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TRAVEL PLAN Land North of Station Road, Hook Norton

Prepared for: Nursery Ground Ltd
Issue 1: 30 September 2014
Ref: HH4140177/SY/003

Document History

Issue	Date	Description	Prepared By	Checked By
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1.0 Introduction

- 1.1 This Travel Plan (TP) has been prepared by Glanville Consultants on behalf of Nursery Ground Ltd. It has been prepared in support of an outline planning application for residential development for 48 new dwellings on land north of Station Road, Hook Norton.
- 1.2 This TP looks to influence behaviour change towards sustainable modes of travel by indicating a package of measures aimed at promoting sustainable travel, with the emphasis being to minimise unnecessary single occupancy car travel from the outset. It takes into account the size of the development and considers a range of journeys that could be undertaken by future residents. It adopts and demonstrates a holistic approach by incorporating information, marketing and management measures necessary to address the transport impacts anticipated to arise from the development.
- 1.3 A more detailed Travel Plan will be prepared after occupancy of the proposed development and completion of a residents travel survey.
- 1.4 Some of the Initiatives and travel management mechanisms that could be adopted within a Travel Plan include:
- Appointment of a Travel Co-ordinator;
 - Provision of travel information on occupation;
 - Promotion of walking, cycling and public transport as feasible and realistic alternatives to the private car where appropriate; and
 - Promotion of car sharing scheme.
- 1.6 The Travel Plan would aim to minimise single occupancy car travel to and from the site through education and encouragement and, for reasonable investment of resources, by improving conditions and choice for pedestrians, cyclists and those using public transport.

2.0 Travel Management & Policy Context

- 2.1 The concept of travel management aims to reduce the demand for and volume of unnecessary travel undertaken by single occupancy vehicles. It also aims to improve conditions and choice for pedestrians, cyclists and those using public transport.
- 2.2 The Government continues to demonstrate a commitment towards Sustainable Development across England. Revisions to National & Regional Planning Guidance confirm the current importance placed on travel management.
- 2.3 The Government sets out its policy for the future of transport in 'The Future of Transport White Paper *A Network for 2030*'. It states that a transport network is needed that can meet the challenges of a growing economy and the increasing demand for travel, but can also achieve their environmental *Objectives*. This means coherent transport networks with:
- *Both walking and cycling as a real alternative for local trips;*
 - *Bus services that are reliable, flexible, convenient and tailored to local needs;*
 - *The rail network providing a fast, reliable and efficient service, particularly for inter urban journeys and commuting into large areas;*
 - *The road network providing a more reliable and freer flowing service for both personal travel and freight, with people able to make informed choices about how and when they travel; and*
 - *Both seaports and airports providing international and domestic links.*
- 2.4 Reference has also been made to the National Planning Policy Framework (NPPF). The *Objectives* of NPPF are to integrate planning and transport at the national, regional, strategic and local levels.
- 2.5 The guidance states that developments should:
- *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 disability by all modes of transport.*
- 2.6 NPPF further states that a key tool to facilitate the above will be through a Travel Plan given that the development will generate a significant amount of movement to and from the site.
- 2.7 Guidance provided by the Department for Transport (DfT) has also been adhered to in the development of this Travel Plan with specific reference made to the following guidance documents:
- *DfT 'Making Residential Travel Plans Work: Good Practice Guidelines for New Development' (2005)*

- DfT 'Good Practice Guidelines: Delivering Travel Plans Through the Planning Process' (2009)

2.8 This Travel Plan has also been produced to satisfy relevant policies of the Non-Statutory Cherwell Local Plan 2011 (December 2004) and, in particular, Policy TR3 which refers specifically to the need for Transport Assessments for proposals 'likely to generate significant levels of traffic'. In other circumstances Policy TR3 requires that:

"A Travel Plan will also be required where there is a need to further supplement other physical mitigation measures associated with proposed development. The matters to be included within the Travel Plan will be subject to agreement with the Council."

2.9 The Transport Statement (TS) that accompanies the residential and school sites confirms that the development is not likely to give rise to significant transport impacts nor is there a significant local problem that needs to be addressed.

2.10 Notwithstanding the findings of the TS, it is recognised that Travel Planning can have positive benefits regarding making travel choices. This TP will help minimize the impact single occupancy car travel and promote more sustainable travel choices specifically for the residential site.

3.0 Site Location & Development Description

Site Location

- 3.1 The site is located at the eastern end of Hook Norton, Oxfordshire on the north side of Station Road approximately opposite the entrance to the former railway station. The site is currently undeveloped and forms part of a larger field in use for agricultural purposes. Figure 1 shows the site location.
- 3.2 This TP has been prepared for a housing development of 48 dwellings.

Development Description

- 3.3 The housing site will accommodate residential dwellings and open space together with on site highways, car and, if relevant, cycle parking facilities. In summary the housing suite will consist of the following:
- 48 residential dwellings;
 - A widened footway on the north side of Station Road with two points of access into the site on foot;
 - Inclusion of footways into the site layout and a link to the existing public footpath running adjacent to the north end of the site;
 - A new vehicular access onto Station Road and internal layout designed to encourage low speeds;
 - Storage space for cycles;
 - Allocated and unallocated parking spaces; and
 - Open space for both formal and informal use.
- 3.4 The proposed new access will be located so as to optimise visibility for road users travelling along Station Road as well as anyone entering or exiting the housing site.

Vehicle Parking

- 3.5 Vehicle parking for the residential element will be provided in accordance with Oxfordshire County Council's Council's (OCC) "*Transport for New Developments – Parking Standards for New Residential Developments - Parking standards for Oxfordshire (other than Oxford and Cherwell Urban areas)*". This sets out the vehicular parking standards for new developments for the development site.
- 3.6 The majority of provision will be in allocated spaces for each dwelling. A number of unallocated spaces are provided in order to recognise the need for flexible parking space.
- 3.7 Vehicle parking will be provided in a mixture of on plot spaces and garages with some on-street parking provision aimed predominantly at visitors and deliveries.

Cycle Parking

- 3.8 Cycle parking for the residential element will be at a level relevant to the development's needs. The development will consist of houses rather than flats and all will have private garden space capable of incorporating sheds. The majority of properties will also have private garages. As a result it is unlikely that there will be significant demand for additional cycle parking space beyond 'on plot' storage space.
- 3.9 Where a specific need can be identified, however, specific cycle parking outside the curtilage of houses will be provided.

4.0 Site Sustainability

- 4.1 So as to gain an understanding of the factors that influence individual choice of travel, and to therefore tailor this FTP to the specific context of the development site, an assessment of the local environment has been undertaken. This section of the FTP appraises the accessibility of the site by sustainable modes of travel including walking, cycling and public transport.
- 4.2 The housing site will be well integrated with the wider footpath and road network in Hook Norton. The housing site layout has been designed so as to keep vehicle speeds low and promote walking and cycling. The housing site will also widen the existing footway along the north side of Station Road to improve the link to the existing footway.
- 4.3 The footway will provide access to village facilities and, in particular the bus stops on Station Road. Traffic volumes on Station Road are low and the village facilities are all within close cycling distances. The proposed development site will therefore be well placed to encourage trips to be undertaken on foot, by bicycle and by public transport and therefore reduce the need to travel by single occupancy vehicle.

Walking

- 4.4 It is generally considered that up to two kilometres is a reasonable distance for people to walk to work or nearby facilities and amenities. This distance is illustrative and approximate, will vary by individual according to their personal mobility and fitness and will be influenced by their perception and prejudices on such factors as local topography, their attitude towards particular travel modes and the cost and time of a journey.
- 4.5 Hook Norton is a relatively small and compact village. The furthest point of the village is approximately one and a half a kilometres from the site. On this basis all of the village's facilities are within walking distance of the site. Figure 2 shows an illustrative two kilometre radius, confirming that the whole village is within reasonable walking distance of the site.
- 4.6 The local environment has a good degree of permeability for pedestrians with footways provided alongside the majority of roads in Hook Norton. They are generally in good condition with adequate street lighting. The internal footways and shared use areas proposed across the site have been designed such that they will link to the existing off-site footway and public footpath network to ensure the proposed development will be accessible to those on foot.

Cycling

- 4.7 It is generally considered that up to five kilometres is a reasonable distance for people to cycle to work or nearby facilities and amenities. This distance is illustrative and approximate, will vary by individual according to their personal mobility and fitness, and will be influenced by their perception and prejudices on such factors as local topography, attitude towards particular travel modes and the cost/time.

- 4.8 Figure 2 therefore illustrates an indicative five kilometre radius drawn around the site highlighting the areas and facilities within cycling distance of the development site. This further confirms that all of Hook Norton is within cycling distance of the site as well as a number of surrounding villages. Banbury is approximately 10 kilometres from the site which, whilst outside the five kilometre radius, at a reasonable cycling speed of 15km/hour is approximately an hour's cycle from the site.

Public Transport

Buses

- 4.9 The nearest existing bus stops to the site are located on Station Road approximately 130m west of the site entrance. These stops are served by service number 488 as summarised in Table 1 below.

Table 1: Bus Services Summary – Correct as of May 2014

Service No.	Route Description	Frequency			Operator
		Weekday	Saturdays	Sundays	
488	Banbury – Bloxham - Milcombe – Hook Norton – Chipping Norton	Every 60 minutes	Every 60 minutes	No service	Stagecoach

- 4.10 The eastbound stop has a flag, timetable and seating and we would expect this stop to be most used as it faces Banbury. Further existing bus stops are also located on in the centre of Hook Norton.
- 4.11 Information about existing and future local bus services in the area will be available on the Traveline South East website (www.travelinesoutheast.org.uk), OCC website (www.oxfordshire.gov.uk/cms/public-site/public-transport) and Stagecoach Buses website (www.stagecoachbus.com).

Rail

- 4.12 The nearest railway station is located in Banbury. It provides direct access to London and Birmingham. Bus service 488 provides a connection to Banbury Town Centre from where the railway station is a short walk.
- 4.13 The National Rail website (www.nationalrail.co.uk) provides up-to-date timetable information including live departure and arrival boards for all UK stations. The Chiltern Railway website (www.chilternrailways.co.uk) provides up-to-date information that relates to the rail network, while also providing passengers with the ability to purchase tickets in advance of travel.
- 4.14 Chiltern Railway also offers a range of ticket types to encourage use of rail services between Birmingham and London.

5.0 Travel Co-ordinator

- 5.1 A Travel Co-ordinator (TC) will be appointed for this residential development who will be responsible for monitoring its performance. The TC will be responsible for overseeing the implementation of this Travel Plan and its day-to-day operation, while also liaising between OCC, the residents of the development and other Travel Co-ordinators in the vicinity of the development site, as well as managing its initiatives and reviewing its progress.
- 5.2 The TC will be the key driving force of this Travel Plan and integral to its success and therefore, will be appointed prior to first occupation of the residential development and will be responsible for each phase of the development for at least five years beyond full occupation.
- 5.3 The TC will have the responsibility to:
- Oversee the development and implementation of this Travel Plan;
 - Provide every new resident of each household with a Travel Induction Pack as well as up-to-date travel and transport information on occupation;
 - Ensure that local travel and transport information is available somewhere in each phase of the residential development as well as the community hub;
 - Establish a library of travel and transport information from the local authority, public transport providers, cycling groups, car share organisations and relevant websites for dissemination to residents of the development;
 - Act as point of contact for residents requiring information;
 - Potentially organise the formation of a residents' travel forum;
 - Undertake annual surveys to monitor the effectiveness of Travel Plan measures;
 - Liaise with the Travel Plan Officer at OCC;
 - Provide annual reports to OCC giving updates on the Travel Plan, its measures and its effectiveness;
 - Submit a revised full Travel Plan which shows actual mode split and revised targets for Years 1, 3 and 5 to OCC for their approval within 1 month of the Travel Survey; and
 - Attend residents' meetings to promote the Travel Plan and get feedback and input from residents.
- 5.4 Once appointed, the TC will provide their name, official job title and contact details including address, telephone number and email address to the Travel Plan Officer at OCC. Contact details of any subsequent TC will also be provided.
- 5.5 The post of TC will be part-time and will be retained and funded for a period of no less than five years from date of appointment by which time the position will be reviewed. The proportion of time spent on travel issues will be initially high and will generally reduce over time, but will fluctuate periodically according to circumstances.
- 5.6 The TC will provide a progress report as to the performance of this Travel Plan to OCC no less than once every year throughout the monitoring period. The role of the TC is substantially tied into the strategies as detailed in Section 7 of this document.

6.0 Travel Plan Framework

- 6.1 This Travel Plan aims to reduce single occupancy car travel to and from the development by encouraging residents to use sustainable transport in the following order of priority – walking, cycling, public transport and car sharing, for all trips.
- 6.2 So that the objectives as set out in paragraph 6.4 below are achieved, initiatives will be implemented. Progress of the Travel Plan towards meeting the objectives will be assessed against targets set to be achieved within specified timescales following full occupation of each phase of the development. Monitoring of this Travel Plan provides a means to establish the extent to which the targets have been met.
- 6.3 Progress of this Travel Plan will be assessed by the Travel Co-ordinator (TC). Further details regarding the role and responsibilities of the TC are set out in Section 5.

Objectives

- 6.4 The Objectives of this Travel Plan are as follows:
- a) Reduce car dependency.
 - b) Optimise car occupancy.
 - c) Manage travel demand as efficiently as possible.
 - d) Promote opportunities for access by non-car modes.
 - e) Provision of appropriate on-site facilities to encourage walking and use of cycles.
 - f) To establish walking, cycling and the use of public transport as feasible and realistic alternatives to single occupancy car use for journeys taken by residents.
 - g) To be acceptable to the local authority and to residents and visitors.
 - h) To be self-funding after implementation.
 - i) To create awareness of the benefits of sustainable travel to the local and wider environment and community
 - j) To be on-going and adaptive, to monitor impacts, to learn from experience and, above all, be proactive

Initiatives

- 6.5 There are a number of transport initiatives that cannot be solely promoted by the developer and the future residents of the development although it is the intention to get maximum involvement and engagement from residents so as to achieve these objectives. Fostering constructive and supportive partnerships between the local authority, transport providers, walking and cycling groups and other local Travel Co-

ordinators, for example, will allow the development a range of feasible transport options that are sustainable. Such partnerships will be actively sought by the TC.

- 6.6 It is acknowledged that different people will respond to different measures, and some may not react to any. With this being the case, a range of initiatives and travel management mechanisms have been identified within this Travel Plan. It is proposed that these measures will be introduced as required and amended as necessary in consultation with OCC. The Travel Plan should therefore be considered as being a 'dynamic strategy'.
- 6.7 The level of public transport provision in the vicinity of the development is considered sufficient to serve a development of this scale. It will therefore be promoted to ensure that all residents are aware of the bus and rail services available to them, as well as the walking and cycle routes that link these bus and rail services with the development.

Targets

- 6.8 To assist in meeting the objectives, a number of *Targets* have been set for 1, 3 and 5 Years for each phase of the development following occupation so as to review the progress of the Travel Plan.
- 6.9 Comprehensive data that shows baseline travel patterns for the development as a whole is difficult to establish since this Travel Plan has been prepared prior to its occupation. The initial targets for Years 1, 3 and 5 for each phase of the development are therefore based on predicted modal splits from data derived from the 2011 UK Census for the Hook Norton ward. The predicted modal split is shown in Table 5 below.

Table 5: Predicted Transport Modal Split by Residents (

Mode of Transport	Proportion of Residents
Single Occupancy Vehicle	65%
Car / Van Passenger	3%
Public Transport	5%
Cycle	1%
Walk	9%
Other	1%

- 6.10 The data from the 2011 UK Census suggests that the predicted baseline travel pattern for the development as a whole will be as follows:
- A 'Single Occupancy Vehicle : Sustainable Transport Mode' split of 65% :15%
- 6.11 The following targets have therefore been set for the development to reduce single occupancy vehicle use as a way to travel. It should be made clear that the following targets are provisional at this stage and other more detailed targets will be set as soon as the results of the initial Travel Survey to establish transport mode split are known. The provisional targets for the end of Years 1, 3 and 5 for each phase of the development are shown in Table 6 below.

Table 6: Provisional Travel Targets for the end of Years 1, 3 and 5

Mode of Transport	Predicted Baseline	Target – End of Y1	Target – End of Y3	Target – End of Y5
Single Occupancy Vehicle	65%	64%	60%	57%
Sustainable Transport Mode	14%	15%	20%	24%

6.12 The provisional targets set out above will be reviewed and amended where necessary in consultation with WSCC following the results of the initial Travel Survey being undertaken for each phase of the development.

6.13 The Census 2011 data indicates that 17% of those in employment work mainly from home. This figure is likely to have been an increase on the 2001 Census data and may increase again by 2021. Working at home has positive effects in terms of reducing the need to travel and the above indicative targets should be considered in this context.

Monitoring

6.14 To understand the extent to which the Initiatives are contributing towards achieving the objectives and targets of this Travel Plan, a Monitoring structure has been specified as follows which will be in place for at least 5 years following 50% occupation of each phase of the development.

a. An initial review will be undertaken following 50% occupation of the development to provide the information base for revised modal split Targets and for the future monitoring of this Travel Plan.

b. For the purposes of reviewing the progress of this Travel Plan, Monitoring Reports based on an annual Travel Survey will be prepared and submitted to OCC for a period of 5 years following 50% occupation of each phase of the development. The Monitoring Reports will be submitted to OCC within one month of the Travel Survey being undertaken and will contain their results, whether the provisional or revised Targets have been met, and any plans for remedial measures if the Targets have not been met. An example of the Travel Survey to be undertaken is included in Appendix A.

c. Where Targets within this Travel Plan are not being met, further promotion of low carbon travel modes and promotion of this Travel Plan will be undertaken to all residents of the development.

6.15 Given that this Travel Plan is a 'dynamic strategy' which will continually evolve through the monitoring period, it is expected that the targets will be revised and updated over time for each phase of the development. Any future amendments to this Travel Plan and any new targets will be agreed by both the developer and OCC in writing and complied with thereafter.

7.0 Measures & Initiatives to Encourage Sustainable Travel

- 7.1 The Travel Co-ordinator (TC) will be appointed by the developer who will be responsible for the implementation, management and monitoring of the Travel Plan over its lifetime. The TC will promote the Travel Plan and provide information to all residents on how to travel to and from the development without recourse to their private car. The TC will also act as a point of contact for those residents who require information on how to reduce single occupancy car use, while they will also monitor the take-up of initiatives and liaise with OCC as and when necessary. Further details regarding the TC are provided in Section 5.

Walking & Cycling

- 7.2 The developer will maintain safe, convenient, accessible and well lit routes across the development site to the existing highway network. The health, fitness, social and environmental benefits of walking and cycling would be promoted to residents.
- 7.3 Arrangements will be made with local crime prevention officers to give advice and, if available, provide useful equipment such as high visibility armbands and personal alarms to residents who walk and have concerns about personal security.
- 7.4 Information on walking routes to a number of local amenities such as the school, village shop, post office and public house and public transport stops in the area, as well as the promotion of websites such as www.walkit.com & www.walk4life.info will be provided to all residents as part of the 'Travel Induction Pack'.
- 7.5 Information on cycle routes to a number of local amenities such as the school, village shop, post office and public house and, further afield to nearby villages and Banbury. Information will also be included on the location of cycle shops and on cycle groups, as well as promotion of the *Sky Ride* website (www.goskyride.com) as part of the 'Travel Induction Pack'.
- 7.6 The upkeep of footways and highways on and off-site is of great importance to encourage travel on foot and by bicycle. The TC will monitor the conditions of footways and cycleways off-site and encourage OCC to give priority to a rolling programme of footway and highway maintenance and improvement to ensure that regular reviews of the facilities used by pedestrians and cyclists are undertaken.
- 7.7 The TC will work in partnership with OCC and local cycling organisations to encourage safer cycling and provide cycle training to improve the road skills, competence and confidence of residents. Such organisations can also provide details of local and national initiatives such as 'Bike to Work Week'.

Public Transport

- 7.8 Information on journey planning, local public transport services (www.travelinesoutheast.org.uk) national rail services (www.nationalrail.co.uk) and National Express (www.nationalexpress.com) websites will be provided to all residents as part of the 'Travel Induction Pack'.

- 7.9 The TC will establish and maintain a relationship with public transport operators to remain abreast of developments and convey feedback on service provision and reliability. The continued use of public transport by residents will derive from confidence that the service is reliable and convenient.

Car Use

- 7.10 Residents will be provided with information to encourage car sharing as well as information on established car share schemes such as the Oxfordshire Liftshare scheme (<https://oxfordshire.liftshare.com/default.asp>) as part of the 'Travel Induction Pack'.

Information & Promotion

- 7.11 If this Travel Plan is to work as effectively as possible, it is important that all the Initiatives and Targets are well promoted to residents and that a sustainable travel culture is established from first occupation of the development. This will ensure that the momentum of its implementation is maintained.
- Sales staff for the development will provide travel advice to all new residents and marketing literature for the site will emphasise the sustainable nature of the development in terms of location and travel choice.
 - All new residents in each home will be provided with a 'Travel Induction Pack' following occupation with further copies available on demand. The 'Travel Induction Pack' will be compiled by the developer and will comprise:
 - clear walking maps to the nearest bus stops;
 - public transport timetables and information;
 - travel options leaflet which will raise awareness of the health, fitness and social benefits, as well as the environmental benefits, of the various travel alternatives to driving;
 - information and details of local cycle groups, shops, facilities and training (with vouchers for free/discounted cycles, equipment or training if available);
 - details of car clubs and any offers for free or discounted membership as agreed between the developer and the car clubs;
 - free or discounted travel vouchers (if available);
 - information on any local community transport Initiatives and school buses;
 - details of useful websites e.g. journey planning, Traveline South East, national rail services and National Express coaches;
 - information on local amenities such as the primary school and village shop/post office, as well as nearby health, leisure, shopping and recreation facilities; and
 - information about *Workwise UK*, 'Smarter Working' or other flexible working practices, as well as information about online shopping.
- 7.12 Dedicated travel information, as well as information that raises awareness of the benefits of the various alternatives to driving, will be made available. Information relating to designated walking and cycling routes, the latest public transport timetables, Initiatives and Travel Plan Targets will be included and regularly updated.
- 7.13 The developer will provide the residents with a website dedicated to the development. The website will include information or links concerning the following:

- walking routes;
- cycle routes;
- bus routes / times;
- train routes / times;
- car share schemes and car clubs;
- other local travel schemes and organisations;
- route mapping websites;
- journey planning websites (bus & train); and
- Traveline South East website

7.14 The TC will invite comments and suggestions from residents so as to achieve the Objectives of this Travel Plan.

8.0 Action Plan

8.1 To enable an assessment to be made as to the success of this Travel Plan, the Action Plan below links the Measures & Initiatives with the Objectives in paragraph 6.4 to ensure they have been met.

Measures & Initiatives	Objectives	Timescale	Responsibility
Nominate a TC	c	At least 3 months prior to first occupation	Developer
Undertake a Travel Survey to establish transport mode share	c and j	Within 3 months of 50% occupation and after 1, 3 and 5 Years of 50% occupation for each phase of the development	TC
Produce a revised Travel Plan which shows actual transport modal split and revised Targets for Years 1, 3 and 5 for each phase of the development	c and j	Within 1 month of Travel Survey	TC
Prepare a new Travel Induction Pack	d and i	Prior to first occupation	TC
Encourage residents, where possible, to use online shopping and home deliveries	a	Upon first occupation and on-going	TC
Promote & Publicise agreed Travel Plan	d, g, h and j	Prior to first occupation	TC
Provide access to web based travel information	d and i	Upon first occupation and on-going	TC
Walking and Cycling			
Encourage residents to car share, use public transport, walk or cycle rather than drive alone	a, b and f	To be included in Travel Induction Pack and on-going	TC
Provide information on walking	d and i	To be included in Travel Induction Pack and on-going	TC
Provide information on cycling	d and i	To be included in Travel Induction Pack and on-going	TC
Encourage safer cycling and provide cycle training to improve the road skills, competence and confidence of residents	d and f	Upon first occupation and on-going	TC
Public Transport			
Provide information on public transport	d and i	To be included in Travel Induction Pack and on-going	TC

Measures & Initiatives	Objectives	Timescale	Responsibility
Establish and maintain a relationship with public transport operators	d and j	Upon first occupation and on-going	TC
Provide assistance to residents with personalised journey planning	a, d, f and i	To be included in Travel Induction Pack and on-going	TC
Car Use			
Encourage car sharing to existing car drivers rather than driving alone	b	Upon first occupation and on-going	TC

8.2 These timescales have been put in place to ensure that the best endeavours are made to meet the overall Objectives and the Targets for single occupancy vehicle use. The results from the initial Travel Survey will give this Travel Plan the flexibility it requires to adjust to meet new Targets and overcome specific barriers identified in the future.

9.0 Summary

- 9.1 This Travel Plan aims to minimise, from the outset, single occupancy car travel so as to maximise the number of journeys made using alternative transport modes associated with the proposed residential development at Station Road, Hook Norton.
- 9.2 The developer fully recognises the importance of active travel management and fully supports the implementation of this Travel Plan to cover the development site and is committed towards ensuring its Objectives are met.
- 9.3 In order for this to be achieved, measures identified in this Travel Plan will be implemented as soon as is relevant and practical, while progress of the Travel Plan will be monitored and the Initiatives contained will be amended as necessary in consultation with Oxfordshire County Council and in accordance with the wishes of residents.
- 9.4 There are a number of Initiatives that cannot be solely promoted by the developer. Fostering constructive and supportive partnerships between the local authority, transport providers, walking and cycling groups and other local Travel Co-ordinators, for example, will allow the development of a range of feasible transport options which are sustainable.
- 9.5 The Travel Plan Initiatives are flexible and capable of being modified at any stage in response to operational experience. The Initiatives highlighted in this version of the Travel Plan actively seek to achieve the desired mode shift of the development and will therefore be regularly monitored and appraised to assess their effectiveness. This Travel Plan should therefore be considered a 'living document'.

Figures

NOTES:

1. This drawing must not be scaled. work to figured dimensions only.
2. This drawing is to be read in conjunction with all relevant drawings, documents and specifications.
3. All site works shall be in accordance with the Health & Safety Act at Work and associated regulations issued by the Health & Safety Executive and the Construction regulations.

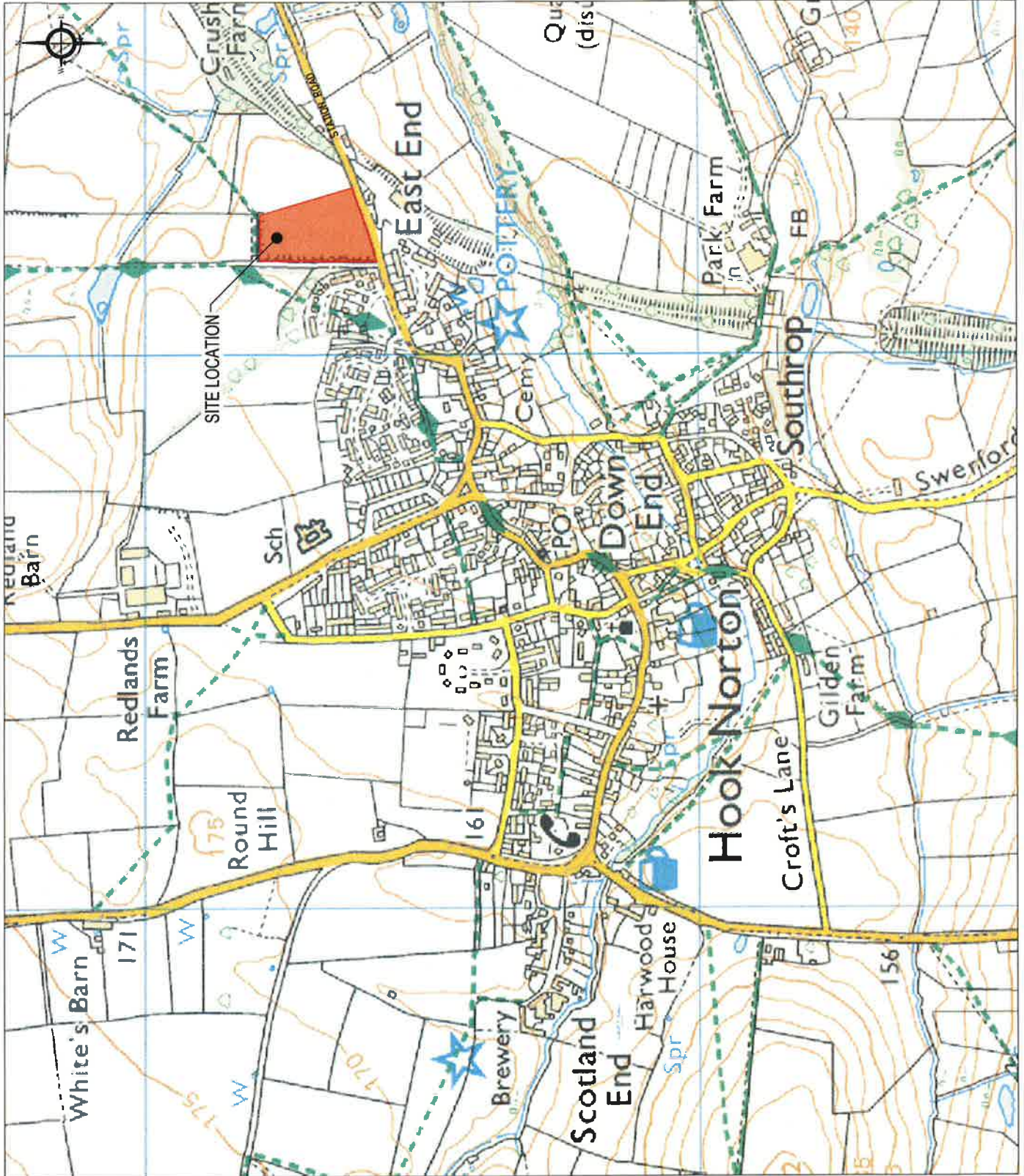
Rev	Description	Date
-	FIRST ISSUE	29/09/14 SY



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Client:	NURSERY GROUND LTD
Project:	LAND NORTH OF STATION ROAD HOOK NORTON
Title:	FIGURE 1: LOCATION PLAN
Project Engineer:	SY
Project Director:	IFG
Status:	PRELIMINARY
Scale:	1:10000 @ A4
Date:	SEP 2014

Drawing No.	4140177-1002
Rev	





KEY

- DEVELOPMENT SITE
- AREA WITHIN ACCEPTABLE WALKING DISTANCE (2km)

Rev	Description	Date	Chkd

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Client: NURSERY GROUND LTD

Project: LAND NORTH OF STATION ROAD HOOK NORTON

Title: FIGURE 2: DEVELOPMENT SITE 2km WALKING CATCHMENT AREA

Project Engineer	SY	Scale	1:20,000 @ A3
Project Director	HG	Date	SEP 2014
Status	PRELIMINARY		

Drawing No. 4140177-1012 Rev



KEY

- DEVELOPMENT SITE
- AREA WITHIN ACCEPTABLE CYCLING DISTANCE (5km)

— FINAL ISSUE 30/09/14 SY

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Client: **NURSERY GROUND LTD**

Project: **LAND NORTH OF STATION ROAD
 HOOK NORTON**

Title: **FIGURE 3: DEVELOPMENT SITE
 5km CYCLING CATCHMENT AREA**

Project Engineer: SY Scale: 1:40,000 @ A3
 Project Director: HG Date: SEP 2014
 Status: PRELIMINARY

Drawing No. 4140177-1013 Rev -



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- Structural Engineering
- Civil Engineering
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- CDM Co-ordinators