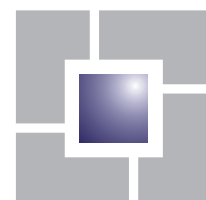


Woodstock East, Oxfordshire

Framework Travel Plan



david tucker associates
transport planning consultants

Woodstock East, Oxfordshire

Framework Travel Plan

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Prepared by:

David Tucker Associates

Forester House, Doctors Lane
Henley-in-Arden
Warwickshire
B95 5AW

Tel: 01564 793598
Fax: 01564 796983
inmail@dtatransportation.co.uk
www.dtatransportation.co.uk

Prepared For:

Pye Homes Ltd and Vanbrugh
Trust

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1.0 INTRODUCTION

- 1.1 This Framework Travel Plan (FTP) has been prepared on behalf of Pye Homes Ltd and Vanbrugh Trust by DTA in respect of the proposed development at Woodstock East, Oxfordshire.
- 1.2 The FTP will provide the over-arching framework which sets out the Sustainable Travel Strategy (STS) for the site as a whole and will drive the production of the Residential Travel Plan for the development, and individual occupier specific Workplace Travel Plans for the employment, the primary school and other relevant elements of the development such as the local centre facilities and care village.
- 1.3 The life of the Framework Travel Plan will be the period taken to develop out the site plus any additional period required to fully ensure the individual Travel Plans flowing from it are in place and operating satisfactorily.

Vision Statement

- 1.4 The development at Woodstock East is hoped to be an exemplar mixed use Sustainable Urban Extension. This Framework Travel Plan sets out the very high priority being placed on achieving long-term sustainable travel solutions.
- 1.5 We want to create a high quality sustainable community with a balanced mix of homes, jobs and facilities to promote living and working on site. Sustainable travel will be at the heart of the development with excellent walking, cycling and public transport facilities, with infrastructure that is biased towards the sustainable travel option users. The development will be particularly attractive to those wishing to make a sustainable lifestyle choice.

Development and Framework Travel Plan Proposals

- 1.6 The illustrative Development Masterplan which is attached in **Appendix A**. The outline planning application (with all matters reserved) for mixed use development comprise the following elements:
- *up to 1,350 dwellings;*
 - *150 unit care village with associated publicly accessible ancillary facilities;*

- *Primary School (two form entry);*
- *Up to 929sqm of retail space;*
- *Up to 7,500sqm of locally led employment (B1, B2 and B8);*
- *Site for a Football Association step 5 football facility;*
- *Link & Ride;*
- *Public open space; and*
- *Associated infrastructure, engineering and ancillary works.*

- 1.7 A Travel Plan (TP) is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed (“Delivering Travel Plans through the Planning Process” published by the DfT in April 2009).
- 1.8 The proposed development will include residential and commercial elements and it is too early to identify end users at this stage. The development will result in wholly new operations for which information regarding specific travel patterns must be forecast. Whilst a development framework has been prepared, the scale and form of individual buildings, and the scope of reserved matters applications and individual sub-phases are also undefined at this stage.
- 1.9 This document therefore acts as an umbrella plan and sets out the overarching commitments made by the developer in the context of operating the site wide strategy and where necessary interaction with individual travel plans / organisation and residents.
- 1.10 The FTP aims to interact with all aspects of the development providing an action plan for promoting sustainable travel throughout Woodstock East as a whole, whilst providing co-ordination between individual site specific travel plans adopted by businesses, the new primary school and the residential areas within the site.
- 1.11 In addition, it is the intention to improve connectivity to, and integrate the proposed development with, the existing adjacent residential and commercial communities. Hence there will be a specific element of the marketing and communication strategy (set out later in this document) that will seek to inform residents and employers/users of the adjacent areas of the additional facilities available to them. It is hoped that many of these FTP strategies will be embraced by residents and businesses in Woodstock, which

will bring additional benefits to the area as a whole.

1.12 It also acts as a guide, where appropriate, for occupiers to produce more detailed travel plans tailored to their organisation, which will outline specific measures and timescales for their implementation. The implementation timescales and monitoring are discussed in more detail below.

1.13 A Travel Plan should detail specific targets, that should be SMART - Specific, Measurable, Achievable, Realistic and Time bound. In terms of objectives, DfT guidance "The essential Guide to Travel Planning" (2008) states that travel plans should deal with the following key issues:

Workplace Travel Plans

- Develop a better understanding of the travel habits and travel to work arrangements of all employees;
- Obtain information on travel habits of employees via an organisation wide survey;
- Establish arrangements for publicising the travel plan and maintaining the information as it develops; and
- Raise awareness of alternative travel options with new employees.

Traffic congestion

- Encourage the use of alternative forms of transport to reduce the number of cars on the road;
- Consider how to promote alternative options to the car for staff;
- Provide facilities for alternative transport options to council for staff; and
- Operate a car share scheme.

Health and wellbeing

- Contribute to the improved health and well being of staff and citizens; and
- Promote the health benefits of walking and cycling to work.

Car park management

- Reduce the number of cars requiring parking spaces; and

- Reduce the environmental, social and business impact.

1.14 The Travel Plan therefore includes the following for the individual elements of the site (as set out in para 1.6):

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target; and
- A process for monitoring progress towards achieving the target.

1.15 The strategy includes:

- Walking incentives;
- Cycling incentives and facilities;
- Public transport initiatives;
- Car parking management; and
- Measures to reduce the need to travel.

1.16 Based on the above, the Travel Plan seeks to manage travel patterns safely and efficiently. The overall package of measures therefore includes the following infrastructure measures:

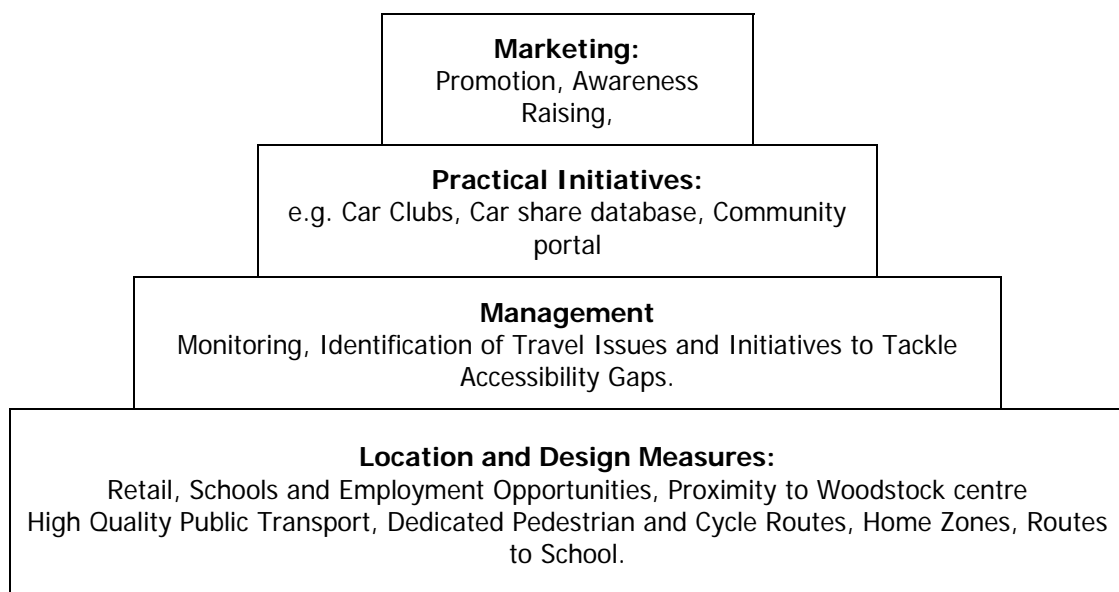
- This Travel Strategy;
- Extension of the existing Stagecoach Bus Service S3 into the site;
- Link & Ride Provision;
- Improved linkages to existing walking / cycling networks into Woodstock;
- Access management to and within the site;
- A new junctions into the site from the A4095 Upper Campsfield Road and A44 Oxford Road; and
- Safety and Capacity Improvements along the A44 Woodstock Road.

1.17 The likely timing and proposed delivery of these are discussed in detail below together with ongoing refinements to the mitigation strategy as the Travel Strategy itself progresses in line with the development programme, which is anticipated to be of the order of 15 years, subject to market conditions.

2.0 STRATEGY STRUCTURE

2.1 Introduction

2.1.1 In terms of the overall structure of the strategy, reference has been made to “Good Practice Guidelines: Delivering Travel Plans through the Planning Process” published by the Department for Transport in April 2009. This sets out the concept of the ‘Travel Plan Pyramid’. This has been adopted for the purposes of this FTP:



2.2 Travel Plan Branding

2.2.1 Woodstock East will ultimately be a large mixed use development with a local centre, a primary school, employment and other facilities. Creating a strong Woodstock East Travel Plan brand identity will be a key component to the success of achieving sustainable travel patterns from day-one that are maintained for the life of the development. A great deal of effort will be applied to ensure that the residents and occupiers ‘take ownership’ of the sustainable Framework Travel Plan living and working concept for Woodstock East.

- 2.2.2 A wide range of high quality facilities will be developed to ensure that as much of the community's local needs as possible are catered for within Woodstock East, and a substantial level of trip containment within the site is achieved.
- 2.2.3 Any Travel Plan must ensure that sustainable patterns are ingrained from the outset of the development. Individuals travelling to, from and within the site must therefore be aware of the Travel Plan and what it aims to achieve. It is also important that good public transport, cycling and walking facilities are provided at the earliest stages when travel habits are forming i.e. influence the car ownership decisions choices that may be made when individuals or family move home, school or employment etc.
- 2.2.4 In particular, the primary infrastructure for the bus route within the site will be completed early and kept clear of construction process impediments to the free circulation of buses through the development. It is important that public transport is seen to be a high quality unencumbered service from the very beginning in order to ensure it is an attractive alternative to the private car.
- 2.3 **Location and Design Measures**
- 2.3.1 The design measures implemented at the early stages of Woodstock East development will effectively underpin the subsequent tiers of the strategy. The provision of primary education, leisure and shopping facilities, alongside employment opportunities within the site will reduce the need for residents of the scheme to travel longer distances.
- 2.3.2 Furthermore by providing an attractive environment for walking and cycling whilst facilitating integration with existing public transport services and the proposed Link & Ride, the potential for journeys to be made by sustainable means to destinations both within the site and to the wider area will be significantly increased.
- 2.3.3 Parking restraint in line with central and local government policy will be a part of the internal layout design.
- 2.3.4 Non-vehicular routes within the site, for example between residential areas and the primary school/ local centre, will be located on the most effective 'desire lines', whilst vehicular routes between these will be made less direct.

2.3.5 **Sections 4 and 5** of this Strategy sets out the practical design measures to be put into place in order to lay the foundations for sustainable travel both to and from and within the site.

2.4 **Strategy Management**

2.4.1 The design measures that effectively form the foundation of the Strategy will be determined at the detailed planning stage of the development. However the continued development of the Strategy in terms of establishing additional initiatives aimed at widening travel choice will need to be managed.

2.4.2 Additionally the success of the initiatives will need to be independently monitored (see **Section 9** of this FTP which sets out the monitoring strategy) to determine their effectiveness and whether there is a requirement for further schemes to be put into place.

2.4.3 The overall success of the Strategy will be principally measured against targets as set out within this document alongside details of other indicators that are to be used.

2.5 **Practical Initiatives**

2.5.1 **Section 4** sets out the practical initiatives that are to be implemented. These initiatives aim to fill gaps in accessibility following measures established during the foundation stages of the Strategy. The effective management of the Strategy will enable the identification of additional practical initiatives, which may be required as the strategy and site are developed over time.

2.5.2 The measures are set out against the phasing plans for the development, so as to most effectively target the changing needs of the Woodstock East through its anticipated 15-year build-out programme.

2.6 **Marketing**

2.6.1 Raising awareness through effective promotion and marketing of available sustainable travel options and their environmental, health and economic benefits forms the top of



the Strategy Pyramid. **Section 6** establishes the basic framework for the marketing of the aims and initiatives within the Strategy.

3.0 EXISTING CONDITIONS

3.1 Introduction

3.1.1 The transport patterns arising from a development are defined by the location of the site in relation to existing developments, i.e. how far people must travel to or from the location to access employment, education, services etc, and the structure of the transport system, i.e. how people can travel. This section describes the site and the surrounding transport networks to establish the level of accessibility to the area.

3.2 Site Location

3.2.1 The site is located to the south east of Woodstock and is approximately 12km northwest of Oxford in West Oxfordshire / Cherwell Districts.

3.2.2 The site is bounded by Shipton Road to the north, the A4095 Upper Campsfield Road to the east, the A44 Oxford Road to the south and the existing residential settlement of Woodstock to the west.

3.3 Local and Wider Road Network

3.3.1 The main strategic access from Woodstock is via the A44 Oxford Road. This provides access to Oxford, around 13 miles (21km) to the South. The A34(T) lies around 5 miles (8km) to the south, which provides strategic Trunk Road access to the M40 and M4.

3.3.2 A44 Oxford Road runs in a northwest-southeast direction providing connections to Oxford to the southeast and Chipping Norton to the northwest. The road varies in width from a single carriageway to a dual carriageway. In the vicinity of the site the road is a single lane carriageway and is subject to a 50mph speed limit. This reduces to 30mph when entering the built up area of Woodstock. There is a shared foot/ cycle route along the northbound side of the carriageway but no footway provision on the southbound side of the carriageway.

- 3.3.3 The A44 Oxford Road connects to the A4095 Upper Campsfield Road/ A44 Woodstock Road/ A4095 Bladon Road at a large priority roundabout. The A4095 routes through the village of Long Hanborough to Witney.
- 3.3.4 The A4095 Upper Campsfield Road runs between the A44 Oxford Road/ A44 Woodstock Road/ A4095 Bladon Road roundabout to the A4260 Banbury Road and is approximately 2km long. The road is a single lane carriageway and subject to a national speed limit which reduces to 50mph through Upper Campsfield village. There is no footway provision on either side of the carriageway.
- 3.3.5 Shipton Road runs east to west and is approximately 1.8km long. At its eastern end it links to Upper Campsfield Road. The initial eastern section is rural in character with agricultural land both sides of the road. The alignment of the road on this section is relatively straight except for two ninety degree bends, a right hand bend followed by a left hand bend at which point the road becomes more urban in character. Within Woodstock, Shipton Road provides access to existing residential areas and to Marlborough School. To the west it links via a mini-roundabout to Hensington Road, which in turn links to the A44 Oxford Road.
- 3.3.6 Shipton Road is a single carriageway approximately 6.5m wide. There is a footpath (approx. 1.8m wide) running along the frontage of the Marlborough Church of England School and to the new Marlborough Place residential area. The road is well marked and maintained between the mini-roundabout and the school.
- 3.3.7 Shipton Road itself is heavily traffic managed, subject to a 20mph speed limit and is well lit up to the Marlborough Church of England School. From here to the A4095 Upper Campsfield Road, the road is typically rural in nature with a national speed limit and no footway provision and no street lighting.
- 3.3.8 There is a zebra crossing within close proximity to the site, providing a linkage from the school to cricket ground/ playing fields.
- 3.3.9 The stretch of Shipton Road between the entrance to the school and Randolph Avenue has been upgraded as part of the consent for the Marlborough Place residential

development to include a give-way build out restricting traffic to one-way flow and improved footway links.

3.4 **Existing Traffic Flows**

3.4.1 To quantify the existing traffic flows on the local road network surveys were undertaken at key junctions on the local road network by a specialist independent traffic survey company. These traffic surveys were undertaken in July 2014 during school term time. The surveys included manual classified counts (MCC) with queue lengths and automatic traffic counts (ATC). The MCC's were undertaken on Tuesday 15th July 2014 for the following junctions:

- A44 - A4095 Bladon Roundabout
- A4095 Main Road / Lower Road;
- A4260 Banbury Road / A4095 Bunkers Hill / A0495 Upper Campsfield Road;
- A44 Woodstock Road / Spring Hill Road;
- A44 Woodstock Road / Sandy Lane / Rutten Lane;
- A44 Woodstock Road / The Turnpike / Cassington Road;
- Loop Farm Roundabout; and
- A34 / Services / A44 Woodstock Road.

3.4.2 The ATC's were undertaken between 10/07/2014 to 16/07/2014 for the following links:

- A44 Oxford Road;
- A44 Woodstock Road;
- A4095 Upper Campsfield Road;
- A44 Manor Road;
- A4095 Grove Road;
- Hensington Road; and
- Shipton Road.

3.4.3 The five day average ATC results for the A44 Oxford Road, A4095 Upper Campsfield Road and Shipton Road are summarised in the **Table 1** below.

Table 1 Existing Traffic Flows

Link	0800-0900			1700-1800		
	N/B	S/B	Two-way	N/B	S/B	Two-way
A44 Oxford Road	448	869	1317	842	631	1473
	N/B	S/B	Two-way	N/B	S/B	Two-way
A4095 Upper Campsfield Road	510	448	958	521	486	1007
	W/B	E/B	Two-way	W/B	E/B	Two-way
Shipton Road	145	132	277	102	53	155

3.5 Personal Injury Collision Data

3.5.1 Personal Injury Collision (PIC) data has been obtained by Oxfordshire County Council for the most recent five and a half year period from 01/01/2009 to 30/06/2014. A breakdown of the recorded collisions is set out in **Table 2** below.

Table 2 Personal Injury Accident Data (2009 - mid-2014)

	Fatal	Serious	Slight	Total
Number of collisions	3	20	64	87
% of collisions	3%	23%	74%	100%

3.5.2 There were 87 recorded collisions in the last five year period, three of which were recorded as fatal in severity, 20 recorded as serious in severity and 64 recorded as slight in severity.

3.5.3 There were 24 collisions involving motorcycles and pedal cycles, of which one was fatal in severity, 8 were "serious" in severity and 15 were "slight" in severity.

3.5.4 The review of PIC can identify clusters in collisions. The following cluster junctions are:

- Bladon Roundabout (A4095 – A44)
- Upper Campsfield Road/Banbury Road Crossroads (A4095 – A4260);
- A44 Woodstock Road/Langford Lane;
- A44 Woodstock Road/ Spring Hill Road; and

- A4095 Main Road/ Lower Road.

- 3.5.5 At Bladon Roundabout there were around 14 incidents (including incidents on the immediate approaches). This is equivalent to an accident rate of 2.55 incidents per year. TD16/07 reports that on average a large four arm roundabout will have 2.65 incidents per year of which 7.1% would be KSI (Killed or Seriously Injured). The frequency of incidents at this location is therefore broadly in line with the national average although the severity (%KSI) is higher at 28.6%. The majority of collisions were recorded as rear shunts, vehicle lost control, or failing to give way. The four serious incidents were all on the southern approach to the roundabout. One involved a collision between a car and a pedal cyclist. The other three incidents were all single vehicle loss of control, two of which involved car drivers where the drivers were impaired by alcohol and the third involved a motor-cyclist. Overall there is a downward trend in incidents at this location from 2010 when there were 5 incidents.
- 3.5.6 In the vicinity of the A4095 Upper Campsfield Road/A4260 Banbury Road junction there were 9 incidents. This is equivalent to an accident rate of 1.64 incidents per year of which 44% were classified as KSI. The frequency of incidents at this location does not appear to be high although the severity is higher than expected. Of the four incidents that were classified serious, two were single vehicle loss of control incidents on a bend on the approach to the junction rather than the junction itself. Of the other two serious incidents, both involve collisions between entering or exiting Upper Campsfield Road. One of these involved a motorcyclist. There is no clear trend in terms of accidents at this location over time although over half of the incidents occurred at the weekend. A third of incidents involved motorcyclists.
- 3.5.7 There are traffic signals at the junction of A44 Woodstock Road and Langford Lane. Here there were six reported incidents from the start of 2012 including a serious and a fatal incident. Four incidents were classified as slight and these were generally shunts or lane change manoeuvres. The fatal and serious incidents both involved collisions between a southbound vehicle on the A44 and a right turn movements out of Langford Lane.
- 3.5.8 In the vicinity of the A44 Woodstock Road/ Spring Hill Road junction the majority of collisions were recorded as failure to negotiate the roundabout, braking hard resulting in losing control and hitting the sign.

3.5.9 In the vicinity of the A4095 Main Road/Lower Road junction the majority of collisions were recorded as a vehicle overtaking motorcyclist failed to give enough distance and hit wheel of motorcycle, failure to give way, driving on the wrong side of the road (foreign driver) and rear shunts.

3.6 **Walking**

3.6.1 There is a shared pedestrian and cycle path along the south-western side of the A44 on the southern boundary of the site. There is no footway on the north-eastern side of the A44 Oxford Road. There are also no footways on the A4095 Upper Campsfield Road at present.

3.6.2 The existing residential areas to the north west of the site are typically residential access roads with footways either side of the roadway. These are not uniformly lit rather there is some provision at the potential conflict points e.g. junctions. The area is subject to a 30mph speed limit. There is a public right of way footpath skirting along a section of the site boundary from the A44 Oxford Road to the existing residential area on Crecy Walk. In addition there are possible connections through onto Hedge End and Flemmings Road.

3.7 **Cycling**

3.7.1 The site is very well located to the National Cycle Network which forms a nationwide network of paths and onto which a number of local routes link. National Cycle Network (NCN) Route 5 runs along the A44 to the south of the site. Within Oxfordshire the route is largely off-road, i.e. along segregated paths.

3.7.2 To the north NCN5 runs along the A44 into Woodstock, where it runs on-road through the town centre before re-joining an off-road path northwards up towards Banbury. The route ultimately continues on from Banbury up into Warwickshire. To the south NCN5 runs along the A44 towards Oxford. A short distance before the Frieze Way roundabout the route turns off the A44 across to the A40 and then southwards through Wolvercote and onto the Woodstock Road to the City Centre. Beyond the City Centre the route continues south through Oxfordshire linking to Abingdon, Didcot and then onwards to Reading.

3.7.3 Linking into NCN5 are local cycle paths and routes which are deemed to be preferable for cyclists. At Begbroke for example, there is a spur from NCN5 across to Kidlington where it joins NCN51 which runs from Oxford City Centre to the South, through Kidlington, and northwards up to Bicester and onwards to Milton Keynes and beyond.

3.7.4 The existing cycle routes are shown on **Figure 1**.

3.8 **Access to Local Services and Facilities**

3.8.1 The centre of Woodstock has a range of local facilities and services including independent stores, churches, post office, pubs, museums, health services. All of these facilities and services are located approximately 1.2km from the centre of the site and hence within a 10 – 15 minute walk.

3.8.2 The nearest convenience store to the site is Premiere Stores located on Shipton Road. The store is located approximately 870m from the centre of the site which equates to a 9-10 minute walk.

3.8.3 Blenheim Palace located adjacent to the site on the A44 Oxford Road is a designated World Heritage Site. The building and grounds attract visitors from all over the world with various events taking place all year round. Access into the grounds is taken from the A44 Oxford Road.

3.8.4 Leisure facilities are within walking distance of the site, in particular, the Woodstock heated outdoor swimming pool is located to the north of the site.

3.8.5 A summary of the local facilities is shown in **Figure 1**.

Education

3.8.6 The proposed residential development will increase the demand for education however the site is well located with respect to existing schools and the proposals provide a primary school on site.

3.8.7 Given the timing for educational trips, these will overlap with the network AM peak hour, indeed according to the national travel survey (2008) around 43% of trips in progress during the AM peak (08:00 – 09:00) are school related. Education trips are therefore,

one of the most significant factors influencing the 'garden gate' vehicle trip generation of a residential site particularly given the apparent sensitivity to distance.

3.8.8 As shown by the 2008 national travel survey, for primary school trips, pupils are over three times more likely to travel to school by private car if their journey to school is 1.6 to 3.2 km compared to those whose journey is under 1.6 km. Nationally, the average journey length is 2.6 km. A similar relationship is also apparent for secondary school pupils although they are more likely to take the bus rather than be driven for long journey lengths. Nationally the average journey length is 5.4 km.

Table 3 Primary school trips by mode and length (2007-08 data)

Percentage	Under 1.6km	1.6km to 3.2km	3.2km to 8.0km	8.0km and over	Total
Walk	80	31	3	0	49
Bicycle	1	2	1	0	1
Car/van	18	61	76	70	42
Bus	1	6	18	28	7
Other	0	0	2	2	1
Total	100	100	100	100	100

Table 4 Secondary school trips by mode and length (2007 - 08 data)

Percentage	Under 1.6km	1.6km to 3.2km	3.2km to 8.0km	8.0km and over	Total
Walk	91	65	10	0	41
Bicycle	1	4	3	0	2
Car/van	6	21	34	22	22
Bus	2	11	50	68	32
Other	0	1	3	10	3
Total	100	100	100	100	100

3.8.9 The nearest primary school to the site is Woodstock Church of England Primary School located on Shipton Road approximately 750m from the centre of the site. As can be seen from the above table the door to door walk distances are likely to be well within the national average and within the under 1.6km category and therefore the propensity to walk should be high.

3.8.10 It is proposed to build a new primary school on the site. It is therefore likely that the majority of trips will be internal to the site and therefore not interact with traffic on the wider road network.

3.8.11 The nearest secondary school is Marlborough Church of England School located on Shipton Road, approximately 700m from the centre of the site. Distance to secondary school is therefore closer, and accordingly accessibility much higher than the national average. The majority of pupils are likely to travel independently and therefore walk or cycle. Improvements to connectivity to the school from the site are discussed below.

Employment

3.8.12 Journey to work Origin-Destination statistics as reported by the 2011 Census have been obtained from the Office of National Statistics for the Super Output Area Mid Layer - West Oxfordshire 001 which includes Woodstock. This data provides the broad distribution of workplaces for residents within the study area and their main mode of transport.

3.8.13 The main workplace and study-place destinations for the population of this ward are shown below in **Table 5**. The data does not include those that work at or mainly from home and therefore the statistics relate to those who must commute. It shows that a high proportion of the West Oxfordshire 004 population travel to work within the local District. As set out above, however, the site does straddle both West Oxfordshire and Cherwell and therefore it is unsurprising that 15.9% actually travel into nearby Cherwell. A further 30% travel to work to Oxford. The data therefore describes a fairly tight distribution of work trip ends with 87.5% within Oxfordshire as a whole.

Table 5 Workplace destinations from West Oxfordshire 004 (2011 Census)

Workplace Destination	West Oxfordshire 004
West Oxfordshire	34.3%
Oxford	30.0%
Cherwell	15.9%
Vale of White Horse	5.3%
South Oxfordshire	2.0%
Other	12.5%
Total	100.0%

3.8.14 The 2011 Census 'Journey to Work' statistics provides modal share data for current residents of West Oxfordshire 004. These are summarised in **Table 6** together with data on national modal shares.

Table 6 Journey to work mode share for West Oxfordshire 004 (2011 Census)

Mode	Woodstock and Bladon	England and Wales
Work mainly from home	9.7%	9%
Underground	0.2%	3%
Train	2.8%	4%
Bus/mini-bus	8.2%	7%
Motorcycle	1.1%	1%
Driving a car	55.4%	55%
Passenger in a car	6.8%	6%
Taxi/minicab	0.0%	1%
Bicycle	4.1%	3%
On foot	11.4%	10%
Other	0.4%	0%
Total	100%	100%

3.8.15 It can be seen from the above data that notwithstanding the relatively small size of Woodstock, that bus use, walking and cycling are higher than the national average that includes the large conurbations including Greater London, Greater Manchester and the West Midlands Conurbation. Clearly, for new residential development, the main demand for travel to work is in and around the local area itself.

3.8.16 In addition a good frequency of bus services and access is available along the A44 to provide for longer distance journey to work trips to Oxford and Witney. There is therefore scope to significantly enhance overall modal share for walking, cycling and public transport within the area as a result of development of the site.

3.9 **Public Transport Provision**

Current Bus Services

3.9.1 The scoping response from OCC confirms that the site is very well located from the transport perspective, adjacent to the A44 strategic Premium Bus Route from Chipping Norton and Woodstock to Oxford. It is also located on the secondary strategic bus route from Burford and Witney to Woodstock.

3.9.2 At present, the nearest bus stops are located on the A44 Oxford Road adjacent to Blenheim Palace approximately 900m north of the proposed site access. The northbound



bus stop has a layby with bus stop flag and timetable information. The southbound bus stop has a layby with bus stop flag, timetable information and bus shelter.

3.9.3 Bus service S3 connects Woodstock and Oxford city centre, serving George Street and Gloucester Green bus station and the railway station. This provides connections with Oxford's extensive and frequent bus network, and with national and regional train and coach services. North of Woodstock service S3 branches, with routes to Chipping Norton and to Charlbury.

3.9.4 S3 is a Stagecoach 'Gold' standard service. The buses have leather-trimmed seats, free WiFi and Euro5 low-emission engines. Drivers are trained to provide a high standard of customer care in addition to professional driving standards. Real-time information on bus departure times is available online and by SMS text.

3.9.5 S3 operates seven days a week. On weekdays, the first departure to Oxford leaves Woodstock at 0620 and arrives in the George Street at 0645, continuing to the railway station at 0650; the last departure from Oxford's Gloucester Green bus station is at 2345, arriving in Woodstock at 0010. A summary of first and last departures by day of week is presented in **Table 7**.

Table 7 Service S3 first and last departures to/from Oxford City Centre

Direction of Travel	Weekday	Saturday	Sunday
From Woodstock to City Centre – first departure	Depart: 0620 Arrive: 0645 [0650 at railway station]	Depart: 0647 Arrive: 0720 [0725 at railway station]	Depart: 0835 Arrive: 0900 [0905 at railway station]
From City Centre to Woodstock – last departure	Depart: 2345 Arrive: 0010	Depart: 2345 Arrive: 0010	Depart: 1945 [1940 from railway station] Arrive: 2019

3.9.6 S3 is a frequent service, with departures every 10 minutes towards Oxford at the busiest time in the morning peak; every 15 minutes from Oxford in the afternoon peak; and every 20 minutes during the weekday and Saturday inter-peak. Sunday departures are at 30 minute intervals during the daytime. Evening departures are once per hour. A summary of service frequencies is presented in **Table 8**.

Table 8 Service S3 departure intervals to/from Oxford

Direction of Travel	Weekday Peaks	Weekday and Saturday Inter-Peak	Sunday Daytime	Evenings
From Woodstock to City Centre	AM [0630-0930]: - from 0732 to 0802 – every 10 minutes - other times – every 15 to 20 minutes	Every 20 minutes	Every 30 minutes	Once per hour [mostly regular interval of 60 minutes]
From City Centre to Woodstock	PM [1630-1830]: - from 1615 to 1815 – every 15 minutes - other times – every 20 minutes	Every 20 minutes	Every 30 minutes	Once per hour [mostly regular interval of 60 minutes]

3.9.7 Journey times on service S3 between Woodstock and Oxford city centre vary between 43 minutes in the morning peak and 24 minutes in the off-peak; see **Table 9**. These journey times are in a range that it is considered car drivers would find bus an acceptable travel option. Peak period punctuality is supported by bus lanes on the Woodstock Road within the Oxford ring road.

Table 9 Service S3 running times to/from Oxford City Centre

Direction of Travel	Weekday Peaks	Weekday and Saturday Inter-Peak	Sunday Daytime	Evenings
From Woodstock to City Centre	AM [0630-0930]: between 38 and 43 minutes	33 minutes	25 minutes	23 minutes
From City Centre to Woodstock	PM [1630-1830]: between 33 and 35 minutes	28 minutes	24 minutes	24 minutes

3.9.8 Stagecoach’s service 233 provides a connection between Woodstock, Long Hanborough, Witney and Burford on weekdays and Saturday. The weekday service operates between approximately 6.30am and 6.30pm, the precise times depending on the location and the direction of travel.

3.9.9 Morning and afternoon departures between Woodstock, Long Hanborough and Witney are at intervals tailored to school travel, with a regular 60-minute interval service during the middle of the day. The Saturday service starts at approximately 8am.

3.9.10 OCC have confirmed that strategic plans exist to improve the bus service between Witney, Hanborough and Woodstock, to operate two times per hour. Furthermore, there

is an aspiration to extend this service to Water Eaton (and possibly Headington) via Langford Lane and Kidlington. OCC are currently collecting Section 106 contributions from other development sites to assist in achieving this desired improved bus service and extended route towards Kidlington and beyond.

3.9.11 Services W10, W11 and W12 provide connectivity to Woodstock and Kidlington from the smaller villages in the vicinity. These services provide limited travel-to-work commuter services in Woodstock.

Bus Ticketing

3.9.12 Stagecoach’s Megarider Gold ticket provides unlimited travel on their services in Oxfordshire. It is available in periods from weekly to annual, plus a monthly direct-debit option; see **Table 10** for prices. Tickets valid for up to one month are delivered on a smartcard platform.

3.9.13 The Oxford SmartZone is a ticketing scheme that enables travel on the services of Stagecoach, Oxford Bus Company and Thames Travel. Woodstock lies outside the Oxford SmartZone core area; Stagecoach offers a SmartZone add on to their Megarider Gold ticket for one-third of the price of a stand-alone SmartZone ticket.

Table 10 Stagecoach Megarider ticketing

Service Coverage	1-Week	4-Week and Monthly	13-Week	Annual
Oxfordshire Megarider – Stagecoach only	£26.00	£78.00	£232.00	£812.00
Delivery method:	Smart	Smart	Paper	Paper
Oxfordshire Megarider plus Oxford SmartZone multi-operator	£31.20	£95.20	£276.10	£956.80
Delivery method:	Smart	Smart	Smart	Smart

Coach Services

3.9.14 Stagecoach’s ‘Oxford Tube’ and Oxford Bus Company’s ‘Espress X90’ operate between Oxford and London at frequent intervals on weekdays and at weekends. The Oxford Tube service operates throughout the night. Both these services can be accessed at Gloucester Green bus station which bus service S3 from Woodstock serves, at Thornhill



Park & Ride site round 10 miles south-east of the development site, and at M40 Junction 6.

3.9.15 National Express provides direct coach services in Oxford to/from 65 locations across Britain. Stagecoach’s X5 service to Cambridge via Milton Keynes provides an additional coach link. These services all call at Gloucester Green bus station.

3.9.16 Oxford Bus Company’s ‘Airline’ services to Heathrow and Gatwick airport operate at intervals of between every 30 minutes and every two hours, including overnight. These services run from Gloucester Green bus station and the Thornhill Park & Ride site.

Rail

3.9.17 The regional and national rail network can be accessed at Oxford railway station. This provides frequent train services, typically one or two trains per hour, on weekdays and at weekends to destinations including: the Great Western line to Reading and London; the Cotswold Line to Moreton-in-Marsh, Evesham, Worcester and Hereford; and the CrossCountry network to Surrey and the south coast, e.g. Basingstoke and Bournemouth, to the Midlands including Birmingham and to the north-east, e.g. Leeds and Newcastle, and to the north-west, e.g. Manchester.

3.9.18 Train services on the Cotswold line can also be accessed at Hanborough station, roughly 2 miles from the development site. On weekdays this station offers 19 departures to London via Reading, and 20 departures to Moreton-in-Marsh, 17 of which extend to Worcester. Bus service 242 also routes pass the station with a bus stop situated outside of the station entrance. The bus service provides an average journey time of 3 minutes. A summary of the rail services is provided in **Table 11**.

Table 11 Rail services and frequencies

Route	Monday to Saturday Frequency	Sunday Service	Journey times
Oxford	20-60 minutes	60-120 minutes	8-17 minutes
London Paddington	20-60 minutes	60-120 minutes	1hr 15 minutes
Worcester Shrub Hill	45-120 minutes	60-120 minutes	1hr-1hr 15 mins

3.9.19 The 55 space station car park at Harborough station was expanded in 2013 to create a new 191 space car park to accommodate the increase in commuters. In terms of

facilities on site, there are 10 Sheffield stands for cycle storage, self-service ticket machines, customer help points and access for the mobility impaired.

3.9.20 From 2015 a new Chiltern Railways service will be available from a new Oxford Parkway station adjacent to Water Eaton Park & Ride site (approximately 6km from the development site). The station will have access to over 800 car parking spaces and parking for over 100 bikes. The new train service will provide two trains per hour to London via Bicester and High Wycombe. This will provide a step-change in access to train services from towns and villages to the north of Oxford including Woodstock, obviating the need to travel into the city centre to reach London by train.

3.9.21 The East-West rail scheme will provide services to Milton Keynes and Bedford by 2019, and will increase the frequency of service between Oxford and Bicester. Services will call at Oxford Parkway station and thus be accessible from Woodstock without the need to travel into the city centre.

3.10 **Accessibility**

3.10.1 Woodstock benefits from excellent transport links including public transport, foot and cycle links to adjacent communities and good road links to the principle road network. The need to travel however is significantly reduced by the facilities already available within Woodstock.

3.10.2 Overall given the good locational benefits of the site, it is concluded that the development of the site is in full accordance with the transport policy objectives as discussed above in **Section 2**. As part of the development proposals, a Travel Plan has been prepared to promote sustainable travel and therefore secure the benefits of the accessible nature of the site.

4.0 TRAVEL STRATEGY MANAGEMENT

4.1 Introduction

4.1.1 The comprehensive transport strategy includes the provision of dedicated pedestrian and cycle routes to key destinations to and from the site together with a high quality public transport service and link and ride providing access between the whole of the development site and Oxford. These are shown on **DTA Drawing 15291-19**.

4.1.2 However, it is clear that for a development of this scale and mix of uses there will be a number of different elements of the strategy ranging from the initial and ongoing infrastructure provided by the developer to individual choices made by residents, visitors and occupiers.

4.1.3 The overall objectives of the strategy are to:

- Reduce the need to travel to and from site and reduce the need to travel during peak hours;
- Provide safe and easy, sustainable access for all, increasing awareness of choice of travel modes and promoting social inclusion;
- Promote the health, wealth and environmental benefits of cycling, walking and using public transport - encourage healthy lifestyles and a sustainable development;
- Provide clear information to all employees and visitors on the alternative modes of travel to and from site;
- To provide the necessary transport and building infrastructure required for the more detailed occupier Travel Plans to be effective;
- To enable efficient access to the development by a number of alternative modes of transport;
- To provide an attractive, secure environment for pedestrians, cyclists and public transport users - enhance the safety and security of people travelling to and from site;
- Effectively manage the demand for car parking;

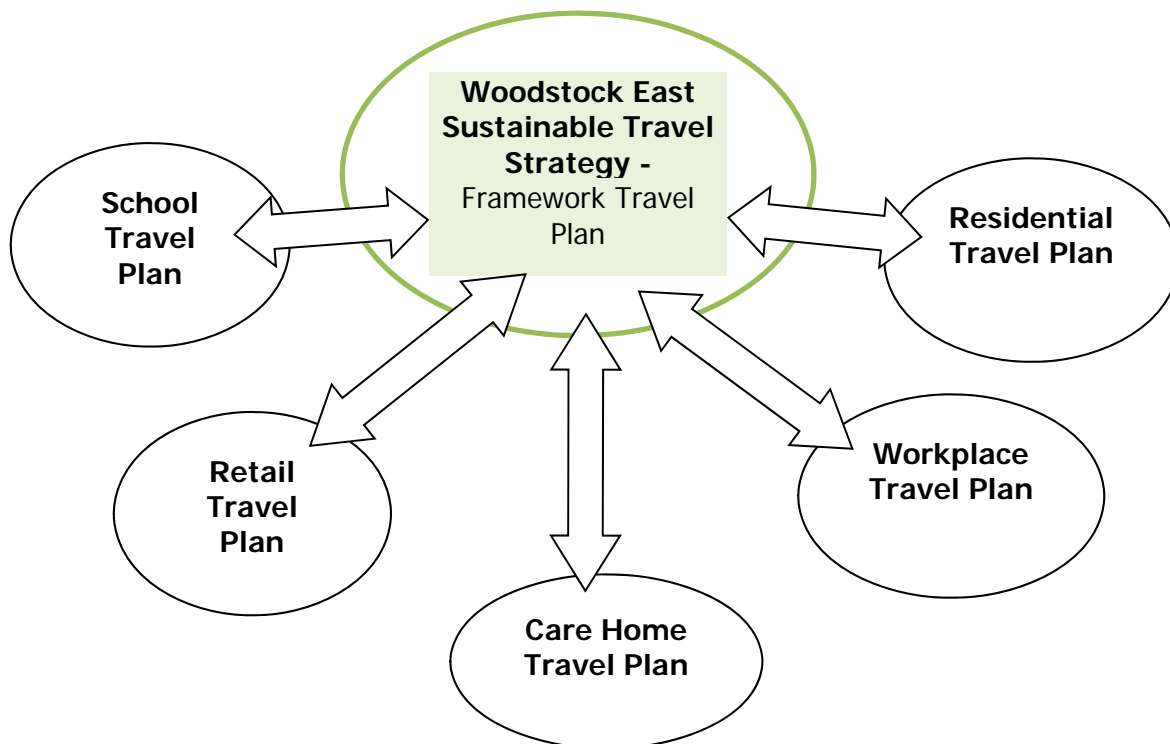
- Address the causes and potential impacts of climate change through reducing energy use and reducing emissions with the ultimate aim of delivering low-carbon development; and
- Reduce negative environmental impact of fleet vehicles; business travel; and deliveries.

4.1.4 The Travel Strategy will therefore manage the development's travel demands both within the community and to wider destinations, building upon the foundations provided at the design stage of the development. The Strategy sets out the individual initiatives to be put into place in order to fill accessibility 'gaps' with the aim of making sustainable travel feasible for all those travelling to and from the development.

4.1.5 This Travel Strategy therefore provides a framework for the site as a whole. It provides for ongoing implementation of the strategy itself and any strategic infrastructure / initiatives to be provided by the development. These will dove-tail with individual Travel Plans for separate elements of the development, in accordance with the thresholds set out in the Guidelines for Transport Assessment (2007). This will result in Travel Plans for the:

- Employment uses;
- Residential areas;
- School;
- Retail; and
- Care Home.

4.1.6 The interactions of these elements are summarised below.



4.2 Sustainable Travel Strategy – Overall Management

4.2.1 A Lead Travel Plan Coordinator will be appointed and funded by the Developer to oversee the implementation and continued development of the initiatives set out within the FTP. An external specialist company experienced in such work will provide the Lead Travel Plan Coordinator role. This mechanism will ensure that there is a truly independent entity providing this key role on the development, which should give confidence to the planning and highway authorities of the commitment being given to this.

4.2.2 The Lead Travel Plan Coordinator will be appointed by the developer prior to commencement of development to ensure that the Travel Plan is established and engrained into the development from the start. This will include overall management responsibility for the site as a whole and will also include the role of co-ordinating the Residential Travel Plan and liaising with the travel plan co-ordinators for each of the individual Travel Plans (i.e. for the employment, retail, and care home elements etc).

4.2.3 The Lead Travel Plan Coordinator will also be responsible for monitoring the progress of the Strategy and disseminating information to the local residents and businesses within

Woodstock East and the wider community, Local Authorities and other interested bodies. Full details of the Coordinator's responsibilities are set out in **Table 12** below.

- 4.2.4 The developer will fund the position of the Lead Travel Plan Coordinator until 5 years following the completion of the development.
- 4.2.5 It is currently anticipated that this will be of the order of 15 years duration, although this will be affected by demand and prevailing economic conditions. Regardless of the development build out timeframe, this plan will run to a point 5 years following completion.
- 4.2.6 At the end of this period the position will be reviewed following which consideration will be given to the role being funded through the ring-fencing of funds generated by the sustainable travel ventures or potentially through end-user subscriptions. In particular, if the Travel Plan targets are not being met, consideration will be given to how this role could be continued and enhanced to bring about the required improvements in its effectiveness.
- 4.2.7 Where appropriate the Lead Travel Plan Coordinator would prepare a business case to secure any additional funding, which is deemed to be necessary for the Travel Plan development. This would be targeted at responding to any identified deficiencies in the effectiveness of the overall Travel Plan measures where targets are not being met and impairing the effectiveness of their implementation. The additional funding would be targeted at improving the effectiveness of such measures and hence increasing the success of the Travel Plan and seeking to reduce off-site mitigation liabilities such as off-site highway improvement works.
- 4.2.8 Naturally this will be a service that is tendered against an agreed specification as set out below, and hence the company cannot be identified at present.
- 4.2.9 The following table details the key roles of the Lead Travel Plan Coordinator:



Table 12 – Lead Travel Plan Co-ordinator Roles

Overall Management of Travel Plan
<ul style="list-style-type: none"> - Managing and implementing the Framework Travel Plan and residential travel plan; - Setting up the Travel Plan Steering Group and local working group; - Informing the local authority of the progress of the residential development and first occupation of commercial buildings; - Liaising with the end-users of the development and the local authority regarding the preparation of the individual travel plans as appropriate; - Being the first point of contact for all users of the site, providing overall advice to the individual companies and residents; - Communication and engagement with all parties/stakeholders; and - All activities related to the handover of the Travel Plan components to individual Travel Plan Coordinators relevant to the Workplace, Residential and Educational Travel Plans which will be developed up to one year after the completion of the development.
Site Wide Travel Plan Initiatives
<ul style="list-style-type: none"> - Liaising with the developer regarding funding and delivery of site wide infrastructure (external and internal); - Setting up the Staff Travel Database for the whole site; - Setting up the Intranet Travel website for the whole site; - Setting up the Car Share database for the whole site using Oxfordshire's Liftshare website; - Setting up Specific User Group meetings; - Setting up meetings with the local authorities, Parish Councils and public transport operators; - Liaison with operators and negotiation of any desired public transport service changes; - Promoting the Plan to the outside community through public meetings; - Implementing promotional days and events; and - Organising the site wide travel audit.



Community Website
<p>Establishing a community website to provide the following:</p> <ul style="list-style-type: none"> - Information on development progress; - Information on public transport services (bus and train); - Provide real-time information where possible; - Links to public transport and journey planner websites; - Local walking and cycling information (including walking and cycling route maps); and - News updates including information on travel strategy progress and upcoming events.
Review of Data
<ul style="list-style-type: none"> - Analysing the annual survey and presenting the results externally; - Gathering car club usage data; - Gathering bus patronage information; - Collection of car-share registration information; - Gathering and collation of results of employee travel survey results; - Gathering and collation of residential travel survey results; and - Preparation of review report to local authorities.
Implementation of additional measures
<ul style="list-style-type: none"> - Liaising with local authorities and individual travel plan co-ordinators to identify additional sustainable travel measures should they be required
Residential Travel Plan Initiatives
<ul style="list-style-type: none"> - Promote and monitor car club; - Prepare and distribute home welcome packs; - Collation of feedback from within welcome packs; and - Initiate and organise personalised travel planning sessions.



School Travel Plan
<ul style="list-style-type: none"> - Liaise with school TPC and where appropriate provide school TPC in holding promotional events to encourage parents, children and the staff to travel sustainably; - Provide the school TPC with travel information such as local cycle routes and healthy living information; and - Gathering and collation of data to enable monitoring of the initiatives.
Workplace Travel Plans
<ul style="list-style-type: none"> - Liaise with TPCs at individual businesses; - Assist the TPCs at individual business with travel information and best practice guidance; and - Gathering and collation of data to enable monitoring of the initiatives.
Care Home Travel Plans
<ul style="list-style-type: none"> - Liaise with TPC at Care Home; - Assist the TPC with travel information and best practice guidance; and - Gathering and collation of data to enable monitoring of the initiatives.
Retail Travel Plans
<ul style="list-style-type: none"> - Liaise with TPCs for retail units; - Assist the TPCs with travel information and best practice guidance; and - Gathering and collation of data to enable monitoring of the initiatives.
Marketing
<ul style="list-style-type: none"> - Explaining and marketing the Travel Plan to the individual companies and new residents (supported by a strong travel plan branding); - Producing all questionnaires, promotional and informative material; - Collating data on existing bus routes etc and circulating to new occupiers; - Organising development/community travel events and press releases; - Maintenance of community notice boards; and - Promotion of initiatives.

4.3 **Woodstock East Steering Group**

4.3.1 The mechanism proposed for the delivery of the target non-car modal share and any ongoing mitigation/intervention is the establishment of the Woodstock East Travel Plan Steering Group (The WESG). The primary role of the WESG would be:

- to make overall decisions on the direction of the Travel Plan;
- to appoint an independent organisation to monitor the travel plans against their targets;
- to debate the effectiveness of the Travel Plan;
- provide a forum for airing ideas on how the effectiveness of the TP could be improved; and
- provide guidance to the Lead Travel Plan Coordinator.

4.3.2 It is anticipated that the WESG would comprise the following key stakeholders:

- The Lead Travel Plan Coordinator;
- Oxfordshire County Council as the lead authority;
- West Oxfordshire Borough Council as planning authority;
- The Highways Agency; and
- Representatives from the Woodstock East development (i.e. residents, employees, and representatives from the care home, retail units and school).

4.3.3 It is likely that representatives from the individual tenants and public transport operators would be invited to attend meetings where appropriate.

4.3.4 The results/minutes of the WESG will be widely communicated to interested parties associated with the Development.

4.4 **Development Phasing**

4.4.1 As set out earlier in this FTP document, it is proposed that the development would be implemented in phases, subject to market/ commercial environment during the life of the development. The FTP strategy and measures will be tailored to the phasing of the development.

4.5 **Workplace Travel Plans – Commercial Uses and Occupiers**

- 4.5.1 Travel plans will be prepared by individual businesses and other organisations, containing specific initiatives to promote and encourage sustainable travel. The Lead Travel Plan Coordinator will be able to advise on the work required for individual companies.
- 4.5.2 Individual companies with over 40 employees will be required to prepare their own Travel Plans and have them agreed prior to occupation. For purchased sites this requirement will be controlled by the S106 and for rented buildings stipulated within any tenancy agreement. Companies with under 40 staff would be assisted by the Lead Travel Plan Coordinator to set up a Travel Plan using a site based template (draft shown at **Appendix B**), and assist them in the use of the car share database and other site wide measures employed by all companies.
- 4.5.3 Travel Plans will be submitted to the local authority for approval within 6 months of occupation by the end user for their normal business activities.

4.6 **Residential Travel Plan**

- 4.6.1 The residential Travel Plan will be operated and managed by the Lead Travel Plan Coordinator. The Plan is attached at **Appendix C**. If appropriate, for example for social housing providers or the extra care facility, there will be scope for further individual travel plans to be provided by management companies to prepare more resident specific travel plans or sub-initiatives.
- 4.6.2 It should be noted that measures in each stage will continue through the life of the development build-out, and successive Stages will introduce additional measures that build upon earlier implementation.

4.7 **Travel Plan Measures**

- 4.7.1 As the development phasing programme is unknown at this stage a proposed preliminary programme is set out below.



Table 13 – Preliminary Phasing Programme

Year	Pye/Blenheim led development	Oxfordshire County Council led development
Year 1 – 5	<ul style="list-style-type: none"> • Development to commence from A44 junction. Bus stops constructed adjacent to access. • 500 houses constructed • Access provided from A4095/ Link and Ride created • Construction of key pedestrian and cycle links • Link and Ride phase 1 constructed • Travel Plan implementation • Construction Management Plan Implementation. 	<ul style="list-style-type: none"> • Wolvercote roundabout works constructed • Cuttleslowe roundabout works constructed
Year 6 – 10	<ul style="list-style-type: none"> • Link to Shipton Road created and improved coach facilities for school. • Construction of key pedestrian and cycle links • Additional 400 houses constructed • Bus priority measures on the A44 • Capacity improvements to Cassington Roundabout • Capacity improvements to Bladon Roundabout • Travel Plan implementation and monitoring. • Construction Management Plan Review and Implementation. 	<ul style="list-style-type: none"> • Northern Gateway infrastructure works constructed
Year 11 – 15	<ul style="list-style-type: none"> • Additional 400 houses constructed • Construction of key pedestrian and cycle links • Bus priority measures on the A44 • Capacity improvements to Loop Farm Roundabout • Travel Plan implementation and monitoring 	

4.8 **School Travel Plan**

4.8.1 The site layout currently envisages one 2 form entry primary school. The school will prepare their own travel plan with help and input from the Lead Travel Plan Coordinator



who will provide help and background. Guidance on the preparation of the plan is also available from Oxfordshire County Council.

4.8.2 Assistance would be provided by the Lead Travel Plan Coordinator to the establishment of 'Walking Buses' for schoolchildren. There would also be promotional events and activities as shown below:

- Walk on Wednesdays;
- Walk to School Week; and
- Wheelie Wednesdays.

5.0 INITIAL DESIGN MEASURES

5.1 Introduction

5.1.1 The creation of a balanced community in terms of land-use represents an essential means of reducing the overall need to travel. Primary education is to be provided within Woodstock East alongside some shopping facilities. In addition up to 7,500sqm of employment floor space is to be created, enabling the development of employment opportunities within Woodstock East whilst generating two-way travel demand providing support for public transport services and the Link & Ride.

5.1.2 As set out above, the individual elements of the development will be required to develop their own individual travel plans in line with Government and Local Authority Guidance. These Plans will ultimately benefit from the design measures and monitoring put into place as part of the FTP.

5.2 Public Transport Users

5.2.1 The overall bus access strategy is shown on **Figure 8**.

5.2.2 As set out above, Woodstock already benefits from significant and high quality public transport network. This is broadly based around the S3 service but OCC are progressing proposals to also improve other routes with serve the town, most notably the 233.

5.2.3 The public transport strategy for the site has been devised in consultation with the local operator, Stagecoach, who have recommended that the S3 be upgraded to three to four departures per hour each way between Woodstock and Oxford city centre during the weekday and Saturday inter-peak periods, and that enhancements to off-peak, i.e. evening and Sunday, service frequency would also be desirable.. The site layout has been designed to offer flexibility in terms of future bus accessibility and to account for likely development phasing.

5.2.4 As an overall principle, the site access strategy has been developed to allow a direct route for bus services into the site. This includes two points of access onto the A44 and the A4095 to allow services to route from either road through the site. Internally the

site layout has been designed to facilitate penetration of buses to enable residents and employees of all parts the development to access public transport services.

- 5.2.5 This is reflected in the overall internal layout of the roads, including routes with 6.5m carriageways able to easily accommodate two-way bus movements, and the location of stops to provide good coverage and excellent accessibility. As such all of the development would be within 250m of a local bus service stop and within 400m of the inter-urban service stops. The layout of the development ensures that all pedestrian routes to these stops are convenient and safe.
- 5.2.6 In addition to this stopping provision will be made on the A44 itself, to allow the site to be served by the S3. Two sets of stops are proposed, the first at the northern site access. This will serve, at least in the early phases, all of the northern element of the site which will be within 500m of the bus stops. It is expected that a heritage type shelter will be provided on the southbound stops.
- 5.2.7 A further set of stops will be provided adjacent to the Bladon Roundabout with a pedestrian route through the frontage landscaping to provide access to the existing S3 / A44 route.
- 5.2.8 In addition to this, it is proposed that a transport interchange will be created on the site that would allow a wider catchment area to be served by the bus services by enabling users from adjacent villages to drive or cycle into the interchange before travelling onwards to Woodstock or Oxford. The transport interchange will also support the Local Transport Plan 3 Policy PT3 which states that Oxfordshire County Council will support and promote the development of high quality public transport interchanges.
- 5.2.9 The interchange would then be located to the east of the site adjacent to the site access roundabout. The interchange would have circa 300 car parking spaces as well as cycle parking spaces.
- 5.2.10 Overall, the proposals significantly enhance the opportunity for future residents to travel by passenger transport options to all popular journey purpose destinations, including health, employment, retail, leisure, education and transport interchanges.

5.2.11 The proposals also enhance public transport provision for existing residents in Woodstock and in a wider area within the catchment of the proposed link-and-ride interchange.

5.3 **Pedestrians**

5.3.1 Pedestrian desire lines between the site and local facilities have been reviewed previously. Principal destinations from the site include the following:

- Woodstock Town Centre;
- Leisure facilities;
- Places of education
- Medical practices; and
- Places of employment.

5.3.2 There will as part of the redevelopment of the site be a number of improvements to the pedestrian accessibility and permeability of the site to provide a coherent pedestrian access strategy within the site to the surrounding areas.

5.3.3 The aforementioned pedestrian links will all be fully integrated into the proposed site's internal road layout and residential scheme. This will significantly increase the permeability of the site and provide a coherent pedestrian route between the site and the local area. This will afford pedestrians more direct routes to local facilities and integrate the site to the local pedestrian network.

5.3.4 The footpath connections to the site therefore include:

- 1) Direct Access to Shipton Road / Marlborough School via a new 3m wide combined walking and cycling route;
- 2) Connections to Hedge End to the west. There is an existing elbow in the alignment of the road where the highway directly abuts the application site. The proposed footpath link will be designed to prevent use by motor vehicles;
- 3) A44 connection to serve new bus stops;

- 4) A44 connection to provide a further link to Bladon via the Bladon Roundabout;
- 5) A44 connection towards Woodstock via a new/extended footway on the northern side of the road; and,
- 6) Connections via Upper Campsfield Road to Bladon Roundabout.

5.3.5 The proposed footpath connections are shown on **DTA Drawing 15291-19**.

5.4 **Cyclists**

5.4.1 There is an established 'cycle culture' within Oxford itself where cycling is a significant part of the overall transport mix as opposed to a niche mode or hobby. Many future residents who have relocated within the region therefore, will have preconceptions that are favourable to cycle use. In this context, the proposals seek to develop cycling as a more significant mode within Woodstock.

5.4.2 Cycling is typically evaluated on the basis of the distance that can be covered in a 20-30 minute time period as this broadly equates to a commuter journey by car. This results in a typical catchment area of 5km. Here this covers Woodstock, Kidlington, villages including Yarnton, the Begbroke Science Park, the Langford Lock employment area and a wider rural hinterland.

5.4.3 Ultimately though many peak hour journeys with destinations such as Oxford City are likely to exceed 20-30 minute travel times and therefore it would be appropriate to consider and where possible consider longer trips also in particular trips to Oxford itself (circa 45-50 minutes journey time by cycle).

5.4.4 The development will adopt contemporary design guidance, including Manual for Streets, to establish the 'place' function within the site that will seek to manage vehicle speeds to around 20mph to the benefit of cycling by all. Development within the site will be provided with secure locations to store bicycles. This may be within garages, bespoke cycle storage or incorporated within the streetscape.

5.4.5 The site benefits from being well located in terms of the existing cycle network and this will be maintained and increased as part of the development. The proposed cycling

infrastructure within the site will connect the development to the existing cycle network and create an integrated network that permeates the site.

5.4.6 There are three key links that will need to be provided as part of the development:

- An enhanced off-road cycle path from the site along Shipton Road to Marlborough School;
- An enhanced off-road cycle path from the Bladon Roundabout to the site access roundabout on A4095 Upper Campsfield Road; and
- An enhanced off-road cycle path from the Bladon Roundabout to the priority site access on A44 Oxford Road.

5.4.7 In addition to these links it will be necessary to provide appropriate crossing facilities at key local junctions. The site access roundabout on A4095 Upper Campsfield Road will include splitter islands on all approaches. The preliminary designs have made allowance for the inclusion of uncontrolled crossings on all arms. Similar provision will be made on the A4095 Upper Campsfield Road arm of the Bladon Roundabout.

5.4.8 The proposed cycle links are shown on **DTA Drawing 15291-19**.

5.4.9 Cycle parking will be provided throughout the development for the various land uses on site. For the residential development cycle parking will be provided within the curtilage of garages. Where garages are not provided for dwellings, a dedicated cycle storage area will be provided.

5.4.10 The West Oxfordshire's Parking Standards also sets out the standards for food retail uses. The maximum parking standards are 1 space per 12m². The overall cycle parking provision will be designed to accord with the requirements as set out above.

5.4.11 For employment uses on-site the standards are set out in West Oxfordshire's Parking Standards which states that for Land Use B1, the maximum parking standards are 1 space per 150m², for Land Use B2, the maximum parking standards is 1 space per 350m², and for B8 1 space per 500m². The overall cycle parking provision will be designed to accord with the requirements as set out above.

5.4.12 Cycle parking for the retail, locally led employment and care village will be secure, lit, covered and located in convenient positions.

5.5 **Home Zones**

5.5.1 An overall emphasis will be placed upon creating 'home-zones' within the residential areas of Woodstock East. Within the home-zones the wider needs of residents will predominate over any provision for traffic. Street design and landscaping will be used to encourage speed restraint and provide an environment, which is conducive to pedestrian movement. All internal residential routes within the community will be designed to a 20mph speed limit.

5.6 **Safe Routes to School**

5.6.1 The use of home zones combined with the provision of dedicated pedestrian/cycle routes aims to deliver an environment, which is safe for children to travel for all purposes. In addition, specific routes to the primary school from the neighbouring residential areas are to be identified with the provision of wider pavements around the school site and school-specific markers regularly positioned en-route.

5.7 **Car Parking**

5.7.1 The package of measures provided by the Sustainable Travel Strategy will act to reduce the need for widespread car-ownership and increase the use of sustainable travel modes as an alternative. Furthermore, initiatives such as the community car club, detailed within **Section 6.0**, will provide access to vehicles without the responsibility of ownership.

Residential

5.7.2 Residential parking standards are set out in Oxfordshire's 'Parking Standards for New Residential Development'. The policy document sits under the overarching policies set out in OCC's Local Transport Plan. Outside of the Oxford areas, the standards dictate that for 1 bedroom dwellings, 1 allocated space should be provide, plus an allowance for

unallocated parking. For 2+ bedroom dwellings, 2 allocated spaces should be provided, plus an allowance for unallocated parking.

- 5.7.3 The overall car parking provision and layout has been designed to accord with the requirements of adopted Local Transport Plan. The scheme therefore includes a mix of frontage access car parking and garages for the houses.
- 5.7.4 The larger plots will have garages and adequate parking provision for visitors on plot. The additional unallocated provision will need to be calculated in accordance with OCC standards as they will vary depending on the site layout.
- 5.7.5 Any additional shortfall in unallocated parking provision can be safely accommodated on-street.
- 5.7.6 There are 29 dwellings (including 12 affordable dwellings) which are subject to a detailed planning application. The residential accommodation schedule includes:
- 10 No. 2 beds;
 - 11 No. 3 beds;
 - 2 No. 4 beds; and
 - 6 No. 5 beds.
- 5.7.7 The majority of the 4 and 5 bed dwellings will have two allocated parking spaces (within the on plot garages) and two unallocated parking spaces (in front of the garages).
- 5.7.8 The 3 bed dwelling will have two allocated parking spaces on plot with an allowance for unallocated parking spaces to be provided elsewhere as visitor parking spaces.
- 5.7.9 The 2 bed dwellings will have either one or two allocated parking spaces on plot with an allowance for unallocated parking spaces to be provided elsewhere as visitor parking spaces.
- 5.7.10 A total of 7 visitor parking spaces will be provided.

Employment

- 5.7.11 For employment uses on-site the standards are set out in West Oxfordshire's Parking Standards which states that for Land Use B1 and B2, the maximum parking standards are 1 space per 30m², and for Land Use B8, the maximum parking standards is 1 space per 200m². The overall car parking provision has been designed to accord with the requirements as set out above.
- 5.7.12 Electric car charging points will also be provided in accordance with local parking standards.

Retail

- 5.7.13 The West Oxfordshire's Parking Standards also sets out the standards for food retail uses. The maximum parking standards are 1 space per 14m². Given that the proposed convenience store will primarily serve the site, the number of car parking spaces can be reduced to reflect the likelihood that residents on site will either walk or cycle to the convenience store.

Care Home

- 5.7.14 There are no specific car parking standards relating to care home accommodation. The masterplan has however assumed 1 ¼ space per bed space.

6.0 STRATEGY INITIATIVES

6.1 Real-Time Information

6.1.1 Real-time information will be available at the main bus stopping points within the development. This will provide travellers with details of when the next bus is due. Real-time information will also be available via the Community website.

6.2 Car Club

6.2.1 The developer will secure the establishment of a car club to meet the needs of the Community. This will be operated independently as a business providing a range of vehicle types and will be financially supported by the developer. In the long term the view is that it create a club that is completely self-sustaining.

6.2.2 The car club operator will be required to set up facilities so that these may be accessible to all aspects of the development. This will increase the effectiveness by integrating daytime commercial/employment demand, and evening/weekend residential demand.

6.2.3 It is proposed to provide two car club vehicles in dedicated areas within the site with a dedicated space provided within the neighbourhood centre and one located centrally in the employment area. These vehicles will be available for use by all aspects of the development including the employment uses and the retirement village.

6.2.4 The Lead Travel Plan Coordinator will ensure that the club is well promoted throughout all aspects of the development and will closely monitor the operation of the Car Club.

6.3 Electric Charging Points

6.3.1 Electric car charging points will also be provided at a ratio and specification to be determined at reserved matters stage.

6.4 Car Share Database

6.4.1 The nature of the Car Share database will be for final determination by the Lead Travel Plan Coordinator but this could either be through use of the established Oxfordshire

County Council Liftshare scheme, or via the creation of a bespoke Community Car Share Scheme database which would be created with access provided through the Community website.

6.5 **Delivery and Service Plan**

6.5.1 A Delivery and Service Plan will be established. This Plan would include implementing a mechanism to reduce the number of delivery trips being made to the site. There are different ways to achieve this such as the development's business occupiers working together to use common suppliers whereby deliveries can be amalgamated.

6.5.2 This would be an integral part of each commercial occupier's Travel Plan, and for the residential element of the development.

6.6 **Construction Traffic**

6.6.1 As part of the design and construction contract tendering process, construction phase management plans would be prepared that would be personalised to the specific contractors. The management plans would, amongst other issues, specify the construction delivery traffic routes, sites staff travel arrangements, times of the day when access for construction traffic would be limited etc.

6.6.2 The Lead Travel Plan coordinator would be responsible for developing the requirements of construction traffic management plans in association with the design and contract management teams, together with vetting contractors' proposals regarding their personalisation of the plans.

6.6.3 A copy of the Construction Management Plan is attached at **Appendix D**.

6.7 **Marketing**

6.7.1 The benefits of Woodstock East in terms of the sustainable travel options available to potential residents will be actively marketed by the sales teams and Housing Associations. This is given more detailed consideration within the Residential Travel Plan annexed within this report.

6.7.2 The Residential Travel Plan includes the provision of home welcome packs setting out the sustainable travel options available to new residents. The pack will include a feedback survey to gather early information on perceived transport choices and give the option of receiving personalised travel planning advice.

6.7.3 Packs will also be provided to all residential property developers, which will be given to all prospective buyers as part of their sales information. These packs will set out the aims for the site to become an exemplar site in respect of sustainability, particularly in respect of travel options.

6.7.4 Choosing to live at Woodstock East will be part of a lifestyle choice, and it is important that prospective purchasers are able to understand the extensive range of sustainable travel options available, as this will influence their choice of dwelling/car ownership package from the outset.

6.7.5 The benefits of sustainable travel will also be marketed to potential occupiers of the business units with concise information on the range of travel choice available to employees from within Woodstock East and the wider area being provided within sales information.

6.8 **Community Travel Events**

6.8.1 Regular Travel Events are to be organised by the Lead Travel Plan Coordinator in liaison with the Travel Plan Co-ordinators of individual businesses, the school and other Community organisations. In particular the Community will actively take part in national events such as Bike Week.

6.8.2 Such events will allow an opportunity for continued marketing of the aims of the Strategy and enable wider participation within the Community.



6.9 **Continuous Marketing**

- 6.9.1 In addition to the hosting of regular events the objectives of the Strategy will be continuously marketed via the Community Portal, local press and public notice-boards.

7.0 ENGAGEMENT, CONSULTATION AND COMMUNICATION

7.1 Introduction

7.1.1 A vital component of the Travel Plan is to primarily make those that it affects aware of its existence and their role in helping to achieve its objectives. It is therefore extremely important for the Travel Plan to be effectively marketed and promoted to all occupiers of the development and local community to raise awareness and to foster their support in it.

7.1.2 It is essential that all occupiers are aware of the Travel Plan and that they support its objectives. Whilst the Developer will remain responsible for the Travel Plan until the development build-out is complete, the aspiration is for occupiers to 'take ownership' of the Travel Plan and buy-in to its objectives to maximise its success. Raising awareness of the plan will be particularly challenging amongst residents who are a transient population and will therefore need to be continually reminded about the plan.

7.1.3 The following measures will assist with the engagement, consultation and communication of the Travel Plan.

7.2 Engage

7.2.1 It is crucial that all occupiers are engaged in the process of the Travel Plan from the outset. Whether it be moving to a new home or starting a new job this is the time to influence travel behaviour.

Residents:

- Engaged from day one through sales literature and sales staff explaining the existence and purpose of the development's Travel Plan.

Businesses:

- Sign up to the Travel Plan and agree to develop individual bespoke travel plans tailored to their business needs.

7.2.2 It will be important to also achieve wider engagement with the local community, local authority, local schools, businesses, leisure centres, public transport operators to maximise the success of the Travel Plan.

7.3 **Consult**

7.3.1 All occupiers will be encouraged to give feedback on and evaluate the Woodstock East Travel Plan and thereby have the ability to influence the process.

Residents:

- Presentation of Travel Plan proposals and objectives - demonstrating impact of trips on local road network;
- Open evenings / drop in sessions;
- Neighbourhood forums;
- Personal journey planning; and
- Representatives from the occupiers will sit on the Woodstock East Steering Group.

Businesses:

- Presentation of Travel Plan proposals and objectives – demonstrating impact of trips on local road network;
- Open evenings / drop in sessions;
- Stakeholder meetings;
- Personal journey planning; and
- Representatives from the occupiers will sit on the Woodstock East Steering Group.

7.4 **Communicate**

7.4.1 A strong brand identity will be developed for the Woodstock East Travel Plan. This will aim to ensure that the occupiers, both residents and businesses 'take ownership' of the sustainable living and working concept for the development.

Residents:

- Sales Literature;
- Home welcome packs;
- Public notice boards;
- Neighbourhood newsletter;
- Community website / portal;



- Leaflets / fliers;
- Door to door calls;
- Newsletters providing news updates to keep occupiers informed; and
- Community Travel Events.

Businesses:

- Community website / portal;
- Leaflets / fliers;
- Newsletters providing news updates to keep occupiers informed; and
- Community Travel Events.

7.4.2 The Community website would provide information on the Travel Plan, local transport provision and the initiatives being put in place to encourage occupiers to change their travel behaviour. The website will be designed to make users aware of the travel options that are available to them, and to help them plan their own personal sustainable journey.

8.0 TARGETS

8.1 Introduction

8.1.1 The location of Woodstock East is immediately to the south-west of Woodstock and north of Oxford and as outline above, good linkages can be achieved with the existing urban area of the town.

8.1.2 From the 2011 Census data, it is clear that there are established travel patterns of sustainable travel in the Woodstock area, which supports the Developer's view that this site would have the potential for modal shift away from single occupancy private car, to the order of magnitude this report proposes.

8.1.3 This evidence demonstrates that the population in the area surrounding Woodstock East has travel patterns that for example show that only 55.4% of the resident population travel to work as a driver of a vehicle.

8.1.4 This adds confidence that with a well-designed and managed Travel Plan strategy for the development, the overall modal shift from single occupancy private vehicles at the site should be in the order of 20% in peak hour off-site car usage. This would result in a single occupancy car driver trip of 44.32%.

8.1.5 It is less easy to achieve this challenging level in the early days of the development as, for example, there needs to be a critical mass of local services to achieve containment within the development. Therefore it is proposed to scale-up the modal shift target in line with the phasing aspirations set out previously. The targets are set out below relative to the opening year baseline:

- 8% trip reduction by the end of Year 5;
- 13% trip reduction by the end of Year 10; and
- 20% trip reduction by the end of Year 15.

9.0 MONITORING STRATEGY

9.1 Introduction

9.1.1 As set out in DfT guidance, a key tool to the success of a travel plan is the monitoring strategy that is in place. This allows assessment of the success or otherwise of the Travel Plan and to allow appropriate mitigation / initiatives to put in place.

9.1.2 In the case of Woodstock East, this strategy provides for the provision of off-site mitigation measures and this section sets out how this will be measured, controlled and delivered.

9.2 Data Collection

9.2.1 All travel data, which is produced either co-incidentally or specifically, collected within the site is to be collated by the Lead Travel Plan Coordinator. **Table 14** summarises the information that will be collected as part of individual travel plan obligations and wider monitoring of the FTP.

Table 14 – Information to be collated by Lead Travel Plan Co-ordinator for monitoring and reporting

Source	Information Stream
Overall development	Quantum of development completed
Community Travel Strategy Monitoring	Permanent Loop Counter sites installed at site accesses and on central link road.
	Twice annual one day multi-modal turning movement survey at the two main access junctions on the A44 Oxford Road and the A4095 Upper Campsfield Road.
	Annual one day pedestrian /cycle count at all non-vehicular accesses to Woodstock East.
Residential Travel Plan	Annual residential travel plan survey to establish the level of popularity and support for existing schemes and gain understanding of constraints which may be limiting sustainable travel amongst residents.
	Feedback from the Community website.
	Monitoring of car club. Feedback from bus operators to establish demand for local bus services.
	Records of registrations and matches from car share database via Community website.



	Feedback from Personalised Travel Planning sessions (including details of take-up of bus vouchers and incentives).
Workplace Travel Plans	Initial comprehensive staff and visitor survey results.
	Annual snapshot surveys.
	Level of usage of cycle/motorcycle stands to determine demand.
	Number registered with the car share scheme
	Feedback from bus operators to establish demand for local bus services.
	Other feedback e.g. comments received by the Travel Coordinator.
School Travel Plan	Results of school travel survey.
	Feedback from School Travel Plan Co-ordinator.
Care Home Travel Plan	Results of care home employee travel survey.
	Feedback from Care Home Travel Plan Co-ordinator.
Retail Travel Plan	Results of retail employee travel survey.
	Feedback from Retail Travel Plan Co-ordinator.

9.2.2 As set out above, the majority of the above data collection will be sourced from surveys undertaken as part of the travel plan operation. Targets and success will be reviewed against the findings of these surveys and crosschecked against the permanent count sites and multi-modal surveys of usage at the Woodstock East entrance points. In addition, the TPC will review the overall findings of the surveys to establish the elements that are successful in achieving the travel plan targets and those which are not.

9.2.3 The level of trips, which is the key basis for measuring the effectiveness of the travel plan measures and used as a fundamental trigger mechanism will be monitored as follows:

- The total number of development related vehicles entering and leaving the site will be continuously monitored by automatic traffic count equipment placed in the highway. This equipment will remain in the ownership of the development unless the County Council wish to take ownership.
- The Developer will provide this facility as part of the works to implement the access points to the development and also provide a commuted sum for the maintenance of the apparatus for the build-out period of Woodstock East.



- The exact nature of the monitoring equipment would be agreed with Oxfordshire County Council at the detailed design stage. It is, however, expected to be a dual system of permanent counter loops plus Automatic Number Plate Recognition (ANPR) camera-based equipment. The dual system would mutually back up the process and provide a useful crosscheck between the two monitoring mechanisms.
- This system will also be designed to ensure that through traffic and construction traffic can be discounted from the overall external traffic generation.
- The data from this monitoring process would be analysed to provide the preceding 13 week, morning and evening traffic peak records, and be circulated to all members of the FTP Steering Group on a monthly basis.



9.3 Data Reporting

9.3.1 The Lead Travel Plan Coordinator will be responsible for the preparation of reports setting out the findings of the data collection process and the implications in terms of the ongoing operation of the Travel Plan. This will include the various data sources, including site wide and individual travel monitoring results as discussed above. The collection and dissemination of this information will be co-ordinated with permanent monitoring of vehicular movement from the site. **Table 15** summarises how the Lead Travel Plan Coordinator will disseminate the information:

Table 15 – Dissemination of Information

Information	Circulation
Sustainable Travel News	Via website and email alert to subscribers (e.g. Travel Plan Co-ordinators within the Community)
Details of sustainable travel events	Posters displayed within the Community/email alerts/website
Bi-annual report detailing the Strategy's progress	To Travel Plan co-ordinators and via the website
Annual formal report	Highways Authorities and downloadable from website

9.3.2 The Lead Travel Plan Coordinator will prepare a formal progress report annually to be submitted to OCC and to the Steering Group. The report will include details of the multi-modal surveys at the site accesses. Traffic flow levels surveyed from the site will be provided on a 12 month average weekday basis for 12 hour (0700-1900), AM Peak (0800-0900) and PM Peak (1700-1800) flows. The report will include a monthly average breakdown to identify any significant profile issues across the year. If appropriate or relevant the context report will include an explanation for any abnormal or unusual survey results.

9.3.3 The need for and extent of any ongoing intervention or mitigation measures required will be informed by the various progress reports. In general the Lead Travel Plan Coordinator will review the need for changes to the Travel Strategy with the Steering Group and agree any necessary revisions.



- 9.3.4 The results and recommendations of any review shall be implemented as soon as possible (as appropriate dependant on type of measures). Discussions will be held as to how any failed targets might be better achieved. Through consultation with OCC and the Steering Group, the Plan and its targets will be reviewed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate.

10.0 FRAMEWORK TRAVEL PLAN FUNDING

10.1.1 FTP funding will be made available for travel plan activities throughout the life of the development build out in line with the table below:

Table 16 – Years 1 – 7 Preliminary Phasing and Costs

Years	Travel Plan Measures	Cost from	Approx. Budget Annual Cost	Approx. Budget Total
Years 1 -7	Appoint a Lead Travel Plan Coordinator	Outsource	£15,000	£105,000
	Independent monitoring	Outsource	£5,000	£35,000
	Marketing and Promotion	(expenses to TPC)	£2,000	£14,000
	Cycle Parking	Provided as part of development infrastructure		£0
	Free bus vouchers for new residents (1 month voucher per household)	Developer Contribution towards bus vouchers	£7,800	£54,600
	Business Travel Costs	Individual TPs	£0	£0
	Woodstock East Web-site	Outsource		£6,000
	Travel Plan Branding	Outsource		£5,000
	Cycle Purchase Scheme	Outsource		£5,000
	Extension of A44 cycle route	Provided as part of the development infrastructure		£0
	Join Oxfordshire County Council's Liftshare scheme	Developer Contribution towards management of OCC's Liftshare scheme		£2,000
	Car Club	Commercial contract		£50,000
	Personal journey planning advice	TPC time		£0
Years 1 – 7 Total				£276,600

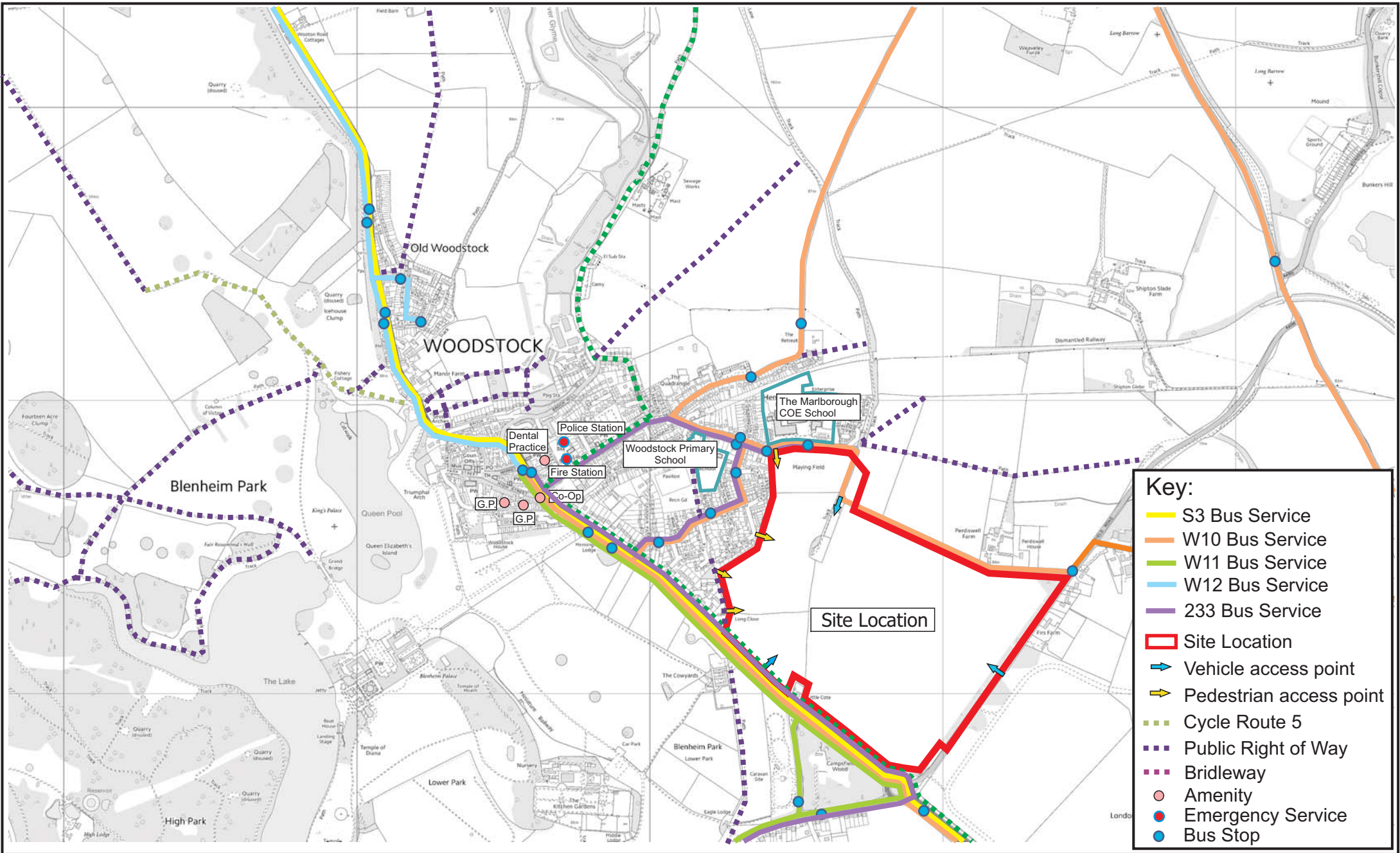


Table 9 – Years 7 – 15 Preliminary Phasing and Costs

Stage	Travel Plan Measures	Cost from	Budget Annual Cost	Budget Total
Year 7 – 15	Lead Travel Plan Coordinator – reduced inputs compared with years 1-10	Outsource	£15,000 first three years £10,000 to end	£95,000
	Independent monitoring	Outsource	£5,000	£40,000
	Marketing and Promotion	(expenses to TPC)	£2,000	£16,000
	Free bus vouchers for new residents (1 month voucher per household)	Developer Contribution towards bus vouchers	£7,800	£62,400
	Maintain Web-site		£1,000	£8,000
Years 7 – 15 Total				£221,400

SJT/NES 15291-05c_Framework Travel Plan
 28th November 2014

Figures



David Tucker Associates
 Transport Planning Consultancy
 Forester House, Doctors Lane, Henley-in-Arden
 Warwickshire, B95 5AW
 Tel: +44(0) 1564 793598 Fax: +44(0) 1564 793983
 www.dtatransportation.co.uk

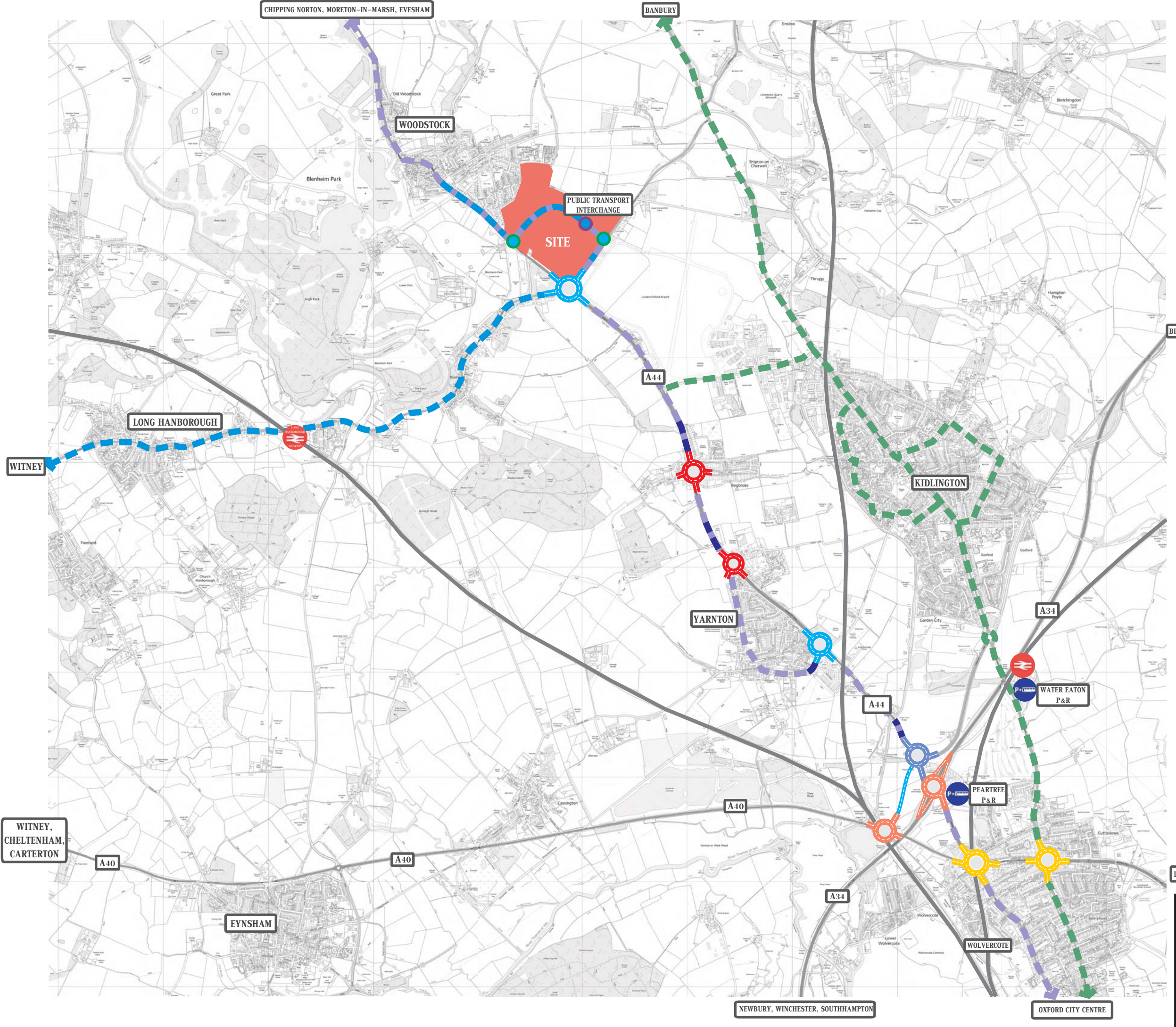
Notes:














Figure 1
 Drawing Title
 Job Title
 Client

15291-10 Site Location Plan
 East Woodstock
 Pye Homes Ltd & Vanbrugh Unit Trust

Scale : NTS





-  EXISTING S3 BUS SERVICE RE-ROUTED INTO THE SITE
-  EXISTING 233 BUS SERVICE RE-ROUTES INTO THE SITE
-  KIDLINGTON BUS SERVICES
-  PROPOSED SITE ACCESSES - A44 OXFORD ROAD AND A4095 UPPER CAMPSFIELD ROAD
-  PROPOSED USE OF HATCHED CARRIAGEWAY TO PROVIDE BUS PRIORITY
-  PROPOSED SIGNALISATION OF ROUNDABOUT TO MINIMISE DELAYS
-  PROPOSED USE OF HATCHED CARRIAGEWAY TO PROVIDE BUS PRIORITY
-  PROPOSED SIGNALISATION OF ROUNDABOUT WITH BUS LANE ON APPROACH AND PRIORITISATION OF BUS THROUGH SIGNALS
-  NORTH OXFORD TRANSPORT STRATEGY PROPOSED SCHEME
-  OCC FUNDED IMPROVEMENTS TO ROUNDABOUTS
-  FUTURE A40 / A44 LINK ROAD
-  RAIL SERVICES
-  EXISTING P&R SITE



David Tucker Associates
 Transport Planning Consultancy
 Forester House, Doctors Lane, Henley-in-Arden
 Warwickshire, B95 5AW
 Tel: +44(0) 1564 793598
 Fax: +44(0) 1564 793983
 www.dtatransportation.co.uk

15291-24 Scale : NTS
 Drawing Title: Strategy Transport Plan
 Job Title: Woodstock East
 Client: Pye Homes Ltd & Vanbrugh Unit Trust

WITNEY,
CHELTENHAM,
CARTERTON

EYNSHAM

NEWBURY, WINCHESTER, SOUTHAMPTON

OXFORD CITY CENTRE

LONDON

CHIPPING NORTON, MORETON-IN-MARSH, EVESHAM

BANBURY

WOODSTOCK

PUBLIC TRANSPORT
INTERCHANGE

SITE

A44

LONG HANBOROUGH

WITNEY

YARNTON

KIDLINGTON

A34

WATER EATON
P&R

PEARTREE
P&R

WOLVERCOTE

A40

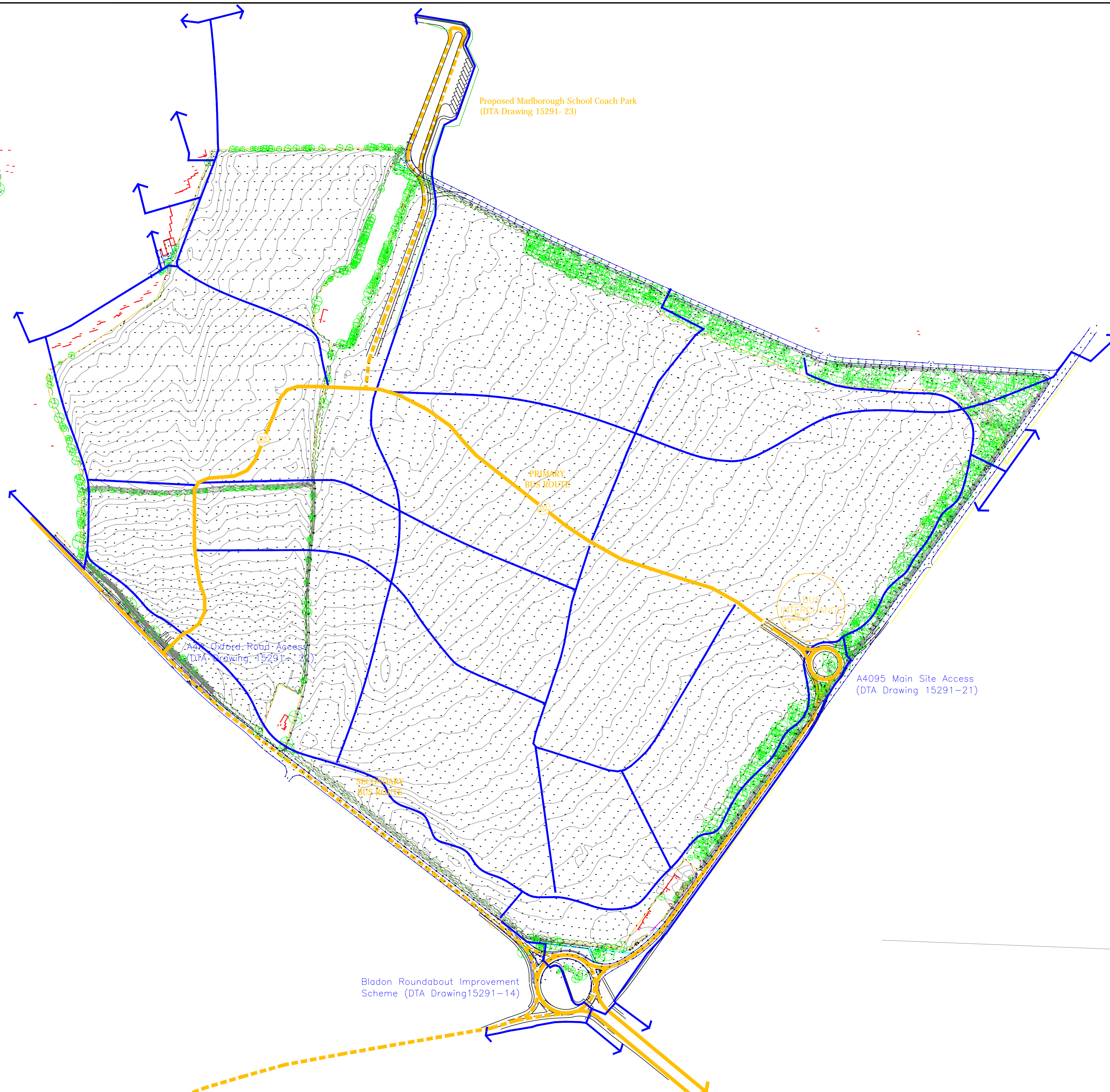
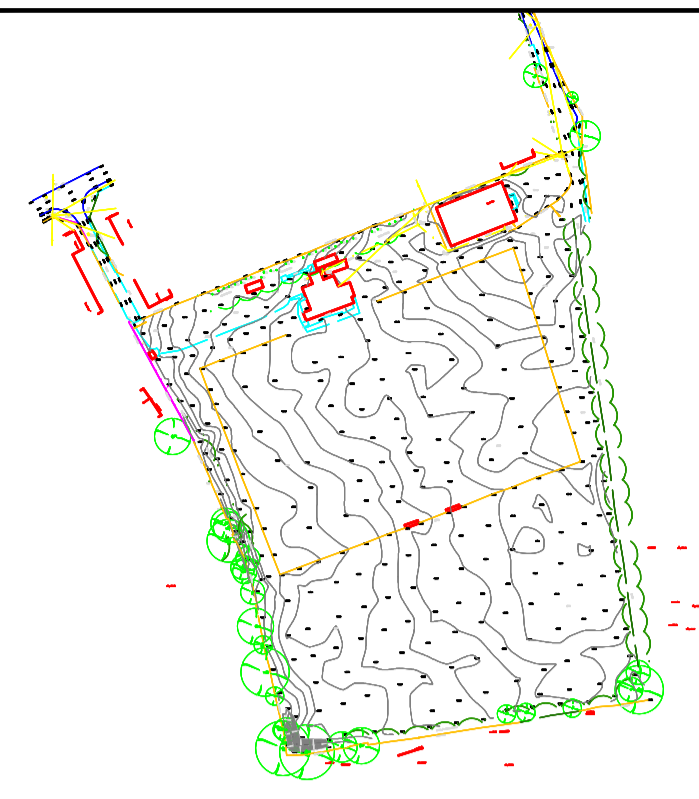
A40

A40

A44

A34

Drawings



Proposed Marlborough School Coach Park
(DTA Drawing 15291-23)

PRIMARY
BUS ROUTE

BUS
INTERCHANGE

A4095 Oxford Road Access
(DTA Drawing 15291-20)

A4095 Main Site Access
(DTA Drawing 15291-21)

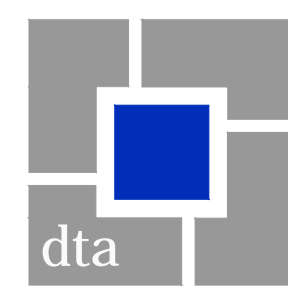
SECONDARY
BUS ROUTE

Bladon Roundabout Improvement
Scheme (DTA Drawing 15291-14)

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REV	DESCRIPTION	DRAWN	INITIALS	DATE	DRAWING STATUS	CHECKED BY	DATE



david tucker associates
transport planning consultants
Forester House, Doctors Lane
Henley-in-Arden
Warwickshire B95 5AW
Tel: +44(0)1564 793598
Fax: +44(0)1564 793983
www.dtatransportation.co.uk

JOB TITLE		Woodstock East		CLIENT		Pye Homes Vanbrugh Trust	
DRAWING TITLE							
Proposed Transport Connections							
SCALE	DRAWN BY	DATE	DRAWING No	REVISION			
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Appendix A

Appendix B

Draft Template Employment Travel Plan for Businesses including the Retail and Care Home Uses

1. Introduction

- 1.1. This employment travel plan has been prepared on behalf of Pye Homes and Vanbrugh Unit by David Tucker Associates.
- 1.2. A Travel Plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed (“Delivering Travel Plans through the Planning Process” published by the DfT in April 2009).
- 1.3. Travel plans are site specific and are dependent upon not only the location of the site but the size and type of organisations located there. They also require continuous monitoring and refinement in order to be successful.
- 1.4. The site is located to the south-east of the village of Woodstock and north of Oxford, and comprises:
 - *up to 1,350 dwellings (Use Class C3);*
 - *150 bed care village;*
 - *up to 7,500sqm of employment floor space (Classes B1, B2 and B8);*
 - *up to 929sqm of retail; and*
 - *2 form primary school.*
- 1.5. This document forms the template travel plan for each organisation within the development employing forty or more individuals. A separate residential travel plan has been developed for the new dwellings alongside a framework school travel plan for the proposed new primary school.
- 1.6. The individual travel plans will all interact as part of an overall Sustainable Travel Strategy for Woodstock East
- 1.7. The planning application does not identify end users therefore the developments will recognise wholly new operations for which information regarding specific staff travel patterns is limited.
- 1.8. This framework will therefore act as a guide for occupiers to produce more detailed travel plans tailored to their organisation, which will outline specific measures and timescales for

their implementation. Subsequent implementation of the detailed occupier travel plans will commence on or prior to first occupation and shall be monitored and reviewed annually.

1.9. The Travel Plan includes:

- A strategy for setting target modal share for access to the site;
- A strategy for achieving the target; and
- A process for monitoring progress towards achieving the target.

1.10. The strategy includes:

- Public transport initiatives;
- Cycling incentives and facilities;
- Walking incentives;
- Car parking management; and
- More efficient ways of using the car, including car sharing and parking restraints.

2. POLICY CONTEXT

2.1. The current UK Government agenda for providing transport access is moving away from one of providing significant new highway capacity. Instead, policies seek to encourage more sustainable modes of travel than the private car.

National Planning Guidance - Transport White Paper

2.2. In 2004, the Government issued a white paper entitled 'The Future of Transport: a network for 2030.' The Paper set out a 30 year vision for transport identifying the need to reduce the need to travel and choose modes of travel that have the least impact on the environment. The Paper put particular emphasis on replacing short local car journeys with walking, cycling and public transport trips in order to tackle local congestion, pollution and road safety issues. The White Paper recognised that workplace travel plans can reduce car driving by between 10% and 30%.

NPPF – March 2012

2.3. In March 2012 the NPPG replaced previous planning policy on transport issues and noted that:

"Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- accommodate the efficient delivery of goods and supplies;
- give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;

- create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;
- incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- consider the needs of people with disabilities by all modes of transport.

A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.

Planning policies should aim for a balance of land uses within their area so that people can be encouraged to minimise journey lengths for employment, shopping, leisure, education and other activities.

For larger scale residential developments in particular, planning policies should promote a mix of uses in order to provide opportunities to undertake day-to-day activities including work on site. Where practical, particularly within large-scale developments, key facilities such as primary schools and local shops should be located within walking distance of most properties.

Para 35

Department for Transport's Guidance

'Good Practice Guidelines: Delivering Travel Plans Through the Planning Process'

- 2.4. The Department for Transport's Guidance on 'Good Practice Guidelines: Delivering Travel Plans Through the Planning Process' published in April 2009 sets out actions that can be taken to develop high-quality and robust travel plans. The guidance advises that the development of a travel plan should be an iterative process and should include the following components:

- Marketing and Promotion;
- Services and facilities;
- Coordination;
- Physical measures.

Potential Benefits to Staff: Potential Benefits to the Company:

- assure parking for those with most need to access a vehicle;
- solve problems caused by demand for parking;
- improve equal opportunities by shifting from travel perks based on seniority to incentives for sustainable travel available to all staff, including those without access to a car;
- help meet shareholder demand for corporate social responsibility improvements, including meeting environmental targets such as the ISO14001 standard or global warming emissions targets;
- help provide less stressful options for travel to work;
- save money on the cost of providing and maintaining parking spaces;
- give opportunities to build healthy exercise into daily life;
- cut mileage claims and other business travel costs ;
- reduce journey times to work;

- solve problems caused by traffic congestion on and around your site;
- reduce the cost of travel to work, or avert the need to buy a car;
- improve your image with both customers and neighbours;
- improve staff health and reduce absenteeism;
- assist with recruitment and retention by making staff journeys to work easier and cheaper;
- improve staff punctuality by reducing congestion delays and supporting more reliable means of transport.

3. SITE ASSESSMENT

Introduction

- 3.1. The site is located to the south-east of the village of Woodstock and to the north of Oxford. Vehicular access is to be obtained from the A44 Oxford Road and the A4095 Upper Campsfield Road.

Public Transport Network

Bus Services

- 3.2. A public transport strategy for Woodstock East has been developed so as to maximise accessibility. The existing Stagecoach bus service S3 will be re-routed into the development providing linkages between Woodstock town centre and Oxford City Centre.

Rail Services

- 3.3. Hanborough railway station is the nearest station to the site located approximately 3km to the south west of the site. The station is served by First Great Western trains on the Oxford to Worcester Shrub Hill line. Bus service 242 also routes pass the station with a bus stop situated outside of the station entrance. The bus service provides an average journey time of 3 minutes. A summary of the rail services is provided in Table 1.

Table 1 – Rail Services and Frequencies

Route	Monday to Saturday Frequency	Sunday Service	Journey times
Oxford	20-60 minutes	60-120 minutes	8-17 minutes
London Paddington	20-60 minutes	60-120 minutes	1hr 15 minutes
Worcester Shrub Hill	45-120 minutes	60-120 minutes	1hr-1hr 15 mins

- 3.4 The 55 space station car park was expanded in 2013 to create a new 191 space car park to accommodate the increase in commuters using the station for services to Oxford, Reading

and London.

- 3.5 In terms of facilities on site, there are 10 sheffield stands for cycle storage, self-service ticket machines, customer help points and access for the mobility impaired.

Walking and Cycling Facilities

- 3.6. A traffic free pedestrian and cycle route will connect each area of the residential development with the local centre, the primary school and the employment, which in turn will connect to wider pedestrian and cycle routes.
- 3.7. A number of traffic free cycle and pedestrian routes will connect the site to the existing built up area of Woodstock.
- 3.8. Covered bicycle parking is to be provided within the local centre with further cycle storage provision included within the individual elements of the Masterplan, the details of which will be contained within the respective travel plans.

4. TRAVEL PLAN OBJECTIVES AND TARGETS

Introduction

- 4.1. A Travel Plan is a living document that provides a strategy for managing travel demand involving a continuing process of monitoring and review. The underlying aim of any Travel Plan is to minimise the number of single occupancy vehicle trips generated by a development, business or organisation. This is achieved by encouraging a shift to more sustainable modes of transport and by reducing the need to travel.
- 4.2. This Travel Plan provides a framework for occupiers to produce their own travel plans that complement one another and fit in with the measures implemented by the developer. As this is a new development and no current travel patterns exist, specific targets for modal shift cannot be set. 4.3. However the overarching Framework Travel Plan is to achieve a 20% reduction in single occupancy car driver trips. The targets by built out are set out below:
- 8% trip reduction by the end of Year 5;
 - 13% trip reduction by the end of Year 10; and
 - 20% trip reduction by the end of Year 15.
- 4.4. If targets are not met at the end of the period of monitoring, the Travel Plan will be reviewed, new measures introduced and monitoring extended for another two cycles.
- 4.5. Each occupier will be required to establish more specific modal shift targets. This will be done

through a combination of a survey of staff travel habits shortly after occupation (within 6 months) and an evaluation of the existing and proposed travel infrastructure in the vicinity of the site.

- 4.7. The following sections detail the developer and occupier objectives and targets for the proposed site. In summary, the key role of the developer is to ensure that the key sustainable transport infrastructure is implemented prior to occupation and provide this framework to guide occupiers in producing their own travel plans that fit in with the vision for the site. The occupier will be responsible for encouraging, monitoring and reviewing sustainable travel initiatives as defined through their own detailed Travel Plan.

Developer Objectives

- 4.8. To ensure the potential for access by sustainable travel modes, the developer, through close liaison with the Local Authority, must ensure that the appropriate infrastructure is implemented prior to first occupation.
- 4.9. Key developer objectives are defined as follows:
- To provide the necessary transport and building infrastructure required for the more detailed occupier Travel Plans to be effective;
 - To enable efficient access to the development by a number of alternative modes of transport; and
 - To provide an attractive, secure environment for pedestrians, cyclists and public transport users.
- 4.10. **Table 3** summarises the preliminary design features aimed to give priority to those arriving by sustainable modes to the proposed developments. Further consideration will be given to the requirements of those arriving by sustainable means at the more detailed design stage.

Table 3 – Design Features

Preliminary Design Feature	Description
Pedestrian Access	Pedestrian footways will be provided on both sides of the estate roads. Staff entrances will be conveniently reached from the footways.
Cycle Access	A comprehensive cycle network will connect with existing residential areas to the north-west of Woodstock East. Routes within Woodstock East will be segregated from traffic.
Cycle Parking	Cycle Parking will be provided in line with Oxfordshire County Council's Car Parking Standards. The cycle stands will be covered and located close to the main entrance points.
Detailed Design Feature	
Car Sharer Spaces	A proportion of parking spaces for the exclusive use of car-sharers. These would be provided in a priority location near to the main entrance.
Showering/changing Facilities	Changing and showering facilities will be provided for cyclists
Enhanced bus service provision	A bus service will route via the employment uses on Woodstock East and covered bus stopping facilities will be located adjacent to entrances to main buildings

Occupier Objectives

- 4.11. Occupiers of each unit will be required to submit a Travel Plan prior to occupation and ensure it is implemented and refined as necessary. The Travel Plan will commit the occupier to encourage employees and visitors to travel by more sustainable modes than the private car. Plus reduce and/or improve the efficiency of any business mileage.
- 4.12. The Travel Plan will seek to:
- Reduce the need to travel to and from site;
 - Promote the health, wealth and environmental benefits of cycling, walking and using public transport;
 - Provide clear information to all employees and visitors on the alternative modes of travel to and from site;
 - Enhance the safety and security of people travelling to and from site;
 - Effectively manage the demand for car parking;
 - Alter working practices to ensure that those wishing to travel by alternate modes can do so freely and easily;
 - Reduce the need to travel during peak hours;
 - Reduce negative environmental impact of fleet vehicles; business travel; and
 - Deliveries.

5. TRAVEL PLAN CONTENT

Introduction

- 5.1. This section sets out the template for occupiers to produce their own Travel Plan. It sets out what will be required by each occupier and also provides a selection of potential initiatives, a Travel Plan “toolkit” that could be used to achieve the objectives set out earlier. The list of measures is not exhaustive and is only intended to act as a guide. Occupiers may find that through operating their Travel Plan they find their own unique ways of minimising the impact of transport by their organisation.

Woodstock East Lead Travel Plan Coordinator

- 5.2. To oversee the Travel Plans, a Lead Travel Plan Coordinator will be appointed by the developer. Full details of the Coordinator’s role are detailed within the overarching Framework Travel Plan. In summary the Coordinator will be responsible for:

- Explaining and Marketing the Travel Plan to the individual companies;
- Provide overall advice to the individual companies;
- Produce all questionnaires, promotional and informative material;
- Setting up the Community Website;
- Setting up the Car Share database, making use of the other local car share schemes;
- Setting up Specific Use Group meetings;
- Setting up meetings with the local authorities, Parish Councils and bus operators;
- Promoting the Plan to the outside community through public meetings and press releases;
- Getting the annual survey analysed and presenting the results externally; and
- Implementing promotional days.

Individual Travel Plan Co-ordinators

- 5.3. Every company operating within the site with more than forty employees will nominate an employee, at a senior level who act at the Individual Site Travel Plan Co-ordinator. This Individual will work closely with the Lead Travel Plan Coordinator to ensure the company's commitments are met. This person will have the power to make the relevant financial commitments. The name and contact details of the Individual Site Travel Plan Coordinator will be provided to the Lead Travel Plan Co-ordinator and Oxfordshire County Council Sustainable Travel Team.

- 5.4. The Individual Site Travel Plan Coordinator’s responsibilities will be:

- Marketing the Plan to their employees and distributing the promotional material (ongoing);
- Consultation with Union Representatives where appropriate;

- Ensuring questionnaires are completed and returned for analysis;
 - Providing flexible employee benefits to encourage non-private car travel;
 - Guaranteed ride home in an emergency where alternative transport modes are not available; and
 - Representing their organisation on the Woodstock East Working Group.
- 5.5. Each company will need to set aside an annual budget for the implementation of its Travel Plan commitments.
- 5.6. Quarterly meetings will be held with the Lead Travel Plan Coordinator and individual company representatives so that companies can be informed of forthcoming changes, and discuss any implementation problems.

The Travel Plan Working Group

- 5.7. The Travel Plan Working Group will comprise of representatives from each individual company within the Park. The group will be made up of individual TPCs and other interested parties and will be responsible for developing the Action Plan, implementing initiatives and the overall monitoring and review of the Sustainable Travel Strategy. Their role is to:
- Ensure co-ordination between the Sustainable Travel Strategy and individual Travel Plans;
 - Set clear dates for action;
 - Ensure that the Travel Plan makes progress by holding twice yearly review Meetings;
 - Report progress to the Steering Group;
 - To monitor and debate the effectiveness of the Travel Plan;
 - Provide a forum for airing ideas on how the effectiveness of the TP could be improved; and
 - Provide guidance to the Lead Travel Plan Coordinator and individual travel plan coordinators.
- 5.8. The Working Group will also endeavour to set up partnerships with:
- Supporting organisations, e.g. OCC, Sustrans, Association of Commuter Transport, Cycle Touring Campaign, Pedestrians Association, Environmental Transport Association; and
 - Local organisations, e.g. other employers, local retailers (for discounts).

General Promotion

- 5.9. Below is a list of initiatives specific to each travel mode. As well as these the Travel Plan should raise awareness of the environmental and health problems connected with transport. To promote “greener” travel choices for all journeys, not just work related travel. **Table 4** summarises a tool kit of measures that may be adopted by the TPC.

Table 4 – Travel Plan Tool Kit

Potential Travel Plan Initiatives	Responsibility
Walking (best suited to journeys under 2 miles)	
Provide cloakroom facilities within the building with drying and storage locker facilities.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Produce a map illustrating safe walking routes to common destinations. Include reference to crossing points and public transport facilities.	Occupier to provide through TPC
Keep a store of pool umbrellas on site for use by staff who walk to/from work or for walking journeys during the day.	
Provide staff with personal attack alarms.	
Raise awareness of health benefits of walking. Through posters, leaflets and/or events.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Arrange events to promote walking, such as a walk to work day with incentives, prizes, give-aways etc	
Time allowance to change.	
Cycling (best suited to journeys under 5 miles)	
Provide safe, secure and fully weatherproof cycle storage near to main entrances of building.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide shower facilities and changing rooms/areas within the building.	Under agreement between developer and occupier, such facilities should be included within building design. For speculative builds developer to provide.
Provide lockers for cyclist safety gear.	Occupier to provide through TPC
Raise awareness of health benefits of cycling through continual publicity.	
Provide cycle route maps.	
Offer financial incentives such as interest free loans or seek discounted purchase prices for bicycles & equipment from local retailers.	
Provide pool bikes and offer cycle mileage allowance for those using bicycles for work related trips.	

Keep a supply of basic cycle maintenance equipment on site e.g. pump, puncture repair kit, tools etc.	
Offer a guaranteed ride home to alleviate staff concerns of being stranded at work in the event of unforeseen circumstances.	
Provide hair dryer & iron on site.	
Establish a bicycle user group (BUG) & bike buddy scheme.	
Arrange events to promote cycling to work such as "bikers breakfasts". Possibly correspond with national events such as "bike week" & "bike2work" in June.	
Arrange adult cycle training sessions.	

Public Transport (provides a sustainable alternative for many commuter & business trips)	
Disseminate up-to-date public transport information on site. Including routes, timetables and fares for local services.	Occupier to provide through TPC
Promote benefits of public transport. Savings etc	
Establish an interest free loan system for staff to purchase yearly or quarterly season tickets with payments taken directly from salary.	
Arrange with local transport operators to buy tickets in bulk at a discount and sell on to staff on site.	
Liaise with local operators for improved services to site.	
Fund a works bus/minibus.	
Schedule start & finish times to correspond with services	

Car Sharing (provides a sustainable alternative when the car is the only option)	
Establish a car sharing scheme to match employees with others living in a similar area or travelling the same route.	Occupier to provide through TPC and liaison with LTFC
Provide preferential parking spaces for car sharers close to main entrances.	
Provide a guaranteed ride home scheme for car sharers in the event of unforeseen circumstances.	
Devise a protocol/guidelines for car sharers to follow.	
Arrange coffee mornings or other events to allow potential car sharers to meet before committing to sharing with someone they previously did not know.	
Run prize draws open to those registered on the car share scheme.	

Car Park management (parking should be controlled to ease pressures and provide another reason for employees to look at alternative modes)	
Introduce onsite parking charges – with exemptions for car sharers.	Occupier to assume responsibility for these measures with liaison with LTPC
Introduce eligibility criteria for permits, restricting who is able to park e.g. based on distance from home, essential car user, proximity to bus routes etc.	
Introduce controls to prevent other adjacent users from utilising car park.	
Introduce car club / pool car usage for employment uses	

Reducing the need to travel & working practices	
Provision of on-site facilities – canteen or food order & delivery system. Delivery of daily newspapers.	Occupier to assume responsibility for these measures.
Flexi-time (annualised hours).	
Compressed working week e.g. 9-day fortnight.	
Home working.	
Video conferencing facilities.	
Arrange shifts by postcode areas where possible to ensure the highest proportion of potential car sharers are working at any one time.	
Have company cars that run on LPG or other alternate low emission fuels.	
Encourage use of public transport, cycling and walking for business travel.	
Recruitment policies – make clear commitment to green travel in advertisements and aim to recruit local people.	
Include travel information in induction packs.	
Provide travel information for visitors & new recruits.	
Rationalise the number & timing of deliveries through negotiating with suppliers.	
Offer financial alternatives to a company car and ensure that business mileage rates are not set too high.	

6. MONITORING AND AUDIT

Staff and Visitor Surveys

- 6.1. Initially a comprehensive staff and visitor survey will be undertaken to provide a base for the monitoring of the modal share targets. This will record the origins of travel by mode and any initial comments on the Plan initiatives at the opening of the site. It is proposed that the initial survey should not be undertaken any earlier than 3 months after occupation of the site to ensure that travel patterns are established.
- 6.2. Further to this initial survey, snapshot surveys will be undertaken annually. These snapshot

surveys will be more basic than the initial survey and will be primarily used to monitor the effectiveness of the travel plan in reducing the number of solo car journeys to the site. The snapshot surveys will record the following:

- Level of usage of cycle/motorcycle stands to determine demand;
- Feedback from bus operators to establish demand for local bus services ;
- Other feedback e.g. comments received by the Travel Co-ordinator;
- Survey of a sample number of members and visitors to record the modal shift of people driving alone, people car sharing, using public transport, people cycling and walking.

6.3. The results of the surveys will be analysed and reported within two months of the survey being undertaken. The Performance of the Plan in meeting individual targets will be assessed as indicated in **Table 5**. The survey results will be compared against the baseline and previous years' survey results and used to assess whether targets have been met.

Table 5 – Targets and Their Performance Indicators

Target	Performance Indicator
Public transport modal share.	Annual survey modal share. Feedback from operators/users.
Cycle / motorcycle modal share.	Annual survey modal share. Usage of cycle stands.
Walking modal share.	Annual survey modal share.
Car-Sharing modal share and solo occupancy cars	Annual survey modal share. Car-share database matching. Survey of car parking occupancy.

6.4. The survey will identify any barriers to change, including management barriers.

Plan Performance Audits

6.5. The results will be reported within three months of the survey date to the Council. The report should take the following format:

Chapter 1 – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

Chapter 2 – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will be included as an appendix.

Chapter 3 - Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence a necessary.

Chapter 4 – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

Chapter 5 – Specific Measures from Travel Plan. This section will detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and completed checklist of measures agreed at the planning application stage.

Chapter 6 – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

Chapter 7 – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

- 6.6. The Council will respond within one month of receipt, either approving the report or requiring a review of current practices.
- 6.7. The recommendations of the review shall be implemented as soon as possible (as appropriate dependant on type of measures). Should any meetings between the parties be necessary to discuss the contents of the submissions then these shall be raised in accordance with the above highlighted timescales.
- 6.8. Discussions will be held as to how any failed targets might be better achieved. Through consultation with the Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate. Through agreement with the Council, the Site Co-ordinator will join and attend local community forums if required.

Additional Travel Plan Measures

- 6.9. The overarching target for Woodstock East is to achieve a 20% reduction in single occupancy car driver trips for the site. If targets are not met at the end of the period of monitoring, the Travel Plan will be reviewed, new measures introduced and monitoring extended for another two cycles.
- 6.10. New measures could include the following:
 - Car parking charges;
 - Car parking permits;
 - Progressive reductions in car parking facilities;
 - Provision of a pool car;

- Public transport payments equivalent to car journey allowances;
- Interest free cycle loans;
- Subsidies for public transport uses;
- Improvements to local bus infrastructure.

Appendix C

Draft Residential Travel Plan

1. TRAVEL PLAN OBJECTIVES

- 1.1. This Residential Travel Plan has been prepared on behalf of Pye Homes and Vanbrugh Unit by David Tucker Associates in respect of the proposed Woodstock East Development.
- 1.2. "A residential travel plan is a package of measures designed to reduce the number and length of car trips generated by a residential development while also supporting more sustainable forms of travel and reducing the overall need to travel."
- 1.3. This residential travel plan has been created in respect of 1,350 new dwellings proposed at Woodstock East, Oxfordshire and as such sets out the following objectives:
 - Address resident's need for access to a full range of facilities for work, education, health, leisure, recreation and shopping;
 - Reduce the traffic generated by the development to a significantly lower level of car trips than would be predicted for the site without the implementation of the travel plan;
 - Promote healthy lifestyles and sustainable vibrant local communities; and
 - Encourage good urban design principles that increase the permeability of the development for walking and cycling.
- 1.4. This Travel Plan contains details of measures that aim to maximise the opportunities offered by the site in terms of its location in relation to existing services and facilities.
- 1.5. It sets out the 'hard' measures with regards to site design, the provision of new infrastructure and services alongside 'soft' measures that aim to promote and encourage sustainable travel amongst new residents.
- 1.6. Within the development this Travel Plan aims to achieve more sustainable travel from the outset whilst promoting modal shift within the wider community in respect of development instigated improvements to local public transport services and the cycle network.

2. DESIGN MEASURES

Introduction

- 2.1. The design of the site will enable residents to move easily and safely on foot and by bicycle both within the development and to nearby destinations. The movement framework within the site is to be based upon the following hierarchy:

Road User Hierarchy

- 2.2. This section details the various design measures that are to be applied within the development with the aim of encouraging and facilitating more sustainable travel.

Individual Housing Design

- 2.5. All dwellings will include broadband access as standard. The internal design of dwellings is as such to allow for space to be adapted for work use therefore enabling working from home. A proportion (to be determined) of the dwellings will be live-work units.

Street Design

- 2.6. The majority of the residential development area will be developed as a home-zone and as such adopt the following design principles:

- Where possible there will be no distinction between the road and the pavement.

Public Transport and Link & Ride

- 2.11. A public transport strategy for Woodstock East has been developed so as to maximise accessibility. The existing Stagecoach bus service S3 will be re-routed into the development providing linkages between Woodstock town centre and Oxford City Centre.

Walking and Cycling

- 2.12. A traffic free pedestrian and cycle route will connect each area of the residential development with the local centre, the primary school and the employment, which in turn will connect to wider pedestrian and cycle routes.
- 2.13. A number of traffic free cycle and pedestrian routes will connect the site to the existing built up area of Woodstock.

Cycle Parking

- 2.14. Where dwellings have communal entrance ways visitor cycle parking will be provided in the form of Sheffield stands. For all dwellings without access to a garage secure covered cycle parking facilities will be provided at the rate of at least 1 space per dwelling.
- 2.15. Cycle parking will be provided at main bus stopping points within the development and within the local centre.

3. TRAVEL PLAN MANAGEMENT FRAMEWORK

Introduction

- 3.1. The previous section set out the design features of the development which will make it

feasible for the new residents to make more sustainable travel choices whilst enhancing the existing travel choices for residents within the existing residential areas adjacent to the site.

- 3.2. This section sets out the structure for the on-going management of the plan in order to ensure that the objectives set out in Section 1 are achieved.

Travel Plan Co-ordinator

- 3.3. The role of co-ordinating the Residential Travel Plan will be undertaken the Lead Travel Plan Coordinator whose duties are summarised in section 3.5 below. The Lead Travel Plan Coordinator will oversee the implementation and continued development of initiatives set out within this Travel Plan. The Coordinator will be appointed from the onset of the development's construction and will be funded by the developer until the completion of Phase 3 of the development proposals.
- 3.4. As the Travel Plan develops it is likely that the time commitment required from the Lead Travel Plan Coordinator will vary considerably with periods of limited activity between monitoring periods as such the Coordinator's role may be undertaken by an external consultant in order to achieve greater flexibility.
- 3.5. In summary the Coordinator will be responsible for the following:
- Leading the delivery of the Travel Plan once approved;
 - Representing the Travel Plan to residents, local authorities and other organisations such as local cycling groups and public transport providers;
 - Managing and monitoring the Personalised Travel Planning process;
 - Ensuring the sales literature extols the sustainable travel benefits of the site;
 - Briefing housing sales staff on the role and promotion of the Travel Plan within the development;
 - Disseminating information to the local authorities and any other interested parties;
 - Overseeing the Community website; and
 - Strategy Targets and Monitoring.
- 3.6. Baseline modal split targets for specific journey purposes have been identified within the overarching Framework Travel Plan.
- 3.7. Within 3 – 6 months from the initial occupation and the residential travel plan's implementation a detailed household travel survey will be undertaken in order to determine whether the above baseline targeted modal shares have been achieved.
- 3.8. Should the survey show that the sustainable modal share is less than that which is targeted within the baseline for that phase, funds will be released to implement more intensive measures.

3.9. The exact nature of the measures will be determined with reference to the survey's results but for example may include:

- Funding of a 'walking school bus' should parents be reluctant to allow to walk or be unable to accompany children to primary school. The 'walking school bus' is a group of children walking to school with one or more adults. It can be as informal as two families taking turns walking their children to school to as structured as a route with meeting points, a timetable and a regularly rotated schedule of trained volunteers;
- Provision of a community cycle training scheme for less confident cyclists;
- Provision of free bus travel for a defined period for individuals who can conveniently access their workplace by public transport but instead choose to travel by car;
- Personalised Travel Planning to help individuals identify other ways to travel to different destinations;
- Increased marketing of initiatives such as the car club and car sharing.

3.10. The annual travel survey will establish the level of popularity and support for existing schemes and gain understanding of constraints, which may be limiting sustainable travel amongst residents.

3.11. The Lead Travel Plan Coordinator will produce a short annual report that details the level of success afforded by the plan. This will be circulated to all interested parties and published on the Community website.

4. STRATEGY INITIATIVES

Community Website

4.1. A community website will be established from the outset of the development and will embrace wider sustainability and community issues. The website will give access to the following:

- Real-time bus and rail information;
- Community car clubs;
- Car share schemes; and
- Car Club.

4.2. The developer will fund the establishment of a car club and as such will financially support the provision of one car club vehicle. Should the scheme prove economically successful further vehicles will be provided by the car club company. To facilitate potential expansion the developer will provide parking spaces designated for car club use additional to those required for the first vehicle.

4.3. The operation of the car club will be closely monitored by the Lead Travel Plan Coordinator who will ensure that the club is well promoted throughout all aspects of the development.

Car Share Database

- 4.4. Oxfordshire County Council's Liftshare website will be promoted by the Lead Travel Plan Coordinator. A separate community car share database will be created within the database which will enable residents on-site to interact with one another and also the wider car share databases. This will endeavour to also attract users from residential areas adjacent to the development.

Personalised Travel Planning

- 4.5. Personalised Travel Planning or PTP is:

"An approach to delivering targeted information directly to travellers to help them make sustainable travel choices. It seeks to overcome habitual use of the car enabling more journeys to be made on foot, bike, bus train or in shared cars. It can also seek to discourage unnecessary travel, through the provision of local or site specific information."

Executive Summary - Making Personalised Travel Planning Work: Research Report. DfT December 2007

- 4.6. PTP can provide the following benefits:

- Reduce congestion;
- Encourage healthier lifestyles;
- Increase the use of local amenities and transport; and
- Enhance the sense of community.

- 4.7. The most effective time to change behaviour is at the transition point in an individual's life, for instance when moving into a new home. In addition PTP techniques are most beneficially applied when an improvement in transport services has been or is being brought in.

- 4.8. Woodstock will eventually provide around 1,350 new dwellings. The new residents will have access to frequent high quality bus services connecting with the main local destinations and providing interchange with rail services. In addition the new development will benefit from the creation of a traffic free cycle network within Woodstock East with connections to the wider network within the surrounding urban area. In order to reduce the need to own a car, new residents will have access to a car club vehicle and will also be able to register with the community car share scheme or Oxfordshire County Council's Liftshare.

- 4.9. In order to further capitalise on the site's proposed infrastructure it is proposed that every new household is offered an initial personalised travel-planning session with a trained advisor. The advisor will provide personalised information to enable them to make an informed decision about their travel choices from the onset.

- 4.10. This service will be offered in conjunction with a limited period of free travel on local public transport services.

5. MARKETING

Sales Literature

- 5.1. The housing sales teams and Housing Associations will actively market the benefits of the development in terms of the sustainable travel options available to potential residents.
- 5.2. Each new resident will receive a 'sustainability information' pack. Alongside other aspects of sustainable living, this will include details of the Travel Strategy outlining the overall objectives and personal benefits of sustainable travel. The pack will provide details of all public transport services, car clubs, car share schemes, walking and cycling routes and information on how they can become more involved.
- 5.3. The pack will include a feedback survey to gather early information on perceived transport choices and give the option of receiving personalised travel planning advice.

Continuous Marketing

- 5.4. The objectives of the Travel Plan will be continuously marketed via the community website, local press and public notice-boards.

Community Events

- 5.5. The Lead Travel Plan Coordinator will organise regular sustainable travel events within Woodstock East for example 'Bike Week' and 'National Car Share Day'. These will be advertised via the website and local groups and be accompanied by a local press release.

Appendix D



1 THE CONSTRUCTION MANAGEMENT PLAN

1.1 Site Location

1.1.1 A Construction Environmental Management Plan (CEMP) will be produced in conjunction with the local Highway Authorities. The CEMP will set out the methodology for construction with the purpose of ensuring that the environmental impacts associated with the construction of this project are kept to minimum. In summary the aims of the CEMP will be to:

- To meet the requirements of all relevant environmental legislation, agreements, authorisations and commitments;
- To ensure that all environmental undertakings and obligations of the contractor are fulfilled;
- To adopt working practices which will achieve good environmental practice on site;
- To ensure that sub-contractors and suppliers are aware of the environmental constraints and opportunities of the site, and follow any necessary procedures in order to ensure good environmental practice;
- To identify the responsibilities of staff and contractors in achieving good environmental practice on site; and
- To mitigate the effects of the construction works on residents, highway users and the general public.

1.2 Development Proposals

1.2.1 The description of development is as follows:

Outline planning application, with all matters reserved, for mixed use development comprising:-

- *up to 1,500 houses, including a 150 unit care village with associated publicly accessible ancillary facilities;*
- *Primary school (2 form entry);*
- *Up to 930sqm of retail space;*



- *Up to 7,500sqm of locally led employment (B1, B2 and B8);*
- *Site for a Football Association step 5 football facility;*
- *Public open space;*
- *Public Transport Interchange with 300 car parking spaces; and*
- *Associated infrastructure, engineering and ancillary works, with vehicular access.*

1.2.2 In total, construction is expected to take a period of approximately 15 years.



2 ROAD TRAFFIC CONDITIONS AND FUTURE SITE ACCESS

2.1 Introduction

2.1.1 The town of Woodstock is not served by rail and there are no inland waterways into the area. Therefore the only means for delivering materials to the site will be by road.

2.2 Future Site Access for Construction Traffic

2.2.1 The main focus of construction traffic will be from the A4095 Upper Campsfield Road. This will be the main point of access for all construction vehicles relating to the commercial elements of the scheme. Some access will be required directly off the A44. The principal route taken by construction traffic on the local highway network would be along the A44 Woodstock Road south of the site.

2.2.2 Signs will be erected to ensure that no construction traffic routes to or from the route to Shipton Road. Appropriate signing at the site access will be provided during the construction stage. Details of the signing will be agreed with the local highway authority prior to the commencement of works. A regime to inspect and maintain all signing, barriers etc will be agreed with the local highway authority prior to the commencement of works.

2.2.3 However, in the initial stages of the development, it is expected that temporary access routes will be required from both the A44 and the A4095.

3 CONSTRUCTION VEHICLE ESTIMATES, ROUTING AND SITE ACTIVITIES

3.1 Vehicle Estimates

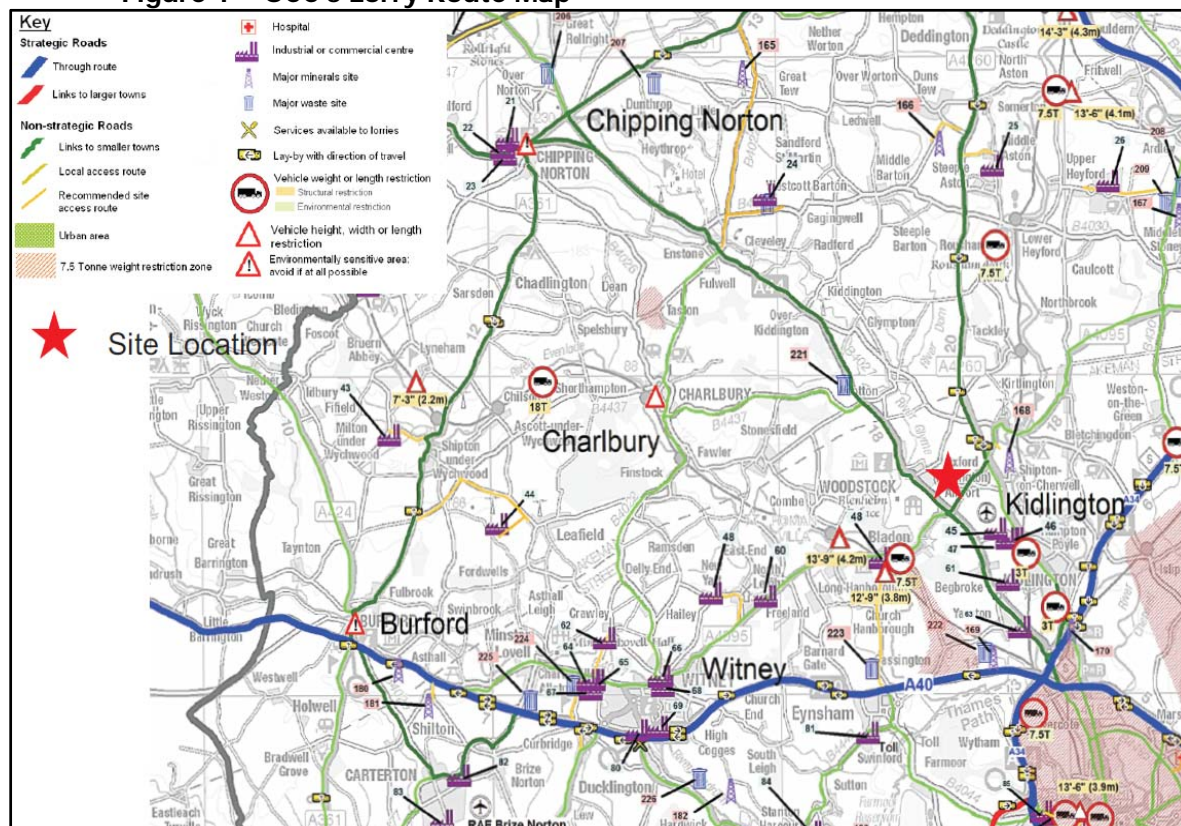
3.1.1 The types of vehicles and number of vehicles that will deliver construction material to the site will vary depending on phasing and the materials collected or delivered. Typically, the final rate of project completion reflects many competing factors, such as access to the development, completing the sales of buildings and availability of labour and materials, as well as maintaining a quality environment during the early phases of a project during these construction phases.

3.1.2 It is therefore estimated that the number of HGV and LGV movements associated with the construction of the site based on 5 day delivery and collection schedule over 48 working weeks per year, is likely to be in the order of 40 HGV movements and 40 LGV movements per day. These numbers will be refined at the reserved matters stage and following the appointment of the relevant parties.

3.2 Vehicle Routing

3.2.1 The proposed routing strategy for the site will utilise the existing A44. The A44 forms part of the non-strategic routes within the county. Oxfordshire County Council's lorry route map identifies the A44, A4095 Upper Campsfields Road and the A4260 Banbury Road as 'dark green' routes that link to smaller towns as shown on **Figure 1** below. The County's map should be used to determine the routes to serve new developments.

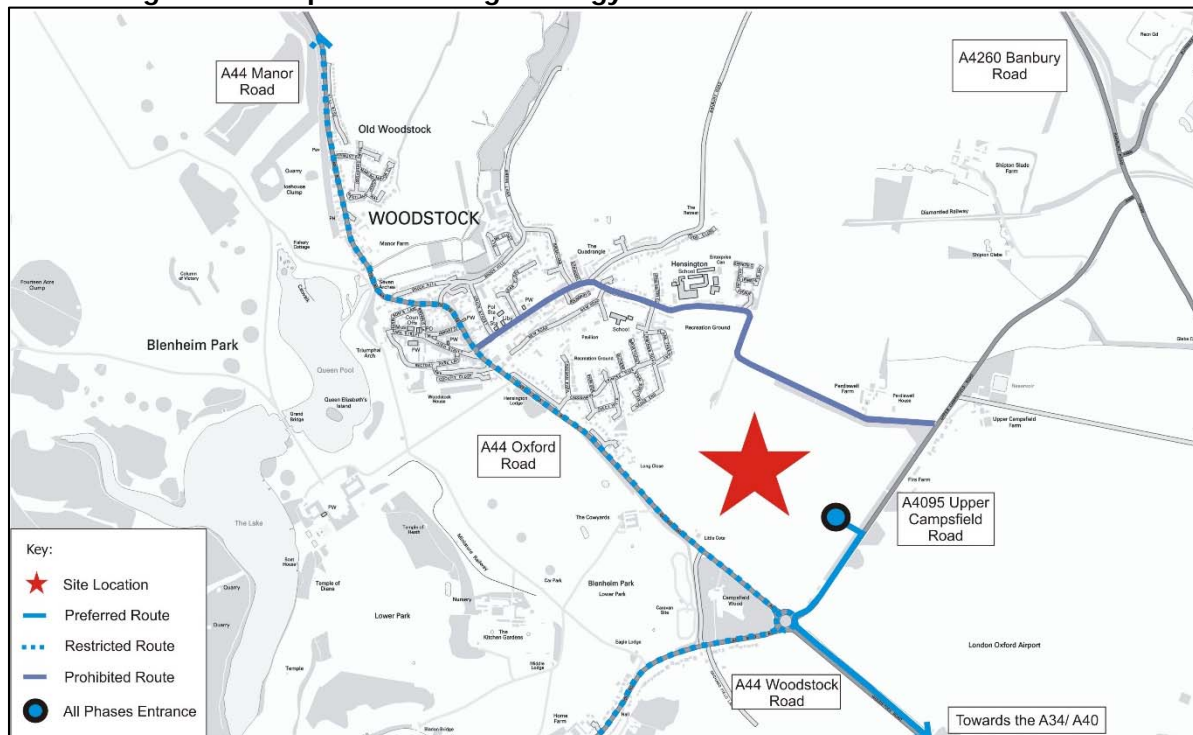
Figure 1 – OCC's Lorry Route Map



3.2.2 Utilising the existing County lorry route map the preferred routing strategy for the site will be to route construction vehicles along the A44 south of the site and along the A34/ A40, as shown on **Figure 2** below.

3.2.3 Construction traffic will be prohibited from using Shipton Road and Hensington Road and restricted from using the A44 north of the site and the A4095 Bladon Road, where possible. The routing strategy will avoid sensitive areas of the highway network such as weight restrictions zones, high density residential areas, and environmentally sensitive areas.

Figure 2 – Proposed Routing Strategy



3.2.4 Routing instructions will be provided to suppliers and contractors when orders are place to ensure suppliers adhere to the specified route. External signage will direct construction traffic from the A44. Construction workers will similarly be advised of the permitted access routes.

3.3 Road Closures

3.3.1 Road closures or diversions are not anticipated.

3.4 Site Accommodation and Materials Storage Areas

3.4.1 Site compounds will be required at all major individual developer sites within the overall site area.

3.4.2 The precise extent and location of these areas has not been determined but it is expected that they will be located adjacent to the works related to each phase and then moved as necessary when the development progresses. It is expected that for a development of this size, on-site concrete and mortar batching facilities will be needed within these compounds.



- 3.4.3 The precise locations will be determined at a later stage and will be placed away from existing residential properties, where possible.
- 3.4.4 Parts of the compound areas will require rolled stone or gravel surfacing for hard standing and parking provision. Car parking provision will be contained within the site and construction workers will be prohibited from parking on the local highway network.
- 3.4.5 The hours of work at the site would be between 0800-1800, Monday to Friday and 0800 and 1300 on Saturdays. Materials will only be delivered on Monday to Fridays and material deliveries will be staggered throughout the course of the day. The majority of deliveries will take place after 0900 to avoid peak traffic flows along the A44.

3.5 The Contractor

- 3.5.1 The contractor who will carry out the work has yet to be selected and it is likely that a number of different contractors will be on site at any one time.
- 3.5.2 As part of the development the scheme involves the construction of new highway. The Highway Authority will require the work to be carried out by a contractor holding the appropriate licences. In order to obtain such licences the Contractor must demonstrate that they are able to carry out the works to the appropriate standards.
- 3.5.3 Contact details of the Project Manager and Site Supervisor responsible for on-site works will be provided to the local highway authority prior to the commencement of works.
- 3.5.4 A before-work commencement highway condition survey and agreement with a representative of the Highways Depot – contact 0845 310 1111 will be made.
- 3.5.5 Local residents will be kept informed of significant deliveries and liaised with through the project. Contact details for persons to whom issues should be raised with in the first instance will be provided and a record kept of these and subsequent resolution.



3.6 Drainage and Roadworks

- 3.6.1 The drainage and roadworks associated with the proposals will involve conventional construction techniques and materials, undertaken during normal working hours. This is not expected to give rise to any material impacts from construction traffic travelling to and from the site.



4 CONSTRUCTION TRAFFIC IMPACTS AND MITIGATION

4.1 Impact of Construction on Road Users

4.1.1 The access works on the A44 Oxford Road and the A4095 Upper Campsfield Road will create the need for temporary traffic management and control to allow highway access to be safely maintained at all times. It is expected that the access works to the A44 Oxford Road will be completed in around 20 weeks and the A4095 Upper Campsfield Road in a similar timescale.

4.2 Impact of Construction Traffic on Pedestrians

4.2.1 There is one footpath which runs through the site at present. Where the works affect this route, it is envisaged that the construction contract will include requirements to maintain this route at all times. Practical considerations may indicate that formal application should be made for the temporary closure or diversion of this route during the construction period. Any such proposals will be subject to the normal consultation procedures dictated by legislation.

4.2.2 Where the works affect any other existing footways the Contractor will be expected to maintain a safe route for pedestrians at all times.

4.3 Wheel Washing

4.3.1 A wheel cleaning facility will be installed at either the exit point of the site or within the compound, such that vehicles would pass through this before leaving the site. The details will however be provided to the local highway authority prior to the commencement of works.

4.3.2 Daily road sweeping would also take place to maintain clean road surfaces in the area.

4.4 Off-site Highway Improvements

4.4.1 Off-site highway improvement works are envisaged on the A44. The works will be linked to the phasing of the development. During this time detailed traffic



management arrangements will need to be agreed with OCC and the Highways Agency to reduce the impact to the travelling public.



5 CONCLUSION

- 5.1 This Construction Management Plan relates to the proposed mixed use development at Woodstock East. The purpose of the report is to ensure that the impact of the construction works on the local residents and the immediate highway network is kept to an absolute minimum.
- 5.2 The report sets out the preferred routing for construction traffic, estimates of construction traffic, details of the Contractor role and how the construction traffic will be mitigated.

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