

Appendix E – Travel Plan

**Land South and East of Adastral Park
Ipswich**

Travel Plan Framework

Carlyle Land Ltd and Commercial Estates Group

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1 Introduction

Introduction

- 1.1 Brookbanks Consulting Limited (BCL) is appointed by Carlyle Land Ltd and Commercial Estates Group to prepare a Travel Plan Framework (TPF) for the planning application for the mixed use development on Land South and East of Adastral Park. The development will comprise up to 2,000 homes, an employment area of 0.6ha (use class B1), primary local centre (comprising use classes A1, A2, A3, A4, A5, B1, C3, D1 and D2), secondary local centre (comprising possible use classes A1, A3, A5 and D2), a school, green infrastructure (including Suitable Accessible Natural Greenspace (SANGs), outdoor play areas, sports ground and allotments / community orchards), public footpaths and cycleways, vehicle accesses and associated infrastructure.
- 1.2 This TPF establishes the initial framework of travel initiatives to be pursued by the developer. It forms a strategy for influencing change in residents and employees travel patterns with the intention of providing a disincentive for non-essential car use to the site. This document will provide a framework for the development of the residential travel plans that will be submitted as part of the reserved matters.
- 1.3 This document investigates different methods of transport that can be used to travel to and from Adastral Park and sets targets to encourage a shift away from use of the private car as the main means of accessing the site.

Proposed Development

- 1.4 Ipswich is a town located in the County of Suffolk, located circa 100 km north-east of London. The site is located circa 10km to the east of the town centre.
- 1.5 The site location is shown on Figure 1a below.



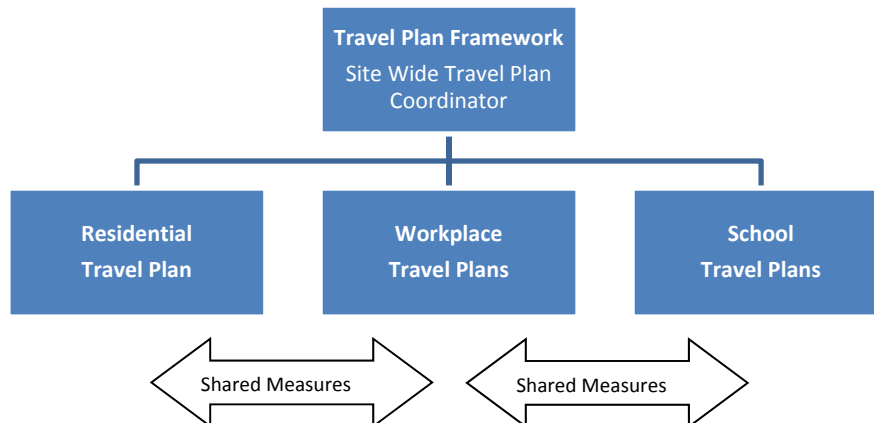
Figure 1a: Location Plan

Travel Plan Context

- 1.6 A Transport Assessment (TA) is being prepared by BCL in support of the planning application. Part of the proposed transport strategy for the development is the implementation of a Travel Demand Management Strategy to reduce single occupancy car trips associated with the development. A key part of the strategy is the preparation, management, and review of a Travel Plan Framework.
- 1.7 This Travel Plan Framework has been prepared with specific reference to national guidance by the Department for Transport, specifically 'Making Residential Travel Plans Work: Good Practice Guidelines for New Development' (DfT, 2005), 'Making Residential Travel Plans Work' (DfT, 2007), 'Smarter Choices – Changing the Way We Travel' (DfT, 2004), Good Practice Guidelines; Delivering Travel Plans through the Planning Process (DfT April 2009) and The Essential Guide to Travel Planning (DfT March 2008).
- 1.8 The detailed travel plans are to be completed as part of the reserved matters applications.

Travel Plan Overarching Objectives

- 1.9 The key objectives of the TP are to:
- Reducing the need to travel by ensuring information is available for the range of facilities available
 - Maximise modal shift to sustainable travel
 - Reducing the level of car trips at the proposed development
 - Promoting healthy lifestyles and sustainable, vibrant local communities
 - Encouraging good design and providing safe pedestrian and cycle access to the site
 - Ensure development and implementation of a series of site specific smarter modal choice measures that support and promote sustainable travel
 - Ensure an ongoing process for the coordination, monitoring and management of the implementation of the measures and to review changes to ensure achievement of modal shift.
- 1.10 This TPF is a working document and achievement of the objectives will require participation from all the future residents/occupiers. The TPF is a strong indication of the commitment of the developers to the achievement of sustainable travel targets.
- 1.11 Given the complexity and scale of development proposals, it is essential that this TPF is read and assessed in conjunction with the Transport Assessment submitted with the Planning Application.
- 1.12 It is proposed that travel planning activities are implemented by the establishment of a Steering Group (SG). The Steering Group management structure is particularly well suited to mixed use, multiple occupier sites that have wide ranging requirements and impacts.
- 1.13 Each land use in due course will be represented in the SG which will be led by a site-wide travel plan coordinator. The Travel Plan Framework will act as an overarching document that will guide the production of the subsequent individual residential, employment and education travel plans.
- 1.14 The flow chart below demonstrates this approach.



- 1.15 The site-wide travel coordinator will oversee all the Travel Plans produced which will ensure an integrated and consistent approach between the plans.
- 1.16 The production of the individual Travel Plan be secured by Section 106 agreements / planning conditions associated with the application for the development to ensure implementation. This document is the Travel plan Framework, but also describes a number of specific proposals and approaches in relation to the current application.

Report Purpose

- 1.17 The purpose of the report is to set out a strategy to deliver travel plans across the development. Individual residential, employment and school travel plans will be produced at reserved matters. Any subsequent travel plans should be completed in line with the principles prescribed in this framework.

2 Travel Plan Principles

- 2.1 The transport paradigm is one of facilitating mobility. It's about masterplanning and creating communities and no longer about prioritising the convenience of car commuters. People live in and around cities because of the opportunities within short distances. The key element is accessibility. The aim is to maximise densities, public realm and accessible facilities by best use of the highest capacity transport networks.
- 2.2 There is an expectation borne out of emerging evidence that travel habits will continue to evolve so that a greater proportion of people will be travelling less, and using more socially inclusive mobility methods, such as walking, cycling, car sharing and public transport. Maintaining a convenient car driver network relies on more people making other choices.
- 2.3 The development will focus on mobility, which is access to day to day and other facilities by a wide choice of easy methods for a wide sector of society, so that social inclusion is maximised. The approach to sustainable mobility is to adopt a general hierarchy for travel choice in this order:
1. Local Living
 2. Virtual Mobility
 3. Active Travel
 4. Shared Travel

5. Single Occupancy Travel

- 2.4 Good design and masterplanning is the fundamental structure for this transport approach. The objective is to build the community at a pedestrian scale, with easy permeability by high capacity networks (walking and cycling), linking to day to day facilities.
- 2.5 Designing in this way encourages interaction at a human scale, with attractive walking and cycling networks carrying a substantial proportion of movement.
- 2.6 The approach being adopted for the site follows the modern transport principles of:
- Design (in terms of designing for local living at a pedestrian scale)
 - Choice (in terms of providing alternatives for travel)
 - Behaviour (influencing behaviour)
 - Management (managing the transport networks, for instance holding queues in the most appropriate places)
 - The development will be designed with local living in mind with the provision of a plethora of community facilities including a primary school, secondary school, local shops, healthcare service, leisure and jobs. This has the ability to contain movement within the locality of the site and the adjacent Astral Park, helping to internalise movement and minimising demands on the wider transport networks. This has benefits for the surrounding communities which will also benefit from these facilities and initiatives.
- 2.7 In addition to the design of the site, and the day to day facilities provided as part of the scheme, the development will commit to:
- Active travel corridors
 - A Community Concierge (CC), situated in a shop front location at the heart of the development, that will provide personal mobility services to residents, businesses and schools within the local area, and not restricted to just the development itself. These services will include bespoke travel advice, bike repair, promotion of car sharing schemes, organised walks and rides, specific travel planning organisation for schools, including walking buses, cycle trains and scoot to school, liaison with transport operators, bike or electric bike hire, a drop off point for internet deliveries, and more.
 - A Micro Consolidation Centre (MCC) which in its simplest form is the MCC taking receipt of home deliveries, and arranging for their onward delivery by simple and sustainable means. This provides significant efficiency relating to the last mile of travel.
 - Access to high speed broadband both at home and in communal work hubs. This will encourage more community based working and less demand and reliance on the wider transport network
 - A Communal Work Hub that provides work space, meeting areas and support facilities to enable home or community working, reducing commuter travel and fostering a local business community atmosphere
 - Public transport and active travel priority.
 - Active management and monitoring of transport systems using the next generation computer vision and machine learning information and behaviour gathering devices

Key Principles

- 2.8 The approach of the TPF is based upon the principle of identifying appropriate demand management measures that will influence the travel behavior of the new residents. These measures will then be carried forward into the residential and workplace travel plans.

- 2.9 It is essential that a staged approach of measures and strategies are implemented over time to suit the development phasing and as the level of travel demand increases. This will lead to an effective use of resources and enable measures to be reviewed and adapted when necessary.

Key Benefits

- 2.10 The benefits of a Travel Plan include:

- A focused approach to influence travel behaviour and manage demand for travel to the site.
- A reduction in the need to travel and where appropriate, the need for journeys to be single occupancy car journeys.
- The introduction of safe and viable alternatives to single occupancy car travel, improving both the availability and choice of travel mode to the site and reducing the number of vehicle trips.
- Increased awareness of the potential for and advantages of travelling by sustainable modes of travel, including walking, cycling, public transport and car sharing.
- Increased awareness of the social, environmental and economic costs of individual travel choices.
- A positive change in attitudes towards the use of alternative travel modes.
- Provision of practical initiatives based on regular appraisal of staff travel patterns.
- Improved accessibility for all.
- Improved safety and security for people travelling to and from the site.

Key Guidance

- 2.11 There is an extensive library of documents that illustrates best practice guidance and evidence relating to travel plans. Key guidance documents include:

- Guidance on Transport Assessment (DfT, 2007).
- Smarter Choices - Changing the way we travel (June 2005).
- Making Residential Travel Plans Work: Good Practice Guidelines for New Development (DfT, 2005).
- Using the planning process to secure travel plans. Best practice guidance for local authorities, developers and occupiers (DfT 2002).
- Transport Energy Best Practice – A Travel Plan Resource Pack For Employers (DfT, 2002).
- Making Travel Plans Work (DfT, 2002).

Types of Travel Plan and Role of this Document

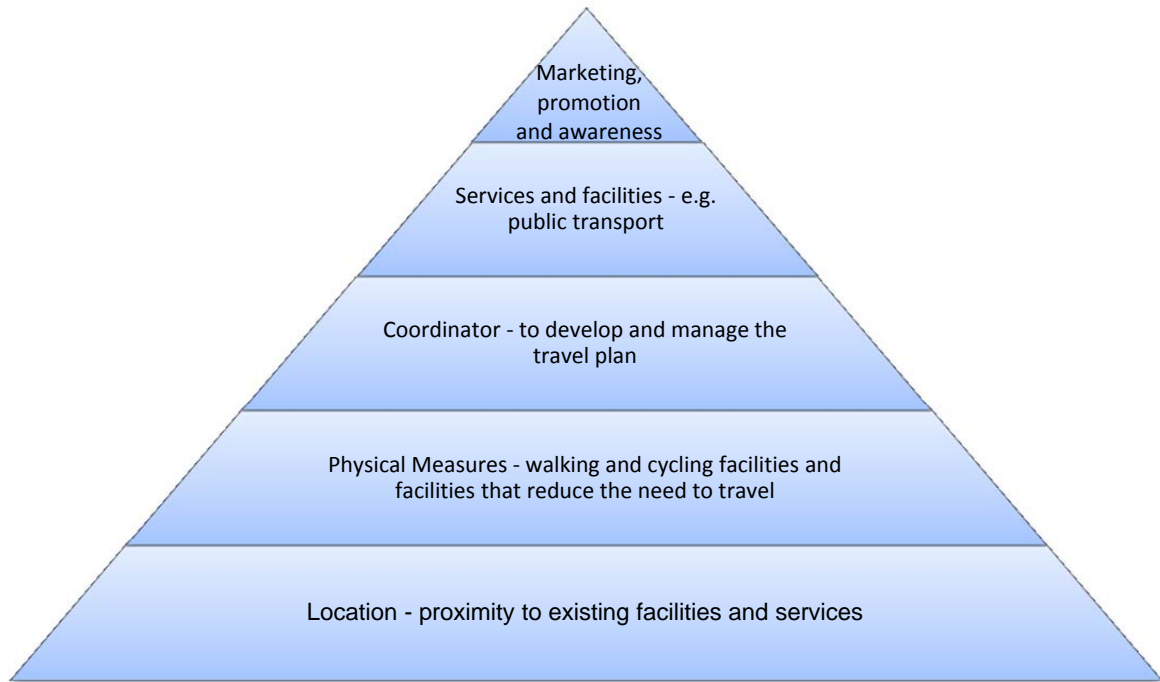
- 2.12 Travel Plans prepared in advance of the occupation of a site, whether for residential, employment or school use, can only offer an overall strategy for the adoption of sustainable transport measures. Once a site has achieved a sufficient level of occupancy, then the users must have the opportunity to influence and amend the Travel Plan to reflect their specific needs, while meeting the plan's original objectives and associated planning commitments.

- 2.13 This is particularly an issue for residential developments, where it can be problematic to maintain momentum and achieve "ownership" over a long period. The developer's approach has been to embed measures into the design of the development from the start of the process, through ensuring good physical and sustainable infrastructure provision and plans for long-term management and monitoring, as discussed and outlined in this Travel Plan Framework.

- 2.14 This Travel Plan Framework is therefore, a first issue of a working document that establishes a framework for the production of the subsequent travel plans, as it requires participation from the future residents. The document however,

provides a strong indication of the objectives, priorities and commitment of the developer to achieve high levels of sustainable transport use.

- 2.15 To ensure the success of the Travel Plan it is important to establish a clear strategy. The DfT travel plan strategy referred to in the Good Practice Guidelines: Delivering Travel Plans through the planning Process demonstrates the basis of sound travel planning, as indicated below.



3 Travel Planning Overview

- 3.1 The TPF will not focus on one particular land use, rather provide an overview. There will be specific tailored measures to cover the greatest possible range of trips including residential, education and commercial. It is therefore proposed that individual Travel Plans are developed for the site at the appropriate time.
- 3.2 This overall TPF represents the travel planning strategy for the development and will include a range of measures and initiatives common to a range of occupiers and activities.
- 3.3 The TPF will provide a guide to the development of specific travel plans where these are required.
- 3.4 This TPF outlines a range of measures that will be commenced and implemented during the early phases of the development. This approach encourages people to adopt sustainable travel patterns from the outset.

4 Existing Accessibility and Future Accessibility

- 4.1 This section provides details of the site location and the existing transport modes. Detailed information can be found within the Transport Assessment.

- 4.2 The site location in relation to its accessibility to existing transport infrastructure and potential increased accessibility lends to the success of the Travel Plan and achieving modal shift by altering travel behavior.
- 4.3 Good accessibility from the site to key destinations by modes other than car encourages more sustainable modes of travel which assists in reducing single car occupancy. In particular, the location of employment, retail, education and community facilities are some of the most common forms of trip generators.

Existing Road Network

- 4.4 The location of the site in relation to the local road network is indicated in Figure 4a.

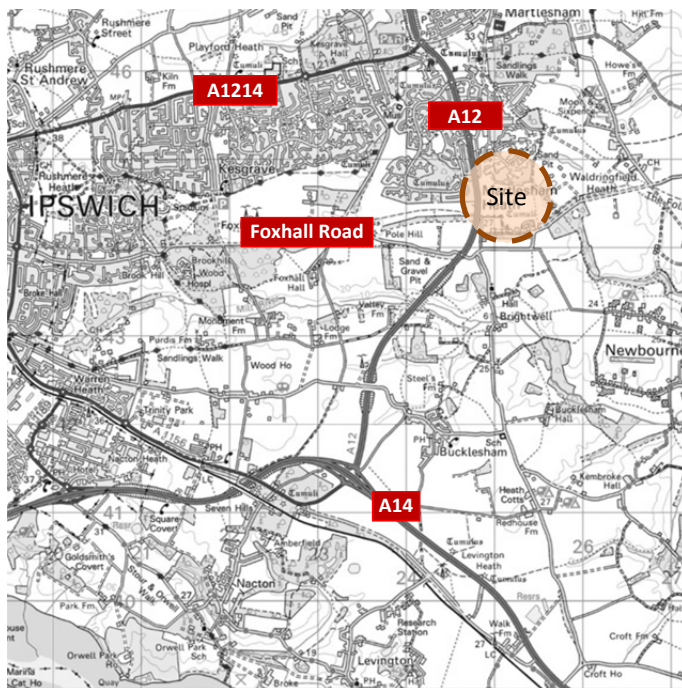


Figure 4a: Site Location in relation to the local road network

- 4.5 Adastral Park is located to the east of the A12 which provides a main route to Lowestoft and Great Yarmouth in the north. Adjacent to the site, the A12 is a dual carriageway road subject to a 70mph speed limit. Through discussions with SCC, the aspiration to reduce the speed limit has been identified.
- 4.6 To the north of the site, the A12 forms a four arm roundabout with Main Road (A1214). Main Road caters for east – west trips towards the northern area of Ipswich town centre. Main Road is a single carriageway road and is subject to a 30 mph speed limit. There are several junctions along Main Road which predominantly serve residential areas to the south.
- 4.7 Continuing from Main Road, the A12 continues in a southerly direction forming a four arm roundabout with Eagle Way and Anson Road. Eagle Way serves a residential area to the west, where Anson Road provides access into the Adastral Park employment area. The A12 continues to the site , providing a further connection to Eagle Way and Adastral Park via Barrack Square.
- 4.8 Some 1.6km to the south of the Barrack Square roundabout, the A12 forms a further a roundabout with Foxhall Road and Newbourne Road. Newbourne Road heads in a easterly direction and provides access to the hinterland to the south of the site. Foxhall Road heads in a westerly direction, providing an alternative route to Ipswich town centre.

4.9 The A12 continues to the south and connects with the A14. The A14 is a major international, national and regional route connection Felixstowe to the M6 and M1.

Road Based Public Transport

4.10 The existing bus services that operate close to the proposed site are identified in Figure 4b and Figure 4c. The bus route 66 currently serves high quality service to the existing park, which links Martlesham Heath-Grange Farm-Kesgrave - Ipswich. The bus service 173/174 (Woodbridge to Felixstowe) has just two services during peak hours. The rest of the buses also operate through Adastral Park.

| Service | Destination | Frequency |
|---------------|---|--|
| H66/X66 | Ipswich Town Centre – Adastral Park via Ipswich Rail Station Operator - First in Norfolk & Suffolk | Monday to Friday (except bank holidays) 3 buses operate in AM and PM |
| 66/67 | Martlesham Heath - Grange Farm - Kesgrave – Ipswich Operator - First in Norfolk & Suffolk | Monday to Friday (except bank holidays) Every 30 min Saturday Every 20 min Sunday Every 30 min |
| 173/174 | Woodbridge – Kirton – Trimley – Felixstowe Operator – Ipswich buses | Monday to Friday (except bank holidays) Every 2 hrs Saturday Every 2 hrs (between 9:05 and 15:55) |
| 4 | Ipswich Central – Felixstowe Road – Broke Hall – Bixley Operator - Ipswichbuses | Monday to Friday (except bank holidays) Every 30 mins Saturday (except bank holidays) |
| 63/64/65/65 B | Ipswich – Leiston Operator - First in Norfolk & Suffolk | Monday to Friday Every 30 mins |
| 511 | Halesworth – Holton Operator - First in Norfolk & Suffolk | Monday to Friday (except bank holidays) 1 hr 30 min |
| 972 | Ipswich Hospital - Kesgrave High - Bealings - Rushmere St Andrew Operator - First in Norfolk & Suffolk | Monday to Friday (School days only) Only 1 bus operates during PM |
| 512 | Felixstowe - Nacton - Newbourne - Waldringfield – Kesgrave Operator - First in Norfolk & Suffolk | Monday to Friday (School days only) Only 1 bus operates during AM Saturday & Sunday No service |

Figure 4b: Bus Routes closest to the site

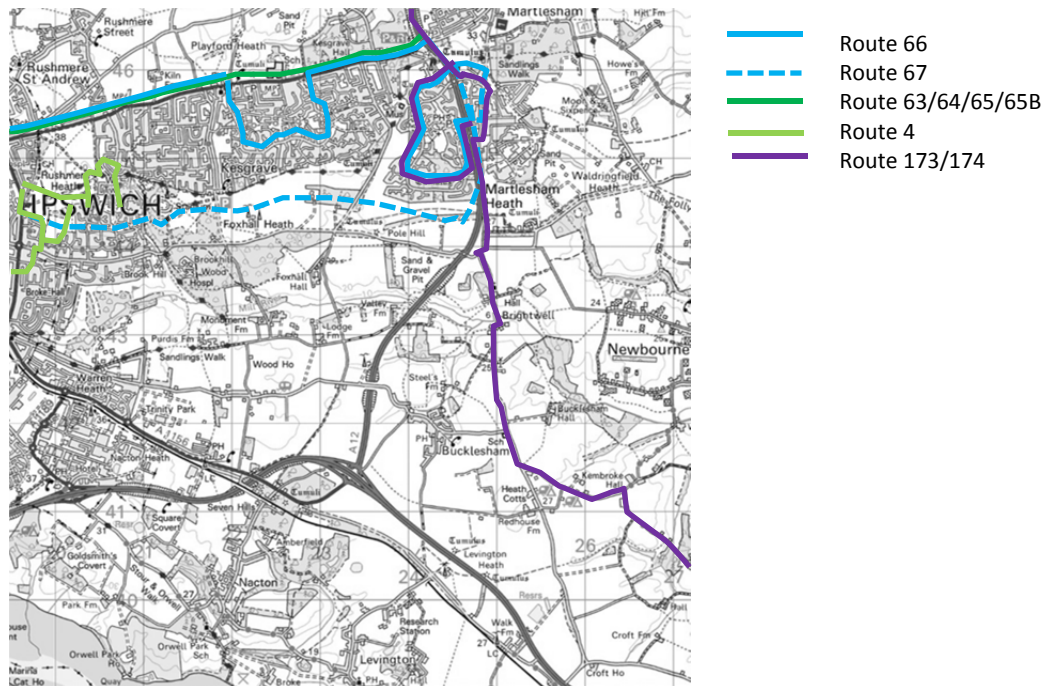


Figure 4c: Bus Routes map

Public Transport - Rail

- 4.11 The closest train station is located in Woodbridge. The stations provide excellent nodes for onward routes to Ipswich (having a journey time of circa 15 minutes) and Lowestoft (having a journey time of circa 1 hour 10 minutes).
- 4.12 The train station offers the following services:
- 72 space car park with accessible spaces open 24 hours
 - Self-service ticket machines
 - Manned help desk
 - Cash machine
 - Pay phones
 - Post box
 - Public WiFi
 - Refreshments
 - Shops

Walking and Cycling

- 4.13 At the present day, the development land does not have any significant traffic generators within the boundary. As such, there has been no material requirement for footway / cycleway provision on site or to access the site.
- 4.14 To the north west of the site, there are existing pedestrian links to Martlesham Heath across A12 via a foot/cycle to the north of the junction with Barrack Square and via subway near the roundabout with Anson Road. The route along Gloster Road and Barrack square has segregated footway/cycleway link. The footbridge and underpass also has cycleway which allows cycle paths in eastern Ipswich and towards the town centre.

4.15 There is a public footpath which runs from the north of Marlesham heath along Gloster Road and the western edge of, to Newborne Road to the south of the Park.

Public Rights of Way

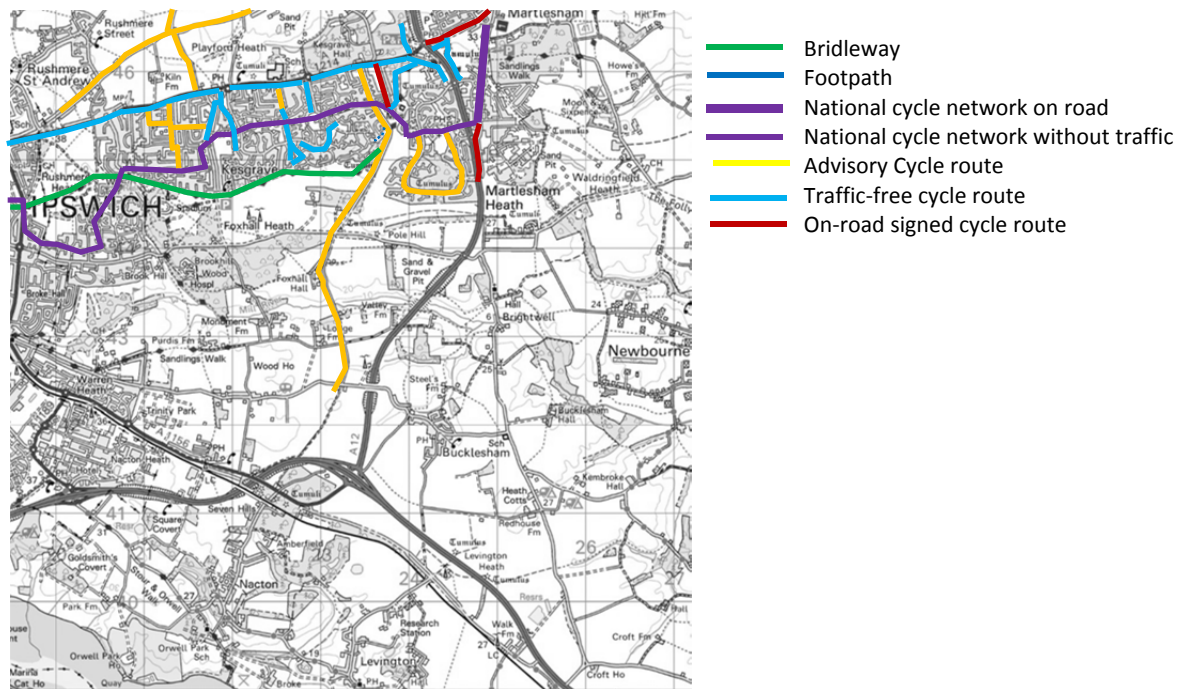
4.16 Public Rights of Way (PRoW) are classified as highways and as such are protected routes. The 1949 National Parks and Access to the Countryside Act placed a duty on every County Council in England and Wales to draw up and publish a definitive map and statement of PRoW in their area.

4.17 The Definitive Map is the legal record of the location and status of PRoW. The statement is a description of the PRoW shown on the definitive map.

4.18 There are four classifications of PRoW:

- Footpaths - by foot only
- Bridleways - by foot, horse or bike
- Restricted byways - by any form of transport that doesn't have a motor
- Byways open to all traffic - let you travel by any form of transport, including cars

4.19 The figure below highlights the PRoW that are closest to the site.



Future accessibility

Public Transport

4.20 To maximise the opportunities to travel by public transport, it is proposed to improve the current routes that operate in the immediate area. Brookbanks have discussed the public transport opportunities with local operators to ensure that a long term viable solution can be delivered

- 4.21 It is considered a phased delivery of public transport enhancements is appropriate to secure long term viability. Through discussions with Ipswichbuses, a public transport strategy has been developed, as indicated below.
- 4.22 Phase one: Initial diversion of existing Route 4 to provide peak and lunchtime facilities. There would be no cost associated with this initial diversion.
- 4.23 Phase two: Extension of Route 4 to operate throughout the day every 30 minutes. The estimated cost is identified as being £70,000 per annum, less revenue.
- 4.24 Phase three: Provision of a 20 minute frequency timetable with an extended route and operating day serving the development, and linked to route X5 via the full length of Foxhall Road to give a faster journey into town with potentially improved links to the train station. The estimated cost is identified as being £200,000 per annum, less revenue.

Walking and Cycling

- 4.25 Published good practice identifies five main requirements for pedestrian routes. Wherever possible these should be followed when planning for pedestrians within the proposed development:
- Convenience – follow desire lines without any undue deviation from route,
 - Connectivity – link multiple origin and destinations,
 - Conviviality – be pleasant to use,
 - Coherence – be made legible through paving and/or signage,
 - Conspicuousness – promote security and safety allowing pedestrians to see and be seen by others
- 4.26 The ‘Guidance for Cycle Audit and Cycle Review’ (The Institution of Highways and Transportation, 1998) determines five main requirements for cycle routes. It is highly crucial that these requirements are recognised if the promotion of cycling to the site as a viable and attractive alternative to car use is to be successful:
- Coherence: continuous and to a consistent standard,
 - Directness: closely follow desire lines as much as possible,
 - Attractiveness: in aesthetic as well as objective terms
 - Safety: designed to minimise risks for cyclists and others; and
 - Comfort: well maintained smooth dry surfaces, flush kerbs and gentle gradients
- 4.27 Overall consideration should be given towards the former Commission for Architecture and the Built Environment (CABE) principles of inclusive design, as highlighted below:
- Inclusive: so everyone can use it safely, easily and with dignity.
 - Responsive: taking account of what people say they need and want.
 - Flexible: so different people can use them in different ways.
 - Convenient: so everyone can use them without too much effort or separation.
 - Accommodating: for all people, regardless of their age, gender, mobility, ethnicity or circumstances.
 - Welcoming: with no disabling barriers that might exclude some people.
 - Realistic: offering more than one solution to help balance everyone’s needs and recognising that one solution may not work for all
- 4.28 The masterplan for the site will include numerous walking and cycling routes within the development to provide a comprehensive route network that will comprise both on and off road paths. This will include walking / cycling route

adjacent to the main link road through the development. This would deliver the main spine through the development, from which spurs would then access the wider development. Highway crossing points will be designed to cater for all types of pedestrian users with the routes lit where appropriate.

- 4.29 Across the site the improvements would include the provision of adequate surfacing to reflect the characteristics of the area and lighting where appropriate. In areas adjacent to housing, this could result in illuminated tarmacked routes and in less built up areas more low engineered surfacing. The surfacing to be used will be appropriate to the type and quantum and usage for any given route.
- 4.30 The walking and cycling paths will connect the individual housing blocks into the main route through the site that will ensure full connectivity and route choice throughout the development.
- 4.31 The onsite network will connect into the external walking and cycling network. The predominant walking and cycling desire lines is to be fully incorporated into the links from the development.
- 4.32 Walking and cycling trips to the west will be encouraged to travel through the development to make use of the high quality environs that will be delivered. The on site routes will link into the A12 with suitable crossing facilities provided at the A12 site access points.
- 4.33 It can be concluded that the site will be supported by a range of measures to improve overall accessibility. The potential measures are discussed in later sections of the report.

5 Travel Plan Objectives and Targets

Introduction

- 5.1 As with all new developments, there are no established patterns of behaviour for residents, employees and visitors or deliveries to the development. Therefore, this document forms a Framework for managing and informing travel arrangements for those future uses. Once the development is occupied and the actual travel patterns and needs are known, more detailed and specific measures, incentives and targets based on recorded travel patterns will be tailored to the development
- 5.2 The primary goal of the TPF is to minimize the number of car trips to, from and within the site and to promote the use of alternative sustainable modes of transport. The objectives provide the TPF with focus actions on achieving specific outcomes related to the plan.
- 5.3 The key objectives of a TPF include:
- Reducing the need to travel by ensuring information is available for the range of facilities available
 - Maximise modal shift to sustainable travel Reducing the level of car trips at the proposed development
 - Promoting healthy lifestyles and sustainable, vibrant local communities
 - Encouraging good design and providing safe pedestrian and cycle access to the site
 - Ensure development and implementation of a series of site specific smarter modal choice measures that support and promote sustainable travel
 - Ensure an ongoing process for the coordination, monitoring and management of the implementation of the measures and to review changes to ensure achievement of modal shift.

Objectives

- 5.4 The key objective of the TPF is to minimize the number of single occupancy car trips to, from and within the site and to advise all occupiers of the site of alternative modes of travel. A package of measures are presented in this document to meet this key objective and so encourage the future residents on site to either to use alternative modes of travel to the single occupancy vehicle, or to car share, and to improve the local environment and health of all site occupiers.
- 5.5 An important feature of the TPF is the appointment of the Site Wide Travel Plan Coordinator (SWTPC) and the individual travel plan coordinators at the appropriate time to promote alternatives to single occupancy car travel and promote awareness of car sharing and provides information on the incentives. The SWTPC will be appointed and be in position three months prior to the first occupation of the site.

Targets

- 5.6 Full details of vehicular trip generation methodology and trip rates by land use can be found in the Transport Assessment.
- 5.7 The Census statistics have also been integrated to identify the mode share for the residents of the Martlesham Ward. This considers the existing travel patterns of all residents aged 16 to 74.

| Mode | Population | Percentage |
|--------------------------------|------------|------------|
| Train | 42 | 1.8% |
| Bus, minibus or coach | 120 | 5.1% |
| Driving a car or van | 1,554 | 66.0% |
| Passenger in a car or van | 86 | 3.7% |
| Motorcycle, scooter or moped | 18 | 0.8% |
| Taxi | 3 | 0.1% |
| Bicycle | 164 | 7.0% |
| On foot | 193 | 8.3% |
| Work mainly at or from home | 156 | 6.7% |
| Other method of travel to work | 13 | 0.6% |
| Total | 2,339 | 100.0% |

Figure 5a: Mode Share – resident population

- 5.8 This demonstrates that the most dominant mode of travel is by car, resulting in 66.0% of all the trips within the Martlesham ward. This is followed by travel by foot or cycling, again demonstrating that travel by sustainable modes is likely.
- 5.9 A review of the mode share of employees working in the O10 ‘super output areas - middle layer’ has also been carried out. This analysis is presented below.

| Mode | Population | Percentage |
|--------------------------------|------------|------------|
| Train | 45 | 0.6% |
| Bus, minibus or coach | 341 | 4.4% |
| Driving a car or van | 5,389 | 69.9% |
| Passenger in a car or van | 265 | 3.4% |
| Motorcycle, scooter or moped | 87 | 1.1% |
| Taxi | 9 | 0.1% |
| Bicycle | 561 | 7.3% |
| On foot | 312 | 4.0% |
| Work mainly at or from home | 680 | 8.8% |
| Other method of travel to work | 25 | 0.3% |
| Total | 7,714 | 100.0% |

Figure 5b: Mode Share – employee population

- 5.10 The above results reflect the current patterns. The development will deliver a comprehensive range of housing comprising differing types and tenure. The development is located adjacent to significant employee opportunities as well as deliver complimentary land uses that will serve the everyday needs of the future residents.
- 5.11 At the time of writing it is difficult to identify what other modes will increase. However the TP will target all modes to maximize modal shift. The intention for the modal shift away from the use of the private car is that based on the targeted measures and initiatives, a greater shift will prevail towards walking and cycling for short journeys and an increased use of public transport for journeys to further afield with the encouragement of car sharing for journeys to destinations for which using public transport is not viable.
- 5.12 The target of the travel plan is to reduce SOV by 15% over a ten year period.

Outcomes

- 5.13 It will be important to put measures in place that promote sustainable travel through education and the dissemination of information. Targets will be set to reduce car-based trips over a monitoring period which will include regular travel surveys.
- 5.14 All the TPCs will encourage and promote the measures set out along with infrastructure changes agreed with the local planning authority to achieve the objective of the TPF. These initiatives will be reviewed with reference to findings from the monitoring travel survey.
- 5.15 Furthermore, in line with the 'Delivering Travel Plans through the Planning Process-Good Practice Guidelines dated March 2008, the TPF will also seek the following outcomes:
- Reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution and accidents
 - Reduction in overall need for travel to and from the site
 - Generation of only the minimum number of car traffic movements to and from the development
 - Improved viability of local public transport services

- Increased usage and safety of neighbourhood cycling and walking routes
- Opportunities provided to build healthy exercise into daily life
- Represent good practice and provide an educational tool to help change perceptions about convenience and benefits of not using the car where alternatives exist
- Increase marketability of the development as more people seek to change their travel behaviour

5.16 The design of the development, and the travel planning process, will aim to reduce overall need to travel, and attempt to challenge choices made by all occupiers on whether to drive given access to a car, how much to drive, and how much to travel by public transport, foot or cycle. Where car travel is necessary, the TPF will aim to minimise single occupancy car trips and promote car sharing. Figure 5c shows the Objectives and targets.

| Objectives | Targets | Indicator |
|--|--|--|
| To establish the Steering Group | To establish the operational steering group by first occupation | Steering Group set up |
| To achieve widespread awareness of sustainable travel within the minds of all occupants of the site | To achieve and maintain at least 75% awareness during build out period | Travel Survey Results |
| To reduce external car driver trips associated with the development on the local and strategic highway network | Reduction of external car driver trips generated by the residential elements | Data from ATC Monitoring and Travel Survey |
| To contribute to reducing the impact on climate change | Monitor and evaluate, at milestones carbon emissions from local trips | Data from Travel Surveys |
| To increase the proportion of sustainable travel modes (Walk & Cycle) | To increase walk and cycle trips | Data from Travel Surveys |
| To engage with residents on sustainable travel choices | All new households to be offered personal travel planning within 12 months of occupation | TPC |

Figure 5c: Objectives and Targets

6 Travel Plan Implementation Strategy

- 6.1 A responsive, flexible and dynamic Travel Plan implementation process is extremely important for a site that will be developed over an extended period.
- 6.2 The implementation strategy of the Residential and Workplace Travel Plans remain the responsibility of the developer or occupier.
- 6.3 It is therefore, proposed that the TPF is delivered, guided, coordinated and funded via establishment of a development wide Steering Group. The steering group is to be established by first occupation.
- 6.4 This chapter of the TPF provides an introduction to what the SG are, the principles of how they would operate and the benefits which they will offer over more traditional means of plan management, implementation and coordination.
- 6.5 The SG will provide a framework for the implementation of travel management initiatives that will cover all the land uses on site. The SG will be led by a site wide travel coordinator.
- 6.6 Every occupier of the employment uses within the site would be expected to become a member of the SG.
- 6.7 The benefits of the SG include:
- Ensure full participation to achieve the goals of the TP

- Maintain lines of communication between all parties no site
- Raise awareness of measures as they are introduced
- Ensure employees on site are aware of the site wide measures

6.8 At the reserved matters stage, the bus operators shall be expected to become members of the Steering Group.

Resources

6.9 The viability of dedicated staff time and resources is important to the implementation of the Travel Plan. The key implementer is the site wide Travel Plan Coordinator.

6.10 Initially it is proposed that a SWTPC will be employed on a part time basis with a greater demand during the early stages. The SWTPC would be employed to assist in the establishment and formation of the SG and in developing a full implementation programme and strategy. It would also be the SWTPC responsibility to build the necessary partnerships and delivery of the site wide initiatives, which could include a dedicated planning website.

6.11 The key tasks of the SWTPC are as follows:

- To lead and manage the development and implementation of the site wide travel plan
- To act as a central point of contact for all site occupiers and external stakeholders in relation to the Travel Plan Framework
- To implement the monitoring plan set out within the monitoring strategy
- To implement and manage the data collection procedures as set out in the monitoring strategy
- To take responsibility for raising awareness of and championing sustainable travel issues
- To promote schemes and events which encourage walking, cycling and the use of public transport along with the reduction of the use of the private car
- To represent the 'human face' of the travel plan and the SG - explaining its purpose and the opportunities on offer
- To build and nurture the necessary partnerships required for Travel Plan implementation and success
- To promote and market the SGTPG to wider audiences
- To deliver and/or manage, procure and/or oversee delivery of site-wide travel plan measures
- To keep abreast of developing travel plan techniques
- To regularly review and evaluate both the travel plan and the operation of the SG and to provide feedback to the planning and highways authorities via meetings and/or other channels
- To prepare progress reports, action plans and budgets for the travel plan aimed at best meeting its objectives and targets
- To liaise with the Council Travel Plan Officer
- To liaise with the individual TPCs to ensure coordination of measures and monitoring in order to maximise effective Travel Planning.

6.12 It is anticipated that the SWTPC will be employed by the developer(s) for a period of 10 years or until the site is substantially built out and achieved the desired targets. After which time it is expected that the SG will take over the organization of the monitoring and associated measures. By this time it is expected that the SG will be self-funding through membership revenues.

6.13 Given the crucial role which the SWTPC will be expected to undertake, it is essential that the right individual is recruited and that he/she has the necessary skills to perform exceptionally in his/her role. Care will be taken in working up the job description for and in recruiting the SWTPC, to ensure that a poor appointment does not threaten or undermine the travel planning strategy.

- 6.14 As part of the overall mobility strategy on site, the provision of a Community Concierge has been discussed. The role could be incorporated into the duties of the SWTPC.
- 6.15 The community concierge will be tasked with understanding and promoting the initiatives that will support and encourage socially inclusive mobility, and influencing travel towards the more sustainable and efficient methods. The community concierge would form part of the Travel Plan for the Development and be managed through the Travel Plan Coordinators. The provision of the community concierge would form a key part of the Travel Plan and its implementation.
- 6.16 The responsibilities will include:
- Providing general and bespoke travel planning to the community;
 - Establishing a 'shop front' mobility advice service and presence within the heart of the development;
 - Undertaking or advising on basic cycle maintenance;
 - Promoting residential car sharing schemes, and working with the employment centres on their car sharing schemes
 - Working with travel planning officers and other travel planning teams in the area;
 - Receiving and holding deliveries for local people;
 - Liaising with the local schools over travel planning. This will include advice and assistance with various school travel initiatives such as Scoot to School, Walking Buses, Cycle Trains;
 - Organising local walks and cycle rides;
 - Monitoring the quality of local active travel and other routes and services and liaising with the council officers and transport service providers.

Role of the Individual Travel Plan coordinators

- 6.17 Potentially, it is expected that Individual Travel Plan Coordinator (ITPC) could be employed to support the introduction of the residential travel plans that will accompany any future reserved matters application. The ITPC could be employed on a part time basis responsible for the day to day running of the Travel Plan.
- 6.18 The ITPC will take on a facing role and will focus on delivery of initiatives as follows:
- Distribute Travel Plan welcome packs
 - To act as a central transport point of contact
 - To promote travel plan initiatives and measures, ensuring all occupiers are fully aware of the Travel Plan and services/measures available to them
 - Deliver Personal Travel Planning
 - Promote use of alternative modes of travel to the private car that are appropriate to individual needs
 - Develop and maintain car-share database
 - Produce annual newsletter informing occupiers of Travel Plan initiatives and events
 - Undertake monitoring in order to measure progress against targets
 - To communicate with the SG to ensure coordination of measures i.e. to avoid unnecessary repetition and ensure effectiveness of all Travel Plans.

Funding

- 6.19 In the early years of construction of the development, it will be necessary for the developers to 'pump prime' establishment of the SG. As the employment land parcels are delivered in the later stages of development, the

membership of the SG will be increased such that the membership revenues alone will be adequate to cover the costs of supporting the SG.

- 6.20 In addition, the developer is providing a failsafe fund to cover the cost of measures required in the event of the Travel Plan not meeting the required targets. The failsafe measures are only intended to mitigate the impacts of any under achievement towards meeting targets. They should not otherwise be invoked nor constitute a penalty to the developer.

Partnerships

- 6.21 Travel Plans require partnerships. Key stakeholders/ partners include:

- Local planning authority
- Transport and Highways Authority
- Other transport agencies
- Local transport operators (e.g. bus companies, rail operators)
- Specialist advisors
- Local transport groups and forums
- National and local travel awareness and transport organisations
- Future occupiers

Branding

- 6.22 In order to raise awareness from the outset the Travel Plan will be branded. Branding is required to assist in promoting the importance and benefits of travel planning and obtaining buy-in to sustainable travel mode choices.

- 6.23 The brand should be designed to be popular and instantly recognizable. It should be one of which residents and occupiers can recognize.

- 6.24 Marketing the Travel Plan provides an effective channel of communication between those responsible for the Travel Plan and those who benefit from the implementation of the Travel Plan.

- 6.25 The information will be in varied formats and able to reach all residents.. Individual Travel Plans will highlight the marketing materials available. The marketing for the site could include:

- Travel Plan – providing links to valuable travel resources (e.g. journey planners, timetables etc.)
- Car share website links
- Travel information / advice available from the ITPC
- Personalised Travel Planning
- Email dissemination via Travel Plan Coordinators
- Onsite marketing events, to tie into local and national promotions
- Development of high quality travel information for the development across Multiple formats (paper, electronic and 'interactive'/ web-based) must be complete

7 Site Wide Measures

- 7.1 In order to optimize the take-up of sustainable transport modes for new residents on-site, sustainable travel choices should be available and be promoted during all stages of the development process, from the design and construction,

through to marketing and occupation of the development. These measures will be applied to the current application, and will be taken forward into subsequent reserved matters applications.

- 7.2 The focus on the mixed-use nature of the development will help to ensure that the potential number of external car driver trips is reduced compared to a solely residential development. The proposed development offers the opportunity to deliver a comprehensive mix of uses and therefore allow residents to meet a range of their day to day needs without needing to travel outside the site.
- 7.3 The planning application that this TPF supports is primarily residential, however this report will reflect the potential future employees on site who would be able to make use of the identified package of measures identified below.
- 7.4 In order to achieve the objectives set out in this Travel Plan Framework, it is essential that for a development of this size, that the measures and methods used are implemented using an approach that covers the various stages outlined and divided into key phases:-
- Pre-occupation.
 - During occupation.
- 7.5 The measures to be implemented during each of the three phases are described in the following sections.

Pre Occupation Phase

- A fully permeable development layout for pedestrians and cyclists reflecting desire lines– pedestrian and cycle connections will be provided from the site to link into the existing infrastructure.
 - On site development streets and junctions designed to the standards outlined in the Department for Transport's Manual for Streets, to limit the dominance of the car.
 - Careful street design to encourage walking and cycling within the site.
 - Shared surfaces on residential links to promote pedestrian and cycling movements, creating some areas with a 'Home Zone' style atmosphere.
 - Improvements to public transport routes that operate adjacent to the site together with the possibility of a dedicated community bus
 - Car and cycle parking provision will be in compliance with the current guidance.
 - The provision of pool bikes should also be considered and judged whether it is necessary on the basis of demand.
 - The provision of electric car charging points should also be considered and judged whether it is necessary on the basis of demand.
 - Provision of green space for social exchange and recreation.
 - Appointment of a Site Wide Travel Plan Coordinator (as discussed in later sections).
 - Development of 'Welcome Travel Packs' containing information on non-car transport modes, including public rights of way information, to be issued to each dwelling on first occupation.
 - Notice boards within the show house and within the work place/office to show key travel information.
 - Work places to have showering / changing facilities
- 7.6 Through the planning process improvements to the existing public transport will be agreed. This will ensure a high quality services is provided into the development to maximize public transport usage. This will be secured through annual contributions.

Occupation Phase

Welcome Packs

- 7.7 It is the intention to issue Welcome packs to each household and to every employee on site. A Welcome Pack could include the following information:
- A brief explanation of the travel plan and its objectives
 - Contact details for the site wide Travel Plan Coordinator
 - Site Wide Travel Plan website access details
 - Bus Maps
 - Details of any resident travel user groups including bus buddy scheme
 - Cycling and Walking Maps
 - Details of car share database
 - Details of the Car Club
 - Residents invited to register their interest in
 - Other appropriate information
 - Details for the travel voucher
- 7.8 A similar Welcome Pack will be produced, tailored to the needs of future employees on site.
- 7.9 Draft Welcome Packs will be issued to the Travel Plan Officer of the Council for comment prior to formal issue.

Social Media

- 7.10 A dedicated travel website will be established that will include all relevant travel information, similar to that contained within the Welcome Pack, and will be review monthly and updated as required. The website will provide details on any forthcoming events and highlight the latest revisions to the TP, for example this would include the details of the rail station location and programme of delivery.
- 7.11 The SWTPC will set up a Facebook page for the development, with details included within the Welcome Pack. This will be used to highlight the measures within the travel plan, highlight any promotional events and encourage participation in any travel planning events.
- 7.12 Draft Welcome Packs will be issued to the Travel Plan Officer of the Council for comment prior to formal issue.

Sales and Marketing office

- 7.13 Any websites established by the house builders on site will be encouraged to include travel information and details of the travel plan. The sales office will hold copies of the Welcome Pack and sales staff will be trained by the travel plan coordinator, if requested, as and when the sales offices are established so that they understand the principles of travel planning.

Travel Induction Sessions

- 7.14 The Travel Plan Coordinator will arrange travel planning sessions on a six monthly basis and invite all new residents via mail drop or email, with the aim of introducing the travel plan, the objectives and targets and to encourage discussion on the sustainable travel options. Details of any arranged sessions will be posted onto the dedicated travel web-site.

Bus Buddy Scheme

- 7.15 The Travel Plan Coordinator will establish a bus buddy database of those people who regular travel by public transport. Details of the scheme are to be included within the Welcome Pack and on the travel website and residents will be invited to join during the travel induction sessions.

Public transport taster tickets

- 7.16 Initial discussions have indicated a potential public transport strategy to serve the site. Through the established working relationship, taster tickets will provided to every house hold. The details of which will be provided within the Welcome Pack.

Employer Cycle support

- 7.17 The employers on site to offer interest free loans to purchase cycles or offer pool bikes. Appropriate all weather clothing to be offered to those who cycle regularly. Guaranteed ride home for staff in emergency situations

Green Travel Voucher

- 7.18 To encourage smarter travel choices the Green Travel Voucher scheme has been established. This provides a direct financial incentive to householders to reduce their car use. The scheme allows householders to spend their incentive according to their preferred alternative to car-based commuting. Each household can spend their voucher on any of the following

Walking:

Handcart
Luggage/shopping trolleys
Maps of local area (inc. UK road atlases)
Nordic walking poles
Personal attack alarm
Raincoat
Rucksacks
Shoes
Torch (not batteries)
Umbrellas
Waterproof trousers

Cycling:

Bicycle
Cycle clothing and accessories*¹
One to one cycle training

Motorcycling:

Motorcycling equipment including helmet*²

Public Transport:

Rail season tickets for journey to work*³
Bus season tickets from home*³

Not included: Training courses, car hire, taxi fares or petrol, suitcases, phone bills, one-off phone connection costs, mobile phones, telephones, computer accessories, garden shed. A maximum 3 of any one item per household.

*¹ clothing or accessories inc. shoes, padded shorts etc.; puncture repair kits; emergency lights/batteries; pump; toolkit; spares; pannier racks; cycle bags; trailers; lock; helmet; cycles

*² not servicing or labour costs

*³ not individual/one off journeys

Each household is entitled to one voucher, equivalent to £150.

The travel voucher is a reimbursable scheme that means the costs can be reclaimed following purchase and submission of an acceptable receipt.

Bicycle User Group

- 7.19 The Travel Plan Coordinator will establish a bicycle user group, details of which are to be included within the Welcome Pack and on the travel website and both residents and employees will be invited to join. This will be held every other month and local cycle repair shops will be invited to attend to provide advice on basic cycle repair and maintenance and

to highlight what equipment is available to make cycling a pleasant experience. Prize draws are to take place at the meetings to encourage support and attendance giving users a chance to win cycling equipment.

- 7.20 Once the user group is set up and established, the management and organisation of the user group is to be passed to the residents with the travel plan coordinator invited to attend as and when required. The group will be supported by an annual budget of £250, payable by the SG once established.

Car Share Database

- 7.21 The Travel Plan Coordinator will promote national car share database through the national company www.liftshare.com.

Car Club

- 7.22 The developer will pay a £30,000 contribution prior to occupation of the 200th dwelling towards the establishment of a car club to be used by the residents, where they will need to pay a monthly charge. It is envisaged that the contribution will be sufficient to cover the cost of the first car with any remaining funds to be used to provide incentives, which could include prize draws that offer free monthly memberships.
- 7.23 The site layout will include car parking spaces that are reserved for car club use within each of the neighbourhood/local centres.

Updates to travel information.

- 7.24 Regular updated travel information will be provided by the Travel Plan Coordinator. This will include revised copies of bus timetables as and when new timetables are published which will be posted on the travel website. The TPC will ensure that any new developments on site are effectively communicated to residents. Dedicated travel planning groups will be set up by the Travel Plan Coordinator on social networking sites like www.facebook.com. This would also be used to highlight any updates to the TP and the latest news.

Promotional events

- 7.25 Promotional leaflets will be issued to home owners, together with updates to the travel website and social networking groups, highlight any arranged travel campaigns. Travel campaigns will be run on an annual basis to coincide with any events being promoted by the Council, events could include:

- Walk your child to school week
- Share a journey to work day
- Cycle week
- Car Club promotion week

- 7.26 The figure below outlines the measures to be implemented to achieve the objectives, and who would be responsible for their implementation and monitoring.

| <i>Measure</i> | <i>Responsible Person</i> | <i>Timescale</i> |
|--|---------------------------|---|
| Pre-occupation Stage | | |
| A fully permeable layout through the site for pedestrians and cyclists reflecting desire lines | Developer | Included with the approved site layout |
| Parking in line with current guidance | Developer | Included with the approved site layout |
| On-site streets and junctions designed to the standards outlined in the Department for Transport's Manual for Streets | Developer | Included with the approved site layout |
| Shared surfaces on residential loop lanes to promote pedestrian movements, creating a 'Home Zone' style street environment | Developer | Included with the approved site layout |
| Walking and cycling on site linked to existing external routes. | Developer | Included with the approved site layout |
| Careful street design to restrict vehicular speeds to 20mph or less within home zones | Developer | Included with the approved site layout |
| Secure and conveniently located cycle storage provision | Developer | Included with the approved site layout |
| Appointment of Travel Plan Coordinator | Developer | Prior to first occupation |
| Off site Infrastructure Improvements | Developer | To be delivered as per the S106 |
| Development of Welcome Packs | Travel Plan Coordinator | Prior to first occupation |
| Establish steering group | Developer | Prior to first occupation |
| During Occupation | | |
| Improvements to public transport routes | Developer | On first occupation |
| Distribution of Welcome Packs | Travel Plan Coordinator | On first occupation |
| Sales staff training | Travel Plan Coordinator | On establishment of sales office |
| Public transport taster tickets | Travel Plan Coordinator | Prior to first occupation |
| Establish Bus Buddy databases | Travel Plan Coordinator | Prior to first occupation |
| Establish Cycle user group | Travel Plan Coordinator | Prior to first occupation |
| Provision of regular travel information | Travel Plan Coordinator | As and when necessary |
| Establish car club | Travel Plan Coordinator | On 200 th occupation |
| Promotion and awareness raising packages | Travel Plan Coordinator | On an annual basis |
| Promote car share database | Travel Plan Coordinator | On first occupation |
| Establish dedicated web site | Travel Plan Coordinator | On first occupation |
| Coordination of appropriate reviews and monitoring of the success of the TP. | Travel Plan Coordinator | On occupation of 100 th dwelling |
| Initial Travel Pattern Survey | Travel Plan Coordinator | On occupation of 100 th dwelling |
| Monitoring surveys | Travel Plan Coordinator | Annually |
| Provision of regular updated travel information | Travel Plan Coordinator | As and when necessary |
| Updates to the travel plan | Travel Plan Coordinator | Annually |
| Coordination with Local Authority | Travel Plan Coordinator | Annually |

Figure 7e: Measures for achieving Objectives and Targets

8 Monitoring

Introduction

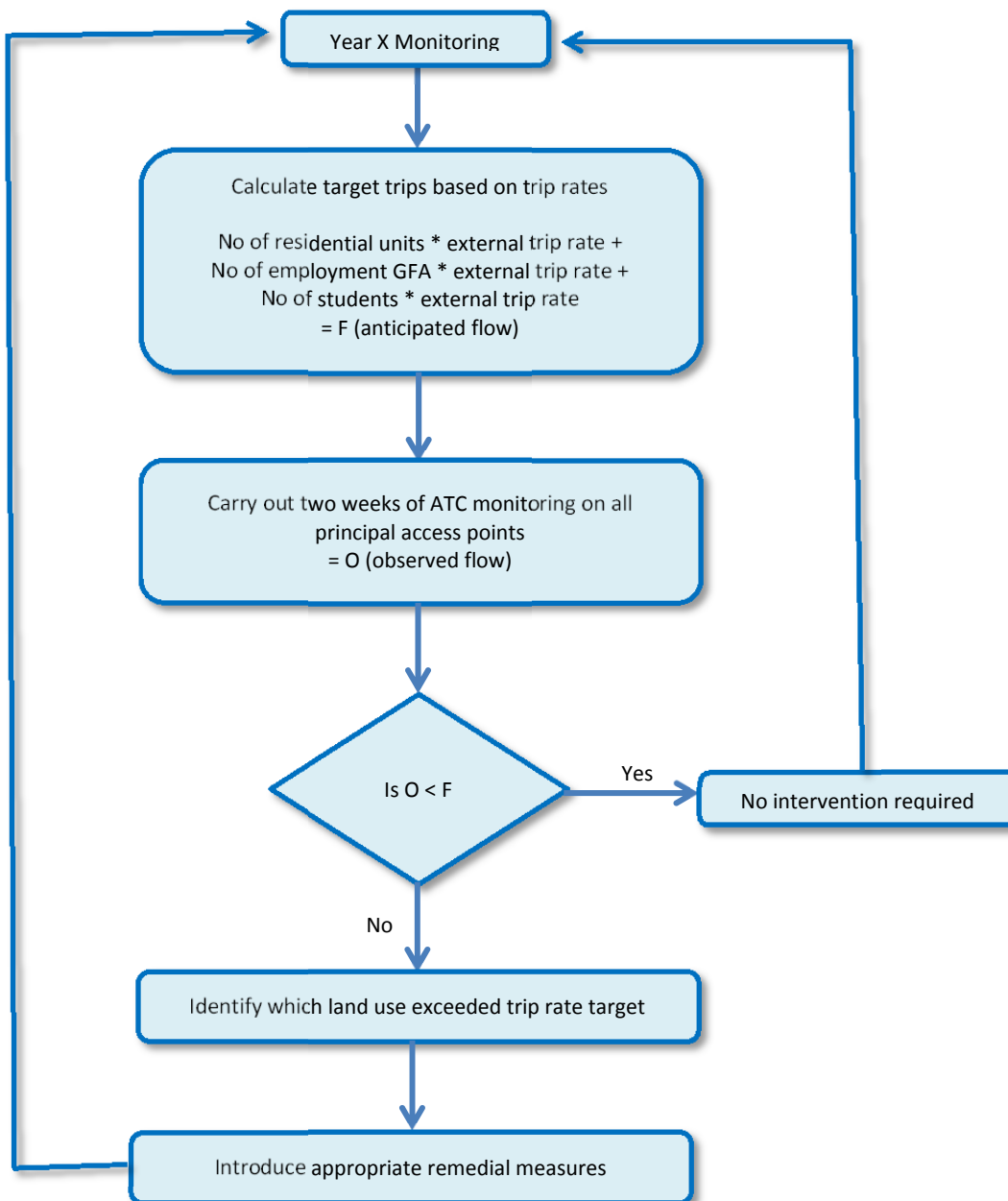
- 8.1 Monitoring is an important part of any goal oriented strategy. This allows outcomes and experiences to be understood as the implementation progresses. The results of regular survey can be used to inform adaptive learning during travel plan implementation. Equally, the surveys are one opportunity for further raising the awareness of the Travel Plan and sustainable travel initiatives.
- 8.2 Monitoring offers the evidence base to inform travel plan review and evaluation and thereby to justify amendments that are prudent as a result of changing circumstances, emerging best practice, new innovations and technologies.

Trigger Points

- 8.3 Monitoring will be carried out at certain trigger points. These have been assumed to be on occupation of the 100th dwelling, then on annual anniversaries.

Methodology

- 8.4 Planning, commissioning and overseeing monitoring to be undertaken by the steering group, to be controlled by the site wide travel plan coordinator. A detailed monitoring strategy to be submitted and agreed whilst a possible monitoring methodology is shown in the flow chart below.
- 8.5 The methodology below reflects the need to carry out ATC to determine if the total vehicle trips generated by the development are in line with the approved trip rates indicated within the TA. In addition to the ATC surveys, if considered appropriate, supporting surveys will be carried out. These could include:
- Survey of cycling routes to potentially include questionnaires
 - Survey of walking routes to potentially include questionnaires
 - Surveys to record bus patronage to potentially include questionnaires
 - Surveys to record number of passengers in cars



Remedial Measures

8.6 Should the recorded traffic levels exceed those anticipated as set out earlier, remedial measures will be implemented. The actual measures to be introduced will be dependent on which mode of travel is identified to exceed the target trips. Measures that could be considered, include:

- Bring forward funding for car club
- Increased financial support car club
- Personalised travel planning
- Additional promotional events