



Land East of Warwick Road, Banbury

Framework Travel Plan



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1 Project Information

1.1 Project Information

Client Vistry Homes Limited

1.2 Project Details

Project Name Land East of Warwick Road, Banbury

Location Drayton and Hanwell, Cherwell, Oxfordshire

Jubb Project Number 17279

1.3 Report Details

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1.4 Project Authorisation

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2 Introduction

2.1 Preamble

- 2.1.1 Jubb have been commissioned by Vistry Homes Limited to prepare a Framework Travel Plan (FTP) to provide support to an outline planning application for a proposed residential development at land accessed off Warwick Road to the north of Banbury and within the District of Cherwell.
- 2.1.2 The proposed development is located bounding the 'Land Off Warwick Road North Of Hanwell Fields' (Planning Ref: 12/01789/OUT) site to the south and within close proximity to the 'Land For Proposed Development At Drayton Lodge Farmhouse' (Planning Ref: 18/01882/OUT) site, both of which are recently consented residential sites under construction.

2.2 Development Proposals

- 2.2.1 The proposed development is for up to 170 dwellings (Use Class C3) with associated open space and vehicular access off Warwick Road, Banbury. The application will also include provision for affordable housing in accordance with the Adopted Local Plan.
- 2.2.2 The proposals include one main vehicular access to the site accessed off the B4100 Warwick Road on the western boundary that has been designed in accordance with relevant local and national standards.
- 2.2.3 The approach taken in developing the layout design for the site will serve to maximise movement via active modes of travel. The inclusion and proximity of high-quality pedestrian and cycle routes to the development will play an important role in connecting the development to the surroundings.
- 2.2.4 The concept of the scheme is to cater for the increasing housing demand and thus to enhance the economic prosperity and self-sufficiency of Banbury. It forms a natural extension of the future and existing residential estate to the north, and meets the longer term needs and aspirations to accommodate growth arising within the region in a sustainable manner.
- 2.2.5 The site is reasonably served by public transport (with planned enhancements) and will also be accessible by a number of cycleways and footpaths to existing facilities within the surrounding area. The design philosophy of the proposed development echoes Central and Local Government's vision to promote a sustainable transport regime with particular emphasis on priority measures for pedestrians, cyclists and public transport users.

2.3 Framework Travel Plan

- 2.3.1 This report is a FTP that proposes a series of practical measures to be implemented by the developer of the site designed to improve sustainability and reduce car usage, especially single car occupancy. Hence, the FTP forms an interim strategy for the site defining key objectives for the plan and containing a package of initiatives and mechanisms designed to reduce the number and length of car trips generated by the site.
- 2.3.2 A Travel Plan (TP) is therefore a strategic management tool designed to accommodate the specific transportation requirements associated with a site and its users. The National Planning Policy Framework states that "*transport policies have an important role to play in facilitating sustainable development, and contributing to wider sustainability and health objectives*". The Department for

Transport guidance 'Using the Planning Process to Secure Travel Plans: Best Practice Guidance' defines a TP as:

"a strategy for managing multi-modal access to a site or development, focusing on promoting access by sustainable modes. Effective travel plans can bring benefits both to existing communities and to new or expanding developments. They can assist in reducing traffic congestion, widening accessibility and reducing air pollution."

- 2.3.3 The key to sustainable development is not only the physical 'hard' measures associated to physical infrastructure but also the 'soft' initiatives and mechanisms to support non-car modes of travel, together with practices and procedures implemented at the outset of development to encourage minimal car-usage.
- 2.3.4 An Action Plan summarising the various measures associated with this FTP is provided in **Section 10**.
- 2.3.5 This document has been developed in accordance with Oxfordshire County Council (OCC) Guidance on Transport Assessment and Travel Plan and should be read in conjunction with the Transport Assessment that has been submitted as part of the planning application package for the proposed development.

2.4 Report Structure

2.4.1 The remainder of this report is set out as follows:

- **Section 3** – Travel Planning Policy Framework
- **Section 4** – Site Audit
- **Section 5** – Development Proposals
- **Section 6** – Objectives and Strategy
- **Section 7** – Travel Plan Targets
- **Section 8** – Travel Plan Measures
- **Section 9** – Monitoring and Review
- **Section 10** – Action Plan
- **Section 11** – Summary and Conclusion

3 Travel Planning Policy Framework

3.1 Introduction

3.1.1 An important consideration for any new developments is how these conform with relevant transport policies at national and local government level. The key relevant travel planning policies are discussed below.

3.2 National Policy Background

National Planning Policy Framework (NPPF)

3.2.1 The NPPF sets out the Government's economic, environmental and social planning policies for England and articulate the Government's vision of sustainable development, which needs to be interpreted and applied locally to meet local aspirations.

3.2.2 This document promotes development in locations that are, or can be, highly accessible by means other than the private car and that seek to limit parking provision for developments to discourage reliance on the car for work and other journeys where there are effective alternatives.

3.2.3 The NPPF defines TPs as "*a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed.*" It also notes that in the context of ensuring appropriate opportunities to promote sustainable transport modes can be taken up, applications for development must ensure to:

- *give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- *address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- *create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- *allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- *be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.*

National Planning Practice Guidance (NPPG)

3.2.4 The NPPG, published in March 2014 highlights the importance of TPs in the planning context and states that TPs should be considered in parallel to development proposals and be readily integrated into the design and occupation of the new site to account and mitigate for adverse impacts arising from new developments.

3.2.5 The NPPG defines TPs as:

"long-term management strategies for integrating proposals for sustainable travel into the planning process. The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through

this to thereby reduce the demand for travel by less sustainable modes. They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

3.2.6 The NPPG supports TPs as they can contribute to:

- *encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads.*

3.2.7 The NPPG notes that TPs support national planning policy by actively managing patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations, which are or can be made sustainable.

3.3 Local Policy

3.3.1 Both the LTP 'Connecting Oxfordshire: Local Transport Plan 2015-2031' (Oxfordshire County Council, 2015) and the Adopted Cherwell Local Plan (2011-2031) refer to need to promote sustainable travel patterns for all journeys associated with new development, especially for those undertaken for commuting and education purposes, and the requirement to provide a TP in order to set out the objectives, targets and measures to promote sustainability as part of new developments.

3.3.2 More detailed guidance is provided within the following documents, of which the first one provides a general guidance to preparing and completing a TP:

- 'Transport for New Developments: Transport Assessments and Travel Plans' (March 2014)
- 'Travel Plan Monitoring Guidance – Draft' (May 2021)
- 'Travel Plan & Monitoring Fee Thresholds'
- 'Travel Information Pack Guidance Document'

3.4 Transport for New Developments: Transport Assessments and Travel Plans

3.4.1 This main guidance document states that the objectives of a TP are:

- *to ensure that locations are accessible by non-car travel modes;*
- *to identify ways of reducing the need to travel to and from a development;*
- *to minimise single occupancy car travel to and from a development, particularly through providing scope for journeys to be made by other modes;*
- *to identify which measures are needed to maximise the use of non-car travel modes; and*
- *to lead to a change in the travel behaviour of individuals to a sustainable mode of travel and maintaining that change once it has occurred*

3.4.2 This guidance states that residential TPs, in particular, have to be approached differently to other types of TP "to reflect the characteristics of the development and the wide range of journeys and destinations associated with residential areas".

3.4.3 Specific measures are therefore required, which include:

- the provision of a Travel Information Pack for developments of over 10 dwellings,
- Personalised Travel Planning for developments of over 50 dwellings, and
- taster tickets for public transport and car clubs where the conditions support such measures.

4 Existing Conditions

4.1 Introduction

- 4.1.1 Current planning policies highlight the importance of integrating land-use, transport and planning decisions to address the needs of the present and future communities to create developments with good access to local infrastructure and public transport.
- 4.1.2 This section of the FTP provides a review of the existing conditions at the site in relation to transport and includes a review of the site location and of the sustainability of the site regarding the provision of alternative modes of transport to the car, including walking, cycling and public transport.

4.2 Site Location and Description

- 4.2.1 The development site is accessed off the B4100 Warwick Road to the north of Banbury. Banbury is a market town located in northern Oxfordshire, which sits astride the River Cherwell. The town lies roughly 40km west of Milton Keynes, 22km northwest of Bicester, 20km northeast of Chipping Norton, 40km south of Coventry and 35km southwest of Northampton.
- 4.2.2 The site is bounded to the north and east by open fields, to the south by the consented 'Land Off Warwick Road North Of Hanwell Fields' (Planning Ref: 12/01789/OUT) strategic development area, and to the west by B4100 Warwick Road. The site is also located within close proximity to the 'Land For Proposed Development At Drayton Lodge Farmhouse' (Planning Ref: 18/01882/OUT) site, which is also a new permitted residential site under construction.
- 4.2.3 Cherwell District Council's (CDC) The Cherwell Local Plan 2011 – 2031 ('Cherwell's Local Plan'), adopted in 2015 focusses on Bicester and Banbury as the most sustainable locations for growth in the District.
- 4.2.4 Banbury is an important urban centre and employment area in North Oxfordshire with a growing population of approx. 47,000. The town is served by junction 11 of the M40 (Birmingham-London) motorway with good road network links north to Birmingham, Coventry and Northampton, east to Milton Keynes, Brackley and Buckingham; west to Stratford-upon-Avon and Chipping Norton and south to Oxford, Bicester and Aylesbury.
- 4.2.5 The application site lies in a semi-suburb environment and is situated to the east of the B4100 (Warwick Road) on the north-western fringe of the town. It benefits from being located in close proximity to a wide range of compatible and supportive 'day to day' local services and is situated within 4km of Banbury town centre.
- 4.2.6 A Site Location Boundary Plan has been prepared by EDP and is shown in **Figure 4.1**. This is also shown as **Appendix A** to this report.

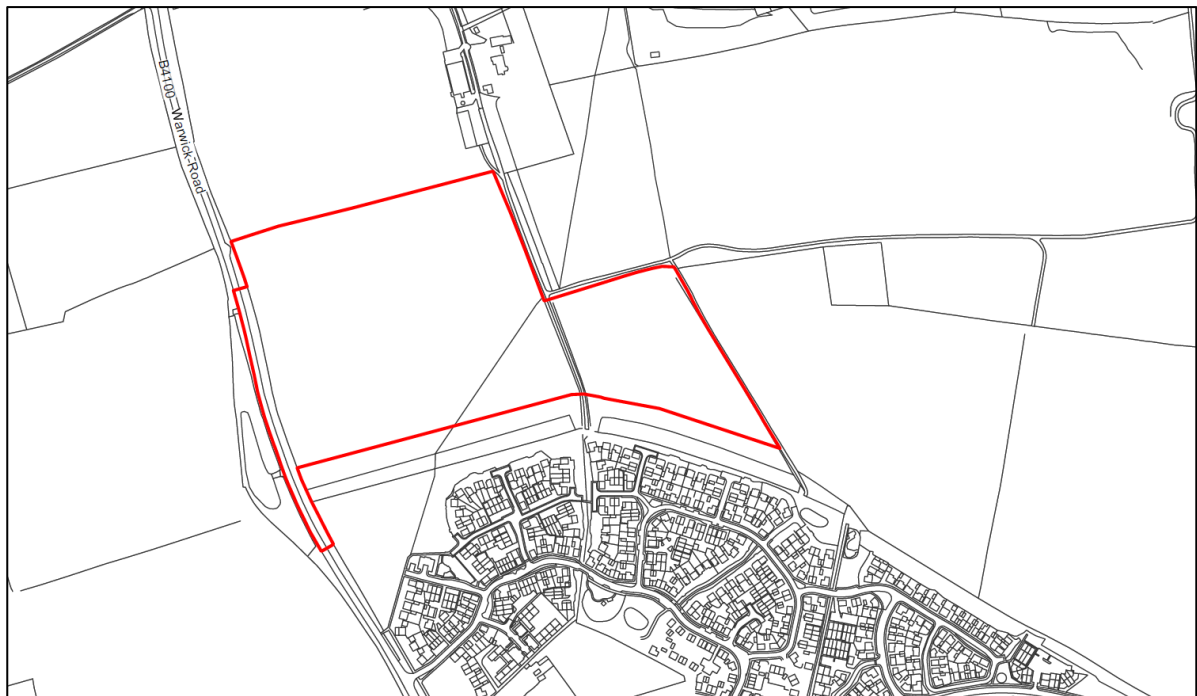


Figure 4.1. Site Location Boundary Plan

4.2.7 The site is reasonably served by the existing and proposed public transport network and is accessible by a number of Public Rights of Way (PRoWs) to existing facilities within the surrounding area providing real opportunities for people to travel to and from the site by a variety of means of travel other than the private car.

4.3 Accessibility to Local Facilities and Services

4.3.1 The requirement to locate residential developments within walking distance of day-to-day needs is set out in the NPPF, which states:

"Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes".

4.3.2 It is important to state that Cherwell's Local Plan notes that Banbury forms one of the main centres within the District, and as such offers *"an important focus for shopping, commerce and the provision of leisure and other services to meet the needs of local people and visitors"*. As such, it is considered that there is a range of amenities located in the town that serve day-to-day needs.

4.3.3 The proximity of the site to the key transport links and other attractions is summarised in **Table 4.1** along with the estimated journey time by different means of travel. It should be noted that all distances have been measured from the nearest boundary of the development site, and follow suitable pedestrian or cycle routes respectively, as opposed to 'as the crow flies' routes. The estimated journey times have been based on OpenStreetMap for the 'Foot (GraphHopper)' and the 'Bicycle (GraphHopper)' features for walking and cycling journeys respectively.

4.3.4 Manual for Streets states, in Paragraph 4.4.1 that *"...walking offers the greatest potential to replace short car trips, particularly those under 2 km"*. As such, the accessibility of the site has been assessed in line with this 'threshold'.

Facility	Approximate Distance (Measures to nearest 50m)	Walking Time (nearest minute)	Cycling Time (nearest minute)
Sainsbury's Local, Walker Road	550m	7 minutes	2 minutes
Duke Meadow's Park, Dukes Meadow Drive	900m	10 minutes	7 minutes
Hanwell Fields Community School, Dukes Meadow Drive	1.3kms	16 minutes	8 minutes
Rotary Way Shopping Centre, Rotary Way (with dental surgery)	1.3kms	16 minutes	8 minutes
North Oxfordshire Academy, Ludlow Drive	1.4kms	17 minutes	7 minutes
Harwick Shopping Centre, Ferriston (with GP and pharmacy)	1.4kms	17 minutes	9 minutes
Hardwick School, Ferriston	1.4kms	17 minutes	9 minutes
Barley Mow Public House, A422 Warwick Road	1.6kms	19 minutes	8 minutes
Beaumont Industrial Estate, Beaumont Road	1.8kms	22 minutes	11 minutes
William Morris County Primary School, Bretch Hill	2.0kms	25 minutes	11 minutes

Table 4.1. Distance and Journey Times to Local Facilities

- 4.3.5 **Table 4.1** demonstrates that the proposed site is well positioned in a sustainable location and lies in close proximity to a wide range of facilities and services that are on offer in the local area.
- 4.3.6 As shown, the site lies within a reasonable walking distance of a range of amenities. Shopping (i.e. convenience stores), education (both primary schools and a secondary school), healthcare (a GP, pharmacy and a dental surgery) and recreation facilities lie within a reasonable walking distance of the site, as do the Rotary Way and Harwick local centres.
- 4.3.7 As such, a suite of local services and facilities, required on a day-to-day basis, are accessible from the proposed site on foot and by bicycle. Thus, active and sustainable modes of transport, primarily walking and cycling, offer a viable and realistic alternative to the private car for local trips.
- 4.3.8 It is also important to note that land to the southwest of the site (Land at Drayton Lodge Farm), to the west of B4100 Warwick Road, has been granted permission for 320 dwellings with a local centre providing retail and community facilities (18/01882/OUT).

4.3.9 The local centre is proposed just north of the Sainsbury's Local on Walker Road and would therefore be accessed within 600m from the site with an estimate of a 7-minute walking journey and a 2-minute cycle ride. The 'Illustrative Framework' plan is shown in **Figure 4.2**. This will further improve accessibility of the site to local facilities.



Figure 4.2: 'Land at Drayton Lodge Farm' Illustrative Framework

4.4 Pedestrian Accessibility

- 4.4.1 A number of linkages have been identified that would connect the site to the wider pedestrian network. These linkages comprise existing Public Rights of Way (PRoW) along with a continuous shared use route that is proposed as part of the access strategy.
- 4.4.2 The first of these linkages provides a connection to the southeast, between the site and the roundabout junction between Dukes Meadow Drive and Winter Gardens Way. From the southern boundary of the site, three existing footpaths (120/107/10, 120/107/20 and 120/107/30) combine to provide a link through to the shared-use foot/cycleway that runs to the south of Dukes Meadow Drive, with the crossing of the carriageway facilitated by a refuge island.
- 4.4.3 The second of these linkages provides a connection to the south of the site, by way of an existing footpath (191/6/10). This footpath ties into the pedestrian network that is to be delivered as part of the consented 'Land Off Warwick Road North Of Hanwell Fields' (Planning Ref: 12/01789/OUT), which thereafter ties into the wider network of northern Banbury.
- 4.4.4 The third of these linkages provides a connection between the site and the village of Hanwell, which lies to the north. Through a combination of two existing footpaths (239/6/10 and 239/10/10) a link is provided from the northern boundary of the site through to the footway network on Main Street.
- 4.4.5 An additional linkage would be provided by a connection to the south of the site by way of a shared use route that would run on the eastern side of the B4100 Warwick Road as part of the site access strategy. This shared use route would run on a north-south alignment between the proposed vehicular access and the shared use route which has been delivered as part of the consented 'Land off Warwick Road North of Hanwell Fields' development (12/01789/OUT) and that continues southwards linking to the local footway network provided along the B4100 Warwick Road and Dukes Meadow Drive.
- 4.4.6 The extent of PRoWs surrounding the application site is shown in **Figure 4.3**, extracted from the Oxfordshire County Council Countryside Access Map.

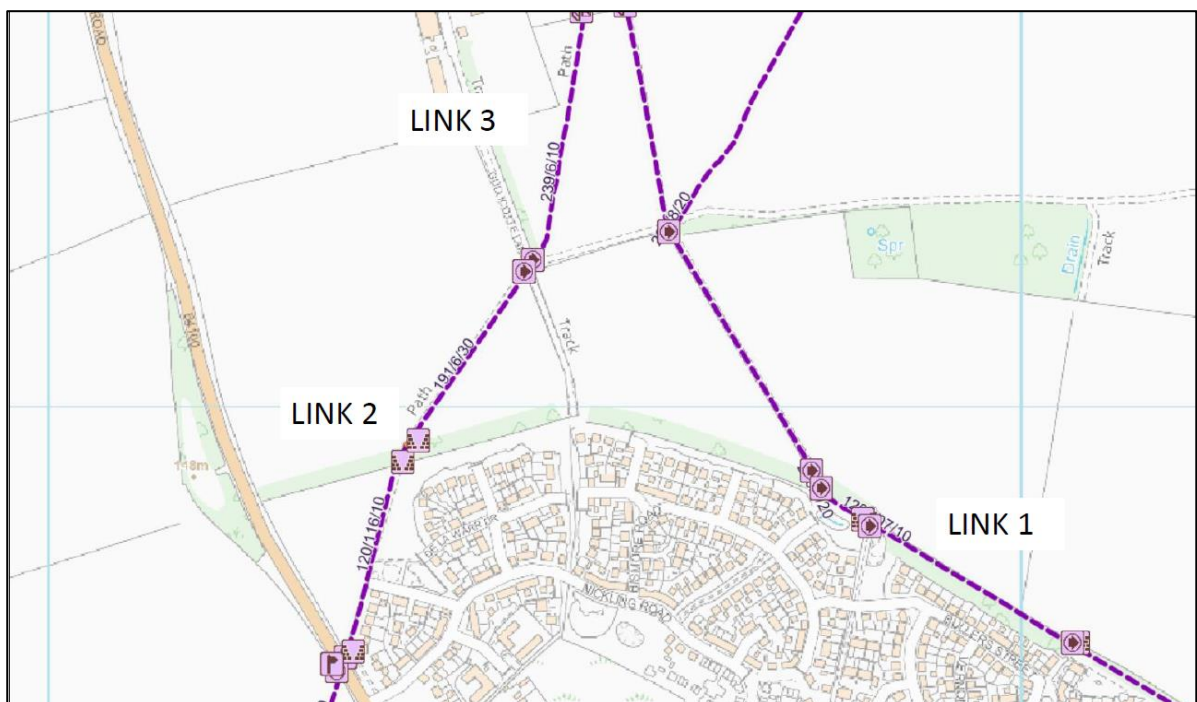


Figure 4.3: Extent of Public Rights of Way in Proximity to the Site

4.4.7 As such, it is considered that through a combination of the proposed shared use route together with the existing Public Rights of Way and the pedestrian network to be delivered as part of the consented 'Land off Warwick Road North of Hanwell Fields' development (with planning application reference 12/01789/OUT) that the site is well-connected to the wider pedestrian network of northern Banbury and the village of Hanwell.

4.4.8 The suitable pedestrian links to be facilitated as part of the development layout will provide appropriate connections to the existing and planned pedestrian network in the surrounding area. These will establish a continuous network of pathways facilitating suitable pedestrian access to nearby schools, retail, and employment opportunities with onwards connection to the town centre.

4.5 Cycling Accessibility

4.5.1 Cycling is recognised as one of the most sustainable modes of transport, with it generally acknowledged as having the potential to replace car trips for journeys up to 5km. This is supported by Manual for Streets 2 (MfS2), which clearly identifies the contribution that cycling can make to transport sustainability and accessibility, identifying this mode of travel as a good substitute for short car trips, particularly those under 5km.

4.5.2 The area is served by an extensive network of cycle routes, provided as a combination of on-road cycle lanes and traffic-free segregated tracks to the south of the application site, offering a range of cycling opportunities that connect with Banbury.

4.5.3 The local cycling network includes the following:

- Shared use route along Warwick Road, starting from the north of the junction with Nickling Road (as part of the consented 'Land off Warwick Road North of Hanwell Fields' development with planning application reference 12/01789/OUT) up to the roundabout junction with Duke's Meadow Drive. This new development is already constructed as shown in **Figure 4.4**, which is extracted from the Section 38 and Section 106 Agreements for this application.
- A number of shared use routes and cycle paths that run on a local level from the roundabout junction between Warwick Road and Duke's Meadow Drive on an eastbound direction to the A423 Southam Road and then on a north-south direction connecting Hanwell View with the Southam Road Cemetery.
- A cycleway along the Canal which runs on a north-south alignment from a point in close proximity to King's Sutton in the south to Napton in the Hill and beyond to the north.
- The National Cycle Network route number 5, which runs to the south of Banbury and is accessible at just over 5km to the south of the site. This is reached via several points off Bloxham Road, Oxford Road and Broughton Road. This provides access to Oxford to the south and Stratford-upon-Avon to the northwest along with access to NCN Routes 48 and 41 and to many other places along these routes.



Figure 4.4: New Shared Use Route Provided to the South of the Application Site

- 4.5.4 The local cycle network within Banbury is shown in **Figure 4.5** (except for the most recent developments, which include the improvements undertaken as part of the consented 'Land off Warwick Road North of Hanwell Fields' development with planning application reference 12/01789/OUT and 'Land For Proposed Development At Drayton Lodge Farmhouse' development with planning application reference 18/01882/OUT) and which comprise of 3.0m shared use routes provided on both sides of Warwick Road along the extent of the sites' boundaries and connecting to the south with the cycle network in Banbury. A Toucan crossing would also facilitate crossing for cyclists.
- 4.5.5 **Figure 4.5** has been extracted from the Local Cycling and Walking Infrastructure Plan (LCWIP) for Banbury, which is currently being developed by Oxfordshire County Council and Cherwell District Council in order to improve walking and cycling conditions to key destinations within Banbury and to promote the use of these more sustainable modes of transport to combat climate change and for health benefits. This shows that with the proposed shared use route as part of the access strategy there will be continuous cycle connections between the site and the rest of Banbury.

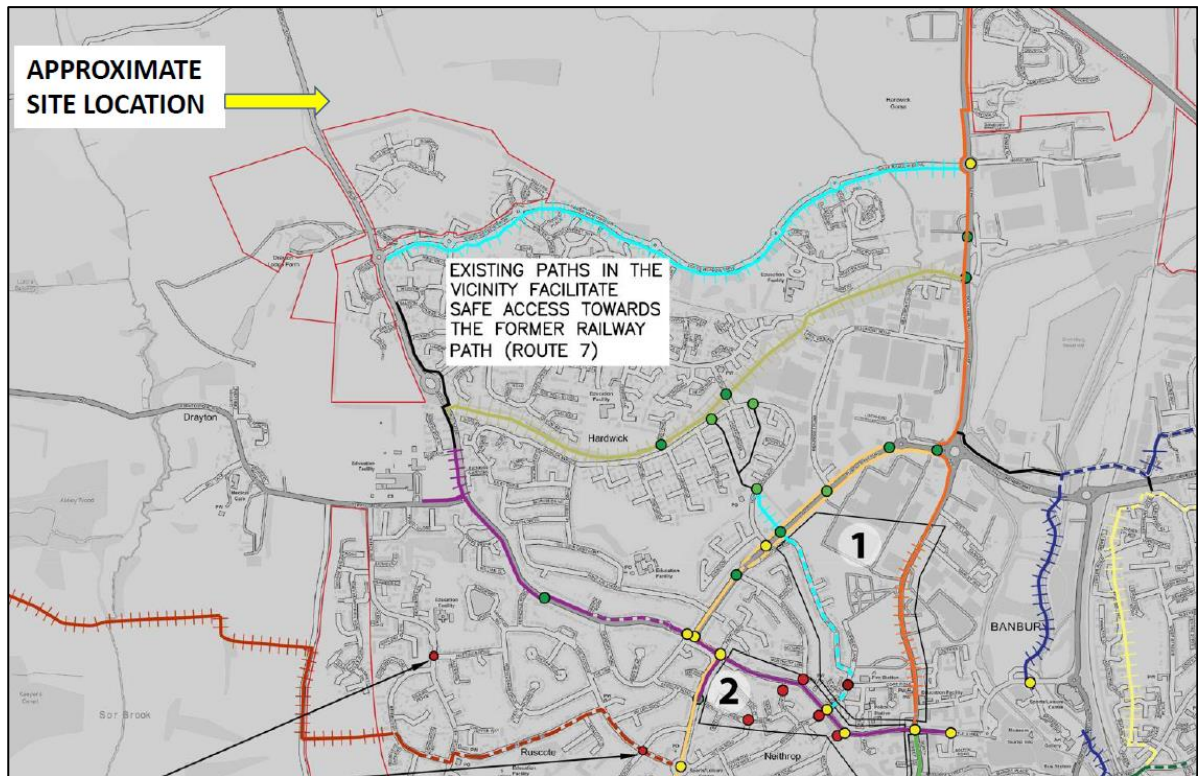


Figure 4.5: Local Cycle Network Surrounding the Application Site

4.5.6 Away from these dedicated cycle facilities, the roads within Banbury have an imposed limit of 30mph, therefore, travelling by bike is considered as relatively safe. The town is also surrounded by quiet country roads and lanes which are considered safe for cycling.

4.6 Public Transport Accessibility - Bus

4.6.1 The site is conveniently located to access the local bus services. The nearest existing bus stop to the proposed site access lies on Dukes Meadow Drive, known as 'Hardwick, Warwick Road'. This bus stop lies within 650m from the proposed site access junction, which equates to an 8-minute walk.

4.6.2 The 'Winter Gardens School' bus stop is located within 600m to the east of the application site and it is accessed from Dukes Meadow Drive from the PRow located to the east of the application site (and with a walking journey time of 7 minutes).

4.6.3 It is important to note that as part of the consented 'Land For Proposed Development At Drayton Lodge Farmhouse' development (with application reference 18/01882/OUT) new bus stops are being proposed on Warwick Road just south of the junction with Nickling Road. This bus stop would be located within 400m to the south of the proposed site access, with a walking journey estimated of 4 minutes. Access to the bus stop on the opposite side of the road would be facilitated by the provision of a Toucan crossing as part of the consented Drayton Lodge Farmhouse development.

4.6.4 **Figure 4.6** shows the location of the existing bus stops, extracted from the bustimes.org website, along with the locations of the development site and the new bus stop as part of the consented Drayton Lodge Farmhouse development.

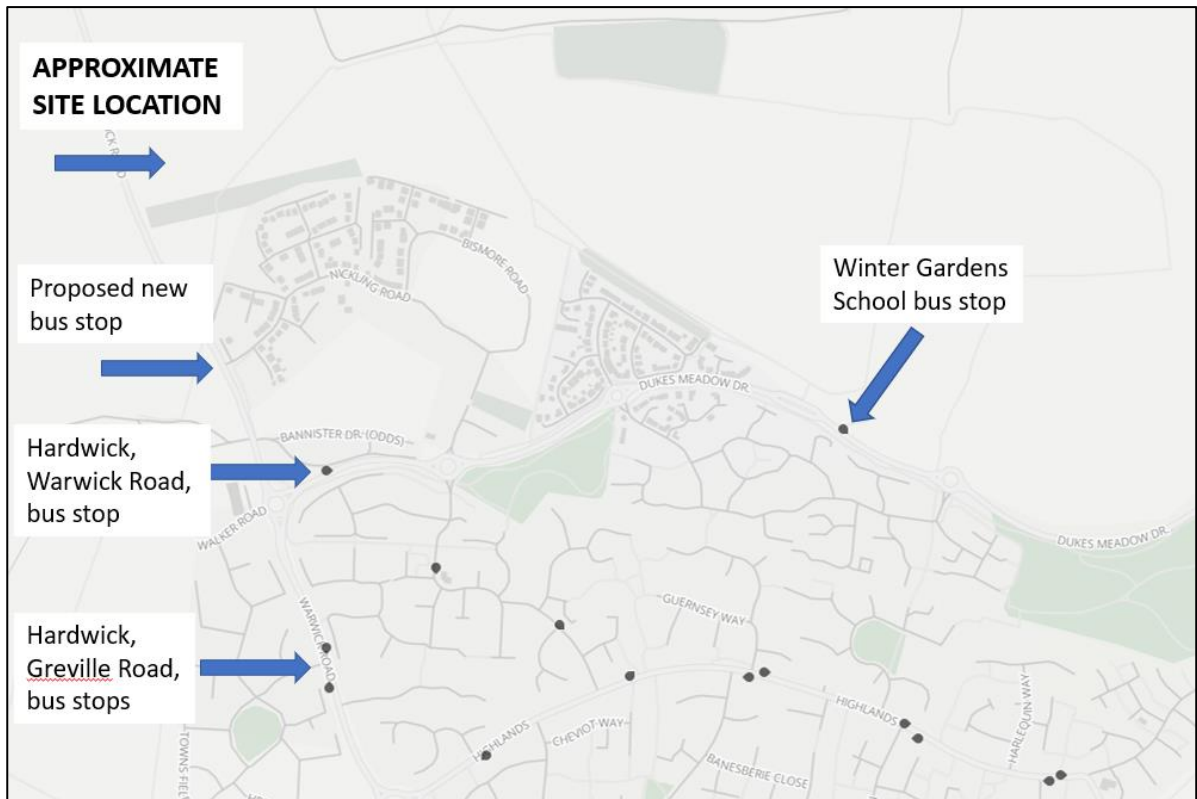


Figure 4.6: Local Bus Stops within Close Distance to the Application Site

4.6.5 Table 4.2 provides a summary of the key services available from these bus stops.

Service No.	Route	Days	First Service	Last Service	Approximate Frequency
B9 (accessed from Hardwick, Warwick Road, bus stop)	Local service to Castle Quay Shopping Centre and Wildmere Industrial Estate	Monday to Sunday	06:36	23:31	Every 15 minutes Monday to Saturday and hourly on Sundays
MR2 (accessed from Hardwick, Warwick Road, and Winter Gardens School, bus stops)	Local service to Bloxham	Monday to Friday (school days only)	07:38	15:28	1 daily service per direction
77A (accessed from Hardwick, Greville Road, bus stop)	Local service to town centre and to Leamington Spa	Monday to Saturday	10:08	17:56	2 daily services to town centre and 1 to Leamington Spa on weekdays and 1 service per direction on Saturdays

Table 4.2: Summary of Bus Services

- 4.6.6 As can be seen above, these bus stops also provide access to weekday school / college services (Service MR2), and morning services every day to the town centre and main employment areas on a local level.
- 4.6.7 The approximate travel time of bus journey from the development site to the key destinations is summarised below:
- Banbury Town Centre: 12 minutes
 - Banbury Bus Station: 12 minutes
 - Banbury Railway Station: 12 minutes
 - Beaumont Industrial Estate: 6 minutes
- 4.6.8 Bus diversion of the existing town circular B9 through the new built 'Land off Warwick Road North of Hanwell Fields' development with planning application reference 12/01789/OUT, has been planned and is proposed to be implemented by the bus operator, Stagecoach, along with the proposed bus stop located just 400m to the south of the proposed site access.

4.7 Public Transport Accessibility – Rail

- 4.7.1 The nearest railway station is the local rail station at Banbury town centre, located within 5km southeast of the site (estimated by OpenStreetMap 'Bicycle (GraphHopper)' measurement tool and with a cycle journey time of 20 minutes. The station also offers cycle parking facilities (63 spaces) providing the opportunity to travel to the station by bicycle for onwards travel by rail. The station is also accessible via the B9 bus service which stops within close proximity to the station.
- 4.7.2 Banbury Railway Station is served by regular services to Oxford, Bicester and Leamington Spa. These are provided on services that reach London (on a frequency of 3 services per hour) and Birmingham (on a frequency of 2 trains per hour). These services provide access to the main destinations and associated journey times:
- Oxford: 18 minutes
 - Reading: 45 minutes
 - Birmingham (incl. Snow Hill, Moor Street, International & New Street): 50 minutes+
 - London Marylebone: 1 hour+
- 4.7.3 The station also has a car park for 978 vehicle spaces and it is accessed within a 10-minute car drive from the proposed site access, reducing driving time when travelling farther away.
- 4.7.4 The station is accessible by sustainable travel modes from the site and offers direct connections to important local destinations during peak hours. Therefore, it is considered that the services offered at Banbury Railway Station present a realistic alternative to the private car for trips to these destinations.

4.8 Highway Network

- 4.8.1 The road network within the proximity of the development site constitutes a mixture of local access, urban distributor and primary highways. Vehicular access to the proposed development will be directly from Warwick Road via a new ghost island junction.
- 4.8.2 The site bounds the B4100 Warwick Road to the west, which provides the main access between Banbury to the south and Shotteswell to the north. The B4100 keeps running north up to the M40 to the south of Royal Leamington Spa.

- 4.8.3 The site is located within 4kms from the Banbury town centre. The site is easily accessible from the main road network and the M40 is located less than 6kms from the site with both driving journeys estimated as 6-minute car drive by OpenStreetMap 'Car (GraphHopper)' tool.
- 4.8.4 The B4100 Warwick Road is a single carriageway road subject to the national speed limit on the section bounding the application site and it changes to a 40mph speed limit shortly further to the south. The 40mph was extended further north as part of the consented 'Land For Proposed Development At Drayton Lodge Farmhouse' development with planning application reference 18/01882/OUT and currently starts at just over 100m to the south of the application site.
- 4.8.5 To the north of the site the B4100 is of rural nature with reasonable geometry. To the south it enters the urban area with existing and recently constructed residential estates on both sides of the road. It proceeds into a signalised junction with the A422 Stratford Road where the speed limit changes to 30mph. The A422 travels west via intervening villages to Stratford-upon-Avon.
- 4.8.6 Continuing southwards, Warwick Road proceeds as primary route through to the town centre.
- 4.8.7 Travelling eastbound along Dukes Meadow Drive, which is accessed approximately 500m to the south of the proposed site access, this single carriageway passes several intermediate roundabout junctions with links to the residential estates to the south namely Usher Drive, Winter Gardens Way (twice) and Lapsley Drive (twice) before joining a four-arm roundabout with the A423 and Noral Way.
- 4.8.8 The A423 runs effectively parallel to the B4100 north to Southam. To the south it runs through the town centre as the main north/south route within Banbury joining with Warwick Road at a crossroads with Castle Street or via Ruscote Avenue at a four-arm roundabout junction with Hennef Way. Hennef Way is a dual carriageway link east towards the M40 (junction 11) and onwards south eastwards as the A422 to Brackley, or the A361 northeast to Daventry.

5 Development Proposals

5.1 Introduction

- 5.1.1 This Transport Assessment relates to the proposals for the provision of a residential development at the application site accessed off the B4100 Warwick Road, Banbury. This section of the Transport Assessment outlines the development proposals with particular consideration given to access to and from the site onto the surrounding public highway network.
- 5.1.2 The proposed development is for up to 170 dwellings (Use Class C3) with associated open space and vehicular access off Warwick Road. A Concept Masterplan has been prepared for the site by EDP and is shown in **Figure 5.1**. This is also shown as **Appendix B** to this report.



Figure 5.1: Concept Masterplan

- 5.1.3 To deliver a sustainable development, the proposed scheme has been sensitively designed to provide a high-quality layout and urban environment maximising transport sustainability and integration. The internal road network is to be engineered to accomplish the standards specified in the MfS Guidance with particular emphasis on the creation of safe routes around the site facilitating easy access by foot and cycle.

5.2 Access Strategy

Vehicle Access

- 5.2.1 The main access to the site will be obtained from the B4100 Warwick Road via a priority T-junction. A dedicated right turning lane will also be incorporated as part of the junction to enable right turning traffic into the development to wait safely in the centre of the carriageway.
- 5.2.2 To enhance the gateway into the town and denote the entrance to an urban area, it is proposed to extend the existing 40mph speed limit to the north past the location for the proposed site access and that appropriate signage and road surfacing be introduced. The developer would cover the costs of a Traffic Regulation Order (TRO) to be implemented in this regard.
- 5.2.3 This extension of the 40-mph speed limit will, in combination with the gateway feature 40mph surfacing and virtual speed bump, will assist in enhancing driver caution on entry to Banbury thereby improving conditions for future pedestrians and cyclists associated with the proposed development.
- 5.2.4 The proposed highway layout arrangement at the site access is shown in **Figure 5.2**. This has been included as **Appendix C** to this report.

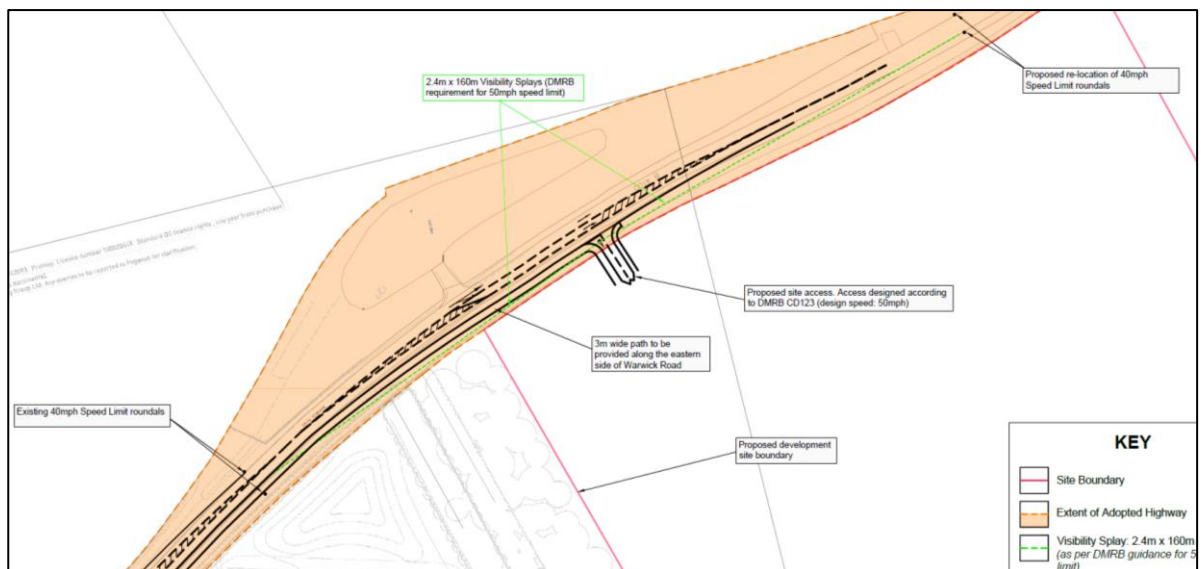


Figure 5.2: Proposed Highway Layout

- 5.2.5 The stopping sight distance for the proposed junction has been calculated based on the 85th percentile vehicle speeds recorded during the vehicle speed survey and the corresponding DMRB standards. It is proposed to provide visibility splays of up to 160.0m on each direction and on top of what is required in accordance with the relevant national guidance.
- 5.2.6 The access road is proposed to be 5.5m-wide in accordance with the relevant OCC guidance. This carriageway width will allow for the passing of two large vehicles as set out in Manual for Streets (2007).

Walking and Cycling Access

- 5.2.7 The proposed development provides an opportunity to improve pedestrian connections to Banbury and extend the local pedestrian and cycle network to the northwest of the town. This will provide a significant betterment to local residents, especially those travelling to Hanwell.

- 5.2.8 It is proposed to provide pedestrian and cycling facilities throughout the site to enhance permeability and connect directly to the main pedestrian access on the B4100 Warwick Road to the west and along the available Public Rights of Way to the south and east of the site.
- 5.2.9 The proposals comprise the provision of a 3.0m shared use route that will provide access to Warwick Road from the western site boundary and will be connected to the neighbouring Hanwell Fields development and the existing network along Dukes Meadow Drive further south.
- 5.2.10 A pedestrian refuge island has been developed as part of the 'Land For Proposed Development At Drayton Lodge Farmhouse' (Planning Ref: 18/01882/OUT) site and this allows a safe crossing over Warwick Road.
- 5.2.11 It is also proposed to improve connections along the Public Rights of Way that cross the site and connect to Dukes Meadow Drive and to the 'Land Off Warwick Road North Of Hanwell Fields' (Planning Ref: 12/01789/OUT) site. These could provide additional pedestrian routes that would complement the proposed shared use route along Warwick Road.
- 5.2.12 These improvements could comprise:
- Footpath 191/6/30 crossing the site and leading south to Footpath 120/116/10 which connects to the shared use route along the B4100 Warwick Road.
 - Footpath 239/7/20 running by the eastern site boundary and leading east to Footpath 120/107/10 which connects to the pedestrian and cycle facilities along Dukes Meadow Drive.
- 5.2.13 Cycle parking will be provided in accordance with Oxfordshire County Council 'Cycling Design Standards'.

Public Transport Access

- 5.2.14 The high frequency B9 bus service can be accessed within close proximity from the site and in accordance with Manual for Streets walking distances to community facilities. This provides a 15-minute service to the town centre and other main local destinations.
- 5.2.15 The new bus stop provided as part of the consented 'Land For Proposed Development At Drayton Lodge Farmhouse' development (planning reference 18/01882/OUT) would bring bus services closer to the proposed development and within a short walking distance.
- 5.2.16 The proposed development will extend the pedestrian and cycle facilities further to the north and will promote bus services as a convenient and realistic mode of transport for future residents.
- 5.2.17 This proposed bus stop connection has been developed in consultation with Stagecoach and is designed to offer services within reasonable walking distance of the surrounding existing and proposed residential units in the local area whilst at the same time ensuring that bus journey times are not compromised by excessive diversions.

Vehicle Parking Provision

- 5.2.18 Car parking will be provided in line with local policy, in particular the Cherwell Residential Design Guide Supplementary Planning Document, adopted in July 2018, and following consultation with the local planning officers. All the residential properties will have their own private parking spaces.

- 5.2.19 Cycle parking will be provided in compliance with the Cherwell Residential Design Guide and following the standards shown below:
- 1-bedroom dwellings: 1 parking space
 - 2 or more bedroom dwellings: 2 parking spaces
 - Visitors: 1 stand per 2 units where more than 4 units
- 5.2.20 Consideration will be given to the provision of electric charging points for vehicles, of which the Cherwell Residential Design Guide requires access to at least one electric point.
- 5.2.21 The potential provision of car club spaces within the proposed development will also be considered and discussed with the local planning officers.

6 Objectives and Strategy

6.1 Introduction

- 6.1.1 TPs are an important tool in facilitating sustainable development. Together with Transport Assessments and Statements, they provide the mechanism for assessing and managing access to sites.
- 6.1.2 This chapter outlines the strategy and objectives of the TP. It also outlines the role of the Travel Plan Coordinator (TPC) within the TP.

6.2 Strategy Overview

- 6.2.1 The TP strategy will be mainly focused on the management of the travel patterns of the residents of the scheme.
- 6.2.2 The TP will provide a package of measures and a means for delivery, mainly through the involvement of a TPC. The TP for the site will be specific and defined by the choice of measures partly determined by the existing opportunities and constraints offered by the site location. Developing and implementing the TP should be a dynamic process, subject to a cycle of monitoring and review.

6.3 Objectives

- 6.3.1 The aim and objectives are based on best practice and policy guidance and provide the guiding principles of the TP. The initial aim and objectives for the operational TP at this site are to reduce car travel to and from the site through promoting and encouraging the use of alternative sustainable modes of transport. The main objectives of the TP will focus on reducing the number of car trips associated with the development, especially those transporting just the driver, by promoting more sustainable alternatives such as walking, cycling, public transport and car sharing.
- 6.3.2 The following objectives are considered appropriate for the TP:
- To promote changes in travel behaviour and travel awareness;
 - To minimise the effects of transport on the environment and health;
 - To reduce the need to travel by private car and encourage the use of alternative means of transport;
 - To maximise the use of sustainable modes for all trips to and from the proposed development;
 - To improve accessibility, particularly to non-car users; and
 - To ensure the on-going development and implementation of sustainable travel practices in the longer term.
- 6.3.3 These objectives will be achieved through a combination of measures and are aimed at discouraging car use and facilitating the use of alternative modes of transport. Targets for mode split for journeys to and from the site will be set to enable the success of these measures to be monitored.

7 Travel Plan Targets

7.1 Targets and Indicators

7.1.1 Generally, within TPs a series of targets are identified which will allow the success of the various measures to be assessed. Setting targets is essential to assess whether or not the TP has been successful and where, if necessary, improvements/amendments could be made. These targets should be SMART:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

7.1.2 The site is not currently occupied and therefore no baseline travel data is available. These will be further discussed with the TP Officer at Oxfordshire County Council once construction has been completed and the site occupied. At this time surveys will be carried out of all residents to determine their travel patterns and in particular their mode of transport.

7.1.3 The target will be to reduce car usage and the indicator will be the number of single occupancy car trips that are made by residents. A Travel Survey will be undertaken within 3 months of occupation and the results will be reported to Oxfordshire County Council. Additional monitoring reports will be carried out on a biennial basis (usually in years 1, 3 and 5) thereafter in compliance with the OCC Travel Plan guidance in order to monitor the progress set out by the TP.

7.1.4 Targets are a method of tracking progress of the objectives in a quantifiable manner. TPs are evolving documents that need to remain adaptable to changing working practices and local conditions, therefore the Plan targets will be set on a biennial basis for a period of five years minimum after 3 months of occupation of the site. These targets, however, will be reviewed to track progress and to enable amendments if necessary.

7.1.5 As a starting point, an initial forecast mode split has been derived from the 2011 Census data for trips to work. This has considered trips from the Cherwell 001 Middle Layer Super Output Area (MSOA), which includes the application site. The plan shown in **Figure 7.1** illustrates the extent of the MSOA area, extracted from the Nomis website:

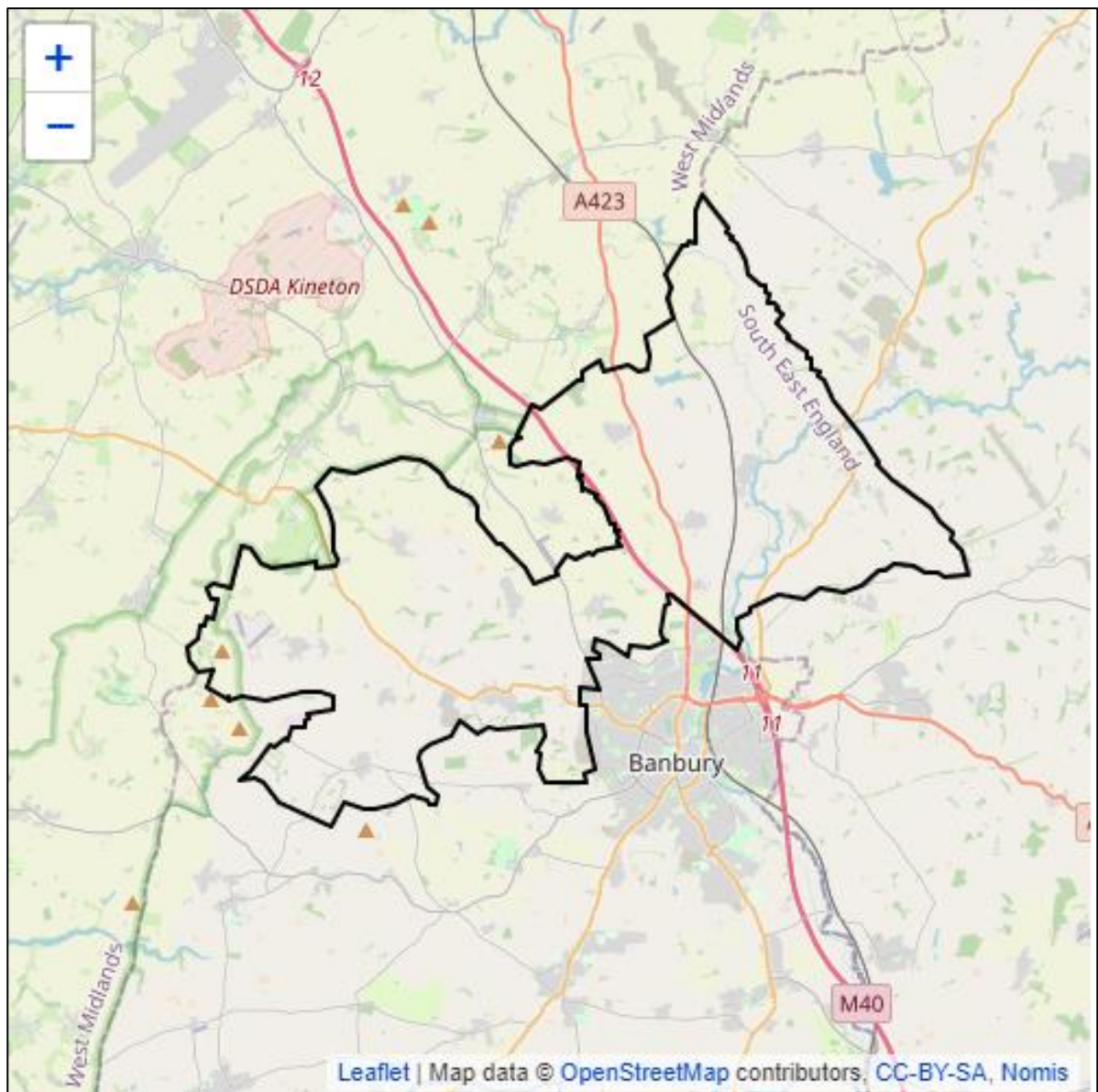


Figure 7.1: Extent of MSOA Cherwell 001

- 7.1.6 This forecast mode split has considered trips travelling to all the MSOA areas within the Cherwell District along with a number of District areas located in Oxfordshire, Buckinghamshire, Milton Keynes, Northamptonshire, Warwickshire, West Midlands, Worcestershire and Gloucestershire, which could realistically be used as destinations for commuting purposes.
- 7.1.7 A summary of the indicative mode split for the proposed residential development in Cherwell is provided in **Table 7.1**.

Travel Mode	Residential
Walking	5.4%
Cycling	1.7%
Public Transport	3.3%
Motorcycle	0.5%
Car Driver	84.6%
Car Passenger	4.5%
Total	100%

Table 7.1. Initial Modal Split

- 7.1.8 It should however be noted that the mode splits would need to be refined after the results of the initial Travel Survey have been identified and collated.
- 7.1.9 **Table 7.2** shows a set of mode share targets based on the baseline mode shares which have been derived from the 2011 Census data provided in **Table 7.1** above.
- 7.1.10 These targets are based on the reduction in the number of single occupancy car trips and the increase in pedestrian, cycling, public transport, motorcycling and car passenger trips:

Travel Mode	Baseline Mode Share	Year 1	Year 3	Year 5
Working from Home	0.0%	0.4%	1.2%	2.0%
Walking	5.4%	5.6%	6.1%	6.5%
Cycling	1.7%	1.9%	2.4%	2.8%
Public Transport	3.3%	3.5%	3.8%	4.2%
Motorcycle	0.5%	0.6%	0.8%	0.9%
Car Driver	84.6%	83.2%	80.5%	77.8%
Car Passenger	4.5%	4.8%	5.2%	5.7%
Total	100.0%	100.0%	100.0%	100.0%

Table 7.2: Preliminary Mode Share Targets

7.1.11 Targets have been identified with reference to the Department for Transport (DfT) report 'Smarter Choices: Changing the Way We Travel' (2004), which states that TPs can achieve a 6-10% reduction in single occupancy car (SOV) trips, which have been estimated from **Table 7.2** and are shown in **Table 7.3**.

Travel Mode	Baseline Mode Share	Year 1	Year 3	Year 5
Single Occupancy Vehicle Trips (SOV)	80.0%	78.4%	75.2%	72.0%

Table 7.3: SOV Trip Targets

7.1.12 The target will be to reduce residents' SOV trips by 10% over the five-year monitoring period following a baseline survey to be conducted within 3 months of occupation. With reference the indicative baseline mode split in **Table 7.3**, this equates to a reduction from 80.0% to 72.0%.

7.1.13 Details regarding the formal monitoring period and methodology are expanded upon in **Section 9**. Monitoring will be undertaken over a period of five years.

Indicators

7.1.14 Indicators are the means used to measure the targets. By providing a measure of success, indicators present the opportunity for the measures and initiatives, and also the targets, set within the Travel Plan to be amended as necessary to ensure it ultimately achieves its objectives. To assess whether the progress of the TP is consistent with the indicators, monitoring will be carried out as the development is built out.

7.1.15 Travel surveys will provide performance indicators of success. Baseline Travel Surveys will be to be provided within 3 months of occupation of the development, in compliance with the OCC Travel Plan guidance, and will record development vehicular traffic and cycle use.

7.1.16 The travel surveys will follow the templates provided in the OCC 'Travel Plan Monitoring Guidance – Draft' (May 2021) and will provide both quantitative and qualitative data.

7.1.17 The surveys will be carried out on a biennial basis (usually in years 1, 3 and 5) monitoring for a minimum of five years and submission of the results to the Travel Plans Team at Oxfordshire County Council within one month of survey completion.

7.1.18 Due to the impact of potential coronavirus restrictions on vehicle traffic, the need to provide surveys and methodology used would be discussed and agreed with the TP Officer, as well as the assessment of their results, prior to the implementation of each survey.

7.2 Implementation

7.2.1 The TP Fee required by Oxfordshire County Council will be paid as a contribution towards its costs in monitoring the implementation of the TP.

7.2.2 All new residents will be made aware of the TP and the responsibilities of the TPC.

- 7.2.3 The developer or a management company will appoint a TPC to oversee implementation of the TP. The TPC will take responsibility for implementing the individual non-construction related measures of the TP, liaising with OCC and providing monitoring data as required.
- 7.2.4 The costs of the TPC will be funded by the developer or management company. The TPC will be appointed before first occupation of the site and for the duration of the TP. It is not possible at this stage to provide contact details and terms of appointment, and these details will be provided in due course.
- 7.2.5 The key roles of the TPC will be the administration of the TP, the implementation of the TP measures, the on-going monitoring of the TP, and the annual review. The TPC will be responsible for:
- promotion, publication and encouragement of the use of travel modes other than the car;
 - development of the TP and its day to day operation;
 - preparation of the resident's Travel Information Packs;
 - liaison with the TP Officer, public transport operators, residents and developer;
 - organization of the travel surveys;
 - management of the implementation of the proposed TP measures;
 - monitoring and review of the interim and agreed targets; and
 - update of relevant information and its distribution to all residents.

8 Travel Plan Measures

8.1 Introduction

8.1.1 The TP provides a series of measures that will be implemented and will have regard to the following hierarchy:

- Walking
- Cycling
- Public Transport
- Vehicles

8.1.2 The TP will combine site-specific 'hard measures' related to the provision of infrastructure works conducive to the promotion of more sustainable modes of transport with 'soft measures' such as distribution of relevant information to all residents. The proposed measures will be appropriate to the site, realistic, and will promote a change in travel behaviour. Restrictions related to car usage will be combined with incentives to attract people to travel via more sustainable measures.

8.1.3 The measures proposed in the following paragraphs are based on the main aim of the TP to reduce single occupancy car trips and increase the use of sustainable transport modes while promoting a healthier lifestyle for all residents of the site.

8.1.4 The Good Practice Guidelines defines 'hard measures' as the "*provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users*", and 'soft measures' as the "*provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a TPC to promote a Travel Plan for a particular use*".

8.1.5 The measures proposed to be implemented are stated in the following paragraphs.

8.2 Proposed Measures

Information Provision

8.2.1 The provision of relevant information conducive to change travel habits of residents and visitors to the site is considered to be key to the success of a TP. The implementation of good measures and initiatives will only be effective if the information is shared with all users. The TPC will be responsible for introducing the concept of the TP and objectives within the TP to all residents.

8.2.2 The TPC will introduce the concept to new residents and will explain the aims and objectives of the Plan to ensure that travel options and the TP strategy are publicised from the outset.

8.2.3 Travel Information Packs will be provided to all new residents. These will serve as an introduction to the sustainable travel culture adopted across the site, prompting residents to consider all available travel options upon moving to the site. In line with behavioural change theory, the most effective time to facilitate positive change is at a life event which may help individuals to reconsider their options, such as a house move. The content of the Packs could include:

- Details of the TP and the objectives;
- Contact details for the TPC;

- Benefits of TPs, working from home, home deliveries...;
- Information about the local area, e.g., location, distance and walking directions to local shops, bus stops, rail station and other relevant local amenities;
- Information on local bike shops (also selling protective clothing and providing cycle services) and information on local cycling routes;
- Details of websites and other sources of relevant information;
- Links to bus timetables and information on services;
- Contact details on bus and coach companies;
- Contact details for information about train services and timetables (local and national) and fares, along with approximate journey times to neighbouring towns and cities;
- Information about available bus links, cycle parking and parking provided at the rail station;
- Contact details of reputable taxi companies;
- Brief explanation about car share and the benefits for residents;
- Contact details of the Oxfordshire's lift share scheme;
- Brief explanation about car clubs and the benefits for residents;
- Contact details of local car clubs;
- Details of Dial-a-Ride services, localised minibuses services and other community transport that may be available, etc.;
- Information about eco driving and its benefits;
- Information on EV charging location and operation;
- Details on motorcycle parking provided on site; and
- Safety information relating to walking, cycling and vehicle speeds.

8.2.4 A Personalised Travel Planning approach could be discussed with the TP Officer. This could consist of a drop-in session which could be organised on-site at a regular interval for residents offering face to face discussion with the TPC to discuss each individual travel needs and available travel choices.

Measures to Promote Walking and Cycling

8.2.5 In terms of external access for pedestrians and cyclists, the improvements proposed as part of the proposed development will improve pedestrian connections to Banbury and extend the local pedestrian and cycle network to the north of the town. This will provide a significant betterment to local residents in the surrounding area.

8.2.6 Residents and visitors should be encouraged to either walk or cycle to local facilities, and this type of travel could be encouraged by implementing a number of the following initiatives:

- Provision of secured cycle parking provided in accordance with Oxfordshire County Council 'Cycling Design Standards', as well as essential maintenance equipment such as bicycle pumps. The demand of cycle parking could be monitored and reviewed each year with additional facilities provided if increased demand is observed;
- Provision of details and travel information on safe pedestrian and cycle routes in the local area, highlighting the best walking and cycling routes in the area with maps as part of the Travel Information Packs;
- Encourage the formation of lunchtime walking (or running) groups;
- Arrange a "Cycle Clinic" at regular intervals in partnership with a local cycle retailer providing a free service for the residents and visitors arriving by bike;
- Emphasise the health and economic benefits of walking/cycling through distribution of suitable leaflets/campaigns;
- Organise schemes such as the Sustrans "Bike It" scheme providing opportunities for cyclists to meet informally discussing cycle related issues and exchanging their experiences on bicycle maintenance and repair;

- Set up promotional initiatives, such as Cycle/Walk to work Week; and
- Promote cycle training courses that are available through the OCC in conjunction with the Local Cycling Campaign.

8.2.7 The provision of these improvements means that pedestrians and cyclists will have high quality options in terms of travelling for work, education, shopping and leisure purposes, creating a truly viable alternative to the private car.

Measures to Promote the Use of Public Transport

8.2.8 Public transport use should be encouraged where possible. The following measures will form part of the TP to make the use of public transport more attractive:

- Provision of information on public transport services in the area, routes and fares;
- Improve pedestrian routes to existing and proposed bus stops within walking distance from the site; and
- Encourage participation in national events such as the 'TravelWise Week'.

8.2.9 Taster passes can be used to encourage the use of public transport to residential development sites. Discussions with the TP Officer will be undertaken regarding the feasibility and potential to encourage the use of public transport. This will depend on the circumstances of the development site and local public transport services. The number and type of passes will be discussed and agreed with the TP Officer on a case-by-case basis.

To Reduce the Need of Travel

8.2.10 The Travel Plan Co-ordinator will negotiate with local suppliers to establish a regular delivery service of daily essentials such as milk, orange juice and fresh baked bread to the residents with the intention to reduce the need of travel.

Measures to Promote Car Sharing

8.2.11 Joining a Car Share Scheme is another effective way to reduce solo car journeys in and out of the site, particularly for work purposes. When a car share scheme is in operation, benefits to users will include:

- Direct savings in travel costs;
- Less wear and tear on your car;
- Time to relax without driving stress; and
- Opportunities to meet new people and become a friendlier community.

8.2.12 The level of car use will be established in the initial survey following the 3-month occupation of the development. Residents and visitors will be encouraged not to drive and to car share where appropriate. This could be encouraged by the implementation of the following measures:

- Promotion and encouragement of residents to register on the Oxfordshire Car Share Database run by 'Liftshare'; and
- Provision of information on the financial benefits of car sharing.

Provision of Car Club

- 8.2.13 The OCC Travel Plan guidance states that "*Car clubs should be provided for residential developments where Oxfordshire County Council is of the view that the conditions are suitable to support their set-up and ongoing success. In these circumstances, measures such as the provision of infrastructure (such as marked parking bays and electric vehicle charging points for car club vehicles), the promotion of the car club, and a contribution towards the set-up costs of the car club should be provided by the developer.*"
- 8.2.14 The need and appropriateness of providing a car club space will be discussed with the OCC Travel Plan Officer.

9 Monitoring and Review

9.1 Monitoring of the Travel Plan

- 9.1.1 The monitoring strategy includes the methodology and strategy for collecting travel and related data to and from the site for the monitoring period of the TP with respect to the overarching aims and objectives, which comprises the period from first occupation of the development until 5 years following the first 3 months of occupation of the development.
- 9.1.2 The TP is an iterative document that will evolve over the years and will require a process of monitoring and review in order to check the effectiveness of the measures that are introduced.
- 9.1.3 Monitoring and review will be the responsibility of the TPC. The remainder of this section details the monitoring mechanisms available as part of the TP and in compliance with OCC Travel Planning guidance.
- 9.1.4 Continued monitoring of the residents and visitors travelling to and from the site will be achieved by carrying out additional travel surveys on a biennial basis (usually on years 1, 3 and 5), recording information of how people are travelling, and, more importantly, what might encourage them to travel differently. After each survey, there should be a liaison with the Travel Plan Officer in order to revise and amend the targets as necessary. The monitoring of the TP will be undertaken on a five-year cycle.
- 9.1.5 The travel surveys will be undertaken in accordance with the relevant OCC Travel Plan guidance, using the appropriate templates, and following liaison with the OCC Travel Plan Officer regarding the following:
- Frequency of monitoring
 - Description of how surveys will be undertaken
 - Duration of surveys
 - Who will be responsible for the survey work
 - Likely response rates
- 9.1.6 The results of the travel surveys will be sent to the OCC Travel Plan Officer within one month of survey completion.

9.2 Review of the Travel Plan

- 9.2.1 The objectives of each of the reviews will include the following:
- Assess the effectiveness of the measures proposed within the TP;
 - Adjust the targets to meet the travel needs on site following liaison with the OCC Travel Plan Officer; and
 - Identify any potential initiatives in response to the change in travel patterns and attitudes to travel.
- 9.2.2 The framework for reviewing the TP will comprise the following elements:
- The TPC will undertake a travel survey within 3 months from first occupation of the site;
 - A report will be prepared with details of the results and analysis of further surveys and will be circulated with the OCC Travel Plan Officer within 1 month of survey completion;

- Preliminary targets will be revised where necessary to respond to the baseline survey results. Proposals for improvement and changes to the Plan will also be identified where appropriate and agreed with the OCC Travel Plan Officer;
- Following the initial survey and reporting, the TPC will review the TP informally in consultation with the OCC Travel Plan Officer. Changes to the Plan will be made where appropriate; and
- A formal review of the TP will take place with the OCC Travel Plan Officer at the end of the five-year life cycle of the TP.

9.2.3 If targets have not been met, existing measures will be revised, and/or new initiatives implemented. These will be written into the existing live TP and issued as a Revision.

9.2.4 Residents will be kept informed of the results of the travel surveys with the purpose to keep them actively involved and to make the surveys act as useful promotional material to promote the use of sustainable modes.

9.3 Remedial Measures

9.3.1 Should the targets not be met then the TPC will review them in liaison with the OCC Travel Plan Officer. If considered necessary targets may be amended or further measures introduced to encourage a reduction in single occupancy journey to work trips with the agreement of OCC.

10 Action Plan

10.1.1 The Action Plan below details the measures proposed within this TP, the timescales for implementation and who is responsible for delivering each of the proposed measures.

Measure	Action	Responsibility	Timescale
Travel Plan Coordinator	Appoint TPC	Developer	Prior to occupation
	Attend TP review meetings	TPC	As arranged
	Liaison with OCC TP Officer and review of TP	TPC	As arranged
	Arrange for distribution of travel surveys and prepare results	TPC	Within 3 months of first occupation and on a biennial basis (years 1, 3 and 5)
	Review of TP following travel surveys	TPC	After each of the travel surveys
	Report on TP surveys and progress to OCC TP Officer	TPC	As arranged following each travel survey
Marketing and Promotion	Preparation of Travel Information Pack and distribution to all residents	TPC	On first occupation
	Discussion with OCC TP Officer on Personalised Travel Planning	TPC	On first occupation
	Provide updates on sustainable travel initiatives as part of Travel Information Packs	TPC	Ongoing
	Updates on progress of TP and liaison with OCC TP Officer	TPC	Ongoing
Promote Walking and Cycling	Provision of cycle parking complying with OCC guidance	Developer	Prior to occupation
	Arrange "Cycle Clinics" with a local cycle retailer	TPC	On first occupation
	Details on safe pedestrian and cycle routes in the local area	TPC	Ongoing
	Encourage the formation of walking (or running) groups	TPC	On first occupation

Measure	Action	Responsibility	Timescale
Promote Public Transport	Provision of information on public transport services, routes and fares	TPC	Ongoing
	Encourage participation in national events such as the 'TravelWise Week'	TPC	Ongoing
	Potential provision of discount or taster vouchers for public transport passes or season tickets	Developer	On first occupation
Promote Car Share	Information and promotion of Oxfordshire liftshare car share database	TPC	On first occupation
	Provision of information on the financial benefits of car sharing	TPC	On first occupation
Car Clubs	Discuss with OCC TP Officer about potential for car club location	TPC	On first occupation
Reduce Need to Travel	Negotiation with local suppliers to establish regular delivery service of daily essentials to residents	TPC	On first occupation

Table 10.1. Action Plan

11 Summary and Conclusions

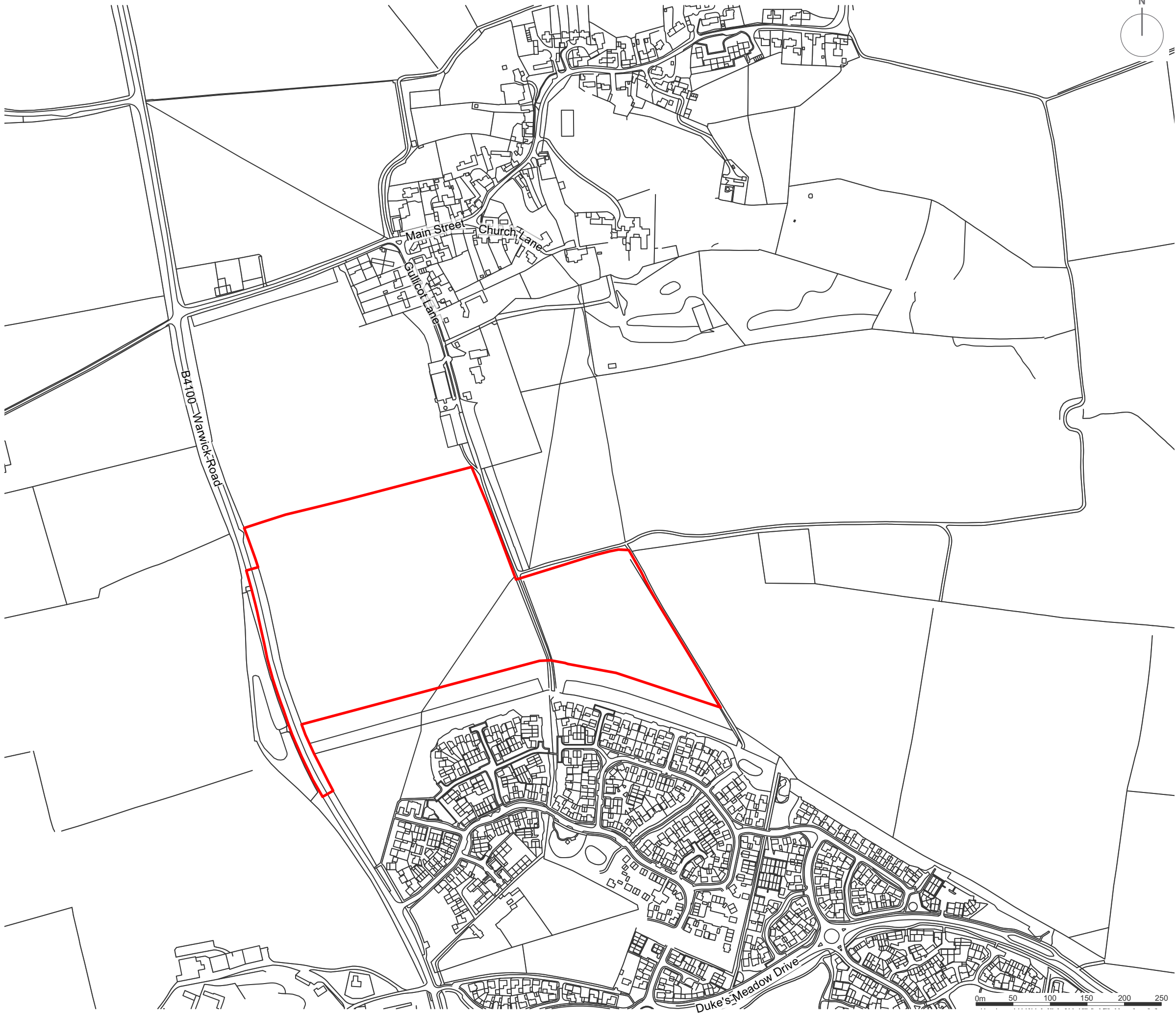
11.1 Summary

- 11.1.1 This FTP has been prepared by Jubb on behalf of Vistry Homes Limited in support to an outline planning application for a proposed residential development at land accessed off Warwick Road to the north of Banbury and within the District of Cherwell. The proposed development is for up to 170 dwellings (Use Class C3) with associated open space and vehicular access off Warwick Road.
- 11.1.2 The site is located in a sustainable location and will be connected by good quality pedestrian, cycle and public transport links.
- 11.1.3 The principal aim of the TP is to reduce car usage (particularly single occupancy journeys) and encourage an increase in the use of sustainable modes such as walking, cycling and public transport.
- 11.1.4 An initial travel survey will be undertaken within 3 months from first occupation of the site. TP targets will be set following this survey. Additional travel surveys will be undertaken in order to determine any change in modal split and uptake of the TP initiatives.
- 11.1.5 Central to the success of the Travel Plan will be the appointment of a TP Coordinator. This role will be fulfilled by an employee or person knowledgeable of the area and business. The appointed individual will be the main driving force behind the TP and will be provided with sufficient time and resources to manage the Plan effectively.
- 11.1.6 This document provides a toolkit of sustainable travel initiatives tailored to this particular site. These initiatives have particular emphasis on the promotion of walking, cycling, public transport and car sharing trips.
- 11.1.7 The TP will be an ongoing improvement process.

11.2 Conclusion

- 11.2.1 The layout of the site and the transport infrastructure providing access to it is considered to be conducive to encourage residents to travel via more sustainable modes of transport.
- 11.2.2 This TP has identified opportunities for sustainable travel that will help encourage modal shift away from single occupancy car trips, and towards sustainable alternatives.

Appendix A: Extent of Application Site



Site Boundary

12.63ha

client

Vistry Group

project title

Land East of Warwick Road, Banbury

drawing title

Site Location Boundary

date

10 MAY 2022

drawn by **RA**

drawing number

edp3253_d007e

checked **PW**

scale

1:5,000 @ A3

QA



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Appendix B: Concept Masterplan



- Site Boundary (12.63ha)
- 1 Arrival Square
- 2 Attenuation Pond
- 3 Wildflower Meadow and Oak Parkland
- 4 Woodland Planting
- 5 Public Right of Way Integrated within Green Corridor
- 6 Vehicular Access Point
- 7 Main Street With Green Verge, Including Rain Gardens
- 8 Neighbourhood Green with Swale
- 9 Natural Play Space
- 10 Informal Kick-about Space
- 11 Mown Grass Trails

client
Vistry Homes Ltd

project title
Land to the East of Warwick Road, Banbury

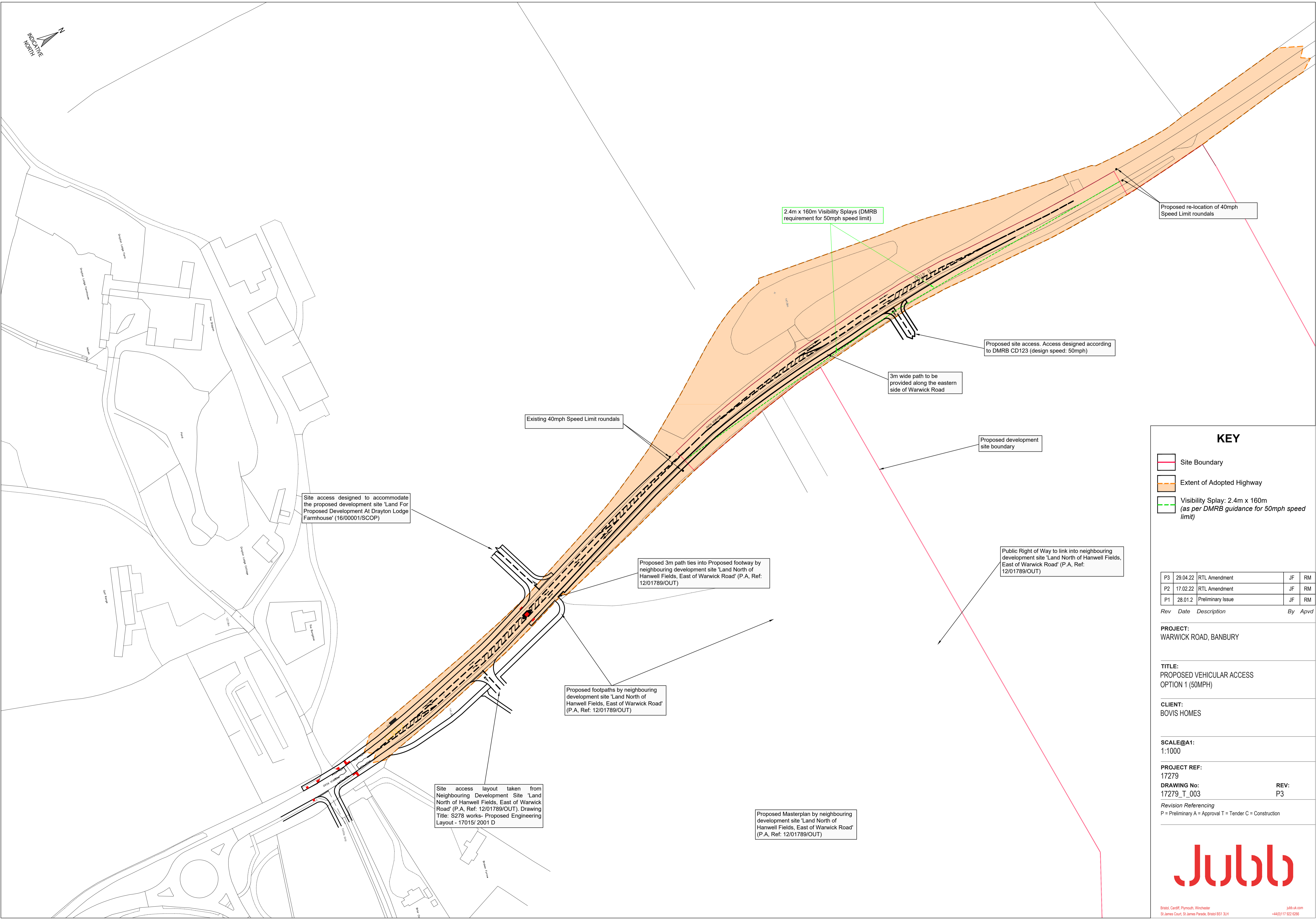
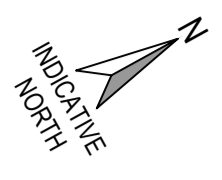
drawing title
Concept Masterplan

date	06 OCTOBER 2022	drawn by	NBo
drawing number	edp3253_d038d	checked	RAI
scale	1:5,000 @ A3	QA	RBa



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Appendix C: Proposed Site Access



Site access designed to accommodate the proposed development site 'Land For Proposed Development At Drayton Lodge Farmhouse' (16/00001/SCOP)

Site access layout taken from Neighbouring Development Site 'Land North of Hanwell Fields, East of Warwick Road' (P.A. Ref: 12/01789/OUT). Drawing Title: S278 works - Proposed Engineering Layout - 17015/2001 D

Existing 40mph Speed Limit roundals

Proposed 3m path ties into Proposed footway by neighbouring development site 'Land North of Hanwell Fields, East of Warwick Road' (P.A. Ref: 12/01789/OUT)

Proposed footpaths by neighbouring development site 'Land North of Hanwell Fields, East of Warwick Road' (P.A. Ref: 12/01789/OUT)

Proposed Masterplan by neighbouring development site 'Land North of Hanwell Fields, East of Warwick Road' (P.A. Ref: 12/01789/OUT)

2.4m x 160m Visibility Splays (DMRB requirement for 50mph speed limit)

3m wide path to be provided along the eastern side of Warwick Road




Proposed site access. Access designed according to DMRB CD123 (design speed: 50mph)

Proposed development site boundary

Public Right of Way to link into neighbouring development site 'Land North of Hanwell Fields, East of Warwick Road' (P.A. Ref: 12/01789/OUT)

Proposed re-location of 40mph Speed Limit roundals

KEY

-  Site Boundary
-  Extent of Adopted Highway
-  Visibility Splay: 2.4m x 160m (as per DMRB guidance for 50mph speed limit)

Rev	Date	Description	By	Apvd
P3	29.04.22	RTL Amendment	JF	RM
P2	17.02.22	RTL Amendment	JF	RM
P1	28.01.2	Preliminary Issue	JF	RM

PROJECT: WARWICK ROAD, BANBURY

TITLE: PROPOSED VEHICULAR ACCESS OPTION 1 (50MPH)

CLIENT: BOVIS HOMES

SCALE@A1: 1:1000

PROJECT REF: 17279

DRAWING No: 17279_T_003

REV: P3

Revision Referencing
P = Preliminary A = Approval T = Tender C = Construction

