



Persimmon Homes (South Midlands)

Wykham Park Farm, Banbury

Residential Travel Plan

November 2023



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Residential Travel Plan

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1. Introduction

1.1 Overview

1.1.1 This Residential Travel Plan (RTP) has been prepared by mode transport planning (mode) on behalf of Persimmon Homes (South Midlands) to discharge pre-application Planning Condition No. 27 for a residential development at Wykham Park Farm, Banbury; that is:

“Prior to the first occupation of any dwelling within the development, a Framework Travel Plan setting out key objectives for residential development, in accordance with best practice shall be submitted and approved by the LPA.

The development shall thereafter be implemented and operated in accordance with the approved plans.”

1.1.2 This RTP has been prepared to cover the reserved matters application (Planning Ref: 22/02068/REM), comprising up to 237 residential dwellings. The reserved matters application forms part of the consented outline application for a mixed-use development (Planning Ref No. 14/01932/OUT) comprising up to 1,000 residential dwellings, a local centre and community primary school.

1.1.3 Cherwell District Council (CDC) is the local planning authority for the area surrounding and including the site. The local highway authority is Oxfordshire County Council (OCC).

1.2 Development Proposals

1.2.1 The proposed scheme will provide a total of up to 237 residential dwellings. The site is part of a wider outline application (14/01932/OUT) which benefits from outline consent for up to 1,000 residential dwellings, a local centre, and a community primary school. The site forms “Parcel 1” and “Parcel 3” of the wider site. An illustrative masterplan is attached in **Appendix A** for reference.

1.2.2 The site is located on the southern edge of Banbury and is bound to the east by the wider development and the spine road for the wider site will form the southern boundary to Parcels 1 and 3.

1.2.3 The development proposes to deliver 457 allocated parking spaces, in line with the accepted outline parking suggestions in the Transport Assessment which supported to the application. The site masterplan further highlights that there will be 12 visitor spaces across the site, totalling 469 parking spaces. Further each plot will have an EV charging point.

1.2.4 Cycle parking provision will be provided on all plots across the site, by means of sheds or garages.

1.2.5 The main spine road which dissects the site east to west is constructed to LTN 1/20 standards, with further pedestrian and cycle routes and infrastructure outlined through two 'greenways' within the site.

1.2.6 The development has an outline for initial occupation in December 2023.

1.3 Development Trip Generation

1.3.1 The site is part of a wider outline application (14/01932/OUT) which benefits from outline consent for up to 1,000 residential dwellings, a local centre, and a community primary school.

1.3.2 The consented trip rates from the outline TA and TP are reproduced at **Table 1.1** and **Table 1.2**.

Table 1.1 Trip Rates by All Means of Transport (Extract from Outline TA)

Modes	Modal Share (2011 Census)	AM Peak IN	AM Peak OUT	PM Peak IN	PM Peak OUT
Car Driver	62.80%	0.124	0.406	0.332	0.151
Car Passenger	6.58%	0.013	0.043	0.035	0.016
Pedestrian	20.24%	0.040	0.131	0.107	0.049
Cycling	3.67%	0.007	0.024	0.019	0.009
Public Transport	6.71%	0.013	0.043	0.035	0.016

1.3.3 For the proposed scheme, the maximum anticipated trip generation by various means of transport, has been scaled to the quantum of 237 residential dwellings.

Table 1.2 Trip Generation by All Modes of Transport (237 Dwellings)

Modes	AM Peak IN	AM Peak OUT	PM Peak IN	PM Peak OUT
Car Driver	30	97	79	36
Car Passenger	4	11	9	4
Pedestrian	10	32	26	12
Cycling	2	6	5	3
Public Transport	4	11	9	4

1.4 What is a Travel Plan?

1.4.1 Good Practice Guidelines 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) states that a RTP is:

"A long-term management strategy for any occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".

1.4.2 Travel Plans are evolutionary documents that should be regularly updated, ensuring they can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this RTP will act as a starting point for the Travel Planning process, and that the document should be reviewed and updated on an annual basis, as necessary and appropriate.

1.4.3 The implementation of measures set out within this RTP, and the targets within it, will assist in reducing the number of single occupancy car journeys generated by the site and increase the number of trips made by sustainable modes (i.e. pedestrian, cycle and public transport trips).

1.4.4 Once adopted the RTP will be revised following a survey of baseline travel habits; undertaken upon 50% occupation of the site development (c.118th dwelling). At that time, the travel characteristics of residents of the site can be more readily determined, and the RTP can be refined as necessary.

1.4.5 The RTP process will aim to deliver the following:

- Partnership approach to influence the travel behaviour of occupiers (residents/visitors) to and from the site;
- Safe and viable alternatives to single occupancy car travel to/from the site;
- Fewer vehicle trips and a reduction in overall vehicle mileage (including reduction in emissions);
- Inform site users (residents/visitors) of the social, environmental and economic costs of their travel choices; and,
- Improved accessibility for all.

1.5 Report Structure

1.5.1 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to help reduce the number of single occupancy car trips generated by the development and increase the number of trips made by sustainable modes (pedestrian, cycle and public transport trips). It also includes proposed methods for monitoring travel patterns and updating the RTP report over a five-year period.

1.5.2 Following this introduction the RTP is structured as follows:

- **Chapter 2** details the aims, objectives and benefits that the RTP will provide;
- **Chapter 3** describes the existing transport conditions;
- **Chapter 4** describes the RTP strategy;
- **Chapter 5** details the RTP targets;
- **Chapter 6** describes the measures and incentives that could be implemented at the site in order to achieve the targets.
- **Chapter 7** specifies plans for the implementation and monitoring of the measures and incentives at the site. This chapter also includes methods, monitoring and reviewing of the success of the RTP over a five-year period; and,
- **Chapter 8** sets out an initial Action Plan on how the RTP is anticipated to be delivered and implemented.

1.5.3 The RTP process includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns. This RTP report is therefore a 'living document' that will be continually updated.

1.5.4 This RTP has been written in accordance with, and with reference to, the Travel Plan (Report Ref. W14129-TP01_B, Dated Oct 2014) and Transport Assessment (Report Ref. W14129-TA01 dated October 2014) for the wider residential site (for up to 1,000 dwellings), the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council's (OCC) 'Travel Plans, Travel Plan statements and Advice'.

2. Travel Plan Aims and Objectives

2.1 Overview

2.1.1 The objectives and their related outcomes define the high level aims of the RTP and will dictate the overall direction of the RTP and which will be used to determine the targets set for the RTP.

2.1.2 Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the RTP. It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

2.1.3 This RTP will focus on maximising sustainable access to the development and facilitating smarter journey choices. A summary of the Travel Planning Objectives (TPO's) is provided below:

TPO-01: Reduce to a minimum the number of single-occupancy car traffic movements to and from the site;

TPO-02: Reduce the need for travel to and from the site;

TPO-03: Address the access needs of residents/visitors by supporting walking, cycling and the use of public transport;

TPO-04: Encourage good urban design principles that open up the site to walking, cycling and the use of public transport;

TPO-05: Enable residents/visitors to have an informed choice about their travel options;

TPO-06: Provide adequately for those with mobility difficulties; and

TPO-07: Encourage more active travel to improve the health and well-being of residents/visitors.

2.1.4 The above objectives have the key aim to reduce single occupancy car travel to and from the site and will have the following related positive benefits:

- Reducing pressure on the surrounding highway network, particularly at peak times;
- Cutting carbon emissions and their contribution to climate change;
- Increasing road safety and protecting vulnerable road users;
- Reducing the cost of works on the highway or other transport infrastructure;
- Encouraging more active travel with associated health benefits;
- Improving local air quality; and,
- Reducing noise pollution.

- 2.1.5 The overarching objective of this RTP is to minimise overall car mileage by reducing the car dependency of residents and visitors travelling to and from the proposed development. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by specific measures that will be provided within the development.
- 2.1.6 The RTP will be focused on all trip types to and from the development including journeys to work, education, retail, health and leisure trips.
- 2.1.7 This RTP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car, where viable/attractive alternatives exist.

3. Existing Conditions

3.1 Overview

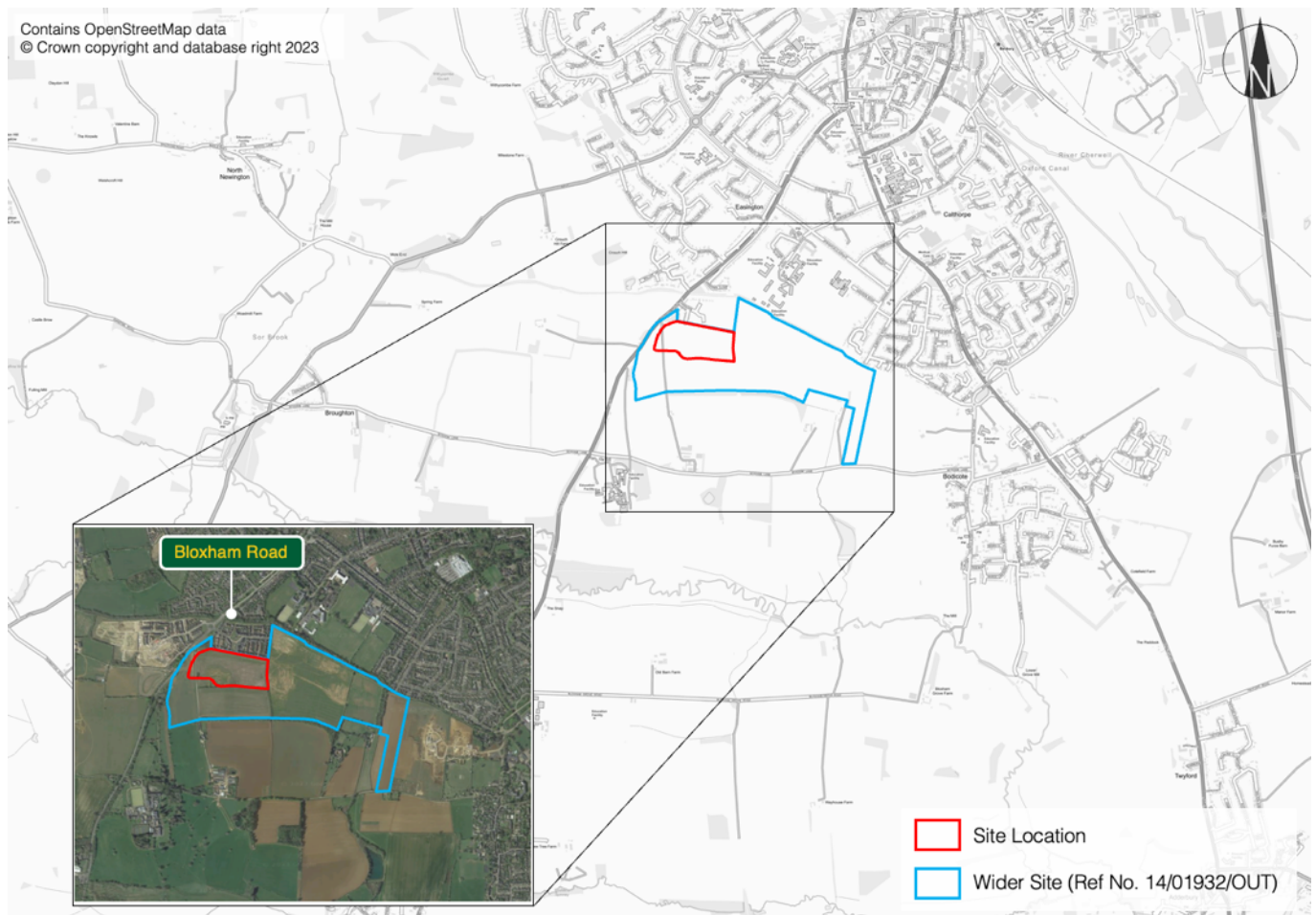
3.1.1 This chapter considers the existing context of the development in relation to land use, local highway network and accessibility by various sustainable modes of transport.

3.2 Site Context

3.2.1 The development is located on the southern edge of Banbury. It has an area of approximately 7.03 Hectares and the site is currently bound to the south and east by agricultural land; to the west by Bloxham Road; and to the north by residential units.

3.2.2 A site location plan is provided in **Figure 3.1**.

Figure 3.1 Site Location



3.3 Local Highway Network

Bloxham Road (A361)

- 3.3.1 Bloxham Road is approximately 7.0 metres wide in the proximity of the site and is a single carriageway subject to a 60mph speed limit. Further north, on entry to Banbury's built-up area the speed limit changes to 30mph.
- 3.3.2 Bloxham Road is a key strategic link from Banbury to Bloxham 2.5km to the south-west and Chipping Norton 17km to the south-west.

Oxford Road (A4260)

- 3.3.3 Oxford Road provides a key strategic link into the centre of Banbury for the south-eastern housing areas and villages to the south of Banbury. It routes in a north to south alignment and subject to a 30mph speed limit within the vicinity of the site.

Wykham Lane

- 3.3.4 Wykham Lane is rural in nature routing in an east to west alignment and subject to national speed limit. It links Bloxham Road and Oxford Road south of the site.

3.4 Sustainable Travel

Walking

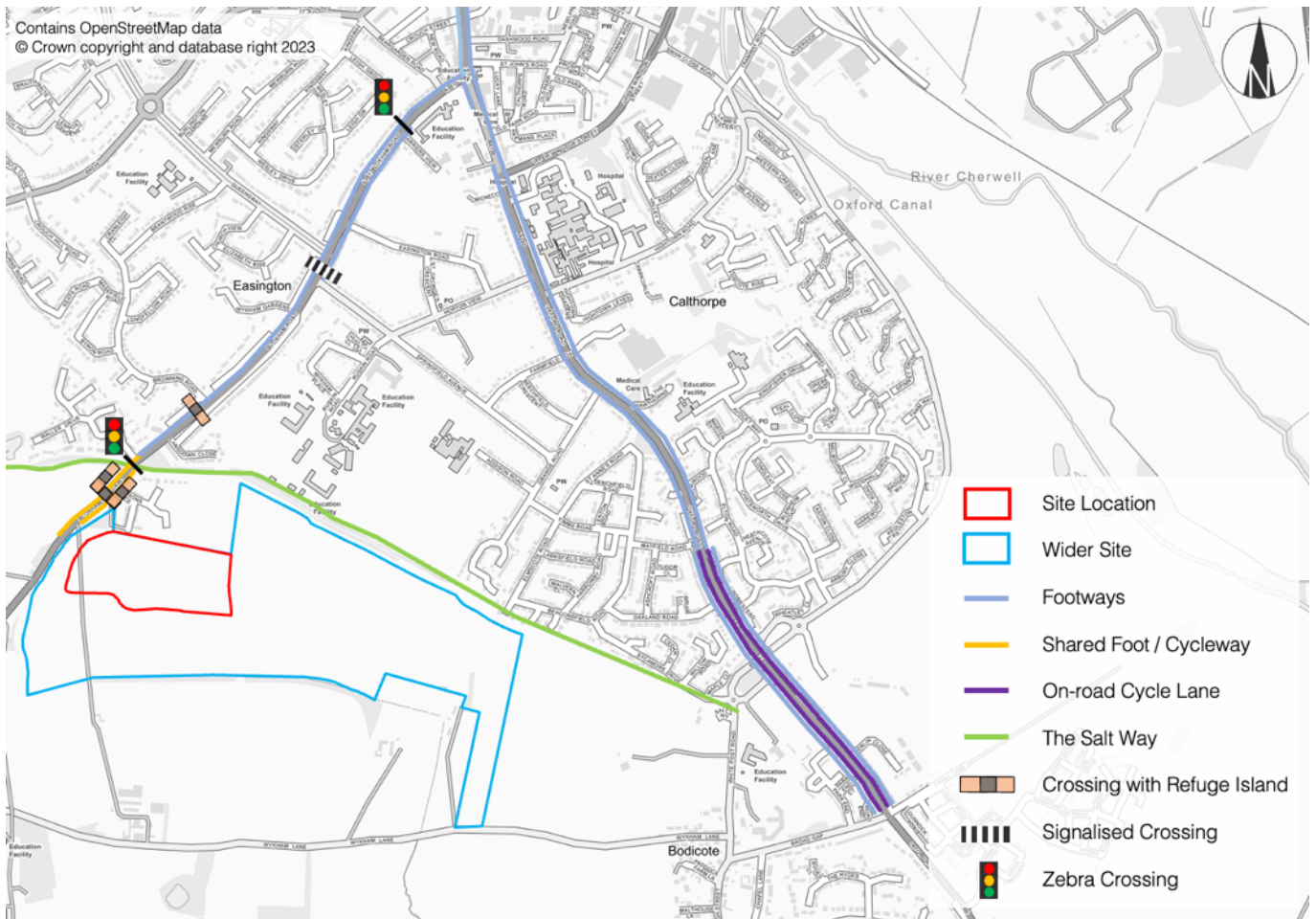
- 3.4.1 The 'Planning for Walking' (2015) document produced by the Chartered Institution of Highways and Transportation (CIHT) document suggests that c.80% of journeys shorter than 1 mile (1.6km) are made wholly on foot. It goes on to say that traditional layouts are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres). However, the propensity to walk or cycle is not only influenced by distance but also the quality of the experience; people may be willing to walk or cycle further where their surroundings are more attractive, safe and stimulating.
- 3.4.2 **Figure 3.2** demonstrates the walking and cycling provision in the local vicinity. Between the site access and the built-up area, c. 150m south of the Bloxham Road / Tyrell Road / Parsons Piece Roundabout, a 1m wide footway is present on the western side of Bloxham Road (recorded as Public Right of Way (PRoW) 120/33); thereafter the footpath widens to a 3m shared footway / cycleway present on either side of the carriageway. This route extends north to the junction with Waller Drive before discontinuing on the eastern side of the carriageway and narrowing on the western. At this location a signalised pedestrian crossing is provided. Several other uncontrolled crossings are located along Bloxham Road with street lighting present.

- 3.4.3 Dropped kerbs and pedestrian refuges are provided on Bloxham Road in the vicinity of the Salt Way Cycle route and the Browning Road junction. A Zebra crossing facility with refuge is provided between Springfield Avenue and Queensway and a Pelican crossing is provided in the vicinity of the Harriers View junction. The Salt Way provides a high-quality strategic walking route adjacent to the northern boundary of the site which can be used by residents walking to key facilities in the area.
- 3.4.4 Pedestrian controlled crossings are present on Oxford Road at junctions with Hightown Road and South Bar Street. Dropped kerbs and pedestrian refuge are provided within the signalised junctions on Oxford Road with Upper Windsor Road and Horton View. Elsewhere the town has a typical network of urban footpaths as would be expected from a town of its size and age. Continuous footway link to / from Banbury town centre is also present allowing access to a wide range of local amenities, these are further explored in **Section 3.5**.

Cycling

- 3.4.5 In terms of cycling, the DfT – Local Transport Note 1/20 ‘Cycle Infrastructure Design’ states that two out of every three personal trips are less than five miles in length (Transport Statistics Great Britain, DfT, 2016) - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. Cycling is therefore an important journey to work mode that has the potential to perform a more significant role.
- 3.4.6 The Salt Way Cycle Route, which is traffic free and lies adjacent to the northern boundary of the site forms part of National Cycle Route 5. This route connects with villages such as Chipping Campden to the west, Bodicote to the east and Bloxham to the south. To the east, a local on-road route is promoted along Bankside providing access to the town centre and the railway station.
- 3.4.7 The general topography of the immediate surrounding area is gently undulating with some localised steeper sections and is generally conducive to cycling.
- 3.4.8 The whole of Banbury is considered accessible by cycle, with the town centre being located within c. 2.5km (11-minute cycle) of the access to the wider site. It is therefore considered that there are significant opportunities for a wide range of trips generated by the proposed development to be made by cycle.
- 3.4.9 Local walking and cycling facilities are illustrated in **Figure 3.2**.

Figure 3.2 Walking and Cycling Routes



Bus Services

3.4.10 The proposed site access to the wider site is located within approximately 270m (c. 4-minute walk) of the nearest bus stops, which are located on Bloxham Road, immediately south of its roundabout junction with Tyrell Road and Parsons Piece. These bus stops are marked by flag and pole, with the northbound stop benefitting from seating and shelter.

3.4.11 A summary of the local bus services is provided in **Table 3.1** and **Figure 3.3** illustrates the identified bus stops (and train stations) in proximity to the site.

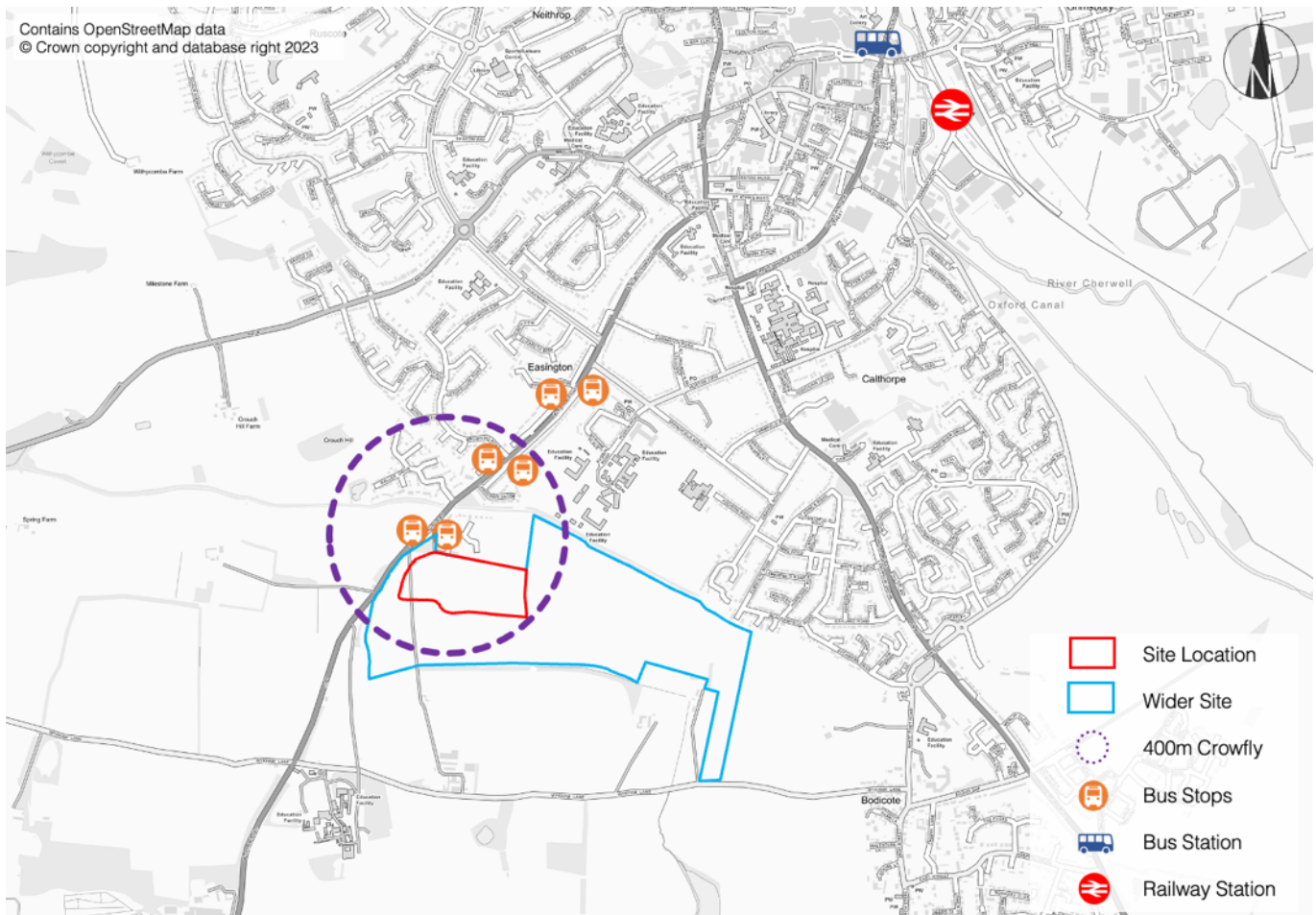
Table 3.1 Frequency of Local Bus Services

Service No.	Route	Nearest Stop	Peak Frequency		
			Monday - Friday	Saturday	Sunday
488	Banbury to Chipping Norton	Bloxham Road (270m)	Hourly service between 07:40-19:05	Hourly service between 07:40-17:40	Hourly service between 09:40-17:40

Service No.	Route	Nearest Stop	Peak Frequency		
			Monday - Friday	Saturday	Sunday
489	Banbury to Chipping Norton	Bloxham Road (270m)	2 AM services & 1 PM service	1 service in the AM and PM	-

Bus service frequencies correct as of 27/09/2023

Figure 3.3 Local Bus Stops & Services



Rail Services

3.4.12 Banbury Railway Station is located approximately 3.0km north of the site and lies on the Chiltern Mainline. The Station is operated by Chiltern Railways. It can be reached by cycle, via Bloxham Road (c. 12-minutes) or walking (c. 38-minutes). The 488 and 489 bus services provide access to Banbury Bus Station which is located c.400m north of Banbury Railway Station.

3.4.13 The railway station is open 24 hours a day and has sheltered storage for 63 cycles. Additional facilities include a ticket office, ticket machines, customer help points, pay phones, toilets, seating and step-free access to the platforms.

3.4.14 The typical frequency of train services serving Banbury Railway Station are summarised in **Table 3.2**.

Table 3.2 Summary of Rail Services from Banbury Railway Station

Destination	Typical Journey Time	Peak Hour Frequency
London Marylebone	70 minutes	1 service every 30 minutes
Birmingham New Street	53 minutes	1 service every 10-40 minutes
Birmingham Snow Hill	57 minutes	1 service every 15 minutes
High Wycombe	37 minutes	1 service every 30 minutes
Leamington Spa	18 minutes	1 service every 10-20 minutes
Manchester Piccadilly	151 minutes	1 service every 30 minutes

Rail service frequencies correct as of 27/09/2023

3.4.15 The services accessible from Banbury Railway Station provide genuine opportunities for travel by rail, particularly for regular trips between the site and the major urban areas beyond, including London and Birmingham.

3.5 Proximity to Local Facilities

3.5.1 It is imperative to consider the potential opportunities for access to local amenities. In transport planning terms, the most sustainable sites are those generating the lowest number of single occupancy private vehicle trips, which can be achieved by facilitating a greater proportion of walking, cycling and public transport journeys.

3.5.2 Planning guidance highlights the emphasis being placed on the integration of land use, transport and planning decisions. Specifically, NPPF (2021) states that “*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*”.

3.5.3 In order to achieve good integration, developments should be encouraged in areas with good accessibility to local facilities, employment opportunities and public transport. This section demonstrates the amenities, employment and education facilities that can be accessed from the site by sustainable modes, as well as describing the existing public transport, pedestrian and cycle connections.

3.5.4 The Institute of Highways and Transportation's (IHT) 'Guidelines for Providing Journeys on Foot' (2000) provides guidance when considering accessibility of specific locations by foot. In relation to the proposed development, the guidelines suggest:

- Maximum distances of 800m to town centres, 2,000m for work / education / leisure, and 1200m elsewhere;
- Acceptable distances of 400m to town centres, 1,000m for work / education / leisure, and 800m elsewhere; and
- Desirable distances of 200m to town centres, 500m for work / education / leisure, and 400m elsewhere.

3.5.5 A range of local facilities and amenities can be accessed within a walking distance of 2km or less from the centre of the site. These include schools, shops, employment sites and recreation facilities. Further details in respect of amenities and the walking / cycle time to each is provided in **Table 3.3**.

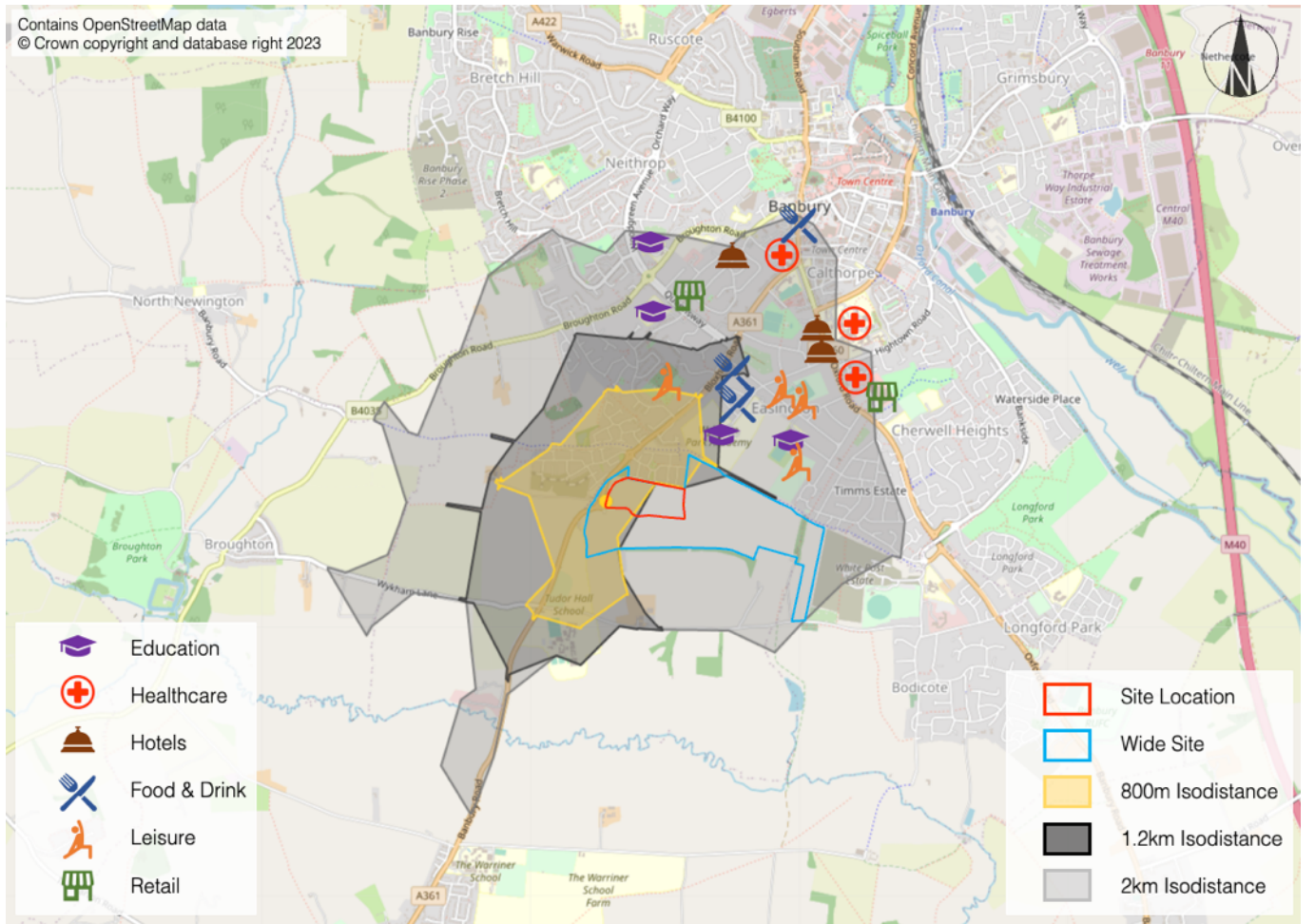
Table 3.3 Local Services and Facilities

Facility	Distance (m)	Walk Time (Mins)	Cycle Time (Mins)
Education			
Queen Primary School	1400	18	6
Wykham Park Academy	1600	20	6
Blessed George Napier School	1900	24	8
Healthcare			
Banbury Cross Health Centre	1800	23	7
Hightown Surgery	1900	24	8
Horton General Hospital	2200	28	9
Hotels			
Easington House	2000	25	8
Fairlands Guest House	2000	25	8
Banbury Cross Bed & Breakfast	2000	25	8
Food & Drink			
The Easington	1000	13	4
Banbury Tea Room	1400	18	6
The Swan	2000	25	8
Leisure			
Browning Park and Gardens	850	11	3
Banbury Tennis & Bowling Club	1600	20	6
Easington Sport Foot Club	1800	23	7
Retail			
Co-operative Food	1700	21	7
Sainsburys	2200	28	9

3.5.6 As demonstrated within **Table 3.3**, Queensway Primary School, Wykham Park Academy and Blessed George Napier School are located within a reasonable walking / cycle distance from the site. Both of which are accessible using the extensive network of footways within Banbury alongside a mixture of controlled and uncontrolled crossings.

3.5.7 An overview of local services and facilities identified in relation to the development site, are illustrated in **Figure 3.4**.

Figure 3.4 Local Services and Facilities



3.5.8 It is also key to note that this site forms part of a wider outline application for 1000 dwellings and mixed use local center which once fully built out will provide further local services and facilities located within a desirable distance of the development site, depending on the internal road layout. These additional local services and facilities will reduce the need to travel off-site and has potential to replace existing single occupancy car trips with sustainable modes.

3.6 Existing Modal Journey Share

3.6.1 Journey to work data for the 'Workplace Population' has been reviewed in order to calculate the forecast modal split associated with the proposed development. The modal split from the 2011 Census for 'Cherwell 006' (E02005926) Middle Super Output Area (MSOA) has been examined.

3.6.2 For reference, it is not clear how representative the 'Method of travel to work' data from the latest 2021 Census is, given that the Census was undertaken during a national lockdown as a result of the Covid-19 pandemic, and it is recognised that respondents answered the same questions for their pre-pandemic and pandemic travel behaviours. Consequently, the 2011 Census data has been utilised as a potentially more representative baseline for initial / subsequent RTP monitoring.

3.6.3 A summary of the mode share of residents living in the MSOA is shown in **Table 3.4**.

Table 3.4 Residents Method of Travel to Work – 2011 Census Data (Cherwell 006: E02005926)

Method of Travel to Work	2011 Census Mode Share (%)
Underground, metro, light rail or tram	0%
Train	4%
Bus, minibus or coach	2%
Taxi	0%
Motorcycle, scooter or moped	1%
Driving a car or van	62%
Passenger in a car or van	6%
Bicycle	4%
On foot	21%
Other method of travel to work	0%

3.7 Summary

- 3.7.1 The site is well served by bus/rail services, is within a short walk of a range of local amenities/services and has a wide range of local facilities and services which can all be accessed within a short walking distance from the site.
- 3.7.2 There is a good network of roadside footways and cycle facilities which results in a permeable accessible site. In summary the site is located in an accessible and sustainable location.

4. Travel Plan Strategy

4.1 Overview

4.1.1 This RTP will seek to stimulate modal shift amongst new residents of the development site. A Travel Plan Co-ordinator (TPC) will be appointed prior to initial occupation of the proposed development. The TPC will be responsible for overseeing the management, development, implementation, monitoring and review of their Travel Plan on behalf of the occupier.

4.2 Travel Plan Co-ordinator

4.2.1 Management of the TP represents an important element in pursuing the overall objective and aims. The full-time TPC will be appointed three months prior to initial occupation of the site and will be responsible for the management of the RTP until five years after the initial survey exercise.

4.2.2 For effective management of the RTP, a TPC fully trained in the aims and objectives of the RTP will be appointed to oversee the implementation and handover of co-ordination of measures and incentives at the application site during the planning and construction phases.

4.2.3 The appointment of an appropriate and professional TPC prior to the occupation of the site is essential to the successful implementation of the RTP. The TPC contact details (address/telephone number/email address) will be provided to the local council upon appointment.

4.2.4 The general day-to-day requirements of the TPC role will be limited and the typical duties will include:

- Being fully trained in the aims and objectives of the RTP and will be involved throughout the marketing, sale/rent, and occupation processes;
- Promotion of the 'green transport' credentials of the development to prospective residents;
- Providing RTP training for sales/marketing staff so that they can inform all potential residents about the RTP process and answer any questions that they may have. This will help to ensure that the residents are committed to sign up to the Travel Planning process, and the sustainable lifestyle, including the regular monitoring processes and travel questionnaires (detailed further in **Chapter 7**);
- Effective internal and external marketing and raising of awareness;
- Represent the 'human face' of the RTP – explaining the purpose and the opportunities on offer;
- Undertaking the monitoring and data collection to produce an end of year summary report to be issued to OCC's Travel Planning Team;
- Take a key role in the review of the RTP;

- To facilitate continued promotion and awareness raising, the TPC will also act as a point of contact for all residents requiring information. This will enable residents to get in touch with the TPC if they need any further information with regards to local transport facilities; The TPC will also look into setting up resident stakeholder groups;
- The TPC will promote national and local sustainable travel events including, Car Share Day, Bike Week and Walk to Work Week; and,
- Issue Travel Information Packs to residents (upon initial occupation of dwellings/commencement of contracts).

5. Travel Plan Targets

5.1 Overview

5.1.1 This chapter sets out targets that the RTP will seek to reach within the monitoring period. All targets should be **SMART**; that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime related.

5.2 Targets

Target 1

5.2.1 Initial and interim targets for residents have been based on 2011 Census data relating to the method of travel to work for residents living in the MSOA – Cherwell 006: E02005926.

5.2.2 Specified targets for resident’s travel and mode share will therefore be set out following the initial travel questionnaires at the site - to be undertaken within 6-months of initial occupation at the site, as detailed in **Chapter 7**.

5.2.3 The results of the questionnaires will enable a baseline to be established, and from this, measurable specific targets can be set. The interim target will be a 5% reduction in single occupancy resident car trips over a five-year period from initial occupancy of the respective units.

5.2.4 A summary of the interim targets is shown in **Table 5.1**.

Table 5.1 Existing and Future Mode Share Targets

Method of Travel to Work	Mode Share (%)	Future Mode Share Target
Driving a car or van	62%	-5%
Underground, metro, light rail or tram	0%	+5% to be distributed across sustainable travel modes.
Train	4%	
Bus, minibus or coach	2%	
Passenger in a car or van	6%	
Bicycle	4%	
On foot	21%	
Work mainly at or from home	0%	
Taxi	0%	0%
Motorcycle, scooter or moped	1%	1%
Other method of travel to work	0%	0%

- 5.2.5 Following the travel questionnaires being undertaken for the dwellings, the results will provide the actual percentage modal split of how residents travel to/from various journey purposes. For example, since the Covid-19 pandemic, there has been a large shift to individuals working from home, which would be picked up within the travel questionnaire results. This will allow for a more refined baseline and specific mode shift targets to be determined and set.
- 5.2.6 The survey data will be collated, analysed and stored on an annual basis to monitor the impact of the measures set out to promote sustainable travel.

6. Travel Plan Measures

6.1 Overview

6.1.1 This chapter of the RTP outlines the specific measures to be implemented. The implementation of the listed measures, which includes awareness initiatives and infrastructure provision, is the core of the RTP.

6.2 Baseline Surveys

6.2.1 Once adopted the RTP will be revised following a survey of baseline travel habits; undertaken upon 50% occupation of the site development (c.118th dwelling), a copy of an example travel survey questionnaire is attached at **Appendix B**. The results of the questionnaire will provide an insight into the specific travel patterns at the site. It will also help identify barriers to different, more sustainable modes of travel experienced by all site users.

6.2.2 The questionnaire will contribute to increasing awareness of the RTP to residents of the development. The information gathered from the questionnaire will allow for realistic and achievable targets to be set and will assist in evaluating the most effective measures that can be pursued in order to meet specific targets for modal shift.

6.3 Marketing and Consultation

6.3.1 The progress, measures and initiatives of the RTP will be promoted and marketed to all site users to help continue the ongoing success of the RTP at the site. An effective communication and marketing strategy will allow all site users to have full knowledge of the sustainable travel options for journeys to and from the development and also, an awareness of the measures available and facilities at the site that aid sustainable travel.

6.3.2 To facilitate the ongoing promotion of the RTP, TPCs will be available as a point of contact for all residents requiring personalised travel information.

6.3.3 The progress, measures and initiatives of the RTP will be promoted by the TPCs to residents, via information boards that will be located at prominent locations within the respective site uses (i.e. in sales suite) and via specific Travel Information Packs (TIPs) (Newsletters / Leaflets).

Travel Information Pack

6.3.4 Each household will receive a TIP upon initial occupation and prior to monitoring survey years, which will contain the following:

- An overview of the RTP and the benefits that having a RTP brings to individuals, the community and to the environment;

- Contact details for the TPC should they have any transport or travel concerns / thoughts they wish to discuss;
- Details of opportunities for sustainable travel to and from the site, with walking and cycling maps illustrating local routes and site-specific public transport information, including the location of bus stops and railway stations;
- Details of any incentives that may be offered to encourage sustainable travel; and
- Useful websites / contacts for public transport, walking, cycling information / maps etc.

Noticeboard

6.3.5 Travel Plan noticeboards will be strategically placed within the marketing suite and will contain maps of walking/cycle routes, useful contact details and any relevant posters advertising national and local sustainable transport events; such as National Car Free Day, Green Transport Week, National Bike Week and Bike2Work Days.

Newsletter/Flyer

6.3.6 A newsletter/flyer will be produced and distributed to each household annually, detailing the progress of the RTP and the results of the monitoring process. The newsletter/flyer will also act as a promotional tool for the RTP by publicising any new measures

6.4 Car Share and Car Clubs

6.4.1 Car share and car club schemes have the potential to reduce the number of single occupancy car trips to and from the site, thus reducing congestion and pressure on the local road network. Car sharing and local car club initiatives will be promoted through the TPC and Travel Information Packs.

6.4.2 Regional and national car share websites will be promoted to the residents. Such websites include:

- www.blablacar.co.uk;
- www.liftshare.com; and,
- www.gocarshare.com.

6.4.3 These sites match users with potential partners as a driver or passenger. Once matched, users can choose to car share as little or often as they like. The benefits of the schemes will be promoted through the Travel Information Packs / other promotional material and include the following:

- Find drivers and passengers on-line;
- Reduce the costs of fuel and parking;
- Choose parameters to define the kind of person that the user wants to share with;

- Cut congestion and pollution;
- Reduce the stress of driving; and,
- Access a variety of other travel information.

6.4.4 Local car clubs in Banbury will be promoted to the residents, these include:

- Zimbl
- Co Wheels
- Enterprise Car Club

6.5 Public Transport Measures

6.5.1 Use of public transport will be promoted through the RTP. Up-to-date public transport timetables, bus maps and ticket information will be disseminated to the residents through Travel Information Packs and the TPC will investigate the possibility of offering residents with discounted bus vouchers/passes with local operators (listed below).

6.5.2 Website links to public transport information could also be provided as part of promotional literature; these include:

- www.nationalrail.co.uk;
- www.stagecoachbus.com; and
- www.traveline.info.

6.6 Personalised Travel Planning

6.6.1 Personalised Travel Planning (PTP) allows residents to discuss their individual circumstances with the TPC who could assist in tailoring a travel plan specific to that resident, incorporating sustainable travel modes as much as possible.

6.6.2 If requested by the resident, a personalised information pack could be produced by the TPC showing local walking and cycling routes; details of bus/train services providing access to their place of work/education; and information on the public transport providers (links to websites etc.). Discounts/vouchers/offers could be provided within the pack, tailored to the household requirements.

6.6.3 PTP will be offered and promoted to residents regularly throughout the course of the TP and promoted at the point of sale by the sales team and through the Travel Information Pack. Additional promotional material, such as newsletters/flyers will regularly be distributed to residents.

6.7 Community Transport Measures

6.7.1 There are several community transport services which operate in and around Banbury which will be promoted to residents on a case-by-case basis in line with the Personalised Travel Planning measures outlined above. The local community services include:

- Banbury RVS Neighbour Scheme
- Ability CIC
- Kidlington Assisted Transport Service (KATS)

6.8 Walking and Cycling Measures

6.8.1 To promote walking and cycling by site users, the following measures will be implemented:

- **Providing walking and cycling maps:** Maps of local and accessible walking and cycling routes will be made available to all residents/visitors e.g. through 'Travel Information Packs' and other methods e.g. information boards;
- **Promotion of events including 'National Walking Month', 'Cycle to Work Day' and 'Ride to Work Week':** residents/visitors at the application site will be encouraged to participate in events such as 'National Walking Month' and 'Cycle to Work Day'. For these activities, promotional resources will be obtained from charities, such as Living Streets, Sustrans and CycletoWorkDay.org.
- **Publicise the health and environmental benefits of walking and cycling:** residents/visitors could be made aware of the benefits of active travel by the TPC displaying promotional information e.g. posters and leaflets at focal points e.g. information boards at the development. Organizations that can be approached for publicity material include Living Streets and Sustrans.
- **Offering adult/children cycle training:** Details of local cycle training providers will be made available/or offered to all residents/visitors. There are a number of registered cycle training providers for local residents and communities e.g. 'Bikeability'; and further information about cycle training and led rides can be found at: <https://bikeability.org.uk/>.
- **Provision of cycle parking and cycle storage facilities at the development:** The site will provide a number of cycle parking and storage facilities for residents/visitors of the development.
- **Cycle maintenance workshops** can be explored and offered/promoted to all users of the site.

6.9 Working from Home

6.9.1 To promote working from home as an alternative by site users, information will be promoted and distributed through the travel information pack and monitoring surveys.

6.9.2 Further local amenities which provide home delivery will also be promoted, these include:

- Morrisons

- Co-operative Food
- Waitrose & Patners
- Sainsbury's Groceries
- Tesco Extra

7. Implementation and Monitoring

7.1 Overview

7.1.1 This chapter sets out an implementation strategy for the Travel Plan; including the management and monitoring of the Travel Plan by the TPC's so that the Travel Plan can be effectively developed and co-ordinated with targets set and revised annually in response to monitoring analysis and outcomes.

7.2 Travel Plan Implementation

7.2.1 The TPC will be responsible for introducing the Travel Plan to new residents/visitors at the application site. The TPC will provide promotional information about the Travel Plan and will have a responsibility to ensure its progress.

7.2.2 The TPC will oversee/be assisted with the publication of a 'Travel Information Pack' that can be provided to all new homeowners. The 'Travel Information Pack' will include information on alternative modes of transport to as opposed to the private car.

7.2.3 An additional role of the TPC will include ensuring that information on travel is distributed to residents/visitors via information boards and an annual newsletter (potentially online).

7.2.4 Furthermore, an annual review of the Travel Plan will be carried out by the TPC in collaboration with the Travel Planning Officers at OCC; to ensure that the individual Travel Plans are being implemented effectively and get active support and funding from the developer.

7.3 Monitoring and Review

7.3.1 The majority of measures to reduce single occupancy car use and promote walking, cycling, public transport and low emission vehicles will be implemented during the construction process; or upon occupation of 50% of the site development (c.118th dwellings). This will allow residents to assess the potential to travel by alternative modes of travel and allow a sustainable travel culture to emerge from the offset.

7.3.2 Given that the proposed scheme is for new residential development, the initial baseline and modal shift targets have provisionally been set based on the JtW Census data. However, targets will be revised based on baseline travel surveys to be completed at 50% occupation of the site development (c.118th dwellings).

7.3.3 The initial baseline survey and annual surveys, thereafter, will consist of a questionnaire survey; the content and template of which is to be agreed in full with the local council (examples of typical residential questionnaires are included at **Appendix B**, for reference). The questionnaires will then be completed by all residents at the site; either online, in person or by a postal survey.

7.3.4 Further data can be collected throughout the year as follows:

- Number of Welcome Packs distributed; and
- Number of sustainable travel queries directed to the TPC.

7.3.5 The results of the initial baseline travel surveys will be presented to the council, as a Preliminary Report to determine baseline targets for the Travel Plan going forwards, within one month of the completion of the surveys.

7.3.6 Thereafter, annual Monitoring Reports (for at least 5-years) will be used to present travel survey results; the existing modal share baseline, modal shift targets and measures will be used to summarise the Travel Plan's progress over the course of its timeframe. From this, the targets should be amended and/or agreed, and any further measures introduced following feedback on the surveys by the local council.

7.3.7 The travel surveys should be initiated by the TPC in a neutral month upon 50% occupation of the site development (c.118th dwellings) and thereafter on years 1, 3 and 5 as per the monitoring schedule. The surveys will be used to:

- Determine initial and annual modal splits and travel patterns;
- Monitor the targets;
- Show the percentage of people travelling by each mode;
- Highlight the number of single occupancy car user numbers which will act as a major factor in target setting;
- Allow yearly comparisons to be made when undertaking annual Travel Plan Monitoring reviews;
- Determine the barriers and motivations relating to the uptake of sustainable modes of transport; and,
- Consider the uptake of any measures and incentives proposed in the Travel Plan.

7.3.8 Should the targets of the travel plan not be met by the end of year 5, monitoring should continue in years 7 and 9.

7.3.9 Incentives to encourage residents to complete the travel surveys may be promoted as part of the questionnaire – these may include for example, being entered into a prize draw for the chance to win monetary vouchers (e.g. c.£25/£50).

7.3.10 The annual Monitoring Reports will be made available to all residents at the development and this will be used as travel information. An ongoing reporting process is important so that individuals can see how their travel choices fit into the overall Travel Plan.

8. Action Plan

8.1 Overview

8.1.1 To provide an accurate strategy for the implementation of the Travel Plan, various (short, medium and long-term) timed measures will be introduced before and after the development of the site.

8.1.2 **Short-term** measures refer to those which will be implemented prior to, or within 3 months of first occupation. **Medium-term** measures are identifiable as those which can be completed after 3 months of occupation and within a year. **Long-term** measures are those which are on-going and can take more than one year to complete.

8.2 Action Plan

8.2.1 **Table 8.1** sets out the Indicative Action Plan that will be followed by the TPC. The action plan details the required actions by the co-ordinator for implementing the RTP and also, the proposed timescales for each action.

Table 8.1 Action Plan

Action	Timescale	Measure	Objective	Indicative Budget*
Appoint Travel Plan Co-ordinator.	3 months prior to initial commencement and occupation of development (during initial construction phase)	Short-term	TPO-1,2,3,4,5,6&7	£2,500 per year (for duration of Travel Plan)
Agree and prepare publicity and marketing materials to promote sustainable transport uptake amongst new residents/visitors.	Prior to initial occupation of dwellings, and ongoing thereafter	Short/Long-term	TPO-1,2,3,5,6&7	£2,000 per year (for duration of Travel Plan)
Provide a Travel Information pack to residents	Following occupation, and thereafter until the site is fully occupied	Short/Medium-term	TPO-1,2,3,5,6&7	
Agree initial modal/travel survey content, monitoring data and methodology with local authorities for use in establishing travel patterns.	Prior to initial occupation of dwellings; and before the initial baseline travel surveys	Short-term	TPO-1,3,4,5&7	Included in TPC budget
Undertake initial baseline travel questionnaire surveys	Upon 50% occupation of the site	Medium/Long-term	TPO-1,3,4,5&7	Included in TPC budget
Undertake annual questionnaires	In years 1,3 and 5 following the initial baseline surveys (as above), for a period of 5 years	Medium/Long-term	TPO-1,3,4,5&7	Included in TPC budget
Provide personalised travel planning	On ad-hoc basis as/when requested by the resident	Medium/Long-term	TPO-1,2,3,5&7	TBC, (recommend £500 per year additional budget)
Provide and update a noticeboard with regularly updated travel information	Following occupation, and ongoing thereafter	Short/Long-term	TPO-1,2,3,5,6&7	Included in TPC budget
Agree and provide information of public transport incentives and measures.	Following occupation, and ongoing thereafter	Short/Long-term	TPO-1,2,3,5,6&7	Included in TPC budget

Establishing resident stakeholder groups	Following established occupation of the site, likely 6-months after initial occupation	Medium/Long-term	TPO-1,2,3,5,6&7	Included in TPC budget
Report findings of the initial travel questionnaires – monitoring reports	Within one month of the travel survey being completed, and in line with survey years thereafter	Medium/Long-term	TPO-1,3,4,5&7	Included in TPC budget
Review RTP targets and measures in consultation with OCC's TP Officer	As required following the initial monitoring baseline survey, and in line with the monitoring thereafter	Medium/Long-term	TPO-1,3,4,5&7	Included in TPC budget
Provide advice to residents/visitors on travel planning matters	On ad-hoc basis as/when required	Medium/Long-term	TPO-1,2,3,5&7	Included in TPC budget
Provide cycle parking for residents and visitors	Prior to occupation	Short-term	TPO-1,3,4&6	Installed during the construction phase
Provide EV charging facilities for residents and visitors	Prior to occupation	Short-term	TPO-1,3,4&6	Installed during the construction phase

*The cost of each action is subject to the economic situation and anticipated costs of completion at that future scenario and is therefore indicative by nature and is by no means a set figure.

8.2.2 The majority of measures set out within the Indicative Action Plan can be classified as '**Medium to Long-term**'.

8.2.2 As with all elements of the travel planning process, the Action Plan is not considered to be prescriptive and accordingly, flexibility should be exercised to ensure that the Travel Plan benefits all residents and remains relevant throughout its implementation.

APPENDICES

APPENDIX A

Illustrative Masterplan

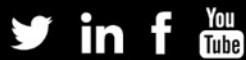
APPENDIX B

Example Travel Survey Questionnaire



transport planning

keep up with mode:



Birmingham

☎ 0121 794 8390

London

☎ 020 7293 0217

Manchester

☎ 0161 464 9495

Reading

☎ 0118 211 8180

✉ info@modetransport.co.uk 📍 modetransport.co.uk 🐦 [@mode_transport](https://twitter.com/mode_transport)