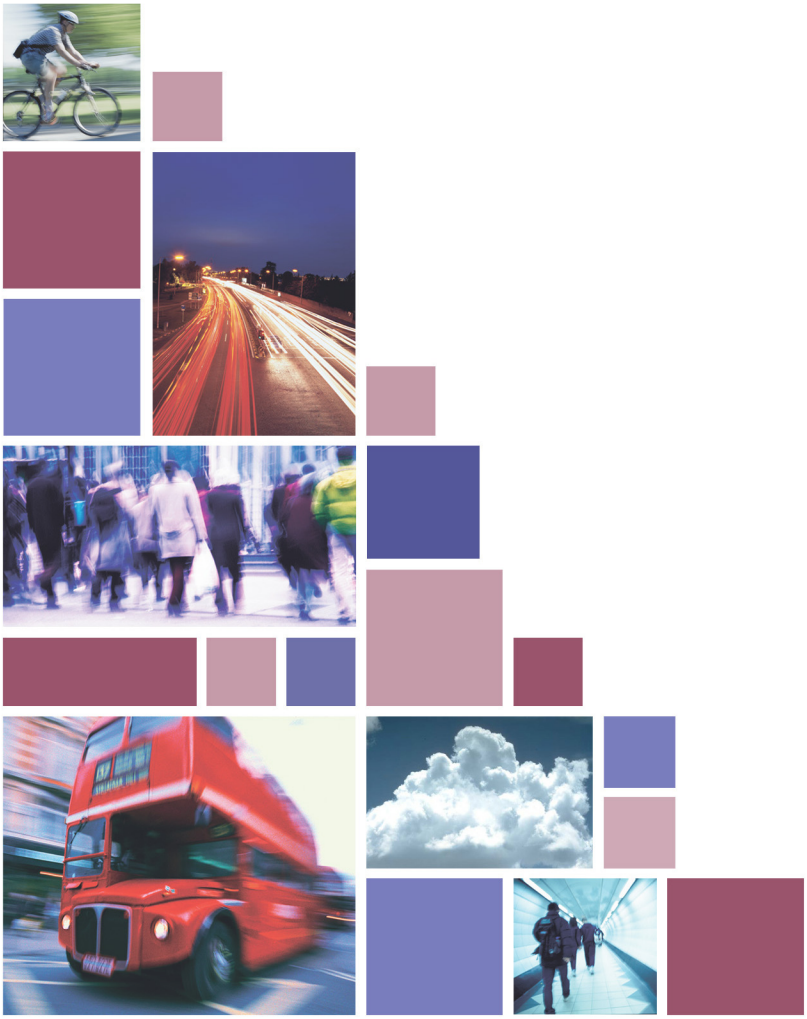
ashleyhelme

Land West of White Post Road, Banbury

Travel Plan



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Gladman Developments Ltd

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ashleyhelme

Travel Plan

Land West of White Post Road, Banbury

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Travel Plan

Land West of White Post Road, Banbury

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1 Introduction

1.1 Gladman Developments Ltd has submitted an outline planning application for residential development on land off White Post Road, Banbury (henceforth referred to as the Site). The location of the Site is indicated on the Figure 1 Location Plan. This Framework Travel Plan (TP), supports the outline planning application.

1.2 **OVERVIEW**

1.2.1 The reason that this is a 'Framework ' TP is that the application is in outline. For the avoidance of doubt, this Framework TP applies to, and provides the context for, any and all future TPs prepared for the entirety of the outline application Site area; requirements of the Framework TP must relate to all dwellings constructed on the application Site area.

1.2.2 The planning application is for a development of up to 280 dwellings.

1.2.3 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the outline planning application. There is consistency between the Framework TP and the corresponding TA report.

1.2.4 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents/users of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for residents and visitors of the development.

1.2.5 The proposed Site access arrangements comprise a priority controlled (give-way) junction on White Post Road.

1.3 TRAVEL PLAN OBJECTIVES

1.3.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.

1.3.2 The key objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.3.3 It is imperative that the TP measures are effective and efficient.

1.3.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.3.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20140306)

1.4 SCOPE OF TRAVEL PLAN

1.4.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The proposed development is for residential use, and hence this Framework TP is an 'origin' TP.

1.4.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.4.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.4.4 The underlying purpose of a residential Framework TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.

1.5 COMPREHENSIVE STRATEGY

1.5.1 It is essential to recognise that in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the Framework TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.

1.5.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated Framework TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.

1.5.3 The role of the TPC (refer Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve

the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.

1.5.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the Framework TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.

1.5.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development Framework TP.

1.6 BANBURY 17 ALLOCATION

1.6.1 The application Site forms part of wider area that is allocated for residential development in the Council's Submission Local Plan. The application Site, together with other sites to the west, are known collectively as the Banbury 17 Allocation sites. There are 3no sites within the Banbury 17 allocation that are centred on Bloxham Road. These are:

- Wykham Park Farm,
- Land to the east of Bloxham Road, and
- Land to the west of Bloxham Road.

1.6.2 The main site within the Banbury 17 area is known as Wykham Park Farm (WPF). A planning application for a predominantly residential scheme was submitted to CDC. The scheme comprises:

- Circa 1000 dwellings,
- Primary School,

- Local centre.

1.6.3 Planning permission has been granted for a residential scheme on land to the east of Bloxham Road. This scheme, known as Crouch Farm Phase 1, comprises 145 dwellings.

1.6.4 The scheme referred to as Crouch Farm Phase 2 comprises 400 dwellings. A Screening Opinion was submitted to CDC in May 2014.

1.6.5 This TP considers the proposed development in the context of the neighbouring development Sites that comprise the Banbury 17 allocation.

2 Policy Context

2.1 The policy context for requiring a TP for a development is established across the board, at national, regional and local levels.

2.2 **NATIONAL POLICY**

2.2.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2.2 The National Planning Policy Framework (NPPF, March 2012) explicitly refers to travel planning and the need for TPs, in the context of the need to "*protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people*" (para 35). This continues to state that:

"*Therefore, developments should be located and designed where practical to*

- *accommodate the efficient delivery of goods and supplies;*
- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.*" (para 35), and

"A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan." (para 36)

2.2.3 PPG sets out that Travel Plans:

"…support national planning policy which sets out that planning should actively manage patterns of growth in order to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable." (Reference ID: 42-00620140306)

2.3 EMERGING CHERWELL LOCAL PLAN 2011-2031

2.3.1 The emerging Cherwell Local Plan was submitted to the Secretary of State for Communities and Local Government for formal examination on January 2014. In June 2014 the Inspector suspended the examination to allow the Council to undertake main modifications in relation to meeting its objectively assessed housing needs over the plan period. The Council has since undertaken modifications along with further public consultation and has re-submitted these to the Inspector in October 2014. The Inspector's Report on Examination of the modified submission has been published and council officers are considering the report. It is intended that it will be presented to Members at meeting of the Council on 20 July 2015 with a recommendation for adoption.

2.3.2 Relevant policies include the following:

- Draft Policy SLE4: Improved Transport and Connections

2.3.3 Draft Policy SLE 4 sets out the council's aim for improved transport and connections in Cherwell. The draft policy states:

"The Council will support the implementation of the proposals in the Movement Strategies and the Local Transport Plan to deliver key connections, to support modal shift and to support more sustainable locations for employment and housing growth. We will support key transport proposals including:

- *Transport Improvements at Banbury and Bicester and at Former RAF Upper Heyford in accordance with the County Council's Local Transport Plan and Movement Studies Strategies.*
- *Projects associated with East-West rail including new stations at Bicester Town and Water Eaton*
- *Rail freight associated development at Graven Hill, Bicester.*
- *Improvements to M40 junctions."*

2.3.4 Para C.126 addresses the Council's strategy for Banbury and includes the following statement:

"Provide for new development in accessible locations which will provide good opportunities for improving and accessing public transport services, for delivering and using new cycleways, for travelling on foot and for minimising the impact on the highway network and traffic congestion."

2.4 CHERWELL LOCAL PLAN, 1996

2.4.1 The Cherwell Local Plan was adopted in November 1996. This document contains the most current adopted planning policies for Cherwell. There are a number of 'saved' transportation policies from the Cherwell Local Plan.

2.4.2 Saved policy TR1 sets out the Council's position with regard to accessibility to public transport for new developments. Policy TR1 states that:

"Before proposals for development are permitted the council will require to be satisfied that new highways, highway improvement works, traffic-management measures, additional public transport facilities or other transport measures that would be required as a consequence of allowing the development to proceed will be provided."

2.5 OXFORDSHIRE LOCAL TRANSPORT PLAN 2011-2030

2.5.1 The Oxfordshire Local Transport Plan (LTP) was adopted in 2011 and is the third adopted LTP. The LTP has been subject to two subsequent adopted amendments in

2012 and 2014. This document remains the most current LTP for Oxfordshire but the fourth LTP is currently in preparation, this is discussed in para 2.10.

2.5.2 Oxfordshire County Council (OCC) is the Local Highway Authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP).

2.5.3 LTP3 sets out four local transport goals, as follows:

- to support the local economy and the growth and competitiveness of the county;
- to make it easier to get around the county and improve access to jobs and services for all by offering real choice;
- to reduce the impact of transport on the environment and help tackle climate change; and
- to promote healthy, safe and sustainable travel.

2.5.4 The underlying theme and objectives of the third LTP are to promote policies and measures to foster and achieve improved opportunities for travel choices by non-car modes. This provides the context for specific local measures to be considered, promoted and introduced.

2.6 EMERGING OXFORDSHIRE LTP4

2.6.1 Following the adoption of the third LTP in 2011, there have been a number of amendments to policy. OCC notes that in order:

"To ensure that the county's transport systems are fit to support population and economic growth, in 2014/15 we have developed a new Local Transport Plan, that will give Oxfordshire the best chance of success when bidding for projects and securing new infrastructure to support new development."

2.6.2 OCC is in the process of developing the new LTP4 and expects to finalise the document for approval in summer 2015.

2.6.3 Chapter 5 of the emerging LTP4 sets out enhancements to the road network to support growth and economic vitality. Para 85 addresses local routes in Banbury and specifically notes the link road between A4260 Oxford Road and A361 Chipping Norton Road. Para 85 states:

"The Banbury Area Strategy includes a new link road between the town and a large employment site to be developed east of M40 junction 11. A spine road to be built as part of development at Salt Way south of the town will link the A4260 Oxford Road and A361 Chipping Norton Road."

2.6.4 The link road between A4260 Oxford Road and A361 Chipping Norton Road is also detailed in the emerging LTP4 Volume 2 Part II: Area Strategies, A420 Route Strategy and Freight Strategy. The additional infrastructure improvements are highlighted in Para 12, stating:

"Additional infrastructure improvements will be delivered to support future regeneration of Banbury and the Local Plan Modifications development proposals:

A361 Bloxham Road to A4260 Oxford Road Spine Road through the residential development South of Salt Way: The co-ordinated approach to development to the south of Banbury as proposed in the Local Plan Modifications (August 2014), will enable provision of essential infrastructure including delivery of an east-west link from the A361 Bloxham Road to join White Post Road and the A4260 Oxford Road. This road will support operation of commercially viable bus services through the development, increasing accessibility and long term sustainability of the development. The spine road will be built by the developer."

2.6.5 BAN1 in the emerging LTP4 notes the council will seek improvements to support regeneration and growth. BAN1 refers to the link road connection, stating:

"We will seek opportunities to deliver transport schemes which will support the regeneration and growth of Banbury to 2031 and protect the historically sensitive areas of the town through:

- *Provision of A361 Bloxham Road to A4260 Oxford Road Spine Road."*

3 Existing Conditions: Key Information from TA

3.1 SITE LOCATION

The Site is presently vacant agricultural land, and has frontage onto:

- White Post Road, to the east,
- Wykham Lane, to the south.

3.2 ACCESSIBILITY BY WALK

3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 The CIHT provides guidance about journeys on foot. It does not provide a definitive view of distances, but does suggest a preferred maximum distance of 2000m for walk commuting trips. A 400m distance corresponds to a walk time of 5 minutes, based on upon a typical normal walking speed. Figure 2 presents the development 400m, 800m, 1200m and 2000m walk isochrones, (ie reflecting 5, 10, 15 and 25 minute walk journeys), and taking account of the pedestrian infrastructure.

3.2.3 The DfT National Travel Survey of 2013 confirms that 78% of all trips less than a mile (1.6km) are carried out on foot.

3.2.4 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is ***not an upper limit*** *and …….that walking offers the greatest potential to replace short car trips, particularly those under 2 km."* (MfS para 4.4.1, my emphasis)

3.2.5 Indicated on Figure 2 are examples of local facilities near to the Site. This illustrates that there are a number of amenities within 800m of the Site, including:

- Nursery,
- Primary school,
- Convenience store,
- Community centre,
- Playgrounds/public open space,
- Cricket club,
- Salons,
- Public house,
- Church,
- Employment (Cherwell District Council),
- Allotments,
- Bus stops.

3.2.6 Within about 1200m of the Site (typically a 15 minute walk) there are a number of additional facilities, including:

- Secondary school/sixth form,
- Convenience Store,
- Supermarket,
- Post Office,
- Bank/ATM,
- Dentist, Pharmacy & Optician,
- Restaurants/takeaways.

3.2.7 Figure 2 demonstrates that there is a substantial range of amenities within 2000m of the Site. The edge of Banbury town centre is within 2000m of the Site and Horton Hospital provides a substantial employment destination within 2000m of the Site.

3.2.8 The adjacent WPF scheme (refer Section 1.6) includes a primary school and local centre. If there is a link road connection between the proposed development and the WPF scheme then the primary school and local centre will be within a convenient walk or cycle ride for residents of the proposed development.

3.2.8 **Public Rights of Way**

3.2.8.1 Figure 3 presents the existing Public Rights of Way (PROW) near to the Site. This shows that there is a restricted byway along the northern boundary of the Site, and a bridleway close to the western Site boundary. There are a number of footpaths connecting the restricted byway to the residential area to the north of the Site.

3.2.8.2 There is an existing footpath within the Site between the restricted byway and Wykham Lane.

3.2.8.3 Figure 3 shows that there is an extensive network of PROW in the vicinity of the Site providing convenient pedestrian routes to a range of local amenities.

3.2.8.4 Measures proposed to promote walking are outlined in Section 7.1, Chapter 7.

3.3 **CYCLE**

3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.

3.3.2 The CIHT guidance 'Cycle Friendly Infrastructure' (2004) states that:

"Most journeys are short. Three quarters of journeys by all modes are less than five miles (8km) and half under two miles (3.2km) (DOT 1993, table 2a). These are distances that can be cycled comfortably by a reasonably fit person."(para 2.3)

3.3.3 Figure 4 indicates the 2km and 5km cycle isochrones for the Site, reflecting typically 10 minute and 25 minute journeys. Review of Figure 4 highlights that all of the built-up area of Banbury is within 5km of the Site. Additionally, all of Twyford, Adderbury, Broughton, North Newington, and most of Bloxham are accessible to Site residents by cycle.

3.3.4 Figure 5 indicates formally identified cycle routes in the locale of the Site. These include:

- National Cycle Network Route 5 (NCN 5): Reading to Holyhead via Oxford,
- A local signed on-road route linking the Site and NCN 5 to Banbury Rail Station.

3.3.5 In summary, the destination opportunities within a 5km cycle ride of the Site for residents of the development comprise a full range of amenity and employment locations within Banbury itself and beyond.

3.3.6 Measures proposed to promote cycling are outlined in Section 7.2, Chapter 7.

3.4 ACCESSIBILITY BY PUBLIC TRANSPORT

3.4.1 The proposed development affords opportunity for development generated public transport journeys to be made by bus and rail.

3.4.2 Bus

3.4.2.1 Figure 6 presents the bus stops within 800m of the Site. The closest bus stops to the Site are on Sycamore Drive, within 400m. There are additional bus stops on White post Road that are circa 500m from the centre of the Site. The bus stop on the southern side of Sycamore Drive closest to the White Post Road/Sycamore Drive/Bankside junction has a shelter. All other bus stops on Sycamore Drive and White Post Road comprise a 'flag and pole'.

3.4.2.2 Table 1 presents the routes and frequencies of bus services calling at stops within 800m of the Site. The routes of services summarised in Table 1 are shown on Figure 7. Table 1 shows that the B1 service calls within 400m of the Site. The B1 operates at a 30 minute frequency, Monday – Saturday, and a 120 minute frequency on Sunday. The journey time between Sycamore Drive and Banbury bus station is 12-13 minutes. The earliest weekday departure from Sycamore Drive is 0702, and the latest weekday arrival at Sycamore Drive is at 1822.

3.4.2.3 The B2 service calls on White Post Road, circa 500m from the Site, and operates on the same frequency as the B1 service. There are additional services calling on A4260 within 800m of the Site. In a typical weekday situation there are circa 8 buses per hour calling within 800m of the Site, taking into account buses travelling in both

directions along the road. Destinations include, among others, Banbury town centre, Bodicote, Easington, Oxford, Kings Sutton, Aynho, Evenly, Croughton, and Brackley.

3.4.2.4 All services calling within 800m of the Site also call at Banbury bus station, which is within 400m of Banbury Rail station. This provides opportunity for onward journeys by public transport to an extensive range of destinations.

3.4.3 **Rail**

3.4.3.1 Banbury Rail Station is circa 2.5km from the Site (refer Figure 2). This provides opportunity for residents to travel by rail, with the journey between the rail station and the Site by cycle or bus. Cycle storage is provided at the station, and all bus services calling close to the Site call within 400m of the rail station. Additionally, there are 720 car park spaces provided at the station with a weekly charge of £26 for rail users. There are mobility impaired spaces available free of charge for blue badge holders.

3.4.3.2 The main services calling at Banbury Rail Station comprise:

OPERATOR	PRINCIPAL ROUTE	TYPICAL WEEKDAY FREQUENCY (mins)
Chiltern Railways	London - Birmingham:	30
Cross Country	Manchester - Bournemouth:	60
Cross Country	Newcastle – Reading:	60

Additionally, there are a number of less frequent services calling at Banbury, operated by Chiltern Railways and First Great Western. Typically, there are circa 10-11 services per hour calling at Banbury Station.

3.4.3.3 Services calling at Banbury provide frequent direct trains to a wide range of destinations including, among others, London, Birmingham, Manchester, Leeds, Sheffield, Newcastle, Southampton, Bournemouth, Coventry, Stoke-on-Trent, Derby, Doncaster and York.

3.4.3.4 Banbury rail station provides opportunity for residents undertake regular journeys (eg for work) to a wide range of destinations. Journey times between Banbury and key destinations that may be suitable for daily commuting are:

DESTINATION	APPROXIMATE JOURNEY TIME (mins)
Bicester	14
Leamington Spa	17
Oxford	21
Warwick	22
High Wycombe	32
Reading	45
Birmingham	53
London Marylebone	54 - 64

3.4.3.5 It is demonstrated that there is excellent opportunity for residents of the proposed development to undertake journeys by rail to an extensive range of destinations.

3.4.4 **Public Transport Measures**

Measures proposed to promote use of public transport are outlined in Section 7.2, Chapter 7.

4 Objectives and Outcomes

4.1 The underlying objectives of the TP are to:

- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Promote accessibility to the development by sustainable modes of transport.

4.2 A key objective is that the TP measures are effective and efficient.

4.3 Specific outcomes sought from the development TP are to:

- Achieve the minimum number of car traffic movements to/from the development,
- Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
- Reduce the need for travel to/from the Site.

These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).

4.4 As explained in para 1.4.1, this Framework TP is an 'origin' TP.

4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.

4.6 The Framework TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.

5 Targets and Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria (as defined for example by the DfT, 2004). The SMART criteria adopted for this Framework TP, that are consistent with the criteria identified by the DfT, are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible (rocket science should be avoided...),
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART transport policies.

5.3 **BENCHMARKING: CENSUS DATA**

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the development. However, there is recorded/published information that provides a context for considering the setting of targets within the Framework TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4 CENSUS DATA

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Ward/Borough is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:

- Cherwell (District),
- Banbury Easington (ward).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- Cherwell provides the overall Borough context,
- Banbury Easington: The Site is situated in Bloxham and Bodicote ward, which comprises the villages of Bloxham and Bodicote, and covers a large predominantly rural area extending beyond Banbury. However, the residential areas of Banbury in the immediate vicinity of the Site are in Banbury Easington ward. Therefore, it is considered most appropriate to use data for Banbury Easington ward for determining the likely journey to work modal split of residents of the proposed development.

This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.4 The results of the Census journey to work interrogations are presented in Table 2.

5.5 RESIDENTS TRAVELLING FROM AREA

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 2) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 2 identifies the following key information:

- Car driver: 59.8% of Banbury Easington journeys to work, and higher for Cherwell as a whole (63.2%),
- Car passenger: 5.4% of Banbury Easington ward journeys to work, and identical for Cherwell as a whole,
- 'Car driver + car passenger': 65.2% of Banbury Easington ward journeys to work, and higher for Cherwell as a whole (68.6%),
- Cycle: 3.2% of Banbury Easington ward, and similar for Cherwell as a whole (3.5%),
- Walk: Relatively high in Banbury Easington ward (18.5%), and lower in Cherwell as a whole (12.0%),
- Bus: Extremely low in Banbury Easington ward (1.7%), and higher Cherwell as a whole (4.9%),
- Train: 3.6% for Banbury Easington ward, and slightly lower for Cherwell as a whole (2.9%),
- Working from Home: 5.9% in Banbury Easington ward, and slightly higher for Cherwell as a whole, being 6.4%.

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Banbury Easington ward and Cherwell as a whole highlights that:

- A lower percentage of people living in Banbury Easington ward drive to work than people living in Cherwell as a whole,
- There is a significantly higher percentage of people living in Banbury Easington ward who walk to work, than for Cherwell as a whole,
- A higher percentage of people in the district as a whole travel to work by bus, than for the ward,
- All other travel modes have broadly similar modes shares for journeys to work at ward and district level.

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 RESIDENTIAL TRIP RATES

5.6.1 The average residential vehicle generated trip rates set out the TA are:

PEAK HOUR	ARR	DEP	2-WAY
AM	0.156	0.441	0.597
PM	0.413	0.245	0.658.

5.7 TRIP GENERATION

These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the outline application of up to 280 dwellings, there is estimated to be 123 vehicle Departures in the AM peak hour.

5.8 TP TARGET METHODOLOGY

5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.

5.8.2 The information available for setting of the residential TP target is described above. Established approaches for setting the residential TP target include:

- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
- 'Number of peak hour trips'.

5.8.3 The drawbacks to adopting the TP target based on the former approach are that:

- The Census data reported above relates to journeys to work (which primarily take place during the peak hours), ie Census data are neither available for the full weekday (ie 24 hour daily) or for other (ie non-work) trip purposes,

- TRICS residential trip data is only for the 12 hour period 0700-1900 hours, ie data are not available for the full daily period of 24 hours.

Hence, there are no recorded data available that inform the setting of the Framework TP target on a basis reflecting 'Number of car vehicle trips per occupied unit per weekday'. The only way to obtain such data would be to undertake a future travel survey of residents.

5.8.4 Notwithstanding the above, the Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school. In the absence of any other information, the assumption is (necessarily) made that these have the same modal split as the work trips. This is a robust assumption in terms of estimating car driver modal share, as most pupils cannot drive,

5.8.5 The Census data records the difference between the car driver modal share in Cherwell as a whole and Banbury Easington ward as being 3.4% higher in the ward.

5.8.6 The approach/philosophy adopted for the Framework TP target setting is to:

- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),

- Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP RESIDENTIAL TARGET

5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the outline application development proposal of up to 280 dwellings.

5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 280 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 280 dwellings (for which outline permission is sought), and the actual number of dwellings built proved to be less than 280, then the Framework TP target may not be sufficiently challenging.

5.9.3 The approach adopted at this stage, with the Framework TP is to set the Framework TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.

5.9.4 Furthermore, a practical, and pragmatic, advantage of setting the TP target in terms that relates to peak hour vehicle trips is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.

5.9.5 The residential TP target is set as **maximum AM peak hour 2-way vehicle trip rate of 0.537 vehicles/hour/dwelling**.

5.9.6 The explanation of how this is derived is as follows:

- Recorded (TRICS) 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development is 0.597 vehicles/hour/dwelling: this represents the 'business as usual' situation,

- Apply reduction factor of 10% to the TRICS 2-way peak hour trip rate of 0.597, ie 0.9 x 0.597 **= 0.537**; the Framework TP target 2-way peak hour vehicle trip rate.

5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak

hour car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum AM peak hour 2-way vehicle trip rate of 0.537 vehicles/hour/dwelling.

5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' is set out below for the outline application and assuming 280 dwellings:

- TP target: 0.537 x 280 dwellings = 150 vehicles (total 2-way) in peak hour,
- The TA estimates of peak hour traffic (total 2-way) generated by the proposed 280 dwellings (and that is used in all the TA modelling of junctions) is 167 vehicles in the AM peak hour,
- Hence, the TP target represents a reduction of 17 vehicles (2-way) in the AM peak hour.

5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a significant reduction in the AM peak hour.

5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.

5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic' (refer para 5.2).

5.10 TIMESCALE

5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).

5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

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 adopted 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 importantly, 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 9.16). 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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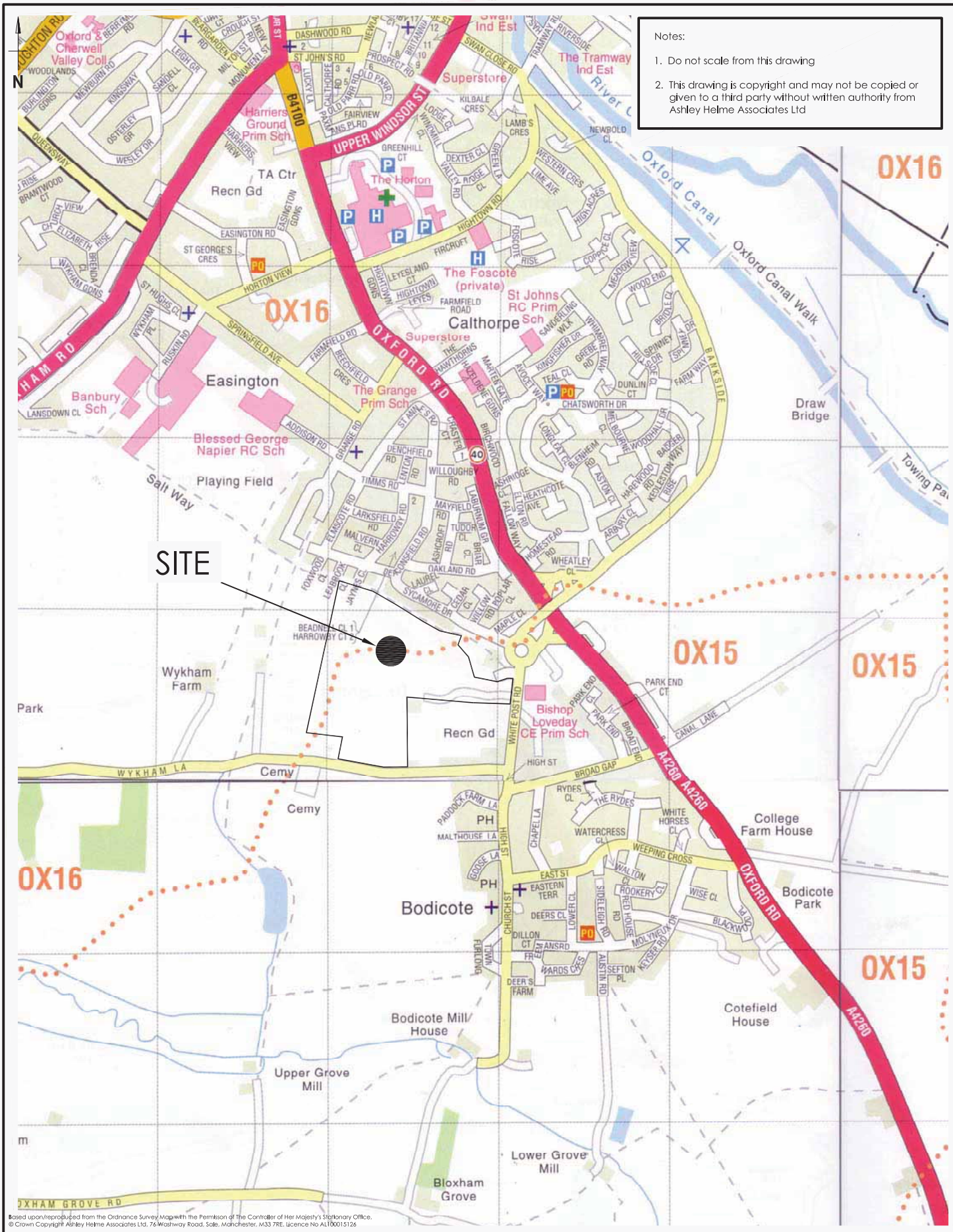

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LOCATION PLAN

FIGURE 1

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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Notes:

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Key:

TRAVEL
- 1 Bus Stop [1]
- 2 Rail Station

EDUCATION
- 1 Nursery/Creche/ Surestart Centre
- 2 Primary School
- 3 Secondary School/ Sixth Form

COMMUNITY
- 1 Place of worship
- 2 Community Centre
- 3 Library

SHOPPING
- 1 Convenience Store/ Newsagent
- 2 Supermarket
- 3 Post Office
- 4 Bank/ATM
- 5 Specialist Shop

HEALTH
- 1 Health Centre
- 2 Pharmacy
- 3 Dentist
- 4 Opticians
- 5 Hospital

LEISURE
- 1 Restaurant/takeaway
- 2 Public House
- 3 Salon
- 4 Sports Ground/Club
- 5 Public Open Space
- 6 Playground
- 7 Leisure Centre
- 8 Allotments

Employment Locations

400m Isochrone (5 minute walk)

800m isochrone (10 minute walk)

1200m isochrone (15 minute walk)

2000m isochrone (25 minute walk)

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WALK ISOCHRONES & LOCAL AMENITIES

FIGURE 2

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1361_8_2

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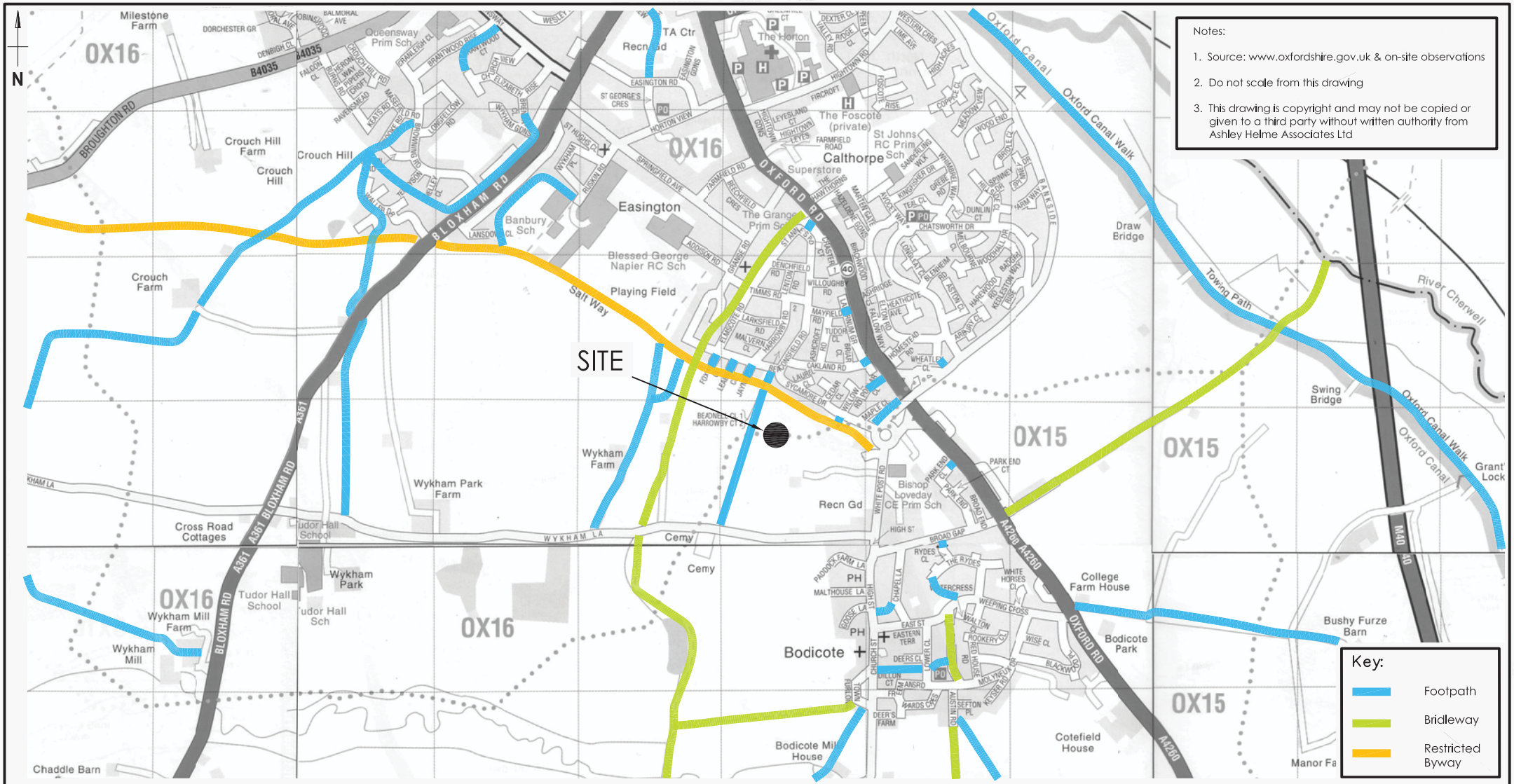

FIGURE 3

PUBLIC RIGHTS OF WAY (PROW)

ashleyhelme associates
76 washway road, sale, manchester, m33 7re
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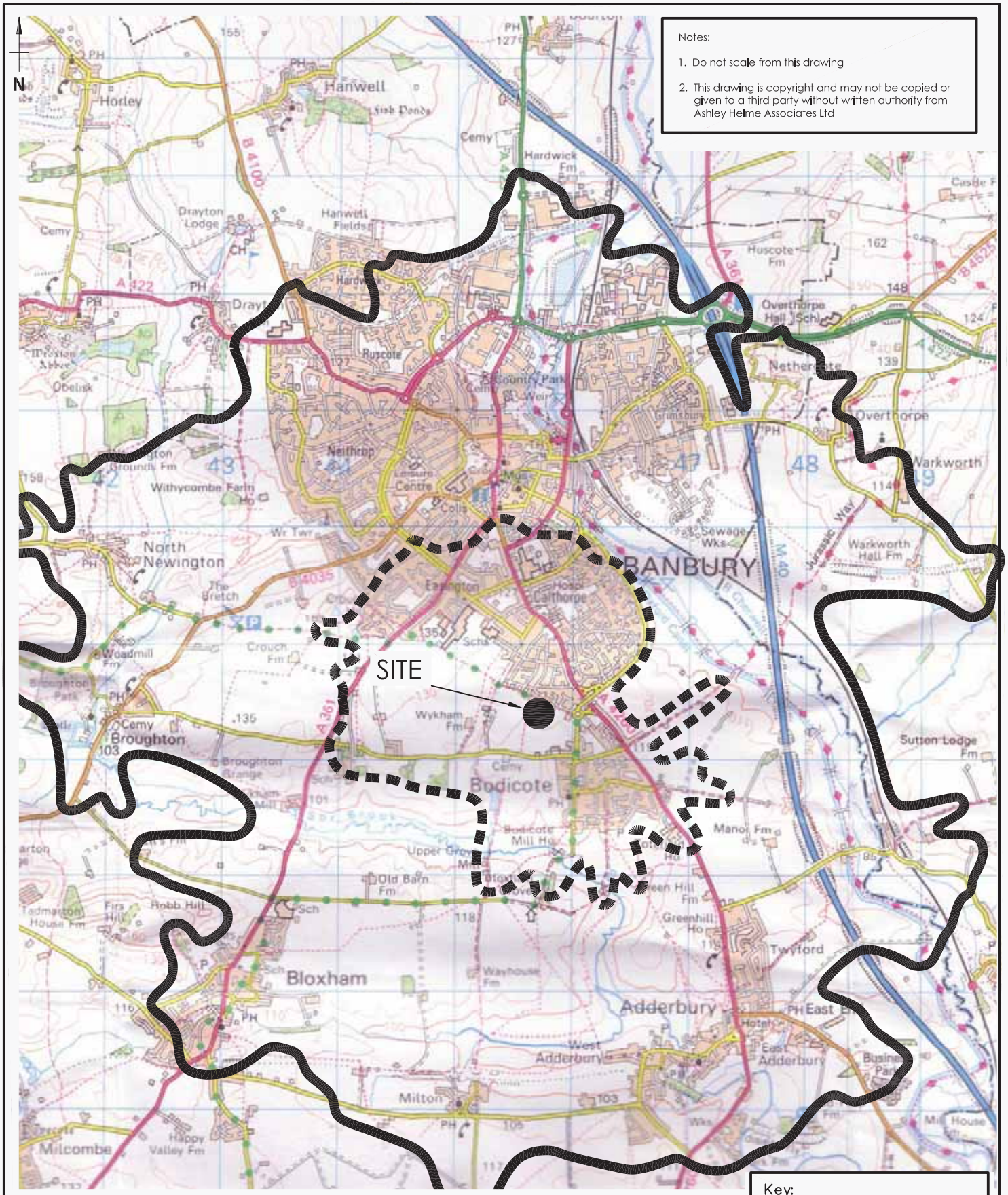

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CYCLE ISOCHRONES

FIGURE 4

ashleyhelme associates
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