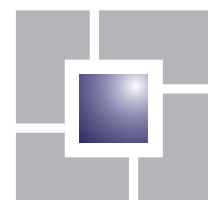


Employment Development, Skimmingdish Lane,  
Bicester

## **Framework Travel Plan**



david tucker associates  
transport planning consultants



Employment Development,  
Skimmingdish Lane, Bicester

## Framework Travel Plan

*Prepared by:*

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## FIGURES

**Figure 1** Site Location Plan

**Figure 2** Accessibility Plan

## APPENDICES

**Appendix A** Action Plan



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## 1.0 INTRODUCTION

- 1.1 This Travel Plan has been prepared by David Tucker Associates (DTA), on behalf of Albion Land in relation to proposals for the development of land north east of Skimmingdish Lane, Bicester for potential employment floorspace. The site is an allocated site within the Local Plan and is known as 'Bicester 11'. The location of the development site is shown in **Figure 1**.
- 1.2 This Travel Plan Framework supports the Transport Assessment submitted as part of the planning application for the proposed development. This Travel Plan document sets out the context for the preparation of individual Travel Plans by the occupiers of each unit on the site, the level of detail to be provided and objectives to be met by the occupier/occupiers, which will vary depending on a number of factors, such as the number of employees. This draft Travel Plan is to be included in the draft Section 106 Agreement.
- 1.3 This Travel Plan document has been compiled with reference to the principles of DfT's *'Good Practice Guidelines: Delivering Travel Plans through the Planning Process'* (April 2009), Cherwell District Council's 'Non Statutory Cherwell Local Plan 2011' and Oxfordshire County Councils 'Local Transport Plan 3 (LTP3) 2011-2030'.
- 1.4 The final format and content of each individual Travel Plan will be offered for approval by the planning authority subsequent to the signing of the legal agreement. In the interim, to ensure that the core obligations of the Plan are enforceable, this Framework Travel Plan has been produced.
- 1.5 A Travel Plan is a term used for a package of objectives, targets and measures developed by an organisation or group of organisations aimed at promoting more sustainable means of travel and reducing the reliance on the private car. Travel Plans are site specific and are dependant upon not only the location of the site but the size and type of organisations located there.



- 
- 1.6 Developing and implementing a Travel Plan should be a dynamic process, subject to a continuous cycle of action, monitoring and review. To help give it focus, it is important to set out objectives and targets for the developer and occupiers.
  - 1.7 For new developments such as this, it is most beneficial to encourage sustainable travel from the time of occupation before travel patterns become ingrained.
  - 1.8 There will be a wide range of different travel demands from the site, dependent on the nature of end-users and indeed roles of staff. However, given the scale of the development, there is scope to provide on and off site physical measures, public transport service initiatives and other incentives to allow significant and realistic modal shift targets to be set.
  - 1.9 Whilst the overall development will be subject to oversight by a single management entity, there will clearly be a number of different occupiers and tenants working on the site. The Travel Plan therefore sets out a range of measures and initiatives to be implemented by both the management of the estate and by ongoing tenants and occupiers.
  - 1.10 In this regard, the Travel Plan will also act as a framework for occupiers who will be required to produce more detailed individual travel plans tailored to their specific organisational requirements.



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## 2.0 SITE LOCATION AND EXISTING CONDITIONS

- 2.1 The proposed site is located on the north eastern edge of Bicester immediately to the north east of the A4421. Access to the site is via the A4421 Skimmingdish Lane. The location of the site is shown in **Figure 1**.
- 2.2 The site is bound to the south by a new care home which is currently under construction. The A4421 forms the south western site boundary. The site is located in close proximity to Launton Industrial estate to the south and the built up edge of the residential area of Bicester to the West.
- 2.3 Skimmingdish Lane functions as a local distributor road and is typically 7.3m wide. The speed limit is 50mph and street lighting is present. The road forms the north eastern edge of Bicester and forms a roundabout junction with Launton Road to the south of the site. To the south east and north west of Launton Road, the A4421 links with Charbridge Lane and the A4095 Buckingham Road respectively via roundabout junctions. Buckingham Road routes south to the centre of Bicester.
- 2.4 Charbridge Lane continues forming the eastern edge of Bicester linking with the A41 for access to Bicester Village, Bicester town railway station and the strategic road network at Junction 9 of the M40.
- 2.5 Shared cycleway/footways are provided on Launton Road and Charbridge Lane. There are no footways on the site frontage. Dropped kerb crossings with tactile paving are provided on all three arms of the Launton Road roundabout. A shared cycleway/footway is provided immediately to the south of the A4421 running parallel and providing off-road cycle access. An accessibility plan is shown in **Figure 2**.
- 2.6 Launton Road connects to Skimmingdish Lane via a 4-arm roundabout junction at the southern boundary of the site. The fourth arm is currently gated and will provide access to the care home adjacent to the site which is currently undergoing construction. Dropped crossings with tactile paving are provided on all arms of the



roundabout. Launton Road is also 7.3 metres wide with footways on either side.

2.7 Launton Road provides access to Boston Road, a residential estate road. The nearest bus stops are located on Boston Road around a 450m walking distance from the site entrance.

*Bus*

2.8 The nearest bus stops to the site are located on Boston Road approximately 450m south of the site. The bus stops are served by the S5 and 18. Footways are provided from the Launton Road roundabout junction to the bus stops. The developer will be providing continued footway access from the site to link with existing provision. A pedestrian crossing on Skimmingdish Lane within the immediate vicinity of the site access will be provided in the form of a dropped kerb or signalised arrangement.

2.9 The bus stops and routes are shown on **Figure 2. Table 1** summaries the bus services on Boston Road. There are currently no shelters at the nearest bus stops on Launton Road. The Applicant is willing to fund the provision of bus shelters.

**Table 1** – Summary of Bus Services on Boston Road

Service	Operator	Route	Frequency	
			Mon-Sat	Sunday
18	Langston & Tasker	Buckingham - Steeple Claydon - Bicester	2 -3 hours (Mon-Fri only)	No Service
S5	Stagecoach	Oxford - Gosford - Bicester - Glory Farm / Launton / Arncott / Langford	15 mins	30 mins

2.10 The frequency of the S5 bus service, together with the route through the main residential areas and stops at both train stations in the town mean the S5 is an attractive opportunity for local employees to travel to the site. Services start prior to 06:00 and run throughout the day into the late evening.



*Rail*

- 2.11 The closest railway station to the site is Bicester North situated approximately 2.5km to the west of the site.
- 2.12 This station offers services to Birmingham, London and Banbury. It also has facilities such as the internet, refreshments, seating, public toilets, ramp for disabled access, customer help points, on site staff and CCTV security. **Table 2** summarises the train services.

**Table 2** - Summary of Rail Services from North Bicester Station

Operator	Route	Frequency
Chiltern Railways	Birmingham, Snow Hill	1 hour
Chiltern Railways	London, Marylebone	15-30 mins
Chiltern Railways	Banbury	30 mins

- 2.13 There are plans to revamp Bicester Town station to provide a new Bicester Village station in October 2015. The new station will provide additional trains to/from London, cycle parking and new bus stops.

*Walking and Cycling*

- 2.14 There is a walkable 2.4 - 2.6m wide grass verge on either side of the carriageway from the current site access heading northbound and southbound there is a 1.1m wide footway with grass verges. A footway is present on the northern side of Skimmingdish Lane which extends from the existing site access gate and continues south to the roundabout with Launton Road. A parallel footway/cycleway to the southern side of the A4421 provides excellent local access.
- 2.15 Dropped kerb crossing points with tactile paving are provided at each of the arms of the roundabout at Launton Road. The cycleway/footway on the southern side of the A4421 links with Launton Road at the roundabout. The cycleway continues forming





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a footway/cycleway on the western side of Launton Road until the junction of Boston Road where dropped kerb crossing points with tactile paving are provided and the footway/cycleway continues south of the junction. A continuous footway/cycleway link is therefore provided from the site on the southern side of the A4421 to the bus stops.

- 2.16 The footway/cycleway continues until the junction with Churchill Road approximately 300m to the south of Boston Road. The footway/cycleway continues on Churchill Road and continuous footway provision is present on both Launton Road and Churchill Road for direct access to Bicester town centre.
- 2.17 The footway/cycleway running parallel to the A4421 on the southern side joins the A4421 to provide an edge of carriageway route in advance of the Buckingham Road/A4095 roundabout junction. The footway/cycleway continues on the southern side of the A4421 linking footways on Buckingham Road. Dropped kerb crossing points are provided at the Buckingham Road approach. The footway/cycleway continues on the southern side of the road to the west of the junction on the A4095. A signalised pedestrian crossing is provided on the A4095 immediately to the west of the Buckingham Road roundabout junction.
- 2.18 The site is well linked for both pedestrians and cyclists with continuous links to the town centre and nearby residential areas.



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### **3.0 DEVELOPMENT PROPOSALS**

- 3.1 The proposals involve the erection of a mix of B1/B2/B8. This will comprise B1c/B2 and B8 development with ancillary B1a land uses within the total floor space of 48,308 sq metres. A B1c/B2:B8 split of 30% to 70% is proposed equating to corresponding floor areas of 14,492 sqm and 33,816 sqm respectively. The site occupier(s) is unknown at this stage. An indicative masterplan for the site is included in **Appendix A**.
- 3.2 Vehicular access will be at the southern site boundary from Skimmingdish Lane via a priority junction with a designated right turn lane. The access has been designed to accommodate access to a proposed Taylor Wimpey site on the opposite side of Skimmingdish Lane.
- 3.3 A dropped kerb crossing will be provided to the north west of the proposed access junction to facilitate access to the cycleway/footway located on the southern side of Skimmingdish Lane. There is the potential to provide a signalised pedestrian crossing on Skimmingdish Lane within the vicinity of the site which is shown in **Figure 2**.



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## **4.0 TRAVEL PLAN AIMS**

4.1 In general terms, the aim of a Travel Plan is to reduce dependence on the private car and encourage employees to use more environmentally-friendly alternatives.

4.2 A Travel Plan is a package of measures tailored to the needs of individual sites and aim to:

- Promote greener, cleaner travel choices;
- Reduce the number of car borne trips;
- Promote car-sharing;
- Promote the use of public transport; and
- Encourage walking and cycling.

4.3 A Travel Plan involves the development of a set of mechanisms, initiatives and targets on the environment, whilst also bringing a number of other benefits to the organisation as an employer and benefits to employees and visitors. The plan will evolve over time in accordance with changing circumstances and the environment within which it is implemented.

4.4 The specific aims of the Framework Travel Plan are:

- To increase the awareness of employees and visitors of the potential for and advantages of travel to the site by more sustainable transport modes;
- To encourage car sharing;
- To provide practical information to employees on how they can access non-car modes of transport to and from the industrial and warehouse development;
- To facilitate the introduction of physical measures and management initiatives that will encourage employees and visitors to travel to the site by non-car modes;
- To display local bus information including nearest bus stops, timetables, routes, and costs in a prominent location within the buildings;



- 
- To display local walking and cycling routes to and from the site including approximate journey times;
  - To display the potential health and financial benefits that travelling by sustainable modes can offer; and
  - The inclusions of the above measures into a new employee starter pack to encourage sustainable travel from the first day of employment.

4.5 The key targets for the success of the Travel Plan will be the reduction in sole occupancy car journeys, to increase the take up and renewal of public transport passes and car sharing, to increase walking and cycle use and increase awareness of the benefits of sustainable travel.



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## **5.0 OBJECTIVES AND TARGETS**

### **5.1 Objectives**

5.1.1 The implementation of Travel Plans can offer a variety of benefits to organisations, employees and the local community. These benefits can include increased productivity (generated by a healthier, more motivated workforce), potential cost savings, reduced congestion, improved public transport services, reduced demand for car parking and improved access by employees, visitors and deliveries plus an improved environmental image.

5.1.2 The main objectives of a Travel Plan are to achieve a reduction in car use and a corresponding increase in walking, cycling and public transport use. By choosing to travel by more sustainable modes, employees and visitors will reduce congestion, emissions, air pollution and the use of finite fuel reserves.

5.1.3 The proposed measures will encourage more sustainable travel to and from the development than if the Travel Plan were not in place. The main objectives of each Travel Plan are:

- To reduce the number of car trips per unit per day;
- To increase membership and participation in a car share scheme;
- To increase employees membership to the local bicycle user group (BUG);
- To increase walking and cycle use;
- To increase the take up and renewal of public transport passes; and
- To increase awareness of benefits of sustainable travel.

### **5.2 Targets**

5.2.1 In order to set realistic and accurate targets and to establish existing travel to work habits, a staff travel survey will be carried out by employees of each individual unit



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within 6 months of their occupation. Analysis of these results will then help guide future targets, measures and future success of the unit's full Travel Plan.

- 5.2.2 Due to the application being at outline stage and hence the likely multi-occupancy nature of the site, it will not be possible to provide specific site wide targets. However, each individual occupied unit will have specific targets and these will fit into the general objectives laid down with this Framework Document.
- 5.2.3 It is important to establish that each unit's targets will provide a commitment to progressively reduce the number of car trips to the site as a whole.
- 5.2.4 Information gathered from the surveys will allow unit specific targets to be set for future years with a greater degree of accuracy and realism. Such targets may include increases in sustainable transport use, membership to any car sharing schemes, renewals of travel passes and purchase of new bicycles.
- 5.2.5 Therefore, targets will be submitted to OCC within 6 months of the completion of the staff travel survey for their approval.
- 5.2.6 An analysis of the 2011 Census Data has been undertaken to determine the journey to work profile for the ward boundary of Bicester East. This information will be compared to the empirical data collected during the staff travel surveys.
- 5.2.7 The information is summarised in **Table 3**.



**Table 3** – Method of Travel to work for Bicester East

Mode	Number	Percentage
Works at or mainly from home	134	4%
Underground/Metro	3	0%
Train	88	3%
Bus	131	4%
Taxi	8	0%
Driving a car/van	23	1%
Passenger in car/van	2101	63%
Motorcycle/Moped	227	7%
Bicycle	180	5%
Foot	441	13%
Other	10	0%
<b>Working Population</b>	<b>3,346</b>	<b>100%</b>



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## **6.0 PREPARATION AND INITIATION**

### **6.1 Plan Preparation**

6.1.1 A Travel Plan document for each unit will be submitted to the planning authority for their approval, prior to the occupation of that unit. However, until empirical data from the staff travel surveys is available, all targets set out within the Plans will be generic at this stage.

6.1.2 A full unit specific Travel Plan will be submitted within 6 months after the completion of the staff travel survey.

### **6.2 Plan Initiation**

6.2.1 The Travel Plan is intended to be an evolving strategy and will remain in place for the life of the site.

6.2.2 In order to establish a baseline scenario against which on-going progress can be assessed, the following information should be established within six months of the occupation of each unit:

- Employee modal split;
- Existing cycle and pedestrian infrastructure;
- Existing public transport services and infrastructure; and
- Car Parking supply and surveyed demand

6.2.3 The above information will come from the staff travel surveys.





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## **7.0 PLAN MAINTENANCE AND MEASURES**

7.0.1 The measures laid down within this Travel Plan Framework document are intended as a set of principles to which the Travel Plan for each unit will comply with.

### **7.1 Plan Maintenance**

7.1.1 It is recommended that, as each unit becomes occupied, a member of staff is designated as Travel Plan Co-ordinator (TPC) for that unit. This TPC will be responsible for the day-to-day running of the Travel Plan.

7.1.2 Each TPC will be provided with a copy of the document entitled "The Essential Guide to Travel Planning", issued by the Department for Transport or any such subsequent guidance which may supersede it.

7.1.3 The administration of the Plan will be the responsibility of the respective TPC.

7.1.4 Details of the nominated TPC will be submitted to OCC.

7.1.5 The TPC will implement the Plan, which will be developed in conjunction with and agreed by OCC.

7.1.6 Overall, the TPC will be responsible for the Travel Plan development submission to OCC, implementation, promotion and review.

### **7.2 The Role of the Travel Plan Co-Ordinator**

7.2.1 The TPC will be the first point of contact for staff, OCC and other outside organisations in all matters regarding staff travel. The TPC will maintain an up-to-date file containing all correspondence to and from staff relating to their Travel Plan.

7.2.2 In general, the role of the TPC will involve the following:



- Overseeing the development and implementation of the plan;
- Promoting and marketing the objectives and the benefits of the Travel Plan;
- Instigating the annual review meetings and inviting OCC as appropriate;
- Co-ordinating the necessary data collection exercises and monitoring programme required to develop the Travel Plan including the employee travel surveys, the results of which will be submitted to OCC on request or with the Travel Plan on completion;
- Consider if appropriate, setting up and maintaining a car share database;
- Consider if appropriate, organising cycle (Bicycle User Group – BUG) and public transport user groups for the staff;
- Reviewing the Plan annually in conjunction with OCC;
- The TPC will set up and maintain a filing system for all correspondence relating to the Travel Plan; and
- The TPC will set out and gain the support of senior management on how the employer can encourage staff to travel by more sustainable modes.

7.3.3 It should be noted that the above 'role' list provides general guidance. The main focus of the Travel Plan will be the employees of the development. However, it is anticipated that, where applicable, visitors will also be provided with information relating to travel by non-car modes, such as local public transport timetables.

7.3.4 The TPC will be able to delegate some of the duties set out above to nominated employees, as required, but they will retain overall responsibility for all matters pertaining to their Travel Plan.

7.3.5 The TPC will investigate if a Transport Working Group could be set up which would consist of the TPC, local public transport operators and OCC. Meetings and other communications of the Transport Working Group would provide a forum to oversee the successful implementation of the Travel Plan.



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### 7.3 **Travel Plan Co-ordinator Duties and Responsibilities**

7.3.1 Specifically, the TPC will demonstrate effective marketing to employees and visitors by the following:

- Informing employers and staff of the overall aims of the Plan;
- Informing staff of targets for achieving a lower mode share by car; and
- Reducing the level of car usage by a given extent over a given period.

7.3.2 This will be achieved through informing staff at interview stage and using prominent display boards, notices or leaflet distribution.

7.3.3 The TPC will demonstrate effective resourcing for plan measures by the following:

- Analyse the employee travel surveys;
- Indicate and identify any specific problems that are highlighted for example an increase in car use to the site;
- Investigate the potential for home working & flexible hours with the co-operation of senior management.
- Investigate the possibility of car sharers receiving priority parking.

7.3.4 The TPC will also provide information as part of the promotion of the Travel Plan to employees and visitors. The information will be the inclusion of 'Welcome Packs' and will be provided to new employees. These packs will be issued to staff and will include details on the Plan measures, as described below.

### 7.4 **Plan Measures**

7.4.1 Measures implemented to seek to reduce travel by private car will vary between the sites and whilst there are some schemes common to any site and land-use, it will be up to the initiative of the TPC to target specific measures to the problems and opportunities identified at the site. This will only be possible after the completion and



analysis of the staff travel plan.

7.4.2 Each individual Plan will include the following;

- The appointment of a TPC who's duties and roles will be laid out as described in Section 7.3 above;
- Targets – these will be site and unit specific and will be realistic and achievable and developed through careful interrogation of the results of the staff travel survey;
- Effective marketing of the plan – this will be aimed at new and existing employees through the staff welcome pack and notice boards and at visitors through postal information;
- A statement of support issued by senior management of each unit;
- Site specific incentives to reach targets and remediation for non compliance;
- Means of monitoring progress of the targets – this will be done through yearly issue of the staff travel survey; and
- Frequency of reporting results to OCC – this will tie in with the yearly monitoring of the targets as described above.

7.4.3 An information pack will also be produced and issued to OCC prior to the occupation of each unit. This information pack will be issued to all staff and visitors to each unit and will contain the following information;

- All objectives and measures of the Travel Plan;
- Information on public transport services in the vicinity of the site; and
- Information on the opportunities to walk and cycle to the site.

7.4.4 This information will also be permanently displayed on notice boards within each unit and will be updated, by the TPC, on a regular basis to ensure that it remains accurate.

7.4.5 Included within this information pack will be access routes to and from the site and these are shown in **Figure 2**.



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*Measures to Encourage Walking*

7.4.6 Travel to the site on foot will be actively promoted by the TPC, in liaison with the developer and planning authority. The TPC will also investigate the potential for introducing incentives for employees to walk to the site ensuring that footpaths on the site are well maintained.

7.4.7 Specific measures to encourage walking to the site are discussed below.

- Secure changing and shower facilities will be provided within each unit;
- Demand for facilities will be monitored through the staff travel survey and new facilities provided as necessary;
- Information and advice concerning safe pedestrian routes to the site will be available to employees;
- The TPC will explore the potential for improvements to off-site facilities and liaise with the planning authority when necessary;
- The TPC will raise awareness of the health benefits of walking through promotional material; and
- Maps providing safe walking routes indicating distances and times to the most common destinations near to the work place (such as local bus stops).

*Measures to Encourage Cycling*

7.4.8 In order to encourage cycling to the site the following measures have or will be introduced and marketed by the TPC;

- Sheltered and secure cycle parking will be located within each unit;
- Information and advice concerning safe cycle routes to the site will be available to employees;
- The TPC will try to negotiate discounts from cycle shops for staff to purchase a bicycle, the necessary safety equipment and waterproof clothing to enable them to commute to work by cycle;



- The TPC will investigate the initiation of a Bicycle User Group (BUG) to support staff that commute by cycle and to encourage others to do so;
- The TPC will establish contacts with the cycling officers of OCC to ensure input to the further development of any existing cycling strategy in the vicinity of the proposed development and
- The TPC will ensure that the cycle stores and changing facilities that are in place are adequate and maintained.

*Measures to Encourage the Use of Public Transport*

7.4.9 In order to make employees aware of and encourage the use of public transport to access the site the following measures will be included within the full Travel Plan for each unit:

- Details of relevant bus services will be prominently displayed for the information of employees.
- The TPC will liaise with the bus service operators to ensure that up-to-date timetable and route information is displayed
- The TPC will contact local bus operators to find out whether discounted ticketing initiatives are available; and
- The TPC will seek to encourage the use of public transport.

*Measures to Encourage the Use of Taxis*

7.4.11 More specifically aimed at visitors the following measures are designed to encourage use of taxis to access the site:

- The TPC will ensure the provision of contact details of suitably regulated local taxi operators to be prominently displayed for the information of employees; and
- Taxis will be booked for visitors on departing the site.



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*Measures to Encourage Car Sharing*

7.4.12 Car sharing schemes are an advanced internet based journey matching system that allows users to search for suitable people to share regular journeys with. Car sharers may be given preferential treatment for parking. Employers will be encouraged to provide a guaranteed lift home service in emergencies for car sharers. In addition the guaranteed lift home service could be extended to cater for 'emergency' or 'short notice' situations for staff that cycle or walk to the development site.

7.4.12 The TPC will investigate the possibility to enter into partnership with employers at the other units on the site or to employers in the local area to orchestrate their own car share database.

7.4.13 The aims of the scheme include reducing traffic congestion within Oxfordshire; reducing the day-to-day expense of travelling; and reducing the traffic pollution effects on the environment.

## **7.5 Route Management**

7.5.1 The preferred route for HGVs accessing the site is via the A4421 and onto the A41 to the south or the A4421 to the north and onto the A421. Routeing through Launton village to the east of the site for access to the/from the A41 will be discouraged through the Travel Plan process.

7.5.2 For on-site staff, the Site Management team will discuss the route with each driver via a staff briefing process prior to the driver's first departure from the site.

7.5.3 Suppliers will be advised accordingly to deter approaching vehicles from routing via Launton and will be provided with a routeing plan on approach to Bicester.



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## 7.6 Action Plan

7.6.1 The TPC will provide an Action Plan, an example of which is shown in **Appendix A** which will monitor the progress of Travel Plan and timescales. The full Travel Plan will be based upon the principles laid down in this Framework Document and the Action Plan.

7.6.2 The TPC will also liaise with OCC and report any results that are achieved from the Action Plan and travel survey.

## 7.7 Travel Database

7.6.1 As discussed above, the TPC will produce and maintain a staff travel database. Six months after occupying the development, the appointed TPC will obtain travel data by issuing the staff with a questionnaire survey.

7.6.2 Specifically, the Employee Travel Survey will include the following:

- postcode area of residence;
- normal working hours;
- mode of travel to work;
- car ownership and company car benefits;
- work related travel throughout the day;
- reasons for driving;
- driving commitments i.e. taking children to school etc;
- reasons for not using public transport and other modes;
- measures that would encourage car sharing, use of public transport or other non-car modes;
- staff, profile including age, gender etc

7.6.3 All data collected in connection with the Travel Plan will be subject to the provisions of the Data Protection Act and will only be released to OCC. However, in the interests





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of security, names and addresses of staff will not be provided, rather, postcode details of staff would be supplied.

- 7.6.4 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with OCC.



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## **8.0 TRAVEL PLAN PROMOTION**

- 8.1 It is very important that new employees are fully aware of the existence and benefits of the Travel Plan when they begin working at the site and that they are effectively “signed up” to the potential benefits it brings as soon as possible. To this end, the Travel Plan will be presented and promoted to the staff as a challenge rather than as a chore.
- 8.2 All employees will be informed of the existence of the Travel Plan. The details of the Travel Plan, including its objectives, the potential benefits for both individuals and for the environment, and the means by which it will operate, will be fully explained.
- 8.3 New employees will be informed about the Travel Plan prior to the commencement of their employment, the inclusion of relevant material in their induction pack and a Staff Travel Survey form will be distributed at the recruitment stage. Information relating to the Travel Plan will be displayed in a prominent location (or locations) where it will be easily accessible to employees, such as a notice board in the main reception area.
- 8.4 Other means of promoting the Travel Plan will also be investigated, which might take the form of staff newsletters and notice boards. Staff will also be encouraged to familiarise themselves with the Travel Plan.
- 8.5 The Travel Plan document will be available for inspection by employees. Information on the progress of the Travel Plan, including the results of the annual review, will be communicated to employees through the information displays and other means as appropriate.
- 8.6 The TPC will engage, from time to time, with OCC, in its travel awareness raising events.



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## 9.0 TRAVEL PLAN MONITORING AND REVIEW

### 9.1 Plan Monitoring

9.1.1 A formalised program of monitoring will be established to enable indicators of the success of the Travel Plan to be recorded at regular intervals. It is anticipated that an annual monitoring programme would be appropriate. The monitoring program will include some or all of the following 'hard' data:

- Usage of cycle parking (number of occupied stands);
- Usage of motorcycle parking (number of motorcycles parked);
- Demand for car parking (number of spaces occupied and monitoring of off-site parking in the vicinity of the site if appropriate);
- Car park survey and/or vehicle count of the site to determine trip generation;
- Demand for employee changing/locker/shower facilities; and
- Footfall surveys on walking routes around the site.

9.1.2 The Monitoring Program is to be agreed with the planning authority prior to initiation of the Travel Plan and will be included within the Plans.

9.1.3 Other information about the impact of the Travel Plan is less easily quantified but should be recorded as part of ongoing monitoring. These include;

- The level of enquiry and take-up of the car-sharing scheme;
- The take-up of any ticketing incentives for public transport services; and
- Any formal or informal comments made by employees regarding the operation of the Travel Plan.



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## 9.2 Review

9.2.1 Information obtained through the monitoring process will be recorded for input to the annual review, which will be undertaken on or around the anniversary of the introduction of each individual Plan.

9.2.2 The major element of the review will be the re-issue of the staff travel survey questionnaires. Although the travel database will be regularly updated, the re-issue of the questionnaire will offer the opportunity to gain new information about attitudes to travel and will enable changes in travel habits, such as modal share, to be compared with the data collected at the start of the Travel Plan.

9.2.3 The objective of the review will be to assess the success of the Travel Plan and to identify the potential for further initiatives. The TPC will be responsible for undertaking the review and for producing the Review Report. Successive reports will form appendices to the Travel Plan documents and will be submitted to the planning authority for information.

9.2.4 If any issues arise with the Travel Plan it is expected that the developer will have a chance to discuss them with Oxfordshire County Council in order to resolve a satisfactory outcome before additional measures are applied.

9.2.5 The following measures have been included in the Travel Plan in order to maximise the sustainability of the site:

- The appointment of a TPC and training of individual Travel Plan Co-ordinators before each individual unit is occupied;
- The provision of information detailing local amenities, public transport, car sharing, and walking/cycling facilities within employee welcome packs;
- The TPC is responsible for undertaking the review and for producing a Review Report which will be achieved by conducting a travel survey annually and liaising with Oxfordshire County Council on a regular basis;
- The offer of training sessions and personal travel advice for employees;



- 
- The initiation of a travel survey within 6 months; and
  - Monitoring and review of employee travel patterns.

9.2.6 The Travel Plan is expected to evolve over a period of time and it is the TPC's role to implement the Travel Plan effectively.

9.2.7 The TPC will be responsible for undertaking the review and for producing a Review Report achieve this by conduct a travel survey annually and liaise with Oxfordshire County Council.



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## **10.0 PLAN ADMINISTRATION**

- 10.1 A copy of the full Travel Plan will be supplied to nominated officers of the planning and highway authorities at the time of initiation. Copies will also be issued to the developer, for reference and for display.
- 10.2 The TPC will be responsible for keeping all records associated with the maintenance of the Plans including the employee databases and all relevant correspondence and records of all monitoring exercises. The Travel Plan files will be available for inspection by the planning and highway authorities at any time, subject to prior notice.
- 10.3 A change in the identity of the nominated TPC will be notified in writing to the planning authority.



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## **11.0 CONSULTATION**

- 11.1 The success of the Travel Plan will rely on the support of employees and visitors. Regular consultation will be critical to the ongoing success of the Travel Plan.
- 11.2 The mechanism for consultation with employee representatives will be formalised and proposals submitted to the planning authority for approval.
- 11.3 Regular liaison with the bus operators and Council officers responsible for public transport, cycling and strategic transport will also be necessary. A system of on-going liaison with the planning authority will be agreed prior to initiation of the Travel Plan.
- 11.4 The Travel Plan documents will include a contact list of nominated representatives from each of the operators and authorities. Amendments to nominated contact personnel will be notified to the TPC and/or the planning authority and the document shall be amended accordingly.

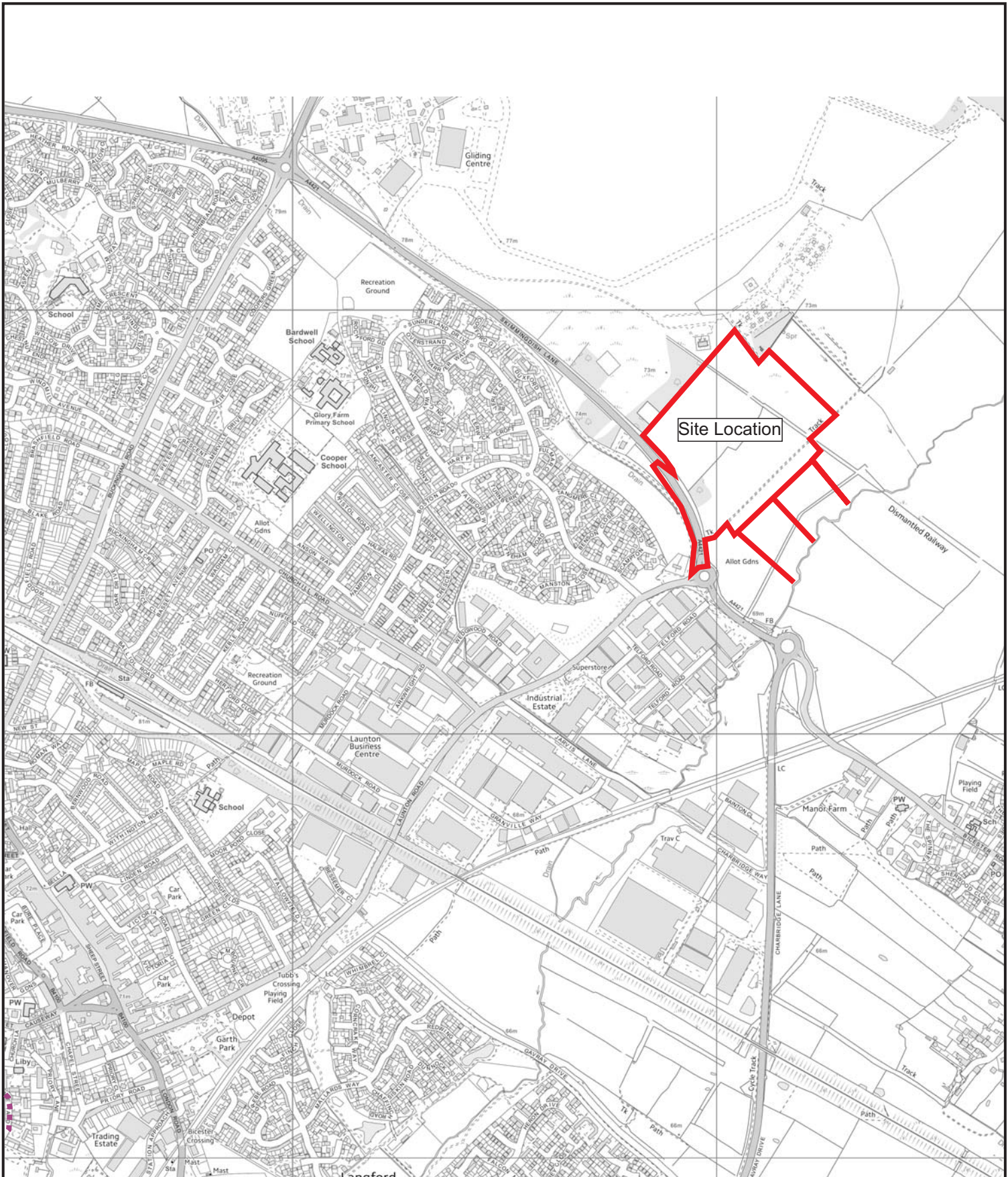
SKP/JLS/15230-02\_TP

20<sup>th</sup> May 2015



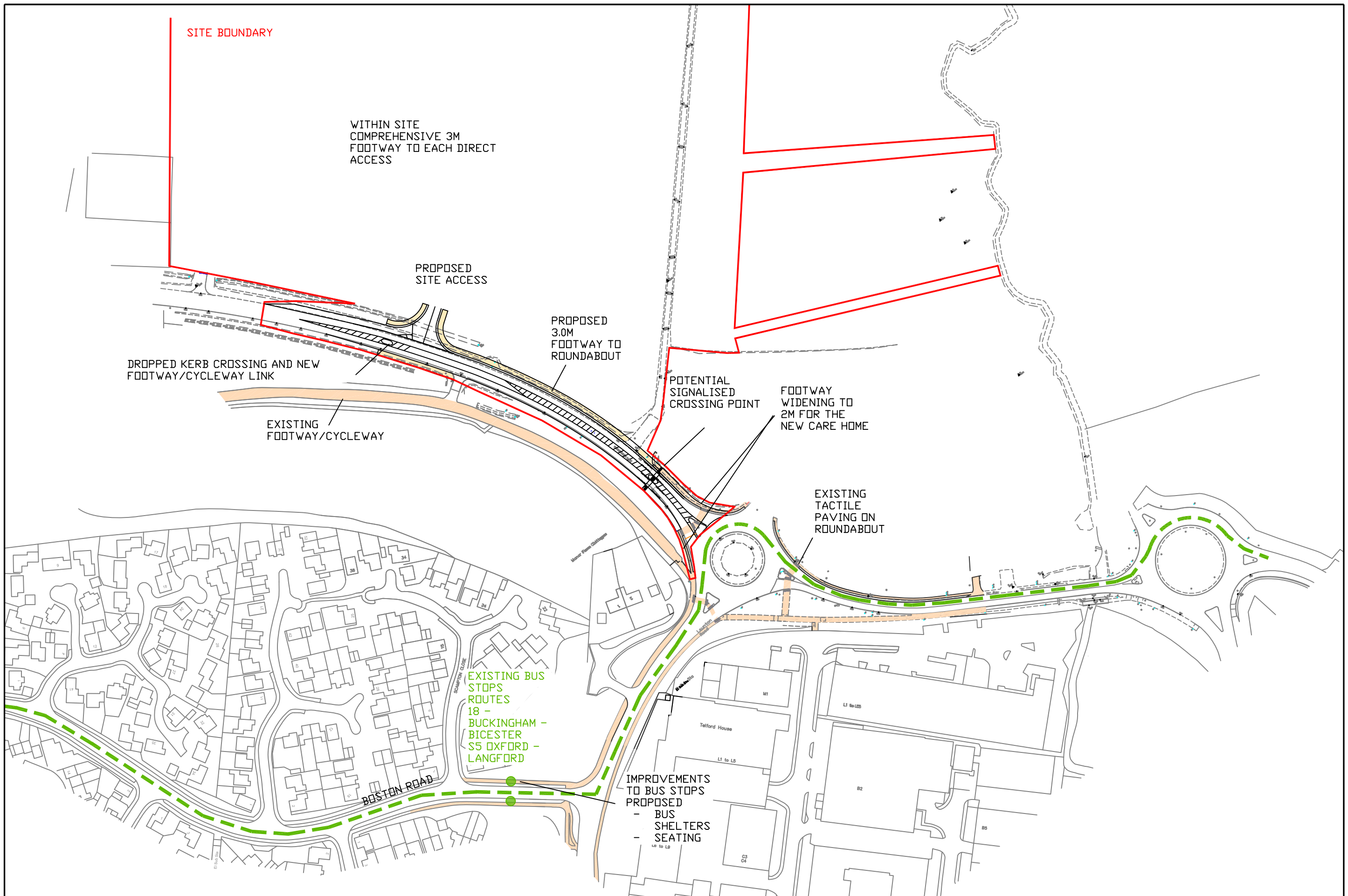
**Figure 1**







**Figure 2**



Based upon the ORDNANCE SURVEY MAPS with the permission of THE CONTROLLER OF HER MAJESTY'S STATIONERY OFFICE © Crown Copyright AL 100030412  
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REV	DESCRIPTION	DRAWN	INITIALS	DATE	DRAWING STATUS	CHECKED BY	DATE

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JOB TITLE Skimmingdish Lane, Bicester		CLIENT Albion Land	
DRAWING TITLE Site Accessibility Plan			
SCALE NTS	DRAWN BY BP	DATE May2015	DRAWING No 15230-04
REVISION A			



## Appendix A

## Bicester 11 – Action Plan - Travel Plan Framework

Action	Responsibility	Time Scale	Comments
<b>Prior to Occupation</b>			
Obtain Approval to Travel Plan Framework	DTA	Planning Submission	
Prepare and submit a full Travel Plan	TPC to arrange	Prior to occupation of premises.	A Full Travel Plan should be submitted by the occupier of each unit, including initiatives and targets specific to the unit occupier, in consultation with Oxfordshire County Council
Collate sustainable travel information	TPC	Prior to occupation of premises.	TPC to obtain bus timetables, bus, cycle and walking maps and taxi contacts from Oxfordshire County Council
Establish a sustainable travel noticeboard / area	TPC	Prior to occupation of premises.	Should be located in a prominent position and available to both staff and visitors
Ensure sustainable travel facilities are located in prominent locations and clearly signed	Developer / Contractor	Prior to occupation of premises.	Pedestrian routes, cycle parking, car share spaces should be well advertised and clearly signed
<b>Post Occupation</b>			
Route maps, bus timetables, taxi contacts to be available at all times for staff and visitors	TPC	At occupation of premises.	Information to be updated regularly.
Sustainable travel information to be made available to visitors to the site	TPC	At occupation of premises.	Links to journey planning websites to be made available on occupier websites (e.g. on a 'Find Us' page)
Ensure that employees are made aware of the Travel Plan during the recruitment process.	Recruitment Team	At occupation of premises and on-going	
Issue Staff Travel Survey	TPC	Within 6 months of occupation of premises	
Set up and maintain an employee travel database	TPC	Within 6 months of occupation of premises	To contain results of Staff Travel Survey for target-setting and monitoring purposes
Set up car sharing database / join existing scheme	TPC/Individual Colleagues	Within 6 months of occupation of premises	Provide details of car sharing schemes such as Liftshare and Twoshare
Discuss and brief employees on the emergency lift home procedure for car-sharers	TPC	Within 6 months of occupation of premises	
Set up a <b>Bicycle Users Group</b>	TPC	Within 6 months of occupation of premises	To promote cycling, offer support, encourage others, discuss problems etc.
Contact local cycle shops to offer possible financial assistance / benefits to purchase a cycle	TPC	Within 6 months of occupation of premises	i.e. Interest free loan / discounts
<b>Monitoring / Review</b>			
Include motivation, support and reward issues in staff newsletter.	TPC	On-going Review every 12 months	
Consider offering incentives for sustainable travel	TPC	On-going Review every 12 months	e.g. prize draws
Promote Cycling, advertising the health benefits and savings to be made.	TPC	Spring -Summer	Display health benefits promotional material and offer maps, cycle routes, information
Organise Cycle to Work events.	TPC	Spring -Summer	Offer incentives e.g., breakfast/give aways, promote National Bike Week in June
Promote Car Sharing and Public Transport and the cost benefits involved.	TPC	Autumn -Winter	Re-issue information on car sharing schemes such as Liftshare.
Meet with Oxfordshire County Council to discuss progress of Travel Plan	TPC	Every 12 months	Consult with Oxfordshire County Council
Undertake annual Staff Travel Surveys	TPC	On-going Review every 12 months	Monitor staff travel behaviour and use of sustainable travel facilities and initiatives (e.g. cycle parking, motorcycle parking, demand for car parking, bus service occupancy and car share scheme)
Analyse results of Staff Travel Survey and implement appropriate actions	TPC	On-going Review every 12 months	Monitor progress of Travel Plan. Monitor requests by employees for additional facilities to assist sustainable travel (e.g. provision of cycle parking, lockers, showers etc.)



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