



Barkham Square, Wokingham

Framework Travel Plan

Client: Crest Nicholson

i-Transport Ref: TH/JL/IT11337-016C

Date: 04 March 2026

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SECTION 1 Introduction

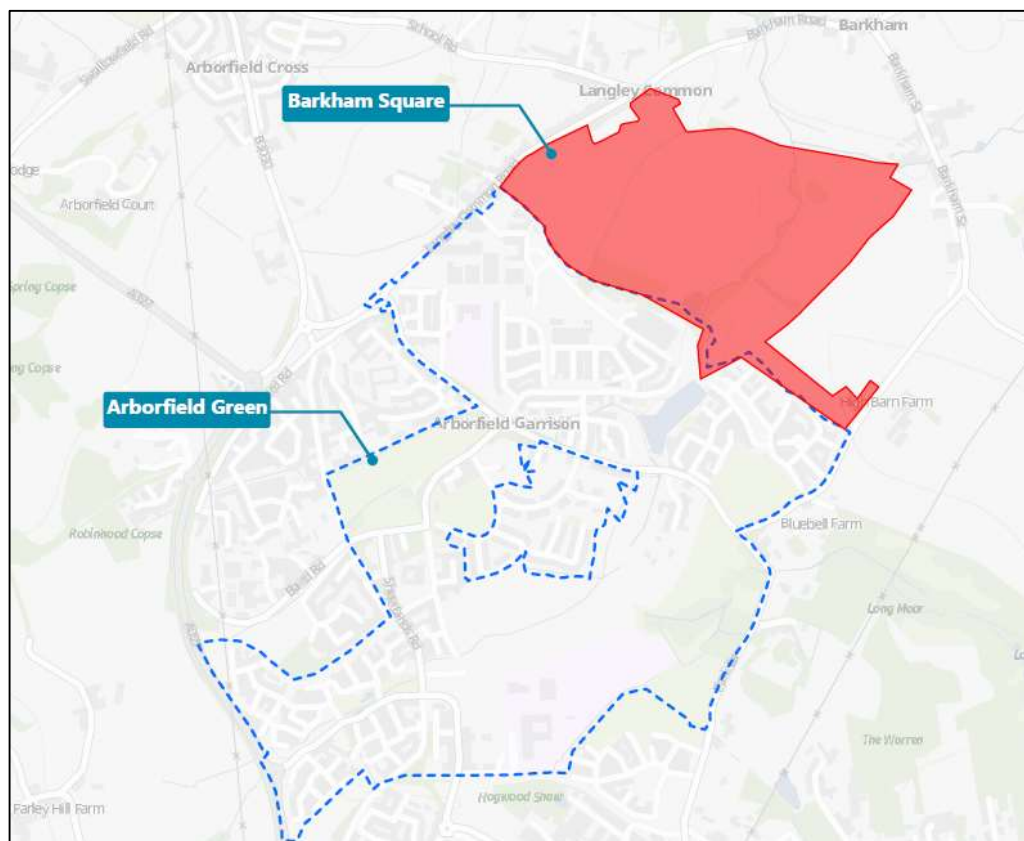
1.1 Overview

- 1.1.1 Crest Nicholson (Crest) are proposing to develop land known as Barkham Square to provide up to 660 dwellings. This Framework Travel Plan (FTP) sets out the travel planning principles and management strategy to support the achievement of the transport vision for the development by encouraging the uptake of sustainable travel, making the most of the opportunity presented by the site location. The full description of the outline planning application is provided below:

“Outline application (with all matters reserved except for access) including up to 660 residential dwellings (Class C3) plus elderly care dwellings (Class C2), associated open space, allotments, green and blue infrastructure including the provision of Suitable Alternative Natural Greenspace (SANG) and other associated works.”

- 1.1.2 Barkham Square (the site) is located within the jurisdiction of Wokingham Borough Council (WBC) who are both the local planning authority (LPA) and local highway authority (LHA). The site is situated directly north of Arborfield Green and offers a natural extension to the strategic site, where local facilities and services can be shared, and active travel links can be maximised.
- 1.1.3 **Figure 1-1** below shows the site location in relation to Arborfield Green.

Figure 1-1 Site Location



- 1.1.4 As discussed during pre-application engagement with WBC, it is the preferred approach of the applicant that travel planning be managed through WBC's My Journey programme. This will provide consistency with the approach followed for the Arborfield Green development and enable travel to be managed holistically across the SDL as well as across the Wokingham district.
- 1.1.5 This FTP has been prepared if it is preferred by WBC that the travel planning for the development is completed in isolation from the My Journey Programme. The application is outline only at this stage. Therefore, this FTP sets out the overarching travel planning strategy, aims, objectives as well as principles of the approach to management, monitoring and potential measures.
- 1.1.6 It is anticipated and accepted that the provision of a full Travel Plan (TP) will be required as part of reserved matters or condition. This is to be agreed with WBC before first occupation. The full TP will be prepared in accordance with the travel planning principles set out within this FTP.
- 1.1.7 This FTP is to be read and applied in conjunction with the Transport Assessment (TA) which has been submitted alongside in support of the outline planning application for the development.

1.2 **Structure of the Framework Travel Plan**

- 1.2.1 The remainder of this FTP is structured as below:
- Section 2 – Development Vision and Transport Strategy
 - Section 3 – Sustainable Travel Opportunities
 - Section 4 – Aims and Objectives
 - Section 5 – Targets
 - Section 6 – Measures
 - Section 7 – Marketing and Promotion
 - Section 8 – Monitoring and Review Strategy
 - Section 9 - Ownership
 - Section 10 – Action Plan

SECTION 2 Development Vision and Transport Strategy

2.1 Overview

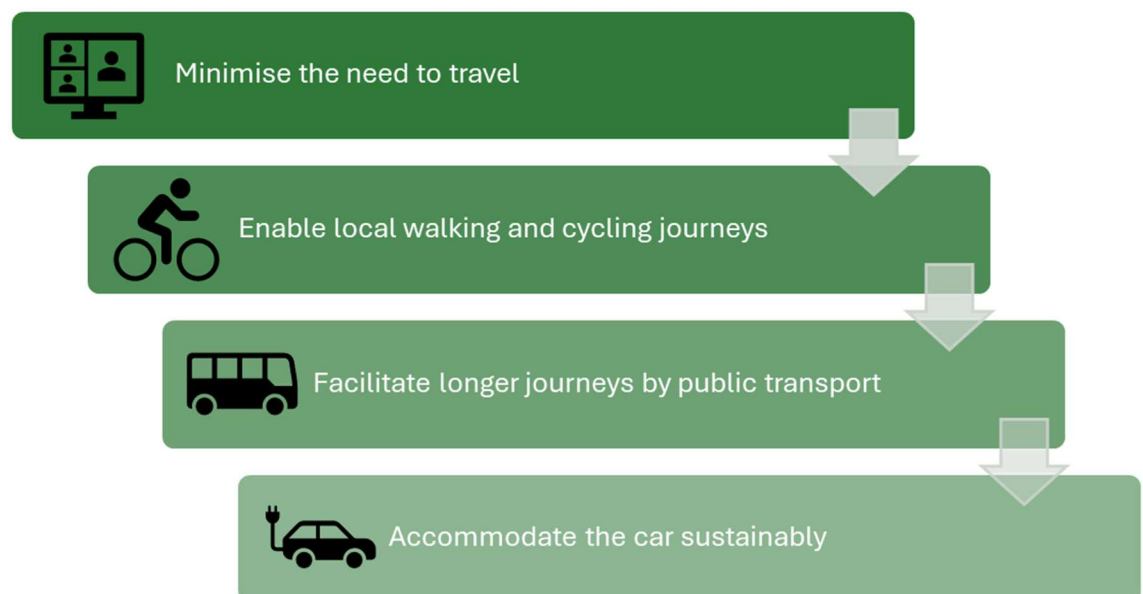
2.1.1 This section details the methodology and approach to the proposed development's transport strategy. It outlines the guiding principles which have helped shape the proposed masterplan, with a focus on reducing private car use and facilitating local journeys by sustainable modes.

2.2 Transport vision and strategy principles

2.2.1 The transport mobility strategy for the proposed development aspires to encourage active travel and minimise private car use. A four-stage hierarchy will be adopted, as shown in **Figure 2-1**.

2.2.2 The access strategy will seek to encourage permeability between the neighbouring Arborfield Green community by active travel modes. To achieve this, a pedestrian, cycle and equestrian connection is proposed so that future residents of Barkham Square will be able to benefit from, and conveniently access, the range of facilities and services within Arborfield Green. This will enable most essential journeys to be fulfilled locally by active travel modes.

Figure 2-1 Mobility Strategy Hierarchy



2.2.3 Minimising the need to travel will be the starting point. The site will be served by appropriate service connections, facilitating modern ways of working and living.

2.2.4 Where journeys do need to be made, residents will be encouraged to make the most of the local offering, with connections to local shops, amenities and facilities encouraged. This will focus on providing good walking and cycling connections to and between Arborfield Green.

2.2.5 Where a longer journey does need to be undertaken, public transport will aim to be the first mode choice. There are opportunities to improve bus connectivity, by routing Leopard 3 along its original planned route through the adjoining Arborfield Green development or along the Langley Common Road corridor. Further detail on this is included in Section 3. The final bus strategy is to be agreed with WBC, this FTP and subsequent TP will include measures to encourage future occupants of the site to utilise public transport for longer distance journeys.

2.2.6 An appropriate strategy for accommodating private cars will be developed, supported by infrastructure for electric vehicles (EV), helping those needing to use cars to do so as sustainably as possible. Streets will be designed to accommodate all users and not be dominated by cars; a balance will be struck to suitably accommodate vehicles whilst not over-providing and subsequently encouraging car use with parking provided in accordance with standards. Car clubs will be explored to help reduce car ownership and offer an alternative for occasional use. Details of the site layout including parking provision will be developed as part of reserved matters.

2.3 **WBC's Climate Emergency Action Plan (CEAP)**

2.3.1 The need for the above approach is further demonstrated by WBC's climate emergency declaration in July 2019. Shortly after this, WBC's Climate Emergency Action Plan (CEAP) was published which outlined a series of measures and policies to reduce greenhouse gas emissions and actively address climate change. The Action Plan sets out carbon reduction goals based on local priorities and details a framework of actions to help achieve them. Progress against the identified actions and targets are reported and published each year. The sixth progress report dated September 2025 is the most recently published at the time of writing.

2.3.2 Reducing carbon dioxide emissions from transport is the first key priority set out in the CEAP. To help achieve this, a borough-wide target of 50% reduction in internal combustion engine (ICE) private car mileage is set. This is to be achieved by:

- 33% from EVs registration;
- 5% from reduced travel;
- 2% from public transport increase; and
- 10% from active travel increase.

2.3.3 The vision for the development has been developed taking the above targets into account, to ensure alignment and assisting WBC in achieving its 2030 goal of reaching carbon neutrality. This FTP will form a key component of the travel planning strategy, to ensure sustainable modes of travel become the first choice for journeys from the outset of the site occupation.

SECTION 3 Sustainable Travel Opportunities

3.1 Overview

3.1.1 This section focuses on Stages 2 and 3 of the Mobility Strategy Hierarchy for the site. It provides a review of how and where existing residents travel before examining the existing sustainable travel opportunities surrounding the site. This first focuses on current walking and cycling infrastructure that could support active travel and then considers the available public transport services. How the site can then connect into planned infrastructure as part of the Arborfield Green site and WBC's Greenways Project as well as future bus services are also reviewed.

3.2 How do existing residents travel?

3.2.1 **Table 3.1** below presents the 2011 Census Method of Travel to Work data for the Wokingham 018 Middle Super Output Area (MSOA), which covers Arborfield and Arborfield Green. The site is located partially in this MSOA and partially in the neighbouring Wokingham 015.

3.2.2 The table shows car travel (both driving and passenger in a car or van) is the most popular mode of travel amongst existing residents for commuting trips. However, there is also a high percentage of walking at 10% with a good level of cycling trips at 5%. Thus, there is an opportunity to further encourage active travel trips in the local area.

Table 3.1 Local Method of Travel to Work – Wokingham 018 MSOA

Mode	% Split
Car Driver or Passenger	78%
On foot	10%
By Bicycle	5%
Train	4%
Bus	2%
Motorcycle	1%
TOTAL	100%

Source: NOMIS Census 2011 – WU03EW – Method of Travel to Work

3.2.3 To further understand local travel behaviours, the most popular work locations for the Wokingham 018 MSOA have also been reviewed. The data indicates that most work trips are localised within Wokingham at 43%, with the highest proportion (18%) of people staying within the same or neighbouring MSOA.

- 3.2.4 The wider Berkshire area is also an attractive area for employment with Reading and Bracknell Forest being the most popular work locations but also Windsor and Maidenhead, West Berkshire and Slough are travelled to for work purposes.

Table 3.2 Most Popular Work Destinations (All Modes) – Wokingham 018 MSOA as Place of Residence

Destinations	% Split
Wokingham Borough	43%
<i>Arborfield/Arborfield Green & Barkham</i>	18%
<i>Winnerish & Lower Earley</i>	6%
<i>Wokingham Town</i>	5%
<i>Southern Wokingham</i>	5%
<i>Woosehill & Industrial Estate</i>	5%
<i>Northern Wokingham</i>	5%
Wider Berkshire	32%
<i>Reading</i>	12%
<i>Bracknell Forest</i>	10%
<i>Windsor and Maidenhead</i>	4%
<i>West Berkshire</i>	4%
<i>Slough</i>	2%
Hampshire	8%
London	6%
Surrey	5%
Buckinghamshire	2%
Oxfordshire	1%
Other	3%

Source: NOMIS Census 2011 - WU03EW – Method of Travel to Work

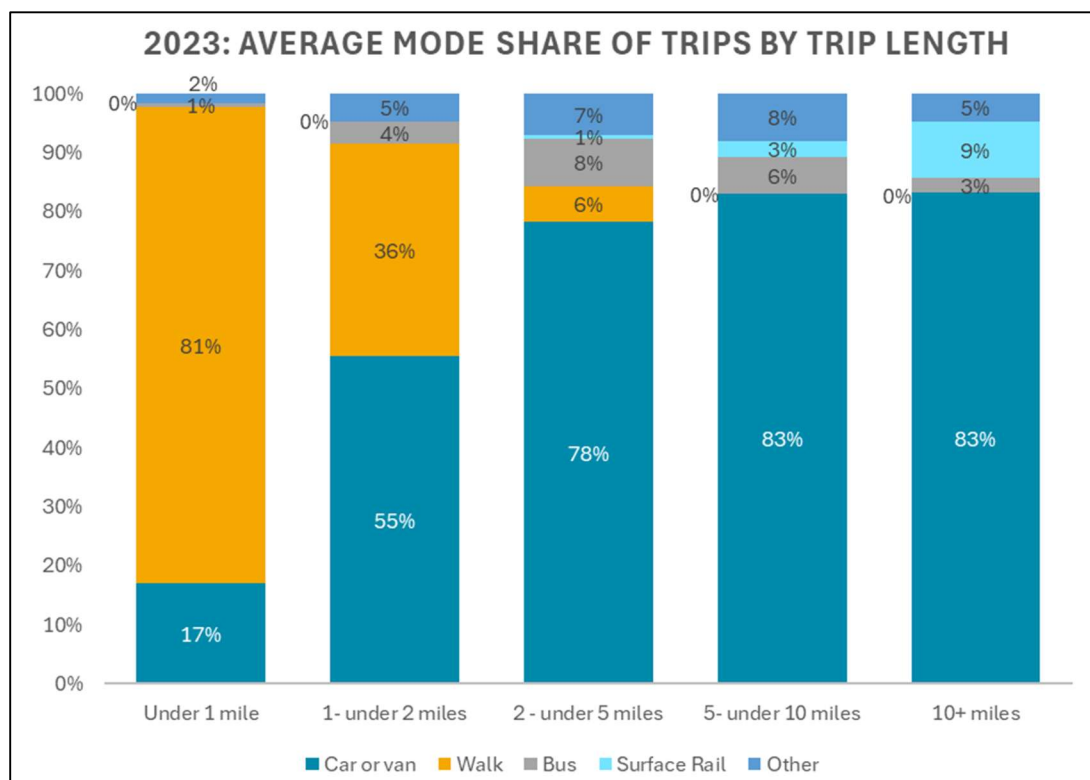
- 3.2.5 Improved bus services to Reading and Bracknell are planned as part of the Arborfield Green development and therefore there is an opportunity to increase the number of some of these trips being travelled by public transport.

3.3 Walking and Cycling Opportunities

Walking and Cycling Trip Lengths

- 3.3.1 The National Travel Survey (NTS) identifies the mode share of journeys by trip length and is presented in **Table 3.1**. This confirms most (81%) of the trips up to one mile (1.6km) travelled last year were undertaken on foot.

Figure 3-1 Mode of Travel by Distance



Source: National Travel Survey, England 2023

3.3.2 Journeys to facilities and services within 1.6km will provide the greatest opportunity for trips to be comfortably made by walking. However, 1.6km is not the maximum walking distance. The NTS data also indicates that journeys up to 2miles (3.2km) are often made on foot, with some 36% of these journeys undertaken by walking in 2023. After 3.2km, the number of walking trips reduce significantly.

3.3.3 On this basis, it is reasonable to assume a journey of 3.2km as a 'maximum' walking distance for most day-to-day journeys. The following distances have therefore been used for assessing walking journeys in the vicinity of the site:

- Up to 1.6km – comfortable walking distance; and
- Up to 3.2km – maximum walking distance.

3.3.4 The DfT's Cycling and Walking Investment Strategy (2017) states at paragraph 1.16 that:

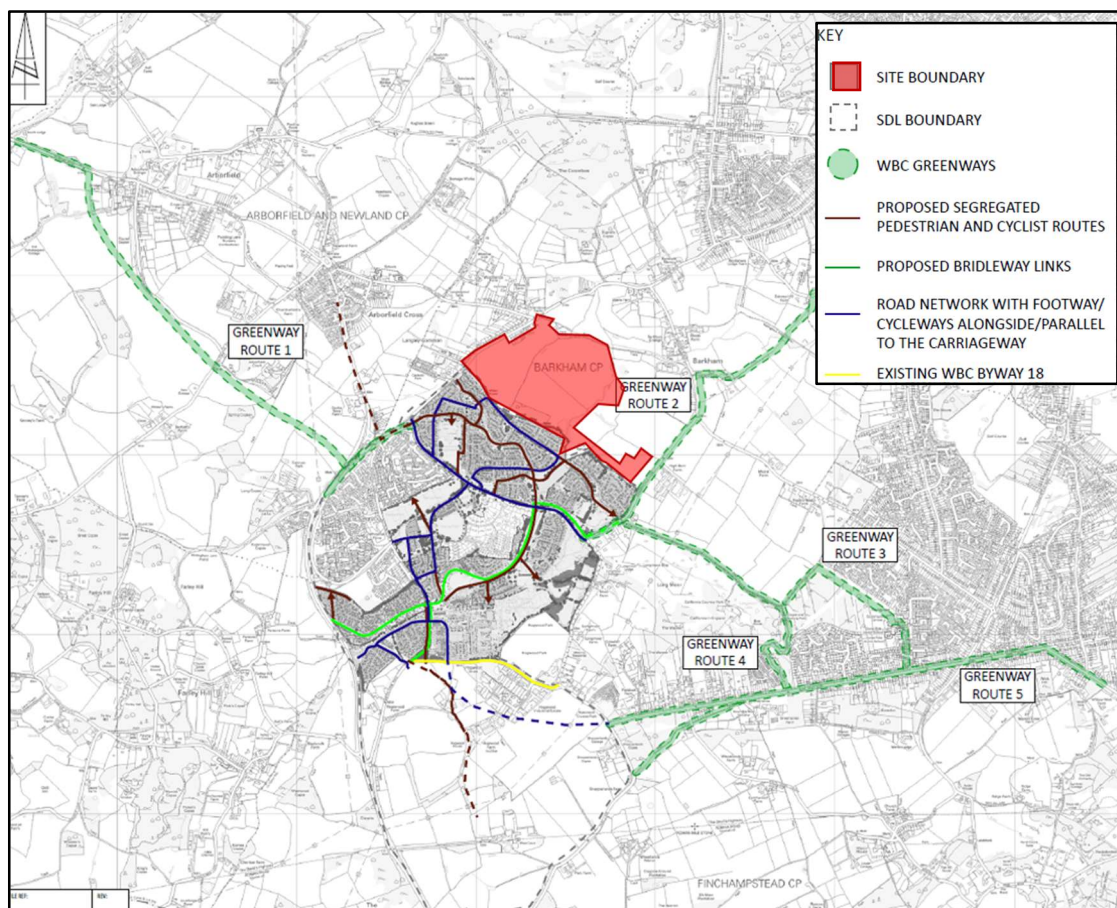
"...there is significant potential for change in travel behaviour. Two out of every three personal trips are within five miles – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking."

3.3.5 Based on the above, 5 miles (8km) is a reasonable cycle distance.

Existing and Planned Walking and Cycling Provision

- 3.3.6 WBC's 'Greenways Project' will deliver several routes around Barkham and Arborfield Green. Greenways are largely traffic-free routes connecting the major Strategic Development Locations (SDLs) and key destinations in the borough for pedestrians, cyclists and, in some cases, equestrians. The first phase, known as California Way, links Arborfield Green and Finchampstead, via California Country Park, and is already built and in use.
- 3.3.7 The internal walking and cycling routes within Arborfield Green will connect to the Greenway routes. Greenway Route 2 routes along the eastern boundary of the site (Commonfield Lane), providing an opportunity for the development to link to it and extend the local network of safe walking and cycling routes. The full network of walking and cycling routes, including the links to the external Greenways (both built and proposed) to be delivered is shown in **Figure 3.2**.

Figure 3-2 Arborfield Green and Greenway Walking, Cycling and Equine Routes



- 3.3.8 The extension to Greenway Route 2 would follow the alignment of Commonfield Lane, although the detail of the route is still to be developed, it is expected that this would continue in a similar form to the existing route which is set-back from the carriageway with a landscaped buffer.

3.3.9 The proposed development includes an active travel connection to the southern site boundary, enabling onward connections to Arborfield Green which accommodates a range of local facilities and services, including:

- District centre, including local supermarket, shops and pub/restaurant (yet to be delivered);
- Two primary schools (Farley Hill Primary and one under construction);
- A secondary school (Bohunt Wokingham);
- Youth football club;
- Green open space (Hazebrouck Meadows);
- Leisure centre;
- Community Centre;
- Play areas;
- Allotments and community gardens;
- Village Green; and
- Sports pitches.

3.3.10 The distance of these facilities from the site, along with others in the surrounding area, are set out in with the typical walking and cycling journey times in **Table 3.3** below. **Figure 3-3** shows the location of them in relation to the site.

Table 3.3 Local Facilities and Services Summary

	Destination	Distance (metres)	Walking Time (minutes)	Cycling Time (minutes)
Public Transport	Proposed Bus Stop	600	7	2
	Wokingham Railway Station	4,700	-	18
Retail	Stables Speciality Coffee	480	6	2
	Co-op Food	800	10	3
	Londis	1,400	17	5
	Barkham Village Store and Post Office	1,600	19	6
	One Shop Convenience Store	3,500	-	13
	Co-op Food Finchampstead	4,200	-	16
	Sainsburys	1,900	22	7
Education	Farley Hill Primary School	320	4	1
	Poperinghe Pre-School	1,100	13	4

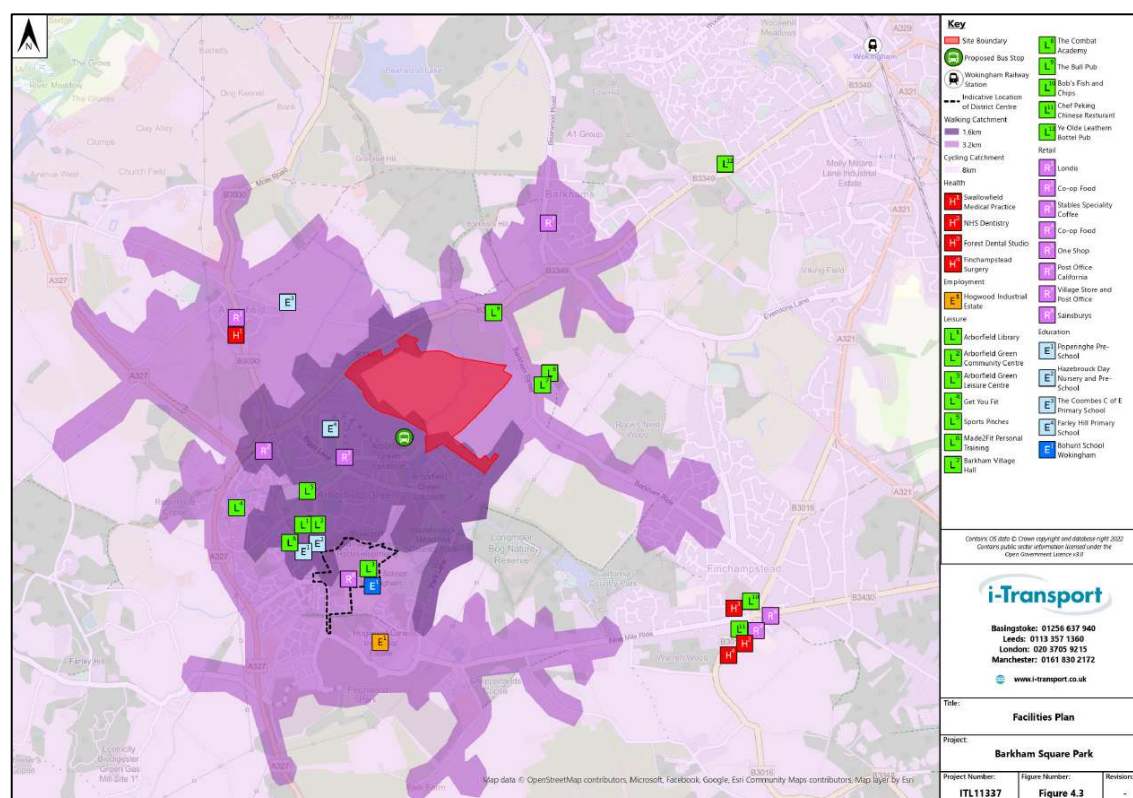
Destination		Distance (metres)	Walking Time (minutes)	Cycling Time (minutes)
	Hazebrouck Day Nursery and Pre- School	1,100	13	4
	The Coombes C of E Primary School	1,300	15	5
	Bohunt School Wokingham	1,900	22	7
Leisure	Sports pitches & pavilion	630	8	2
	Get you fit	1,000	12	4
	The Bull Pub	1,100	13	4
	Arborfield Library	1,100	13	4
	Arborfield Green Community Centre	1,300	15	5
	Made2Fit Personal Training	1,400	17	5
	Barkham Village Hall	1,700	20	6
	The Combat Academy	1,700	20	6
	Arborfield Green Leisure Centre	1,700	20	6
	Ye Olde Leathern Bottel Pub	3,000	36	11
	Post Office California	4,200	-	16
	Bob's Fish and Chips	4,200	-	16
	Chef Peking Chinese Restaurant	4,300	-	16
Health	Swallowfield Medical Practice, Arborfield Consulting Room	1,400	17	5
	Forest Dental Studio	4,300	-	16
	NHS Dentistry	4,300	-	16
	Finchampstead Surgery	4,400	-	17
Employment	Hogwood Industrial Estate	2,500	30	9

Source: Estimates using Google Maps. Notes: Measurements taken from centre of developable area, at the western end of the site and using routes that will be available once full development is built out.

Key:

	Within 1,600m – a comfortable walking distance
	Within 3,200m – still an acceptable walking distance
	Within 8,000m – comfortable cycling distance

Figure 3-3 Local Facilities Plan

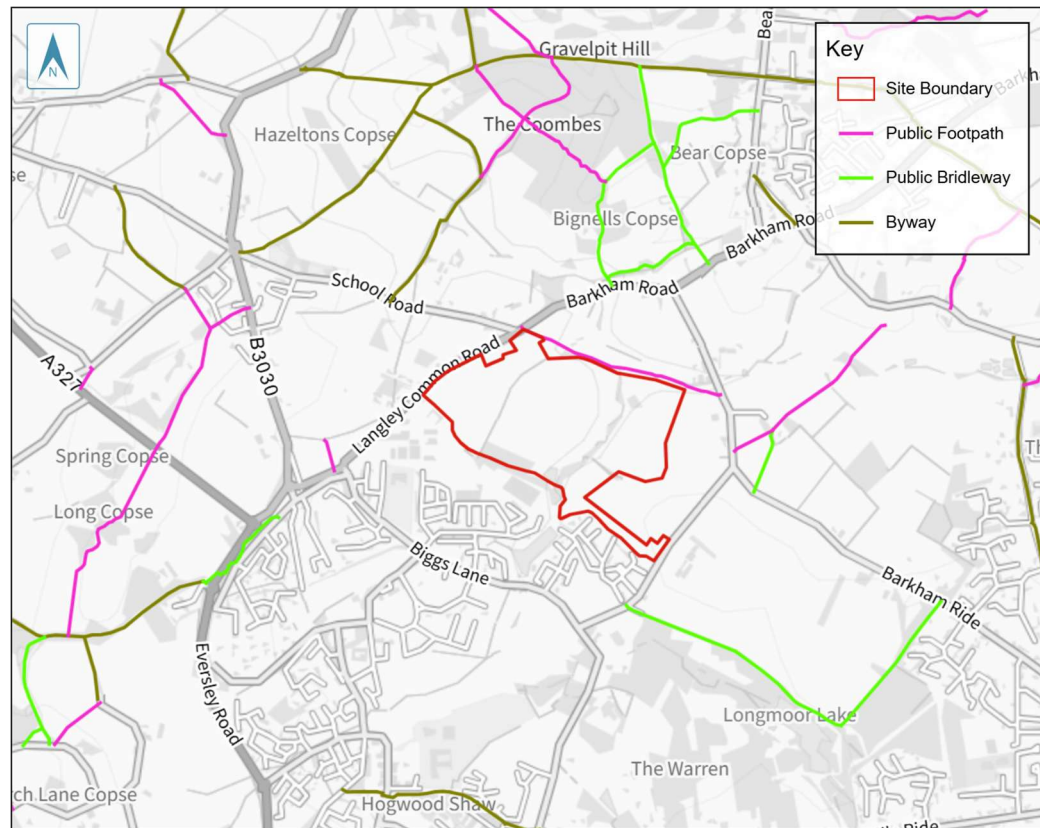


Source: Consultant

Public Rights of Way

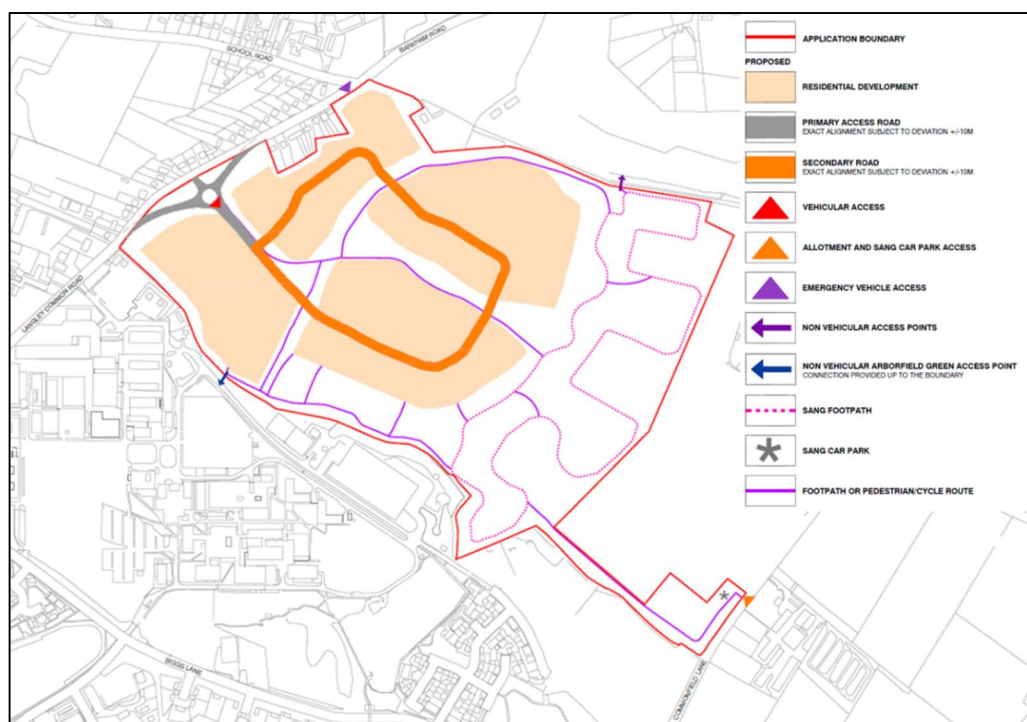
- 3.3.11** There is a network of public rights of way (PRoW) to the north, west and east of the site. BARK7 is a footpath which routes along the northern boundary of the site, connecting Langley Common Road to Barkham Street. The Wokingham Rights of Way Improvement Plan (2020) features some proposed routes nearby including one from roughly the middle of BARK7 routing north to link to Barkham Road and one along Barkham Street. The plan includes proposals to change the BARK7 footpath to a bridleway allowing equestrian and cycle use. These are illustrated on **Figure 3-4**.
- 3.3.12** These routes offer walking and cycling connections to the wider area including Wokingham to the northeast, Finchampstead to the south and Shinfield to the northwest. These destinations are within reasonable cycling distance and offer access to a variety of facilities and services.

Figure 3-4 PRow Map



3.3.13 The proposed pedestrian and cycle access points into the site are shown in context of the concept masterplan in **Figure 3-5**.

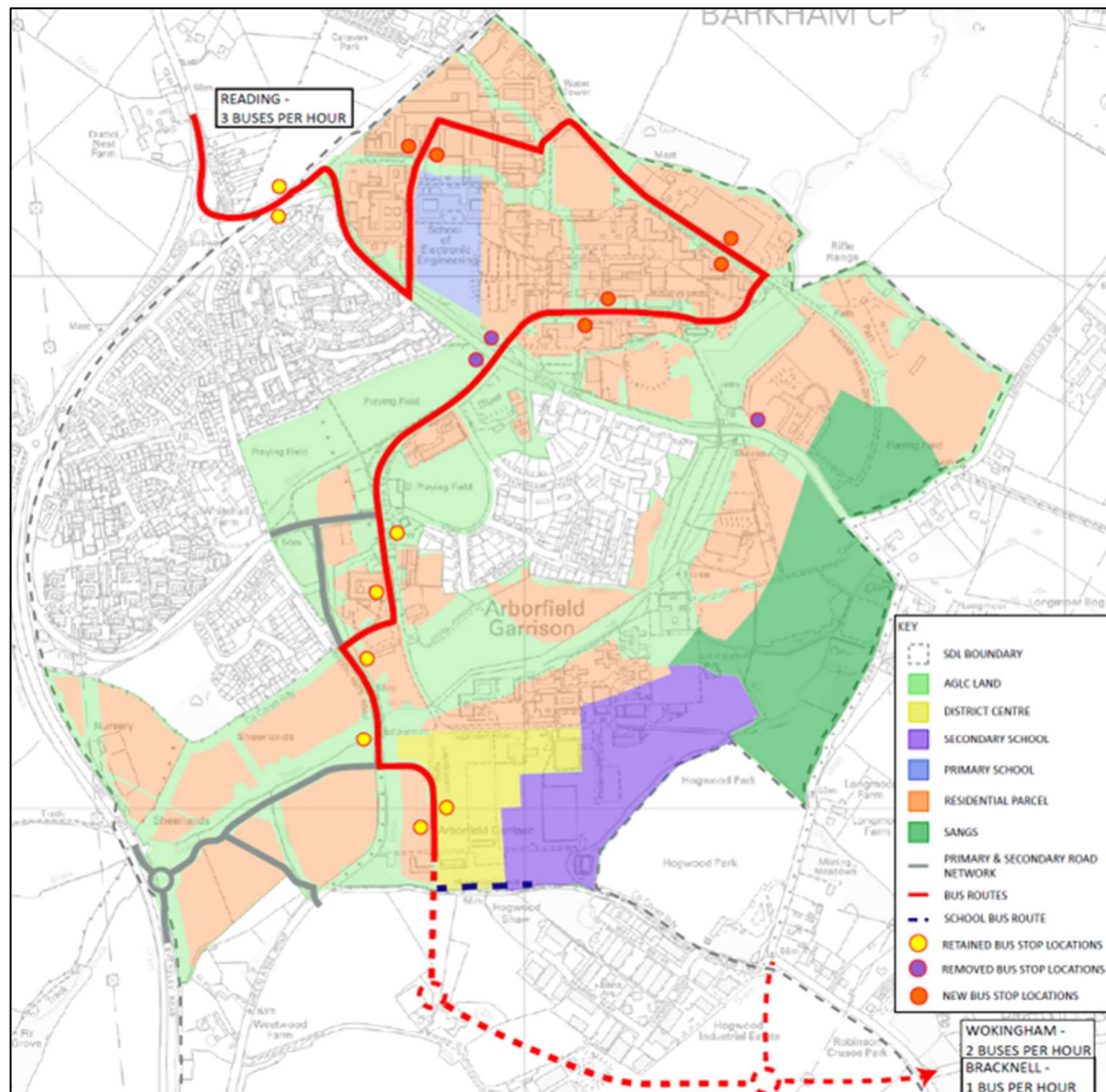
Figure 3-5 - Proposed Access Strategy



Public Transport Opportunities

- 3.3.14 Currently, the Leopard 3 offers a 15-minute service to Arborfield Green, routing from Reading, Shinfield, Arborfield Cross to Langley Common Road, Biggs Lane and then right to Princess Marina Drive southwards to Bohunt School. The Leopard 3 also offers a 30-minute service to Wokingham, Arborfield and Reading which has recently been increased from an hourly service.
- 3.3.15 Bus route 145 is a Tuesday morning service between Winnersh, Arborfield and Wokingham. It also extends to Eversely, Riseley and Spencers Wood.
- 3.3.16 A summary of the current Leopard 3 services is provided below:
- One service per hour between Arborfield and Reading;
 - Two services per hour between Reading and Wokingham via Arborfield;
 - One service per hour between Reading and Bracknell via Arborfield; and
 - Daily services to Bohunt Secondary school.
- 3.3.17 With buses serving Arborfield and Barkham; Wokingham town centre; Bracknell Forest and Reading, 45% of commuting journeys will be accessible by bus.
- 3.3.18 The final bus route for Arborfield Green is shown in **Figure 3-6**. Bus stops are proposed to be located along Langley Common Road and within the Arborfield Green development, close to the southern site boundary. As a result, future residents of Barkham Square will be able to benefit from access to the new and improved bus services in the area within walking distance.

Figure 3-6 Arborfield Green Bus Route



- 3.3.19** Bus route 145 operated by Horseman Coaches is the nearest public bus to the site as it runs along the LCR site frontage between Biggs Lane and School Lane. The LCR bus stops are within range for about half of the site, with a walk range of around 50m to 700m. This is a Tuesday morning service between Winnersh, Arborfield and Wokingham. It also extends to Eversely, Riseley and Spencers Wood. This would be best described as a weekly shopper service.
- 3.3.20** From conversations with the local bus operator and pre-application feedback from WBC, it is noted that Leopard 3 may not be routed along Princess Marina Drive in line with the planned service. There are alternative opportunities to route buses along Langley Common Road.
- 3.3.21** The final bus strategy is to be agreed with WBC. This FTP and subsequent TP will include measures to encourage future occupants to utilise public transport for longer distance journeys.

3.3.22 The nearest train station is Wokingham, circa 4km northeast of the site. The station can be accessed by cycling or the Leopard 3 bus service which offers two buses per hour. The rail services available from Wokingham provide direct connections to Reading and London Waterloo with typical frequencies at peak and off-peak times summarised in **Table 3.4**.

Table 3.4 Rail Services – Wokingham Station

Destination	Average Journey Times	Typical Frequency of Service	
		Peak Times	Off-Peak Times
Reading	10 minutes	4 per hour	4 per hour
London Waterloo	1 hr 10 minutes	2 per hour	1-2 per hour
Gatwick Airport	1 hr 22 minutes	2 per hour	2 per hour

Source: National Rail (accessed October 2024)

3.3.23 There are good opportunities for travel via train with frequent services to key destinations, particularly Reading which is only a 10-minute journey.

3.3.24 As demonstrated, the site benefits from good connections to the public transport network as well as the walking and cycling networks. This will offer future residents a choice of sustainable modes of travel to reach both local and further afield destinations.

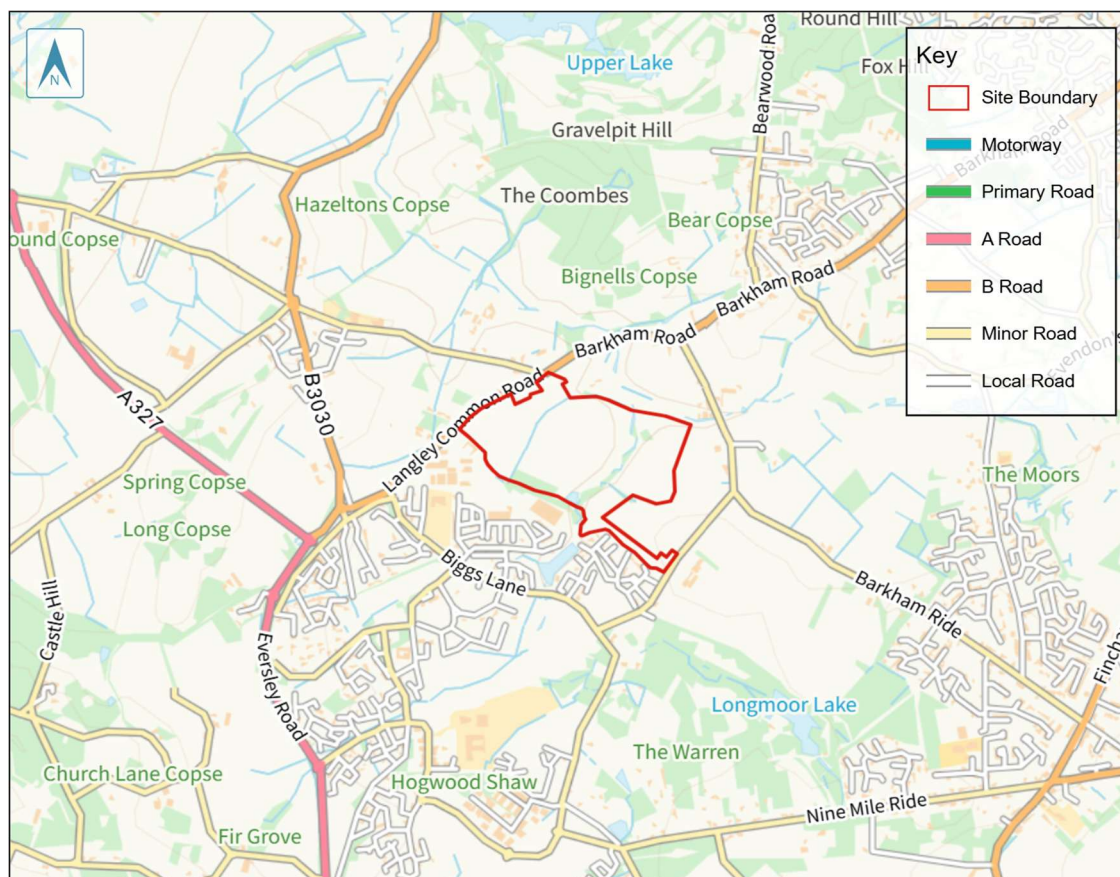
3.4 Local Highway Network

3.4.1 The main access to the site is proposed from a new four-arm roundabout on Langley Common Road. A separate vehicle access is proposed from Commonfield Lane to access the allotments.

3.4.2 A secondary emergency vehicle access is also proposed from Langley Common Road to the north of the main roundabout access. Vehicle access will not be permitted between the site and Arborfield Green to encourage journeys between the sites to be undertaken by active modes.

3.4.3 Beyond the immediate vehicle access, the site benefits from excellent highway links via the M4, which is accessible from Junction 11, providing direct connections to London and the wider motorway network. The local highway network is shown in **Figure 3-7**.

Figure 3-7 Local Highway Network



3.5 Summary

- 3.5.1 The site is well located to enable most essential journeys to be undertaken by sustainable modes of travel with a range of facilities and services located within comfortable walking and cycling distance. Most of these facilities and services are located within Arborfield Green.
- 3.5.2 Public transport services are also easily accessible, with the final Leopard 3 bus route to be delivered as part of Arborfield Green including bus stops within a short walk of the site. It is noted that Leopard 3 may not be routed along Princess Marina Drive in line with the planned service. However, there are alternative opportunities to route services along Langley Common Road corridor. This service offers access to several key local destinations including Reading and Wokingham town centres and railway station facilitating longer distance journeys by rail.

SECTION 4 Aims and Objectives

4.1 Aims

4.1.1 The principle aims of this FTP will be to carry out the vision set out in **Section 2**, that is, to reduce the reliance on private car travel for both short and long journeys. The vision aims are as follows:

- To minimise the need for travel.
- Enable walking and cycling for shorter journeys.
- Promote public transport use for longer journeys.
- Where car journeys are essential, enable these by electric vehicles.

4.2 Objectives

4.2.1 The objectives of the FTP are set out below. These objectives are aligned with the vision of the proposed development and are in line with opportunities presented by the site location:

- 1 Deliver a development that is well into the existing local community, especially the local Arborfield Green development ensuring that future residents have a variety of facilities and services within walking and cycling distance.
- 2 Promote alternatives to driving using a range of applicable measures and to encourage future residents to minimise the number and length of journeys, particularly by single occupancy car.
- 3 Provide a framework for the future monitoring of travel patterns and the on-going review of future transport measures.
- 4 To obtain robust travel information and conduct surveys in order to monitor the travel plan against targets.
- 5 Support and raise awareness of a range of sustainable transport alternatives to provide future residents with options for travel to and from the site.

SECTION 5 Targets

5.1.1 As detailed within the TA submitted alongside this FTP, the census mode share for the local area where the site is located represents a good baseline mode share from which targets can be applied. The baseline mode share from the local census data is set out in **Table 5.1** below.

Table 5.1 Local Method of Travel to Work – Wokingham 018 MSOA

Mode	% Split
Car Driver or Passenger	78%
On foot	10%
By Bicycle	5%
Train	4%
Bus	2%
Motorcycle	1%
TOTAL	100%

Source: NOMIS Census 2011 – WU03EW – Method of Travel to Work

5.1.2 As the proposed development continues to be built out and sustainable travel connections become available, it is target of this FTP that this mode share is shifted in favour of active and public transport modes, with the target mode shares achieved at full site occupation, or earlier.

5.1.3 Furthermore, with the continued building out of the neighbouring Arborfield Green, more facilities will be available within a comfortable walking distance. As a result, the following target mode shares have been proposed for the 1st, 3rd and 5th years after first occupation.

Table 5.2: Mode Share Targets

Method	Baseline	1 st Year	3 rd Year	5 th Year
Car Driver or Passenger	78%	76%	73%	68%
On Foot	10%	10%	11%	12%
By Bicycle	5%	6%	7%	9%
Train	4%	4%	4%	4%
Bus	2%	3%	4%	6%
Motorcycle	1%	1%	1%	1%
TOTAL	100%	100%	100%	100%

SECTION 6 Measures

6.1 Overview

- 6.1.1 Several measures, initiatives and provision of infrastructure will be delivered to facilitate and encourage sustainable travel awareness and usage amongst residents and visitors. These will aim to reduce unnecessary travel and reduce the reliance on private car trips by influencing travel behaviours in favour of walking, cycling and public transport in line with the sites' vision.
- 6.1.2 This section provides details of potential 'soft' measures to be implemented, in addition to the 'hard' measures which will be delivered as part of the development. These measures will collectively contribute to achieving the targets and meeting the main aims of the FTP.

6.2 Hard Measures

- 6.2.1 The key hard infrastructure measures proposed as part of the development comprise of active travel connections to the local walking and cycling network. In addition to the connection between the site and Arborfield Green, the site also offers and benefits from direct access to local PRow, as highlighted in Section 3.
- 6.2.2 The proposed development includes improvements along Langley Common Road, including a new site access junction in the form of a roundabout with shared-use pedestrian and cycle footways on all arms including appropriate crossing provision. The access improvement will enable safe connections across Langley Common Road for both existing and future resident.
- 6.2.3 In addition to the improvements to external connectivity, the development will include safe pedestrian and cycle routes on-site as well as good quality cycle parking provision. This will provide a safe environment for future occupants to enjoy and travel by walking and cycling. Full details of the site walking and cycling infrastructure will be detailed as part of reserved matters.

6.3 Soft Measures

- 6.3.1 There are a range of potential soft measures available to influence travel behaviour towards sustainable modes. The full TP will detail the full soft measures that will be introduced, in liaison and agreement with WBC. The measures will change in response to occupant travel behaviour, informed by travel surveys, to best target and influence travel toward sustainable modes.
- 6.3.2 The soft measures will be set out within a Travel Information Pack, and may include:
- Details regarding the provision of broadband access to enable easy access to local home delivery services and home working;

- An information leaflet about the TP, its aims and objectives, how to get involved and how travel will be monitored;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and the location of nearby bus stops;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, including details of any local school Travel Plans and Safer Routes to School schemes run by WBC;
- Mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destinations;
- Details of cycle training schemes;
- Bus and rail maps and timetable information, including information about journey planning services, e.g. www.nationalrail.co.uk;
- Details of local multi-modal bus and rail ticketing;
- Information about car sharing (where available);
- A sustainable transport voucher that can be spent on home office equipment, bikes, cycle equipment, etc;
- A public transport voucher;
- Information about the home delivery services offered by local supermarkets and potentially a voucher for free home delivery on first use; and
- The offer of personalised travel planning for all new residents.

6.3.3 A copy of the travel information pack will be provided to WBC prior to distribution.

6.4 **Summary**

6.4.1 The package of 'hard' infrastructure and 'soft' measures will collectively contribute to achieving the targets and meeting the main aims and objectives of the FTP.

SECTION 7 Marketing and Promotion

7.1.1 The development will be designed to facilitate walking and cycling, in particular for local journeys to key destinations. Information on the local walking and cycling routes as well as cycle journey planning resources and public transport options will be made available to new residents through the resident's travel information pack.

7.1.2 The TP will be marketed and promoted through the following:

- During the sales process of all new homes and as part of the wider promotion and advertisement of the site, this will be the responsibility of the developer.
- The residents travel information pack, this will be the responsibility of the TPC.
- Occasional leaflet drops to homes reminding them of the travel plan, TPC contact details and any relevant travel events taking place e.g. Walk to School Week, this will be the responsibility of the TPC.

SECTION 8 **Monitoring and Review Strategy**

- 8.1.1 The monitoring period of the development will be 5 years from first occupation. After this period, it is expected that the targets of the TP should have been achieved. Monitoring of the TP will be important in understanding the changing nature of residents' travel habits and the effectiveness of the TP's measures in working towards the targets identified.
- 8.1.2 The first questionnaire surveys will be carried out within three months of first occupation. This will allow a sufficient number of residents to be surveyed whilst ensuring that travel habits are yet to be established. Questionnaire surveys will then be undertaken annually to determine the effectiveness of the TP measures.
- 8.1.3 The results of the questionnaires will be included in an annual Monitoring Report which will include a summary of the collected data and any changes or revisions to targets and measures. This will be submitted to WBC to review.
- 8.1.4 The TPC will monitor and review the progress and success of the TP and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The use of leaflet drops will assist in informing users of any new measures and give them an understanding of how the TP is operating.

8.2 **Travel Survey**

- 8.2.1 The annual travel survey will consist of issuing and collating questionnaire responses from residents. The questions asked within the questionnaire will be agreed with WBC but likely to include the following information:
- Mode of travel to and from the site;
 - How residents would prefer to travel to the site;
 - How many trips a day, on average, are made (and by what modes); and
 - What would encourage people to use sustainable modes of travel.
- 8.2.2 The results of the travel surveys and the analysis will be included in an annual TP monitoring report, with the TP targets revised or updated accordingly. The results of these surveys and statistical analysis will form the basis of discussions with WBC to examine how the TP is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

SECTION 9 **Ownership**

9.1 **Overview**

- 9.1.1 The TP is a continuous, live process which requires regular monitoring, review and revision to ensure it remains relevant. This section sets out the strategy for monitoring and reviewing over a 5-year period from first occupation.

9.2 **Travel Plan Management**

- 9.2.1 Prior to the development becoming occupied, a Travel Plan Co-ordinator (TPC) will be appointed by the applicant. The full contact details, alongside contact details of a second contingency contact, will be provided to WBC within 3 months prior to initial occupation,
- 9.2.2 The TPC will take responsibility for the TP and will oversee the implementation of measures specified within it. It is envisaged that this role will be undertaken either by an external consultant or an existing employee of the applicant, or an appropriate representative of the new community, following briefing on the requirements of the role.

9.3 **Travel Plan Co-Ordinator Role**

- 9.3.1 The role of the TPC will involve:
- Ensuring the final full TP has been submitted to WBC for approval in accordance with the requirements of any planning obligation;
 - Assisting with the creation of the Travel Information Packs;
 - To manage the day-to-day delivery of the measures;
 - To market the TP to encourage interest and involvement of residents;
 - To liaise with local bicycle shops and public transport providers to investigate potential opportunities to secure discounts and vouchers for site users;
 - To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
 - To organise and undertake the annual monitoring of TP in line with the strategy;

SECTION 10 Action Plan

10.1 An indicative Action Plan is presented in **Table 9.1** which provides an indicative programme for delivering the measures, the final Action Plan will be set out within the full TP.

Table 10.1: Indicative Action Plan

Target	Measure	Timescale	Responsibility	Cost Estimate
To reduce private vehicle use and To increase sustainable travel	Travel Plan Co-ordinator	Appointed prior to 1 st occupation, retained for 5 years from occupation	Applicant	TBC
	Travel Information Pack / Leaflet including walking maps and information detailed earlier	Prior to 1 st occupation	Travel Plan Co-ordinator	Included in Travel Plan Co-ordinator costs
	Occasional leaflet drops to inform residents	Ongoing	Travel Plan Co-ordinator	Included in Travel Plan Co-ordinator costs
	Promote car-sharing scheme amongst residents	Ongoing	Travel Plan Co-ordinator	Included in Travel Plan Co-ordinator costs
	Installation of broadband services to all units	Within three months of 1 st occupation	Applicant	-
	Installation of cycle parking spaces on-site	Within three months of 1 st occupation	Applicant	-
	Ongoing Travel Plan support from WBC	Annually for five years	WBC	TBC

