

NYTON ROAD, WESTERGATE

FULL TRAVEL PLAN

August 2017

Taylor Wimpey (Southern Counties) Ltd

RESIDENTIAL DEVELOPMENT
NYTON ROAD
WESTERGATE

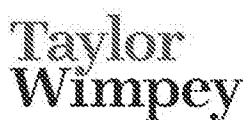
FULL TRAVEL PLAN

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WESTERGATE

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1. INTRODUCTION

- 1.1 This full residential Travel Plan (TP) has been prepared by Paul Basham Associates (PBA) on behalf of Taylor Wimpey to support a Reserved Matters planning application for the development of 208 residential dwellings and a 60 bedroom care home on land to the north of Nyton Road, Westergate. The site location is shown in **Figure 1**, with the site layout attached as **Appendix A**.

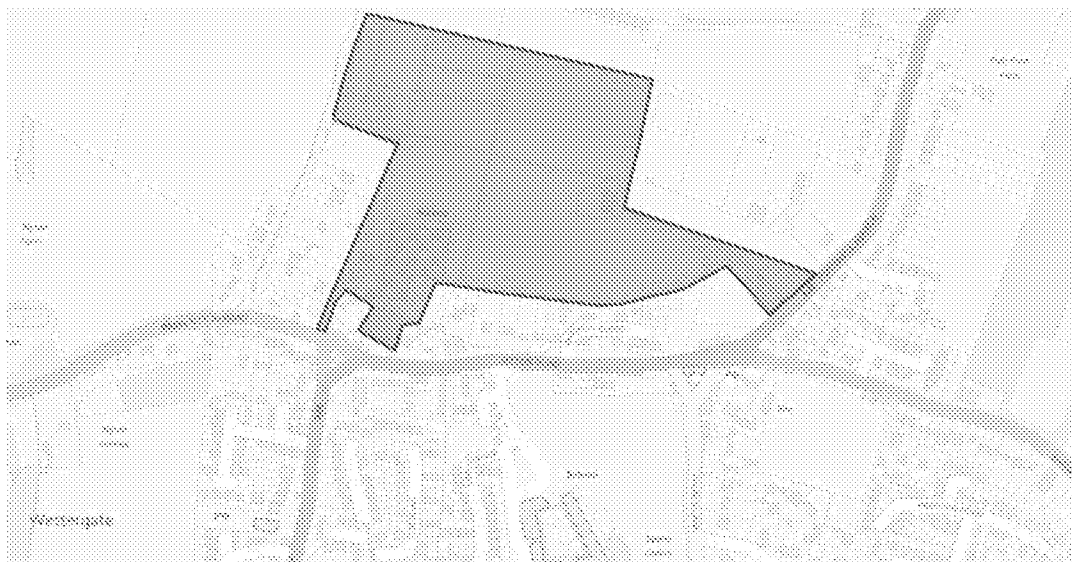


Figure 1: Site Location

- 1.2 The site received outline planning consent following appeal in February 2015 for a residential development of up to 268 dwellings (including 60 senior living units) with associated access from Fontwell Avenue (Planning Application Reference: AL/61/13). As part of the application a Framework Travel Plan (FTP) was prepared which outlined indicative measures and objectives to be confirmed through the development of a full TP.
- 1.3 Schedule 10 of the site's Section 106 Agreement states that a TP needs to be provided to West Sussex County Council's (WSCC) Travel Plan Officer (TPO) (Andy Mouland: [REDACTED]) *"on or before the commencement of the development for assessment and approval"*. The Section 106 also states that, *"the approved Travel Plan would be in place within (3) months after occupation of the development"*. In accordance with the Section 106 Agreement this full TP has been developed to build upon the principles outlined in the Framework Travel Plan and confirm the measures, targets and delivery of the TP.

- 1.4 As the proposed site includes the development of a care home this TP provides measures and targets which could be implemented by all future site users, including care home staff.
- 1.5 Alongside this TP PBA have also prepared a Reserved Matters Transport Assessment (RMTA) which provides further detail on the proposals and should be read in conjunction with this document.

Travel Plan Principles

- 1.6 A TP is a strategy which seeks to manage the access demands of a development by ensuring that the needs of its users are met by a wide variety of travel modes. In summary a TP aims to:
- Reduce reliance on private car trips;
 - Support a reduced need to travel; and
 - Encourage the use of sustainable travel practices where possible.
- 1.7 The TP is an evolving process informed by site visits and discussions between key stakeholders and WSCC.
- 1.8 The strategy of this TP has been established following the objectives outlined within the FTP. This strategy supports the access to a wide range of local facilities and activities for future site users, whilst encouraging sustainable design principles and working alongside the local community. The following objectives have been developed with the FTP in mind.

Travel Plan's Objectives

- Raise awareness of sustainable modes of travel available to residents and visitors.
- Increase levels of active healthy travel and in particular walking and cycling.
- Encourage uptake of public transport in particular local bus/rail services.
- Encourage car-sharing in order to reduce single vehicle occupancy.
- Achieve target percentage shift of single occupancy car journeys to and from the development.
- Provide links with other local residential, business and school Travel Plans.
- Reduce the need to travel by promoting local facilities and multi-purpose trips.
- Achieve a balance between car use and alternative travel modes for individual travel needs.
- Change resident's perception of car being the only and automatic choice for travel.

Application Site

- 1.9 The site is located approximately 7km to the east of Chichester City Centre and to the north and northwest of the three villages of Westergate, Eastergate and Barnham. The site is located on the northern side of the A29 Nyton Road and is bounded by residential properties to the south, farmland to the north and the A29 Fontwell Avenue to the east, comprises 11 hectares of land and includes Nyton Nurseries which is currently in horticultural and residential use. The existing site is currently accessed on Fontwell Avenue in the form of a vehicle crossover. Existing site conditions are demonstrated in **Photographs 1 and 2**.



Photograph 1: Existing Site



Photograph 2: Vehicle Crossover on Fontwell Avenue

Travel Plan Structure and Approach

- 1.10 This TP has been informed by WSCC's Development Travel Plan Policy SPD and by the FTP and will discuss the following:

- Chapter 2 – Travel Plan Policy and Objectives
- Chapter 3 – Existing Conditions and Site Accessibility
- Chapter 4 – Proposed Development
- Chapter 5 – Indicative Baseline and Target Travel Patterns
- Chapter 6 – Travel Plan Strategy
- Chapter 7 – Implementation and Monitoring
- Chapter 8 – Summary and Conclusions

2. TRAVEL PLAN POLICY AND OBJECTIVES

2.1 The objectives of this TP have been designed to work alongside those set at national, regional and local levels. For reference these objectives particularly relate to:

- National Planning Policy Framework (NPPF);
- WSCC Transport Plan (LTP3) (2011-2026); and
- Arun District Council Local Plan (Draft) (2011 – 2031)

National Planning Policy Framework (NPPF)

2.2 The NPPF (Adopted March 2012) acts as the central guidance for development planning and replaces national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As defined in NPPF (Paragraph 36), a Travel Plan acts as a “key tool for realising a number of The Framework’s policies towards new developments, and is a requirement for developments which generate a significant amount of movement”. The following NPPF paragraphs are relevant to the Travel Plan:

Pursuing sustainable development involves seeking positive improvements in the quality of the built environment...as well as in people’s quality of life, including...

- Making it easier for jobs to be created in cities, towns and villages
- ...replacing poor design with better design
- Improving the conditions in which people live, work, travel and take leisure

(NPPF Para.9)

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

(NPPF Para.29)

Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion... In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of travel.

(NPPF Para.30)

Plans and decisions should ensure developments that generate significant movement are located where the need of travel will be minimised and the use of sustainable transport modes can be maximised.

(NPPF Para.34)

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people. Therefore, developments should be designed and located where practical to

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists and pedestrians, avoiding street clutter and where appropriate establishing home zone;

- Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- Consider the needs of people with disabilities by all modes of transport.

(NPPF Para.35)

West Sussex Transport Plan (LTP3)

2.3 The West Sussex Transport Plan (2011 – 2026) sets out West Sussex’s transport strategy and identifies a range of policy objectives, which are:

- Promoting economic growth;
- Tackling climate change;
- Providing access to services, employment and housing;
- Improving safety, security and health.

2.4 West Sussex’s LTP3 also identifies an implementation plan for Arun District, of which the key aims which relate to this TP are:

Maintaining roads and public rights of way to a good standard

All new developments should provide enough secure cycle parking to meet the needs of the development and be within close proximity to public transport.

Making the best use of the existing road network and improving the way in which the network is managed to reduce levels of congestion. For example, through the introduction of intelligent transport systems and improving public transport reliability.

Safeguarding against traffic generated by new development resulting in the capacity of the highway network being exceeded, by including measures to encourage sustainable travel behaviour.

Encouraging sustainable travel by improving the existing cycle and pedestrian network through improved signing, connecting routes where appropriate and repairing and maintaining surfaces.

Developing and implementing schemes which contribute to the completion of the Bognor Regis and Littlehampton cycle networks, particularly maximising opportunities for seafront cycle routes and enhancing routes which will be of particular interest to tourists.

Improving pedestrian accessibility throughout the District by enhancing existing pedestrian crossings, and providing new pedestrian crossing facilities at identified key locations.

Promoting sustainable transport choices through projects such as Safer Routes to School.



3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

- 3.1 This section of the TP is based on the 'Existing Travel Situation and Accessibility' section approved as part of the FTP, with details updated where required to the latest available information.
- 3.2 To help achieve this TP's objectives it is crucial to consider the site in relation to the local context in which it will evolve.

Local Conditions

- 3.3 As previously described the site is located to the north and northwest of the three villages of Westergate, Eastergate and Barnham, to the north of the A29 Nyton Road, which forms a principle distributor road through Westergate.
- 3.4 As identified in the FTP, the site's proximity to existing local amenities and public transport links presents an opportunity to encourage the use of sustainable travel modes particularly for walking and public transport. The accessibility of the site will only increase upon the completion of works associated with the wider development. A summary of walking and cycling times from the site access on Fontwell Avenue to local facilities is shown in **Table 1**.

Amenity (closest to site)	Appropriate walking distance (site access)	Walking Time (minutes)	Cycle Time (minutes)
Bus Stop	300m	<1	<1
Post Office	360m	5	2
Restaurant	500m	6	2
Doctors Surgery	640m	8	2
Westergate Community School and Day Nursery	700m	9	3
Ormiston Six Villages Academy	700m	9	3
Sports Centre	700m	9	3
Eastergate Primary School	740m	10	3
Convenience Store	830m	10	3
Barnham Railway Station	2.4km	30	8

Table 1: Distances and Journey Times to Local Facilities

- 3.5 The Chartered Institution of Highways and Transportation (CIHT) provides guidance for 'Providing for Journeys on Foot' (2000), which identifies 'desirable', 'acceptable' and 'preferred maximum' walking distances to local amenities and services. Where **Table 1** demonstrates local amenities and their distances from site via various travel methods, **Table 2** highlights the guidance proposed by CIHT.

	Local Centre (m)	Commuting/ school/ sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Table 2: CIHT Guidance for Providing Journeys on Foot

- 3.6 **Table 2** indicates that the majority of local amenities and services are within the ‘preferred maximum’ distance outlined by CIHT and therefore walking would be a convenient method of travel into local services.
- 3.7 As outlined in the FTP, Eastergate CE Primary School and Westergate Community School are located an estimated 500-900m to the south of the site. Both can be easily reached by foot and cycle. There are also another two primary schools and a secondary school situated within one mile of the site.
- 3.8 There are two sports/ leisure centres located close to the site. Six Village Sports Centre and Aldingbourne Community Sports Centre are located about 500-900m and 700-1100m from the site respectively, and are linked to the site by good continuous footways. The vast majority of facilities are situated in a southerly and south-easterly direction from the site access.

Local Pedestrian and Cycle Network

- 3.9 The local pedestrian network benefits from a gentle topography. Fontwell Avenue (onto which the site fronts) is supported by footways on the eastern side of the carriageway which connects to Barnham Road and Nyton Road. A footway is also provided on the western (site side) of the carriageway to the existing access to the site.
- 3.10 A comprehensive pedestrian network will be provided through the site which will connect residents, employees and local pedestrians to the local amenities such as the post office and doctor’s surgery. From here, pedestrians are well catered for with suitably wide footways along the pedestrian desire line to local amenities.
- 3.11 There are opportunities for leisure walking, as the site is well positioned at the edge of rural countryside, 1.6km from the South Downs National Park. In addition to this, there are several Public Right of Way (PROW) routes to the south and north of the site. The PROW in the vicinity of the site are demonstrated in **Figure 2**.

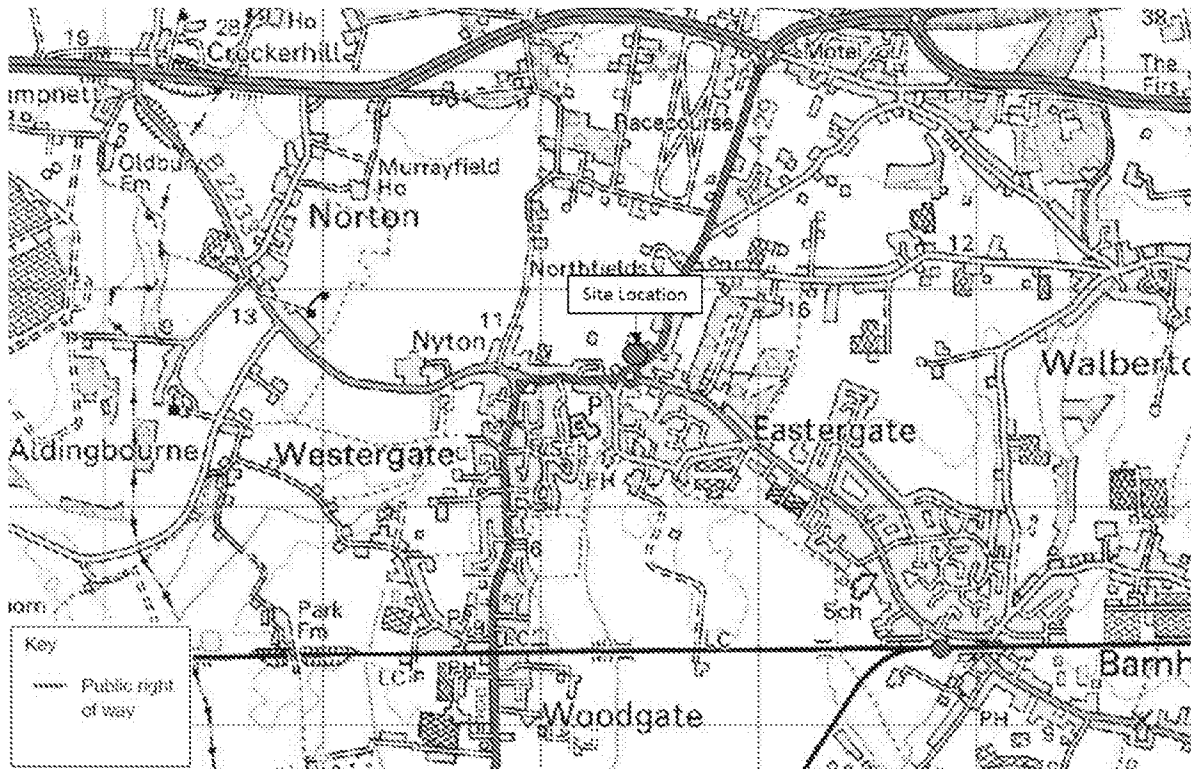


Figure 2: Local PROW's (obtained from WSCC's Public Right of Way Map)

- 3.12 Various pedestrian crossing points are located along pedestrian desire lines, including dropped kerbs and pedestrian refuge islands at the junction of Fontwell Avenue and along Nyton Road, illustrated below in **Photograph 3**.



Photograph 3 Pedestrian crossing, Fontwell Avenue

- 3.13 Whilst no designated cycle routes are in place in the immediate vicinity of the site, the local area (being a village environment) is naturally conducive to on-road cycling.

- 3.14 The development is offering some significant improvements (via contributions) to the cycle network in the area with the development of a pedestrian and cycle route along Nyton Road to its junction with Limes Avenue. The development also proposes the implementation of a signalised pedestrian crossing point on Nyton Road to facilitate access from the footway/cycleway into the Community Centre and schools. In addition to this a contribution will be made by the developer to fund a largely off-street cycle route to Barnham Rail Station, which would be implemented by WSCC at a later stage.

Local Bus Network

- 3.15 The site is located directly adjacent to the 'Collins Close' bus stops bus on Fontwell Avenue. The bus stop on the northbound carriageway of Fontwell Avenue in the location of the proposed site access will be relocated 56m to the north. These bus stops are equipped with flagpoles and timetables illustrated in **Photograph 4**.



Photograph 4: Collins Close Bus Stop, Fontwell Avenue

- 3.16 The stops on Fontwell Avenue are serviced by two frequent services; the 85 and the 85A which operate into Fontwell, Walberton, Arundel and Chichester every hour Monday to Saturday between 07:07-17:15. Journeys into Chichester take approximately 20 minutes. The Stagecoach 658 school bus service is also available from the westbound bus stop and provides access into Westergate Ormiston Academy once in the morning and once in the afternoon (during term time).
- 3.17 Further bus stops are available on Barnham Road and Nyton Road 160m from the site (a 2-minute walk), which provide a wider range of services to locations including Bognor Regis and Chichester.

- 3.18 These services connect to Chichester Bus Station, approximately 12km west from the site and is accessible via a 20-minute bus journey. Chichester Bus Station provides access to a wider variety of bus services including National Express and Stagecoach bus services, which operate into Portsmouth, Southampton and Gatwick Airport amongst other destinations.

Local Railway Network

- 3.19 The closest railway station to the site is Barnham Station, located 2.4km (a 30 minute walk or 8-minute cycle) to the south east. The station is equipped with 62 cycle spaces
- 3.20 Services from this station provide direct access to a range of locations including London Victoria (taking 1hr 33 minutes), Portsmouth and Southsea (taking 31 minutes), and Brighton (taking 46 minutes), amongst others. Trains typically stop at a frequency of two per hour to London Victoria and five per hour to Portsmouth Harbour.

Key Travel Resources

- 3.21 Sustainable travel opportunities are supported locally. **Table 3** provides summary of key travel resources.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling journey planner	www.cyclestreets.co.uk
Fix My Transport	Online facility for resolving local transport infrastructure problems	www.fixmytransport.com
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online travel journey planner	www.traveline.info

Table 3: Key Travel Resources

4. PROPOSED DEVELOPMENT

- 4.1 The approved development would comprises a 60 bed care home and 208 residential dwellings, which would be a mixture of flats and houses, with 10% of the general housing to be affordable. The proposed accommodation schedule is summarised in **Table 4**, whilst the site layout is included as **Appendix A**.

Unit Type	Quantity
Care Home	60 Bedrooms
Private	
2 Bedroom Flat	3
2 Bedroom House	7
3 Bedroom House	63
4 Bedroom House	107
5 Bedroom House	8
Affordable	
2 Bedroom Flat	8
2 Bedroom House	12
Total	268

Table 4: Accommodation Schedule

Parking Provision

- 4.2 The development would provide parking for the residential units in line with WSCC's Parking Standards. The 208 residential units are provided with a total of 604 allocated resident spaces and a further 57 unallocated spaces.
- 4.3 The 60 bed care home is provided with 22 spaces for staff and residents, including 4 disabled bays.
- 4.4 Further details of the site's parking strategy are provided within the RMTA also prepared by PBA.

Cycle Parking Provision

- 4.5 Cycle parking for each of the houses would be provided in garages (where space allows) or rear gardens, with communal storage areas provided for the proposed flats and an internal cycle/ mobility scooter store also provided for the care home.
- 4.6 The TPC should undertake regular site visits and if demand is shown for additional cycle parking (e.g. cycles locked to railings or lampposts), they should explore opportunities to provide further cycle parking.

Pedestrian/Cycle Access and Internal Layout

- 4.7 The development proposes access via a priority bellmouth on A29 Fontwell Avenue, which would be facilitated by a ghost island right turn lane. A footway/cycleway would be provided into the site from Fontwell Avenue, with the existing footway to the south widened to Memorial junction to the west as part of the site access works.
- 4.8 In addition the site would also benefit from multiple pedestrian accesses. Pedestrian and emergency vehicle access is proposed on Northfields Lane to the west of the site. The site has pedestrian right of way access over this private road, which provides a connection to local amenities located to the north. This route would provide easy access to Nyton Road for Plots located to the west of the site.
- 4.9 Two further pedestrian/cycle accesses are proposed to the southwest of the site from Appogee House. It is proposed that a c.3m wide footway/cycleway is provided onto Nyton Road from within the site, with a further 2m wide footway provided to the north adjacent to Plot 187. To extend the proposed 3m wide footway/cycleway further, as part of the development it is proposed that works would be undertaken to extend this route from Appogee House to the junction between Nyton Road and Limes Avenue. The development of this route would ensure that the site is easily accessible to local facilities and services along Nyton Road.
- 4.10 Details of works to be undertaken as part of a Section 278 Agreement are provided within the RMTA.

Contributions

- 4.11 As previously mentioned in Section 3 a number of contributions would be made to further improve local conditions for pedestrians and cyclists. The site would contribute towards to the implementation of a signalised pedestrian crossing at the junction between Nyton Road and Limes Avenue, which would facilitate the proposed footway/cycleway along Nyton Road. A contribution of £100,000 would be paid to WSCC to implement these changes.
- 4.12 To further improve local conditions the site would also pay a sum of £500,000 to fund the development of the Eastergate – Barnham footway/cycleway.

5. INDICATIVE BASELINE AND TARGET TRAVEL PATTERNS

5.1 As part of the FTP the TRICS database was consulted for multimodal surveys to anticipate the likely modal split. The results of this assessment were used to inform indicative targets for the TP. As the site proposals will include the development of a 60 bed care home (in replacement of the aforementioned retirement units) and 208 residential units an updated TRICS multimodal assessment has been undertaken using the agreed outputs for the proposed flats and houses. The TRICS database was consulted for Care Homes (elderly residential) within edge of town centre and edge of town locations in England and Wales (excluding Greater London). The resulting 12 hour multimodal trip generation is summarised in **Table 5**, with outputs included in **Appendix B**.

Unit Type	Quantity	Car Driver	Pedestrians	Public Transport	Cyclists
Houses + Flats	208	1,065	359	19	46
Care Home	60 bed	91	52	4	3
Total	268	1,156	411	23	49
Percentage Split	-	71%	25%	1%	3%

Table 5: 12 Hour Multimodal Trip Generation

5.2 This assessment indicates that the majority of trips are anticipated to be undertaken by car (71%), with 25% of site users travelling on-foot over a 12 hour period. This indicates that walking is anticipated to be a primary sustainable mode of travel on-site, with public transport anticipated to accommodate 1% of site trips and cycling 3%. The results indicate that walking, cycling and local public transport should be promoted as part of this TP to encourage a decrease in single occupancy vehicle trips.

5.3 The above assessment does not however take into consideration existing infrastructure and conditions within the local area and therefore site modal shares have been obtained from 2011 Census Method of Travel to Work data for the Arun 003 ward (E02006544), to confirm the sites indicative modal shares. This ward covers the site and local area to the east, west and south. This data has been used to calculate the percentage of people travelling using each method of transport, and is shown in **Table 6**, with the full outputs attached as **Appendix C**.

Work from Home	Train	Bus	Taxi	Motorcycle	Car	Car Passenger	Bicycle	On Foot	Other
20.5%	5.7%	0.7%	0.3%	0.9%	58%	4.8%	3.2%	5.6%	0.4%

Table 6: Method of Travel to Work Data

- 5.4 **Table 3** indicates that the majority of residents in the local area (58%) travel by car with only 4.8% of car trips including a passenger. The results from Arun 003 also indicate that a large percentage of the local population work from home (20.5%) which suggests that measures could be promoted to further encourage this as part of this TP. Local public transport trips are low with a total of 6.4%, with travelling by train the most favourable option. Active travel modes are fairly popular with 3.2% cycling and 5.6% walking and indicates that places of work are accessible within a short walking/cycling distance and therefore local walking and cycling routes should be promoted as part of this TP.

Targets

- 5.5 The FTP outlines two targets which should met over the lifetime of this TP, following 50% occupation. These aims are summarised in **Table 7** and are considered to be the overarching goals of this TP.

Number	Target
1	To reduce the number of vehicle trips generated by the site, over a 12 hour period (weekday 0700-1900 hours), by a minimum of 10%
2	To reduce the peak hour trip rate of a development to ensure there is no 'material impact' on the surrounding network

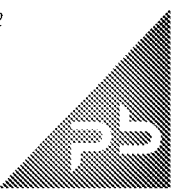
Table 7: Framework TP Targets

- 5.6 In order to meet the overarching targets outlined within the FTP this TP proposes SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets which are to be met over a 5 year period. The TP would commence at 50% occupation. The targets set as part of this TP have been based on the 2011 Travel to Work Census data and focus on four target areas as summarised in **Table 8**.

Target	Objective	Baseline	End of Year 5 Target	Model Share End of TP
TP1	To reduce the number of single occupancy trips to/from site.	58.9%	-10%	48.9%
TP2	To increase the number of residents car-sharing.	4.8%	+2	7.8%
TP3	To increase the number of residents travelling by public transport.	6.7%	+3	9.4%
TP4	To increase the number of residents walking and cycling.	8.8%	+4	12.8%
TP5	To increase the number of residents working from home	20.5%	+1	21.5%

Table 8: Indicative Baseline Targets

- 5.7 A more accurate site specific baseline modal share will be determined through surveys completed at several milestones relating to the development's occupation. In line with the FTP baseline travel surveys will be undertaken at 50% occupation. This will allow confirmation of the site's anticipated modal splits and will allow targets to be agreed with WSCC's TPO before the official start of the TP. Following full occupation these surveys would be undertaken on a biennial basis (in line with the monitoring strategy proposed in the FTP).
- 5.8 In line with the FTP and WSCC's TRICS SAM monitoring approach and TRICS SAM best practice, biennial TRICS SAM surveys will be undertaken.



6. TRAVEL PLAN STRATEGY

- 6.1 The following section recommends a proposed TP strategy, which incorporates the strategy proposed in the FTP. The strategy of this TP is to be evolved by a Travel Plan Coordinator (TPC) throughout the lifetime of the TP. The measures proposed are influenced by the site's location, the TP aims and targets and local and national planning policy. A majority of the measures chosen could also be continued by residents and users of the care home beyond the official monitoring period.
- 6.2 Whilst the large majority of measures outlined in this TP would focus primarily upon the promotion and awareness of local infrastructure, a number of hard measures are proposed as part of the development.
- 6.3 The site access onto Fontwell Avenue would include southern footway on Fontwell Avenue towards Memorial Junction.
- 6.4 To further facilitate easy access into the site for pedestrians and cyclists two further pedestrian and cycle accesses are proposed. A pedestrian access is proposed from Northfields Lane, with a footway/cycleway proposed to the south western corner of the site. The proposed footway/cycleway would front onto Nyton Road in the vicinity of Appogee House and would continue to the junction between Nyton Road and Limes Avenue.
- 6.5 In addition a number of contributions would be paid for by the development, with the works undertaken by WSCC at a later stage. The development will contribute towards the implementation of a signalised pedestrian crossing between Nyton Road and Limes Avenue, which would facilitate the safe crossing of pedestrians. The development will also pay a contribution for the development of the Eastergate – Barnham footway/cycleway.
- 6.6 The improvement of local pedestrian and cycle infrastructure as part of the site and by WSCC would help to further encourage residents and site users to travel via sustainable modes.

Travel Plan Coordinator (TPC)

- 6.7 The role of TPC would be part-time over the course of the TP. The TPC would be responsible for implementing and monitoring the TP through collaboration with residents, care home staff, WSCC's TPO and the developer to ensure they are included at every stage.

6.8 More specifically the role of the TPC requires:

- Overseeing the development of the TP;
- Implementing an effective marketing strategy and raising awareness;
- Staying informed on local, regional and national campaigns and promotions;
- Acting as the point of call for all TP related queries;
- Liaising with residents, care home staff and house manager, Taylor Wimpey and WSCC's TPO; and
- Coordinating the monitoring and evaluation of the TP including the organisation of TRICS SAM and travel surveys.

Key Stages Pre-Occupation

6.9 In order to meet the key objectives of this TP, it is essential that a number of measures are implemented at an early stage. The objectives set out within this TP should be reviewed annually by the TPC to ensure that targets remain relevant and achievable. Prior to first occupation the TPC should complete all preliminary tasks identified in the Action Plan included as **Appendix D**.

6.10 Taylor Wimpey would be required to appoint a TPC at least 3 months before first occupation, who's details would be provided to WSCC's TPO. The TPC would implement the preliminary tasks agreed within the approved TP Action Plan and prepare a database for holding important contact details (residents, staff, TPO, forums etc.) alongside liaison with other local TPC's.

Key Stages: Following 50% Occupation

6.11 The TP would become fully active upon 50% occupation and would remain active for a period of 5 years following that date. The ultimate aim of the TP is for residents (and staff of the care home) to take over the day to day implementation of the TP and for it to become firmly embedded within the local community.

6.12 The Action Plan agreed with WSCC's TPO at the preliminary stage would be expended upon over the lifetime of the TP, thorough the implementation of a variety of measures. These measures would be determined through liaison with residents, staff, WSCC's TPO and other key players (for example other local TPC's). These measures are discussed in further detail in the remainder of this section, and are included in the Action Plan; contained as **Appendix D**.

Financial Incentive: Travel Gift

- 6.13 As stated within Section 6 of the FTP, travel vouchers worth £150 will be provided to the first occupants of the proposed houses, with potential for these vouchers to be extended to the care home staff. This would be in the form of a bus or cycle voucher, which would be negotiated by the TPC through liaison with local bus companies and cycle shops. The voucher would be valid for a period of 6 months to encourage cycle/bus use from the outset, with terms and conditions clearly stated on the voucher. An example of a 'Travel Gift' voucher is attached as **Appendix F**.
- 6.14 Provision of these incentives would be entitled by the completion of a residents' travel survey in the form of a questionnaire. Subsequent travel surveys would be undertaken annually and could include an additional incentive for survey completion.

Walking and Cycling Measures

- 6.15 This TP has previously summarised the local walking and cycling networks and facilities available within close proximity to the site and has outlined the planned works to be undertaken by WSCC and the developer. Local cycle routes and facilities would be promoted to residents using the £150 travel voucher as an additional incentive to purchase a bike/equipment, with details of the most direct routes and times provided through the preparation and maintenance of a dedicated site webpage and within resident welcome packs, and with regular updates provided in the bi-annual newsletters. Information on local walking and cycling routes would include safe routes to the local schools. The TPC should work alongside the care home's house manager to ensure that staff are aware of local walking and cycling routes.
- 6.16 Sales staff should be briefed on the opportunities for walking and cycling in the local area and should promote these to prospective residents at the point of sale, along with the 'hard infrastructure' in place including cycle parking and the proposed footway/cycleway.

Public Transport Measures

- 6.17 The site's close proximity to the local bus network is a primary asset for this site, with local services operating into Chichester which provide further connection to wider bus services including national express bus services to Portsmouth and London. Whilst Barnham Rail Station is not located within a short walking distance of the site, the station is accessible via a 7 minute cycle. Conditions of the route between the site and the rail station would be improved by WSCC using the contributions made by the development.

- 6.18 To ensure that the use of local services is maximised, the timetable of these services would be made available to residents via the TP webpage, within resident welcome packs and with regular updates provided in the bi-annual newsletters. The TPC would include a cost benefit analysis to highlight the benefits of travelling via public transport and would promote WSCC's Journey planner to residents. Promotion of public transport should form a critical element of this TP, particularly given the planned improvements by WSCC. The use of public transport will be further incentivised through promotion of the £150 travel voucher. The TPC would also seek to work alongside the care home's house manager to ensure that residents are aware of their eligibility for a free bus pass.
- 6.19 Again, sales staff should promote opportunities to travel by public transport to prospective residents, and should keep up-to-date with any changes in timetable information.

Sustainable Private Car Use and Car Sharing

- 6.20 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.21 Car sharing website's such as West Sussex Car Share (www.westsussexcarshare.com) would be promoted by the TPC and would help to reduce pollution and congestion. The West Sussex Car Share website provides information about car sharing and helps to find potential car sharing partners. Promotion of the car sharing websites would help to reduce the number of single occupancy vehicle trips generated by the site. The TPC would monitor the uptake of car sharing and would determine the need for a site specific car sharing scheme.
- 6.22 Electric and hybrid vehicles are becoming a key aspect of sustainable transport and therefore the TPC should also promote the uptake and usage of both electric and hybrid vehicles, with awareness raised of the active charging points available in the local area through the use of the bi-annual newsletters and the dedicated TP webpage.

Home and Remote Working

- 6.23 Options for home and remote working are becoming popular practices for many companies. Although this TP has limited scope to adjust workplace practices, it can ensure that residents are aware of smarter working practices and options to work from home, particularly as Census data indicates that currently 20.5% of people in the local area work from home.

Local Area and Site Visitors

- 6.24 The TP should not develop in isolation from the local community and therefore the TPC would seek to maximise liaison and communication between local resident group and community groups. As part of this TP the TPC will also encourage and extend sustainable travel opportunities to any visitors travelling to/from the site. Residents' own positive sustainable travel experiences should have a knock-on effect on site visitors.

Communication and Marketing

- 6.25 The co-ordination of TP documentation within resident information / welcome packs and subsequent local communication opportunities (e.g. through resident groups, newsletters and an online webpage) adds a significant weight which would be added to the marketing campaign for the TP.
- 6.26 The TPC would develop a TP logo; an easily identifiable symbol synonymous with the TP. This would be used on all TP material and used within the co-ordinated marketing campaign and communication forms below;

- The travel welcome pack
- Six monthly newsletter
- Use of social media

Travel Planning Website

- 6.27 The TPC should explore opportunities to provide residents with a site specific website such as PBA's Travel Planning Website (pbatravelplan.com) or a dedicated webpage on an existing website (if available). The webpage would provide information on site accessibility and sustainable travel options and could also provide information on and promote the following:

- Introduction to the TP;
- Accessibility map;
- Walking, cycling and public transport links and journey planners;
- Any travel news which may affect residents;
- Biennial TRICS SAM and travel survey results;
- Local TP forum minutes;
- Development Newsletters; and
- Local discounts/ travel vouchers available to the development.

Action Plan

- 6.28 To accompany this TP a proposed Action Plan complete with costs has been developed, which sets out the measures which would be implemented by the TPC. The measures have been split into modes of travel and include the preliminary measures that would need to be undertaken by the TPC. The proposed Action Plan is attached as **Appendix D**, and would be agreed with WSCC's TPO during the preliminary TP period.

7. IMPLEMENTATION AND MONITORING

- 7.1 The role of the TPC would be appointed by the developer and would be part time over the lifetime of the TP. On appointment contact details of the TPC would be provided to WSCC, to ensure that a clear dialogue is possible from the first introduction of the TP. The TPC is responsible for the day to day implementing and monitoring the TP's targets and measures in liaison with WSCC's TPO and the developer. The early stages of a TP are relatively time intensive and the budget should be 'front-loaded' to take into account the work that is required to establish the TP.

Travel Plan Forums

- 7.2 The TPC would be required to attend any Travel Forums to ensure that the TP is well coordinated, remains relevant and is understood by residents.

Travel Plan Monitoring

- 7.3 The TPC would undertake a consistent monitoring approach for the implementation of the TP, with the following aims in mind:
- Ensuring that biennial TRICS SAM surveys and travel surveys are undertaken at defined intervals;
 - Ensuring that all are informed of the TP's aims and objectives including WSCC's TPO, residents, staff of the care home, the local community and the developer;
 - That the TP is being adopted, at least in part by the local community/residents beyond the life of the monitoring period; and
 - Respondee fatigue is avoided by securing a time-efficient, user friendly and incentivised method of data collection which benefits and supports subsequent TP implementation.
- 7.4 This TP's approach acknowledges the above and the proposed monitoring approach is shown in **Table 9** and summarised within the subsequent paragraphs.

Preliminary Period	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Resident travel survey at 50% and full occupation	TRICS SAM	Resident Travel Survey	TRICS SAM	Resident Travel Survey	TRICS SAM + compare to Year 5 target

Table 9: Travel Plan Monitoring Strategy

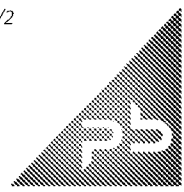
- 7.5 A baseline travel survey of the site would be undertaken at 50% occupation and again once the site is fully occupied, to establish site travel patterns and the objectives of the TP. This will ensure that these targets are realistic and achievable over a 5 year period. An example of a resident travel survey is included as **Appendix E**.
- 7.6 It is proposed that biennial TRICS SAM surveys are undertaken of the site to monitor the changing needs of the site over the lifetime of the TP, in line with TRICS SAM best practice.
- 7.7 The results of all site surveys will be available for residents to view on the development's dedicated TP webpage (if available) and within bi-annual newsletters. Results would also be presented at resident meetings and displayed on a community notice board if one is available within the care home.
- 7.8 The TPC would seek to achieve an acceptable response rate from residents following the completion of travel surveys at the baseline stage and in years 2 and 4. Over the course of the TP responses are likely to decrease and therefore the TPC would work alongside WSCC's TPO to ensure that response rates are adequate.
- 7.9 An annual monitoring/progress report will be produced and submitted by the TPC to WSCC's TPO within 3 months of each survey taking place. The annual monitoring report would outline how the TP has been implemented along with a presentation of results and an outline of the future monitoring strategy including any revisions.

Community Handover

- 7.10 Upon the completion of the official monitoring period in Year 5, the TP would be handed over to the local community/residents to continue. A handover strategy would be devised by the TPC through liaison with WSCC's TPO and the development's resident group (if available).

Overcoming Barriers to Success

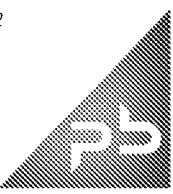
- 7.11 Mismanagement can become a potential barrier to the successful implementation of a TP. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with WSCC's TPO officer should ensure that mismanagement does not occur.
- 7.12 The evolution of the TP over the 5 year period would highlight aspects of the TP that were successful, which would be used as a guide when proposing remedial measures.



- 7.13 Whilst specific remedial measures have not been identified within the TP, such measures would be identified through discussions with WSCC's TPO. The 5 year budget for implementing the TP would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in Year 1, there would be budget in Year 2 to rectify this and change to new measure is needed.

Travel Plan Costs and Fees

- 7.14 In line with WSCC's Travel Plan Policy SPD and the Section 106 Agreement an auditing fee of £1,500 would be payable to WSCC to monitor the site over a period of 5 years.



8. SUMMARY AND CONCLUSIONS

- 8.1 This TP has been prepared by PBA on behalf of Taylor Wimpey to support a Reserved Matters application for a 268 unit residential development comprising 208 residential dwellings and a 60 bed care home on land off of Nyton Road, Westergate.
- 8.2 A TP is a strategy that supports national and local policies by supporting an increase in sustainable travel modes and the accessibility of developments. A TP is an evolving process which requires monitoring and input from the TPC, residents, Taylor Wimpey and WSCC's TPO to ensure that targets remain relevant and achievable.
- 8.3 The TP's primary aim is to encourage sustainable development by reducing the impact of the development's travel demands, by raising awareness of, and promoting more sustainable travel practices.
- 8.4 An indicative baseline travel modal split and targets have been established for the proposed development site. These baseline targets would be reviewed, revised and agreed with WSCC where necessary. A baseline travel survey would be undertaken at 50% occupation, with a further survey undertaken following full occupation, to confirm modal splits. The overall target of this TP is to achieve a 10% modal shift away from single occupancy vehicle car use and towards more sustainable methods. Targets and measures set in this TP will be revised upon the completion of baseline surveys and would be agreed with WSCC's TPO.
- 8.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should help achieve TP targets in the long-term.
- 8.6 The TPC would oversee the implementation of all aspects of the TP and would work alongside WSCC, residents and the developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the TP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.