



RIDGE

**NON-MATCH DAY
INTERIM TRAVEL PLAN**

**OXFORD UNITED FOOTBALL
CLUB
NEW STADIUM DEVELOPMENT
24/00539/F**

December 2024



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INTERIM TRAVEL PLAN**

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NEW STADIUM DEVELOPMENT**

December 2024

Prepared for

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1. INTRODUCTION

1.1. Type of Travel Plan

- 1.1.1. This Interim Travel Plan has been prepared by Ridge and Partners LLP to support the planning application for the relocation of Oxford United Football Club (hereafter referred to as "OUFC") on Land to the east of Stratfield Brake and west of Oxford Parkway Station, known as 'The Triangle' on the edge of Kidlington in Cherwell District, Oxfordshire.
- 1.1.2. This Travel Plan identifies a package of measures that aim to encourage non match day staff to travel to the Site by sustainable means. This is a separate Interim Travel Plan to that prepared for a Match Day which has also been submitted as part of the planning application.

1.2. Planning Application Number

- 1.2.1. The Planning Application number is 24/00539/F.

1.3. Contact Details

- 1.3.1. Address:
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- 1.3.2. Applicant/Developer:
OUFC

1.4. Date of Submission

- 1.4.1. February 2024

1.5. Statement of Commitment

- 1.5.1. OUFC has aspirations for its new stadium to be a community landmark which contributes meaningfully to the economy and society of Oxfordshire. This is a once in a generation opportunity to provide a new home for sport, entertainment, business, education and tourism for the whole of Oxfordshire to be proud of.
- 1.5.2. OUFC's vision for the new stadium encompasses the following:
- Visitor experience at the heart - Construct a new landmark for Oxford which instils community pride, is accessible, welcoming and puts the visitor experience at the heart, not just for supporters of the game, but for all who visit.
 - United with the community - Be an active and positive part of the community, creating a sporting legacy and generating new employment, education opportunities and having a positive impact on the health and wellbeing of the communities we serve.
 - Sustainability at the core - Ensure that environmental and commercial sustainability is at the core, to protect the long term future of our club and our planet.

- Improving connectivity & access - Ensure the site and all facilities are a safe and inclusive place for all, with improved connectivity and access to the site, creating a hive of activity and an atmosphere of community, removing barriers to the site barriers to the site.
- Promoting innovation - Utilise technology to improve the way things are done, nurturing a culture of collaboration and new ideas.

1.5.3. OUFC will prepare a Full Non-Match Day Travel Plan prior to occupation of the development.

1.6. Report Structure

1.6.1. This chapter forms the introduction. The remaining chapters of this Interim Travel Plan will be structured as follows:

- Chapter 2 provides background information on the development;
- Chapter 3 summarises the transport data for the surrounding area, including on-site and off site infrastructure and facilities;
- Chapter 4 presents the non match day staff travel characteristics;
- Chapter 5 summarises the aims, objectives and targets of the match day travel plan;
- Chapter 6 presents the package of measures in place to achieve the proposed targets,
- Chapter 7 outlines the proposed management, monitoring and review of the Travel Plan; and
- Chapter 8 presents the Action Plan for the Travel Plan with responsibilities and timescale for delivery of the measures.

2. BACKGROUND

2.1. Background Information

- 2.1.1. The proposed Stadium with a capacity of 16,000 seats and additional ancillary uses is at 'Land to the east of Stratfield Brake and west of Oxford Parkway Station, known as 'The Triangle'. The Site is situated 6 km to the north of Oxford between Oxford Parkway railway station and Park and Ride site and Kidlington. The Site is bound by Kidlington Roundabout to the north, Oxford Road to the north-east, Frieze Way A4260 to the west and a block of woodland to the south, with further agricultural land beyond. **Figure 1** shows the Site location. The Masterplan for the Site is presented in **Appendix A**.

Figure 1: Site Location Plan



2.1.2. The proposed land use schedule is presented in **Table 1**.

Table 1: Proposed Land Use Schedule

LANDUSE	SEATS/BEDS	SQM
Stadium	16,000 seats	-
Hotel	180 rooms	-
Restaurant	-	320 sqm
Sports bar	-	178 sqm
Gym	-	677 sqm
Health and Wellbeing Centre	-	813 sqm
Club Shop	-	264 sqm

2.1.3. In addition, the development will incorporate a total of 161 car parking spaces, including 80 accessible parking spaces on match day and 10 on non-match days. Up to 75 spaces of the standard spaces will under certain match conditions become an outside broadcast area.

2.1.4. The site will also include capacity to secure 446 bikes. An additional cycle parking spaces will be available for use at Oxford Parkway Park and Ride, including 75 new spaces.

2.1.5. At this stage the exact date of occupation is unknown, but the intention is to be open for the 2026/2027 football season. The Stadium has a maximum capacity of 16,000, with 14,400 seats for home supporters and 1,600 seats for away supporters. Further information on Match Day Travel is provided in the Match Day Travel Plan. On non-match days the other land uses on site will be operational, including the Stadium for stadium tours and conferencing.

2.1.6. This Travel Plan should be read alongside the Transport Assessment, Transport Assessment Addendum and Interim Match Day Travel Plan prepared to support the planning application. The focus of this Travel Plan relates to non- match day travel to and from the various uses on Site.

2.2. Purpose of the Report

2.2.1. As stated within OCC's "Transport for New Developments: Transport Assessments and Travel Plans":

"A Travel Plan is a long term management strategy that seeks to deliver sustainable transport objectives for an organisation or site. It is a living document that is implemented, regularly monitored and reviewed, and has an identified owner."

- 2.2.2. The key aim of this Non-Match Day Travel Plan is to inform staff and visitors, of the alternatives to driving their cars to the Site, to increase awareness of and promote greener, cleaner modes of travel, and to reduce the overall number of single-occupancy car trips to and from the Stadium.
- 2.2.3. This Travel Plan relates to both non-match day staff and visitors to the Site; however it is noted that although visitors can be influenced to some degree by the Travel Plan the focus will mainly be on staff travel behaviours as there is more potential for staff to alter their travel patterns. It is envisaged that Full Match Day and Non-Match Day Travel Plans will be secured by Planning Condition as part of any future planning consent granted by Cherwell District Council.
- 2.2.4. This Travel Plan adheres to the National Planning Policy Framework and Appendix 7 of the Oxfordshire Travel Plan Guidance "Transport for New Developments".
- 2.2.5. In line with Oxfordshire guidance, a Framework Travel Plan must be produced for mixed use developments with multiple occupiers where any of the uses exceeds the travel plan threshold set out in Annex 1 of the guidance.
- 2.2.6. This report therefore serves as a site-wide support document providing the overarching targets and measures that the Site in a non-match scenario will adhere to. As individual occupiers come forward on Site, they will produce Subsidiary Travel Plan documents where required within 3 months of occupation. The requirement for each land use is set out in **Table 2**.

Table 2: Travel Plan Requirements According to OCC thresholds

LAND USE	SIZE OF DEVELOPMENT	TYPE OF TRAVEL PLAN REQUIRED ACCORDING TO OCC GUIDANCE	TPC
Stadium	1600 seats	Full Travel Plan for Match and Non-Match days	Stadium /Site Wide TPC
Hotel	180 Beds	Full Travel Plan	Hotel TPC
Restaurant	320 sqm	Under Threshold for Travel Plan	Covered by Site Wide TPC
Sports bar	178 sqm	Under Threshold for Travel Plan	Covered by Site Wide TPC
Gym	677 sqm	Travel Plan Statement	Gym TPC
Health and Well being	813 sqm	Travel Plan Statement	Occupier TPC
Club Shop/Ticketing	264 sqm	Under Threshold for Travel Plan/ancillary to Stadium	Covered by Site Wide TPC

- 2.2.7. The effectiveness of the Travel Plan will be monitored at regular intervals through a series of staff travel surveys. The Travel Plan targets will then be reviewed, and any necessary amendments made. This will enable the plans to be updated regularly to cater for any change in travel demand.

- 2.2.8. This document provides details of those personnel who need to be involved in the Travel Plan process and their role in formalising and implementing the Travel Plan, including identification of a Travel Plan Co-ordinator. A Site wide TPC will be appointed, likely to be the Stadium TPC, with occupier TPCs for the hotel, gym and health and wellbeing land use to be appointed when these units become occupied.
- 2.2.9. OUFC is supportive of Oxfordshire's Net Zero aspirations and are looking to achieve a BREEAM status of Very Good for the Stadium. They are committed to implementing and managing the Travel Plan to provide high quality, sustainable transport access to the Stadium.

3. TRANSPORT DATA

3.1. Background

- 3.1.1. The proposed development Site (the 'Triangle') is located 6km north of Oxford City Centre, bound by Kidlington Roundabout to the north, Oxford Road to the north-east, Frieze Way (A4260) to the west and woodland to the south. To the southeast of the Site is Oxford Parkway Railway Station and the Park and Ride, and to the west of the Site is Stratfield Brake Sports Ground.
- 3.1.2. The Site is owned by Oxfordshire County Council (OCC) and is currently in agricultural use as a willow plantation with a field gate access from Oxford Road which connects to the local highway network.

3.2. Off Site Infrastructure and Facilities

Access by Walking

- 3.2.1. The National Travel Survey (NTS) 2021 identifies that walking is a favourable option for short trips, with the average person willing to walk for an average time of 19 minutes.
- 3.2.2. The NTS 2021 also identifies that 82% of all trips under 1.6km are made on foot.
- 3.2.3. 'Walkable Neighbourhoods - Building in the right places to reduce car dependency' by Sustrans sets out *"that most people walk. 800m, or approximately half a mile, is generally considered a standard walkable distance as it typically takes approximately 10 minutes to walk, and a 20 minute walking trip (1,600m total) has been found to be the longest distance a majority of people are willing to walk to meet their daily needs"*.
- 3.2.4. The 20 minute Neighbourhood Guide (Town and Country Planning Association, March 2021) states: *"research shows that 20 minutes (roughly 10 minutes out and the same to return home) is generally the threshold time-period that people are willing to walk to access key destinations. The distance covered in a 20 minute round trip, by walking, will vary according to multiple conditions and factors. The quality of surrounding environment, the different circumstances, age and ability of individuals and their communities, the location, and the topography, are contributory factors in the distance people are willing or able to travel actively to access service."*
- 3.2.5. Whilst a 20 minute walking trip (1,600m total) has been found to be the longest distance the majority of people are willing to walk to meet their daily needs, Historic National walking guidance as set out in PPG13 suggested up to 2km as a suitable distance to access facilities and this was supported by Guidelines for Providing for Journeys on Foot (IHT 2000) which provided a preferred maximum of 2,000m for commuting, journeys to school or sightseeing.
- 3.2.6. **Figure 2** (in the **Figures** section at the back of this report) shows the existing active travel routes around the Site.
- 3.2.7. The Site lies within a 5 minute walk of Oxford Parkway Station and bus stops on Oxford Road and Bicester Road. Past the site, on Oxford Road, shared foot/cycleways are present on both sides of the road connecting to bus stops and Oxford Parkway Station. A pedestrian crossing is provided on

Oxford Road adjacent to Oxford Parkway plus informal crossing points with dropped kerbs and tactile paving on all arms of the Kidlington Roundabout.

- 3.2.8. A public right of way route 229/4/2 runs from the eastern side north of Water Eaton Bridge following the A34 on the northern boundary towards Water Eaton Lane. There is also a historic but disused footway that traverses the southern boundary of the Site through Stratfield Brake, now severed by the A4260.
- 3.2.9. **Figure 3** shows a 20 minute walking isochrone from the centre of the Site. Within a 20 minute walk of the Site, rail and bus services can be accessed, Park and Ride facilities, and a range of shops and amenities within Kidlington.
- 3.2.10. Separate from the proposals, there are a number of infrastructure works planned that are due to be in place prior to the site coming forward further promoting pedestrian access. These include:
- An extension to the shared footway/cycleways on Oxford Road and Bicester Road improving the pedestrian and cycle link between the Site and Oxford Parkway Station and Park and Ride.
 - Signalised crossings for pedestrians and cyclists at the Kidlington Roundabout alongside reductions in the speed limits on Frieze Way and Oxford Road.
 - Provision of a signal controlled crossings on Frieze Way and westbound A44 Woodstock approaches at Loop Farm Roundabout along with shared pedestrian and cyclist route to enable better connectivity between the A44 approaches.
 - Improvement work to the Loop Farm roundabout to Cassington to introduce shared 4m wide footway/cycle way on one approach and 2m wide footway on the other approach between the two roundabouts.
 - Improvement work at the Peartree Interchange to Loop Farm Roundabout which includes installing pedestrian crossings on southbound off slip and A44 Woodstock Road and improving the pedestrian access to the Peartree Park and ride facility.
- 3.2.11. The scheme will deliver:
- New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, which also connect to the committed pedestrian and cycle routes at Kidlington Roundabout and on Oxford Road. The improvements will include signage and lighting to improve safety for users to access; cycle parking, bus services, rail services and taxis at Oxford Parkway and to connect to wider routes.
 - Crossing facilities (TOUCAN) across Oxford Road. These will include appropriate tactile paving for the visually impaired, signage, lighting to assist visitors to walk or cycle to the stadium and to reach destinations, such as bus stops and Oxford Parkway station.
 - A crossing (TOUCAN) also proposed on Freize Road to the walk and cycle links to Kidlington.
 - A new stepped access to Oxford Parkway from Oxford Road is proposed to provide direct access from the railway station towards the Stadium.

Access by Cycling

- 3.2.12. Cycle Infrastructure Design LTN 1/20 states that *“two out of every three personal trips are less than five miles in length - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.”*
- 3.2.13. The NTS 2021 identifies that cycling is a favourable option for short trips, with the average person willing to cycle for an average time of 26 minutes. Local Transport Note 1/20 ‘Cycle Infrastructure Design’ states that urban cycling speed averages between 10 and 15mph (16 to 24 kph) but vary depending on gradient.
- 3.2.14. It is considered that 16kph is an appropriate average travel speed, given the time spent negotiating the urban realm (e.g., manoeuvring through junctions). It is therefore considered that the average person is willing to cycle an average of 6.9km (26 minutes).
- 3.2.15. Therefore, cycling offers the potential to substitute for short car trips, particularly those less than 6.9km in length, or to form part of a longer journey when combined with public transport modes.
- 3.2.16. **Figure 4** (in the **Figures** section at the back of this report) shows a 20 minute cycle isochrone from the centre of the Site. Within a 20 minute cycle, the whole of Kidlington and parts of Northern Oxford including Summertown can be reached.
- 3.2.17. OXR4 cycle route runs along Oxford Road adjacent to the Site. OXR3 runs along A44 south of the site as shown in **Figure 2**. These routes are identified within the Oxford Walking and Cycling network for the LCWIP and connects the Site to Oxford, Kidlington and Woodstock. Oxford City Centre is approximately 6km south of the Site and so approximately 25-minute cycle ride.
- 3.2.18. The scheme will deliver:
- Provision of secure cycle parking spaces onsite with additional cycle parking available for use at Oxford Parkway Park and Ride, including 75 new spaces..
 - New and improved pedestrian and cycle routes to/from the Stadium from/to Oxford Parkway, including new foot/cycleway to Peartree Park and Ride. These routes will also connect to the committed pedestrian and cycle routes at Kidlington Roundabout and on Oxford Road. The improvements will include signage and lighting to improve safety for users to access; cycle parking, bus services, rail services and taxis at Oxford Parkway and to connect to wider routes.

Public Transport – Bus

- 3.2.19. The Site is well served by public transport. Within 500 m or a 6 minutes’ walk (1.4m/s) of the Site there are bus stops on Oxford Road (Oxford Parkway Stop E (NB) and Oxford Parkway Stop D (SB) and Bicester Road (NB and SB).
- 3.2.20. These stops provide access to number of regular services connecting the Site to Oxford, Bicester and Kidlington as detailed in **Figure 5** (in the **Figures** section at the back of this report) and **Table 3 (overleaf)**.

Public Transport - Park and Ride

- 3.2.21. There are five Park and Ride sites within Oxford, the closest of which is Oxford Parkway Park and Ride which lies adjacent to Oxford Parkway Station, 430 spaces will be available at the car park owned by OCC for general use.
- 3.2.22. Bus service 700 which operates from Kidlington past the Site provides a direct connection to Thornhill Park and Ride (1,335 spaces) to the east of Oxford on the A40.
- 3.2.23. Park and bus tickets are available including parking for up to 16 hours and bus travel towards Oxford City Centre. The tickets are valid for one return journey to and from the Park and Ride site and cost £4 for parking and one adult or £5 for parking and two adults. Children under the age of 16 travel for free when accompanied by a fare paying adult. A standalone parking ticket is also available without the bus portion at £2.00 a day.
- 3.2.24. **Figure 5** (in the **Figures** section at the back of this report) shows a 20 minute, 30 minute and 1 hour public transport isochrone from the centre of the Site. Within a 20 minute rail journey Oxford, Islip, and Bicester Village Stations can be accessed and within a 20 minute bus ride the majority of Kidlington and North Oxford can be accessed.

Table 3: Bus Services in the vicinity of the Site:

Bus Stop	Service	Route	Approximate Frequency	Bus Operator
Oxford Road	2/2A/N2	Kidlington - Oxford	15 mins Weekdays & Sat, 30min on Sunday and Night	Stagecoach
	S5	Oxford -Bicester	20 mins Weekdays, 30min on Sunday and hourly weekday Night	Stagecoach
	S7	Witney – Oxford	30 mins weekdays	
	City700	Kidlington – Thornhill P&R	30 mins Weekdays	Oxford Bus Company
	7 Gold	Woodstock- Oxford	30 mins weekdays and weekends	Stagecoach
	S4/H4	Oxford - Banbury	Hourly Weekdays	Stagecoach
Bicester Road	24	Bicester – Oxford	Every two hours weekdays and Sat	Grayline Coaches
	S5/NS5	Oxford - Bicester	20 mins Weekdays & Sat, 30 mins on Sunday and hourly weekday Night	Stagecoach

Correct as of October 2023

Public Transport – Rail

- 3.2.25. Oxford Parkway Station is located approximately 300m southeast of the Site, offering two services an hour to/from London Marylebone and Oxford, serving stations such as Bicester Village, Haddenham & Thame Parkway and High Wycombe. These trains on the Oxford-Bicester Line are operated by Chiltern Railways. The station has step free access to all platforms and accessible ticket machines and toilets.

- 3.2.26. Oxford Parkway has a car parking facility with 830 spaces (18 of which are accessible) and 150 secured cycle parking spaces on the station forecourt. The station has step free access to all platforms and accessible ticket machines and toilets.
- 3.2.27. One stop south of Oxford Parkway is Oxford station. This station is served by Great Western Railway, Chiltern Railway and Cross-Country services providing train services to/from stations such as: Radley, Culham, Appleford, Didcot Parkway towards Reading and Tackley, Heyford, Banbury and Leamington Spa towards Coventry and Hanborough, Combe, Finstock, Charlbury towards Worcester. Services from both stations are shown in **Table 4**.
- 3.2.28. From Oxford connections to Stratford Upon Avon, Birmingham and Stourbridge Junction can be made by changing trains at Haddenham and Thame Parkway (Chiltern Railways). Connections to Taunton and Exeter St Davids and Guildford can be made by changing at Reading (GWR).

Table 4: Rail Services from Oxford Parkway and Oxford.

STATION	ROUTE	APPROXIMATE FREQUENCY	OPERATOR
Oxford Parkway	London Marylebone to Oxford	30 minute	Chiltern Railways
	Oxford to London Marylebone	30 minute	Chiltern Railways

STATION	ROUTE	APPROXIMATE FREQUENCY	OPERATOR
Oxford	London Marylebone to Oxford	30 minute	Chiltern Railways
	Oxford to London Marylebone	30 minute	Chiltern Railways
	Manchester Piccadilly to Bournemouth	30 minute	Cross Country
	Bournemouth to Manchester Piccadilly	30 minute	Cross country
	Oxford to London Paddington via Didcot Parkway	30 minute	GWR
	London Paddington to Oxford	30 minute	GWR

Public Transport Accessibility Index

- 3.2.29. This is a measure that provides an indicator of the accessibility and density of the public transport network at a point of interest (in the case of BREEAM, a building). The index is influenced by the proximity and diversity of the public transport network and the level or frequency of service at the accessible node.

- 3.2.30. The Accessibility Index is determined by entering the following information in to the BREEAM Tra 01 calculator:
- The distance (m) from the main building entrance to each compliant public transport node.
 - The public transport types serving the compliant node, e.g., bus or rail.
 - The average number of services stopping per hour at each compliant node during the operating hours of the building for a typical day.
- 3.2.31. A compliant node includes any bus service with a stop within 650m and any railway station within 1,000m of the assessed building's main entrance, measured via a safe pedestrian route. The distance from the nearest bus stops and railway station to the Site is within these distances.
- 3.2.32. The current accessibility index score for the site is 7.54, based on 2 sets of bus stops/compliant nodes (access to same services as above) within the required 650m required for BREEAM and one railway station within 1,000m.

Local Highway Network

- 3.2.33. The Site lies adjacent to the Oxfordshire's highway network as shown in **Figure 1**, with A4260 Frieze Way to the west and Oxford Road to the east.
- 3.2.34. A4260 Frieze Way is a dual carriageway subject to the national speed limit, dropping to 40mph on approach to Stratfield Break and the Kidlington Roundabout. Frieze Way connects to the A44 at Loop Farm roundabout and to the A34 at the Peartree roundabout/interchange via the A44. OCC has committed proposals to improve Kidlington roundabout, Loop Farm Roundabout and the Peartree interchange. At the time of writing, work is underway at Loop Farm and Peartree but work has yet to start at the Kidlington roundabout.
- 3.2.35. Oxford Road is a single carriageway road subject to a 40mph speed limit past the Site. Oxford Road connects to the A40, North Way in the south at the Cutteslowe Roundabout and to Kidlington via the Kidlington Roundabout in the north. There are currently shared footway and cycleways on both sides of the carriageway past the Site.

3.3. On Site Infrastructure and Facilities

Walking and Cycling

- 3.3.1. 446 secure cycle parking spaces are proposed onsite with additional cycle parking available for use at Oxford Parkway Park and Ride, including 75 new spaces.
- 3.3.2. The proposed access arrangements, including crossings and walking and cycling links, are shown in **Figure 6** (in the **Figures** section at the back of this report)
- 3.3.3. Footways and cycleways are proposed around the whole perimeter of the Stadium, including a new foot/cycleway to Peartree Park and Ride. These improved routes across the Site will include appropriate tactile paving for the visually impaired, signage, and lighting to assist visitors to the stadium on non match days to walk or cycle to the site and to reach destinations, such as bus stops and Oxford Parkway station.

3.4. Committed Future Sustainable Travel Improvements East – West Rail (Western Section)

- 3.4.1. The East-West Railway proposals for reopening the route between Bicester, Bletchley and Milton Keynes and Bedford are expected to be completed by 2025. This will provide three trains an hour between Oxford, Milton Keynes and Bedford stopping at Oxford Parkway and providing onward connections to the West Coast mainline at Bletchley and Milton Keynes and the Midland Mainline at Bedford. Alongside the two existing Chiltern Railways London services this will provide 5 trains an hour at Oxford Parkway or approximately a 12 minute frequency between Oxford Parkway and Oxford.
- 3.4.2. This East West route and the proposed services will open up further destinations for home and away supporters to travel to the Stadium by rail services with connections to the West Coast Mainline at Bletchley and Milton Keynes and the Midland Mainline at Bedford.

Reopening of the Cowley Branch Line

- 3.4.3. The Cowley Branch is planned to open for passenger use by 2030. The two-mile branch leaves the main line south of Oxford, near Hinksey Yard, and is currently used for freight serving the BMW MINI Plant Oxford. A plan showing the route and stops along the line is shown in **Figure 7**.
- 3.4.4. Subject to the Cowley Branch reopening by 2030 it would be available to supporters in south of the City to access Oxford Parkway and the proposed Stadium. It should be noted that a large proportion of Oxford United supporters live in Littlemore and Cowley.

Figure 7: Cowley Branch Line Route Plan



Source:
<https://mycouncil.oxford.gov.uk/documents/s71515/Cowley%20Branch%20Line%20FBC%20funding%20Cabinet%20Report.pdf>

The Eastern Arc Bus Route

- 3.4.5. 'Connecting Oxford' An 'Eastern Arc Bus Route' is planned to operate along the route shown in **Figure 8 and Figure 9**. 'Connecting Oxford' identified a high frequency bus service connecting the

arc linking north, east and southern parts of Oxford outside the city centre. This route is expected to start operating in 2024.

Figure 8: Indicative Eastern Arc Bus Route and Frequencies

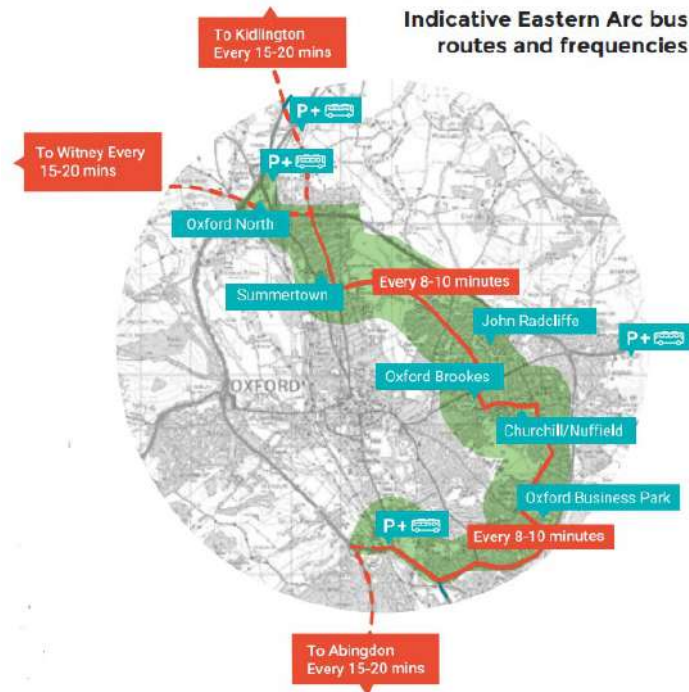
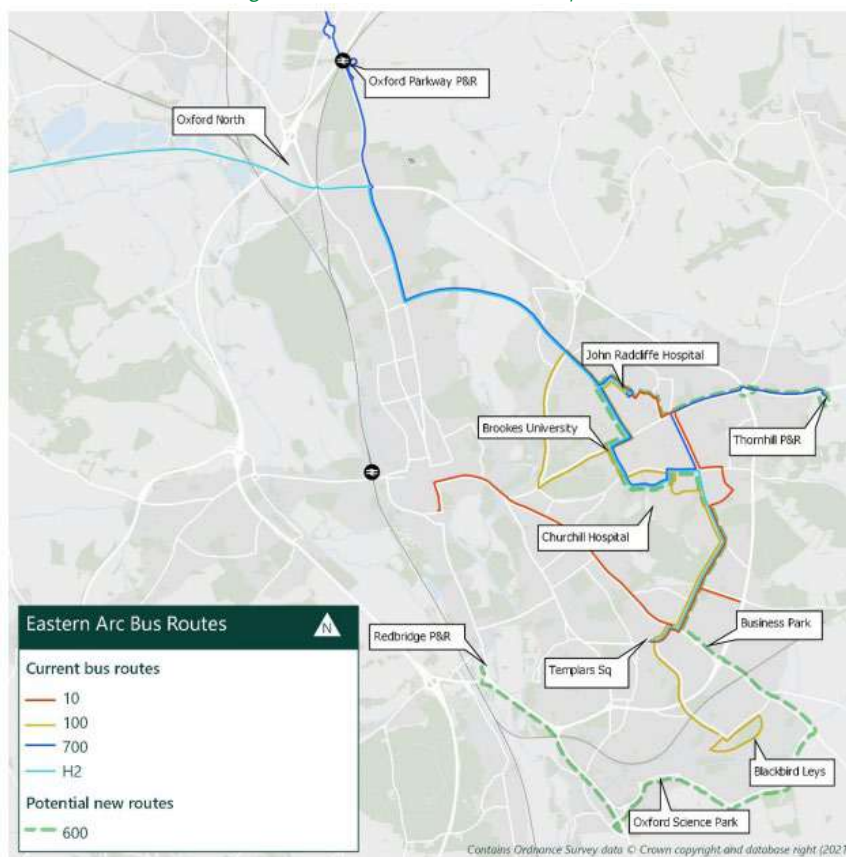


Figure 9: Latest Eastern Arc Proposals



3.5. Barriers to Increasing Walking, Cycling and the use of Public Transport and Car Share

- 3.5.1. The main barriers to increasing walking, cycling, the use of public transport and car share on a non-match day are perceived to be:
- Severance created by Oxford Road and Freize Way
 - Public Transport Operator changes to services
 - Shift patterns of staff on site may restrict use of public transport, walking and cycling.

3.6. Summary

- 3.6.1. This Chapter has assessed the accessibility of the proposed stadium Site, particularly the availability of travel to the site on non-match days by modes other than the private car. It is concluded that:
- The Stadium is located in a sustainable location close to the public transport network. Oxford Parkway (as a multi-modal interchange) and local bus services offer many opportunities for staff and visitors to travel to the Site by sustainable modes on non match days.
 - The Site also has good walking and cycling access for staff that live within appropriate distances.
- 3.6.2. Future public transport accessibility will be improved with Eastern Arc bus route and East-West rail improvements

4. TRAVEL CHARACTERISTICS – NON-MATCH DAY

4.1. Non-Match Day Staff

4.1.1. Staff on non-match days comprise the following:

- Stadium Staff - OUFC has advised that non-match day staff will generally work 08:00 to 18:00. On non match days, the stadium will offer conferences and other hospitality events as well as stadium tours to visitors. Staff numbers on a standard non match day Saturday are expected to be approximately 163 FTEs.
- Hotel Staff - It is assumed for a hotel of 180 beds including a restaurant there will be approximately 60 FTE staff who will work shifts across 24 hours.
- Gym Staff - staff generally work shift patterns based on the gym opening hours. The hours of these uses are yet to be defined, but it is assumed approximately 7 FTE staff working 06:00 to 22:00.
- Health and Well Being Staff - The hours of these uses are yet to be defined, but based on a clinic type use it is assumed approximately 10 FTE staff working 08:00 to 18:00.
- Restaurant/Sports Bar - staff are expected to work shift patterns based on opening hours. The hours of these uses are yet to be defined, but it is assumed approximately 24 FTE staff working 08:00 to 23:00.

4.1.2. It should be noted that at the time of writing there are no occupiers confirmed for the various units.

4.2. Baseline Staff Travel Patterns

4.2.1. The main indicator for the development of targets and objectives within a Travel Plan is the modal share of travel patterns. As the Site is not yet occupied it is not possible to undertake a staff baseline survey therefore baseline mode share has been initially obtained from the Transport Assessment.

4.2.2. Within the Transport Assessment, a trip generation exercise has been undertaken for non-match day staff travel, utilising 2011 Census data for modal share. This initially examined journey to work data based on WU03EW – Location of Usual residence and Place of Work by Method of Travel to Work (MSOA Level). E02005938 Cherwell 018 was used as 'place of work' as this is the area in which the proposed Stadium lies. This resulted in the following mode share as set out in **Table 5**.

Table 5: Mode Share for Journey to Work based on Census 2011 data, E02005938 Cherwell 018

METHOD OF TRAVEL TO WORK	MODE SHARE %
Driving a car or van	55
Passenger in Car or Van	6
Bus, Minibus or Coach	9
Work mainly at home	0
On foot	21
Bicycle	8
Motorcycle /Scooter	1
Train	0
Taxi	0
Total	100

- 4.2.3. Oxford Parkway was not open until 2016 and therefore rail users have not been accounted for within the 2011 census data for Cherwell 018A manual adjustment has therefore been undertaken to incorporate the baseline mode share for rail users to the site. An adjusted mode share has been derived utilising Oxford 009 MSOA which displays similar accessibility to Cherwell 018 but with the addition of rail mode share at 4% to reflect access to Oxford Station. Walking mode share also seemed questionably high, so this has been adjusted to 9% based upon Oxford 001 2021 data TS06: Method used to Travel to Work. The change of 8.5% (+3.5%-12%) has been prorated across the remaining modes.
- 4.2.4. Car mode share is mostly made up of staff driving to Oxford Parkway Park and Ride and walking. A small minority of operational stadium staff (approximately 25-30) will be allowed to park within the Stadium car park. More information on parking management is presented in 6.6.
- 4.2.5. **Table 6** shows the adjusted mode splits for journey to work.

Table 6: Adjusted Journey to Work Mode Share

METHOD OF TRAVEL TO WORK	MODE SHARE %	ADJUSTED MODE SHARE %
Driving a car or van	55	61
Passenger in Car or Van	6	6
Bus, Minibus or Coach	9	9
Work mainly at home	0	0
On foot	21	9
Bicycle	8	9
Motorcycle /Scooter	1	2
Train	0	4
Taxi	0	0
Total	100	100

- 4.2.6. This position is considered conservative, as we are aware that the rail mode share at Bicester Village on the same railway line is circa 17%.

4.3. Baseline Visitor Travel Patterns

- 4.3.1. The Stadium on a non-match day will offer conference facilities and other hospitality uses, as well as Stadium tours and club shop for supporters.
- 4.3.2. Limited on-site parking will be available for people attending such events. It is assumed that any visitors to the Stadium wishing to use the on-site parking will be required to pre-book in advance and at time of booking information on sustainable travel options to the stadium will be provided. The sustainable travel information will be readily available on the club website for both a non-match day and match day.
- 4.3.3. Equally guests of the hotel on a non match are likely to be linked to conference events taking place at the Site and therefore the majority will arrive as above, and if parking is required this would be prebooked at time of hotel booking. Further details are set out below in Section 6.
- 4.3.4. Visitor mode share for the other non-match day land uses on Site, including the gym and health and wellbeing space are harder to quantify prior to occupation and cannot be accurately gauged until a full baseline visitor survey is undertaken once the units are occupied. However, it is expected that these uses will generate local visitor trips and that a fair proportion could be made by walking, cycling or public transport depending on the needs of the visitor (potentially more car based trips for the health centre use). However, for the purpose of this Interim Travel Plan some assumptions have been made about mode share.

- 4.3.5. Most gyms have a local catchment. Typical usage of gyms from data obtained from Anytime Fitness Operations, notes that many people live close enough to walk and cycle to the gym and most members live within 2km. Their aim is to be convenient and local. Most members are residents of the surrounding area, people who work in adjacent commercial units, and other members of the local community who are keen to maintain their fitness and well-being. Many members walk to their club from either home or work, reducing their dependence on driving. Cycle parking will be provided close to the gym within the plaza to support this.
- 4.3.6. The Health and wellbeing clinic will likely have a higher proportion of car drivers; however any patients will still be required to pre book a parking space at the time of booking their appointment. As noted above local users will be advised as to alternative travel options either by travelling on foot or by bike or using local public transport services.

4.4. Baseline Travel Surveys

- 4.4.1. In line with OCC guidance, there will be a commitment from OUFC and other occupiers (above the OCC threshold) to conduct non-match day baseline surveys within three months of occupation of the Site and update Travel Plans accordingly.
- 4.4.2. This will include:
- Stadium staff non-match day surveys,
 - Hotel staff surveys,
 - NHS Clinic/health and Wellbeing staff surveys,
 - Gym staff surveys, and
- 4.4.3. All other land uses fall below the threshold to submit Subsidiary Travel Plans.
- 4.4.4. The survey will be a questionnaire given to all staff asking about their current main mode of travel to and from the Site, and willingness to change modes. Surveys will be based on the template from Oxfordshire Travel Plan Monitoring Guidance.
- 4.4.5. The surveys will be co-ordinated by the appointed Travel Plan Co-ordinator for each relevant occupier and overseen by the Site wide travel plan Co-ordinator (OUFC).
- 4.4.6. Staff will be encouraged to complete the survey. It is expected that a response rate of least 90% will be obtained, in line with OCC requirements.
- 4.4.7. The survey data obtained will be used to determine existing travel methods of non-match day staff and also the willingness to change modes. Additional surveys will be undertaken every year following occupation of the Site to enable mode shift to be monitored, and to evaluate whether targets have been met.

5. AIMS AND OBJECTIVES

- 5.1.1. The main objective of this Framework Travel Plan is to encourage staff and visitors of the proposed Stadium Site on a non-match day to use more sustainable, healthier and lower carbon transport options whilst achieving an overall reduction in the percentage of single occupancy car travel to the Site.
- 5.1.2. To support this, several sub-objectives have been set out. These are as follows:
 1. To keep any transport impacts on the local community to a minimum;
 2. To provide infrastructure to support sustainable travel;
 3. To improve the health and well-being of staff by promoting active travel;
 4. To increase public transport trips;
 5. To raise awareness amongst staff and visitors of sustainable travel options including car share, public transport and active travel modes;
 6. To continually develop, implement, monitor, and evaluate progress of the travel plan towards achieving its targets.
- 5.1.3. This supports OUFC's vision of delivering a sustainable sports, entertainment and lifestyle landmark in Oxfordshire with a BREEAM status of Very Good.

5.2. Staff Targets

- 5.2.1. Modal travel targets provide the Travel Plan Co-ordinator (TPC) and the OCC with a means to measure the performance of the Travel Plan and to adjust the range of initiatives within the Travel Plan accordingly. Targets within the Travel Plan are designed to be appropriate to the development and SMART (Specific, Measurable, Achievable, Realistic and Time-bound).
- 5.2.2. Once the Site is occupied, the number of staff and their choice of mode for travel to and from the Site will be determined using baseline travel surveys as set out in Section 4. The surveys will also capture the hours of work for staff and the types of measures that would encourage them to travel by more sustainable travel modes. Specific targets will be set after completion of the baseline surveys.
- 5.2.3. Indicative Site wide targets have been developed for non-match day staff trips to and from the Site. The year 5 target has taken into account full implementation of the Travel Plan measures, plus the delivery of East West Rail, bus service to Oxford North and improved frequency of existing bus services in the local area as a result of planned new development around Kidlington and to the south. These targets are set out in **Table 7** (overleaf).
- 5.2.4. Targets for visitors will be set once visitors non-match day surveys are undertaken, but would be expected to achieve a 10% reduction in car use over 5 years. Targets for supporter and staff travel on match days are different and set out in the Match Day Travel Plan.

Table 7: Interim Mode Share Targets for Non-Match Day Staff Journey to Work

MODE OF TRAVEL	INTERIM MODE SHARE (%)			
	BASELINE	YEAR 1	YEAR 3	YEAR 5
Driving a car or van	61.0	59.0	56.9	54.9
Passenger in Car or Van	6.0	5.8	5.6	5.4
Bus, Minibus or Coach	9.0	8.7	8.4	8.1
On foot	9.0	8.7	8.4	8.1
Bicycle	9.0	8.7	8.4	8.1
Motorcycle /Scooter	2.0	1.9	1.9	1.8
Train	4.0	3.9	3.7	3.6
Taxi	0.0	0.0	0.0	0
Total	100	100	100	100

6. SITE WIDE TRAVEL PLAN MEASURES

- 6.1.1. This chapter of the Travel Plan outlines the Site wide measures and initiatives that will be implemented in order to promote a change within the travel patterns of staff that work at the Stadium on non-match days. On match days different measures and parking management will be in place as highlighted in the Match Day Travel Plan.
- 6.1.2. Measures can be categorised as being either 'hard', such as physical infrastructure on Site, or 'soft', such as promotional materials.
- 6.1.3. The purpose of these measures is to encourage modal shift towards more sustainable travel, specifically public transport usage and walking and cycling. In line with OCC guidance, there will be commitment from each occupier to produce Full Subsidiary Travel Plans (where applicable) within 3 months of occupation. This will include completion of baseline travel surveys.
- 6.1.4. Once the Full Plans have been completed, the measures identified in this section can be updated and refined to take account of specific travel issues relating to the Site. The measures will be directed towards staff travel as it is felt this is the area where greatest mode shifts can be seen. However, some measures will also consider visitors to the Site although their travel behaviour will vary depending on land use / trip purpose.
- 6.1.5. For the purposes of this Framework Travel Plan, a summary of the specific occupier measures that are likely to be developed and implemented for the hotel, NHS/Health Space and Gym are set out later in this Section.
- 6.1.6. The measures outlined within this Travel Plan will be subject to review at the end of Year 1, 3 and 5 in order to ensure their effectiveness to achieve the aim and objectives of the Travel Plan. The measures will be implemented by the Site Wide Travel Plan Coordinator as discussed in Chapter 8 of the report.

6.2. Site Wide Travel Plan Co-ordinator (TPC)

- 6.2.1. A Site Wide TPC will be appointed for the whole Site prior to occupation. It is likely that this will be a member of OUFC staff who also manages the Match Day Travel Plan.
- 6.2.2. The Site Wide TPC will co-ordinate the ongoing development and management of the Travel Plan, including liaison with individual occupier TPCs (on this Site the Hotel, Gym and Wellbeing facilities).
- 6.2.3. All other occupiers are likely to fall under the threshold to produce a subsidiary Travel Plan and will accord to the Framework Travel Plan under the management of the Site wide TPC.

6.3. Individual Occupier Travel Plan Co-ordinators

- 6.3.1. A TPC will also be appointed for the hotel, gym and NHS/Health occupier on Site, as these land uses are large enough to warrant their own subsidiary Travel Plans or Travel Plan Statements.
- 6.3.2. These TPCs will be appointed prior to occupation on Site and are likely to be members of the staff team on Site. The Site Wide TPC will manage and oversee the occupier TPCs to coordinate the implementation of the Plan for the stadium operations and ancillary uses on non-match days.

6.4. Travel Plan Steering Group

- 6.4.1. A Travel Plan Steering Group will be set up with representatives from each occupier on Site and be chaired by the Site wide TPC. The group will meet on a regular basis to manage the progress and monitoring of the Travel Plan in a consistent manner.

6.5. Site Location and Design

- 6.5.1. The Site is in an area with good pedestrian, cycling and public transport access therefore there is excellent opportunity to promote travelling by sustainable modes. Within a 5-6 minute walk from the Site, Oxford Parkway Station and Park and Ride interchange and bus services on Oxford Road and Bicester Road can be easily accessed. Kidlington and the centre of Oxford lie within cycling distance.
- 6.5.2. The Stadium has been designed to maximise accessibility. Well-lit and wide pedestrian footways, amenity spaces and a public plaza will be provided throughout the development and the appropriate level of secure cycle parking will be provided for staff and visitors.
- 6.5.3. The Site will be permeable with pedestrian and cycle accesses from both Oxford Road and Frieze Way which tie into committed facilities and routes both at the Kidlington Roundabout and on Oxford Road and into the emerging PR proposals to the east.
- 6.5.4. The development proposals include the provision of safe crossing points (TOUCAN), direct routes and appropriate tactile paving for the visually impaired. Lighting, landscape and shelter will create pleasant pedestrian and public transport waiting areas. The Masterplan showing the Site layout is provided in **Appendix A**.

6.6. Car Parking

- 6.6.1. The development proposals will provide a total of 161 car parking spaces, including 10 accessible spaces (non-match days).
- 6.6.2. The breakdown of parking on non-match days based on parking standards and proposed allocations is presented in **Table 8** (overleaf).
- 6.6.3. Car Parking will be managed on Site by OUFC through Automated Number Plate Recognition (ANPR), barriers and signage. Hotel, Gym and NHS/Health Centre visitors will have to reserve a parking space via a booking system to avoid enforcement action.
- 6.6.4. It is proposed that a car park management plan is provided for the site that takes account of a fixed time for parking for the day to day land uses (two to three hours), the proposed booking system and how the car park will be actively managed and enforced. This will align with the emerging proposals for the controlled parking zones around Kidlington as part of the PR sites.

Table 8: Breakdown of Car Parking on Non-Match Day Scenario

LANDUSE	CAR PARKING SPACES
Hotel	78
Gym	20
Restaurant and Sports Bar	42
Health and Wellbeing	6
Stadium	15
Total	161

6.7. Measures to Promote Car Sharing and Electric Vehicles

- 6.7.1. EV charging will be provided on Site for 25% of the car parking spaces across the Site, equating to 41 spaces.
- 6.7.2. The Site Wide TPC will promote the benefits of car sharing to all non-match day staff in particular promotion of priority parking spaces for car sharers. It is likely that some of the accessible spaces can be marked up as car sharing spaces for day to day operation of the site when accessible demand is lower allowing a doubling up of these spaces for different uses.
- 6.7.3. Car sharing for non-match day staff will also be promoted through the staff induction packs, co-ordinated by the Site Wide TPC for OUFC. Anyone interested in the scheme would speak to their respective TPC who will coordinate the necessary activities. Occupier TPCs will maintain a database of employees who register an interest in car sharing.
- 6.7.4. In addition, the Site Wide TPC could promote car sharing by organising certain days where staff car sharers could be given (for example) a free breakfast when they arrive in the morning.

6.8. Marketing and Promotional Strategy

- 6.8.1. The Site Wide TPC will be responsible for the marketing and publicity of all travel information within the Site for the lifetime of the Plan. Several measures can be introduced to ensure that the Non-Match Day Travel Plan information is readily available to staff and visitors.
- 6.8.2. All new staff will be given a New Starter Pack when they start work at the Stadium Site which will include the following:
 - Introduction to the (Non-Match Day) Travel Plan and its benefits;
 - Promotion of car sharing;
 - Public transport timetable information and maps giving information on local bus services and railway services;
 - Cycling maps showing cycle routes (and cycle parking) both on and off-site, this will include showing key routes and journey times to local facilities;
 - Information on Governments Cycle to Work Scheme;
 - Information on cycle training courses; and

- Website addresses for public transport providers, taxi services and local cycling groups

6.8.3. The induction process for staff should also include an introduction to the Travel Plan.

6.8.4. In addition, the Site Wide TPC will promote national and local sustainable travel related events such as Bike Week and Walk to Work Week for all staff to take part in.

6.8.5. Posters promoting the Travel Plan will be displayed in office/communal areas visible to all staff and visitors. Where applicable staff intranet pages should have a page dedicated to sustainable travel, with news, initiatives, and events that employees can get involved in. At team meetings, the Travel Plan will be promoted by managers to keep employees updated of progress.

6.8.6. As noted above visitors to the Site will also be made aware of the sustainable travel alternatives via the football clubs website which will provide information on both match day and non-match day travel. It is expected that the various businesses on Site will have their own websites with a link to the club website so there is one location for up to date travel information.

6.9. Measures to Promote Walking and Cycling

6.9.1. There are a number of potential Site wide measures that will be implemented at the Site which will encourage walking:

- Connections to existing footways around the Site through the provision of new pedestrian crossing points (TOUCANs) on Oxford Road and Freize Way as part of the wider development proposals.
- Provision of well-lit, clearly signed routes for pedestrians around the Site and maintaining the upkeep of footways on and off Site to encourage travel on foot. A rolling programme of maintenance will be provided by OUFC to ensure this happens.
- A new approximately 1.2km foot/cycleway along the west side of Frieze Way to connect to Peartree Park and Ride.
- cess for all users.
- Provision of local walking route information to all staff including new staff within the Staff Induction packs.
- Raising and maintaining awareness of the health benefits of walking to all staff through TPC communication.
- Promotion of local and National walking events such as Walk to Work Week. Incentives to be put in place by the TPC to encourage participation for example free lunches to those staff that take part.

6.9.2. Measures that will be put into place to encourage cycling include:

- Connections to existing and proposed cycleway around the Site through the provision of new shared use crossing points (TOUCANs) on Oxford Road and Freize Way as part of the wider development proposals.
- Provision of 446 Sheffield stands onsite with a further max. 75 spaces at Oxford Parkway, to complement a further existing 150 cycle parking spaces (which are at least 50% under-utilised).
- Provision of showers, changing and drying facilities within the Stadium and all other commercial units for staff who walk / cycle to work to use. Access to these facilities is an important factor in whether staff choose to walk / run / cycle to work.
- Promotion of the Cycle to Work Scheme by the TPC. This government backed scheme allows savings of up to 42% to be made on the purchase of bikes and bike accessories for travel to

work. Whilst this promotion may not be enough to sway non riders to take up cycling, it may encourage existing cyclists to ride more.

- Establish an OUFC Stadium Bicycle User Group through Site Wide TPC which undertakes a proactive role in encouraging various cycle initiatives to promote cycling, i.e. breakfasts, Bike to Work days, Cycle Challenges.
- Through the OUFC Stadium Bicycle User Group and the Site Wide TPC, National and local cycling events such as Bike to Work Week will be promoted to all staff, with incentives for participation such as free lunches.
- Promotion by the Site Wide TPC of cycle route planning websites such as www.cyclestreets.net/journey. The Sustrans Cycle Network app, available to both Android and iPhone smart phone users, will also be promoted.
- Liaison with local bike shops. The Site Wide TPC will liaise with local businesses to secure discounts and offers for employees.
- Provide information on cycling to people working at OUFC on non-match days, including information such as the location of local shops, local routes, cycle parking, cycle training courses.

6.10. Measures to Promote Public Transport

- 6.10.1. Encouraging the use of public transport is an effective means of reducing car dependency, especially for those staff who do not wish to cycle and/or those who need to travel relatively long distances.
- 6.10.2. The following are expected to be in place by the time of the Stadium opening:
- East-West Rail. This will improve connections between Oxford, Milton Keynes and Bedford (with Cambridge to follow after 2030). This includes an upgrade to the railway between Oxford and Bicester and an increase in train services between Oxford Station, Oxford Parkway and Bicester as well as new services to Milton Keynes and Bedford. These new services to the east open up further connections with the West Coast Mainline at Bletchley and the Midland Mainline at Bedford.
 - Cowley Branchline reopening. Reopening of the Cowley Branchline in the south of Oxford is expected to take place between 2026 and 2030. This will provide a passenger service to Oxford Science Park and Cowley and will open up the south of the city to rail services. This will either provide a direct service to Oxford Parkway or a connecting service with one change at Oxford with journey times expected to be between 15 and 20 minutes to Oxford Parkway.
 - Increased frequency of existing bus services as a result of proposals in Oxford (bus filters) and new development in Kidlington and surrounding area.
 - New bus stops for the existing bus services passing the stadium (bus service 700 and S5)
- 6.10.3. All these expected service improvements will increase the opportunities for staff to travel to and from the Site by public transport.
- 6.10.4. A series of measures will be put into place to promote public transport usage. Public transport options available to non-match day staff for their journey to / from work and for business travel will be promoted via the new starter packs and the OUFC staff website.
- 6.10.5. Under the Match Day proposals the club are looking at a combined game and travel ticket using the Oxford Smart Zone (or equivalent) ticket. If the Stadium becomes part of the SmartZone

(subject to agreement with OCC and operators) then the same ticket option can be made available to staff working at the Stadium and local visitors within Oxford / Oxfordshire.

- 6.10.6. The Site is located a 5-6 minute walk from the bus stops on Oxford Road, Bicester Road and at Oxford Parkway Park and Ride interchange, providing access to at least 6 services with a frequency at least every 30 minutes. It is understood from discussions with OCC and local operators that this frequency is expected to increase in future even before the Stadium could come forward as a key trip attractor.
- 6.10.7. As an alternative to the car park, the layby on Frieze Way is available for taxi pick up/drop off for the Site on non-match days.
- 6.10.8. A Public Transport Information System similar to that shown in **Figure 10** will be installed in a publicly accessible area, either within the Stadium or public plaza. This will allow building users to access up to date travel information on the available public transport options.

Figure 10: Use of Real Time Public Transport Information Systems



Source: Passage-way.com/passenger-information

- 6.10.9. The Site Wide TPC will also promote multi modal journey planners such as Traveline to staff enabling them to make informed choices about travelling. In addition, the TPCs would offer a free of charge personalised travel planning service to members of staff. Simple, clear, and concise up-to-date bus and rail timetables for staff and visitors will be available on the OUFC website.
- 6.10.10. The Occupier TPCs would also be on hand to answer any queries the staff may have regarding sustainable travel.
- 6.10.11. The Stadium TPC will establish and maintain a good working relationship with the local bus and rail operators, remaining informed of developments and convey feedback on service provision and reliability.

- 6.10.12. It should be noted that OUFC already have a working relationship with the Oxford Bus Company as providers of their match day shuttle services.

6.11. Hotel Specific Travel Plan Measures

- 6.11.1. A Subsidiary Hotel Travel Plan will be produced when the hotel on Site becomes occupied. The likely site specific measures to be implemented include:
- Appointment of Hotel TPC who will manage and monitor the Hotel Travel Plan.
 - Staff will be encouraged to car share, being offered a guaranteed taxi home if there are unexpected emergencies or unscheduled overtime.
 - Guests of the hotel will be able to access guidance (prior to their visit) / linked to the OUFC website on how to reach the Site by all modes of transport from the hotel website, and visitors will be encouraged to travel to the Site by public transport where practical.
 - Parking at the hotel will only be allowed if pre-booked through the hotel. This will be managed by ANPR and enforcement.
 - A hotel taxi pick up/drop off for the Site is located within the public plaza and will be accessed from Freize Way.

6.12. Health and Well-being Travel Plan Measures

- 6.12.1. A Subsidiary Health Centre Travel Plan will be produced when the unit on Site becomes occupied. The likely site specific measures to be implemented include:
- Appointment of Health Centre TPC who will manage and monitor Health Centre Travel Plan.
 - Information on how to access the health centre/clinic will be available on the providers website / linked to the OUFC website, with patients being encouraged to travel to the Site by public transport, walking or cycling (where practical).
 - Reception staff will be trained to provide advice to visitors and patients on travelling to and from the Site, including location of nearest bus stops, and how long it takes to walk or cycle to and from certain locations.
 - Staff will be encouraged to car share, being offered a guaranteed taxi home if there are unexpected emergencies or unscheduled overtime.

6.13. Gym Travel Plan Measures

- 6.13.1. A Subsidiary Gym Travel Plan will be produced when the unit on Site becomes occupied. The likely site specific measures to be implemented include:
- Appointment of a gym TPC who will manage and monitor the Gym Travel Plan
 - Information on how to access the gym will be available on the providers website / linked to the OUFC website, with visitors being encouraged to travel to the Site by public transport, walking or cycling (where practical).
 - Parking at the gym will only be allowed if pre-booked. This will be managed by ANPR and enforcement. Parking will be time limited to stop daytime parking, i.e. going to gym, leaving your car and then travelling to work and then returning in the evening.
 - Staff will be encouraged to car share, being offered a guaranteed taxi home if there are unexpected emergencies or unscheduled overtime.

6.14. Conference Travel Plan Measures

- 6.14.1. For conferences and events being held at the Site, delegates will be advised to travel to the Site by sustainable modes. There will be limited parking on Site unless booked in conjunction with the hotel. In this scenario the following measures will apply:
- Travel Planning will be managed by the Site wide / OUFC TPC who will monitor the main travel plan.
 - Event staff will be encouraged to car share, use public transport, walk or cycle. Staff working overtime or late evening events will be offered a guaranteed taxi home if car sharing or using public transport.
 - Attendees will be able to access guidance (prior to their visit) on the OUFC website on how to reach the Site by all modes of transport. They will be encouraged to travel to the Site by public transport, walking or cycling where practical.
 - Parking will be managed on Site and will be actively discouraged.
 - Accessible parking will be available as per a match day but will need to be booked and will be allocated on a need's basis.
 - A taxi pick up/drop off for the Site is located within the public plaza and will be accessed from Freize Way. Subject to the event and if the public plaza is in use this taxi point location will move to within the car park.

6.15. Non-Match Day Deliveries and Servicing

- 6.15.1. All non-match day deliveries will take place from Freize Way into the Site car park and Plaza.
- 6.15.2. The plaza has a delivery route through it for ad-hoc delivery, servicing and emergency vehicles only which will have a controlled access from Oxford Road.
- 6.15.3. Further details of the serving strategy are set out in the Transport Assessment.

7. MONITORING AND REVIEW

- 7.1.1. OUFC will have overall responsibility for this Travel Plan and the relevant obligations, including the appointment of the Stadium Travel Plan Coordinator (TPC), who will be responsible for the travel plan's ongoing implementation and review.
- 7.1.2. The Site wide TPC role will be funded by OUFC. The allocated TPC role will likely be undertaken by the Stadium Facilities Manager at the Site, the name and contact details will be provided to OCC when the person is appointed. As an interim measure, the TPC contact details will be:
- 7.1.3. OUFC will make a permanent TPC appointment. The role will terminate upon completion of the five-year review and submission of the final Year Monitoring Report to Oxfordshire County Council. It is envisaged that the TPC will dedicate 5-6 hours a week to Travel Plan duties however there will be a higher level of input at review times when surveys are being carried out.
- 7.1.4. The role and responsibilities envisaged for the- site wide TPC are set out as follows and will be kept under review, in keeping with the evolving nature of the travel plan:
 - Promoting the Travel Plan to all staff and visitors including distributing New Starter Packs to new employees;
 - Leading on the implementation of all Site wide travel plan measures;
 - Liaising with occupier TPCs on Site to ensure a consistent approach and providing support as necessary with preparing and implementing their supporting Action Plans;
 - Liaison with bus and rail operators to ensure the latest information and ticketing advice is available to staff and visitors;
 - Electronically communicating information to all staff regarding relevant national, regional, and local initiatives related to the promotion of sustainable travel;
 - Providing suitable material to enable employees to maintain travel information and relevant links on email and websites;
 - Ensuring that the 'travel section' of the club's website is up to date and linked to the other occupiers websites;
 - Being on hand to answer any day to day queries or questions on sustainable travel employees or visitors may have; and
 - Conducting Staff Travel Surveys (and collating results from other occupier surveys) at the end of Years 1, 3 and 5 and submitting results to Oxfordshire County Council.
- 7.1.5. The Site Wide TPC will actively engage with OCC to discuss the progress of the Travel Plan including the addition, variation, or removal of any measures as the plan progresses and evolves.

7.2. Monitoring and Review Framework

- 7.2.1. A programme of monitoring and review will be implemented by the Site Wide TPC and Occupiers TPCs to evaluate the effectiveness of the Travel Plan measures. This will include:
 - **Baseline Travel Surveys:** In line with OCC guidance, each occupier TPC (for occupiers who are producing Subsidiary Travel Plan) will conduct their own baseline survey 3 months after first occupation, to obtain a range of qualitative and quantitative information, including current mode of travel data for staff and gathering feedback on travel plan measures. These surveys will include questionnaires for staff and visitors and ATC traffic counts at the car park entrance. Subsidiary Travel Plans will be reviewed by each occupier in light of survey results. The Site Wide TPC will collate results.

- **Year 1, 3 and 5 Travel Survey.** This will be a repeat of the baseline travel survey to understand how travel patterns have changed over time and which measures have been successful in relation to mode shift. These surveys will be undertaken by all Occupier TPCs that are required to produce Subsidiary Travel Plans. The Site Wide TPC will collate results.
- **Year 1, 3 and 5 Travel Plan Monitoring Report:** this will be compiled by the Site Wide TPC to summarise travel survey results, report on the implementation status of the travel plan measures and performance of the travel plan in relation to the mode shift targets. A copy of this monitoring report will be submitted to Oxfordshire County Council within one month of completion of each survey.

7.2.2. Monitoring will be undertaken during neutral months where possible and will be carried out at the same time of year on each occasion.

7.3. Ownership and duration

7.3.1. The TPC role has been identified in Section 7.1. The ownership of the travel plan and TPC role will be maintained by OUFC throughout the lifetime of the travel plan.

7.3.2. Following submission of the Year 5 Travel Plan Monitoring report to Oxfordshire County Council, and assuming the Travel Plan targets have been met, through travel patterns and behaviour being well established, the requirements for a sustainable development will have been achieved. Whilst the Local Authority will not continue to review the Travel Plan, the importance of the Travel Plan will remain, and workplace champions may continue to promote sustainable travel to staff and visitors.

7.3.3. If mode share targets are not met within 5 years of completion it would be necessary to implement remedial measures, and if this is the case the occupier will support a three-year extension of the TPC role.

7.4. Securing the Travel Plan and Enforcement

7.4.1. The TPC will seek support and guidance as necessary from OCC Travel Plan Advisor, in addition to reporting on the travel plan monitoring reviews, so that the plan is effective in meeting its objectives.

7.4.2. If the proposed fifth year review targets are not achieved, measures and initiatives will be further developed, and a new travel survey and review undertaken two years later.

7.4.3. These measures would be targeted towards specific modes where the targets are not being met and will be implemented by the TPC and may include:

- Provision of further cycle parking;
- Increased promotion of public transport ticket incentives; or
- Travel behaviour change initiatives, such as travel awareness campaigns.

7.4.4. The TPC will review the measures proposed and make recommendations to the Local Authority, who will help make the decision as to which contingency measures should be pursued.

7.5. Travel Plan Funding

- 7.5.1. It will be the responsibility of OUFC (and the commercial leaseholders in each instance) to commit the necessary funding to meet the schedule of fees set out by OCC. The commitment to this funding would be secured as part of a S106 Agreement with the Council

8. ACTION PLAN

8.1. Overview

- 8.1.1. The Action Plan is not intended to be an exhaustive list but aims to provide an overview of the type and scale of measures to be included within the implementation of the Travel Plan.

- 8.1.2. **Table 9** below provides an indication of the timescale and responsibility for the Travel Plan measures outlined in Chapter 7.

Table 99: Action Plan

TRAVEL PLAN ACTION	DESCRIPTION	SHORT/MEDIUM / LONG TERM	TIME SCALE	RESPONSIBILITY	LINK TO OBJECTIVE
Appoint a Site Wide Travel Plan Co-Ordinator	Appointment of a TPC to manage the Travel Plan and occupier TPCs and the monitoring process.	Short Term	Pre-occupation	OUFC	6
Appoint Occupier Travel Plan Co-Ordinators	Appointment of TPCs to oversee Subsidiary Tarvel Plans where applicable	Short Term	Pre-occupation	Individual occupiers	6
Set up Travel Plan Steering Group	To oversee site wide travel plan and ensure consistency	Short Term	On occupation	Site wide TPC / OUFC	6
Install secure cycle parking within the development and Parkway		Short Term	Construction	OUFC	2

Install showering and changing facilities for staff within Stadium Site	Provision of facilities for staff inclusive and sustainable travel.	Short Term	Construction	OUFC/ Individual occupiers	2
Implement electric charging within Stadium Site	Provision of facilities to support inclusive and sustainable travel.	Short Term	Construction	OUFC	2
Provide all new employees with a New Starter Pack	Information pack incl. information on Travel Plan, cycle route maps, and public transport route maps and timetables	Short Term	On Occupation	TPCs	4,5
Promote car sharing to all staff	To encourage car sharing among employees	Medium Term	Post occupation	TPCs	1,5
Liaison with local bike shops to secure discounts of staff	To encourage cycling to and from site	Medium Term	Post Occupation	Site Wide TPC	5
Promote Bicycle Group	OUFC Users To encourage non cyclists to take up cycling with support from a group	Medium Term	Post occupation	TPCs	5

Promote government backed cycle to work scheme to all staff	To encourage uptake of cycling	Medium Term	Post Occupation	TPCs	5
Promotion of local and National sustainable transport events e.g., Walk to Work week	Promoting sustainable travel to employees	Medium/Long Term	Post Occupation	TPCs	1,4,5
Place posters promoting the Travel Plan in communal / staff areas. Place Travel Plan on intranet for all staff to access	Providing access to information regarding the Travel Plan	Medium Term	Post Occupation	TPCs	5
Have a rolling program of maintenance for the upkeep of footways on site	To keep footways well maintained and accessible to all	Medium Term	Post Occupation	OUFC	1,2
Installation of a Public Transport Information System in a publicly accessible area	allowing building users to access up to date information on the available public transport options	Medium Term	Post Occupation	OUFC	4
Offer a free of charge personalised travel planning service to members of staff.	To inform all staff on sustainable travel modes and travel choice	Medium Term	Post Occupation	Site Wide TPC /TPCs	4,5

On website: sustainable travel section on "How to get here"	OUFC Encouraging visitors to travel by sustainable means to get to site	Medium Term	Post Occupation	Site Wide TPC	1 ,5
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Undertaking Baseline Employee Travel Survey	To understand travel patterns of employees for each occupier on site	Medium Term	3 months from first occupation	Site Wide TPC /TPCs	6
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Year 1,3, and 5 employee Travel Surveys	Part of ongoing monitoring process.	Long Term	Years 1,3 and 5 after Travel Plan approval	Site Wide TPC /TPCs	6
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Production of monitoring report after Year 1,3 and 5	To update targets and inform OCC on mode shift and success of measures	Long Term	After years 1,3 and 5 travel surveys	Site Wide TPC /TPCs	6
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FIGURES

Figure 1: Site Location

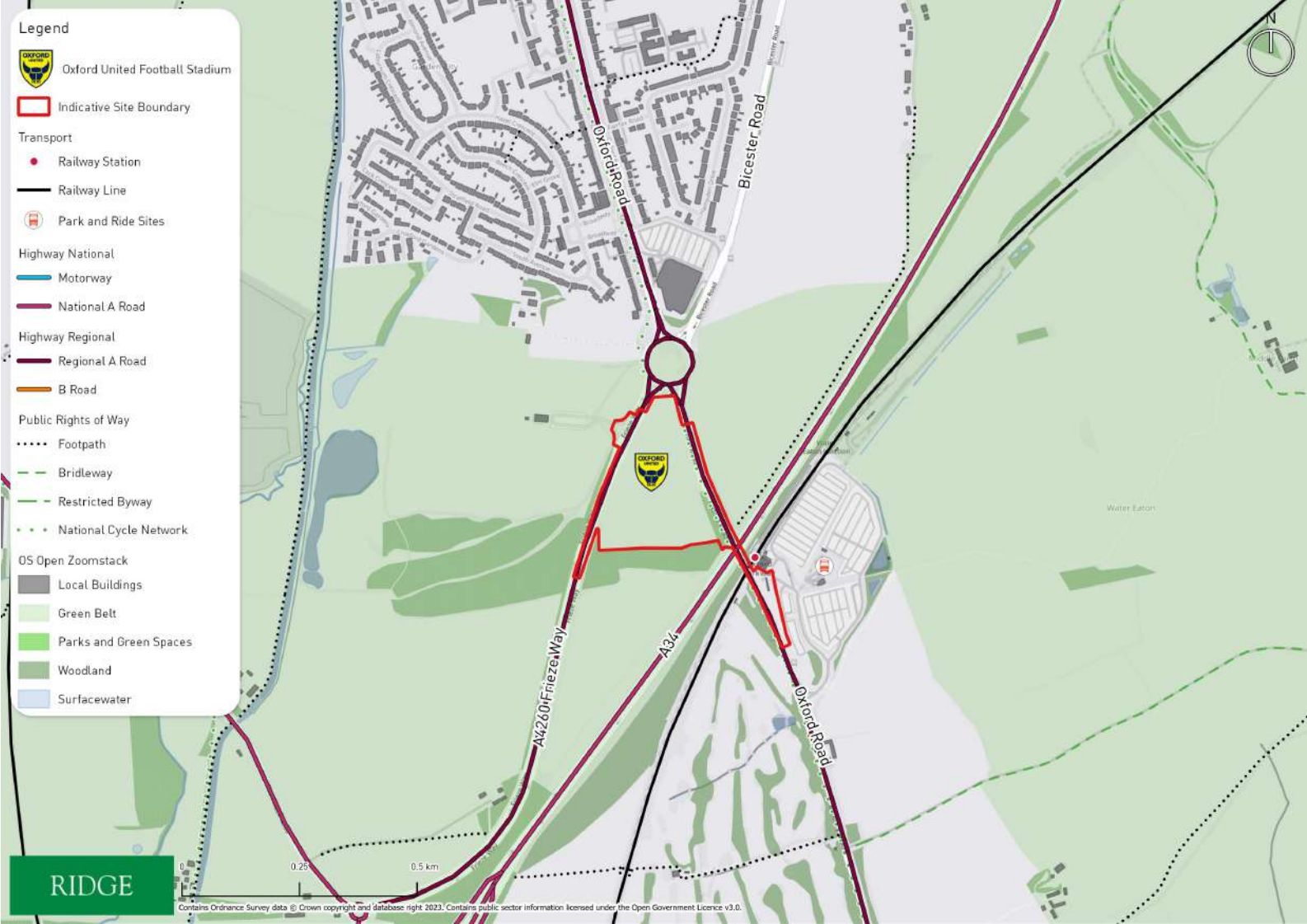


Figure 2: Existing Active Travel Accessibility

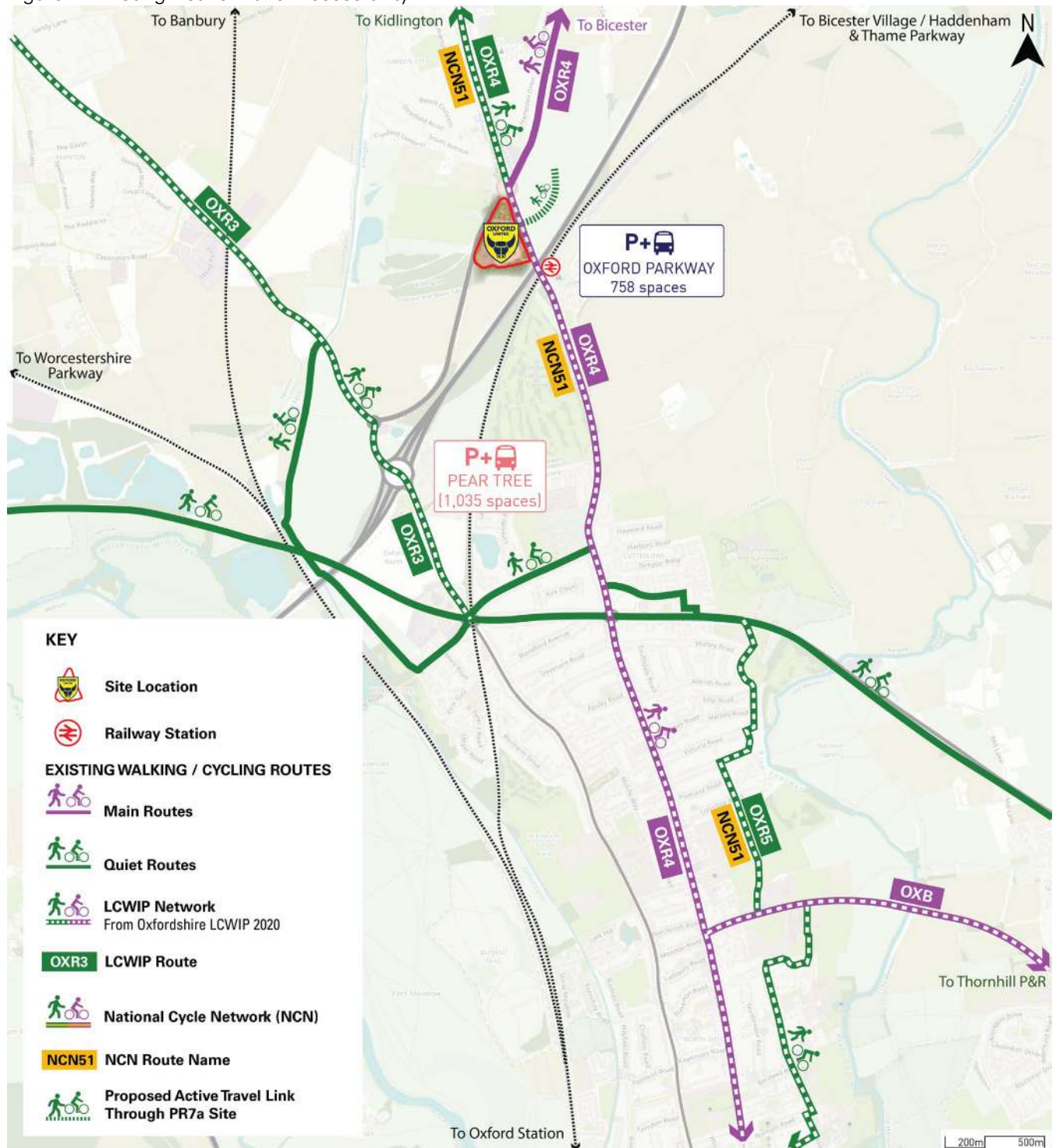


Figure 3: 20-min Walking Isochrone

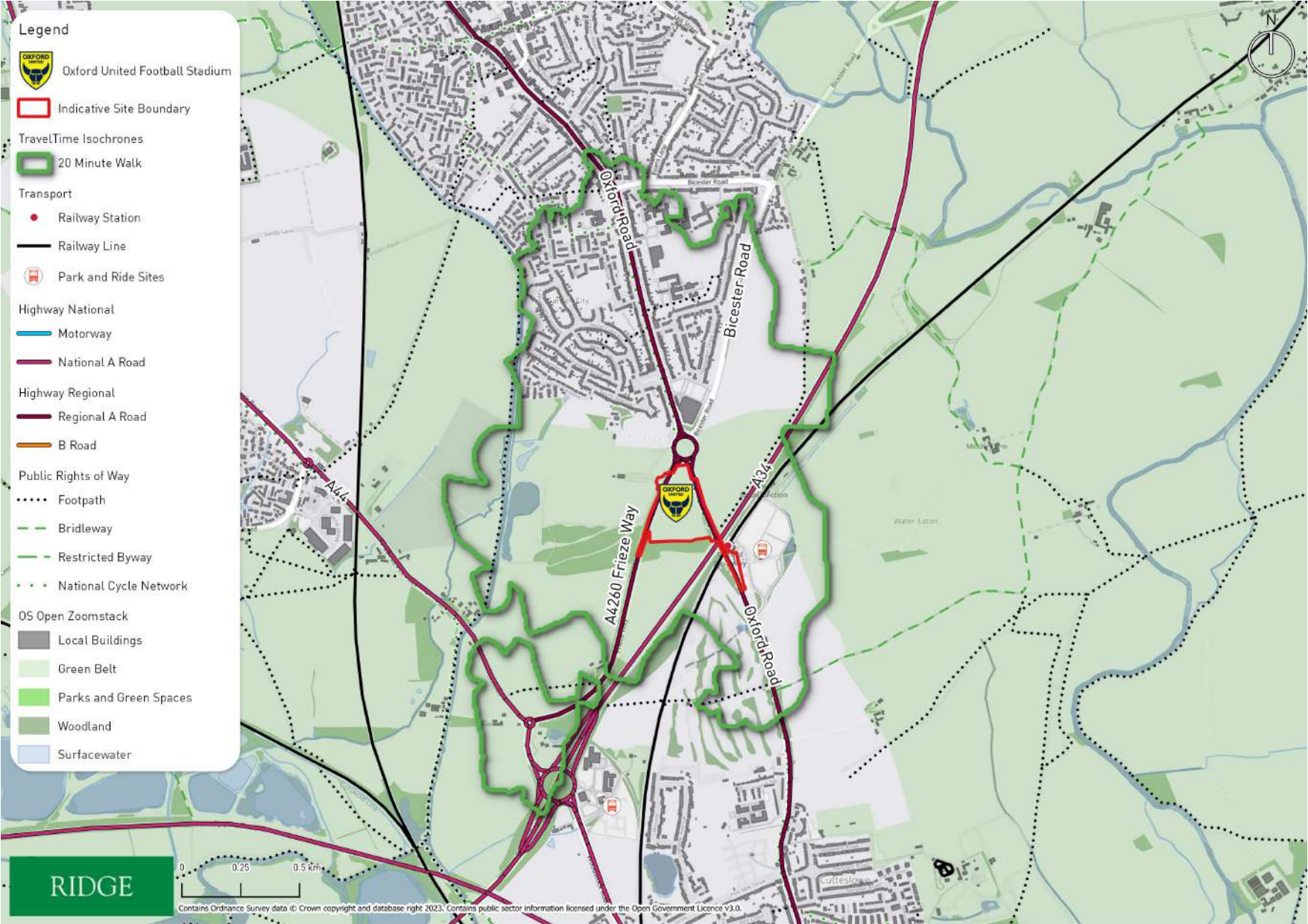


Figure 4: 20-min Cycling Isochrone

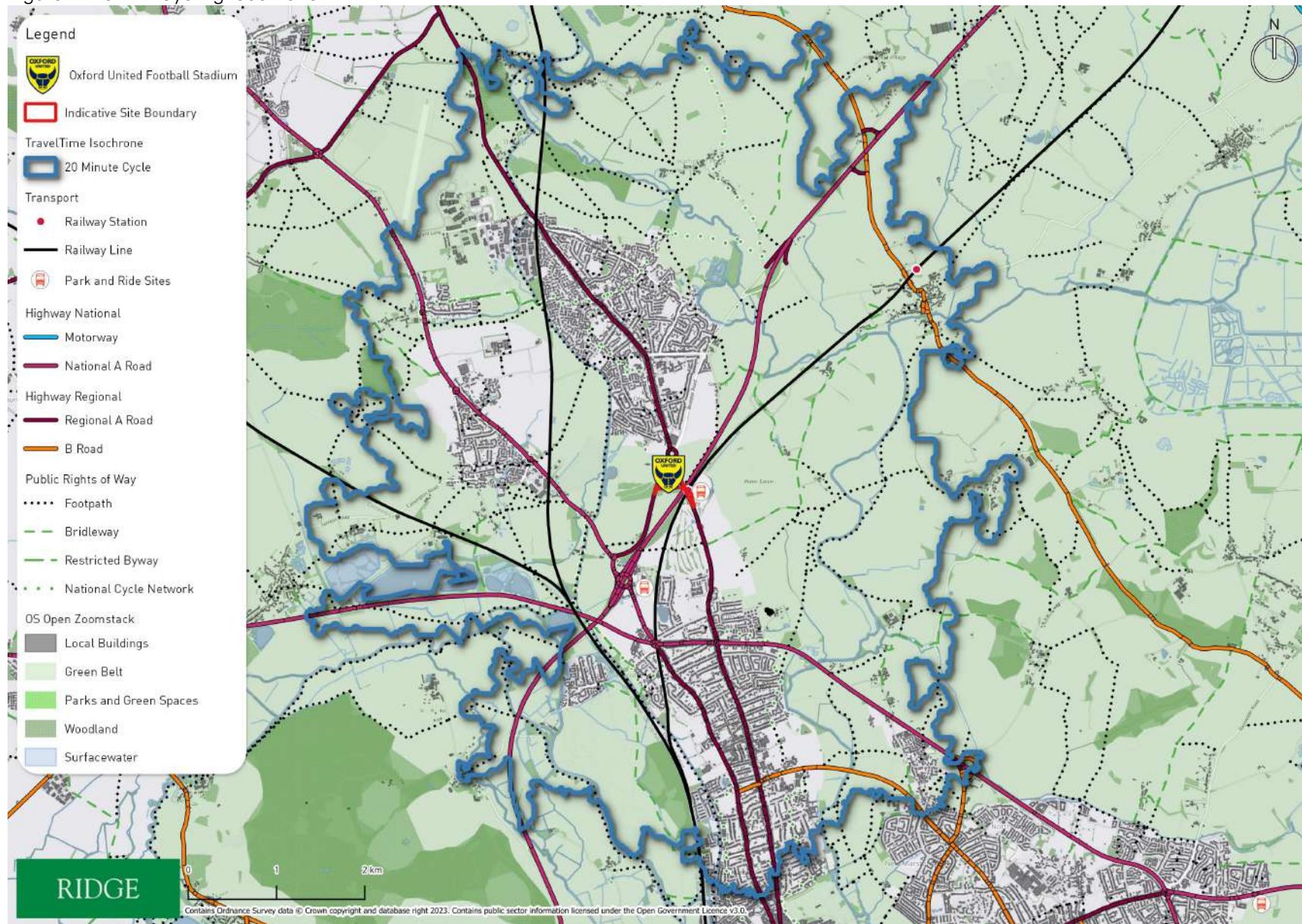


Figure 5A: Existing Public Transport Accessibility

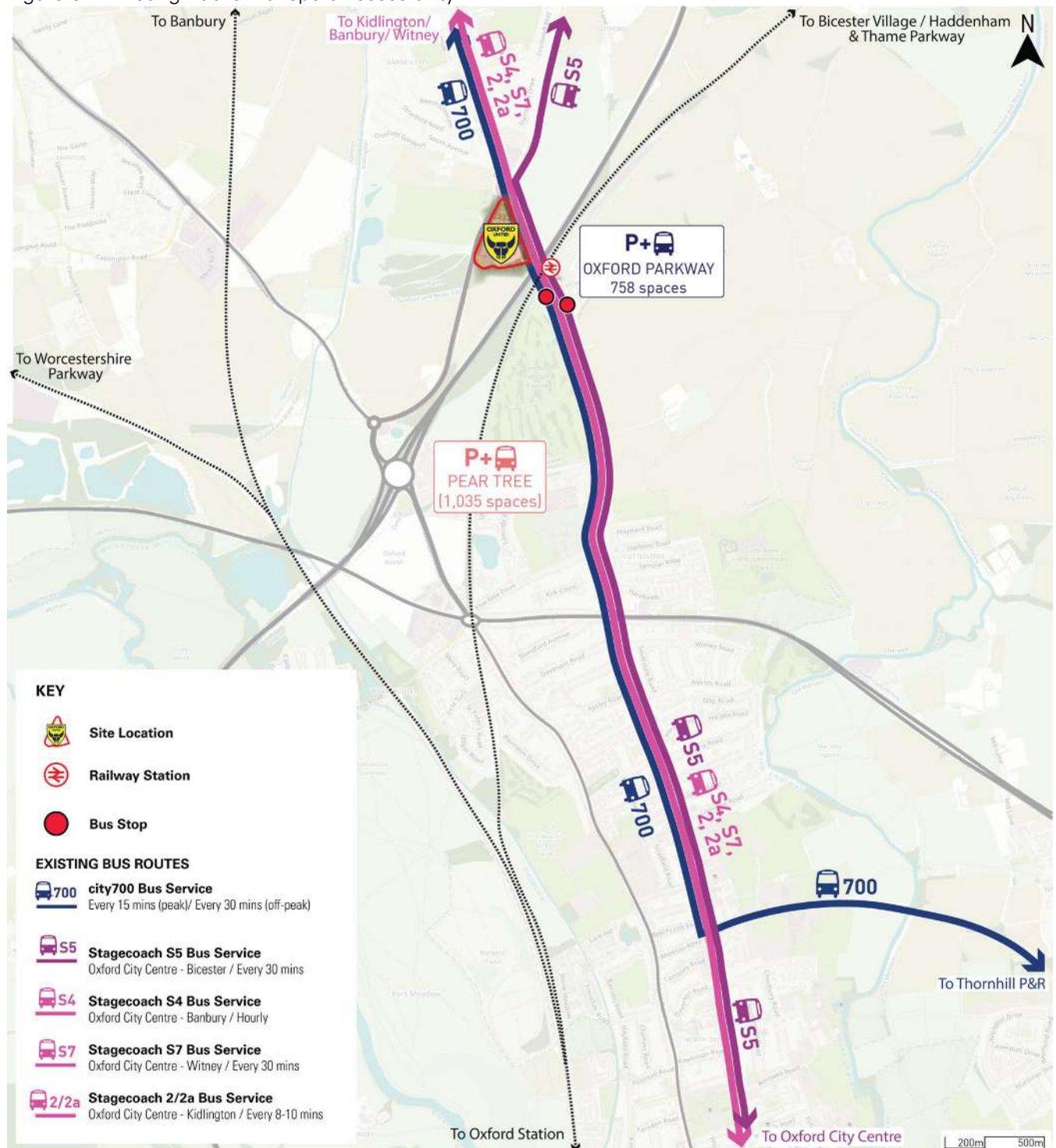


Figure 5B: Public Transport Isochrone

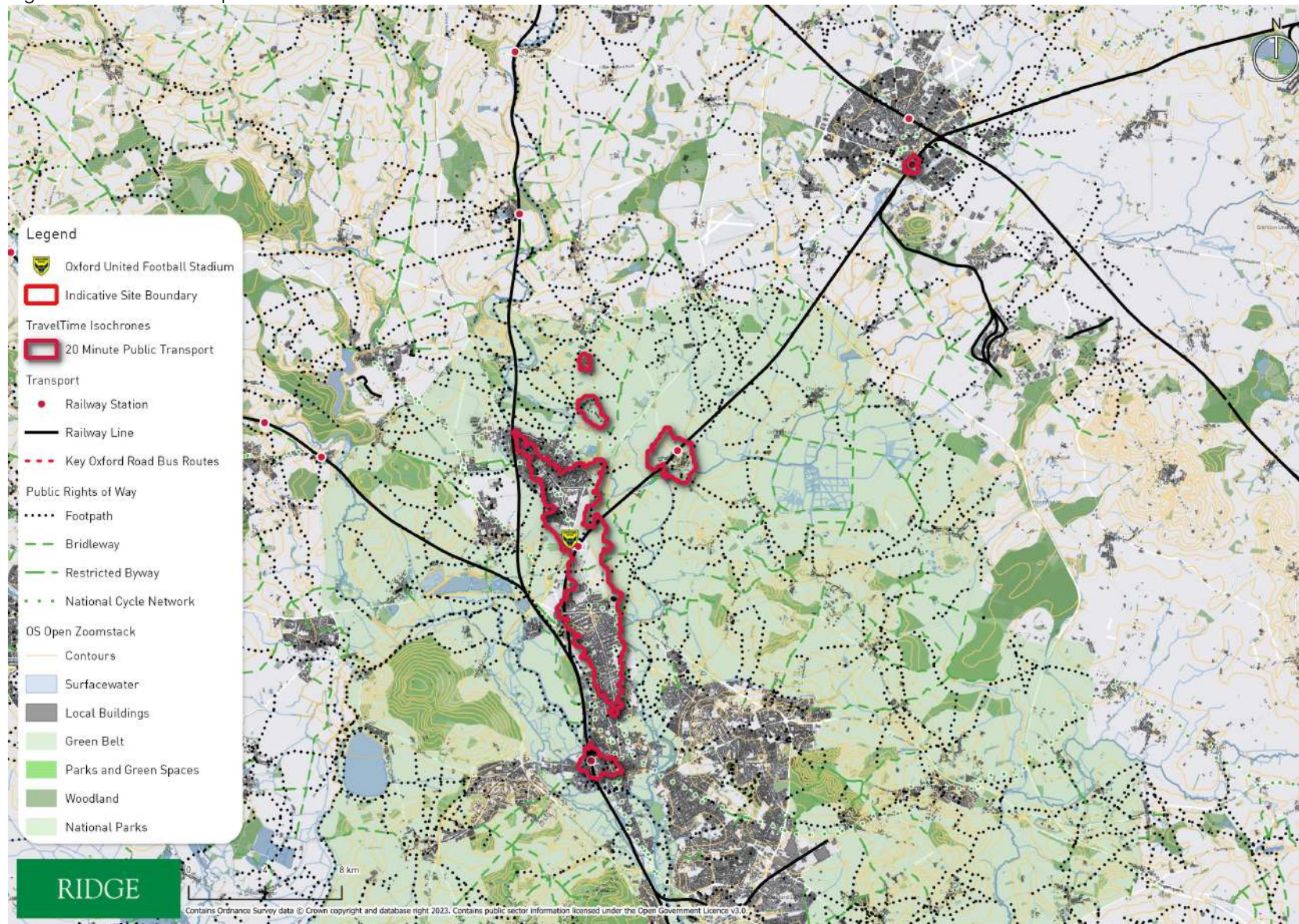


Figure 6: Pedestrian and Cycle Access



APPENDIX A – MASTERPLAN



Rev	Date	Description	By	App'd	Check'd
01	13.02.24	Issue for approval	JB	JB	JB
02	18.02.24	Revised plan submitted for approval	JB	JB	JB
03	18.02.24	Revised plan submitted for approval	JB	JB	JB
04	18.02.24	Revised plan submitted for approval	JB	JB	JB
05	18.02.24	Revised plan submitted for approval	JB	JB	JB
06	18.02.24	Revised plan submitted for approval	JB	JB	JB
07	18.02.24	Revised plan submitted for approval	JB	JB	JB
08	18.02.24	Revised plan submitted for approval	JB	JB	JB
09	18.02.24	Revised plan submitted for approval	JB	JB	JB
10	18.02.24	Revised plan submitted for approval	JB	JB	JB
11	18.02.24	Revised plan submitted for approval	JB	JB	JB
12	18.02.24	Revised plan submitted for approval	JB	JB	JB
13	18.02.24	Revised plan submitted for approval	JB	JB	JB
14	18.02.24	Revised plan submitted for approval	JB	JB	JB
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25	18.02.24	Revised plan submitted for approval	JB	JB	JB
26	18.02.24	Revised plan submitted for approval	JB	JB	JB
27	18.02.24	Revised plan submitted for approval	JB	JB	JB
28	18.02.24	Revised plan submitted for approval	JB	JB	JB
29	18.02.24	Revised plan submitted for approval	JB	JB	JB
30	18.02.24	Revised plan submitted for approval	JB	JB	JB
31	18.02.24	Revised plan submitted for approval	JB	JB	JB

- NOTES:
- Section 278 proposals to be delivered in coordination with OCC and Network Rail as part of a separate planning application.
 - Boilerplate bollard locations and security measures to be confirmed with security consultant recommendations.
 - Lighting design to be coordinated with Engineers.
 - Public art strategy to be developed during the next phase to form part of the wayfinding strategy.
 - No tree hedge planting within 3m of utilities without the use of a root protection system and to be fully coordinated to avoid clashes.

LEGEND

- | | |
|----|---|
| 01 | Concrete block paving |
| 02 | Planting beds (various of typologies inc suds) |
| 03 | Boulevard trees |
| 04 | Rain-gardens (exact size to be confirmed with Engineers) |
| 05 | Hoggin compacted gravel |
| 06 | 1:2 access route ramp (flarmac with fairfaced concrete wall edge) |
| 07 | Mature feature tree planting |
| 08 | Attenuation basins (to be confirmed with Engineers) |
| 09 | Termac |
| 10 | Wildflower planting, various typologies |
| 11 | Scrub planting |
| 12 | Flowering lawn area around base of statue |
| 13 | Cycle racks |
| 14 | Proposed tree planting (below extra heavy standard size) |
| 15 | Proposed trees (30cm girth and above) |
| 16 | Shipped access (concrete, with hand rails and wall) |
| 17 | 8m wide steps (as part of S278 in coordination with NR) |
| 18 | Existing vegetation retained |
| 19 | Biodiverse roof (location to be coordinated with Engineers Plant) |
| 20 | Double litter and recycling bins |
| 21 | The minor arch feature (to be coordinated with Architects) |
| 22 | Outside Broadcasting area, with reinforced no dig grasscrete |
| 23 | Earthworks mound with look out point |
| 24 | Combined cycleway (as part of S278 in coordination with OCC) |
| 25 | Substation |
| 26 | Timber benches in garden |
| 27 | Natural pond with terraces for increased planting opportunities (2m deep in deepest part, with safety ropes provided) |
| 28 | Natural coloured reduced carbon concrete |
| 29 | Native hedge with standard tree planting and eco-tone edge planting |
| 30 | Sealing into wall (boundary edge dealing with level change) |
| 31 | Cycle huts |



fbk landscape architects

The Triangle, Oxford

ISSUED FOR PLANNING APPROVAL

Project of Issue

Drawn By: jfb

Checked By: BG

Drawn Date: 15.09.24

Date of Plot Issue: Aug | 2023

Project Reference: D32651-FAB-00-XX-DR-L-1000-1002 P20



RIDGE



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