



Oxford University Development

Begbroke Innovation District

Framework Site-Wide Travel Plan

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KMC Transport
Planning Ltd

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1 INTRODUCTION

- 1.1.1 KMC Transport Planning Ltd (KMC) is appointed by Oxford Development Limited (ODL) to provide transport planning consultancy services in respect of proposals for the Begbroke Innovation District (the Site).
- 1.1.2 The proposals for Begbroke Innovation District build on the achievements of Begbroke Science Park, where world-class university scientists work with industry decision-makers and entrepreneurs to turn cutting-edge research into commercial opportunities. The proposals seek to grow the workspace and research elements, alongside new housing, and essential community facilities such as schools, shops and open space.
- 1.1.3 ODL brings together the land, vision and opportunities of Oxford University with the investment and development management skills of Legal & General. ODL seeks to deliver exemplary, sustainable development for Oxford University to maintain and enhance its world class research and education and to support the wider Oxford economy and society.
- 1.1.4 This Framework Site-Wide Travel Plan has been prepared to support an outline planning application, submitted to Cherwell District Council (CDC).
- 1.1.5 Relevant guidance on the preparation of Travel Plans is set out in Oxfordshire County Council's (OCC's) *Transport for New Developments: Transport Assessment and Travel Plans* document (2014).
- 1.1.6 Within the guidance, the role of Framework Travel Plans for mixed-use developments is set out, confirming that this is required prior to planning permission being granted. The plan must include joint outcomes, targets, and indicators which the guidance states must be centrally administered.
- 1.1.7 An important element of the Framework Travel Plan should be to define and confirm the role of individual Travel Plans for specific uses or elements of the scheme and to commit to these being prepared and implemented as part of the development proposals.
- 1.1.8 This report provides that travel planning framework for Begbroke Innovation District, confirming the approach across the entire Site, providing a framework for future Full Travel Plans to be prepared.
- 1.1.9 To support the development proposal a comprehensive Transport Strategy has been developed. This document does not seek to repeat the full details of that Transport Strategy which is identified across various reports that support the planning application. Instead, this document sets out the approach towards implementing, managing, monitoring and reviewing the Transport Strategy.

2 BACKGROUND

2.1 Local Plan Allocation

- 2.1.1 The Cherwell Local Plan (Part 1) Partial Review (referred to as the Partial Review Local Plan) - Oxford's Unmet Housing Need was formally adopted as part of the statutory Development Plan by the Council in September 2020, and so it forms an addendum to the adopted Cherwell Local Plan 2011-2031 (Adopted 2015) and provides the vision, objectives, and specific policies for delivering additional development to help meet Oxford's housing needs.
- 2.1.2 Begbroke Innovation District is identified as part of a strategic allocation (reference Policy PR8 - Land East of the A44) as part of the Partial Review Local Plan.
- 2.1.3 The policy identifies the opportunity as providing a new urban neighbourhood with proposals that comprise new homes, schools, a local centre and a range of leisure and ancillary provisions. The expansion of Begbroke Science Park is also identified as a core objective.
- 2.1.4 Key delivery Requirement 22 of the policy states that the planning application shall be *"supported by a Transport Assessment and Travel Plan including measures for maximising sustainable transport connectivity, minimising the impact of motor vehicles on new residents and existing communities, and actions for updating the Travel Plan during construction of the development."*

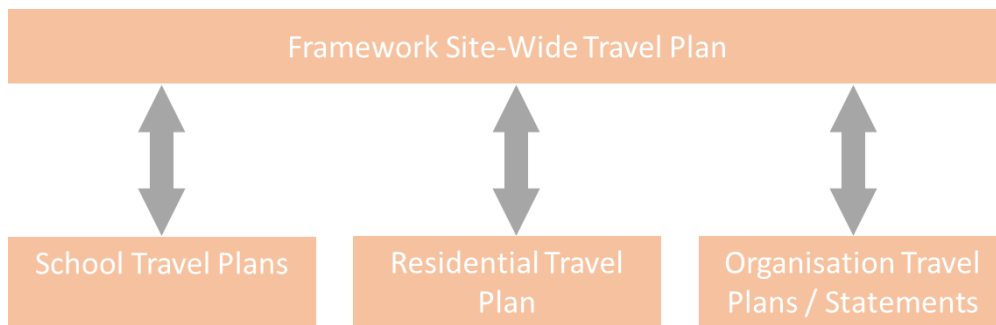
2.2 Development Proposals

- 2.2.1 OUD's vision is to transform the Site into an Innovation District that is internationally recognised for innovation, research, education, and entrepreneurship. This will be founded on a residential-led mixed use development comprising:
- up to 215,000 sqm of residential floorspace;
 - up to 155,000 sqm gross external area of flexible employment uses in connection with the expansion of Begbroke Science Park;
 - two primary schools with nurseries;
 - a secondary school;
 - a Local Centre with supporting retail, leisure and community uses;
 - landscape and public realm, including areas for sustainable urban drainage systems, allotments, biodiversity areas, outdoor play, and sports facilities;
 - land safeguarded for a new railway station; and
 - highway works including new vehicular, cyclist and pedestrian roads and paths, improvements to the existing Sandy Lane and Begbroke Hill road and provision for a bridge over Oxford Canal.

2.3 Approach

- 2.3.1 This Framework Site-Wide Travel Plan for Begbroke Innovation District identifies how, under the long-term stewardship of OUD, the ongoing future travel needs of the community will be met, providing opportunities for healthy living, sustainable travel patterns and helping to meet wider climate and carbon reduction targets.
- 2.3.2 The management of future travel is defined, identifying the role of stakeholders such as the planning and highway authorities, OUD as the long-term steward, residents and the various organisations that will form part of Begbroke Innovation District. This includes a commitment to prepare and implement individual organisation and occupier-specific Travel Plans.
- 2.3.3 Review mechanisms, relating this to the wider Transport Strategy for the area, together with targets and monitoring are identified.
- 2.3.4 The status of this document, which supports the outline planning application for Begbroke Innovation District, is such that it provides the framework within which future Travel Plans will be developed. This sequential and iterative approach to the Travel Plan reflects the long-term stewardship role that OUD would like to pursue.
- 2.3.5 The mixed-use nature of the proposals, where occupiers are not yet known, leads to the future requirement for land-use specific Travel Plans. These Travel Plans will comply with and feed into the Framework Site-wide Travel Plan.

Figure 2.1 Travel Plan Structure



- 2.3.6 The overall structure of travel planning is reflected across the various elements of this framework including important aspects such as the future management and Travel Plan Co-ordinator roles.

3 VISION, OBJECTIVES AND TARGETS

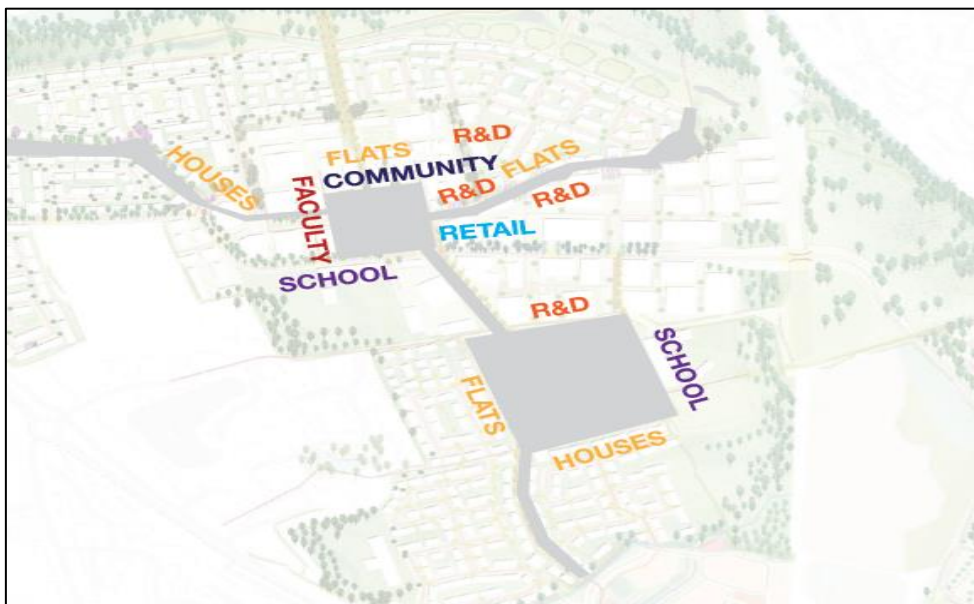
3.1 Vision

- 3.1.1 OUD's plans for Begbroke Innovation District are to take a long-term, high-quality approach to placemaking. The development will enable growth and innovation in fast-emerging economic sectors and deliver high levels of environmental sustainability. It will create a vibrant, new community, while also building strong links with the existing communities around it that will support their growth and prosperity.
- 3.1.2 The Transport Strategy is an essential element and will help achieve this vision. This Framework Site-Wide Travel Plan sets out the approach towards implementing, managing, monitoring and reviewing the Transport Strategy.
- 3.1.3 In terms of transport, the vision for the Begbroke Innovation District is:

“Begbroke Innovation District will make everyday life easy, safe and enjoyable, through a movement network that allows the community to prioritise active travel, like walking and wheeling, to meet its daily needs and errands. A “people-powered” strategy will embrace shifts to sustainable modes of travel by putting active travel and public transport at the top of the movement hierarchy, allowing connectivity to other places other than by car.”

- 3.1.4 To achieve the vision, the Begbroke Innovation District will provide a mix of uses, which will enable people to live full and active lives accessing work, education, leisure, and other activities (Figure 3.1). This will reduce the need to travel to meet day to day needs. A network of high quality and legible routes through the Site will facilitate walking, wheeling and cycling, prioritising this above car travel.

Figure 3.1: Mix of Uses across the Site



- 3.1.5 The scheme must incorporate the on-going need for travel to and from Begbroke Innovation District, and for these journeys there will need to be sufficient provision for people to travel without relying on a car. In helping to deliver the growth allocated in the Partial Review Local Plan, major investment is proposed to key movement corridors between the allocated sites and Oxford city centre, which is focused on delivering improvements to walking, cycling and public transport. The Transport Strategy for Begbroke Innovation District builds on this to ensure that journeys to and from the Site can be made sustainably.

3.2 Objectives

- 3.2.1 The objectives of the Transport Strategy and Framework Site-Wide Travel Plan are to:
- Respond to the comprehensive mix of uses that are to be provided on Site with an active travel network that ensures day-to day needs can be met wherever possible, reducing the need to travel;
 - Ensure walking and cycling are the most convenient travel choice, embracing “the car as a guest principle” across the Site;
 - Facilitate convenient, and safe travel to, from and around the Site for the new community and visitors;
 - Ensure those with mobility restrictions are able to travel with ease;
 - Work with partners and approving authorities to ensure that the off-site transport strategy will help deliver sustainable growth;
 - Minimise environmental impact, with a focus on air quality and the climate crisis; and
 - Exploit emerging and future technologies, utilising research opportunities from organisations within Begbroke Innovation District and the wider Oxford University research activities.

3.3 Targets

Oxfordshire County Council Targets

- 3.3.1 OCC adopted the Local Transport and Connectivity Plan (LTCP) in July 2022, which is the fifth Local Transport Plan and outlines the long-term vision for transport in Oxfordshire up to 2050 and the policies required to deliver this.
- 3.3.2 OCC plans to achieve this vision by reducing the need to travel, discouraging unnecessary individual private vehicle journeys, while making walking, cycling, public and shared transport the natural first choice for transport.
- 3.3.3 Three key targets have been set in the Oxfordshire LTCP to assist in the achievement of this vision, all containing equal weight. These are listed below:
- By 2030: Replace or remove one out of every four current car trips in Oxfordshire.
 - By 2040: Deliver a zero-carbon transport network. Replace or remove one out of every three current car trips in Oxfordshire.
 - By 2050: Deliver a transport network that contributes to a climate positive future.

- 3.3.4 Begbroke Innovation District will contribute positively towards OCC achieving their LTCP targets through developing a sustainable community and contributing towards the delivery of off-site sustainable transport infrastructure.

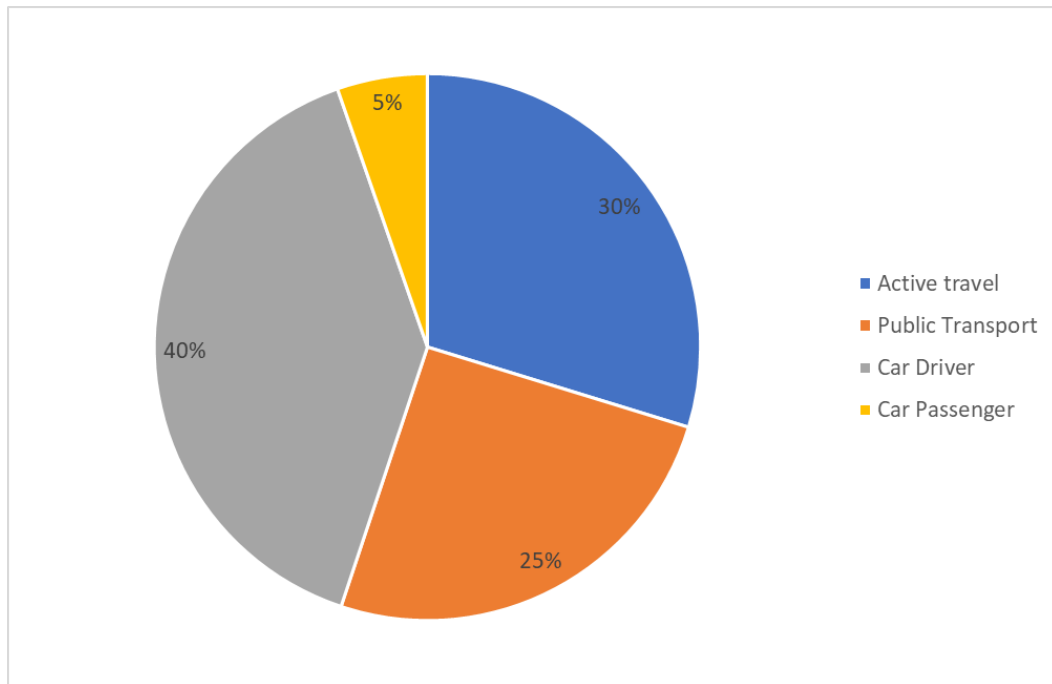
Decide and Provide Approach

- 3.3.5 In order to achieve OCC's LTCP goal to deliver a net-zero transport system by 2040, through the reduction of private vehicle use and a modal shift towards sustainable transport, a shift in the approach to transport planning is needed. OCC's adopted 'Implementing 'Decide & Provide': Requirements for Transport Assessments' guidance identifies a fundamental shift from an approach to transport planning characterised as 'predict and provide' towards adopting a 'decide and provide' approach.
- 3.3.6 The 'predict and provide' approach relied on past traffic and travel patterns and trends and extrapolated these forwards to determine future needs for infrastructure. Often this maintained the status quo, typically encouraging the provision of additional highway capacity, inducing traffic demand, and perpetuating private car use.
- 3.3.7 A 'decide and provide' approach instead considers preferred future outcomes and then defines strategies that aim to achieve this. In the context of health, wellbeing, and the climate emergency, 'decide and provide' prioritises walking, cycling, wheeling (non-cycle personal mobility modes) and public transport use. Under 'decide and provide', current travel trends are considered in the context of the network but are given limited importance when seeking to establish a preferred vision.
- 3.3.8 The Transport Strategy for Begbroke Innovation District embraces the approach to 'decide and provide' and seeks to make walking, cycling and wheeling the preferred and most convenient and obvious transport choice for local trips, whilst providing public transport opportunities for off-site journeys that start or end further afield.

Travel Targets

- 3.3.9 The principal travel target for the Framework Site-Wide Travel Plan is to attain (or better) the external mode share assumptions that are considered in the Transport Assessment that supports the outline planning application. The mode share assumptions account for the range of travel initiatives outlined in the Transport Strategy. The site-wide target mode share for external trips is presented in **Figure 3.2**.

Figure 3.2: Target Mode Share (External Trips)



3.3.10 A further key indicator, which would also represent a Travel Plan target, would be the quantum of peak hour external vehicle trips that is generated by or attracted to Begbroke Innovation District. The external vehicle trips take account of the ability to travel within the Site (i.e. internalisation of trips) for a number of day to day activities, which is a consequence of the proposed land uses and active travel network.

3.3.11 The Transport Assessment outlines the forecast external vehicular trips at full occupation of the development and are presented in **Table 3.1**.

Table 3.1 – Forecast peak Begbroke Innovation District external vehicle trips

	AM Peak (0800-0900)			PM Peak (1700-1800)		
	Arrive	Depart	Two-way	Arrive	Depart	Two-way
External vehicle trips	735	269	1,004	288	589	877

3.3.12 It is proposed that the multi-modal trips will be continuously monitored through the innovative Vivacity technology, or similar, proposed at the main site access points as set out later in this Framework Site-Wide Travel Plan.

4 IMPLEMENTING THE VISION

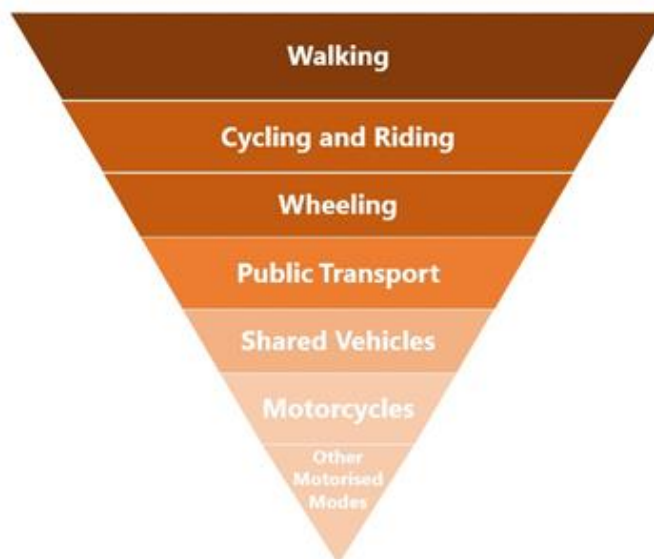
4.1.1 The Transport Assessment outlines the full Transport Strategy for Begbroke Innovation District. The Transport Strategy starts with the proposed mix of uses that will meet the day to day needs of the local community, reduce the need to travel and foster local living.

4.2 Hierarchy of Modes

4.2.1 The Transport Strategy has been developed under a hierarchical approach that gives greatest weight and importance to people and less weight to vehicles. This drives the principle that the 'car is a guest' within the development. This prioritises walking and then wheeling and cycling within the Site, with design cues and corridors that make these travel modes the most obvious and convenient form of travel.

4.2.2 Motor vehicle travel is not precluded, especially where accessibility requirements of mobility impaired people or deliveries and servicing, for example, absolutely necessitate this. Rather the road user hierarchy, placing people at the top and vehicles towards the bottom is established and maintained as part of both the design and management approaches. This is shown in **Figure 4.1**.

Figure 4.1: Travel User Hierarchy



4.2.3 The approach is consistent with the Local Transport and Connectivity Plan (LTCP) vision to deliver a zero-carbon transport system in Oxfordshire and adopt a zero vision approach, which aims to eliminate all fatalities and severe injuries. Accordingly, OUD will:

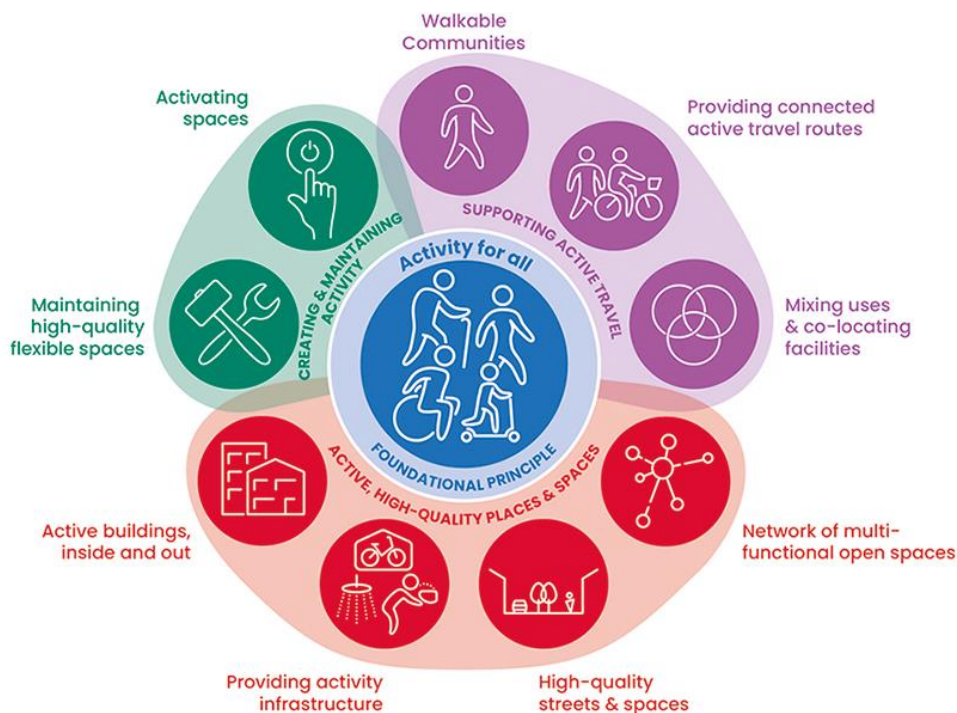
- Adopt the vision zero approach to have safer, healthier, and more equitable mobility for all; and

- Work closely with partners and stakeholders to take a whole system approach, working together on infrastructure, behaviour, technology and legislation to achieve this change.

4.3 Active Travel Design Principles

- 4.3.1 Active Travel England have recently become a statutory consultee to large development proposals and apply their Active Design Guidance (released by Sport England, supported by Active Travel England and the Office for Health Improvement & Disparities) to consider those developments.
- 4.3.2 The guidance provides a toolkit for developers, officers, and consultants to ensure that ‘activity for all’ is at the heart of new development.
- 4.3.3 The Guidance puts ‘Activity for all’ as the founding principle of good design, building upon this foundation with a further nine active travel principles. **Figure 4.2** displays these principles.

Figure 4.2: Active Travel England Design Principles



- 4.3.4 The application of these Active Design Principles to Begbroke Innovation District, ensures new residents, employees, and visitors will be able to lead healthier and more active lifestyles.

4.4 Transport Strategy

- 4.4.1 In addition to the creation of a sustainable development, which prioritises movement by active travel and public transport over the private car, as part of the wider Transport Strategy it is proposed to contribute towards the investment in off-site sustainable transport infrastructure. This will embrace improvements to public transport services and the future proofing of

infrastructure to enable additional sustainable transport opportunities to come forward in the future. Key schemes in this regard will be the safeguarding for a potential Begbroke railway station, promoting a multi-modal active travel and public transport bridge across the railway at Sandy Lane (to potentially form a separate planning application by Network Rail) and the safeguarding of a multi-modal active travel and public transport bridge across the canal.

4.4.2 A summary of the range of measures that are proposed in respect of various modes and initiatives is provided in **Table 4.1**.

Table 4.1: Transport Strategy Measures and Initiatives

Mode	Measures
Active travel infrastructure	Provision of L/TN 120 compliant cycle routes within the Site that complies with the Active Travel England design principles.
	A network of walking routes connecting the Site to nearby communities (e.g. Begbroke, Yarnton and Kidlington) and will tie into existing routes such as the Oxford Canal towpath and other Public Rights of Way.
	A network of cycle and wheeling infrastructure and routes that will connect the Site to both nearby communities and key destinations such as Oxford Parkway and Oxford city.
	Closure of Sandy Lane level crossing to general traffic to initially provide an east-west active travel connection between Yarnton and Kidlington, but designed to be future proofed for public transport.
	Provision for an active travel bridge over the canal to connect between the Site and Partial Review Local Plan allocated site PR7b. This will provide active travel connections to destinations such as Oxford Parkway.
	Wayfinding infrastructure throughout the Site for pedestrians, wheeling and cyclists.
	Specific design consideration made for people with disabilities such as level footways, provision of tactile paving and dropped kerbs in accordance with relevant guidance.
	Financial contribution towards pedestrian, wheeling and cycling crossing facilities across the A44 at key desire lines as well as active travel routes along the A44 corridor.
	20mph speed limits to be implemented in areas of the Site to enable cyclists to safely cycle on the carriageway.
	Provision of covered and secure cycle parking in accordance with the higher of either OCC’s cycle parking standards or cycle mode targets for the Site within the local centre and employment buildings within the Site.
Cycle parking / storage to be provided at residential dwellings that is in accordance with OCC’s cycle parking standards and/or cycle mode targets.	
Mobility Hub	Provision of a primary mobility hub located at the heart of the development, nearby to the local centre. This could include car club spaces, Electric Vehicle (EV) parking and charging, cycle parking and public transport infrastructure e.g. bus stops.
	The possibility of secondary ‘neighbourhood’ mobility hubs is to be explored. These would be smaller mobility hubs situated across the Site, that contain more locally focussed features than the primary mobility hub.

Public Transport	Improvements to the local highway network to provide bus priority and reduce the journey time of buses.
	Provide a new community bus service that will serve the Site as well as Yarnton and Kidlington. Explore how existing residents of Begbroke would be best served by the proposed community bus.
	Financial contribution towards improvements to the frequency of existing bus service (e.g. service S3).
	Financial contribution towards a new bus service to serve the proposed development and provide a connection to Oxford Parkway station.
	Financial contribution towards off-site bus priority infrastructure along the A44.
	Safeguarding of land for the provision of a potential railway station at Begbroke Innovation District.
	Provision of high-quality public transport infrastructure within the Site (e.g. bus shelters, live timetable information)
Driving	No east-west through route across the railway line for general motor vehicles in accordance with Partial Review Local Plan policy.
	No north-south through route within the Dite for motor-vehicles. Instead, a north south restricted access will be provided that accommodates public transport and active modes of travel.
	'Car is a guest' concept to be implemented, where active travel is the priority.
	A network of 'Living Streets' will be provided within the residential areas of the Site. These are traffic restricted areas where active travel is prioritised.
	Streets designed in accordance with OCC's Street Design Guide and Manual for Streets.
	Car parking strategy to be in accordance with OCC's Street Design Guide and OCC's maximum parking standards. Development of 'Parklets' to promote Living Streets concept.

4.5 Travel Plan Measures

4.5.1 In addition to the Transport Strategy, a range of 'softer' Travel Plan measures are proposed, as summarised in **Table 4.2**.

Table 4.2: Travel Plan Measures

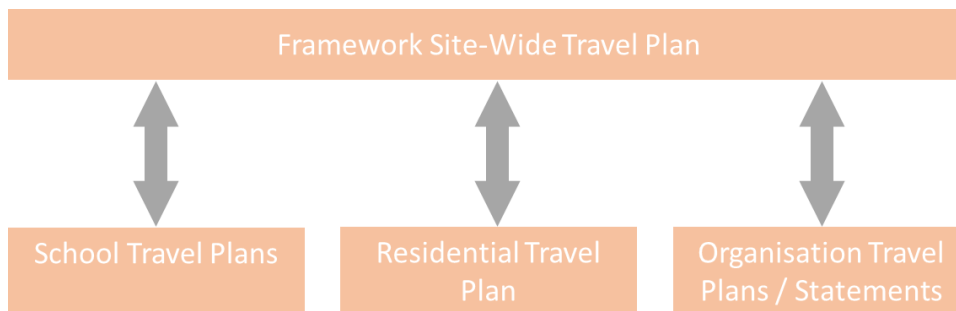
Mode	Measures
Walking, wheeling, and cycling	<p>Set up bicycle and wheeling user groups across all organisations, which will incorporate the provision of safe travel advice especially for wheelers and cyclists to ensure they can co-exist with other road and path users of all types.</p> <p>Provide cycle and wheeler maintenance facilities within the development such as 'Dr Bike' days with free servicing.</p> <p>Provide high quality end of journey facilities. In workplaces provide shower and changing facilities for people that cycle or wheel. Secure lockers for the storage of clothes, equipment, and helmets.</p> <p>Encourage organisations to offer employees Cycle to Work scheme opportunities.</p> <p>Incorporate micro mobility solutions including e-bike and e-scooter hire schemes as appropriate.</p>
Public Transport	<p>Taster passes and Carnet ticketing can be used to encourage the use of public transport.</p> <p>Provide information on public transport season tickets and possible ticket discounts.</p> <p>Encourage organisations to provide subsidy / loans for season tickets for staff.</p>
Car	<p>Car Club provision will be in place from first occupation for use by both residents and employees. It is an aim to ensure these vehicles are electric.</p> <p>The Site will include lift share scheme, enabling people within the development to share lifts with other people.</p>
Communication and promotion	<p>A travel section of a Begbroke Innovation District website will be created, which will act as a focal point for all travel information relating to the Site. The website will provide up-to-date links to walking, cycling and public transport services and advertise sustainable transport events.</p> <p>Travel Information Packs (tailored for employees and residents) which will contain summarised information on the Travel Plan and sustainable travel.</p> <p>The Travel Plan manager will organise Personal Travel Planning within the development. This focuses on individual residents and employees and how they can make sustainable travel choices given their specific lifestyles and needs. This will be offered to new households and new employees free of charge.</p> <p>Link in with national promotional events such as Bike Week.</p>
Technology	<p>Explore the introduction of Mobility as a Service (MaaS) across the Site.</p> <p>Exploration of app-based demand responsive services.</p>
Mobility Hub	<p>Primary Mobility Hub in centre of district. This facility will provide a focal point for the administration of the Site-Wide Travel Plan and the shared</p>

	transport initiatives, including the car clubs, cycle and electric cycle hire, an office for Travel Plan Management and potential for micro-consolidation.
Management	Transport Review Group, Travel Plan Manager and Travel Plan Co-ordinators and Representatives to manage Travel Plans.
Agile working	Encourage employment building occupiers to adopt their own agile / flexible working schemes to promote working from home.
Monitoring	Use of monitoring cameras such as the Vivacity system , or similar, to provide 24/7 data on travel by all modes associated with the development and through key movement corridors.

5 FUTURE TRAVEL PLANS

- 5.1.1 This Framework Site-Wide Travel Plan sets the framework within which future Travel Plans will be developed. Land-use specific Travel Plans will be required and these will be both guided by and feed back into the Framework Site-Wide Travel Plan.
- 5.1.2 Occupiers who lease or purchase buildings within Begbroke Innovation District will be required to adhere to the Framework Site-Wide Travel Plan as part of the terms of purchase or lease clauses. This will require them to prepare Travel Plans or Travel Plan Statements as dictated by size. Small scale organisations below thresholds (as defined in OCC guidance) will not be required to prepare Full Travel Plans, but their staff and stakeholders will still be eligible to take advantage of all of the travel behaviour change initiatives provided across the Site.
- 5.1.3 Separately, the proposed primary and secondary schools that are planned for Begbroke Innovation District will be required to prepare School Travel Plans and a Residential Travel Plan will also be prepared.
- 5.1.4 The individual Travel Plan requirements are set out in **Figure 5.1**.

Figure 5.1 Travel Plan Structure



5.2 Framework Site-Wide Travel Plan

- 5.2.1 This document provides the framework for future Travel Plans and essentially provides the basis for the “living document” that will be carried forward as the subsisting Framework Site-Wide Travel Plan.
- 5.2.2 This document will be updated prior to first occupation and will confirm assumptions made in this Framework Site Wide Travel Plan, update the Transport Strategy as necessary, confirm the Travel Plan Manager position, and update any element that may have been adjusted through the planning process.

5.3 School Travel Plans

- 5.3.1 Each of the primary schools and the secondary school will require a School Travel Plan to be prepared. These will be prepared two terms after first occupation, and prepared in coordination with the Travel Plan Manager and submitted initially to the Transport Review

Group (TRG) (as described in Section 6) for review. The proposed timing of preparation of the School Travel Plans allows pupils and staff to be involved in the preparation of the documents together with an opportunity of understanding actual travel patterns. The School Travel Plans will then be submitted to OCC and CDC for formal approval, having already been considered as part of the TRG.

- 5.3.2 Within two months of the first beneficial occupation of each school, a School Travel Plan Co-ordinator must be appointed.
- 5.3.3 The main focus of the Travel Plan must be to promote healthy living, safe travel, access to school by walking, cycling and scooting and to ensure there are measures in place to reduce staff car use and restrict the ability for car pick up and drop off within close proximity of the schools.
- 5.3.4 The Travel Plan will utilise the Modeshift STARS Travel Plan toolkit.

5.4 Residential Travel Plan

- 5.4.1 A Full Residential Travel Plan will be required to cover the residential element of the scheme. The Residential Travel Plan will be prepared prior to occupation, prepared in co-ordination with the Travel Plan Manager and submitted initially to the TRG for review. The document will then be submitted to OCC and CDC for formal approval having been considered through the TRG.
- 5.4.2 Prior to the first beneficial occupation of the first home, a Residential Travel Plan Co-ordinator must be appointed.
- 5.4.3 The Residential Travel Plan should be aimed at informing residents of their travel choices. It will contain soft promotional measures and hard infrastructure measures such as the parking arrangement by plots or phases. Personalised Travel Planning must be offered to all households.

5.5 Organisation Travel Plans and Statements

- 5.5.1 Where organisations meet the OCC thresholds, prior to the first beneficial occupation of the building(s), a Full Travel Plan or Travel Plan Statement will be prepared.
- 5.5.2 These will be required to be submitted to the TRG for approval initially prior to formal submission to the approving authorities. The Full Travel Plans must accord with the Framework Site-Wide Travel Plan and have due regard to local and national Travel Plan guidance.
- 5.5.3 At least one month following the first beneficial occupation, a Travel Plan Co-ordinator must be appointed and where relevant Travel Plan Representative.

If the Occupier fails to meet Travel Plan targets, they could be required to submit an action plan to the TRG setting out what they will do to bring the Occupier Travel Plan back on track.

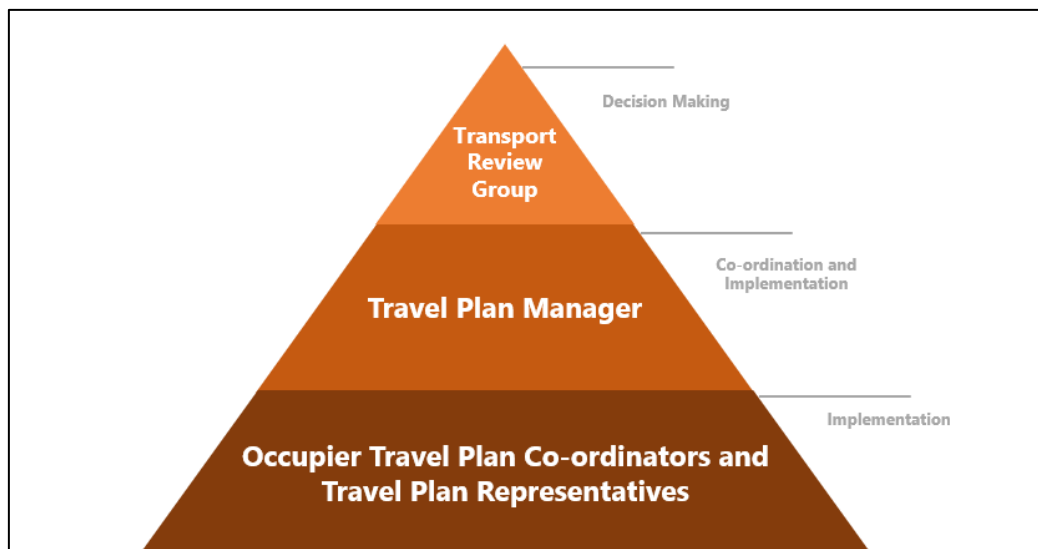
6 STEWARDSHIP AND MANAGEMENT

- 6.1.1 Stewardship goes beyond simple management. It puts people at the heart of community, building and place-making.
- 6.1.2 Through effective stewardship, an appropriate body can develop, enhance, manage, and participate in the widest possible range of assets that are of relevance to their community.

6.2 The Role of Oxford University Development

- 6.2.1 In having a long-term investment in Begbroke Innovation District, OUD will be the steward for the new community.
- 6.2.2 OUD is focused on promoting long-term stewardship at Begbroke Innovation District, which means an ongoing commitment to uphold the quality and integrity of the development and its public spaces to ensure it is a success for generations to come. The aim is to create a better and more sustainable model of development through long-term stewardship.
- 6.2.3 Given the scale of the proposal, it is inevitable that there will be multiple developers and interested parties and, as such, there is a need for a body to oversee and co-ordinate the implementation of the Transport Strategy and Travel Planning. This is particularly the case in a scheme which will be built out over a long period and where technological changes are inevitable.
- 6.2.4 As such, a multi-layered approach to managing the Framework Site-Wide Travel Plan is proposed as highlighted below in **Figure 6.1**, with OUD forming part of the TRG.

Figure 6.1: Travel Plan Management



6.3 Transport Review Group

6.3.1 A Transport Review Group (TRG) will be established prior to first occupation with members taken from the key transport stakeholders and OUD. As the development progresses the composition of the TRG will evolve to include representatives of the community, including both residential and commercial occupiers.

6.3.2 The scope of the TRG will be as follows:

- Approve land use specific Full Travel Plans;
- Receive and review monitoring reports;
- Determine the appropriate course of action if targets are not being met;
- Consider and recommend any proposals put forward by any member of the TRG, to improve the achievement of modal share targets, and in the interests of the most sustainable outcomes, to do so whether or not those targets are being met; and
- Consider appropriate use of the Sustainable Transport and Innovation Fund if targets are not being met.

6.3.3 The TRG will meet biannually. The TRG will continue to meet until one year following full occupation of the development or until such time that the TRG decides that it has served its purpose.

6.3.4 The TRG will only be able to have a valid, decision taking meeting, if there is a representative from each organisation present unless agreed otherwise by the full TRG. Decisions are to be taken on a majority vote, with each TRG member having a single vote.

6.3.5 The TRG members will be:

- Travel Plan Manager;
- OUD;
- Cherwell District Council; and
- Oxfordshire County Council.

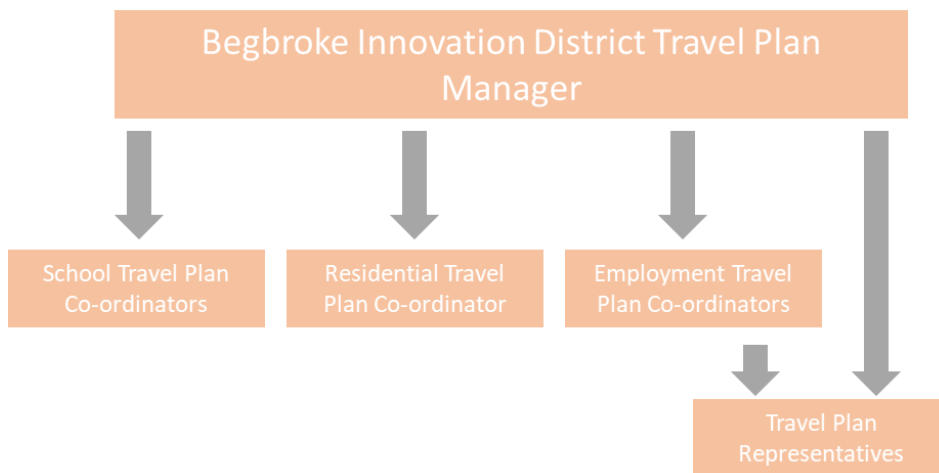
6.3.6 It is expected that members of the TRG will have the authority to make decisions. However, in certain circumstances it is accepted that the TRG member may require to refer the issue back to their own organisation.

6.3.7 It is assumed that members of the TRG will pass reports on to their respective organisations, as appropriate.

6.4 Travel Plan Co-ordination

6.4.1 The Travel Plan Manager for the Framework Site-Wide Travel Plan will fulfil a role that is supported through wider Travel Plan Co-ordinator and Travel Plan Representatives associated with specific organisations within Begbroke Innovation District. The approach will ensure the Site-Wide opportunities and obligations are realised whilst also ensuring that direct contact with occupiers and employees is achievable. The Travel Plan Management Structure for the Site is shown in **Figure 6.2**.

Figure 6.2 Travel Plan Management



6.4.2 OUD will appoint the Travel Plan Manager at least 6 months prior to the date of first occupation of any element of the development.

6.4.3 With respect of Travel Plan Co-ordinators, the requirement to partake will vary according to scale of the organisation to be commensurate with the use as follows:

- The proposed schools will appoint School Travel Plan Co-ordinators within two terms of first occupation. It might be appropriate for the School Travel Plan Co-ordinator to fulfil the same role for all of the proposed schools.
- A Residential Travel Plan Co-ordinator will be appointed prior to first occupation – this may be the same person as the Travel Plan Manager.
- Occupiers of employment premises that are larger in scale as defined by the OCC guidance will be required to appoint Travel Plan Co-ordinators prior to occupation.
- Small scale occupiers would be required to nominate Travel Plan Representatives within two months of occupation.

6.5 Travel Plan Manager

- 6.5.1 The Travel Plan Manager will be responsible for the ongoing management of the Framework Site-Wide Travel Plan.
- 6.5.2 The role will be overarching across Begbroke Innovation District and will require a productive working relationship with and active guidance and management of other Travel Plan Co-ordinators and Representatives. Prior to taking possession of a building, occupiers will be contacted by the Travel Plan Manager, who will arrange to meet and discuss Travel Plan requirements and outline the travel opportunities.
- 6.5.3 The main responsibilities of the Travel Plan Manager are as follows:
- Manage the implementation of the Framework Site-Wide Travel Plan;
 - Undertake annual surveys of Site-wide modes of travel and trips and prepare monitoring reports in-line with the Monitoring and Evaluation Plan;
 - Arrange regular meetings of the TRG to discuss the Framework Site-Wide Travel Plan;
 - Hold regular meetings or have a forum established to consult with Travel Plan Co-ordinators and Travel Plan Representatives;
 - Manage the occupier, school, and resident travel surveys through working with Coordinators and Representatives;
 - Design and implement marketing and events to promote sustainable travel;
 - Manage and monitor the implementation of Transport Strategy measures;
 - Determine if any further actions are required to be implemented should the mode share targets not be on track to be met (funded through the Sustainable Transport and Innovation Fund).

6.6 Travel Plan Co-ordinators

- 6.6.1 Travel Plan Co-ordinators will be required to implement the Residential Travel Plan, School Travel Plans and Organisation Travel Plans.
- 6.6.2 Prior to taking possession of sites or buildings, the Travel Plan Manager will arrange to meet Travel Plan Co-ordinators to discuss the provisions within the Framework Site-Wide Travel Plan and review initiatives and measures.
- 6.6.3 The Travel Plan Co-ordinator role can be assumed by the Travel Plan Manager where organisations agree and make arrangements for this. In instances where this is the case, organisations will be required to designate Travel Plan Representatives to ensure the Travel Plan Manager has access to the organisations, residents and school staff. This is also essential to ensure successful monitoring of travel patterns.
- 6.6.4 The responsibility of the Travel Plan Co-ordinators is set out below. This will be reviewed and amended on a regular basis:
- To prepare the Full Travel Plan and submit to the TRG for approval initially and then formally to DCD and OCC;

- To liaise with the Travel Plan Manager and the TRG to agree suitable measures;
- To liaise with parents, pupils, staff, residents (as appropriate), to communicate the objectives of the Travel Plan and encourage participation;
- To co-ordinate and implement the measures contained in the Travel Plan;
- Act as point of contact regarding local travel information and information with regards to the Travel Plan;
- Organise events promoting sustainable travel; and
- Undertake monitoring surveys.

6.7 Travel Plan Representatives

- 6.7.1 Where the role of the Travel Plan Co-ordinator is fulfilled by someone outside of that organisation, for example an R&D organisation asking the Travel Plan Manager to assume this role, a Travel Plan Representative will be required.
- 6.7.2 For smaller organisations where Full Travel Plans are not required, Travel Plan Representatives will be required. The Travel Plan Representative should be a direct employee of that organisation.
- 6.7.3 In this context, where Travel Plan responsibilities are undertaken by Travel Plan Co-ordinators, the role of the representative will be to provide a point of contact to employees and the Travel Plan Co-ordinator / Manager.
- 6.7.4 The role will enable a direct line of communication on Travel Plan matters to employees. It is also necessary to ensure aspects such as annual monitoring surveys are able to be undertaken within each organisation.

6.8 Funding

- 6.8.1 OUD will be responsible for the cost of implementing and administering the Framework Site-Wide Travel Plan, including the securing the role of the Travel Plan Manager.
- 6.8.2 It is expected that individual land uses and occupiers, including schools and employment units, will be responsible for the cost of implementing their Individual Full Travel Plans.

7 MONITORING, PROGRESS AND REVIEW

7.1 Monitoring

- 7.1.1 Monitoring and review are key aspects of the Travel Plans for Begbroke Innovation District. This allows the effectiveness of the measures and publicity to be assessed and a change in emphasis or revisions to the strategy to be considered. This will allow lessons to be learnt from the early phases of the development and applied to later phases.
- 7.1.2 Regular monitoring and review will be carried out to demonstrate progress in delivering the Framework Site-Wide Travel Plan and attainment of targets. Monitoring will be linked to the achievement of objectives and targets to meet the wider vision.
- 7.1.3 Travel Plans will require monitoring, review, and revision to ensure they remain effective. All monitoring will initially be led by the Travel Plan Manager in liaison with Travel Plan Co-ordinators and Representatives. This is shown in **Figure 7.1**.

Figure 7.1: Travel Plan Monitoring



Monitoring and Evaluation Plan

- 7.1.4 In line with OCC's decide and provide guidance, a separate Monitoring and Evaluation Plan (MEP) will be prepared prior to first occupation.
- 7.1.5 The MEP will seek to identify the way that travel patterns at Begbroke Innovation District evolve over time. In terms of timing, it is envisaged that monitoring will commence 6 months following the first occupation. From there, annual surveys will be undertaken and reported.

Survey Types

- 7.1.6 Surveys will take account of multi-modal trips from all access points. This will include walking, wheeling, and cycling only accesses in addition to main vehicular accesses and all travel modes, including bus and shuttle services and innovative travel such as micro mobility.
- 7.1.7 In addition, site specific surveys of residents, employees and school staff and pupils will be undertaken and co-ordinated by the Travel Plan Manager. The Travel Plan Co-ordinators and Representatives will be required to assist in this process.
- 7.1.8 The surveys will also include attitudinal questions to collect qualitative data around travel behaviours.
- 7.1.9 To provide a greater granularity of data, equipment that is permanently installed will be put in place at key access points. The use of technology such as the multimodal systems such as Vivacity allow, will ensure 24/7 movements to be recorded and used in the reporting.
- 7.1.10 The survey specification will need to be agreed with OCC and, in accordance with OCC's decide and provide guidance, it should employ the TRICS Standard Assessment Methodology or similar. A summary of the proposed survey types is presented in **Table 7.1**.

Table 7.1 - Survey types for monitoring

Survey	Frequency	Outline
Access movement surveys	Continuous	Permanent counting equipment at key access points to identify movements by all modes providing 24/7 data.
Annual travel surveys	Annual	Survey of staff, pupil, and residents in order to gather feedback from users of different modes of travel consider, level of satisfaction and identify constraints and opportunities.
Car and Cycle Parking surveys	Annual	For main employee car parks the strategy utilises technology to monitor movements. Snapshot surveys of other key areas such as parking pockets for residential living streets.
Use of sustainable transport schemes	Annual	Monitoring uptake and patronage of sustainable transport options, including shuttle services and car sharing.

7.2 Reporting Progress

- 7.2.1 The Travel Plan Manager will prepare an annual monitoring report which will demonstrate travel patterns associated with Begbroke Innovation District. The monitoring report will include the results of the annual travel survey.

7.3 Review

7.3.1 The Travel Plan Manager will produce an annual monitoring report which will seek to demonstrate the extent to which targets are being achieved, pro-rata and phased to match the stage of development.

7.3.2 The monitoring report would include the results of the travel surveys undertaken. The TRG would review the monitoring reports and determine if:

- The approach is meeting or on track to meet its target and no amendments are required;
- The approach is not on track to meet its targets, but it is considered that no further action needs to be taken as, for example, the trigger for a significant transport infrastructure investment is about to be reached; and
- The approach is not on track to meeting its target and TRG considers that remedial measures are necessary and funded by the Sustainable Travel and Innovation Fund.

7.3.3 Where material or significant, the TRG will make recommendations about any additional initiatives, remedial actions, changes to the Transport Strategy or drawing down the Sustainable Travel and Innovations Fund, which might be required.

7.3.4 It would be a matter for TRG to agree to any material recommendations and instruct the Travel Plan Manager accordingly.

7.4 Sustainable Transport and Innovation Fund

7.4.1 Should the TRG determine through the monitoring and review process that the mode share targets are not being met, or on track to be met, remedial measures may be considered.

7.4.2 The Travel Plan Manager will propose measures to improve the achievement of the targets. The TRG will review the measures and, where significant or material, will recommend them for approval.

7.4.3 The TRG will authorise expenditure from a Sustainable Transport and Innovation Fund up to the estimated cost of those measures proposed. The fund would initially be supported financially by OUD.

7.4.4 Potential measures that the Sustainable Transport and Innovation Fund could be spent on are:

- The introduction of new technologies or innovations;
- Improved bus or shuttle services or demand responsive travel;
- Enhancements to pedestrian and cycle routes;
- Additional promotion (e.g., of car sharing or fund shared travel for a day or week); and
- Incentive schemes.

- 7.4.5 Over time, new, innovative transport planning measures are likely to come forward, the introduction of which can be supported by this fund if necessary. Examples could be the development of a new Travel App or the introduction of autonomous vehicles.
- 7.4.6 Due to the delivery of Begbroke Innovation District across a long time period, there may be issues that arise that have not been foreseen within the Transport Assessment or considered through the Transport Strategy. This fund also allows for such matters to be addressed as they arise.

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