

Client:
Richborough

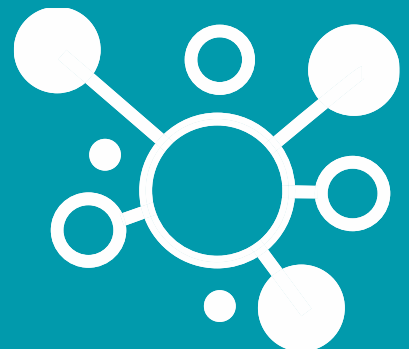
Project:
**Land off Basingstoke Road
Spencers Wood**

Project No:
T23591
Report Title:
Framework Travel Plan

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Land off Basingstoke Road, Spencers Wood

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1.0 Introduction

Background

- 1.1 Hub Transport Planning Ltd has been commissioned by Richborough to provide transport advice for a proposed residential-led mixed use development off Basingstoke Road, Spencers Wood.
- 1.2 The applicant is applying for a *“Hybrid planning application (part outline/ part detailed) comprising: Outline planning permission is sought with all matters reserved for future determination, save for the means of access via Basingstoke Road, for: up to 420 dwellings (Use Class C3), an 80 bed care home (Use Class C2), 1ha of employment land (Use Class E(g), primary school (Use Class F1), local centre (Use Classes E(a), (b), (c), (f)), GP Surgery (Use Class E(e), sports pitch and changing facility, public open space and a full application for the proposed Suitable Alternative Natural Greenspace (SANG), associated landscaping/car park”*. The site location is shown on **Figure 1.1**.

Purpose of the Report

- 1.3 This report is a Framework Travel Plan (FTP). The purpose of this report is to encourage sustainable travel at and around the proposed development and to set the framework for each of the individual land uses to progress and finalise a full TP for their operation, within three months of occupation, that best suits the needs of employees and visitors.
- 1.4 The FTP provides a package of targets and measures which are designed to promote the use of sustainable modes of transport and minimise single-occupancy car journeys. The precise targets and measures will be finalised following occupation of each unit within the development and the results of the initial travel surveys.

Structure of the Report

- 1.5 Following this introduction, the report is set out as follows:
 - Chapter 2 – Development Description;
 - Chapter 3 – Policy Review and Travel Plan Objectives;
 - Chapter 4 – Local Facilities and Sustainable Travel;
 - Chapter 5 – Travel Plan Measures and Initiatives; and
 - Chapter 6 – Implementation and Resource.

Limitations of the Report

- 1.6 This report has been undertaken at the request of Richborough, thus should not be entrusted to any third party without written permission from Hub Transport Planning Ltd. However, should any information contained within this report be used by any unauthorised third party, it is done so entirely at their own risk and shall not be the responsibility of Hub Transport Planning Ltd.
- 1.7 This report has been compiled using data from several external sources (such as public transport information); these sources are considered trustworthy and therefore the data provided is considered accurate and relevant at the time of preparing this report.

2.0 The Development Site

Proposed Development

- 2.1 The main site access for vehicular traffic is proposed as a new 4-arm roundabout junction with the B3349 Basingstoke Road and Back Lane. A secondary site access for vehicular traffic is proposed via a new priority junction with B3349 Basingstoke Road, c.300m north of the proposed roundabout junction.
- 2.2 Alongside 420 residential dwellings, the development includes the following land uses:
- 80 bed care home;
 - Commercial and general industrial employment land;
 - Primary school;
 - Local centre;
 - GP Surgery; and
 - Sports pitch and changing facility.
- 2.3 Each of the land uses has appropriate access and car parking provision proposed in line with Wokingham Borough Council (WBC) parking standards and highway design guidance.

On-Site Facilities

- 2.4 For all proposed land uses, parking for cyclists (covered and secure), vehicles (cars (including disabled spaces), vans and Heavy Goods Vehicles (HGVs) depending on land use) and service vehicles will be in line with the parking standards from Appendix 2 from the MDD, which are also set out in **Table 1**.

Table 1 – Parking standards by use class

Use Class	Car Parking Allocation	Cycle Parking Allocation	Powered Two Wheeler Parking	Disabled Parking	Visitor Parking
C2 Residential Care Homes (does not include independent units)	One space per full time equivalent staff member + one visitor space per three residents	One LT space per five members of staff	One space per 20 car parking spaces up to 100 car parking spaces. One space per 40 car parking spaces thereafter	Less than 10 bays – to be confirmed by WBC officers 10 to 50 bays – two to four Blue Badge bays 51 to 200 bays – five to nine Blue Badge bays	N.A.
D1 GP Surgery*	One space per full time staff and three spaces per consulting room	One LT space per five staff		Less than 10 bays – to be confirmed by WBC officers	One ST cycle space per five staff for visitors
Employment Land (B1)**	Less than 2,500m ² = one space per 25m ²	One LT space per 150m ²		10 to 50 bays – two to four Blue Badge bays	N.A.
Employment Land (B2)	More than 2,500m ² = one space per 30m ²	One LT space per 200m ²		51 to 200 bays – five to nine Blue Badge bays	N.A.

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Use Class	Car Parking Allocation	Cycle Parking Allocation	Powered Two Wheeler Parking	Disabled Parking	Visitor Parking
D1 Primary School***	One space per full time member of staff	One LT space per three pupils and one LT space per five staff			N.A.
Local Centre	Final uses unknown, TBC as part of a reserved matters application				
D2 Outdoor Pitches****	20 spaces per pitch + one space per 10 spectator seats	One space per pitch + 10 spaces	1 space per 40 car parking spaces	See C2 Residential Care Homes	N.A.

*Land use category for GP Surgery now E(e)

**Land use category for Employment Land (B1) is now E(g)

***Land use category for Primary School is now F1

****Land use category for Outdoor Pitches is now F2(c)

- 2.5 Each element will provide lockers and showers/changing facilities to encourage cycle use to the site.
- 2.6 There will also be facilities for storing food/drink, the ability to make hot drinks and suitable facilities to reheat previously cooked food to minimise trips from site made during break times.

3.0 Policy Review and Travel Plan Objectives

Wokingham Borough Council Travel Plan Guidance

- 3.1 It is intended to use WBC's 'My Journey' travel planning initiative alongside WBC's Residential Travel Plan Guidance (2011) for the implementation of a Travel Plan for the residential element of the site. For the mixed used elements of the site, it is intended to generally follow the guidance set out in National Travel Planning Guidance.
- 3.2 This development is to be occupied by multiple land uses and this FTP will be updated following occupation and initial employee surveys.
- 3.3 Workplace and school travel planning obligations will be addressed through ModeShift as set out in WBC's travel planning guidance.

Travel Plan Objectives

- 3.4 The aim of the FTP for the proposed development is to provide and facilitate sustainable travel choices for employees and visitors, in particular raising awareness of the sustainable choices on offer and their benefits. In turn, this links to the principal transport aim for the site, which is to make it, within reason, as sustainable as possible in terms of people's movements to and from the site.
- 3.5 The primary objectives of the FTP for the proposed development are as follows:
 - To reduce the reliance on the private car and to minimise the number of single occupancy car traffic movements to/from the site;
 - To promote and encourage the use of alternative modes of transport which have less environmental impact, including public transport, walking and cycling; and
 - To minimise, where possible, the impact of the development site on the local area.

Methodology for Formulating the Travel Plan

- 3.6 The implementation process for the FTP, once the development is close to completion and becoming operational, is likely to be as follows:
 - Appoint a Travel Plan Co-ordinator (TPC) for each land use within the development;
 - Implement initial measures/initiatives; and
 - Derive potential travel patterns to/from the site and investigate incentives for employees at, and visitors to, the site to use more sustainable modes of travel.

4.0 Local Facilities and Sustainable Travel

Local Facilities

- 4.1 The local facilities in the vicinity of the proposed development, including a 390m walking distance from the centre of the residential parcels of the development are listed in **Table 2** and shown in **Figure 4.1**, these show that the key facilities in Spencers Wood are generally within a comfortable walking distance of the proposed development.

Table 2 – Local Facilities

Facility (ID)	Distance from Site
Community	
Century Drive Park (C1)	390m
Beatty Rise Park (C2)	600m
Clares Green Road Allotments (C3)	980m
Spencers Wood Library (C4)	1.0km
Orchard Close Allotments (C5)	1.3km
Spencers Wood Pavilion Hall & Recreation Ground (C6)	1.3km
Spencers Wood Village Hall (C7)	1.3km
St Michael's & All Angels Church (C8)	1.4km
Education	
Lambs Lane Primary School (E1)	540m
Spencers Wood Day Nursery (E2)	820m
Farm View Day Nursery (E3)	1.5km
Oakbank Secondary School (E4)	2.1km
Employment	
Heron Industrial Estate (EMP1)	540m
Wellington Industrial Estate (EMP2)	700m
Lambs Farm Business Park (EMP3)	800m
Healthcare	
Day Lewis Pharmacy (H1)	590m
Leisure	
Miah's (L1)	990m
The Farriers Arms (L2)	1.3km
Ryeish Green Sports Hub (L3)	2.1km
Retail	
Convenience Store (R1)	500m
One Stop & Post Office (R2)	650m
Jackson Garage (R3)	650m

Facility (ID)	Distance from Site
Warings Bakery (R4)	700m
Dobbies Garden Centre (R5)	1.2km

Pedestrian Accessibility

- 4.2 The B3349 Basingstoke Road has street-lit footways on both sides of the carriageway which are c.1.8m to 2.0m wide. Between Back Lane and Hyde End Road, there is one standalone pedestrian crossing located south of Beech Hill Road and crossing facilities at the B3349 Basingstoke Road/Hyde End Road traffic signal junction.
- 4.3 The site is bounded by two separate Public Rights of Way (PRoW); one to the north which creates a 'v' shape along Hyde End Road and another route that runs north/south from Simonds Grove to Kingsbridge Hill (via Basingstoke Road). There are also PRoWs to the west of B3349 Basingstoke Road, starting on Beech Hill Road (PRoW ref: SHIN24) and opposite Spring Gardens (PRoW ref: SHIN23) respectively, which provide access to the countryside and small settlements located to the west of Spencers Wood.
- 4.4 The existing PRoW network is likely to be predominantly used for leisure purposes and may only be accessible during certain periods of the year when it is light and dry.
- 4.5 **Figure 4.2** shows the 800m, 1.2km and 2.0km walking distance from the site, along with the Public Rights of Way network.

Cycling Accessibility

- 4.6 **Figure 4.3** shows the 5.0km and 8.0km cycling distance from the site alongside the National Cycle Network (NCN).
- 4.7 This shows that neighbouring settlements including Shinfield and Swallowfield, as well as southern Reading, are within a 5km cycling distance (equivalent to a c. 15-minute cycle ride). This provides great potential for cycling trips for different journey purposes, including employment (a lot of business and industrial parks along the A33 corridor in south Reading, and the Shinfield Studios, are within a 5km cycling distance), education and leisure.
- 4.8 **Figure 4.3** also shows that Reading City Centre, AWE Burghfield, Arborfield, Heckfield and Mortimer are all within an 8km cycling distance, which is the equivalent to a c. 30-minute cycle ride.
- 4.9 For cyclists travelling to/from Reading, on-road cycling would be required along the B3349 Basingstoke Road. However, there is an alternative route that is still reasonably direct that would utilise much lower trafficked roads and traffic free routes via Hyde End Road, Appletree Lane, Ryeish Lane, the PRoW travelling between Ryeish Lane and Grazeley Road and Caribou Walk/Tabby Drive.
- 4.10 From the A33/B3349 Basingstoke Road traffic signal junction there is cycle infrastructure (predominantly shared footways) along the A33 corridor that provides some segregation from traffic for cyclists travelling into Reading.
- 4.11 To the west, south and east of Spencers Wood, there is very limited segregated infrastructure and cyclists would be required to travel on-road. However, there is a network of low trafficked streets via Fulbrook Avenue and Bolton Drive between Spencers Wood and Shinfield (as the nearest settlement, particularly for education purposes) that can be utilised by cyclists for different journey purposes.
- 4.12 A full LTN 1/20 route audit has been undertaken in the Transport Assessment.

4.13 Based on the above, the local network is considered to be appropriate for cycling.

Bus Accessibility

- 4.14 There are bus stops situated along the B3349 Basingstoke Road either side of Barracks Lane, which is c. 300m north of the proposed pedestrian/cyclist access onto the B3349 Basingstoke Road (Northbound Bus Stop ID: wokatdm and Southbound Bus Stop ID: wokatdj).
- 4.15 The northbound stop provides a shelter, flagpole and timetable information. The southbound stop is marked with a flagpole and has timetable information.
- 4.16 There are also bus stops on Hyde End Road between Grovelands Road and Elizabeth Rout Close. These stops are located c.250m from the northern boundary of the site via the existing PRow. Both bus stops provide a flagpole and timetable information.
- 4.17 **Table 3** provides a summary of the destinations and frequencies of local bus services.

Table 3 – Local Bus Services

Service No.	Bus Stop	Stop Direction	Operator	Route	Frequency (approx.)		
					Monday - Friday	Saturday	Sunday
145*	B3349 Basingstoke Road (Post Office)	Northbound	Horseman Coaches	Winnersh – Wokingham – Three Mile Cross	One service per day (13:03)**	No service	No service
145*	B3349 Basingstoke Road (Post Office)	Southbound	Horseman Coaches	Three Mile Cross – Wokingham - Winnersh	One service per day (09:48)	No service	No service
600	B3349 Basingstoke Road (Post Office)	Northbound	Reading Buses	TVSP/ Swallowfield/ Riseley via Mere oak Park & Ride – Reading	Hourly First Service: 06:28 Last Service: 23:12	Hourly First Service: 07:28 Last Service: 23:12	No service
600	B3349 Basingstoke Road (Post Office)	Southbound	Reading Buses	Reading – TVSP/ Swallowfield/ Riseley via Mere oak Park & Ride	Hourly First Service: 06:07 Last Service: 22:57	Hourly First Service: 07:01 Last Service: 22:57	No service
600	Hyde End Road (Grovelands Road)	Eastbound	Reading Buses	Reading – TVSP/ Swallowfield/ Riseley via Mere oak Park & Ride	Hourly First Service: 06:33 Last Service: 23:35	Hourly First Service: 07:29 Last Service: 23:25	No service
600	Hyde End Road (Grovelands Road)	Westbound	Reading Buses	TVSP/ Swallowfield/ Riseley via Mere oak Park & Ride – Reading	Hourly First Service: 07:01 Last Service: 23:43	Hourly First Service: 07:58 Last Service: 23:33	No service

Rail Accessibility

- 4.18 Reading Railway Station is the nearest major station with connections across the country. Reading can be accessed via bus (c.44 minute journey when incorporating walking and bus journey), cycling (c.31 minutes via Basingstoke Road and the B3031) and by car (c.17 minute journey).
- 4.19 The railway station has 344 cycle spaces, which are sheltered. It also has 1,387 car parking spaces (multi-storey) with 14 accessible spaces.

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4.20 Services from Reading Railway Station to key destinations within the region are summarised in **Table 4**.

Table 4 – Railway Services from Reading Station

Destination	Approx. Frequency	Approx. Journey Time	First and Last Services					
			Monday to Friday		Saturday		Sunday	
			Departures	Arrivals	Departures	Arrivals	Departures	Arrivals
London Paddington	Every 5 mins Every 10 mins to half hourly on Sundays throughout the day	24 mins to 1 hour based on the service	First service: 03:54 Last service: 02:24 (next day)	First service: 04:23 Last service: 02:29 (next day)	First service: 04:13 Last service: 00:19 (next day)	First service: 04:21 Last service: 01:29 (next day)	First service: 06:20 Last service: 01:43 (next day)	First service: 07:20 Last service: 02:21 (next day)
Abbey Wood (Elizabeth Line)	Every 15 mins at peak hours and every 30 mins throughout the day Half hourly on Sundays throughout the day	1 hour 27 mins	First service: 05:45 Last service: 22:58	First service: 06:02 Last service: 23:10	First service: 05:59 Last service: 22:58	First service: 07:40 Last service: 23:41	First service: 08:53 Last service: 21:29	First service: 11:42 Last service: 23:05
Taunton	Half hourly	1 hour 31 mins	First service: 06:27 Last service: 00:48 (next day)	First service: 03:58 Last service: 23:10	First service: 08:29 Last service: 20:56	First service: 03:57 Last service: 23:45	First service: 08:21 Last service: 21:28	First service: 08:57 Last service: 23:40
London Waterloo (via Wokingham and Staines)	Half hourly	1 hour 27 mins	First service: 05:39 Last service: 23:09	First service: 06:51 Last service: 01:07 (next day)	First service: 05:39 Last service: 23:09	First service: 06:48 Last service: 01:41 (next day)	First service: 07:23 Last service: 22:54	First service: 09:01 Last service: 01:31 (next day)
Cardiff Central (via Didcot Parkway and Swindon)	Half hourly Hourly on Saturdays and Sundays	1 hour 31 mins	First service: 05:49 Last service: 23:27	First service: 06:49 Last service: 22:43	First service: 07:13 Last service: 21:13	First service: 06:48 Last service: 21:49	First service: 09:00 Last service: 22:10	First service: 10:46 Last service: 23:10
Bristol Temple Meads	Half hourly Hourly on Sundays	1 hour 9 mins	First service: 05:49 Last service: 00:04 (next day)	First service: 05:58 Last service: 23:52	First service: 06:55 Last service: 00:05 (next day)	First service: 06:55 Last service: 23:45	First service: 08:30 Last service: 01:26 (next day)	First service: 08:54 Last service: 23:40
Bournemouth (via Basingstoke and Southampton)	Hourly	1 hour 35 mins	First service: 08:53 Last service: 20:49	First service: 09:07 Last service: 21:07	First service: 08:52 Last service: 21:52	First service: 09:07 Last service: 21:06	First service: 09:52 Last service: 20:52	First service: 11:06 Last service: 21:06

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Destination	Approx. Frequency	Approx. Journey Time	First and Last Services					
			Monday to Friday		Saturday		Sunday	
			Departures	Arrivals	Departures	Arrivals	Departures	Arrivals
Gatwick Airport (via Wokingham and Guildford)	Half hourly	1 hour 29 mins	First service: 04:32 Last service: 23:33	First service: 06:52 Last service: 00:43 (next day)	First service: 04:32 Last service: 23:35	First service: 07:01 Last service: 00:44 (next day)	First service: 06:10 Last service: 23:05	First service: 07:40 Last service: 00:40 (next day)
Cheltenham Spa (via Swindon and Gloucester)	Hourly Daily on Sundays	1 hour 33 mins	First service: 06:56 Last service: 21:56	First service: 07:26 Last service: 22:32	First service: 07:58 Last service: 19:58	First service: 08:32 Last service: 22:41	First service: 17:59 Last service: 17:59	First service: 16:28 Last service: 18:29
Manchester Piccadilly (via Didcot Parkway and Birmingham New Street)	Hourly	3 hours 14 mins	First service: 06:15 Last service: 20:15	First service: 08:45 Last service: 23:38	First service: 06:15 Last service: 20:15	First service: 08:41 Last service: 22:39	First service: 10:15 Last service: 20:15	First service: 11:40 Last service: 22:39
Worcester Foregate Street (via Oxford and Evesham)	Hourly	1 hour 48 mins	First service: 06:18 Last service: 21:18	First service: 07:54 Last service: 00:37 (next day)	First service: 06:19 Last service: 20:19	First service: 07:57 Last service: 23:04	First service: 08:14 Last service: 20:14	First service: 10:00 Last service: 22:48

Summary of Baseline Conditions

- 4.21 The above review demonstrates that the proposed site is accessible by different modes of transport that have the potential to reduce reliance on the private car, particularly as there is a good range of public transport as well as facilities located within walking and cycling distance.
- 4.22 It is therefore considered that residents have a real choice about how they travel to and from the proposed site and that the proposals therefore accord with the guiding principles of the NPPF.

5.0 Targets

Method of Travel to Work

- 5.1 A key measure to determine the success of the Travel Plan will be the level of reduction in single occupancy car journeys in favour of other active or sustainable modes of transport.
- 5.2 Targets will be used to assess the effectiveness of the Travel Plan initiatives and measures which are outlined in **Section 6.0**, with the overall goal of meeting the Travel Plan objectives which are stated in **Section 3.0**.
- 5.3 The modal split for travel to/from the proposed development has been derived from local TEMPro data which has been used to set the baseline modal share against which targets have been set. The baseline targets will be replaced once surveys have been completed following occupation.
- 5.4 The local journey modal split data for all trip purposes was derived from TEMPro 8.1 using the Wokingham 017 Middle Super Output Area (MSOA). This is listed below.
- Driving a Car or Van – 54%
 - Bicycle – 2%
 - On Foot – 10%
 - Passenger in a Car or Van – 28%
 - Train – 2%
 - Bus, Minibus, or Coach – 4%

Targets

- 5.5 In order to ensure that the Travel Plan targets are both realistic and achievable, it is proposed that the targets are reviewed following the first set of modal share travel surveys at the site.
- 5.6 The site will seek to deliver a reduction of 10% in single occupancy car journeys within five years of full occupation.
- 5.7 This is likely to provide a challenging, but achievable, target for the site; the proximity to public transport services should help the modal shift.

6.0 Travel Plan Measures and Initiatives

Introduction

- 6.1 TPs provide a package of measures to encourage site users to choose alternative travel options in preference to single occupancy car use.
- 6.2 There are also further, equally important reasons for promoting sustainable travel at workplace sites, such as health and environmental benefits.

Potential Measures and Initiatives

- 6.3 To meet the aims and the policy objectives stated in Section 3.0, the developer should seek to minimise travel impacts where possible through sustainable travel initiatives. The potential TP measures and initiatives are set out in full below:
- Encouraging sustainable car journeys to/from the site by:
 - Making employees and attendees of the site aware of car sharing schemes, through promoting sites such as; <https://liftshare.com/uk>, as well as encouraging staff to make their own car share arrangements;
 - Promote the car club at the proposed mobility hub within the site; and
 - Provide details of any local taxi firms and ranks.
 - Encouraging cycling to/from the site by:
 - Providing secure on-plot cycle parking to encourage cycle ownership;
 - Promoting Bike 2 Work schemes;
 - Informing staff at the site of the available on-site lockers and showers/changing facilities;
 - Providing cycle hire schemes at the proposed mobility hub within the site;
 - Publishing and providing details of the local cycle network and routes; and
 - Promoting cycling information websites such as <https://www.myjourneywokingham.com/cycling/>.
 - Promoting the use of public transport through:
 - Provision of detailed public transport information to be provided to all new employees at the site and for this information to be displayed on information boards within staff rooms and canteen areas; including appropriate bus services, fares and journey planning services.
 - Encouraging walking to/from the development by:
 - Providing a map of local walking routes to the site from key areas such as the nearest bus stops;
 - Providing further appropriate pedestrian linkages to/from the existing pedestrian network; and
 - Promoting the health benefits of walking.
 - Promoting the TP and its measures by:
 - Publicising the TP on the development website; and
 - Provide updates of any ongoing measures and initiatives to the website.

7.0 Implementation and Resource

Travel Plan Coordinator

- 7.1 A fundamental aspect of the implementation of any TP is the identification and appointing of a TPC for the site. It will be the responsibility of the developer to identify a TPC, which is likely to be a senior member of the management team at the site.
- 7.2 It should be noted that each element of the development will require its own TPC, and its own TP, which will be submitted within three months of occupation.
- 7.3 It is essential that the TPC can dedicate sufficient time to developing initiatives and implementing an overall strategy for the development.
- 7.4 The TPC should preferably have a sound knowledge of the local transport in the area and should wholeheartedly believe in the strategy implemented for the site. They should be approachable, amenable to suggestions and possess a high level of interpersonal skills, as they will be required to converse with outside bodies such as public transport operators and the local authority.
- 7.5 It is envisaged that the TPC will be responsible for the setting up, promoting and monitoring the following schemes:
- TP promotion and awareness, including the oversees of publications through the development website, as well as information provided directly to staff members;
 - Consultation with local transport operators and the local authority, to provide up-to-date information on services and facilities;
 - Promoting car share schemes for employees at the site to arrange suitable car shares to/from the site; and
 - Providing Personalised Travel Planning to users of the site.
- 7.6 The developer and TPC will ensure, as the extension and build-out of the site progresses, that the Full TP is publicised on the developer website, employees at the site are aware of the aims and objectives of the TP at an early stage and that they are made aware of the sustainable travel options available to access the site.

Action Plan

- 7.7 A full detailed TP for the development will be produced and developed for each unit as the final occupier is known and shall be submitted to the local highway authority for approval no more than three months after occupation of the individual units.
- 7.8 A draft Action Plan is included as **Table 5**.

T23591**Land off Basingstoke Road, Spencers Wood****Table 5 – Action Plan**

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
Cycling	Providing secure on-plot cycle storage	Prior to occupation	Occupier/ Constructor	
	Providing maps of designated cycle routes including facilities	At occupation	TPC	
	Promoting the economical, health and wellbeing benefits of cycling	At occupation	TPC	
	Promoting cycling information websites	At occupation	TPC	
	Promoting 'Bike 2 Work' schemes	At occupation	TPC	
	Making available cycling equipment such as Hi-Vis jackets, bike locks, helmets etc.	At occupation	TPC	
	Provide lockers and showers/changing facilities on site for those cycling/walking to work.	Prior to occupation	Occupier/ Constructor	
	A puncture repair kit should be made available to those who need it.	At occupation	TPC	
	Establish a cycle group via a noticeboard in the staffroom.	At occupation	TPC	
Public Transport	Providing detailed public transport information, such as timetables and fares	At occupation	TPC	
	Look into implementing the 'Season Ticket Loan Scheme'	At occupation	TPC	Public transport operators
	Promoting public transport information websites	At occupation	TPC	Public transport operators
Walking	Provide posters on the staff noticeboard promoting the health and environmental benefits of walking.	At occupation	TPC	
	Promote route planning apps such as Google Maps.	At occupation	TPC	
	Include a printed copy of the walking map and facilities in the Travel Packs.	At occupation	TPC	
	Highlight the health and financial benefits of walking to and from work.	At occupation	TPC	
	Promoting walking information websites	At occupation	TPC	
Encouraging Sustainable Car Journeys	Promoting car share schemes	At occupation	TPC	

Travel Mode	Initiative	Target Date	Person Responsible	Other Delivery Partners
	Raising awareness of car ownership costs through travel packs	At occupation	TPC	
Promoting the Travel Plan	Publicising the Travel Plan on the development website	Prior to occupation	TPC	
	Preparing and distributing Travel Packs to each employee	At occupation	TPC	

- 7.9 Travel surveys will be undertaken within the first year of occupation and annually thereafter at the same time each year to remain consistent and the proposed measures and action plan will be updated following initial surveys.

Monitoring Strategy

- 7.10 A TP requires a regular monitoring programme to ascertain whether the implemented measures are achieving the primary objectives of the plan.
- 7.11 Therefore, the content of an annual Monitoring Report will be prepared and agreed with WBC.
- 7.12 Monitoring of mode share data for the site is likely to be undertaken by questionnaire survey and possibly traffic counts (not to be undertaken during school or public holidays).
- 7.13 Data collection shall take place at the same time each subsequent year for a period of five years to remain consistent and to discount any seasonal variation.
- 7.14 The Annual Monitoring Report will establish the current effectiveness of the TP initiatives and, if necessary, it will recommend changes/amendments to ensure the plan can adapt to any emerging travel patterns.

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Figures



Legend

- Site Location
- 🚌 Bus Stops

Figure 1.1 - Site Location

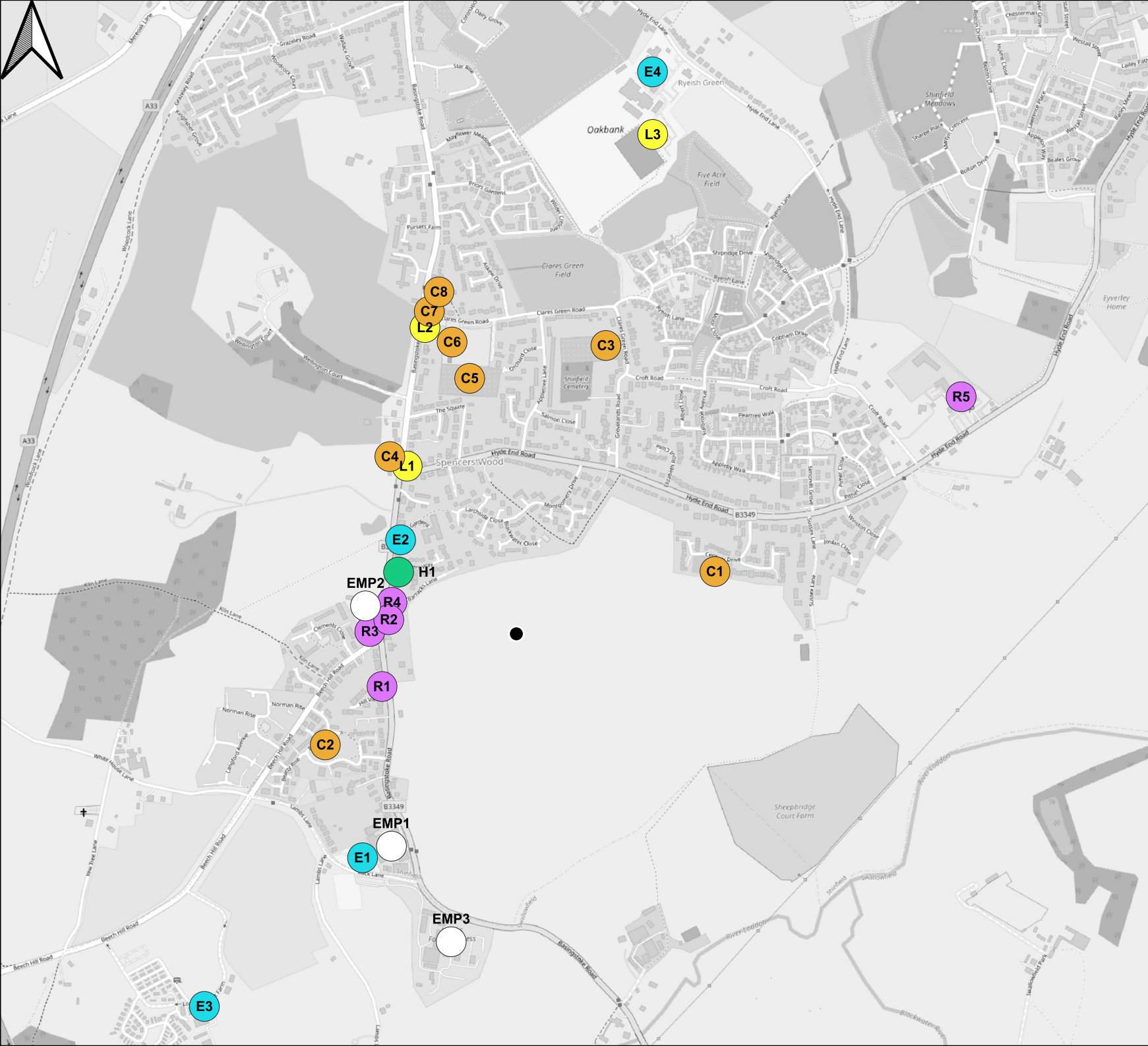
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0 200 400 m





Legend

- Community Facilities
- Education
- Employment
- Healthcare
- Leisure
- Retail
- Site Location

Figure 4.1 - Local Services

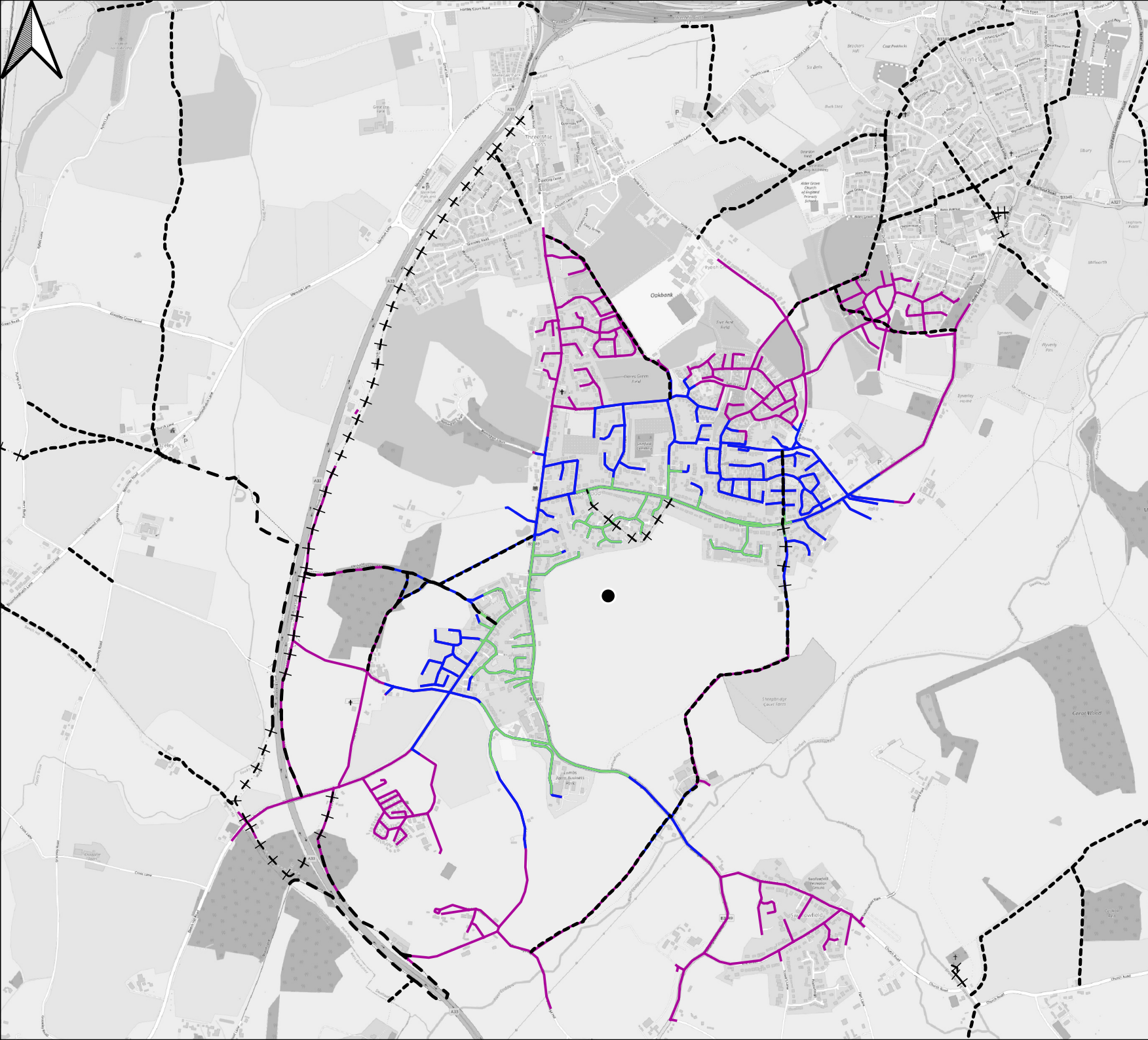
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0 250 500 m





Legend

- Site Location
- 800m
- 1.2km
- 2.0km

Public Rights of Way

- ++ Byway open to all traffic
- - Public Bridleway
- ... Public Footpath
- · - Restricted Byway

Figure 4.2 - Walking Distances

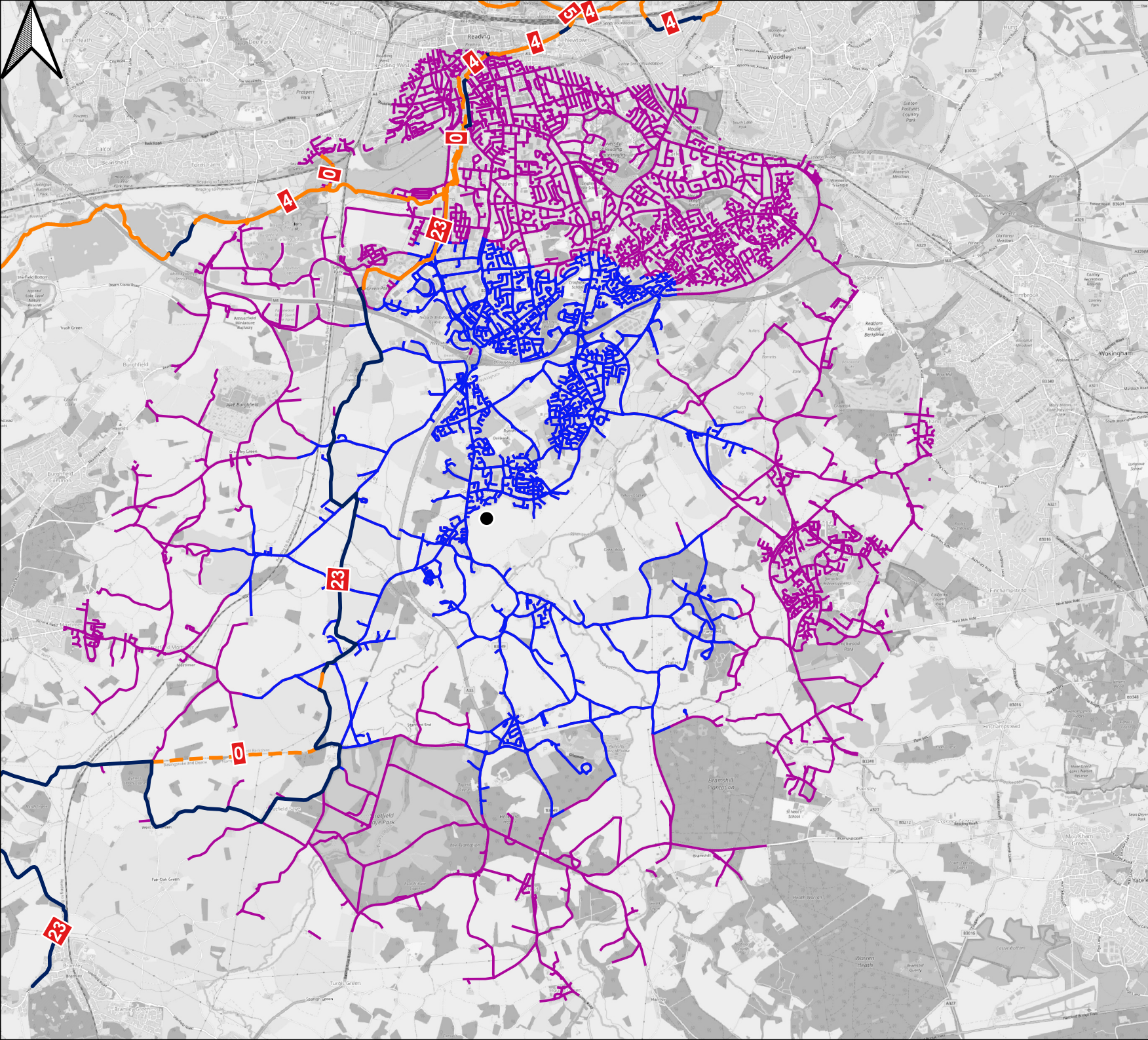
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0 0.5 1 km





Legend

- 5km
- 8km
- On-Road Route on NCN
- On-Road Route not on NCN
- Traffic-Free Route on NCN
- Traffic-Free Route not on NCN

Figure 4.3 - Cycling Distances

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0 1.5 3 km

