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TRAVEL PLAN
PROPOSED MIXED USE DEVELOPMENT
SALTBOX SITE, SHRIPNEY ROAD
BOGNOR REGIS

Landlink Estates

ADL/LRJ/3503/09A

August 2017

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10.0 SUMMARY

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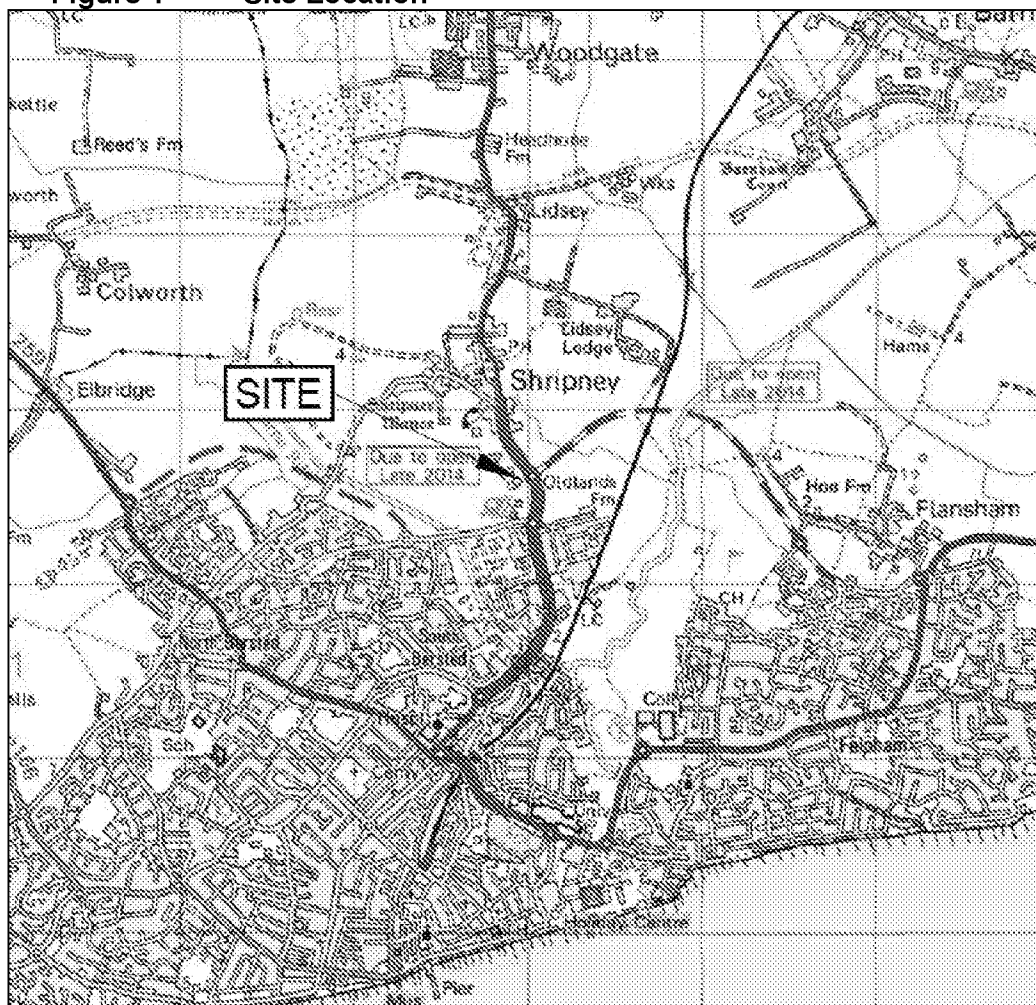
APPENDIX 1.0 STAFF TRAVEL SURVEY QUESTIONNAIRE

1.0 INTRODUCTION

1.1 Background

- 1.1.1 This Travel Plan (TP) has been prepared by ADL Traffic and Highways Engineering Ltd on behalf of Landlink Estates, for the staff at the proposed development of the site referred to as Salt Box, to the west of the A29 Shripney Road/A259 Felpham Relief Road Roundabout in Bognor Regis.
- 1.1.2 Salt Box encompasses an area of approximately 29.66 acres and it is currently farmland.
- 1.1.3 The site is located on the northern edge of Bognor Regis approximately 3km north of the town centre, 2.5km east of North Bersted and less than a kilometre south of the village of Shripney. The site location plan is provided in Appendix 2.1

Figure 1 Site Location



1.1.4 The site is presently vacant. The site is boarded by farmland to the west and north, the A29 Shripney Road to the east and a caravan site to the south.

1.1.5 DfT Guidance (March 2007) and NPPF (March 2012) advises that Travel Plans should be submitted for developments, which generate significant amounts of movement.

1.2 Aims, Objectives and Benefits of Travel Plan

1.2.1 The aims of the Travel Plan will be:

- To provide measures, information and support initiatives, that will encourage staff to reduce their dependency on private car use to and from the development and facilitate the use of sustainable travel, in the form of walking, cycling, public transport by the employees.

1.2.2 The Travel Plan objectives will be to provide the following benefits:

- Reduce car dependency and in particular the number of single occupancy vehicle journeys;
- Increase staff travel choice;
- Encourage car sharing; and
- Provide all necessary on-site facilities to encourage use of non-car modes of travel.

1.2.3 This Travel Plan considers the various modes of transport that are available and seeks to implement measures to achieve the overall aims and objectives.

1.2.4 This Travel Plan has been prepared in accordance with the DfT Travel Plan Resources Pack for Employees and WSCC's Travel Plan Resources.

Benefits to the individual

1.2.5 In order to involve staff and successfully promote the Travel Plan it is important to outline the benefits to the individual. The use of non-car modes can bring several benefits including:

- Improved health – walking and cycling can bring about a number of health benefits, according to the British Heart Foundation, half an hour of cycling or walking a day can reduce the risk of heart disease by 50%;
- Cost benefits – the Travel Plan will highlight the comparison of car borne trips with walking or cycling. Cost benefits can also be gained by car sharers;
- Time savings – for short journeys, there may be little difference in journey time;
- Convenience – more choice of transport can make travelling to and from work and home more convenient;
- Improved lifestyle – the awareness that travel choice has an impact on the local and global environment will enable staff to appreciate their surroundings and contribute to its protection;
- Equal opportunities – improved travel choices benefit all staff.

Benefits to the occupants

1.2.6 Benefits to the occupier include:

- Reduced sickness of commercial staff – as staff either walk or cycle more, there will be improved health and reduced absenteeism;
- Reduced site congestion – less trips by car and a reduction in the number of single occupancy trips travelling to and from work and home will lessen traffic levels, particularly at peak times around both sites;
- Reduced need for car parking – full capacity car parks would lead to proportions of staff members, some of whom may find it necessary, being denied the opportunity to drive to work.
- Improved recruitment and staff retention – making the work place more accessible by non-car modes increases the potential for more people to be able to work at the development, whether or not they have access to a car. It can also help to promote social inclusion and reduce the likelihood that people will leave employment due to experiencing travel difficulties.

Benefits to the community

1.2.7 The Travel Plan is aimed at bringing benefits to the community as a whole including:

- Improved air quality – less vehicles will result in less pollution and improved air quality;
- Reduced traffic levels – any reduction in cars, whether as a primary aim (e.g. staff changing to non-car modes) or as a secondary effect such as a reduction in traffic levels resulting in a corresponding reduction in accident risk.

Benefits to the environment

1.2.8 A successful Travel Plan will lead to a change in modal shift and a reduction in the use of the car. Cars are a major generator of pollutants, emissions from road transport accounts for 22% of total UK emissions of carbon dioxide – the major contributor to climate change. A reduction in car use will therefore lead to improvements in both local and global air quality and climate.

1.3 Ownership

1.3.1 On behalf of the applicant for the occupiers/site owners to adopt upon completion and occupation of the development. The approval of this document will mark two key landmarks in the plan:

- The commencement of the initiatives and measures within the Travel Plan to meet the aims and objectives set out in Section 1.2;
- The handover of responsibility for the upkeep of the Travel Plan to Lanklink Estates.

1.4 Travel Plan Audience

1.4.1 The Travel Plan has been prepared primarily for the staff and the majority of the measures proposed are intended to encourage staff to reduce their reliance on private car travel.

1.5 Timetable

1.5.1 The timescales of the Travel Plan implementation are set out below:

- Before occupation [**Task to be undertaken by ADL**]
 1. Amend this Travel Plan accordingly in order to obtain an approval from West Sussex County Council (WSCC).
- 0-3 months [**Tasks to be undertaken by management company or individual occupants**]
 1. Complete staff travel surveys.
 2. Review indicative targets
 3. Establish modal user groups (such as car share group).
- 3-4 months [**Tasks to be undertaken by management company or individual occupants**]
 1. Agree targets and Action Plan with WSCC.
 2. Update Travel Plan database.
 3. Update public transport, walking and cycling information.
- 4-12 months [**Tasks to be undertaken by management company or individual occupants**]
 1. Update TP and undertake travel surveys annually for a period of 5-years post occupation.

2.0 DEVELOPMENT PROPOSALS

2.1 The Proposal

2.1.1 The planning application is submitted as a hybrid application, part in full, and part outline with scale and access for approval only. The application comprises:

- Full planning application for Class B8 warehouse, fuel island, car parking, access roads, plus engineering works, landscaping and associated works; and;
- Outline planning application for the development of employment units, warehouse, hotel, 2 No. drive thru units, public house, gym, plus engineering works, landscaping and associated works.

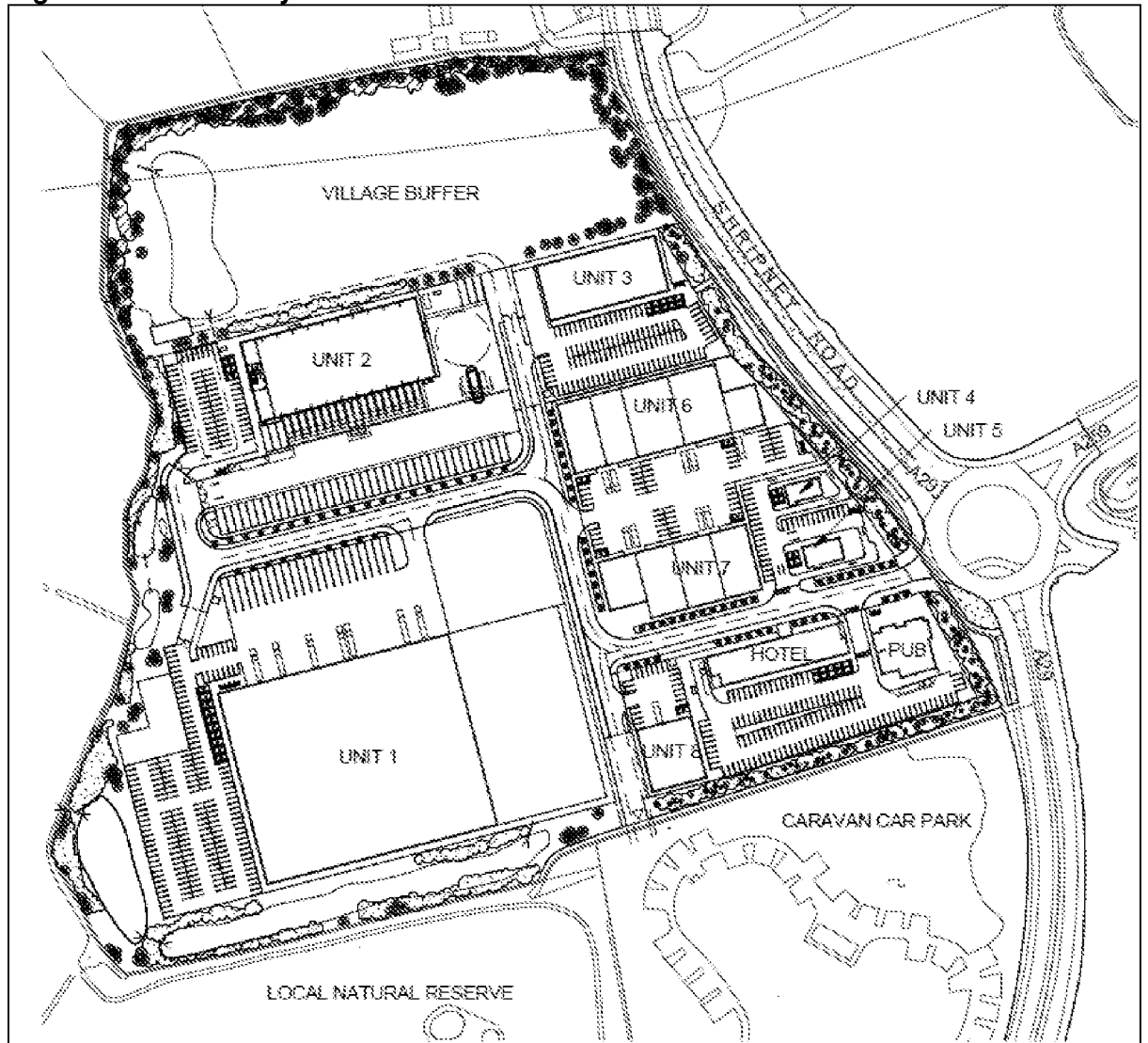
2.1.2 The application is submitted as a hybrid application, to allow full details to be submitted for the parcel of land to the rear of the site, where Warburtons has a requirement for a Class B8 warehouse for the storage and distribution of bread and products. This unit (unit 2) has been designed to meet their required specification and as such, detailed design information is submitted in full for this aspect of the proposal, as well as the associated infrastructure and landscaped areas of the wider site.

2.1.3 The full application also provides for all the necessary highway and landscaping infrastructure together with drainage works and attenuation ponds. This will provide a serviced site to allow for the delivery of the remainder as tenant interest is identified.

2.1.4 Outline permission is sought for the remainder of the site, with scale and access for approval and the indicative layout is as shown on the accompanying application drawings for these elements. The outline scheme provides for a flexible delivery of employment space within use classes B1 and B8.

2.1.5 The site layout plan is shown in Figure 2A.

Figure 2A Site Layout Plan



2.1.6 The proposed schedule of accommodation is provided in Table 2A.

Table 2A Proposed Schedule of Accommodation

Full Planning Application			
Unit	Description	GIA (sqm)/units	GEA Summary (sqm)/units
Unit 2 (Warburtons)	B8 Warehouse B1 Offices	2,810sqm 460sqm Total – 3,270sqm	3,410sqm
Outline Planning Application			
Unit	Description	GIA (sqm)/units	GEA Summary (sqm)/units
Hotel	C1 Hotel	80 bedrooms 2,430sqm	80 bedrooms 2,860sqm
Public House	A3/A4 – Pub/restaurant	540sqm	590sqm
Unit 1	B8 Warehouse B1 Offices	9,750sqm 1,860sqm	11,870sqm
Unit 1 ext	Extension	4,640sqm	4,680sqm
Unit 3	B8 Warehouse	1,420sqm	1,470sqm
Unit 4	A3 Drive-thru restaurant	120sqm	150sqm
Unit 5	A3 Drive-thru restaurant	160sqm	180sqm
Unit 6	B1 Offices 50% B8 Warehouse 50%	1,590sqm 1,590sqm	3,400sqm
Unit 7	B1 Offices 50% B8 Warehouse 50%	1,170sqm 1,170sqm	2,520sqm
Unit 8	D2 Gym	720sqm 150sqm Total – 870sqm	940sqm

2.2 Parking

2.2.1 There will be a total of 621 car parking spaces including 32 disabled bays on site. Additionally, there will be parking spaces for 60 vans and 2 HGVs for Unit 2 (Warburton). The remaining development will have the potential to accommodate 10 van spaces and 22 HGV parking spaces.

Cycle parking

2.2.2 There will be a total of ten long stay cycle parking spaces and six short stay cycle parking spaces for Unit 2 which is in line with WSCC's cycle parking standards. These spaces will be provided in a secure and covered cycle store close to the building. The remaining part of the development which is subject to an Outline Planning application will also be provided with cycle parking in line with the WSCC's cycle parking standards

2.3 Access Arrangements

- 2.3.1 The vehicular access to the proposed development will be via a fifth arm of the roundabout junction of the A29 Shripney Road/A259/Rolls-Royce warehouse.
- 2.3.2 The footways on the western side of A29 Shripney Road will be linked into the site via the proposed site access and widened from their current 1.0m to provide a 3.0m shared cycle/footway along the site frontage to connect to the cycle/footway south of the A29/A259 roundabout. The site access arrangements are shown in Appendix 9.2.
- 2.3.3 A 3.0m wide cycleway/footway will be provided along the eastern boundary of the site which will run parallel to the A29 Shripney Road. This shared cycleway/footway will be linked to the existing similar facility to the south of the site access roundabout via a splitter island and dropped kerbs with tactile paving on the site access.
- 2.3.4 This link will connect the existing cycleway/footway facility to Shripney Village and hence not only benefit the users of the site but also the residents of Shripney Village.
- 2.3.4 Following feedback received during pre-application consultation, the applicant is prepared to provide a suitable pedestrian and cycle crossing facility across Rowan Way via S278 process. The exact location and type of crossing facility will be discussed at detailed planning stage.

3.0 TRAVEL PLAN CO-ORDINATOR

3.1 Travel Plan Co-ordinator

3.1.1 A Travel Plan Co-ordinator (TPC) will be appointed by Landlink Estates. The TPC will retain a copy of the TP and will be fully briefed in its aims and strategies. The TPC will have the necessary authority to promote the TP.

3.1.2 The Interim TPC's details are:

ADL Traffic & Highways Engineering Ltd
ADL House
The Oaklands Business Park
Armstrong Way
Yate
Bristol
BS37 5NA
Tel: 01454 332 100
Contact: Mr Amol Pisal

3.1.3 ADL Traffic & Highways Engineering Ltd on behalf of the applicants will act as an Interim TPC until the development is occupied and a TPC is appointed.

3.1.4 The TPC will oversee all the elements of the development. The beneficiaries of the planning permission if granted will be responsible for funding the TPC.

3.1.5 The principal responsibilities allocated to the TPC are as follows:

- Setting up and maintaining a staff travel database (based upon the information obtained from the survey);
- Maintaining up-to-date travel information on the staff noticeboards;
- Liaising with WSCC to investigate various measures to promote and encourage sustainable transport;
- Liaising with each element of the development; and,
- Brief staff with respect to the aims of the strategies of the TP.

- 3.1.6 The TPC will arrange for the review and amendment of the TP's annually. This would involve the circulation of questionnaires to the staff as well as ensuring they are completed and returned. Any changes to the TP's will be submitted to WSCC for their approval.

3.2 Travel Database

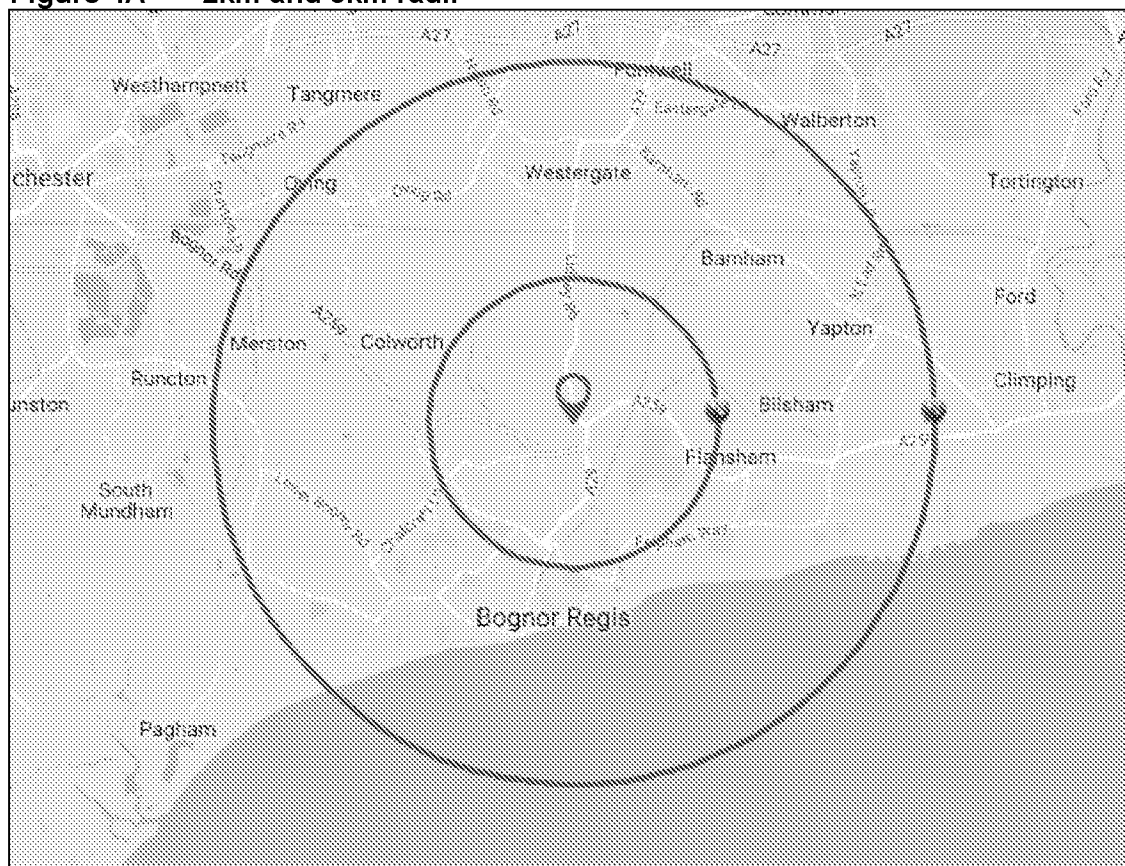
- 3.2.1 The levels of travel patterns will be determined by a staff questionnaire survey. A copy of the sample questionnaire is shown in Appendix 1.0.
- 3.2.2 The questionnaires will be circulated amongst staff and the results will form the basis of the staff travel database. The first staff travel survey will be undertaken within the first three months of occupation.
- 3.2.3 The TPC will maintain the staff travel database. The travel database will be subject to the provisions of the Data Protection Act. To maintain confidentiality only generalised address details have been recorded.
- 3.2.4 The travel database will be updated annually.

4.0 CYCLING AND WALKING

4.1 Introduction

- 4.1.1 Cycling and walking offer both personal health benefits as well as wider community benefits. Trips under two kilometres and five kilometres can be readily made by foot and bicycle respectively by most people. Therefore, walking offers a realistic travel choice for those travelling from the residential areas of Bognor Regis and Shripney. The 5km radius includes the whole of Bognor Regis, Westergate and Eastergate areas and these areas are therefore accessible by bicycle. The areas within 2km and 5km radii are shown in Figure 4A.

Figure 4A 2km and 5km radii



- 4.1.2 There is also a potential for staff to walk to work from the bus stops on Shripney Road.

- 4.1.3 The main advantages of cycling and walking to work are:

- Cheap mode of transport;
- Fitness and enjoyment;
- Reduce pollution;
- No parking problems; and,
- Avoids congestion.

4.1.4 The principle reasons that discourage people from walking and cycling are:

- Lack of cycle routes and fear of accidents;
- Discomfort in bad weather;
- Lack of cycling facilities at work.

4.1.5 The following sections 4.2 to 4.4 set out the existing facilities available to cyclists and pedestrians and the measures proposed to improve accessibility.

4.2 Audit of Existing Pedestrian and Cycling Facilities

4.2.1 “Guidelines for Providing for Journeys on Foot” by Chartered Institute for Highways and Transportation (2000) suggest that 2km walking distance for commuting is considered to be acceptable. There is a residential development to the south of the site, business park, industrial estates and various retail outlets within 2km walking distance. Similarly, there is a village of Shripney within 1km walking distance north of the site on the A29.

4.2.2 There is a 1m wide cycle/footway on the west side of the A29 Shripney Road which provides accesses from Shripney to the A29/A259 Felpham Relief Road roundabout. South of this roundabout, the footway on the west side widens to provide a 3.0m shared cycle/footway between this roundabout and the Rowan Way roundabout.

4.2.3 There is also a 3.0m shared cycle/footway which runs along the southside of the A259 Felpham, Relief Road which crosses the A29 south of the roundabout. There is a dropped kerb, uncontrolled staggered crossing point on the A29 south of the roundabout junction with the A259 for pedestrians and cyclists.

4.2.4 The shared cycle/footway along A259 Felpham Relief Road provide pedestrian and cycle access from the A29/A259 roundabout to the Felpham residential areas of Flansham along A259 to the east of the site.

- 4.2.5 West Sussex County Council are creating a shared cycle path along the A259, which will start at the Hoe Lane Roundabout in Flansham and end at the Clymping roundabout near Clymping Cricket Club. This will link up with existing shared cycle paths on Felpham Relief Road in the west and Littlehampton to the east.

4.3 Measures to Improve Accessibility

- 4.3.1 A 3.0m wide cycleway/footway will be provided along the eastern boundary of the site which will run parallel to the A29 Shripney Road. This shared cycleway/footway will be linked to the existing similar facility to the south of the site access roundabout via a splitter island and dropped kerbs with tactile paving on the site access
- 4.3.2 This link will connect the existing cycleway/footway facility to Shripney Village and hence not only benefit the users of the site but also the residents of Shripney Village.
- 4.3.3 Secure and covered cycle parking spaces will be provided throughout site.
- 4.3.4 Each unit will be provided with lockers as a minimum and changing facilities depending upon the size of the units. Appropriate external lighting for the site users will be provided within the site as detailed on the supporting information prepared by Scotch Partners.

4.4 Cycling and Walking Initiatives

- 4.4.1 In order to overcome the main concerns that discourage people from cycling and walking, it is important that a more positive attitude to cycling and walking is adopted, backed by the provision of secure cycle parking and changing facilities.
- 4.4.2 The TPC will encourage staff living locally in Bognor Regis to cycle or walk to work, taking various constraints into account.
- 4.4.3 The following measures will be adopted by the TPC to encourage staff to cycle and walk to work:
- Ensure that generic information such as directions to the train station, bus stop etc is available to the staff. This information will also be provided on an information noticeboard in the staff corridor.

- Encourage staff to participate in Bike Week which takes place in June every year. More information can be found at:
<http://bikeweek.org.uk/events>
- Enrol the interested staff in WSCC's cycle training course which is designed to enable cyclists to improve their basic control skills, to demonstrate safer procedures, to recognise potential hazards and to take appropriate action. More information can be found at:
<https://www.westsussex.gov.uk/roads-and-travel/road-safety/one-to-one-cycle-training/>
- Introduce staff to WSCC's free travel widget tool. It is a custom Travel West Sussex Journey Planner widget:
<http://www.travelwestsussex.co.uk/widget-builder/>
- The TPC will also liaise with the individual occupants to promote and encourage 'Cyclescheme' which enables employees to get a bike tax-free, saving on average about half of the cost. More information can be found at:
www.cyclescheme.co.uk/employees
- Liaise with staff on a regular basis to obtain feedback regarding to any issues or problems related to cycling or walking to work.
- Monitor the demand for cycle parking spaces and to ensure that the provided cycle parking spaces meet and exceed the demand. If the cycle parking demand is more than the spaces, the TPC will liaise with the management company to install more cycle stands.
- A cycle repair kit will be made available for use in an emergency.

5.0 PUBLIC TRANSPORT SERVICES

5.1 Audit of Existing Facilities

Buses

- 5.1.1 The document “Planning for Public Transport in Development” (Chartered Institute of Highways and Transportation – 1999) recommends that new developments should be located so that public transport trips involve a walking distance of less than 400m from the nearest bus stop.
- 5.1.2 There are northbound and southbound bus stops on the A29 south of Rowan Way at a walking distance of approximately 450m to 500m south of the site access point. They serve the routes № 66A and 66C. The bus stops are provided with bus shelter, seating arrangements and timetable information board.
- 5.1.3 A plan showing the bus stop locations is provided in Appendix 4.1 and the local bus route map is provided in Appendix 4.2. Table 5A summarises the bus services at these bus stops.

Table 5A Bus Service Summary

Service №	Route	Frequency	
		Mon-Fri	Sat
66A/66C	Bognor-Shripney-Westergate-Bognor Regis	0.5 per hr	0.5 per hr

Source: Traveline

- 5.1.4 Table 3A shows that there is one bus service every two hours during the day that serve the bus stops south of the site and one per hour in the AM and PM peak. These bus routes provide access to locations between Bognor and Westergate, Walberton and Yapton.

5.2 Public Transport Initiatives

5.2.1 The following initiatives have been identified to encourage the use of public transport.

- Up-to-date information regarding bus and rail services within the surrounding areas will be displayed on a travel information board at the staff corridor;
- The TPC will provide an advisory service to assist in identifying the most suitable transport option and route for employees.
- A public transport map and guide could be obtained from WSCC's website:
<https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/>
- Public transport information could also be obtained using various sources:
Traveline: www.traveline.info or 0871 200 2233.
- The TPC could also inform staff about the mobile phone service – 'Next Buses' which allows the users to find bus times on the mobile internet based phone.

6.0 CAR TRAVEL

6.1 Measures to Reduce Car Use for Staff

Car sharing

6.1.1 The staff will be strongly encouraged where possible to car share to access the site.

6.1.2 An informal car-sharing scheme will be organised, run and maintained by the TPC free of charge to encourage those who drive to work to offer lifts to other colleagues, if viable.

6.1.3 The main benefits of car sharing are as follows:

- Reduction in travel costs;
- Reduced demand for car parking;
- Reduction in wear and tear of vehicles;
- An opportunity to socialise with other employees;
- Shared driving and reduced stress;
- Saves time not having to drive some days;
- Less cars on the road, so less congestion and pollution.

6.1.4 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home;
- Reduced flexibility to meet job requirements;
- Less freedom to combine trips to and from the destination with other journeys;
- Difficulties in keeping to agreed schedules.

6.1.5 The TPC will promote www.westsusseccarshare.liftshare.com. A private car share group will be set up. This would enable employees to limit their searches to other employees of the site, yet widen searches to general public.

6.1.6 A guaranteed Journey Home Scheme should be promoted to the staff who car share. This would guarantee a return journey home should their car share partners let them down, in the event of an unforeseen problem.

- 6.1.7 Car sharers should decide between themselves how they wish to split the cost of the journey. Costs should be agreed in advance or the sharers could take turns to drive to and from work and no financial transactions would be required.

7.0 OBJECTIVES AND TARGETS

7.1 Objectives

7.1.1 There are a number of objectives that the implementation of the Travel Plan for the proposals would help fulfill and these include:

- Fostering a partnership approach between the occupants and their staff and between the appointed TPC;
- Generating fewer single occupancy car trips by staff than would otherwise be the case, by encouraging a modal shift in travel;
- Improving the attractiveness of, and encouraging safe and viable alternatives for accessing the development;
- Improving the health of staff;
- Accommodating those journeys that need to be made by car.

7.2 Targets

7.2.1 There are two general targets for the TP to achieve in its first year:

- Reduction in single occupancy vehicle trips;
- Increase in car sharing and other modes of transport.

7.2.2 These targets will be measured against the mode share results obtained from the first staff travel surveys.

7.2.3 The targets should be designed to be quantifiable, be relevant to both measures and objectives identified in the plan and to include timescales. All targets will be SMART.

- **Specific:** Well defined and clear.
- **Measured:** It is easy to identify success or the need for improvement.
- **Achievable:** The target should not be unrealistic.
- **Relevant:** It is in the interests of the TP to achieve this.
- **Timed:** The correct amount of time is assigned to achieve the target and maintain focus.

7.2.4 Targets come in two forms – Actions and Aims. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Interim TP, relate to the degree of modal shift the plan is seeking to achieve.

7.2.5 The Action Targets for the site are:

- To appoint a TPC prior to the occupation of the development;
- To undertake first staff travel survey within two months of the first occupation;
- To review the targets within three months of the first occupation;
- This TP will be updated following the staff travel survey.

7.2.6 The Aim Targets of the TP will be focused on staff. As a starting point, the targets for the staff have been based upon Origin Destination statistics from 2011 Census (for the Super Output Area E02006553). A summary of indicative target mode splits for the site are provided in Table 7A below.

Table 7A Indicative mode split targets for staff

Mode	2011 Census (E02006553)	Indicative Targets				
		Year 1	Year 2	Year 3	Year 4	Year 5
Car driver	66%	63%	60%	58%	56%	53%
Car passenger (car share)	6%	7%	7%	8%	8%	9%
Public transport	4%	5%	5%	6%	6%	7%
Walk	14%	15%	17%	17%	18%	18%
Cycle	9%	9%	10%	10%	11%	12%
Motorcycle	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%

7.2.7 Table 7A shows that the TPC should aim for an overall reduction in single occupancy vehicle trips made by staff and increase car sharing trips and to some extent increase the use of public transport, walking and cycling.

7.2.8 These indicative targets are set in order to reflect the nature and location of the site. Following the initial staff travel to work survey, the TPC will set realistic targets to further reduce the percentage of staff travelling to and from work by private car. Any alterations to these targets will be agreed with the WSCC's Travel Plan Officer.

7.2.9 The less direct objective of the TP will be to increase employee awareness of the environmental implications of travel mode choice. An annual marketing campaign will be produced by the TPC in conjunction with the WSCC's Travel Plan Officer.

7.2.10 Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the TP, measured by direct feedback from the staff to the TPC as the strategy evolves.

7.2.11 If the agreed targets and objectives are not met (for example, if an increase in car use is recorded), the TPC shall agree remedial measures with WSCC to be implemented in the TP which aim to achieve compliance with the targets. Some of the remedial measures could include:

- Incentives/prizes for car sharers and those who use sustainable modes of transport;
- Assigning car parking spaces for car sharers; and
- Improved communication of the TP.

7.2.12 Any remedial measures will be first agreed with WSCC and in such circumstances, a further review will be undertaken within four months of first occupation.

8.0 PLAN MONITORING AND ASSESSMENT

8.1 Implementation

8.1.1 The applicant will commit to this Travel Plan prior to the occupation of the site and the agreement to appoint a Travel Plan Co-ordinator. The Travel Plan will be reviewed within three months of the first occupation of the development.

8.1.2 ADL Traffic Engineering will on behalf of the applicant act as an Interim Travel Plan Co-ordinator (TPC) until the development is occupied and a TPC is appointed to implement the Travel Plan.

8.1.3 To enable the success of the Travel Plan to be established, the TPC will be responsible for the following:

- Promotion and encouragement towards the use of travel modes other than the car by staff, including publicity;
- Ensuring that all relevant information is provided to all members of staff and that all information is provided on the information boards identified within this report;
- Ensuring that information is made available to staff via a staff travel notice board and updated as necessary;
- Co-ordinating and promoting a car sharing scheme;
- Providing an initial point of contact for any transport related issues that staff may have;
- Informing new staff on Travel Plan initiatives to encourage them to commute to the site, where possible, by car sharing or alternative modes of transport to the private car.

8.2 Monitoring

8.2.1 The TPC will be responsible for the annual monitoring of staff travel patterns. The staff travel survey database will be reviewed annually by sample survey with a minimum response rate of 40% with the travel database being updated accordingly.

8.2.2 The monitoring will include items such as:

- Staff levels;
- Modal split by questionnaire;
- Review of transport initiatives;
- Response to car sharing;
- Comparison of actual and predicted travel modes;
- Staff response, participation and views;
- Content and effectiveness of information supplied to staff;
- Development of fresh initiatives.

8.2.3 The monitoring program will be undertaken for a period of 5 years starting from the first travel survey.

8.3 Review

8.3.1 An annual review of the Travel Plan will be undertaken and arranged by the TPC. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- modal split for staff;
- demand for car and cycle parking;
- recommendations for future use and user satisfaction.

8.3.2 Following the annual review, the Travel Plan Co-ordinator would prepare report setting out the effectiveness of the plan over the previous twelve months and the actions proposed in the coming year.

8.3.3 The monitoring and reviewing of the Travel Plan will be secured via the planning condition attached to the planning permissions for their development if consent is forthcoming. A tabulated Action Plan is provided in Table 8A.

Table 8A Action Plan

Description	Responsibility	Timescale
Management Company take ownership of Travel Plan	Developer	Building handover
Formally appoint Travel Plan Co-ordinator	Management Company	Prior to occupation
Introduction to TP to the new staff	TPC	On-going
Ensure all public transport, walking & cycling information are provided on staff noticeboards	TPC	On-going
Provide TP advice to all staff	TPC	On-going
Undertake 1 st staff travel survey	TPC	Within 2 months of first occupation
Analyse the results, compare the results against indicative targets, review the indicative targets, liaise with WSCC to agree upon Year 1 target	TPC	Within 3 months of 1 st staff travel survey
Be a point of contact for all staff with regards to travel matters	TPC	On-going
Ensure that all new staff are aware of TP initiatives	TPC	On-going
Ensure that available cycle parking spaces meet the demand	TPC	On-going
Undertake all above steps annually	TPC	Annually for the period of five years
If the targets set by the TPC are not met, liaise with WSCC to put forward remedial measures	TPC	Annually
Further review to be undertaken within four months of implementing the remedial measures	TPC	Four months after the remedial measures are implemented

9.0 MARKETING AND COMMUNICATION

9.1 Staff Feedback

9.1.1 Information on the Travel Plan, for example new initiatives, will be discussed and distributed by the TPC who will be responsible for ensuring awareness amongst fellow staff. The TPC will be the first point of contact for any transport related issues which staff may have.

9.1.2 The TP will also require that information be provided to the new staff to encourage them to commute to the site by car share and where possible, by alternative modes of transport to the private car.

9.2 Promotion of the Travel Plan

9.2.1 Marketing material on the staff noticeboard will explain the need to encourage sustainable travel choices to staff.

9.2.2 Findings from discussions will be communicated to those working within the development on notice board as well as attaching them to revised versions of the Travel Plan.

9.3 Liaison with Local Authority

9.3.1 There will be an on-going improvement process including periodic monitoring, as necessary by the TPC. This will include monitoring use of facilities, uptake of incentives, ascertaining the impact on staff travel behavior and collecting staff feedback.

9.3.2 The TPC will be responsible for the specific staff initiatives and consulting with the local authority on a regular basis.

9.4 Partnerships

9.4.1 Through the TPC, the occupants will make available space on information boards to promote appropriate travel initiatives organised by local and national transport groups including:

- Bike Week and Bike to Work Day
- Green Transport Week
- National Lift-Share Day
- European e-work Week

10.0 SUMMARY

- 10.1 This Travel Plan sets out a series of practical steps for reducing car use by staff travelling to work at the proposed development at the Salt Box site in Bognor Regis. It will be developed working with WSCC in order to help promote a programme of sustainable transport measures.
- 10.2 The aims of the Travel Plan are to encourage more sustainable travel to work and home patterns by encouraging car sharing and to some extent walking, cycling and bus. Each year this plan will be updated after the annual surveys and the revised plans can include new proposals or ideas as well as a review of targets for the period of 5 years.
- 10.3 The Travel Plan will benefit, staff, the occupants and the wider community by reducing congestion on local roads and parking problems, especially during the peak hour traffic flows on the highway network.
- 10.4 The aim of the plan is to reduce the number of single occupancy car trips by staff. The targets for car trip reduction will be assessed based on the results from the travel questionnaires.
- 10.5 An annual review of the Travel Plan will be undertaken by the TPC to assess the effectiveness of the measures implemented and to identify areas where modification may be necessary. Following the annual review, the TPC will prepare reports setting out the effectiveness of the plans over the previous twelve months and the actions proposed in the coming year.
- 10.6 The monitoring and review procedure will be carried out in conjunction with WSCC and any modifications to the Travel Plan will be submitted to the Council for their information.

STAFF TRAVEL SURVEY QUESTIONNAIRE