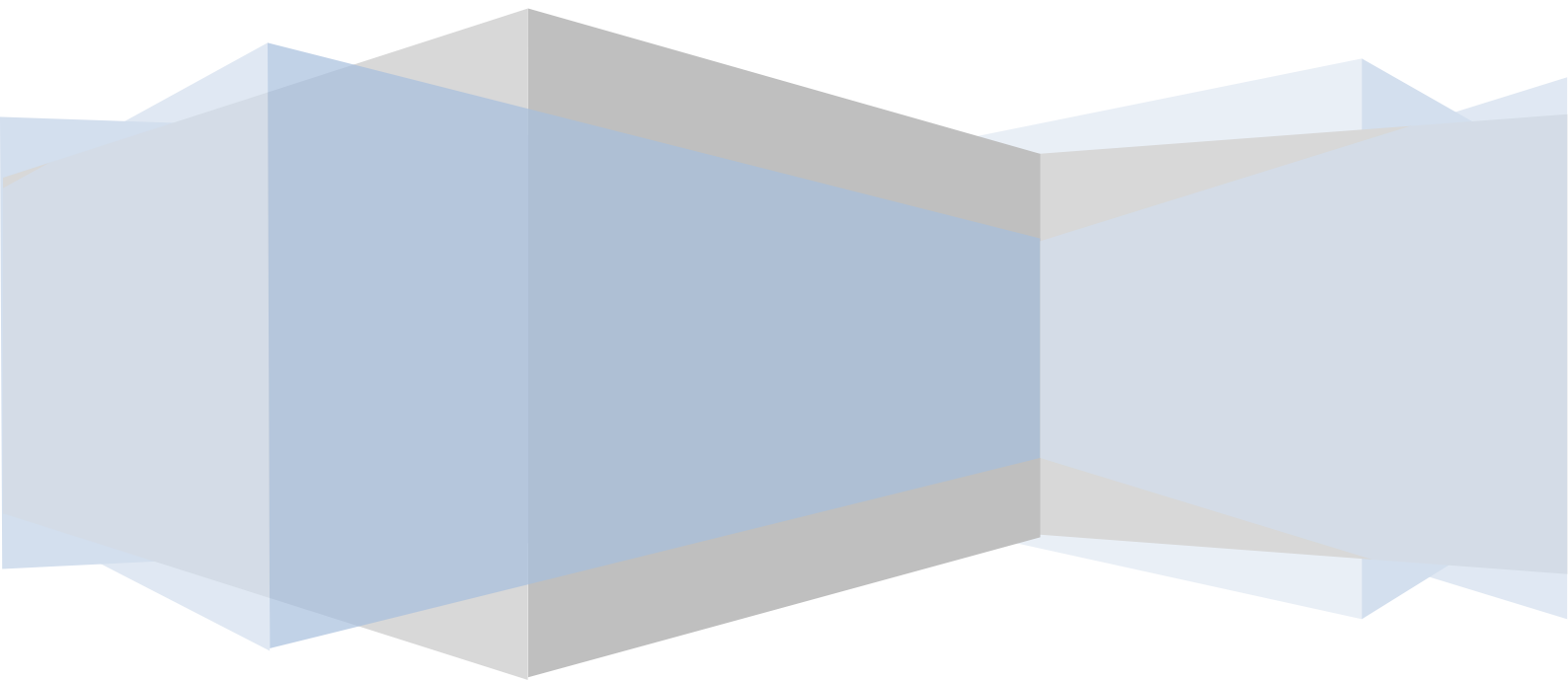




Land at Cotefield Farm, Bodicote, Banbury
Residential Travel Plan

December 2013



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1 Introduction

This Travel Plan (TP) has been prepared by Savoy Consulting in order to discharge a planning condition imposed on the reserved matters application (12/01802/REM) granted permission by Cherwell District Council on 10th April 2013 for a residential development comprising 82 houses on Cotefield Farm, Bodicote, Banbury.

This document has been prepared in accordance with the guidance set out in the Department for Transport's (DfT) publication "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" published in April 2009 and also with reference to the DfT's 2005 publication "Making Travel Plans Work, Lessons from UK Case Studies".

Additional guidance and examples of best practice have been derived from our experience of preparing travel plans for a variety of development types in various other locations.

In addition, reference has been made to the Transport Assessment (TA) for the development which was prepared by RPS in April 2011. A fresh site survey was carried out in November 2013 to ensure the local facilities and public transport provision was as described in the 2011 TA.

The remainder of the document is structured as follows:

- ❖ Chapter 2 sets out the scope of the Travel Plan;
- ❖ Chapter 3 describes the development proposal;
- ❖ Chapter 4 details the results of the off-site audits of transport infrastructure;
- ❖ Chapter 5 sets out the objectives and targets of the Travel Plan;
- ❖ Chapter 6 discusses the range of measures included within the Travel Plan;
- ❖ Chapter 7 establishes the monitoring and reviews strategy; and
- ❖ Chapter 8 summarises the content of the document.

2 Scope of the Travel Plan

In March 2012 central Government published the National Planning Policy Framework (NPPF) which set out the Government's planning policy for England and how their policies are expected to be applied. At paragraph 36, NPPF states that one of the key tools to sustaining sustainable transport will be the preparation of a travel plan when any development generates significant amounts of movement.

The principal objective of a TP is to reduce the amount of single occupancy car travel to and from a site. This objective can be achieved through a package of measures that seek to:

- ❖ Reduce reliance on the car through the reduction in the length and number of motorised journeys, in particular those carried out in single occupancy vehicles.
- ❖ Promote the use of alternative means of travel which are more sustainable and environmentally friendly.
- ❖ Reduce emissions.

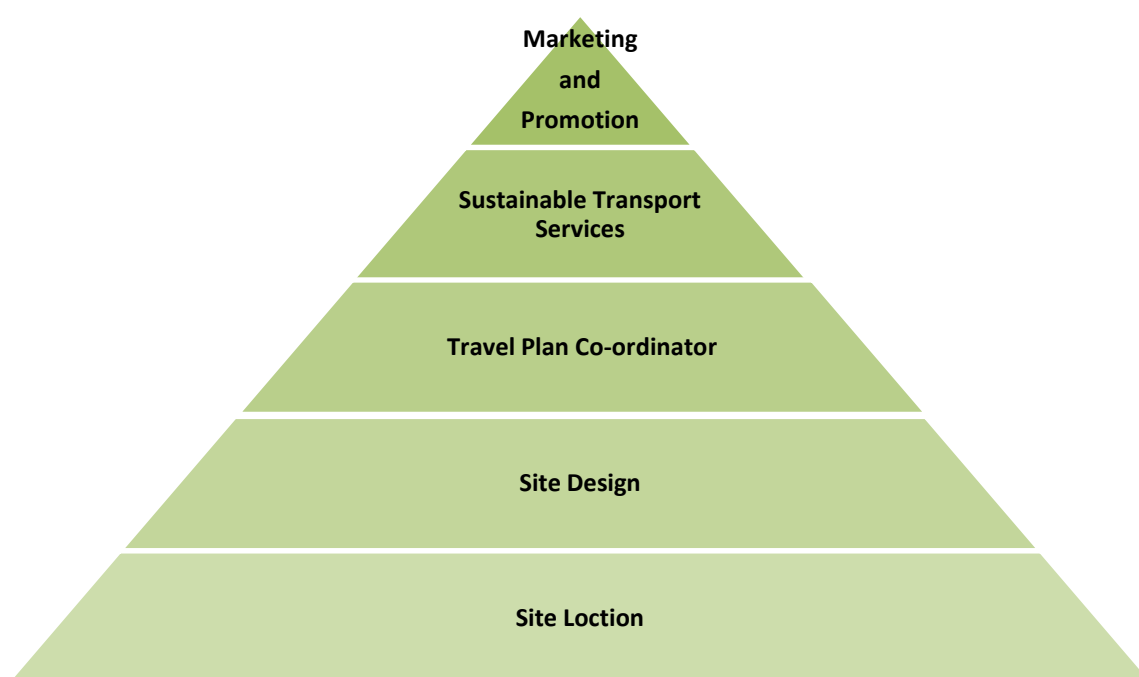
In addition to assisting in achieving central Government aims and objectives, a TP can have a number of benefits to individuals and the local community as well as the site, such as:

- ❖ An improvement in the environmental image of the site.
- ❖ A reduced demand for car parking spaces.
- ❖ Improved access to the site for visitors and deliveries.
- ❖ Reduced traffic generation resulting in improved air quality, noise levels, local traffic conditions and a cleaner, more attractive environment.
- ❖ Reduced stress caused by driving, allied with improved health from adopting alternative travel habits.
- ❖ Enhancement of the role of walking and cycling in the local area and therefore an improved environment for all pedestrians and cyclists, and associated health benefits.
- ❖ Improved viability and support of local public transport services, which are available to those travelling to and from the site, as well as the rest of the community.
- ❖ A flexible plan capable of adaptation so that any adverse transport impact can be quickly dealt with and emerging opportunities maximised.

The DfT publication "Good Practice Guidelines: Delivering Travel Plans through the Planning Process" provides further guidance on the development and implementation of TPs.

The DfT guidance refers to a TP as being viewed as a pyramid of measures and actions. There are five levels to the pyramid, with each level building on the lower levels. A version of the Travel Plan Pyramid has been included to aid the development of the TP. This is illustrated in Figure 2.1 below.

Figure 2.1 - Travel Plan Pyramid



At the first level of this pyramid is the fundamental issue of site location. The site must display sufficient proximity to local facilities and services.

The next level comprises the physical characteristics that need to be incorporated into the design of the site from an early stage in order to reduce the need to travel and support walking, cycling and public transport use, i.e. the 'hard' measures.

The fourth level required is the resource to facilitate and develop the measures in the plan, commonly a Travel Plan Co-ordinator (TPC) or similar nominated person is appointed to fulfil this role.

The next level is the physical measures and services that need to be obtained for the site, such as public transport measures.

The top tier of the pyramid is occupied by the 'soft' measures which are required to promote the TP and raise its awareness to ensure that there is adequate take up by residents of the various services and facilities offered by the plan.

3 Development Proposals

3.1 Site Location and Use

The site is situated approximately 3.5km to the south of Banbury town centre immediately to the south of existing residential developments at Molyneux Drive and Blackwood Place, Bodicote, both of which are accessed via Weeping Cross.

The existing site is situated adjacent to the Cotefield Business Park, to the west of the Cotefield Garden Centre and is currently in agricultural use.

3.2 Site Access and Surroundings

The site is accessed via a junction with the A4260 Oxford Road. The access takes the form of a ghost island priority junction and includes a pedestrian refuge, dropped kerbs and tactile paving. This access currently serves the Cotefield Business Park which consists of a number of B1/B8 uses, including Cotefield Lodge, JS Auctions, Hagers Mill and a garden centre.

To the north of the site is the residential area of Bodicote, to the immediate northeast of the site is a gym and the Banbury Rugby Club and further to the east as well as the south and west of the site are agricultural areas. The village of Adderbury is approximately 1.8 km to the south of the site.

A plan illustrating the layout of the proposed development is included at **Appendix A**.

4 Off -Site Audit

4.1 Existing Highway Network

The A4260 Oxford Road has a carriageway width of approximately 9.6 metres in the vicinity of the site. It is subject to a speed restriction of 40mph, which commences approximately 200 metres to the south of the site access. There is a vehicle activated 40mph sign north of the site access.

The A4260 Oxford Road forms a ghost island priority junction arrangement with both the existing site access and Banbury Rugby Club, approximately 100 metres north of the site access. A footway of approximately 1.5 metres in width routes adjacent to the western side of the carriageway.

Approximately 350 metres north of the site access the A4260 Oxford Road forms a priority junction with Weeping Cross, which leads in to the main settlement in Bodicote. Weeping Cross is 6.5 metres wide, has a system of street lighting and footpaths on each side of the carriageway and is subject to a 40mph speed limit at the junction reducing to 30 mph some 25 metres west of the junction.

Weeping Cross provides a connection to Molyneux Drive which routes to the northwest of the site. Molyneux Drive is a residential road also benefiting from a system of street lighting. There are footways on each side of the road and a carriageway width of approximately 5.6 metres. It forms the minor arm of a priority junction with Weeping Cross at its northern end, and becomes Freemans Road at its southern end.

4.2 Bus Services

There are existing bus stops located on the A4260 Oxford Road approximately 200 metres from the site access, adjacent to Weeping Cross that provide connections into Banbury town centre and Oxford.

Service number 59/59A/59B routes via these stops provide an hourly service between Oxford and Banbury from Monday to Saturday and a service every three hours on a Sunday.

There are also bus stops on both sides of Molyneux Drive which are located within 100 metres of the northwest of the site. Service number B2 routes via these stops providing a local service within Banbury and Bodicote. B2 provides a twice per hour service from Monday to Saturday with a service every two hours on a Sunday.

Further stops are located within 1.2km of the site on Sycamore Drive. Service number B1 routes via these stops providing a local service within Banbury and Bodicote. B1 provides a twice per hour service from Monday to Saturday with a service every two hours on a Sunday. Other services operating in the area are 81/81A and the 499 service.

A summary of the principal bus routes serving the site is provided at Table 4.1 below and the routes of each service are shown at **Appendix B**.

Table 4.1 Bus Services in the Vicinity of the Site

No.	Stop	Route	Weekday						Weekend	
			Frequency (approx minutes)				Time		Frequency (approx mins)	
			AM Peak	Off Peak	PM Peak	Evening	First Service	Last Service	Sat	Sun
59/ 59A/ 59B	Oxford Road	Oxford to Banbury via Kidlington and Adderbury	1 per hour	1 per hour	1 per hour	1 per hour	0751	2010	1 per hour	Every 3 hours
B1	Sycamore Drive	Easington to Banbury via Hospital	2 per hour	2 per hour	2 per hour	1 Service	0712	1812	2 per Hour	Every 2 hours
B2	Molyneux Drive	Bodicote to Banbury via Cherwell Heights	2 per hour	2 per hour	2 per hour	1 Service	0641	1841	2 per Hour	Every 2 hours

Source: Traveline – November 2013

4.3 Walking Facilities

Walking is the most sustainable mode of transport and accounts for a significant proportion of all journeys. In the 2001 census, walking accounted for some 7% of all journeys to work from Bodicote where the development is located. Walking also accounts for the majority of educational trips and is a significant component of retail and leisure trips.

In terms of benefits, walking requires no external energy and causes no congestion or pollution. It improves personal health and encourages social interaction, helping to strengthen local communities. It is highly inclusive, being available to most people regardless of age or income.

The Institute of Highways and Transport publication "Guidelines for Providing Journeys on Foot" provides advice on acceptable walking distances to facilities, as shown in Table 4.2 below.

Table 4.2 Acceptable Walking Distances

	Town Centre (m)	Commuting/School/ Sight Seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

There is a footway of approximately 1.5 metres in width routing adjacent to the A4260 Oxford Road which provides a route into the Cotefield Business Park access and provides a pedestrian route towards Banbury in the north and Bodicote in the north west of the site.

The site will be linked to Molyneux Drive via an access at the northwest corner of the site, this provides a direct route to Bodicote, including the bus stops and shop on Molyneux Drive via footways of approximately 2 metres in width.

Pedestrian isochrones were produced by RPS as part of the original transport assessment generated using the Department for Transport (DfT) approved software Accession. The isochrones produced were at time intervals of five minutes from the site up to a maximum of 25 minutes (approximately 2km). These were based on an average walking speed of 1.33m/s equating to approximately 400 metres in 5 minutes.

The results of the Accession modelling carried out by RPS showed that within a five minute (400 metre) walk of the site are the bus stops on Oxford Road and Molyneux Drive. The Cotefield Business Park and garden centre are adjacent to the site also within a five minute walk. Bodicote Post Office/Bodicote Stores, Bannatynes Gym and Banbury Rugby Club are within a five minute walk of the site.

Within a 15 minute (1.2 km) walk of the site there are three public houses, a hairdresser's, Cherwell District Council offices and Bishop Loveday Primary School.

The entire village of Bodicote is within a 25 minute walk of the site. In addition, the bus stops on Sycamore Drive, the Esso petrol station, shop, a cricket club and playing fields are all within a 25 minute walk of the site.

4.4 Cycle Facilities

Cycling is a highly sustainable mode and is generally considered suitable for distances of up to 3 miles (4.8km) for regular journeys in urban areas and 5 miles (8km) for commuting journeys (source: LTN 2/08 Cycle Infrastructure Design).

National Cycle Route 5 runs to the west of Bodicote and provides a link to Bloxham, Kidlington and Oxford to the south and Moreton-In-Marsh, Shipston-On-Stour, and Stratford-Upon-Avon to the west. In addition to the National Cycle Network there is a network of on and off road local routes within close proximity to the site.

On road cycle lanes are provided on the A4260 to the north of the Broad Gap junction and form part of a route into Banbury. These on road cycle lanes become a shared cycle/footway on the A4260 between Bloxham Road and Bankside. There is also a recommended on road cycle route between Banbury and Middleton Cheney.

In addition to the network of existing routes there are a number of proposed routes including an off carriageway route adjacent to Bankside linking to Windsor Street and Grimsbury and a cycle lane along Warwick Road.

Previous advice published by the Department for Transport (PPG13: Transport) at paragraph 83 suggested that cycling has the potential to substitute for shorter car journeys of under 5km.

Accession was used again by RPS to generate isochrones for cycling accessibility from the site at five minute intervals up to a 25 minute (5km) cycling distance from the site. They assumed an average cycling speed of 16 km per hour equating to approximately 4 metres per second.

This work demonstrated that Bodicote, Banbury, Adderbury, Bloxham, Deddington and Kings Sutton are all within a 25 minute cycle ride of the site. Banbury railway station is within a 15 minute cycle ride where cycle storage is provided. Kings Sutton railway station is within a 20 minute cycle ride.

4.5 Rail

Banbury railway station is located approximately 3.5km to the north of the site Banbury railway station provides regular and frequent services between Birmingham Snow Hill and London Marylebone Station.

In addition to this there are frequent services to Birmingham New Street, Manchester, Liverpool and Newcastle to the north and Oxford, Reading, London Marylebone, Bournemouth and Poole to the south.

Covered and secure cycle parking is available near the station entrance.

Table 4.3 below illustrates the regular services available from Banbury railway station.

Table 4.3 Rail Services from Banbury Railway Station

Operator	Route	Weekday						Weekend	
		Frequency (approx minutes)				Time		Frequency (approx mins)	
		AM Peak	Off Peak	PM Peak	Evening	First Service	Last Service	Sat	Sun
Chiltern	Birmingham Snow Hill to London Marylebone via Warwick and Bicester	3 per hour	3 per hour	2 per hour	2 per hour	0524	2350*	2 per hour	1 per hour
Chiltern	London Marylebone to Birmingham Snow Hill via Bicester and Warwick	3 per hour	2 per hour	2 per hour	2 per hour	0702	0033**	2 per hour	1 per hour
Cross Country	Newcastle to Reading via Birmingham New Street and Oxford	1 per hour	1 per hour	1 per hour	1 per hour	0821	2119	1 per hour	1 per Hour
Cross Country	Reading to Newcastle via Birmingham and Darlington	1 per hour	1 per hour	1 per hour	1 per hour	0726	1827	1 per hour	1 per Hour***
Cross Country	Manchester Piccadilly to Bournemouth via Birmingham New Street and Reading	1 per hour	1 per hour	1 per hour	1 per hour	0657	2055	1 per hour	1 per Hour
Cross Country	Bournemouth to Manchester Piccadilly via Reading and Birmingham New Street	1 per hour	1 per hour	1 per hour	1 per hour	0654	2054	1 per hour	1 per Hour

Source: National Rail website – November 2013

* terminates at London Paddington

**terminates at Warwick

***change at Birmingham New Street

4.6 Local Amenities

Apart from the local amenities in Bodicote the town of Banbury has a large number and range of facilities such as schools, shops, health facilities and leisure facilities. These are summarised in Table 4.4 below with the approximate distances to each from the centre of the site.

Table 4.4 Local Amenities

	Distance	Walking Time	Cycle Time
Bishop Loveday Primary School	1.2 km	15 mins	5 mins
Banbury School (Secondary)	2.5 km	31 mins	10 mins
Oxford and Cherwell Valley College	3.5 km	44 mins	15 mins
Hightown Surgery	2.1 km	26 mins	9 mins
Cherwell Heights Dental Practice	1.9 km	24 mins	8 mins
Horton General Hospital	2.4 km	30 mins	10 mins
Bodicote Post Office	0.35 km	4 mins	1 mins
Bodicote Stores	0.35 km	4 mins	1 mins
Sainsbury's Supermarket	2.1 km	26 mins	9 mins
Sainsbury's Pharmacy	2.1 km	26 mins	9 mins
Banbury Town Centre	3.65 km	46 mins	15 mins
Adderbury Library	2.3 km	29 mins	10 mins
Odeon Cinema, Banbury	3.3 km	41 mins	14 mins
Bannatynes Gym, Oxford Road	0.15 km	2 mins	1 min
Banbury Leisure Centre	3.5 km	44 mins	15 mins
Bodicote Park, Oxford Road	0.1 km	1 min	-
Bus stop: Oxford Road	0.2 km	3 mins	-
Bus stop: Molyneux Drive	0.5 km	1 mins	-

5 Objectives and Targets

5.1 Travel Plan Objectives

A TP is, in general terms, a package of measures tailored to the needs of individual sites and aimed at promoting greener, cleaner, sustainable travel choices and reducing the number of car borne trips.

The specific objectives of the strategy for the development are:

- ❖ to increase awareness among residents of the potential advantages of travel to and from the development by more sustainable modes such as public transport, walking and cycling;
- ❖ to provide practical information to new residents as to how they can access non-car modes of transport to and from the site; and
- ❖ to initiate and manage initiatives that will encourage the reduction in the number of people travelling to the site in single occupancy vehicles.

5.2 Travel Plan Targets

At this stage, in advance of the occupation of the site, it is not possible to provide the results of a travel survey. The proposed modal share targets for the residential development are therefore based upon the existing modal splits for Bodicote in which the development is located and taken from the 2001 census data. These modal splits are detailed in Table 5.1 below.

Table 5.1 - Census Modal Split Data

Mode	% Population	
	Bodicote	Two-Way Person Trips
Train	2.0%	11
Bus, minibus or coach	2.1%	11
Taxi	0.4%	2
Driving a car or van	77.1%	415
Passenger in car or van	8.0%	43
Motorcycle, scooter or moped	0.9%	5
Cycle	2.2%	12
Walk	7.0%	38
Other	0.4%	2
Total	100.1%	539

Source: 2001 Census - Method of Travel to work Resident Population and RPS Transport Assessment April 2011.

*Difference due to rounding.

In 2005 the DfT undertook a study to examine the effectiveness of travel plans. In their document "Making Travel Plans Work, Lessons from UK case studies", they reviewed the experience of 20 UK organisations and examined the changes in travel patterns resulting from their travel plans.

They also considered the effectiveness of individual measures, and the impact of site location and accessibility on the operation of the travel plan. The study considered 20 organisations in the UK that were operating travel plans and that had monitored their impact for a period of time. For those 20 organisations the reductions of single occupancy commuter car trips ranged from 5% to 66%, with an average reduction of 18%. Adjusting for the extreme cases, the median average reduction was still 15%.

The research considered the effectiveness of the various measures included in the travel plan and found that reductions in car driving of more than 17% are only likely to be achieved if there are financial incentives and/or disincentives and through parking restraint.

The DfT research was undertaken only in relation to workplace travel plans, but it is considered that for the residential travel plan, a 10% reduction in the car drive modal share could be achieved in this location. This target will be in line with reductions seen elsewhere where successful residential travel plans have been adopted.

It is therefore proposed that after a three year period the following modal targets can be achieved.

Table 5.2 Target Modal Share

Mode	% Population	
	Bodicote	Two-Way Person Trips
Train	2.0%	11
Bus, minibus or coach	5%	27
Taxi	0.5%	2
Driving a car or van	67%	361
Passenger in car or van	12.0%	65
Motorcycle, scooter or moped	1%	5
Cycle	3%	16
Walk	9%	49
Other	0.5%	2
Total	100%	539

*Differences due to rounding

6 Action Plan

6.1 Introduction

This TP comprises a range of initiatives and measures to seek to reduce travel by private car which are set out in the following sections. Specific problems will be identified through undertaking and analysing an annual residents' travel survey and it will be the responsibility of the Travel Plan Co-ordinator (TPC) to identify measures to address such issues.

6.2 Travel Plan Co-ordinator

It will be fundamental to the success of the TP that sufficient resources are allocated to develop and implement the measures in the plan. In relation to the residential development the TPC role will be undertaken by a member of the sales and management team on the site and, as the new community expands, residents will be encouraged to set up a residents' committee to maintain the TPC role once the sales team no longer have a presence on site.

The duties of the TPC will include the collation and dissemination of all forms of travel information to residents. This will include the provision of information relating to the health benefits of walking and cycling and the disbenefits associated with driving by car. The TPC will also be responsible for undertaking regular monitoring and reviews in accordance with the strategy outlined in Chapter 7.

The TPC will be identified prior to the start of the residential development so that they can influence travel behaviour from the first occupation of the site. The contact details of the TPC are to be provided to the relevant officer of Oxfordshire County Council.

6.3 Walking

Travel to and from the development on foot will be actively promoted. As noted in Chapter 4 the development will provide direct connections to the existing pedestrian facilities in the vicinity of the scheme, incorporating the new routes through the site.

To further encourage walking to the site a number of specific measures will be implemented:

- ❖ raising awareness of the health benefits of walking through promotional material;
- ❖ display a map in the sales office showing safe walking routes, indicating distances and times to the most common destinations, including the nearest bus stops; and

- ❖ promotion of online services such as www.WalkBUDi.com and www.walkit.com which provide route planning services and also offer the potential to find people making similar journeys to avoid walking alone.

6.4 Cycling

As detailed in Chapter 4, the site is well located to the Banbury town centre and surrounding local facilities so as to encourage journeys to be undertaken by bicycle, especially as part of longer distance travel by train. Secure cycle storage will be provided for the social housing units on-site with cycle storage for the private houses contained within garages. In addition, the following measures will be implemented as part of the TP:

- ❖ information and advice on cycle routes to the site will be available to residents at the site;
- ❖ display a map in the sales office showing cycle routes in the area and indicating distances and times to local destinations; and
- ❖ promotion of online services such as www.BikeBUDi.com and www.sustrans.org.uk which provide route planning services and also offer the potential to find people making similar journeys to avoid cycling alone.

6.5 Public Transport

Liaison with the public transport team at Oxfordshire County Council will also be undertaken to investigate the potential to provide incentives, such as travel passes or other forms of discounted travel, which could be used to encourage first time occupiers to use public transport when feasible.

6.6 Car Share Incentives

The TPC will promote car sharing by referring residents to the existing internet based services www.liftshare.com or www.oxfordshire.liftshare.com. This will maximise the chances of finding suitable matches from within the residential development and also with people undertaking journeys from the surrounding residential areas to the existing employment opportunities in the vicinity of the site.

6.7 Marketing and Publicity

One of the duties of the TPC is the collation and dissemination of all forms of travel information to residents. This will include the provision of information relating to the health benefits of walking and cycling and the potential disbenefits associated with driving by car. They will also be required to continuously review the transport needs of the residents and to amend the transport strategy periodically to meet changing needs.

In addition home shopping will also be promoted, which will reduce the number of car shopping trips undertaken.

Local food store operators will be asked to provide promotional information detailing their home delivery services which will be supplied to the new residents.

A number of measures can be introduced to ensure TP information is readily available to all residents, including:

- ❖ informing and consulting with residents;
- ❖ use of leaflets and notice boards to summarise sustainable travel opportunities and TP objectives;
- ❖ offering personal travel planning;
- ❖ promote wider sustainable travel events such as "Walk to School Week" in May and "Liftshare Week" in October; and
- ❖ provision of a TP pack, containing information on public transport services, local facilities and pedestrian/cycle routes.

6.8 Summary of Travel Plan Incentives

Table 6.1 (over) summarises the objectives and proposed action for the TP. Each action will be reviewed on a regular basis and the table will be updated regularly in response to updated survey information or changing conditions.

Table 6.1 - Residential Travel Plan Actions

ACTION AREA	ACTION	INDICATIVE TIMESCALE	REVIEW
MARKETING AND PUBLICITY	Identification of a Travel Plan Co-ordinator	On establishment of sales office	Annually
	Inform and consult with residents and prospective residents	On-going for the duration of the sales team on site, or a period of 3 years, whichever is longest	
	Undertake travel surveys	On occupation of 25 th unit	
	Review and revise the travel plan annually or when appropriate	For a period of 3 years from the first occupation	
	Use of email, websites and notice boards to publicise the plan	On establishment of the sales office and for the duration of the sales team on site, or a period of 3 years, whichever is longest	
	Provision of travel pack for each household	To new residents on occupation	
PEDESTRIANS, CYCLISTS and MOTORCYCLISTS	Provision of secure cycle storage	Within each the property's garage as part of the development	Annually
	Provide information on safe and direct walking routes	On each first occupation as part of the travel pack	
	Promote the establishment of walking and cycling user groups	On-going for duration of the sales team on-site and as part of the travel pack	
PUBLIC TRANSPORT	Provide public transport information	On establishment of the sales office and for the duration of the sales team on site, or a period of 3 years, whichever is longest	Annually, or when timetables change
	Provide details about existing online sources of public transport information such as www.oxfordshire.gov.uk	On establishment of the sales office and for the duration of the sales team on site, or a period of 3 years, whichever is longest	
	Investigate the potential to provide incentives such as travel passes or other forms of discounted travel	On establishment of the sales office and for the duration of the sales team on site, or a period of 3 years, whichever is longest	
CAR SHARING	Encourage residents to sign up to the online scheme www.liftshare.com or www.oxfordshire.liftshare.com	On each first occupation as part of the travel pack	Annually
PERSONALISED TRAVEL PLANNING	Provide costs associated with regular journeys to work and school	Within 3 months of each first occupation	Annually

7 Monitoring Strategy

7.1 Implementation

The TP is a process rather than a one-off document and the implementation of measures has been programmed to reflect this. For example, a number of measures will be implemented as part of the design and construction of the site, such as the provision of cycle parking.

However, a number of measures cannot be implemented until the travel patterns of the residents of the development are established. The TP therefore provides an indication of immediate, short term (prior to occupation) and longer term measures.

7.2 Monitoring and Review

The TP will be regularly monitored and, more importantly, changed if some initiatives are not successful or if situations change over time. The TPC will be responsible for the monitoring and effectiveness of the plan and conducting an annual review of the transport needs of the residents of the site in conjunction with Oxfordshire County Council.

Monitoring will take place through questionnaire surveys which will identify the following trends:

- ❖ Mode of travel used for regular journeys to and from the development.
- ❖ The origins and destinations of journeys to and from the site.
- ❖ Barriers to travel by sustainable modes.
- ❖ Potential incentives or measures to be included in the travel plan to encourage travel by sustainable modes.

It is envisaged that a database of residents' email addresses will be created to enable an electronic questionnaire, counts of traffic and the uptake of potential incentives and measures, such as car sharing, may also be undertaken on an annual basis.

The effect of the TP on the travel behaviour of residents will be formally reviewed on a regular annual basis. The objective of the review would be to assess the success of the TP, to identify the potential for future refinement of the TP and suggest new and realistic targets for the next period of the TP.

The regular monitoring process will enable the TPC to review progress against the targets and objectives of the TP, thus helping to identify priority measures for the future. The results of the monitoring and review process will be fed back to the residents so that they are aware of any alterations to the TP measures or any new TP targets.

The initiatives contained within this document will be supported by Banner Homes for a three year period from first occupation of the development. This will give the initiatives sufficient time to embed the ethics of "greener travel" in residents and should promote greater awareness of travel choice.

8 Summary

This Travel Plan has been prepared to discharge a planning condition imposed on the Reserved Matters Application 12/01802/REM.

An audit of existing travel facilities has been undertaken which has identified that there are a number of facilities already in the vicinity of the site to encourage travel by sustainable modes including existing bus and rail services and pedestrian/cycle routes to key local facilities and to the centre of Banbury.

It is proposed to create pedestrian/cycle routes through the site which connect to the existing network in the surrounding area and also actively encourage walking and cycling for local trips. Cycling can also form part of longer journeys by public transport, in particular by rail.

The broad objective of the Travel Plan is to promote the use of non-car modes to travel to and from the site.

The Travel Plan has therefore set out a package of measures that will be taken forward on establishment of the residential sales office on site.

The document has outlined how the Travel Plan will be administered by the Travel Plan Co-ordinator in co-operation with the local highway authority and other stakeholders.

It also outlines a target for the reduction in private car use and a strategy for the monitoring and review of the plan.

It is therefore concluded that the Travel Plan provides a basis whereby a sustainable development can be delivered.