





Rolls-Royce Motor Cars

Bognor Regis, West Sussex

Travel Plan

Final Report for

July 2015

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1.0 INTRODUCTION

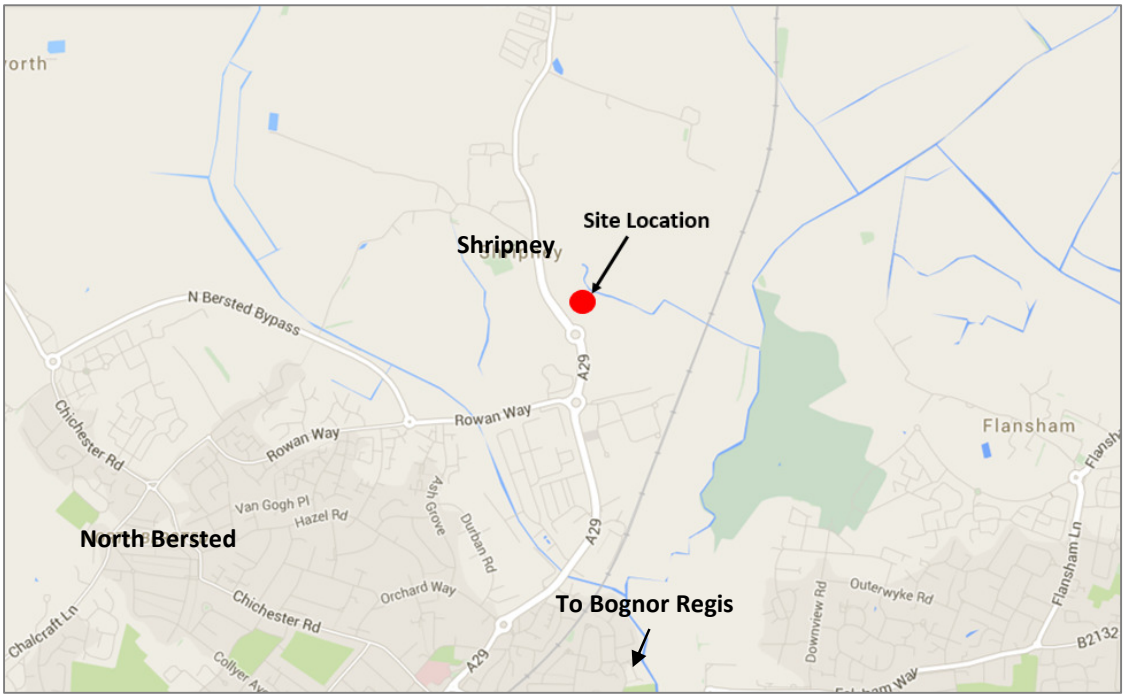
1.1 The Planning Application

1.1.1 Hydrock has been instructed by Rolls-Royce Motor Cars to prepare a Travel Plan to support the operation of their new site in Bognor Regis.

1.1.2 Following construction, the site is due to be handed over to Rolls-Royce Motor Cars in July 2015 and will achieve full occupation in January 2016.

1.1.3 The site is less than 1km south of the village of Shripney, whilst Bognor Regis town centre is approximately 3km to the south, and North Bersted is around 2.5km to the west.

Figure 1.1: Site Location



1.2 Travel Plan Approach and Commitment

1.2.1 This travel plan provides a strategy for the site and considers those measures that will positively influence staff and visitor travel patterns to assist in the delivery of sustainable transport to and from the site. The travel plan builds upon the Framework Travel Plan (document reference: C14443/004, dated June 2014) to provide further information regarding the site's operation.

1.2.2 Rolls-Royce Motor Cars are committed to minimising the negative impacts of travel on the local environment, community and economy, and recognises the importance of reducing reliance on travel by provide car, providing sustainable travel choices for employees and promoting greener, cleaner travel.

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1.2.3 From the outset, certain measures have been put in place to support the implementation of the travel plan. These include:

- The provision of prominent display areas relating to the promotion of travel by sustainable modes;
- Areas for the display of timetable information;
- Access for staff to the corporate Rolls-Royce Motor Cars car share scheme;
- Appointment of a Travel Plan Coordinator;
- Provision of cycle and motorcycle parking facilities; and
- The provision of dedicated pedestrian and cycle crossing points at the site access.

1.3 Site Context

1.3.1 The site consists of two detached industrial / distribution units (B1(c)/B2/B8), including access and servicing arrangements, car parking, landscaping and associated flood compensation area.

1.3.2 **Table 1.1** below sets out the total floor area for each of the units. Rolls-Royce Motor Cars will occupy both units.

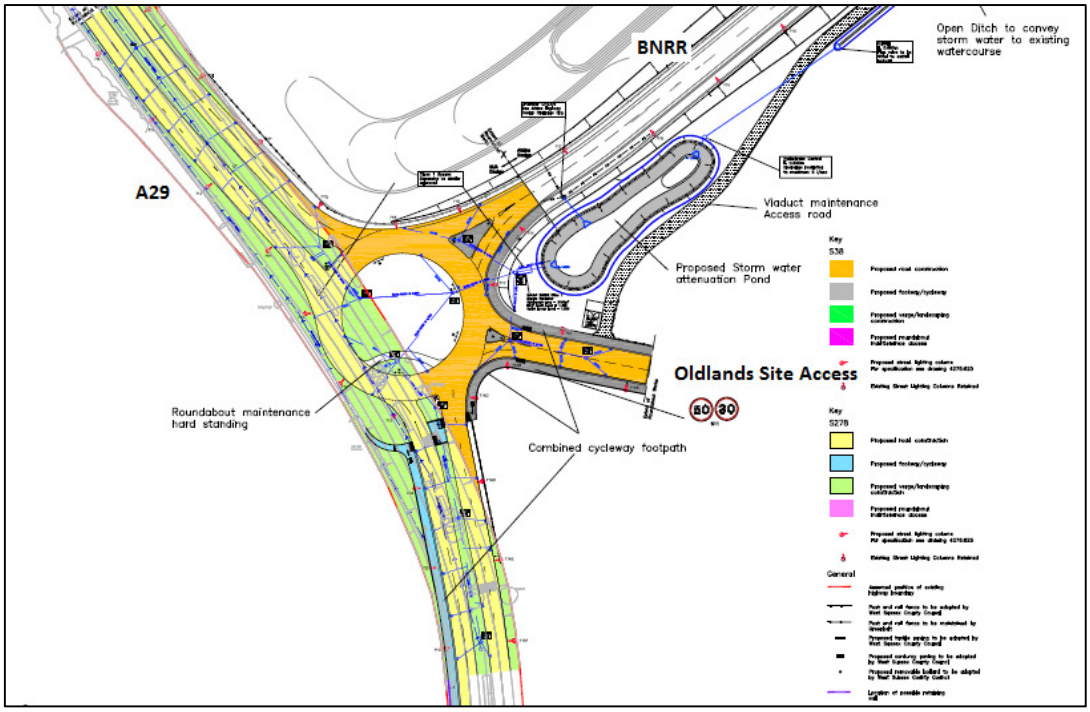
Table 1.1: Site Content

Description	Unit 1 (sqm GIA)	Unit 2 (sqm GIA)
Warehouse 1	19,600	
Store and gatehouse	49	
Expansion option (Q4 2017)	6,000	
Warehouse 2		8,250
Workshop		1,200
Expansion option (Q4 2018)		3,000
Total	**25,649**	**12,450**

1.3.3 Access to the site is provided via an access arm onto the A29 Shripney Road / BNRR / site access roundabout. The site access is a single carriageway of 9.7m width, with 4.85m lanes in each direction. Flaring at the roundabout provides an entry width of 6.2m over the two lanes. **Figure 1.2** shows an extract of the roundabout arrangement with the A29.

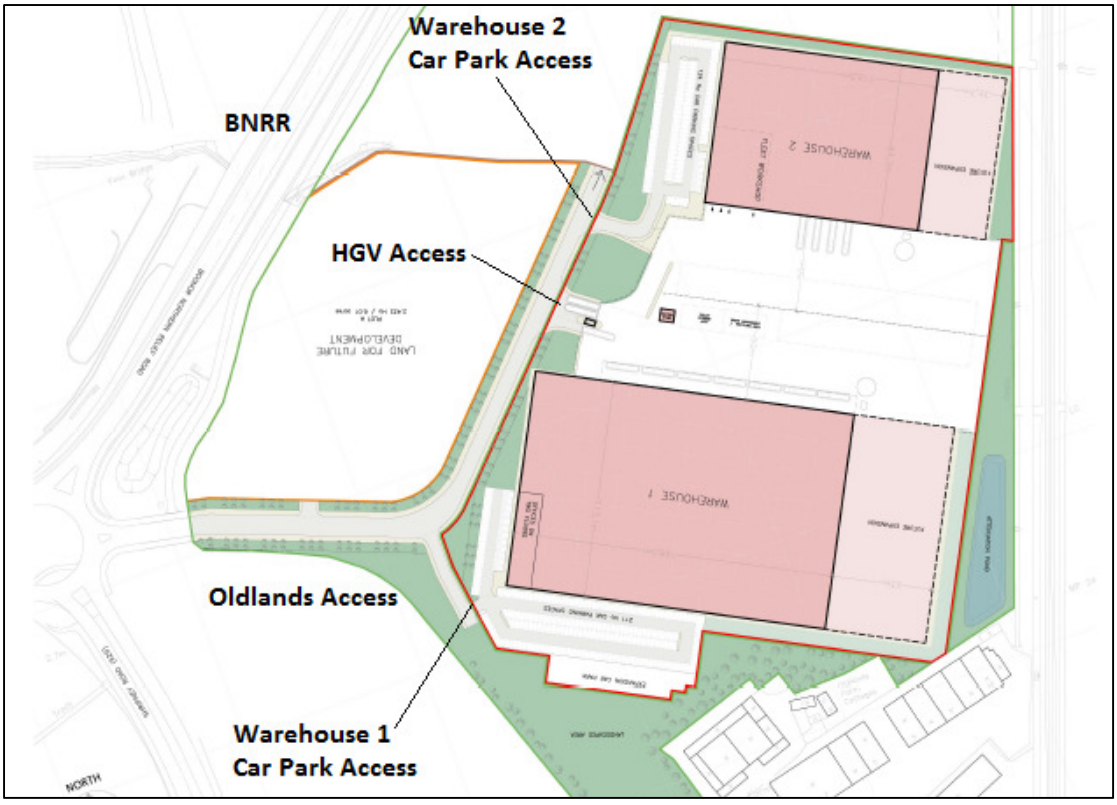
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Figure 1.2: A29 Shripney Road / BNRR / Site Access roundabout



1.3.4 **Figure 1.3** provides an extract of the site layout, whilst **Appendix A** provides the full drawing.

Figure 1.3: Site Layout



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1.3.5 Crossing points are provided within the site access in order to provide pedestrian and cycle connections from the site to the main road.

1.4 Site Operations

1.4.1 Once fully operational, the entire site will accommodate 169 members of staff. A total of 96 members of staff will be subcontracted, of which:

- 70 will be from Vantec;
- 6 from Bestlog; and
- 20 from Aktrion.

1.4.2 The remaining staff at the site will be employed directly by Rolls-Royce Motor Cars, with 3 members of staff in the Aftersales department, 60 as office staff and 10 in fleet services.

1.4.3 Occupation will take place on a phased basis, as follows:

Prior to full occupation:

- Temporary workers will be based on site from July until September 2015. After September, these temporary workers will no longer be based at the site.

Warehouse 1:

- Vantec will begin set-up at the site from 1st September 2015, and will continue until mid-December. All Vantex staff (70) will go live from 14th January 2016.
- Rolls-Royce Motor Cars office staff (60) will start on-site on 1st January 2016.
- Aktrion staff (20) and the Rolls-Royce Motor Cars aftersales staff (3) will be on site from 14th January 2014.

Warehouse 2:

- Bestlog staff will be on site between 1st February and 31st March 2016.
- Rolls-Royce Motor Cars Fleet Services will be on site between 1st February and 31st March 2016.

1.4.4 Some staff will be relocated from both the Goodwood and Havant sites, with the remaining staff recruited locally. It is not possible to confirm the number of staff relocating at this stage.

1.4.5 Staff will work a combination of core office hours and Rolls-Royce Motor Cars shifts. All Fleet Services and Office Staff will work core office hours, with the remaining staff working shifts. The Rolls-Royce Motor Cars shift times are:

- 06:00-14:30 Monday to Friday; and
- 15:00-23:30 Monday to Friday.

1.5 Parking Facilities

1.5.1 A total of 335 car parking spaces are provided at the site, including 19 disabled parking spaces.

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1.5.2 In addition, 32 cycle parking spaces and 10 motorcycle parking spaces will be provided at the site.

1.5.3 The parking provision aligns with the parking standards outlined within the West Sussex County Council Supplementary Planning Guidance, updated in September 2010.

1.5.4 All cars parking within the car park will require a parking pass. There is no barrier on the route accessing the car park.

1.5.5 A barrier will be provided across the site access for goods vehicles so as to control access into this element of the site.

1.6 Scope of this Travel Plan

1.6.1 Following this introduction:

- **Section 2** reviews the national, local and corporate policy guidance regarding travel plans;
- The accessibility of the site by sustainable modes is reviewed in **Section 3**;
- **Section 4** deals with the travel plan administration;
- **Section 5** outlines the initiatives of the travel plan;
- The travel plan aim, objectives and targets are outlined in **Section 6;**
- Monitoring and review of the plan are described in **Section 7**; and
- **Section 8** provides the action plan.

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2.0 TRANSPORT POLICY REVIEW

2.1 Preamble

2.1.1 In order to assess the proposals and develop a transport access strategy for the proposed development, it is necessary to review both local and national transport related planning guidance, as well as any Rolls-Royce Motor Cars specific travel guidance / policies. The following section outlines the relevant guidance in respect of the proposed development.

2.2 National Planning Policy Framework [NPPF]

2.2.1 National Planning Policy Framework [NPPF], March 2012, sets out the Government's planning policy and its expectations in terms of the application of this policy. Overall, the policy makes a presumption in favour of sustainable development. According to paragraph 9 of the document, pursuing sustainable development involves seeking positive improvements in the quality of the built, natural and historic environment, as well as in people's quality of life, including (but not limited to):

- making it easier for jobs to be created in cities, towns and villages;
- moving from a net loss of bio-diversity to achieving net gains for nature;
- replacing poor design with better design;
- improving the conditions in which people live, work, travel and take leisure; and
- widening the choice of high quality homes.

2.2.2 Paragraph 17 of the document states that it aims to:

'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'.

2.2.3 Furthermore, paragraph 32 states that plans and decisions should take account of whether:

- the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe.

2.2.4 Paragraph 36 states that 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. In this case, it is not considered that the development would generate significant amounts of traffic but the promotion of travel plan measures would assist in encouraging residents to travel more sustainably.

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2.3 Travel Plans, Transport Assessments and Statements in Decision Making

2.3.1 In March 2014, the Department for Communities and Local Government [DCLG], in conjunction with the Department for Transport [DfT], released advice relating to travel plans, transport assessments and transport statements to support decision making. The document provides advice on when transport assessments, transport statements and travel plans are required and what they should contain, which is intended to assist stakeholders in determining whether a travel plan may be required. If a travel plan is required, guidance is provided on the contents and structure of the travel plan.

2.3.2 The advice reflects current Government policy promoting a shift from the 'predict and provide' approach to transport planning, to one more focused on sustainability. The document focuses on encouraging environmental sustainability, managing the existing network and mitigating the residual impacts of traffic from development proposals.

2.4 West Sussex Local Transport Plan 3 (2011-16)

2.4.1 West Sussex County Council's third Local Transport Plan covers the period 2011 to 2026. The Plan provides a long-term strategy for how transport will contribute to improving the quality of life for the people of West Sussex through:

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

2.4.2 This will be achieved through the achievement of the overall vision for transport – "to achieve efficient, safe and less congested transport networks, which contribute towards:

- A more competitive and thriving economy;
- Reductions in emissions;
- Improved access to services;
- Jobs and housing, especially for those in need; and
- Improving quality of life for all those who live and work within our beautiful and unique County."

2.4.3 Promoting sustainable transport forms an important element of the Local Transport Plan. A variety of infrastructure projects and promotional activities are outlined within the plan to encourage travel by sustainable modes, as well as supporting the implementation of the travel plan.

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2.5 West Sussex County Council Travel Plan Guidance

2.5.1 West Sussex County Council's Travel Plan Guidance defines a travel plan as:

"A framework for changing travel habits to provide an environment which encourages more sustainable travel patterns".

2.5.2 A travel plan is an active document which identifies a range of measures and initiatives to promote sustainable travel. Travel plans aim to reduce the number of trips made by car, to reduce car emissions, air pollutants, climate change gases, and noise to the benefit of people who live or work in West Sussex and visitors to the County.

2.5.3 Travel plans provide a variety of benefits, including:

- Improving access to the site for employees, customers and visitors.
- Reducing the costs of infrastructure improvements.
- More efficient business travel through reduced congestion.
- Reducing the stress associated with congestion.
- Enabling better relationships to be established between companies and local residents.
- Improving the health of employees by promoting physical activity.

2.5.4 This travel plan has been prepared in accordance with the guidance outlined within the policy document.

2.6 Rolls-Royce Motor Cars Travel Policies

2.6.1 Rolls Royce have a Group Sustainability Policy, which this travel plan will contribute towards achieving.

2.6.2 At present, there are no specific company policies in place relating to travel. However, this travel plan document will form the basis for the development of policies to align with the aims, objectives and targets.

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3.0 SUSTAINABLE ACCESSIBILITY

3.1 Overview

3.1.1 The site adjoins the existing settlement boundary of South Bersted. The site is less than 1km south of the village of Shripney, whilst Bognor Regis town centre is located approximately 3km to the south, and North Bersted is around 2.5km to the west.

3.1.2 The accessibility of the proposed development by a range of modes of transport has been considered in relation to the objectives outlined within the Local Transport Plan [LTP] and NPPF.

3.1.3 To assist in the assessment of accessibility, the 2011 Census: Method of Travel to Work data for the Bersted area of Bognor Regis has been used to ascertain the current percentage of travel by each mode, as shown in **Table 3.1**.

Table 3.1: 2011 Census, Method of Travel to Work

Mode	Modal Split
Driving a car or van	67.3%
Passenger in a car or van	8.3%
Bicycle	4.8%
Motorcycle	1.2%
On foot	7.2%
Bus, minibus or coach	4.3%
Train / underground / metro / tram	1.9%
Taxi	0.4%
Other method of travel	0.5%
Working from home	4.1%
Total	**100%**

3.2 Accessibility

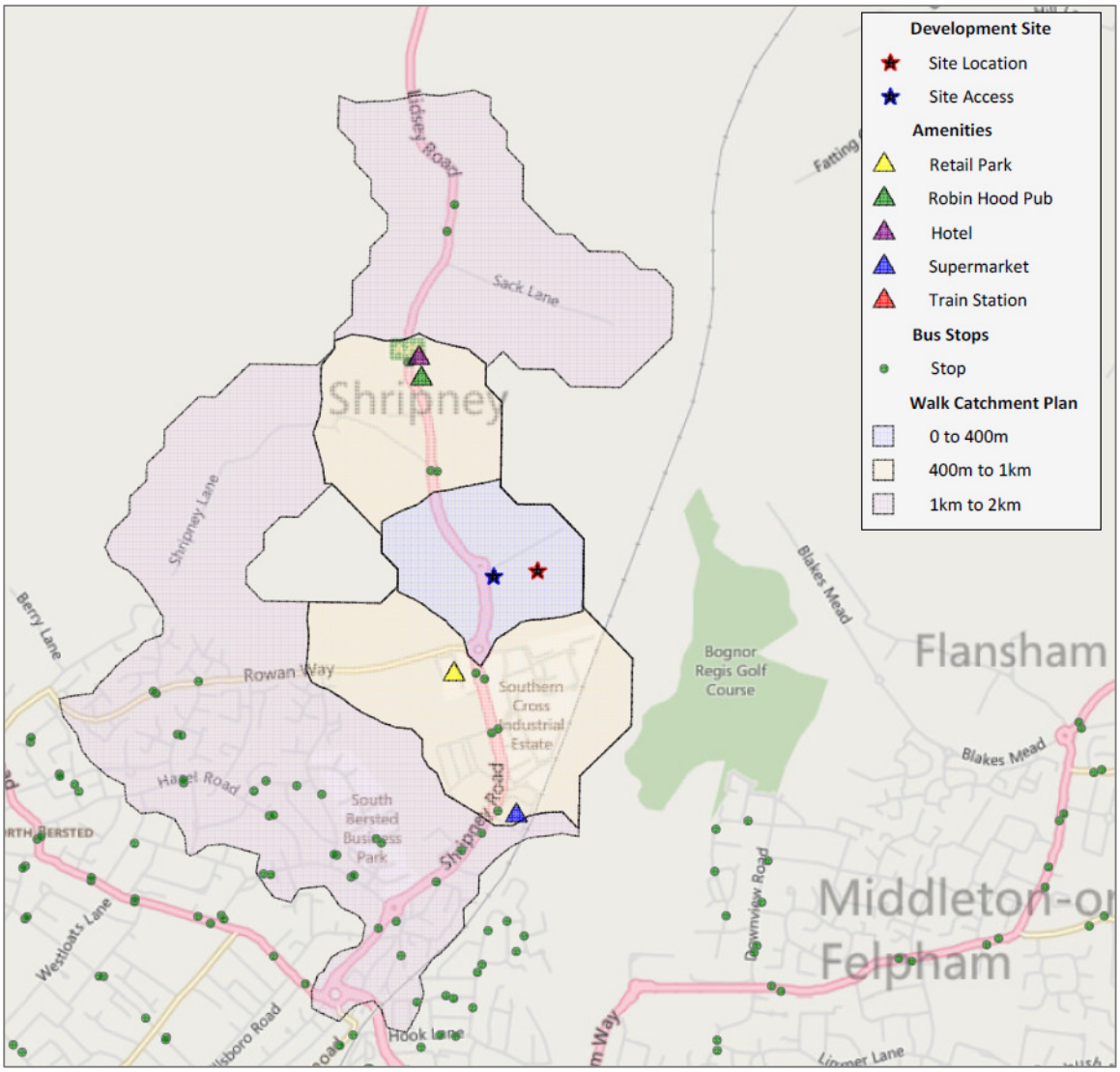
Walking

3.2.1 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short trips, particularly those under 2km in length. Walking accounts for the majority of short distance journeys and is an essential element of all public transport travel. Bus stops are usually accessed on foot and most rail journeys involve a journey to the station on foot.

3.2.2 **Figure 3.1** provides an extract of the indicative walk catchment plan using the Visography (TRACC) program, which provides sustainable travel mapping. **Appendix B** provides the full plan.

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Figure 3.1: Walking Catchment Plan



3.2.3 The walking catchment illustrates that a range of local facilities and services are accessible within the recommended 2km catchment from the site, including:

- A retail park (400m / 5 minutes walk);
- Robin Hood public house (850m / 11 minutes walk);
- Premier Inn (900m / 11 minutes walk);
- Bus stops (closest are 450m / 5 minutes walk); and
- Supermarket (1.3km / 16 minutes walk).

3.2.4 The local highway network provides footways, with a good level of street lighting allowing safe opportunities for journeys on foot between surrounding residential and commercial areas of South Bersted, Felpham and Flansham.

3.2.5 To the east of the site, a footway/cycleway is provided along the Bognor Regis Northern Relief Road [BNRR], connecting the A29 with the A259 via the new housing development at Felpham.

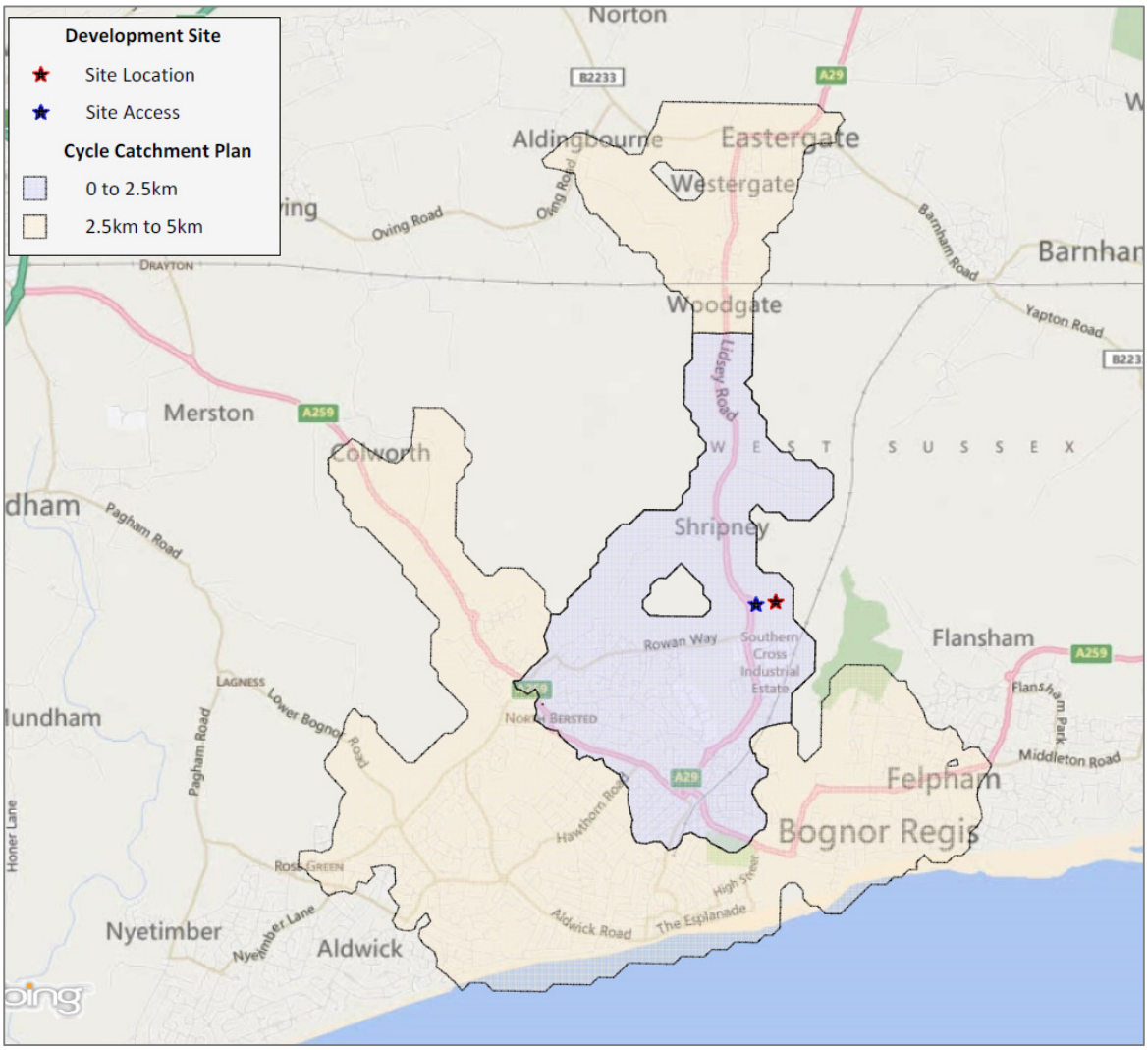
3.2.6 There is also a pedestrian route along the western side of Shripney Road. The footpath provides a direct link to the settlement of Shripney to the north.

3.2.7 South of the Rowan Way roundabout, footway/cycleways are available on both sides of Shripney Road. These routes continue to the south towards the centre of Bognor Regis.

Cycling

3.2.8 It is widely recognised that cycling can act as a substitute for short car journeys, particularly those up to 5km in length. **Figure 3.2** provides an extract of the indicative cycle catchment plan using the Visography (TRACC) program which provides sustainable travel mapping. **Appendix C** provides the full plan.

Figure 3.2: Cycling Catchment Plan



3.2.9 The South Coast Cycle Route [SCCR] runs in a west to east direction between Emsworth and Worthing, and passes through Bognor Regis and Chichester. From Chichester, this route follows the A259 and when reaching North Bersted, the route follows minor roads predominantly to the south of the A259 and towards the centre of Bognor Regis.

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3.2.10 National Route 2 [NCN2] is a long distance route linking Dover with St Austell and routes along the south coast. Currently NCN2 is not continuous, however in the vicinity of Chichester and Bognor Regis, this route provides a continuation of the SCCR.

3.2.11 The Barnham to Flansham Cycle Route (Whittington's Way) runs in a north to south direction and passes to the east of the site. Whittington's Way connects Hoe Lane in Flansham and Church Lane in Barnham and routes close to the site, where a crossing/connection is provided.

Bus Travel

3.2.12 Rolls-Royce Motor Cars is located within acceptable walking distance to regular bus services along the A29 Shripney Road. Stagecoach South provides the majority of bus services in the Bognor Regis area.

3.2.13 The closest bus stops to the site are located along the A29 Shripney Road. To the south of the site, bus shelters are available at the Bognor Regis Retail Park. These are well maintained and well lit, with timetable information available.

3.2.14 To the north of the site, bus stops are available in the vicinity of Shripney Lane. The stops on both sides of the road are well lit and also provide timetable information. The bus stops and shelters are approximately 450 metres / 5 minutes walk from the site.

3.2.15 The Stagecoach Services 61, 62, 65 and 66 stop close to the site. A summary of the timetables for each of these services is illustrated in **Table 3.2** below.

Table 3.2: Bus Timetable Summary

Service Number	Route	Monday - Friday					Saturday	
		First	AM Peak	PM Peak	Last	per day	Peak	per day
66	Bognor – Glenwood circular	07:10	1	1	17:54	8	1	8
65	Shripley Road – North Berestead circular	09:30	0	0	15:30	4	0	4
62	Bognor Regis – Sainsburys circular	09:26	0	0	15:26	4	0	4
61	Bognor Regis – Aldwick circular	09:50	0	0	15:50	4	0	4
Total			**1**	**1**	**-**	**20**	**1**	**20**

3.2.16 The bus route map for the area is illustrated in **Figure 3.3.**

Figure 3.3: Bus Route Map



3.2.17 From the bus services accessible from the site, it is possible to reach the centre of Bognor Regis, where further bus services are available. Services provide a good level of service through the town centre and connect to the surrounding residential areas and further afield.

3.2.18 In addition to the public bus network, Rolls-Royce Motor Cars will provide a dedicated bus service which will operate within the main central Bognor Regis area, with a drop-off at the Technology and Logistics Centre [TLC]. The TLC will also be a collection point for all Bognor and local surrounding areas for all employees travelling to Rolls-Royce Motor Cars, before the bus continues to Rolls-Royce Motor Cars. This bus service is a trial service and will operate at specific times to ensure the main start times at the TLC and Rolls-Royce Motor Cars are captured. The dedicated bus service will operate at the shift end times in order to bring employees back to the Bognor and surrounding areas.

Rail Travel

3.2.19 The nearest rail station to the site is situated within Bognor Regis Town Centre, approximately 2.4 km to the south west of the site. Bognor Regis Station is managed by Southern Railways and is the terminus of a short branch from the main routes.

3.2.20 Bognor Regis connects with the Brighton – Portsmouth/Southampton 'West Coastway Route' and the London – Portsmouth/Southampton 'Mainline West Route' via Barnham.

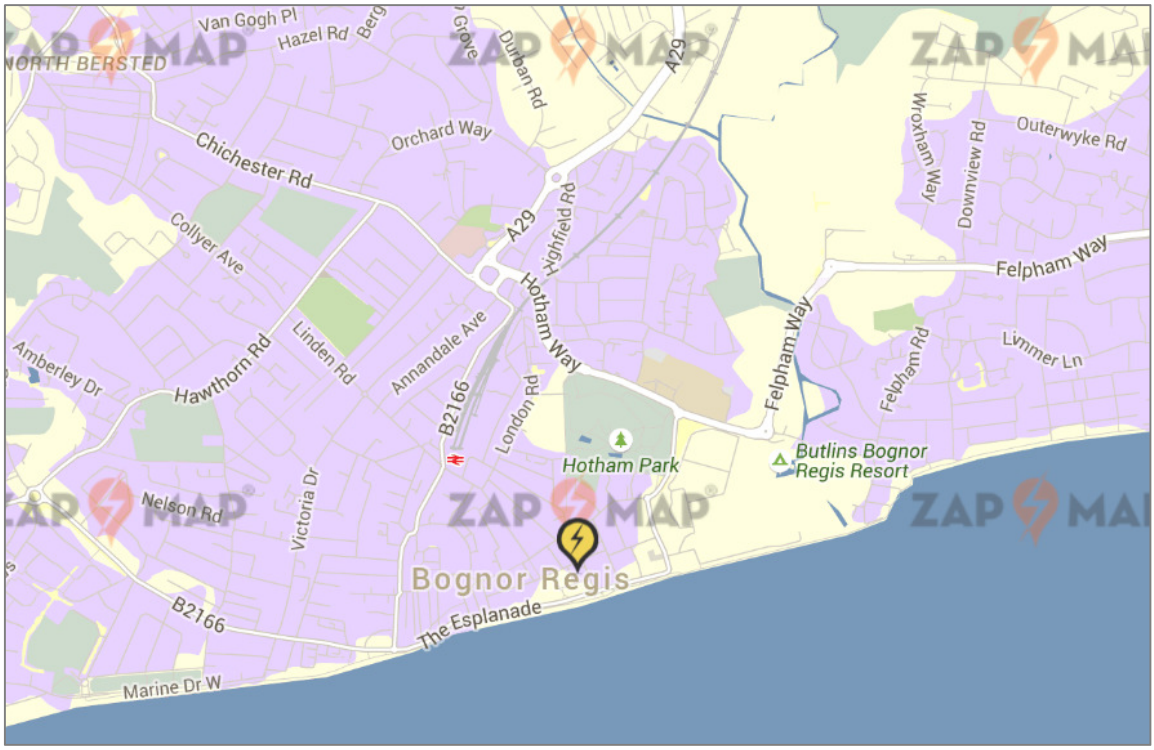
3.2.21 On weekdays, the direct service from Bognor Regis takes around 1 hr 40 minutes to London Victoria and the service frequency is 35 minutes. Saturday services are at a 30 minute frequency (although not all are direct services), whilst Sunday services operate on an approximately hourly basis.

3.2.22 Services to Littlehampton are provided on an hourly frequency throughout the week. The journey time is approximately 19 minutes.

Electric Vehicle Charging Points

3.2.23 Electric vehicles provide an attractive alternative to petrol and diesel vehicle use, particularly for journeys to locations without a good public transport network. **Figure 3.4** illustrates the location of the electric vehicle charging points close to the site.

Figure 3.4: Electric Vehicle Charging Point Locations



3.2.24 The map highlights that the closest electric vehicle charging point to the site are located in the Regis Centre car park in Bognor Regis, approximately 3.5km from the Rolls-Royce Motor Cars site. Further sites are available at Chitchester, Fontwell and Littlehampton. The proximity of the site to the charging point makes electric vehicles a realistic alternative for staff travelling to the site.

4.0 TRAVEL PLAN ADMINISTRATION

4.1.1 Key to the success of the travel plan is the recognition from the outset of the roles and responsibilities of those who may be involved, particularly the site's Travel Plan Coordinator, the Council's Travel Planning Team and other sustainable travel groups. This section outlines the roles and responsibilities of the key individuals and stakeholders who will manage the travel plan.

4.1 Travel Plan Coordinator

4.1.2 The administration of the travel plan will be the responsibility of the Travel Plan Coordinator. The Travel Plan Coordinator for the Rolls-Royce Motor Cars Bognor Regis site is:

Polly Wise

Travel Plan Coordinator

Polly.Wise@partner.rolls-roycemotorcars.com

4.1.3 Polly is a member of Rolls-Royce Motor Cars's staff. Her time will be split between Rolls-Royce's Motor Cars Bognor Regis and Goodwood sites.

4.1.4 The Travel Plan Coordinator will be the first point of contact for staff and external organisations on all matters regarding the travel plan. The TPC will be responsible for managing the implementation of travel plan initiatives at the site, and will maintain an up-to-date file containing all correspondence to and from staff relating to the travel plan and travel issues at the site.

4.1.5 The role and responsibilities of the Travel Plan Co-ordinator are:-

- To implement and promote travel plan initiatives at the site to promote sustainable travel;
- To promote the travel plan to staff and visitors;
- To attend travel steering group meetings and report back to staff on any issues relevant to the travel plan;
- To provide a point of contact for the Local Authority, steering group and other stakeholders on any issues relating to the travel plan;
- To monitor the success of the travel plan initiatives, including undertaking and analysing travel surveys; and
- To review the travel plan's success and prepare action plans.

4.1.6 Please note that some of the individual tasks included within the travel plan can be assigned to other members of staff as appropriate, as noted within the action plan in **Section 8**.

4.1.7 The Travel Plan Coordinator is in place prior to occupation of the site. A Travel Plan Coordinator will remain in place at the site for the lifetime of the site's occupation.

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4.1.8 At this stage, the resource requirements for the Travel Plan Coordinator are unknown. As such, the Travel Plan Coordinator's role has been incorporated into the responsibilities an existing member of staff. However, this will be reviewed on an annual basis and, if considered necessary, the role will be developed into a dedicated, full-time role. Any changes to the Travel Plan Coordinator's role will be communicated to West Sussex County Council.

4.2 Stakeholder Engagement

4.2.1 Stakeholders including the Council's Travel Planning Team and local transport operators also play an important role in the successful implementation of the travel plan at the site. The Council's Travel Planning Team will be kept up-to-date with the progress of the travel plan through the annual monitoring reports. The Travel Plan Team will also be approached when appropriate to gain advice and support on the implementation of specific travel plan initiatives at the site.

4.2.2 The Travel Plan Coordinator will engage with local stakeholders to ensure the successful implementation of travel plan initiatives at the site and to integrate the travel plan into the wider area. Examples of such stakeholders include:

- Transport operators, who will be able to provide timetable information and details of any special offers and discounts available;
- Local businesses to ensure synergy is created between the site's travel plan and the travel plans of neighbouring businesses; and
- Local suppliers including walking and cycling retailers, who may be able to provide discounts to staff.

4.2.3 The Travel Plan Coordinator will draw up a full list of potential stakeholders as part of the initial phases of the travel plan's development. The Travel Plan Coordinator will attempt to engage with these stakeholders throughout the travel plan's implementation.

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5.0 TRAVEL PLAN INITIATIVES

5.1 Travel Plan Measures

5.1.1 The travel plan is a set of measures and initiatives which are intended to achieve the aim, objectives and targets of this travel plan.

5.1.2 As far as possible, the measures outlined below are designed to be suitable for review and monitoring. The list is not exhaustive and additional measures may be added to the list in light of the annual travel survey responses.

5.1.3 Following occupation, the Travel Plan Co-ordinator will be free to investigate and implement other potential initiatives to increase the attractiveness of making commuting, visitor and work-based journeys by non-car modes as and when appropriate.

5.1.4 The Travel Plan Coordinator will request that all staff are informed of the travel plan as part of the induction / relocation process.

5.2 Walking

5.2.1 The highway network in the vicinity of the development site is considered to include appropriate provision for pedestrians. Notwithstanding, it is important to enhance existing facilities, where appropriate, in order to raise the profile of walking as an alternative to single occupancy car use.

5.2.2 The provision of relevant information relating to the pedestrian friendly walking routes within the vicinity of the site is a key issue. This will include details of the local facilities accessible within an acceptable walking distance of the site, as outlined in Section 3 of this report. This information will be provided to all those who work and visit the site on the notice boards and within the welcome pack.

- Pedestrian friendly walking routes between the site, surrounding residential areas and other local facilities will be identified and publicised to staff.

5.2.3 High quality and safe pedestrian routes are provided within the site to ensure that the potential for encouraging walk trips is maximised. The pedestrian routes are well-lit and cited to ensure natural observation, in order to encourage personal security. They provide access to a number of local facilities and services.

5.2.4 Internal pedestrian facilities are designed to link into the external footway network, such that pedestrian routes within the site and externally are direct and thus attractive. All pedestrian facilities will be in place prior to occupation, and walking route maps will be provided in the welcome / induction packs and on the notice board.

- Lit, high quality, safe pedestrian routes are provided within the development. These are well linked to the external pedestrian network, where possible.

5.2.5 The provision of good quality walking facilities is intended to aid the potential for cross-modal journeys, particularly those incorporating public transport.

- Walking facilities will be integrated with public transport facilities to ensure that cross-modal journeys can be readily undertaken.

5.2.6 Promotional posters highlighting the health benefits of walking or cycling will be posted on the notice board.

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5.2.7 Information leaflets will be provided on the notice boards illustrating the benefits of walking. Staff will be informed and provided with information sheets advertising the benefits of walking and cycling for better health.

5.2.8 It is understood that West Sussex County Council have commissioned Pindar Creative's travel plan mapping solution to provide mapping and promotional services. This service enables individuals to purchase site-specific multi-modal travel maps, notice boards and interactive PDFs, to support the implementation of travel plan initiatives at the site. Further details of this scheme are available on West Sussex County Council's website. The Travel Plan Coordinator will investigate the use of this service to provide travel plan resources for use at the site, on the notice boards and within the welcome packs.

5.2.9 Details of local walking shops accessible from the site will be promoted to staff. The Travel Plan Coordinator will enter into discussions with these retailers to investigate opportunities to provide discounts for staff. If secured, details of these discounts will be provided to all staff.

- Details of local walking retailers will be promoted to staff. Opportunities to provide discounts to staff at these outlets will be investigated.

5.2.10 Useful walking websites (including WalkIt), the County Council's multi-modal journey planning website, mobile phone aps and West Sussex Council's 'Widget' will be promoted to staff to enable them to plan their journey and gain further information regarding the benefits of walking. Details of useful walking websites, aps and the 'Widget' will be provided on the notice boards and within the staff information packs.

- Details of useful walking websites (e.g. WalkIt), the Council's journey planning websites, mobile phone aps and West Sussex Council's 'Widget' will be provided to staff.

5.3 Cycling

5.3.1 The highway network in the vicinity of the site is considered to have good provision for cyclists. To further encourage cycling, 32 sheltered cycle parking will be provided on-site for use by staff and visitors (24 in unit 1, 8 in unit 2). The cycle parking is provided in a secure, convenient location.

- The site provides secure, well lit and conveniently located cycle parking.

5.3.2 Information on the cycling infrastructure in the local area will be provided to staff to increase awareness of the facilities available close to the site. This will take the form of a cycle map to be displayed on the travel notice boards. In the first instance, the West Sussex journey planner will be investigated to provide journey planning services to staff. Safe cycling information will also be provided, with advice given on cycling along these routes.

5.3.3 All staff will be provided with up-to-date information, through newsletters and travel information on notice boards, regarding the facilities available to encourage cycling and providing advice on cycle safety issues. Promotional materials on bicycle use and encouraging cycling will be provided on the notice boards and in the welcome packs / induction packs.

5.3.4 Details of local cycling retailers will be provided on the notice boards and staff information packs, and will be promoted to staff. It is understood that West Sussex County Council have negotiated discounts with a number of these retailers, which would be open to staff at the site. Details of these discounts are available at West Sussex County Council's website.

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- Details of local cycling retailers, along with local cycling maps, will be provided to staff. Discounts are available at a number of local retailers via West Sussex County Council, which would be promoted to staff at the site.

5.3.5 The Travel Plan Coordinator will approach the Senior Management Team at Rolls-Royce Motor Cars to investigate opportunities to launch a Cycle 2 Work scheme at the site. Should this scheme be agreed, the Travel Plan Coordinator will launch it at the site and promote the scheme to all staff.

- The Travel Plan Coordinator will investigate opportunities to provide a Cycle 2 Work scheme.

5.3.6 Local cycling maps will be displayed on the notice boards and distributed to staff via the notice board and welcome packs to encourage travel by this mode. The Council's site-specific multi-modal travel maps website (by Pindar Creative) will be investigated to provide this information.

5.3.7 The Travel Plan Coordinator will approach West Sussex Council's Road Safety Team to investigate opportunities to run adult cycle training schemes at the site. If viable, the Travel Plan Coordinator will organise and promote these courses within the site, and encourage staff to participate.

- Opportunities to run cycle training schemes will be investigated by the Travel Plan Coordinator.

5.3.8 A puncture repair kit will be available at the site for use by staff and visitors. The kit will be held in a convenient location, accessible for all staff and visitors. The availability of the kit will be promoted to staff and visitors to encourage use. The Travel Plan Coordinator will be responsible for maintaining the repair kit and ensuring it remains well-stocked and usable.

- A puncture repair kit will be available to all staff at the site.

5.3.9 Cycling events such as Bike Week will be promoted within the site and staff will be encouraged to participate. These events are typically annual events which are run nationally across the UK, with various activities taking place locally.

5.4 Public Transport

5.4.1 It is important to provide travel information to all staff to raise awareness of the services available. To encourage the use of public transport, the provision of maps (such as a local bus stop map), written directions and easy to understand timetables are invaluable. This information will be included within the welcome pack / induction pack and on the notice boards. This information will be reviewed and updated on a regular basis to ensure the information remains up-to-date and relevant.

5.4.2 As previously identified, in the first instance, the Travel Plan Coordinator will investigate the use of Council's site-specific multi-modal travel maps website (by Pindar Creative) to provide travel information. The Travel Plan Coordinator will provide travel information to staff and visitors, which will be distributed via the travel notice boards and in the welcome packs / information packs.

5.4.3 Journey planning websites (e.g. Traveline and the Council's online journey planning services), the Council's 'Widget' and mobile phone aps will be promoted to staff and visitors within the welcome pack and on the notice boards. Staff and visitors will be encouraged to make use of these services to help plan their journey.

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- Existing local public transport services including the timetables, costs, journey planning websites, the Council's Widget and mobile phone aps will be publicised by way of travel notice boards and welcome packs.

5.4.4 Rolls-Royce Motor Cars will provide a dedicated bus service which will operate within the main central Bognor Regis area, with a drop-off at the Technology and Logistics Centre [TLC]. The TLC will also be a collection point for all Bognor and local surrounding areas for all employees travelling to Rolls-Royce Motor Cars, before the bus continues on to Rolls-Royce Motor Cars. Further details regarding this service are provided in Section 3 of this travel plan. This service will contribute to reducing car occupancy.

5.4.5 The Travel Plan Coordinator will investigate the viability of joining the Easit Network, an influential network designed to support and encourage the most influential businesses in the local area to adopt alternative, sustainable travel behaviours. By joining the scheme, employers can gain access to additional benefits including a 15% discount on South West Trains, First Great Western and Southern. Further information regarding the Easit Network is available at:

http://www.easit.org.uk/index.php

5.4.6 Should it not be viable to join the Easit Network, the Travel Plan Coordinator will enter into discussions with the public transport operators in Bognor Regis to investigate opportunities to secure discounts for staff using these services. If secured, details of these discounts will be promoted to all staff at the site.

- Opportunities to secure discounts for staff using public transport will be investigated. If secured, details of these discounts will be promoted to all staff.

5.4.7 Any issues relating to travel by public transport to the site for staff and visitors will be established via the comments box.

5.5 Taxis

5.5.1 A free taxi ride home will be provided for use by staff and visitors who travel sustainably for use in an emergency. This free ride home will be advertised to staff on the travel notice boards and within the welcome packs.

5.6 Car Sharing

5.6.1 Car sharing represents a relatively convenient alternative form of travel, and could reduce the total commuter mileage of staff and visitors. As such, car sharing can be a highly successful way of reducing the number of vehicular trips made to and from a site.

5.6.2 One of the most effective ways of establishing and operating a car share scheme is through the use of a database. Rolls-Royce Motor Cars have a dedicated car share scheme, which will be made available and promoted to staff at the Bognor Regis site:

www.rollsroycemotorcars.liftshare.com

5.6.3 The car share database is free to register on and use. Details of the scheme will be promoted on the notice boards and via the welcome packs / induction packs.

- Staff will be encouraged to sign up to the Rolls-Royce Motor Cars car sharing scheme.

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5.6.4 To encourage car sharing, it is important to highlight the main advantages of travelling by this mode. A key element of the marketing strategy for car sharing will be the promotion of the cost savings that can be achieved, when compared with single occupancy car use. Rolls-Royce Motor Car's car sharing database provides such a calculator. This will be an important marketing tool and will be used to promote the use of the database to staff at the site.

- The cost savings associated with car sharing, compared with single occupancy car use will be promoted. Information will be made available to all staff and will include a car cost calculator.

5.6.5 The Travel Plan Coordinator will investigate the viability of providing a free prize draw for car sharers, to win a prize such as retail vouchers. Opportunities to provide this prize draw will be investigated with the Management Team at the site. Other incentives and events to promote car sharing, such as postcode coffee mornings, will also be investigated by the Travel Plan Coordinator.

5.7 Electric Vehicles

5.7.1 Details of the nearest electric vehicle charging points will be provided on the notice boards and within the welcome packs, and promoted to staff and visitors. This will include maps illustrating the location of these charging points. **Section 3** of this report illustrates the closest charging points to the site.

5.7.2 Following occupation, the Travel Plan Coordinator will investigate the viability of providing dedicated electric vehicle charging point(s) within the site. Should it be considered viable, the charging point(s) will be made available within a communal area and accessible to all staff.

- The electric vehicle charging points close to the staff will be promoted. Should it be viable, dedicated charging point(s) will be provided in a communal area of the site for use by staff.

5.8 Powered Two-Wheelers

5.8.1 A total of 10 motorcycle parking spaces will be provided at the site. These are located in a secure, sheltered location.

5.9 Travel Information

5.9.1 Upon commencement of employment or relocation, every staff member will be provided with an Induction Pack / Welcome Pack. This will provide information on the facilities available close to the site and local travel information, providing all the information an individual will need in order to make an informed choice about the mode of transport to be used for travelling to the site.

5.9.2 The pack will provide the following information:-

- The health benefits of walking and cycling;
- Cycle parking in the site;
- Local bus service information and bus stop locations;
- Contact details for local taxi companies;
- Information on local facilities available within 800 metres of the site;

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- Journey planning websites and West Sussex Council's 'Widget';
- A summary note explaining the benefits of car sharing and noting the car sharing websites available;
- Link to a website for a car cost calculator, providing information of the full cost of car use (i.e. financial, environmental, health, etc.) to raise awareness of issues; and
- Contact details for the Travel Plan Coordinator.

5.10 Demand Reduction Initiatives

5.10.1 There a number of initiatives at the site which would help reduce travel demand, including:

- The use of teleconferencing / videoconferencing / Skype will be promoted for meetings to minimise the number of face-to-face meetings undertaken;
- Providing information on other local community facilities to encourage linked trips; and
- Car parking is provided in line with West Sussex County Council's parking standards.

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6.0 TRAVEL PLAN AIM, OBJECTIVES AND TARGETS

6.1 Brief

6.1.1 The travel plan is a strategy which will evolve over time. It is important that the travel plan is a flexible document that is responsive to change, although the underlying objectives of the plan - to facilitate travel by sustainable modes, and educate visitors and staff of the alternatives to single occupancy car use - will not change.

6.2 Travel Plan Aim

6.2.1 The travel plan is a long term strategy for reducing the dependence of staff and visitors on travel by private car. The overall aim of the travel plan is:

"To minimise the number of single occupancy vehicle trips entering and exiting the site through the promotion of more sustainable modes of transport".

6.3 Travel Plan Objectives

6.3.1 The travel plan reflects the following objectives which are intended to achieve current Government and local policies in respect to transport:

- Reduce reliance on single occupancy car journeys;
- Promote alternative modes of travel to the car;
- Advocate means of travel that are beneficial to the health of those working on or visiting the site;
- Minimise car travel in the area surrounding the site, cutting down on associated costs (environmental, financial, health etc.); and
- Contain car parking demand.

6.4 Targets

6.4.1 The targets are to be agreed with West Sussex County Council following completion of the traffic count survey. Due to the phased nature of the site becoming operational, it is not considered representative to undertake the traffic count surveys at this stage. A traffic surveys will be undertaken with all members of staff within 6 months of full occupation of the site.

6.5.1 Rolls-Royce Motor Cars provide a commitment to target a 15% reduction in the number of single occupancy vehicle trips to and from the site within 5 years.

6.5.2 The Transport Assessment provides details of the anticipated trip generation associated with the proposed development during the morning and evening peak hours, within Table 4.3. **Table 6.1** summarises the trip generation, and provides a target for the number of vehicle trips into and out of the site.

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Table 6.1: Trip Generation Targets

Land Use	Weekday morning peak		Weekday evening peak	
	Arrivals	Departures	Arrivals	Departures
Trip Generation (taken from Table 4.3 of the Transport Assessment)	340	151	86	256
5 year target	289	128	73	218

6.5.3 Should this target be achieved earlier than 5 years, the 15% reduction will be retained at this level or a further reduction in single occupancy vehicle trips be targeted thereafter.

6.5.4 The travel plan targets should be SMART:

- Specific;
- Measurable;
- Achievable;
- Realistic; and
- Time-bound.

6.5.5 Targets will be monitored and reviewed in partnership with West Sussex County Council. The outputs of future monitoring will be used to inform the contents of the subsequent updated travel plan reports and will encompass the following elements:-

- Monitoring the use of cycle stands and establishing demand for additional cycle parking via the comment forms;
- Monitoring the take up of the car share scheme via the database;
- Monitoring the use of car parking spaces;
- Recording comments/observations received on transport and travel to the development via the comments and suggestions box; and
- Monitoring the number of staff and visitor vehicle trips to and from the site.

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7.0 MONITORING

7.1 Monitoring and Review

7.1.1 Traffic count surveys will be undertaken at the site access within 6 months of full occupation (i.e. June 2016), and then in years 3 and 5 to assess changes in the number of vehicles entering and exiting the site. The survey period selected should reflect past surveys in terms of the time of year so as to enable like-for-like comparisons of vehicle movements to be made, and will be undertaken by an approved enumerating company (commissioned directly with the TRICS Consortium).

7.1.2 The survey should be used to establish changes in the number of vehicles entering and exiting the site. The methodology adopted for the travel plan monitoring will comply with the TRICS UK Standard Assessment Methodology (TRICS SAM).

7.1.3 Within 3 months of completion of the traffic count surveys, a monitoring report will be provided to the Travel Plan Team at West Sussex County Council summarising the findings of the survey and assessing the progress made against the travel plan targets. The report will include:

- Confirmation that travel information is available to staff/visitors;
- Note any travel comments/suggestions received via the comments box;
- Note any changes to travel at the site;
- Any additional measures, or changes/refinements to existing measures required; and
- Summary of actions completed and any key tasks for the following year.

7.1.4 Thereafter, the success of the travel plan will be monitored on a bi-annual basis in years 3 and 5, and a monitoring report provided to West Sussex County Council.

7.1.5 Should the travel plan not be achieving the desired 15% reduction in vehicle movements into / from the site, additional travel plan measures will be outlined and implemented at the site. These additional initiatives will contribute towards ensuring the travel plan targets are achieved.

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8.0 ACTION PLAN

8.1 Site Action Plan

8.1.1 **Table 8.1** details the measures that will be taken to help achieve the objectives and initiatives established in this travel plan. The measures will be developed in the form of an action plan with key staff and timescales noted.

8.1.2 Following occupation of the site, an updated travel plan will be prepared and submitted to the Council for discussion and agreement. Following the implementation of measures, the successes will be advertised.

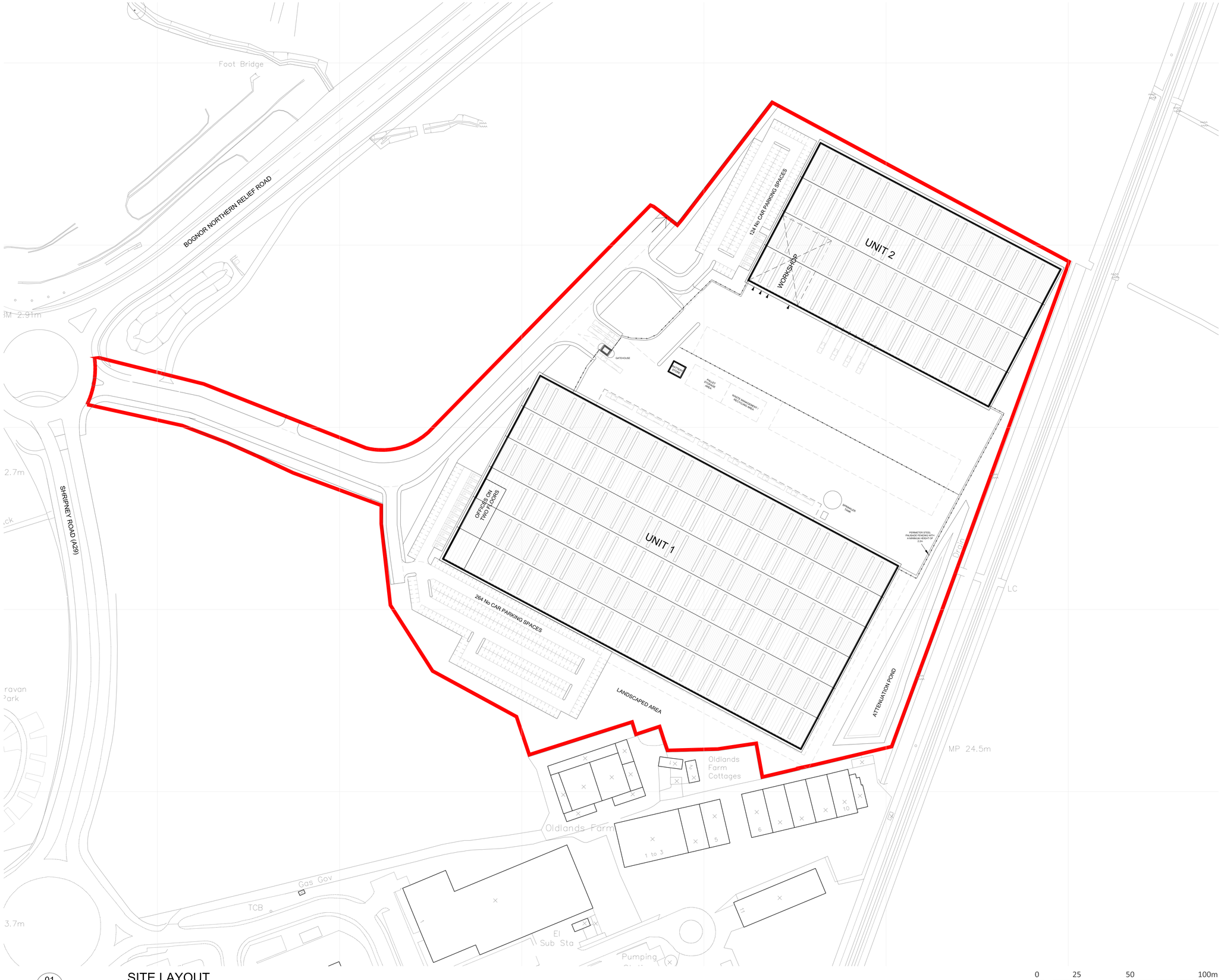
Table 8.1: Travel Plan Action Plan

Measure	Target Date	Ownership
Appointment of Travel Plan Coordinator.	Completed	Rolls-Royce Motor Cars
Preparation of welcome pack.	Prior to full occupation	Travel Plan Coordinator / Council
Liaison with local employers, Council and other stakeholders.	Prior to full occupation	Travel Plan Coordinator / Rolls-Royce Motor Cars
Conduct traffic count survey(s) at the site access	6 months after full occupation and in years 3 and 5 thereafter	Travel Plan Coordinator
Develop an updated travel plan.	Within 3 months of completion of traffic count surveys. Updated on regular basis.	Travel Plan Coordinator
Set up dedicated Rolls-Royce Motor Cars bus service	On occupation	Rolls-Royce Motor Cars
Production of annual Travel Plan feedback.	On-going	Travel Plan Coordinator
Provide up to date, easily accessible information on travel alternatives to the car and local facilities via (as appropriate): notice boards posters leaflets welcome pack / induction pack.	On-going	Travel Plan Coordinator / third party leaflet firm
Promote benefits of walking and cycling, promoting the health benefits via third party promotional material.	On-going	Travel Plan Coordinator / third party leaflet firm
Advertise car sharing initiatives including the Rolls-Royce Motor Cars car share database and provide active travel information.	On-going	Travel Plan Coordinator
Encourage residential and local schools to take part in national travel events e.g. Bike Week.	Yearly, to be agreed	Travel Plan Coordinator, Local Authority Travel Plan officer.

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APPENDICES

APPENDIX A – SITE LAYOUT



01
101

SITE LAYOUT

1:1000

0 25 50 100m

NOTES:

SUBJECT TO STATUTORY CONSENTS

BASE ON MALCOLM HUGHES LAND SURVEYOR'S TOPOGRAPHICAL SURVEY (DRAWING No: 16473 / 1)

BASED ON OS MAP REPRODUCED BY PERMISSION OF CONTROLLER OF HM STATIONARY OFFICE (c) CROWN COPYRIGHT

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N

REV	DATE	NOTE	DRAW	CHCK
A	20.06.14	GENERAL AMENDMENTS	PF	NSC

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BERICOTE PROPERTIES

TITLE
OLDLANDS FARM, BOGNOR REGIS

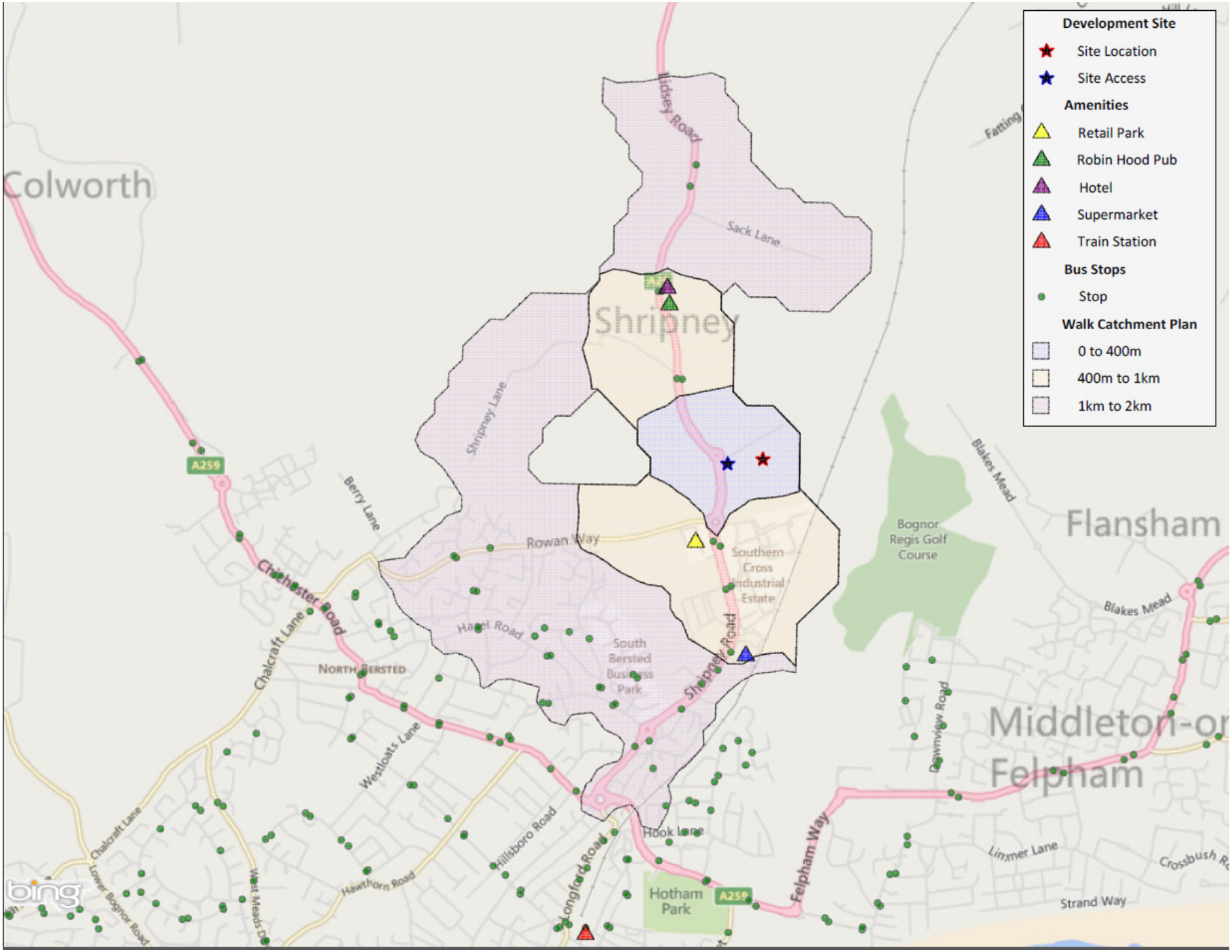
DRAWING
SITE LAYOUT PLAN

CLIENT
BERICOTE PROPERTIES LTD

DATE	SCALE	DRAWN
JUNE 2014	1:1000@A1	PF
	STATUS: PLANNING	CHECKED: NSC

DRAWING NUMBER
30699-PL-101A

APPENDIX B – WALKING CATCHMENT PLAN


Development Site
Site Location
Site Access
Amenities
Retail Park
Robin Hood Pub
Hotel
Supermarket
Train Station
Bus Stops
Stop
Walk Catchment Plan
0 to 400m
400m to 1km
1km to 2km
Colworth
Shripney
Flansham
Middleton-on-Sea
Felpham
Sack Lane
Shripney Lane
Berry Lane
Rowan Way
Chichester Road
A259
Chalcraft Lane
North Bersted
Westloats Lane
Hillsboro Road
Hook Lane
Longford Road
Hotham Park
Felpham Way
Strand Way
Linmer Lane
Blakes Mead
Bognor Regis Golf Course
Southern Cross Industrial Estate
South Bersted Business Park
Shripney Road
Downview Road
Hawthorn Road
Lower Bognor Road
bing

APPENDIX C – CYCLING CATCHMENT PLAN

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