



Bicester Gateway

Framework Travel Plan

On behalf of **Bloombridge LLP**

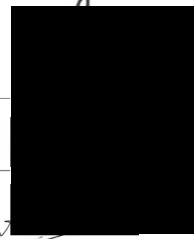


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1 Introduction

1.1 Introduction

- 1.1.1 Peter Brett Associates LLP (PBA) has been commissioned by Bloombridge LLP to provide highway and transport advice in support of the development of the Bicester Gateway site in Bicester, also identified in the local planning documents as the Bicester 10 allocation site. The Bicester Gateway site is earmarked within Cherwell District Council (CDC)'s Local Plan as a major employment development opportunity.
- 1.1.2 A Transport Assessment (TA) has been prepared to support an outline planning application for the first phase of development on the site. It provides an overview of the proposed development, sets out an assessment of the transport issues associated with the site and identifies a package of transport measures aimed at encouraging sustainable travel, managing the existing transport networks and mitigating the residual transport impacts of the development. The TA has had regard for the future development of Phase 2 in order to provide for comprehensive development (in due course).
- 1.1.3 This Framework Travel Plan (FTP) has been prepared in conjunction with the TA to support the application for Phase 1 and to demonstrate the developer's commitment to sustainable travel solutions for the development. The developer has also held pre-application consultations with the four surrounding parishes in order to understand the extent of possible local concerns, principally identified as 'rat-running'. This Framework Travel Plan therefore forms part of the package of transport measures supporting the development and limiting its impact on local transport networks.

1.2 Proposed Development

- 1.2.1 The development site is located to the south west of Bicester's built-up area. The site is bounded by the A41 to the northwest, Wendlebury Road to the southeast, disused A41 off slip lane linking to a bridge to Chesterton to the south. To the north the site is bounded by the left in/left out junction of Wendlebury Road / A41 southbound carriageway.
- 1.2.2 The proposals for the site have been assessed in transport terms having regard for the following maximum parameters:
- A 150-bedroom hotel; and
 - 180,000sqft of B1(a) use.

1.3 Type of Travel Plan

This Document – A Framework Travel Plan

- 1.3.1 At this outline application stage, the end occupiers for the development are not known. In addition, the proposed development includes two distinct, although complementary, land uses. In this context and in accordance with Oxfordshire County Council (OCC) guidance, the outline planning application is to be supported by a Framework Travel Plan.
- 1.3.2 OCC's advice on Travel Plans states that: *"The framework travel plan is used for larger mixed-use developments that will have a range of land uses and will have multiple occupiers or phase to the development. It will set out the overall higher end objectives of encouraging sustainable travel across the site and will be an overarching document that includes joint*

overall outcomes, targets and indicators which are centrally administrated for the tenants or end users on the development. It will outline a commitment for individual sites (or uses/elements) within the overall development to prepare and implement their own subsidiary travel plans.”

- 1.3.3 This document has been prepared within this framework.

Subsidiary Travel Plans

- 1.3.4 The Developer will include a covenant in future tenancy agreements / leases on the site which require that their tenants observe and adhere to the Framework Travel Plan, and that they produce a Subsidiary Travel Plan if the type and size of operation exceed the thresholds set by OCC determining when the preparation of an individual Travel Plan is necessary.
- 1.3.5 OCC's thresholds for Travel Plans, and associated Travel Plan Monitoring Fees can be found here:
<https://www.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/roadsandtransport/transportpoliciesandplans/newdevelopments/Travelplanrequirementsmonitoringfees.pdf>
- 1.3.6 Occupiers exceeding OCC's thresholds for an individual Travel Plans will need to prepare such a plan, labelled a Subsidiary Travel Plan to this Framework Travel Plan. The preparation of a Subsidiary Travel Plan will be:
- The responsibility of the individual occupier;
 - Required as part of the reserved matter application process or their tenancy agreement; and
 - Delivered under the umbrella of this overarching Framework Travel Plan, and therefore adhere to its guiding principles and objectives.
- 1.3.7 Each Subsidiary Travel Plan will be prepared by a Subsidiary Travel Plan Representative (appointed by the occupier prior to, or at the point of, occupation) with guidance from an overarching Bicester Gateway Travel Plan Co-ordinator.
- 1.3.8 OCC's guidance indicates that Subsidiary Travel Plan will have to be prepared within three months of each start of occupation.

1.4 Objectives of this Framework Travel Plan

- 1.4.1 The key objective of this Framework Travel Plan, and of all Subsidiary Travel Plans, is to reduce the overall number of car journeys by employees and visitors to the first phase development of the Bicester Gateway site.
- 1.4.2 A further objective is to promote sustainable travel by:
- Delivering local infrastructure improvements to improve access to the site by walking, cycling, and public transport;
 - Raising awareness of the choice of modes of travel available to users of the development site;
 - Encouraging the use of sustainable modes of travel to and from the site, through information and the organisation of targeted events/user groups on site; and
 - Target specific areas of potential traffic impact, such as on nearby villages by actively monitoring residual car trip making to and from the development. In other words, the

concerns raised about 'rat running' will be monitored and a dialogue maintained with the affected communities, with the Bicester Gateway Travel Plan Co-ordinator (see section 6.3) taking the lead.

1.5 Structure of This Report

1.5.1 This report is structured as follows:

- Section 2: Policy Review;
- Section 3: Existing Transport Conditions;
- Section 4: Provisional Baseline Modal Split;
- Section 5: Development Proposals and Travel Plan Measures;
- Section 6: Provisional Targets;
- Section 7: Management and Coordination;
- Section 8: Reporting, Monitoring and Review; and
- Section 9: Action Plan.

2 Relevant Policy and Guidance Review

2.1 Introduction

- 2.1.1 This section considers the planning context for the site, including CDC's Local Plan, the recently adopted Local Transport Plan 4 and its Transport Strategy for Bicester.

2.2 National Planning and Policy Context

National Planning Policy Framework (NPPF)

- 2.2.1 The National Planning Policy Framework (NPPF), Department for Communities and Local Government, (2012) sets out the Government's economic, environmental and social planning policies for the country. Taken together, these policies articulate the Government's vision of sustainable development, which should be interpreted and applied locally to meet local aspirations.
- 2.2.2 The NPPF sets out the Government's commitment to ensuring that the planning system does everything it can to support sustainable economic growth. A positive planning system is essential because, without growth, a sustainable future cannot be achieved. Planning must operate to encourage growth and not act as an impediment. Therefore, significant weight should be placed on the need to support economic growth through the planning system.
- 2.2.3 The NPPF sets out 12 Core Planning Principles at paragraph 17. With regards to the principles that Authorities should consider in determining planning applications (rather than those which specifically relate to plan making), these state that planning should:
- "3. Pro-actively drive and support sustainable economic development to deliver the homes, business and industrial units, infrastructure and thriving local places that the country needs. Every effort should be made objectively to identify and then meet the housing, business, and other development needs of an area, and respond positively to wider opportunities for growth...;*
- 9. Promote mixed use developments, and encourage multiple benefits from the use of land in urban and rural areas...; and*
- 11. Actively manage patterns of growth 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".*
- 2.2.4 The NPPF recognises the importance transport policies have in facilitating development but also in contributing to wider sustainability and health objectives. The Framework identifies at paragraph 32, that all developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

"The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;

Safe and suitable access to the site can be achieved for all people; and

Improvements can be undertaken within the transport network that cost effectively limits the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."

- 2.2.5 NPPF paragraphs 34 to 36, identifies that Local Authority plans and decisions should ensure developments that generate significant movements are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised. Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people. Therefore, developments should be located and designed where practical to:

“Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;

Create safe and secure layouts which minimise the conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones; and

Consider the needs of people with disabilities by all modes of transport.”

- 2.2.6 NPPF recognises that a key tool to facilitate this will be a Travel Plan such that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

National Planning Practice Guidance

- 2.2.7 The Government has recently adopted the National Planning Practice Guidance (NPPG), which provides comprehensive guidance *‘Transport evidence bases in Plan making’*, compatible with the NPPF, superseding much previous guidance, such as Department for Transport’s *‘Guidance on Transport Assessment’* (2007).

- 2.2.8 This NPPG includes a section dedicated to *“why are Travel Plans, Transport Assessments and Statements important”*, citing the following points:

- *“Encouraging sustainable travel;*
- *Lessening traffic generation and its detrimental impacts;*
- *Reducing carbon emissions and climate impacts;*
- *Creating accessible, connected, inclusive communities;*
- *Improving health outcomes and quality of life;*
- *Improving road safety; and*
- *Reducing the need for new development to increase existing road capacity or provide new roads.”*

- 2.2.9 The guidance specifies that it is linked directly to paragraphs 17 (bullet point 11), 39 and 40 of the NPPF and explains 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.

- 2.2.10 Under the section *“What key principles should be taken into account in preparing a Travel Plan, Transport Assessment or Statement?”*, the guidance states that Travel Plans, Transport Assessments and Statements should be:

- *“Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- *Established at the earliest practicable possible stage of a development proposal;*

- *Tailored to particular local circumstances (other locally-determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally); and*
- *Brought forward through collaborative ongoing working between the local planning authority/transport authority, transport operators, rail network operators, Highways England where there may be implications for the Strategic Road Network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

2.2.11 The guidance also sets out the ways in which these documents can be made to be as useful and accessible as possible – by ensuring that any information or assumptions should be set out clearly and be publicly accessible.

2.3 Local Policy Context

Connecting Oxfordshire 2015-2031 (LTP4)

- 2.3.1 The current Oxfordshire Local Transport Plan 2015-2031 (LTP4) focuses on delivering the transport framework and solutions to support the delivery of major growth planned within the County for the period to 2031. LTP4 is aimed at supporting the delivery of Local Plans and Core Strategies in the County and the objectives of the Local Enterprise Partnership's Strategic Economic Plan. The Plan states: *"we have a huge challenge to enable people to make the journeys they need to as the population grows, and avoid damage to the economy caused by severe congestion, as well as to protect the environment. So there needs to be a significant shift away from dependence on private cars, towards more people using forms of transport that use less road capacity and damage the environment less – where possible walking, cycling, or using public transport. Our aim is to make this happen by transforming travel by these means, supported by innovation"*. The document was adopted as policy in September 2015.
- 2.3.2 The Plan sets out as over-arching transport goals:
- *"To support jobs and housing growth and economic vitality;*
 - *To reduce transport emissions and meet [OCC's] obligations to Government;*
 - *To protect, and where possible enhance Oxfordshire's environment and improve quality of life; and*
 - *To improve public health, air quality, safety and individual wellbeing."*
- 2.3.3 These goals are translated into objectives structuring the County's transport policy for the period to 2031. These objectives are set out in Table 1 in the Plan, table which is reproduced below.

Table 2.1: LTP4 Objectives – Table 1 in LTP4 report.

Goal	Theme and section in Connecting Oxfordshire	Objective
To support jobs and housing growth and economic vitality	Supporting growth and economic vitality	Maintain and improve transport connections to support economic growth and vitality across the county
		Make most effective use of all available transport capacity through innovative management of the network
		Increase journey time reliability and minimise end-to-end public transport journey times on main routes
		Develop a high-quality, innovative and resilient integrated transport system that is attractive to customers and generates inward investment
To support the transition to a low carbon future	Reducing emissions	Minimise the need to travel
		Reduce the proportion of journeys made by private car by making the use of public transport, walking and cycling more attractive
		Influence the location and layout of development to maximise the use and value of existing and planned sustainable transport investment
		Reduce per capita carbon emissions from transport in Oxfordshire in line with UK Government targets
To support social inclusion and equality of opportunity To protect and where possible enhance Oxfordshire's environment and improve quality of health To improve public health, safety and individual wellbeing	Improving quality of life	Mitigate and wherever possible enhance the impacts of transport on the local built, historic and natural environment
		Improve public health and wellbeing by increasing levels of walking and cycling, reducing transport emissions, reducing casualties and enabling inclusive access to jobs, education, training and services

2.3.4 The Plan includes specific local strategies, including a strategy for the Bicester area. This strategy identifies several opportunities to improve Bicester's local transport networks in order to support planned growth locally, including:

- Road improvements delivering western, eastern and southern peripheral corridors;

- Improvements in rail access, including direct services to London from the Bicester Village station and future connections to Milton Keynes, Bletchley and Bedford to the north and Didcot and Reading to the south, all as part of the East-West Rail project;
- Improvements at the M40 Junctions 9 and 10 as well as the possible creation of a new junction on the M40 as part of the Oxford-Cambridge Expressway project; and
- The promotion of sustainable travel by the development of Travel Plans for key developments, improving pedestrian, cycle and public transport links from the town centre to major developments and railway stations, specific public transport improvements on key corridors, and the development of a specific public transport offer connecting with Oxford and the rest of the Knowledge Spine.

2.3.5 A number of identified elements of the strategy are directly relevant to the Bicester Gateway site including:

- Southern peripheral corridor, connecting the A41 east and west of Bicester via a new road around the south of the town – this scheme is currently out for consultation, with one of the two options consulted upon running through the Bicester Gateway development and connecting at the A41 Kingsmere Roundabout with the A41;
- Potential freight interchange at Graven Hill that would be linked to the southern peripheral corridor scheme;
- Park and Ride at the A41 Kingsmere Roundabout, directly opposite the site, providing increased bus accessibility plus connections to the wider Knowledge Spine as part of the provision of a turn-up and go bus service connecting to Oxford;
- Enhancing pedestrian, cycle and public transport links from the stations to key employment sites, putting the onus on connecting the Bicester Gateway site to the town centre and the local Bicester Village station;
- Improving bus services along key corridors, with specific mention of improved connections to the Bicester Business Park site;
- Improved access to Bicester Village, with direct implications on connectivity to the south west of Bicester;
- Southern connectivity project, delivering pedestrian and cycle links between residential and employment sites to the south of Bicester;
- Securing green links between proposed development sites on the outskirts of the town and existing Public Rights of Way, providing a series of leisure / health walks, which would apply to Bicester Gateway given its location on the edge of the town; and
- Increased awareness of travel choices, which in the case of Bicester Gateway will relate to the development of a Travel Plan.

The Cherwell Local Plan (adopted July 2015)

2.3.6 The Cherwell Local Plan was adopted in July 2015. It allocates 10,129 new homes in Bicester supporting a significant employment allocation (138ha). The Bicester Gateway site is an allocated site within the Plan. The following specific policy requirements are identified in terms of transport:

- Contribution towards M40 Junction 9 Phase 2 improvements;

- Contribution towards local road improvements;
- Safeguarding of land for the southern peripheral route;
- Integration/connectivity improvements with South West Bicester site (Kingsmere), Bicester Village and Bicester town centre;
- Green Infrastructure links;
- Travel Plan;
- Pedestrian and cycle improvements along the A41 corridor with improved connection to nearby developments; and
- Improved bus connection with the provision of bus stops on site.

2.4 Summary

- 2.4.1 In summary, the planning context for the Bicester Gateway development emphasises the importance of developing a sustainable transport strategy in support of the development. The local policies highlight the significant growth opportunities within Bicester and the significant transport network improvements required to support such a growth. It also points out that Smart Choices and Sustainable Travel solutions have to play a key part in delivering growth locally.
- 2.4.2 The commitment to the delivery of a Travel Plan supporting development on the Bicester gateway site is framed within clear National Policy guidance and emphasised further by local planning and transport policies. This Framework Travel Plan is therefore directly relevant to the development's policy context.

2.5 Local Travel Plan Guidance

- 2.5.1 OCC Travel Plan and Monitoring Fee Thresholds document can be found at the following link: <https://www.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/roadsandtransport/transportpoliciesandplans/newdevelopments/Travelplanrequirementsmonitoringfees.pdf>
- 2.5.2 OCC Transport for New Developments: Transport Assessments and Travel Plans March 2014 provides detailed guidance in relation to the objective of Travel Plans prepared in support of development proposals within the County and also in terms of type of plans and their structure. Of relevance to the first phase of development on the Bicester Gateway site are the following extracts:

"A Framework Travel Plan must:

- *Be produced for mixed-use developments with multiple occupiers and/or phases where any of the uses exceeds the travel plan threshold set out in Annex 1. Note that a Framework Travel Plan may also be required where individual uses do not exceed the threshold, depending on the combined impact of the development;*
- *Include joint overall outcomes, targets and indicators which are centrally administrated; and*
- *Outline a commitment for individual sites (or uses/elements) within the overall development to prepare and implement their own Subsidiary Travel Plans.*

*Framework Travel Plans must be submitted and approved prior to planning permission.
Individual Subsidiary Travel Plans must be written and submitted to Oxfordshire for approval
(as per Oxfordshire County Council requirements) within three months of occupation. “*

2.5.3 This Framework Travel Plan meets these requirements.

3 Existing Transport Conditions

3.1 Introduction

- 3.1.1 This section considers the existing transport conditions in the vicinity of the development site. It provides details of the site's location, its proximity to local facilities and amenities and its accessibility by walking, cycling and public transport.

3.2 Site Location and Description

- 3.2.1 The site is located approximately 2.5km north-east of the M40 Junction 9 on the A41. The M40 forms part of the strategic road network providing connection to London and the South East and then to Birmingham in the north.
- 3.2.2 The site is located on the western approach to Bicester along the A41. The site is accessed via a recently constructed roundabout junction at the A41 with Vendee Drive leading into the South-West Bicester Urban Extension (Kingsmere). A short section of road connects the A41 Kingsmere Roundabout to Wendlebury Road, a local country road running parallel to the A41 forming the eastern edge of the development connecting to villages to the southwest of Bicester.
- 3.2.3 The site is a relatively narrow section of land between the A41 and Wendlebury Road, straddling over a connector road between the A41 Kingsmere roundabout and Wendlebury Road. The land is identified for development to accommodate the office buildings to the south and a hotel to the north, as part of a development on site.
- 3.2.4 **Figures 3.1** and **3.2** illustrate the site within its context.

3.3 Local Facilities and Amenities

- 3.3.1 The Bicester Gateway site is in close proximity to a number of key facilities likely to be of use to staff and visitors at the development. The Bicester Avenue retail development provides opportunities for food retail and a cafe for lunch breaks. A Tesco store and a Burger King outlet are located within a kilometre from the site and will provide further facilities for lunch or other grocery purchases. Bicester Village includes few cafes and restaurants which will offer other options for future staff to the site, albeit some 1,400m away (an 18-minute walk). The Kingsmere development also includes a local centre with shops, cafés and restaurants within 1km of the site. **Figure 3.3** illustrates the proposed development site in relation to available local facilities.
- 3.3.2 The following table provides a summary of the local facilities available within proximity of the development site. The distances are taken from a notional centroid for the development site. The journey times provided in the table have been based on guidance from DfT's Core National Accessibility Statistics, IHT's *'Providing for Journeys on Foot'*, and Manual for Streets. These documents suggest that an 800 metre walk can be achieved by an average person in around 10 minutes. In addition, average cycling speed has been suggested as 16 km/h.

Table 3.1: Distance to Key Facilities

Facility / Destination	Location / Street	Distance (km/m)	Journey Time on Foot (mins/ secs)	Journey Time on bicycle (mins/ secs)
Local Amenities / Community				
Bicester Avenue	Wendlebury Road	400m	5 mins	2mins
Tesco Store	Pingle Drive	1,000m	13mins	4mins
Burger King	A41/ Oxford Road Roundabout	1,000m	13mins	4mins
Other Retail/Cafes	Bicester Retail Village	1,400m	18mins	5mins
Other Facilities				
E.g. Community Hospital, Bicester	Bicester Town	1,500m	19mins	6mins
Bank, Post office (Bicester Town centre)	Bicester Town centre	2,400m	30mins	9mins
Retail, Community Centre, Bar/Restaurant, health village, Secondary and Primary School	Kingsmere Site	950m	12mins	4mins
Park and Ride Facility	At A41/Vendee Drive Roundabout	150m	2mins	1min

- 3.3.3 In considering the proximity of these key facilities and amenities with regards to walking distances, the most recent transport statistics are set out within the DfT's 'National Travel Survey: 2015' (NTS). This indicates that 22% of all journeys and 76% of journeys under one mile (1.6km) are made on foot. Table NTS0306 within the NTS also indicates that the average walking trip length is 0.8miles (1.3km).
- 3.3.4 The NPPF now supersedes the Planning Policy Guidance (PPG), however PPG13 states 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 2 kilometres."*
- 3.3.5 In addition, the most recent guidance on this issue is provided by Manual for Streets (MfS) which, at Paragraph 4.4.1, states that:
- "Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' [up to about 800m] walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km."*
- 3.3.6 Again, this is reiterated and substantiated in the recent NTS, which identifies that the average trip length by bicycle is 3 miles (4.8km). Furthermore, Table NTS0308 identifies that 83% of all cycle trips are over 1 mile (1.6km) and 55% over 2 miles (3.2km). A total of 82% of all cycle journeys are made over distances less than 5 miles (8km).

- 3.3.7 This shows that the site is located in close proximity to various facilities which future staff and visitors to the site will be able to use on a day-to-day basis. Further facilities may be provided as part of the Bicester Gateway development as well.

3.4 Site Accessibility by Non-Car Modes

Walking and Cycling

- 3.4.1 The Bicester Gateway site benefits from good existing walking and cycling facilities. Many of these have been recently developed to support the proposed South West Bicester Urban Extension (Kingsmere). **Figures 3.4** and **3.5** illustrate the existing pedestrian and cycling routes surrounding the site. **Figures 3.6** presents walking and cycling isochrones from the development. Wendlebury Road is part of National Cycle Route (NCR) 51, which is a long distance route connecting Colchester and Oxford. Locally NCR 51 provides access to Bicester Village and Bicester town to the north of the site and runs along the eastern side of the A41 on a segregated track, with suitable crossing points into Bicester Village and town. Both rail stations are within cycling distance of the Bicester Gateway site, with Bicester Village station the nearest and connected to the NCR 51.
- 3.4.2 A shared 2.5m wide footway/cycleway is located along the northern side of Vendee Drive and provides connection into the Kingsmere development. On the approach to the A41 Kingsmere Roundabout, this facility crosses over to the southern side of Vendee Drive via a central splitter island. This then extends to the Kingsmere Roundabout and connects into the Park and Ride (P&R) site. This route also connects with a similar facility provided on the western side of the A41 into Bicester town centre.
- 3.4.3 Traffic signal controlled crossings are located at key crossing points along the A41 corridor including as part of recent traffic signal junctions delivered as part of the Kingsmere and Bicester Business Park developments. These, combined with the other facilities detailed above, mean that continuous off-carriageway routes are available in the vicinity of the site connecting to the rest of Bicester.
- 3.4.4 Off carriageway walking / cycling links are also provided on the redundant 'Chesterton slip roads' to the south of the site connecting to Chesterton.

Public Transport

Bus

- 3.4.5 The main bus operator in the area around the site is Stagecoach. **Table 3.2** summarises the service numbers, routes and their frequencies near the site. **Figure 3.7** illustrates the key bus routes operating in the area around the site.
- 3.4.6 The nearest bus stop to the site is situated approximately 250m to the east along the A41 and is served by services S5 and 26 traveling in the eastbound direction into town. Some bus services operate beyond Bicester town centre, calling at Launton, Ambrosden and Arncott. The nearest westbound bus stops are located at the Park and Ride site and on the A41 to the west of the site, approximately 400m from the centre of the site. This bus stop is served by service S5 connecting Bicester town centre to Oxford primarily. There is an available walking route from the development to the Park and Ride, with pedestrian crossing across the eastern arm of the A41 Kingsmere Roundabout and then across the northern (Vendee Drive) arm to reach the Park and Ride site.

Table 3.2: Local Bus Services and Frequencies

Service/ Operator	Route	Frequency		
		Mon-Fri	Sat	Sun and Bank Holidays
26	Bicester – Kingsmere - Bicester	30mins	30mins	-
S5	Oxford – Gosford –Bicester – Glory Farm - Launton	15mins	15mins	30mins
NS5	Oxford – Gosford –Bicester – Glory Farm	One service (night)	4 x hourly service to Bicester, 2 services to Oxford (night)	4 x hourly service to Bicester, 2 services to Oxford (night)

Source: www.travelinesoutheast.org.uk

- 3.4.7 Bus service 26 connects the development to Bicester North railway station. Service S5 provides good connectivity to Oxford city centre and then Glory Farm to the north of Bicester with frequent services. The journey time to Oxford city centre is 31 minutes and between 5 and 8 minutes to Bicester town centre from the site.
- 3.4.8 Stagecoach operates an express service between Oxford, Buckingham, Milton Keynes, Bedford and Cambridge, which calls at Bicester Village every half an hour every day.

Rail

- 3.4.9 There are two passenger rail stations in Bicester: Bicester Village (approximately 2km from the site) and Bicester North (2.5km from the site). Station locations are shown on **Figure 3.3** and rail services to these stations are summarised below. Bicester Village station has been recently revamped by operator Chiltern Railways as part of a general plan to connect better the nearby Bicester Village retail outlet to rail services.

Bicester Village

- 3.4.10 Bicester Village railway station is a newly renamed station and was previously named as 'Bicester Town'. It is accessible by walk in 25 minutes and around an 8-minute cycle ride from the site. The station is served by trains to and from Oxford Parkway station and London Marylebone station. All the trains serving the station are operated by Chiltern Railways. The journey time from London Marylebone Station to Bicester Village is approximately 50 minutes and the service is available every 20-30 minutes throughout the day. Further, journey time from Oxford Parkway is 10 minute which makes the site at a convenient commutable distance from both the major destinations.
- 3.4.11 Covered cycle storage facility is available at the station for 50 bikes, which encourages linked commuting trips on bike and train.

Bicester North

- 3.4.12 Bicester North rail station is located 2.5km from the site and is approximately a 10-minute cycle ride from the site. Bicester North is the main train station for the town, with services operating to and from London Marylebone, Birmingham Snow Hill and Stratford-upon-Avon at a regular frequency. The station is managed by Chiltern Railways and has 575 car parking spaces and 80 cycle parking spaces.

3.4.13 **Table 3.3** illustrates train connections during weekday and weekend from the stations.

Table 3.3: Train Services at Bicester Stations

Station	From/to	Weekday times	Weekend
Bicester Village	London Marylebone	20-30 minutes	15-20 minutes
	Oxford Parkway	30 minutes	30 minutes
Bicester North	Birmingham Snowhill	60 minutes	60 minutes
	Banbury	30 minutes	30 minutes
	Warwick	60 minutes	60 minutes
	Leamington Spa	30-60 minutes	30-60 minutes

The **Table 3.3** shows that the train stations in Bicester provide excellent connections to the Oxford, Birmingham, Banbury, Warwick, Leamington Spa and areas in London for commuting.

3.5 Local Highway Network

A41

- 3.5.1 The A41 is a dual carriageway road connecting the M40 to the centre of Bicester. The site is accessed off the A41 at a roundabout with Vendee Drive that also forms the access into the Bicester Park and Ride site. The road is subject to a 40mph speed limit from the A41/Vendee Drive Roundabout, and then reduces to 30mph on approach to Oxford Road. Between the site access roundabout and Oxford Road, a three arm signal junction provides access to an existing Premier Inn Hotel and parts of the South West Bicester Urban Extension. Approximately 150m southwest of the A41 / Oxford Road junction, another signal controlled three arm junction provides access to new Tesco Superstore and permitted Bicester Business Park. Both these junctions include controlled pedestrian crossing facilities across the side roads and the A41.

Vendee Drive

- 3.5.2 Vendee Drive is a single carriageway road with footways on both sides north of the roundabout junction with the A41. It provides a route around the South West Bicester Urban Extension as well as around Bicester town centre.

Wendlebury Road

- 3.5.3 Wendlebury Road is a single carriageway of varying width ranging from around 4m to more than 6m. Wendlebury Road links to the westbound carriageway of the A41 by the Bicester Avenue development at a left in/left out junction. Approximately 5.5 km south of the site, it meets the B430 Northampton Road, whilst running parallel to A41 and A34, bypassing M40J9. There is a footway along the frontage of the development site northern parcel along Wendlebury Road only. The road is subject to the national speed limit along the site frontage.
- 3.5.4 Consultation with the Parish Council at Wendlebury indicated that Wendlebury Road is perceived to be a local 'rat-run' route around the M40J9 and the Parish Council raised concerns about the development generating additional rat-running traffic through the village. In practice, it is unlikely that the proposed development would have a significant impact on traffic flows through the village, but the developer has agreed to offer means of controlling development traffic assignment through this Framework Travel Plan.

M40 Junction 9

- 3.5.5 M40 Junction 9 is located under 3km south of the site and links to Birmingham in north and London in south via M40. It links to Oxford via A34 to the southwest. The improvements to the grade separated junction were completed in 2015 with widening on both the A34 and A41 approaching into the junction and improved signalisation and signage with the aim to alleviate congestion on the A34 north/eastbound and A41 south/westbound carriageway as well as improving safety.

4 Provisional Baseline Modal Split

4.1 Introduction

- 4.1.1 This section provides an indication of the likely baseline modal split to be expected at the proposed development. This baseline modal split is provisional at this stage as the end occupiers on site are not known.
- 4.1.2 A baseline modal split will be established after the first travel survey is undertaken at the site post occupation.

4.2 Census Data Journey to Work Modal Split

- 4.2.1 The following table provides a provisional baseline modal split based on Journey-to-Work Census data for MSOA Cherwell 016. The MSOA (Middle Layer Super Output Area) chosen for the purpose of this analysis is the MSOA within which the site is located. It is a mainly rural MSOA and this is reflected within the Modal Split observed within the area. However, it must be noted that the proposed development is located on the edge of Bicester's build up area and next to a large residential Urban extension to the town. Furthermore, it will benefit from good sustainable transport connections to Bicester and the Urban Extension (i.e. potential employees). Mode split therefore has the potential to improve on the Baseline Modal Split shown below.

Table 4.1: Provisional Baseline Modal Split

Mode	Total
Vehicles	72.1%
Passengers	15.8%
Cyclists	2.2%
Pedestrians	3.9%
Public Transport	3.8%
Train	1.2%
Other	1%
Total	100%

5 Travel Plan Measures

5.1 Introduction

- 5.1.1 The OCC's 'Transport for New Developments – Transport Assessments and Travel Plans' (March 2014) guidance states that *“measures must be appropriate for the development in question and form a package of actions with credible potential to achieve the stated objectives and targets in the Travel Plan. They must consist of a mixture of short, medium and long term actions (pre- and post-construction) and include positive incentives to encourage the use of alternatives to the car as well as some demand restraint”*.
- 5.1.2 This section of the Framework Travel Plan sets out both the infrastructure and marketing/awareness raising measures that will seek to provide employees and visitors to the Bicester Gateway site the fullest opportunity to travel to and from the site sustainably. These measures will seek to reduce the need to travel, reduce car use and encourage walking, cycling and public transport use.

5.2 Infrastructure Measures – Development Proposals

Walking and Cycling

- 5.2.1 The development benefits from excellent accessibility by walking and cycling. The development proposals, in terms of improved infrastructure, aim at establishing suitable connections between the development and the walking and cycling networks available within close proximity of the site.
- 5.2.2 In this context, the development proposes to deliver a 3m wide segregated shared footway/cycleway along the A41, along the entire frontage of the development. This proposal would present an improvement on the narrow footpath currently provided and would form an extension further to the west of the facility already provided on the southern side of the A41 north of the Bicester Avenue site.
- 5.2.3 Pedestrian and cycle access to/from the first phase of the Bicester Gateway development would be gained from this new shared footway/cycleway.
- 5.2.4 The proposal would also include a widening of the crossing already provided at the Bicester Avenue access onto the A41 to facilitate its use by cyclists. The existing informal crossing across the site access road from the A41/Vendee Drive Roundabout would be re-provided but left in its current location as it provides a direct crossing route on the proposed improved facility.
- 5.2.5 The proposed improved facility would connect with the disused slip road linking to the bridge to Chesterton. This would provide a pedestrian and cycle only connection back to Wendlebury Road and the NCR51.
- 5.2.6 The proposal could lead to the diversion of the NCR51 to the proposed improved facility on the A41, with suitable changes to signage.
- 5.2.7 The above pedestrian and cycle infrastructure improvements will effectively provide a wider benefit to the local community through the upgrading of a further section of the National Cycle Route 51. In this way, the Bicester Gateway will be well connected to the surrounding networks and allow travel to/from Bicester town centre, developments along the A41 (Bicester Avenue, Tesco, Bicester Village), Bicester train stations, and the Kingsmere development by non-motorised transport to be a convenient, safe and viable option.

Public Transport

- 5.2.8 In order to connect the Bicester Gateway development into the surrounding public transport network, it is proposed to deliver a westbound/southbound bus stop on the A41 to be located to the north/east of the A41/Vendee Drive Roundabout. A layby is already provided and the proposal is to deliver a stop at the layby. This stop would be served by local services to/from Bicester town centre and stations.
- 5.2.9 This new bus stop on the existing S5 south/westbound service would provide employees and visitors to the development with a connection to Oxford as well. This stop would be located within a 400m walk of the development. North/eastbound services would be accessible to the development via the existing bus stop on the north side of the A41, stop that would be access via existing footways and crossing across the A41 at the A41/Vendee Drive Roundabout.

Parking

Cycle Parking

- 5.2.10 Cycle parking will be provided throughout the development. All cycle parking will be secured, covered, convenient and visible. The minimum level of cycle parking provision will be in line with OCC standards. Current minimum standards are detailed in the table below.

Table 5.1: Cycle Parking Provision

Cycle Parking Type	Hotel	Office B1(a)
Employees	1 stand per 12 staff	1 stand per 150sqm GFA
Visitors	1 stand per 10 bedrooms	1 stand per 500sqm GFA

Note: 1 stand = 2 spaces

- 5.2.11 The exact location of these cycle parking spaces will be determined at the reserved matters application stage.

Vehicle Parking

- 5.2.12 Car parking for the development will be provided in line with OCC standards. Current maximum parking levels for OCC have been obtained through liaisons with OCC and are set out below:
- Hotel: 1 space per bedroom; and
 - Office B1(a): 1 space per 30sqm GFA.
- 5.2.13 The exact location of these car parking spaces will be determined at the reserved matters application stage.
- 5.2.14 Parking for mobility impaired people will be provided in the most accessible locations and will meet OCC's standards
- 5.2.15 It is proposed to control the use of the car parking provision within the office development by use of a permit scheme, whereby employees will need to apply for a permit to park on site. This management technique will allow the Framework Travel Plan Coordinator some control over parking on site and give the opportunity to manage permits in a way that encourages car sharing and the use of electric cars.

Electric Vehicle Charging Points

- 5.2.16 The hotel and office car parks will also provide electric car parking spaces fully equipped as electric car charging points. It is currently proposed that the hotel will provide at least 3 such spaces and each B1 occupier will provide a minimum of 2 electric car charging points. This is subject to refinement through discussions with final occupiers and OCC, and the detailed design and reserved matters application processes. Should demand for the provided electric vehicle charging points outstrip provision, the Occupier should provide additional charging point spaces. This should be monitored by the Subsidiary Travel Plan Representatives as part of their monitoring process (see **Section 7.3**).

Residual Development Traffic Assignment Control

- 5.2.17 In order to limit the number of development vehicular trips perceived to be associated with peak hour 'rat-running' made through the village of Wendlebury Road, it is proposed to control business park development traffic assignment through a campaign awareness, indicating clearly to the site's users that the vehicular route into the development is via the A41/Vendee Drive Roundabout.
- 5.2.18 It is also proposed to monitor development traffic potentially using Wendlebury Road as an access route to the development by the use of suitably located ANPR cameras at the development plot site access junctions. If 'rat-running' through Wendlebury from the development becomes an issue, the use of the proposed cameras will evidence any issue as well as supporting additional awareness raising actions. In addition, and in conjunction with the proposed parking management strategy on site, access to a parking permit on site could be denied to site users who infringe the routing restriction through Wendlebury, as a penalty mechanism.
- 5.2.19 The proposed cameras will be maintained by either the end users or the site's management company if applicable.

5.3 Awareness Raising and Marketing Measures

The Bicester Gateway Travel Plan Coordinator

- 5.3.1 An overarching Travel Plan Coordinator for the whole site will be appointed. This person will be responsible for ensuring that the overarching Framework Travel Plan is implemented, managed, monitored and reviewed over time, as well as ensuring that all Subsidiary Travel Plans for each Occupier are also implemented, managed and monitored by their respective Subsidiary Travel Plan Representatives. The Bicester Gateway Travel Plan Coordinator will either be based permanently at the site, or have a good knowledge of it and the surrounding area and make regular site visits. See **Section 7.2** for further details on the roles and responsibilities of the Bicester Gateway Travel Plan Coordinator.

The Subsidiary Travel Plan Representatives (each Occupier)

- 5.3.2 In addition to an overarching Travel Plan Coordinator for the whole development, each Occupier will be required to appoint their own Subsidiary Travel Plan Representative before, or at the time of, occupation. The Subsidiary Travel Plan Representative will be responsible for the preparation, implementation and monitoring of each Subsidiary Travel Plan, which must be submitted within 3 months of occupation. In addition, the Subsidiary Travel Plan Representative will be responsible for the on-going implementation, monitoring and managing of the Subsidiary Travel Plan, with guidance and assistance from the Travel Plan Coordinator if required. Full details of the Subsidiary Travel Plan Representative's role and responsibilities are included at **Section 7.3**.

Travel Plan Forum

- 5.3.3 The Travel Plan Coordinator and the Subsidiary Travel Plan Representatives will form a Travel Plan Forum for the development where they will exchange information and coordinate actions. The Travel Plan Coordinator will be appointed by the developer for the initial 5 years of the Plan (from first occupation) and then will be nominated from members of the Forum once the initial Developer driven 5 years of the Plan are complete.

Staff Welcome Packs

- 5.3.4 Staff Welcome Packs will be provided for employees at each Occupier site. The core information and content for this will be provided to the Subsidiary Travel Plan Representatives by the Travel Plan Coordinator but this will be adjusted by the Subsidiary Travel Plan Representatives to provide a bespoke and appropriate pack for each Occupier site in question (including bespoke branding and imagery, as required). These packs will include the following information:

- Contact details for the Travel Plan Coordinator;
- Contact details for the Subsidiary Travel Plan Representative;
- Details of the Framework Travel Plan and Subsidiary Travel Plan, their objectives and targets;
- Walking and cycling maps showing safe routes to local facilities;
- Details of WalkBUDI and BikeBUDI matching services provided through Liftshare (online journey matching services to find travelling companions for walking and cycling <https://walkbudi.liftshare.com/> <https://bikebudi.liftshare.com/>);
- Information on Adult Cycle Training sessions, including how to book a session and costs (See **Sections 5.3.11** and **12** for further details);
- Information on Car Sharing, including details of Liftshare and their online money saving calculator <https://liftshare.com/uk> <https://liftshare.com/uk/savings-calculator> ;
- Site-specific public transport information with a map showing routes, bus stop locations timetable and ticket information;
- Links to OCC's live public transport travel information map: <http://voyager.oxfordshire.gov.uk/map.aspx?maplayers=naptan>
- Details of national car free days and other relevant local / national travel planning initiatives will be advertised to all residents / employees on site;
- Information on the annual bike repair services (i.e. Dr. Bike) and scheduled visits that will be arranged by the Travel Plan Coordinator;
- Information and advice on buying a bicycle, including local stockists;
- Information on cost savings associated with switching to sustainable modes of travel;
- Promotion of flexible working and travel arrangements including home working, condensed working hours (where appropriate), and reassurance that lateness due to public transport would not be penalised;

- Information on health and well-being benefits associated with switching to sustainable modes of travel; and
- Web address for the Travel Information pages on any company Intranet or website (see **Section 5.3.5** for further details), which will detail sustainable travel options for employees.

Travel Information Notice Boards

- 5.3.5 Notice boards or digital display boards will be provided in public staff areas (for example in kitchens, locker rooms or breakout areas) which will provide travel information including maps, timetables, ticket information and any upcoming local or national sustainable travel events. If possible, Real Time Passenger Information on bus and train arrivals/departures will also be displayed. Details of the Bicester Gateway Travel Plan Coordinator and Subsidiary Travel Plan Representative should also be displayed here.

Travel Pages on Intranets and/or Websites

- 5.3.6 Where websites and intranets are available for occupiers, a page for travel information will be provided, and the link/address made known to all staff and visitors. This page(s) will include similar information to the Travel Information Notice Boards. For staff-only intranets, a link to the Staff Welcome Pack should also be included.

WalkBUDI

- 5.3.7 As part of the basic core sustainable travel information provided to all Subsidiary Travel Plan Representatives, the Bicester Gateway Travel Plan Coordinator will provide details of the national walking-buddy journey matching website WalkBUDI (operated as part of the Liftshare group). This website operates in a similar way to the Liftshare car-sharing website whereby users register themselves and their journeys and the website will match the users with others taking similar routes. This may encourage employees across the Bicester Gateway site to walk to the site if they can walk with someone else instead of alone.
- <https://walkbudi.liftshare.com/>

BikeBUDI

- 5.3.8 As part of the basic core sustainable travel information provided to all Subsidiary Travel Plan Representatives, the Bicester Gateway Travel Plan Coordinator will provide details of the national cycling-buddy journey matching website BikeBUDI (operated as part of the Liftshare group). This website also operates in a similar way to the Liftshare car-sharing website with users registering themselves and their journeys, and the website matching users with others taking similar routes. This may ride with someone else instead of alone.
- <https://bikebudi.liftshare.com/>

OCC's Live Public Transport Departures Page

- 5.3.9 The Bicester Gateway Travel Plan Coordinator will also provide all Subsidiary Travel Plan Representatives with the link to OCC's public transport Live Departures map, which should be disseminated to all staff via the Staff Welcome Packs. Regular reminders that this map exists (perhaps via emails or announcements at staff meetings) may encourage staff to try using public transport if they can see when services are due to arrive, or are delayed/cancelled, and through the support and promotion of public transport use by each Occupier and respective Subsidiary Travel Plan Representative.
- <http://voyager.oxfordshire.gov.uk/map.aspx?maplayers=naptan>

Dr Bike Sessions

- 5.3.10 The Bicester Gateway Travel Plan Coordinator will arrange for annual bike repair and servicing (“Dr Bike”) sessions to be held at a central location in the Bicester Gateway site once a year. Employees across the site will be able to book themselves in for an appointment and be able to drop their bikes off in the morning then collect in the afternoon. On-site mechanics will then be able to undertake servicing and basic repairs and provide advice to employees. Each occupier is encouraged to cover the cost (or subsidise the cost) of their staff’s Dr Bike session. The cycle mechanics may also be able to offer advice on good bike shops in the local area.

Adult Cycle Training

- 5.3.11 Adult Cycle Training sessions will be offered to any employees that show an interest. Initial information on this will be included within the Staff Welcome Packs. The Subsidiary Travel Plan Representatives will be responsible for promoting this service and collating details of any interested employees, which will then be passed on to the Bicester Gateway Travel Plan Coordinator.
- 5.3.12 The Bicester Gateway Travel Plan Coordinator will then organise for Adult Training sessions with OCC, consolidating employees from different Occupiers on site if necessary. Conversations with the Road Safety Team Leader at OCC has confirmed that the County do offer adult cycle training sessions at a cost of £45 per adult for a 3-hour session; a minimum of 3 adults are required per session. Each occupier will be responsible for funding any Adult Cycle Training, or subsidising it, for their employees. The developer will not fund any Adult Cycle Training sessions but will facilitate organising them through the Bicester Gateway Travel Plan Coordinator.

Cycle Maintenance Kits

- 5.3.13 Each occupier will provide a cycle maintenance kit for use by employees and visitors. The kit should include basic cycle maintenance equipment. Employees should be made aware of its location through the Staff Welcome Pack. It is recommended that the kit be looked after either by the Subsidiary Travel Plan Representative or a nominated individual on site.

Bicycle User Groups (BUGs)

- 5.3.14 Developing a Bicycle User Group (BUG) can have many benefits and will be made up of employees who are already cycling and also encourage the uptake of more cyclists. The group can also allow cyclists to find a bike buddy; a proficient cyclist who can help someone who wants to cycle but perhaps lacks confidence, or just a few people who are willing to cycle together as a group. It also allows likeminded individuals to meet up socially and discuss cycling issues that they feel should be addressed and can help raise awareness of the need for better facilities for cyclists at work. The Subsidiary Travel Plan Representative will be responsible for setting a BUG up at each occupier site by organising and chairing an initial meeting, inviting all employees so that interested individuals can attend. Going forward, the BUG can become self-sustaining and self-governing.

Sustainable Travel Information Provided to Hotel Guests at Time of Booking

- 5.3.15 Sustainable travel modes, including walking, cycling, public transport and car-sharing will be promoted for hotel guests (including any corporate guests) by either advertising over the phone or flagging on line a “*have you considered how you’ll travel?*” banner/ question before the booking purchase. The hotel’s travel pages on its website will then be provided (either

verbally or as a link on the ticket website) to allow visitors to plan their journey by modes other than private car.

Incentives for Hotel Guests to Travel Sustainably

- 5.3.16 The hotel may consider providing a free incentive to any guests (including corporate visitors for meetings and conferences) that can provide proof of sustainable travel to the hotel upon arrival/check in. This could include providing a free coffee or similar for anyone providing a valid public transport, taxi, car-share ticket/receipt, evidence of cycling equipment, or through asking at point of check-in how the guest travelled that day.
- 5.3.17 If offered, a free incentive for sustainable travel of this kind should be advertised on the hotel website on the booking and payment pages, along with links to the travel information pages of the same website.

Bus Taster Tickets

- 5.3.18 The Bicester Gateway Travel Plan Coordinator will liaise with local bus operators and seek to source free taster tickets for all employees across the Bicester Gateway site (including hotel staff). This measure will be dependent on the discretion of the bus operators and the final staffing levels across all occupiers. If successful in sourcing these free bus taster tickets, the Bicester Gateway Travel Plan Coordinator will disseminate to all Subsidiary Travel Plan Representatives who will then be responsible for distributing to all staff, along with promotion of local bus services and reiteration of bus maps, timetable information etc. as included in the Staff Welcome Packs.

Promotion of Car Sharing

- 5.3.19 As part of the basic core sustainable travel information provided to all Subsidiary Travel Plan Representatives, the Bicester Gateway Travel Plan Coordinator will provide details of the national car-sharing and journey matching platform Liftshare - <https://liftshare.com/uk>. The time and financial benefits of car sharing should also be provided, including links to Liftshare's saving calculator <https://liftshare.com/uk/savings-calculator>

Promotion of the use of Electric and Hybrid Vehicles

- 5.3.20 As stated at **Section 5.2.12**, all occupiers will be required to provide electric vehicle charging points. The provision of these spaces, and their location, should be promoted to all staff in the Staff Welcome Packs by the Subsidiary Travel Plan Representatives, and mentioned in staff meetings or alternatives to highlight them. In addition, if any occupiers are to provide company cars or pool cars, electric and hybrid vehicles should be included.
- 5.3.21 Incentives for use of electric or hybrid cars should also be considered by occupiers, including offering a guaranteed parking space for these vehicles.
- 5.3.22 Should demand for the provided electric vehicle charging points outstrip provision, the occupier should provide additional charging point spaces. This should be monitored by the Subsidiary Travel Plan Representatives as part of their monitoring process.

Reduction in the Need to Travel

- 5.3.23 Each occupier must ensure that, where appropriate to occupier use/operations, flexible working is endorsed. This should include technology to enable homeworking, teleconferencing and video conferencing. This should also include the ability to condense working hours (i.e. working a 30 hour week in 4 days and not coming into the office on a Friday, for example), and enabling "Flexitime" where staff can start and finish earlier or later than standard hours as long as contracted hours are worked over the week. In addition, all

- organisations should avoid penalising staff for lateness related to public transport use, provided that staff alert their management en-route at their earliest opportunity that they may be late.
- 5.3.24 The hotel should also provide adequate broadband and wireless capabilities to allow corporate and conference guests to work remotely, including the provision of teleconference/videoconference facilities.

6 Provisional Modal Split Targets

6.1 Introduction

- 6.1.1 Setting targets is an essential part of guiding and measuring the outcomes of any Travel Plan. Targets should be **S.M.A.R.T** (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, and **T**ime bound).
- 6.1.2 At this stage, prior to any occupation and Baseline Travel Surveys, it is not possible to set modal split targets that fully reflect the nature of the Bicester Gateway site and its occupiers. However, provisional modal split targets based on the preliminary Baseline Modal Split included at **Section 4**, and the measures included at **Section 5**, can be set out.
- 6.1.3 These provisional targets, for years 1, 3 and 5, following first occupation, for B1 office and hotel uses, are set out below, but are subject to refinement through the Baseline Travel Surveys process for each occupier and adjustments to suit each occupier's bespoke operations. Each Subsidiary Travel Plan will include full targets for their own site but will be guided by these interim overarching targets.

6.2 Provisional Modal Split Targets

- 6.2.1 The following table summarises the provisional modal split targets that are identified at this stage for the proposed development based on the type of measures identified above.

Table 6.1: Provisional Modal Split Target

Mode	Provisional Baseline	Year 3	Year 5
Vehicles	72.1%	67%	62%
Passengers	15.8%	16%	17%
Cyclists	2.2%	5%	6%
Pedestrians	3.9%	5%	6%
Public Transport	3.8%	5%	6%
Train	1.2%	1%	2%
Other	1%	1%	1%
Total	100%	100%	100%

- 6.2.2 The Framework Travel Plan target will be to achieve a 10% point reduction in single occupancy car use. This will result in an increase in mode share for sustainable modes of transport. The provisional modal split indicated above shows this target reduction in single car use and suggests likely changes to other modes although these will be monitored through the Travel Surveys process.

7 Management and Coordination

7.1 Introduction

- 7.1.1 A Travel Plan must be seen as a 'living document' that should be updated and amended to ensure the most up to date information is included. It is therefore essential that the on-going management arrangements are agreed in advance, and the commitment to the plan by all the relevant parties is set out in the planning obligation.
- 7.1.2 Furthermore, OCC's '*Transport for New Developments – Transport Assessments and Travel Plans*' guidance states that a Travel Plan Coordinator is responsible for driving every aspect of the Travel Plan forward. It further states that "*this includes implementing measures and initiatives, marketing activities, maintaining enthusiasm for the plan, monitoring and evaluating performance, assessing whether targets have been met and regularly updating the Travel Plan to reflect any changes. They are also responsible for liaising with external parties such as public transport operators and OCC*".
- 7.1.3 This section of the Framework Travel Plan details how this Framework Travel Plan will be managed and marketed to ensure that those involved are given the benefits of sustainable transport

7.2 The Bicester Gateway Travel Plan Coordinator

- 7.2.1 The Framework Travel Plan will be overseen by the Bicester Gateway Travel Plan Coordinator, who will be appointed and funded by the developer (or through an Estate Management Company, should one be appointed before any occupation of the site occurs) for the first 5 years of the Plan after first occupation on site. Once these first 5 years elapsed, the role of Travel Plan Coordinator will be taken up by a member of the Travel Plan Forum. The appointed Travel Plan Coordinator will be identified to OCC prior to any occupation of the site, and may be either an employee of the Developer, or an Estate Management Company, or a third party Consultancy. In addition, the appointed Travel Plan Coordinator's name and contact details will be provided to all Subsidiary Travel Plan Representatives and included in all Subsidiary Travel Plan documents.
- 7.2.2 The Bicester Gateway Travel Plan Coordinator will coordinate all elements of sustainable travel across the site, being an overarching role across the whole site. Subsidiary Travel Plan Representatives (see **Section 7.3** below) will sit beneath this Travel Plan Coordinator, within the Framework Travel Plan management structure.
- 7.2.3 With the above in mind, the Bicester Gateway Travel Plan Coordinator's responsibilities will include the following:
- Ensuring all sustainable transport infrastructure is in place and operational;
 - Ensuring all occupiers appoint a Subsidiary Travel Plan Representative at the point of occupation;
 - Preparation of the transport information for the Staff Welcome Packs and providing these to each Subsidiary Travel Plan Representative – the Bicester Gateway Travel Plan Coordinator will only provide the core basic information to each Subsidiary Travel Plan Representative; the Subsidiary Travel Plan Representative will then need to adapt this information into a bespoke and appropriate pack for their organisation, to reflect branding, shift patterns and other bespoke measures/incentives that may be implemented at each occupier site;

- Ensuring all Subsidiary Travel Plan Representatives are aware of their own roles and responsibilities (see **Section 7.3** below);
- Ensuring all Subsidiary Travel Plan Representatives prepare their Subsidiary Travel Plan within 3 months of occupation, and that Subsidiary Travel Plans are prepared in accordance with this Framework Travel Plan. The Bicester Gateway Travel Plan Coordinator will review each Subsidiary Travel Plan and provide comments back to the Subsidiary Travel Plan Representatives before submitting any finalised Subsidiary Travel Plans to OCC on behalf of the occupiers;
- Ensuring all measures and incentives included in the Subsidiary Travel Plans are implemented through liaison with and provision of assistance to the Subsidiary Travel Plan Representatives;
- Ensuring the Staff Welcome Packs are disseminated to all staff at all occupiers via the Subsidiary Travel Plan Representatives;
- Setting up bicycle repair and servicing sessions (“Dr Bike”) sessions at Bicester Gateway on an annual basis and ensuring all Subsidiary Travel Plan Representatives are aware and promote this within their organisations;
- Ensuring all Subsidiary Travel Plans include for the promotion of Adult Cycle Training, and assisting Subsidiary Travel Plan Representatives to organise any training, including consolidating training across different occupiers if necessary;
- Ensuring all Subsidiary Travel Plans include for the promotion of existing Car Sharing website Liftshare;
- Representing the ‘human face’ of the Framework Travel Plan, explaining the purpose and the opportunities on offer to Subsidiary Travel Plan Representatives and to employees and visitors to the site if necessary;
- Assisting Subsidiary Travel Plan Representatives with advice on marketing and promotion of their respective Subsidiary Travel Plans;
- Liaison with key stakeholders such as public transport operators and OCC;
- Obtaining Bus Taster Tickets on behalf of each Subsidiary Travel Plan Representative and ensuring these are disseminated by the Subsidiary Travel Plan Representatives within each organisation;
- Ensuring each occupier undertakes Baseline Travel Surveys in the first March following their occupation, and that each Subsidiary Travel Plan Representative updates their Subsidiary Travel Plan to include these results, and adjust targets if necessary. The Bicester Gateway Travel Plan Coordinator will then submit any updated Subsidiary Travel Plans to OCC on behalf of the occupiers;
- Ensuring each occupier undertakes Staff Travel Surveys every 2 years in March following Baseline Travel Surveys and ensuring that Subsidiary Travel Plan Representatives prepare a monitoring report to include the results of these Staff Travel Surveys;
- Ensuring each Subsidiary Travel Plan Representative also updates their Subsidiary Travel Plans following surveys and monitoring reports;
- Organising Traffic Surveys (ATCs) to coincide with the biennial Staff Travel Surveys, to allow for comparison to the self-reported Staff Travel Survey results;

- Collating Biennial (once every two years) Monitoring Reports from all occupiers into a single document for submission to OCC, which will also include results from the Traffic Surveys (ATCs) and a conclusion as to the success or otherwise of the various Subsidiary Travel Plans in achieving their targets;
- Liaising with surrounding communities to monitor 'rat running' traffic related to the business park;
- Assisting Subsidiary Travel Plan Representatives to implement any sustainable travel measure; and
- On-going liaison with OCC regarding the various Travel Plans across the Bicester Gateway site.

7.2.4 Full details on the monitoring, reporting and mitigation strategies are included at **Section 8**.

7.3 The Subsidiary Travel Plan Representatives

7.3.1 The developer will include a covenant in future tenancy agreements / leases on the site which require that their tenants observe and adhere to this Framework Travel Plan, and that they produce a Subsidiary Travel Plan if the size and type of their organisation exceeds the thresholds above which OCC consider an individual Travel Plan to be necessary. OCC's thresholds for Travel Plans, and associated Travel Plan Monitoring Fees can be found here: <https://www.oxfordshire.gov.uk/cms/sites/default/files/folders/documents/roadsandtransport/transportpoliciesandplans/newdevelopments/Travelplanrequirementsmonitoringfees.pdf>

7.3.2 Occupiers falling below OCC's thresholds for Subsidiary Travel Plans will be covered by this Framework Travel Plan.

7.3.3 For occupiers exceeding the OCC's Travel Plan thresholds, they will be required to appoint their own Subsidiary Travel Plan Representative prior to or at the point of occupation. The Subsidiary Travel Plan Representative will report back to the Bicester Gateway Travel Plan Coordinator but will be responsible for preparing a Subsidiary Travel Plan within 3 months of occupation that will adhere to the guiding principles, objectives and measures included within this Framework Travel Plan.

7.3.4 With the above in mind, the Subsidiary Travel Plan Representative's responsibilities will include the following:

- Preparing the Subsidiary Travel Plan within 3 months of occupation in accordance with this Framework Travel Plan, and sending the Subsidiary Travel Plan to the Bicester Gateway Travel Plan Coordinator for review and comment. The Subsidiary Travel Plan Representative will be responsible for incorporating any comments made on the Subsidiary Travel Plan and sending a finalised version of the Subsidiary Travel Plan to the Bicester Gateway Travel Plan Coordinator, who will submit the document to OCC on behalf of the Subsidiary Travel Plan Representative;
- Ensuring all measures and incentives included in the Subsidiary Travel Plans are implemented through;
- Taking the core transport and travel information provided by the Bicester Gateway Travel Plan Coordinator and adapting it to become a bespoke and appropriate Staff Welcome Pack for their organisation, to reflect branding, shift patterns and other bespoke measures/incentives that may be implemented at each occupier
- Disseminating the Staff Welcome Pack to all staff (existing, and new starters going forward);

- Promoting the bicycle repair and servicing sessions (“Dr Bike”) that will be set up and organised by the Bicester Gateway Travel Plan Coordinator;
- Ensuring all Subsidiary Travel Plans include for the promotion of Adult Cycle Training, and passing on details of any staff interested in this to the Bicester Gateway Travel Plan Coordinator so that sessions may be booked;
- Including within their Subsidiary Travel Plans the promotion of existing Car Sharing website Liftshare;
- Representing the ‘human face’ of the Subsidiary Travel Plan within their organisation – all staff at the occupier site should know the name and contact details of their Subsidiary Travel Plan Representative and all Subsidiary Travel Plan Representatives should be able to provide advice and information to staff on travel related issues as required;
- Undertaking marketing, promotion and awareness raising of their Subsidiary Travel Plan within their organisation;
- Disseminating Bus Taster Tickets to staff within their organisation;
- Undertaking Baseline Travel Surveys in the first March following their occupation, then updating their Subsidiary Travel Plan to include these results, and adjust targets if necessary. Updated Subsidiary Travel Plans will then be sent to the Bicester Gateway Travel Plan Coordinator who will submit to OCC on behalf of the occupier;
- Undertaking biennial (every two years) Staff Travel Questionnaires, in March, following Baseline Travel Surveys
- Preparing a monitoring report that includes the Staff Travel Questionnaire results, resultant mode split and progress against set targets and sending this Monitoring Report to the Bicester Gateway Travel Plan Coordinator who will collate it into a site-wide Monitoring Report along with Traffic Survey results, and submit to OCC;
- Monitoring the level of parking in electric car charging spaces and, if demand is outstripping supply, seek to deliver additional electric car charging parking spaces;
- Updating the Subsidiary Travel Plan following biennial Staff Travel Questionnaires and Monitoring Reports; and
- Identifying if the mitigation strategy has been triggered and then implementing the mitigation strategy.

7.3.5 Full details on the monitoring, reporting and mitigation strategies are included at **Section 8**.

7.4 Funding

7.4.1 Some of the measures outlined within this Framework Travel Plan will be funded and implemented by the developer (and have been identified as such in **Section 5**). The developer will therefore fund the following:

- On- and off-site highway improvements, including walking and cycling facilities, implemented by the developer;
- Proposed new south-westbound bus stop on the A41;

- Funding of the Bicester Gateway Travel Plan Coordinator role and any measures solely the responsibility of this individual, as indicated within **Section 5**, for the first 5 years after first occupation on site.
- 7.4.2 All occupiers will need to appoint their own Subsidiary Travel Plan Representative and prepare and implement their own Subsidiary Travel Plan. Measures that are not funded by the developer (i.e. measures not identified within **Section 5** to be funded by the developer) will be funded by the occupier.

8 Reporting, Monitoring and Review

8.1 Introduction

- 8.1.1 Travel Plans are living documents that need to be updated regularly and implementing a Travel Plan involves a continuous process for improving, monitoring, reviewing and adjusting the measures in the plan to reflect changing circumstances. Monitoring the Travel Plan is essential in gauging the success of the measures adopted at meeting the targets set. This section of the Framework Travel Plan sets out the monitoring, reporting, review and mitigation strategies for the development's Framework Travel Plan.

8.2 Preparation of Subsidiary Travel Plans

- 8.2.1 Each occupier with a size and type of operation exceeding OCC's thresholds for determining whether a Subsidiary Travel Plan will be required will need to prepare and submit a Subsidiary Travel Plan within 3 months of occupation. The Subsidiary Travel Plan Representative will be responsible for preparing this document, with guidance from the Bicester Gateway Travel Plan Coordinator if required. The Subsidiary Travel Plan will adhere to the guidance and objectives in this Framework Travel Plan, and will include a suite of measures and incentives appropriate for that occupier informed by the measures included in this Framework Travel Plan. Additional measures and incentives above those included in this document can be incorporated if it will benefit the sustainable travel options for staff and visitors to the occupier's premises.

- 8.2.2 The Subsidiary Travel Plans will include the following sections:

- **Introduction** – this will include details of the Occupier site, a site plan, GFA, number of employees and estimated levels of visitors, operating profile (hours and shift patterns etc.) and date of occupation; and
- **Objectives** – this will reflect the objectives of this Framework Travel Plan included at **Section 1.4**.

Reference to Framework Travel Plan

- **Existing Travel Options** – this will reflect the details included in **Section 3** of this Framework Travel Plan. The number of car parking and cycle parking spaces available to staff and visitors at each Occupier site should also be included.
- **Baseline Modal Split** – in the first instance, if the Subsidiary Travel Plan is being prepared before Baseline Travel Surveys have been undertaken (see **Section 8.3** below), then the interim baseline modal split from this Framework Travel Plan should be used, which is based on Census Journey to Work data for the local area. Once Baseline Travel Surveys have been undertaken in the next occurring March, then the Subsidiary Travel Plan must be updated to include these results. If the Subsidiary Travel Plan is being prepared after March and the Baseline Travel Surveys have been undertaken, then the accurate modal split derived from the surveys should be used.
- **Sustainable Travel Measures** – this section of the Subsidiary Travel Plan should include the most appropriate suite of incentives and measures that can be implemented at the occupier's site. The Bicester Gateway Travel Plan Coordinator may be able to help select the most appropriate from those included in this Framework Travel Plan. Additional measures and incentives above those in this document can be included.
- **Subsidiary Travel Plan Targets** – these should be S.M.A.R.T and informed by the targets included in this Framework Travel Plan. Results of the Baseline Travel Survey and future biennial monitoring surveys may well require targets to be adjusted. Targets

will be agreed with OCC and any deviations from them in the lifetime of the Subsidiary Travel Plan should be agreed with OCC.

- **Remedial Measures** – details on what the Occupier site will do if their targets are not met repeatedly. These will be in line with the proposed remedial measures included in this Framework Travel Plan unless otherwise agreed with OCC.

8.3 Baseline Travel Surveys

- 8.3.1 Each Occupier will undertake their Baseline Travel Surveys in the first week of March occurring after Occupation.
- 8.3.2 If occupation occurs, for example, in January, the Occupier site will undertake Baseline Travel Surveys in the first week of March of the same year, and use these results to derive an accurate Baseline Modal Split and associated targets for the Subsidiary Travel Plan that will need to be prepared and submitted to OCC via the Bicester Gateway Travel Plan Coordinator, within 3 months of occupation (in this example, by April).
- 8.3.3 If occupation occurs, for example, in May, a Subsidiary Travel Plan will be prepared by the August of the same year (adhering to the stipulation that Subsidiary Travel Plans be prepared and submitted within 3 months of occupation) and will utilise interim Baseline Modal Splits taken from this Framework Travel Plan as derived from Census Journey to Work data. This initial Subsidiary Travel Plan will be submitted to OCC via the Bicester Gateway Travel Plan Coordinator. Baseline Travel Surveys will then take place in the following first week of March of the next year, and the results will be used to update the Subsidiary Travel Plan with an accurate Baseline Modal Split and targets can be revised accordingly. This updated Subsidiary Travel Plan will also be submitted to OCC via the Bicester Gateway Travel Plan Coordinator.
- 8.3.4 Baseline Travel Surveys for all occupiers will take the form of a Staff Travel Questionnaire, which will be completed by all staff at the occupier site.
- 8.3.5 Allowing all Baseline Travel Surveys (and on-going future biennial monitoring surveys) to take place in the first week of March allows for a streamlined approach to surveying, meaning all data across the whole of the Bicester Gateway site is collected in a neutral month and is comparable. It also avoids different surveys for each occupier taking places at various times throughout the year, which is difficult for the Bicester Gateway Travel Plan Coordinator to oversee and manage.

8.4 Monitoring and Reporting

- 8.4.1 Monitoring of all Subsidiary Travel Plans will occur biennially (every two years) across the site following first occupation (i.e. when the first occupier moves in and is fully operational), and will take place in the first week of March of years 1, 3 and 5 following the first occupation, or longer if requested by OCC.
- 8.4.2 If an occupier “moves in” before March in a non-monitoring year, they will need to do their Baseline Travel Surveys in that March and then join the rest of the site in the Monitoring Surveys the following March.
- 8.4.3 If an occupier “moves in” after the March of a non-monitoring year, they will undertake their Baseline Travel Surveys the following year when the rest of the site undertakes their Monitoring Surveys.
- 8.4.4 Each Subsidiary Travel Plan Representative will undertake monitoring in the form of the Staff Travel Questionnaire used during the Baseline Travel Surveys. This will allow for comparative data to be collected for each occupier on site. The Subsidiary Travel Plan Representative will

collate and analyse the results of the Staff Travel Questionnaire in a Subsidiary Monitoring Report that will then be sent to the Bicester Gateway Travel Plan Coordinator. Each Subsidiary Monitoring Report will include the following:

- **Introduction and Background.** This will provide information on the site to which the report relates and provide details on the site's occupants;
- **Results of the Surveys.** This will detail the results of the Staff Travel Questionnaire that has been undertaken and modal split levels, including identification of abnormal results;
- **Initiatives Undertaken.** This will provide details on the measures and initiatives undertaken over the year;
- **Problems and Issues.** This will highlight any problems encountered in implementing the Travel Plan and clarify any issues which remain unresolved and / or require additional attention;
- **Specific Measures from the Travel Plan.** This section will detail how the Travel Plan measures have been implemented;
- **Travel Plan Amendments.** This section will propose changes to the Travel Plan where appropriate and provide justification for these changes, for agreement with OCC; and
- **Next Steps.** This will summarise the findings of the surveys and set out an implementation plan for the next monitoring period.

8.4.5 In addition to the Staff Travel Questionnaires to be undertaken at each occupier's site, the Bicester Gateway Travel Plan Coordinator will also arrange for week-long Automatic Traffic Count (ATC) surveys to be undertaken during the same first week of March as the monitoring surveys. These ATCs will be installed on the Link Road from the A421 and at the access to each plot, and will count the number of vehicles accessing/exiting each plot on the site. The Bicester Gateway TPC will collate the results and compare them to the Monitoring Survey results presented in each Subsidiary Monitoring Report.

8.4.6 The Bicester Gateway Travel Plan Coordinator will then collate all Subsidiary Monitoring Reports from all Subsidiary Travel Plan Representatives, along with the ATC results into a single document for submission to OCC. This single document will include a conclusion prepared by the Bicester Gateway Travel Plan Coordinator commenting on the survey results and the success, or otherwise, of each Subsidiary Travel Plan against the set targets. If remedial mitigation measures have been triggered, this will also be commented on in this conclusions section. This single Monitoring document will be submitted to OCC by the Bicester Gateway Travel Plan Coordinator.

8.5 Remedial Mitigation Measures

8.5.1 Through the proposed monitoring strategy, the Bicester Gateway Travel Plan Coordinator will be able to identify whether the Subsidiary Travel Plan modal split targets have been met. Should the traffic generation target be exceeded then remedial measures would be proposed.

8.5.2 To allow for one-off external influences to travel behaviour, which may for some reason cause more people to drive than normal (e.g. bus services not running, road accidents, road closures etc.) the employee survey results and ATC loop count data will be analysed and any abnormal results / causes identified by the Travel Plan Coordinator and agreed with OCC.

8.5.3 It is suggested that the remedial measures are triggered if the target car driver trips are exceed on 3 consecutive working days of the ATC surveys (excluding agreed 'abnormal' days).

- 8.5.4 In the event that the modal split targets within the Travel Plan are not met after a three year period of the Travel Plan (including the above monitoring) the developer, through the Bicester Gateway Travel Plan Coordinator, will provide Personalised Travel Planning (PTP) for the site. The PTP will be undertaken by the Bicester Gateway Travel Plan Coordinator or a third-party consultant, who will arrange to visit each occupier and provide PTP appointments for interested staff to provide one-to-one travel planning advice. It is anticipated that the cost of the PTP will be £35- £70 per employee.

9 Action Plan

9.1 Introduction

- 9.1.1 This section of the Framework Travel Plan provides an Action Plan setting out the stages of the Framework Travel Plan and Subsidiary Travel Plans, including tasks, measures and incentives to be implemented along with timescales and who is responsible for delivering each item.

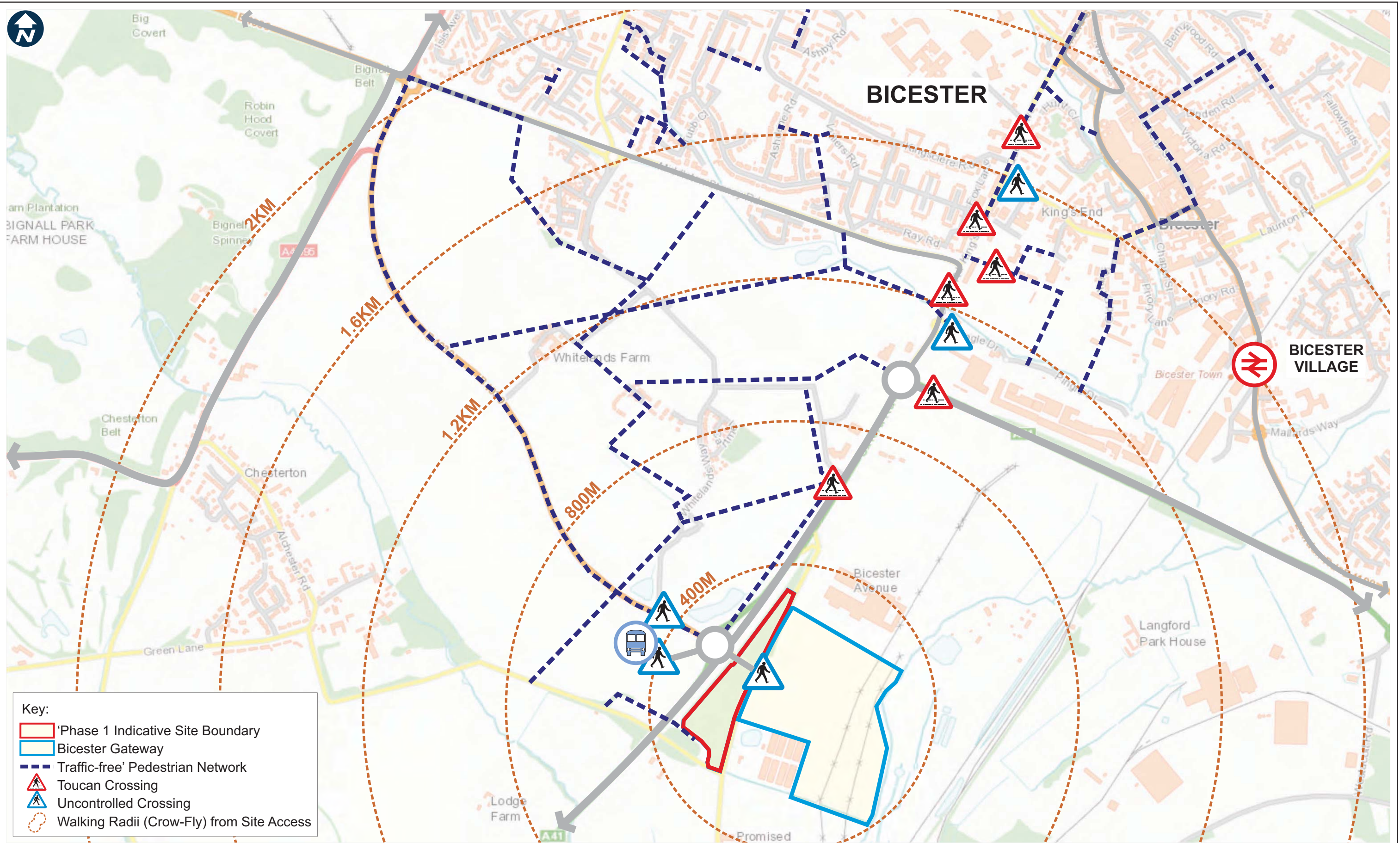
9.2 FTP Action Plan

- 9.2.1 The following table presents the Action Plan for this Framework Travel Plan

Table 9.1: FTP Action Plan

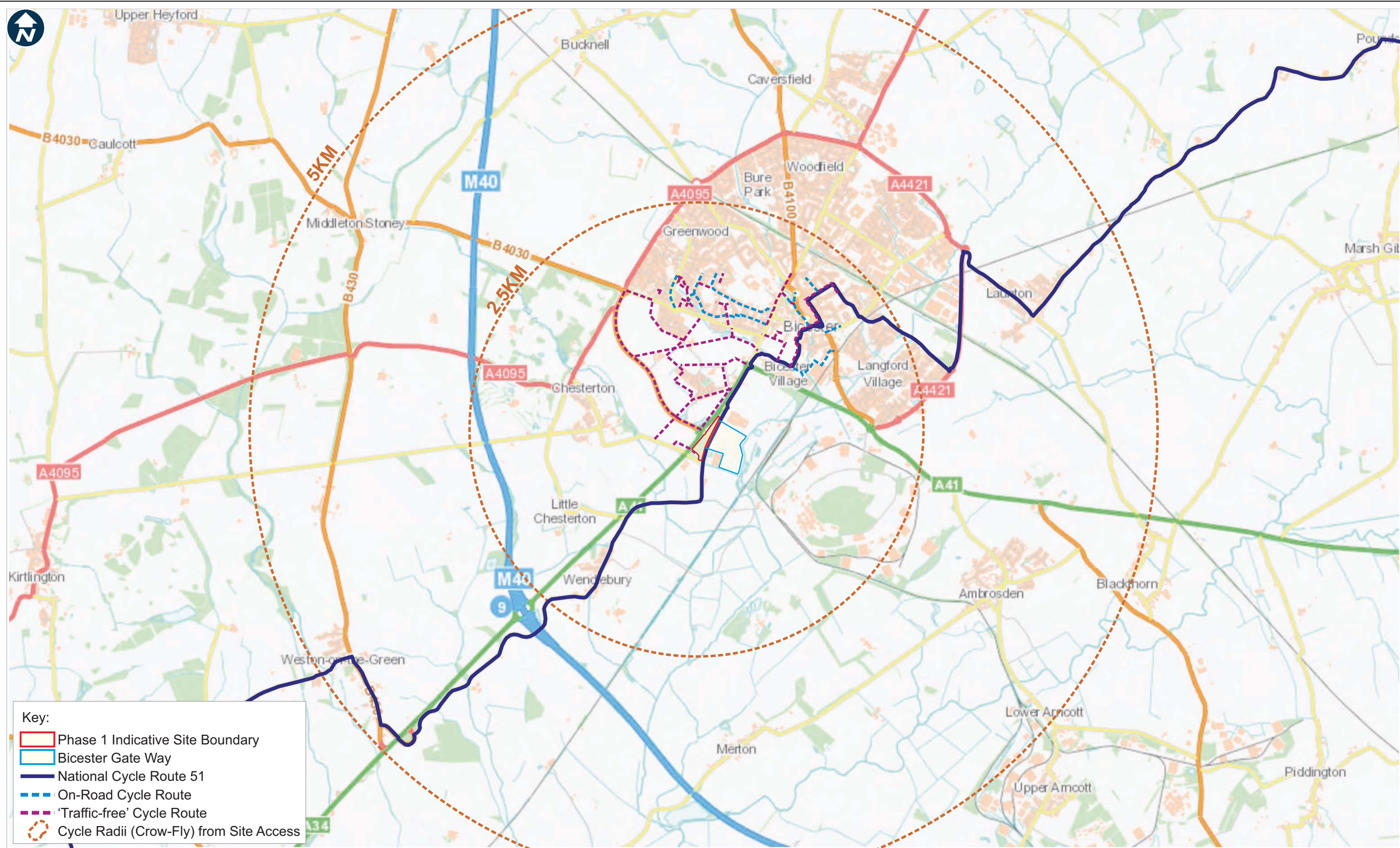
Tasks	Responsibility	Timescale
Infrastructure measures	Developer	To be determined as part of Section 106
Appointment and funding of Framework Travel Plan Coordinator	Developer	Prior to first occupation and for a period of 5 years after first occupation
Maintaining Framework Travel Plan and Monitoring Report	Framework Travel Plan Coordinator	For the life of the Framework Travel Plan
Appointing and funding of Subsidiary Travel Plan Representatives	Each occupier	From start of occupation
Staff Welcome Pack	Framework Travel Plan Coordinator (funded by developer)	Prior to submission of first Subsidiary Travel Plan
Awareness and Marketing measures associated with the Framework Travel Plan Coordinator	Framework Travel Plan Coordinator (funded by developer for the first 5 years after occupation)	For the life of the Framework Travel Plan
Baseline and Monitoring Travel Surveys	Subsidiary Travel Plan Representatives	First March after occupation and then every 2 years
ATC counts	Framework Travel Plan Coordinator (funded by developer for 5 years after first occupation)	From first March after first occupation and then annually

Figures



EXISTING WALKING PROVISION

Mark	Revision				
Date	26.07.2016				
Scale	A3 - N.T.S				
Drawn by	JS				
Checked by	NK				
FIGURE 3.4					





Key:

- Site Access
- 🚂 Railway Station

Key Routes for Travel

- 0m - 2.0km (Acceptable Walking Distance)
- 2.0km - 5.0km (Acceptable Cycling Distance)

WALK AND CYCLE CATCHMENT

Client
Bloombridge LLP

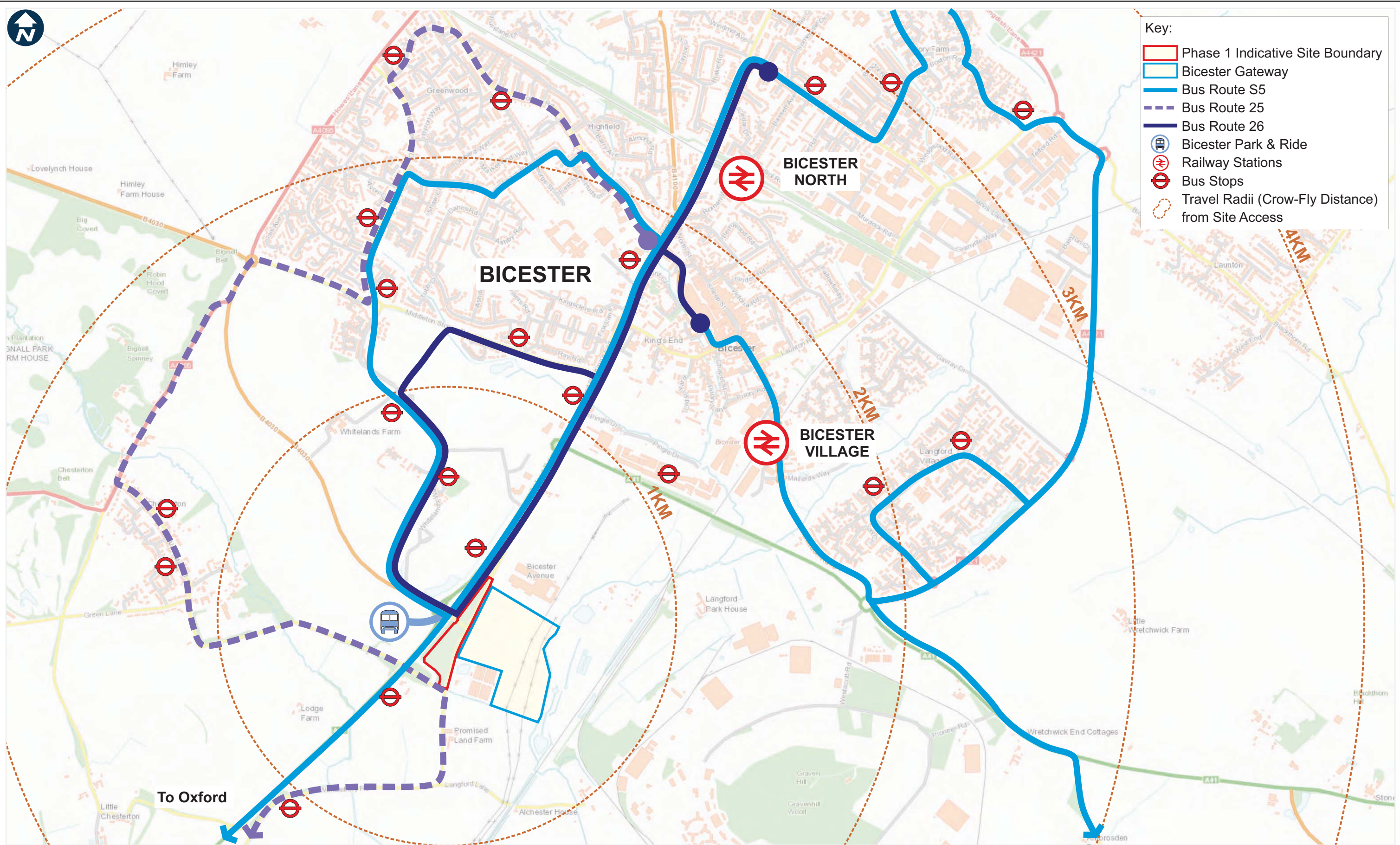
Contains Ordnance Survey data © Crown
copyright and database right 2016.



Offices throughout
the UK and Europe
www.peterbrett.com

FIGURE 3.6

-



Offices throughout
the UK and Europe
www.peterbrett.com

Client
Bloombridge LLP

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EXISTING BUS ROUTES AND KEY INFRASTRUCTURE

Mark	Revision
Date	26.07.2016
Scale	A3 - N.T.S
Drawn by	JS
Checked by	NK

FIGURE 3.7

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