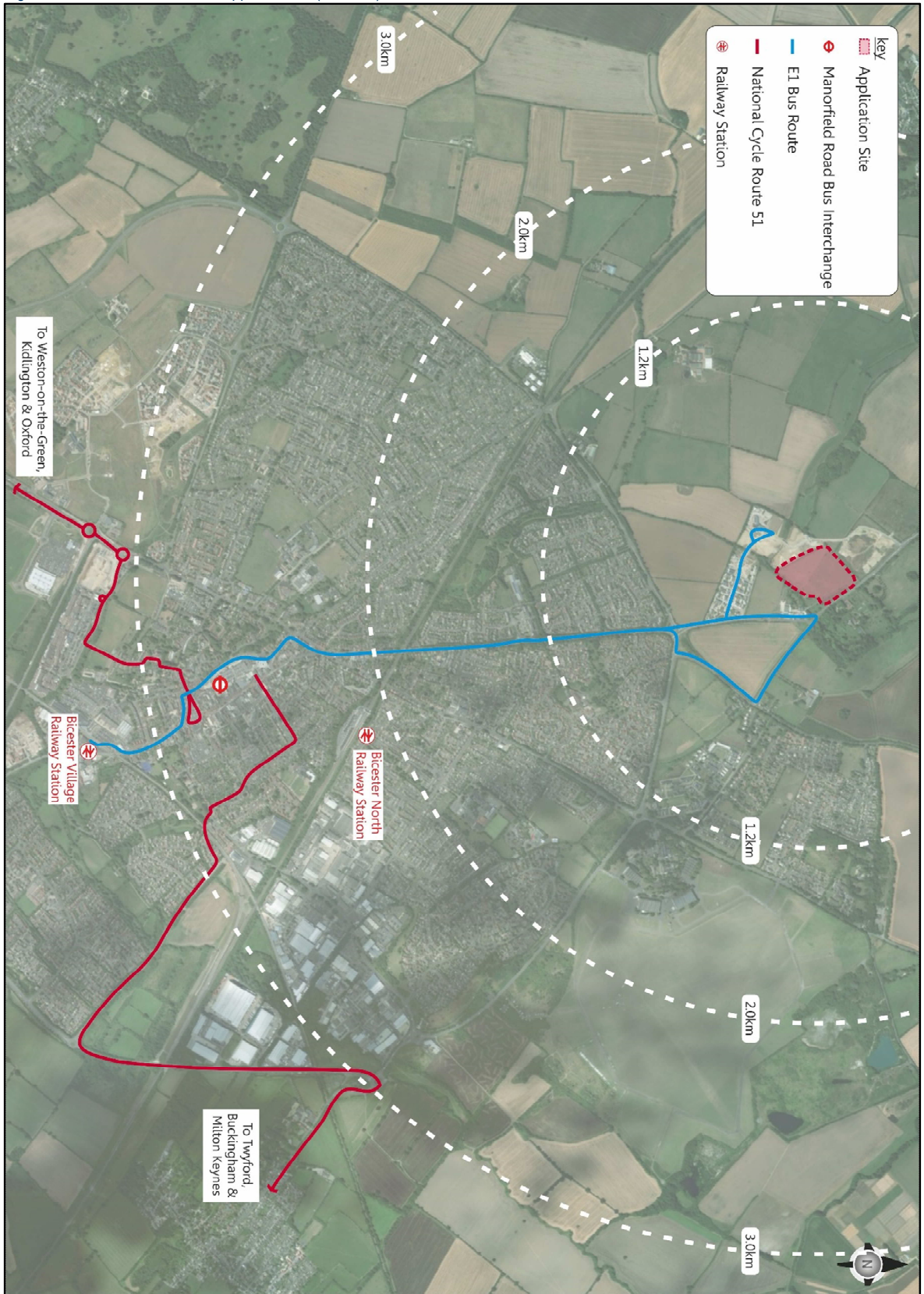


Figure 3.2: Sustainable Access Opportunities (Bicester)



Walking / Cycling

- 3.4.2 In terms of access on foot and by cycle to the application site through *Elmsbrook*, this will be achievable along Charlotte Avenue. At the time of writing, the southern section is accessible while the northern section along the frontage of the application site is under construction. Where Charlotte Avenue has been built, a footway with a minimum width of 2.0m is provided on either side of the carriageway with uncontrolled pedestrian crossing points provided with dropped kerbs and tactile paving located at regular intervals.
- 3.4.3 It is proposed, as part of the North West Bicester Masterplan, that Charlotte Avenue is designated a 'direct' walking and cycling route and as such, will act as fast commuter route through *Elmsbrook* when complete.
- 3.4.4 A new education facility (Gagle Brook Primary School) is proposed at *Elmsbrook* as part of the adjacent development scheme. It is located along Charlotte Avenue within a 5-minute walking distance of the application site and will be open by the time the proposed development at Plot SGR1 is built.
- 3.4.5 External to the Eco Town scheme, a shared footway / cycleway is provided alongside the northbound carriageway of B4100 Banbury Road which provides direct access on foot and by cycle into *Elmsbrook* in the south-eastern corner of the scheme and to the existing footway alongside the southern section of Charlotte Avenue.
- 3.4.6 A signalised crossing is provided on B4100 Banbury Road to the south of *Elmsbrook* to enable pedestrians and cyclists to cross the carriageway and head eastwards onto another shared footway / cycleway alongside the A4095 which is separated from the carriageway by a grass verge. The shared footway / cycleway continues south into Bicester town centre where further pedestrian and cyclist connections are provided towards the existing residential areas to the south.
- 3.4.7 Engagement with the wider client project team has confirmed that parishioners of St Laurence Church, located off B4100 Banbury Road immediately south of an existing priority T-junction access arrangement to Home Farm, currently make informal use of the access road to Home Farm as an informal parking area and then cross the B4100 Banbury Road on foot to access St Laurence Church. Some concern has been raised by the existing community given the lack of formal footway and / or pedestrian crossing facility at this location.
- 3.4.8 From a strategic access perspective, National Cycle Network Route 51 passes through Bicester town centre and runs towards Bletchley, Milton Keynes and Bedford to the north-east and Weston-on-the-Green, Kidlington and Oxford to the south-west. A number of local routes within Bicester connect to Route 51 including those on B4100 Banbury Road and the A4095.

Bus Services

- 3.4.9 In terms of access by public transport to the application site, a number of bus stops are already provided along Charlotte Avenue as part of the *Elmsbrook* development. These bus stops are provided with seating and a shelter to protect waiting passengers from inclement weather as well as Real Time Information which indicates the status of the bus service. They are also provided with cycle parking which demonstrates the inclusive sustainable access strategy of the Eco Town scheme.
- 3.4.10 The nearest active bus stop to the application site is located approximately 300m to the south on Charlotte Avenue; however, observations as part of the PBA site visit indicate that, while not active at the time of writing, a bus stop is located less than 200m from the site access.

- 3.4.11 The design and function of Charlotte Avenue incorporates bus priority by way of a bus-gate immediately north of the access to the application site. At this point the carriageway narrows to 4.0m limiting 2-way flow to buses only.
- 3.4.12 The E1 bus service calls at the bus stops along Charlotte Avenue and provides a service from *Elmsbrook* to Bicester Village Station via Caversfield and Bicester town centre which takes approximately 15 minutes. It is operated by Grayline Coaches and forms part of Bus Route 2 proposed as part of the North West Bicester Masterplan.
- 3.4.13 The bus interchange within Bicester town centre itself where the E1 bus service calls is provided along Manorsfield Road. A total of 8 bus stands are provided where 10 bus services call. The bus services available from the Manorsfield Road bus interchange are shown in **Table 3.1**.

Table 3.1: Bus Services Available from Manorsfield Road

Operator	Service No.	Route	Daytime Frequency (mins)		
			Mon-Fri	Sat	Sun
OurBus Bartons	8	Middle Barton – Steeple Aston – Lower Heyford – King’s End – Bicester	2 per day (Fri only)	N/A	N/A
Stagecoach	X5	Cambridge – Bedford – Milton Keynes – Buckingham – Bicester – Oxford	30	30	30
	S5	Arcott – Bicester – Oxford Parkway – John Radcliffe Hospital – Oxford	15	15	30
	26	Kingsmere Centre – Bicester	30	30	N/A
Thames Travel	25A	Oxford – Summertown – Bletchingdon – Upper Heyford – Bicester	60	60	N/A
Grayline Coaches	21	Chesterton – Bicester – King’s End – Highfield	30	30	N/A
	E1	Elmsbrook – Bicester	30	30	N/A
Langston & Tasker	18	Buckingham – Padbury – Steeple Claydon – Twyford – Bicester	120	N/A	N/A

- 3.4.14 As can be seen from **Table 3.1**, bus services are provided from Bicester town centre to the majority of the surrounding areas. Included is the X5, which is an inter-city express service provided by Stagecoach, that provides connections from Bicester to the major towns and cities on the Cambridge to Oxford corridor.

Rail Services

3.4.15 Bicester is served by two mainline railway stations: Bicester North (2.15km from the application site) and Bicester Village (3.35km from the application site), both of which are managed by Chiltern Railways.

Bicester North

3.4.16 Bicester North is located on the Chiltern mainline between London Marylebone and Birmingham Snow Hill. The facilities at this station include storage provided for up to 65 cycles as well as parking bays which include EV charging points.

3.4.17 Although Bicester North is not accessible by a direct bus service from the application site, it is located within a 10-minute cycle and is therefore accessible by a sustainable mode of travel. The route from the application site to Bicester North is flat and includes a shared footway / cycleway provided along B4100 Banbury Road towards the town centre. A section of the route adjacent to the railway bridge is also segregated from vehicular traffic to enhance the pleasantness of the journey.

3.4.18 **Table 3.2** outlines the rail journey times to selected destinations from Bicester North Station.

Table 3.2: Rail Journey Times from Bicester North Station

Destination	Average Journey Time
London Marylebone	56 minutes
Beaconsfield	35 minutes
High Wycombe	28 minutes
Kings Sutton	10 minutes
Banbury	18 minutes
Leamington Spa	32 minutes
Warwick	36 minutes
Birmingham Moor Street	64 minutes
Birmingham Snow Hill	72 minutes

Bicester Village

3.4.19 Bicester Village is located to the south of Bicester adjacent to the Bicester Village outdoor shopping mall and is located on the Chiltern mainline between Oxford and London Marylebone. It is accessible from the application site with the E1 bus service as well as within a 15-minute cycle and is therefore accessible by a sustainable mode of travel.

3.4.20 The cycle route from the application site to Bicester Village is flat and includes a shared footway / cycleway provided along B4100 Banbury Road towards the town centre. A section of the route adjacent to the railway bridge is also segregated from vehicular traffic to enhance the pleasantness of the journey.

3.4.21 **Table 3.3** outlines the rail journey times to selected destinations from Bicester Village Station.

Table 3.3: Rail Journey Times from Bicester Village Station

Destination	Average Journey Time
Oxford	20 minutes
Oxford Parkway	9 minutes
Islip	6 minutes
Haddenham & Thame Parkway	12 minutes
High Wycombe	24 minutes
London Marylebone	48 minutes

3.4.22 As can be seen from **Table 3.3**, the regular services throughout the day ensure a good range of destinations are readily accessible from Bicester North and Bicester Village rail stations. The employment, recreational and shopping opportunities within Oxford are available within a 30-minute rail journey from Bicester. There is a service approximately every 15 minutes to Banbury, Birmingham and London from Bicester North station.

3.5 Highway Network

Charlotte Avenue

3.5.1 Charlotte Avenue is a proposed 6.0m-wide internal access road through the Exemplar development scheme. From PBA observations, it is evident that while the southern section of Charlotte Avenue is accessible for vehicular traffic, the northern section along the frontage of the application site is currently under construction.

3.5.2 Where Charlotte Avenue is complete, access onto B4100 Banbury Road is provided to the south-east by means of a priority T-junction. It is subject to a speed limit of 20mph with a gateway feature provided at the access to encourage drivers to observe this speed limit. It also incorporates conventional traffic calming features to ensure that the route does not dominate the area with vehicular traffic and become an obstruction to movement by other travel modes. It includes local narrowing of the carriageway in places to a minimum width of 3.5m along with raised table junctions to slow vehicular traffic down.

3.5.3 As part of the North West Bicester Masterplan, it is proposed that when built, a 4.0m-wide bus only link will be provided along the northern section to prioritise bus movement and limit through flow traffic. In addition to this, its T-junction with B4100 Banbury Road will be upgraded to a signalised junction.

B4100 Banbury Road

- 3.5.4 B4100 Banbury Road runs adjacent to the application site to the east in the local context between the A43 to the north and its junction with the A4095 to the south where it continues towards its convergence with Buckingham Road and Field Street via a roundabout junction in the centre of Bicester.
- 3.5.5 The northern section of B4100 Banbury Road to the north of the roundabout junction with the A4095 is predominately rural in nature and is subject to a speed limit of 40mph until just to the south of its junction with Bainton Road where the national speed limit applies. There is an existing access to Home Farm off B4100 Banbury Road by way of a priority T-junction located to the north of St Laurence Church.
- 3.5.6 The southern section is more urban in nature with the presence of footways and traffic calming features. This section of B4100 Banbury Road is subject to a speed limit of 40mph then 30mph towards the town centre.

A4095 Howes Lane / A4095 Lords Lane

- 3.5.7 A4095 is a single lane carriageway that runs to the north-west and north of Bicester as a town centre by-pass route between B4030 Middleton Stoney Road and its convergence with the A4421 and Buckingham Road via a roundabout junction.
- 3.5.8 The section of the A4095 to the south of the railway line known as Howes Lane is rural in nature and is subject to a speed limit between 40mph and 50mph with predominantly no street lighting and no footways or adjacent path. The section to the north of the railway line is subject to a speed limit of 50mph with street lighting provided.

3.6 Summary

- 3.6.1 The chapter has been prepared through reference to a range of data sources and describes the existing conditions local to Plot SGR1 in the context of the delivery of the wider North West Bicester Masterplan including the adjoining *Elmsbrook* development. This review has confirmed that the application site will be accessible on foot and by cycle as well as by local bus services enabling connections to a range of local facilities and amenities.

4 Development Proposals & Access Strategy

4.1 Development Proposal

4.1.1 The proposal is to provide up to 75 residential units with a single point of vehicular access along Charlotte Avenue which is to be built out as part of the Exemplar development, as well as a footpath / cycle route through the site adjacent to the residential units. The development will also include open space with an orchard and allotments with an informal parking area provided for these users and Parishioners of St Laurence Church; this will be accessible via an existing priority T-junction serving Home Farm.

4.1.2 The indicative masterplan for the development is included in **Appendix B**.

Cycle Parking

4.1.3 It is proposed that cycle parking will be provided for each residential unit as part of the development in accordance with the standards as set out in the adopted Cherwell Local Plan 2011-2031 document which states 1 space for each 1-bedroom unit and 2 spaces for each unit with 2 or more bedrooms. Visitor cycle parking provision will also be provided in accordance with these local standards, with 1 cycle stand provided for every 2 units.

Vehicular Parking

4.1.4 Oxfordshire's Residential Road Design Guide (2003; amended in 2015, Appendix 6) states that one allocated car parking space per dwelling will be acceptable at the North West Bicester Eco Town. This may be on plot or off plot. Off plot provision may be grouped in a parking court provided the courts are small, close by, secure and conveniently accessed. Additional unallocated off plot car parking may also be provided up to a maximum of one space per dwelling.

2.1.1 Provision for car parking on site will be made in accordance with the standards and policy set out by Cherwell District Council and Oxfordshire County Council. Resident car parking will be provided on plot in garages or on driveways. The following principles will govern parking provision:

- Parking to be provided as close to each property as possible, and is safe and easy to use;
- Parking is generally expected to be provided in a combination of on plot, off plot and on street spaces;
- Adopting a flexible approach to parking design and provision, focusing on optimum design and layout to meet the needs of residents, pedestrians and cyclists; and
- Reducing the visibility of the car in the street scene through careful design, robust boundary treatments, and unobtrusive garaging and use of car ports.

4.1.5 It is also proposed that space is to be provided in the northern corner of the application site, adjacent to the allotment area, for an informal parking area for use by Parishioners and users of the allotments. This proposal has been discussed with local stakeholders and improves the existing parking arrangements for this important local community facility.

4.2 Access Strategy

4.2.1 The access strategy for the proposed development builds upon the aspirations of the North West Bicester Masterplan and Supplementary Planning Document. A vehicular access is provided along Charlotte Avenue while the development also encourages travel by sustainable modes of transport both within the Eco Town and external towards Bicester town centre.

Walk / Cycle Access

- 4.2.2 It is proposed pedestrian and cycle access into the site will be taken from the adjacent development. A footway will be provided on both sides of the primary access road to enable access on foot from Charlotte Avenue while pedestrian links to the adjacent developments are proposed along the north-western and south-western frontages of the site.
- 4.2.3 In addition to these connections, a recreational footpath / cycleway proposed through the site adjacent to the residential units will enable access on foot and by cycle from residential areas to the north and south-west. The detailed design of these routes would be established at the reserved matters stage.
- 4.2.4 The proposals will also allow for the future provision of a pedestrian link through Plot SGR1 towards St Laurence Church located across B4100 Banbury Road. The applicant will facilitate and safeguard the area for a future potential pedestrian crossing facility across B4100 Banbury Road responding to existing limitations of provision of access to this important community facility, subject to ongoing discussions with Oxfordshire County Council and S106 negotiations.
- 4.2.5 This strategy will provide strong pedestrian and cycle links from the development to the wider Eco Town and surrounding areas and supports the wider walking and cycling access strategy of the North West Bicester Masterplan.

Public Transport Access

- 4.2.6 The location of the residential units proposed as part of the development will be well within a 400m walking distance of the E1 bus route which runs along Charlotte Avenue through the adjacent Exemplar development scheme and into Bicester town centre.
- 4.2.7 The applicant is willing to provide an appropriately scaled financial contribution toward the delivery of the proposed local bus service improvements consistent with other local development sites, subject to ongoing discussions with Oxfordshire County Council and S106 negotiations.
- 4.2.8 This strategy will provide strong public transport links from the development to the wider Eco Town and surrounding areas and therefore supports the wider public transport access strategy of the North West Bicester Masterplan.

Vehicle Access

- 4.2.9 It is proposed vehicular access to the development site will be provided along Charlotte Avenue using an existing T-junction arrangement built out as part of the Exemplar development scheme (10/01780/hybrid).
- 4.2.10 The design of the new internal access road will include provision of a 5.5m carriageway and minimum 1.8m footway on either side of the carriageway, in accordance with local design standards. The internal street network will be designed in accordance with local guidance although remain subject to detailed design at the reserved matters stage (with further details set out within the accompanying Design and Access Statement).
- 4.2.11 The development will also include open space with an orchard and allotments with an informal parking area provided for these users and Parishioners of St Laurence Church; this will be accessible via an existing priority T-junction serving Home Farm.

5 Travel Plan Objectives and Targets

5.1 Travel Plan Objectives

5.1.1 The overarching aim for developments across the Eco Town is as follows: “Reduce the need or desire to travel through integrated design and provide sustainable travel choice options that have less reliance on private cars and seek to relieve congestion.”

5.1.2 This overarching aim has been used to develop specific objectives for this TP:

- To create a high-quality environment for people to live in;
- To reduce the need to travel by providing the facilities people need to “work-from-home”;
- To promote the use of sustainable modes of travel, such as walking, cycling and public transport, and to provide information on such modes;
- To reduce the travel related carbon impact of the development by reducing the number of single occupancy vehicle trips made by residents and to reduce the impact of traffic from the development on the wider area;
- To provide a safe environment for those travelling by active modes, such as walking and cycling; and
- To provide the capability for ongoing management and development of the Travel Plan, as well as the measures outlined in **Chapter 7**.

5.2 Travel Plan Targets

5.2.1 Setting appropriate targets is an essential element of the TP to achieve the overarching aim of the Eco Town. The targets in this TP are ‘SMART’: Specific, Measurable, Achievable, Realistic and Time-bound.

5.2.2 This TP aims to address all trips made to and from the development by residents, regardless of the purpose. The targets outlined throughout this subsection are to be the overarching targets for the development; however, it is envisaged that these targets will be developed as part of the final version of this TP and reviewed periodically throughout the life of the TP, as outlined in **Chapter 8**.

5.2.3 All targets set in this TP have been formed from the policies set out in the North West Bicester SPD.

5.2.4 The North West Bicester SPD states in paragraph 4.119: “*Planning applications should include Travel Plans which demonstrate how the design will enable at least 50% of trips originating in the development to be made by non-car means with the potential to increase to 60% by 2020*”. With respect to this document, the TP will commit to the target below.

Target 1: 50% of all trips originating from the development will be made by non-car modes of transport following occupation

5.2.5 The targets are set with the definition of occupation being when 75% of the residential units are occupied. This target would be updated in a future version of the Travel Plan to a more ambitious target to reflect the need to increase the mode share of non-car modes to 60%.

- 5.2.6 The North West Bicester SPD states in paragraph 4.117: “The targets suggest an overall increase in walking trips from 22% at present to 30% for North West Bicester; increasing cycling trips from 4% to 10% and bus trips from 5% to 10%”. This has been used to form the following additional targets.

Target 2: 40% of trips originating from the development will be made by active modes (walking and cycling) by one year following occupation

Target 3: 10% of trips originating from the development will be made by bus by one year following occupation.

- 5.2.7 The target level of containment for all trips from the development within the Eco Town and Bicester has been set at the same levels set out within paragraph 4.115 of the North West Bicester SPD.

Target 4: 60% of trips originating from the development will be made to within Bicester, of which 35% will be to within North West Bicester, by one year following occupation

- 5.2.8 All targets set out in this subsection are time-bound to a year after occupation, which is considered to be an acceptable timeframe to assess how well the measures of the TP as set out in **Chapter 7** of this document are working, and whether they need developing to further promote sustainable travel choices.

6 Travel Plan Management

6.1 Overview

6.1.1 This section of the TP outlines the details of appointing a Travel Plan Coordinator (TPC) and responsibilities of this role. The TPC will be responsible for keeping the TP up-to-date and adapting the travel planning measures based on the initial travel behaviour of the residents.

6.2 Travel Plan Co-Ordinator

6.2.1 The appointment or nomination of a TPC is central to the successful implementation and management of the TP. The TPC will act as the promoter of the components of the TP to secure its implementation, as well as being the key point of contact for residents.

6.2.2 The key tasks of the TPC would be:

- To manage the implementation of the TP and its measures;
- To act as a central point of contact for all residents;
- To manage and monitor the TP, as outlined in **Chapter 8**;
- To raise awareness of sustainable travel options available to residents and to promote schemes encouraging sustainable travel; and
- To prepare the Annual Monitoring Report, as outlined in **Chapter 8**.

6.2.3 The developer will appoint and brief the TPC at the appropriate time, as well as give them a most recent copy of the Travel Plan for the site.

6.3 Coordination Across Wider Site

6.3.1 Through management of this TP, TPCs of the other sites in the Eco Town should work in coordination with each other, in the form of an Action Group. This group could also involve residents at the application site who want to get involved with the management of the TP.

7 Travel Plan Measures

7.1 Overview

- 7.1.1 A series of measures will be implemented at the development site to help achieve the targets set in **Chapter 5** of this document. These have been split into two categories: limiting the need to travel, which will work towards achieving Target 4, and promoting sustainable travel, which will work towards achieving Targets 1, 2 & 3.

7.2 Limit the Need to Travel

Containment of Land Uses

- 7.2.1 An effective means of limiting the need to travel is to mix housing areas in with areas of employment, education, retail and community uses so that travel is not required, or greatly reduced.
- 7.2.2 The development site itself contains just residential and recreational land uses; however, as a part of the wider North West Bicester Masterplan, it will be mixed in within employment, educational and retail areas. A primary school is included within the adjacent Exemplar development scheme, along with community and local retail facilities. These are all within easy walking distance from any of the residential developments at the application site and require no travelling outside of the wider Eco Town.

Working from Home

- 7.2.3 Working from home provides an alternative to commuting and reduces the need to travel from the site, particularly at peak times. Employers are becoming more open to the idea of working from home and so the site will be prepared with the provision of high level broadband.

7.3 Promotion of Sustainable Travel

Branding and Marketing

- 7.3.1 This TP is to be branded in the same way other Travel Plans are across the Eco Town: through the '*North West Bicester – Thinking About Tomorrow*' logo and philosophy. This will take place at the time when the TP is made available to residents at the application site. The branding is an important aspect of the overall ethos of North West Bicester and will help raise awareness of the TP and the sustainable travel options available.
- 7.3.2 Other marketing techniques will be employed for this TP, to help promote the document and the sustainable travel initiatives to residents and improve communication channels between the Travel Plan Coordinator (TPC) and residents.
- 7.3.3 The following marketing techniques will be implemented:
- In Home Information System and the North West Bicester Website – providing links to sustainable travel resources such as journey planners and public transport timetables;
 - Link to the Oxfordshire Lift Scheme website (oxfordshire.liftshare.com);
 - Travel information and advice available from the TPC, by phone or by email; and
 - Marketing events tying into local and national promotions, such as Bike Week.

- 7.3.4 All homes will be provided with a real-time travel information system which is expected to be the primary source of information for sustainable travel. The tablet system will be able to inform residents when the next bus is due from their closest stop, the availability of electric car club cars and have maps with safe walking and cycling routes to destinations within Bicester.
- 7.3.5 In addition to all the above, the following communication sources will be explored for the future:
- Newsletters for residents;
 - Focus groups or other formal or informal local or educational events run by the TPC;
 - Branded merchandise; and
 - Press releases on local radio or in the local press.

Travel Awareness

- 7.3.6 In conjunction with the Oxfordshire County Council Travel Choices team, travel awareness initiatives will be promoted to residents. These are short term schemes, such as Bike Week, Walk to School Week and Liftshare Week, which aim to change people's travel behaviour for the long term by opening them to the other, more sustainable options for travelling. The TPC would be responsible for promoting these initiatives, and these could be promoted in conjunction with other neighbouring sites across the Eco Town.

Personalised Travel Planning

- 7.3.7 Each new household at the development is proposed to be offered a Personalised Travel Plan on moving in. It will involve a questionnaire that will identify each residents' main travel needs. This will then be used to produce a personalised information pack showing local public transport information as well as walking and cycling routes to destinations important to them. Discounts will also be made available, as well as a range of incentives to encourage the use of public transport, walking, cycling and electric vehicles.

Promoting Walking and Cycling

- 7.3.8 Promoting active modes of travel (walking and cycling) is an effective way of mitigating the levels of traffic within the Eco Town. Not only are they sustainable modes of travel, it is also good for the health and wellbeing of residents. Health and wellbeing will be an important part of the ethos of the site, and is set out in the North West Bicester SPD. The SPD states: *'The built and natural environments are an important component in improving the health and wellbeing of people. Well-designed development and good urban planning can also contribute to promoting healthier and more active living and reduce health inequalities. Healthy lifestyles are a key component of the development principles and proposals will need to address this issue.'*
- 7.3.9 As shown in **Chapter 4** of this document, the proposed walking and cycling access strategy for the development will provide strong pedestrian and cycle links from the development to the wider Eco Town and surrounding areas.
- 7.3.10 The following initiatives are to be put forward to promote cycling across the wider Eco Town:
- Quality cycle paths, cycle storage at homes and cycle parking facilities at bus stops;
 - A strong cycling identity incorporated into the Eco Town;
 - Public art at key locations featuring bicycle themes;

- A menu of incentives for all new residents to choose from (this could include free bikes, free folding bikes, free bike servicing, free hi-vis waterproofs, free bike lights or free bike locks);
- Promotion of electric bikes through link up with local bike shop offering supply and maintenance;
- Best practice in cycle promotion through cycle to work schemes, cycle to school schemes, Bikeability programme, taking advantage of all the best practice learnt by Sustrans and the Cycling Demo Towns;
- Hold an annual Bicester Bike Day that will promote the use of cycling within Bicester; and
- Have a close tie with bike interest groups across Oxfordshire, such as Cyclox, the Broken Spoke Bike Co-op and Wheels for Wellbeing, to allow the sharing of events in both Bicester and Oxford.

7.3.11 These will all be marketed by local press and national magazine articles, and the onsite sales office within the wider site including information and staff knowledgeable in cycling.

7.3.12 The adjacent Exemplar scheme has already provided a lot of the infrastructure required to promote walking and cycling from the development site, such as wide footways, traffic calming measures on Charlotte Avenue and cycle parking at all community facilities, including the primary school. It will be a case of promoting active travel to residents at the application site.

Promoting Public Transport

7.3.13 The E1 bus route runs through Elmsbrook along Charlotte Avenue. This route currently acts as a form of shuttle bus service between the Eco Town and Bicester town centre.

7.3.14 As part of the North West Bicester Masterplan, buses will be given priority throughout the wider Eco Town which will promote the use of the bus as an attractable travel option. The bus stops throughout Elmsbrook as shown in **Figure 7.1** are provided with seating and a shelter to protect waiting passengers from inclement weather as well as Real Time Information which indicates the status of the bus service. They are also provided with cycle parking.



Figure 7.1: Bus Stop Infrastructure in Elmsbrook

7.3.15 The bus services will also provide a connection to both Bicester railway stations, providing access further afield than Bicester by public transport.

7.3.16 The following incentives will be provided to residents to promote public transport as part of the North West Bicester Masterplan:

- Real Time Information available within each household;
- Bus services will be very frequent;
- Train service frequency to be increased; and
- Direct cycle and walking links to both railway stations, as well as connection between the application site and the stations by bus.

Car Club / Car Sharing

7.3.17 A car club involves the provision of a single car to be used by several people as and when they need it. This means that one car will be parked in the development at one time, rather than several. An electric car club is in use for residents of Elmsbrook and residents of the proposed development could make use of. The car club space is located off Charlotte Avenue, in convenient walking distance for residents at the application site. The car club space is shown in **Figure 7.2**.

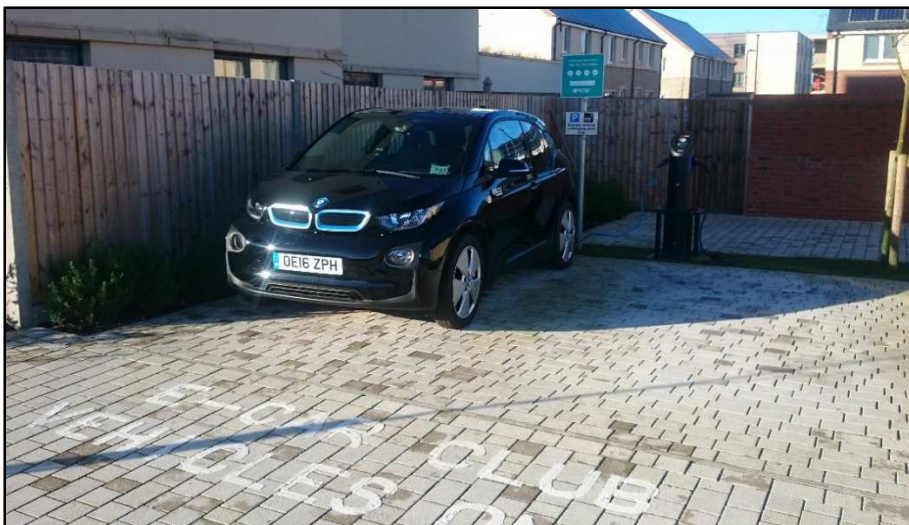


Figure 7.2: Car Club Space at Elmsbrook

7.3.18 A car club is an effective way of reducing car ownership, and could be a useful mitigation measure when it comes to managing parking levels in the development if it is introduced. Electric cars will be used for the car club to achieve the sustainable objectives set for the development. They will generate better air quality within the development and can now be charged in 15 minutes. This makes them ideal for car clubs across the Eco Town. Charging points are provided at the car club parking space and, if necessary, throughout the development.

7.3.19 As well as car sharing, the TPC will promote car sharing to residents commuting from the application site. Oxfordshire Liftshare, and other car sharing websites, will be used by the TPC to help encourage car sharing by residents making similar trips.

7.3.20 These techniques, although promoting sustainable travel, do not help shift the mode share towards Target 1 of this TP (for 50% of trips originating from the development to be made by non-car means); therefore, car clubs and car sharing will be promoted amongst those who would otherwise travel by single occupancy vehicle.

8 Travel Plan Monitoring & Review

8.1 Overview

- 8.1.1 The success of this TP will depend on the staged monitoring and review of targets set and measures implemented. Travel Plans are living documents that need to be regularly updated. The management of the TP will involve a continuous process of monitoring, reviewing and adjusting the measures in the document to reflect changing circumstances. The cyclical approach for this is shown in **Figure 8.1**.



Figure 8.1: Travel Plan Management Regime

8.2 Monitoring Timeframe

- 8.2.1 It is suggested that TP monitoring could commence following occupation of the 56th unit of the development – this would equate to 75% of the units being occupied. Monitoring will then continue annually up to 5 years following occupation of all units. Annual monitoring will include assessing the mode share against the targeted mode share of 50% by non-car means.

8.3 Monitoring Mechanisms

8.3.1 A monitoring report will be submitted annually to the Travel Choices team at Oxfordshire County Council by the TPC. It will include data collected in the following areas:

- On-going measurement of walking and cycling in and out of the development and cycle trips made to local bus stops;
- On-going measurement of the traffic entering and leaving the site;
- On-going measurement of the public transport utilisation; and
- Monitoring of total trips generated, mode share and emissions of cars owned on the site on a bi-annual basis through household travel diaries.

8.3.2 This data will be used to analyse the success of the measures within the TP at achieving the targets.

8.3.3 The Annual Monitoring Report will also include the following:

- Details of progress made since the previous year;
- Analysis of the data collected, as well as any additional data collected, such as cycle parking use; and
- An outline of any remedial actions required for the forthcoming year, based on achievement of meeting targets.

8.4 Remedial Actions

8.4.1 Should the TP be found to not be meeting targets, measures will need to be updated and improved to reflect a better mode share.

9 Travel Plan Action Plan

9.1.1 **Table 9.1** provides an Action Plan for the measures to be implemented at the application site with responsibilities and indicative timescales.

Table 9.1: Travel Plan Action Plan

Measure	Overview	Responsibility	Timescale
Containment of land uses	Employment and schools will be provided within the wider Eco Town	SPD / OCC	Planning Stage
Working from Home / Locally	High level broadband provision Employment areas provided within Eco Town	Developer	Planning Stage
Branding and Marketing	TP to use Eco Town branding	TPC	Prior to occupation and throughout TP lifetime
Travel Awareness	Promoting travel awareness initiatives to residents	TPC	Throughout TP lifetime
Personalised Travel Plans	Personalised Travel Plans based on questionnaire results Make sure all residents are aware of this service	TPC	Throughout TP lifetime (new residents)
Promoting General Sustainable Travel	Newsletters promoting sustainable travel options Branded merchandise Press releases to local press, national magazines and local radio	TPC	Throughout TP lifetime
Promoting Cycling	High quality cycling infrastructure across whole Eco Town as part of North West Bicester Masterplan Creation of cycling identity Providing public art at key locations featuring bicycle themes Marketing	Developer TPC	Prior to occupation and throughout TP lifetime
Promoting the Car Club	The car club within Elmsbrook could be expanded into the application site	Developer TPC	Throughout TP lifetime
Promoting Car sharing	Promotion of car sharing	TPC	Throughout TP lifetime

Appendix A Red Line Boundary Plan