

Framework Travel Plan

HEYFORD PARK, BICESTER

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Control Sheet

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Prepared By:	Signature	Date
Grace Hancock BA Graduate Transport Consultant		29/05/20

Reviewed By:	Signature	Date
Felicia Bjersing MSc BSc Senor Transport Consultant		01/03/21

Approved for Issue:	Signature	Date
Stuart Choak MSc CMILT MCIHT TPP Director		01/03/21

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Appendix A	Framework Travel Plan Addendum
Appendix B	Travel Survey Questionnaire
Appendix C	Travel Plan Coordinator Job Description

1. INTRODUCTION

1.1 Background

- 1.1.1 MY Mode Choice (c/o Calibro Consultants Limited¹) has been appointed on behalf of Dorchester Living (herein referred to as “the Developer”) to prepare this Framework Travel Plan for Heyford Park. It covers the entire of the site for circa-2,819 houses and approximately 2,700 total jobs at Heyford Park, Camp Road Bicester.
- 1.1.2 This Travel Plan considers the full quantum of development including dwellings already constructed or permitted (planning applications 16/02446/F, 19/00446/F, 16/00263/F, 13/01811/OUT, 10/01642/OUT and third-party allocations as part of the Policy Village 5 Allocation), together with planning applications 18/00825/HYBRID and 15/01357/F with a resolution to grant. In this way, the Plan provides a comprehensive strategy for dealing with travel arising from and travel to the development, although it is fundamental to the strategy that this will be monitored and updated to reflect changes in infrastructure delivery, travel behaviour, as set out at [Section 10](#) of this Plan.
- 1.1.3 The overarching aim of this travel plan is to minimise unnecessary single occupancy car trips by influencing the behaviours and attitudes towards more sustainable modes of transport through the implementation of a suite of targeted measures using education and encouragement.
- 1.1.4 In broad terms the proposals are for a mixed-use development at Heyford Park. The development is described in greater detail in [Section 2.0](#) of this report and a site layout plan is included in the Framework Travel Plan Addendum at [Appendix A](#).

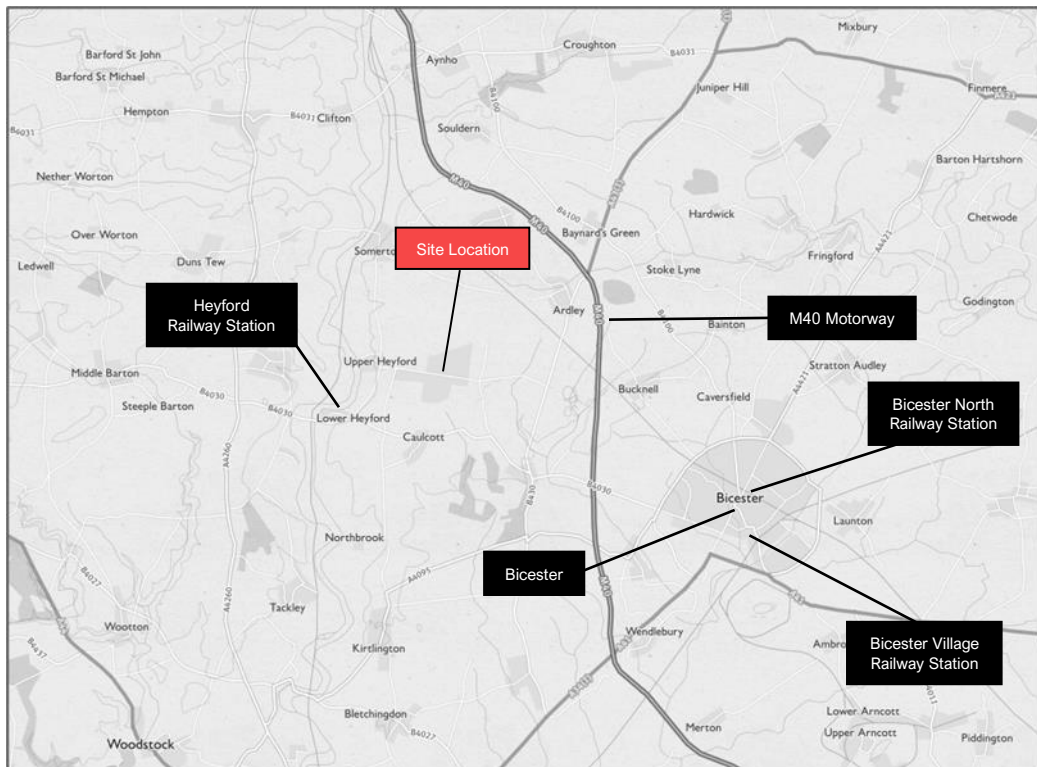
¹ 'MY Mode Choice' is an operating name of Calibro Consultants Limited

1.2 Site Location

1.2.1 The Heyford Park residential element comprises 1,231 acres located adjacent to the south of the former RAF Upper Heyford Airbase, which has been unused as an airfield since 1994 but which is now used for a range of employment purposes to and serves to create a mixed-use sustainable community at Heyford with potential for some trips to be internalised. It is located some 5.4-kilometres south west of Junction 10 of the M40 and 9.0-kilometres north west of Bicester.

1.2.2 The location of the site is shown on the plan below.

Figure 1-1 Site in Strategic Context



1.2.3 The residential elements of the development site are bound by the Flying Field, utilised for commercial use, to the north and agricultural fields to the south. The plan below shows the various land-use components of the Heyford Park site in its local context.

Figure 1-2 Site in Local Context



1.3 Summary of Relevant Information

1.3.1 By way of summary, this Plan has been prepared subject to the following principle parameters: -

Development Name:	Heyford Park
Status of Travel Plan:	Full Travel Plan
Development Address	Camp Road, Bicester
Development Mix:	2,819 homes and up to 2, 700 new jobs
Author of Travel Plan:	MY Mode Choice (c/o Calibro Consultants Ltd)
Travel Plan Coordinator:	My Mode Choice
Delivery Mechanism:	Section 106 Agreement
Funding Mechanism:	Financial budgets set aside by the developer
Formal Commitment Period:	5 years after occupation of last dwelling
Mode Share Target Review:	After occupation of every 350 th dwelling or 2-years, whichever is the soonest.

1.4 Report Structure

1.4.1 The structure of this Plan is as follows:

Section 2.0	Planning Background
Section 3.0	Policy & Best Practice
Section 4.0	Site Conditions
Section 5.0	Travel Survey
Section 6.0	Travel Plan Objectives
Section 7.0	Travel Plan Targets
Section 8.0	Travel Plan Management
Section 9.0	Travel Plan Measures
Section 10.0	Monitoring & Review
Section 11.0	Action Plan
Section 12.0	Funding

2. PLANNING BACKGROUND

2.1 Introduction

- 2.1.1 This section of the report sets out the development proposals for the whole of the Heyford Park development, as well as particulars of the planning application with resolution to grant (ref 18/00825/HYBRID). A more detailed description of the planning background is provided in the Framework Travel Plan Addendum, provided at Appendix A.
- 2.1.2 Heyford Park is a planned mixed-use settlement located on a former 500-hectare airbase in North Oxfordshire. Thus far, planning permission has been granted for 1,515 dwellings, of which some 800 have been built and occupied. The planning permissions relating to this Travel Plan are presented in the table below.

Table 2-1 Heyford Park Framework Travel Plan - Related Planning Permissions

Application	Planning Reference	Residential Units	Commercial [Sq Ft]
Lead Appeal	08/00716/OUT	0	Circa 950,000
New Settlement Area	10/01642/OUT	1,075	300,000
Phase 5	13/01811/OUT	60	N/A
Phase 6	16/00263/F	43	N/A
Growth Deal	19/00446/F	57	N/A
Phase 9	16/02446/F	296	N/A
Village Centre South	16/01000/F	0	Circa 20,000
Hybrid Masterplan	18/00825/HYBRID	1,175	Circa 500,000
Pye Homes	15/01357/F	79	N/A
Heritage Centre & Building 315	16/01545/F	0	35,000 sq ft
Nursery	17/01680/F	0	2,700 sq ft
3135	16/02348/F	0	29,000 sq ft
Building 132,133 & 157	10/01778/F		24,000 sq ft
Heyford Park Free School - Building 74	13/00740/F		
Specialisms Campus - Building 583	13/00343/F		

- 2.1.3 Supplementary Travel Plans in line with this overarching Framework Travel Plan will be required for many of the permissions listed above, most notable the village centre and the school.

- 2.1.4 It is anticipated that the third-party landowners that form part of the Policy Villages 5 with the adopted Cherwell Local Plan will be covered by this Travel Plan Framework, but it is noted that the performance of these are outside of the Developer's control.

3. POLICY & BEST PRACTICE

3.1 Overview

3.1.1 This section of the Plan sets out the relevant travel planning policies and best practice guidance that have been referenced in the design of the Plan and its initiatives. A more detailed description of the policy context is provided within the Framework Travel Plan Addendum at [Appendix A](#)

3.2 Best Practice Guidance

3.2.1 This Travel Plan has been prepared with reference to following existing best practice guidance;

- Revised National Planning Policy Framework (2019);
- National Planning Practice Guidance (2014);
- Transport for New Developments, Transport Assessments and Travel Plans, Oxfordshire County Council (2014);
- Good Practice Guidelines, Delivering Travel Plans through the Planning process (2014);
- The Essential Guide to Travel Planning, published by DfT (2008);
- Making Residential Travel Plans Work; Guidelines for New Development, published by DfT (2005);
- Local Transport Plan 2011-2030, Oxfordshire County Council; and
- Cherwell Local Plan 2011-2031.

4. SITE CONDITIONS

4.1 Overview

4.1.1 The site conditions have been considered in detail within the accompanying Framework Travel Plan Addendum, contained at [Appendix A](#). In this way, this section of the Plan sets out the key parameters of the development, including the availability of sustainable travel options from the site to nearby amenities and the surrounding area. On this basis, the future opportunities and barriers to non-car travel can be considered.

4.2 Conclusions

4.2.1 In consideration of the analyses contained within the Framework Travel Plan Addendum, it is evident that future residents will have the opportunity to walk, cycle or use public transport facilities to travel to and from the site for employment, health, leisure and retail purposes located within Heyford Park and beyond.

4.2.2 It is therefore concluded that future residents and employees of the site are afforded the opportunity to use non-car modes of travel as genuine alternatives. As such, it is anticipated that trips by car associated with the users of the proposed redevelopment have the opportunity to be minimised.

4.2.3 The Travel Plan will therefore serve to maximise the awareness of the opportunities to travel by non-car modes.

5. TRAVEL SURVEY

5.1 Overview

- 5.1.1 The Developer is fully committed to promoting sustainable travel through Travel Plan measures, initiatives and influencing travel behaviour of residents at the Heyford Park site.
- 5.1.2 In order to understand both the existing and also determine the likely future behaviour of all baseline modal shares and the effectiveness of the range of initiatives implemented as part of the plan to assist the non-car travel experience, detailed, and regular surveys of travel behaviour will be required.

5.2 Baseline Residential Travel Survey

- 5.2.1 An initial Residential Travel Survey was undertaken over a ten-day period from Friday 28th February 2020 to understand the existing and likely future travel behaviour of all residents. The survey was completed by 299 residents representing a response rate of around 37.4%. It is noted that this survey was undertaken over three weeks before any COVID-19 restrictions were introduced, however, the emerging situation may have had a minor impact on travel behaviour.
- 5.2.2 Further analysis of the data and discussion is provided in the Framework Travel Plan Addendum at [Appendix A](#), a full copy of the Baseline Travel Survey Questionnaire is available at [Appendix B](#).

5.3 Baseline Commercial Travel Survey

- 5.3.1 British Car Auctions, BCA, a major employer in Upper Heyford granted permission to access the results of their initial Workplace Travel Survey, undertaken over a two-week period from Monday 6th January 2020 to understand the existing and likely future travel behaviour of all employees at BCA, Upper Heyford. The site manager advises that there were approximately 300 people employed at the Upper Heyford site at the time for the survey. The survey was completed by 127 members of staff, representing a response rate of around 42% which exceeds the typically accepted response rate of 30%.

5.3.2 The findings of this survey serve as a baseline proxy for all commercial units within the Travel Plan area. However, all commercial units over the threshold specified in Table 8-1 are expected to perform their own travel survey and their targets will be specific for each individual supplementary Workplace Travel Plan. The TPC will ensure that individual targets are compliant with the overall targets of the site. Further detail to the BCA Workplace Survey results and associated analysis is provided in the Workplace Travel Plan for Paragon Fleet Solutions Ltd (BCA), issued in March 2020.

6. TRAVEL PLAN OBJECTIVES

6.1 Introduction

6.1.1 To reduce the level of single occupancy car use by residents, staff, and visitors, Dorchester Group is committed to adopting a strategic approach through the use of a Travel Plan to implement suitable initiatives to encourage sustainable travel. The following sections of the report set out the proposed Travel Plan objectives for the application site.

6.1.2 A Travel Plan is a long-term management tool that articulates a coordinated strategy that aims to deliver explicit outcomes of sustainable travel patterns, both in the context of people and freight. A successful Travel Plan can offer substantial environmental gains and contribute towards the sustainable transport objectives of Central and Local Governments, as well as to individual businesses.

6.2 Objectives of the Plan

6.2.1 The Travel Plan identifies a strategy aimed at staff and visitors travelling to and from the site.

6.2.2 The purpose of the plan will be to set out a long-term strategy for reducing dependence on single occupancy car travel and therefore the overarching objective of this travel plan is to reduce and manage the impact of travel associated with this development on both the transport network and on the environment. In this endeavour, the effective objectives are as follows:

- I. Reduce travel via car;
- II. Increase travel via walk, cycle and public transport; and
- III. Reduce the need to travel.

6.2.3 The objectives of the Plan will be reached by ensuring the following: -

I. Awareness of Travel Choice

- a. Raise awareness of the implications of all forms of travel on the environment, including the safety and health of individual commuters;
- b. Set out the arrangements for publicising and maintaining the Plan, and travel information contained therein; and
- c. Raise awareness of alternative travel options for all residents, employees and visitors.

II. Effective use of Resources

- a. Encourage the use of alternative, non-car travel modes to ease congestion on the local highway network;
- b. Provide the facilities and/or management initiatives that would maximise the use of alternative travel options by residents, staff and visitors; and
- c. Contribute to improvements in air quality through the reduction of carbon emissions.

7. TRAVEL PLAN TARGETS

7.1 Introduction

- 7.1.1 This section of the report will identify the modal share targets for the Plan following initial post-occupation residential travel surveys and will set out the rationale for the limits. Modal targets will be designated with the S.M.A.R.T principle in mind - suffice to say that they are Specific, Measurable, Attainable, Realistic, and Time-bound.
- 7.1.2 They relate to the objectives of the Plan and interim targets have been identified to ensure that the success of the Travel Plan can be tracked throughout a two-year period, or every 350-house, until full occupation, and five-years post occupation, and allow appropriate interventions to be made in a timely manner.
- 7.1.3 By determining a range of initiatives designed to assist the non-car travel experience, the Plan will promote a long-term cultural shift away from the car.
- 7.1.4 Initial travel plan targets for the commercial elements of the development is determined based on the results of the BCA Travel Survey.

7.2 Realistic Opportunities for a Modal Switch

- 7.2.1 The baseline modal share for residents are based on the Resident Travel Survey conducted in February 2020. The targets set out below reflect the vehicular/non-vehicular modal split identified within the PBA Transport Assessment Rev 01 (April 2018) of 58.2% car-driver and 41.8% to be split across other modes. They have been agreed with Oxfordshire County Council. They have been set to reduce the proportion of people travelling via single occupancy vehicle use.
- 7.2.2 For context, the table below sets out the resultant trip rates from the Transport Assessment.

Table 7-1 PBA Trip Rates

	AM Peak			PM Peak		
	Inbound	Outbound	Two-Way	Inbound	Outbound	Two-Way
PBA Person Trip Rates*	0.200	0.674	0.874	0.484	0.322	0.806
PBA Car Trip Rate**	0.11	0.369	0.479	0.281	0.187	0.469
Mode Share	55.0%	54.8%	54.8%	58.1%	58.1%	58.2

*Reference to Table 6.8 (Page 54) of PBA Transport Assessment Rev 01 April 2018

**Reference to Table 6.14 (Page 57) of PBA Transport Assessment Rev 01 April 2018

7.2.3 In order for targets to be both realistic and achievable, they should also reflect the results of the Travel Survey. Based on the opportunities and constraints identified at Section 5, it is suggested that the following targets are achievable -

- An average car occupancy rate of 1.2 persons per vehicle from 1.04 per vehicle, through car sharing initiatives can be achieved.
- Cycle use is currently very low with 0% of surveyed residents suggesting that they travel to work by bicycle. However, residents’ receptivity, providing that suitable measure were implemented, is high. Indeed, there is potential to increase cycle for residents traveling to destinations within a reasonable catchment area to a total of up to 16% of total mode share.
- There will be an increase in walk trips in line with growing development of the sites’ on-site facilities, allowing for up to 8% of trips to be made via foot.
- Based on residents’ responses, changes to public transport is welcomed, and by providing an increased frequency of services and taster tickets, residents would be receptive to changing behaviour. Use of public transport is likely to increase, with the potential to increase mode share by to up to 25%.

7.2.4 The 2020 baseline mode share, alongside actual two-way person trips are set out within the Table below. The maximum potential person trips and mode share, which have been determined with the assumption that a car occupancy of 1.2 is achieved, and references to the opportunities and constraints identified above.

7.2.5 If a 1.2 car occupancy rate can be achieved, this will equate to 56% Car Driver trips. The potential targets have been based on realistic modes of travel for existing residents.

Table 7-2 Residential Travel Plan Maximum Opportunities

Mode of Transport	2020 Baseline Mode Share (Survey Mode Share)	2020 Baseline Person Trips	Potential Opportunity of Person Trips	Potential Maximum Opportunities (%)	Potential % Change (+/-)
Car Driver (incl. car share driver)	76.6%	645	470	56%	-20.6%
Car Share Passenger	3.0%	25	94	11%	+8%
Bus	4.7%	40	64	8%	+3.3%
Train	5.0%	42	49	5.8%	+0.8%
Walk	3.3%	28	32	3.8%	+0.4%
Cycle	0.0%	0	39	4.6%	+4.6%
Other	1.0%	8	8	1.0%	0%
Work from Home	6.4%	54	86	10.2%	+3.8%

7.2.6 The table above indicates that the baseline travel pattern for the development is anticipated to be around 76.6% car driver to 23.4% sustainable modes.

7.2.7 The person trips have been derived from the two-way trip generation rates in the PBA Transport Assessment² as shown at Table 7.1. Initial baseline values have been calculated by dividing the number of peak hour vehicle trips by total number of car drivers. This calculated the total person trips which has been applied to the modal share.

² Reference to Table 6.8 (Page 54) and 6.14 (Page 57) of PBA Transport Assessment Rev 01 April 2018

7.2.8 The potential opportunities set out at [Table 7.2](#) can be compared to the trip rates set out by PBA and are shown to reflect similar car trips. Indeed, as a result of the opportunities and constraints found at [Section 5](#), it is suggested that the finalised targets, set out below, are achievable if the appropriate measures are implemented.

7.2.9 The resultant final travel plan targets are set out in the Table below and reflect the PBA trip rates. For the avoidance of doubt, ‘car driver’ reflects the car trip rates calculated by PBA and sustainable mode targets have been determined through travel survey analysis.

Table 7-3 Residential Travel Plan Final Target Modal Splits (Percentages)

Mode of Transport	2020 Baseline 800 houses	Year 2 1150 houses	Year 4 1500 houses	Year 6 1850 houses	Year 8 2200 houses	Year 10 2550 houses	Year 12 2819 houses
Car Driver	76.6%	73.6%	70.3%	67.0%	64.6%	61.4%	58.2%
Car Share Passenger	3.0%	3.9%	4.7%	5.6%	6.2%	7.1%	8.3%
Bus	4.7%	5.2%	6.0%	6.7%	7.2%	7.9%	8.5%
Train	5.0%	5.1%	5.2%	5.3%	5.3%	5.4%	5.5%
Walk	3.3%	3.4%	3.5%	3.6%	3.7%	3.8%	4.0%
Cycle	0.0%	0.6%	1.2%	2.0%	2.7%	3.4%	4.0%
Other	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%	1.0%
Work from Home	6.4%	7.2%	8.1%	8.8%	9.3%	10.0%	10.5%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

7.3 Workplace Mode Share

7.3.1 The PBA 2016/2017 workplace survey results, alongside the 2011 Census Travel to Work to the MSOA: Cherwell 010 (E02005930) are set out below to provide a comparison to the surveyed baseline mode values. As seen in the table below, the CENSUS data and PBA survey showed considerably higher car driver mode share than the 2020 BCA travel survey. Furthermore, it is notable that there is a low proportion of home working. In the context of COVID-19, working from home has become normalised and is likely to have an impact on travel behaviour even after the end of the pandemic. However, for robustness, the presented targets in [Table 7-5](#) have not included assumptions on increased home working.

Table 7-4 Initial Workplace Modal Split

Mode of Transport	Census 2011 Travel to Work Mode Share	PBA 2016/2017 Survey Results	2020 BCA Baseline
Car Driver	81.4%	87.1%	79.8%
Car Share Passenger	4.7%	7.1%	16.8%
Public Transport	2.8%	0.0%	0.0%
Walk	8.3%	1.6%	2.6%
Cycle	1.8%	1.8%	0.0%
Other	1.1%	1.3%	0.9%
Work from Home	0.0%	1.0%	0.0%
Total	100.0%	100.0%	100.0%

7.3.2 As mentioned previously, the baseline mode share and targets for the commercial element are determined based on the results of BCA Travel to Work Survey conducted in January 2020. It should be noted that these are initial targets and are subject to be updated throughout the course of the Plan Period, to ensure they are neither too stretching nor not ambitious enough, dependent on future survey results.

Table 7-5 Workplace Target Modal Split (Percentages)

Mode of Transport	2020 BCA Baseline	Year 2	Year 4	Year 6	Year 8	Year 10	Year 12
Car Driver	79.8%	76.0%	74.0%	72.2%	70.5%	69.0%	67.8%
Car Share Passenger	16.8%	17.0%	17.4%	17.8%	18.0%	18.4%	18.8%
Public Transport	0.0%	2.2%	2.8%	3.1%	4.0%	4.4%	4.6%
Walk	2.6%	2.8%	3.0%	3.3%	3.4%	3.6%	4.0%
Cycle	0.0%	2.0%	2.8%	3.6%	4.1%	4.6%	4.8%
Other	0.9%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Work from Home	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.1%	100.0%

7.3.3 By steadily implementing the car share, walking, cycling and public transport incentives outlined in this Travel Plan, it would be possible to reduce single occupancy vehicles around 15%.

8. TRAVEL PLAN MANAGEMENT

8.1 Introduction

- 8.1.1 This Travel Plan will be an evolving document that takes into account the changing nature of the site as residents, and therefore travel patterns, change over time.
- 8.1.2 The management and implementation of the Travel Plan will form an integral part of the development process. The TP will be delivered through a suite of subsidiary documents linked with each element of the development which will include:
- Residential Travel Plan; and
 - Workplace Travel Plans.
- 8.1.3 In order to create a successful Travel Plan the allocation of sufficient resources is vital. This can be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved.

8.2 Travel Plan Coordinator

- 8.2.1 A Travel Plan Coordinator (TPC) shall be appointed to implement and administer the Plan. The appointed TPC will seek to coordinate all efforts with the appointed TPC(s) for any nearby Travel Plans as well as nominated TPCs for each employment or commercial element of the development, and in doing so commence a Travel Plan Network. Such cooperation would enable a more holistic approach to travel planning to be taken, which would increase the opportunity to secure the targeted mode shares of the respective developments. A job description is included at [Appendix C](#).
- 8.2.2 It is envisaged that TPC will be available to work at a full-time capacity (37.5hrs / week) for the duration of the plan subject to an annual review.
- 8.2.3 The TPC job specification will be negotiated with Oxfordshire County Council's Travel Plan Team, and both the Developer and OCC will agree on a suitable candidate.
- 8.2.4 Once the TPC had been appointed, their contact details will be sent to and confirmed with the Travel Plan Team.

- 8.2.5 The TPC shall receive all appropriate training as may be necessary to allow them to fulfil their duties as set out within this Plan.
- 8.2.6 The appointed TPC shall be responsible for: -
1. Administration of the scheme, including associated budgets;
 2. Consultation and promotion of the scheme;
 3. Implementation of the TP;
 4. Ongoing monitoring of the scheme;
 5. Undertaking review of the scheme; and
 6. Updating the Travel Plan document to ensure it is a 'live' document which remains relevant throughout the Travel Plan period.

8.3 Consultation & Engagement

- 8.3.1 The success of the Plan will rely upon the support of residents, therefore, the TPC will set up a clear channel of communication between all stakeholders.
- 8.3.2 The TPC will have the responsibility of undertaking all liaisons with outside bodies, including the Local Planning and Highway Authorities, and those Local Authority Officers with responsibility for cycling and public transport. The TPC shall also liaise closely with public transport/bus operators, particularly at the outset of each tenancy start date. Allied to this, at least quarterly annual meetings will be held between bus companies and the TPC.
- 8.3.3 The TPC shall be supported in their role by the buildings manager/operator who will support all facets of this Travel Plan.
- 8.3.4 A contact list of relevant officers with an interest in the Plan will be established and maintained by the TPC.

- 8.3.5 Each employment / commercial element of the development will sign up to and support the Framework Travel Plan. Each employment element will nominate a suitable employee to act as their own TPC, as required by each commercial leasehold, to ensure the Travel Plan is implemented.
- 8.3.6 The main Heyford Park TPC will continuously support and communicate to the nominated workplace TPCs in order to allow the Plan to achieve its full potential. The TPC is responsible for ensuring that all businesses across the site are fully informed on the aims and objectives of the Plan.

8.4 Promotion

- 8.4.1 All residents will be made aware of the Plan within marketing material, to be published upon initial move in. Details of the Plan, its objectives to enhance the environment and the role of individuals in contributing the Plan's success will be explained therein.
- 8.4.2 Promotional material will be issued to each resident upon first occupation of their home and will be appear in public areas
- 8.4.3 The contact details of the TPC shall be incorporated within the Travel Plan Marketing Material.

8.5 Updating

- 8.5.1 The Plan will be a strategy that shall evolve in response to changes in travel behaviour occurring over the Plan Period. Whilst the fundamental objectives of the Plan will not change, the Plan may need to amend specific targets or management processes in response to any challenges.
- 8.5.2 The on-going monitoring programme and, in particular, the review (after occupation of every 350th dwelling or 2-years, whichever is the soonest), will provide updated information that will identify the need for revisions to be made to the strategy. The on-going monitoring programmes shall be undertaken in consultation with the Local Authority and their travel plan advisor to maximise the success of the Plan.
- 8.5.3 It will be the responsibility of the TPC to provide progress reports setting out the progress of the Travel Plan to OCC annually throughout the monitoring period.

8.5.4 A revised and updated full Residential Travel Plan will be submitted to the council for their approval in the second and fourth years after full occupation.

8.6 Workplace Travel Plan Management

8.6.1 Any employment site that is above the travel plan threshold shall commit to providing their own Travel Plan or Travel Plan Statement, in line with this Framework Travel Plan and OCC Travel Plan guidance. For context, the thresholds are shown in the table below.

Table 8-1 OCC Travel Plan Thresholds

Land Use	Size of Development	Type of Travel Plan
A1 - Food Retail	Under 250-sqm	Part of Framework TP
	250-999-sqm	Travel Plan Statement
	1000-sqm +	Travel Plan
A1 – Non-food Retail	Under 800-sqm	Part of Framework TP
	800-1499-sqm	Travel Plan Statement
	1500-sqm +	Travel Plan
A3 – Restaurants/cafes	Under 300-sqm	Part of Framework TP
	300-2499-sqm	Travel Plan Statement
	3500-sqm	Travel Plan
A4 – Drinking Establishments	Under 300-sqm	Part of Framework TP
	300-999-sqm	Travel Plan Statement
	100-sqm	Travel Plan
B1 - Business	Under 1500-sqm	Part of Framework TP
	1500-4999-sqm	Travel Plan Statement
	5000-sqm +	Travel Plan
B2 – General Industrial	Under 2500-sqm	Part of Framework TP
	2500-3999-sqm	Travel Plan Statement
	4000-sqm	Travel Plan
B8 – Storage/distribution	Under 2000-sqm	Part of Framework TP
	2000-2999-sqm	Travel Plan Statement
	3000+	Travel Plan

D1 – Non-residential institutions	Under 500-sqm	Part of Framework TP
	500-999-sqm	Travel Plan Statement
	1000+sqm	Travel Plan

- 8.6.2 The site wide TPC shall maintain strong engagement with each business on the site to ensure all elements of the development can benefit fully from identified measures.
- 8.6.3 Each individual site or use within the development that is above the travel plan threshold must commit to preparing and implementing their own subsidiary Travel Plan. It must comply with and consistent with, the wider targets and requirements of the overarching Travel Plan. This is controlled via the lease agreement, and the estate manager is responsible to ensure that the occupant is aware of this commitment and that a subsidiary Travel Plan is submitted within a month of occupation. The site wide TPC will review and ensure that the subsidiary Travel Plan in compliant with the overarching Travel Plan.
- 8.6.4 Each new occupier of the commercial elements of the site will commit to carrying out a travel survey for their site within 3 months of occupation. Following the survey results, the Workplace Travel Plan must be reviewed and updated accordingly. The estate manager is responsible to control that a full Workplace Travel Plan with travel survey results and associated updates is submitted within 6 months of occupation.
- 8.6.5 The results of travel surveys that are carried out across the site must be sent to the Travel Plan Team at Oxfordshire County Council for their approval.
- 8.6.6 Each employment / commercial element of the development that is under the threshold must agree to and support the Framework Travel Plan. They must actively engage in the Plan to ensure targets can be met.
- 8.6.7 The quantum of likely needed supplementary Travel Plans will depend on the prospective occupants, as the total rented floor space will vary depending on type of business.

9. TRAVEL PLAN MEASURES

9.1 Introduction

- 9.1.1 This section of the Plan outlines the specific physical and management measures that will be undertaken to manage travel behaviour in line with the aspirations of the Plan, as identified earlier.
- 9.1.2 Implementation of the listed measures, which include initiatives designed to increase awareness of the various travel opportunities, as well as the provision of specified infrastructure, will be at the core of the Plan. Measures are grouped under various headings, relevant to each mode of travel.
- 9.1.3 Initial measures reflect the results of the travel survey however they are in no way exhaustive. Travel Plans are expected to evolve, and so they can be adapted in order to reach the target mode share.
- 9.1.4 The following measures shall be implemented to benefit residents of Heyford Park, as well being extended for the use of staff and visitors within any of the commercial areas of the site.

9.2 Collaborative Working

- 9.2.1 Partnership working will be extremely beneficial when implementation and maintaining the Plan. The TPC will therefore seek to liaise with the relevant authorities, including the Council's travel plan representative, to coordinate the Plan and benefit from all possible local initiatives relevant to travel plans.
- 9.2.2 The TPC shall maintain close contact with public transport operators, as well as engage with local schools and employers, and other TPC's working in respect of any nearby developments, in order to maximise the benefits of any initiatives introduced by this Plan and other Plans.

9.3 Travel Plan Welcome Pack

9.3.1 In order to for the Residential / Workplace Travel Plan to be effective, all residents and staff should have easy access to a range of information that allows them to make an informed decision on the way they travel. They must be aware as to why the Travel Plan has been developed and subsequently the benefits it can deliver.

9.3.2 Whilst the Travel Plan Report shall set out the detail of travel opportunities, it is considered a particularly dispassionate document, unlikely to garner interest and a much needed 'buy-in' amongst residents. In view of this, sister documents will be prepared with the purpose of presenting the salient elements of the plan to present them in such a way that will draw the interest and encourage participation.

9.3.3 This document will comprise a Travel Plan Welcome Pack for distribution amongst residents. It will be a publication designed to engage with residents to promote the use of non-car travel options through a range of key initiatives. A similar document will be produced for any commercial areas of the development, which will be branded as a Travel Information Pack for distribution amongst staff.

9.3.4 The Travel Plan Welcome / Information Pack will include the following information:-

- Contact details of the TPC;
- Walking and cycling maps showing safe routes to local facilities, including walk/cycle distances and times;
- Details of the Travel Plan measures including Green Travel Vouchers;
- Up to date bus information including the timetable and stop locations;
- Information on sustainable travel events, bicycle training and contact details for local bike repair shops;
- Information on the health and well-being benefits associated with sustainable transport modes, as well as the cost savings; and
- Details of the Travel Plan webpage.

9.3.5 This document will be updated annually to ensure that it contains the most up-to-date information and reflect any change in strategy that may be identified following analysis of the travel survey that will take place annually. Plans showing walk and cycle routes, and bus service locations, will be prepared and included within the Pack.

9.3.6 Residents and staff will have the option to receive their Pack in digital form upon first occupation, and additional hard copies will be also available upon request to the TPC.

9.4 Personal Travel Planning

9.4.1 A key form of communication within a Travel Plan is personalised travel planning, as research has shown that engaging with people is more effective than providing individuals with promotional literature.

9.4.2 Personalised Travel Planning is an established approach that enables people to think about the way in which they currently travel and provides them with the information, advice and motivation to walk, cycle and use public transport more often.

9.4.3 Indeed, research has also found that many journeys, particularly shorter ones, could be made on foot, bike, or public transport, and without any infrastructure or service improvements. People often use their cars out of habit or are not aware of the alternative options available.

9.4.4 Both residents and staff will be offered personal travel planning in order to promote sustainable travel. If they accept, then they will be asked for their details and will be subsequently contacted by the Travel Plan Coordinator who will provide the Personal Travel Planning to each resident on request.

For those who choose to receive PTP, the TPC will explore the options they have for travelling to/from their place home or place of work via different sustainable modes. The outcome of this meeting will be documented in a written PTP form issued to the resident. Furthermore, the TPC will perform a follow-up phone call within two months of the received PTP to check in on how the resident has adapted their travel patterns and discuss any potential barriers they have faced.

Residential Travel Measures

9.5 Point of Sale

- 9.5.1 All sales staff will receive all appropriate training necessary from the TPC to ensure sustainability is a selling point, allowing people to consider their travel options even prior to reserving their plot. Staff will be made aware of the principles, aims and objectives of the Travel Plan, as well given details of all the travel measures. Allied to this, the TPC will ensure up-date date travel information, information on travel events and any changes to the sustainable initiatives and communicated to the sales team.
- 9.5.2 Travel Plan measures, such as the bike hire scheme and Green Travel Vouchers, will be clearly displayed on a notice board within the sales office so that potential buyers are aware of what will be available for new residents of Heyford Park.

9.6 Green Travel Vouchers

- 9.6.1 Green Travel Vouchers will be offered to all new residents and will be made available upon first occupation.
- 9.6.2 It is a voucher system which will be provided on a reclaim basis, and shall allow residents to be reimbursed against expenditure of things to help them make more sustainable travel choices and reduce car use.
- 9.6.3 Green Travel Vouchers give residents the choice of what they purchase, rather than being fixed to a specific measure which might not be suitable for that individual. Residents will be able to use them for the following:
- Bus travel to and from Bicester;
 - Membership to the Heyford Bicycle Hire Scheme;
 - New bicycle equipment, however, not to purchase new bicycles; and
 - Membership to the electric car club.

- 9.6.4 The current list of measures that Green Travel Vouchers can be redeemed against is in no way exhaustive and as the Travel Plan evolves, residents will be able to use Green Travel Vouchers against potential new sustainable travel measures that are introduced in the future. In order to prevent that bicycles purchased through this scheme will be immediately sold on, Green Travel Vouchers cannot be used to purchase new bicycles.
- 9.6.5 The TPC will monitor the uptake of Green Travel Vouchers and shall write to each dwelling at the 3rd and 6th month after occupation to remind them to claim.
- 9.6.6 It is proposed that each household will be able to reclaim up to £300 towards sustainable transport initiatives. Of this value, £100 would be reserved to claim for bus services. The total value would be sufficient to cover the cost of 3 x 3-month bus pass tickets, 4 x annual membership to the bicycle hire scheme, 1 x annual membership to the car club, for example.

9.7 Walking Initiatives

- 9.7.1 Invariably, walking will comprise an important mode of travel for the many trips, whether as the main mode of travel or as a secondary walk trip that may be required as part of a longer journey by public transport.
- 9.7.2 To encourage journeys to be undertaken by foot, the key aspiration will be to ensure that residents have a knowledge of the opportunities, that will be available to travel to key local facilities that are within a suitable walk distance of the site.
- 9.7.3 The survey results found that residents were keen to make some journeys by foot if there were facilities to walk to and if the footpaths throughout the site were suitably maintained. It is expected that once the Village Centre has been completed, along with the final wearing courses on the roads, there would be an increase in the internalisation of trips as well as rise in walking trips.
- 9.7.4 In order to facilitate walk trips, the following shall be undertaken: -

- Plans illustrating the local pedestrian infrastructure and its connectivity to nearby areas and transport facilities shall be displayed within social areas and provided within the Travel Plan Welcome Pack. These shall be provided to residents upon occupation of their home. Additional copies shall also be made available upon request to the TPC.
- The TPC shall liaise with the Developer s to ensure that pedestrian routes are properly maintained.
- A notice board containing details of the TPC and latest travel information shall be located in the social spaces of the development. This will include maps illustrating local walking infrastructure and routes around the site, and other facilities and amenities.

9.8 Cycling Initiatives

9.8.1 The survey results found that residents perceived cycling to not be possible because the distance between work and home was too far. As outlined within [Section 4](#) of the appended Framework Travel Plan Addendum, cycle journeys up to an hour are still considered, whilst those up 45 minutes are accepted. Cycling to the centre of Bicester would take around half an hour from the site, where a proportion of residents' work. As such, better education and dissemination of this information can encourage an uptake in cycling.

9.8.2 Under the terms of this Travel Plan, the (TPC) shall also ensure the following: -

- Plans illustrating the local cycle infrastructure and its connectivity to nearby destinations shall be provided within the Travel Plan Welcome Pack/ Travel Information Pack.
- The TPC shall liaise with the Developer to ensure that cycle routes and cycle parking facilities are properly maintained;
- The TPC shall implement a bike hire scheme for residents to increase internalisation of trips whilst also encouraging trips to Bicester.

- a. Green Travel Vouchers will be offered on a reclaim basis to all households upon first occupation, whereby residents will have an option to spend the voucher on membership to the bike hire scheme should they wish;
- At least quarterly public travel events to be located in the central area of the development, with bike maintenance workshop/advice, travel related traders and operators providing information etc.;
- Regular adult and child cycle training shall be made available, as well as during Travel Plan events to benefit residents. Wherever possible, efforts shall be made to coordinate such training events with the local school to support wider cycle initiatives;
- The developer shall ensure that secure and sheltered cycle parking spaces, public bike maintenance and bike pump stands are provided in central areas of the development so that they will be accessible to all;
- The developer is currently engaging in discussion and working with the Local Highway Authority to improve the cycle connection between the site and Bicester;
- The TPC shall establish and operate a community cycle club whereby residents can view popular leisure rides around the site that others have done:
 - a. The TPC shall set up a Strava³ (or similar) cycle group whereby residents will be able to track their track cycle performance relative to peers on the site. They will be entered onto a leaderboard which ranks participants cycle distance or length of their ride, for example;
 - b. Strava allows posts to be made by the community, allowing members to ask questions, discuss local routes etc.
 - c. Findings will be reported back in a monthly newsletter to be distributed electronically; and
 - d. The community cycle club will organise Biker Breakfasts, buddy schemes and encourage cycle champions.

³ Strava is an internet service for tracking human exercise which incorporates social network features. It is mostly used for cycling and running using GPS data. See www.strava.com

9.9 Public Transport Initiatives

9.9.1 Journeys by bus / rail will form important parts of travel opportunities to the site. In order to promote the use of bus / rail to residents and visitors, the following shall be undertaken:

- The Travel Plan Coordinator shall liaise with the Council’s representatives to ensure that bus stops and walk routes around the site and between the bus stops are properly maintained;
- Each household will be provided with Green Travel Vouchers, which will include the option to use for bus travel.
- The TPC and Developer shall liaise with local bus service representatives as well as the Authority at least twice annually, and engage in discussion in order to provide a 15-minute service between the site and Bicester for use for residents, and visitors;
- The TPC and Developer shall discuss the potential to provide a branded ‘Heyford Park’ bus in order to increase awareness of sustainable travel. It will also instil a sense of community and remind residents of the travel plan being in operation;
- Plans showing safe walk routes between the site and relevant bus stops, as well as up-to-date timetable information, shall be provided within the Travel Plan Brochure, which shall be provided to residents upon occupation. Information on public transport websites such as www.travelinesoutheast.org.uk and www.nationalexpress.com will also be included in the documents; and
- The TPC shall check the accuracy of timetable information on a regular basis and issue advice of any changes to residents.

9.9.2 A notice board containing details of the latest public transport timetables and information shall be located in the social spaces close to the entrances of the development.

9.10 Car Sharing

9.10.1 In order to promote the use of car sharing, the following will be undertaken:

- The TPC shall set up and manage a bespoke car share club using the online Liftshare platform (or equivalent);
 - a. Subject to release of personal data under GDPR regulations, residents shall be automatically registered to the Liftshare database;
- The TPC will explore market demand for a suitable number of electric car club vehicles, and if there is a demand, this shall be introduced. The associated charging facilities will be placed in a central and highly visible location. This will be supported by provision of one free membership per dwelling in the first year of occupation which can be redeemed through the Green Travel Vouchers;
- Discussion is underway with Econetiq to deliver the electric vehicles. Econetiq will cover costs to both install, monitor and operate shared charge points and incorporate electric vehicles to suit the demand on the site;
- The TPC will promote the use of the online Liftshare platform and the Travel Plan Welcome Pack shall communicate the benefits of car sharing to encourage participation; and
- Assess with each business the potential to create car sharer only car parking spaces, with related advice to all businesses on the benefits and implementation of smart parking to track and reward car sharing on a daily basis.

9.10.2 The Travel Plan Welcome Pack shall communicate the benefits of car sharing to encourage participation. The benefits shall be noted as follows: -

- It saves money by;
 - a. By reducing fuel costs;
 - b. By reducing the wear and tear of personal vehicles, reducing maintenance costs; and
 - c. By reducing the annual mileage which can help to reduce insurance premiums.
- It reduces the number of cars on the road which will help to reduce congestion, pollution and pressure on car parking;
- It provides a viable form of travel for rural communities;
- It reduces the need to own a car, particularly in combination with the other initiatives set out within this Plan;
- It can reduce stress levels associated with driving; and
- It provides opportunities to increase social networks.

9.11 Community Website

- 9.11.1 To ensure residents, and visitors have continual access to up-to-date travel information, a community website shall be created. The primary objective of the website shall be to instil a sense of living and being part of a sustainable and active community.
- 9.11.2 Facebook, marketing, email and web-blogs shall be regularly published throughout the year and particularly between travel plan events.
- 9.11.3 The website shall show the site in the context of wider amenities and shall cater for the needs of residents. The website shall include the following type of information: -
- a) The sustainable travel opportunities and non-car travel credentials of the site, such as location of bicycle parking etc;
 - b) Maps identifying the nearest local amenities, including shops, healthcare;
 - c) Cycle maps;
 - d) Details of bus timetables & bus maps;
 - e) Links to transport operators;
 - f) Links to company and regional car share databases;
 - g) Upcoming travel events;
 - h) Information on upcoming competitions and previous competition winners / prizes;
 - i) Local bicycle retailers and maintenance services;
 - j) Local businesses offering bespoke discounts on vehicle servicing & MOTs; and
 - k) Feedback and contact page.

9.12 Other Measures to Reduce Car Travel

- 9.12.1 Up to five desks with Wi-Fi access shall be made available within offices located on site to create an informal co-working space available between 09:00 and 18:00hrs Monday to Friday, to provide an alternative to home working but avoiding the need to travel beyond the site.

Workplace Travel Measures

9.13 Walking Initiatives

9.13.1 In order to facilitate walk trips, the following shall be undertaken: -

- Plans illustrating the local pedestrian infrastructure and its connectivity to nearby areas and transport facilities shall be displayed within social areas and provided within the Travel Plan Welcome Pack. These shall be provided to residents upon occupation of their home. Additional copies shall also be made available upon request to the TPC.
- The TPC shall liaise with the Council's representatives to ensure that pedestrian routes are properly maintained.
- A notice board containing details of the TPC and latest travel information shall be located in the common rooms or staff rooms within each commercial unit of the development. This will include maps illustrating local walking infrastructure and routes around the site, and other facilities and amenities.

9.14 Cycling Initiatives

9.14.1 Under the terms of this Travel Plan, the (TPC) shall also ensure the following: -

- Plans illustrating the local cycle infrastructure and its connectivity to nearby destinations shall be provided within the Travel Plan Travel Information Pack.
- The residential bike scheme shall be extended to include the commercial areas and Green Travel Vouchers will be offered to employees on a reclaim basis upon first employment, at a rate of £75 per employee;
- At least quarterly annual public travel events to be located in the central area of the development, bike maintenance workshop/advice, travel related traders and operators etc. which will be made available for people working across the site;
- Regular adult cycle training shall be made available, as well as at Travel Plan events to staff;

- The developer shall ensure the provision of secure and sheltered cycle parking facilities to be provided at each of the commercial units in line with current parking standards identified by the Authority, as a minimum;
- The developer is currently engaging in discussion and working with the Local Highway Authority to improve the cycle connection between the site and Bicester which will benefit those who live in Bicester;
- The TPC shall set up a forum of Workplace Champions within each business to share knowledge, issues and opportunities. The TPC shall chair such dialogue and report on any findings if necessary:
 - a. The TPC shall also set up a Strava⁴ (or similar) cycle group against which participants can track cycle performance relative to peers on site. They will be entered onto a leaderboard which ranks participants' cycle distance or length of their ride, for example;
 - b. Strava allows posts to be made by the community, allowing members to ask questions, discuss local routes, find people to cycle to and from work with etc.;
 - c. Findings will be reported back in a Monthly Newsletter to be distributed electronically.
- Establish a 'bike miles' scheme in which employees registered with the Strava group will earn 'points' which may be exchanged for cycle gift vouchers. Points will be earned for every return journey and be equivalent of £1. In this way. A year of cycling each day would result in a £250 gift card; and
- Where possible, incorporation of showering facilities within the new commercial buildings together with dedicated 'dry room'.

9.15 Public Transport Initiatives

9.15.1 In order to promote the use of bus / rail to staff and visitors, the following shall be undertaken:

⁴ Strava is an internet service for tracking human exercise which incorporates social network features. It is mostly used for cycling and running using GPS data. See www.strava.com

- The Travel Plan Coordinator shall liaise with the Council’s representatives to ensure that bus stops and walk routes around the site and between the bus stops are properly maintained;
- Employees will be provided with Green Travel Vouchers upon commencement of employment, which will include the option to use for bus travel.
- The TPC and Developer shall liaise with local bus service representatives as well as the Authority at least four times annually, and engage in discussion in order to provide a 15-minute service between the site and Bicester for use by staff and visitors;
- Plans showing safe walk routes between the site and relevant bus stops, as well as up-to-date timetable information, shall be provided within the Travel Plan Information Pack, which shall be provided to staff upon commencement of their employment. Information on public transport websites such as www.travelinesoutheast.org.uk and www.nationalexpress.com will also be included in the documents; and

9.15.2 A notice board containing details of the latest public transport timetables and information shall be located in the social spaces of all commercial elements of the development.

9.16 Car Sharing

9.16.1 In order to promote the use of car sharing, the following will be undertaken:

- The TPC shall set up and manage a bespoke car share club using the online Liftshare platform (or equivalent);
 - b. Subject to release of personal data under GDPR regulations, staff shall be automatically registered to the Liftshare database;
- The TPC will explore market demand for a suitable number of electric car club vehicles, and if there is a demand, this shall be introduced. The associated charging facilities will be placed in a central and highly visible location. This will be supported by provision of one free membership per occupant in the first year of occupation which can be redeemed through the Green Travel Vouchers;
- Discussion is underway with Econetiq to deliver the electric vehicles. Econetiq will cover costs to both install, monitor and operate shared charge points and incorporate electric vehicles to suit the demand on the site;

- Liaison with each commercial TPC to assess the potential to organise fleets to the commercial elements of site;
- The TPC will promote the use of the online Liftshare platform and the Travel Plan Welcome Pack shall communicate the benefits of car sharing to encourage participation; and
- Assess with each business the potential to create car sharer only car parking spaces, with related advice to all businesses on the benefits and implementation of smart parking to track and reward car sharing on a daily basis.

9.17 Other Measures to Reduce Car Travel

- 9.17.1 Businesses operating at the site shall have the opportunity to reclaim 50% of the cost of installing a business audio and video conferencing system at their premises at Heyford Park to minimise the need to travel for off-site meetings, up to a maximum cost of £500.
- 9.17.2 The current COVID-19 situation has highlighted that working from home is possible for many businesses, and so employees on site should encourage home working if it is appropriate or allow for reduced days in the office.
- 9.17.3 High speed internet is provided at each new home which will help to reduce certain technological issues that can arise during home working.

9.18 Section Conclusion

- 9.18.1 It is concluded that implementation of the above measures, which include initiatives designed to increase awareness of the various travel opportunities, as well as the provision of specified infrastructure, a range of measures shall manage travel behaviour of residents and staff at Heyford Park and to reduce car dependency at the site.
- 9.18.2 The residential measures reflect the results of the 2020 Travel Survey reflect the results of the most recent travel survey however are expected to evolve and be adapted in the future to ensure the target share can be reached.
- 9.18.3 Many of the residential measures can be extended to the commercial elements of the site, however once survey results for these aspects are received, workplace measures can be adapted to reflect survey results.

10. MONITORING & REVIEW

10.1 Introduction

- 10.1.1 A programme of monitoring and review will be designed to generate the information that will enable the success of the Plan to be evaluated, as some policies and incentives will prove more successful than others. Monitoring and review will be the responsibility of the appointed TPC. The initial programme for monitoring and review will be as follows.
- 10.1.2 The major objective of the Plan, as stated previously, is to affect a reduction in the use of single occupancy car trips: an objective that is naturally aided by the sustainability credentials of the site. A suitable indicator of success is therefore to review the modal split of residents and staff over time. This will indicate the share of trips occurring by each mode.
- 10.1.3 It is essential that all Travel Plans are monitored closely and reviewed regularly throughout early stages of occupation and at subsequent intervals to ensure the plans are still relevant and up to date.

10.2 Programme & Monitoring

- 10.2.1 Monitoring will be undertaken informally outside of the stated formal Plan Review process. Informal monitoring will include observation on-site, including how many people are waiting at bus stops, if cycle hoops are regularly being used, and gauging a general feel of the site. Informal discussion with residents, PTPs, Bike Hire and Green Travel Voucher claims as well as meetings with the nominated workplace TPCs will allow the TPC to get an understanding of how people are reacting to the measures.
- 10.2.2 Informal monitoring enables the TPC the opportunity to track the broad performance of the Plan without the need for time-consuming questionnaires and official reporting. On this basis, the measures outlined below have been designed within the intention that they can be undertaken quickly and effectively.

- 10.2.3 The TPC shall note down any findings during the informal monitoring process and the information acquired, i.e. comments from local residents, number of bikes parked in employment areas etc., would be recorded for input into the review process to be undertaken every second year. It will be made available to the Council's travel plan representative upon request.
- 10.2.4 During the formal review process, the TPC will formally monitor the travel behaviour of residents using an on-line travel questionnaire designed in line with local and national best practice. A hard copy shall also be posted to each dwelling, with further copies being made available upon request to the TPC.

10.3 Programme of Review

- 10.3.1 The objective of the review will be to measure the success of the Plan against the specified targets and to identify if further refinement of the initiatives is required.
- 10.3.2 In order to ensure regular monitoring a bi-annual monitoring report based on the bi-annual Travel Surveys will be prepared by the TPC and submitted to Oxfordshire County Council. An Action Plan will be included alongside the monitoring report to illustrate an updated plan for the next 24 months.
- 10.3.3 A primary element of the review process will be to re-issue a travel questionnaire to both residential and commercial elements of the development and so the Travel Surveys will be conducted bi-annually (or upon occupation of every 350 house) until full occupation of the development and additionally every two years post full occupation for five years. Depending on the findings of these surveys, existing measures may be adapted, or further measures may be proposed. The survey results should also assist in highlighting any problems with existing measures and improvements that could be made.
- 10.3.4 The bi-annual monitoring reports will be prepared within one month of the completion of the Travel Survey and will set out the findings to determine whether the targets have been achieved.

- 10.3.5 The Travel Plan process is intended to be dynamic. As such targets may be revised and adjusted with reference to the performance of the plan and as it evolves over time. Changes to the targets and measures set out in the plan will be agreed in advance with Travel Plan officers at OCC.
- 10.3.6 The results of the formal review will be collated by the TPC and a Travel Plan Review report shall be prepared and issued to the Council's travel plan representative after each review (identified above).
- 10.3.7 Where the Travel Plan review identifies that the Plan has failed to meet its stated targets, the appointed TPC shall liaise with the Council's travel plan representative to agree suitable changes to the Plan.

11. ACTION PLAN

11.1 Introduction

11.1.1 This section sets out short, medium and long-term actions associated with the Plan.

11.2 Short-Term Actions (6-12 months)

11.2.1 This section sets out short-term actions that will be required to establish soon after the adoption of this plan, in order to ensure a successful delivery.

Table 11-1 Short-Term Actions (6-12 months)

ID	Action	Responsibility
Short-Term (6-12 months)		
1	Publish Travel Plan Welcome Pack to Oxfordshire County Council for approval prior to issue to all existing residents of the development	Developer
2	Appoint TPC and provide TPC contact details to Oxfordshire County Council for approval	Developer
3	Ensure commercial lease agreements clearly sets out the Workplace Travel Plan obligation and threshold values	Developer/ Estate Manager
4	Identify a suitable area where the Travel Plan and travel information may be provided.	TPC
5	Begin to create a Travel Plan Network with TPCs that have been already appointed on commercial elements of the site, as well as with TPCs on nearby developments.	TPC
6	Implement a range of initiatives in line with those identified in Section 9 of this Plan to help achieve the mode shift required to deliver the stated mode share.	TPC

11.3 Medium-Term Actions (1-2 years)

11.3.1 This section sets out medium-term actions associated with the Plan, which will be realised within the first and second year of this Travel Plan’s life span.

Table 11-2 Medium-Term Actions (1-2 years)

ID	Action	Responsibility
Medium-Term (1-2 years)		
7	Survey the new commercial areas of the site as they become occupied and update the Workplace Travel Plan accordingly.	Workplace TPC/ Site Wide TPC
8	Informal monitoring to take place between the formal review process.	TPC
9	Update the travel plan welcome packs regularly in line with development that comes forward, as well as update maps and bus timetables.	TPC
10	Reissue updated documents for distribution to the residents within 3 months following agreement of any changes.	TPC

11.4 Long-Term Actions (on-going)

11.4.1 The Long-Term Actions listed below will be performed regularly throughout the course of this Travel Plan Period.

Table 11-3 Long-Term Actions (on-going)

ID	Action	Responsibility
Long-Term (on-going)		
11	Undertake travel surveys every two years and produce monitoring reports within one month of the completion of the surveys.	TPC
12	Update travel initiatives to help achieve the mode shift required to deliver the stated mode share if necessary.	TPC
13	Create an action plan following the results of the surveys to illustrate what will be done to ensure targets can be reached.	TPC

12. FUNDING

12.1 Introduction

12.1.1 This Section provides detail on the funding strategy and establishes the timescales and costs of delivering the Travel Plan measures identified earlier on in this plan. Furthermore, this Section includes a breakdown of the budget required for the on-going management of the Travel Plan.

12.2 Travel Plan Funding

12.2.1 Funding the Travel Plan initiatives will form part of the normal development budget of the proposal and annual funding will be provided by the Developer for a period of five years post final occupation. An annual Travel Plan Management budget is detailed in the next segment of this Section.

12.2.2 An indicative cost schedule with associated measures including infrastructure provision is provided below.

Table 12-1 Travel Plan Measures and Cost Plan

Measure	Timescale	Cost	Responsibility
Travel Plan Management			
Site wide Travel Plan Co-ordinator (TPC)	Assuming a 5 -day per week and employed for duration of 10 years (unless targets are not met, in which case this may be extended) subject to annual review.	Approx. £40,000 per year (based on a £35,000 per year salary)	Developer
On-going management and monitoring – including running surveys	Surveys to be conducted every 2 nd year or on completion of every 350 th house, whichever is soonest, on-going matter	Estimated £2,000 per survey and £3,000 per preparation and review of monitoring report	TPC

Liaise with residents and staff regularly in order to understand how they react to various initiatives and monitor requests for additional sustainable travel in between formal monitoring	On-going matter for the duration of the plan	Part of TPC role	TPC
Work in partnership with key groups including site employment areas with dedicated TPCs, as well as OCC	On-going matter for the duration of the plan	Part of TPC role	TPC
Personalised Travel Planning	On-going, to be offered to residents upon occupation of their home	Part of TPC role	TPC
Sales Staff training to ensure people to consider sustainable travel options prior to buying	On-going, Staff shall be regularly updated in order to answer questions with the correct details	Part of TPC role	TPC
Marketing			
Travel Information Packs	To come forward in line with development, to be distributed to residents upon first occupation and additional copies to be provided upon request to the TPC; To be updated as the site develops	Already designed; £8,000 based on £4 per pack and print run of 2,000 copies	TPC
Community Travel Website with access to real time information	To be developed using wix website or incorporated within Heyford Park website, to be regularly updated as the site develops	£200 annual hosting cost	TPC/Marketing Team

Travel Information Board to placed in central location	To be provided by occupation of 1000 th dwelling	Included in construction costs	Developer / TPC
Material such as information for notice boards and posters/ leaflets for Travel Plan promotion	Updated as the site develops	Printing costs approx. £1,000 per annum.	TPC
Travel events to include to a bike maintenance workshop and travel related traders (bike shops/bus companies) etc.	Four times a year, on-going for duration the plan	Initial cost of £2,000 with further annual cost of £1,000 for leaflet drop	TPC
Regular Bike Maintenance Days	Six times a year, on-going	£200 per event	TPC
Green Travel Vouchers to be redeemed	On-going, to be offered upon occupation	£300 per household	TPC
Increase Walking at Heyford Park			
Provide free maps of the local area detailing the safest and most convenient walking routes around the site	On-going	Part of TPC cost (Information to be provided electronically); hard copies to be provided within marketing material	TPC
Up to date walking routes and information to be provided in marketing material	On-going matter, to be updated in line with development of the site	Part of TPC cost (Information to be provided electronically); hard copies to be provided within marketing material	TPC
Final wearing courses on Camp Road which will enable are more appealing walking experience	Mid - late 2022	Payment schedule already agreed as part of S106 Agreement	Developer
Ensure walking routes are safe and maintained	Ongoing matter	-	TPC / Developer

Improvement works to Public Rights of Way including reinstating Portway and Aves Ditch	To be determined	Payment schedule already agreed as part of S106 Agreement	Developer
Increase Cycling to and from the Site			
Provide free maps of the local area detailing the safest cycling routes to and from the site	On-going matter, to be updates when necessary	Part of TPC cost (Information to be provided electronically); hard copies to be provided within marketing material	TPC
Ensure cycle routes are safe and maintained	Ongoing matter	-	TPC / Developer/ Council
Bicycle hire scheme	To come forward in line with development	Upfront cost of up to £86,000 (up to 50 x e-bikes) and £80,000 annual maintenance (to be off-set by revenue generation)	Developer
Advertise cycle training and provide where required, including to at travel events	On-going at each travel event	Part of TPC cost and marketing costs	TPC
Provide community bicycle user group	On-going for duration of plan	Part of TPC cost	TPC
Create Strava group and establish 'Bike Miles' scheme	On-going	No cost associated with creating Strava group. Residents can generate up to £250 per year with 'Bike Miles'. Points will be earned for every return journey and be equivalent of £1. Assume up to £7,500 annually	TPC
Provide secure, covered, convenient and visible resident cycle parking	In line with the site development	Part of construction cost - provided per dwelling/ commercial in line with standards	Developer
Offer discounts to staff through partnership with local bicycles	On-going	Cost to be offered by individual traders	TPC

Heyford Park to Bicester cycle link	Yet to be determined	TBC	Developer
Shower facilities and changing areas (including drying facilities) for staff at commercial areas	To come forward in line with development	Part of construction costs	Developer
Increase Public Transport to and from the Site			
Promotion of public transport travel information on noticeboards and within the Travel Plan Welcome Packs	On-going matter for life of plan	Part of TPC cost (Information to be provided electronically); hard copies to be provided within marketing material	TPC
Green Travel Vouchers to be used bus travel	On-going, to be offered upon occupation	£300 per household (equates to 3 x 3-month bus travel to Bicester)	TPC
Increase bus service frequency between Heyford and Bicester	To be determined	Part of S106	Developer / Bus representatives
To provide new bus infrastructure and potentially a branded Heyford Park bus to instil sense of community	To be determined	Part of S106; assume £4,000 per bus branding (circa-£16,000 total)	Developer
Increase car occupancy through Car Share Initiatives			
Promotion of the benefits of car sharing through information on public noticeboards as well as up to date Welcome Packs	On-going	Part of TPC cost (Information to be provided electronically); hard copies to be provided within marketing material	TPC

Bespoke car share club using Liftshare and promote its use	On-going	No cost associated with joining Liftshare. Part of TPC cost to monitor	TPC
Assess the potential to include car share only spaces at business within the site	In line with the development of employment space	10 spaces in 1 st year and budget allowance for additional space per year (£10,000 in year 1 and £1,000 each year after	Developer
Provision of electric car club vehicle to be introduced (subject to market demand)	TBC subject to market demand and viability	Cost of installation, monitoring and operation of electric charging points and electric vehicles covered by Econetiq.	Developer
Increase Opportunities to Work from Home			
Provide high speed internet connections in all homes	During construction	Part of construction costs	Developer
Provide hub/office Space for residents to provide an alternative to working from home without the need to travel	To come through in line with development	Part of construction costs	Developer
Other Improvements			
Ensure car parking is provided in accordance to OCC standards	During construction and in line build out	Part of development costs	Developer
Highway improvements at Chilgrove Drive	Yet to be determined	Cost included elsewhere	Developer
M40 Junction Works	Likely finished 2023	TBC	Developer
Hopcroft Holt Junction works	To be determined	TBC	Developer

12.3 Travel Plan Management Budget

12.3.1 An indicative Travel Plan management budget is provided below. These costs relates to the on-going management of the Plan, but does not include costs relating to infrastructure provided by the developer.

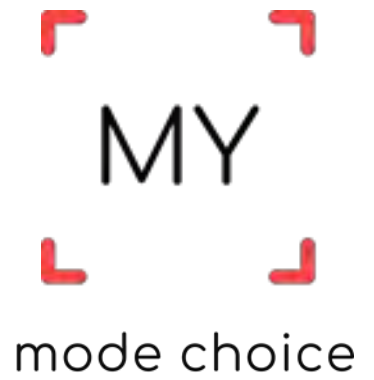
Table 12-2 Travel Plan Management Budget

Measure	Cost	10-year Cost	Annual Cost
Site wide Travel Plan Co-ordinator (TPC)	Approx. £40,000 per year (based on a £35,000 per year salary) <i>subject to annual review</i>	£400,000	£40,000
On-going management and monitoring – including running surveys	£2,000 per survey (every 2 nd year) and £3,000 per preparation and review of monitoring report	£25,000	£2,500
Travel Information Packs	£8,000 based on £4 per pack and print run of 2,000 copies	£8,000	£800
Community Travel Website with access to real time information	£200 annual hosting cost	£2,000	£200
Material such as information for notice boards and posters/ leaflets for Travel Plan promotion	Printing costs approx. £1,000 per annum.	£10,000	£1,000
Travel events to include to a bike maintenance workshop and travel related traders (bike shops/bus companies) etc.	Initial cost of £2,000 with further annual cost of £1,000 incl. leaflet drop	£11,000	£1,100
Regular Bike Maintenance Days	£200 per event £1200 per annum	£12,000	£1,200
Residential Green Travel Vouchers	£300 per household (1,600 dwellings)	£480,000	£48,000
Employee Green Travel Vouchers	£75 per employee (1,500 employees)	£112,500	£11,250
‘Bike Miles’ scheme	Up to £7,500 annually	£75,000	£7,500
	Total	£1,135,500	£113,550

12.3.2 Please note that some of the cost items listed above are not annual by nature, for example, travel surveys are performed every other year, or upon every 350th occupation. Furthermore, the Green Travel Vouchers are only claimed once, typically around the time of occupation. For simplicity, the total costs have been spread equally over the 10-year Plan Period. However, the actual yearly budget will naturally fluctuate, and the provided table should be seen as an indicative rather than definitive budget.

APPENDICES

Appendix A
Framework Travel Plan Addendum



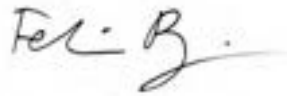
Framework Travel Plan Addendum

HEYFORD PARK, BICESTER

Job No: 20-307-20
Revision: 00
Issue Date: 29th March 2021

Control Sheet

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Prepared By:	Signature	Date
Felicia Bjersing MSc BSc Senor Transport Consultant		26/02/21

Reviewed By:	Signature	Date
Richard Woods MSc BSc Principal Transport Consultant		01/03/21

Approved for Issue:	Signature	Date
Stuart Choak MSc CMILT MCIHT TPP Director		01/03/21

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Appendix B	Accessibility Catchments
Appendix C	Travel Survey Questionnaire and Results
Appendix D	Location of Usual Place of Work

1. INTRODUCTION

- 1.1.1 MY Mode Choice (c/o Calibro Consultants Limited¹) has been appointed on behalf of Dorchester Living (herein referred to as “the Developer”) to prepare this Full Travel Plan for Heyford Park. It covers the entire of the site for circa-2,819 houses and approximately 2,700 total jobs at Heyford Park, Camp Road Bicester.
- 1.1.2 This Addendum includes the supporting information and analysis relating to Sections 2-5 in the Framework Travel Plan. The findings presented in this report, including a comprehensive presentation of conducted Residential Travel Survey, have been processed and analysed in order to inform the overarching strategy and measures proposed in the main report.

1.2 Report Structure

- 1.2.1 The structure of this Addendum is as follows:

Section 2.0	Planning Background
Section 3.0	Policy & Best Practice
Section 4.0	Site Conditions
Section 5.0	Travel Survey

¹ 'MY Mode Choice' is an operating name of Calibro Consultants Limited

2. PLANNING BACKGROUND

2.1 Introduction

- 2.1.1 This section of the report sets out the development proposals for the whole of the Heyford Park development, as well as particulars of the current planning application with resolution to grant (ref 18/00825/HYBRID).
- 2.1.2 Heyford Park is a planned mixed-use settlement located on a former 500-hectare airbase in North Oxfordshire. It is a strategic allocation within the Cherwell Local Plan (2011-2031) for 1,600 additional homes and 1,500 additional jobs. Thus far, planning permission has been granted for 1,515 dwellings, of which some 800 have been built and occupied. The current planning application referenced above seeks permission for a further 1.175 dwellings.

2.2 Relevant Planning History

- 2.2.1 Heyford Park is a former RAF Airbase which ceased military use in 1994. Since 1996 the site has been subject to a number of planning applications and the relevant background of those are as follows.
- 2.2.2 Numerous applications have been made seeking permission to develop the base, or large parts of it, with many applications going to appeal. The most significant application ref. 08/00716/OUT was subject to a major public inquiry in September 2008. The Appeal was allowed in January 2010 and thus enabled “a new settlement of 1075 dwellings, together with associated works and facilities including employment uses, community uses, school, playing fields and other physical and social infrastructure.”
- 2.2.3 Another application (10/01778/F) was granted a 10-year temporary consent in December 2010, but many of the plans to these properties has since been superseded by other applications.

2.2.4 The site was then acquired by the Developer who subsequently decided to refine the approved scheme. A new masterplan was drawn up and submitted under planning application ref. 10/01642/OUT. The site gained outline permission in 2011 for up to 1,075 homes, together with associated works and facilities including employment uses, community uses, school and playing fields and other physical and social infrastructure.

2.2.5 As the permission was outline, the reserved matters including details of the layout, appearance, and access have been submitted within a period of six years, including:

- A Free School, north of Camp Road, accommodating primary, secondary, sixth form pupils and associated community and recreational opportunities (13/0740/F). A further building is also occupied by the Free School on the south of Camp Road (13/00343/F). The school is now fully operational;
- An outline application for 60 residential dwellings south of Camp Road (13/01811/OUT) was granted permission in March 2016 and reserved matters (16/00627/REM) have been approved in August 2016; and
- Planning permission for increased village centre provision south of Camp Road (16/01000/F) was granted in November 2016, which equates to the 'consented' village centre as part of the 1,075-dwelling scheme. This application included a hotel (C1), associated D2 uses restaurant/pub/hot food takeaway (A3-A5) and a market (A1-A5);
- An application for change of use to retain and use a warehouse(16/02348/F) on the Flying Field was granted in November 2016;
- An application for 43 dwellings was granted planning permission (16/00263/F) was granted in June 2016;
- An application for change of use of Building 103 to A Heritage Centre (Use Class D1) and Building 315 for storage and distribution (Use Class B8) and associated works (16/01545/F) was granted in August 2016.
- An application for a new nursery (17/01680/F) on the Flying Field was granted a temporary 10-year consent in August 2018;

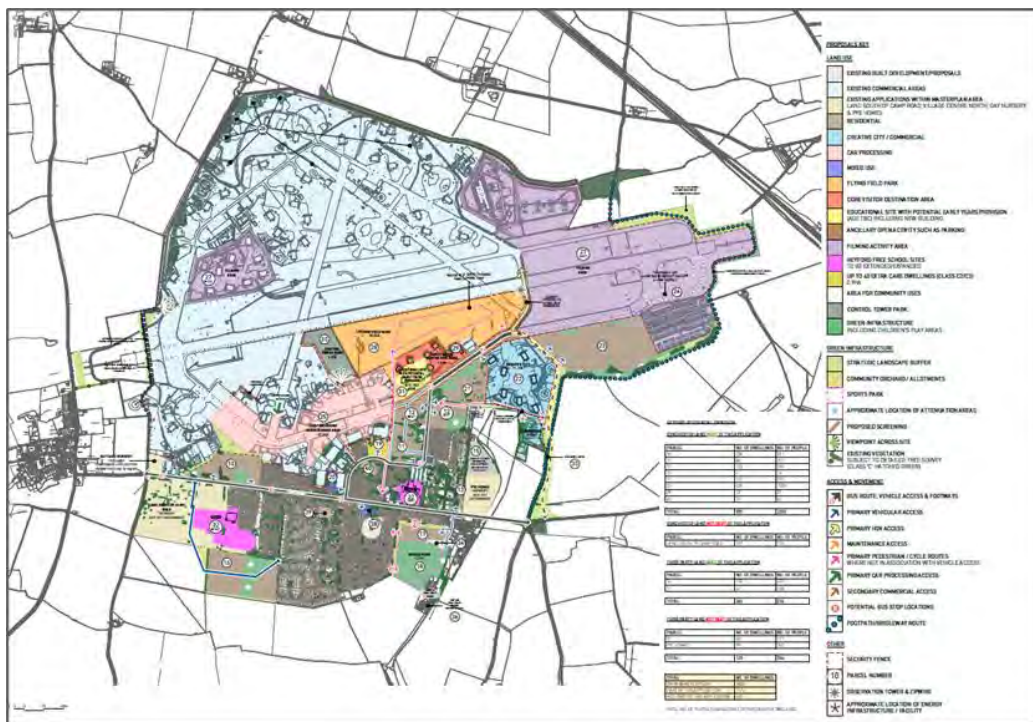
- An application for 57 residential units (19/00446/F) was granted permission in December 2019; and
 - An application for 296 dwellings (16/02446/F) that forms a part of Cherwell Local Plan allocation under Policy Villages 5 was granted planning permission in April 2020.
- 2.2.6 The hybrid planning application (18/00825/HYBRID) that was submitted in May 2018 sought outline planning permission for up to: 1,175 new dwellings, 60 close care dwellings, as well as a mix of retail, employment, and education use, and received resolution to grant subject to S106 in November 2020.
- 2.2.7 An application for 79 dwellings (15/01357/F) was submitted in July 2015 and has resolution to grant.

2.3 Particulars of Development

- 2.3.1 The Heyford Park Masterplan sets out the vision for the site as whole including residential, education, commercial areas. The development aims to respect local character, whilst also moving the community towards a more sustainable future.
- 2.3.2 At its' core, the masterplan has a strong framework of pedestrian and cycle links through the site, and public spaces which together form a development which is permeable and easy to navigate.
- 2.3.3 The internal road layout has been designed to ensure low traffic speeds thereby encouraging safe walking and high permeability through the site. This combined with the anticipated low volume of traffic movements on the roads in and around the development site will encourage cycling among residents, visitors and employees.

2.3.4 The Heyford Park Composite Parameters Plan is shown in the figure below and in full at [Appendix A](#).

Figure 2 1 - Heyford Park Composite Parameter Plan



2.3.5 The salient elements of the development are as follows:

- Up to 2,819 houses in total across the site;
- Over 35,154 sq. metres of new employment space (B1/B2/B8) will be provided, comprising warehousing, workshops, and offices;
- A new bus route is proposed to serve the development and new bus stops will be placed in strategic locations throughout the site to ensure that the vast majority of dwellings will be situated within 400-metres of a bus stop;
- Provision of pedestrian/cycle links through the site, alongside appropriate signage and crossing points of roads through the development, to include dropped curbs, tactile paving and guardrails where appropriate;
- The Heyford Park Free School which is located on two campuses, one to the north of Camp Road and one to the south of Camp Road;
- A Village Centre to the north and south of Camp Road, in the heart of Heyford Park, comprising a range of facilities and uses for the local community. These include:

- Sainsbury's Convenience Store;
- Five A1 Retail Units;
- A small B1 Office Building (85.6-sqm);
- Heritage Centre (321.3-sqm);
- 30 x apartments provided in two blocks;
- Hotel (18-beds);
- Restaurant/Pub (340-sqm);
- Bowling Alley (137-sqm); and
- Glazed Canopy Link (326-sqm);

2.3.6 Allied to the above, planning application 18/00825/HYBRID (with resolution to grant subject to S106) seeks to create further development incorporating the following:-

- A new additional education site to the north of Camp Road, along with proposals for additional facilities at the existing Heyford Park Free School Sites;
- A Core Visitor Destination Centre which shall provide a range of attractions and activities for the community and utilise a number of existing buildings that were previously vacant. The attractions include:
 - Heritage Centre which shall include the museum exhibits and archive storage, as well as conference space and research facility;
 - Exhibition Space; and
 - Adrenaline Park which could include a climbing wall, skate park and public picnic seating area;
- A Flying Field Park (20.3-ha) for use by residents and visitors, alongside an observation tower offering views across the runway;
- A new medical centre to the north of Camp Road; and
- A sports park to be located in the south eastern corner of the site.

2.3.7 For the avoidance of doubt, the proposed elements are incorporated [within Figure 2-1](#) above.

2.4 Statement of Intent

- 2.4.1 The Applicant recognises the important contribution that Travel Plans can make to the environmental agenda. The Applicant acknowledges that the Travel Plan can play an important part in helping to minimise car-borne travel on the region's roads. As such, the Applicant is committed to passing on the aspirations of this document to future occupiers of the site.

3. POLICY & BEST PRACTICE

3.1 Introduction

3.1.1 This section of the Plan sets out the relevant travel planning policies and best practice guidance that have been referenced in the design of the Plan and its initiatives.

3.2 Best Practice Guidance

3.2.1 This Travel Plan has been prepared with reference to following existing best practice guidance;

- Revised National Planning Policy Framework (2019);
- National Planning Practice Guidance (2014);
- Transport for New Developments, Transport Assessments and Travel Plans, Oxfordshire County Council (2014);
- Good Practice Guidelines, Delivering Travel Plans through the Planning process (2014);
- The Essential Guide to Travel Planning, published by DfT (2008);
- Making Residential Travel Plans Work; Guidelines for New Development, published by DfT (2005);
- Local Transport Plan 2011-2030, Oxfordshire County Council; and
- Cherwell Local Plan 2011-2031.

3.2.2 The Travel Plan will be prepared with reference to existing best practice guidance as set out within the Department for Transport (DfT) document entitled 'The Essential Guide to Travel Planning' (2008), 'Making Residential Travel Plans Works' and the Oxford County Council Transport Policies document 'Transport for New Developments, Transport Assessments and Travel Plans' (2014).

3.2.3 The guidance documents provide an array of detailed advice, but the key messages can be summarised as follows: -

- Gain buy-in from the developer;
- Gain buy-in from the residents and staff;
- Allocate, and plan for, sufficient time and money;
- Search for and create local alliances to learn from common experience / problems;
- Understand the local environs via a detailed site audit;
- Understand the ways in which people travel and their reasons, via travel surveys;
- Monitor travel behaviour on a regular basis; and
- Market the travel plan and use branding tools to attract interest / participation.

3.2.4 The plan will set out the administrative, physical, and management initiatives that will form the framework under which a full travel plan will be prepared and implemented prior to the first occupation of the site. Commercial occupiers will need to provide Workplace Travel Plans if over the designated threshold, as detailed in Table 7-1 in the main document. The Travel Plan comprises the following suite of documents: -

Framework Travel Plan (*for use by the Travel Plan Coordinator and Local Authority*) - intended to set out matters relating to the administration of the Plan, including future review and monitoring regimes. Essentially, this would comprise an updated version of this Travel Plan as the site continues to develop to ensure the most up-to-date information..

Travel Plan Welcome Pack (*for distribution to residents and employees*) - comprising a publication designed to engage with the residents and employees, and to promote the use of non-car travel options through a range of key initiatives.

3.2.5 The above documents have been prepared to raise awareness amongst residents and employees of the key physical features, infrastructure, and opportunities to travel by non-car modes.

4. SITE CONDITIONS

4.1 Introduction

- 4.1.1 This section of the Plan sets out the key parameters of the development, including the availability of sustainable travel options from the site to nearby amenities and the surrounding area. On this basis, the future opportunities and barriers to non-car travel can be considered.
- 4.1.2 “Existing” refers to any provision that has already been built and operational. “Future” refers to any consented provision that has been granted but has not been constructed or is not yet operational, as well as proposed provision which has not yet been granted planning permission at the time of writing.

4.2 Highway Network

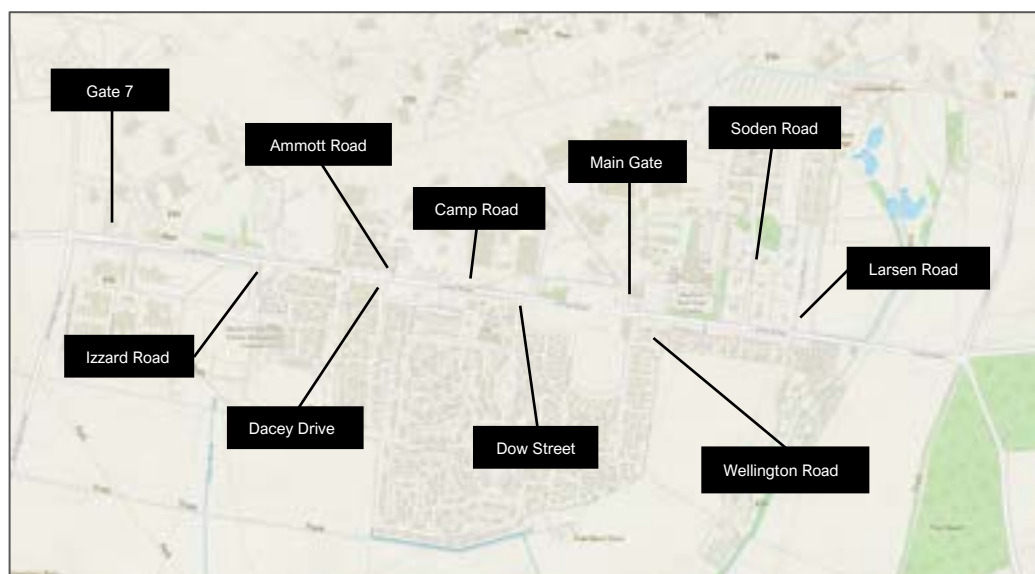
Existing Provision

- 4.2.1 **Figure 4.1** illustrates that primary access to the existing site is via Camp Road which runs through the heart of the development on a broadly east to west alignment, to the south of the airfield. It forms the principal road through the site, serving a range of residential and commercial side roads and private driveways, in addition to providing direct frontage access to dwellings. These include:
- The Main Gate provides access to employment buildings to the north of Camp Road, as well as some existing (Trident) and future residential dwellings;
 - Dacey Drive and Dow Street provide access to the main residential area to south of Camp Road;
 - Soden Road and Larsen Road to the east of the site provide access to two separate cul-de-sacs;
 - Amott Road to the north of Camp Road has been constructed to serve the Bovis Homes development;

- Wellington Road has been constructed to serve the new residential dwellings in the east of the site, to the south of Camp Road;
- Izzard Road is the most westerly side road in the existing site which has been constructed to provide access to both the Free School Campus, as well as the part of the new residential development; and
- Gate 7 is located to the western extent of Camp Road which provides vehicular access to the Flying Field and existing employment areas. The current routeing agreement allows HGVs to access the Flying Field through Gate 7 via Camp Road.

4.2.2 For context, the figure below illustrates the roads that are accessed via Camp Road within the site.

Figure 4-1 Heyford Park Local Roads



4.2.3 Camp Road is subject to a 30mph speed limit and is around 6-metres wide along much of its extent; this being sufficient to safely accommodate two-way HGV traffic. Indeed, this is demonstrated by the fact that Camp Road is already used to accommodate the existing bus route that operates through the site.

4.2.4 Traffic calming measures are provided at regular intervals along Camp Road, including localised narrowings and raised tables.

- 4.2.5 Within the vicinity of the site is a network of predominately rural roads, most of which are unclassified. Camp Road connects to Station Road / Somerton Road via a simple priority T-junction adjacent to the village of Upper Heyford. Somerton Road is a rural road which runs between Upper Heyford and Somerton, whereas Station Road connects Upper Heyford in the north with Lower Heyford, Heyford Railway Station and the A4260 to the southwest.
- 4.2.6 The application site lies some 25-kilometres north of Oxford. The nearest towns to Heyford Park are Bicester and Banbury, which are located approximately 9-kilometres to the south east and, some 20-kilometres to the north, respectively. Junction 10 of the M40 is located approximately 5-kilometres to the northeast of the site, linking London to Birmingham via Oxford and Banbury whilst the A4260 Banbury to Oxford runs north to south. Some 1.2-kilometres to the west of the site.
- 4.2.7 Around 2.75-kilometres to the east of the centre of the site, Camp Road connects to the B430 via a priority T-junction with a ghost island right-turn lane and slip road arrangement.

Future Provision

- 4.2.8 Camp Road is becoming less suitable to accommodate high volumes of HGV traffic as the nature of the site grows to become increasingly more residential, alongside the fact that access to the Free School is now provided off of Camp Road. As such, proposals include re-routeing HGVs away from Camp Road and instead up Chilgrove Drive to the east of the site, which shall be opened up to vehicular traffic. In order to facilitate this, the Chilgrove Drive/Camp Road is proposed to be suitably upgraded and a revised junction would be designed to accommodate the safety and needs of all users.
- 4.2.9 In order to ensure good pedestrian and cycle connectivity to and from the site, all roads within the site will be finished to a high standard, with final wearing courses being put down once main elements of the development are completed, likely to be delivered in late 2021 / early 2022.
- 4.2.10 As well as the existing residential roads that run off Camp Road that are previously mentioned, there are number of additional side roads that will be constructed as the site continues to be built out. These include:

- Howard Road which currently runs north to south past the village green will be connect to the south of Camp Road in order to provide access to the Village Centre South;
- McGuire Road will connect to the northern side of Camp Road where it will provide access to the Village Centre North as well as the employment opportunities located here;
- Barratt Road will be constructed to serve the eastern part of the Bovis Homes development, to the north of Camp Road; and
- Altus Street and Schilling Street will be constructed to the south of Camp Road in order to serve Phase 9 of the development at the west of Heyford Park.

4.2.11 For context, the figure below illustrates the future roads which will be accessed via Camp Road within the site.

Figure 4-2 Future Roads



4.3 Pedestrian Provision

Existing Provision

- 4.3.1 Presently, the network of footways and footpaths around the site are limited by virtue of the sites' former use as an RAF base. Nevertheless, connectivity is provided via Camp Road which enables walking access from the application site towards Upper Heyford to the west, and to the east connecting the site to community and leisure facilities.
- 4.3.2 Camp Road dissects Heyford Park where contiguous footways are generally afforded on both sides of the road, typically measuring 2-metres in width. On the north side of Camp Road, the contiguous footway is interrupted by construction activities albeit the Developer has ensured continuity through temporary on-carriageway provision. Indeed, a 3-metre wide shared cycle/footway is currently under construction on the north side of the road.
- 4.3.3 A footpath runs adjacent to the south side of the road, between the Larsen Road junction and the Kirtlington Road junction where it is separated by verges, hedgerows and security fences in places.
- 4.3.4 Street lighting is provided along the extent of Camp Road allowing for safe pedestrian movement throughout residential areas of Heyford Park as well as the bus stops on Camp Road.
- 4.3.5 Although there are no controlled pedestrian crossing points on Camp Road, the road is lightly trafficked in relative terms, and dropped kerbs are provided at most crossing points, and support by an at-grade belisha beacon crossing is provided in the centre of the site on Camp Road.

Photograph 4-1 Zebra Crossing on Camp Road



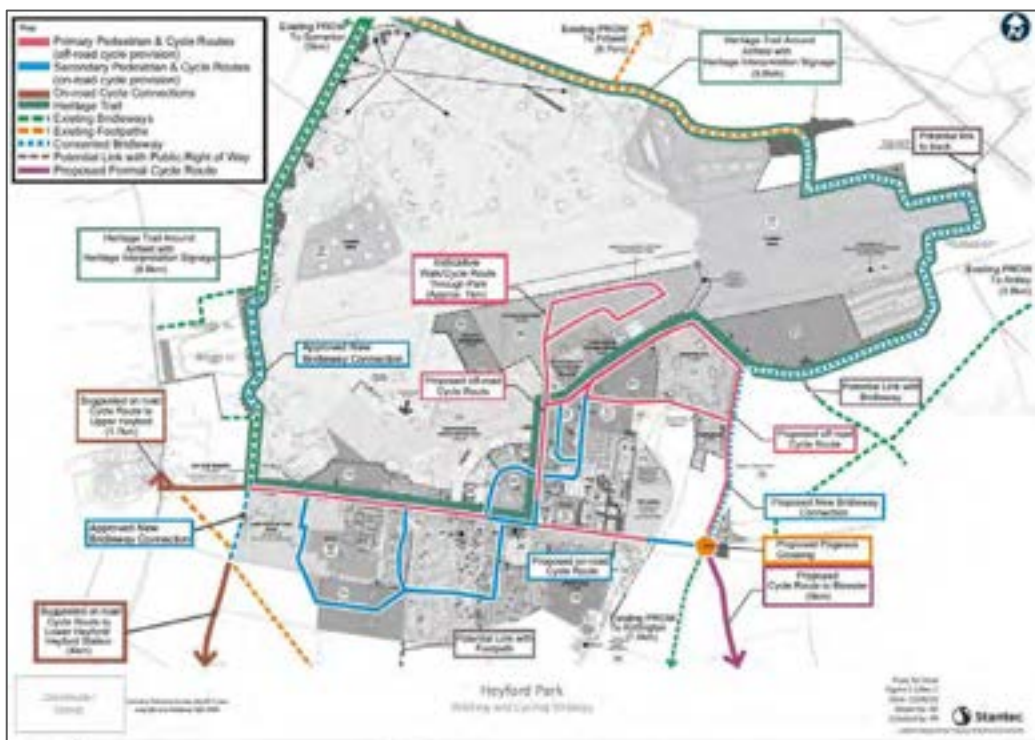
4.3.6 The above is complemented by a comprehensive network of existing public rights of way (PRoW) in the local area, including:

- Bridleways to the south and east of the site running on a southwest to northeast alignment linking to Caulcott in the south and Ardley to the northeast;
- Footpaths and bridleways to the northern perimeter connecting Fritwell and Somerton; and
- A network of footpaths and bridleways to the south and west of the site which links Caulcott in the south to Lower Heyford and Steeple Aston and Somerton in the north.

4.3.7 To the west of the site, there is a footpath on the north side of Camp Road between Kirtlington Road and Station Road. At the Camp Road / Somerton Road / Station Road junction in the village of Upper Heyford (some 1.6-kilometres away), the 0.5-metre footway runs north for approximately 60-metres and then switches to the west side of the road. The footway runs north through to the end of the village, providing access to The Barley Mow pub, however there are no footways on Somerton Road to the south of the junction.

- 4.3.8 Due to a lack of local facilities within and beyond Upper Heyford, it is unlikely that residents of Heyford Park will choose to travel via foot in this location, unless for leisure purposes in order to reach dedicated Public Rights of Way in the area.
- 4.3.9 The Figure below shows the current Public Rights of Way around the site, as well as those that are proposed.

Figure 4-3 Pedestrian and Cycle Connectivity Links

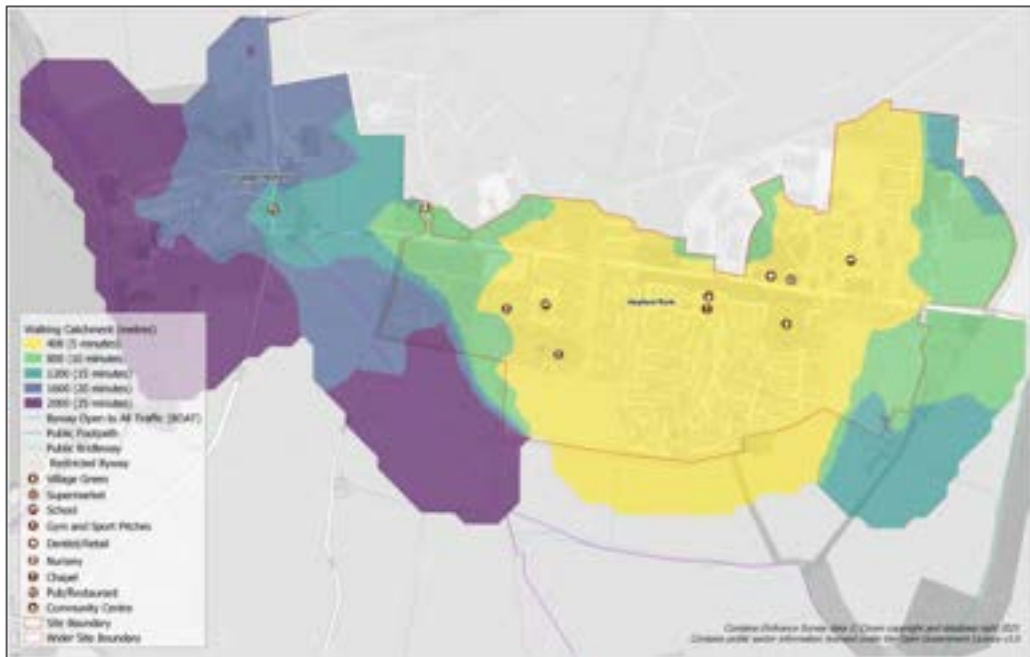


- 4.3.10 The National Planning Policy Framework (NPPF) does not define a catchment within which travel by foot is considered feasible and therefore the suggested maximum desirable walk distance of two kilometres advocated within the document entitled 'Guidelines for Providing for Journey on Foot' has been adopted.

- 4.3.11 Walking distances can vary between individuals depending on factors such as fitness and mobility, in addition to topography and infrastructure provision. However it is noted that Heyford Park is generally flat and therefore it is considered reasonable to expect the majority of residents to be able to access amenities towards the upper end of this threshold.
- 4.3.12 In this context, the current facilities and amenities that would be accessible within a reasonable walking distance from the centre of the site are listed below:
- Heyford Park Free School;
 - Heyford Smiles Dental Clinic;
 - Sainsbury's food store;
 - Gym located at Heyford Park School; and
 - The Barley Mow.
- 4.3.13 A number of major supermarkets such as Sainsbury's, Waitrose and Asda also provide an online shopping / home delivery service and can deliver to the site, reducing the need for residents to travel by car.
- 4.3.14 Guidance set out in the Department for Education and Skills (DfES) document 'Home to School Travel and transport Guidance' sets out statutory walking distances from home to school, which are as follows:
- Children under eight years of age - no more than 3.2 kilometres; and
 - Children eight years and over - no more than 4.8 kilometres.
- 4.3.15 Heyford Park Free (all-through) School is located within the application site and suitable walking routes available to ensure the entire development lies within a walkable distance of the school. The site is therefore considered to be suitably located to access local schools. The free school will be designated as the catchment school for mainstream education and will not qualify for free school travel.
- 4.3.16 On the basis of current and infrastructure provision, a GIS-based accessibility model has been created to indicate the geographical area that is accessible from the site based on the industry standard walk-threshold of two kilometres.

4.3.17 The area accessible by walking within two-kilometres is shown in the figure below and in full at [Appendix B](#):

Figure 4-4 - Walking Catchment



4.3.18 The above figure demonstrates that all public parts of Heyford Park can be accessed within a two-kilometre walking distance or 25-minutes assuming a walking pace of 4.8-kph.

Future Provision

4.3.19 As part of the consented development at the site, some of the previously curtailed PRoW that were closed when the site came into military use in 1915, will be reinstated / rerouted whilst other paths will be improved. [Figure 4.2](#) illustrates the plans for future footpaths within Heyford Park.

4.3.20 Key routes that will be reinstated include Aves Ditch, a bridleway to the east of the site, and Portway, a bridleway to the west, both running on a north to south alignment. Reinstating these routes will provide an opportunity to enhance surrounding routes.

- 4.3.21 Part of the consented 1,075 scheme also includes a 'Heritage Trail' which will be a circular traffic-free route around the Flying Field for both residents and visitors to enjoy and contributions have been made to connect up the surrounding footpaths and bridleways to the trail.
- 4.3.22 Allied to the above, all new housing will be connected to a network of pedestrian links that will penetrate residential areas in order to enable pedestrian movements to key facilities within the site.
- 4.3.23 There are a variety of consented and proposed local facilities at Heyford Park, including a range of food and non-food opportunities consented at the Village Centre both north and south of Camp Road. Once completed residents will be able to walk to these amenities from their home.
- 4.3.24 Some of the future facilities and amenities located within a two kilometres walking distance from the centre of the site are listed below:
- Sainsburys food store;
 - Pub/restaurant/deli;
 - Community centre; and
 - A boutique hotel with a bowling alley;
 - A medical centre;
 - Indoor sports provision;
 - Open space and observation tower; and
 - An outdoor sport park.
- 4.3.25 The area accessible by walking, within 2-kilometres, along with some of the facilities and amenities that can be accessed within this catchment in the future year is shown in the Figure below and in full at [Appendix B](#).

Figure 4-5 Future Year Walking Catchment



4.3.26 The above Figure illustrates that the entirety of the site will be accessed within a two-kilometre walking distance or 25-minutes assuming a walking pace of 4.8-kph.

4.3.27 Indeed, once completed the site will have a large range of facilities, amenities and employment opportunities, which will allow for an increase in the internalisation of trips, as well as a rise in walking trips.

4.4 Cycling Provision

Existing Provision

4.4.1 Within the site itself, there is a 3-metre shared cycle/footway in place on the south side of Camp Road between Larson Road and Wellington Road, as well as between Izzard Road and Dacey Drive.

4.4.2 There are no dedicated cycle facilities located within the immediate vicinity of the site. However, local roads are lightly trafficked and are of a suitable geometry to allow informal cycling to occur alongside traffic without detriment to safety.

4.4.3 Strava is a GPS-based software used by cyclists to record their journeys. The Strava Heat Map (extracted below) demonstrates that the roads around the site are regularly used by cyclists. Strava data shows 'heat' on routes that are frequently used by cyclists, where red indicates more frequent use and blue represents less frequent usage. It is acknowledged that not all cyclists are logging their rides on Strava, but the map below provides a representative indication that regular cycling movements are made on number of roads surrounding the site.

Figure 4-6 - Strava Heat Map

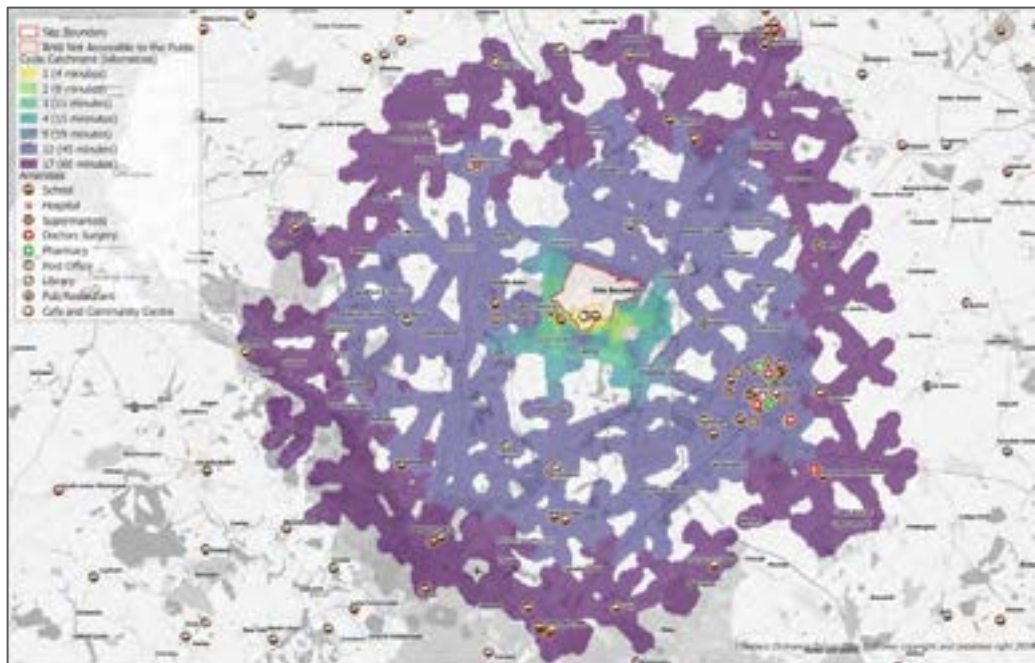


4.4.4 Allied to the above, personal injury accident data for roads around the site have been obtained by Oxfordshire County Council which confirm that such activity has not resulted in any unacceptable safety risks. Further detail is shown at [Section 4.7](#) of this report.

4.4.5 The National Travel Survey 2018 (Table NTS0303) indicates that an average cycle trip is currently 3.3-miles (5.3-kilometres) and that the average distances travelled has steadily increased since 2002. As such, a maximum desirable distance of 5-kilometres has been adopted, which is considered to be feasible for most of the population.

- 4.4.6 However, it should be noted there will always be part of the population that have a natural propensity to cycle and will therefore be willing and able to travel further by bike. Indeed, the Local Transport Note 1/04 Policy, Planning and Design for Walking and Cycling (DfT, 2004) indicates that “journeys up to three times [the average distance] are not uncommon for regular commuters”² and accepted the “fitness and physical ability, journey purpose...and conditions” were relevant factors.
- 4.4.7 Consequently, it is reasonable to conclude cycle trips up 16.8-kilometres would be considered, journey distances between 5-kilometres and 12-kilometres would be acceptable, and those less than 5-kilometres would be desirable.
- 4.4.8 The catchment area within 17-kilometres cycling distance of the site is shown in the below figure and to scale at [Appendix B](#).

Figure 4-7 - Current Year Cycling Catchment



² (Page 15) of Department for Transport - LTN 1/04 - Policy, Planning and Design for Walking and Cycling

4.4.9 The above figure illustrates the application of a 17-kilometre cycling distance threshold to the application site which indicates the potential for residents to travel across Heyford Park and the surrounding villages including Lower Heyford, Ardley, Caulcott and Somerton. Bicester City Centre can be also accessed by bike approximately 9-kilometres east of the site, a journey time of around 35-minutes, assuming an average cycle pace of 15-kph.

Future Provision

4.4.10 Aforementioned, proposals comprise additional and improved Public Rights of Way around the site, including a number of new off-road cycle routes, shown in [Figure 4.2](#).

4.4.11 The forthcoming provision mentioned above will allow residents to cycle throughout the site for leisure purposes.

4.4.12 The developer is currently in discussion to provide a cycle route running between the site and Bicester along the highway network. Between Heyford and Middleton Stoney the cycleway will be provided on the carriageway with advisory cycle lanes, however from Middleton Stoney it will be provided as an off carriageway, traffic-free route for cyclists to travel into the centre of Bicester.

4.4.13 In consideration of the above, the application site is located where access by bicycle is a realistic alternative to car travel for a sizeable number of commuter journeys, particularly those with a destination in Bicester and such trips would be encouraged by the potential new cycle route and thus allow for a shift away from single occupancy vehicles.

4.5 Bus Provision

Existing Provision

4.5.1 It is accepted that public transport comprises two principal aspects:

1. Access to public transport which is concerned with how far the development is from the public transport network and the level of service on that network; and

2. Access by public transport which takes account of where the services go and the opportunities to access amenities located within the catchment areas served.

4.5.2 In the case of the first criterion, there are three sets of bus stops on Camp Road. The nearest stop to existing dwellings is adjacent to the Heyford Park Free School, and the second is adjacent to Dacey Drive. Many of the existing dwellings are located within the maximum desirable distance of 400-metres identified in the Institute of Highways and Transportation (IHT) and are therefore acceptable. However, as Heyford Park continues to develop, additional stops around the site will be needed to ensure future residents will be situated within a reasonable distance to public transport.

4.5.3 Currently these stops are served by the number 250 service, which runs between Bicester and Oxford via Heyford Park approximately every hour. The table below provides a summary of buses serving these stops.

Table 4-1 Bus Services from Upper Heyford, adjacent to Heyford Park Free School

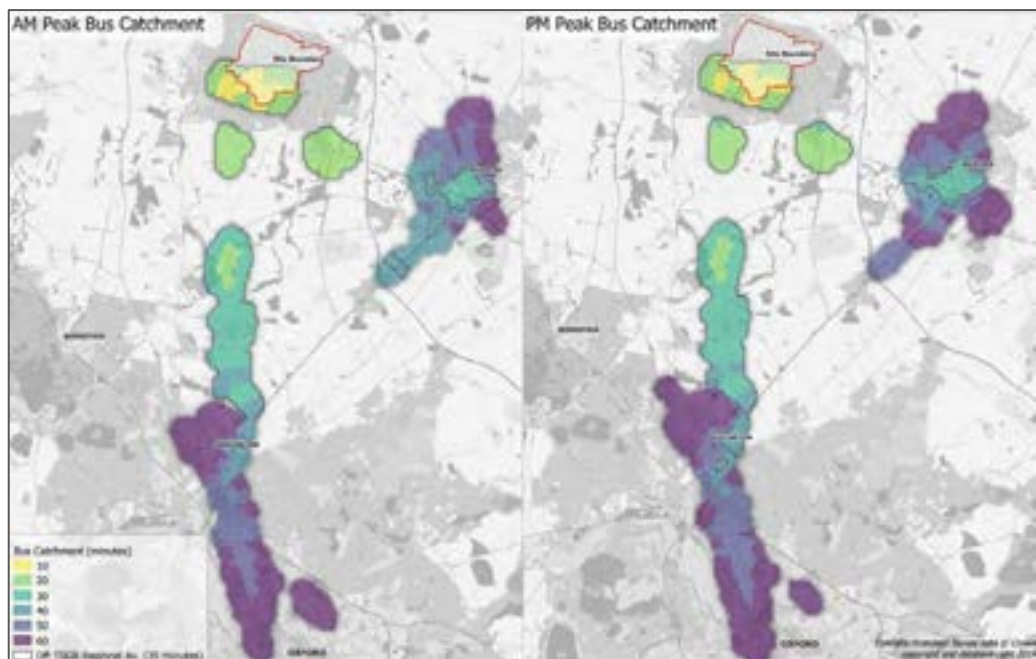
Service	Route	Weekday			Saturday	Sunday
		Start	Freq. (mins)	End	Freq. (mins)	Freq. (mins)
250	Bicester - Heyford - Oxford	0541	60	1953	60	-
	Oxford - Heyford - Bicester	0608	60	2018	60	-

4.5.4 Whilst the table demonstrates that buses offer a viable alternative to car journeys for some residents and visitors associated with the development site, the frequency is likely to be a constraint to patronage increases amongst commuters, particularly if there is not the requisite reliability in journey times and punctuality. Hence, it is considered that the opportunities to travel by bus are limited.

4.5.5 Further information relating to local bus services in the area can be accessed via the Hallmark website (www.hallmarkbus.co.uk).

- 4.5.6 Notwithstanding, an accessibility model has been created to identify the geographical catchment that is accessible within a 60-minute intermodal travel time, i.e. walk>bus>walk. This reflects the maximum commute time that is considered to be reasonable, particularly for those residents that are on the lower incomes that may be willing to travel longer distances for employment. Whilst the Department for Transport Journey Time Statistics (2017) identifies the average trip time in the south east to be circa 35-minutes, it also recognises that “residents of more rural areas tend to commute further than those in urban areas”.
- 4.5.7 The catchment areas for the bus services during the AM and PM peak are shown below in [Figure 4.8](#) and to scale at [Appendix B](#):

Figure 4-8 - Current Year Bus AM / PM Catchments



- 4.5.8 The figures above demonstrate that during the weekday AM and PM peak periods, a range of destinations are accessible by bus from the Heyford Park Free School bus stop, located within 400-metres walking distance of the site. These destinations include the centres of Oxford and Bicester.
- 4.5.9 Residents can therefore travel to these locations by bus for employment, education and leisure purposes. Allied to the above, those that live in Bicester or Oxford and work within Heyford Park would be able to travel to work via bus.

Future Provision

- 4.5.10 The masterplan includes proposals for a new bus route to serve the development, which will include new bus stops that will be placed in strategic locations throughout the site to ensure that the vast majority of all dwellings will be situated within 400-metres of a bus stop.
- 4.5.11 Allied to the above, the existing 250 service between Oxford and Bicester is due to cease when the contract runs out. The developer is currently holding discussions to instead implement a 15-minute bus service that will run from Bicester to Heyford Park, loop through the site and then return to Bicester. This likely to be introduced in phases from hourly, to half hourly, to every 20-minutes and then finally the 15-minute service. Early discussions also include the possibility to operate a Heyford Park ‘branded’ bus providing a direct link to Bicester Village Train Station. It is hoped that this shall instil a sense of community between residents.
- 4.5.12 This increased frequency service will be accommodated at the expense of the existing service to Oxford and, whilst this would reduce the geographical catchment accessible by bus, it is acknowledged that the reliability of journey times and frequency in the Oxford service is limiting patronage levels and resulting in an economically unviable service. By investing more heavily in a high frequency service to Bicester however, where journey times and punctuality are less of an issue, and where a significant proportion of residents are known to work (refer to Section 5) it is considered that there would be a significant opportunity for bus patronage levels to increase.
- 4.5.13 It should also be noted that travel to Oxford by public transport will still be a viable option for residents when the 250 route to Oxford is dropped. Indeed, a total journey time of around 45-minutes is achievable to Oxford via bus to the centre of Bicester, and then onward train travel from Bicester Village Station to Oxford Station.

4.6 Rail Provision

- 4.6.1 Bicester Village and Bicester North railway stations are located some 9.0 and 9.6-kilometres to the southeast of the site. Bicester village can be accessed via the No. 250 bus from Camp Road which stops on Middleton Stoney Road in Bicester some 600-metres or a 7-minute walk from the station after a 15-minute journey from Heyford Park.
- 4.6.2 Bicester Village is served by half-hourly services between London Marylebone and Oxford. Direct services to London Marylebone have a journey time of around 45-55 minutes whilst the journey time to Oxford is around 15-20 minutes.
- 4.6.3 Oxford Railway Station is located some 23-kilometres to the south of the site.
- 4.6.4 Railway Stations located in Oxford and Bicester are accessible by bus or cycle if required. The stations are served by direct trains to a range of local, regional and national destinations including Reading, Stratford-upon-Avon, London, Birmingham and Manchester.
- 4.6.5 Heyford Railway Station is located 4-kilometres away in Lower Heyford and would be accessible by bike. Four sheltered cycle storage spaces covered by CCTV are provided at the station in addition to 28 pay and display parking spaces.
- 4.6.6 The station is situated on the Cherwell Valley Line which runs between Banbury and Didcot Parkway. The station is served by around 12 trains per day to Didcot Parkway, via Oxford which have journey time of around 35-minutes. Approximately 12 direct trains per day to Banbury with a journey time of 14-minutes.

4.7 Highway Safety Risks

- 4.7.1 Accident data has been obtained from Oxfordshire County Council for the most recent five-year period available: 2015 to 2019 inclusive. The data indicates that within this period, one 'slight' personal injury accident (PIAs) involving one car occurred on Camp Road, as illustrated in the below Figure.
- 4.7.2 All accidents that occurred within the vicinity of the site are shown on the figure below:

Figure 4-9 Accident Data



4.8 Conclusions

- 4.8.1 Future residents will have the opportunity to walk, cycle or use public transport facilities to travel to and from the site for employment, health, leisure and retail purposes located within Heyford Park and beyond.
- 4.8.2 It is therefore concluded that future residents of the site are afforded the opportunity to use non-car modes of travel as genuine alternatives. As such, it is anticipated that trips by car associated with the users of the proposed redevelopment have the opportunity to be minimised.
- 4.8.3 The Travel Plan will therefore serve to maximise the awareness of the opportunities to travel by non-car modes.

5. TRAVEL SURVEY

5.1 Introduction

- 5.1.1 The Developer is fully committed to promoting sustainable travel through Travel Plan measures, initiatives, and influencing travel behaviour of residents at the Heyford Park site.
- 5.1.2 In order to understand both the existing and also determine the likely future behaviour of all baseline modal shares and the effectiveness of the range of initiatives implemented as part of the plan to assist the non-car travel experience, detailed and regular surveys of travel behaviour will be required.
- 5.1.3 Detailed and regular surveys of travel behaviour will be required and as such, this section of the Plan will be updated to reflect the results of future travel surveys.
- 5.1.4 MY Mode Choice has received confirmation from the Upper Heyford BCA site to use results of their Employee Travel to Work Survey to help form targets and initiatives for commercial areas of the site. This Travel Plan uses the BCA data as a proxy for all employment uses on the site, until such as time further survey work can be undertaken. The Travel Plan Coordinator will be responsible to adapt the plans and measures according to the results of the individual occupiers' travel survey results. Further analysis of the BCA data is presented in the Workplace Travel Plan for Paragon Fleet Solutions Ltd (BCA), issued in March 2020.

5.2 Conducting the Residential Travel Survey

- 5.2.1 An initial Travel Survey was undertaken over a ten-day period from Friday 28th February 2020 to understand the existing and likely future travel behaviour of all residents. It is noted that this survey was undertaken over three weeks before any COVID-19 restrictions were introduced, however, the emerging virus may have had a minor impact on travel behaviour. A copy of the Travel Survey Questionnaire and Results are available at [Appendix C](#).

- 5.2.2 The Travel Survey was designed to reflect Oxfordshire County Council’s Travel Plan guidance and contained questions based on existing travel behaviour and factors that influenced their current situations, as well as opportunities that may encourage both existing and future residents to consider alternative modes.
- 5.2.3 Analysis of the results have been used to form an initial baseline modal split and identify future Travel Plan initiatives that will encourage residents to use more sustainable modes of travel.
- 5.2.4 The overall strategy of questioning, delivery and incentives has been assessed in consultation with the Local Planning Authority and their travel plan representative, in line with overall guidance in Oxford County Council Transport Policies document ‘Transport for New Developments, Transport Assessments and Travel Plans’ (2014). This strategy will be reviewed bi-annually, prior to undertaking future studies.

5.3 Response Rate

- 5.3.1 Door-to-door surveys were undertaken across three days from 28th February whereby all occupied properties were visited. In some instances, face-to-face contact wasn’t possible, or residents suggested that they didn’t have time to complete the survey at that moment. In these instances, leaflets were posted to the properties, giving them a weblink to the survey to complete in their own time (via a secure third-party online website to enable ‘live’ monitoring of response rates). Allied to this, the online weblink was distributed through the Residents Association for a further week after the door-to-door surveys in order to maximise response rates.
- 5.3.2 At the time of the survey there are approximately 800 properties that were occupied at the Heyford Park site. The survey was completed by 299 residents representing a response rate of around 37.4%. This is considered to be an above average response rate and therefore provides a degree of robustness in the analysis of the data, and the conclusions drawn from it.

5.4 Correcting Data Errors

- 5.4.1 To ensure a robust assessment, the raw dataset of responses was cleaned. By doing so allow the small number of erroneous responses, which may have affected the robustness of the results, to be identified and either excluded or amended to the appropriate response.
- 5.4.2 For example, a number of errors were identified, primarily to answers within the categories where respondents were able to provide 'other' non-standard answers. Many of the errors were easily corrected manually. In this way, if someone had suggested more speed bumps would encourage them to walk, their response would be included in 'slower speed limits,' for simplicity. Additional comments made by the respondents that deemed unrelated to the question were also removed.
- 5.4.3 In addition to the above, a number of respondents provided work postcode locations that were either incomplete, could not be identified on a postcode database, or only provided the town or city they worked in. In these instances, an indicative full postcode was assumed as a proxy, based on a valid postcode within their immediate search area. When only the town was provided, one valid postcode per town/city was given. For example, if a respondent stated 'Bicester' as their place of work', they were given the postcode 'OX26 5HA.'
- 5.4.4 By assessing the responses, it is considered likely that some respondents may have failed to understand or read correctly some questions. In particular, for the question "What is your main mode of travel for work? (main mode means the mode which you travel furthest on during your journey)." In some cases, respondents detailed each of their mode selections across their whole journey rather than just the primary mode. For example, some train users also stated that they walked and drove as their main travel mode. In these cases, all trips were included within the assessment. Removing these train trips and retaining car as the main mode would result in very few train trips being identified within the assessment.
- 5.4.5 For subsequent surveys it may be suitable to include options such as 'Drive, Train, Walk' as this may prevent different mode choices from being unintentionally grouped together and may better represent the modes used by resident.

5.4.6 Allied to the above, some respondents may have interpreted 'Car Share as Driver' to include members of the same household. For instance, 7 residents that said that they travelled to work via this mode, had an additional stop off to school or nursery. In this instance, it has been assumed that these respondents have not correctly understood the term 'car sharing' and so have instead been placed in the 'drive alone' category in order to maintain a robust assessment.

5.5 Resident Profile

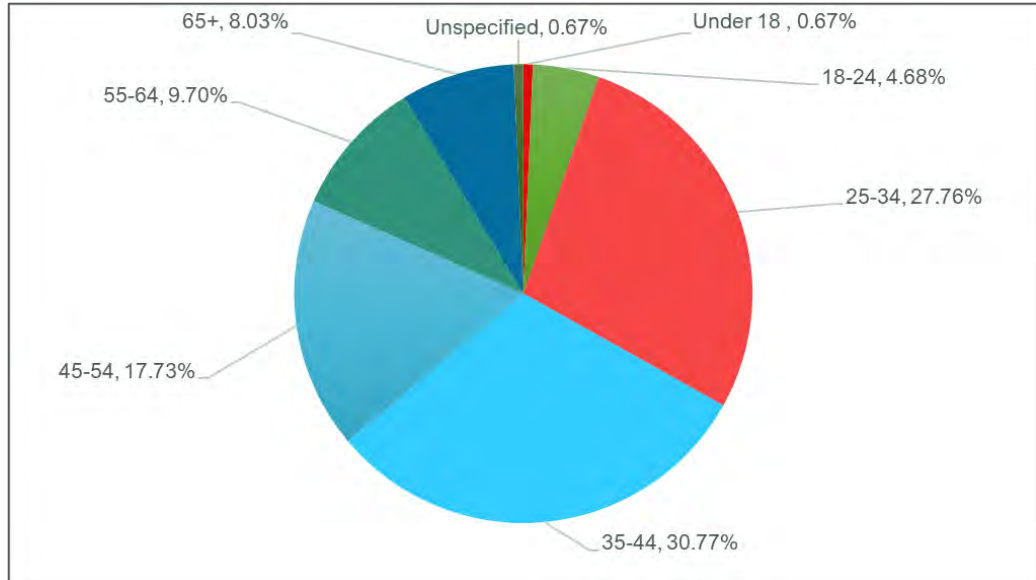
Demographics

5.5.1 A key factor in determining accurate peak hour travel is to ascertain whether a large enough proportion of those survey will be travelling within the peak hour window. Hence, three questions were included within the survey to ascertain any factors that may impact on the travel patterns of residents: namely, the age, employment status and the time at which participants typically commute to work.

5.5.2 Further, factors that may also affect a participant's choice of mode were considered, such as: the number of cars/vans owned by a household, the tenure of the particular household, any other trips a person may need to make on their way to work and finally the distance between their home and work locations.

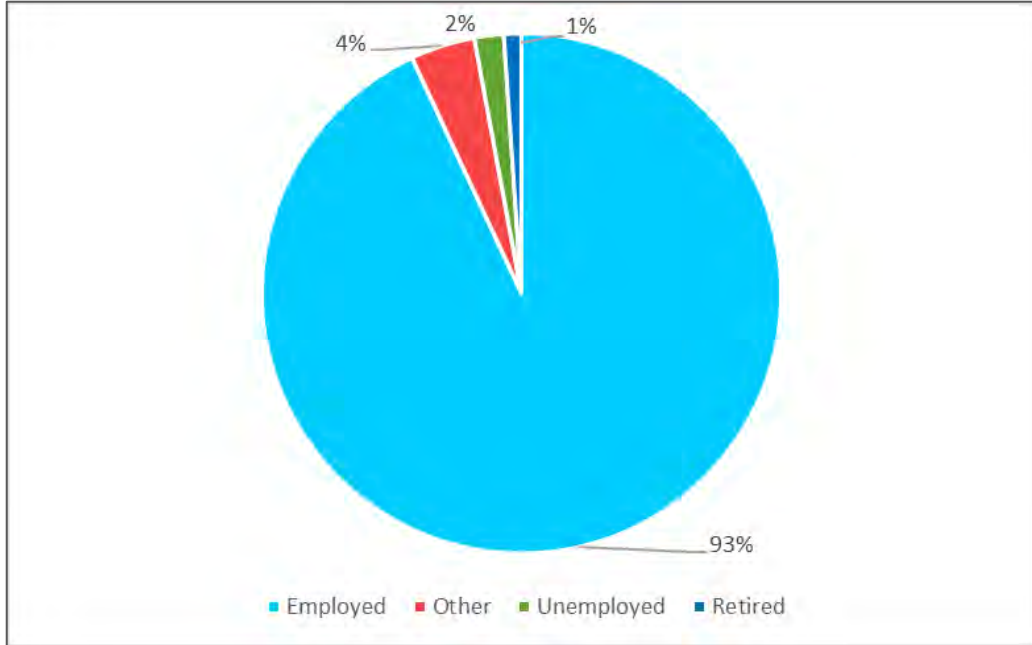
5.5.3 As the Figure below demonstrates, the majority of participants are around working age, with over 90% of participants falling between the ages of 18-65 and further to this, 75% of respondents fall with the age range of 25-54 years old.

Figure 5-1 Age of Residents



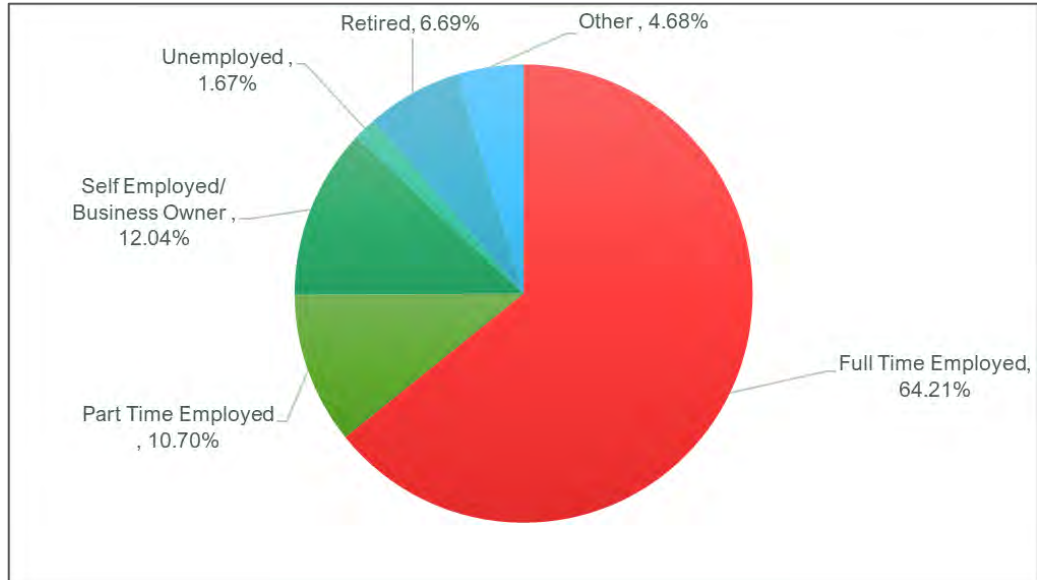
- 5.5.4 This is positive in terms of assessing the impact of traffic to and from Heyford Park on the local network during peak hours, as it is likely that the majority of people within this age range will be in employment in some form.
- 5.5.5 Indeed, this is evidenced by the survey results, which show that of those aged between 18 and 64, 93.1% of people were in some form of employment, with 1.8% of the people unemployed, and a further 1.1% were retired. The figure below shows the number of people who were aged between 18 and 64 (90.6% of all respondents as shown on Figure 5.1), and their employment status.

Figure 5-2 Employment Status of 18-64 Year Olds



- 5.5.6 However, it is good for the balance of assessing the impacts of the Heyford Park development on shopping and leisure, to have respondents outside of this range. Even though this is the main area of assessment, having people from outside this age range still gives rise to highlighting more general issues causing an increase in the number of car trips leaving the Heyford Park development.
- 5.5.7 As, [Figure 5.2](#) illustrates, the majority of all residents (64.21%) are in full time employment, with a further 10.70% in part time employment. Meaning that a majority of survey respondents are likely to regularly travel during peak hour periods which will help assess the impacts of the development on peak hours

Figure 5-3 Employment Status



5.5.8 It is noteworthy to mention that 6.2 % of residents at Heyford Park, both self-employed and employed, worked from home for all or at least some part of the week, which is shown in later analysis of residents’ travel behaviour at [Section 5.6](#) As such demonstrating a shift towards reducing the number of work journeys made.

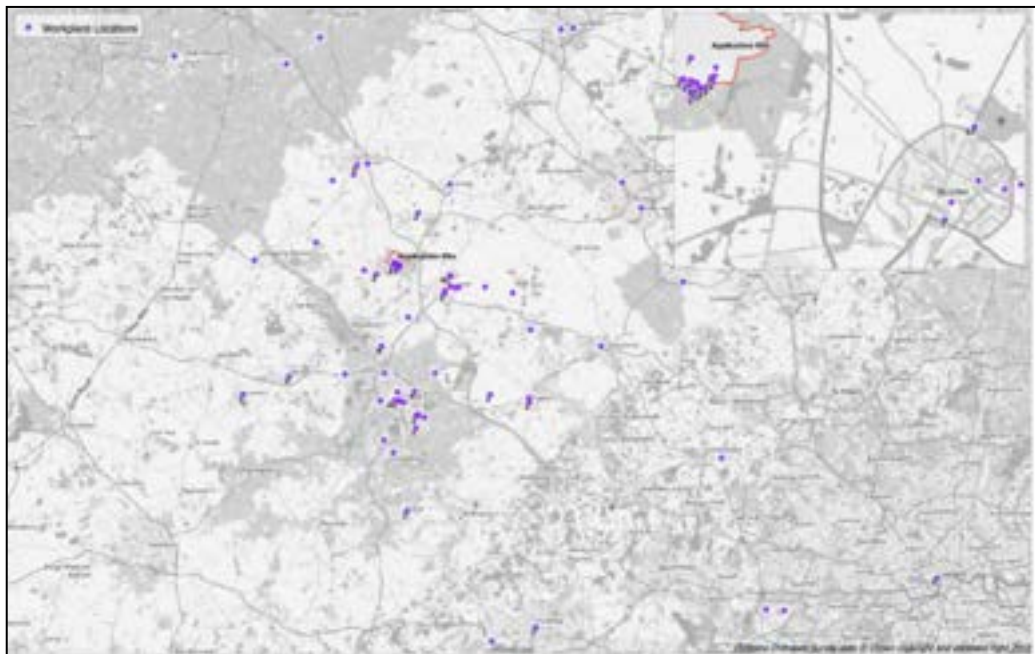
5.5.9 Allied to the above, in light of the current outbreak of COVID-19, most people are expected to work from home where possible. It is likely that, as a result of this existing situation, we will begin to see an upward trend in home working as more companies see the benefits it can create for themselves. Indeed, the numbers of home workers at Heyford Park is likely to increase over the next few years.

5.5.10 Therefore, proposals to include work space in the Village Centre would benefit both existing and future residents, and may encourage others to work remotely from their office more often if they are now not already doing so.

Resident's Daily Commute

5.5.11 As part of the Travel Survey, the postcode or location of each respondent was collected for each respondent in order to determine where people most travelled and can understand where travel plan initiatives would most be receipted. The Figure below provides a plot of residents' work location in relation to the site. It is shown to scale at [Appendix D](#).

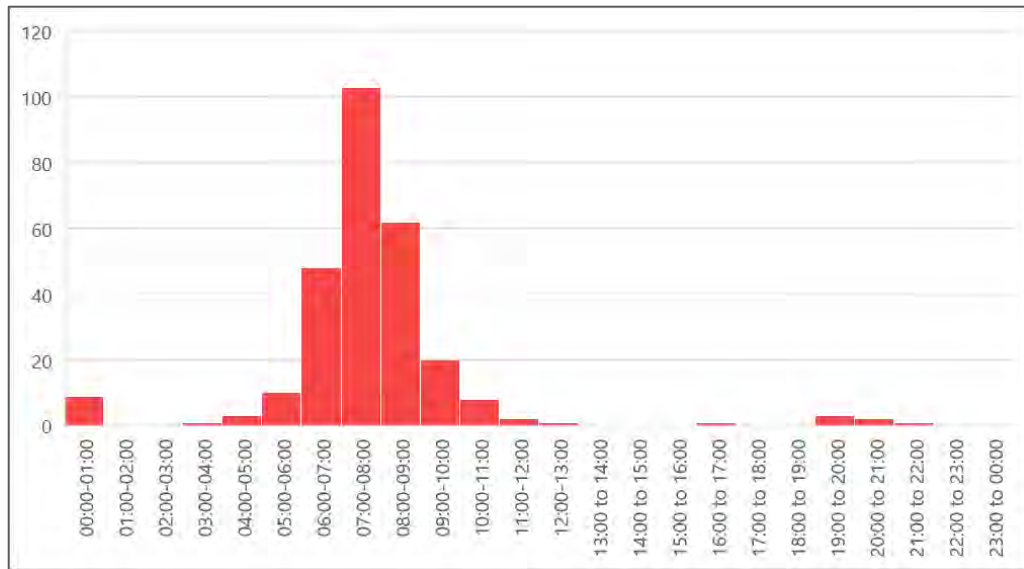
Figure 5-4 Work Location Plan



5.5.12 A significant cluster of respondents work in Bicester, which is around 5 miles from the site. Outside of this, a small clusters of survey respondents work in various towns and cities surrounding the site. [Figure 5.4](#) shows how the respondents are quite dispersed throughout Oxfordshire.

- 5.5.13 However, the Figure above also demonstrates that clusters exist in both Bicester and Oxford where the current bus services from the site operate between. However, it should be noted that there are plans to cease the operation of the service to Oxford. Indeed, the existing route to Bicester has a journey time 20 minutes, which is well below the average journey time in the south east, which has been identified earlier to be approximately 35-minutes, according to the Department for Transport.
- 5.5.14 Better dissemination of the above facts, alongside correct timetable and route information may encourage the use of this mode. Indeed, the promotion of the use of bus through incentives such as taster tickets may boost this mode share.
- 5.5.15 If improvements to timetables could be made, alongside the above, then it is anticipated that there would be an increase in travel by bus, as later analysis in this report finds that the existing bus timetable to be a main barrier to bus travel. This measure is something that would need to be discussed further with OCC and the relevant bus companies.
- 5.5.16 It is noteworthy to mention that a number of people (7 respondents, as shown on [Figure 5.4](#) and to scale at [Appendix D](#)) said they worked within the site, at BCA. For these people it is clear that walking or cycling to work would be a viable option. Indeed, the introduction of measures such as bike hire schemes and bike maintenance/cycle events may encourage those who work within a closer proximity to cycle to work.
- 5.5.17 Respondents were also asked to detail their usual departure times the first time they leave their homes in the morning to establish the peak traffic demand from the site and help form the Travel Plan initiatives. The survey found that the majority of people (77.7%) left their homes between 06:00 and 09:00hr and is shown on the figure below. These travel times are expected as they align with traditional peak travel times. Allied to this, the majority of people are travelling at times when public transport frequencies are at their greatest meaning that bus may represent a viable mode for at least some people.

Figure 5-5 Resident Usual Departure Times

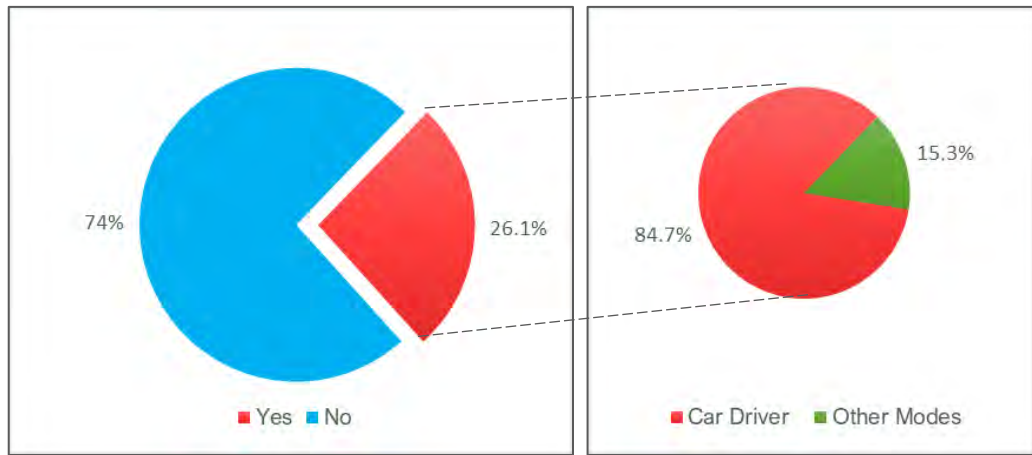


5.5.18 In order to assess whether there was a possibility for residents to use more sustainable modes of travel respondents were asked whether they had any additional stops to and from work. Approximately 26.1 % of respondents noted that they an extra stop on their way, with most of these being the school run or nurse drop offs. So, although it may not be possible for these people to choose a more sustainable mode of travel to work, they are already combining multiple journeys into one.

5.5.19 The majority of those of those who said that they had an additional stop noted that they were a car driver (86%) rather than used sustainable modes to get to work. It likely that most of these respondents will therefore continue to travel by car due to the commitments they have in the morning or evening. Indeed, it is accepted that around 22.1% (number of car drivers that have an additional stop) of the total mode share would remain as a car driver, regardless of sustainable travel initiatives.

5.5.20 The figure below illustrates the percentage of those who had an additional stop and of those that said yes, the percentage that drove to work.

Figure 5-6 Residents with Additional Stops on their Journey



5.6 Existing Travel Behaviour

Mode Share

5.6.1 Residents were asked about their usual mode choice and any external factors or barriers that influenced these travel behaviours.

5.6.2 The mode share for travel to work is shown in the Figure below. It can be seen that car travel accounts for the majority of trips (79.62%), either alone, or with someone else.

Figure 5-7 Resident Mode Share for Travel to Work



5.6.3 The current non-car mode share for residents at Heyford Park appears to be higher than previously anticipated, which is a good foundation for the site to reach the target mode share set out at Section 7. comparison with the 2011 Census Travel to Work from the MSOA: Cherwell 010 (E02005930), shown in the table below, illustrates that the survey results align with existing data, and have begun to reduce single occupancy use, as well as increase in home working. Aforementioned, an upward trend in home working in the future is likely and will benefit from measures targeted at this.

Table 5-1 2011 Travel to Work Mode Share Comparison

Mode of Transport	2020 Survey Mode Share	2011 Travel to Work (MSOA: Cherwell 010) Mode Share
Car Driver	76.6%	79.7%
Car Share Passenger	3.0%	4.5%
Bus	4.7%	3.3%
Train	5.0%	5.3%
Walk	3.3%	5.0%
Cycle	0.0%	1.2%
Other	1.0%	1.0%
Work from Home	6.4%	0.0%
Total	100.0%	100.0%

- 5.6.4 Although 56.52% of respondents travelled to work via single occupancy vehicle (Figure 5.7), it should be noted that an additional 23.1% already car share as either a passenger or driver. The fact that car sharing currently exists means that there is potential to increase this mode share further through Travel Plan initiatives. Especially as over 65% of those surveyed noted that they would be receptive to car sharing, to varying degrees, which is discussed further in Figure 5.23 of this report.
- 5.6.5 Results shown in Figure 5.7 above also found that public transport including the bus and train was used as the main mode of for some trips to work and accounted for 9.7% (train=5.02% + bus=4.68%) of all trips to work.
- 5.6.6 Although the baseline survey looks at how residents travel on the longest part of their journey, it is important to that secondary modes will be used in some situations. For example, when looking at train travel, residents must travel on the local highway network by another mode before getting the train. Although most respondents only noted their primary mode, some included a secondary mode too, and was the case for a number of residents who travel by train.
- 5.6.7 The figure below illustrates that 40% of respondents whose primary travel by train also drove alone, and 6.7% also took the bus. The remaining respondents did not note how they travelled to the station; however, the results suggest those travelling by train are likely to also impact onto the highway network. Thus, it is imperative that initiatives are also targeted at those travelling via train.

Figure 5-8 Number of Residents Travelling via Train

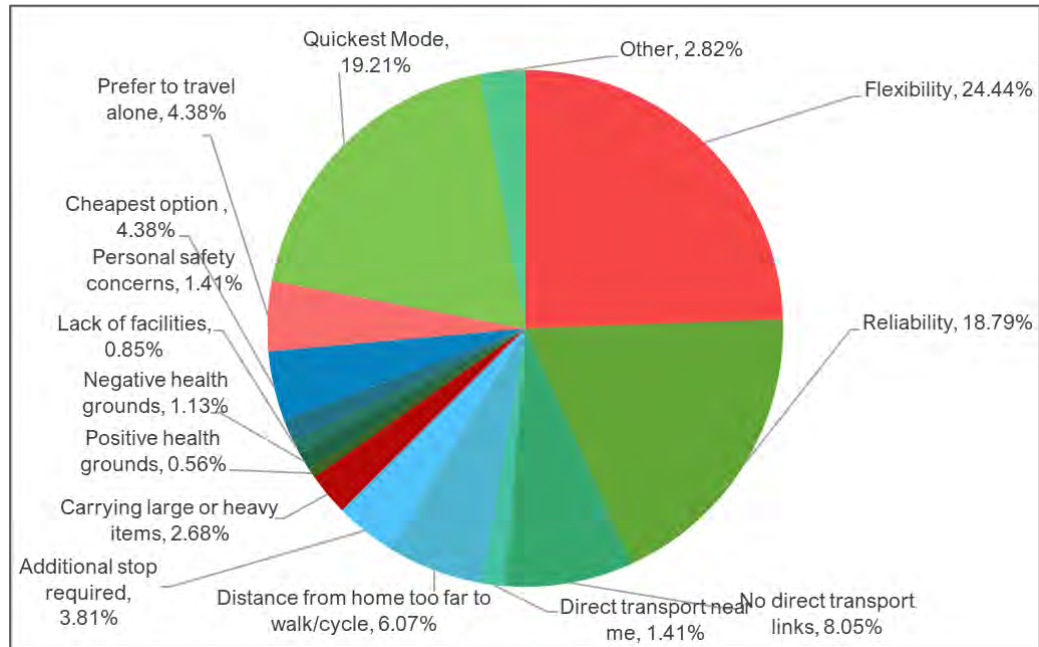


5.6.8 Although a large proportion of the population work in Bicester, which is within a reasonable distance for residents to cycle, none of those that were surveyed stated that they cycled to work. Section 5.6 explores the barriers that existing residents face in regard to cycling.

5.6.9 Respondents were asked to identify up to three reasons, that influenced the way they travel. Figure 5.7 below provides a visual representation of the responses. In summary it shows that:

- The majority of people stated that the main reasons for driving to the site was purely for ease, and that it's the quickest, most reliable and flexible way to travel.
- Many people thought that their home location created barriers which prevented them from choosing a more sustainable mode and so driving was seen as the only option.
- Around 21% of people that felt that there was no direct public transport near them and 15% thought that the distance between work and home was too great to walk or cycle.

Figure 5-9 Reasons for Choosing Main Mode



5.7 Current Restrictions on Mode Choice

5.7.1 Further to asking respondents to state their reasons for choosing their main mode of travel, respondents were also asked to identify any "mode barriers", that would prevent them from being able to travel using certain modes, if they did not already use a given mode of transportation. Respondents were asked to identify up to three barriers for each mode. The results for walking, cycling and public transport are detailed below.

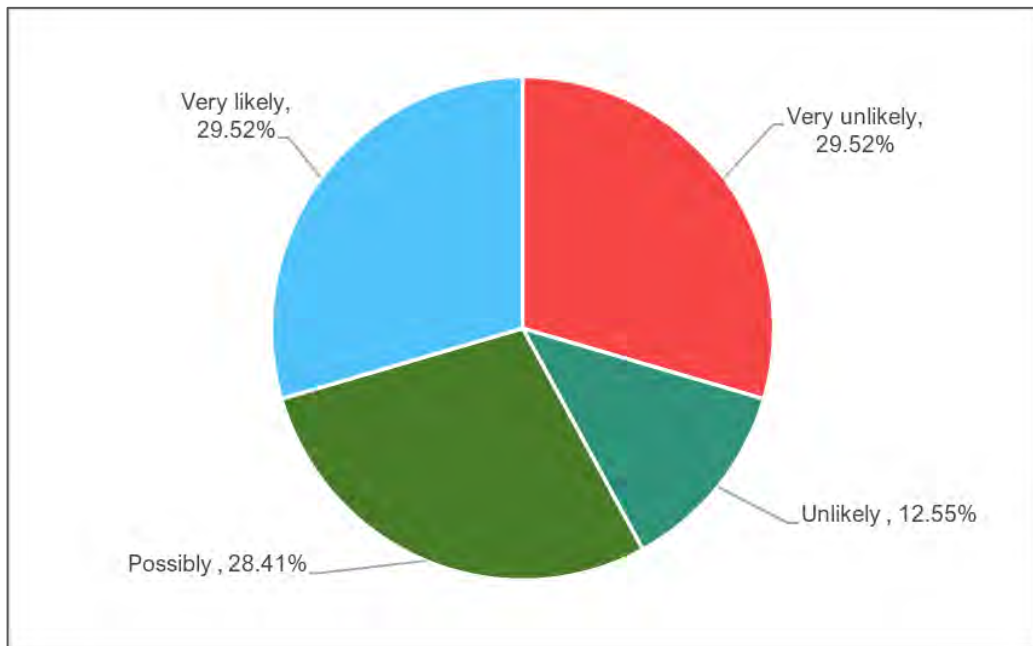
5.7.2 Alongside this, respondents were also asked how receptive they would be to using each of the above modes of travel. This enables us to gauge the general interest in each mode, with all mode barriers negated.

Walking

5.7.3 As Figure 5-7 identifies, only 3.58% of survey respondents walk to work, which is highly indicative of issues which prevent the majority of respondents from being capable of walking to work, however this may be due to the more physical nature of the mode of travel.

5.7.4 Ascertaining the general receptivity of respondents to walking as a mode of choice will show whether respondents are not walking to work due to mode restrictions or whether a lack of receptivity to walking is restricting the number of survey respondents walking to work. The Figure below identifies the receptivity of respondents to walking.

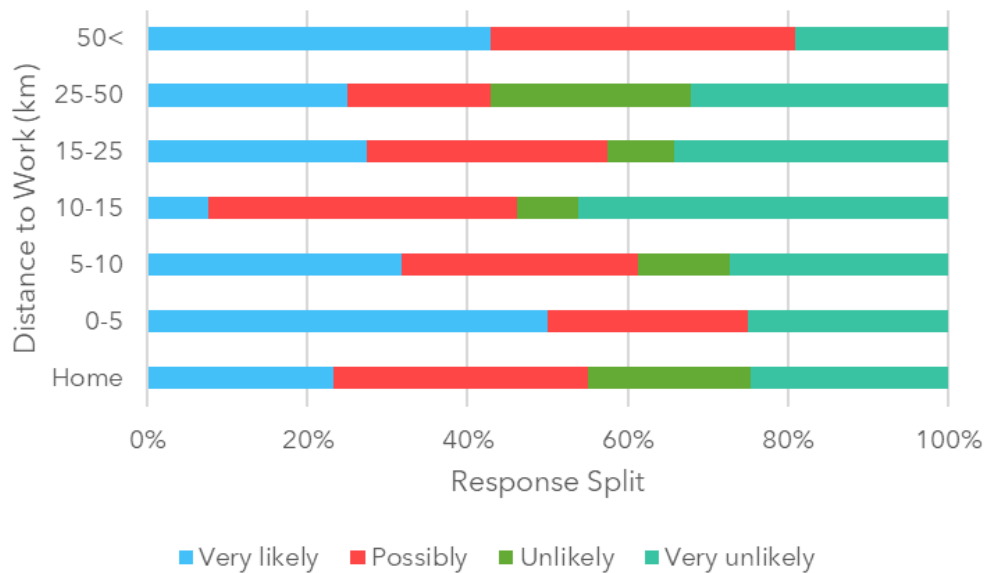
Figure 5-10 Receptivity to Walking



5.7.5 As Figure 5-10 demonstrates, over 57% of the population are at least open to the idea of walking, with 29.52% of respondents stating that they would be very likely to walk. This demonstrates that the real reason people must be reluctant to walk is due to mode barrier.

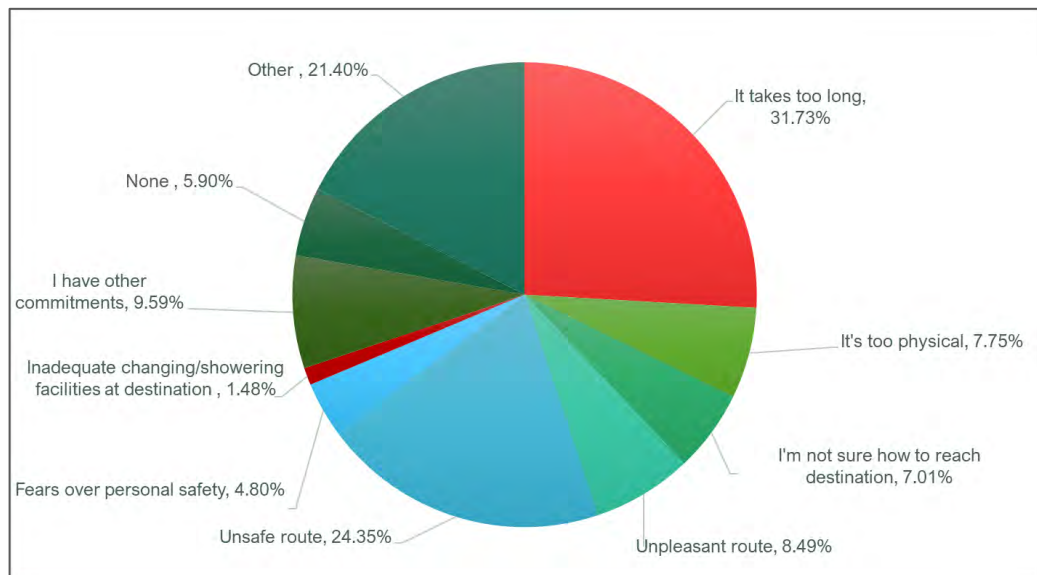
5.7.6 When cross-tabulating the receptivity to walk data with distance to work data, it is evident that many residents living within 5 kilometres of their workplace are very likely receptive to walking. However, the analysis also showed that amongst those who travelled furthest distances (to London) the receptivity to walking were very high as well. It is noteworthy that the question did not specify walk to work journeys, so these answers may reflect a receptivity to walking in general, or as a part of your journey (to and from train station and workplace etc.).

Figure 5-11 Receptivity to Walking by Distance to Work



5.7.7 Figure 5-12 details the distribution of each of the issues that prevent respondents in Heyford Park from walking to work.

Figure 5-12 Barriers to Walking



5.7.8 As the above figure demonstrates, the most common reasons for not wanting to walk to work are that it takes too long to get to work and people feel as though their route to work is too unsafe.

5.7.9 Hence, the only real way to ensure more people walk to work would be to internalise employment at the site and encourage home working.

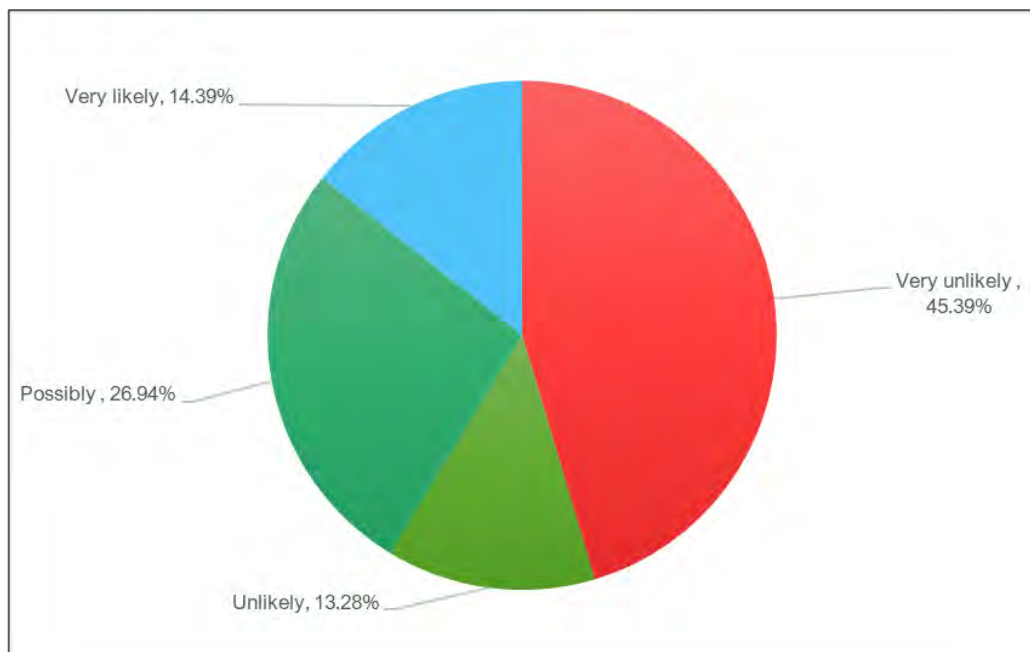
5.7.10 Allied to the above, 21.1% of people responded to this question with 'other', and the majority of these mentioned that there were no facilities within walking distance, namely the Sainsburys supermarket which was not yet open at the time of the survey.

Cycling

5.7.11 **Figure 5.13** demonstrates that cycling is a similarly unpopular mode of travel amongst the survey respondents; with none of the respondents using cycling as their main mode of travel to work.

5.7.12 This contrasts to the results for receptivity to cycling, in which over 40% of respondents claim that they would possibly or very likely travel by bike if possible. The results are shown below.

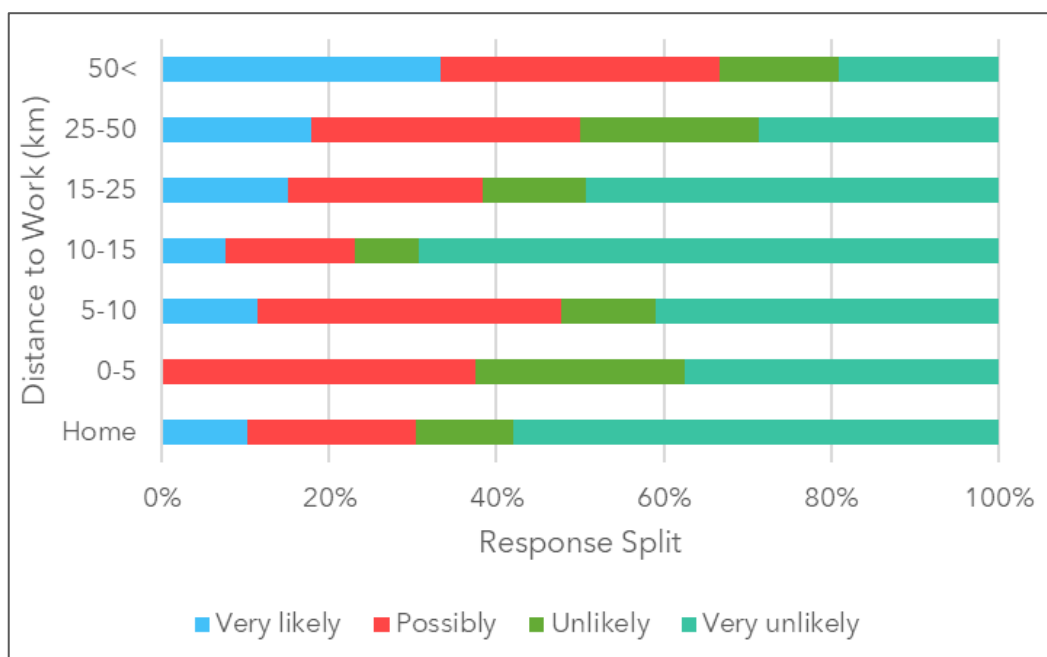
Figure 5-13 Receptivity to Cycling



5.7.13 As the **Figure 5-13** demonstrates, a proportion of people are receptive to cycling, with more than 14% of people stating that they would be very keen to cycle, if possible. This indicates that there are further issues preventing the residents of Heyford Park from cycling to and from work.

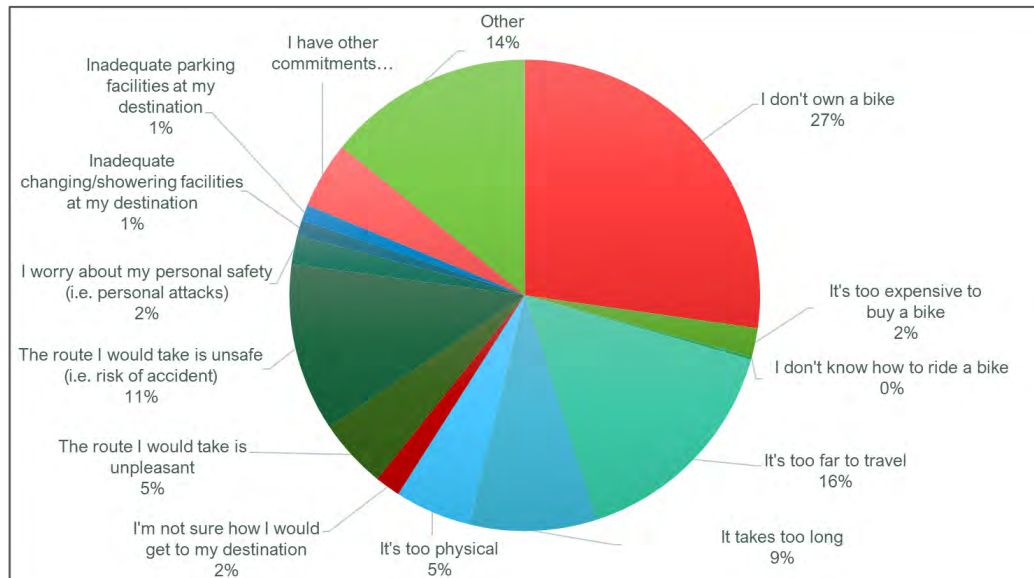
5.7.14 Cross-tabulation of the receptivity to cycle data and distance to work data, shown in [Figure 5-14](#), indicates that the respondents' workplace location had little impact on their perception of cycling. Similar to the walking analysis, the group travelling furthest were the most receptive to cycling, but this may indicate a general openness to travel by bike in general, and not necessarily as a mode of transport to work.

Figure 5-14 Receptivity to Cycling by Distance to Work



5.7.15 To analyse the reasons for this, respondents were asked to identify their top three reasons for not cycling. The results are shown in [Figure 5-15](#)

Figure 5-15 Barriers to Cycling



5.7.16 As Figure 5-15 identifies, the biggest factors attributing to the residents of Heyford Park not cycling to work are that the residents do not own bikes, it is too far to cycle, and the route is considered to be unsafe.

5.7.17 As with the recorded barriers to walking, cycling is limited for the residents of Heyford Park due to the unsafe nature of the roads surrounding the site and the lack of direct routes to Bicester. In order to combat barriers relating to road safety, the developer is working with the Local Authority to improve cycle connectivity between Heyford and Bicester.

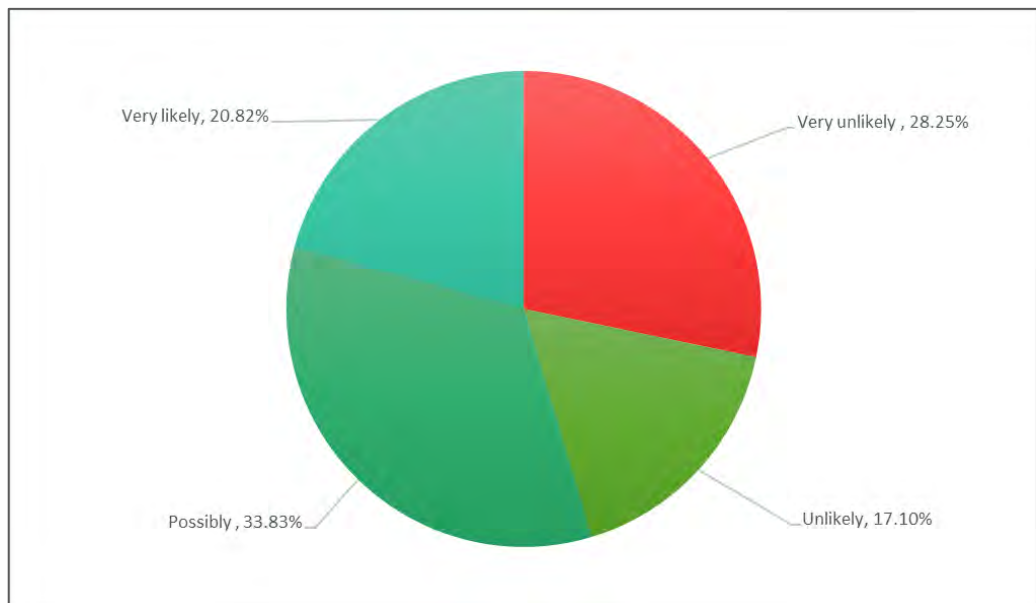
5.7.18 Residents appear to perceive cycling as unviable due to distances being too far to travel, however the centre of Bicester could be reached within 30-minutes via bike. The Travel Plan can seek to address these perceptions by improving awareness of cycle distances and times throughout various communication and marketing. Full details of marketing and communications is included at Section 9..

5.7.19 Schemes that would help reduce the cost of bikes could improve this situation. As could introducing more industry to the site itself so that people would not need to travel to Bicester frequently for work.

Public Transport

5.7.20 Figure 5-7 demonstrates that less than 10% of people use public transport as their main mode of transport to work. The Figure below shows how receptive people are to using public transport.

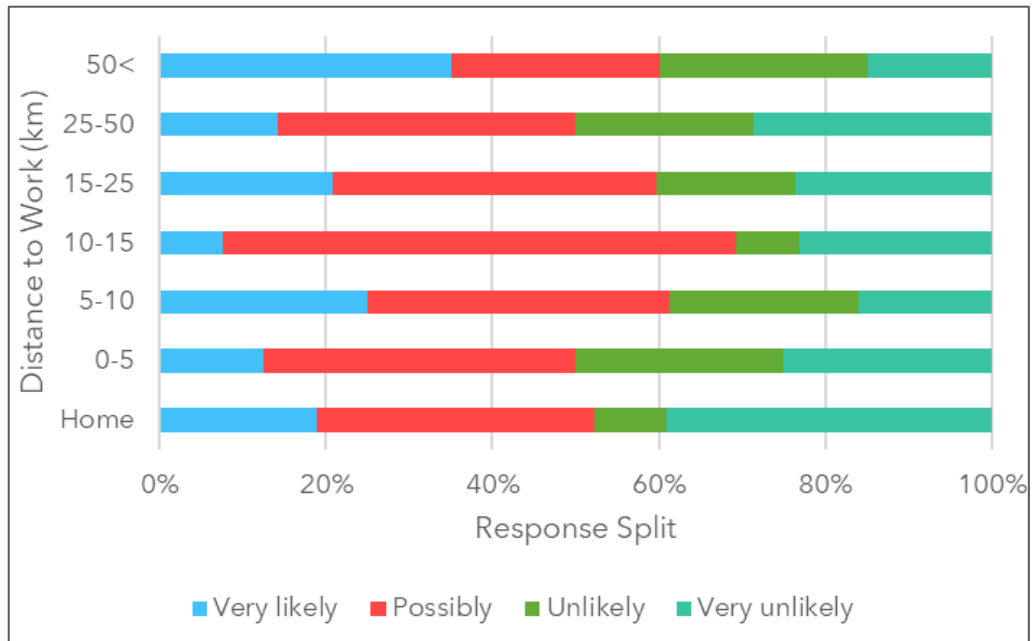
Figure 5-16 Receptivity to Using Public Transport



5.7.21 As Figure 5-16 demonstrates, over 55% of survey respondents are receptive to public transport, making the 10% of survey respondents who do use public transport seem comparatively very low. Consequently, it is considered likely that external factors must be influencing peoples' decision to not use public transport.

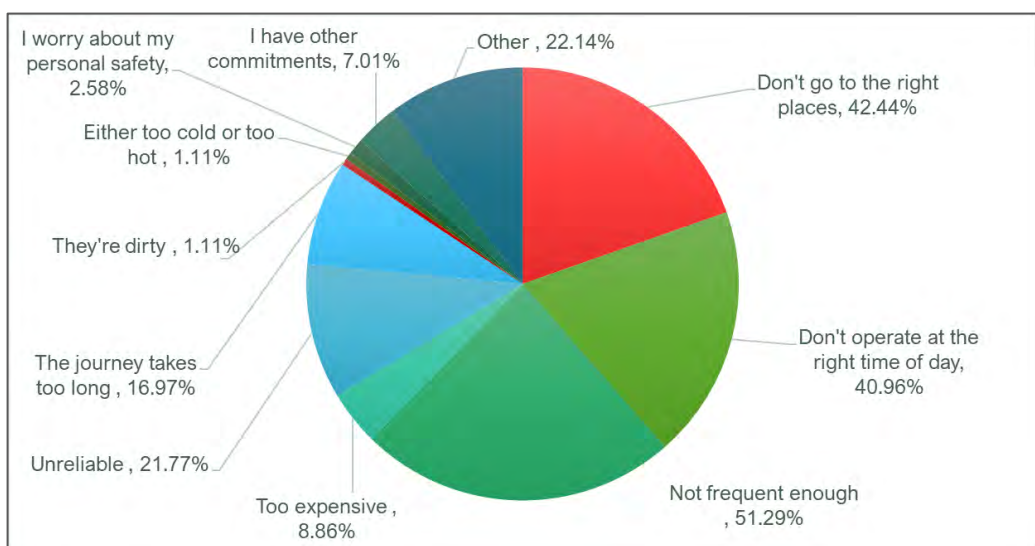
5.7.22 Cross-tabulation of the receptivity to using public transport data and workplace travel distance, shown in Figure 5-17, presents an even receptivity of public transport use regardless of distance travelled.

Figure 5-17 Receptivity to Using Public Transport by Distance to Work



5.7.23 Figure 5-18 demonstrates some of the contributing factors that may be limiting the uptake of bus usage amongst residents.

Figure 5-18 Barriers to Public Transport



5.7.24 Hence, the main reasons for not travelling by public transport amongst survey respondents are; the services are not frequent enough, the services do not operate at the right time of day and the services do not go to the right places.

5.7.25 Many comments at the end of the survey highlight that bus and trains in the area are not frequent enough.

5.7.26 This suggests that improving the frequency of bus services is pivotal in reducing the dependency on cars for residents in Heyford Park. This seems to correlate with the issues described previously at Section 4 and the rationale for focusing on a high frequency service to a single destination.

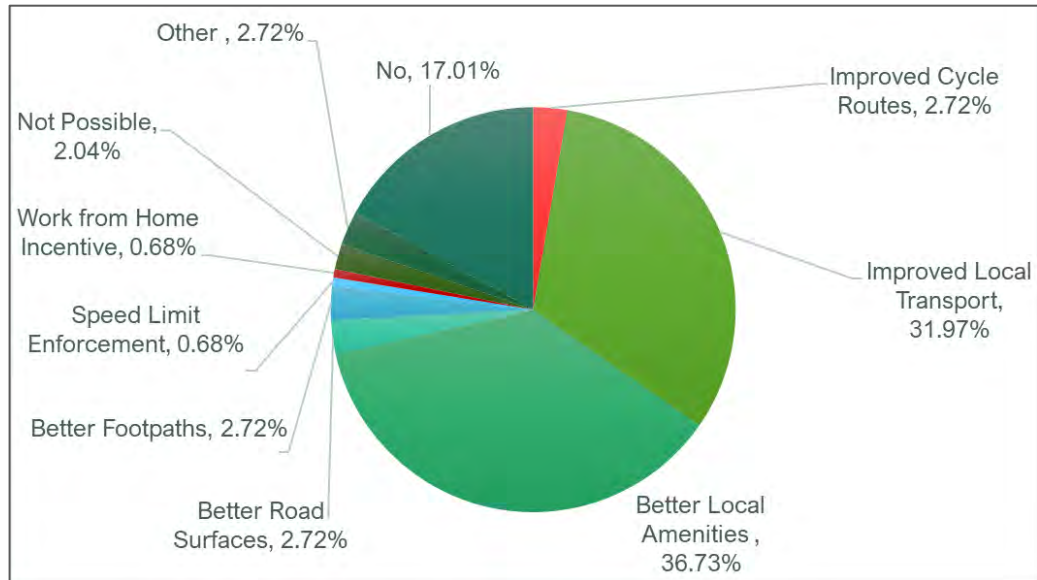
5.8 Identification of Travel Plan Initiatives

5.8.1 As part of the Travel Survey residents were asked to identify changes or initiatives that would encourage them to choose the following sustainable modes of travel and similarly were asked to what extent they would be receptive to travelling by each mode:

- Walking;
- Cycling;
- Public Transport; and
- Car Sharing.

5.8.2 Firstly, the Figure below sets out the most important factors that residents felt would reduce single car dependency which will help indicate which measures would be more receptive. Indeed, it demonstrates that better local amenities and improved local transport were most important to them.

Figure 5-19 Factors to Reduce Car Dependence



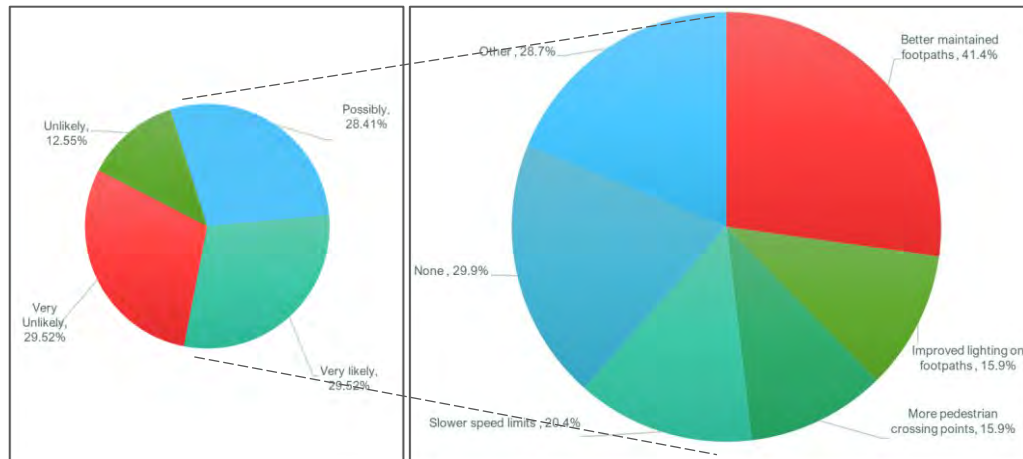
5.8.3 Residents were asked to choose up three changes, if any, that would most encourage them to use each mode of transport. For the purpose of analysis, a summary of the results is presented in following Figures.

5.8.4 In order to properly understand how people would respond to different travel plan initiatives, the data of those who would be receptive to each mode has been analysed. It is those respondents who would be most likely to make a change in travel behaviour and so analysing their needs specially is of value. By doing so removes the results of people who are unlikely change their current mode choice.

Walking

5.8.5 The figure below shows that 58% of respondents said that they would be receptive to walking should it be possible, and it goes onto illustrate how this proportion of people responded to walking initiatives.

Figure 5-20 Changes to Encourage Walking to Those Who Are Receptive to It



5.8.6 'Better maintained footpaths' was the most popular initiative that residents felt would encourage them to walk.

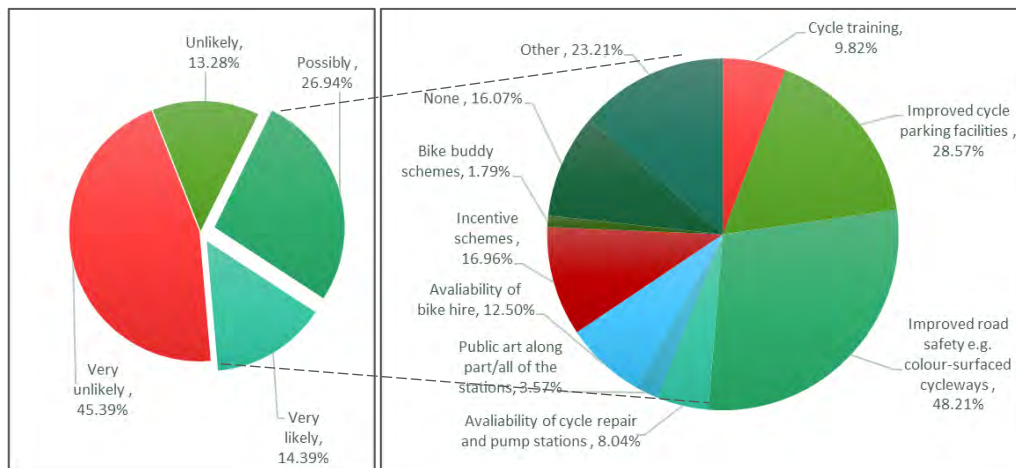
5.8.7 28.7% people answered with 'other' and most of these went on to specify that they would be encouraged to walk more if there were more amenities and facilities within walking distance. This suggests that there is a general willingness to reduce the number of trips made by car in favour of walking and there will be an increase of internal trips made on foot as the site continues to develop.

5.8.8 It is anticipated that, once the Village Centre is completed and opened, a proportion of some trips for shopping or leisure purposes for example, will be carried out on foot as opposed to in the car - or where car may be used this may be undertaken as part of a chained trip. Indeed, once final wearing courses have been put down on the roads around, alongside additional walking routes around Heyford Park as the site develops, it will make for a more appealing atmosphere for residents to make these journeys via non-car modes.

Cycling

5.8.9 In terms of cycling, the most popular initiatives for the residents that were receptive to this mode, include increased road safety such as cycle lanes and street lights, as well as more cycle changing facilities and lockers at work and secure cycle parking facilities. The results are shown on the Figure below.

Figure 5-21 Changes to Encourage Cycling to Those Who Are Receptive to It



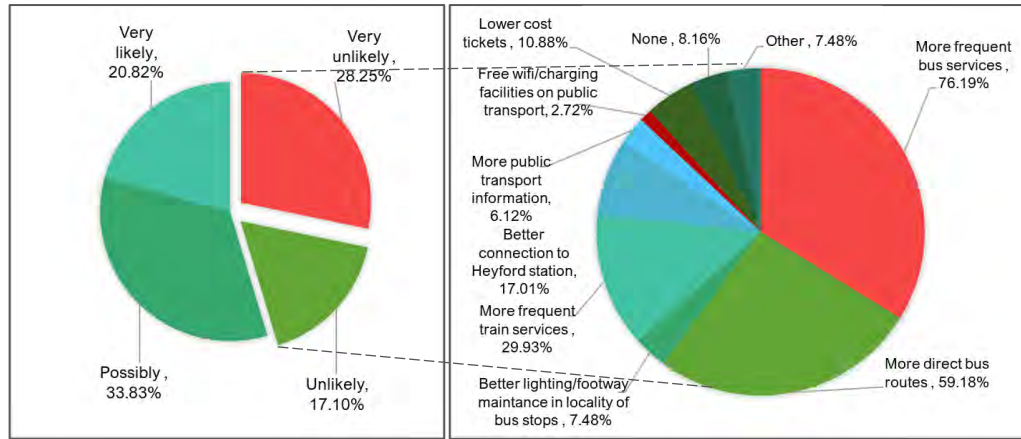
5.8.10 The results also show that 23.2% of people chose the non-standard 'other' response with most of these mentioning dedicated cycle paths as they would provide a safer and more enjoyable route in the vicinity of the site.

5.8.11 The improvement of road safety and the implementation of dedicated cycleways is an external initiative and would need to be co-ordinated with Dorchester and implemented by the Local Authority. However as mentioned earlier, these discussions are underway to improve cycle connectivity between Bicester and Heyford which should improve residents' perceptions of road safety in terms of cycling.

Public Transport

5.8.12 As mentioned earlier, residents were highly receptive to using public transport, however felt that significant changes were needed before they could shift to this travel mode. The most popular initiatives include more frequent bus services, quicker and direct bus routes.

Figure 5-22 Changes to Encourage Travel by Public Transport to Those Who Are Receptive to It



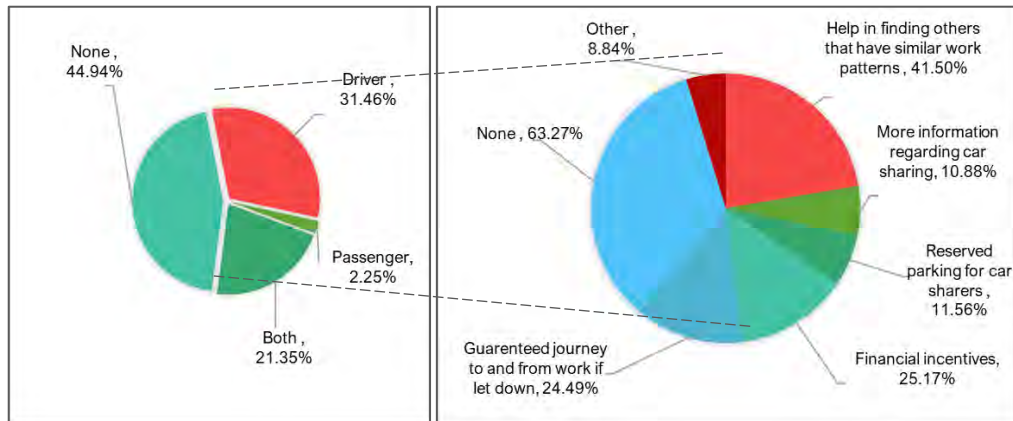
5.8.13 Some of these initiatives would need to be discussed with local bus companies and cost of implementation would be considered against the relative benefit they offer. However, discussions have already begun to start operating a more frequent bus service between the village and Bicester after the funding for the existing service ceases. It is likely to be phased from an hourly service to every 15-minutes. Further information on these initiatives is provided in [Section 9](#).

Car Sharing

5.8.14 In terms of car sharing, approximately 45% of existing residents would be prepared to car share, with 31.5% of total respondents being happy to be the driver, and 21.4% happy to drive or be the passenger.

5.8.15 The most popular initiative relating to car sharing related to having help in finding car share partners, although all initiatives returned positive results. All initiatives will be explored and considered within Section 5.

Figure 5-23 Changes to Encourage Car Sharing to Those Who Are Receptive to It



5.8.17 Allied to the above, a further 9.2% of people choose 'other' and detailed further information on their views on car sharing. For example some said that they would want to know the other person on a personal level, and several others saying that it would not be suitable to car share for journeys to and from work but would be prepared to do it for other journeys such as shopping. These results show that there is a genuine opportunity for the TPC to work with the local community at Heyford Park in order to promote car sharing as a key initiative to further reduce the level of car use at the site.

5.8.18 The results illustrate that a willingness to car share exists and with the correct tools and information, there is potential to shift away from single occupancy vehicles. Indeed, it is concluded that a dedicated website would be useful and will be explored fully at [Section 9](#) of this report.

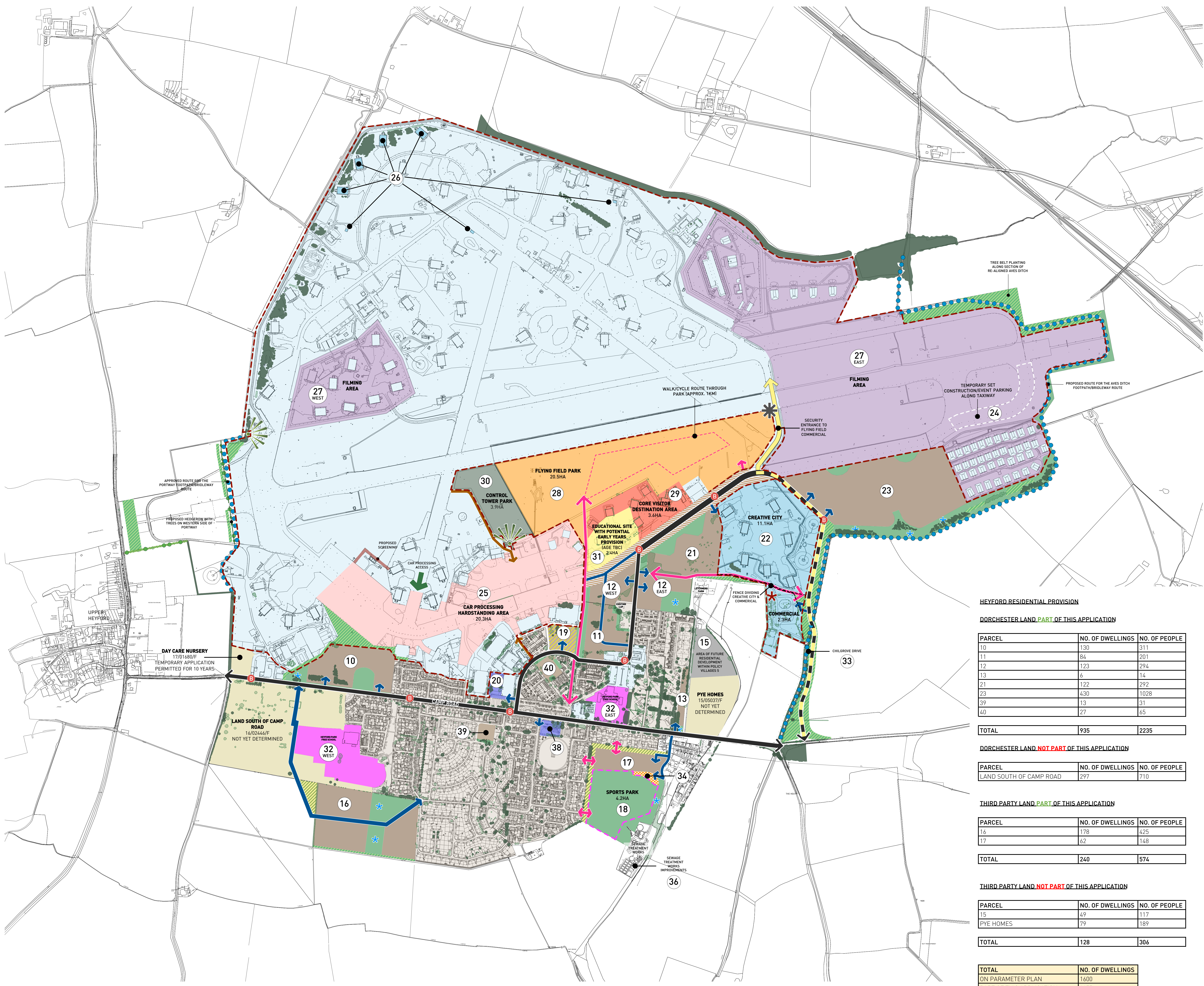
5.8.19 As identified in [Figure 5.5](#) the many people leave Heyford Park within a similar timeframe demonstrates that there is potential for car sharing for some of the population for a variety of trips. Indeed, further discussion of car sharing is needed and explored at [Section 9](#).

5.9 Summary

- 5.9.1 Results obtained from the Travel Survey have allowed comprehensive analysis of existing and future travel behaviour to be undertaken.
- 5.9.2 Results show high level of single occupancy car mode share. However, it is clear that residents' perceptions of travel do not necessarily match their potential travel options.
- 5.9.3 Therefore, the above analysis has concluded that there is a realistic scope to reduce the level of single occupancy car travel to and from the site. This can be achieved through the awareness of sustainable travel modes available as well as the introduction of initiatives to encourage non-car travel and implementing improvements in both public transport and service infrastructure.
- 5.9.4 The key findings of the survey, that will influence future travel plans for this site are as follows;
- Heyford Park is currently a car dependent site, with over 56% of commuters driving to work alone, and similarly for shopping or leisure purposes as the site does not currently provide suitable amenities for residents – albeit the dependence on car is less than was anticipated at the start of this study;
 - Although walking to work is not viable for most of the population, dependencies on cars within Heyford Park are likely to reduce as the site continues to develop and the internalisation of trips will increase;
 - In order to increase uptake of trips by bicycle safer, dedicated paths are needed as currently there is no way for those living onsite to gain access to Bicester safely, this is a big concern for a lot of respondents surveyed;
 - A main barrier to cycling was that many residents did not own a bicycle and was unlikely to be something that they were going to purchase. Offering bicycle hire at the site alongside tasters to residents would mean they would be able trial cycling without large upfront costs;

- A large proportion of respondents live within the bus catchments however a very small amount travel using this mode. Results show residents would positively react to changes made to the existing service and more frequent bus routes would enable people who live in Heyford Park to commute to work by bus;
- Car share opportunities have a lot of potential in this area, by introducing Car Share schemes, more people may use this a main mode of travel to work;
- Currently a proportion of residents' work from home, and it is likely that in the long term, businesses will adapt to increase home working for their staff due to the present COVID-19 crisis. It is important that working space is made available on the site so that residents have a suitable working area away from home should they wish to; and
- More education and better dissemination of information regarding sustainable travel is imperative to help reduce single occupancy vehicles. On the whole residents were genuinely positive towards sustainable travel should it be viable for them, however often lacked the knowledge of how to shift away from the car.

Appendix A
Heyford Park Composite Parameter Plan



PROPOSALS KEY

LAND USE

- EXISTING BUILT DEVELOPMENT/PROPOSALS
- EXISTING COMMERCIAL AREAS
- EXISTING APPLICATIONS WITHIN MASTERPLAN AREA
LAND SOUTH OF CAMP ROAD, VILLAGE CENTRE NORTH, DAY NURSERY & PYE HOMES
- RESIDENTIAL
- CREATIVE CITY / COMMERCIAL
- CAR PROCESSING
- MIXED USE
- FLYING FIELD PARK
- CORE VISITOR DESTINATION AREA
- EDUCATIONAL SITE WITH POTENTIAL EARLY YEARS PROVISION
(AGE TBC) INCLUDING NEW BUILDING
- ANCILLARY OPEN ACTIVITY SUCH AS PARKING
- FILMING ACTIVITY AREA
- HEYFORD FREE SCHOOL SITES
TO BE EXTENDED/EXPANDED
- UP TO 60 EXTRA CARE DWELLINGS (CLASS C2/C3)
0.9HA
- AREA FOR COMMUNITY USES
- CONTROL TOWER PARK
- GREEN INFRASTRUCTURE
INCLUDING CHILDREN'S PLAY AREAS

GREEN INFRASTRUCTURE

- STRATEGIC LANDSCAPE BUFFER
- COMMUNITY ORCHARD / ALLOTMENTS
- SPORTS PARK
- APPROXIMATE LOCATION OF ATTENUATION AREAS
- PROPOSED SCREENING
- VIEWPOINT ACROSS SITE
- EXISTING VEGETATION
SUBJECT TO DETAILED TREE SURVEY
(CLASS 'C' HATCHED GREEN)

ACCESS & MOVEMENT

- BUS ROUTE, VEHICLE ACCESS & FOOTWAYS
- PRIMARY VEHICULAR ACCESS
- PRIMARY HGV ACCESS
- MAINTENANCE ACCESS
- PRIMARY PEDESTRIAN / CYCLE ROUTES
WHERE NOT IN ASSOCIATION WITH VEHICLE ACCESS
- PRIMARY CAR PROCESSING ACCESS
- SECONDARY COMMERCIAL ACCESS
- POTENTIAL BUS STOP LOCATIONS
- FOOTPATH/BRIDLEWAY ROUTE

OTHER

- SECURITY FENCE
- PARCEL NUMBER
- OBSERVATION TOWER & ZIPWIRE
- APPROXIMATE LOCATION OF ENERGY INFRASTRUCTURE / FACILITY

HEYFORD RESIDENTIAL PROVISION

DORCHESTER LAND PART OF THIS APPLICATION

PARCEL	NO. OF DWELLINGS	NO. OF PEOPLE
10	130	311
11	84	201
12	123	294
13	6	14
21	122	292
23	430	1028
39	13	31
40	27	65
TOTAL	935	2235

DORCHESTER LAND NOT PART OF THIS APPLICATION

PARCEL	NO. OF DWELLINGS	NO. OF PEOPLE
LAND SOUTH OF CAMP ROAD	297	710

THIRD PARTY LAND PART OF THIS APPLICATION

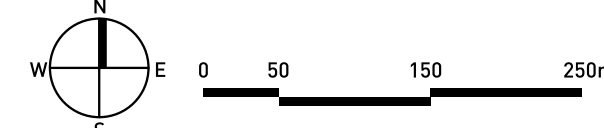
PARCEL	NO. OF DWELLINGS	NO. OF PEOPLE
16	178	425
17	62	148
TOTAL	240	574

THIRD PARTY LAND NOT PART OF THIS APPLICATION

PARCEL	NO. OF DWELLINGS	NO. OF PEOPLE
15	63	117
PYE HOMES	79	189
TOTAL	128	306

TOTAL	NO. OF DWELLINGS
ON PARAMETER PLAN	1600
PART OF THIS APPLICATION	1175
NOT PART OF THIS APPLICATION	425

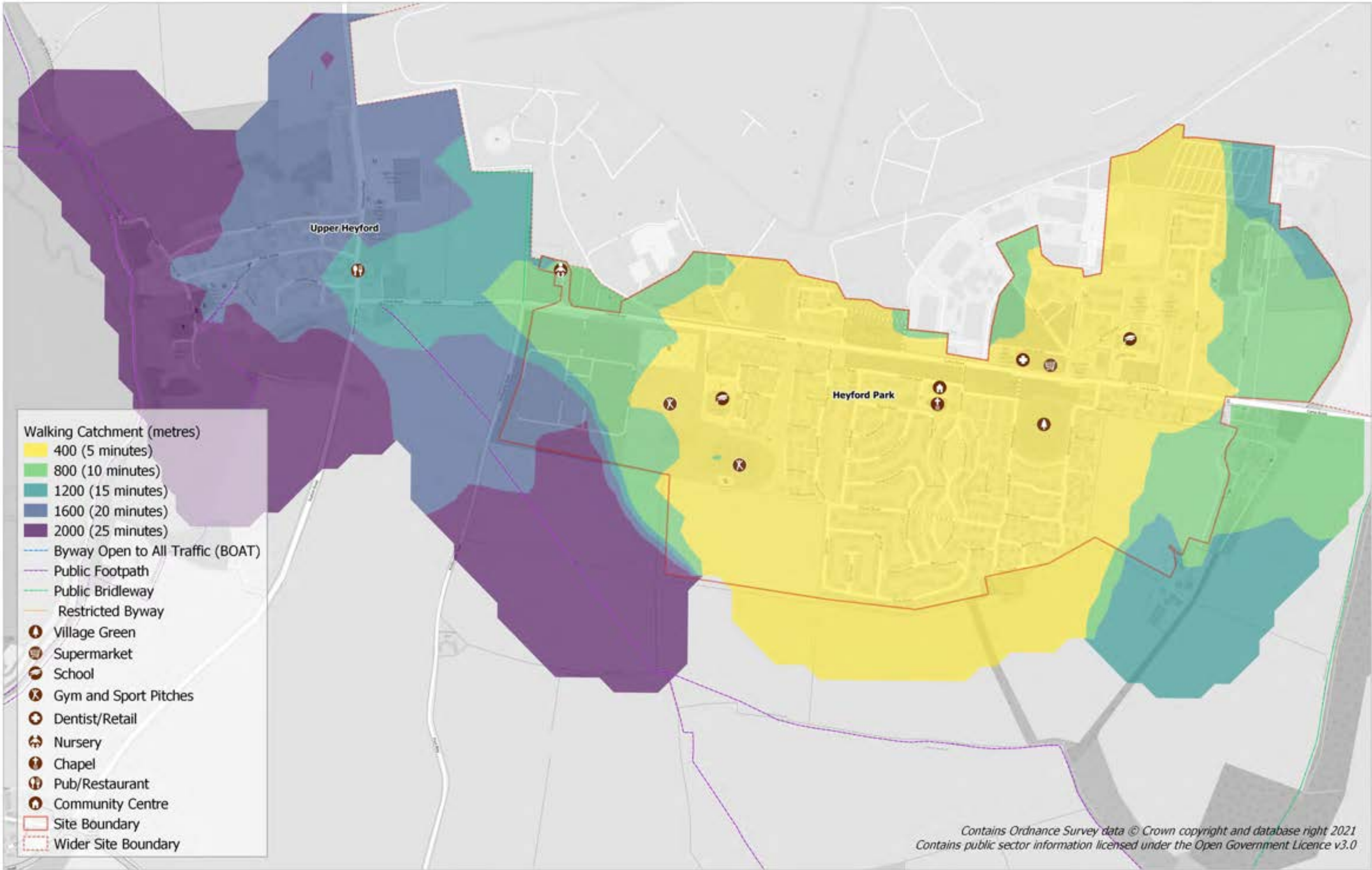
NOTE: NO. OF PEOPLE IS BASED ON 2.39 PERSONS PER DWELLING

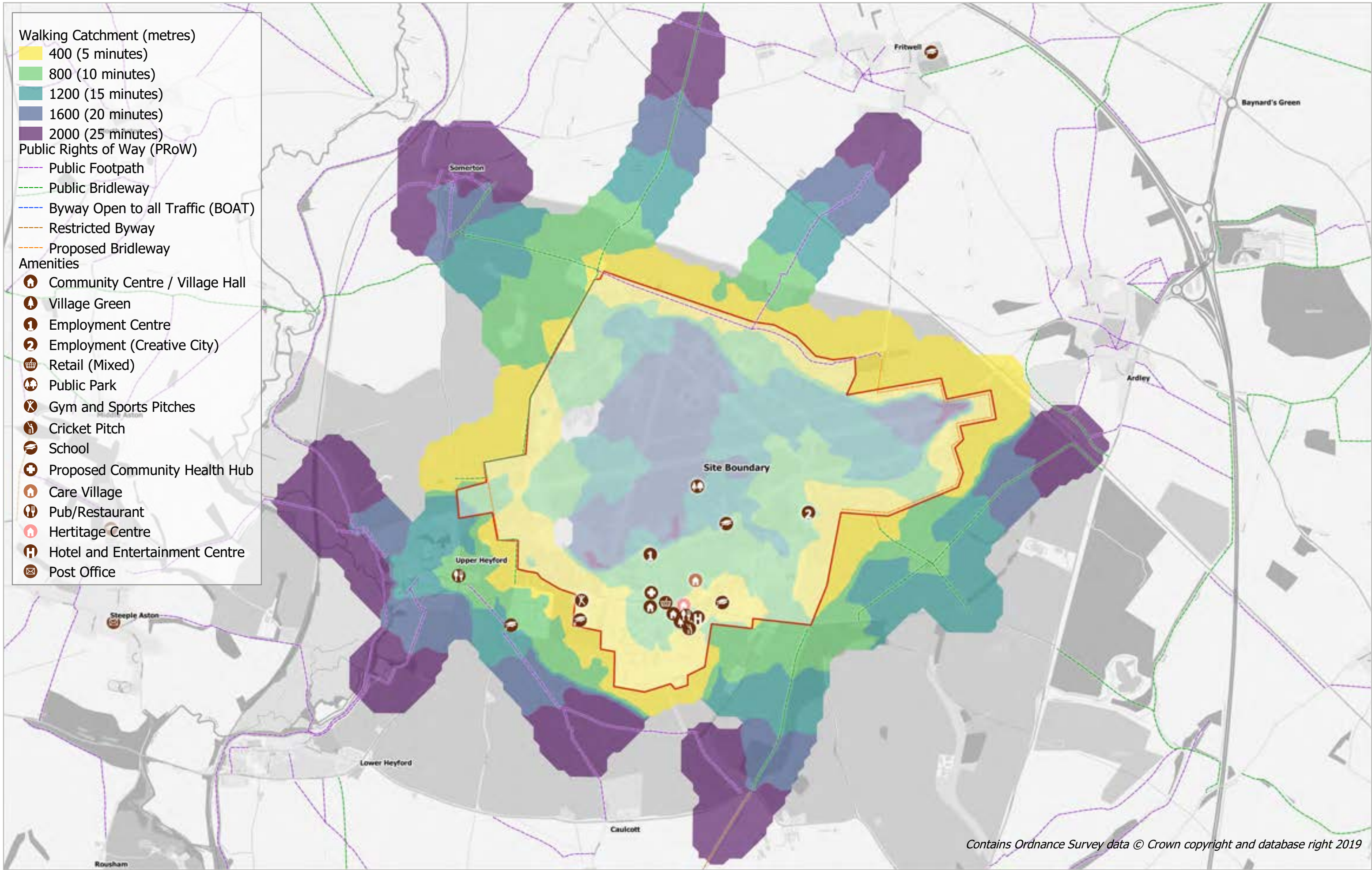


HEYFORD PARK - COMPOSITE PARAMETER PLAN

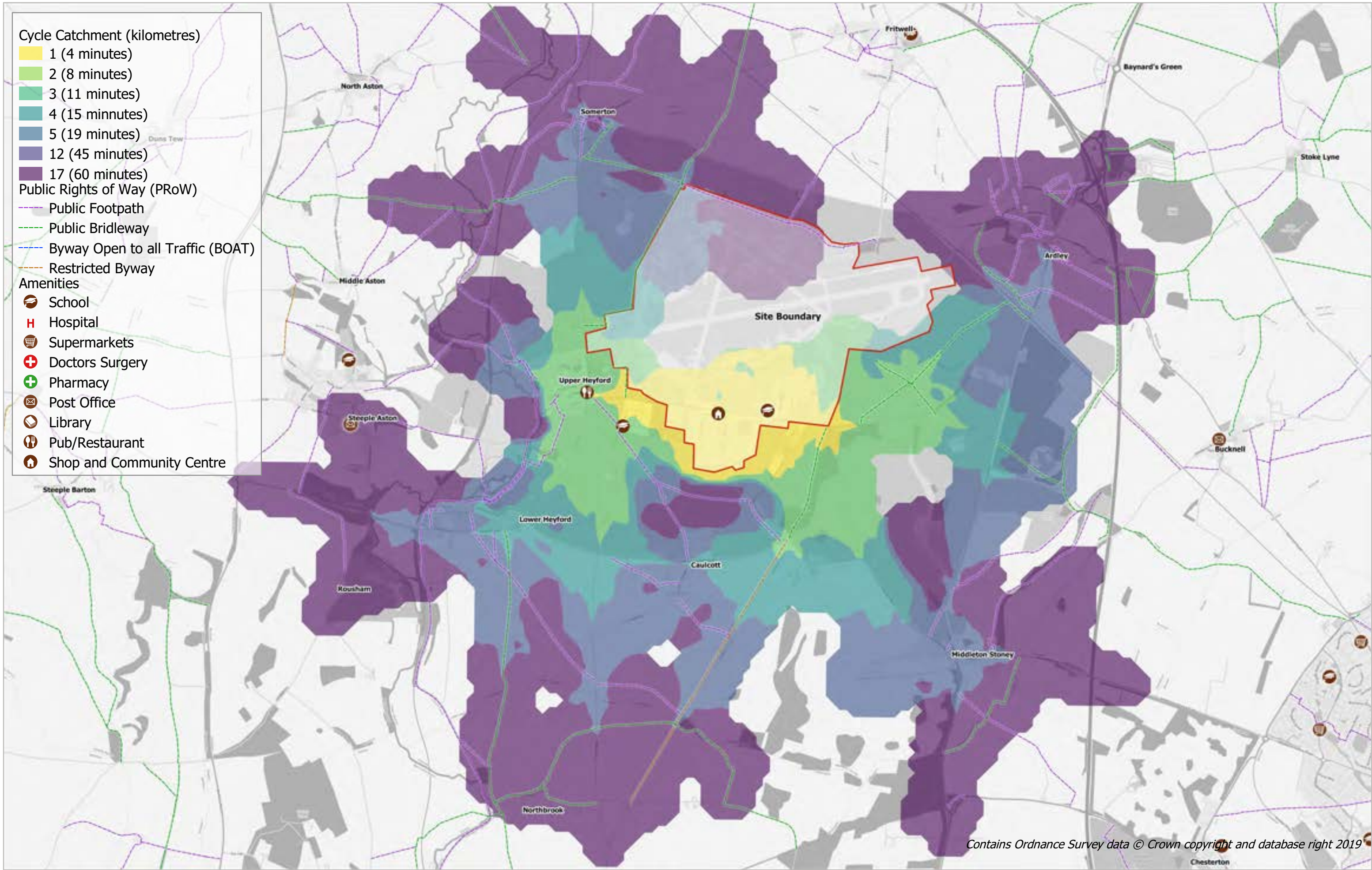


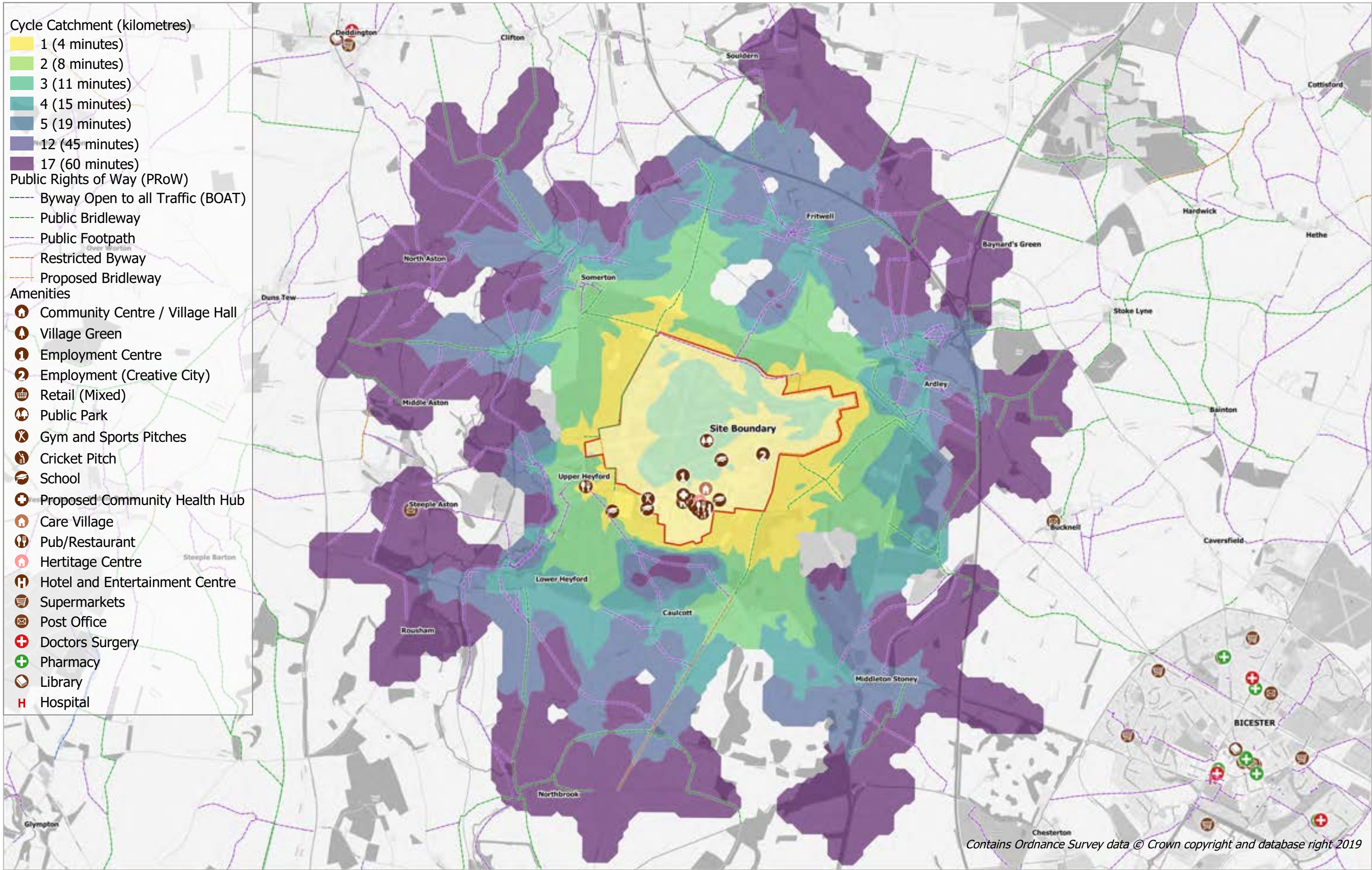
Appendix B
Accessibility Catchments



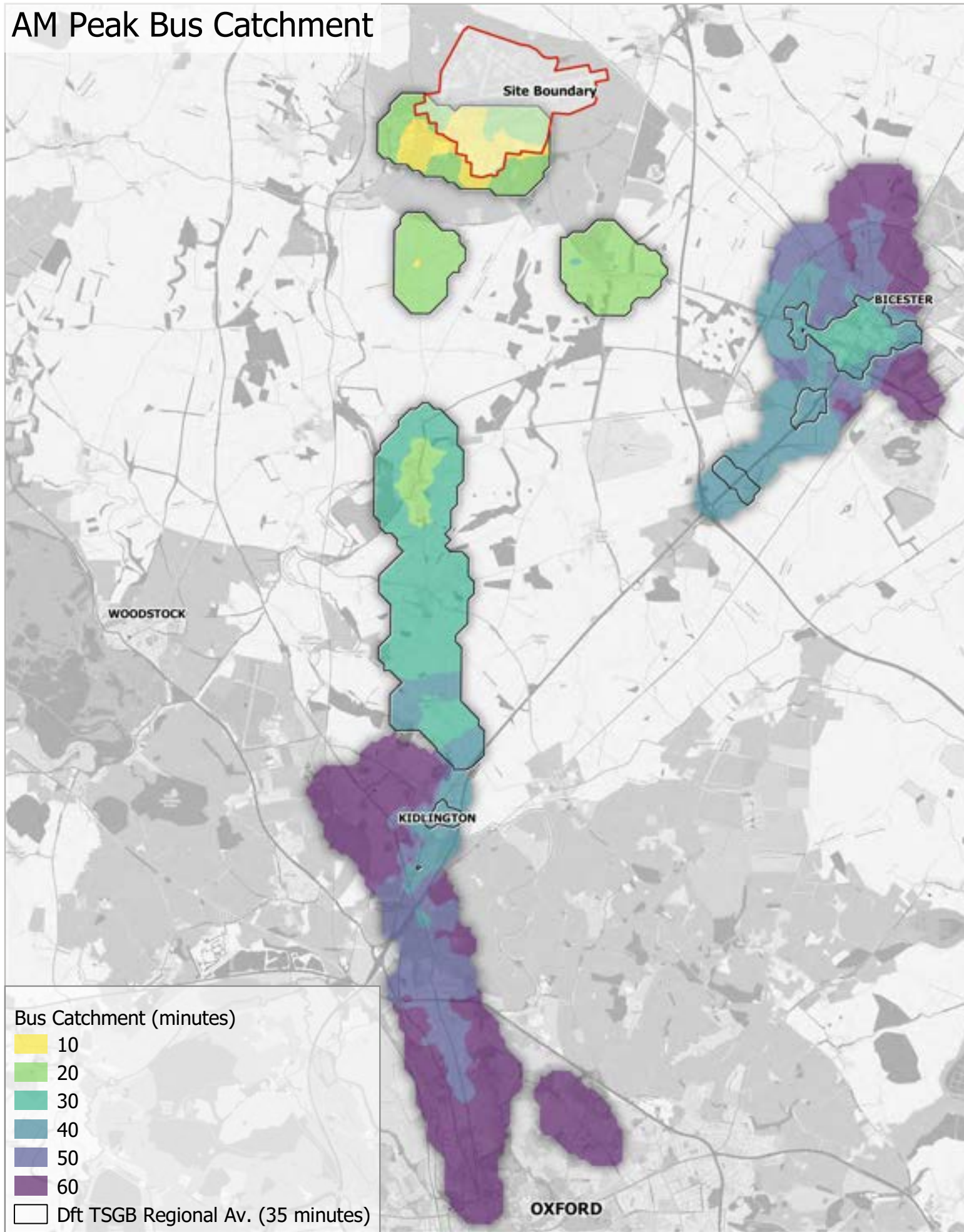


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AM Peak Bus Catchment

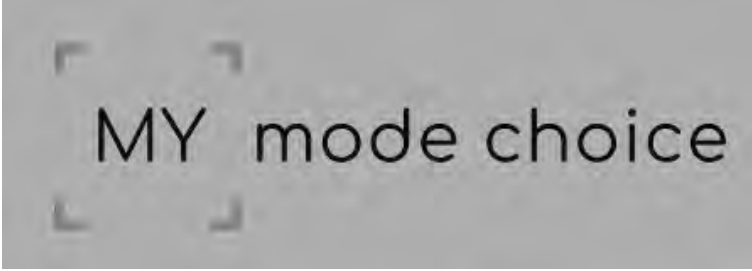


PM Peak Bus Catchment



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Appendix C
Travel Survey Questionnaire and Results

The logo for 'MY mode choice' features the text 'MY mode choice' in a clean, sans-serif font. The 'MY' is in a larger, bold font size compared to 'mode choice'. The text is centered within a light gray rectangular background that has four small corner brackets, suggesting a frame or a selection box.

Heyford Park, Bicester - February 2020

Thank you for participating in this important survey!

This survey is being conducted by 'MY mode choice'; a new company established to research and identify ways in which we can make a positive move towards more sustainable travel choices.

We are currently researching existing travel behaviours and future travel opportunities within your area.

The survey should take around 10-minutes to complete.

To thank you for your time, your details will automatically be added to our prize draw to win upon completion. (Note that incomplete surveys will not be entered into the price draw.)

- 4x £25 shopping vouchers.

Thank you for taking the time to complete this survey.



Heyford Park, Bicester - February 2020

About You and Your Home

* 1. Please provide your contact details below

Name	<input type="text"/>
House Number / Name	<input type="text"/>
Street Name	<input type="text"/>
Postal Code	<input type="text"/>
Phone Number (for prize draw only)	<input type="text"/>

* 2. Your age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

* 3. Please confirm your current employment status.

- Full Time Employed
- Part Time Employed
- Self Employed / Business Owner
- Unemployed
- Retired
- Other (please specify)

* 4. How long have you lived at your current address?

Months

Years

5. Is your present home:

(tick one box only)

- Owner occupied / Owned outright
- Owner occupied / Mortgaged
- Rented from a Private Landlord
- Other (please specify)
- Rented from a Housing Association
- Accommodation comes with the job

* 6. How many cars or vans are available for your household to use?

MY mode choice

Heyford Park, Bicester - February 2020

Your Current Travel Patterns

* 7. What is the postcode of your place of work? If you work from home put work from home (please use town/city if you can't remember postcode)

Postcode or Town/City if
not known

* 8. Typically, what time do you leave your house in the morning for your daily commute?

Time

Time

AM/PM

hh	mm	-	▾
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9. Do you have any additional stops to and from work? e.g. school run, going to the gym etc.

No

Yes (please specify)

* 10. What is your usual main mode of travel for the following:

(main mode means the mode which you travel furthest on during your journey)

	Work	Shopping	Leisure	Education
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car share as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car share as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive a car alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scooter / Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What are your main reasons for using your main mode? (Tick up to three reasons that are most important to you)

- More flexible than other modes
- More reliable than other modes
- No direct public transport near me
- Direct transport near me
- Distance from home too far to walk/cycle
- Additional stop off on the way e.g. taking children to school/going to the gym
- Carrying large or heavy items to and from the car
- Positive health reason e.g. improves fitness
- Negative health reasons e.g. mobility difficulties
- Lack of facilities at work e.g. showers/changing facilities
- Personal safety concerns with other modes
- Cheapest option
- Prefer to travel alone
- Takes the quickest amount of time
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Walking

* 12. What are the main reasons you don't walk? If you already walk, are there any barriers? (Please choose up to 3 reasons that are most important)

- | | |
|--|--|
| <input type="checkbox"/> It's too far | <input type="checkbox"/> The route I would take is unsafe (i.e. risk of accidents / lack of crossing points) |
| <input type="checkbox"/> It takes too long | <input type="checkbox"/> I worry about my personal safety (i.e. risk of personal attacks) |
| <input type="checkbox"/> It's too physical | <input type="checkbox"/> Inadequate changing / showering facilities at my destination |
| <input type="checkbox"/> I'm not sure how I would walk to my destination | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> The route I would take is unpleasant | <input type="checkbox"/> None |
| <input type="checkbox"/> Other (please specify) | |

* 13. To what extent would you say you would be receptive to travelling by foot?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 14. Which of the following changes would encourage you to walk for journeys in the local area? If you already cycle what changes would you like to see? (Choose up to 3 reasons which are most important to you)

- Better maintained footpaths
- Improved lighting on footpaths
- More improved pedestrian crossing points
- Slower speed limits
- None
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Cycling

* 15. What are the main reasons you don't cycle? If you already cycle, are they any barriers? (Please choose up to 3 reasons which are most important to you)

- | | |
|---|---|
| <input type="checkbox"/> I don't own a bike | <input type="checkbox"/> The route I would take is unpleasant |
| <input type="checkbox"/> It's too expensive to buy a bike | <input type="checkbox"/> The route I would take is unsafe (i.e. risk of accident) |
| <input type="checkbox"/> I don't know how to ride a bike | <input type="checkbox"/> I worry about my personal safety (i.e. personal attacks) |
| <input type="checkbox"/> It's too far to travel | <input type="checkbox"/> Inadequate changing / showering facilities at my destination |
| <input type="checkbox"/> It takes too long | <input type="checkbox"/> Inadequate parking facilities at my destination |
| <input type="checkbox"/> It's too physical | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> I'm not sure how I would get to my destination | |
| <input type="checkbox"/> Other (please specify) | |

* 16. To what extent would you say you would be receptive to travelling by bike?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 17. Which of the following changes/measures might encourage you to cycle for journeys in the local area? If you already cycle what changes would you like to see? (Choose up to 3 reasons which are most important to you)

- | | |
|--|--|
| <input type="checkbox"/> Cycle Training | <input type="checkbox"/> Availability of bike hire |
| <input type="checkbox"/> Improved cycle parking facilities | <input type="checkbox"/> Incentive schemes |
| <input type="checkbox"/> Improved road safety e.g. Additional signage for cyclists/
Colour-surfaced cycleways | <input type="checkbox"/> Bike buddy schemes |
| <input type="checkbox"/> Availability of public cycle repair and pump station(s) | <input type="checkbox"/> None |
| <input type="checkbox"/> Public art along parts / all of the route | |
| <input type="checkbox"/> Other (please specify) | |

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Public Transport

* 18. What are the main reasons you don't use public transport? If you already use public transport, are there any barriers? (Choose up to 3 reasons which are most important to you)

- | | |
|---|---|
| <input type="checkbox"/> They don't go where I need them to | <input type="checkbox"/> The journey takes too long |
| <input type="checkbox"/> They don't operate at the right times of day | <input type="checkbox"/> They're dirty |
| <input type="checkbox"/> They're not frequent enough | <input type="checkbox"/> They're either too cold or too hot |
| <input type="checkbox"/> They're too expensive | <input type="checkbox"/> I worry about my personal safety (i.e. personal attacks) |
| <input type="checkbox"/> They're unreliable | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> Other (please specify) | |

* 19. To what extent would you say you would be receptive to travelling by bus?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 20. Which of the following changes/initiatives would most encourage you to use public transport for your journey to work? If you already travel by public transport what would you most like to see? (Choose up to 3 reasons which are most important to you)

- More frequent bus services
- More direct bus routes
- Better lighting/footway maintenance between bus stops and your home
- More frequent train services
- Better connection between Heyford Station and your home
- Other (please specify)
- More public transport information
- Free Wi-Fi/charging facilities on public transport
- Lower cost tickets
- None

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Car Sharing

Car sharing is an arrangement in which two or more people travel together in one car to and from work. There can be one designated driver or the passenger and driver can rotate the responsibility.

* 21. To what extent would you say you would be receptive to car sharing in your local area?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 22. Would you be prepared to be:

- The driver
- The passenger
- Both
- None

* 23. Which of the following would most encourage you to car share? If you already car share which would you most like to see? (Choose up to 3 reasons which are most important to you)

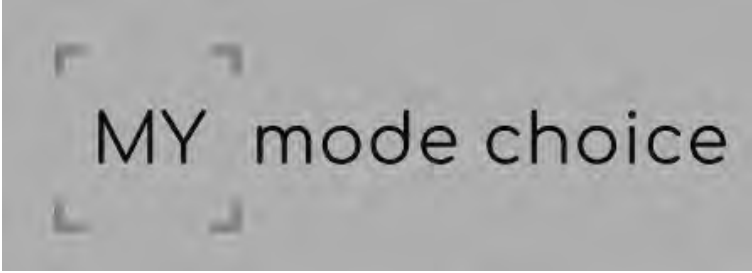
- Help in finding car share partners that have similar work patterns
- More information regarding car sharing e.g. benefits and cost savings
- Reserved parking for car sharers
- Financial incentive for car sharers
- Guaranteed journey to and from work if let down by car sharer
- None
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

24. Are there any other changes that would make it easier to reduce the number of journeys you make by car?

25. Do you have any other comments, questions or suggestions that may be relevant?

The logo features the text "MY mode choice" in a clean, sans-serif font. The word "MY" is in a larger, bold font, while "mode choice" is in a smaller, regular font. The text is centered within a light gray rectangular background. There are four small, dark gray corner brackets (top-left, top-right, bottom-left, bottom-right) surrounding the text, suggesting a selection or focus area.

MY mode choice

Heyford Park, Bicester - February 2020

THANK YOU SO MUCH!

You have now completed the survey and your details have been entered into our prize draw!

You'll hear from us by phone or email if you are a winner!

How many cars or vans are available
Response

- 2
- 2
- 1
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National	5:30 AM	No				
Bicester	8:00 AM	No				
witney	6:20 AM	No				
Bicester	7:30 AM	No				
Oxford	6:30 AM	No				
Cowley	5:15 AM	No				
Ox2 0qs	7:30 AM	No				
Oxford	6:00 AM	No				
Bicester	7:30 AM	No				
Bicester	7:00 AM	Yes (please specify)	Gym on site			
Oxford	7:30 AM	No				
Blocks	8:00 AM	No				
Crawley	6:00 AM	No				Work
Oxford	6:45 AM	No				
Ox4	8:00 AM	No				
Rentakill	7:00 AM	No				
Bicester	8:30 AM	No				
Cowley	6:45 AM	No				
BCA	6:30 AM	No			Work	
Various	7:00 AM	No				
Ox255tt	9:00 PM	No				
Retired	9:00 AM	No				
Bicester	7:00 AM	No				
Reading	6:45 AM	Yes (please specify)	Sometimes shopping on way home		Education	
Oxford	7:30 AM	No				
bca	7:50 AM	No			Work	
Everywhere	8:30 AM	Yes (please specify)	Wildlife			
Witney	7:40 AM	No				
NN1 5DG	6:15 AM	No		Leisure	Leisure	Shopping Leisure
retired	11:30 AM	No				
Ox25 Str	8:00 AM	Yes (please specify)	Takes eldest child to school			
Retired	8:45 AM	Yes (please specify)	Pick grandkids up			
MK11SU	7:00 AM	No				
Oxford	8:15 AM	No				
Retired	12:45 PM	No				Shopping Leisure
Serbces	4:30 PM	No			Education	
oxford	7:30 AM	Yes (please specify)	gym in the morning			
Northampton	8:00 AM	No				
Steeple Aston	8:00 AM	Yes (please specify)	Drop children off			
Bicester	7:30 AM	No				
Bicester	7:30 AM	No				
Kiddlington	7:30 AM	Yes (please specify)	School drop offs or breakfast club			
Banbury	8:00 AM	No				
Oxford	7:00 AM	No			Education	
london	6:30 AM	No				Work
Bicester	5:30 AM	No				
OX2 6PY	5:30 AM	Yes (please specify)	Drop foster daughter at Oxford parkway station			
Retired	8:30 AM	Yes (please specify)	Shopping			
Ox26	8:00 AM	No				
Work from home	10:00 AM	Yes (please specify)	Route to pick up supplies			
Home	10:00 AM	No				
Bicester	7:00 AM	No				
Bicester	7:30 AM	No				
Banbury	7:45 AM	No				
Central oxford	7:00 AM	Yes (please specify)	Kids to school			
Breckley	6:00 AM	No				
Oxford	6:40 AM	No				
Kidlington	7:30 AM	No				
bicester	8:10 AM	No				
Didcot	7:30 AM	No				
bicester	8:00 AM	No				
Bambury	8:00 AM	No				
Kidlington	7:00 AM	No				
Kidlington	7:30 AM	No				
Kidlington	7:30 AM	No				
Hayford	7:30 AM	No				
Bicester	7:30 AM	Yes (please specify)	School run			
Bicester	7:15 AM	No				
Oxford	7:30 AM	No				
Ox25	7:30 AM	No				
Oxford	6:45 AM	Yes (please specify)	Baby sitter			
Various	5:30 AM	No				
bicester	7:45 AM	No				
Ox25 5tf	9:00 AM	No				
Oxford University	6:45 AM	Yes (please specify)	Pick up a friend			
Bicester	10:00 AM	No				
Ox25 5aa	8:00 AM	Yes (please specify)	Children to school			
Na	12:00 AM	No				
Oxford	9:00 AM	No				
Hayford	8:00 AM	No				
Ox26	6:45 AM	No				
Oxford	6:30 AM	No				
Oxford	6:30 AM	No				
Various	7:00 AM	No				
Various	6:30 AM	No				
banbury	7:30 AM	No				
Home	12:00 AM	No				
All over	8:00 AM	No				
Oxford	12:00 AM	No				
Thatcham	7:00 AM	Yes (please specify)	Gym and shopping sometimes			
Oxford	7:30 AM	No				
Bicester	6:30 AM	No				
Retired	12:00 AM	No				
Oxfordshire	8:45 AM	No				
Oxford	7:00 AM	No				
Ox75hz	6:55 AM	No			Work	
Reading	5:30 AM	Yes (please specify)	Gym		Leisure	Leisure

Airbase	9:20 AM	No				
Oxford	8:00 AM	No		Work		
Ox43lx	7:30 AM	Yes (please specify)	Nursery			
Milton Keynes	7:30 PM	Yes (please specify)	School			
Home	8:30 AM	No				
Heathrow	7:00 AM	No				
Work from home	4:00 AM	No				
Ox26	8:00 AM	No				
Between jobs	6:30 AM	No				
Oxford	7:30 AM	No				Work
Ox26 bicester	7:30 AM	No				
Didcott	8:00 AM	Yes (please specify)	School			
Home	9:00 AM	No				
OX1 3HJ	8:00 AM	No				
Ox25 5AX	8:00 AM	Yes (please specify)	Normally shop for breakfast for lunch!			
London / Oxford	7:20 AM	No		Leisure		Work
Ox26	7:30 AM	No				Leisure
WFH	9:00 AM	Yes (please specify)	School run			
WS11 9UX	7:00 AM	No				
Oxford	6:00 AM	No				
Wormly	7:00 AM	No				
Brize norton	7:00 AM	No				
Oxfordshire	7:00 AM	No				
Bicester	6:30 AM	No				
Self employed	6:40 AM	No				
OX255QQ	7:00 AM	No				
Bicester	7:00 AM	No				
Ox25 5tn	6:00 AM	No		Work	Shopping Leisure	Education
Work from home	8:00 AM	No				
Oxford	9:30 AM	No				
Oxfordshire	7:30 AM	Yes (please specify)	Shop			
Ox25 5tp	6:00 AM	No				
Bicester	8:00 AM	Yes (please specify)	Supermarket			
Ox255tr	7:30 AM	No				
Oxford	6:00 AM	No				
NA	12:00 AM	No				
Bicester	7:30 AM	No				
Ox25 5ah	6:00 AM	No				
Ox255tr	8:15 AM	No				
Kirdlington	6:30 AM	No				
Bicester	7:30 AM	No				
Bicester	8:00 AM	No				
Retired	10:00 AM	No				
Ox255tr	8:00 AM	Yes (please specify)	School run			
Hp18 0xb	5:00 AM	No				
On the road	7:00 AM	No				
Crown	10:00 AM	No				
Bicester	9:00 AM	No				
retired	11:00 AM	No				
Bicester	7:50 AM	No			Education	
Oxford	8:30 AM	No				
Oxford city	7:30 AM	No				Work
Retired	10:30 AM	No				
Bicester	8:00 AM	Yes (please specify)	Nursery			
Ox255aa	9:00 AM	No				
Croughton	7:00 AM	No				
Bicester	9:00 AM	Yes (please specify)	School			
Retired	10:00 AM	No				
OX25 5bf	8:30 AM	No				
Ox255bf	8:30 AM	No				
Hryford school	6:30 AM	No		Work		Education
Ox255BF	8:30 AM	No				
BMW north oxford	5:45 AM	No				
OX25 5bf	7:30 AM	No				
Ox255ty	6:30 AM	No				
OX25 5ba	8:00 AM	No				
Oxford	7:00 AM	No				
Oxford	8:00 AM	No				
Ox264sr	7:15 AM	No				
OX25 5ba	6:30 AM	No				
Warwickshire	6:15 AM	No				
Ox255aa	7:00 AM	Yes (please specify)	School run			
Ox255ay	8:00 AM	No				
Home	10:00 AM	No				
Home	12:00 AM	No				
Ox16 4pn	8:00 PM	No				
ox266wd	6:00 AM	No				
Home	9:30 AM	No				Work
OX25 5AY	7:30 AM	No				
OX4 6NL	5:15 AM	No				
Ox26 4st	3:00 AM	No				
Bicester	8:30 AM	Yes (please specify)	School			
London	7:00 AM	Yes (please specify)	Drive to bicester			
Ox93pg	7:20 AM	Yes (please specify)	School run			
Home	7:45 PM	Yes (please specify)	School run			
Home	9:30 AM	No				
Thame	7:00 AM	No		Leisure		
Banbury	6:00 AM	No				
Upper heyford	9:00 AM	No				
Home	8:00 AM	No				
HP6 6FA	7:30 AM	No				
Bicester	8:00 AM	Yes (please specify)	School			
Ox255aa	9:00 AM	Yes (please specify)	School drop off and pick up			
Ox255AX	8:00 AM	No				
Home	12:00 AM	No				

		Works nati It's too far			
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest am: It's too far			
		Takes the quickest am: It's too far	It takes too long		
	Cheapest option	Takes the quickest amount of time			None
		Takes the c Bus change It's too far			
		Takes the quickest am: It's too far	It takes too long		Building w
	Personal safety concerns with oth	Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lack of crossin
		Takes the quickest am: It's too far	It takes too long		
	Prefer to tr	Takes the quickest amount of time			Running w
		Prefer to travel alone			Pot holes a
		It's too far			The route I would take is unpleasant
					The route I would take is unsafe (i.e. risk of accidents / lac Not enoug
	Carrying large or heavy items to and from the car	Prefer to travel alone			Dog walks
		Takes the quickest am: It's too far			
	Carrying large or heavy items to and from the car	It's too far			None
		Takes the quickest am: It's too far	It takes too long		Nothing for
	om home too far to walk/cycle	Takes the quickest amount of time			I walk to w
	om home too far to walk/cycle		It's too physical		None
		Takes the quickest am: It's too far			
		Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lack of crossin
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest amount of time			None
	Carrying large or heavy items to and from the car	Takes the quickest amount of time			I walk to w
	om home too far to walk/cycle	Takes the quickest am: It's too far			Takes dog f
	om home too far to walk/cycle	It's too far	It takes too long		I'm not sure how I would walk to my destination
	om home too far to walk/cycle	It's too far	It takes too long		I'm not sure how I would walk to my destination
	Additional Carrying large or heavy items to and from the car	Takes the quickest am: It's too far			The route I would take is unsafe (i. I have other committments (i.e. sc
		Personal safety concerns with other modes			It's too physical
		Prefer to tr	It's too far		
		Takes the c Freedom tr	It's too far	It takes too long	
	Additional stop off on the way e.g. taking children to school/going to the gym	Prefer to tr	It's too far		
		Takes the quickest amount of time			It's too physical
					Likes to wa
		Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i. I have other committments (i.e. sc
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest am: It's too far	It takes too long		
	Cheapest o	Prefer to travel alone			Nothing to
		Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lac No paths!
		Takes the quickest am: It's too far			
		It's too far			The route I would take is unsafe (i.e. risk of accidents / lack of crossin
	Negative heath reasons e.g. mobility difficulties	Prefer to tr	Takes the quickest amount of time		The route I would take is unpleasant
		Takes the c I work 13 h	It's too far	It takes too long	I have other committments (i.e. sc
					Likes to wa
	Negative heath reasons e.g. mobility difficulti	Prefer to travel alone			The route I would take is unsafe (i.e. risk of accidents / lac Weather
	Carrying large or heavy items to and from the car				Route arou
		Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lac Not greate
					None
	Cheapest option	Prefer to tr	Takes the quickest am: It's too far		
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest amount of time			None
		Takes the quickest am: It's too far	It takes too long		Kids may b
		No parking It's too far			
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest am: It's too far			
		Takes the quickest am: It's too far	It takes too long		
		I have to come home d	It takes too long		
		Takes the quickest am: It's too far			Would hav
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest am: It's too far	It takes too long		
		Takes the quickest am: It's too far	It takes too long		
	Additional stop off on the way e.g. taking children to school/going to the gym	Prefer to tr	Takes the quickest am: It's too far		
		Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lack of crossin
	Carrying large or heavy items to and from the car	Cheapest option	Takes the quickest amount of time		
		Takes the quickest amount of time			None
		Takes the quickest am: It's too far	It takes too long		Would like
		Takes the quickest am: It's too far			
		Cheapest o	Prefer to travel alone		
		Takes the quickest amount of time			Useful plac
					The route I would take is unsafe (i.e. risk of accidents / lack of crossin
	Additional stop off on the way e.g. taking children to school/going to the gym		It takes too long		The route I would take is unsafe (i.e. risk of accidents / lac Pot holes
		Convenience			The route I worry about my personal safety (i.e. risk of personal atta
		Takes the quickest amount of time			Nothing for
		Takes the quickest amount of time			Walks alot
	Cheapest o	Prefer to travel alone	It's too far		I have other committments (i.e. sc
		Only form i	It's too far		
		Only optioi	It's too far		I'm not sure how I would walk to my destination
					Occasional
		Takes the quickest am: It's too far			
		Takes the quickest am: It's too far			
		Takes the quickest amount of time			None
	Prefer to tr	Takes the quickest am: It's too far			Works all o
		Takes the quickest am: It's too far			
	Prefer to tr	Takes the quickest am: It's too far			Can't walk
	Negative heath reasons e.g. mobility difficulties				It's too physical
		Cheapest option	Takes the quickest am: It's too far	It takes too long	
		Takes the quickest am: It's too far			The route I would take is unsafe (i.e. risk of accidents / lack of crossin
	om home too far to walk/cycle	Takes the quickest am: It's too far			The route I would take is unsafe (i.e. risk of accidents / lack of crossin
					None
	Additional Carrying large or heavy items to and from the car	Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i. I have other committments (i.e. sc
	om home too far to walk/cycle				None

			Takes the quickest am: It's too far				Does walk Scenery an
	Positive health reason e.g. improv	Personal safety concerns with other modes					
			Prefer to tr	Takes the quickest am: It's too far		The route I would take is unsafe (i.e. risk of accidents / lac	Can't walk
			Cheapest option	Takes the quickest am: It's too far	It takes too long		
				Takes the quickest am: It's too far			
ra			Prefer to travel alone			The route I would take is unsafe (i.e. risk of accidents / lac	Pot holes
om home too far to walk/cycle							Nothing to
				Takes the quickest am: It's too far		The route I	The route I would take is unsafe (i.e. risk of accidents / lac
om home too far to walk/cycle		Lack of facilities at work e.g. showers/changing facilities					Likes to wa
			Prefer to tr	Takes the quickest am: It's too far		The route I would take is unsafe (i.e. risk of accidents / lack of crossin	
				Takes the quickest am: It's too far			
om home too far to walk/cycle				Takes the quickest am: It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lack of crossin
				It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accidents / lack of crossin
				It's too far			
Additional	Carrying large or heavy items to and from the car		Cheapest o	Prefer to travel alone			Walk the d
				Prefer to tr	Takes the quickest am: It's too far	It takes too long	I'm not sure how I wou
					It's too far		The route I would take is unsafe (i. I have other committments (i.e. sc
					Takes the quickest am: It's too far		
					Takes the quickest am: It's too far		
			Cheapest option	Takes the quickest am: It's too far			No walk ro
			Cheapest option	It's too far			
ra					It takes too long		Easier to dr
	Carrying large or heavy items to and from the car		Prefer to travel alone				None
						The route I would take is unpleasant	Weather
				Takes the quickest am: It's too far	It takes too long		
ra	Positive health reason e.g. improves fitness	Cheapest option					Does walk
	Carrying large or heavy items to ar	Lack of facilities at work e.g. showers/changing facilities				The route I	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
				Takes the quickest am: It's too far	It takes too long		
			Cheapest option	Takes the quickest am: It's too far	It takes too	It's too physical	
			Cheapest o	Prefer to travel alone			Walk the d
Additional stop off on the way e.g. taking children to school/going to the gym				Takes the quickest am: It's too far	It takes too long	I'm not sur	The route I
ra						The route I	The route I would take is unpleasant
				Takes the quickest am: It's too far			
				Alzymers			The route I
				Takes the quickest am: It's too far			I worry about my personal safety (i.e. risk of personal atta
			Cheapest o	Prefer to travel alone	It's too far	It takes too long	Nowhere n
							The route I would take is unsafe (i.e. risk of accidents / lack of crossin
				Takes the quickest amount of time	It takes too long	I'm not sure how I would walk to my destination	
				Prefer to travel alone	It takes too long	I'm not sure how I wou	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
					It's too far		
om home too far to walk/cycle	Negative heath reasons e.g. mobility difficulties			Prefer to tr	Takes the quickest am: It's too far	It takes too	It's too physical
om home too far to walk/cycle					It's too far	It takes too long	None
om home too far to walk/cycle					It's too far	It takes too long	Safety
				Takes the quickest am: It's too far	It takes too long		
Additional stop off on	Positive health reason e.g. improves fitness	Cheapest option			It's too physical	The route I	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
	Negative heath reason	Personal safety concerns with oth		Takes the quickest amount of time		I worry about my personal safety (i.e. risk of personal atta	
				Takes the quickest am: It's too far		The route I	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
				Don't drive	It's too far	I'm not sure how I would walk to my destination	
				Takes the quickest am: It's too far			
om home too far to walk/cycle				Takes the quickest am: It's too far		It's too physical	
om home too far to walk/cycle				Takes the quickest am: It's too far		It's too physical	
				Takes the quickest amount of time			
	Carrying large or heavy items to and from the	Personal safety concerns with other modes			It's too far	It takes too long	I worry about my personal safety (i.e. risk of personal atta
	Negative heath reasons e.g. mobility difficulties				It's too far	It's too physical	
				Takes the quickest am: It's too far			
	Carrying large or heavy items to and from the car				It's too far	It's too physical	
				Takes the quickest am: It's too far			
Additional stop off on the way e.g. taking children to school/going to		Cheapest option					I worry abc Inadequate I have other committments (i.e. sc
om home too far to walk/cycle				Takes the quickest amount of time		It's too physical	
om home too far to walk/cycle	Negative heath reasons e.g. mobility difficulties				It's too far	The route I	I worry about my personal safety (i.e. risk of personal atta
om home too far to walk/cycle	Personal sa	Cheapest o	Prefer to tr	Takes the quickest am: It's too far		I'm not sure how I wou	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
					It's too far		
				Takes the quickest am: It's too far		I'm not sure how I would walk to my destination	
	Carrying large or heavy items to and from the car				It's too far	The route I would take	I worry about my personal safety (i.e. risk of personal atta
				Takes the quickest am: It's too far			
Additional stop off on the way e.g. taking children to school/going to the gym						I'm not sure how I wou	The route I would take is unsafe (i. I have other committments (i.e. sc
om home too far to walk/cycle		Cheapest option			It's too far	The route I	The route I worry about my personal safety (i.e. risk of personal atta
				Takes the quickest am: It's too far	It takes too long		
					It's too far		
				Takes the quickest am: It's too far	It takes too	It's too physical	
					It's too far		
				Takes the quickest am: It's too far			Nowhere t
om home too far to walk/cycle					It's too far		
				Personal safety concerns with other modes		It takes too long	The route I would take is unsafe (i.e. risk of accidents / lack of crossin
					It's too far	It takes too long	
				Convient	It's too far		Nowhere t
						It takes too long	
Additional stop off on the way e.g. taking children to school/going to the gym					It's too far		
om home too far to walk/cycle					It's too far		
					It's too far		Hi
		Cheapest option			It's too far		
				Prefer to travel alone			None
					It's too far		
				Takes the quickest am: It's too far			
					It's too far		
Additional stop off on the way e.g. taking children to school/going to the gym							I have other committments (i.e. sc
				Prefer to travel alone	Carry a lot	It's too far	
						It's too far	It takes too long

Very likely			Walks for leisure				Cycles for l
Very unlikely		None	I don't own a bike				
Unlikely	Better maintained foot	More improved pedestrian crossing points				The route I would take is unsafe (i. Inadequate parking facilities at r	
Very likely			Safety measures on roads and places to walk t	It's too far to travel		The route I would take is unsafe (i.e. risk of accident)	Wouldn't c
Very likely		None	I don't own a bike				
Very likely		None	I don't own a bike	It's too far to travel	It's too physical		
Very likely	Better maintained footpaths			It's too far	It takes too long		The route I would take is unsafe (i.e. risk of accident)
Very likely	Better maintained foot	More improved pedestrian crossing points				The route I would take is unpleasant	
Very likely		None	I don't own a bike				
Very likely			If there were places to walk to they would love it		It takes too long		The route I would take is unsafe (i.e. risk of accident)
Very likely		None	I don't own a bike				Wouldn't c
Possibly			Happy, lighting could be improved				Running m
Possibly	Better maintained foot	More improved pedestrian crossin	Need a cro	I don't own a bike			
Very unlikely		None	I don't own a bike				
Very likely	Better maintained footpaths		Camp road needs resurfacing				Doesn't cyc
Very unlik	Better maintained footpaths		Pot holes!			The route I would take is unpleasant	Weather & Not cycled
Very likely			Dogs, giving way signs not being followed. Dog paths, speed humps, damaging own car. Pot holes				
Very likely		None	I don't own a bike				
Very likely	Better maintained foot	More impr: Slower speed limits				The route I	The route I would take is unsafe (i.e. risk of accident)
Very likely	Better maintained footpaths			I don't own a bike			the roads ii
Unlikely	Better mai	Improved lighting on fi	Slower speed limits				Can't bike
Very unlik	Better maintained footpaths	Slower speed limits		I don't own a bike			
Very likely	Better maintained footpaths		I don't own a bike				
Very likely		None	Work is too far to walk		It's too far to travel		Would cycl
Very unlikely		None	I don't own a bike				
Very likely	Better maintained footpaths		facilities			The route I would take is unsafe (i.e. risk of accident)	the road to Doesn't cyc
Very likely		None					
Very unlik	Better maintained foot	More improved pedestrian crossing points	I don't own a bike			The route I would take is unsafe (i.e. risk of accident)	
Very unlik	Better mai	Improved lighting on footpaths	No paths/cycle routes outside of village bound	It's too far	It takes too long		Lack of cyc
Possibly			i will walk t	I don't own a bike		It's too physical	
Very unlik	Better mai	Improved lighting on fi	Slower speed limits				Doesn't cyc
Unlikely	Better maintained footpaths	Slower speed limits		I don't own a bike			
Very unlik	Better mai	Improved lighting on footpaths					
Possibly			Won't walk	I don't own a bike	It's too far	It takes too long	
Very likely	Better maintained footpaths		I don't own a bike				
Very likely	Better mai	Improved lighting on fi	Slower speed limits				Cycles in su
Unlikely		None					I have othe gym bags e
Very likely		None					Exercise
Very likely		None	I don't own a bike				
Very likely		None	I don't own a bike				
Very unlikely		None					Don't cycle
Possibly	Better maintained foot	More impr: Slower speed limits				The route I	The route I would take is unsafe (i. Inadequate parking facilities at r
Very unlikely		None	I don't own a bike				
Unlikely			Can't walk to work but does want more places!		It's too far to travel		
Possibly	Better maintained footpaths				It's too far to travel		too far as i
Very likely	Better maintained footpaths	Slower speed limits	Signage, fun facts. Heritage, past things that was potentially here before.				Not into cy
Very unlikely		Slower speed limits	I don't want to travel anywhere local I don't want to either	It's too far to travel			I have othe I have narc
Very likely	Better maintained footpaths		Pot holes!!	I don't own a bike			Inadequate parking facilities at r
Very unlikely		None					Routes aro
Possibly	Better maintained footpaths		Add in mor	I don't own a bike	It's too expensive to buy a bike		
Very likely		None	I don't own a bike				
Very unlikely		None					
Possibly		None	Walking path		It's too far	It takes too long	Not into cy
Possibly		None	I don't own a bike				
Possibly	Better mai	Improved lighting on fi	Slower speed limits				Open
Possibly		None		I don't own a bike			
Very likely			Paths for dog walking and family				No cycle pa
Very unlikely		None	I don't own a bike				
Possibly	Better maintained footpaths		once more	I don't own a bike			
Very unlikely		None	I don't own a bike				
Possibly			i can walk to shops once they open		It's too far to travel		The route I would take is unsafe (i.e. risk of accident)
Very likely			Won't walk to work but wants places to walk around site when on ma	It's too physical			Too physici
Possibly		None	I don't own a bike				
Possibly		None	I don't own a bike				
Possibly	Better maintained footpaths		once more is in heyford i would walk		It's too far to travel		The route I would take is unsafe (i.e. risk of accident)
Possibly		None	I don't own a bike				
Unlikely	Better maintained foot	More improved pedestrian crossin	More footpaths			The route I	The route I would take is unsafe (i.e. risk of accident)
Possibly			Walking routes		It's too far to travel		
Possibly		None	I don't own a bike				
Very unlikely		None					Thinks he i:
Possibly	Better maintained foot	More impr: Slower speed limits					Is not inter
Very likely		None	I don't own a bike				
Possibly		None	if there wa	I don't own a bike			
Possibly		None					Looking for
Very likely			Shops not c	I don't own a bike			
Possibly	Better mai	Improved lighting on footpaths		I don't own a bike			
Unlikely	Better maintained foot	More impr: Slower speed limits		I don't own a bike		The route I would take is unpleasant	I have other committir
Very likely		None	I don't own a bike				
Possibly		None				The route I would take is unpleasant	
Possibly		None	I don't own a bike				
Very unlikely		None					Don't cycle
Very likely		None					Motorbike
Unlikely		None	I don't own a bike				
Very likely		None	I don't own a bike				
Very unlikely		None			It takes too long		
Very likely	Better maintained footpaths		more places to walk		It's too far to travel		The route I would take is unsafe (i.e. risk of accident)
Very likely	Better maintained footpaths		I don't own a bike				
Possibly		None	Walk routes				Wants cycl
Very likely		None	I don't own a bike				
Possibly			Dedicated walking routes and amenities on sit	It's too far to travel			Would cycl
Very unlikely		None	I don't own a bike		It's too physical		
Possibly	Improved	More impr: Slower speed limits					Would like
Very likely	Better maintained footpaths		Closer facilities			The route I would take is unsafe (i.e. risk of accident)	
Very likely			Can't walk to work but wants a safe place to walk their disabled children				Can't cycle
Very likely			Pot holes, camp road rubbish!			The route I would take is unsafe (i.e. risk of accident)	
Unlikely	Better maintained footpaths				It's too far	It takes too long	The route I would take is unsafe (i.e. risk of accident)
Very likely		Slower speed limits	Speed bumps				I have other committir

Possibly		None	I don't own a bike						
Very likely		None							Doesn't cycle
Possibly	Better maintained footpaths	Slower speed limits						The route I would take is unsafe (i.e. risk of accident)	Safety
Very likely			Safe places to walk		It's too far to travel				Can't cycle
Possibly			Closer shops	I don't own a bike					
Possibly			Only would	I don't own a bike	It's too far to travel				
Possibly	Better maintained footpaths	Slower speed limits	Pot holes					The route I would take is unpleasant	I have other
Possibly		Improved lighting on footpaths							Busy roads
Possibly	Better maintained footpaths			I don't own a bike		It's too physical			Doesn't cycle
Unlikely			Nothing local					The route I would take is unsafe (i.e. risk of accident)	
Very likely	Better maintained footpaths	More improved pedestrian crossing points							Doesn't cycle
Possibly			Walk route	I don't own a bike		It's too far to travel			
Possibly				I don't own a bike					
Very unlikely		None				It's too far	It takes too long	The route I would take is unsafe (i.e. risk of accident)	
Possibly	Better maintained footpaths	Improved lighting on footpaths				It's too far to travel	It's too physical		I worry about my personal safety (i.e. personal attacks)
Possibly			None	I don't own a bike		It's too far to travel			
Very unlikely			None	I don't own a bike		It's too far	It takes too long		Not into cycle
Possibly	Better maintained footpaths	Improved lighting on footpaths				It's too far to travel			
Very unlikely			None	I don't own a bike					
Very likely			Dedicated pedestrian paths				It takes too long		Can't cycle
Very unlikely			None					The route I would take is unpleasant	
Very unlikely			None						Full time job
Very unlikely			None	I don't own a bike	I don't know how to ride a bike				
Possibly		Slower speed limits		I don't own a bike	It's too expensive to buy a bike				
Very unlikely			None	I don't own a bike					
Very likely			None	I don't own a bike	It's too expensive to buy a bike	It takes too long			
Unlikely	Better maintained footpaths	More improved pedestrian crossing points							I have other commitments
Possibly			None			It's too physical			
Very unlikely			None				I'm not sure how I would get to my destination		
Possibly	Better maintained footpaths	Improved lighting on footpaths							Don't cycle
Very unlikely	Better maintained footpaths	Improved lighting on footpaths							
Very unlikely			None	I don't own a bike		It's too far	It takes too long	The route I would take is unsafe (i.e. risk of accident)	
Very unlikely	Better maintained footpaths	Improved lighting on footpaths							
Very unlikely	Better maintained footpaths	Improved lighting on footpaths							
Very unlikely			None	I don't own a bike					
Very likely			Dedicated pedestrian paths						No safe route
Very unlikely			None						Has a bike
Possibly	Better maintained footpaths	Slower speed limits		I don't own a bike					
Possibly			None	I don't own a bike		It takes too long	It's too physical		
Very unlikely			None	I don't own a bike			It's too physical		
Possibly	Better maintained footpaths	Slower speed limits		I don't own a bike			It's too physical		
Very likely	Better maintained footpaths		Safer routes						Needs to be
Very likely			Parking	I don't own a bike					
Possibly			Local shops						Weather
Very likely			More walking routes			It's too far to travel			
Very likely		Improved lighting on footpaths	Likes what!	I don't own a bike		It's too far to travel		Inadequate changing / showering facilities at night	
Possibly	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike		It's too far to travel	It's too physical		
Unlikely			None	I don't own a bike			It's too physical		
Very unlikely	Better maintained footpaths	Improved lighting on footpaths				It takes too long			
Very unlikely	Better maintained footpaths	Improved lighting on footpaths							Weather problems
Possibly			None						No cycle paths
Possibly	Better maintained footpaths		Sainsbury's open!				It's too physical		Too old
Very likely			None	I don't own a bike					
Unlikely			None	I don't own a bike					
Very unlikely		Slower speed limits				It's too far to travel			
Possibly	Better maintained footpaths		Sainsbury's open!				It's too physical		Too old
Very likely	Better maintained footpaths	Improved lighting on footpaths		I don't own a bike	It's too expensive to buy a bike	It takes too long			
Possibly	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike			It's too physical		
Possibly	Better maintained footpaths		Sainsbury's open!				It's too physical		
Unlikely			None	I don't own a bike		It's too far	It takes too long		
Possibly	Better maintained footpaths	Improved lighting on footpaths		I don't own a bike			It takes too long	The route I would take is unsafe (i.e. risk of accident)	
Unlikely	Better maintained footpaths	Improved lighting on footpaths		I don't own a bike					
Very unlikely	Better maintained footpaths	Improved lighting on footpaths		I don't own a bike					
Very unlikely	Better maintained footpaths	Improved lighting on footpaths				It takes too long		The route I would take is unpleasant	Inadequate parking facilities at night
Very unlikely	Better maintained footpaths	Improved lighting on footpaths						The route I would take is unsafe (i.e. risk of accident)	
Possibly			None	I don't own a bike					
Possibly		Slower speed limits		I don't own a bike					
Very unlikely	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike				I'm not sure how I would get to my destination	I worry about my personal safety (i.e. personal attacks)
Very likely			None	I don't own a bike					
Unlikely	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike					
Unlikely	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike					
Very unlikely			None			It's too far	It takes too long	It's too physical	
Possibly			None					It's too physical	
Very likely			Safety						Dangerous
Very unlikely			None	I don't own a bike					
Possibly			Sainsbury's open!	I don't own a bike			It's too physical		
Very likely	Better maintained footpaths	Improved lighting on footpaths						The route I would take is unsafe (i.e. risk of accident)	
Unlikely	Better maintained footpaths	Improved lighting on footpaths							
Very likely	Better maintained footpaths	Improved lighting on footpaths							Inadequate changing / showering facilities at night
Unlikely			None	I don't own a bike		It takes too long			I worry about my personal safety (i.e. personal attacks)
Very likely			None	I don't own a bike					
Possibly			None					It's too physical	
Possibly	Better maintained footpaths	Improved lighting on footpaths						The route I would take is unsafe (i.e. risk of accident)	
Very unlikely			Sainsbury's open!			It's too far to travel	It's too physical		Children
Very likely			Cycle paths			It's too far	It takes too long		No cycle paths
Very likely	Better maintained footpaths					It's too far to travel			
Very likely	Better maintained footpaths	Improved lighting on footpaths				It's too far to travel			
Possibly			None	I don't own a bike					The route I would take is unsafe (i.e. risk of accident)
Very likely	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike					
Very likely			None			It's too far to travel		I'm not sure how I would get to my destination	The route I would take is unsafe (i.e. risk of accident)
Very likely		Slower speed limits	Cars going too fast			It's too far	It takes too long		
Unlikely	Better maintained footpaths	More improved pedestrian crossing points		I don't own a bike					I have other commitments
Very unlikely			I work in my	I don't own a bike					
Unlikely	Better maintained footpaths	More improved pedestrian crossing points				It's too far	It takes too long		

Very likely			Places to cycle to on site			
Very unlikely		None	They don't	They don't	They don't	They don't
Unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't	They don't	They don't	They don't
Very likely	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways	Route around old air b	They don't	They don't	They don't	They don't
Very unlikely		None	They don't	They don't	They're not frequent enough	The journey takes too long
Very likely		None				
Possibly			Cycle path: They don't go where I	They're not frequent enough		
Very likely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent enough		
Very unlikely		None	They don't	They're not frequent enough		
Very likely		None	Safe routes	They're not frequent enough		
Very unlikely		None	They don't	They're not frequent enough		
Very unlikely		None		They're not frequent enough		
Possibly	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways	Improve footpaths!		They're not frequent enough		
Very unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent enough		
Possibly			Interested more in running more than cycling. Running routes			
Very unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent e	They're unreliable	
Possibly			Doesn't fee	They don't	They don't	They're not frequent enough
Very unlikely		None	They don't	They're not frequent enough		
Unlikely	Improved cycle parking	Availability of public	They don't	They're not frequent e	They're unreliable	
Very unlikely		None	They don't	They're not frequent enough		
Very unlikely		None				
Very unlikely		None				
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very likely		None	Places to c	They don't go where I need them to		
Very unlikely		None	They don't	They're not frequent enough		
Unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't go where I	They're not frequent enough		
Very unlikely	Improved c Improved road safety e Public art along parts / all of the route					
Very unlikely		Incentive schemes		They're not	They're	They're too expensive
Very unlikely	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		Cycle path: They don't go where I	need them to		The journey takes too long
Unlikely				They're not frequent enough		The journey takes too long
Very unlikely		None				
Very unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't go where I	They're not frequent enough		The journey takes too long
Very unlikely		None				
Possibly			Can't cycle	They don't go where I need them to		The journey takes too long
Very unlikely		None				
Possibly	Improved c Improved r Availability of public	cycle repair and pump station(s)		They're not frequent enough		
Possibly	Improved c Improved r Availability of public	cycle repair and pump station(s)		They don't	They're not frequent enough	
Very likely		None				
Very unlikely		None	They don't	They're not frequent enough		
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very unlikely		None				
Very likely	Improved c Improved road safety e Public art along parts / all of the route			They don't	They're not frequent e	They're unreliable
Unlikely		None	They don't	They don't	They're not frequent enough	
Very likely	Improved cycle parking facilities		Places to c	They don't go where I need them to		The journey takes too long
Possibly			i do cycle for leisure but wouldn't for anything else	They're un	The journey takes too long	
Very unlikely		None		They don't	They're not frequent enough	
Very unlikely		None	They don't go where I	They're not frequent enough		
Very likely	Improved r Availability of public	Availability of bike hire	They don't go where I	They're not	They're	They're too expensive
Possibly	Cycle Train Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways					
Possibly	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't	They're not frequent e	They're unreliable	
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very unlikely		None				
Possibly			Bike paths	They don't go where I	They're not frequent enough	The journey takes too long
Very unlikely		None	They don't	They don't	They're not frequent enough	
Possibly		None		They don't	They're not frequent enough	
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very likely		None				
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very unlikely		None	They don't	They don't	They're not frequent e	They're unreliable
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very unlikely		None				
Very likely		None	Nature cyc	They don't go where I need them to		The journey takes too long
Very unlikely		None	They don't	They don't	They're not frequent enough	
Very unlikely		None		They don't	They're not frequent enough	
Unlikely			where wou	They don't go where I	They're not frequent e	They're unreliable
Very unlikely		None		They don't	They're not frequent enough	
Very unlikely	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't	They're not frequent e	They're unreliable
Unlikely		None	They don't go where I need them to		They're unreliable	
Very unlikely		None	They don't	They're not frequent enough		
Very unlikely		None	They don't go where I need them to		They're unreliable	
Very unlikely		None	They don't	They don't	They're not frequent enough	
Unlikely		None	They don't	They don't	They're not frequent enough	
Possibly			Availability of bike hire			
Possibly	Cycle Training	Availability of public	cycle repair	Incentive schemes		
Very unlikely		None	They don't	They're not frequent enough		
Possibly	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent e	They're unreliable	
Very unlikely		None	They don't	They don't	They're not frequent e	The journey takes too long
Very unlikely		None	They don't	They're not frequent enough		
Possibly		None		They don't	They're not frequent enough	
Very unlikely		None		They're not frequent enough		
Very unlikely		None				
Very unlikely		None	They don't	They're not frequent enough		
Unlikely		None				
Possibly	Improved cycle parking facilities	Incentive schemes	They don't go where I need them to			
Unlikely		None	They don't	They're not frequent enough		
Possibly			Dedicated	They don't go where I need them to		
Very unlikely		None	They don't	They're not frequent enough		
Possibly	Cycle Training		Routes to c	They don't go where I need them to		
Very unlikely	Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't go where I need them to		They're unreliable	
Possibly	Improved road safety e.g. Additior	Availability incentive schemes				
Very likely	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent enough		The journey takes too long
Very likely	Cycle Training	Availability of bike hire				The journey takes too long
Very likely	Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways				They're unreliable	
Unlikely	Improved road safety e.g. Additional signage f	Incentive s Bike buddy schemes		They're not	They're	They're too expensive
Very likely	Improved road safety e.g. Additior	Availability of bike hire	They don't	They don't	They don't	They don't operate at the right times of day

Possibly			None		They're not frequent enough	
Very unlikely			None			
Unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't	They don't	They're not frequent enough
Very likely				Bike routes	They don't go where I need them to	
Very unlikely			None		They don't	They're not frequent enough
Possibly				Cycle walk	They don't go where I need them to	The journey takes too long
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't operate at the right ti	They're unreliable
Very unlikely			None		They don't go where I	They're not frequent e They're unreliable
Possibly		Improved r Availability of public	cycle repair and pump station(s)		They don't	They're not frequent e They're unreliable
Possibly		Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways				
Unlikely			None			
Very likely				Bike routes	They don't	They don't operate at the right times of day
Very unlikely			None		They don't	They're not frequent enough
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cyclew		Separate cycle paths on pavement	They're not frequent e	They're un The journey takes too long
Possibly	Cycle Training	Improved road safety e.g. Additior	Availability of bike hire			They're not They're too expensive
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't	They're not frequent enough
Very unlikely			None			
Very unlikely			None	They don't	They don't operate at the right times of day	I have other
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cyclew	Dedicated	They don't go where I need them to		
Unlikely			None		They don't go where I need them to	
Very likely				Cycle route	They don't	They don't operate at the right times of day
Very unlikely			None			The journey takes too long
Possibly			None			
Unlikely			None		They're not frequent e	They're unreliable They're dirty
Very unlikely			None			
Possibly			None		They're not They're too expensive	
Very unlikely			None		They don't operate at the right times of day	
Very likely	Cycle Training	Improved road safety e.g. Additional signage f	Incentive schemes		They don't operate at They're too expensive	The journey takes too long
Very unlikely			Availability Incentive s	Bike buddy schemes	They don't operate at the right ti	They're unreliable
Very unlikely			None			I have other
Possibly			None			
Possibly		Improved c Improved road safety e.g. Additional signage f	Incentive schemes			
Very unlikely			None		They don't	They're not frequent e They're unreliable
Very unlikely		Improved road safety e.g. Additior	Availability Incentive schemes		They don't	They're not frequent e They're unreliable
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent e	They're unreliable
Very likely			None			
Very likely				Improved safety and dedicated roi	They're not frequent enough	The journey takes too long
Very likely	Cycle Training		Incentive schemes	More cycli	They don't	They don't
Very unlikely			None			They're unreliable
Very unlike	Cycle Training	Improved road safety e.g. Additional signage for cyclists/ Colour-surf	None	They don't	They don't	They're not frequent enough
Possibly			None		They don't go where I need them to	
Unlikely		Improved road safety e.g. Additional signage f	Incentive schemes			They're not frequent e They're un The journey takes too long
Possibly				Safety	They don't go where I	They're not frequent e They're unreliable
Very unlikely			None		They don't operate at the right times of day	
Very likely		Improved road safety e.g. Additional signage for cyclists/ Colour-surf	None	They don't	They're not frequent enough	
Very likely			None		They don't go where I need them to	The journey takes too long
Very unlike	Cycle Training		Bike buddy schemes	More cycling lanes		I worry about my perso
Possibly		Improved cycle parkin	Availability Public art along parts / all of the route			I worry about my perso
Very unlikely			None		They don't go where I	They're not frequent enough
Possibly		Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent enough	
Very likely			None			
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent enough	
Very unlikely			None		They don't go where I need them to	The journey takes too long
Possibly			Incentive schemes		They don't	They're not frequent enough
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't	They're not frequent enough
Very unlikely			None			The journey takes too long
Very unlikely			None			
Possibly	Cycle Training	Improved road safety e.g. Additional signage for cyclists/ i	Bike buddy schemes		They don't operate at the right ti	They're un The journey takes too long
Very unlikely		Improved cycle parking facilities		Speed limit an issue	They're not They're too expensive	
Very unlikely			None		They're not frequent enough	
Very unlikely			Availability of bike hire		They're not frequent e	They're unreliable
Unlikely			Availability Incentive schemes		They don't	They're not frequent enough
Possibly		Improved road safety e.g. Additional signage f	Incentive s Bike buddy schemes		They don't operate at the right ti	They're unreliable
Very unlikely			None		They don't go where I need them to	They're either too cold or too hot
Very unlikely			None		They're not frequent e	They're unreliable
Very unlike	Cycle Training	Improved r Availability of public	cycle repair and pump station(s)		They don't operate at the right ti	They're un The journey takes too long
Possibly			Availability of bike hire		They don't go where I need them to	The journey takes too long
Unlikely	Cycle Training		Availability Incentive schemes		They don't go where I	They're not frequent enough
Very unlikely		Improved cycle parkin	Availability of public	cycle repair and pump s Bike buddy schemes		They're not frequent e They're unreliable
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't go where I need them to	
Very unlike	Cycle Training		Availability of bike hire		They don't go where I need them to	The journey takes too long
Unlikely	Cycle Train	Improved cycle parking facilities	Availability of bike hire		They don't	They're not They're too expensive
Very unlikely			None			The journey takes too long
Unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They're not frequent e	They're un The journey takes too long
Very likely	Cycle Training	Improved cycle parking facilities	Availability Incentive schemes		They don't go where I	They're not frequent enough
Very unlikely					They're not frequent e	They're unreliable
Unlikely			None			They're unreliable
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't	They don't	They're not frequent enough
Possibly		Improved c Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't	They don't operate at the right times of day
Possibly		Improved c Improved road safety e.g. Additior	Availability of bike hire		They don't go where I need them t	They're too expensive
Very likely			Availability of bike hire		They don't	They don't
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't go where I	They're not frequent enough
Possibly		Improved c Improved road safety e.g. Additional signage f	Incentive schemes		They don't	They don't operate at the right ti
Unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't	They don't operate at the right times of day
Possibly				Improved safety		The journey takes too long
Possibly		Improved cycle parking facilities		They don't	They don't operate at the right ti	They're unreliable
Very likely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't go where I	They're not They're too expensive
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways				They're dirty
Very likely			Availability of bike hire		They don't go where I	They're not frequent enough
Very unlikely		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways			They don't go where I	They're not frequent enough
Very likely	Cycle Train	Improved cycle parking facilities	Incentive schemes		They're not frequent e	They're unreliable
Unlikely		Improved cycle parking facilities				
Possibly		Improved road safety e.g. Additional signage for cyclists/ Colour-surfaced cycleways		They don't	They don't operate at the right times of day	
Unlikely		Improved cycle parking facilities			They don't go where I need them to	

	To what extent would you say you change/inhibit	Which of the following changes/inhibits		To what extent would you say you are prepared to be	Which of the following would most	Other (please specify)
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	The driver	Financial incentive for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	Both	Reserved parking for car sharers
r committm	Very likely	More frequent bus services	Better connection between Heyford Station and your home	Very likely	The driver	Help in finding car share partners that have similar work patterns
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners that have similar work patterns
The route t	Very unlikely	None	None	Very unlikely	The driver	Help in finding car share partners Financial incentive for car sharers
	Very unlikely	None	None	Very unlikely	None	None I am a area
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Very unlikely	None	None
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	The driver	More information regarding Financial incentive for car sharers
r committm	Very likely	More frequent bus services	Better connection between Heyford Station and your home	Very likely	The driver	Help in finding car share partners Financial incentive for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners Reserved parking for car sharers
r committm	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	The driver	Help in finding car share partners that have similar work patterns
	Very likely	More frequent bus services	Better connection between Heyford Lower cost tickets	Very likely	Both	Help in finding car share partners that have similar work patterns
	Unlikely	More frequent bus services	Better connection between Heyford Lower cost tickets	Very unlikely	None	None
	Possibly	More frequent bus services	Better connection between Heyford Lower cost tickets	Possibly	The passenger	None
	Unlikely	More frequent bus services	Better connection between Heyford Lower cost tickets	Possibly	Both	Help in finding car share partners that have similar work patterns
	Very likely	More frequent bus services	Lower cost tickets	Unlikely	The passenger	If I knew th
	Possibly	More frequent bus services	More frequent train services	Very likely	Both	Help in finding car share partners Financial incentive for car sharers
	Unlikely	More frequent bus services	Better connection between Heyford Lower cost tickets	Unlikely	None	I car share
	Very likely	More frequent bus services	Better connection between Heyford Station and your home	Very unlikely	None	Financial incentive for car sharers
r committm	Unlikely		Lower cost tickets	Unlikely	Both	Help in finding car share partners that have similar work patterns
r committm	Very unlikely		None	Very unlikely	None	None
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners Financial incentive for car sharers
	Very likely	More frequent bus services	Lower cost tickets	Very unlikely	None	None
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Financial incentive for car sharers
r committm	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	The driver	More information regarding Financial incentive for car sharers
	Unlikely		Better lighting/footway maintenance between bus stops and your home	Unlikely	None	None
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	The driver	None
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	None	More information regarding car sharing e.g. benefits and cost savings
	Very unlikely	More frequent bus services	Lower cost tickets	Possibly	Both	None
	Possibly	More frequent bus services	None	Unlikely	None	None
	Very unlikely	More frequent bus services	More frequent train services Lower cost tickets	Very likely	Both	Help in finding car share partners Financial incentive for car sharers
	Very likely	More frequent bus services	More frequent train services More public transport information	Very likely	Both	None
	Unlikely	More frequent bus services	More frequent train services Better connection between Heyford Station and your home	Unlikely	None	None
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Very likely	Both	Help in finding car share partners Financial incentive for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Lower cost tickets	Possibly	Both	Could not c
	Very unlikely		None	Very unlikely	None	None
r committm	Very unlikely		None	Unlikely	The driver	None
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	The driver	None
	Possibly	More frequent bus services	Lower cost tickets	Unlikely	None	Reserved parking for car sharers
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners Reserved parking for car sharers
Dirty disgu	Very unlikely		None	Very unlikely	None	None
r committm	Unlikely			Possibly	The driver	Help in finding car share partners Reserved parking for car sharers
r committm	Possibly		None	Very unlikely	None	None
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Very unlikely	None	None
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Very likely	Both	Help in finding car share partners that have similar work patterns
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners that have similar work patterns
	Very unlikely	More frequent bus services	Lower cost tickets	Unlikely	None	None
	Unlikely		None	Unlikely	The driver	Guarantee: None
Unable to c	Very unlikely		None	Very unlikely	None	None
	Very unlikely	More frequent bus services	More public transport information	Unlikely	None	None
	Unlikely	More frequent bus services	Better connection between Heyford Lower cost tickets	Very likely	The driver	Financial incentive for car sharers
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Very unlikely	None	None
	Very likely	More frequent bus services	More public transport information	Very unlikely	None	None
	Possibly	More frequent bus services	Better connection between Heyford Lower cost tickets	Unlikely	None	Reserved parking for car sharers
Travel in ur	Possibly	More frequent bus services	Lower cost tickets	Very likely	Both	Financial incentive for car sharers
	Very unlikely	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	The driver	Financial incentive for car sharers
	Possibly	More frequent bus services		Very unlikely	None	None
	Very unlikely		None	Very likely	Both	None
	Very likely	More frequent bus services	More frequent train services	Possibly	Both	Help in finding car share partners Reserved parking for car sharers
	Possibly	More frequent bus services	More public transport information	Very unlikely	None	Financial incentive for car sharers
	Unlikely	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	More information regarding Financial incentive for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Possibly	Both	Reserved parking for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Possibly	The driver	Financial incentive for car sharers
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	None	None
	Possibly	More frequent bus services	Better connection between Heyford Station and your home	Unlikely	None	None
Uses train	Unlikely	More frequent bus services	More frequent train services	Possibly	The driver	None
Uses train	Unlikely	More frequent bus services	More frequent train services	Very likely	The driver	None
	Unlikely	More frequent bus services	More frequent train services	Very unlikely	None	None
	Possibly	More frequent bus services	More frequent train services	Very likely	The driver	None
Easier to di	Possibly	More frequent bus services	More frequent train services	Very likely	The driver	None
	Possibly	More frequent bus services	More frequent train services	Very unlikely	None	None
	Very unlikely	More frequent bus services	More frequent train services	Very unlikely	None	Guaranteed journey to and from w
	Possibly	More frequent bus services	More frequent train services	Very likely	The driver	None
	Possibly	More frequent bus services	More frequent train services	Possibly	The driver	Help in finding car share partners that have similar work patterns
	Possibly	More frequent bus services	Lower cost tickets	Very unlikely	None	None
	Very unlikely	More frequent bus services		Very likely	The driver	None

Works nati	Unlikely		None	Possibly	The driver			Not for wor
	Very unlikely	More frequ	More direct bus routes		Very likely	The driver		None
	Possibly	More frequ	More direct bus routes		Possibly	Both	Reserved p	Financial incentive for car sharers
More flexit	Unlikely	More frequ	More direct bus routes	Bus times f	Unlikely	Both		Wouldn't d
	Very likely	More frequ	More direct bus routes		Very likely	The driver		None
Train static	Possibly			None	Very unlikely	None		None
Convenient	Possibly	More frequ	More direct bus routes		Very unlikely	None		None
	Very likely	More frequ	More direct bus routes	More frequent train services	Very unlikely	None		None
	Possibly	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		None
Buses need	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	Both		Website to
	Very unlikely	More frequent bus ser	Better lighting/footway maintenance between bus stops and your home		Very likely	The driver		None
Later bus. I	Possibly		More direct bus routes	More frequent train services	Free Wi-Fi/charging facilities on public transp	Very unlikely	None	None
	Possibly	More frequent bus services		More frequ	Better connection between Heyford Station and your home	Very unlikely	None	Guaranteed journey to and from w
Not late en	Very unlikely	More frequent bus services		More frequ	Better connection between Heyford Station and your home	Very unlikely	None	None
Work patte	Unlikely				Friendly bu	Very unlikely	None	None
	Very unlikely	More frequent bus services			Very unlikely	None		None
	Unlikely				Doesn't lik	Possibly	The driver	More information rega
	Very likely	More frequent bus services		More frequ	Better connection between Heyford Station and your home	Very likely	The driver	Financial in
	Possibly	More frequ	More direct bus routes		Very unlikely	None		Guaranteed journey to and from w
	Very unlikely	More frequent bus services		More frequent train services	Very likely	The driver		None
Does not u	Very unlikely			None	Unlikely	None		None
I am to old		Very unlikely	More frequent bus services		Very unlikely	None		I don't drive
	Possibly	More frequent bus services		More frequent train services		Very likely	None	None
Would dou	Unlikely				Would use	Possibly	The driver	A way to fi
	Very unlikely	More frequ	More direct bus routes		Possibly	Very likely	The driver	None
	Possibly	More frequent bus services			if the buses:	Unlikely	The driver	i live close
No problem	Unlikely	More frequent bus ser	Better lighting/footway maintenar	More public transport information	Very likely	Both	Help in find	More information regarding car sh
	Very unlikely			More frequ	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners that have similar work patterns
	Very unlikely			None	Unlikely to	Very unlikely	None	None
	Very likely	More frequ	More direct bus routes		Unlikely	None		None
Does not u	Very unlikely			None	Very unlikely	None		None
	Very unlikely	More frequent bus ser	Better lighl	More frequent train services	Very unlikely	None		None
Easier to b	Unlikely				Later buses:	Very unlikely	None	None
	Very unlikely	More frequent bus ser	Better lighting/footway maintenance between bus stops and your home		Very unlikely	None		None
Sunday's di	Possibly		More frequent train services	Free Wi-Fi/charging facilities on pu	On Sunday	Possibly	The passenger	More infor
	Possibly	More frequent bus services				Possibly	Both	Reserved parking for car sharers
Train	Very likely	More frequ	More direct bus routes		Possibly	Both	Help in finding car shai	Reserved parking for c
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		Guaranteed journey to and from w
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		None
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		None
Sunday tim	Very likely	More frequent bus services		More frequent train se	More public transport information	Very unlikely	None	None
	Possibly	More frequ	More direct bus routes	More frequent train services		Very unlikely	None	None
	Possibly	More frequ	More direct bus routes			Very likely	The driver	None
	Possibly				Direct to Ti	Unlikely	The driver	None
	Very unlikely			None	Unlikely	The driver		would depe
Rely on car	Possibly			None	Very unlikely	None		None
My foster c	Very unlikely	More frequ	More direct bus routes		They need	Very unlikely	None	None
	Very likely	More frequent bus services		More frequent train services	Possibly	The driver	Help in find	More information regarding car sh
Needs car l	Unlikely			None	Very unlikely	None		Guaranteed journey to and from w
	Possibly	More frequent bus services		More frequent train services	Very unlikely	None		None
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		None
Never had	Possibly			None	Very unlikely	None		None
	Unlikely			None	Very unlikely	None		None
	Very likely	More frequ	More direct bus routes		Very likely	The driver		None
Works cent	Unlikely	More frequ	More direct bus routes	More public transport information	Unlikely	None		None
	Possibly	More frequ	More direct bus routes		Possibly	The driver		None
He does us	Very likely	More frequent bus services			Later buses:	Possibly	The passen	Help in finding car share partners that have similar work patterns
	Possibly	More frequ	More direct bus routes		Possibly	The driver		None
	Very likely	More frequ	More direct bus routes		Unlikely	Both	Help in finding car share partners	Financial incentive for car sharers
	Possibly	More frequ	More direct bus routes		Very unlikely	The driver		None
wouldn't w	Very unlikely			Lower cost tickets	None	Very unlikely	None	None
	Possibly				Better und	Possibly	Both	Help to finc
	Possibly	More frequ	More direct bus routes		Possibly	The driver		None
	Very likely	More frequ	More direct bus routes		Very likely	The driver		None
	Possibly	More frequ	More direct bus routes		Possibly	Both	Help in finding car share partners that have similar work patterns	sometimes
	Possibly	More frequ	More direct bus routes		Very likely	The driver		None
	Very likely	More frequ	More direc	Better lighting/footway maintenance between bus stops and your home	Very unlikely	None	Help in find	More information regarding car sharing e.g. benefits and cost savings
	Unlikely	More frequent bus services			Very unlikely	None		None
	Possibly	More frequent bus services		None	Very likely	The driver		None
nal safety (Very unlikely			None	Very unlikely	None		None
	Possibly	More direc	Better lighl	More frequent train services	Unlikely	None		None
	Unlikely			None	Very likely	The driver		None
	Possibly	More frequ	More direct bus routes		Very likely	The driver		Financial incentive for car sharers
No problem	Very unlikely			Lower cost tickets	None	Very unlikely	None	share cost t
	Possibly	More frequent bus services		More frequent train services	None	Very unlikely	Both	None
No Sunday	Very unlikely	More frequent bus services		More frequent train services	Very unlikely	None		None
r commitm	Very unlikely	More direct bus routes	More frequent train services		Possibly	The driver	Reserved p	Financial in
	Very likely	More frequ	More direct bus routes		Very unlikely	None		Guaranteed journey to and from w
	Possibly			None	Very likely	The driver		None
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		None
Open to cy	Very unlikely			None	Very unlikely	None		None
Uses bus e	Very likely			None	Very unlikely	None		None
Does use b	Very likely	More frequ	More direct bus routes		Very unlikely	None		None
	Very unlikely			None	Very likely	The driver		None
Not practic	Very unlikely			None	Very likely	The driver		None
no direct b	Possibly	More frequ	More direct bus routes		Possibly	Both	Help in finding car share partners that have sir	Guaranteed journey to if people ha
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	None		None
	Very unlikely			None	Very unlikely	None		None
	Very likely	More frequ	More direct bus routes		Very likely	The driver		None
Rather driv	Unlikely			None	Very unlikely	None		None
	Very unlikely	More frequent bus services		More frequent train services	Very unlikely	None		None
Does not u	Unlikely			None	Possibly	The driver	Reserved p	Financial in
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	The driver		Guaranteed journey to and from w
	Very likely	More frequ	More direct bus routes	More frequent train services	Very likely	Both		Website to
	Very likely	More frequent bus services		More frequent train services	Very likely	The driver		None
r commitm	Possibly	More frequ	More direct bus routes	Better connection between Heyford Station and your home	Possibly	Both	Help in finding car share partners that have similar work patterns	None
	Very unlikely	More frequent bus services		More frequent train services	Very unlikely	None		None

Are there any other changes that would improve the Open-Ended Response
Do you have any other comments,
Open-Ended Response
Better cycle paths and paths

No
Better link: Foot paths and cycle paths along country lanes would make walking and cycling more appealing.

More facilities locally, shops and Leisure Centre
Improved Various crossing points on the estate are not done very well, meaning that when you try to cross the road, the pram cannot go down a dropped kerb or raised surface because they haven't been lined up with the paths
Not really, I am happy to walk around Upper Heyford, but I need to get to my job in a short time frame between school drop off and my start time, so it is impossible to walk the kids to school and then drive to work. My work is on the other side of the estate, so driving is my job
Everything is a car/bus journey away from here. Give us some amenities and we won't need to travel as much.
More facilities locally/ within walking distance
Until my child starts school this will limit me to make any changes
Work if let down by car sharer

Open the local shops.

No No
Have the right amenities, food and drink.

More frequent Think of the disabled people who don't have the option to walk, cycle, or drive.

I've looked More regular bus services. At least into Bicester so you could change at the park and ride. Better connections to Bicester train station. More regular services into Oxford from Heyford station. No trains during peak commuter hours

Having a disabled One of my children is disabled, the paths are terrible for people with impaired mobility. Also, when roadworks are taking place and the bus stop moves to the other way, this presents a major challenge, especially on days my son needs to use the bus.

Local shop: Please link up bridlepaths and footpaths with pavements so we can walk and cycle safely around Heyford. Please investigate Bure Park Nature Reserve for joining communities together in outdoor pursuits... Dog walkers, the elderly, etc

Better cycle lanes in the area

No No
Work if let down by car sharer
A large majority of residents use the GP in Deddington, would be ideal to have a bus route. More frequent bus times towards Bicester/Oxford, especially late evenings and Sunday service.

More local facilities like shops, take aways, etc

Encouraging cyclists on public roads without cycle lanes is counterproductive as it causes more pollution by holding up motor vehicles including buses.

Complete The biggest blocker to regular local transport for me is the narrow paths outside of the new build areas, narrow roads that are pot holed that make it dangerous to cycle on.

Need a bus stop at the train station, I would use the train a lot more for leisure activities

Work if let down by car sharer Shuttle bus to the train station might be a good idea. Buses that run out of hours as due to working in the NHS I work evening and night shifts, a bus would be safer than driving when tired.

No I cannot car share due to the nature of my work impossible

If local shop, Better footpaths around the estate and surrounding area are essential to improve walking

Improve the 1) Implement the off road cycle paths as soon as possible 2) implement the nature reserve as soon as possible. There is a huge amount of land on the air base that is unused that would make excellent leisure facilities. The grass areas, Get rid of potholes and bad road layouts
Possibility to talk bike on bus to finish the end of the journey.

A local shop if there was a local centre it would reduce the number of journeys I make in my car significantly

Pay me more money
More local amenities
Actually have we need facilities in Heyford park! We were promised places would be open summer 2017 yet 3 years later there's been 0 facilities opened still!
I only travel to work once a week and home once a week
Get shops The whole area looks like a war area not an ex cold War station, roads are atrocious, footpaths are dangerous, and so many unfinished projects make the area look terrible to visitors.
Good bike paths going to Bicester and surrounding areas of Heyford Park
Work if let down by car sharer
Build the facilities at Heyford... won't need to travel
NIL NIL
Work if let down by car sharer

Work if let down by car sharer Improvements to the local roads is a must have, also safe areas for children to play in that are age appropriate. Improved paths and safer cycle lanes (not on road as the road design is too dangerous for cyclists) improved streets lighting

a local post office, supermarket, local employment

Better, more The need to people to travel by car has been severely impacted by the constant delays in provision of services in Heyford Park, eg. to get bread/milk etc we have to drive to a shop. The Community Shop is pointless. When it is open it is a long drive to Heyford train station

Want shops, better facilities and better roads
Shop and amenities on site
No No

Unhappy with road safety. Unable to walk/bicycle due to poor conditions
Frequent local shops
More amenities No

Work if let down by car sharer Shop and amenities on site
More shops!
Work if let down by car sharer Pot holes and more crossings!
More frequent Local shops
Work if let down by car sharer Would like camp road resurfacing as so many pot holes
Hurry up as I found the questions about walking and cycling odd as we're so far away from anything here. Car or bus is the only option for us. A bus going to lower Heyford station then on to Kidlington then Oxford would be appreciated!
More frequent Local shops

ork but shop; Make a safe path from the end of the site on camp road out of the estate as there is currently no path and stop the work traffic coming through on main road entrance as it's loud for her house
Local shop: More frequent buses

rive to work as car share but would help someone with shopping etc

More frequ. Local shops

Speed humps are brutal by home. Damages to car from humps.

Shops, coffee shop, pub & a bar! Would like to know when Sainsbury's will be open!

More frequ. Closer shops

find people Improve gym on site, more buses, shop on site as promised, walk and cycle routes

More frequ. Local shops

Bus routes being add. Shops, outside park is not completed since they've moved in. Big gates surrounding not fully finished.

ork if let dc Improve paths and camp road. Add in a pedestrian crossing as not safe to cross with the traffic

Parks, shops and development seems to be taking too long. Seems dangerous.

Pot holes, road surface terrible. Give way signs. Service charge to high with no maintenance carried out. No maintenance to roads, poor lighting. People driving over grass and not pavements!

ork if let dc Pub, Sainsbury's. Very annoyed with road damage and lorry drivers

Local shop: Parking issues on Hart walk

Although i it would be great if sainsburys opened soon!!!

More local Walking routes info, children facilities

Better help with renting residents. But happy with the area.

More frequent

nd out if so! Shop pub on site needs to open to make life easier

More frequ. Closer shops

would be nice to have the option to get the bus to oxford and back in the evening it will be better once dorchester gave finished all the facilities

ork if let dc Happy resident. Playgrounds for children. Used to be many facilities but gone down for houses/ development.

More frequent trains to Oxford to make working in the centre of Oxford a more likely/easier option. Opening the supermarket quickly will reduce number of visits to Tesco's. A crossing near the front of school will make it easier to cross that

Local road. Bicester seems intent on surrounding the town with HGV depots, poor roads and broken road surfaces making travelling by foot or bike a poor and dangerous prospect.

Areas for children one swing is not enough and it's far away. Shops not available

Fix the pot holes. More facilities

Shop on site so don't have to travel ages for milk essentials etc

Pot holes, shops closer

rt to service station of work

ork if let down by car sharer

No No

Local shop: Pavement barriers by front of school opposite

Local shop: No

Pub, tarmac outside homes. Traveling far away, shopping, social factors

Pot holes, safer pathways, facilities such as shop, takeaway, decent park and possibly a closer swimming pool. Kebab shop not allowed to deliver to me so unlikely to use him unless I drive to him and thats not always convenient

Local shop Relief road built

More amenities on site and routes for familywalking running and cycling

nd if people would be getting the same train as me

Pub, local. Having a local meal within community, basic costs to fulfill.

If they sort When are they going to open Dow Street (it was supposed to reopen in Feb 2019)?

ork if let dc Pot holes! Shops!

Happy with community

Feel that it's to busy due to extra houses added. pot holes need to be fixed as far to many!! Dog poo around on paths. No dog poo bins!!

More local More play areas for children, toddler friendly

Expressed his concerns about not being looked after as a renting resident. Roofs\leaking\moulds within houses around the circle. Happy with traveling but having to commute out of Oxford for work purposes

More places to take kids

Local shop: More frequent buses

Roads, not happy with speed bumps, not safe

More frequ. No

Condition of roads awful, shop open soon

Local shop: More buses

buses are irregular so if i miss one i have to wait a long time for another - would like more of them

More frequ. More local shops

More relia Stop speeding, walk cycle routes, shops, restaurant, pub on site, double parking and parking in front of houses instead of on drives and potholes.

More frequ. More local shops

More frequ. More local shops

i am on call the hgvs driving along camp road causes lots of problems and would be more pleasant if they didn't

More frequ. More local shops

Would like a pub and restaurant and shops closer, would like a coffee shop

Walking path shops and sort out the brick speed bumps

More frequ. More local shops

Not lived here for long but I'd very unhappy with camp road

Soft play areas for younger generation

Shops clos No

etween the people sharinh

Beneficial areas

Would like a pub, takeaway and local shop

lifts but no Not enough transport, no late trains

No Safer roads

Na No

More frequ. No

Local amer No

Needs car t Happy with area but would like camp road to be better potholes etc

Na More frequent bus

Na Road surfaces improvement

No Roads need improvement, including roads in and out of Hartford, fill potholes when appear, proper crossing for school children, better maintenance upkeep

Local shop: Area tidied

nd the same i sometimes order my food shopping online

Frequent b Local facilities finished

Shop and amenities

Closer shoq More frequent trains

Improve site with shop and get more things for residents to do

ork if let dc Better road safety more areas for shopping or communal spaces

Closer shoq More frequent buses

contact oth Safe place for children to run cycle walk and play with no main roads or cars near

Clearer indication of where the bus stops are, more frequent services and later/earlier services.

Closer shops

Shops for access

Shop and amenities on site like promised

More frequent buses, closer shops

Need shop on site and stop double parking

Having better North end of camp road needs a right of way. Unnecessary incidents.

Closer shops More footpaths

Shop on site

Closer shops

Reliable re: Resurfacing of lower part of Camp Road (going towards B4030 and B430) would be appreciated.

Definitely the 250 bus does need to be on time more as I am being bought up on my lateness at work. Also having one every hour either to Bicester or to Oxford is not efficient enough and would benefit people if they were more regular.

Double the bus frequency. That'd be perfect.

Work if let down by car sharer

No

No

Pub and shops Stop parking on roads and transporter vans going down small roads and fix potholes

No local shops

Cheaper petrol Would cycle more if it safer

Works at school Better facilities for children. Libraries, gyms etc

Work if let down by car sharer

More frequent

Parks, activities

Shops closer Shops. Better bus service

No

Work if let down by car sharer Happy with situation

Not enough! Add more public transport

N/a

Better roads Bigger and better shops

Work to arrange Longer bus hours, kebab van on site, more shops that you can buy alcohol from

Shops. More shops, unable to pop to local shops. Looking forward to potential Sainsbury's

No

No

Shops

Closer shops

Better parking always cars on the road

Encouraging Still learning about the new area. Looking for new motives/routines. Leaflets for new home owners, community spaces, what to do in the area, library's etc..

More frequent

More shops on site

No

Buses!!!!!! If the bus came more often we would use as we have a bus pass

More shops/places to go need to open on site

Have cars slow down!!!!!! Speeding through the neighborhood reduces my thinking to walk.

Areas for children, soft play

Improved re When will the facilities be finished?

Buses!!!!

Shop to

Access to station

No

Work from home if employer both (a) permits and (b) encourages

Work if let down by car sharer

Work if let down by car sharer

Not really Nope

Work if let down by car sharer

Stopping parking in front of access during school drop off etc

Opening the path around the airside for walk

Shop on site Parking on the road and speeding

No

Weber things delivered so we don't have to drive School drop off times bad -, school should do carshare options

No I would like to see the facilities completed which were promised three years ago

Work if let down by car sharer

Shop on site

Key is better public transport All times of day

Work if let down by car sharer

More facilities in the village, footpath around

Bike routes: No

Shop on site

Buses must it would be good to have a path along Station road from Upper Heyford to Lower Heyford so that you can walk to Heyford Station to take a train. It's very very difficult at the moment and easier to take a car.

Shop on site

No

Electric charging: TPC needed from point of sale

if Bicester which makes public transport possible, but I've looked up the bus route and it would take almost 2 hours to get to work, which seems like a crazy change to make, especially as I would need to sort child care and someone to take the kid:

kes it impossible. During summer months public footpaths are regularly overgrown with crops, grass, stinging nettles and brambles. A number were totally inaccessible. A footpath on the east end of camp road connecting to the public footpath
se his wheelchair - he has muscle weakness and it's too far for him to self propel his chair - not to mention having to negotiate the poorly designed ramp at the nursery crossing point. Oh, and the busses don't run late enough for anyone
young children's playparks, cyclists and teenagers are all catered for with that kind of approach and it brings the community together instead of dividing them over issues of 'dog poo' etc. Please also consider replacing the RM chair, his approach to

areas around unused hangers and the scheduled sites, and some of the tarmac paths could be given over to leisure access with little cost. The filming areas could also be opened when not in use for filming. 3) Improve cycle links to the station. Im

;

ells Tesco produce at incredibly inflated prices and does not maintain constant opening hours. The gym is not fit for purpose either given its size and opening hours, meaning again further car journeys are required. Improving provisions and trans

part of the road at busy times - rather than avoiding and traveling by car.

s to school while I'm on the bus! Sadly, as much as I want to be as green as possible, sometimes cars are the only option.

h and down Kirtlington Road connecting to footpath through the field.

ot working standard office hours, or those who might want to go out in the evening. Some people work Sundays, but there are no busses at all serving Heyford.

› issues around Heyford is divisive and bullying... We need someone who is focused on bringing us all together not posting on Facebook to tear us all apart.

plement a cycle path down camp road. The path is wide enough for a shared route. Then either work with the rivers and canals trust to improve the surface of the canal path between upper and Lower Heyford, or the work with the council to ope

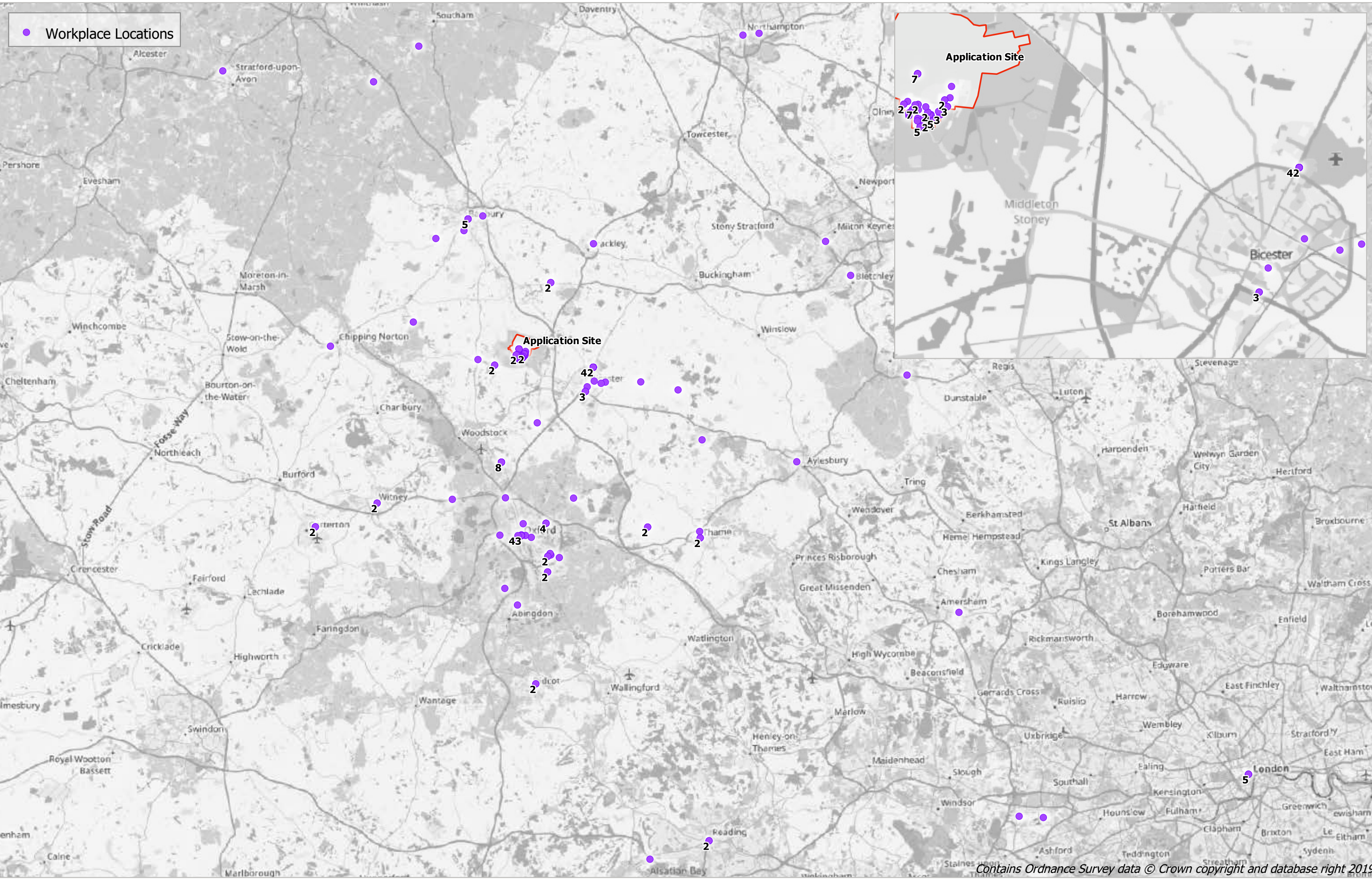
port links will make Heyford Park a sustainable and more attractive proposition. It is incredibly isolated at present!

n up the footpath as a cycle route. 4) Open up a footpath around the base, by clearing brush and making what is there already accessible, and wiring with land owners to add permissive paths round the field edge or inside the base perimeter. 5)

Work with the council and network rail to bring forwa

Appendix D
Location of Usual Place of Work

● Workplace Locations



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MY



mode choice

Appendix B
Travel Survey Questionnaire

The logo for 'MY mode choice' is displayed on a grey rectangular background. The text 'MY mode choice' is centered in a dark grey, sans-serif font. The word 'MY' is in a larger font size than 'mode choice'. Four small, dark grey corner brackets are positioned around the text, pointing inwards towards the center.

Heyford Park, Bicester - February 2020

Thank you for participating in this important survey!

This survey is being conducted by 'MY mode choice'; a new company established to research and identify ways in which we can make a positive move towards more sustainable travel choices.

We are currently researching existing travel behaviours and future travel opportunities within your area.

The survey should take around 10-minutes to complete.

To thank you for your time, your details will automatically be added to our prize draw to win upon completion. (Note that incomplete surveys will not be entered into the price draw.)

- 4x £25 shopping vouchers.

Thank you for taking the time to complete this survey.



Heyford Park, Bicester - February 2020

About You and Your Home

* 1. Please provide your contact details below

Name

House Number / Name

Street Name

Postal Code

Phone Number (for prize draw only)

* 2. Your age:

- Under 18
- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

* 3. Please confirm your current employment status.

- Full Time Employed
- Part Time Employed
- Self Employed / Business Owner
- Unemployed
- Retired
- Other (please specify)

* 4. How long have you lived at your current address?

Months

Years

5. Is your present home:

(tick one box only)

- Owner occupied / Owned outright
- Owner occupied / Mortgaged
- Rented from a Private Landlord
- Other (please specify)
- Rented from a Housing Association
- Accommodation comes with the job

* 6. How many cars or vans are available for your household to use?

MY mode choice

Heyford Park, Bicester - February 2020

Your Current Travel Patterns

* 7. What is the postcode of your place of work? If you work from home put work from home (please use town/city if you can't remember postcode)

Postcode or Town/City if
not known

* 8. Typically, what time do you leave your house in the morning for your daily commute?

Time

Time

AM/PM

hh	mm	-	▾
----	----	---	---

9. Do you have any additional stops to and from work? e.g. school run, going to the gym etc.

No

Yes (please specify)

* 10. What is your usual main mode of travel for the following:

(main mode means the mode which you travel furthest on during your journey)

	Work	Shopping	Leisure	Education
Walk	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Train	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Bus	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car share as a driver	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Car share as a passenger	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Drive a car alone	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Taxi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Scooter / Motorcycle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Work from home	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
None	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Other	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

11. What are your main reasons for using your main mode? (Tick up to three reasons that are most important to you)

- More flexible than other modes
- More reliable than other modes
- No direct public transport near me
- Direct transport near me
- Distance from home too far to walk/cycle
- Additional stop off on the way e.g. taking children to school/going to the gym
- Carrying large or heavy items to and from the car
- Positive health reason e.g. improves fitness
- Negative health reasons e.g. mobility difficulties
- Lack of facilities at work e.g. showers/changing facilities
- Personal safety concerns with other modes
- Cheapest option
- Prefer to travel alone
- Takes the quickest amount of time
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Walking

* 12. What are the main reasons you don't walk? If you already walk, are there any barriers? (Please choose up to 3 reasons that are most important)

- | | |
|--|--|
| <input type="checkbox"/> It's too far | <input type="checkbox"/> The route I would take is unsafe (i.e. risk of accidents / lack of crossing points) |
| <input type="checkbox"/> It takes too long | <input type="checkbox"/> I worry about my personal safety (i.e. risk of personal attacks) |
| <input type="checkbox"/> It's too physical | <input type="checkbox"/> Inadequate changing / showering facilities at my destination |
| <input type="checkbox"/> I'm not sure how I would walk to my destination | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> The route I would take is unpleasant | <input type="checkbox"/> None |
| <input type="checkbox"/> Other (please specify) | |

* 13. To what extent would you say you would be receptive to travelling by foot?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 14. Which of the following changes would encourage you to walk for journeys in the local area? If you already cycle what changes would you like to see? (Choose up to 3 reasons which are most important to you)

- Better maintained footpaths
- Improved lighting on footpaths
- More improved pedestrian crossing points
- Slower speed limits
- None
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Cycling

* 15. What are the main reasons you don't cycle? If you already cycle, are they any barriers? (Please choose up to 3 reasons which are most important to you)

- | | |
|---|---|
| <input type="checkbox"/> I don't own a bike | <input type="checkbox"/> The route I would take is unpleasant |
| <input type="checkbox"/> It's too expensive to buy a bike | <input type="checkbox"/> The route I would take is unsafe (i.e. risk of accident) |
| <input type="checkbox"/> I don't know how to ride a bike | <input type="checkbox"/> I worry about my personal safety (i.e. personal attacks) |
| <input type="checkbox"/> It's too far to travel | <input type="checkbox"/> Inadequate changing / showering facilities at my destination |
| <input type="checkbox"/> It takes too long | <input type="checkbox"/> Inadequate parking facilities at my destination |
| <input type="checkbox"/> It's too physical | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> I'm not sure how I would get to my destination | |
| <input type="checkbox"/> Other (please specify) | |

* 16. To what extent would you say you would be receptive to travelling by bike?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 17. Which of the following changes/measures might encourage you to cycle for journeys in the local area? If you already cycle what changes would you like to see? (Choose up to 3 reasons which are most important to you)

- | | |
|--|--|
| <input type="checkbox"/> Cycle Training | <input type="checkbox"/> Availability of bike hire |
| <input type="checkbox"/> Improved cycle parking facilities | <input type="checkbox"/> Incentive schemes |
| <input type="checkbox"/> Improved road safety e.g. Additional signage for cyclists/
Colour-surfaced cycleways | <input type="checkbox"/> Bike buddy schemes |
| <input type="checkbox"/> Availability of public cycle repair and pump station(s) | <input type="checkbox"/> None |
| <input type="checkbox"/> Public art along parts / all of the route | |
| <input type="checkbox"/> Other (please specify) | |

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Public Transport

* 18. What are the main reasons you don't use public transport? If you already use public transport, are there any barriers? (Choose up to 3 reasons which are most important to you)

- | | |
|---|---|
| <input type="checkbox"/> They don't go where I need them to | <input type="checkbox"/> The journey takes too long |
| <input type="checkbox"/> They don't operate at the right times of day | <input type="checkbox"/> They're dirty |
| <input type="checkbox"/> They're not frequent enough | <input type="checkbox"/> They're either too cold or too hot |
| <input type="checkbox"/> They're too expensive | <input type="checkbox"/> I worry about my personal safety (i.e. personal attacks) |
| <input type="checkbox"/> They're unreliable | <input type="checkbox"/> I have other commitments (i.e. school drop-off/collection) |
| <input type="checkbox"/> Other (please specify) | |

* 19. To what extent would you say you would be receptive to travelling by bus?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 20. Which of the following changes/initiatives would most encourage you to use public transport for your journey to work? If you already travel by public transport what would you most like to see? (Choose up 3 reasons which are most important to you)

- More frequent bus services
- More direct bus routes
- Better lighting/footway maintenance between bus stops and your home
- More frequent train services
- Better connection between Heyford Station and your home
- Other (please specify)
- More public transport information
- Free Wi-Fi/charging facilities on public transport
- Lower cost tickets
- None

MY mode choice

Heyford Park, Bicester - February 2020

Your Future Journeys: Car Sharing

Car sharing is an arrangement in which two or more people travel together in one car to and from work. There can be one designated driver or the passenger and driver can rotate the responsibility.

* 21. To what extent would you say you would be receptive to car sharing in your local area?

- Very unlikely
- Unlikely
- Possibly
- Very likely

* 22. Would you be prepared to be:

- The driver
- The passenger
- Both
- None

* 23. Which of the following would most encourage you to car share? If you already car share which would you most like to see? (Choose up to 3 reasons which are most important to you)

- Help in finding car share partners that have similar work patterns
- More information regarding car sharing e.g. benefits and cost savings
- Reserved parking for car sharers
- Financial incentive for car sharers
- Guaranteed journey to and from work if let down by car sharer
- None
- Other (please specify)

MY mode choice

Heyford Park, Bicester - February 2020

24. Are there any other changes that would make it easier to reduce the number of journeys you make by car?

25. Do you have any other comments, questions or suggestions that may be relevant?



MY mode choice

Heyford Park, Bicester - February 2020

THANK YOU SO MUCH!

You have now completed the survey and your details have been entered into our prize draw!

You'll hear from us by phone or email if you are a winner!

Appendix C
Travel Plan Coordinator Job Description

SAMPLE JOB DESCRIPTION – TRAVEL PLAN COORDINATOR

At [organisation/development name], we are strongly committed to being a leader in the area of sustainability. Employee and visitor travel is a key element of this agenda, and [organisation/development name] wants to ensure that our site remains accessible by sustainable transport for employees, visitors and suppliers alike.

We are committed to developing and promoting more sustainable travel choices, from improving cycling facilities, to promoting car-sharing, and providing clear information on alternatives to the car, so that our sustainable travel policy is beneficial to both the local community and our employees, visitors and suppliers alike. To this end, we are looking for a creative, innovative individual, with excellent communication and event/project management skills to manage the [organisation/development name] Travel Plan/Mobility Management Plan.

The successful applicant will liaise with employees, visitors and a wide range of external agencies, including local authorities, transport providers, bike suppliers etc., so the ability to communicate practical transport ideas and promotions is an essential aspect of this post. With up to ____ residents, ____ employees and ____ visitors coming on site every day, finding solutions that appeal to a variety of people offers a considerable challenge.

The successful applicant will be part of a Steering Group made up of the Chief Financial Officer, the Head of Facilities, the Head of Human Resources and a volunteer Green Team. The Steering Group will guide the development and objectives of the Plan and support the Travel Plan Coordinator in implementing and monitoring the plan.

An ability to take ideas from design through to implementation will ideally be complemented with a background in sustainable transport, health promotion or a similar role. This challenging role offers successful applicants the opportunity to develop specialist skills, and gain experience in a growing field, within the context of a major organisation.

DUTIES AND RESPONSIBILITIES

- To play a senior role in coordinating the [organisation/development name] Travel Plan
- Setting up, coordinating and attending Steering Groups, Working Groups etc.
- Organise bike maintenance days
- Liaison with commercial occupiers and their travel plan coordinators
- Liaison with bus service providers
- Organising Green Travel Vouchers
- Conducting an employee/resident travel survey and analysis, leading to a development of a travel action plan
- Implementation of the travel plan, with calendarised events over xxxxx years
- Designing and implementing effective marketing and awareness-raising campaigns to promote the travel action plan to both resident, staff and visitors
- Coordinating the necessary data collection to monitor the success of the plans - implementation, reviewing and updating as necessary
- Acting as the main point of contact for stakeholders, both within and outside the organisation

EXPERIENCE / QUALIFICATIONS

Candidates should possess the following skills/ qualifications

- Proven track record in marketing or communications with both internal and external parties
- Excellent organisation and inter-personal skills
- Event/ project management skills
- Computer literate with experience of packages such as Word, Excel, PowerPoint
- Organised, practical, enthusiastic and realistic
- Results-oriented

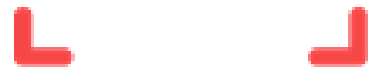
The following skills/ qualifications would be advantageous.

- Relevant third level qualification
- Experience of Travel Planning
- Background in health promotion or similar behavioural change programmes
- Knowledge of sustainability/environmental issues
- Desktop publishing
- Social marketing experience
- Background in organisation sector

Final version of the job specification will be agreed with Oxfordshire County Council



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