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## **Land off Duke's Park Woodbridge**

## **Proposed Residential Development**

## **Travel Plan**

for



Hydrock Ref: R/C14106/004

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## DOCUMENT CONTROL SHEET

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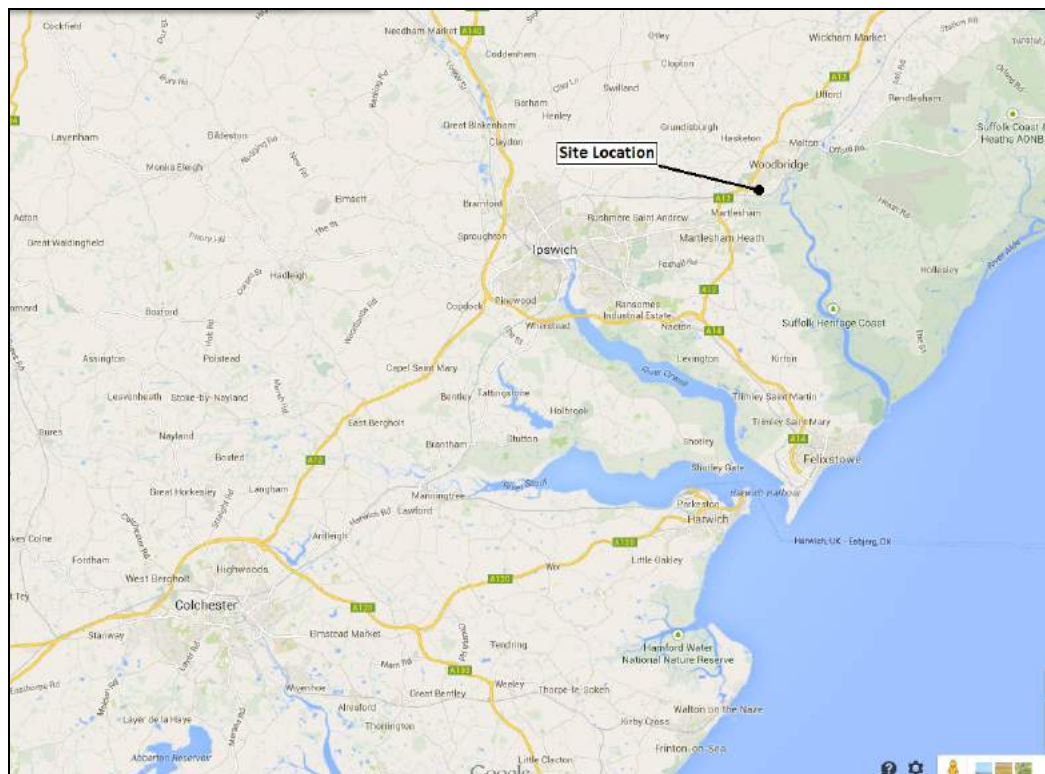
**Appendix C – Example Travel Survey**

## 1.0 INTRODUCTION

### Introduction

- 1.1 Hydrock has been instructed by Gladman Developments Ltd. to prepare a Framework Travel Plan [TP] relating to proposals for a residential development in Woodbridge, Suffolk.
- 1.2 The proposed development will consist of up to 215 residential units plus a retail unit of 280m<sup>2</sup>.
- 1.3 Woodbridge is a town in the county of Suffolk, East Anglia. The centre of the town lies approximately 13km from the coast. **Figure 1.1** shows the site location in a regional context.

**Figure 1.1: Site Location**



### Travel Plan Objectives

- 1.4 The travel plan is a long term strategy for reducing dependence of residents and visitors on travel by private car. The travel plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:
  - Reduce reliance on single occupancy car journeys;



- Promote alternative modes of travel to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;
- Minimise car travel in the area surrounding the site, cutting down on associated costs (environmental, financial, health, etc.); and
- Contain car parking demand.

### **Travel Plan Status**

- 1.5 This travel plan has been provided as a framework residential travel plan. At this stage, the site is utilised as an agricultural field and unoccupied; as such, it has not been possible to identify the travel behaviour of future residents and visitors. It is therefore not possible to develop a full travel plan at this stage.
- 1.6 A full travel plan will be developed for the site following occupation, once an initial travel survey has been undertaken and the travel behaviour of residents and visitors has been established. This framework travel plan will form the basis of the full travel plan for the site. A copy of the full travel plan will be provided to Suffolk County Council following completion.

### **Developer Commitment**

- 1.7 Gladman Developments recognise the importance of reducing the potential negative transport-related impacts of the proposed development and the need to provide for, and encourage, a range of sustainable travel options as an alternative to single occupancy car use.
- 1.8 To this end, the developer, in partnership with the Council, local public transport operators and other relevant stakeholders, is committed to implementing the measures contained within this travel plan to provide residents and visitors to the development with the facilities and information they require in order for them to make sustainable travel choices.

### **Scope of Report**

- 1.9 Following this introductory section:
- **Section 2** details the proposed development;
  - **Section 3** considers the transport planning policy issues and assesses the sustainability of the site;
  - **Section 4** describes the package of measures designed to reduce reliance on the private car and encourage the use of alternatives; and



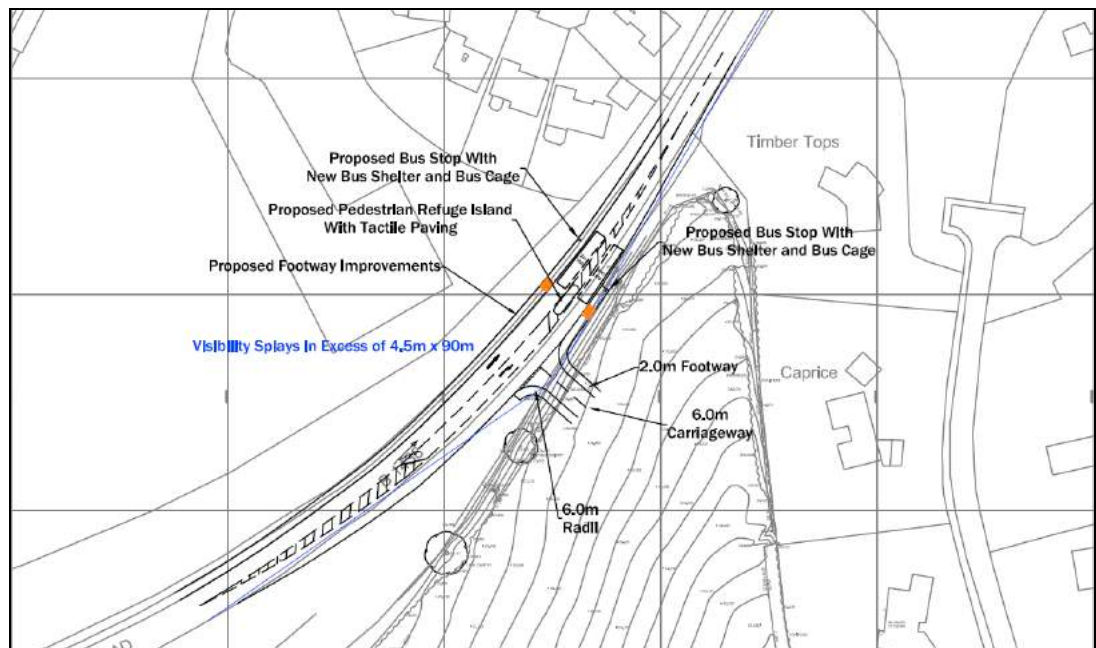
- **Section 5** outlines the role and responsibilities of the Travel Plan Coordinator.
- Details how the travel surveys and an action plan is provided in **Section 6**.

## 2.0 DEVELOPMENT PROPOSALS

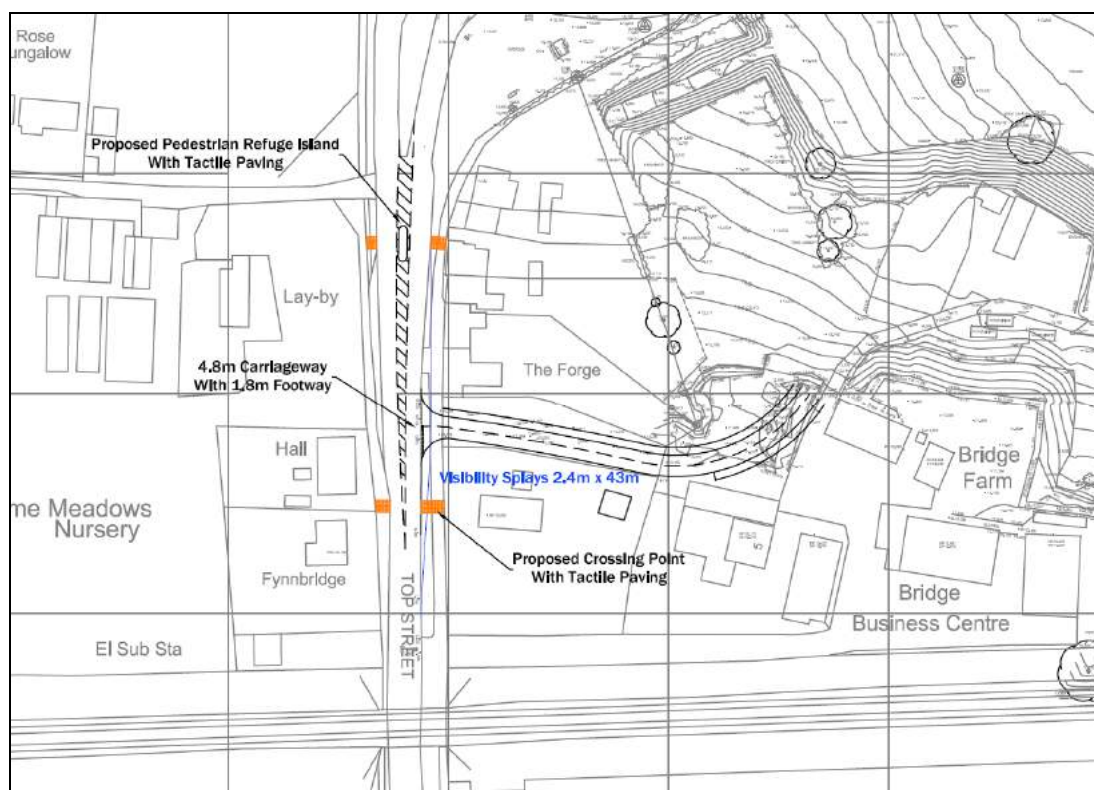
### Proposed Development

- 2.1 The proposed development will consist of up to 215 residential units plus a retail unit being served from two separate accesses. The accesses will be located off Ipswich Road and Top Street.
- 2.2 A new convenience store is also proposed for the development, which will be located at the northern boundary of the site. The store floor area will measure approximately 280m<sup>2</sup> and will require 10-14 parking spaces. The Ipswich Road access will provide access to the convenience store.
- 2.3 Vehicular access off Ipswich Road is proposed via a new ghost island priority junction arrangement, which would be constructed to adoptable standards to include footways linking into the site. The proposed Ipswich Road site access is located within the existing 30mph speed limit and consist of a 6m carriageway, with 2m footways linking into the current pedestrian infrastructure along Watford Road. Minimum visibility splays of 4.5m x 90m and junction radii of 6m will be provided.
- 2.4 The Top Street site access will consist of a 4.8m carriageway, with visibility splays of 2.4m x 43m. Within the site, there will be an internal connection between the two accesses.
- 2.5 **Figures 2.1 and 2.2** show extracts of the proposed site access arrangements.

**Figure 2.1: Proposed Site Access Arrangement (Main Access off Ipswich Road)**



**Figure 2.2: Proposed Site Access Arrangement (Access off Top Street)**



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- 2.6 To support the development proposals, two new bus stops will be provided along Ipswich Road. The westbound bus stop will be situated adjacent to the convenience store, whilst the eastbound bus stop will be located on the opposite side of the carriageway with a pedestrian island to facilitate access. The bus stops will be located within 400m of each of the dwellings and will therefore provide an attractive travel option for residents. The stops will be served by the existing bus services which operate along Ipswich Road, including the 62, 71, 72 and 173, and will therefore provide access to Woodbridge town centre, Sudbourne, Saxmundham, Ipswich and Old Felixstowe. The design of the stops will be agreed with Suffolk County Council as part of the detailed planning application.
- 2.7 The proposed development will provide a site layout designed in accordance with current best practice to accommodate the needs of pedestrians and cyclists. A copy of the Development Framework Plan is provided in support of this planning application.

### **Parking**

- 2.8 Suffolk County Council's 'Guidance for Parking 2014' notes the parking standards for residential developments as follows:
- 1 bedroom dwellings - 1 space
  - 2 bedroom dwellings - 1.5 spaces #
  - 3 bedroom dwellings - 2 spaces
  - 4 bedroom dwellings - 3 spaces
  - 5+ bedroom dwellings - 3 spaces

# 1 allocated and 1 space for 2 units for flexible use, 2 spaces minimum where provided within curtilage

\*Note: Factors that may affect appropriate provision:

- Proximity to bus / train, cycle, tenure of prospective residents, proximity to local services, car clubs.
- Visitor parking to be additional to overall parking requirement.
- Discourage assuming car parking in garages as they are less well used as such. (min internal dimension if assumed in car park numbers to be 6 x 3 metres)
- For communal parking, a reduced number of spaces may be considered assuming that a proportion of households will not own a vehicle.



- 2.9 The car parking numbers proposed are in accordance with Suffolk County Council's car parking standards for new residential developments.
- 2.10 In regards to cycle parking, standards are not mentioned in the vehicle parking standards, but sufficient provision will be made to adhere to the necessity of cycle parking spaces and to support the implementation of the travel plan at the site.



### **3.0 TRANSPORT POLICY AND ACCESSIBILITY CONSIDERATIONS**

- 3.1 In order to assess the proposals and develop a transport access strategy for the proposed development, it is necessary to review both local and national transport related planning guidance.
- 3.2 The following section outlines the relevant guidance in respect of the proposed development.

#### **Suffolk County Council's Local Transport Plan 3 [LTP3]**

- 3.3 A key policy objective for the County Council is promoting and aiding economic resilience and private sector led growth through the current period of downturn, placing Suffolk in a position to emerge strongly as the economy recovers. Suffolk and Norfolk have joined together in the New Anglia Local Enterprise Partnership, and will be working with other neighbouring Local Enterprise Partnerships to push forward business led economic growth. In the LTP, the SCC attempts to show how transport will play its part in supporting and facilitating future sustainable economic growth by:
- maintaining (and in the future improving) transport networks;
  - tackling congestion;
  - improving access to jobs and markets; and
  - encouraging a shift to more sustainable travel patterns.
- 3.4 The key ambition is to support the local economy, attract world class businesses and support and develop the local workforce, in the context of a shift towards a low carbon economy. This will help residents to achieve a high quality of life and create stronger and more self-reliant communities. While improving the local economy, the plan will also help make Suffolk:
- a healthier, safer place to live and work;
  - improve the level of educational attainment; and
  - reduce the impact of harmful emissions.



## National Planning Policy Framework (NPPF)

3.5 National Planning Policy Framework (NPPF), March 2012, sets out the government's planning policy and its expectations in terms of the application of this policy. Overall, the policy makes a presumption in favour of sustainable development. According to paragraph 9 of the document, pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- making it easier for jobs to be created in cities, towns and villages;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design;
- improving the conditions in which people live, work, travel and take leisure; and
- widening the choice of high quality homes.

3.6 Paragraph 17 of the document states that planning should aim to:

*'actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable'.*

3.7 Furthermore, paragraph 32 states that plans and decisions should take account of whether:

- the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and,
- improvements can be undertaken within the transport network that cost effectively limit 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**.

3.8 Paragraph 36 states that a key tool to facilitate this will be a travel plan. All developments which generate significant amounts of movement should be required to provide a travel plan to encourage residents to adopt sustainable travel choices.



## Choice of Transport Modes

- 3.9 The sustainable accessibility of the proposed development by a range of transport modes have been considered in line with the Local Transport Plan and NPPF. To assist in the assessment of accessibility, the 2011 Census: Method of Travel to Work data for the Suffolk Coastal area has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.

**Table 3.1: Suffolk Coastal 2011 Census, Method of Travel to Work**

Mode	Percentage
Driving a car or van	63%
Passenger in a car or van	4%
Bicycle	5%
Motorcycle	1%
On foot	8%
Bus, minibus or coach	2%
Train/Underground/Metro/Tram	2%
Taxi	0%
Work mainly or at home	14%
Other method of travel	0%
<b>Total</b>	<b>100%</b>

- 3.10 **Table 3.2** summarises the person trip rates and generations associated with the proposed development.

**Table 3.2: Total Person Trip Rates and Generation**

People Trips (215 Units)	AM			PM		
	Arr.	Dep.	Total	Arr.	Dep.	Total
Rates	0.253	0.88	1.133	0.638	0.396	1.034
Trips	54	189	244	137	85	222

- 3.11 Using the derived person trips and census data, an estimation of the multi-modal peak hour trip generations can be made. **Table 3.3** summarises the estimated multi-modal trip generations for the proposed development.



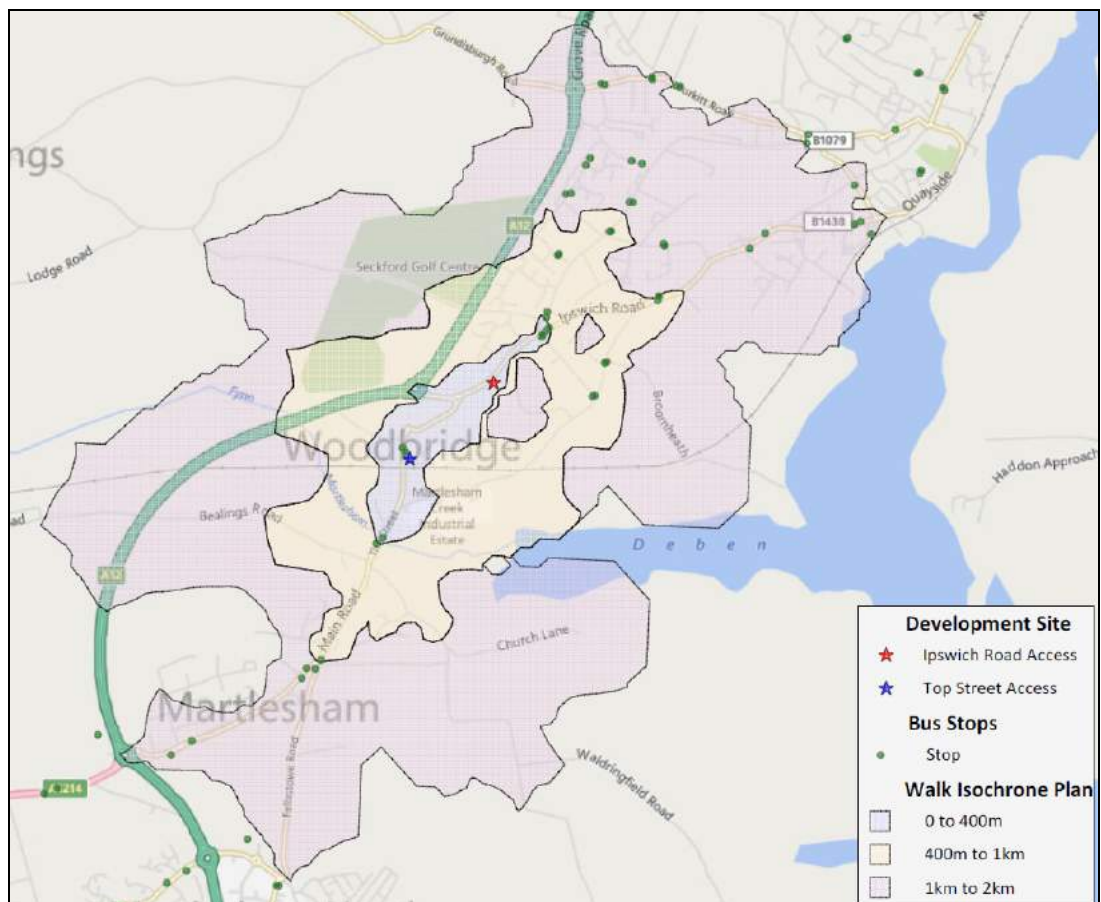
**Table 3.3: Multi-Modal Trip Generation**

Mode	Modal Split	AM Peak		PM Peak	
		Arr.	Dep.	Arr.	Dep.
Driving a car or van	63%	34	119	86	54
Passenger in a car or van	4%	2	8	5	3
Bicycle	5%	3	9	7	4
Motorcycle	1%	1	2	1	1
On foot	8%	4	15	11	7
Bus, minibus or coach	2%	1	4	3	2
Train / Underground / Metro / Tram	2%	1	4	3	2
Taxi	0%	0	0	0	0
Work mainly or at home	14%	8	26	19	12
Other method of travel	0%	0	0	0	0
<b>Total</b>	<b>100%</b>	<b>54</b>	<b>189</b>	<b>137</b>	<b>85</b>

## Accessibility on Foot

- 3.12 With regards to pedestrian access, the site has limited pedestrian infrastructure within the local area. As part of the development proposals, the verge along the southern side of Ipswich Road will be modified into a 2m footway to increase pedestrian permeability. Additionally, improvements are proposed to the existing footway on the northern side of Ipswich Road.
- 3.13 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km in length.
- 3.14 **Figure 3.1** provides an extract of the indicative walk catchment plan using the TRACC (Visography) program, which provides sustainable travel mapping. **Appendix A** provides the full plan.

**Figure 3.1: Walk Catchment Plan**



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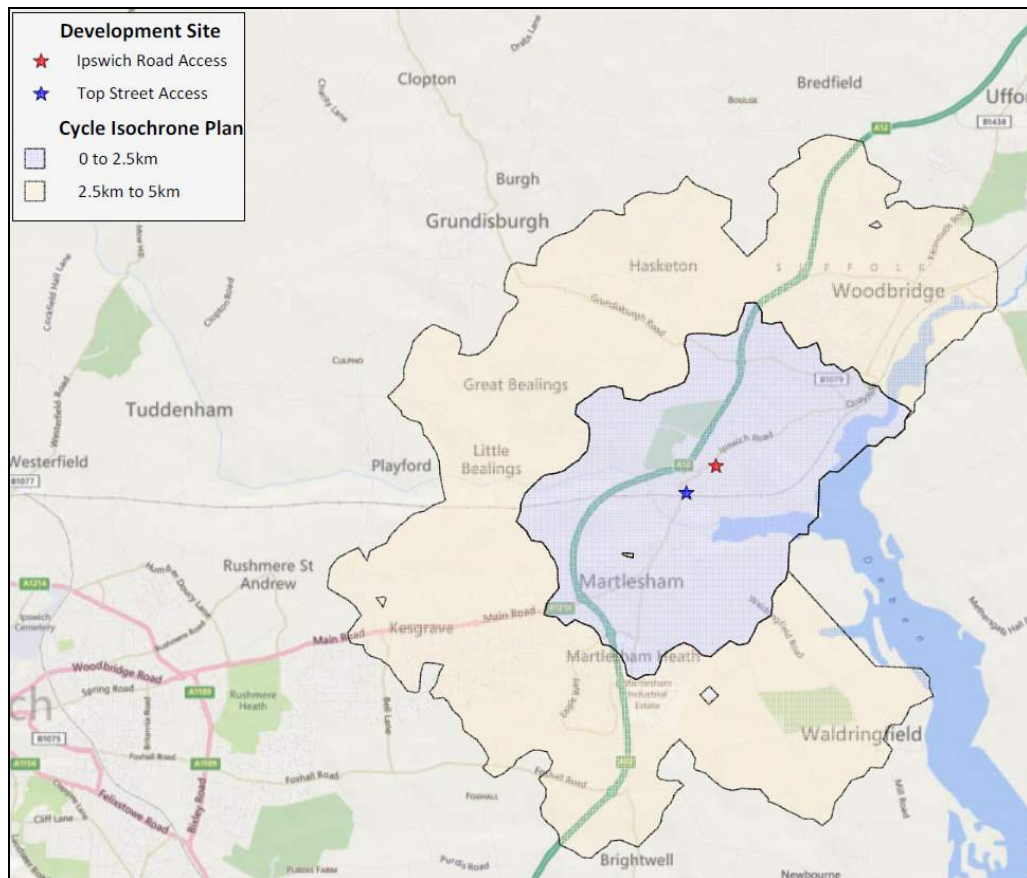
- 3.15 Access to the majority of the south of Woodbridge is available within 2km of the site. Found locally are a number of amenities including food shops, a post office and public houses. Kyson Primary School is also located within 2km of the site, off Peterhouse Crescent.
- 3.16 Woodbridge provides good pedestrian access, with footways provided along the main highways within the town. Some of these are segregated from the carriageway and are separated by vegetation. Dropped kerbs and tactile paving are provided at the majority of the pedestrian crossing points.

#### **Accessibility by Cycle**

- 3.17 Route 1 of the national cycle network runs through the centre of Woodbridge. The topography of the roads in the vicinity of the site also allows ease of access for cyclists, providing connections from the development site to the wider area.
- 3.18 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. **Figure 3.2** provides an extract of the indicative cycle catchment plan using the TRACC (Visography) program which provides sustainable travel mapping. **Appendix B** provides the full plan.



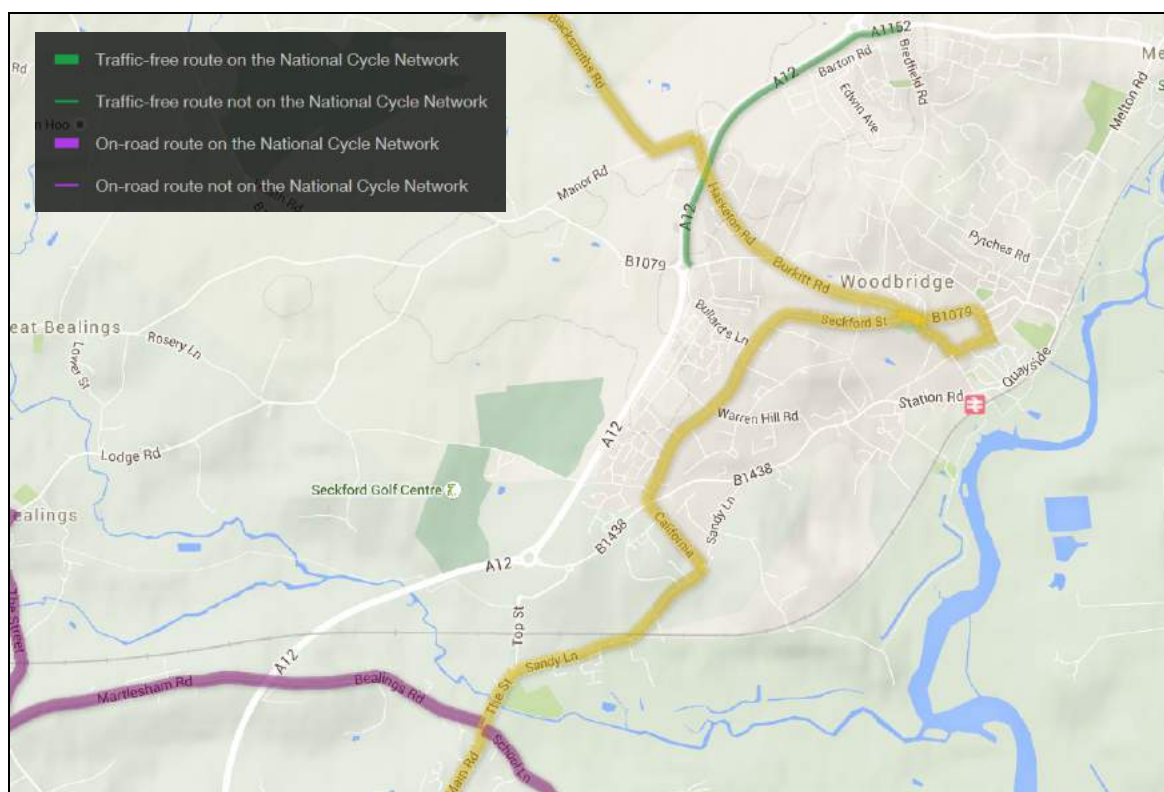
**Figure 3.2: 5km Cycle Catchment**



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- 3.19 The whole town of Woodbridge is situated within 5km of the site, providing access to other schools, employment, retail and local amenities.
- 3.20 The Sustrans cycle map for the area is illustrated in **Figure 3.3**. The map illustrates that a long distance cycle route, between Dover and the Shetland Isles. More locally, the route connects to Ipswich. The route travels along Sandy Lane.
- 3.21 Regional Route 48 also travels close to the site, along Bealings Road and Martlesham Road. The route connects to the north of Ipswich and Felixstowe. Further routes are available within Martlesham.

**Figure 4.3: Sustrans Cycle Map**



Source: Sustrans online map (<http://www.sustrans.org.uk/ncn/map>)

### Accessibility by Public Transport

- 3.22 To support the development proposals, two new bus stops will be provided along Ipswich Road. The westbound bus stop will be situated adjacent to the convenience store, whilst the eastbound bus stop will be located on the opposite side of the carriageway with a pedestrian island to facilitate access. The bus stops will be located within 400m of each of the dwellings and will therefore provide an attractive travel option for residents. The stops will be served by the existing bus services which operate along Ipswich Road, including the 62, 71, 72 and 173, and will therefore provide access to Woodbridge town centre, Sudbourne, Saxmundham, Ipswich and Old Felixstowe. The design of the stops will be agreed with Suffolk County Council as part of the detailed planning application.
- 3.23 Further bus stops are located just past the Ipswich Road / Old Barrack Road / California staggered junction. These stops are approximately 450m north-east from the proposed main access on Ipswich Road. **Table 3.4** summarises the frequency of buses accessible from these stops. The times of the first and last bus are from the stops closest to the site.



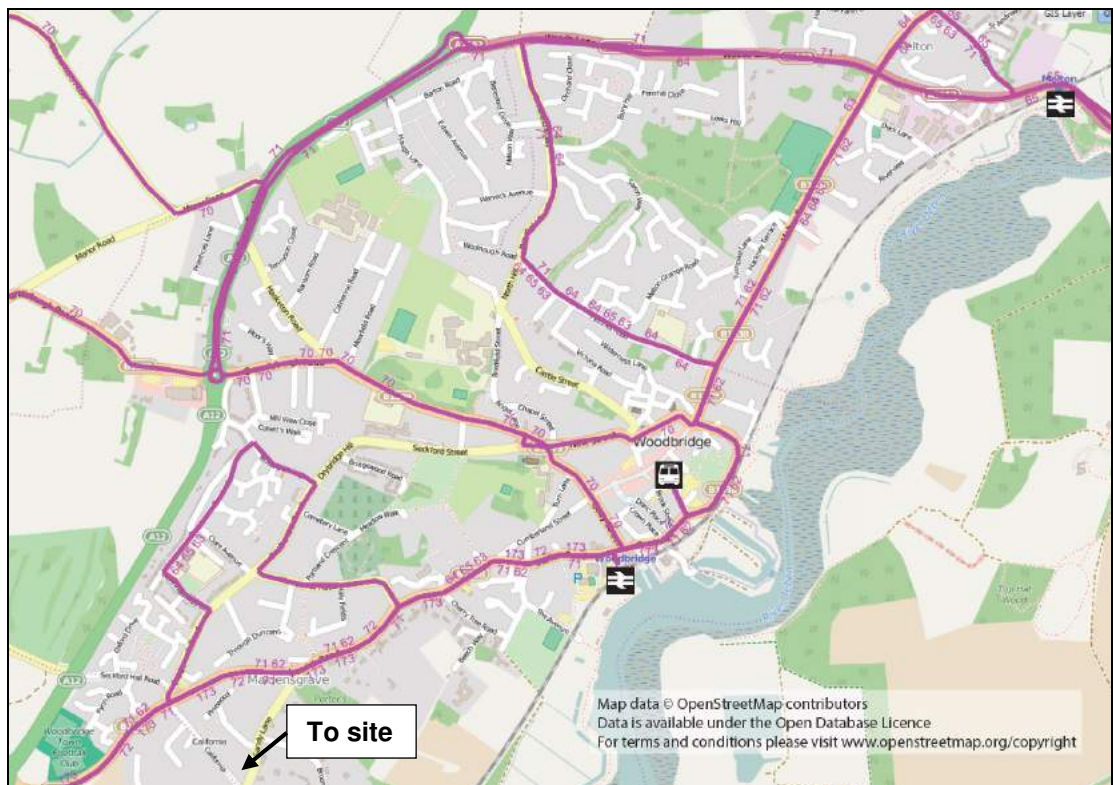
**Table 3.4: Bus Timetable Summary**

Service No.	Route	Monday - Friday					Saturday	
		First	AM Peak	PM Peak	Last	per day	Peak	per day
62	Saxmundham – Woodbridge	10:24	0	0	18:39	7	-	-
63 / 64 / 65 / 65B	Aldeburgh – Woodbridge - Ipswich	06:54	2	2	20:26	25	2	23
	Ipswich – Woodbridge – Aldeburgh	06:53	2	2	19:41	25	2	22
71 / 72	Sudbourne – Ipswich	07:43	0	1	17:17	3	0	3
	Ipswich – Sudbourne	09:21	0	1	17:47	4	0	2
173	Felixstowe – Woodbridge	08:58	1	1	17:52	5	1	5
	Woodbridge – Felixstowe	07:38	0	1	17:13	6	1	5
<b>Total</b>			<b>5</b>	<b>8</b>	<b>-</b>	<b>75</b>	<b>6</b>	<b>60</b>

3.24 The buses that serve the stops on Ipswich Road are the 71, 72, 73A, 121, 173, 936 and the 972. The 932 and 972 run once a day on schooldays only, while the 179 serves the stops on California only. The 65 bus runs along Old Barrack Road.

3.25 **Figure 4.4** illustrates the bus route map for Woodbridge.

**Figure 4.4: Bus Route Map**



- 3.26 Woodbridge is the nearest railway station from the site and is located approximately 2km away from the Ipswich Road site access. The station is therefore within an acceptable walking distance of the development site. Additionally, the location of the railway station provides opportunities for linked sustainable trips by bus and cycling to more regional and national destinations.
- 3.27 The main service at Woodbridge operates between Ipswich and Lowestoft every hour. There is 1 train per day which extends to Harwich International, to connect with the Stena Line ferry to Hoek van Holland.
- 3.28 The main route that calls at Woodbridge is as follows:
- (Harwich International) Ipswich - Westerfield - Woodbridge - Melton - Wickham Market - Saxmundham - Darsham - Halesworth - Brampton (Request Stop) - Beccles - Oulton Broad South - Lowestoft



- 3.29 The ability to readily access wider major destinations by rail and bus provides a key advantage in providing a real alternative to car travel (e.g. for journeys to work) and as such promotes the aim of reducing car travel.



## **4.0 TRAVEL PLAN MEASURES**

### **Introduction**

- 4.1 An important aspect of a successful travel plan is the allocation of sufficient resources to enable initiatives to be implemented and sustainable travel to be promoted at the site.
- 4.2 The aim of travel plan initiatives is to maximise the accessibility of the proposed development site by alternative modes of transport to the private car. It is worthy of note that the location of the site and the current provision for walking, cycling and public transport on the adjacent highway network is considered to be conducive to encouraging travel by non-car modes. The initiatives may benefit residents to the development by facilitating sustainable travel choices, resulting in the following:
- Cost savings associated with travelling on foot, cycling, using public transport or car sharing (when compared with single occupancy car use);
  - Health benefits from increased levels of walking and cycling, and fewer vehicular emissions in the immediate vicinity of the site; and
  - A pedestrian / cycle friendly environment.
- 4.3 A combination of measures to encourage travel by non-car modes of transport and discourage travel by car will be implemented at the site to encourage travel by sustainable modes. Measures to encourage sustainable travel will be implemented before disincentives to car use, to ensure that support is gained from residents for the travel plan; any disincentives to car use will be implemented later.
- 4.4 This section provides a summary of the key initiatives contained in this travel plan which the developer is committed to providing. The initiatives reflect previous experience of residential travel plans along with national government guidelines and good practice.

### **Marketing and Promotion**

- 4.5 From the outset, sustainable travel will be promoted to residents and visitors of the development. The travel plan will be launched as soon as possible at the commencement of sales period and will be continually marketed through the provision of travel information, leaflets and communication sessions.
- The travel plan and the reasons for implementing it will be communicated to ensure that residents are provided with information on the alternatives to car travel before they establish car-based travel habits.





- 4.6 The following describes the marketing tools and initiatives that may be used to convey the commitment of the developer to providing alternative travel choices. It is important that there is a central source of information for all queries relating to sustainable travel for residents of the development. The Travel Plan Coordinator is considered the most appropriate person to communicate the aims and objectives of the travel plan to residents.
- 4.7 Travel notice boards will be set up in the site's communal areas, which will include:
- Public transport, pedestrian and cycle route maps, and information on car sharing;
  - Information and contact details of local taxi services;
  - List of internet websites on sustainable transport and journey planning;
  - Contact details for the Travel Plan Coordinator.
- 4.8 All residents will be issued with travel welcome packs promoting alternative transport modes. Further details on the contents of the welcome packs are provided throughout this section.
- All residents will be provided with a 'sustainable travel information pack' (welcome pack) as part of the sales agreement, which will include details of the public transport, walking and cycling routes between their homes and surrounding amenities.
- 4.9 In order to integrate the travel plan with the wider sustainable travel agenda, the welcome pack will be used to promote national and international initiatives such as 'Bike Week', 'In Town Without My Car' and 'Walk to School Week'. The Travel Plan Coordinator will be encouraged to organise social events which incorporate such initiatives, for example an organised cycle ride.
- The welcome pack will be used to promote national and local initiatives with respect to sustainable travel.
- 4.10 The Travel Plan Coordinator will also provide residents with information regarding the travel plan and specific initiatives contained within it, and will be the main point of contact for travel-related queries. This will include information on journeys by public transport, cycle and on foot between the development site and local amenities, including schools, retail outlets, health care and leisure facilities.



### **Initiatives to Promote Car Sharing**

- 4.11 It is likely that a proportion of residents will work at employment locations in close proximity to one another and, as such, would be making trips to and from a common destination in the morning and evening peak hours. As such, there is potential for these individuals to share their car journey with a fellow resident.
- 4.12 In the first instance, residents will be encouraged to sign up to the Suffolk Car Share Scheme:
- <https://suffolk.liftshare.com/>
- 4.13 This website enables individuals to search for and match with local car share partners to share their journey to common destinations. Applicants can search for car share partners within the site and along their route using this service.
- 4.14 Residents will also be encouraged to sign up and register their journey with national online car sharing services such as BlaBlaCar. This will enable residents to search for individuals making a similar trip to themselves and share their vehicle with individuals outside the boundary of Suffolk.
- 4.15 Residents will also be encouraged to sign up to any employer-specific car share schemes which exist with local employers and search for car share partners. The Travel Plan Coordinator will investigate local car share schemes as part of the initial phases of the travel plan's development.
- Residents will be provided with information on the Suffolk car share scheme and other publically available car share schemes.





### **Initiatives to Promote Travel by Public Transport**

- 4.16 As described further earlier in this report, two new bus stops will be provided along Ipswich Road. The westbound bus stop will be situated adjacent to the convenience store, whilst the eastbound bus stop will be located on the opposite side of the carriageway with a pedestrian island to facilitate access. The bus stops will be located within 400m of each of the dwellings and will therefore provide an attractive travel option for residents.
- 4.17 Information on the cost, timetables and services available which could be used by residents will be provided within the welcome pack and on the notice board. This will include details and links to online journey planning websites (e.g. Traveline).
- 4.18 The Travel Plan Coordinator will enter into discussions with local transport operators to investigate the possibility of providing discounted public transport tickets or taster tickets to residents. Should these be secured, they will be distributed and promoted to residents through the welcome packs to encourage residents to try these services.
- Details of local public transport operators will be provided to residents. Opportunities to provide discounted tickets or taster tickets will be investigated.

### **Initiatives to Promote Walking**

- 4.19 The welcome pack will include a map identifying the pedestrian friendly routes surrounding the site, in order to ensure that residents are aware of the facilities available to them.
- A pedestrian / cycle route map will be provided within the welcome pack.
- 4.20 Residents will be encouraged to participate in national events, such as Walk to Work Week. These events will be promoted on the notice board and within the welcome packs.
- 4.21 Details of local walking shops will also be provided to residents. The Travel Plan Coordinator will enter into discussions with these retailers to investigate the potential to provide discounts for residents at these stores. If secured, these details will be provided to residents via the Travel Plan Coordinator.
- 4.22 It is important to recognise the potential reduction in car traffic by encouraging school and commuting journeys on foot. Any school and workplace travel plan initiatives relevant to the site, such as walking buses, will be promoted and residents encouraged to participate.
- The Travel Plan Coordinator will encourage the integration of travel plan measures with those of nearby school and workplace facilities, to increase walking journeys to these destinations.



### **Initiatives to Promote Cycling**

- 4.23 Cycle parking will be provided at the site in line with the Council's cycle parking standards. The welcome pack will include information on the cycle routes available between the residential site and common destinations, including surrounding employment locations and local amenities. Copies of local cycling maps will be provided within the welcome packs and on the notice boards.
- 4.24 Details of local cycling shops will be provided to residents at the site using the travel notice board and within the welcome packs. The Travel Plan Coordinator will also enter into discussions with local cycling retailers to investigate the potential to provide discounts to residents. If secured, details of these discounts will be provided to residents via the Welcome Pack.
- 4.25 Details of the Council's Bikeability cycle training scheme will be provided to residents in the welcome pack and on the notice board. The Travel Plan Coordinator will encourage children to take part in the cycle training. Training takes place within local schools.
- Details of local cycling shops and cycle training schemes will be provided to residents.

### **Reducing the Need to Travel**

- 4.26 The presence of a convenience store within the site will reduce the need for residents to leave the site to access these services. This will reduce the number of journeys into and from the site.
- 4.27 A secure internet connection will be provided to all dwellings. The Travel Plan Coordinator will promote online services (e.g. internet shopping, online council services) to encourage residents to utilise these in preference to making a trip out of the site to access these services. Details of popular online services will be promoted to residents through the notice boards and welcome packs. Details of journey planning websites (e.g. Traveline) will also be promoted to residents.
- The Travel Plan Coordinator will promote the use of online services to residents.



## **5.0 TRAVEL PLAN MANAGEMENT**

### **Introduction**

- 5.1 Key to the success of the travel plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Travel Planning Team and other sustainable travel groups.

### **Travel Plan Coordinator**

- 5.2 The responsibility for managing and implementing the travel plan lies with the Travel Plan Coordinator. Following appointment, the contact details for the Travel Plan Coordinator will be provided to the Local Authority.
- 5.3 The role and responsibilities of the Travel Plan Coordinator will include:
- To implement and promote various travel plan initiatives at the site to promote sustainable travel;
  - To promote the travel plan to residents and visitors;
  - To set up and manage a travel steering group, including chairing steering group meetings;
  - To provide a point of contact for the Local Authority, steering group and other stakeholders on any issues relating to the travel plan;
  - Monitoring the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
  - Reviewing the travel plan's success and preparing action plans.
- 5.4 The Travel Plan Coordinator will be in place six months prior to the occupation of the first dwelling, and will remain in place for a minimum period of 5 years. After this time, the responsibility for the travel plan will be passed over to the residents' sustainable travel steering group.
- The Travel Plan Coordinator will be in place 6 months prior to occupation of the first dwelling and will remain in place for a minimum period of 5 years. Contact details for the Travel Plan Coordinator will be provided to the Local Authority following appointment.



- 5.5 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, in the first instance, the Travel Plan Coordinator's role will be incorporated into the responsibilities of one of the Sales Advisors based at the site. However, this will be reviewed on an annual basis and, if considered necessary, the role will be developed into a dedicated, full-time role. Any changes to the Travel Plan Coordinator's role will be communicated to the Local Authority.

### **Steering Group**

- 5.6 To support the travel plan's development, a residents' sustainable travel steering group will be set up and promoted to all residents through the welcome pack. All new residents will be encouraged to join the steering group.
- 5.7 Representatives from the Local Authority, local transport operators and other stakeholders will also be approached to join the steering group and provide feedback to the Travel Plan Coordinator / steering group as necessary.
- 5.8 The group will meet as appropriate to discuss the progress of the travel plan and to determine the impact of specific initiatives. After five years of the Travel Plan Coordinator being in post, the responsibility for implementing the travel plan will be passed over to the steering group. This will ensure the ongoing implementation of travel plan initiatives at the site.
- The Travel Plan Coordinator will seek to engage residents in the management of the travel plan, encouraging them to set up a residents steering group. When the Travel Plan Coordinator has been in post for five years, the responsibility for implementing the travel plan will be passed on to the steering group for ongoing implementation.

### **Stakeholder Engagement**

- 5.9 Stakeholders including the Council's Travel Planning Team and local transport operators also play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through the annual monitoring reports. The Travel Plan Team will also be approached to gain advice and support for the implementation of specific travel plan initiatives at the site.
- 5.10 The Travel Plan Coordinator will also engage with local transport operators to secure timetable information and details of any special offers and discounts available.



## **6.0 TRAVEL SURVEYS & ACTION PLAN**

### **Travel Surveys**

- 6.1 An initial travel survey questionnaire will be carried out upon occupation of the 50<sup>th</sup> dwelling. This survey will be used to ascertain the current travel behaviour of residents at the site, as well as the reasons for modal choices and opinions towards alternative modes of transport. An example travel survey is provided in **Appendix C**.
- 6.2 To maximise the response rate, the travel survey will be made available in both electronic and paper formats. Paper copies of the survey will be sent to all occupied households, with a link provided to the electronic copy of the survey.
- 6.3 Having completed the initial survey, repeat annual residential surveys will be carried out at the same time of year as the initial survey for a minimum of five years. These will aim to gather information on any changes in mode choice since the previous survey was undertaken and the reason(s) for these changes.
- 6.4 To encourage participation in future year's surveys, it may be necessary to offer an incentive such as a prize draw to win shopping vouchers. Details of the prize draw will be provided to all residents to encourage participation in the survey.
- 6.5 Prior to undertaking the initial survey, a copy of the survey will be sent to the Council's Travel Plan Team to gain agreement on the format and structure of the survey. Once agreed, this travel survey will provide a standardised approach to travel surveys at the site. The use of a standard travel survey will enable like-for-like comparisons to be made between consecutive years' travel survey results.
- 6.6 The results of the residential travel survey will be passed to the Council's Travel Plan Team within 3 months of completion of the survey. This data will be used to convert the green transport policies into an action plan, with targets and objectives identified to achieve each year.

### **Residential Action Plans**

- 6.7 The initial aim is to develop and deliver a residential travel plan for submission to the Local Planning Authority. Thereafter, at every annual anniversary following completion of the initial survey, the travel plan will be reviewed in partnership with the Council's Travel Plan Team and an annual action plan prepared and agreed.
- 6.8 The action plan will be developed based on the results of the travel survey. The most popular initiatives, as identified through the travel survey, will be implemented first at the site. This will ensure that maximum benefits are achieved through the implementation of the most popular initiatives at the site first.



- 6.9 The action plan will contain an annual programme of measures designed to help achieve the travel plan targets for travel modal share. It will set out the tasks involved, the people responsible and dates by which the measures may be achieved over the following 12 months.

### **Marketing Strategy**

- 6.10 In the first instance, the Travel Plan Coordinator will approach Suffolk County Council to gain posters and promotional materials to support the implementation of the travel plan at the site. Should these materials not be available, the Travel Plan Coordinator will design and develop posters, leaflets and timetables for use at the site, to display on notice boards in communal areas.
- 6.11 Residents and visitors to the development will be provided with information on how to access the site using public transport. Promotion of all modes of transport will initially be undertaken through the welcome pack and notice boards.

### **Targets**

- 6.12 One of the prime objectives of an active travel plan is to set clear and realistic targets. Targets will be set at the site using the results of the initial travel survey, which will provide the baseline information from which mode share targets can be established. A summary of the findings of the initial travel survey will be available within three months of completion of the survey. A commitment is provided to target a 10% reduction in the number of single occupancy vehicle trips to and from the site.
- 6.13 Once the results of the travel survey are known, an accurate target will be set for the reduction in the number of residents travelling as single occupancy car drivers. In setting targets, a balance will need to be struck between the local circumstances, including destination locations, public transport accessibility and the achievability of each target.
- 6.14 At this stage, indicative targets have been set to ensure that there is a commitment from the developer to achieve a reduction in single occupancy car trips. The targets can be revised once the results of the travel surveys are known. For the lifetime of the development, the aim is to achieve a reduction in the number of single occupancy vehicle journeys by implementing a range of travel plan initiatives.
- 6.15 **Table 6.1** presents the indicative travel mode targets for the site. These targets aim to be achieved within the first five years of occupation of the site. Should the target be achieved earlier than five years, the level of single occupancy car journeys to work may be maintained at this level, or reduced further by an agreed percentage each year thereafter. The targets are consistent with the travel plan objectives and the 2011 travel to work census data.



- 6.16 A travel plan is not a one-off event but is a dynamic process that should evolve and develop over time. The success of the measures undertaken to change travel habits will be subject to a continuous and on-going process of monitoring and review, the outcomes of which will be reflected in the development and implementation of the travel plan. This monitoring process may include repeat surveys after one year of the initial survey being completed, and then every year during the same week each year for a minimum of five years. The surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered.

**Table 6.1: Travel Plan Targets**

<b>Mode</b>	<b>2011 Census</b>	<b>5 year Mode Share Target</b>
Driving a car or van	63%	53%
Passenger in a car or van	4%	6.5%
Bicycle	5%	7.5%
Motorcycle	1%	1%
On foot	8%	9.5%
Bus, minibus or coach	2%	6%
Train/underground/metro/tram	2%	2.5%
Taxi	0%	0%
Work mainly or at home	14%	14%
Other method of travel	0%	0%
<b>Total</b>	<b>100%</b>	<b>100%</b>



- 6.17 Following completion of the initial survey, indicative targets will be replaced with ones that are site-specific and encourage (rather than discourage) those responsible for trying to achieve these targets.
- 6.18 All residents will be invited to participate in the annual snapshot travel surveys, to be undertaken each year to identify the progress made and to determine what actions, if any, are necessary to ensure that the targets are met.

### **Funding**

- 6.19 As part of the initial phases of the full travel plan's development, a budget will be identified to support the development and implementation of the travel plan. The developer commits to meeting the costs associated with the development, implementation and promotion of the travel plan at the site.
- 6.20 No income is expected to be generated from the actions outlined in the travel plan.

### **Monitoring**

- 6.21 As previously identified, travel surveys will be carried out with all residents on an annual basis for a minimum of 5 years. These surveys may include observation surveys to establish the usage of the parking and cycle facilities, and traffic counts at the site entrances. These surveys may be carried out by an independent survey company to ensure compatible and accurate data is gathered relating to travel to and from the site.
- 6.22 All survey data will be submitted to Suffolk County Council within 3 months of the surveys being completed for comparison against the agreed targets. Following completion and analysis of the surveys, a monitoring report will be submitted to Suffolk County Council identifying whether the agreed targets have been met.
- 6.23 Should the travel plan not be achieving the desired modal shift, a variety of additional initiatives will be implemented at the site. These additional initiatives will be outlined within the monitoring report, and will target those modes where greater modal shift is required. The developer will fund any additional initiatives required.
- 6.24 The reports may also review the progress that has achieved in implementing measures against modal shift targets over the preceding twelve-month period. Any progress made will be reported to the Council's Travel Plan Team and public transport operators where applicable.
- 6.25 The travel plans will then be reviewed as appropriate and any further actions identified to progress and, if necessary, improve the action plan to meet objectives.





## Evaluation and Review

- 6.26 This travel plan has been prepared in accordance with current guidance and transport policy. The overarching aim of the travel plan is to identify and introduce a package of measures for the site to promote sustainable travel choices and reduce reliance on travel by single-occupancy car.
- 6.27 The monitoring of the travel plan will be used to provide information on people's travel patterns and to identify the measures that would be the most effective in facilitating a reduction in car usage and an increase in the use of public transport, walking and cycling. Should the travel plan not be achieving the desired modal shift, a variety of additional travel plan initiatives will be implemented at the site; these additional initiatives will be identified based on the findings of the travel survey.
- 6.28 The travel plan is an active document which may be reviewed on a regular basis to ensure it reflects current opportunities and local circumstances. The review of the travel plan will take place annually following completion of the travel survey, in conjunction with the Council's Travel Plan Team. A copy of the agreed, revised travel plan will be submitted to the Council.

## Timescales

- 6.29 An outline timetable for the production and ongoing monitoring and review of the travel plan has been produced, which details the key elements of the process, the approximate timescales and person responsible for completing the action. This is shown in **Table 6.2**.



**Table 6.2: Travel Plan Timetable**

<b>Action</b>	<b>Timescale</b>	<b>Responsibility</b>
Implement travel notice boards in communal areas of the site	Prior to occupation	Developer
Develop a travel welcome pack	Prior to occupation. Updated on a regular basis.	Travel Plan Coordinator
Undertake travel survey	Upon occupation of the 50 <sup>th</sup> dwelling	Travel Plan Coordinator
Produce baseline travel information	3 months after initial travel survey	Travel Plan Coordinator
Develop full travel plan in consultation with the Council	4 months after initial travel survey	Travel Plan Coordinator
Finalise and adopt travel plan	6 months after initial travel survey	Travel Plan Coordinator and Suffolk County Council
Implement travel plan initiatives	On-going	Travel Plan Coordinator
Set up a travel plan steering group	Within 6 months of initial travel survey	Travel Plan Coordinator
Monitor success of travel plan actions and progress towards targets. Amend travel plan, if necessary	On-going, following adoption of the travel plan	Travel Plan Coordinator
Undertake travel survey to measure the success of travel plan and discuss findings with the Council. Review travel plan and amend, if necessary	On-going, every 12 months following adoption of the travel plan after full occupation.	Travel Plan Coordinator



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