



transport planning



Barratt Homes & David Wilson Homes Mercia

# White Post Road, Bodicote

## Residential Travel plan

March 2024



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## Residential Travel plan

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## APPENDICES

APPENDIX A Illustrative Masterplan

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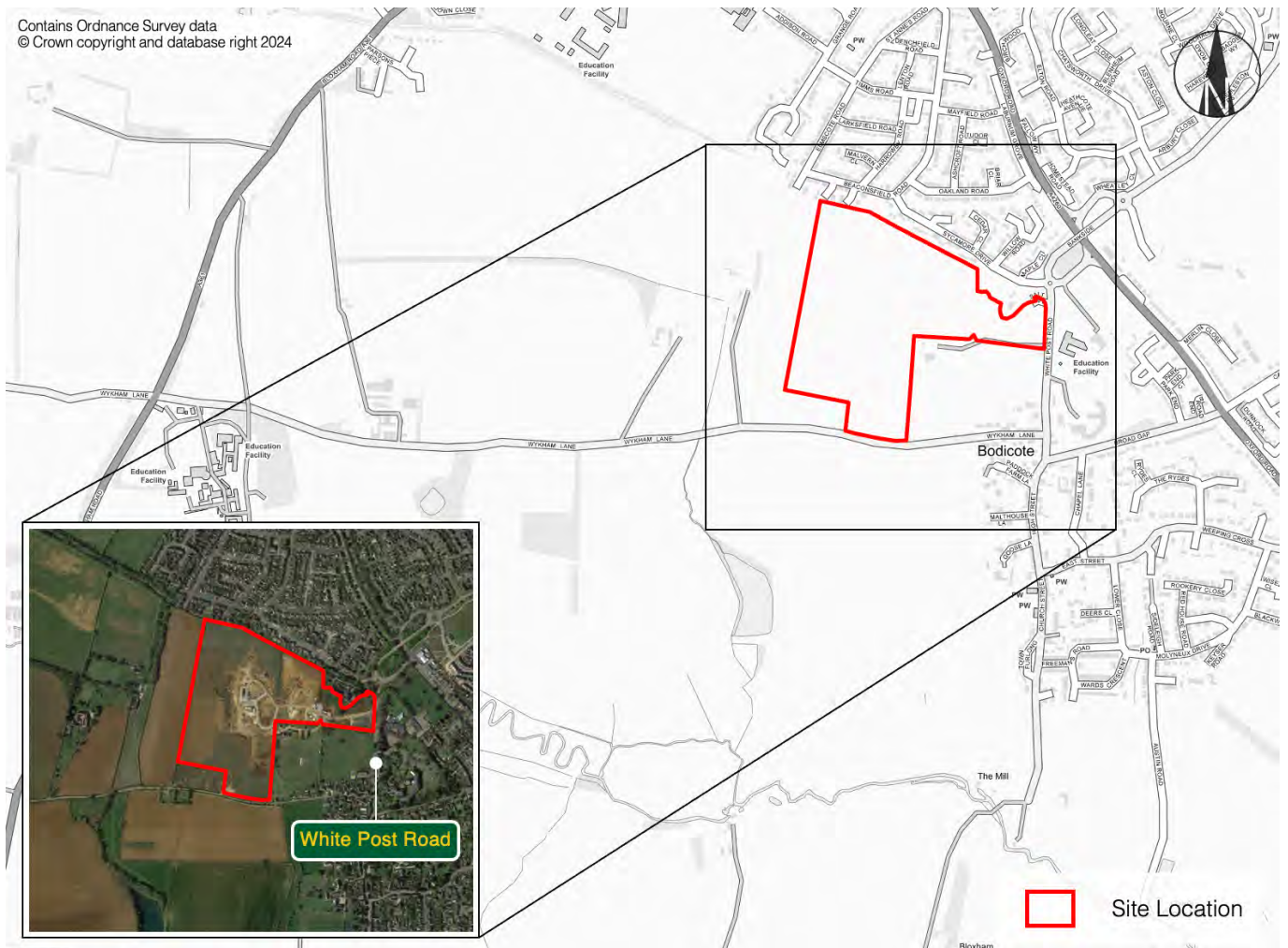
# 1. Introduction

## 1.1 Overview

1.1.1 This Travel Plan (TP) has been prepared by mode transport planning (mode) on behalf of Barratt Homes & David Wilson Homes Mercia as part of a reserved matters planning application (19/00895/REM) for a residential development on land off White Post Road, Bodicote. The development will comprise up to 303 dwellings.

1.1.2 The site location is shown in **Figure 1.1** and the proposed layout attached at **Appendix A**.

**Figure 1.1 Site Location**



## 1.2 Planning Background

1.2.1 A Framework Travel Plan (FTP) (Report Ref 1361/8/C, dated February 2016) was produced and approved to support the outline planning application at the site (Ref: 15/01326/OUT).

- 1.2.2 A subsequent TP (Report Ref: 210217\_324973\_RTP\_Rev B, Dated February 2021) was produced to support the reserved matters planning application, in order to discharge condition 31 of the outline application appeal decision (APP/C3105/W/17/3172731). Notification of the condition discharge was received from the local planning authority (dated: June 2021).
- 1.2.3 This TP has been produced to discharge conditions relating to the replan of the western part of the residential development permitted through Reserved Matters application 19/00895/REM for the delivery of 303 dwellings (an uplift of 23 additional dwellings). Condition 8 of the associated decision notice states the following:
- 1.2.4 *Prior to the first occupation of any dwelling on the site, a Travel Plan. Prepared in accordance with the Department of Transport's Best Practice Guidance Note 'Using the Planning Process to Secure Travel Plans' and its subsequent amendments. shall be submitted to and approved in writing by the Local Planning Authority. The approved Travel Plan shall thereafter be implemented and operated in accordance with the approved details.*
- 1.2.5 This updated Travel Plan therefore subsumes the replanned area of the site into this Travel Plan with the full updated development quantum of 303 dwellings addressed comprehensively through a single travel plan. In preparing this document the latest position in terms of sustainable travel infrastructure has also been updated.

### 1.3 Definition of a Travel Plan

- 1.3.1 Good Practice Guidelines 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) states that a TP is:
- 1.3.2 *"A long-term management strategy for any occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed".*
- 1.3.3 A TP therefore sets out ways in which residents can reduce the number of vehicle trips to/from that site by promoting more sustainable travel options. It is site specific and considers the unique needs and interests of residents, visitors and deliveries, in the context of the local environment and transport network.
- 1.3.4 A TP involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at reducing the need to travel, encouraging more sustainable travel, and reducing single occupancy car use for all trips to and from the development.
- 1.3.5 The TP process will aim to deliver the following:
- Partnership approach to influence the travel behaviour of occupiers (residents/visitors) to and from the site;
  - Safe and viable alternatives to single occupancy car travel to/from the site;

- Fewer vehicle trips and a reduction in overall vehicle mileage (including reduction in emissions);
- Inform occupiers (residents/visitors) of the social, environmental and economic costs of their travel choices; and,
- Improved accessibility for all.

## 1.4 Format of the Travel Plan

1.4.1 This report contains a set of recommendations for the necessary aims, objectives, targets and measures to help reduce the number of car trips generated by the development and increase the number of pedestrian, cycle and public transport trips. It also includes proposed methods for implementing and monitoring travel patterns and updating the TP report over a five-year period.

1.4.2 This report is structured as follows:

- **Chapter 2** details the aims, objectives and benefits that the TP will provide;
- **Chapter 3** describes the existing conditions, including the site location and the existing accessibility by sustainable travel modes such as walking, cycling and public transport; it also details the accessibility to local amenities and the existing modal journey share;
- **Chapter 4** describes the proposed development;
- **Chapter 5** details the TP targets;
- **Chapter 6** describes the measures and incentives that could be implemented at the site in order to achieve the targets;
- **Chapter 7** specifies plans for the implementation and monitoring of the measures and incentives at the site. This chapter also includes methods, monitoring and reviewing of the success of the TP over a five-year period; and,
- **Chapter 8** sets out an Action Plan on how the Travel Plan is anticipated to be delivered and operated.

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

1.4.4 This TP has been written in accordance with, the National Planning Policy Framework (NPPF), National Planning Policy Guidance (NPPG) and Oxfordshire County Council's (OCC) guidance on Transport Assessment and Travel Plans for New Developments.

## 2. Travel Plan Aims and Objectives

### 2.1 Overview

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

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

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

- **TPO-01:** Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies;
- **TPO-02:** Improve accessibility of the site by sustainable modes of transport and address traffic and parking issues; and
- **TPO-03:** Widen choice of travel modes for all those travelling to / from the site.

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

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

2.1.5 The overarching objective of this TP is to minimise overall car mileage by reducing the car dependency of residents and visitors travelling to and from the proposed development. This will be achieved by utilising the existing infrastructure and services within the vicinity of the site and by specific measures that will be provided within the development.

2.1.6 The TP will be focused on all trip types to and from the development including journeys to work, education, retail, health and leisure trips.





2.1.7 This TP represents good practice and provides an educational tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car, where viable/attractive alternatives exist.

## 3. Existing Conditions

### 3.1 Introduction

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

### 3.2 Site Location

3.2.1 The site is located in the village of Bodicote, c.2.75km to the south of the town of Banbury. The site has frontage onto White Post Road to the east and Wykham Lane, to the south. The site is bounded by agricultural land to the west and the National Cycle Route No. 5 along Salt Way to the north. The site is currently partially built out.

3.2.2 The location of the site is illustrated within the masterplan contained in **Appendix A**.

### 3.3 Local Highway Network

#### White Post Road

3.3.1 White Post Road forms the eastern boundary of the site. White Post Road is a single carriageway road with footways on both sides and it provides access to the A4260 Oxford Road to the north of the site via a four-arm roundabout junction with Sycamore Drive, Bankside and the Oxford Road northbound slip road and Bodicote village to the south, via High Street. The footway is separated from the carriageway by grass verge. Along the site frontage, White Post Road is 7.3m wide and is subject to a 30mph speed limit. Street lighting is present and there is an absence of waiting restrictions. A number of pedestrian and cycle improvement schemes have been delivered as part of the reserved matters application (19/00895/REM), these are outlined below.

#### Wykham Lane

3.3.2 Wykham Lane forms the southern boundary of the site. It is a lane of c.5m width, subject to the national speed limit with no centreline or footways along the carriageway. Wykham Lane runs from White Post Road to the east and Broughton Village to the west.

#### A4260 Oxford Road

3.3.3 To the north of the site, White Post Road forms a northbound slip road with the A4260, whilst Bankside provides a southbound slip road. Both slip roads comprise a simple taper diverge and simple taper merge, with give way markings added to the taper merge which has the effect of turning the merge into a priority controlled junction.

3.3.4 The A4260 is a single lane carriageway which runs to the centre of Banbury c.2.75km to the north and to Oxford c.39km to the south. In the proximity of the slip roads the carriageway is c.9 metres in width with cycle lanes on both sides of the carriageway. A footway is present on the southern side of the carriageway and is covered by street lighting. The carriageway is subject to a 40mph speed limit.

## 3.4 Sustainable Travel

### Bus Services

3.4.1 The closest bus stops to the site are located on White Post Road, 100 metres (c. 1-minute walk) south of the main site access onto White Post Road, and on Sycamore Drive, within 300 metres (c. 4-minute walk) of the main site access. The bus stop on the southern side of Sycamore Drive has a shelter and the other stops are of a 'flagpole' style.

3.4.2 The bus stop on White Post Road is served by the B3 bus service and the bus stops on Sycamore Drive are served by the B1 bus service. Both services route from Banbury to Easington. There are additional services (X4 and S4 gold) calling on A4260 within 800m (10-minute walk) of the site.

3.4.3 These local bus services currently provide up to 4 services an hour to Banbury bus station in Banbury town centre, within a journey time of c.15 minutes. Further locations accessible via these services include Oxford and Easington.

3.4.4 A summary of the frequency of local bus services is provided in **Table 3.1**.

**Table 3.1 Frequency of Local Bus services**

Service No.	Route	Peak Frequency		
		Mon-Fri	Sat	Sun
B1	Banbury - Easington	2 an hour	-	-
B3	Banbury – Bodicote	2 an hour	2 an hour	-
X4	Oxford - Banbury	2 a day	-	-
S4	Oxford - Banbury	1 an hour	1 an hour	Every 1.5 hours

\*Bus times are correct as of 18/03/2024

3.4.5 A summary of the first and last daily bus services is provided in **Table 3.2**, below.

**Table 3.2 Summary of First and Last Daily Bus Services**

Service No.	Route	Mon-Fri		Sat		Sun	
		First	Last	First	Last	First	Last
B1	Banbury - Easington	0915	1635	-	-	-	-
B3	Banbury – Bodicote	0632	1950	0707	1940	-	-
X4	Oxford - Banbury	0725	1651	-	-	-	-

Service No.	Route	Mon-Fri		Sat		Sun	
		First	Last	First	Last	First	Last
S4	Oxford - Banbury	0545	2253	0645	2253	0830	1852

\*Bus times are correct as of 18/03/2024

3.4.6 It should also be noted that as part of the original outline application (Ref: 15/01326/OUT), the following bus service improvements were identified;

- “Upgrade the existing northbound and southbound stops on White Post Road, in the vicinity of the Site, to provide shelters,
- Introduce a bus stop(s) within the Site, with details to be agreed as part of a future reserved matters application.”

3.4.7 The bus strategy plan (Ref: 957-02-01 – A) included as part of the subsequent reserved matters application (19/00895/REM) proposes bus stops within the site on the main spine road in both directions, as shown on the masterplan at **Appendix A**.

3.4.8 At the time of writing, none of the bus service improvements identified above have been delivered.

### Rail Services

3.4.9 Banbury Railway Station is located c. 2.5km to the north of the site, which can be accessed via a 10-minute cycle or c.15-minute bus journey, via Banbury bus station, which is located within 400 metres of the railway station. Banbury Railway Station has 63 sheltered cycle storage spaces. The station is located on the Chiltern Main Line and is operated by Chiltern Railways.

3.4.10 The typical journey time and frequency of train services serving Banbury Railway Station is summarised below in **Table 3.3**.

**Table 3.3 Banbury Railway Station Train Services**

Destination	Journey Time	Peak Hour Frequency
Bicester North	11 minutes	2 an hour
Leamington Spa	16 minutes	2-3 an hour
Oxford	17 minutes	2 an hour
Warwick	23 minutes	1-2 an hour
Reading	44 minutes	1-2 an hour
Birmingham Snow Hill;	56 minutes	1 an hour
London Marylebone	1 hour 3 minutes	2 an hour
Bournemouth	2 hours 14 minutes	1 an hour
Manchester Piccadilly	2 hours 30 minutes	1-2 an hour

\*Rail times are correct as of 18/03/2024

3.4.11 As shown in **Table 3.2**, Banbury Railway Station provides opportunities for residents to access a wide range of locations, potentially accommodating a range of journey purposes.

## Pedestrian & Cycling Infrastructure

3.4.12 In terms of pedestrian and cycle infrastructure, Public Right of Way (PROW) 120/43, a restricted byway which is also forms part of National Cycle Route (NCN) No. 5, runs along the northern boundary of the site along Salt Way, routing from White Post Road in the east to the B4035 in the west. NCN No. 5 continues south along White Post Road through Bodicote to Oxford via Bloxham. PROW 137/13, which will be maintained as part of the development, also runs through the site in a north to south orientation from Salt Way to Wykham Lane. A PROW (137/11) runs c.300m to the west of the site which links with Wykham Lane and Salt Way and continues via PROWs to Oxford Road to the north and c.3km to Milton to the south.

3.4.13 Footways are present along both sides of White Post Road towards Bodicote town centre with a signalised crossing within 20m to the south of the main site junction. There are also footways present in residential areas within the vicinity of the site. In the vicinity of the site, White Post Road is a 'bicycle- friendly road', as are Bankside to the north and High Street towards Bodicote town centre to the south. Dedicated cycle lanes are present along both sides of the carriageway on the A4260 Oxford Road for an approximate 1km in the vicinity of Bankside.

3.4.14 It should also be noted that as part of the original outline application (Ref: 15/01326/OUT), the following pedestrian improvements were identified, and have since been delivered;

- *“Pedestrian refuge (with dropped kerbs and tactile paving) on the Site Access road,*
- *Zebra Crossing (with pedestrian refuge) on White Post Road (N),*
- *Pedestrian refuge (with dropped kerbs and tactile paving) on White Post Road (S),*
- *Shared footway/cycleway on the north side of the Site Access road,*
- *Footway on the south side of the Site Access road,*
- *Connection with existing pedestrian infrastructure.”*

3.4.15 Similarly, the following cycle improvements were also identified, and have since been delivered;

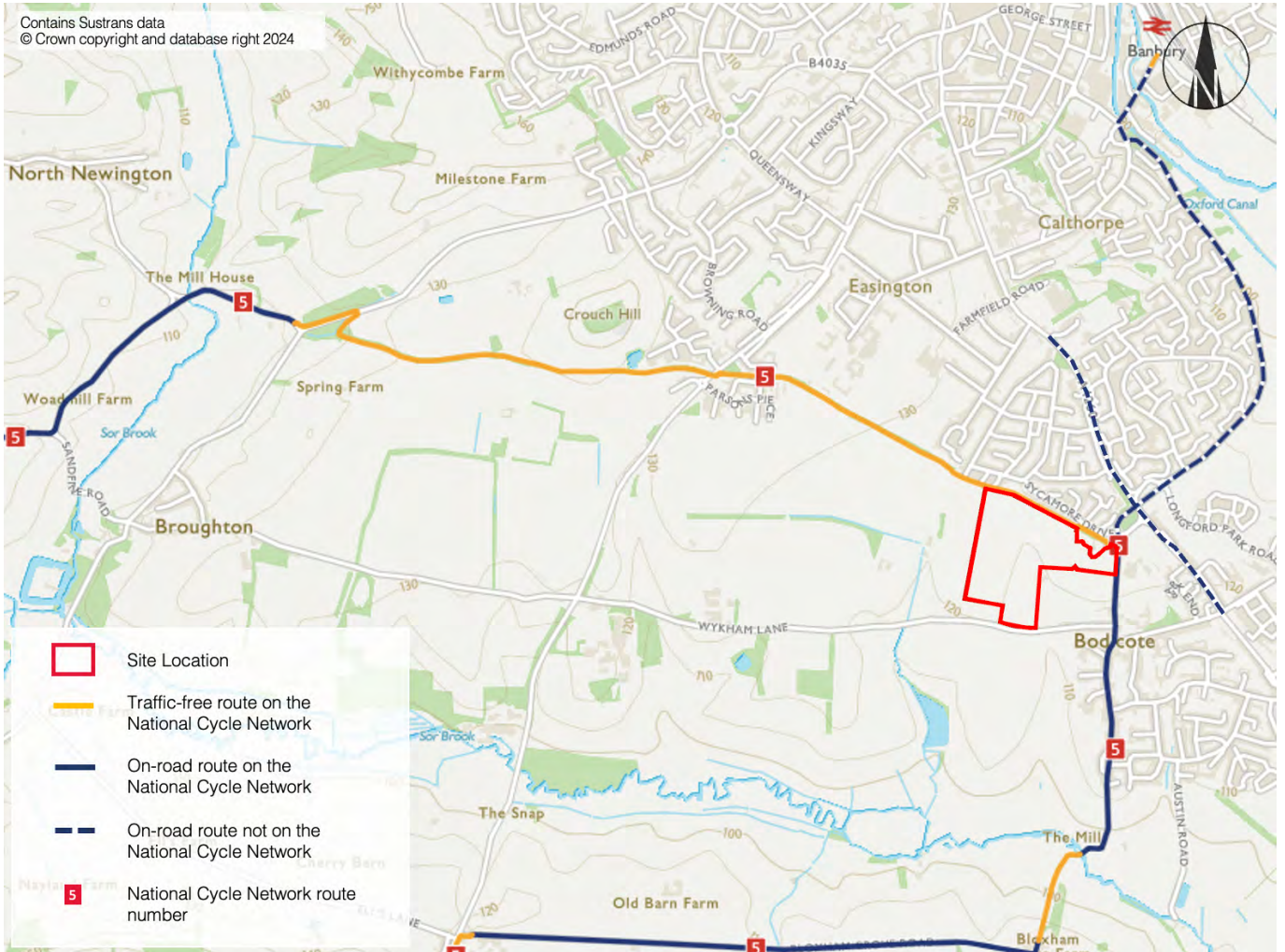
- *“Zebra Crossing (with parallel cycle crossing) on White Post Road (N),*
- *Shared footway/cycleway on the north side of the Site Access road,*
- *Shared footway/cycleway on the west side of White Post Road (S),*
- *New cycle lane along the east side of White Post Road,*
- *Conversion of existing puffin crossing to toucan crossing on White Post Road (S).”*

3.4.16 **Figure 3.1** provides an extract of the PROWs in the vicinity of the site and **Figure 3.2** provides an extract from Sustrans showing the local cycle network plan.





Figure 3.2 Local Cycle Network Plan



### Proximity to Local Facilities & Amenities

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

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

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



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

3.4.20 Cycling is also considered to be a highly sustainable mode of travel and generally journeys up to 8km are considered an achievable distance for most people (LTN 01/20 Cycle Infrastructure Design).

3.4.21 The site is well served by a range of community, health, education and retail facilities all within the recommended walking distances detailed above. The site is also accessible to a significant catchment with acceptable journey times by cycling and public transport. The edge of Banbury town centre is within 2km of the site which provides a substantial range of amenities. Further details in respect of amenities and the walking / cycle time to each is provided below in **Table 3.4**.

**Table 3.4 Local Facilities and Amenities**

Facility	Distance (m)	Walking Time (Min)	Cycle Time (Min)
Bodicote Village Hall	150	2	1
Saltway Day Nursery	150	2	1
Bodicote Flyover Farm Shop	200	3	1
Cherwell District Council Offices	200	3	1
Horse and Jockey Public House	500	6	2
The Plough Inn Public House	500	6	2
Bodicote Post Office	1000	13	4
Sainsbury's	1500	19	6
Horton General Hospital	1900	24	8
Banbury Town Centre	2000	25	8
Banbury Academy	2000	25	8
Wykham Park Academy	2000	25	8

## 3.5 Existing Modal Journey Share

3.5.1 In order to forecast the modal share for the land uses at the site, the 2011 Census Journey to Work (JtW) data has been interrogated.

3.5.2 The 2011 Census JtW data within which the site is located has been used to forecast the modal share for the development site (Cherwell 008: E02005928); a summary of the mode share is provided in **Table 3.5**.

Table 3.5 Mode share – 2011 Census JtW data (Cherwell 008: E02005928)

Mode of Travel	% Mode Split
Car Driver	78.8%
Passenger in a car or van	4.8%
On Foot	7.5%
Bicycle	2.2%
Bus, Minibus or Coach	1.9%
Train	3.7%
Other	1.0%
<b>Total</b>	<b>100%</b>

## 3.6 Summary

3.6.1 The level of accessibility to the site is considered to be good with a range of opportunities for sustainable travel, by walking, cycling, or utilising the existing public transport provision.

## 4. Proposed Development

### 4.1 Development Proposals

4.1.1 The development at land off White Post Road, Bodicote, will comprise of 303 new residential units (an uplift of 23 additional dwellings from the previous application, Ref: 19/00895/REM).

4.1.2 The site will be accessed by vehicles from a single access off White Post Road; whilst pedestrian/cycle access will also be provided onto Salt Way and Wykham Lane in addition to the access on White Post Road.

### 4.2 Sustainable Travel Measures

4.2.1 In order to encourage travel to and from the site by sustainable modes of transport, the following measures have been incorporated into the proposals:

- An existing footpath (Public Right of Way 137/13) within the site between the National Cycle Route No. 5 along Salt Way to the south to Wykham Lane will be maintained and improved as part of the proposed development. In line with Section 3.21 of the Section 106 (S106), the occupation of more than 220 dwellings will not be permitted at the site until the footpath, referred to as the 'Bridleway' within the document, has been provided / constructed.
- Improvements to bus infrastructure are to be provided as part of the proposed development. The aim of this is to promote bus travel to residents of the site through providing better bus stop facilities. Proposed bus stop improvements are also of benefit to existing public transport users in the vicinity of the site. The applicant proposes, as per the S106, to:
  - Upgrade the existing northbound and southbound stops on White Post Road, in the vicinity of the site, to provide shelters;
  - Upgrade the bus stop infrastructure on Oxford Road in the vicinity of the site; and,
  - Introduce bus stops within the site on the main spine road in both directions, as shown on the masterplan at **Appendix A**.

4.2.2 As per the S106, Barratt Homes & David Wilson Homes Mercia were required to pay a commuted sum as part of their Bus Infrastructure Contribution to the LHA. At the time of writing, no improvements to the bus infrastructure have been made.



## 5. Targets

### 5.1 Introduction

5.1.1 This chapter identifies specific targets upon which the success of the TP will be considered. All targets are **SMART**, that is **S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**ime-related. The targets at the site will be based upon forecast mode share and vehicle trip rates associated with the development.

### 5.2 Targets

5.2.1 This TP will aim to meet a target 5% reduction of single occupancy car trips generated by the development of the site as a whole, within five years of the occupation of the first dwelling. This will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel. A summary of the typical forecast method of travel based on 2011 Census JtW data and forecast mode share targets for the residential development is found in **Table 5.1**.

**Table 5.1 Existing and Future Mode Share Targets**

NTS Trips by Main Mode (NTS9903)	% Mode Split	Future Mode Share Target	Yearly Targets				
			Year 1	Year 2	Year 3	Year 4	Year 5
Car Driver	78.8%	Reduction of 5%	-1%	-1%	-1%	-1%	-1%
Passenger in a car or van	4.8%	A reduction of 5% away from single occupancy private car use to be transferred to sustainable travel methods					
On Foot	7.5%						
Bicycle	2.2%		+1%	+1%	+1%	+1%	+1%
Bus, Minibus or Coach	1.9%						
Train	3.7%						
Other	1.0%	1.0%					

5.2.2 Mode share targets will be reviewed following the initial baseline set of travel surveys, to be discussed and agreed with the OCC Travel Plans Team.

## 6. Travel Plan Measures

### 6.1 Overview

- 6.1.1 In order to meet the target outlined in **Chapter 5**, an appropriate package of 'hard' and 'soft' measures has been developed to promote and support the use of sustainable travel modes, including walking, cycling, public transport use and car sharing.
- 6.1.2 The measures within this section are designed to encourage the use of sustainable modes of transport by all residents/visitors.

### 6.2 Travel Plan Coordinator

- 6.2.1 For effective management of the TP, a Travel Plan Coordinator (TPC) will be appointed at the development.
- 6.2.2 The TPC (mode) will be fully trained in the aims and objectives of the TP and will be involved throughout the occupation process.
- 6.2.3 The TPC contact details for the development are as follows:

mode transport planning (mode)  
Griffin House  
18-19 Ludgate Hill  
Birmingham  
B3 1DW  
Email: [travelplan@modetransport.co.uk](mailto:travelplan@modetransport.co.uk)  
Tel: 0121 794 8390

- 6.2.4 The appointment of an appropriate and professional TPC prior to the occupation is essential to the successful implementation of the TP. The TPC contact details (address/telephone number/email address) will be provided to the local council.
- 6.2.5 The general day-to-day requirements of the TPC role will be limited and the typical duties will include:
- Being fully trained in the aims and objectives of the TP and will be involved throughout the marketing, sale/rent, and occupation processes;
  - Providing TP training for sales/marketing staff so that they can inform all potential residents about the TP process and answer any questions that they may have. This will help to ensure that the residents are committed to sign up to the Travel Planning process, and the

sustainable lifestyle, including the regular monitoring processes and travel questionnaires (detailed further in Chapter 7);

- Effective internal and external marketing and raising of awareness;
- Represent the 'human face' of the TP - explaining the purpose and the opportunities on offer;
- Undertaking the monitoring and data collection to produce an end of year summary report to be issued to Oxfordshire County Council's (OCC) Travel Planning Team;
- Take a key role in the review of the TP;
- To facilitate continued promotion and awareness raising, the TPC will also act as a point of contact for all residents requiring information. This will enable residents to get in touch with the TPC if they need any further information with regards to local transport facilities; The TPC will also look into setting up resident stakeholder groups.

## 6.3 Walking and Cycling

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

6.3.2 **Providing walking and cycling maps:** Maps of local and accessible walking and cycling routes will be made available to all residents/visitors e.g. through 'Travel Information Packs' and the social media platform.

6.3.3 **Promotion of events including 'National Walking Month', 'Cycle to Work Day' and 'Ride to Work Week':** residents/visitors at the application site will be encouraged to participate in events such as 'National Walking Month' and 'Cycle to Work Day'. For these activities, promotional resources (digital/hard copies) will be obtained from charities, such as Living Streets, Sustrans and CycletoWorkDay.org.

6.3.4 **Publicise the health and environmental benefits of walking and cycling:** residents/visitors could be made aware of the benefits of active travel by the TPC displaying promotional information e.g. 'fact of the week' on social media platform. Organisations that can be approached for publicity material include Living Streets and Sustrans.

6.3.5 **Publicise adult/children cycle training:** Details of local cycle training providers will be made available/or offered to all residents/visitors. There are a number of registered cycle training providers for local residents and communities e.g. 'Bikeability'; and further information about cycle training and led rides can be found at: <https://bikeability.org.uk/>.

6.3.6 **Provision of cycle parking and cycle storage facilities at the development:** Cycle parking and storage facilities for residents and their visitors will be provided within the curtilage of each dwelling.

6.3.7 **Cycle maintenance workshops** can be explored and offered/promoted to all users of the site.

6.3.8 **Explore interest in setting up a Bicycle User Group (BUG)** and opportunities to liaise with other such established groups. This can be greatly assisted if even one or two residents for cycling can be identified to 'champion' cycling amongst residents.

## 6.4 Public Transport

6.4.1 The existing/proposed bus and rail service provision could be made to benefit residents/visitors, by the TPC including some of the following initiatives as the Travel Plan for the site develops and progresses:

6.4.2 **Distribution of public transport information:** Details of timetables, ticketing, routes and costs of public transport services could be made available within 'Travel Information Packs' and through social media platforms.

6.4.3 **Publicising journey planning services:** Website links and phone applications for journey planning services such as Traveline, nxbus and National Rail Enquiries could be publicised within the 'Travel Information Pack', and the site social media platforms. This cost-effective initiative will enable residents/visitors to be well informed about the timings and provision of public transport services near to the development.

6.4.4 **Explore the potential to offer residents bus taster tickets** (upon request), for a set period of time (e.g. 1- week pass).

## 6.5 Car Share

6.5.1 Car share schemes have the potential to reduce the number of single occupancy car trips to the site, thus reducing congestion, CO2 emissions and pressure on parking at the development.

6.5.2 The positive benefits of car sharing, and the potential cost savings will be advertised as part of the Travel Planning process via the Travel Information Packs and site social media platform.

6.5.3 In addition, residents will be made aware of local and national car share websites e.g. <https://liftshare.com/uk> and [www.blablacar.co.uk](http://www.blablacar.co.uk).

## 6.6 Communication and Marketing

6.6.1 The TP will be promoted and marketed to the future residents to help disseminate the information, measures and successes of the TP throughout the scheme and as part of the sales process; the following measures will be implemented.

### Travel Information Pack

6.6.2 Travel Information Packs will be given to residents upon first occupation. These will be funded by the Developer, and agreed with OCC prior to issue (which may be distributed by printing and posting, or accessible online), and will contain:

- Promotional information on the benefits of walking, cycling, public transport use and car sharing and the social, environmental and economic costs of each mode;
- A pedestrian route map to key destinations, such as local food shops and supermarkets, doctor's surgeries, retail areas and transport facilities, with distances and journey times;
- A cycle route map to key destinations, with distances and journey times;
- Information on the location and contact details of local bicycle shops, cycling organisations, and any cycle training centres for both children and adults;
- Public transport information, including a bus and train route map and the latest timetable information. The Information Pack will also include full details of the range of tickets available. The links to the public transport information will be included within the Travel Information Pack and will direct users to relevant websites;
- These provide up to date timetable and route information as well as journey times, costs and transport interchange information;
- Advertise details of relevant car share schemes (weblinks found in **Chapter 6.5**)
- The contact details of local running and walking groups will also be provided within the Travel Information Packs. These groups promote the benefits of walking on health and wellbeing and as an alternative to car travel;
- Contact details of local supermarkets and retail outlets that provide a home delivery service. This would result in a reduction in the need to travel;
- The range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits that residents could see include, improvements to their health, reducing their monthly outgoings on transport, reduction in their carbon footprint, reducing congestion and pollution levels in the local area; and,
- Contact details of the TPC, and OCC's Travel Plan Officer (if relevant).
- This will allow all residents to have full knowledge of the sustainable options to travel to/from the development, the facilities at the site to aid sustainable travel and the measures available.

## Social Media

6.6.3 Social media is an increasingly important marketing tool, and will be utilised to promote the TP objectives and measures. The TP will devise an appropriate online marketing strategy, by monitoring the evolving use of social media as a tool to assist in achieving the TP aims.

6.6.4 The TP online marketing strategy will include the use of a relevant and widely used social media platform. For example, Facebook, a well-established and widely used social media platform, is suitable. A TPC Facebook account could be used to provide residents with the following types of information:

- Promotion of national and local initiatives such as Bike Week, Walk to Work Week;
- Links to questionnaire travel survey forms;



- Updates of public transport information, eg. timetable changes, route diversions, ticketing promotions etc.
- Sustainable transport based 'fact of the week', e.g. health benefits, cost savings, environmental benefits;
- Links to travel information website/information sources, eg. local bus operator websites, sustainable journey planning websites, sustainable travel blogs;
- Link to car share website;
- Promotion of phone applications (apps), eg. bus ticketing, sustainable journey planners, pedometers, fitness apps, etc;
- Promotion of other relevant Facebook accounts/blogs, eg. local travel news, public transport operators, walk and cycle organisations;
- Information on discount opportunities, eg. offers at local cycle retailers, discount public transport tickets, etc.

6.6.5 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media.

## 6.7 Summary

6.7.1 The measures that have been provided will support TPC in seeking to achieve the targets indicated within **Chapter 5**. For targets to be met, it is imperative that the TPC is proactive in setting up the initiatives established and that they communicate the aims and objectives of the TP to residents/visitors on a frequent basis.

## 7. Implementation and Monitoring

### 7.1 Overview

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

### 7.2 Travel Plan Implementation

7.2.1 The majority of measures to reduce single occupancy car use and promote walking, cycling, public transport and low emission vehicles will be implemented during the construction process. This will allow residents to assess the potential to travel by alternative modes of travel and allow a sustainable travel culture to emerge from the offset.

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

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

7.2.4 An additional role of the TPC will include ensuring that information on travel is distributed to residents/visitors via social media.

7.2.5 Furthermore, an annual review of the Travel Plan will be carried out by the TPC in collaboration with the Travel Plans Team at OCC; as part of the monitoring process. Any changes to the Travel Plan, in particular the targets, must be made in agreement with the Travel Plans Team at Oxfordshire County Council.

### 7.3 Monitoring and Review

7.3.1 Monitoring and the implementation of the TP will be based on a residential questionnaire survey: recording modal shift, exploring factors that may influence residents to make more sustainable choices and perceptions towards various potential future measures which may be implemented at the site.

7.3.2 The residential questionnaires survey will be disseminated to all residents at the site; either online, in person or by a postal survey. The following data will be obtained through the full completion of the survey by residents:

- Travel mode choice for a range of journeys to and from the development (work, leisure, retail, education, healthcare);
- Number of cars per household;
- Number of bikes owned per household; and
- Perception towards various potential measures to increase sustainable travel by residents.

7.3.3 A copy of an example residential questionnaire survey is included at **Appendix B**, for reference.

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

7.3.5 Residential questionnaire surveys will be undertaken within 3 months following the discharge of condition 8 of the decision notice relating to the replan of the western part of the residential development permitted through Reserved Matters application (Ref: 19/00895/REM) for the delivery of 303 dwellings. Subsequent surveys will be undertaken annually for five years inclusive of the initial monitoring survey.

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

- Number of Welcome Packs distributed;
- Number of sustainable travel queries directed to the TPC; and
- Levels of engagement with social media accounts (e.g. no of 'followers' or messages received)

7.3.7 Annual Monitoring Reports will be produced to present travel survey results to OCC within one month of the surveys being completed, with the modal shift recorded from the residential questionnaire surveys presented across the survey years. Following the data presented within the monitoring report, targets may be amended and/or agreed with OCC, along with future measures which may be introduced following the feedback on the surveys.

7.3.8 If targets are not met and the end of the initial period of monitoring, the Travel Plan should be reviewed, new measures introduced and monitoring extended for another two cycles, i.e Years 6 and 7.

## 8. Action Plan

- 8.1.1 To provide an accurate strategy for the implementation of the Travel Plan, various (short, medium and long-term) timed measures will be introduced before and after the development of the site.
- 8.1.2 **Short-term** measures refer to those which were implemented within 3 months of first occupation. **Medium-term** measures are identifiable as those which can be completed after 3 months of occupation and within a year. **Long-term** measures are those which are on-going and can take more than one year to complete.

### 8.2 Action Plan – Initiatives and Timescales

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

**Table 8.1 Action Plan**

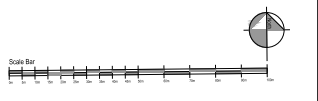
Action	Timescale	Measure
Agree and prepare publicity and marketing materials (eg. social media/Travel Information Pack) to promote sustainable transport uptake amongst new residents/visitors.	Prior to initial occupation of dwellings, and ongoing thereafter	Short/Long-term
Agree initial modal/travel survey content, monitoring data and methodology with local authorities for use in establishing travel patterns.	Prior to the initial baseline travel surveys	Short-term
Sales Team to Issue Travel Information Pack to occupiers	Upon initial occupation of all dwellings	Medium/Long-term
Undertake initial baseline residential travel questionnaire surveys	Within 3 months following the discharge of condition 8 relating to the replan of the western part of the residential development.	Medium/Long-term
Undertake annual traffic surveys	Annually thereafter inclusive of the initial baseline surveys (as above), for a period of 5 years	Medium/Long-term
Undertake annual modal share travel questionnaires surveys	Annually thereafter the initial baseline surveys (as above), for a period of 5 years	Medium/Long-term
Report findings of surveys in monitoring reports to be submitted to OCC	Within two months of the travel surveys being completed, and annually thereafter	Medium/Long-term
Review TP targets and measures in consultation with OCC	As required following the baseline survey, and in line with annual monitoring thereafter	Medium/Long-term

# APPENDICES



# APPENDIX A

## Illustrative Masterplan



- LEGEND:**
- BH - West Midlands Parcels
  - DWH - Mercia Parcels
  - BDW Title Boundary
  - Replan Application Boundary

House Type	House Code	No. of Bedrooms	Sqft	Amount	Total Sqft
1B1	1B1	2	1000	4	4000
1B2	1B2	3	1200	1	1200
1B3	1B3	3	1200	2	2400
1B4	1B4	3	1200	1	1200
1B5	1B5	3	1200	1	1200
1B6	1B6	3	1200	1	1200
1B7	1B7	3	1200	1	1200
1B8	1B8	3	1200	1	1200
1B9	1B9	3	1200	1	1200
1B10	1B10	3	1200	1	1200
1B11	1B11	3	1200	1	1200
1B12	1B12	3	1200	1	1200
1B13	1B13	3	1200	1	1200
1B14	1B14	3	1200	1	1200
1B15	1B15	3	1200	1	1200
1B16	1B16	3	1200	1	1200
1B17	1B17	3	1200	1	1200
1B18	1B18	3	1200	1	1200
1B19	1B19	3	1200	1	1200
1B20	1B20	3	1200	1	1200
1B21	1B21	3	1200	1	1200
1B22	1B22	3	1200	1	1200
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1B25	1B25	3	1200	1	1200
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1B96	1B96	3	1200	1	1200
1B97	1B97	3	1200	1	1200
1B98	1B98	3	1200	1	1200
1B99	1B99	3	1200	1	1200
1B100	1B100	3	1200	1	1200

**Affordable Intermediate**

House Type	House Code	No. of Bedrooms	Sqft	Amount	Total Sqft
1I1	1I1	2	1000	4	4000
1I2	1I2	3	1200	1	1200
1I3	1I3	3	1200	2	2400
1I4	1I4	3	1200	1	1200
1I5	1I5	3	1200	1	1200
1I6	1I6	3	1200	1	1200
1I7	1I7	3	1200	1	1200
1I8	1I8	3	1200	1	1200
1I9	1I9	3	1200	1	1200
1I10	1I10	3	1200	1	1200
1I11	1I11	3	1200	1	1200
1I12	1I12	3	1200	1	1200
1I13	1I13	3	1200	1	1200
1I14	1I14	3	1200	1	1200
1I15	1I15	3	1200	1	1200
1I16	1I16	3	1200	1	1200
1I17	1I17	3	1200	1	1200
1I18	1I18	3	1200	1	1200
1I19	1I19	3	1200	1	1200
1I20	1I20	3	1200	1	1200
1I21	1I21	3	1200	1	1200
1I22	1I22	3	1200	1	1200
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1I39	1I39	3	1200	1	1200
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1I95	1I95	3	1200	1	1200
1I96	1I96	3	1200	1	1200
1I97	1I97	3	1200	1	1200
1I98	1I98	3	1200	1	1200
1I99	1I99	3	1200	1	1200
1I100	1I100	3	1200	1	1200

**Affordable Best**

House Type	House Code	No. of Bedrooms	Sqft	Amount	Total Sqft
1B1	1B1	2	1000	4	4000
1B2	1B2	3	1200	1	1200
1B3	1B3	3	1200	2	2400
1B4	1B4	3	1200	1	1200
1B5	1B5	3	1200	1	1200
1B6	1B6	3	1200	1	1200
1B7	1B7	3	1200	1	1200
1B8	1B8	3	1200	1	1200
1B9	1B9	3	1200	1	1200
1B10	1B10	3	1200	1	1200
1B11	1B11	3	1200	1	1200
1B12	1B12	3	1200	1	1200
1B13	1B13	3	1200	1	1200
1B14	1B14	3	1200	1	1200
1B15	1B15	3	1200	1	1200
1B16	1B16	3	1200	1	1200
1B17	1B17	3	1200	1	1200
1B18	1B18	3	1200	1	1200
1B19	1B19	3	1200	1	1200
1B20	1B20	3	1200	1	12

# APPENDIX B

## Example Survey Questionnaire

# Travel Survey (Example)

## Introduction

As part of the monitoring process for the Travel Plan, we are currently conducting an initial Travel Survey. We would be grateful if one member of your household could complete this survey to help us better understand your travel patterns, needs and how we may be able to further assist your travel requirements.

The survey will take approximately 5 minutes to complete and all responses will be treated confidentially.

## What is a Travel Plan?

The principal objective of a Travel Plan is to limit the amount of single occupancy car travel to and from a residential development site and subsequently promote and encourage more sustainable travel choices (i.e. walk, cycle & public transport).

The key benefits of a successfully implemented and well-managed Travel Plan may include:

- Reduction of traffic, congestion, air pollution and accidents; and
- Promotion and uptake of alternative sustainable travel options resulting in significant health benefits for participating residents.

## Upon Completion...

Once you have completed the survey please return it using the pre-paid envelope provided within the pack.

Upon successful completion and return of your travel survey, you will automatically be entered into a free prize draw for the chance to win a £XX voucher for <TBC>.

If you have any queries regarding the survey, or require any help and advice on how to complete it, please do not hesitate to contact us using the details provided below:

Travel Plan Co-Ordinator: TBC  
Telephone: TBC  
Email: TBC

**SECTION A: About you and your home**

1. Are you:
  - Male
  - Female
  
2. Which Age range do you fall into:
  - 16-25
  - 26-35
  - 36-45
  - 46-55
  - 56-65
  - 65+
  
3. What is your postcode?
  - \_\_\_\_\_
  
4. How many people live at your property?
  - \_\_\_\_\_
  
5. Do you or any member of your household own a car?
  - Yes
  - No
  - If yes, how many in total?

**SECTION B: About your travel patterns to and from your home**

6. How do you most frequently travel to and from your home for the following activities? (Choose the mode of travel that you use most often)

Reason for Travel	Walk	Cycle	Bus	Rail	Car (alone)	Car Share (driver/passenger)	Other (please specify)
Work							
Shopping							
Education							

7. How often do you use the following modes of travel for journeys from your home? (Tick all modes that you ever use, for all or part of a journey, choosing the frequency with which you use them)

Travel Mode	Very Often (7 or more in every 10 trips)	Quite Often (between 3&6 out of every 10 trips)	Occasionally (less than 2 out of every 10 trips)	Never
Walk				
Cycle				
Bus				
Rail				
Car (alone)				
Car Share (driver/passenger)				
Motorcycle/Scooter				
Other				

8. Have you changed your most common mode of transport since relocating to your new home?
  - Yes
  - No
  - If yes, what was the main reason for this change?

## Section C: About your future journeys

9. Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see?)
- Safer, better lit cycle paths
  - Provision of cycle paths/lanes
  - Improved signage
  - Improve/provide cycle parking
  - Arrangements to purchase a bicycle at discounted rates/loans
  - Improved cycle crossing facilities
  - Improved cycle parking at local facilities/at work – if so where?
  - Cycle training (i.e. bikeability)
  - Cycle buddies
  - None of the above
  - Other (please specify)
10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (if you already travel by public transport, which would you most like to see)
- More direct bus routes on route to work
  - More frequent bus services on route to work
  - More frequent train services
  - Better lighting at bus stops/shelters and on footways
  - More convenient bus drop-off points
  - Public transport information (real-time)
  - Subsidised/discounted tickets
  - None of the above
  - Other (please specify)
11. Which of the following changes would most encourage you to walk for journeys in the local area? (if you already walk, which would you most like to see?)
- Cleaner, better maintained footways
  - Better lighting on footways
  - More improved pedestrian crossing facilities
  - Higher presence of security within and around the development
  - Slower speed limits
  - Better street lighting in the local area
  - Walking buddies
  - None of the above
  - Other (please specify)
12. Which of the following changes would most encourage you to car share? (if you already car share, which would you most like to see?)
- More help finding car share partners who have similar travel/work patterns
  - Reserved car parking spaces at place of work etc.
  - Free taxi home if let down by fellow car sharer/emergency
  - More information regarding car sharing (i.e. benefits and cost savings)
  - None of the above
  - Other (please specify)
13. Were you aware that this development operated a Travel Plan?
- Yes
  - No
14. If yes, how did you hear about the Travel Plan?



- During the marketing/sales process
- Word of mouth
- Development publication/newsletter/notice board/website
- Personalised travel planning process
- Other (please specify)

15. Would you like to receive more information/updates regarding the Travel Plan?

- Yes
- No

**Please use the following box to provide any additional comments you wish to make in relation to transport/travel within the local area:**

**Thank you for your time.**



keep up with mode:



Birmingham

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Manchester

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