

5.11

INDICATORS

TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:

- Pedestrian movements to/from the development,
- Cycle movements to/from the development.

6 Management Strategy

6.1 OVER-ARCHING STRATEGY

For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 PRE-OCCUPATION

PPG highlights that:

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation." (Reference ID: 42-003-20140306)

6.3 TRAVEL PLAN COORDINATOR (TPC)

6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.

6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.

6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.

6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:

- Name,
- Telephone contact number,

- Email contact details,
- Date of taking up post.

6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:

- Manage the implementation of measures set out in the Framework TP,
- Collect data and other information relevant to the implementation and future monitoring of the TP,
- Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs (refer paras 8.3, 8.4 & 8.5),
- Set up appropriate management arrangements, eg contact arrangements with local authority.

6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.

6.3.7 In general terms, the duties of the TPC include:

- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
- Arranging questionnaire Travel Surveys and statistical analysis of findings,
- Arranging other travel/monitoring surveys,
- Monitoring and review of TP,
- Preparation of annual Monitoring & Review report for submission to the Council,
- Liaison with the residents, local authority and other key stakeholders.

6.3.8 More specifically, the TPC responsibilities include inter alia:

- Day to day operation of the TP,
- Maintaining all public transport and database records up-to-date,
- Promotion of car sharing & ongoing promotion of the car share scheme,
- Liaison with local public transport operators,

- Promotion of bus and rail travel,
- Promotion of walking and cycling to work,
- Liaison with the local authority,
- Liaison with residents of the development, including for example promotional activities,
- Undertaking and analysing questionnaire Travel Surveys,
- Monitoring car and cycle usage,
- Preparing and maintaining information/promotional material for the TP,
- Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.

6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 FINANCIAL ARRANGEMENTS

6.4.1 As set out in para 6.3.3 above, it is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).

6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.5

COMMUNITY INTERACTION

The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.

7 Measures to Encourage Sustainable Travel

7.1 WALK

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The existing pedestrian facilities are complemented by the pedestrian infrastructure to be provided within the Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.

- 7.1.3 As mentioned in para 3.2.8.2, there is an existing footpath within the Site between the restricted byway and Wykham Lane. This will be maintained and improved as part of the proposed development. Improvements may include, for example, a sealed surface, street lighting etc. The on-site layout will be subject of a reserved matters application.

- 7.1.4 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits. This may include, for example, promotion of Living Streets' Walk to work week.

- 7.1.5 The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2 CYCLE

- 7.2.1 Information about the existing cycle opportunities is provided in Chapter 3.

- 7.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.

- 7.2.3 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters approval from the Council.

- 7.2.4 The TPC will provide information about the availability of recommended cycle routes for the local area.
- 7.2.5 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.
- 7.2.6 The TPC will explore interest in setting up a Bicycle User Group (BUG), and the opportunities to liaise with other such established groups. This can be greatly assisted if even one or two residents with enthusiasm for cycling can be identified to 'champion' cycling amongst residents.
- 7.2.7 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. As well as the BUG referred to above, this includes, for example but not exclusively:
- Promotion of National Bike Week,
 - Bike buddy scheme, for those not confident about cycling.
- 7.2.8 Promotional events and literature will be arranged by the TPC, to encourage cycling, and emphasising the health benefits.
- 7.3 **PUBLIC TRANSPORT**
- 7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The welcome/induction pack prepared by the TPC, and issued to all new residents will include information on the bus and rail services. This will include bus stop locations, routes & destinations, and frequency of services.
- 7.3.2 Improvements to bus infrastructure are to be provided as part of the proposed development. The aim of this is to promote bus travel to residents of the Site through providing better bus stop facilities. Proposed bus stop improvements are also of benefit to existing public transport users in the vicinity of the Site.

- 7.3.3 As mentioned in Chapter 3 the bus stop on the southern side of Sycamore Drive closest to SJ2 has a shelter. All other bus stops on Sycamore Drive and White Post Road comprise a 'flag and pole'. The applicant proposes to:
- Upgrade the existing northbound and southbound stops on White Post Road, in the vicinity of the Site, to provide shelters.
 - Introduce a bus stop(s) within the Site, with details to be agreed as part of a future reserved matters application.
- 7.3.4 The new/upgraded bus stops are to be to Quality Bus Standard providing a shelter with lighting, seating and timetable/routing information together with low floor access. It is recognised that the proposed bus stop locations will be subject to discussions with the highway authority, as part of a reserved matters application.
- 7.3.5 OCC in their 1 April 2015 pre-application consultation response set out that:
- "It's envisaged that a new bus route will be introduced along the new spine road, and this is currently conceived as a two-way loop from the Town centre to the Town Centre via Bloxham Road, the Spine Road, Bankside and a new link along Tramway Road to the Rail Station and thence to the Town Centre. It is possible that this route could be cross-linked with other bus services, to provide direct access to workplaces to the north or east of the Town Centre. This new bus service would be procured on a pump-priming basis, to ensure that it became fully commercially viable after a few years. Bus stop infrastructure will be required and it is recommended the location of the stops is identified at an early stage.*
- It is imperative the spine road is provided in a manner able to accommodate the bus service efficiently. Therefore due consideration must be given to its width and alignment."*
- 7.3.6 The internal road network within the proposed development and the adjoining WPF scheme is to be subject to reserved matters applications. However, it is proposed that the main access road serving the proposed development comprises a 6.75m wide carriageway. This would satisfy bus operator requirements.

- 7.4 **CAR SHARE**
- 7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.
- 7.4.2 The Census data records that for existing residents of Banbury Easington ward, 5.4% travel to work as a car passenger. This is identical to the percentage for Cherwell as a whole.
- 7.4.3 The Oxfordshire Liftshare car share scheme to be promoted to residents (www.oxfordshireliftshare.com). The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Banbury Easington ward, and indeed residents at other locations that may share a route for journey to work with residents of the development.
- 7.4.4 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, welcome packs, online resources.
- 7.4.5 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:
- A car share scheme is to be promoted to residents,
 - Information about this scheme is to be included in Welcome/Induction packs,
 - The benefits of car sharing are to be highlighted in the Welcome/Induction pack.
- This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.

- 7.4.6 The car share scheme is available to, and valuable for, all those travelling to/from the Site
- 7.5 **WORK AT HOME**
- 7.5.1 The development will include provision of infrastructure for broadband service to be delivered to the new houses.
- 7.5.2 The TPC will highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.
- 7.6 **BEHAVIOURAL STRATEGIES**
- 7.6.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.
- 7.6.2 A transformation of some peoples' behaviour may be achieved with simple strategies, such as, for example highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.
- 7.6.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.
- 7.6.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour, and make, sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).
- 7.6.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big

brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.7

SUMMARY

A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the 'expense' of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.

8 Marketing Strategy

8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:

- Raise awareness of sustainable travel options,
- Promote individual measures and initiatives,
- Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.

8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:

- At the residential sales marketing suites,
- Occasional promotional initiatives,
- Residents induction 'Travel Pack',
- Website/social media.

8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.

8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.

8.5 The objective of the Induction Pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:

- TP objectives,
- TPC: description of role and contact details,
- Walk: health benefits of walking.

- Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, BUG and bike buddy schemes,
- Public Transport: information about bus/rail services,
- Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
- Information sources: eg residential sales office, websites, social media, etc.

8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly events/promotional activities will be aimed at promoting public transport and car sharing.

8.7 SOCIAL MEDIA

8.7.1 Social media is a key component of the TP marketing & information strategy. Social media is an increasingly important marketing tool, and social media opportunities and techniques are rapidly evolving. The TPC will promote the TP objectives and measures through the use of social media and/or other online marketing techniques. The TP will monitor the evolving use of social media as a tool to assist in achieving the TP aims, and devise an appropriate online marketing strategy.

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

- Promotion of initiatives such as Bike Week, Walk to Work Week,
- Links to questionnaire travel survey forms,
- Updates of public transport information, eg timetable changes, route diversions, ticketing promotions, etc
- Sustainable transport based 'fact of the week', eg, health benefits, cost savings, environmental benefits,

- Links to travel information websites/information sources, eg local bus operator websites, sustainable journey planning websites, sustainable travel blogs,
- Link to car share website,
- Promotion of phone applications (apps), eg bus ticketing, sustainable journey planners, pedometers, fitness apps, etc
- Promotion of other relevant Twitter accounts/blogs, eg local travel news, public transport operators, walk and cycle organisations,
- Information on discount opportunities, eg offers at local cycle retailers, discount public transport tickets, etc.

8.7.3 The above is not an exhaustive list, but provides an indication of the wide range of possible uses of social media, with ever more becoming available.

8.7.4 The adapted social media strategy will be promoted through the Travel Induction Pack and TP website. Social media is an especially effective platform for engaging with younger people, at the time when their travel habits and choices are still forming. This extends benefits achievable from the TP by influencing positively the future travel choices of people as they become independent travellers.

8.7.5 The efficacy of the social media strategy will be monitored by the TPC, and the strategy will be reviewed accordingly. For example, the TPC may monitor the number of 'followers' of a TP social media account. If the number of social media followers is lower than expected/required the TPC may introduce incentives, such as prize draws, for people who interact with the TPC via social media. These incentives could be promoted through various media such as leaflet drops, poster campaigns, TP website, etc.

9 Monitoring and Review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the morning (0800-0900) peak hour vehicle trip generation of the residential development,
 - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.

- 9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 9.8 The initial travel surveys will:
- Be the vehicle traffic counts during the AM peak hour,
 - The methodology will depend Site layout (which will be determined by a reserved matters application),
 - Establish the baseline travel characteristics of the residential development,
 - Be undertaken within 3 months of the occupation of 50 dwellings on the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).
- 9.9 Subsequently, peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.
- 9.10 The residential questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 50 dwellings on the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
 - Subsequently, annually on the anniversary of the initial survey until five years after first occupation of the proposed development.
- 9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:
- Residents' work journey distance and/or location,
 - Travel mode choice,
 - Time taken for journey,
 - Number of car owners and cars per household,
 - Residents' parking habits on Site,
 - Any barriers (perceived/real) to particular modes of travel,
 - Number of primary school children who walk to school,
 - Factors influencing willingness to consider/change of travel mode choices.

- 9.12 TP indicators will also be recorded through the monitoring process (refer para 5.14), including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.
- 9.13 Data collected from all the surveys will comply with the Data Protection Act. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.
- 9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and impartially, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.1.6). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys (refer para 9.6) and analysis (if applicable),

- A schedule of meetings held throughout the year, and other key contact information,
- A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
- A record of promotional activities,
- Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.

10 Action Plan and Budget

10.1

It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum AM peak hour 2-way vehicle trip rate of 0.537 vehicles/hour/dwelling.**

10.2

ACTION PLAN

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation.
- TPC establishes contact with relevant Council officer.
- Resident welcome/Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site.
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures.
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data.
- TPC to liaise with bus and rail station operators.
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC;

Upon occupation and subsequently:

- Each new household to have been provided with a Welcome/Induction pack prior to moving in. TPC to liaise with sales team to ensure suitable arrangements in place.
- TPC to consider arranging an online TP resource.
- Promotional activities to residents, by a variety of means (and ongoing).
- TPC to pursue and promote to residents cycle incentives, eg BUG, bike buddy scheme, etc;

Within 3 months of occupation of 50 houses:

- Peak hours vehicle traffic count survey to be undertaken and subsequently analysed.

Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council.

Within 9 months of occupation of 50 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed.
- Ongoing monitoring, by a variety of means, of TP indicators.
- Ongoing promotional activities arranged by the TPC.

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council.

Subsequent **traffic count surveys** annually on the anniversary of the initial survey, until 5 years after first occupation of the development.

Subsequent residential **questionnaire travel surveys** annually on the anniversary of the initial survey until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 FUNDING/BUDGET

- 10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.
- 10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.
- 10.3.3 In practice, if there is more than a single residential developer, then the 5 years after first occupation of the development' relates to their specific development.

10.4

SUMMARY

Table 3 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.

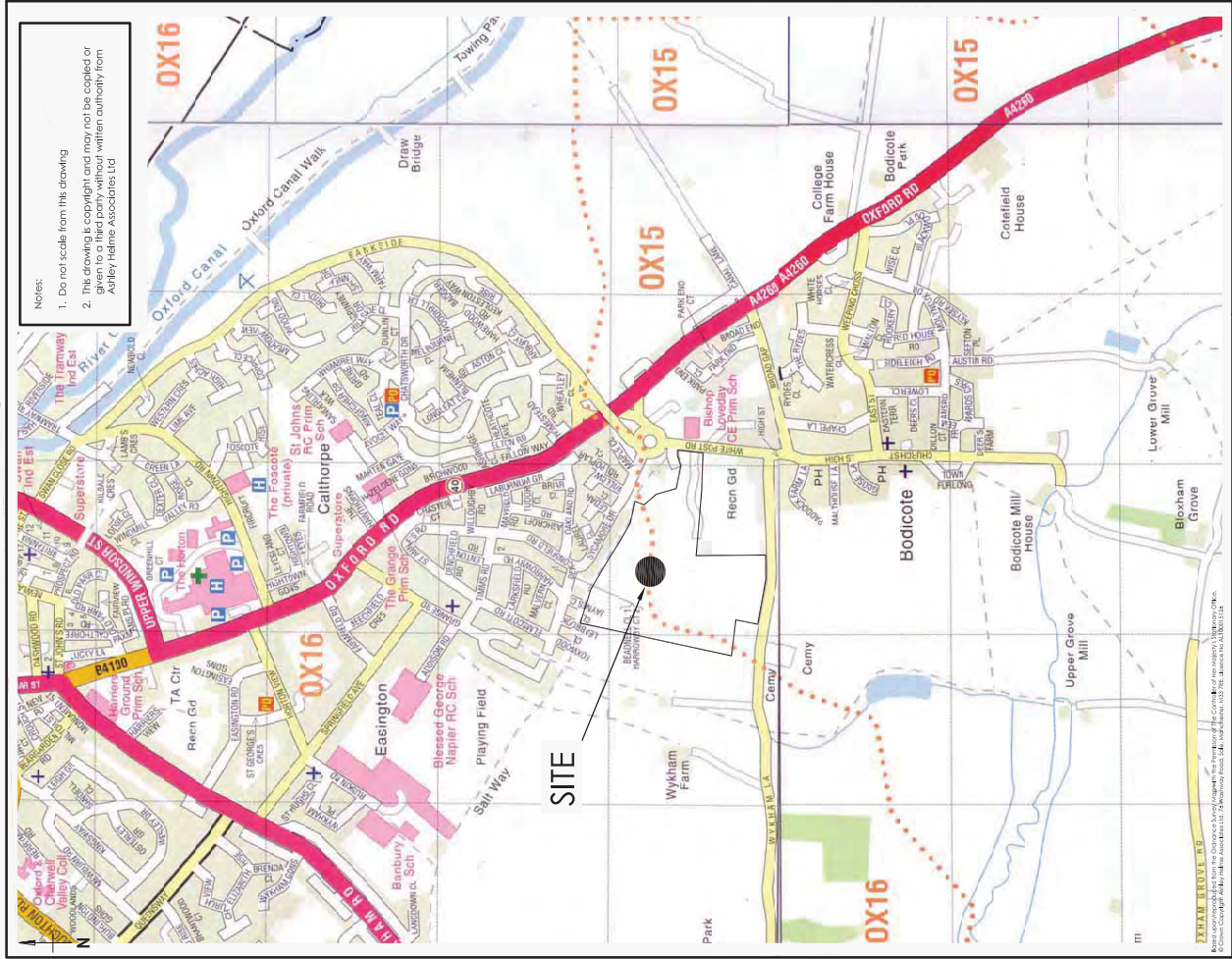
11 Conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This Framework TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 11.2 This Framework TP report is prepared to support the current outline planning application for up to 280 dwellings. For the avoidance of doubt, this Framework TP relates to all dwellings at the Site and, if there is more than one, each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC,) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: **maximum peak hour 2-way vehicle trip rate of 0.537 vehicles/hour/dwelling.**
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures

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FIGURE 1

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associates
 76 Washway Road, Sale, Manchester, M33 7RE
 t: 0161 275 9455 e: info@ashleyhelme.co.uk

LOCATION PLAN

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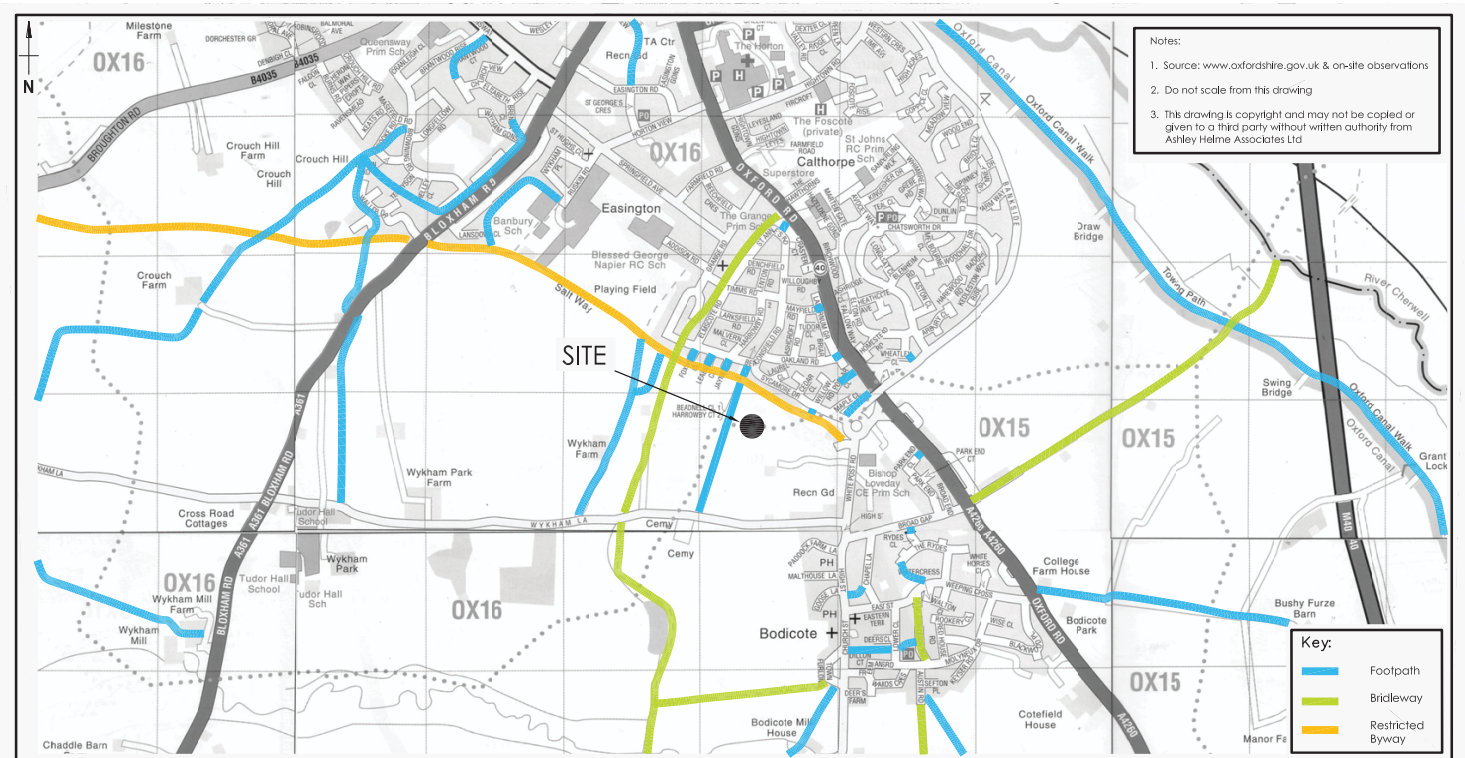
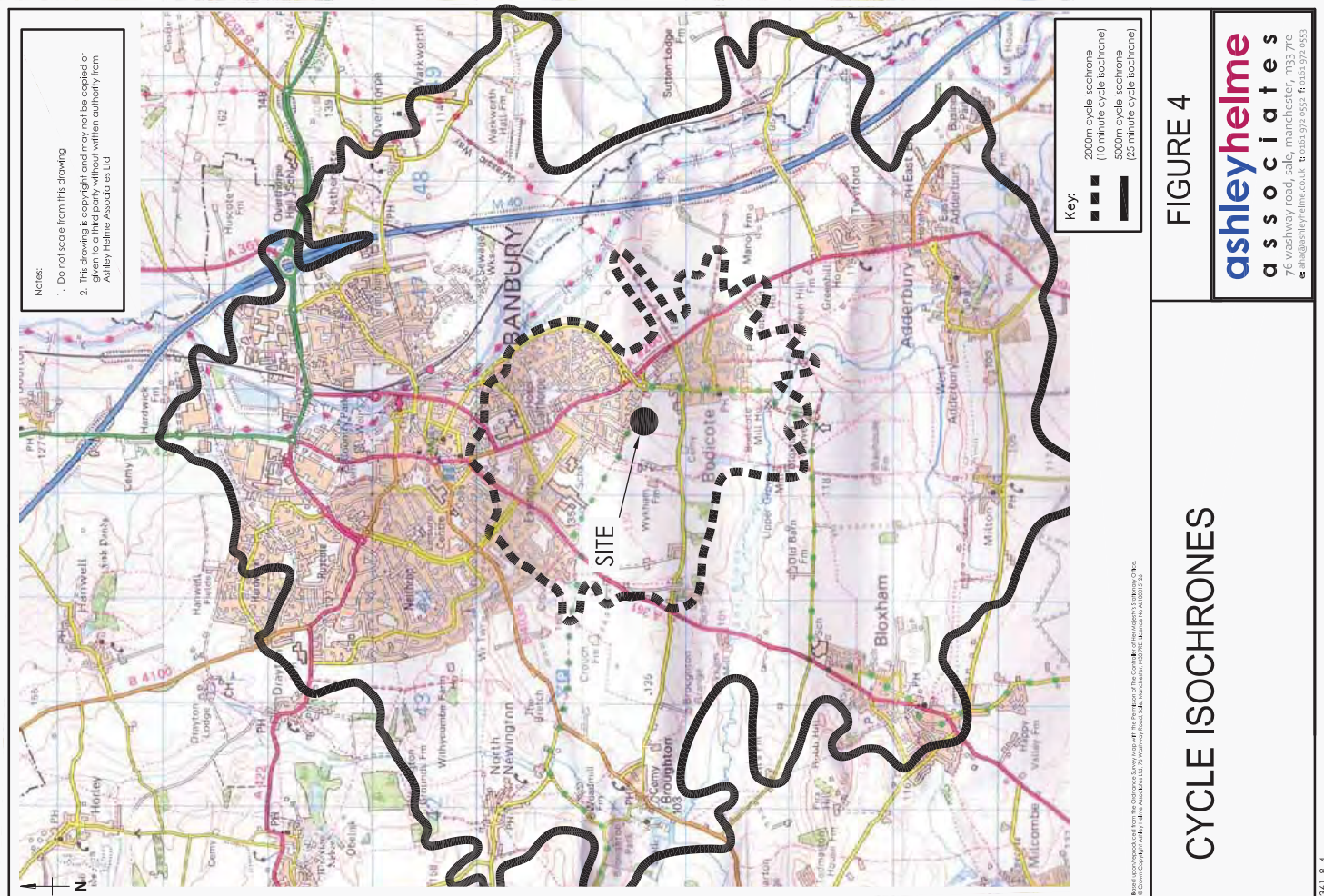


FIGURE 3 PUBLIC RIGHTS OF WAY (PROW)

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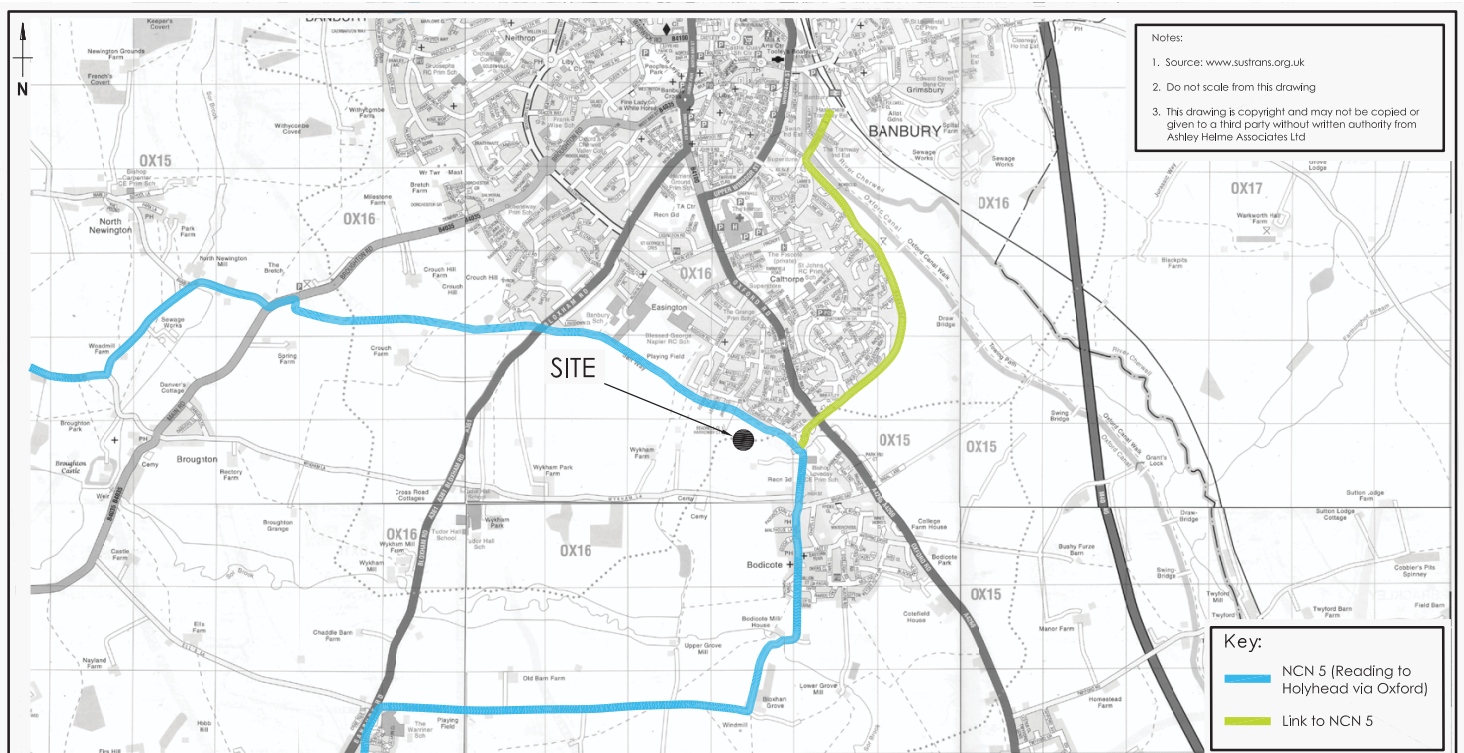
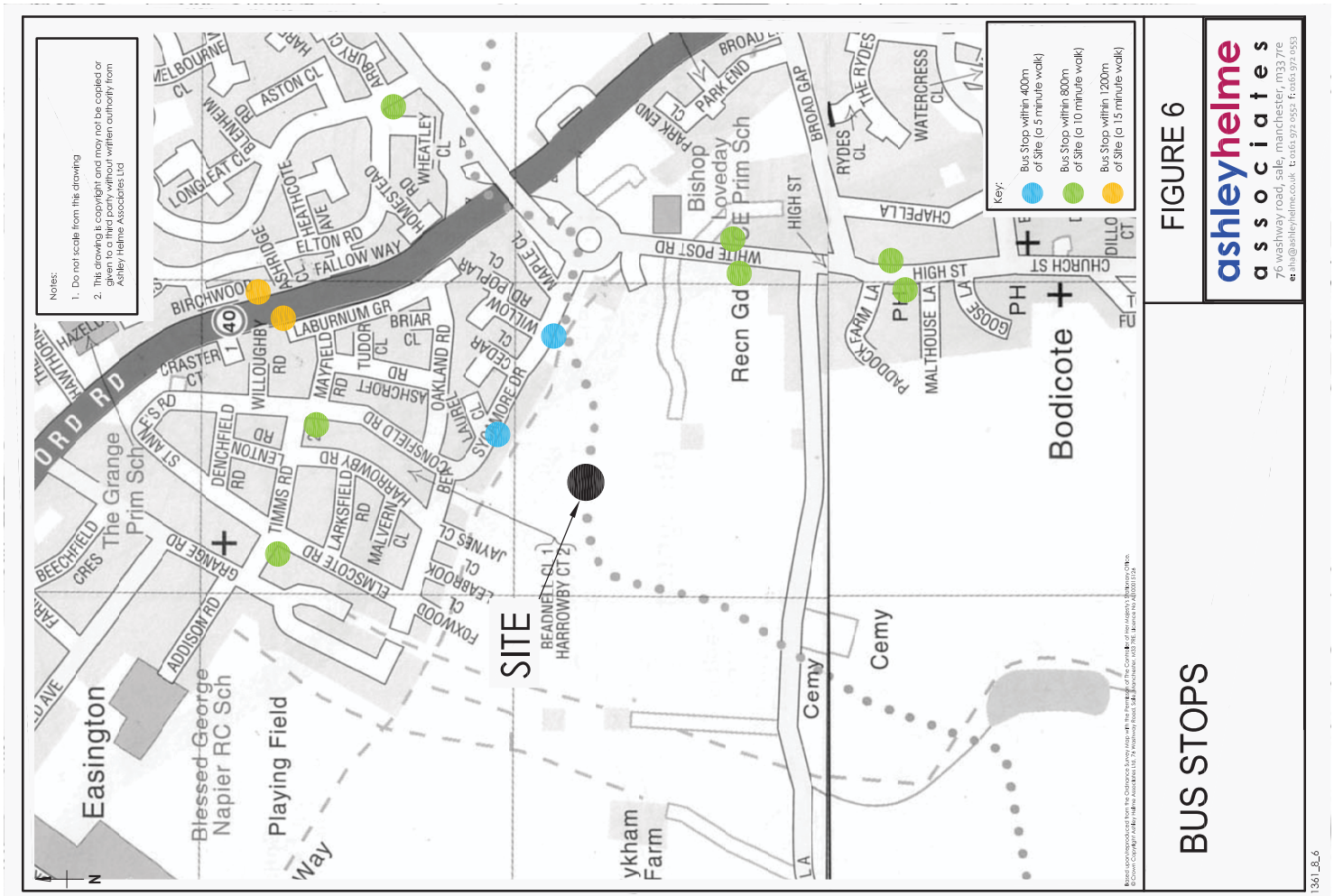


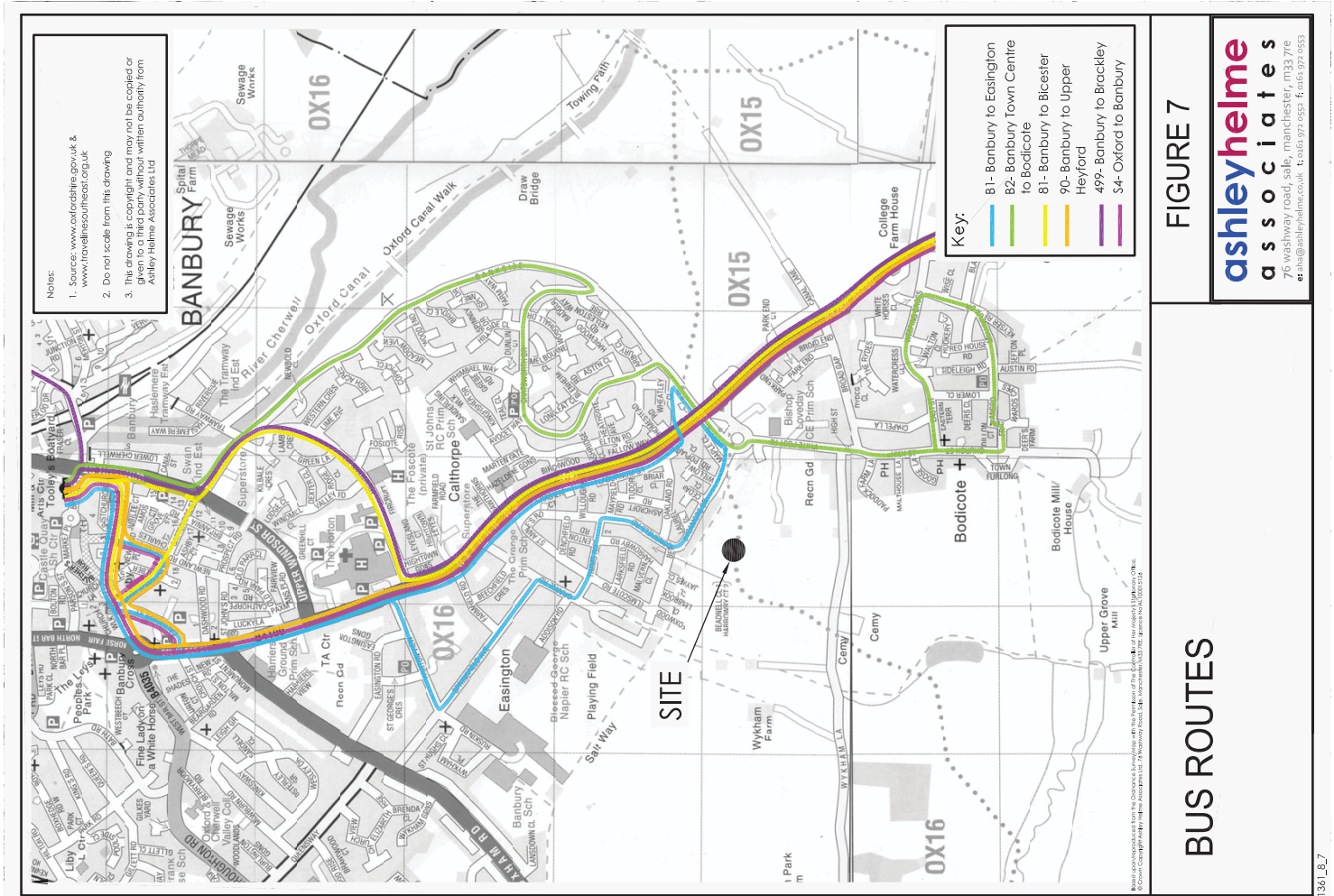
FIGURE 5 CYCLE ROUTES

ashleyhelme
associates
 76 washway road, sale, manchester, m33 7re
 e: aha@ashleyhelme.co.uk t: 0161 972 0552 f: 0161 972 0553

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Tables

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BUS No	Route	FREQUENCY				OPERATOR
		Mon- Sat		Sun		
		Day	Eve			
Services calling within 400m of site						
B1	Banbury-Easington	30mins ⁽¹⁾	-	-	-	SIO
Services calling on White Post Road						
B2	Banbury Town Centre- Bodicote	30mins ⁽¹⁾	-	-	-	SIO
Services calling on A4260 Oxford Road						
81	Bicester-Fritwell-Souldem-Banbury	6 trips ⁽²⁾	-	-	-	HT
90	Banbury-Deddington-Upper Heyford	2 trips ⁽³⁾	-	-	-	OCC
499	Banbury-Kings Sutton-Aynho-Evently-Brackley	12 trips ⁽⁴⁾	-	-	-	HT
S4	Oxford-Banbury	30mins	4 trips ⁽⁵⁾	8 trips ⁽⁵⁾	-	SIO

Source: www.oxfordshire.gov.uk & www.travelinesoutheast.org.uk

Notes

1. Journey frequency is circa every 30 minutes, some trips vary.
2. During week on Thursday and Friday only, there is 1 trip to Banbury in AM and 1 trip to Bicester in PM. On Saturdays, there are 2 trips to Banbury and 2 return trips to Bicester.
3. 1 trip to Banbury in AM and 1 return trip to Upper Heyford in PM on Thursdays only.
4. 6 trips in each direction. In direction of Brackley, 1 trip terminates at Croughton and in direction of Banbury, 1 trip originates at Charlton.
5. There are 3 trips in direction of Banbury and 1 trip in direction of Deddington in evenings. Monday to Saturday. On Sundays, there are 4 trips in each direction.

Key:

- SIO Stagecoach in Oxfordshire
- OCC Oxfordshire County Council (Integrated Transport Unit)
- HT Heyforlan Travel

TABLE 1 BUS SERVICES AND FREQUENCIES

ITEM	MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/BUDGET
Bus/Rail	Provision of bus/rail timetable information to residents as part of the residential induction pack	Prior to first occupation	TPC	TPC staff time
	Introduce a new bus stop within the Site, and upgrade existing bus stops on White Post Road, in the vicinity of the Site	Prior to first occupation	Developer/LPA	Developer funding
	Provision of 6.75m wide access road to enable bus penetration into the Site	Upon first occupation	Developer	Developer funding
Walk/Cycle	Investigate interest in Bike Buddy and BUG	Upon first occupation and ongoing	Developer	Developer funding
Car Share	Oxfordshire Liftshare car share scheme to be promoted and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Management	Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years post-completion
	TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time
	Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding
Monitoring and Review	Provisional date for peak hour vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/sales team	TPC/sales staff time
	Peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 50 houses. Annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
	Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually	TPC	TPC staff time/ Developer funding
	Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 50 houses, annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
	Ongoing monitoring of TP indicators	Start within 9 months of occupation of 50 houses.	TPC	TPC staff time/ Developer funding
Promotion and Marketing	Resident Welcome/Induction pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
	TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding

TABLE 3 RESIDENTIAL TP ACTION PLAN SUMMARY

DISTRICT	WARD	TOTAL		WORK AT HOME		TRAM etc.		TRAIN		BUS		MOTOR CYCLE		CAR DRIVER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Cherwell		74829	100	4757	6.4	96	0.1	2185	2.9	3672	4.9	556	0.7	47271	63.2
Cherwell	Banbury Easington	3793	100	223	5.9	4	0.1	136	3.6	64	1.7	25	0.7	2269	59.8

(cont)

DISTRICT	WARD	TOTAL		CAR PASSENGER		TAXI		CYCLE		WALK		OTHER	
		No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
Cherwell		74829	100	4034	5.4	298	0.4	2592	3.5	8964	12.0	404	0.5
Cherwell	Banbury Easington	3793	100	204	5.4	21	0.6	122	3.2	701	18.5	24	0.6

Notes:

1. Source: 2011 Census

TABLE 2 TRAVEL TO WORK (RESIDENT POPULATION)
EMPLOYED PERSONS AGE 16-74

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	Induction meeting for sales staff	Prior to first occupation	TPC	TPC staff time
	Each household to be issued with Welcome/Induction pack	Upon first occupation	TPC/sales team	Developer funding
	Promotional activities to residents by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/ Developer funding

A8 Traffic and Transport

Appendix 8.3 Committed development Report

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Committed Development

Land West of White Post Road, Banbury

Land West of
White Post Road,
Banbury

Committed Development

Report Prepared for

**Gladman
Developments Ltd**

June 2015

Report Reference 1361/10



Client: Gladman Developments Ltd
Report Ref: 1361/10
Status: Draft
Date: June 2015

Ashley Helme Associates Ltd
74 Washway Road
SALE, Manchester
M33 7RE

Telephone
0161 972 0552

aha@ashleyhelme.co.uk
www.ashleyhelme.co.uk

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Committed Development

Land West of White Post Road, Banbury

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4 Land South of Blackwood Place	7
5 Banbury Gateway	8
6 Crouch Farm	9
7 Land West of Bretch Hill	10
8 Land West of Warwick Road	12
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Figure 1

Appendices

A Traffic Flows

1 Introduction

- 1.1 Ashley Helme Associates Ltd (AHA) are appointed by Gladman Developments Ltd to prepare a Transport Assessment (TA) report in support of the planning application for proposed residential development on land at White Post Road, Banbury (henceforth referred to as the Site). Figure 1 indicates the location of the Site in the context of the local highway network.
- 1.2 The TA includes traffic analysis that requires an estimation of traffic generated by committed developments. A committed development is usually defined as a development which has been granted planning permission, but has either not yet been implemented and/or fully occupied.
- 1.3 AHA has undertaken a search of the Cherwell District Council (CDC) online Public Access for Planning system to ascertain the major developments in Banbury and the surrounding area that benefit from planning consent, but have not yet been fully implemented.
- 1.4 AHA is aware of the following consented developments within Banbury and the surrounding area:
- 05/01337/OUT Land at College Fields: 1070 dwellings, employment, local centre and primary school,
 - 10/01575/OUT Former Sapa Profiles: B1, B2 and B8 employment,
 - 11/01755/OUT Bourne Lane, Hook Norton: 70 dwellings,
 - 11/00617/OUT Land South of Blackwood Place: 82 dwellings,
 - 11/01870/F Banbury Gateway: Retail, restaurants and cafes,
 - 11/01878/OUT Land South of Overthorpe Road: 115,197sm B2/B8 Employment,
 - 12/00080/OUT Crouch Farm: 145 dwellings,
 - 12/00926/OUT Barford Road, Bloxham: 75 dwellings,
 - 12/01139/OUT Milton Road, Bloxham: 85 dwellings,
 - 13/00456/OUT Milton Road, Adderbury: 65 dwellings,
 - 13/00444/OUT Land West of Bretch Hill: 400 dwellings, 60 extra care units,

- 13/00656/OUT Land West of Warwick Road: 300 dwellings,
- 13/01768/F Aynho Road, Adderbury: 59 dwellings.

1.5 AHA has reviewed TAs and related information submitted as part of the planning applications. From the information submitted as part of the successful planning applications/appeals it is concluded that the following do not have a material impact on traffic flows at the AHA TA Study Junction Network:

- 11/01878/OUT Land South of Overthorpe Road,
- 11/01755/OUT Bourne Lane, Hook Norton,
- 12/00926/OUT Barford Road, Bloxham,
- 12/01139/OUT Milton Road, Bloxham,
- 13/00456/OUT Milton Road, Adderbury,
- 13/01768/F Aynho Road, Adderbury,

Therefore the following developments are included as committed development:

- 05/01337/OUT Land at College Fields,
- 10/01575/OUT Former Sapa Profiles: B1, B2 and B8 employment,
- 11/00617/OUT Land South of Blackwood Place,
- 11/01870/F Banbury Gateway,
- 12/00080/OUT Crouch Farm,
- 13/00444/OUT Land West of Breitch Hill,
- 13/00656/OUT Land West of Warwick Road,

The location of the committed developments is presented in Figure 1.

1.6 The detailed methodology adopted for the traffic estimations for the committed developments is presented as follows:

- Chapter 2: Land at College Fields,
- Chapter 3: Former Sapa Profiles,
- Chapter 4: Land South of Blackwood Place,
- Chapter 5: Banbury Gateway,
- Chapter 6: Crouch Farm,
- Chapter 7: Land West of Breitch Hill,

- Chapter 8: Land West of Warwick Road,

1.7 Chapter 7 presents the summary of the total committed development generated traffic estimates on the TA study network for the proposed Gladman development.

2 Land at College Fields

- 2.1 The Land at College Fields committed development is a mixed use scheme, comprising:
- Residential: 1070 residential dwellings,
 - Primary School and Playing Fields,
 - Local Centre: 6no 150sm A1 retail units, and up to 400sm convenience store, 2200sm B1 Office.
 - Employment: 2200sm B1 Office.

The LPA planning application reference is 05/01337/OUT.

- 2.2 Collin Buchanan (CB) prepared the TA that accompanied the planning application for the Land at College Fields committed development. The College Fields development generated traffic is presented on Figures 43 – 46 of the TA report.

2.3 RESIDENTIAL

- 2.3.1 The AM and PM peak hour residential development generated traffic flows are presented on:

- AM: CB Figure 43,
- PM: CB Figure 44.

- 2.3.2 The CB TA only presents traffic flows at all AHA TA Study Junctions (SJ) except SJ11 and SJ12. Therefore it is necessary to estimate the distribution of residential traffic at SJ11 and SJ12. The methodology for this is to use the proposed development % distribution adopted for the AHA TA, and presented on Figure CDR1, Appendix A, herein.

- 2.3.3 The consequent College Fields residential generated traffic at the TA study junctions is presented on Figure CDR2, Appendix A.

2.4

PRIMARY SCHOOL

The CB TA report states that the College Fields primary school will primarily provide for increased demand for primary school places generated by the College Fields development. CB assume that most primary school trips will be on foot, with most peak hour car trips internalised within the Site. Therefore, no traffic generated by the primary school is distributed through the AHA TA study junctions.

2.5

LOCAL CENTRE

The trip rates used for the College Fields development are locally derived, based on an existing residential area with a Local Centre. Therefore the Local Centre generated traffic is included College Fields residential traffic presented in Figure CDR2, Appendix A.

2.6

EMPLOYMENT

- 2.6.1 The AM and PM peak hour B1 employment development generated traffic flows are presented on:

- AM: CB Figure 45,
- PM: CB Figure 46.

2.6.2

The CB TA only presents traffic flows at all AHA TA Study Junctions (SJ) except SJ11 and SJ12. Therefore it is necessary to estimate the distribution of residential traffic at other TA study junctions. It is assumed that all TA traffic travelling to/from the north via SJ10 originates from residential areas to the north of Banbury. Therefore, it is assumed that all employment development trips at SJ11 and SJ12 are distributed along A361 to/from north Banbury.

2.6.3

The consequent College Fields residential generated traffic at all AHA TA study junctions is presented on Figure CDR3, Appendix A.

3 Former Sapa Profiles

- 3.1 The Former Sapa Profiles committed development is an employment scheme, with outline consent for B1, B2 and B8 development. The LPA planning application reference is 10/01575/OUT.
- 3.2 David Tucker Associates (DTA) prepared the TA that accompanied the planning application for the Former Sapa Profiles committed development. The Former Sapa Profiles development generated traffic assignment is summarised on Tables 5.7, 5.8, 5.9 and 5.10 of the DTA report.

3.3 DEVELOPMENT MIX

- 3.3.1 The DTA report considers the traffic impact of 2no alternative development land use combinations:

- 20% B1/ 80% B2,
- 100% B2.

- 3.3.2 AHA has reviewed the generated traffic assignment for both scenarios. It is concluded that the 20% B1/80% B2 scenario generates the greater amount of traffic, and is therefore the most robust test. AHA has included committed development flows based on the 20% B1/80% B2 scenario considered in the DTA report.

3.4 GENERATED TRAFFIC ASSIGNMENT

- 3.4.1 The generated traffic assignment for the 20% B1/ 80% B2 scenario is included on Table 5.7 and 5.8 of the DTA report. The DTA report does not present the trip assignment at any of the AHA study junctions, but does provide an indication of the traffic flows entering/exiting the study network at SJ12 and SJ15. AHA has subsequently distributed the committed development traffic at TA study junctions based on existing turning movements at TA study junctions.

- 3.4.2 Figure CDR4, Appendix A, presents the committed development traffic flows for the former Sapa Profiles development.

4 Land South of Blackwood Place

- 4.1 The Land South of Blackwood Place development comprises 82 houses. The LPA planning application reference is 11/00617/OUT.

- 4.2 RPS prepared the TA that accompanied the planning application.

4.3 GENERATED TRAFFIC

- The committed development generated traffic flows are presented on Figure 17 of the RPS report.

4.4 % DISTRIBUTION & ASSIGNMENT

- 4.4.1 The RPS report presents traffic flows for the committed development Site access and the Weeping Cross/Oxford Road junction (AHA TA SJ5).

- 4.4.2 AHA has assigned Blackwood Place committed development traffic at all other TA study junctions based on the proposed development generated traffic distribution, refer Figure CDR1, Appendix A.

- 4.4.3 The consequent estimate of the Blackwood Place committed development traffic flows at AHA TA study junctions are presented on Figure CDR5, Appendix A.

5 Banbury Gateway

- 5.1 The Banbury Gateway committed development is a retail park comprising:
- Retail units (use class A1), with a total GEA of 25,656sm,
 - Restaurants and Cafes (use class A3), with a total GEA of 1776sm.
- The LPA planning application reference is 11/01870/F.
- 5.2 Vectos prepared the TA that accompanied the planning application.
- 5.3 There is an existing industrial use at the Banbury Gateway site. At the time of the Banbury Gateway application the industrial use was occupied by Prodrive. The Vectos TA considers the impact of a proposed relocation of Prodrive to a site at Noral Way, known as the former Hella site.
- 5.4 Figures 23 and 26 of the Vectos TA report present the total net AM and PM peak hour development generated traffic attributable to the Banbury Gateway scheme. Figures 23 and 26 include:
- Banbury Gateway development generated trips,
 - Retail pass-by and diverted trips removed,
 - The impact of the Prodrive relocation.
- 5.5 **% DISTRIBUTION & ASSIGNMENT**
- 5.5.1 The Vectos TA only presents traffic flows at AHA SJ8 - SJ15. The Vectos TA traffic flows that there is no committed development traffic impact at SJ8. It is therefore assumed there is no Banbury Gateway Committed development impact at TA study junctions to the south of SJ8.
- 5.5.2 The Banbury Gateway committed development traffic flows at the TA study junctions, replicated from Figures 23 and 26 of the Vectos TA are presented on Figure CDR6, Appendix A.

6 Crouch Farm

- 6.1 The Crouch Farm committed development comprises 145 residential dwellings. The LPA planning application reference is 12/00080/OUT.
- 6.2 Peter Brett Associates (PBA) prepared the TA that accompanied the planning application. The Crouch Farm development generated traffic is presented in Appendix F of the TA report.
- 6.3 The PBA TA only presents traffic flows at AHA SJ8, SJ9 and SJ10. Therefore it is necessary to estimate the distribution of residential traffic at other TA Study Junctions.
- 6.4 **% DISTRIBUTION & ASSIGNMENT**
- 6.4.1 It is assumed that all traffic to/from the north from SJ10 is heading into the town centre and employment off Southam Road, as there are alternative routes available for Crouch Farm traffic by-passing the town centre. Therefore the traffic at SJ11 and SJ12 is distributed towards the town centre and Southam Road in the same proportions for the proposed development traffic (refer Figure CDR1, Appendix A).
- 6.4.3 The consequent estimate of the Crouch Farm committed development traffic flows at AHA TA study junctions are presented on Figure CDR7, Appendix A.

7 Land West of Bretch Hill

7.1 The Land West of Bretch Hill committed development comprises 400 residential dwellings, and 60 extra care dwellings. The LPA planning application reference is 13/00444/OUT.

7.2 Phil Jones Associates (PJA) prepared the TA that accompanied the planning application.

7.3 GENERATED TRAFFIC

The traffic generated by the proposed development is included in Table 4.3 of the PJA TA.

7.4 % DISTRIBUTION & ASSIGNMENT

7.4.1 The PJA TA includes a Technical Note which sets out the manual distribution of Site traffic for input into a SATURN model. AHA has analysed the manual distribution, which is based on 2001 census data. The manual distribution assumes the 39% of Bretch Hill development traffic will not enter the AHA TA study network. The remaining 61% is distributed as follows:

- M40 Junction 11/A422 East/A361 North: 20%
- A4260: 7%
- Banbury Grimsbury and Castle Ward: 31%
- Banbury Calthorpe Ward: 3%

7.4.2 The PJA TA also includes SATURN model outputs which indicate the modelled route choices of the committed development traffic. Based on analysis of the SATURN outputs and the manual distribution AHA has assigned the committed development traffic on the study network as follows:

- M40 Junction 11/A422 East/A361 North: On Henef Way via SJ15.
- A4260: via Sycamore Drive and Oxford Road,

7.4.3 The consequent estimate of the Bretch Hill committed development traffic flows at AHA TA study junctions are presented on Figure CDR8, Appendix A.

- Banbury Grimsbury and Castle Ward: 50% on Henef Way via SJ15, 50% on Warwick Road/Castle Street via SJ12,
- Banbury Calthorpe Ward: On Horton Road/Hightown via SJ8.

8 Land West of Warwick Road

8.1 The Land West of Warwick Road committed development comprises 300 residential dwellings. The LPA planning application reference is 13/00656/OUT.

8.2 RPS prepared the TA that accompanied the planning application.

8.3 GENERATED TRAFFIC

The committed development generated traffic flows are presented on Figure 6.1 and Figure 6.2 of the RPS report.

8.4 % DISTRIBUTION & ASSIGNMENT

8.4.1 The RPS report does not present traffic flow for any of the AHA TA study junctions. However, based on the traffic flows presented in the RPS TA it is assumed that some committed development traffic is likely to enter/exit the TA study network via:

- Warwick Road,
- Henef Way,
- Sycamore Drive.

8.4.2 AHA has assigned Warwick Road committed development traffic entering/exiting the TA study network by the above routes to the study network based on the proposed development generated traffic distribution, refer Figure CDR1, Appendix A.

8.4.3 The consequent estimate of the Warwick Road committed development traffic flows at AHA TA study junctions are presented on Figure CDR9, Appendix A.

9 Summary

9.1 Ashley Helme Associates Ltd (AHA) are appointed by Gladman Developments Ltd to prepare a Transport Assessment (TA) report in support of the planning application for proposed residential development on land at White Post Road, Banbury.

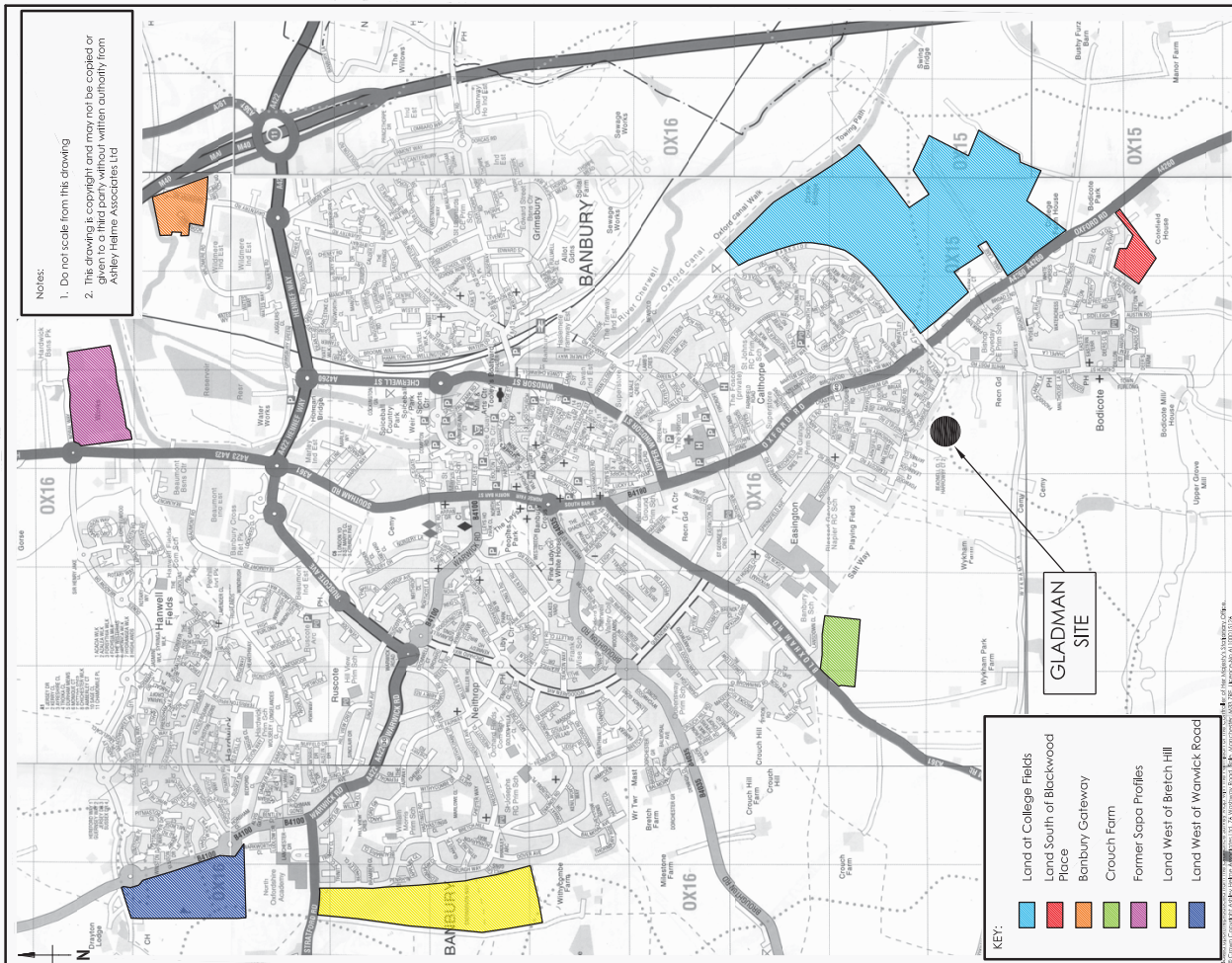
9.2 This report details the methodology adopted by AHA for estimating the traffic generated on the highway network by each committed development. The consequent traffic estimates for each of the committed developments are presented in Appendix A.

9.3 Figure CDR10, Appendix A presents the cumulative estimate of the total committed development traffic to be included in the TA quantitative analysis.

Figure 1

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Notes:
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 2. This drawing is copyright and may not be copied or given to a third party without written authority from Ashley Helme Associates Ltd

- KEY:
- Land at College Fields
 - Land South of Blackwood Place
 - Banbury Gateway
 - Crouch Farm
 - Former Sapa Profiles
 - Land West of Betch Hill
 - Land West of Warwick Road

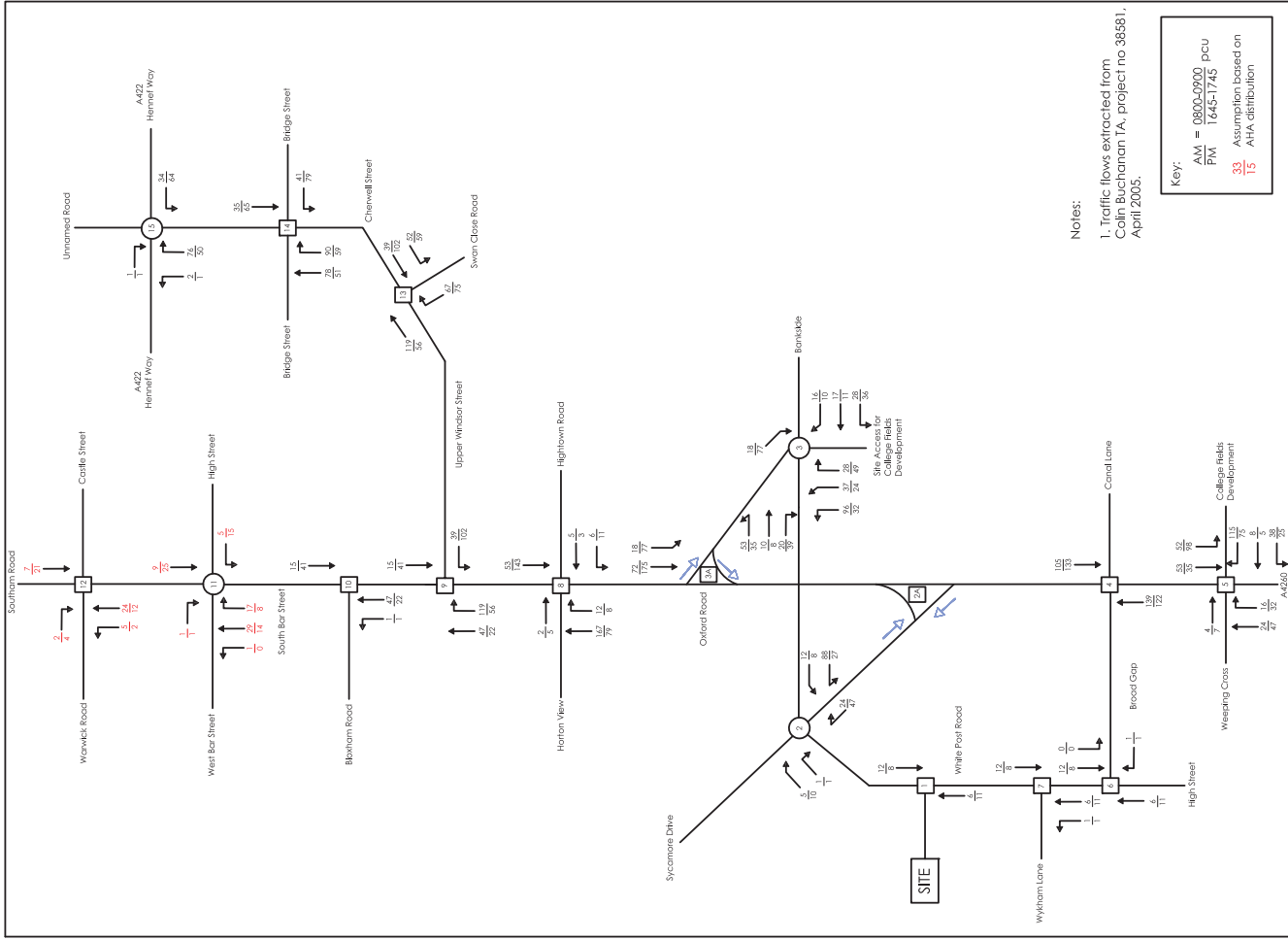
GLADMAN SITE

FIGURE 1

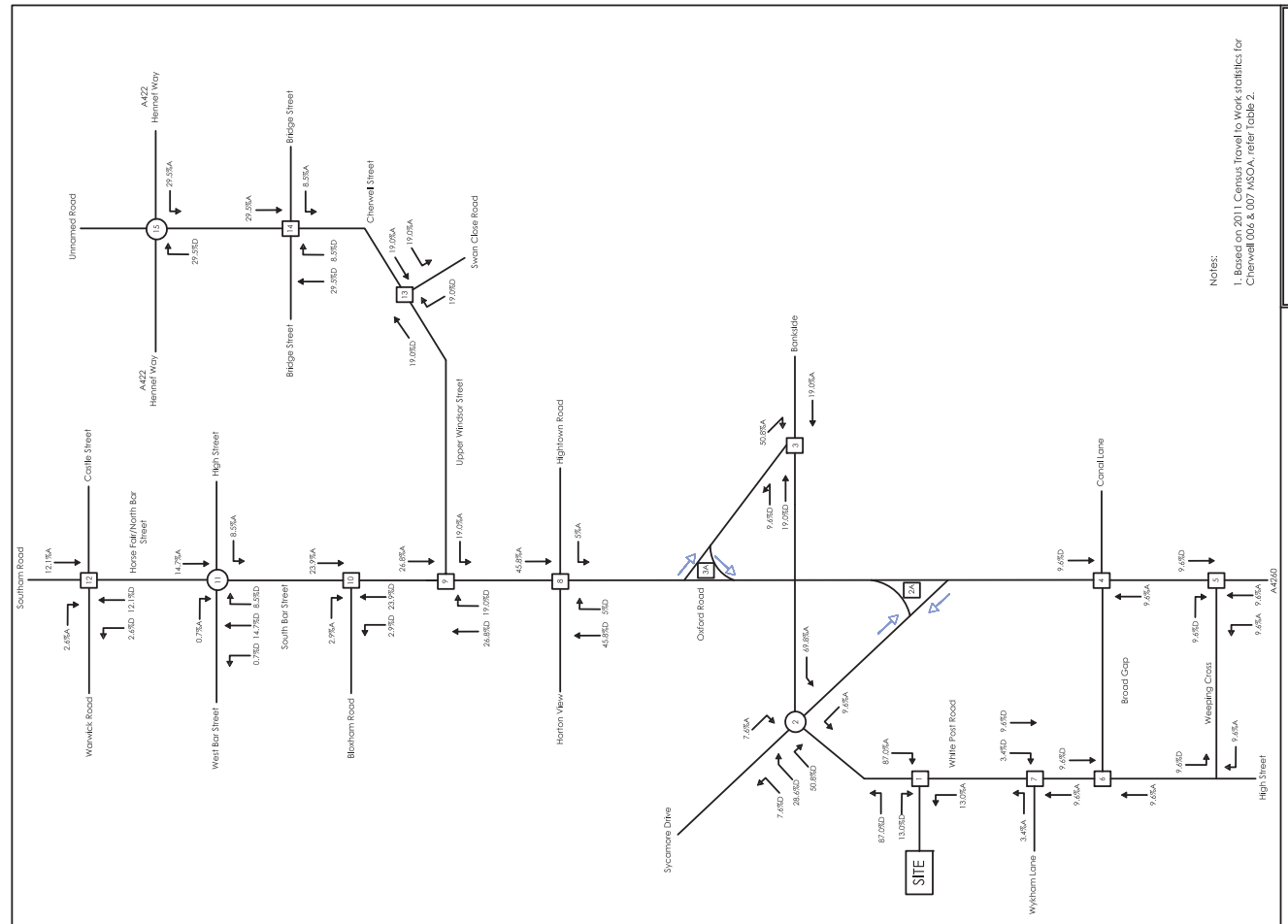
COMMITTED DEVELOPMENT LOCATION PLAN

ashleyhelme
 associates
 76 washway road, sale, manchester, m33 7re
 a: ash@ashleyhelme.co.uk t: 0161 972 3551 f: 0161 972 0553

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**FIGURE CDR2 COMMITTED DEVELOPMENT
 LAND AT COLLEGE FIELDS
 RESIDENTIAL**



**FIGURE CDR1 % DISTRIBUTION
 PROPOSED DEVELOPMENT**

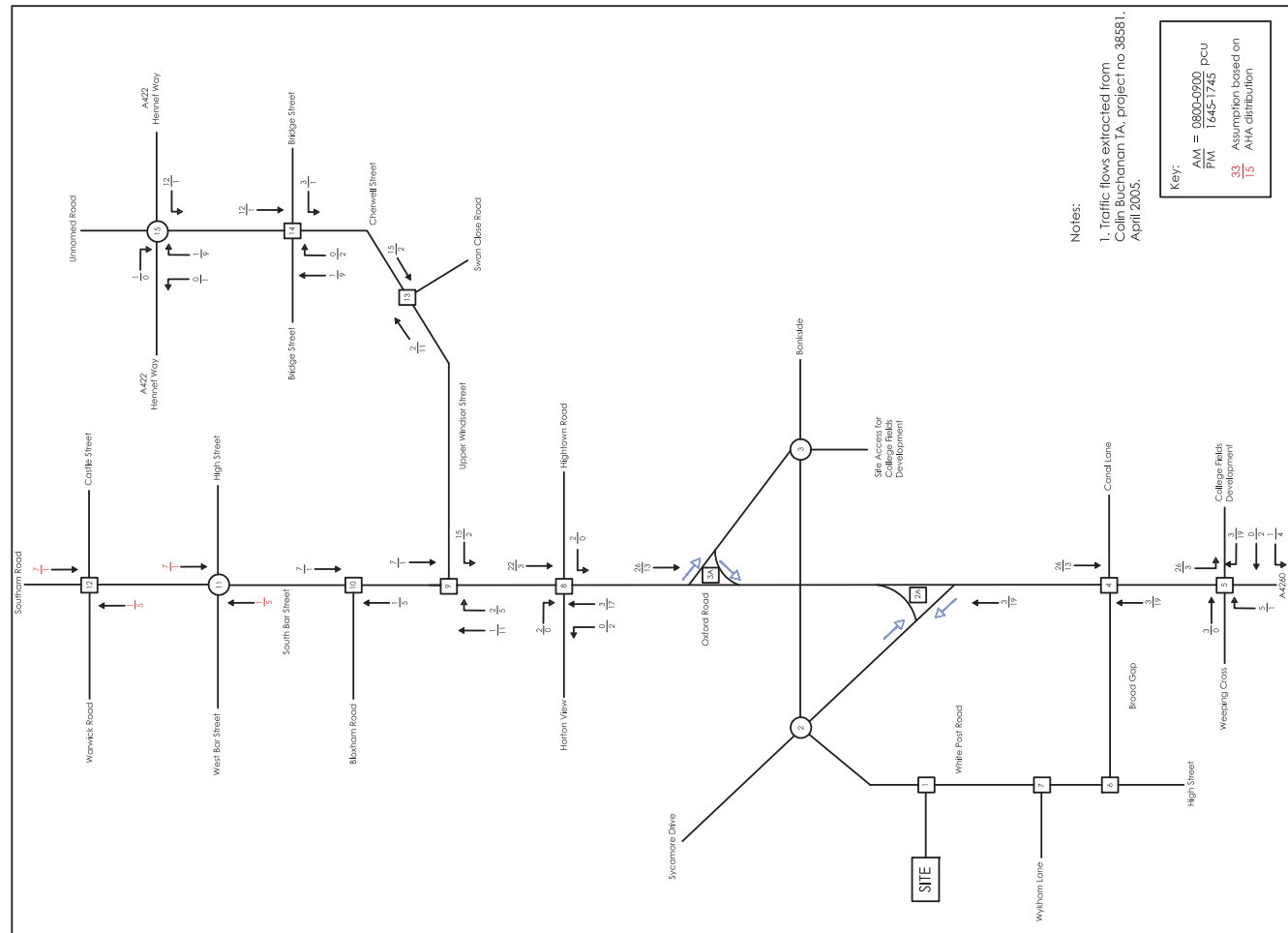


FIGURE CDR3 COMMITTED DEVELOPMENT LAND AT COLLEGE FIELDS COMMERCIAL



76 washway road, sale, manchester, m33 7re
 email: ah@ashleyhelme.co.uk tel: 0161 972 9553 fax: 0161 972 9553

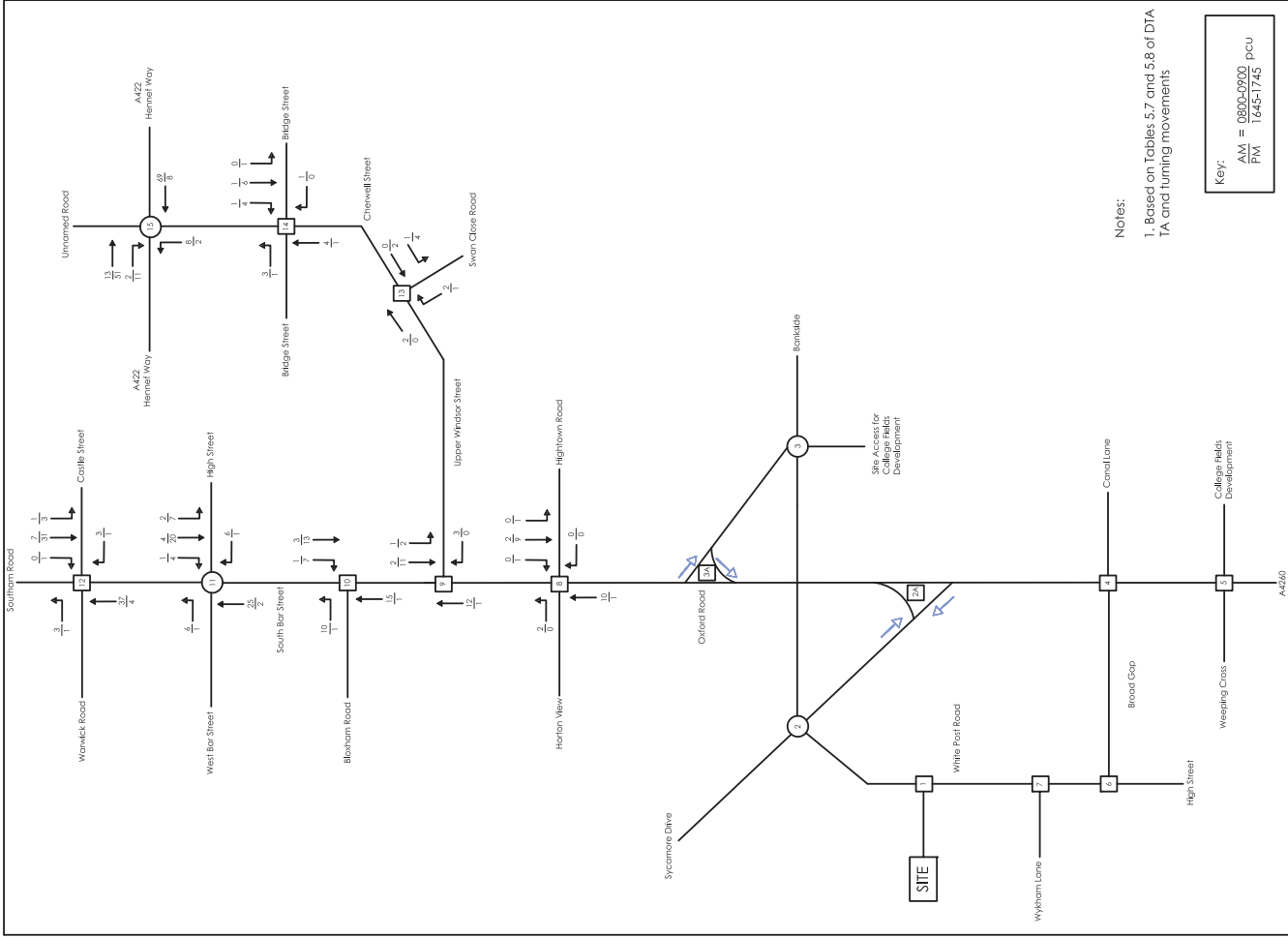
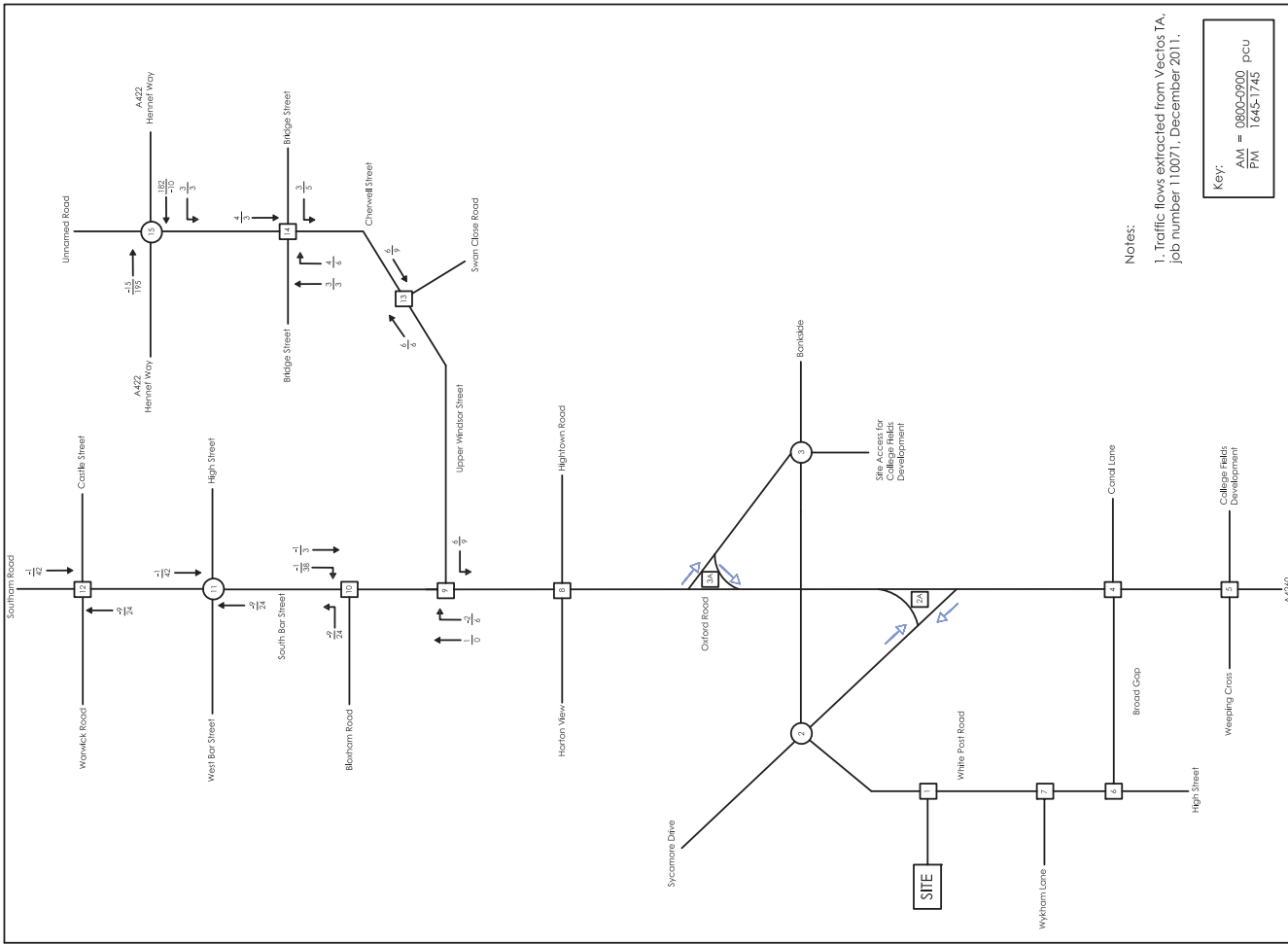


FIGURE CDR4 COMMITTED DEVELOPMENT FORMER SAPA PROFILES



76 washway road, sale, manchester, m33 7re
 email: ah@ashleyhelme.co.uk tel: 0161 972 9553 fax: 0161 972 9553

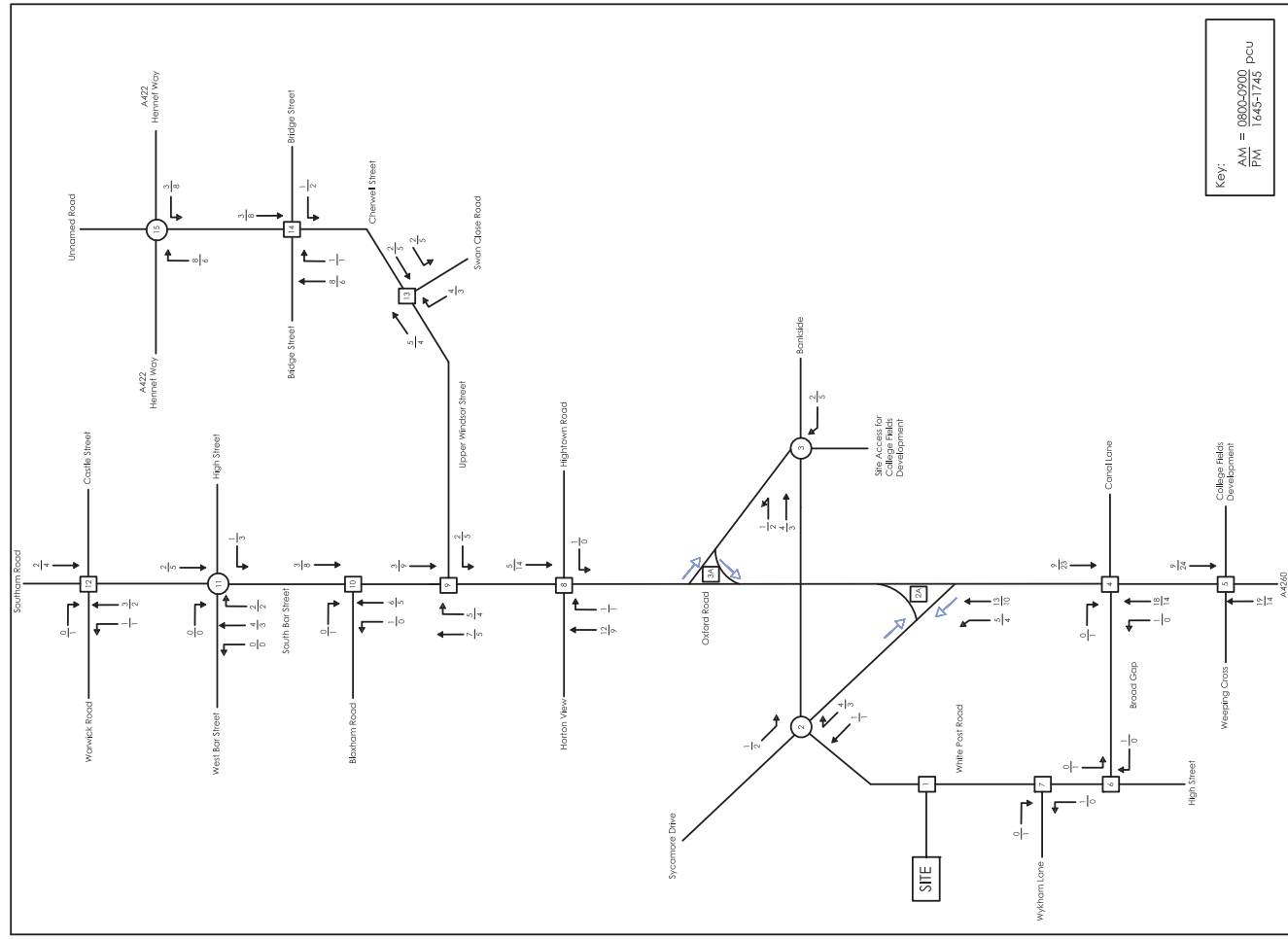


Notes:
1. Traffic flows extracted from Vecros TA, job number 110071, December 2011.

Key:
AM = 0800-0900 pcu
PM = 1645-1745



FIGURE CDR6 COMMITTED DEVELOPMENT BANBURY GATEWAY (PASS-BY AND DIVERTED TRIPS REMOVED)



Key:
AM = 0800-0900 pcu
PM = 1645-1745



FIGURE CDR5 COMMITTED DEVELOPMENT LAND SOUTH OF MOLYNEUX DRIVE AND BLACKWOOD PLACE

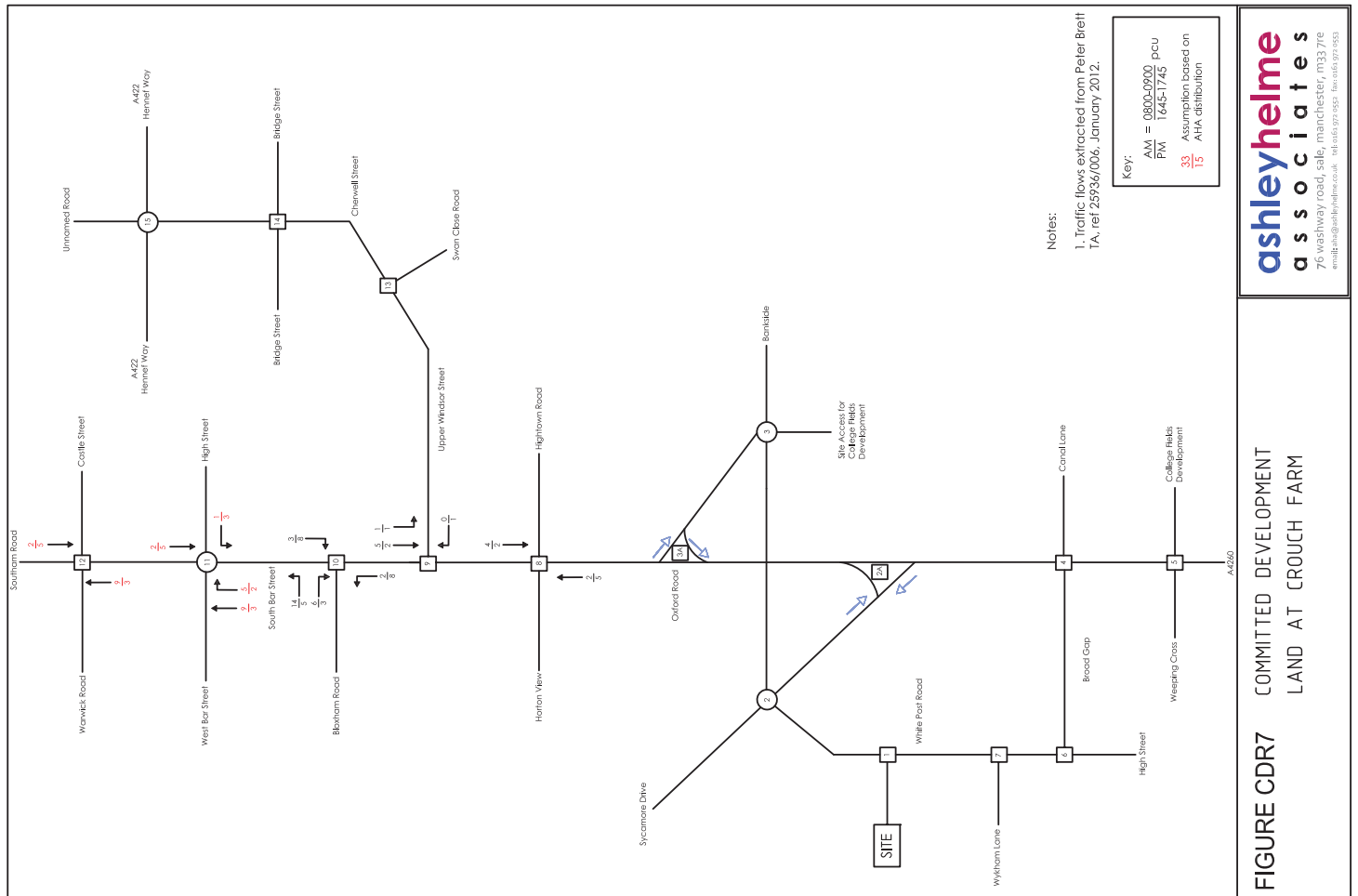


FIGURE CDR7

COMMITTED DEVELOPMENT
 LAND AT CROUCH FARM

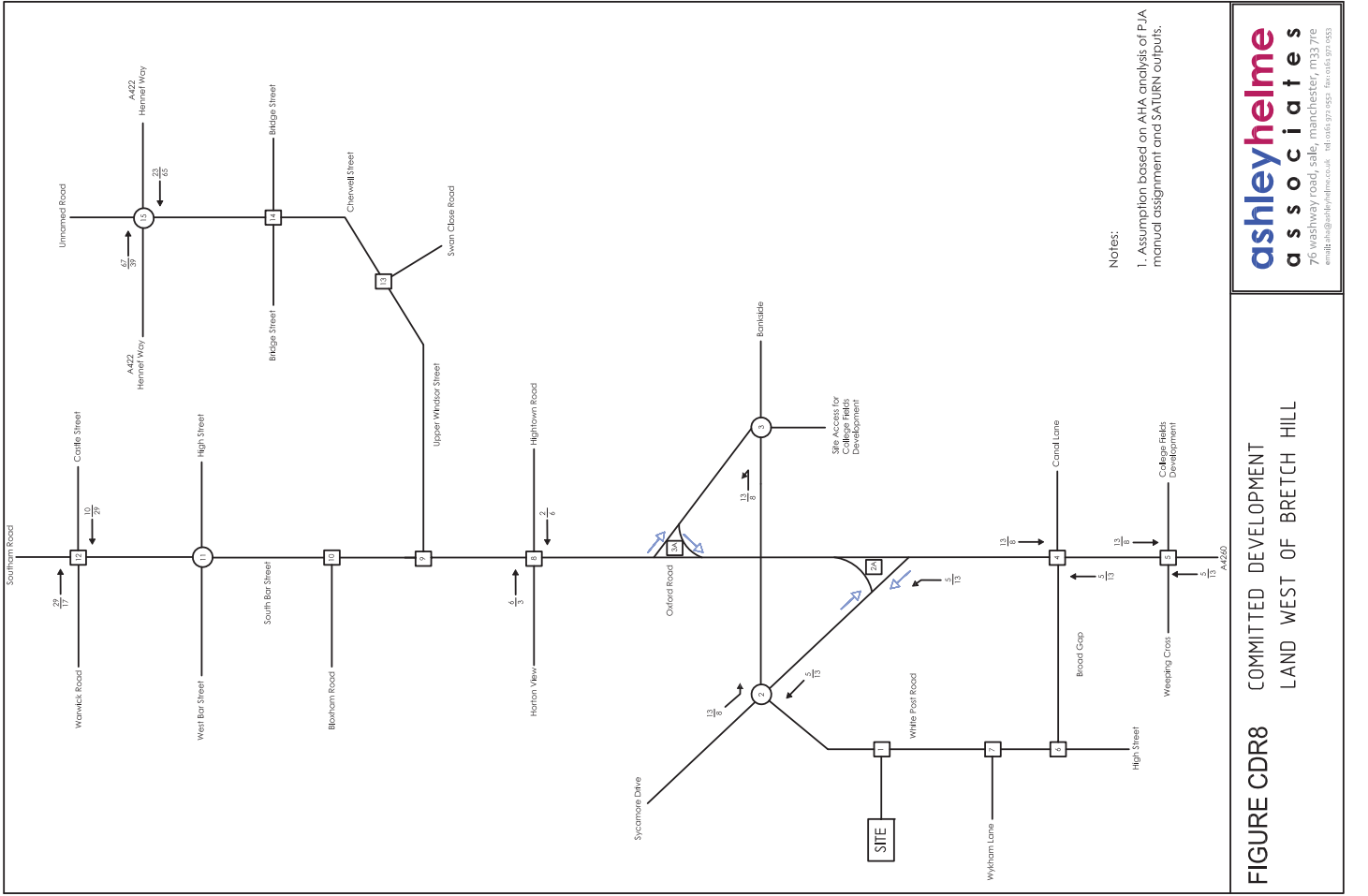


FIGURE CDR8

COMMITTED DEVELOPMENT
 LAND WEST OF BRETCH HILL

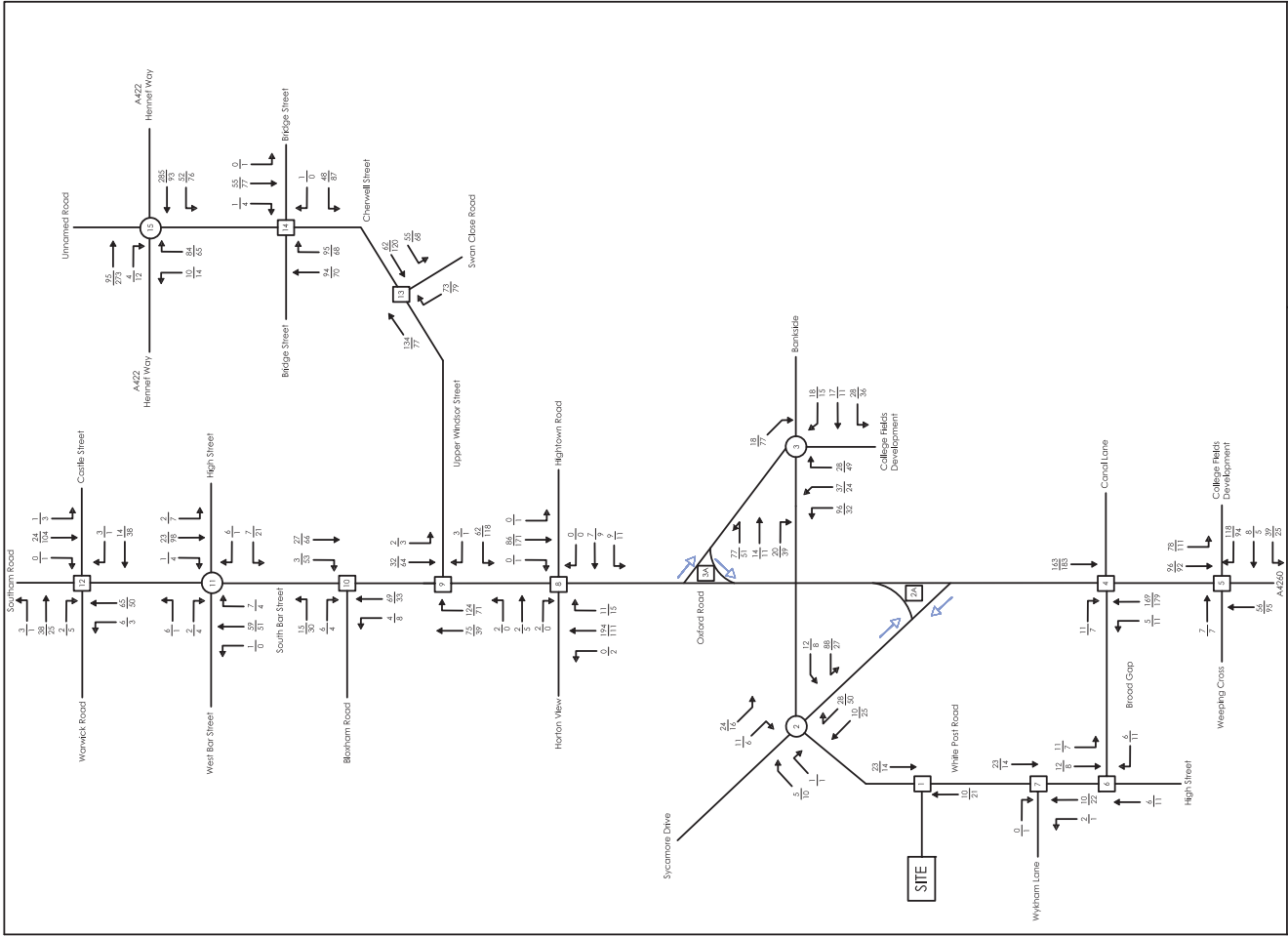


FIGURE CDR10 TOTAL COMMITTED DEVELOPMENT

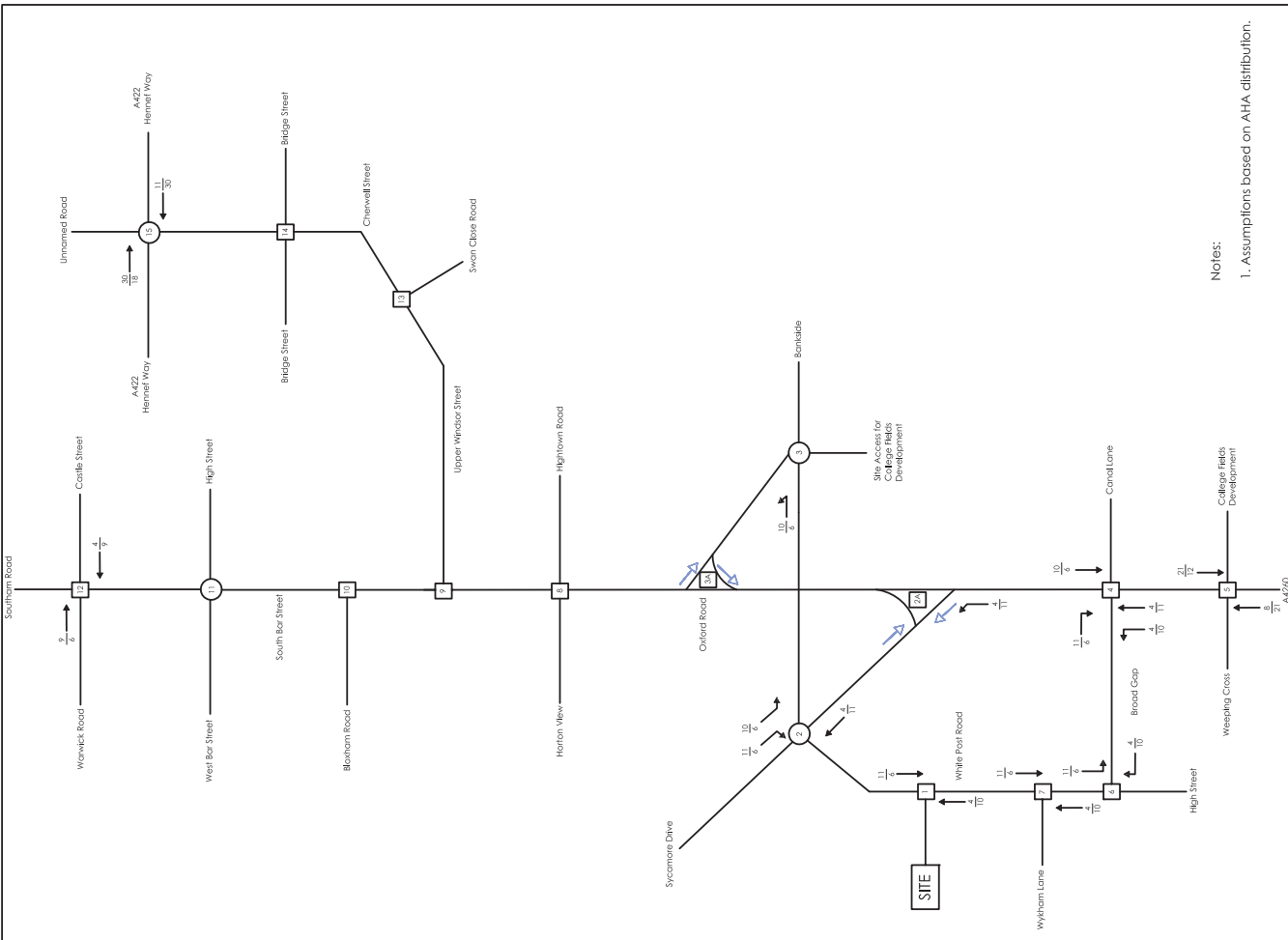


FIGURE CDR9 COMMITTED DEVELOPMENT
 LAND WEST OF WARWICK ROAD

Notes:
 1. Assumptions based on AHA distribution.

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