



Residential Travel Planning Guidance

For Developers 01.2017



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WOKINGHAM
BOROUGH COUNCIL

Reducing the overall number and length of car journeys at new and existing developments

Purpose of this guidance

Wokingham Borough Council has prepared this guidance to inform developers about Residential Travel Planning options for new development in the borough. It presents a holistic approach to travel planning; building on the success of My Journey Wokingham in promoting healthy and sustainable transport options across our communities.

This document details how developers can benefit from more choice in the travel planning process to achieve sustainable development. The approach outlines a borough-wide strategy to be delivered by Wokingham Borough Council, and part-funded through contributions from new development.

Sustainable travel

Travel planning is a process for promoting sustainable travel options, and reducing the overall number and length of car journeys, at new and existing developments.

Wokingham Council has developed a borough-wide travel planning programme to support sustainable development across the whole borough. This approach mitigates the highway impact of new development, whilst promoting public health, maintaining and enhancing the quality of local facilities, and improving local air quality across all our communities.

Historically travel plans associated with successful residential planning permissions have been viewed as a tick box exercise. The Council would like to see the benefit of travel planning spread wider and more effectively through the My Journey Wokingham brand.

In the past, travel planning conditions or obligations placed on residential development applications became the responsibility of the developer to meet and discharge. This would most often require the developer to produce a site-specific Residential Travel Plan, with the associated management and implementation of travel planning measures on site (both pre- and post-occupation), annual monitoring and reporting to the Council, and delivering further measures should outcome targets not be met.

Following a review, the Council identified that Residential Travel Plans delivered on a site-by-site basis often led to disjointed delivery across an area; with each site working independently to set its own targets, develop measures and undertake implementation. This not only undermined the quality and consistency of travel planning in the borough, but also meant existing communities weren't benefitting.



Travel plans delivered site-by-site often lead to disjointed delivery across an area with each site setting it's own targets

Therefore the Council introduced a borough-wide approach, looking at pooling contributions from new residential developments to implement consistent and complementary travel planning measures to benefit highway management, local air quality, public health and well-being.

Borough-wide approach

The Wokingham Borough Core Strategy Development Plan outlines plans for at least 13,230 new homes, and associated development, across the Borough between 2006 and 2026, including 10,000 across four strategic development locations (SDL). The SDL approach will allow the Council to use the branding developed during the LSTF project to work in a coordinated way across the SDLs and existing communities that would not be possible had there been many smaller residential development sites spread across the borough.

Elected members have endorsed this approach and have been persuaded that a much larger approach to changing transport behavior change is needed to be effective rather than a piecemeal approach. Our current member mindset is that a borough wide strategy should be applied and as a result we have support of the council leader, the transport & planning portfolio holders and full council approval to proceed.

These results clearly demonstrate that applying an area-wide travel planning approach has significant potential to bring about behavior change and the resulting economic and health benefits for Wokingham Borough.

My Journey Wokingham

The My Journey Wokingham project has its roots in a £4.1m programme funded through the Department for Transport's (DfT) Local Sustainable Transport Fund (LSTF) between 2012 and 2016. The programme consisted of numerous travel planning measures that aimed to improve walking and cycling infrastructure and enhance public transport services on new and existing communities.

The My Journey Wokingham project demonstrated significant improvements to traffic conditions and increases in bus patronage, walking and cycling resulting in local economic benefits of £3.60 for every £1 invested.





Travel plans help minimise the impact of new developments on the surrounding transport network and should be submitted with planning applications that are likely to have significant transport implications

National Guidance

National guidance requires that Travel Plans are submitted with planning applications that are likely to have significant transport implications to help minimise the impact of new development on the surrounding transport network.

Consequently the Council will now present two options for developers associated with travel planning at new residential development. Developers can now choose either:

Option 1

Join My Journey Wokingham

Should this development wish to join My Journey, Wokingham Borough Council will require the following criteria to be achieved:

- A planning application needs to be submitted with highways improvements
- Detail regarding facilities for sustainable travel, such as walking and cycling infrastructure connectivity
- 22kW Electric car charging points
- Public transport infrastructure inclusion and improvement demonstrating connectivity

Workplace and school travel planning obligations will be addressed through a separate process called 'ModeShift'

Option 2

As per National Guidance

Developers will continue to prepare, implement and monitor an individual Residential Travel Plan specific to their respective site and development proposals.

- The Travel Plan will need to be implemented and monitored for 5 years to achieve mode shift reductions
- This can be extended to an additional 2 years should targets not be achieved
- If there's a failure to achieve the reduction then a \$106 transport monetary intervention will be triggered
- This process is likely to cost in excess of £600 per dwelling
- A travel plan monitoring fee will be secured by Wokingham Borough Council

Does this approach apply to workplace and school travel plans?

No. The above options relate solely to residential development travel planning obligations. Workplace and school travel planning obligations will be addressed through a separate process – ModeShift.

The Council can provide details of this process to developers on request.



Pre-application discussion helps determine whether travel planning is required, identifies which approach will be taken and avoids delay in the determination of the planning application

Pre-application discussions

If you are intending to submit a planning application it is strongly advised that pre-application discussions on travel planning requirements are entered into as early in the process as possible.

These discussions are important for a number of reasons:

- To determine whether travel planning is a requirement for your site
- To identify which approach to travel planning will be taken
- To determine the scope, scale and requirements of any site-specific Travel Plan; and
- To avoid delay in the determination of the planning application

Pre-application discussions provide the opportunity to ensure that all parties are fully informed of both the proposal details and of any travel planning requirements they will need to meet, along with the associated processes.

Discussion also allows any potential issues or concerns, relating to the development proposal, to be raised at the earliest stage allowing the applicant to respond before completing the planning application.

Potential issues or concerns are raised at the earliest stage

Which Travel Plan approach should I choose?

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Pre-application / application process

Through early discussions with the council and depending on a sites sustainability credentials, an approach to travel planning can be determined

Does the site have sustainability credentials?

Walking and cycling facilities to local amenities, bus stops and services within 400m etc.

YES

Option 1: Join My Journey

Wokingham Borough Council (WBC) will not apply mode share reduction to trip rates if developers choose to join My Journey Wokingham

Developer makes one-off financial contribution to My Journey to fund package of integrated sustainable transport measures

My Journey delivers Borough wide package of measures, employing industry best practice to leverage greater value and achieve consistent and cost-effective outcomes

My Journey delivers on-going annual investment and promotion of sustainable measures through welcome packs, website and future live travel data smart phone app

NO

Option 2: Develop Site-Specific Travel Plan

5 year commitment to site specific Travel Plan, including year on year monitoring of mode share reductions. If failure to meet the reduction rate, 2 year extension to measures. If failure after 7 years a section 106 transport intervention of monetary obligation will be triggered

Developer determines and prepares travel plan that includes:

- Site-specific objectives
- A package of measures
- Implementation programme
- SMART target outcomes
- Monitoring & reporting commitments

Travel plan submitted to WBC for determination and approval

Developer implements the agreed travel plan at development

Developer undertakes annual monitoring and reporting to WBC on progress towards agreed site-specific targets for 5 years minimum + 2 further years should targets fail to be met. S106 obligations may be triggered if failure after year 7

A joined-up, strategic approach to travel planning ensuring sustainable development across the borough

Obligations

Developers will have no further travel planning obligations associated with their development following payment of the contribution, so long as the associated consented development and developer's sustainable travel measures are delivered in line with conditions and triggers contained within the permission and S106.

However, developers do still have the option to produce their own site-specific Residential Travel Plan, commensurate with current national planning policy and best practice, and to retain responsibility for its implementation, monitoring and performance.

The Council will negotiate with developers on the scope and appropriate targets for Travel Plans for new residential development and will secure their delivery as part of the planning process. Appropriate financial penalties will be considered for new developments that fail to meet the stated targets agreed in their Travel Plan or that fail to put in place an effective monitoring and enforcement system.

A diagram setting out the key steps required under both approaches is set out opposite. Further explanation of each option is subsequently provided.

Our commitment

Wokingham Borough Council is committed to ensuring sustainable development across the borough and we believe that the best way to do that is through the joined-up, strategic approach to travel planning that is set out in this document.

Developers can choose to pay a one-off fixed financial contribution of £450 per dwelling (at 2017 prices*) towards My Journey Wokingham which would cover the site's travel planning obligations in full.

This contribution will feed into the My Journey Wokingham budget which is administered annually by Wokingham Borough Council. Responsibility for travel planning activity at the residential site then resides with the Council, including, implementation.

Working with developers to ensure travel plans are appropriately funded and delivered for the benefit of the borough as a whole

Contributions

The Council will use developer contributions to implement travel planning measures across the Borough. This will include contributions towards continuing previously successful elements of the My Journey programme.

How have contributions been calculated?

The Council has undertaken an assessment of the quantum development that is expected to come forward under the Wokingham Local Plan and the travel planning related infrastructure and initiatives that will need to be in place to accommodate this level of growth.

The associated cost of these measures has been considered against the level of anticipated development activity and a fixed contribution per dwelling has been derived on this basis.

What level of contribution do I have to pay?

The standard developer contribution has been set at £450 per residential unit (at 2017 prices*).

How will my contribution be used?

As development applications come forward, the Council will work with private developers to ensure travel planning initiatives are appropriately funded and delivered for the benefit of the borough as a whole.

Developer contributions towards travel planning under My Journey Wokingham will be used for initiatives such as:

- Travel information packs for residential areas. These provide residents with key travel information as soon as they move into their new homes. My Journey packs are also used to provide prospective buyers with travel information of the local area.
- Dedicated travel webpages for appropriate development areas on the My Journey website that are reviewed on a regular basis to ensure information remains current for residents.
- A 'Contact Us' function on the My Journey website allows new residents to message a dedicated My Journey travel advisor with local transport and travel queries at any time.

- Events in development areas to provide an opportunity for residents to discuss travel options face-to-face with a My Journey travel advisor.
- Incentives and resources for residents, which can include (depending on site) trial bus tickets, opportunities to join a cycling/walking club, bike hire, cycle training and discounted car club membership.

The My Journey offer will be reviewed and enhanced annually, thereby presenting opportunities to introduce new information, initiatives and technologies that reflect the best available offer to residents.

This will include promoting new innovations in response to changing personal travel demands and demographics over time.

My Journey offers will be reviewed and enhanced annually presenting opportunities to introduce new information, initiatives and technologies

For submission and approval, developers must prepare their own site-specific Residential Travel Plan for their development proposal which must include clear commitment to baseline and follow up surveys, implementation of site-based measures, annual monitoring and performance assessment

The traditional approach

Should a developer not wish to follow the contribution-based option or the site does not provide adequate sustainable travel infrastructure, the traditional approach and obligations for site-specific travel planning will be applicable.

Developers will be required to prepare their own site-specific Residential Travel Plan for their development proposal for submission and approval by the Council. This will need to include clear commitment to baseline and follow up surveys, implementation of site-based measures, annual monitoring and performance assessment.

As part of the monitoring and reporting process developers or their representatives are required to meet the Travel Planning Officer at Wokingham Borough Council on an annual basis to report progress on their travel plans. WBC will secure a travel plan monitoring fee from the developer for this service.

Reports will consider how much progress is being made towards stated mode share reduction in the agreed planning application. Existing guidance on preparing site-specific Residential Travel Plans in Wokingham Borough is available online www.myjourneywokingham.com

Contributing towards My Journey Wokingham is an approach which adds more consistency, choice and flexibility

A choice for developers

This document presents the two approaches to travel planning in Wokingham Borough. Contributing towards My Journey Wokingham - a borough-wide strategy, developed and delivered by Wokingham Borough Council - is now a choice for individual developers to fulfill the associated travel planning obligations for a development.

This approach will add more consistency in travel planning across the borough whilst providing more choice and flexibility to developers in meeting travel planning obligations for new development.

