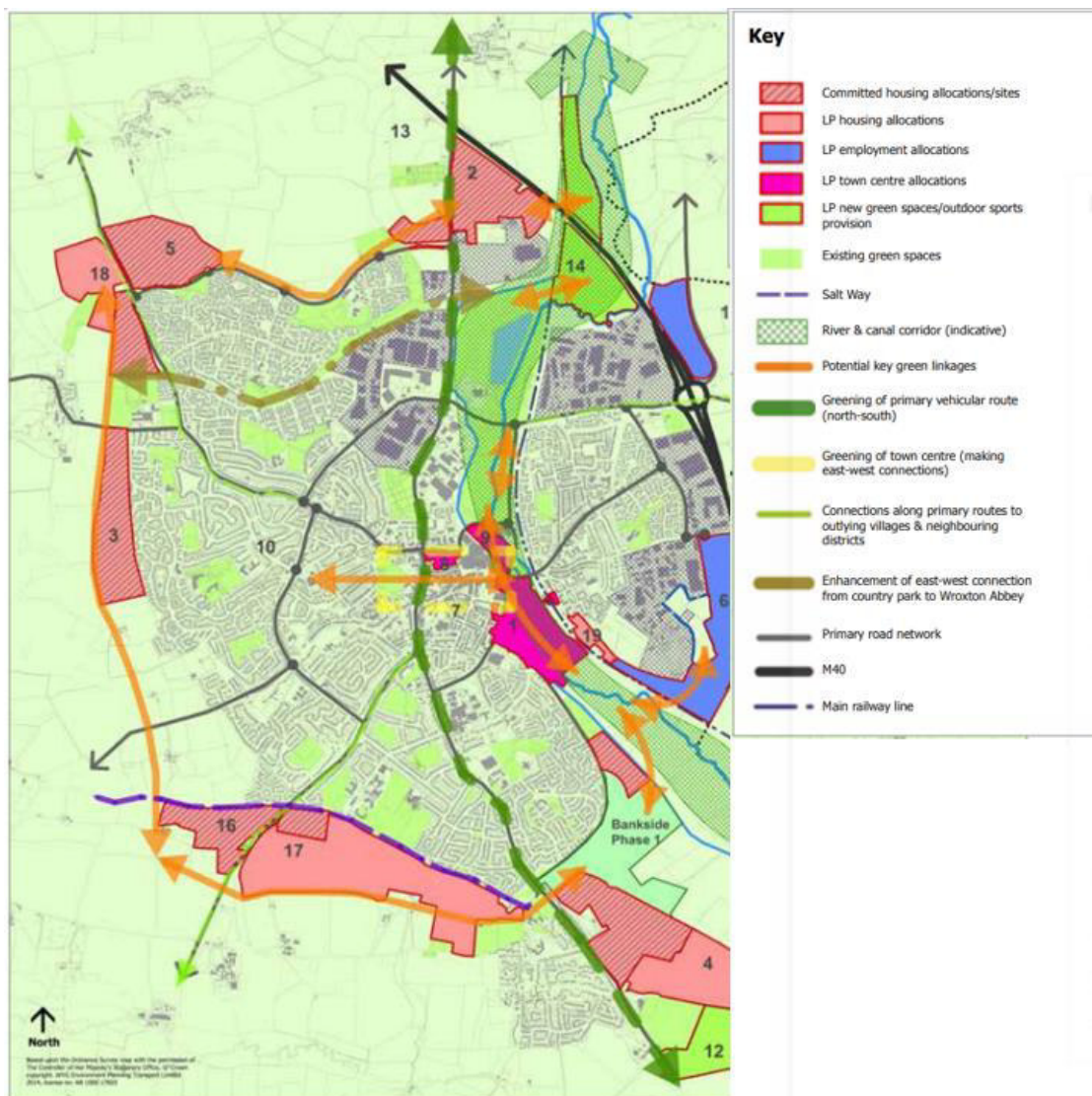
### **Cherwell Local Plan Review 2040**

- 2.4.3 The Local Plan is prepared in accordance with public interests and to provide a framework for guiding development and informing decision making. This updated version of the Cherwell Local Plan seeks to update some of the current local plan policies and to address the needs of Cherwell up until 2040. This edition of the Local Plan is yet to be adopted, but once it has been adopted it will replace the Cherwell Local Plan 2015.

### **Adopted Banbury Vision and Masterplan SPD (2016)**

- 2.4.4 The purpose of this document is to establish a long-term vision for the town and to identify projects and initiatives that will support this future growth. One key element of the vision is to reduce congestion and improve accessibility.
- 2.4.5 Some of the following approaches are recommended for improving the transport network into and through the town:
- Junction improvements at Cherwell Street and Bridge Street, which will improve capacity, bus access to the town centre and pedestrian links to the railway station.
  - Improvements to the Bloxham Road (A361) junction with Queensway and Springfield Avenue.
  - Improvements to the Warwick Road (B4100) roundabout junctions with the A422 Ruscote Avenue and Orchard Way.
- 2.4.6 The SPD recommends working with Oxfordshire County Council and bus operators to establish commercially viable services which provide key links into the town and between residential and employment areas.
- 2.4.7 Figure 2-1 presents Banbury's long-term environmental vision, which seeks to establish key green corridors between adopted employment and residential allocations on the periphery of the town. These corridors will be key for establishing sustainable connectivity for the long-term growth of the town and establishing a zero-carbon future.

**Figure 2-1: Banbury Movement Masterplan**



## 2.5 Summary

2.5.1 The following aspects from National, Regional and Local Policy will underpin the assessment:

- The proposals will evaluate the impact of the development proposals and utilise opportunities to promote active and sustainable travel;
- Proposals will advocate active travel, public transport and low or zero emission approaches to protect Oxfordshire's environment and quality of life;
- Street design will be key for delivering an inclusive development, which seeks to improve economic and social well-being and improve the health of residents; and
- Street design will be inclusive to deliver improved economic and social well-being and improved health for residents, as accommodating active and sustainable travel designed is incorporated.





### 3 Baseline Transport Conditions

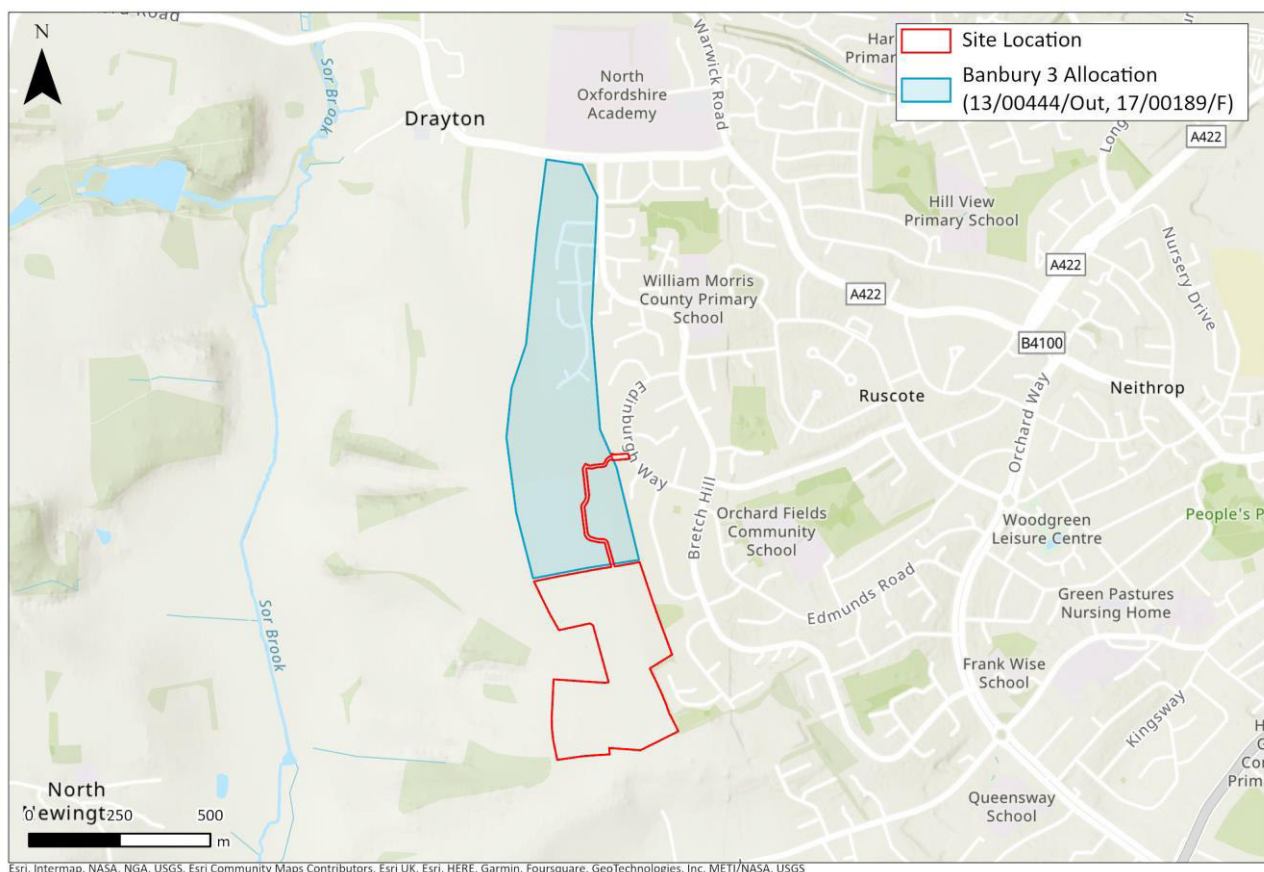
#### 3.1 Overview

3.1.1 This section provides a summary of the existing transport conditions at the site and on the surrounding highway network. It is based on the findings of a desktop study.

#### 3.2 Site Location and Context

3.2.1 The proposed development is located to the west of Banbury, and is bounded by residential dwellings to the east, the consented Banbury Rise residential development to the north, open fields to the south and a farm track to the west which leads to Withycombe Farm (which adjoins the site's western boundary). It should be noted that Banbury Rise remains subject to a build out. At the time of preparing this report, a total of 371 dwellings are built and occupied on the Banbury Rise site with a further 109 planned for completion.

Figure 3-1: Site Context Plan



3.2.2 The consented Banbury Rise development to the north of the proposed site is allocated within the Cherwell District Council Local Plan under Policy Banbury 3 (West of Bretch Hill) and is currently





under construction. The site has consent (through outline and Reserved Matters, and full planning permission) for 480 dwellings and a small parcel of employment land.

### **3.3 Local Highway Network**

#### **Bretch Hill**

- 3.3.1 Bretch Hill is a single carriageway road, approximately 6.8m in width and subject to a 20mph speed limit. Approximately 55m south of the Bretch Hill/Stratford Road junction there is a narrowing of the carriageway which reduces the lane width to 2.5m, with priority given to vehicles travelling northbound. Additionally, there is a 7.5ton weight restriction imposed along Bretch Hill.
- 3.3.2 The George Parish Road/Bretch Hill junction provides the northern access point to the Banbury Rise development.
- 3.3.3 There is footway provision consistently provided along the eastern side of the carriageway and street lighting. There is footway provision on the western side of the carriageway commencing to the north of George Parish Road which provides access to bus stops located along Bretch Hill.
- 3.3.4 As part of the obligations attached to the Banbury Rise consent, highway works have been completed on Bretch Hill to remove a build out, delivered under s278 agreement.

#### **Edinburgh Way**

- 3.3.5 Edinburgh Way is a single carriageway road, approximately 5.5m in width and subject to a 20mph speed limit. There is continuous footway provision on both sides of the carriageway and street lighting.
- 3.3.6 Edinburgh Way facilitates access to the consented Banbury Rise's southern access point. Further details regarding Edinburgh Way and its role within the proposed development's access is outlined in Chapter 4.
- 3.3.7 Again as part of obligations attached to the Banbury Rise consent, traffic calming has been introduced on Edinburgh Way.

#### **Stratford Road**

- 3.3.8 Stratford Road is a single carriageway road, approximately 7m in width and subject to a 30mph speed limit. The junction formed with Bretch Hill was recently improved from a simple priority junction to provide a right turn facility from Stratford Road.



## Dover Avenue

- 3.3.9 Dover Avenue is a single carriageway road, approximately 5m in width and subject to a 20mph speed limit. There is footway provision on both sides of the carriageway and street lighting. To the north Dover Avenue connects to Edinburgh Way and to the south it connects to Bretch Hill.

### 3.4 Local Facilities and Accessibility

- 3.4.1 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 2,000m can be considered as a preferred maximum with 'desirable' and 'acceptable' distances being 500m and 1,000m respectively. It should be noted that journeys of a longer length are often undertaken.
- 3.4.2 For non-commuter journeys, the guidance suggests that walk distances of up to 1,200m can be considered as a preferred maximum, with the 'desirable' and 'acceptable' distances being 400 and 800m respectively. Again, it should be noted that journeys of a longer length are often undertaken.
- 3.4.3 Assuming a typical walking speed of approximately 1.4m/s, Table 3-1 summarises the broad walk journey times that can fall under each category, from the Institute of Highways and Transportation (2000).

**Table 3-1: IHT Walking Standards**

IHT Standard	Distance (m)		Walk Time (mins)	
	Commuting and Walking to School	Other, non-commuter journeys	Commuting and Walking to School	Other, non-commuter journeys
Desirable	500	400	6	5
Acceptable	1,000	800	12	10
Preferred Maximum	2,000	1,200	24	14

- 3.4.4 The distances between the nearest site access point and key facilities, along with other facilities, are set out in Table 3-2.

**Table 3-2: Access to Local Amenities**

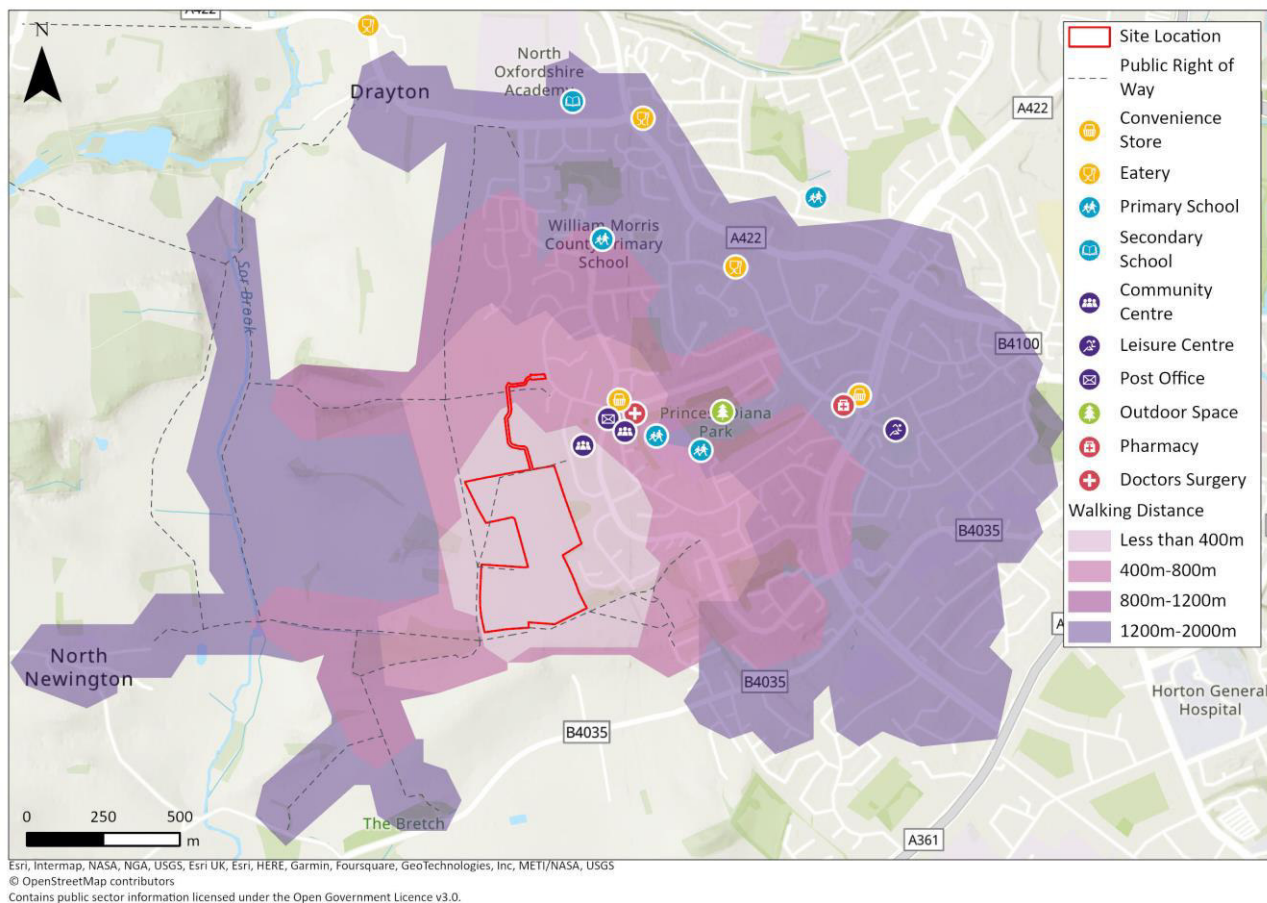
Type	Description/Name	Location	Distance from pedestrian/cycle access point (km)	Compliant with IHT Standard?	Approximate Journey Time (mins) <sup>1</sup>	
					Walking	Cycling
Employment	Banbury Town Centre	Banbury	2.2	-	25	6
Food Retail	Londis	Bretch Hill	0.4	Desirable	5	1
	Nisa Local	The Fairway	1.2	Preferred Maximum	13	3
	The Fairway Fish Bar	The Fairway	1.2	Preferred Maximum	15	3
	Barley Mow Banbury	Warwick Rd	1.8	-	20	5
Non-Food Retail	Bradley Arcade Post Office	Bretch Hill	0.4	Desirable	5	1
	The Hill Sports and Community Facility	Dover Avenue	0.1	Desirable	1	1
	The sunshine centre	Bretch Hill	0.4	Desirable	5	1
	Woodgreen Leisure Centre	Hilton Rd	1.3	Desirable	14	4
Education	North Oxfordshire Academy	Stratford Rd	1.5	Preferred Maximum	18	5
	William Morris Primary School	Bretch Hill	0.85	Acceptable	10	3
	St Joesph RC Primary School	Mold Crescent	0.65	Acceptable	8	2
	Orchard Fields Community Primary	Edmunds Rd	0.5	Desirable	6	1
	Frank Wise School	Hornbeam Close	1.7	Preferred Maximum	21	6
Health	Wignall Dr D J	West Bar Street	2.1	-	25	6
	Peak Pharmacy	The Fairway	2.3	-	29	8
Outdoor Space	Princess Diana Park	Prescott Close	0.6	Acceptable	7	2

<sup>1</sup> Assuming a 1.4m/s walking speed as given in the IHT publication 'Guidelines for Providing for Journeys on Foot' (2000)

A cycling speed of 4.4m/s has been taken from the Sustrans Information Sheet FF11 or 'Cycle Friendly Employers' Information Sheet' and states that "a five mile journey can be comfortably cycled by an adult in 30 minutes"



**Figure 3-2: Local Amenities (Walking Distance for commuter journeys)**



3.4.5 Manual for Streets<sup>2</sup> classifies ‘Walkable Neighbourhoods’ as having access to a range of facilities up to 800m. Nevertheless, this is not an upper limit and guidance provided by PPS3 (Planning Policy Statement) advises that walking has the capacity to replace car journeys for up to 2km.

3.4.6 Based on the guidance outlined above, the proposed development can be defined as being situated within a walkable neighbourhood with several key amenities (Leisure clubs, educational facilities and food retail) are within what is considered an acceptable walking distance. The routes to amenities presented in Table 3-2 are suitable for pedestrians, as within the existing highway network there is a network of footways with streetlighting and suitable crossing facilities where applicable.

2

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### 3.5 Sustainable Travel

#### Walking

- 3.5.1 Within the local highway network there is adequate pedestrian infrastructure to support access to key amenities and Banbury town centre. The infrastructure provision is primarily in the form of dropped kerbs and tactile paving, however, along roads closer to the town centre there are controlled crossings which provide safe access.

#### Cycling

- 3.5.2 Guidance on Local Cycling and Walking Infrastructure Plans (LCWIPs) from the Department for Transport (DfT), states that it is possible for cycling to replace trips made by other modes of transport, typically up to 10km. However, it also outlines that some individuals may be able to cycle further.
- 3.5.3 The National Cycle Route 5 (NCR) is located to the south-west of the proposed site. Access can be achieved via the public rights of way to the west of the site and Broughton Road. The NCR 5 provides a connection for onward journeys to the east and south to Longford Park, Bloxham and Oxford. NCR 5 routes to the north and west provide a connection to Stratford-upon Avon and Redditch, as well as, intersecting the NCR 48 at Shipston-on-Stour.
- 3.5.4 Banbury's Local Cycling and Infrastructure Plan (LCWIP) is currently under development<sup>3</sup>, as the consultation stage for route enhancements occurred during May and June 2022. The publication of the consultation summary will be available in October 2022.
- 3.5.5 Table 3-3 provides a summary of the applicable route enhancements:

**Table 3-3: LCWIP Consultation Route Enhancements**

Route	Enhancement
Queensway – High Street	<ul style="list-style-type: none"> <li>– New Modal filters</li> <li>– New pedestrian and cycling crossings</li> <li>– Junction amendment (B4035/A361/High Street)</li> </ul>
Southam Rd – Bloxham Rd	<ul style="list-style-type: none"> <li>– New pedestrian and cycle crossings along Orchard Way, Woodgreen Avenue and Queensway</li> <li>– Several junction amendments along this route</li> </ul>

<sup>3</sup> <https://letstalk.oxfordshire.gov.uk/banbury-lcwip-initial>

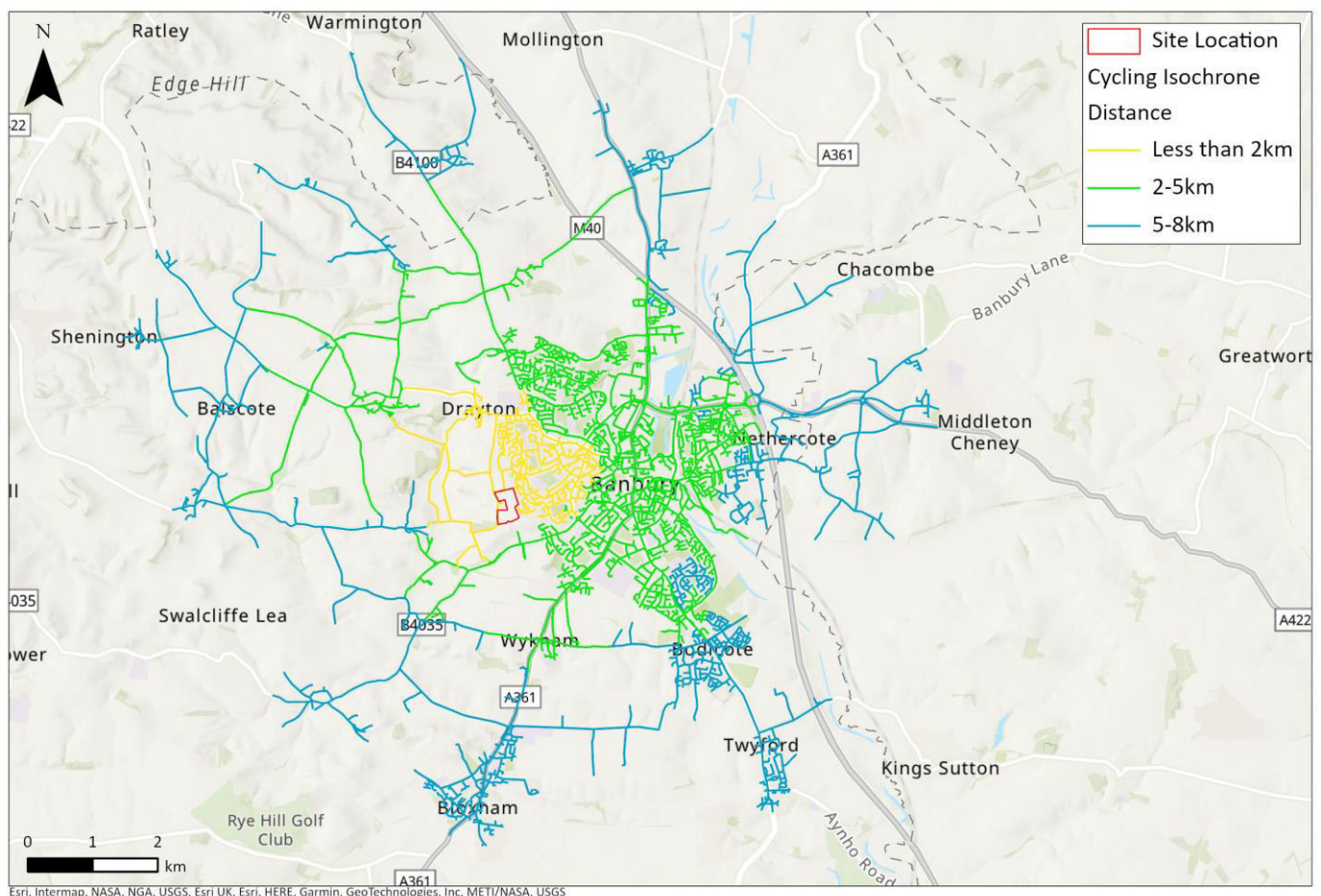


Route	Enhancement
Village Route 1	– Route from Woodgreen Avenue to Wroxton
Village Route 2	– Route from North Newington to Wood Green Avenue

3.5.6 Overall, these proposals intend to improve access and improve the propensity to travel by active travel modes. The range of infrastructure improvements will make individuals feel safer, as new crossing points and traffic calming will create a network which is in accordance with LTN 1/20.

3.5.7 Figure 3-3 demonstrates the surrounding areas which is accessible from the proposed development.

**Figure 3-3: Cycling Isochrone**



3.5.8 Figure 3-3 demonstrates that the whole of Banbury is within a reasonable cycling distance of the proposed site. The isochrone was measured from the vehicular and pedestrian/cycle access points

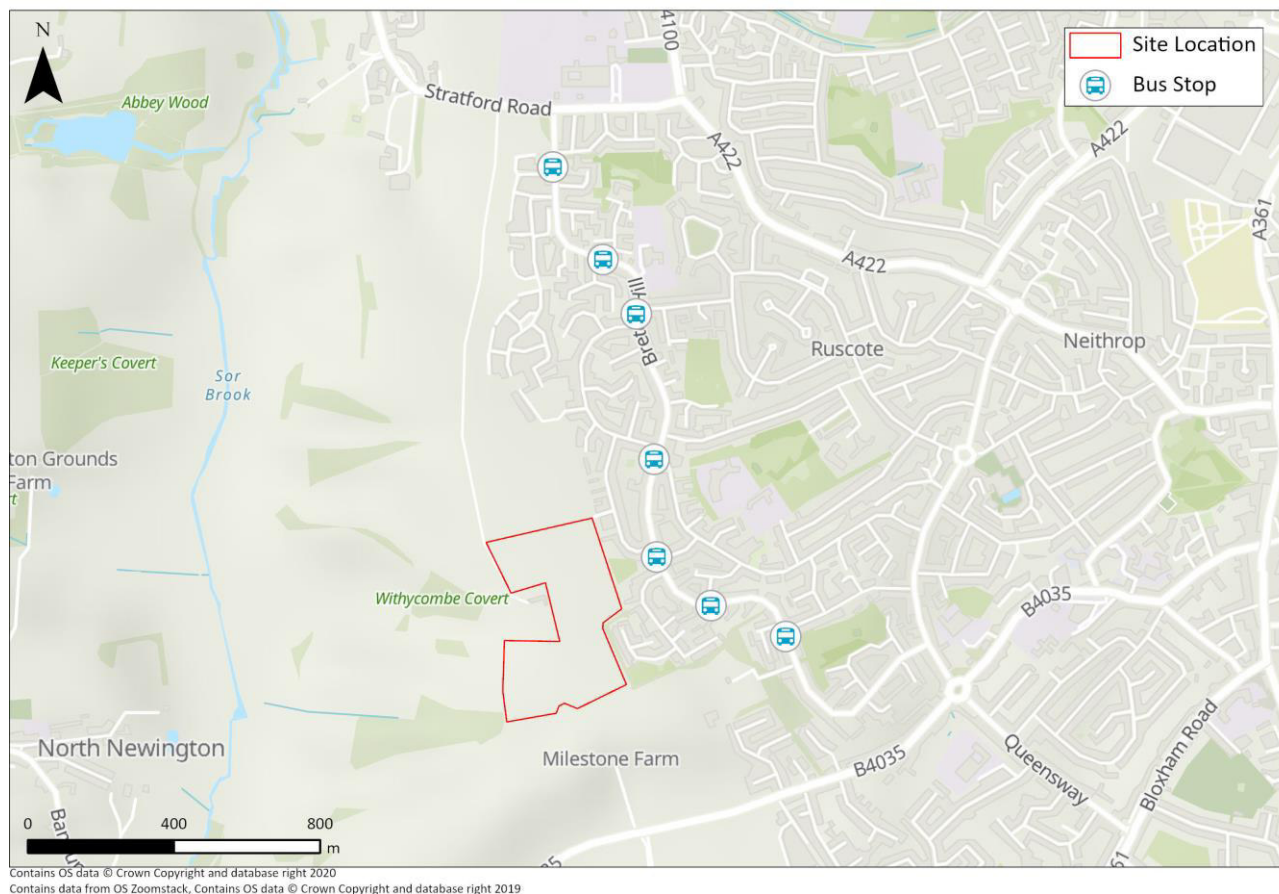


which are discussed in further detail within Chapter 4. Subsequently, it is considered that cycling is a viable choice for residents wanting to commute into the centre of Banbury or the local railway station. The railway station is 3.4km east of the site and a 11-minute cycle time from the pedestrian and cycle access point.

## Bus

- 3.5.9 Several bus stops are located along Bretch Hill, and they benefit from a high-frequency service (Figure 3-4). The nearest bus stop is adjacent to Dover Way's southern junction with Bretch Hill, approximately 210m south-west of the pedestrian and cycle access point. Currently, there is a bus shelter.
- 3.5.10 The CIHT<sup>4</sup> recommends that new developments are within 400m of bus stops, therefore, these proposals support best current practice and guidance regarding bus stop accessibility.

**Figure 3-4: Bus Stop Locations**



<sup>4</sup> [https://www.ciht.org.uk/media/4459/buses\\_ua\\_tp\\_full\\_version\\_v5.pdf](https://www.ciht.org.uk/media/4459/buses_ua_tp_full_version_v5.pdf)



**Table 3-4: Local Bus Services**

Service Number	Route	Operator	First Service	Last Service	Frequency		
					Mon- Friday	Saturday	Sunday
B5	Banbury – Bretch Hill	Stagecoach	06:00	20:00	Every 15 minutes	Every 15 minutes	Every 15 minutes

## Rail

- 3.5.11 The nearest railway station is Banbury railway station, which is approximately 3.4km away from the proposed development. The railway station is served by Chiltern Railways and Great Western Railway, which facilitate access to destinations such as London Marylebone, Birmingham Snow Hill, Birmingham Moor Street, Bournemouth and Oxford. The station benefits from a one train per hour service for Snow Hill and three trains per hour for journeys to London Marylebone.
- 3.5.12 The station has 978 car parking spaces (14 accessible spaces) and 63 cycle parking spaces. The station is an 11-minute journey by bicycle. Additionally, the railway station is directly accessible via the B5 bus route which is accessible from any bus stop along Bretch Hill.





## 4 Development Site

### 4.1 Overview

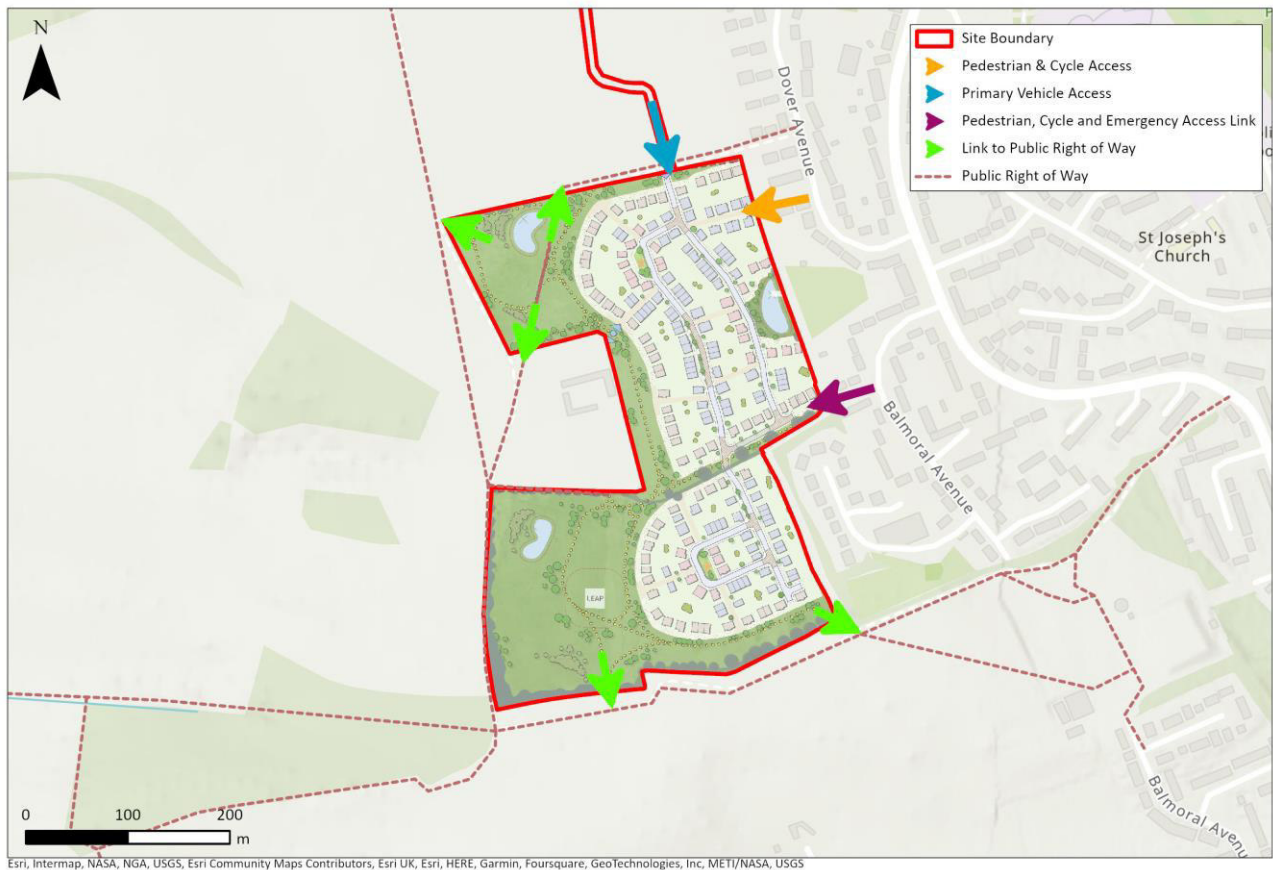
- 4.1.1 Outline permission is sought “for a residential development comprising up to 250 dwellings (with up to 30% affordable housing), public open space, landscaping and associated supporting infrastructure. Means of vehicular access to be determined via Edinburgh Way, with additional pedestrian and cycle connections via Dover Avenue and Balmoral Avenue. Emergency access provision also via Balmoral Avenue. All other matters reserved”. The site layout is included within Appendix A.

### 4.2 Access, Layout and Parking

- 4.2.1 General vehicle access will be achieved through the consented development to the north of the site (planning ref: 13/00444/OUT and 17/00189/F). Emergency access would be provided via Balmoral Avenue.
- 4.2.2 Pedestrian and cycle access would be provided via the vehicle access points, including the proposed emergency access via Balmoral Avenue. A further pedestrian/cycle access is proposed via Dover Avenue. These pedestrian and cycle access points along the eastern boundary aid connectivity to the existing neighbourhood and local facilities. It is also proposed to connect to the adjacent PROW network including connections to the south east towards new development and to the farm track. The access strategy is illustrated in Figure 4-1 and further details are provided in the accompanying Transport Assessment.



**Figure 4-1: Access Strategy**



4.2.3 The application is in outline so the precise details of the layout and parking would be determined through reserved matters stage. The Transport Assessment provides details of the principles which will be followed when considering the site at reserved matters stage. These principles comply with local and national policy.



## 5 Travel Plan Management and Coordination

### 5.1 Introduction

- 5.1.1 This section provides details of the coordination of the TP, including details of the TPC who would play an integral role in the successful delivery of the TP.

### 5.2 Travel Plan Coordinator (TPC)

- 5.2.1 It is fundamental to the success of the Travel Plan that sufficient resources are allocated to develop and implement the measures in the plan. In line with standard practice for a development of this size, a Travel Plan Coordinator (TPC) will be appointed for a period of five years to track targets while ensuring that active and sustainable travel is encouraged.
- 5.2.2 The TPC is responsible for the following tasks:
- Administration and the day-to-day operation of the Travel Plan;
  - First point of contact for resident's travel queries;
  - The collation and dissemination of all forms of travel information to residents;
  - Implementing the initiatives set out in the following section;
  - Undertaking regular monitoring and reviews in accordance with the strategy outlined in Section Seven; Liaising with officers of OCC and TPCs from other developments in the area.
- 5.2.3 The Travel Plan associated with the Banbury Rise development is currently coordinated by PJA. The precise arrangements moving forward for the application site would be confirmed at the appropriate stage.



## 6 Travel Plan Measures

- 6.1.1 This chapter provides an overview of the range of initiatives which will be implemented in order to encourage residents to travel by more sustainable modes. These initiatives will be periodically reviewed to ensure that they are applicable to the evolving needs of residents.
- 6.1.2 The initiatives contained within this document will be supported by the development for a five-year period from initial occupation of the development. This will give the initiatives sufficient time to embed the ethics of 'greener travel' in residents and should promote greater awareness of travel choice.
- 6.1.3 In order to meet the aims and objectives for sustainable travel set out in this TP, a number of measures are identified. The measures are split into the following categories:
- Measures to Promote and Encourage Walking and Cycling;
  - Measures to Promote and Encourage Public Transport Use;
  - Measures to Promote and Encourage Car Sharing; and
  - Measures to Reduce the Need to Travel.
- 6.1.4 The vast majority of measures are 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 each form of sustainable travel mode are outlined in more detail below.

### 6.2 Sustainable Travel Information Packs

- 6.2.1 The measures outlined will be consistent with the measures promoted in the adjacent Banbury Rise development. The following items will be included in the Travel Information Packs to encourage the uptake of support sustainable travel to/from the proposed residential development:
- Walking and cycling maps illustrating local routes;
  - Map showing the location of local amenities including schools, GP surgeries, local stores and shopping centres;
  - Approximate walk and cycle times to local amenities;
  - Site specific public transport information, including location of bus stops, connections to railway stations, and links to operator websites;
  - Information on local shopping and home delivery services, including Amazon and grocery delivery;
  - Information on the use and benefits of car sharing;
  - Travel Plan Coordinator contact details, including the offer of personalised journey planning;



- Useful websites/contacts for public transport, walking, cycling and car-sharing schemes;
- Details of national sustainable travel events such as cycle to work week; and
- Promotion of Smartphone apps for up-to-date/real-time public transport, walking and cycling information/maps etc.

6.2.2 The Sustainable Travel Information Packs have been and will continue to be distributed to each household upon occupation at the Banbury Rise development and have also been made available electronically. It is suggested that this would continue for the proposed development.

### **6.3 Marketing Regime**

6.3.1 The on-site marketing suite will be an information point containing public transport, walking and cycling maps, public transport timetable information, promotional materials etc.

6.3.2 Marketing emails are sent to residents on a regular basis at the Banbury Rise development, up to a maximum of four times per year. This includes updates on sustainable travel opportunities surrounding the development, and promoting sustainable travel events. It is suggested that this arrangement would continue for the proposed development.

6.3.3 On-going promotion of events is essential to maintain sustainable travel, for example 'Bike Week' (<https://www.cyclinguk.org/bikeweek>) or 'Liftshare Week' (<https://liftshare.com/uk/liftshare-week>). It is the role of the TPC to publicise such events and efforts would be combined with the travel planning activities rolled out at the Banbury Rise development.

### **6.4 Measures to Promote and Encourage Walking and Cycling**

6.4.1 The following measures will be implemented to promote and encourage residents to walk and cycle around Banbury:

- Increased awareness of the health benefits of walking and cycling through promotional material and taking part in national events.
- Provide key information relating to walking routes and promote wayfinding to residents through marketing strategy.
- Information on relevant cycle training for residents (Increased awareness of the health benefits of walking and cycling through promotional material and taking part in national events).
- Provide cycle parking facilities in accordance with local standards.
- Personalised Travel Planning will be offered to all residents to provide guidance on travel choices.
- The TPC will explore the possibility of negotiating a discount on cycling equipment from local cycle shops.



## **6.5 Measures to Promote and Encourage Public Transport Use**

6.5.1 The following measures will be implemented to promote and encourage residents to use public transport:

- Provision of timetables and information about local public transport stops and services through the Travel Information Pack and through marketing emails.
- Journey planning websites will be promoted (<https://www.stagecoachbus.com/plan-a-journey>) through the marketing regime.
- The TPC will liaise with service providers to identify any incentives or discounts on tickets.

## **6.6 Measures to Promote Car Sharing**

6.6.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For those with common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work.

6.6.2 The following measures will therefore be implemented to promote and encourage to/from the residential development:

- Information on Public Car Share Schemes such as (<https://liftshare.com/uk/search/from/banbury>) and promotion of LiftShare week will be disseminated to residents.
- Information on what car sharing is and its potential benefits, will be disseminated through the marketing regime.

## **6.7 Measures to Reduce the Need to Travel**

6.7.1 To reduce the need to travel, appropriate infrastructure will be provided to facilitate home-working and shopping by ensuring each household has the ability to connect to broadband services.

## **6.8 Personalised Travel Planning**

6.8.1 Personal travel planning (PTP) is a technique that delivers information, incentives and motivation directly to individuals to help them voluntarily make sustainable travel choices.

6.8.2 A personalised travel planning service will be offered by the TPC and would be advertised through the Sustainable Travel Information Packs and marketing emails.



## 7 Targets, Review and Monitoring

### 7.1 Introduction

- 7.1.1 The overall Travel Plan objective for the Banbury Rise development is to reduce the percentage of occupants travelling by single occupancy car. This chapter provides an indication of likely travel habits on site as surveyed from the Banbury Rise development.
- 7.1.2 This chapter provides an indication at this stage and the targets would be established as part of the preparation of the Full Travel Plan in consultation with OCC.

### 7.2 Outcomes

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

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

- 7.2.2 With the outcomes approach, the focus is placed on ensuring the performance of the TP – for example, meeting modal shift targets. The developer is then required to commit to meeting these targets, and agrees to a monitoring and review process. Should the targets not be met within the timescales stated, then it may be appropriate to implement remedial measures.
- 7.2.3 It is identified in the Good Practice Guidelines that, for new developments in particular, outcome targets should be expressed in terms of a maximum end level of car use. This figure should be lower than what would be expected should the development not have a TP.

### 7.3 Modal Split

- 7.3.1 To provide an initial indication, modal split data relating to the Banbury Rise development has been utilised.
- 7.3.2 Table 7-1 provides a summary of the baseline, Year 1 and Year 3 survey results. It is anticipated that with the adjacent development likely to be largely built and occupied along with the associated infrastructure that the Year 3 results would provide a suitable proxy for considering an interim baseline position on which to determine indicative targets. The Year 3 surveys also provide an indication of the change in travel patterns resulting from the COVID pandemic.

**Table 7-1: Banbury Rise – Modal Split Surveys**

Mode	Baseline Survey (October 2018) (100 dwellings occupied)	Year 1 Survey (November 2019) (131 dwellings occupied)	Year 3 Survey (November 2021) (329 dwellings occupied)
Train	12%	8%	7%
Bus	0%	0%	3%
Taxi	0%	0%	-
Motorcycle	-	-	-
Driving a Car/Van	62%	71%	50%
Passenger in a Car/Van	9%	17%	0%
Bicycle	0%	4%	0%
On Foot	6%	0%	3%
Other / Not in Employment	11%	0%	28%
Working from Home*	-	-	8%
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>

\*Respondents were not given the option to choose 'Working from Home' in the Baseline or Year 1 surveys, anybody doing so was likely recorded as 'Other'.

7.3.3 Once the development is occupied to a sufficient level (to be agreed with OCC), the baseline travel surveys will be deployed to help inform the final set of modal split targets for Land South of Banbury Rise.

7.3.4 It can be seen from the above table that car travel has generally reduced with an increase in working from home and bus use. By the time the baseline surveys are undertaken, it is expected that travel patterns should have stabilised.

## 7.4 Targets

7.4.1 Targets are used to monitor whether the Travel Plan is meeting the above objectives. These targets are 'SMART' in nature:

- **S**pecific, to say precisely what is being achieved;
- **M**easurable over the duration of the target;
- **A**ppropriate and linked to the overall objectives of the local authority accessibility strategy;
- **R**ealistic in terms of the potential for being achieved; and
- **T**ime bound - the target must define a date by which it is expected to be achieved.

7.4.2 The Department for Transport guidance 'Making Residential Travel Plans work' suggests an initial 10% mode shift reduction target for Single Occupancy Vehicles can be proposed for new development sites.





- 7.4.3 It should however be considered that early travel patterns may be more sustainable at the proposed development than identified in the baseline surveys for the Banbury Rise development. This is since the adjacent development and its associated infrastructure would already be in place. Furthermore, the COVID pandemic has likely resulted in a long-term change in travel patterns with more people choosing to work from home regularly and an increased uptake in active travel modes.
- 7.4.4 For this reason, an initial target of a 10% reduction may not be appropriate and this would be considered and agreed in consultation with OCC when the final Travel Plan is prepared.

## **7.5 Monitoring**

- 7.5.1 Monitoring will be essential to gauge the success of the measures adopted and meeting the targets set above. The TPC will undertake monitoring for a period of 5 years from first occupation in line with the strategy agreed for the Banbury Rise development. A monitoring report will be prepared by the dedicated TPC and submitted to OCC.



## 8 Action Plan

8.1.1 In order to ensure that the Travel Plan is effectively implemented, the measures outlined above have been arranged into Action Plan. The Action Plan clearly identifies the timescales and responsible party for each measure:

**Table 8-1: Action Plan and Progress**

Action	Responsibility	Method
<b>Marketing, Promotion and Awareness</b>		
Marketing regime to include promotion of public transport and cycling & walking (static information and annual events)	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
<b>Measures to Promote Public Transport</b>		
Links to journey planning websites	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
Provision of public transport information (frequency, bus stops, train stations)	TPC	Quarterly marketing content via email and social media infographic
<b>Measures to Promote Walking and Cycling</b>		
Negotiate with local companies e.g. cycle shops to try and secure discounts for residents of the development	TPC	Emailing and telephoning cycle shops
Provision of information on the health benefits of walking and cycling	TPC	Welcome Packs, Quarterly marketing content via email and social media infographic
Provision of information on local footways and cycle routes	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
Promotion of annual events (Bike to Work Week etc)	TPC	Quarterly marketing content via email and social media infographic
Promote the possibility of setting up residents groups for walking and cycling through marketing content, and engaging with / promoting existing groups within Banbury	TPC	Quarterly marketing content via email and social media infographic
Explore possibility of promoting walking and cycling to school initiatives with engagement with local primary schools	TPC	Quarterly marketing content via email and social media infographic
Promotion of "Cherwell FAST Cycling Routes" and similar materials, and update residents on Banbury LCWIP	TPC	Quarterly marketing content via email and social media infographic
<b>Measures to Promote Car Sharing</b>		
Promotion of Oxfordshireliftshare.com to residents	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
Information on what car sharing is and its benefits	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
Information on the benefits of home working (and home deliveries, entertainment and education)	TPC	Welcome Pack, Quarterly marketing content via email and social media infographic
<b>Monitoring Survey</b>		
Baseline Survey	TPC	To be sent out via Email, Social Media and Post
Baseline Monitoring Report	TPC	To be sent to OCC via Email



Action	Responsibility	Method
Annual Travel Surveys	TPC	To be sent out via Email, Social Media and Post
Subsequent Monitoring Reports	TPC	To be sent out via Email, Social Media and Post



**Appendix A      Site Layout**



