mode
transport planning

Bicester Heritage

Bicester Airfield, Oxfordshire - Hotel Application

Travel Plan

July 2018

Bicester Heritage Ltd

Bicester Airfield, Oxfordshire - Hotel Application

Travel Plan

CONTENTS

1 Introduction

1.1 Background

1.1.1 mode transport planning (mode) has been appointed by Bicester Heritage to prepare a Travel Plan (TP) for submission as part of a full planning application for a four-star, 252-bedroom hotel and 92-bedroom aparthotel development on land at the existing Bicester Airfield site, formerly 'RAF Bicester'.

1.1.2 The application site has a C1 use class and is located to the east of the A4421 Buckingham Road. The site location is shown in **Figure 1.1**.

Figure 1.1 – Site Location Plan
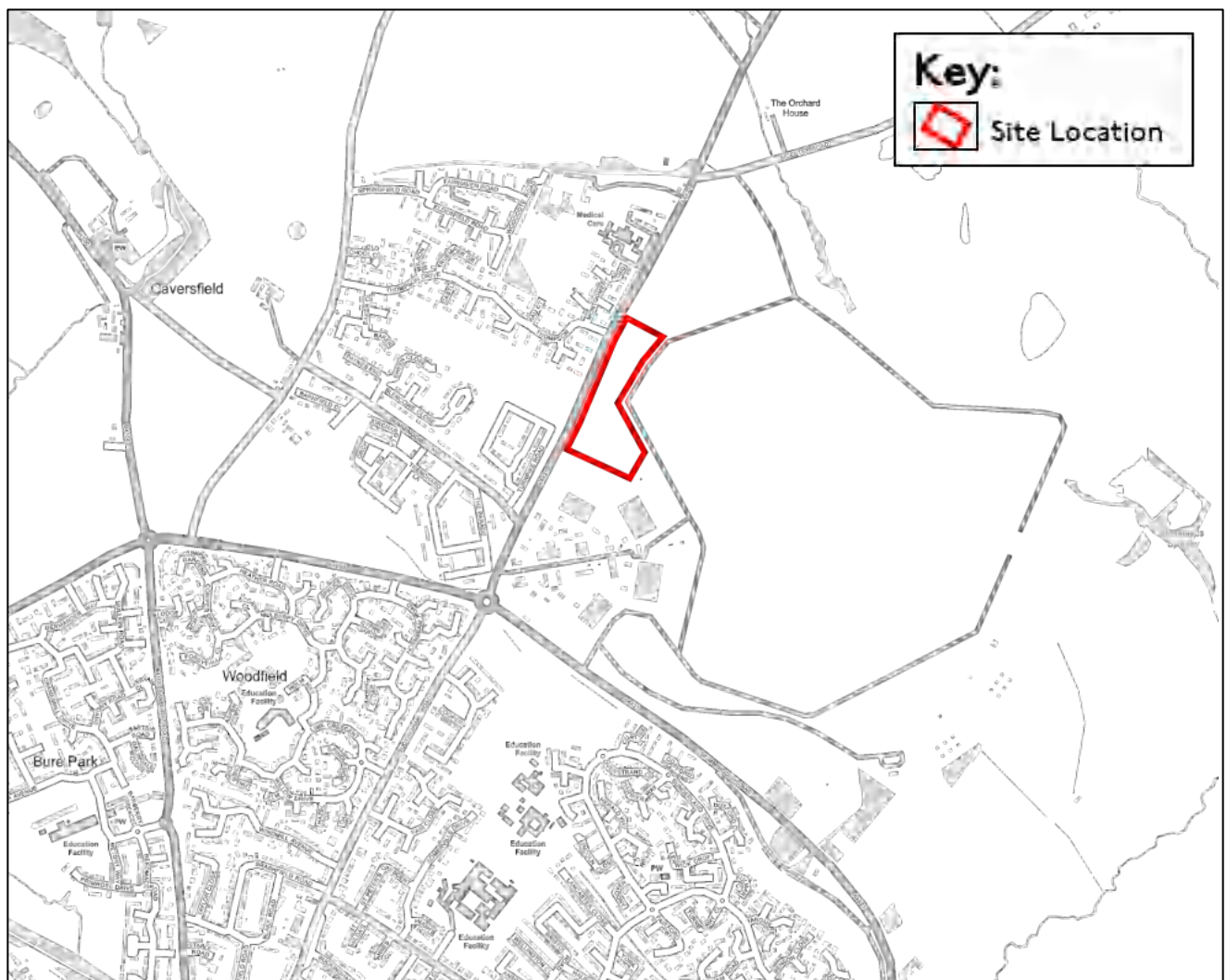
1.1.3 The development proposal seeks full planning permission for a 344-bedroom hotel/aparthotel with various ancillary land uses such as conference facilities, a restaurant, gymnasium and a swimming pool.

1.1.4 A Transport Assessment (TA) report has been prepared by mode as a separate document and also accompanies the planning application for the proposed development. This TP should be read in conjunction with the TA.

1.2 Definition of a Travel Plan

1.2.1   Good Practice Guidelines, 'Delivering Travel Plans through the Planning Process' produced by the Department for Transport (2009) state that a TP is:

> *"a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed"*.

1.2.2   A TP therefore sets out the ways that site users can reduce the number of vehicle trips to a site by promoting more sustainable travel options. It is site specific and considers the unique needs and interests of staff, visitors and deliveries in the context of the local environment and transport network.

1.2.3   A TP involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at reducing the need to travel; encouraging more sustainable travel, and reducing single occupancy car use, for all trips to and from the development.

1.2.4   The TP process includes continuous monitoring, review and refinement over time, as it uses travel survey data to identify correlations and trends in the travel choices of site users. A TP is therefore a living document that will be continually updated.

1.2.5   Once operational, the TP will deliver the following:

- Partnership approach to influence the travel behaviour of employees and visitors, to and from the site;
- Safe and viable alternatives to single occupancy car travel to the site;
- Fewer vehicle trips and a reduction in overall vehicle mileage;
- Inform employees and visitors of the social, environmental and economic costs of their travel choices; and
- Improved accessibility for all.

1.3 Introduction to this Travel Plan

1.3.1   The main objective of this TP is to reduce car travel to and from the hotel and encourage greater promotion of more sustainable forms of transport by increasing awareness of alternative travel options e.g. walk, cycle and public transport; therefore, helping to minimise the potential barriers to using such modes. Where car travel does take place, an aim will be to limit the number of single occupancy car journeys.

1.3.2   In order to achieve the above, the TP sets out the aims, objectives, targets and measures to reduce the number of single occupancy car trips generated by guests and particularly hotel staff at the site. An additional purpose of the document is to encourage and increase site user awareness of various travel options.

1.3.3   The TP also includes proposed methods for implementing and monitoring travel patterns and sets out how the report should be updated over a five-year period from initial occupation.

1.3.4   This TP is structured as follows:

- **Chapter 2** examines the travel planning policy relevant to the proposed development;
- **Chapter 3** details the aim and objectives of the TP;

- **Chapter 4** explains the existing situation; including the site location and the accessibility of the site to sustainable modes of travel such as walking, cycling and public transport;

- **Chapter 5** describes the proposed development;

- **Chapter 6** suggests TP targets for the site;

- **Chapter 7** outlines the measures and incentives that could be implemented at the site in order to achieve the targets;

- **Chapter 8** discusses the implementation and monitoring of the TP; including annual surveys, monitoring reports and the role of the Travel Plan Co-ordinator (TPC) in ensuring that the TP is successfully reviewed and updated over a five-year period;

- **Chapter 9** specifies an Action Plan to detail the timescales for measures to be completed throughout the course of the TP; and

- **Section 10** provides a summary of the document.

1.3.5   This report represents the first stage in the TP process. The TP is a 'living document' and further steps and revisions will follow upon occupation and the monitoring of travel patterns, using data collected through surveys.

2 Policy Context

2.1 National Policy

2.1.1 Central Government and local authorities are placing an increasing emphasis on the need to reduce the number and length of motorised journeys and also, on encouraging a greater use of sustainable methods of travel. This means that walking, cycling and public transport should be promoted over car use. Resultantly, TPs for new developments are becoming increasingly important within planning.

2.1.2 TPs are a significant aspect of the National Policy Planning Framework (NPPF), which requires a focus on reducing development impact, with decisions taking account of whether:

- *"The opportunities for sustainable travel 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."*

2.1.3 The Government's long-term strategy for transport set out in 'Managing our Roads' (DfT 2003) and 'The Future of Transport – a Network for 2003' (DfT White Paper, 2004) emphasises the importance that TPs can have in tackling the environmental impacts of travel by encouraging more sustainable travel choices and people to consider alternatives to using their cars.

2.2 Local Policy

2.2.1 At a local scale, the Oxfordshire County Council (OCC), 'Connecting Oxfordshire: Local Transport Plan 2015-2031' (2016) sets out the Council's objectives for encouraging sustainable transport at developments within the region. One way that OCC, promotes travel planning at sites is through LTP Policy 34, where:

"*Oxfordshire County Council will require the layout and design of new developments to proactively encourage walking and cycling, especially for local trips, and allow developments to be served by frequent, reliable and efficient public transport. To do this, we will:*

- *Secure transport improvements to mitigate the cumulative adverse transport impacts for new developments in the locality and/or wider area, through effective Travel Plans, financial contributions from developers or direct works carried out by developers;*

- *Identify the requirement for passenger transport services to serve the development and negotiate the provision of these passenger transport services with the developer;*

- *Ensure that developers promote and enable cycling and walking journeys associated with the new development, including through the provision of effective travel plans;*

- *Require that all infrastructure associated with the developments is provided to appropriate design standards and to appropriate timescales;*

- *Agree local routeing agreements where appropriate to protect environmentally sensitive locations from traffic generated by new developments;*

- *Seek support towards the long-term operation and maintenance of facilities, services and selected highway infrastructure from appropriate developments, normally through the payment of commuted sums;*

- *Secure works to achieve suitable access to and mitigate against the impact of new developments in the immediate area, generally through direct works carried out by the developer."*

2.2.2   Furthermore, in March 2014, OCC published its 'Transport for New Developments: Transport Assessments and Travel Plans' guidance for developers. The document outlines the required structure, timescales and monitoring for TPs and also, provides the thresholds for when a TP is required. For hotels in Oxfordshire, the guidance states that a TP will be conditioned when the development has *"100 bedrooms and over"*.

2.2.3   As such, the structure, objectives and measures of this TP are designed in accordance with the policy and strategy provided by national and local planning authorities.

3 Existing Situation

3.1 Introduction

3.1.1 This chapter describes the existing site and local highway network for all modes of transport in order to evaluate the sustainable transport conditions and accessibility of the site.

3.2 Site Location

3.2.1 The proposed hotel is located to the west of Bicester Airfield, approximately 1.9km north of Bicester North Station. The site is bounded by the existing airfield to the north and east, the Bicester Heritage Technical Site to the south and the A4421 Buckingham Road which forms the western site boundary.

3.2.2 The site is currently a vacant area of land and the land parcel benefits from a direct frontage to the A4421 Buckingham Road to the west and the potential for linkages from within the site to the Bicester Heritage Technical Site, to the south.

3.3 Local Highway Network

3.3.1 To the southwest of the site, the A4421 Buckingham Road provides a route for vehicles travelling between the town centre of Bicester and the airfield site. North from the site, the A4421 Buckingham Road provides a link from Bicester's local highway network past the airfield; to the built-up area of Caversfield and onwards towards the villages of Stratton Audley, Fringford, Finmere and into Buckinghamshire.

3.3.2 Approximately 400m to the southwest of the proposed site access on the A4421 Buckingham Road, the A4421 Buckingham Road forms a four-arm roundabout junction with the A4421 Skimmingdish Lane, the A4095 Southwold Lane and Buckingham Road.

3.3.3 The roundabout facilitates southwest, southeast and west bound vehicle movements from the application site to the centre of Bicester and around its northern perimeter.

3.3.4 The local highway network within the vicinity of the site; including the A4421 Buckingham Road, the A4095 Southwold Lane and the A4421 Skimmingdish Lane is subject to a 50mph speed limit and all roads provide on-street lighting.

3.3.5 From the southwest arm of the roundabout junction, Buckingham Road is subject to a 40mph speed limit and a 7.5 tonne weight restriction.

3.4 Sustainable Access

3.4.1 The application site is located in proximity to a number of existing sustainable transport links which will provide staff and guests with the option to travel to the site by active and accessible means.

Walking

3.4.2 The 'Planning for Walking' guidance document which was published by the Chartered Institution of Highways and Transportation in 2015 states that:

> *"The power of a destination determines how far people will walk to get to it. For bus stops in residential areas, 400 metres has traditionally been regarded as a cut-off point and in town centres, 200 metres (DOENI, 2000). People will walk up to 800 metres to get to a railway station which reflects the greater perceived quality or importance of rail services."*

3.4.3 In consideration of the above, the application site is likely to attract pedestrian journeys for commuting and tourism/sight-seeing purposes.

3.4.4 The surrounding local highway network offers pedestrian connectivity to the site from nearby residential areas to the north of Bicester and amenities, including Bicester Heritage which is within a 5-minute walk (400m) of the site.

A4421 Buckingham Road

3.4.5 Within the vicinity of the site, there is a 2.5m shared use footway/cycleway which runs parallel to the application site boundary. The footway would link the development to Thompson Drive to the north and the A4421 Buckingham Road/A4095 Southwold Lane/A4421 Skimmingdish Lane/Buckingham Road roundabout to the southwest.

3.4.6 The existing footway network follows pedestrian desire lines and includes uncontrolled crossings with dropped kerbs at the Skimmingdish Lane and Thompson Drive priority junctions.

3.4.7 The pedestrian layout of the A4421 Buckingham Road is shown by **Figure 3.1**.

Figure 3.1 – A4421 Buckingham Road, Shared Use Footway/Cycleway

3.4.8   As shown above, there is shared footway and cycleway provision on the west side of the A4421 Buckingham Road. However, adjacent to the site, on the eastern side of the carriageway, there is currently no pedestrian footway. As a part of the design proposals for the development there will be a new 3m pedestrian footway/cycleway which will continue for approximately 200m south, along the eastern side of the A4421 Buckingham Road, where this will then taper down to a 2m footway connecting with the existing southbound bus stop.

3.4.9   Furthermore, a new toucan crossing is also proposed at the end of the 3m footway/cycleway, approximately 20m south of Skimmingdish Lane; providing a safe crossing for pedestrians and cyclists and linking with the existing shared footway/cycleway on the western side of Buckingham Road and the northbound bus stop.

A4421 Buckingham Road/A4421 Skimmingdish Lane/Buckingham Road/A4095 Southwold Lane Roundabout

3.4.10   At the four-arm roundabout to the southwest of the application site, pedestrian crossing points are provided via splitter islands on the southwest and western arms. At the western arm of the junction, there is a controlled toucan crossing that provides a link to the existing shared footway and cycleway

infrastructure that aligns the southern side of the A4095 carriageway, to provide a convenient walking route westbound in the direction of Southwold.

3.4.11 At the southwest arm of the roundabout, the splitter island on Buckingham Road provides an informal crossing with dropped kerbs and tactile paving to enable pedestrian travel along the A4421 Skimmingdish Lane, the A4095 Southwold Lane and Buckingham Road, towards Bicester town centre.

3.4.12 To the east of the roundabout, the A4421 Skimmingdish Lane has a well-lit, shared use footway/cycleway to the south of the carriageway.

3.4.13 From the southwest arm of the junction, Buckingham Road benefits from footways on both sides of the carriageway which provide a walking route to the wider local area.

Cycling

3.4.14 The existing cycle infrastructure within the vicinity of the site, includes a shared use, footway and cycleway opposite the application site on the A4421 Buckingham Road.

3.4.15 Approximately 340m to the south of the proposed site access, sheltered cycle parking is provided on the western and eastern side of the carriageway of the A4421. Four Sheffield cycle stands (eight spaces) are on the western side of the carriageway and three Sheffield cycle stands (six spaces) are on the eastern side; immediately next to the southbound sheltered bus stop.

3.4.16 Additionally, there are dedicated shared cycleway/footways on the carriageway along the A4421 Skimmingdish Lane and the A4095 Southwold Lane.

3.4.17 The shared footway/cycleway along Skimmingdish Lane (eastbound), provides a cycle connection with Sustrans National Cycle Network (NCN) Route 51 – NCN 51 is a long-distance route connecting major cities in the south of England (such as Milton Keynes), and more locally, connects Bicester town centre with Steeple Claydon and Winslow to the north and Weston-on-the-Green and Bletchingdon to the south.

3.4.18 The existing shared footway/cycleway provision on the A4095 Southwold Lane from the toucan crossing at the west arm of the four-arm roundabout, is illustrated by **Figure 3.2**.

Figure 3.2 – A4095 Southwold Lane, Shared Use Footway/Cycleway

Public Rights of Way (PRoWs)

3.4.19 There are two PRoWs within proximity of the application site. The closest PRoW is a public footpath (Routecode 153/1) which runs west along the north of Caversfield to Fringford Road. The footpath provides access to countryside to the northwest of the development.

3.4.20 A second PRoW near to the proposed site is public footpath 129/2. The PRoW routes through the east of Bicester; from the A4421 Skimmingdish Lane via the built up residential area to the south, crossing the railway line and terminating at Mapel Road.

3.4.21 Both PRoWs are remote from the application site and will not be directly impacted on by development proposals. The nearest PRoWs to the application site are shown in **Figure 3.3**.

Figure 3.3 – Public Rights of Way in the Vicinity of the Site
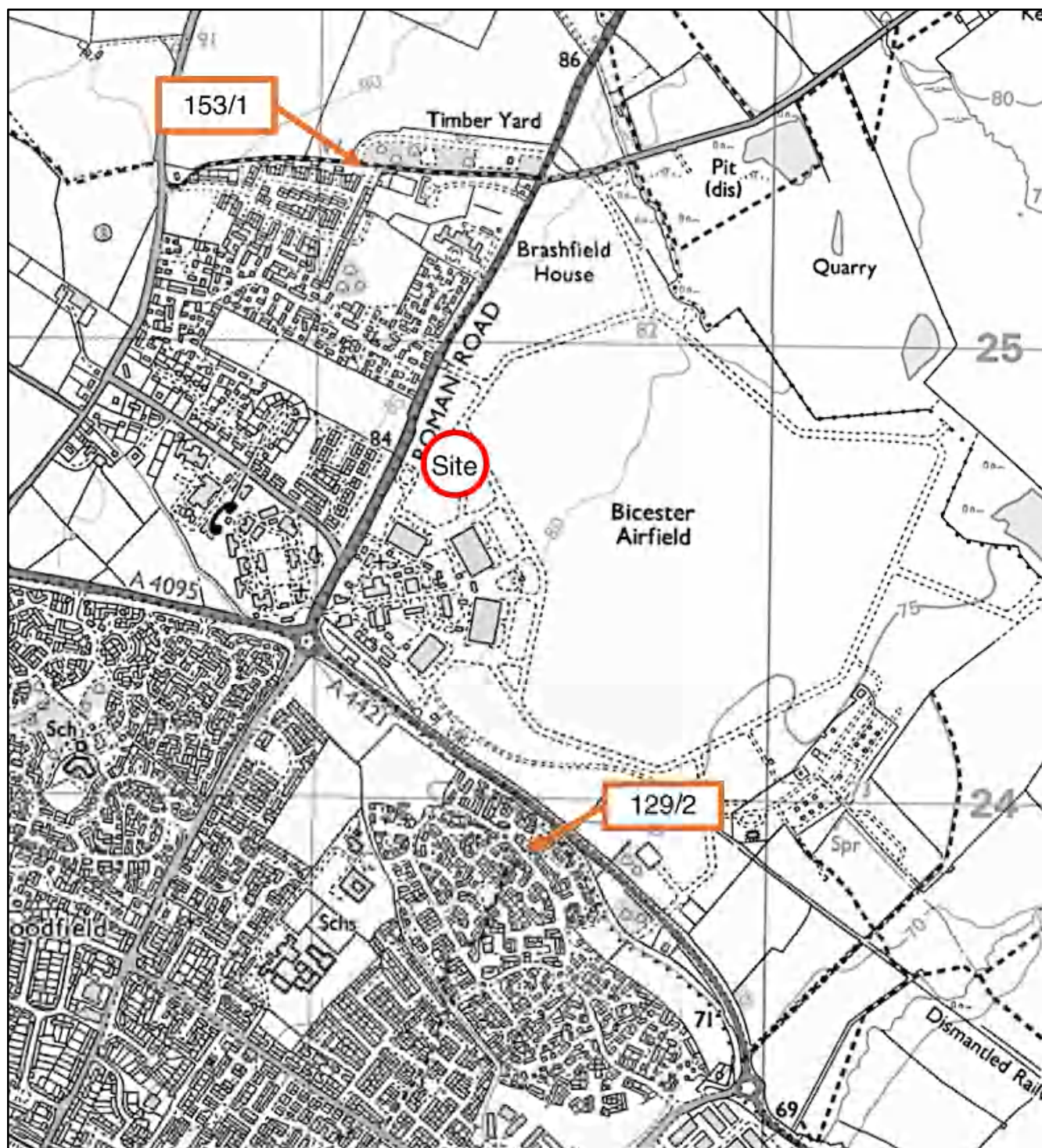
3.5 Bus Services

3.5.1 In January 2018, the Chartered Institution of Highways and Transportation (CIHT) published the guidance document, 'Buses in Urban Developments' which states the recommended maximum walking distances to bus stops for new developments.

3.5.2   **Table 3.1** shows the walking distances to bus stops that are required from developments in differing locational contexts.

Table 3.1: Recommended Maximum Walking Distances to Bus Stops

Situation	Maximum walking distance
Core bus corridors with two or more high-frequency services	500 metres
Single high-frequency routes (every 12 minutes or better)	400 metres
Less frequent routes	300 metres
Town/city centres	250 metres

3.5.3   The nearest bus stops (serving both northbound and southbound directions) are situated circa 300m (c.4-min walk) to the south of the proposed site access and are accessible via the existing footways along the western side of the A4421 Buckingham Road.

3.5.4   The southbound bus stop is in the form of a lay-by, shelter with a hard-standing waiting area, a flag, pole and timetable display cabinet. There are no footways or formal crossing points along this side of the A4421. The northbound bus stop benefits from a lay-by, flag, pole and timetabling information.

3.5.5   The southbound bus stop along Buckingham Road is served by the Stagecoach X5 service and the Langston & Tasker no. 18 service. The northbound bus stop along Buckingham Road is only served by the Stagecoach X5 service.

3.5.6   Both bus stops fall within the maximum recommended walking distance for core bus corridors, single high frequency routes and less frequent routes, and a summary of the typical frequencies of bus services which route near to the site and serve the local area is provided in **Table 3.2.**

Table 3.2 – Typical Daytime Bus Frequencies

Bus No.	Bus Route	Typical Daytime Frequency		
		Weekday	Saturday	Sunday
18	Buckingham – Steeple Claydon – Bicester	1 / day	-	-
X5	Cambridge – Bedford – Central Milton Keynes – Buckingham – Bicester – Oxford City Centre	2 / hour	2 / hour	2 / hour

3.5.7   As shown above, the bus stops are served by the X5 and 18 bus services which are all classifiable, based on CIHT guidance as 'less frequent routes'.

3.5.8   The X5 bus has a typical daytime frequency of 2 per hour (30 minutes) on weekdays and at weekends; whilst the 18 bus has a weekday frequency of 1 per day with no services on a Saturday or Sunday.

3.5.9   Collectively, the bus services that are available provide a public transport connection between the site, Bicester Village and Bicester town centre, and also link the development to key towns and cities such as Oxford, Cambridge, Milton Keynes and Buckingham.

3.6 Rail Services

3.6.1 The nearest railway station to the site is Bicester North Railway Station which is situated circa 2km to the south of the site. The railway station is located on the Chiltern Main Line which provides frequent direct services to and from key destinations around the country including Birmingham Snow Hill, Birmingham Moor Street, Banbury and London Marylebone via the following general frequencies:

- Birmingham Snow Hill – Every hour

- Birmingham Moor Street – Every hour

- Banbury – Two per hour

- London Marylebone – Two per hour

3.6.2 Also, the railway station is accessible from the A4421 Buckingham Road via the X5 direct bus service which routes along the A4421 (within a 2 - 5-minute bus journey), effectively acting as an 'interchange' between sustainable bus and rail travel modes.

3.6.3 Platforms 1 and 2 are both accessible for mobility impaired users via a lift which operates Monday to Friday from 0600 to 2300 (assistance can be requested outside these hours).

3.6.4 There are 65 secure and sheltered bicycle stands near the station, by the Bicester North Railway Station bus stop and also on the opposite side of the station approach.

3.6.5 Car parking provision at the station has capacity for 575 cars and operates over 24-hours. The weekday daily rate of parking is £7 and the off-peak rate is £4.50. Monthly and annual tickets can be purchased at reduced rates.

3.7 Summary

3.7.1 The site is surrounded by pedestrian and cycle infrastructure and is served by bus services which link the development to a range of local amenities, rail interchanges, Bicester Village shopping centre and Bicester town centre. A number of towns and cities including Banbury, Leamington Spa, Oxford and London can be accessed within a 60 minutes' travel time on public transport from the site.

3.7.2 Overall, the site is located in an accessible and sustainable location.

4 Proposed Development

4.1 Introduction

4.1.1 This section summarises the development and access proposals for the application site. Parking and sustainable travel measures incorporated within the design of the site are also specified.

4.2 Development Proposals

4.2.1 The development proposals for the application site are for the construction of a new 344-bedroom hotel/aparthotel, including access, parking and landscaping. The development schedule mix includes 252 hotel bedrooms and 92 aparthotel bedrooms.

4.2.2 The main hotel building will also incorporate the following ancillary uses:

- Atrium/Lobby;
- Kitchen and plant facilities;
- Restaurant;
- Courtyard;
- Gym/Swimming Pool; and,
- Ballroom/Conference Centre.

4.2.3 The development proposals will add a new asset to the existing Bicester Heritage site and will function as accommodation for guests using the Bicester Heritage site and attending events both on the airfield and in the events hangar.

4.2.4 Guests will not be exclusively connected to the Bicester Heritage operation and the development site will also attract other leisure visitors/tourists who will be visiting the town of Bicester, Bicester Village and other destinations within the surrounding areas of Cherwell and Oxfordshire.

4.3 Access

4.3.1 Vehicular access to the hotel will be provided from the A4421 Buckingham Road; via a new ghost island priority junction set circa 220m to the north of the A4421 Buckingham Road/Skimmingdish Lane priority junction.

4.3.2 A 3.0m shared footway/cycleway will be provided on the southern side of the proposed internal access road. The new pedestrian footway/cycleway will also route around the southern corner of the access junction, and continue for approximately 200m south, along the eastern side of the A4421 Buckingham Road, where this will then taper down to a 2m footway connecting with the existing southbound bus stop.

4.3.3 A new toucan crossing is also proposed at the end of the 3m footway/cycleway, approximately 20m south of Skimmingdish Lane; this will provide a safe crossing for pedestrians and cyclists and link with the existing shared footway/cycleway on the western side of Buckingham Road and the northbound bus stop.

4.4 Parking

Car Parking

4.4.1   311 car parking spaces will be provided at the development, thereby considering the '1 space per bedroom' car parking standard that was recommended by OCC during pre-application discussions and the typical, 80% operational capacity of hotels that is stated in the 'Marketing and Financial Feasibility Study' for the site.

4.4.2   Therefore, it is considered that on an average day, the 344-bed hotel will have a maximum of c.275 rooms rented out at any one time and that in a worst case, assuming that every guest drives to the hotel, there would be a typical requirement for 275 parking spaces for guest use.

4.4.3   Also, based on the HCA 'Employment Density Matrix', the proposed C1, 252-bedroom hotel and 92-bedroom aparthotel is forecast to employ 144 FTE staff, with a maximum of 48 FTEs on-site, at any one time (based on an assumption of one third/three shift patterns per day). Therefore, the split of staff for the hotel and aparthotel use has been estimated as follows:

- C1 252-bedroom hotel (upscale; 1 staff per 2-beds) = 126 total FTE staff; and,
- C1 92-bedroom aparthotel (limited service/budget; 1 staff per 5-beds) – 18 total FTE staff.

4.4.4   Further to the above, 2011 Census Method of Travel to Work data for the Middle Super Output Area (MSOA), E02005933: Cherwell 013, demonstrates that c.73% of people travel to work via private car – on this basis, the site will provide 35 staff car parking spaces.

4.4.5   Within the car parking layout, 32 spaces (of the total) will be allocated as disabled parking bays in order to meet the OCC parking standard which was agreed during pre-application discussions as being 10% of the total capacity.

4.4.6   Electric Vehicle (EV) charging points will also be provided alongside 10 parking bay spaces within the car park – this would equate to 5 EV charging units/posts which would have the capability of simultaneously charging two vehicles at once. In the absence of specific OCC and CDC policy/guidance, this is considered to be an appropriate level in order to accommodate sustainable EV provision.

4.4.7   The overall provision of car parking is considered to be an adequate and appropriate level for the development proposals. Should occupancy levels at the hotel be in excess of the 80% typically anticipated; there is space to provide further parking within the vicinity of the site frontage and Hangar A as shown on the Masterplan, appended to the TA for the site.

4.4.8   The inner site layout will also provide a c.16m drop-off point adjacent to the main hotel entrance for taxis and shuttle (mini) buses.

Cycle Parking

4.4.9   Cycle parking at the application site will be provided to accommodate up to 18 (guest) and 6 (staff) bicycles (24 in total). Cycles will be parked in covered Sheffield stands, which will enable bicycles to be securely chained. The cycle parking will be located close to the main hotel & aparthotel entrances.

4.4.10 The level of cycle parking complies with (and exceeds) OCC's cycle parking standard which was agreed for a C1 Hotel Use Class for staff during pre-application discussions as, "1 (Sheffield stand): 12 staff",

whilst the quantum of cycle parking for guests has been provided at 5% of the total number of bedrooms at the application site.

4.4.11 Furthermore, shower changing and locker facilities will be provided for staff, in order to encourage sustainable travel by bicycle to/from the site.

4.5 Sustainable Travel Measures

4.5.1 The proposed scheme will provide a suite of measures to increase the sustainability of the site and increase non-car travel. These include the following:

- Adequate footway and cycle links will be provided throughout the site that will link with the existing provision in the vicinity of the site.

- A new 3m shared footway/cycleway will be provided on the southern side of the proposed internal access road – footways will continue throughout the site providing safe and permeable routes towards the main hotel building and guest facilities.

- The new 3m pedestrian footway/cycleway will also continue for approximately 200m south, along the eastern side of the A4421 Buckingham Road, where this will then taper down to a 2m footway connecting with the existing southbound bus stop.

- A new toucan crossing is also proposed at the end of the 3m footway/cycleway, approximately 20m south of Skimmingdish Lane; providing a safe crossing for pedestrians and cyclists and linking with the existing shared footway/cycleway on the western side of Buckingham Road and the northbound bus stop.

- Secure and sheltered guest and staff cycle parking will be provided close to the main hotel entrance.

- A drop-off layby facility will be provided within the site (adjacent the hotel entrance) to enable mini buses and taxis to circulate between the application site and the local area.

- The site layout will include pedestrian and cycle friendly infrastructure; landscaping, signage, areas for social exchange, recreation and seating.

4.5.2 The measures detailed above will increase the permeability of the site for hotel users and will improve accessibility to local facilities and public transport services to provide staff and guests with attractive non-car options for their travel.

5 Aim and Objectives

5.1 Introduction

5.1.1 This chapter sets out the overall aim and objectives of the TP. The aim and objectives of the TP seek to promote and support the use of sustainable modes of transport at the application site; including walking, cycling, public transport use and car sharing.

5.1.2 Additionally, the approach outlined above has been developed to relate directly to the proposed development and its highway location; to influence travel targets and assist in achieving the short, medium and long-term success of the TP.

5.2 Aim of the Travel Plan

5.2.1 This TP will focus on maximising sustainable access to the development and encouraging non-car travel choices.

5.2.2 Therefore, the TP has an overall aim, which is:

"To promote sustainable forms of transport to guests and employees of the hotel at Bicester Heritage to result in the reduction of total vehicle movements and more sustainable travel to and from the site".

5.3 Objectives of the Travel Plan

5.3.1 To develop the aim of the TP, a number of objectives have been identified which will encourage sustainable and active travel and reduce negative environmental impacts e.g. carbon emissions at the site.

5.3.2 The objectives of this TP are:

1) Reduce to a minimum the number of single-occupancy car traffic movements to and from the site;
2) Address the access needs of staff and guests by supporting walking, cycling and the use of public transport;
3) Encourage good urban design principles that open up the site to walking, cycling, car sharing and the use of public transport;
4) Enable staff and guests to have an informed choice about their travel options;
5) Provide adequately for those with mobility difficulties;
6) Reducing pressure on parking facilities; and
7) Encouraging more active travel to improve the health and well-being of staff and guests.

5.3.3 The aim and objectives of the TP have been designed to represent good practice and provide an informative tool to help change perceptions about the convenience and benefits (economic, environmental and health) of not using the car where alternatives exist.

6 Targets

6.1 Introduction

6.1.1 The traffic generation detailed in **Chapter 5** of the accompanying **Transport Assessment** document provides a sound basis to assess the trip generation of the application and the overall capacity of existing transport infrastructure.

6.1.2 Furthermore, an indicative modal split has been obtained for the application site using 2011 Census Journey to Work (JtW) data for the 2011 super output areas-middle layer, E02005933: Cherwell 013. The mode share for the site is as follows:

- Underground, metro or light rail: 0%;
- Train: 1%;
- Bus, minibus or coach: 1%;
- Taxi: 0%;
- Motorcycle, scooter or moped: 1%;
- Driving a car or van: 73%;
- Passenger in a car or van: 6%;
- Bicycle: 8%;
- On foot: 10%; and
- Other method of travel to work: 0%.

6.1.3 As the application site is a new development with a transient guest population, the setting of specific and measurable targets will focus on staff and a set of initial staff surveys will be carried out at the hotel; three months after first occupation to update the modal shift, objectives and targets for the TP.

6.1.4 This TP will aim to encourage a reduction of 10% away from single occupancy staff car use towards more sustainable modes over the entire monitoring period. This will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing journeys, and also by finding methods to reduce unnecessary journeys e.g. work from home.

6.1.5 All TP targets have been designed to be **SMART** (**S**ite specific, **M**easurable, **A**ttainable, **R**ealistic and **T**imed).

6.2 Proposed Targets

6.2.1 The targets for the TP and details of the specific objectives that will need to be met are therefore as follows:

Target 1

"Promote the opportunities and benefits of sustainable modes of travel, with the aim to achieve a 10% reduction in the single occupancy vehicle car driver mode share for staff within five years of the occupation."

Objectives

- Reduce to a minimum the number of single-occupancy car traffic movements to and from the hotel; and
- Encourage staff to travel by sustainable modes of transport at the new development.

6.2.2   The number of single occupancy car trips by staff will be reduced by 10% from the initial travel survey and will focus on modes of travel that are accessible for staff (e.g. walking, cycling and bus due to the close proximity of the bus stops). The 10% reduction will be complimented by an increase in the proportion of staff using sustainable transport.

6.2.3   A shift in travel behaviour to more sustainable transport methods will improve the health and well-being of staff; as well as reduce the traffic impacts of the site.

Target 2

"Promote the alternative modes of transport to the private car that are available to staff and guests."

Objectives

- Appoint a TPC;
- Address the access needs of particularly, staff and guests by supporting walking, cycling, car sharing and the use of public transport;
- Enable staff and guests to have an informed choice about their travel options;
- Liaise with OCC, public transport providers, local walking and cycling groups to enable staff and guests to become more informed about travel opportunities to and from the site; and
- Provide public transport and sustainable travel information within the hotel.

6.2.4   All staff and guests are to be made aware of the alternative modes of transport to the private car that are available; this will be achieved online, by travel information boards and promotional activities that the TPC will implement.

6.2.5   Continual engagement by the TPC with site users; local authorities, public transport operators and sustainable travel providers will ensure that the TP can evolve and be updated to benefit the needs of all site users.

6.2.6   The progress of the TP will be measured by the travel survey questionnaire that all staff will complete as part of the monitoring of the TP and reported by the TPC within the Biennial Monitoring Report.

Target 3

"Obtain a 100% awareness of the TP amongst staff at the development."

Objectives

- Make all staff aware of the TP and its objectives; and
- The TPC will promote the TP to all staff via the hotel website, staff meetings and by information points at the hotel.

6.2.7   TP information will be provided by the TPC, the full details of these measures are provided in **Chapter 7**.

6.2.8   A complete awareness of the TP amongst staff will support the site in achieving its mode share targets. A response rate to indicate awareness of the TP will be calculated based on the results of biennial travel surveys.

7 Measures

7.1 Introduction

7.1.1 In order to meet the targets outlined in **Chapter 6**, an appropriate package of measures has been developed to promote and support the use of sustainable travel modes, including walking, cycling, public transport use and car sharing.

7.2 Measures and Incentives

7.2.1 Broadly, the measures and incentives of the TP relate to the potential for reducing the need to travel, and where travel is necessary, promoting and increasing travel by walking, cycling, public transport and car sharing amongst all staff and guests.

7.2.2 To provide accurate and clear timescales for the implementation of the TP, the associated measures, incentives and targets are linked to the construction and occupation of the new development.

7.2.3 The proposed measures and incentives for this TP are detailed below.

7.3 Walking

7.3.1 To promote walking to and from the application site, the following measures have been identified:

- **Provision of walking maps at the hotel:** Maps of local and accessible walking routes will be made available to staff and guests at the hotel through 'Welcome Packs' and other methods by the TPC; and

- **Promotion of events including 'National Walking Month' to employees:** The TPC will encourage staff who live near to the hotel to participate in events such as 'National Walking Month'. For these activities, the TPC can obtain promotional resources from charities such as Living Streets.

7.4 Cycling

7.4.1 To increase an awareness and involvement in cycling by site users, the measures detailed below could be implemented:

- **Provision of cycle maps at the hotel:** Cycle maps will be made available to staff and guests at the hotel through 'Welcome Packs' and other methods by the TPC;

- **Promoting cycle training:** Details for cycle training will be made available to staff at the hotel. There are a number of registered cycle training providers for communities e.g. CycleLyn (Oxfordshire); and either small group or individual training sessions can be provided on request. Adult sessions are priced at £50 - £80 for a four to six-hour session. Further information regarding cycle training; including the possibility of group sessions (paid for by the hotel operator for employees), can be found at: http://www.cyclelyn.co.uk/lessons/pricing/ - this will be explored further by the operator; and,

- **Cycle to Work:** The hotel could adopt a 'Cycle to Work' scheme for employees, e.g. Cycle scheme. 'Cycle to Work' operates as an employee benefit scheme that will save individuals 25 – 39% on a bike and accessories. The scheme involves employees making payments for a bike of their choice via tax effective payments made from their salary by employers.

7.5 Public Transport and Shuttle Bus Services

7.5.1   The public transport provision within the vicinity of the site could be made to benefit employees and visitors, by the developer adopting some of the following initiatives:

- **Distribution of public transport information:** Details of timetables, ticketing, routes and costs of public transport services will be made available within staff rooms, foyers, 'Welcome Packs' and reception areas at the hotel. The TPC could negotiate with public transport providers to arrange group discounts and receive service information for site users;

- **Advising on journey planning services:** The TPC may publicise public transport journey planning services and applications such as Traveline, https://www.oxfordshire.gov.uk/cms/public-site/public-transport and National Rail Enquiries at reception and by travel information boards at the hotel. This is a cost-effective initiative and almost free of charge;

- **Explore the provision and promotion of an on-site shuttle bus service:** When open to the public, the hotel operator will explore the potential to provide an on-site shuttle bus service which could transport guests to and from local attractions including Oxford, Bicester Village, Blenheim Palace at set times throughout the day. The TPC will ensure that guests are made aware of shuttle bus times by publicising timetable information in welcome literature, at reception and on the hotel website; and,

- **Explore offering shuttle bus services for employees:** There is the potential that AM and PM shuttle bus services could also be provided for employees who live in Bicester town centre and the surrounding local areas. The TPC will inform staff about shuttle bus service timetables and arrangements in staff meetings, by information boards and on the hotel website – Hotel operator to explore this potential measure further.

7.6 Car Sharing

7.6.1   Car share schemes have the potential to reduce the number of single occupancy car trips to the site, thus reducing congestion and pressure on parking at the development.

7.6.2   The positive benefits of car sharing, and the potential cost savings will be advertised to site users as part of the TP via the hotel website and by travel information boards.

7.6.3   In addition, all hotel staff will be made aware of national car share websites, including:

- www.co-wheels.org.uk;
- www.shareacar.com; and
- www.liftshare.com.

7.7 Design

7.7.1   The following physical measures will be incorporated within the design of the hotel to help encourage modal shift:

- Adequate footway and cycle links will be provided throughout the site that will link with the existing provision in the vicinity of the site.
- A new 3m shared footway/cycleway will be provided on the southern side of the proposed internal access road – footways will continue throughout the site providing safe and permeable routes towards the main hotel building and guest facilities.

- The new 3m pedestrian footway/cycleway will also continue for approximately 200m south, along the eastern side of the A4421 Buckingham Road, where this will then taper down to a 2m footway connecting with the existing southbound bus stop.

- A new toucan crossing is also proposed at the end of the 3m footway/cycleway, approximately 20m south of Skimmingdish Lane; providing a safe crossing for pedestrians and cyclists and linking with the existing shared footway/cycleway on the western side of Buckingham Road and the northbound bus stop.

- Secure and sheltered guest and staff cycle parking will be provided close to the main hotel entrance.

- Shower changing and locker facilities will be provided for staff, in order to encourage sustainable travel by bicycle to/from the site.

- A drop-off layby facility will be provided within the site (adjacent the hotel entrance) to enable mini buses and taxis to circulate between the application site and the local area.

7.8 Travel Plan Co-ordinator

7.8.1   For effective management of the TP, a TPC will be appointed by the hotel during the construction phase.

7.8.2   The TPC will be fully trained in the aims and objectives of the TP and will oversee the implementation of measures and incentives at the development throughout the travel planning process.

7.8.3   The appointment of a TPC during the planning stages is essential to ensure the overall success of the TP. Once a TPC has been appointed, the contact details (address/telephone number/email address) of the TPC for the hotel will be provided to OCC.

7.8.4   At this stage, it is envisaged that the general day-to-day requirements of the role of the TPC will be limited and therefore, the position can be held by a member of staff at the hotel. The duties will include:

- Ensuring that the aims of the TP are implemented on an ongoing basis;

- Ensuring that the TP, its measures and incentives are up to date by liaising with relevant internal departments and external bodies e.g. public transport providers and OCC;

- Effective marketing and awareness raising of the TP (internally and externally) e.g. TP promotion and information boards;

- Acting as a point of contact for staff and guests, and representing the 'human face' of the TP – explaining the purpose and the opportunities on offer;

- Taking a key role in the monitoring and review of the TP; commissioning and reviewing TP surveys and measures to inform an end of year summary report to be issued to OCC; and

- The TPC will produce a biennial newsletter to inform mainly, staff at the hotel on the progress of the TP. This will include the results of the biennial review and will provide information on any forthcoming transport-related events including 'National Walking Month' and cycle training, as appropriate.

7.9 Communication and Marketing

7.9.1   The progress, measures and initiatives of the TP will be promoted and marketed to all staff and guests to help continue the ongoing success of the TP throughout the hotel.

7.9.2   The information detailed above will be promoted by the TPC in staff meetings; via the website, at reception and by information boards which will be located at prominent locations at the site.

7.9.3 Promotional information on the benefits of walking, cycling, public transport use and car sharing, and the social, environmental and economic costs of each mode will be provided.

7.9.4 Also, by these means, the range of benefits that can be seen by choosing more sustainable modes of transport will be detailed. The possible benefits that site users could see as a result of sustainable travel include: improvements to health, a reduction in carbon footprints, reducing congestion and pollution levels in the local area.

7.9.5 An effective communication and marketing strategy will allow all staff to have a 100% knowledge of the sustainable options for travel to and from the development and also, an awareness of the measures available and facilities at the site that aid sustainable travel.

7.9.6 To facilitate ongoing TP promotion and awareness raising, the TPC will be available as a point of contact for all staff and guests requiring travel information.

7.9.7 Staff at the hotel reception will also be trained and provided with appropriate materials e.g. maps/leaflets to allow them to advise customers on the availability of local buses, cycle routes and walking routes should they be of interest.

7.9.8 This approach will enable staff and guests to get in touch with the TPC if they need any further information with regards to local transport. Moreover, staff will have opportunities to communicate any ideas they would like to put forward, to enhance the sustainable travel choices available at the site.

8 Implementation and Monitoring

8.1 Implementation

8.1.1   The TPC will be responsible for introducing the TP to staff and guests at the hotel. The TPC will champion the TP and have sufficient authority and responsibility to ensure its progress.

8.1.2   The TPC will be responsible for corresponding with community organisations and public transport providers. Also, they will have responsibility for developing a 'Welcome Pack' for all new employees and ensuring that information on travel is distributed to guests via the general guest services/facilities information packs that is provided in hotel rooms.

8.1.3   The information packs will include literature on alternative modes of transport to the hotel as opposed to the private car.

8.1.4   A biennial review of the TP will be carried out by the TPC to ensure that the TP gets active support, and funding, from the Senior Management Team at the hotel.

8.2 Monitoring and Review

8.2.1   The majority of measures to reduce car use and promote walking, cycling, public transport and car sharing will be in implemented during the construction process; or within three months of occupation. This will allow staff to assess the potential to travel by alternative modes of travel and allow a sustainable travel culture to emerge from the offset.

8.2.2   Given that the proposed scheme is a new development, the initial baseline and modal shift targets for the TP will be based on the results of a baseline travel survey to be completed within three months of occupation of the site.

8.2.3   The baseline survey and biennial surveys thereafter, will consist of a short questionnaire; the content and template of which is to be agreed with OCC. The questionnaire will then be completed by all staff at the hotel; at times when staff begin their shifts.

8.2.4   Additional guest travel data for the hotel could also be collected to include postcodes and modes of travel when checking in.

8.2.5   The results of the baseline travel surveys will be presented to OCC, as a Preliminary Report to determine baseline targets for the TP, within three months of the first travel survey.

8.2.6   Thereafter, Biennial Monitoring Reports (in years 3 and 5) will be used to present travel survey results; the existing modal share baseline, modal shift targets and measures summarising the TP's progress at two-yearly intervals. From this, the targets should be amended or agreed, and any further measures introduced following feedback on the surveys by OCC.

8.2.7   The travel surveys should be initiated by the TPC in a neutral month, on a biennial basis (on three occasions, including the initial survey) and for a period of five years. The surveys will be used to:

- Determine initial and biennial modal split and travel patterns;
- Monitor the targets;
- Show the number and percentage of people travelling by each mode;

- Highlight the number of single occupancy car user numbers which will act as a major factor in target setting;

- Allow two yearly comparisons to be made when undertaking biennial TP reviews;

- Enable modal share targets to be determined;

- Determine the barriers and motivations relating to the uptake of sustainable modes of transport;

- Consider the uptake of any measures and incentives proposed in the TP; and

- Help identify any further measures that need to be investigated and proposed.

8.2.8   The Biennial Monitoring Reports will be made available to all staff at the development and this will be used as travel information. An ongoing reporting and evaluation process is important so that individuals can see how their travel choices fit into the TP.

8.2.9   As a part of TP monitoring and in response to feedback, the TP will need to be updated biennially, so that the targets can be re-evaluated, and appropriate improvements made.

8.2.10   In total, the TP will be monitored for a period of five years with a travel survey completed every 24 months after year 1; in years 3 and 5, after which the monitoring will cease. It is envisaged that after the five-year period, the TP will be continued on a voluntary basis only.

9 Action Plan

9.1 Introduction

9.1.1 To provide an accurate strategy for the implementation of the TP, various (short, medium and long-term) timed measures will be introduced before and after the redevelopment of the hotel.

9.1.2 **Short term** measures refer to those which will be implemented prior to, or within three months of first occupation. **Medium term** measures are identifiable as those which can be implemented within a year. **Long term** measures are those which will take more than one year to complete.

9.1.3 The TP is an 'active' document and the measures and targets will be regularly reviewed as it progresses.

9.2 Action Plan – Initiatives and Timescales

9.2.1 **Table 9.1** sets out an Action Plan to be implemented by the TPC with the main TP measures listed. The Action Plan specifies proposed timescales for each TP measure and also suggests other delivery partners who may be able to provide additional resources and support in meeting targets.

Bicester Heritage, Hotel

Travel Plan

Table 9.1 – Action Plan (Timescales and Delivery Partners)

Measure	Short Term	Medium Term	Long Term	Ongoing	Other Delivery Partners
Walking					
Provision of walking maps at the hotel.	x			x	OCC and local walking groups
Promoting events such as 'National Walking Month' to employees.		x		x	Living Streets
Cycling					
Provision of cycle maps at the hotel.	x			x	OCC and Sustrans
Publicising cycle training.		x		x	CycleLyn
Public Transport and Shuttle Bus Services					
Distribution of public transport information.	x			x	OCC, Traveline, Stagecoach
Advising on journey planning services.	x			x	National Rail, OCC, Traveline
Explore On-site shuttle bus service for guests.			x		Unknown
Explore Shuttle bus service for employees.			x		Unknown
Car Sharing					
Publicising the benefits of car sharing.	x			x	Co-wheels, Shareacar and Liftshare
Increasing awareness of car share websites.	x			x	As above
Design					
Provision of a 3m footway along the eastern side of the A4421.	x				Developer
Tactile paving/dropped kerb crossing points to link to existing pedestrian and cycle routes.	x				Developer
Construction of a drop-off lay-by for shuttle buses and taxis.	x				Developer
Provision of cycle and motorcycle parking at the hotel	x				Developer
Other Measures					
Appointment of a TPC.	x				
Creation of a hotel website.	x				
Travel information boards.	x			x	Local travel groups and public transport providers.

9.2.2   As with all elements of the travel planning process, the Action Plan is not considered to be prescriptive and accordingly, flexibility should be exercised to ensure that the TP benefits all user groups and remains relevant throughout its implementation.

10 Conclusion

10.1.1 This TP has been prepared in support of a planning application for a hotel development at Bicester Heritage on land to the east of the A4421 Buckingham Road.

10.1.2 The main objective of the TP is to reduce car travel to and from the hotel and encourage the promotion of more sustainable forms of transport at the application site by increasing the awareness of travel options and helping to identify potential barriers to using such modes. Where car travel does take place, an aim will be to reduce the number of single occupancy car journeys.

10.1.3 The TP has set out a package of measures to be implemented by the nominated TPC upon full occupation of the site. The document has outlined the strategy, objectives and targets of the TP and provides details of how the TP will be managed and monitored.

10.1.4 It is concluded that the TP will provide an effective tool for Bicester Heritage and the end occupier to promote a sustainable access strategy for the site.

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