



Bicester Office Park,
Bicester

Framework Workplace Travel Plan

For

Scenic Land Developments Ltd

Document Control Sheet
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Bicester Office Park, Bicester
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This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
23/08/2017	Draft	KL	DL
12/09/2017	Final	KL	DL
09/10/2017	Final Rev A	KL	DL
15/12/2017	Final Rev B	KL	DL

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1.0 Introduction

- 1.1 Motion has been appointed by Scenic Land Developments Ltd to prepare this Framework Workplace Travel Plan in relation to development proposals on land to the east of the A41 Oxford Road, Bicester within the administrative boundary of Cherwell District Council (CDC).
- 1.2 The site is currently undeveloped and is bound by the A41 Oxford Road to the west and Lakeview Drive to the north whilst Wyevale Garden Centre is located to the immediate south. The Bicester – Oxford railway line operates to the east and is separated from the site by undeveloped land.
- 1.3 The proposals comprise the redevelopment of the site to form up to 60,000 square metres (GEA) of B1(a)/B1(b) office space along with associated parking and landscaping. The site will be accessed from the A41 Oxford Road via Lakeview Drive.

Development Proposals

- 1.4 Outline planning permission was granted in 2010 for the construction of a 60,000-square metre office park comprising 53,000 square metres of B1(a)/B1(b) office space and a 7,000-square metre C1 hotel, served by circa 1,837 car parking spaces (Planning Ref: 07/01106/OUT). Detailed planning consent was subsequently granted in November 2013 for the construction of a Tesco food store of 8,135 square metres and petrol filling station on part of the consented office park site (Planning Ref: 12/01193/F). The S106 Deed of Variation in relation to the consented Tesco store and office park allows for the construction of up to 45,000 square metres of the B1(a)/B1(b) office space being delivered on the remainder of the site, as part of the previous outline planning consent for an office park.
- 1.5 The current planning application seeks outline planning consent, with all matters reserved except access, for the development of up to 60,000 square metres (GEA) of B1(a)/B1(b) office space. The development would be accessed from the A41 Oxford Road via Lakeview Drive.
- 1.6 The current development proposals would supersede and replace the previous outline consent for an office park on the site. In comparison with the previous outline planning consent for an office park on the site, the current site area excludes the portion of the site, north of Lakeview Drive, which has since been developed for a Tesco store. However, the site area now includes a parcel of land along the frontage of the A41 Oxford Road, south of Lakeview Drive, which was previously not within the applicant's ownership and was not part of the previous outline planning consent for an office park.

Report Structure

- 1.7 A Travel Plan is a management tool that allows a coordinated strategy to bring together daily travel issues and achieve a more sustainable travel choice. A successfully implemented Travel Plan can offer substantial gains towards the sustainable transport objects of central and local government.
- 1.8 This Travel Plan concentrates on sustainability issues and outlines a package of initiatives that are designed to encourage the use of sustainable modes of transport to and from the site and reduce reliance on the private car.
- 1.9 Following this introduction, the remainder of the report comprises the following sections:
 - ▶ Section 2 – Baseline Conditions
 - ▶ Section 3 – Objectives;
 - ▶ Section 4 – Management Strategy;
 - ▶ Section 5 – Travel Plan Measures;
 - ▶ Section 6 – Implementation, Monitoring and Review; and,
 - ▶ Section 7 – Action Plan.

2.0 Baseline Conditions

- 2.1 The site is located to the east of the A41, Oxford Road, and to the west of the Bicester – Oxford railway line. Both Bicester Village and town centre are located to the north of the site. The surrounding land uses comprise predominantly residential and retail uses with undeveloped land located to the east of the site. The site location in relation to the surrounding area is shown in [Figure 2.1](#).

Local Highway Network

- 2.2 The site is accessed from Lakeview Drive via the signalled controlled junction with the A41 Oxford Road. The A41 Oxford Road runs on a broadly north-south alignment and connects north to Bicester town and south to the M40.
- 2.3 North-east of the application site the A41 Oxford Road connects with the A41 at a junction known as the Esso roundabout. From the Esso roundabout, the A41 connects east towards Aylesbury. North of the Esso roundabout, Oxford Road connects north towards Bicester town centre.
- 2.4 As part of the consented development proposals for Bicester Village Phase 4 and the constructed Tesco store a significant package of highway works was approved and are currently under construction. The highway works included improvements to the Oxford Road junctions with Pingle Drive, Esso roundabout and Lakeview Drive.
- 2.5 Planning consent has recent been granted for a retail park scheme, known as 'Bicester Gateway Retail Park' on a site to the west of the A41 Oxford Road. The consented development proposals at Bicester Gateway Retail Park include further improvements to the A41 junctions with Lakeview Drive and the Kingsmere development.
- 2.6 In addition, planning consent has recently been granted for a business park scheme known as Bicester Gateway to the south of the current application site (Planning Ref: 16/02586/OUT). The consented development proposals at Bicester Gateway Business Park included improvements to the conventional roundabout junction between the A41 and Vendee Drive.
- 2.7 The Rodney House roundabout is situated to the north-east of the application site at the junction between the A41, the A4421 and London Road and currently forms a conventional roundabout. As part of consented development proposals at Graven Hill it is proposed that the Rodney House roundabout is upgraded to a signal controlled roundabout and it is understood that these works are scheduled to commence later this year.

Sustainable Transport Accessibility

- 2.8 It is generally accepted that walking and cycling provide important alternatives to the private car, and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institution of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- ▶ Most people will walk to a destination that is less than one mile (Planning for Walking, 2015);
 - ▶ The bicycle is a potential mode of transport for all journeys under five miles (approximately 8 kilometres) (Planning for Cycling, 2015); and,
 - ▶ Walking distances to bus stops should not exceed 400 metres, whilst people are prepared to walk twice as far to rail stations (Planning for Walking, 2015).
- 2.9 The Institution of Highways and Transportation (IHT) 'Guidelines for Providing Journeys on Foot' (2000) suggests acceptable, desirable and preferred maximum walking distances ('acceptable' walking distances would vary between individuals). Table 2.1 summarises the suggested walking distances for pedestrians without mobility impairment for some common trip purposes.

	Town Centres	Commuting/Schools	Elsewhere
Desirable	200	500	400
Acceptable	400	1,000	800
Preferred Maximum	800	2,000	1,200

Source: 'Providing for Journeys on Foot', IHT, 2000

Table 2.1 Suggested Walking Distances (metres)

- 2.10 The following sections consider the opportunities for sustainable travel that are available in the vicinity of the site.

Pedestrian and Cycle Network

- 2.11 Footways are provided along both sides of Lakeview Drive adjacent to the site and these connect with footway along both sides of the A41 Oxford Road. Signalised pedestrian crossing facilities are provided at the junction between the A41 Oxford Road and Lakeview Drive and these provide a convenient crossing opportunity across both Lakeview Drive and the A41 Oxford Road.
- 2.12 The highway improvements currently under construction at the A41 Esso roundabout and the A41 junctions with Pingle Drive and the Kingsmere access include signal controlled pedestrian crossing facilities which connect to the wider pedestrian network in the vicinity. In addition, the site is well located with regard to local footpaths which offer off-road connections to between the site and local villages including Wendlebury and Chesterton.
- 2.13 National Cycle Network Route 51 (NCN51), runs alongside the A41 Oxford Road directly past the application site. NCN51 provides a signed cycle route connecting south towards Wendlebury, Kidlington and Oxford. North of the application site, NCN51 connects to Bicester Village and Bicester Town Centre. There are further signed cycle routes in the vicinity of the site which operate throughout Bicester as well as connecting to Audley, Poundon and Langford Village.
- 2.14 [Figure 2.2](#) summarises the local footpaths and cycle routes in the vicinity of the site.
- 2.15 It is evident that the pedestrian and cycle facilities in the vicinity of the application site provide connections to local retail opportunities, residential areas and public transport facilities in the vicinity of the site. It is therefore evident that the application site is well place for future employees and visitors to undertake journeys to and from the site on foot or by cycle.

Public Transport Network

- 2.16 The nearest bus stops to the site are located approximately 500 metres to the north on Oxford Road and are served by the S5 and X5 services. The S5 operates every 15 minutes Monday to Friday and every 30 minutes on Saturdays and Sundays between Oxford City Centre and Launton, as well as the Bicester Park & Ride facility. The X5 operates twice an hour on weekdays and hourly on weekends between Cambridge Parkside Bus Station and Oxford City Centre via Milton Keynes Railway Station.
- 2.17 A further bus stop is located on Pringle Drive approximately 800 metres to the north east and is served by the Bicester Village Shuttle operating towards Bicester North Railway Station.
- 2.18 The nearest station is Bicester Village Railway Station located approximately 1.4 kilometres to the north east of the site. Bicester Village Station is located on the Oxford to London Marylebone line with services operating in each direction every 30 minutes.
- 2.19 Bicester North Railway Station is located approximately 1.8 kilometres to the north of the site and offers connections to London Marylebone, Banbury and Birmingham Moor Street and Snow Hill. Services run up to twice per hour in each direction.
- 2.20 It is evident that the application site is well placed for access to public transport facilities and provides future employees and visitors to the site to undertake journeys by public transport.

3.0 Objectives

3.1 This Travel Plan is a long-term strategy to inform staff and visitors of the travel choices available to them and to encourage sustainable modes of travel, in particular public transport, walking and cycling.

3.2 The principle objectives of the Travel Plan are to:

- ▶ Provide staff, and where possible visitors, with a knowledge of the sustainable transport modes available to them from day one;
- ▶ Encourage the use of walking, cycling and public transport;
- ▶ To reduce reliance on the private car by staff; and,
- ▶ To foster awareness of the Travel Plan amongst staff and visitors.

4.0 Management Strategy

Travel Plan Coordinator

- 4.1 A Travel Plan Coordinator will be appointed to implement and administer the Travel Plan. The Travel Plan Coordinator will take overall responsibility for the day-to-day operation of the Travel Plan and the implementation of associated measures.
- 4.2 The primary responsibilities of the Travel Plan Coordinator therefore include:
- ▶ Coordinating the travel survey questionnaires;
 - ▶ Implementing measures as set out within the Travel Plan;
 - ▶ Reporting to and consulting with relevant stakeholders, including Cherwell District Council, regarding the implementation and progression of the Travel Plan;
 - ▶ Managing the development of the Travel Plan measures;
 - ▶ Promoting the objectives and benefits of the Travel Plan; and,
 - ▶ Acting as a point of contact for queries relating to the Travel Plan.
- 4.3 A Travel Plan Coordinator has yet to be appointed, however this document will be updated with contact details of the Travel Plan Coordinator following appointment.

Marketing Strategy

- 4.4 Staff based at the site will be made aware of the existence of the Travel Plan upon commencement of employment. The details of the Travel Plan, its objectives in enhancing the environment and the role of the individuals in achieving the objectives of the Travel Plan, will be issued to all staff upon acceptance of job offers.
- 4.5 A 'Travel Welcome Pack' will be produced prior to first occupation of the development and will be issued to staff on commencement of employment. The Travel Welcome Pack would provide information on the Travel Plan and sustainable travel choices in the vicinity of the site including pedestrian and cycle routes and public transport facilities. The Travel Welcome Pack will also provide details regarding:
- ▶ Location of relevant amenities;
 - ▶ Location of cycle parking;
 - ▶ Location of bus stops and nearby stations;
 - ▶ Information on car sharing; and,
 - ▶ Information on journey planning tools such as www.thebigwheel.org.uk.

Funding

- 4.6 The Travel Plan Coordinator will be provided with the appropriate funding to undertake travel planning duties so as to ensure that measures and targets set out within the Plan are promoted and that suitable monitoring and review procedures are carried out. The role will be funded by the Developer.

5.0 Travel Plan Measures

5.1 This section of the Travel Plan outlines physical and management measures which could be implemented by the Travel Plan Coordinator to encourage the use of sustainable travel choices. As far as possible, the measures outlined below are designed to be suitable for review and monitoring. The list is not exhaustive and the Travel Plan Coordinator is free to investigate other suitable initiatives to achieve the Travel Plan objectives.

Measures to Promote and Facilitate Walking

5.2 In order to encourage travel to and from the site on foot:

- ▶ The Travel Plan Coordinator will promote the health benefits of walking and will provide staff with maps showing safe walking routes to local destinations such as shops, residential areas and public transport opportunities. These will be included in the Travel Welcome Pack that will be issued to staff upon occupation;
- ▶ The Travel Plan Coordinator will liaise with the Local Highway Authority to ensure that pedestrian routes in the vicinity of the site are appropriately maintained; and
- ▶ Staff will have access to showers and changing facilities, including facilities for storage of wet clothes, umbrellas, etc.

Measures to Promote and Facilitate Cycling

5.3 To encourage cycling to and from the site, the following measures will be used:

- ▶ Staff will be provided with information and advice concerning cycle routes to the site. These will be included in the Travel Welcome Pack that will be issued to staff upon occupation;
- ▶ Staff will be made aware of the associated health benefits of cycling
- ▶ Secure cycle parking facilities will be provided on site in accordance with local cycle parking standards;
- ▶ The Travel Plan and use levels will be monitored with additional parking facilities provided should the development require it; and,
- ▶ The Travel Plan Coordinator will provide information on local retailers where bicycles and equipment can be purchased.

Public Transport

5.4 For those residing beyond likely walking and cycling distance to the site, measures to encourage the use of public transport would be implemented.

5.5 To encourage travel to and from the site by public transport:

- ▶ The Travel Welcome Pack will contain information about the public transport facilities in the area. A map showing the location of the nearest bus stops, underground and railway stations will be included as will details of the service frequencies and destinations served by each of these modes of public transport;
- ▶ Up-to-date details of bus, underground and train services, including route information and service frequencies, will be permanently on display on notice boards;
- ▶ The Travel Plan Coordinator will encourage businesses on site to offer staff season ticket loans; and
- ▶ The Travel Plan Coordinator will liaise regularly with public transport operators to ensure that travel information remains valid; and,

- ▶ The TPC will advertise useful websites providing public transport information. Such website addresses will be included in information placed on notice boards and in Travel Welcome Packs.

Car Sharing

5.6 Car sharing represents a relatively convenient alternative to travel by single occupancy vehicle and there is some potential to reduce the total private mileage of employees by implementing and publicising a formal 'scheme' or by utilising existing national car sharing websites. To promote car sharing:

- ▶ The Travel Plan Coordinator will establish from the results of the travel survey the potential for car sharing and will arrange for individuals to be made aware of possible car share partners for regular journeys;
- ▶ If demand warrants, a database will be set up recording details of those employees that make their regular journeys by car and those that are interested in car sharing. The Travel Plan Coordinator will promote the site car sharing scheme. Employees will be made aware of the travel database. Only the Travel Plan Coordinator will have full access to it for reasons of data privacy. Employees will be encouraged to add their details in order to be introduced to a potential car share partner; and;
- ▶ The Travel Plan Coordinator will also promote <https://www.liftshare.org/uk/> which is a national website where people can register to car share for both regular journeys and one-off trips

Continued Marketing and Promotion

5.7 The Travel Plan Coordinator will display bus and rail timetable information on notice boards throughout the development for the benefit of staff. These will be updated as and when required.

5.8 The Travel Plan Coordinator will promote all aspects of the Travel Plan with use of the following tools and initiatives:

- ▶ The Travel Plan Coordinator will investigate the benefit of Personalised Travel Planning (PTP) for staff. If considered appropriate they will be offered advice on their travel options for their journeys to work to help them form sustainable travel patterns.
- ▶ Site notice boards in public areas will be regularly updated to keep staff and visitors informed of available travel services and facilities, including any changes to them; and
- ▶ The Travel Plan Coordinator will raise awareness of the Travel Plan objectives, targets and progress towards targets via the notice boards.

6.0 Implementation, Monitoring and Review

Implementation Schedule

- 6.1 The Travel Plan Coordinator will begin to action the duties set out above once appointed. Production of promotional material, and all requisite research, will be an early priority. In addition, a travel survey will be issued to all staff within three months of the development becoming 50% occupied. The aim of the travel questionnaire is to identify initial travel issues and to refine and prioritise measures. The travel survey will also provide a baseline mode share of staff travel upon which targets will be defined.
- 6.2 Following the completion of the travel survey, the Travel Plan will be reviewed and targets identified. The measures set out within the Travel Plan will also be reviewed to determine which measures are most likely to assist in achieving the overall objectives and targets of the Travel Plan.

Targets

- 6.3 Targets will be used to assess the effectiveness of the initiatives implemented and to focus attention on meeting the overall objectives of the Travel Plan. The ultimate aim of the Travel Plan is to reduce car journeys to and from the site and to maximise accessibility to key facilities and alternative modes of transport. The targets will be Specific, Measurable, Achievable, Realistic and Time-Bound (SMART).
- 6.4 As set out above, a travel survey will be issued to all staff within three months of the development becoming 50% occupied. The survey will be distributed to occupiers by the Travel Plan Coordinator. The travel survey will provide baseline travel information for staff at the site and targets will be identified following completion of the travel survey and included within an updated Travel Plan.

Monitoring

- 6.5 A programme of monitoring and review has been designed to generate information by which the success of the Travel Plan can be evaluated. The monitoring and review of the Travel Plan is the responsibility of the Travel Plan Coordinator.
- 6.6 The major objective of the Plan is to promote sustainable travel by staff and visitors. A suitable indicator of the success of the Travel Plan is therefore the modal split of travel to and from the site by staff and visitors.
- 6.7 Other less direct objectives of the Travel Plan are to increase awareness about the environmental implications of travel mode choice. Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the Travel Plan, measured by the volume and type of feedback from staff both at the outset and as the strategy evolves.
- 6.8 The monitoring measures outlined below incorporate both the collection of 'hard' analytical data and 'soft' data in the form of general feedback and correspondence. The monitoring process will evolve over time but is likely to include the following:
- ▶ Monitor demand for additional cycle parking;
 - ▶ Monitor car parking demand;
 - ▶ Monitor awareness of the Travel Plan; and,
 - ▶ Record any comments received from staff relating to the operation and implications of the Plan.
- 6.9 Information gathered through the monitoring process will be recorded for input into the annual review (outlined below) and made available to Cherwell District Council.

Review

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- 6.10 The Travel Plan will be reviewed biennially during the first 5 years from introduction of the Travel Plan. The reviews will be undertaken in Years 1, 3 and 5 of the Travel Plan and will be scheduled to be on, or about, the anniversary of the introduction of the Travel Plan.
- 6.11 The purpose of the reviews will be to ensure that the Travel Plan is on track and that targets have substantially been met. Ways to improve and develop the Travel Plan if targets are not being met will be explored. This could be through a re-examination of the Travel Plan to ensure that all possible activities have been implemented and considering new measures that could replace those that were not successful or effective.
- 6.12 The major element of the review will involve the re-issue of the staff travel survey. Analysis of the survey results will provide up-dated modal-split information for comparison with data derived at the introduction of the Travel Plan and allowed the Travel Plan Coordinator to review progress against targets and overall objectives of the Travel Plan.
- 6.13 The Travel Plan Coordinator will compile a report outlining the results of the biennial review. The report will also incorporate the results of on-going monitoring throughout the preceding period. The Travel Plan will be updated to include the results of the travel survey and identify progress against targets.
- 6.14 If, for any reason, the analysis of travel patterns indicates that the targets are not being met, the Travel Plan Coordinator will review the measures and initiatives being implemented and consider alternative ways to encourage the take up of sustainable travel choices so as to meet the targets and overall objectives of the Travel Plan.

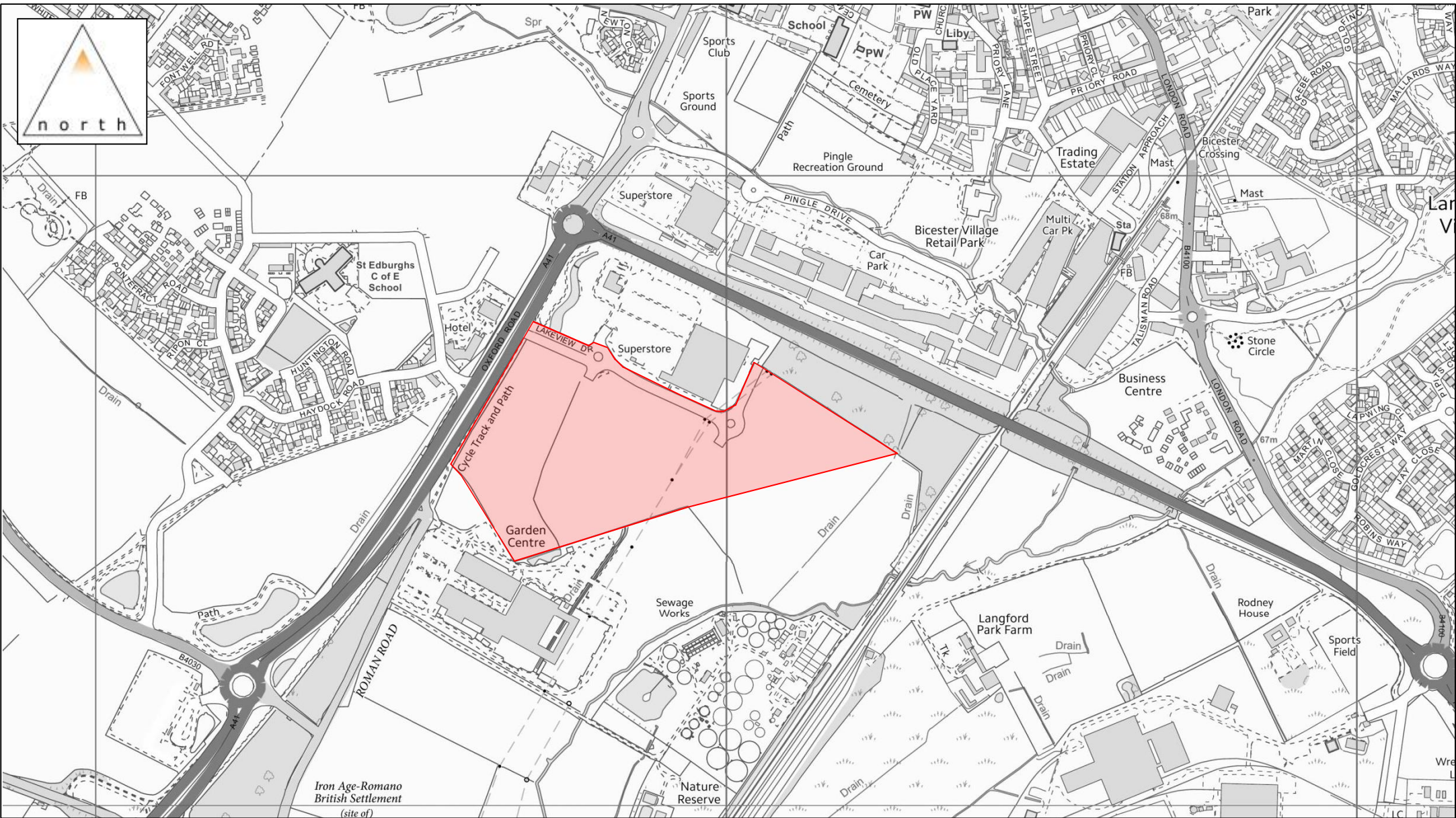
7.0 Action Plan

7.1 Table 7.1 below provides an Action Plan for the implementation of the Travel Plan at the site.


Action	Timescale	Responsibility
Install on-site cycle parking spaces	Prior to occupation	Developer
Appoint a Travel Plan Coordinator	Prior to occupation	Developer
Include Travel Information on website	Prior to occupation	Developer
Produce Travel Packs	Prior to occupation	Developer
Install noticeboards	Prior to occupation	Travel Plan Coordinator
Carry out travel survey	3 months following 50% occupation	Travel Plan Coordinator
Update Travel Plan	Within 1 month of receipt of travel survey	Travel Plan Coordinator
Promote the health benefits of walking and cycling	Ongoing from first occupation	Travel Plan Coordinator
Monitor the use of on-site cycle parking	Ongoing from first occupation	Travel Plan Coordinator
Review the Travel Plan	Annually	Travel Plan Coordinator
Repeat travel survey	Years 1, 3 and 5 of Travel Plan	Travel Plan Coordinator

Table 7.1 Travel Plan Action Plan

Figures



Legend:

 Site Location

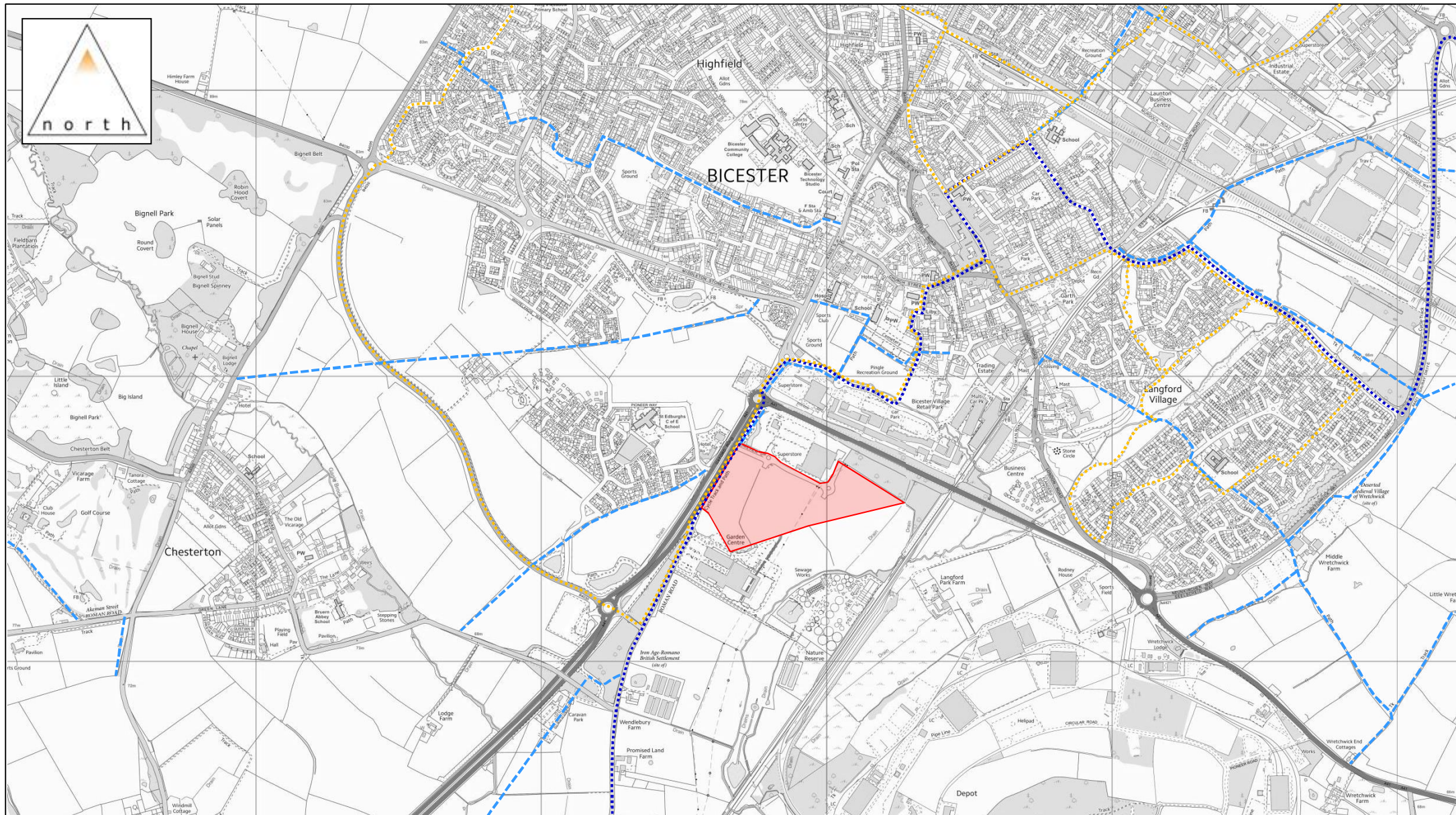
Bicester Office Park,

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Figure 2.1 Site Location Plan

Not to Scale





Legend:

- Local Footpath
- Local Signed Cycle Route
- National Cycle Network Route 51
- Site Location

Bicester Office Park,
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Figure 2.2 Local Footpaths and Cycle Routes

Not to Scale

