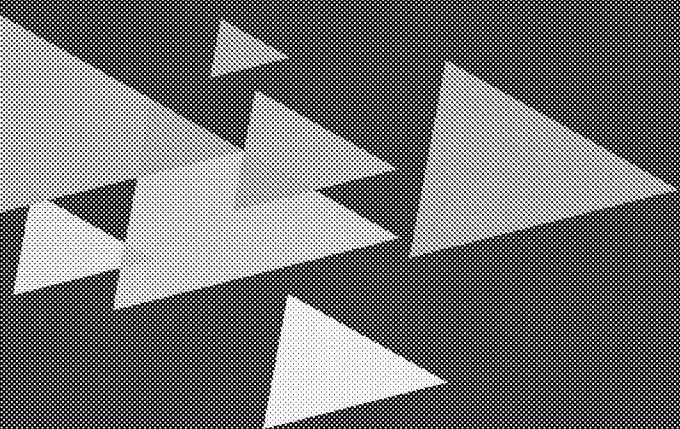




Proposed Leisure Development
Rustington Golf Centre, Golfers
Lane, Angmering

Travel Plan

For

Rustington Golf Centre Limited

Document Control Sheet

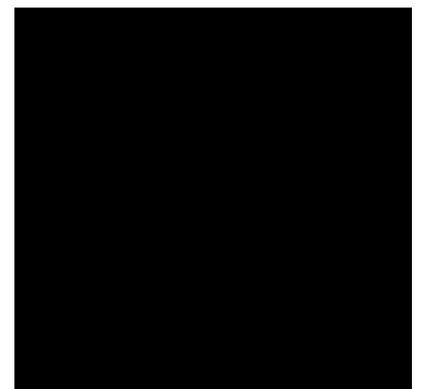
Travel Plan

Proposed Leisure Development, Rustington Golf Centre, Golfers Lane, Angmering

Rustington Golf Centre Limited

This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
27/04/2017	1 st Draft	James Werby	Devinda Kumarasinghe
28/04/2017	Final	James Werby	Devinda Kumarasinghe



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1.0 Introduction

- 1.1 This Travel Plan has been prepared on behalf of Rustington Golf Centre Limited in respect to the proposals for a leisure development located within the Rustington Golf Centre, Golfers Lane, Angmering.
- 1.2 The application site forms part of the Rustington Golf Centre and is located approximately 300 metres to the northwest of the New Road (A259) / Mill Lane / Golfers Lane roundabout. The site is within an area of mixed land uses including residential, commercial and green space. The site falls within the administrative boundaries of Arun District Council (ADC) and West Sussex County Council (WSCC).
- 1.3 The application site forms part of the Rustington Golf Centre and is located approximately 300 metres to the northwest of the New Road (A259) / Mill Lane / Golfers Lane roundabout. The site is within an area of mixed land uses including residential, commercial and green space. The site falls within the administrative boundaries of Arun District Council (ADC) and West Sussex County Council (WSCC).
- 1.4 The leisure development proposal comprises of 963 square metres of pub / restaurant use (Class A3 / A4), 2,254 square metres of hotel use (Class C1), 555 square metres of nursery use (Class D1), 2,544 square metres of trampoline / laser centre (Class D2), a 3,807 square metre retail unit, 465 square metres of changing facilities (Class D2), forest adventure and a 100 square metre kiosk (Class D2). The provision of 278 car parking spaces is proposed via a separate car parking area. Access to the leisure development is proposed via the existing access road off Golfers Lane.
- 1.5 Planning permission was granted in January 2017 (planning reference: A/77/16/PL) for a similar leisure development that maintains most of the uses mentioned above excluding the retail unit, which was previously proposed to be 9 five a side football pitches. Other aspects of the application have also changed such as parking numbers and servicing arrangements.
- 1.6 The purpose of the Travel Plan is to provide a 'manual' for the Travel Plan Coordinator (TPC) who will be appointed to oversee the implementation and development of the measures set out in the document, which will seek to provide a long-term strategy for encouraging staff and visitors to reduce their dependency on travelling as single occupancy car drivers in favour of more sustainable modes.
- 1.7 Since the travel behaviour and patterns of future staff and visitors are not yet known, measures will seek to encourage a progressive decrease in the proportion of staff and visitors travelling as single occupancy car drivers. Having the Travel Plan in place prior to occupation of the site will enable measures to be implemented in order to benefit staff and visitors and give them a real choice of travel. A baseline staff and visitor travel survey will be undertaken after 3 months of the development being occupied. The results of the baseline survey and any adjustment to measures will be provided to West Sussex County Council's Travel Plan Officer for approval within three months of the travel surveys being undertaken.

Objectives

- 1.8 The objectives of this Travel Plan are:
 - ✧ To reduce reliance on single occupancy car journeys;
 - ✧ To provide opportunities for active healthy travel;
 - ✧ To facilitate access to key amenities;
 - ✧ To influence the level of private car journeys to and from the site in order to reduce air pollution and the consumption of fossil fuels;
 - ✧ To increase the proportion of journeys to and from the site by sustainable modes of transport; and
 - ✧ To promote walking and cycling as a health benefit to staff and visitors.

Means of Achieving Objectives

- 1.9 The Travel Plan represents a long-term strategy for reducing the dependence of staff and customers on single occupancy private car travel. The aims of the strategy are (a) to increase the awareness of staff and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and (b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by other modes.
- 1.10 The remainder of this document is divided into five chapters:
- » Chapter 2 commences with a review of national and local transport policies;
 - » Chapter 3 describes the existing provision of transport infrastructure and services;
 - » Chapter 4 sets out the process for managing the Travel Plan;
 - » Chapter 5 presents the Travel Plan measures and initiatives; and
 - » Chapter 6 details a monitoring strategy, including baseline and targets setting.

2.0 Policy Context

National Policy

National Planning Policy Framework

- 2.1 The National Planning Policy Framework (NPPF), which was published on 27th March 2012, sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development and that planning decisions should have regard to local circumstances. In this regard, promoting sustainable transport forms an important element of the NPPF and states at paragraph 29 that:

"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."

- 2.2 With regard to new developments, paragraph 17 of the policy states that planning should:

"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable".

Paragraph 35 therefore requires developments (where practical to do so) to be located and designed to *"...give priority to pedestrian and cycle movements, and have access to high quality public transport facilities..."*

- 2.3 The NPPF also states:

"A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

- 2.4 A Travel Plan is a package of measures designed to enhance the level of accessibility of a site by means of travel other than single occupancy car use. A Travel Plan can bring a range of benefits, not only to staff and visitors but to the wider community. Benefits include improved health, cost savings, reduced demand for parking on-site and less congestion locally.

Planning Practice Guidance on Travel Plans (2014)

- 2.5 The Planning Practice Guidance on Travel Plans largely replaces previous national guidance on Travel Plans and sets out the key principles to be taken into account in preparing these documents. The guidance states that Travel Plans should be:

- ✧ *"Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- ✧ *Established at the earliest practicable possible stage of a development proposal;*
- ✧ *Tailored to particular local circumstances; and*
- ✧ *Brought forward through collaborative ongoing working between the Local Planning Authority/Transport Authority, transport operators, Rail Network Operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

Good Practice Guidelines – Delivering Travel Plans through the Planning Process (2009)

- 2.6 Whilst the document 'Good Practice Guidelines – Delivering Travel Plans through the Planning Process' has been superseded by the Planning Practice Guidance referred to above, it is referenced here as it provides useful information on the processes involved in the preparation of Travel Plans.
- 2.7 The guidelines also cite thresholds from the document 'Guidance on Transport Assessment' for when a Travel Plan should be required. Furthermore, the guidelines provide advice for the design and content of Travel Plans with the following key messages:
- ✧ "The Travel Plan should take the form of a single integrated document containing all key information;
 - ✧ Each site is unique, so will be each travel plan: it needs to reflect the activity and its location;
 - ✧ Different travel plans are needed for different types of development;
 - ✧ Establish clear agreed objectives and outcomes specific to the site through early discussions on the travel plan;
 - ✧ Link the measures proposed and the targets to the outcomes required;
 - ✧ The Travel Plan should contain 'hard' and 'soft' measures together in a complementary way where explicit measures are included;
 - ✧ All parties need to ensure that the outcomes are stretching but realistic and the measures are deliverable;
 - ✧ The travel plan should consider both 'stick and carrot' measures; and,
 - ✧ All parties should ensure that the implementation, monitoring and management aspects are fully addressed in the Travel Plan."

Regional Policy

West Sussex Local Transport Plan & Travel Plan Policy

- 2.8 West Sussex County Council's (WSCC) Third Local Transport Plan (LTP): 2011-2026 sets out a long-term strategy to deliver sustainable improvements in quality of life, local economic performance and social inclusion. The objectives detailed within the LTP include to:
- ✧ Reduce unnecessary trips by motorised vehicles and encourage use of more sustainable modes of transport; and,
 - ✧ Reduce the need to travel at all by encouraging the provision of local services.
- 2.9 In order to meet these objectives, WSCC has also adopted specific Travel Plan Guidance to aid the preparation and implementation of Travel Plans associated with new development in West Sussex.

Local Policy

Arun District Local Plan

- 2.10 Planning applications within Rustington are assessed against the planning policies that are saved from the adopted 'Arun District Local Plan 2003'. The transportation policies that are relevant to the proposed development are:
- ✧ GEN4 – When considering proposals for new development, consideration will be given to the effect the proposals will have on demand for transport. Planning permission will be granted for new development, provided that:
 - (i) it is located so as to minimise the demand for travel;

- (ii) it does not materially add to existing road congestion and air pollution; and
 - (iii) appropriate provision is made for safe and convenient access by public transport, cyclists and pedestrians.
- GEN12 - The Local Planning Authority will base its consideration of the need for on-site parking provision on its parking standards contained within this Plan. Provision of parking in excess of these standards will not be allowed.
 - GEN14 - The Council will support the provision of comprehensive public transport services throughout the District, and encourage improvements to be made to services wherever possible. Where appropriate, new development will be required to make provision for public transport facilities.
 - GEN15 - Where appropriate, new development will be required to provide safe and attractive facilities for cyclists and pedestrians, both within the site and in the form of links to the surrounding area.
 - GEN16 - The Council will protect the rights of way network and will support and encourage improvements and enhancements. Development will not be permitted which would have an adverse impact on the use of a right-of-way. The rural characteristics of rights of way outside of the built up area boundaries should be retained.

Arun District Local Plan 2011-2031

2.11 The Arun Local Plan 2011-2031 sets out the Council's vision for the development of Arun up to 2031. The transportation policies that are relevant to the proposed development are:

- Policy T SP1 – Transport and Development - The Council will support development which:
 - a) *is designed to reduce the need to travel by car by identifying opportunities to improve access to public transport services and passenger transport services whilst making provision for safe access to the highway network through improvements to the existing road network;*
 - b) *is incorporated into the District's green infrastructure network and gives priority to pedestrian and cycle movements;*
 - c) *protects committed and indicative lines of major road schemes from development and, where applicable, contributes towards new road schemes which improve north-south links between Bognor Regis and Littlehampton and the A27, to ensure that they are delivered in line with strategic growth in the District;*
 - d) *incorporates appropriate levels of parking in line with West Sussex County Council guidance on parking provision and the forthcoming Arun Design Guide taking into consideration the impact of development upon on-street parking; and*
 - e) *is supported by an effective and deliverable Transport Assessment which demonstrates that the transport effects of development on the local and strategic road network can be satisfactorily mitigated and a Travel Plan, which is effective and deliverable.*

3.0 Baseline Conditions

- 3.1 To allow a considered view to be drawn on the transport related matters associated with the proposed development this section of the report sets out details of the existing site location and surrounding area, exiting site use and access, local highway network, sustainable transport and access to local facilities.

Site Location and Local Road Network

- 3.2 The application site is bounded by New Road (A259) to the south, Golfers Lane to the east and the golf green to the west and north. The Rustington Retail Park is located approximately 700 metres to the southeast of the site, which comprises a Sainsbury's superstore as well as other non-food retail units. Brookside Business Park, which includes mainly appliance stores is located approximately 1 kilometre to the south of the site. The predominant areas surrounding the site are made up of a golf course and open space to the north of the site and residential areas within the surrounding locality. The location of the site in relation to the local area is shown in Figure 3.1.

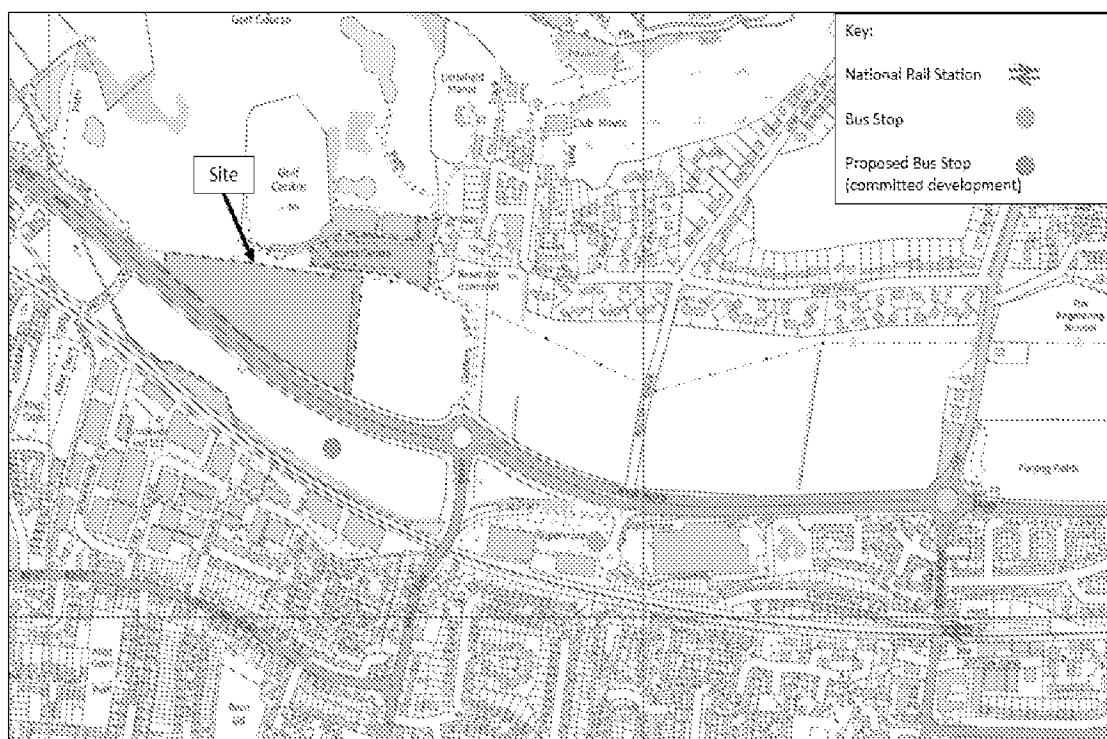


Figure 3.1: Site Location

Existing Site Use and Access

- 3.3 The site forms part of the Rustington Golf Centre and is currently a three hole academy golf course. The land is located to the south west of the Golf Centre, Virgin Active Health Club and an Out of Bounds leisure facility, which provides 329 standard and 16 accessible car parking spaces. The site is accessed via Golfers Lane to the east of the site. Golfers Lane is approximately 5.5 metres in width and allows two way vehicular movement between the site and the strategic road network at its southern end via the A259 / Mill Lane roundabout.

Local Highway Network

- 3.4 New Road (A259) is a strategic transport route. It takes the form of a dual-carriageway with two lanes in each direction and is subject to a 50 miles per hour speed limit. To the east, the A259 provides access towards Eastbourne, whilst to the west it provides access towards Chichester. Mill Lane is a two way carriageway with a single lane in each direction. Mill Lane is located to the south of the site and provides access towards Brookside Business Park and local residential areas within the vicinity of the site. Mill Lane connects with Ash Lane to the south which provides access to the south coast and towards Littlehampton.

Accessibility by Foot and Cycle

- 3.5 Golfers Lane is a private access road, which does not have surfaced footway. In the vicinity of the site, there are footways on both the southern and northern sides of the A259 to the east of the site.
- 3.6 As part of the consented scheme (planning reference: A/77/16/PL) a shared use cycle and pedestrian facility on the northern side of the A259, which was implemented as part of WSCC improvement works, has been extended to the west to provide access to the site for pedestrians and cyclists.
- 3.7 There is also dual pedestrian / cycle route provided along the southern side of New Road, between its junctions with Mill Lane and Station Road, which links Mill Lane and Rustington Retail Park. Toucan crossing facilities are provided at the signalised junction of New Road and Rustington Retail Park access.
- 3.8 The permitted developments that are located opposite to the site (planning reference A/125/13 and A/23/15) include the provision of a shared footway / cycleway along the southern side of the A259 and both the western and eastern sides of Mill Lane, which will link to the existing footway / cycleway off Mill Lane. This footway / cycleway, will provide access to residential areas to the south and Rustington Retail Park to the east via Mill Lane. A new puffin traffic signal controlled crossing on Mill Lane also forms part of planning application A/125/13.

Accessibility by Public Transport

- 3.9 The closest bus stops to the site are located at Rustington Retail Park, 700 metres to the south east of the site as shown in Figure 3.1. There are also bus stops located on Mill Lane situated approximately 900 metres south of the site. The table below provides a summary of bus services and destinations available from these bus stops.

Service Number and Route		Approximate Frequency		
		Monday - Friday	Saturdays	Sundays
12	Sainsbury's - Rustington - Littlehampton - Wick - Tesco	Every Hour	Every Hour	No Service
602	Rustington - St Philip Howard School	07:41 and 15:56	No Service	No Service

Table 3.1: Bus services and frequencies

- 3.10 Proposals set out in planning application A/125/13 also include the provision of a bus layby and shelter. The implementation of this new bus facility will bring bus facility within approximately 500 metres walking distance of the application site.
- 3.11 Angmering rail station is located approximately 1.3 kilometres to the southeast of the site with all of the trains serving the station operated by Southern. In the eastbound direction the station is served by trains 5 times per hour to London Victoria, 4 times per hour to Brighton and in the westbound direction it is served by trains 2 times per hour to Portsmouth Harbour, Southampton Central and Littlehampton.

4.0 Management Strategy

- 4.1 This section describes the responsibilities associated with implementing the Travel Plan. It aims to act as an instruction manual to the personnel involved.

Appointment of Travel Plan Coordinator

- 4.2 Prior to the development becoming occupied, a Travel Plan Coordinator (TPC) will be appointed by the developer. The TPC will take responsibility for the Travel Plan and oversee the implementation of measures specified within it. It is envisaged that this role will be undertaken either by an external consultant, an existing employee of the developer, or an appropriate representative of the new community, following briefing on the requirements of the role. Details of the TPC will be provided to WSCC's Travel Plan Officer three months prior to initial occupation, as well as being included in Travel Information Packs (TIP) for staff and visitors.

- 4.3 The main responsibilities associated with the role of the TPC are as follows:

- To lead in the implementation of the Travel Plan;
- Maintain commitment and support of the Travel Plan;
- To have responsibility for raising awareness of the uptake of sustainable transport;
- To implement and promote schemes which aim to reduce the use of the private car;
- To develop an effective marketing campaign in conjunction with national travel awareness events such as Liftshare Week and Bike Week;
- To act as the point of contact within the development for anyone requiring transport advice;
- To set up and coordinate relevant steering groups;
- To keep up to date with issues and new initiatives that affect sustainable transport;
- Liaise/negotiate with a variety of internal/external stakeholders, such as Travel Plan Officers at WSCC;
- Coordinate the necessary monitoring programme for the Travel Plan to establish how and why staff and visitors travel the way they do; and
- Submit annual monitoring reports to WSCC for a period of five years, or until the main Travel Plan target is achieved.

Consultation

- 4.4 The success of the Plan will rely on the support of employees and visitors. The Travel Plan coordinator will work with site management regarding issues relating to the Travel Plan. The role also involves liaising with outside bodies, including public transport operators and the local highway authority.

Promotion

- 4.5 The TPC will be actively involved in the promotion of the Travel Plan and will make staff and visitors aware of its existence. This will be done by the following means:
- The TPC will issue new staff with a Travel Pack upon opening of the new site so as to inform them of the existence of the Travel Plan and opportunities for sustainable travel. The details of the Plan, its objectives in enhancing the environment and the role of individuals in achieving the objectives of the Plan will be explained;
 - Notice boards will be located on the site displaying useful information relating to travel, to and from the site; and

- » The marketing of the Travel Plan and its sustainable transport measures will continue for a period of at least five years.

Updating

- 4.6 The Travel Plan is a strategy for the indefinite future and as such will evolve over time. Although the objectives of the Plan will not change, it will be possible over time to define more specific targets in order to meet the objectives. Targets will be revised if necessary in agreement with WSCC following initial travel surveys.
- 4.7 The on-going monitoring programme and in particular the annual review will provide up-dated information that will allow the Plan to be revised, refined and improved.

Funding

- 4.8 The Travel Plan Coordinator will be provided with the appropriate funds to undertake travel planning duties to ensure that measures and targets set within the travel plan are promoted and that suitable monitoring and review objectives are achieved.

5.0 Plan Measures

5.1 In order to meet the main objectives of the Plan it is essential to ensure accessibility to and from the development by active and/or sustainable modes of transport. The measures set out here both 'hard' (i.e. site design) and 'soft' (i.e. marketing and promotion) are designed to address the travel needs of staff and visitors to reduce the need for travel by single occupancy vehicle.

5.2 These measures are designed to be suitable for review and monitoring. The list, however, is not exhaustive and following occupation of the site the Travel Plan Coordinator will be able to investigate other potential initiatives that may be appropriate.

Noticeboards

5.3 Noticeboards will be placed in prominent areas on-site and in staff rooms. The Travel Plan Coordinator will use this noticeboard as a means of ongoing communication with staff and visitors by displaying up to date information about the Travel Plan and contact details for the TPC.

Walking

Hard measures

5.4 As part of the previous consented scheme a shared use cycle and pedestrian facility on the northern side of the A259, which was implemented as part of WSCC improvement works, is proposed to be extended to the west to provide access to the site for pedestrians and cyclists.

5.5 Further to this, as part of this scheme a new footway is proposed alongside street lighting on Golfers Lane leading into the site for pedestrian access.

Soft measures

5.6 In order to encourage travel to and from the site on foot, the TPC will:

- » Raise awareness of health benefits of walking through promotional material;
- » Promotion of walking route connecting with bus stops;
- » Promote walking through marketing and web based information.

Car Sharing

5.7 Car sharing represents a relatively convenient alternative to travel by single occupancy vehicle and there is some potential to reduce the total private mileage of staff by implementing and publicising a formal scheme for the site or by utilising existing national car sharing websites. To promote car sharing:

- » the Travel Plan Coordinator will establish from the results of the travel survey the potential for car sharing;
- » the TPC will set up a database in support of those employees who are interested in car sharing;
- » priority parking bays for car sharers; and
- » details of www.liftshare.com, www.blablacar.com, www.gocarshare.com and www.westsussexcarshare.com, which are regional and national websites where people can register to car share for both regular journeys and one off trips. This information will be displayed on-site on noticeboards and in the Travel Information Pack (TIP).

5.8 Car sharing is often the most successful single measure in any Travel Plan as it proves highly cost effective for individuals and continues to provide the convenience of car travel. To further promote car sharing, the TPC will make employees aware of national 'Lift Share Week' that takes place annually in October.

Travel Information Pack (TIP)

- 5.9 Information about local walking and cycling provision, along with the local public transport facilities and services will be made available to staff in a Travel Information Pack. The TIP will:
- include contact details for the Travel Plan Coordinator;
 - A simple cost-benefit analysis of public transport versus the use of the private car will also be set out in the Travel Pack, as well as journey times using public transport; and
 - display maps of local walking and cycling routes, indicating how to reach nearby amenities, bus stops and the railway station;

Cycling

- 5.10 Cycling is a cheap, quick and sustainable mode of transport that also provides benefits for personal health, as well as reducing road congestion.
- 5.11 To encourage travel to and from the site by cycling:
- 33 secure cycle parking spaces are provided as part of the development;
 - the use of cycle parking facilities will be monitored and if demand warrants the provision of additional cycle parking, this will be considered;
 - The Travel Plan Coordinator will report the results of the travel surveys to the Local Highway Authority's Cycling Officer to establish the potential for improvements to existing off-site facilities;
 - The Travel Plan Coordinator will liaise with the Local Highway Authority to ensure that cycle routes are appropriately maintained;
 - Employees will be provided with information and advice concerning safe cycle routes from the site to key locations such as schools, health and leisure facilities;
 - The Travel Plan Coordinator will contact local bicycle retailers to discuss providing discounts on cycle equipment for employees; and
 - a Bicycle User Group (BUG) will be considered, through which staff who cycle can share experiences and ideas about cycling. A formal BUG is a useful mechanism for both staff and the employer to consider issues relating to cycling. Feedback will be passed on to the Travel Plan Coordinator who will discuss issues with the Local Authority's Cycling Officer as appropriate.

Public Transport

- 5.12 The Travel Pack will contain details of the public transport services available locally, including both bus and rail. To help employees to plan their journeys by public transport, useful website addresses will be listed. These will include Traveline, National Rail Enquiries and WSCC.
- 5.13 Three spaces have been designated for mini bus use, which would facilitate sustainable group travel for the recreational uses as part of the proposed scheme.

Home Deliveries

- 5.14 Measures to facilitate home deliveries (most notably from the proposed retail unit) will be investigated. These deliveries will occur mainly outside of the network peak hour periods when feasible to avoid adding additional vehicles to the external road networking during the busiest periods.

Continued Promotion

- 5.15 The Travel Plan Coordinator will promote the Travel Plan through the following tools and initiatives:

- ✧ the Travel Plan Coordinator will offer Personalised Travel Planning (PTP) to staff. They will be offered advice on their travel options for their personal journeys. Information provided in this way will help them to incorporate active and/or sustainable modes in their travel. All staff will be given the Travel Plan Coordinator's contact details so that they can request advice on any future journeys or discuss other travel related issues;
- ✧ a site noticeboard in prominent public areas and staff rooms will be regularly updated to keep staff and visitors informed of local travel services options and any related events;
- ✧ staff will be encouraged to communicate with the TPC about travel and transport issues, so that the Travel Plan can be maintained as live and relevant;
- ✧ site events (e.g. healthy living promotions and car share campaigns) will be organised to maintain awareness of the benefits of the Travel Plan to staff, the business, the local community and the environment; and
- ✧ participation in local and national sustainable travel events will be encouraged. The Travel Plan Coordinator will maintain contact with West Sussex County Council so as to be aware of relevant activities in the area.

5.16 The potential for collaborating in the local area with other parties operating their own Travel Plans will be investigated with a view to sharing effort and maximising gains.

6.0 Monitoring Strategy

- 6.1 A programme of monitoring and review will be undertaken by the Travel Plan Coordinator (TPC), through which the success of the Travel Plan can be evaluated. The developer is required to fund the monitoring of this travel plan for a period of five years.
- 6.2 A staff and visitor travel survey will be distributed on-site; the first survey, to be distributed 3 months after occupation, will determine the baseline data.
- 6.3 An annual survey will be re-issued on the anniversary of the baseline survey, for five years, to provide data for comparison with previous years. These surveys will:
 - » establish the main modes of transport used by staff / visitors for their regular journeys;
 - » indicate why staff / visitors choose their preferred transport mode(s); and
 - » identify the active and / or sustainable alternatives staff and visitors would be willing to adopt to reduce the number of SOV trips.
- 6.4 Information gathered through the annual monitoring process will be used to review the Travel Plan in order to assess the success of the Plan and identify potential future improvement and refinement. As necessary, new targets will be set, through agreement with WSCC.
- 6.5 As part of the review, information relating to public transport and cycling and walking routes will be revised to ensure that it is relevant and up-to-date. This is important if staff are to be able to rely on the information when making travel choices.
- 6.6 The monitoring and review material will be made available to WSCC in the form of an annual Monitoring Report.

Targets

- 6.7 Targets are important as they give the Travel Plan direction from its inception, providing measurable goals. When setting site-specific targets it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the Travel Plan has or will achieve can be made.
- 6.8 Since the objectives of the Travel Plan include reducing reliance upon the private car and reducing air pollution and the consumption of fossil fuels, it is appropriate to set a target which relates to these. It is also necessary to collect data to identify and understand the baseline travel habits, against which the Travel Plan's progress can be measured.
- 6.9 WSCC requires a reduction in the number of vehicle trips generated over a 12 hour period (weekday 7am to 7pm) by the site by a minimum of 15% in urban areas. They also require a reduction in the peak hour trip rate of the development to ensure there is no 'material impact' on the surrounding network.
- 6.10 Census data provides modal split percentages for travel to work journeys. As the proposed development relates to recreational use, it is considered that the baseline modal splits should be established once baseline data has been collected post occupation. Once this data has been collected via the travel surveys, site-specific targets will be set and agreed with WSCC. The measures highlighted in Section 5 of this report are designed to contribute towards the development meeting the required targets set out by WSCC.
- 6.11 In order to relieve pressure on public transport networks, and to ensure car use is kept to a minimum the overriding Travel Plan targets are as follows:
 - » To promote travel by cycle and by foot ensuring all employees and visitors are aware of cycle and walking routes in the vicinity of the site and further afield.
 - » To ensure that all employees and visitors have access to notice boards so as to remain aware of local transport issues;

- » Encourage employees to car share wherever possible; and,
- » Encourage employees and visitors to volunteer to join initiatives to maintain activity and involvement in relevant sustainable travel schemes.

Monitoring Report

- 6.12 The Travel Plan will be reviewed annually by the TPC. The objective of the review will be to assess the success of the Travel Plan and to identify potential for future improvement and refinement.
- 6.13 In addition to the above target to reduce 12 hour trip rates by 15%, the progress of the Travel Plan will be measured using modal shift data taken from the travel survey.
- 6.14 The re-issue of the travel survey offers the opportunity to gather new information about wider attitudes to travel for all journeys. Analysis of the questionnaire results will also yield updated mode split information for comparison with data derived at the introduction of the Plan.
- 6.15 The travel surveys will take place alongside the more formal TRICS Standard Assessment Methodology (SAM) survey and following the completion of both surveys, the Travel Plan Coordinator will compile a comprehensive Monitoring Report for the Travel Plan.
- 6.16 The report will be submitted to West Sussex County Council and Arun District Council. Using feedback gathered from the surveys, and from stakeholders including the WSCC/ADC, the Travel Plan will be updated where necessary and amendments made to the measures to be implemented and targets that have been set.

Mitigation

- 6.17 Should the Travel Plan fail to achieve the main target of reducing 12 hour trip rates by 15%, further remedial measures may be required to be implemented. The Travel Plan Coordinator will liaise with the Travel Plan Coordinator at West Sussex County Council to determine how safeguarding measures should be applied.
- 6.18 As the Travel Plan is focused on outcomes, safeguards will be employed that will help to achieve the target. However, it is a key aspect that the level of safeguard applied will be appropriate to the degree in which the targets have been missed.

Detailed Travel Plan

- 6.19 In order to develop the full Travel Plan a travel survey will be undertaken once the development is 75% occupied. The content of the questionnaire will be discussed with the WSCC Travel Plan Officer prior to the survey being undertaken. The results of the agreed survey will identify modal split for travel to work and will form the Travel Plan baseline data.
- 6.20 The results of the travel survey will be added to this Travel Plan in order to produce a detailed Travel Plan. Within 3 months of carrying out the travel survey the updated Plan will be submitted to the WSCC Travel Plan Officer for approval. The detailed Travel Plan will subsequently form the basis for further development of the Plan and future monitoring of the progress towards meeting targets.

Remediation

- 6.21 Following review of the Travel Plan, at the yearly target intervals, it may be necessary to introduce some remediation measures if the targets have not been met. These measures could include, but not be limited to:
- » Provision of personalised travel planning to all employees;
 - » Provision of cycling proficiency training to all employees; and
 - » Car sharing scheme uptake.

7.0 Action Plan

7.1 The measures described in this section are contained in Table 7.1 with timescales and responsibility for implementation:

Action	Time Scale	Responsibility
Install cycle parking spaces	Prior to occupation	Developer
Liaise with car club operators	Prior to occupation	Developer
Appoint a Travel Plan Coordinator	Prior to occupation	Developer
Include Travel Plan information in sales materials	Prior to occupation	Developer
Produce Travel Packs	Prior to occupation	Developer
Install notice boards and display travel information	Prior to occupation	Developer and Travel Plan Coordinator
Investigate discounts for employees at a local cycle retailer	Prior to occupation	Travel Plan Coordinator
Set up a BUG	Prior to occupation	Travel Plan Coordinator
Carry out travel surveys	Annually from 3 months of occupation	Travel Plan Coordinator
Organise annual sustainable travel events	Annually from 3 months of occupation	Travel Plan Coordinator
Promote car sharing schemes and car clubs	Ongoing from first occupation	Travel Plan Coordinator
Promote the health benefits of walking and cycling	Ongoing from first occupation.	Travel Plan Coordinator
Promote cycle training / events	Ongoing from first occupation	Travel Plan Coordinator
Monitor the use of on-site cycle parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Monitor the use of the car parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Review the Travel Plan	Every year for 5 years	Travel Plan Coordinator

Table 7.1: Travel Plan Action Plan