

**LAND AT OLDLANDS FARM
BOGNORE REGIS**

FRAMEWORK TRAVEL PLAN

HANBURY PROPERTIES

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Executive Summary

This Framework Travel Plan provides an overarching strategy for the proposed Oldlands Farm development, with the primary aim of reducing work related journeys. It will enable a joined-up approach for the implementation of travel initiatives to achieve effective outcomes.

The site is allocated for employment use in the Arun District Local Plan and adjoins the settlement of South Bersted. Following the completion of the Bognor Regis Northern Relief Road direct links to Shripney, North Bersted, Flansham, Felpham and Bognor Regis will be available. Existing residential areas, schools and retail opportunities are nearby and a comprehensive network of footways and cycle routes connect to the site. Bus stops are also accessible, allowing journeys to/from the surrounding settlements.

Oldlands Farm will provide employment for office, industrial and warehousing uses. It is envisaged that amenities including retail, pub, DIY and fast food outlets will also be available at the site.

The aims of the strategy are to minimise the development impacts whilst improving travel choices. Increased sustainable travel awareness will help to reduce reliance on car journeys thus relieve pressures on the highway network. The strategy will also assist businesses to meet corporate social commitments, retain staff and improve business efficiency.

It is envisaged that the initial package of measures proposed will be developed by stakeholders including the: Travel Plan Co-ordinator, Steering Group, occupiers and West Sussex County Council.

Hanbury Properties will be responsible for the Framework Travel Plan initially for a 5-year period, when formal and informal monitoring will be undertaken to help understand how well the strategy is performing against agreed targets.



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1 Introduction

- 1.1.1 MJA Consulting has been commissioned by Hanbury Properties (Hanbury) to develop a Framework Travel Plan as part of the planning process for the development site at Oldlands Farm, Shripney.
- 1.1.2 This Framework Travel Plan (FTP) provides an overarching strategy to reduce work related journeys for all Oldlands Farm businesses. It highlights the existing options for sustainable travel to the site, and provides guidance and recommendations for the implementation of optimal solutions to promote sustainable travel at the site.
- 1.1.3 The Framework Travel Plan does not seek to take priority over any existing sustainable travel initiatives that end-users have in place, but rather to enable a joined-up approach across the site to achieve effective outcomes.
- 1.1.4 The Oldlands Farm site is currently occupied by agricultural land. It is proposed to develop the site for employment uses. A Transport Assessment has been produced to support the planning application. This Framework Travel Plan should be read in conjunction with the Transport Assessment.

2 Existing Conditions

2.1 Site Location and Description

- 2.1.1 The Oldlands Farm site consists of agricultural land, which adjoins the existing settlement boundary of South Bersted. It is contained in the Arun District Local Plan and allocated for employment uses. The site is less than 1km south of the settlement of Shripney and around 1.5km north of South Bersted. Bognor Regis Town Centre is a further 1.5km beyond South Bersted and North Bersted is around 2.5km to the west of the site.
- 2.1.2 The settlements summarised above include established residential areas. New housing at North Bersted and Felpham will be provided as part of the Policy Site 6 scheme, where the housing at Felpham will be approximately 2.2km east of the site.
- 2.1.3 It is proposed to develop the site for employment uses. Also it is envisaged that additional units at the site have the potential to include retail, fast food, pub, crèche and DIY uses.
- 2.1.4 **Figure 1** shows the regional location of Oldlands Farm, with Bognor Regis to the south, Chichester to the west and Littlehampton to the east.

Figure 1: Regional Context



2.2 Highway Network

- 2.2.1 Oldlands Farm is accessed directly from the A27 Shripney Road / BNRR / Site Access roundabout, which is a large junction recently constructed as part of the BNRR route.

A29 Shripney Road

- 2.2.2 The A29 Shripney Road routes in a north-south direction to provide a connection between the A27 at Fontwell and the A259 at South Bersted. In the vicinity of the site the A29 is dual carriageway. A recent application to reduce the speed limit to 40mph was approved and will provide consistency in the area, along with safety and environmental benefits.
- 2.2.3 Between the north of the site and the settlement of Shripney the A29 reverts back to single carriageway, and continues to the north through Shripney to connect with the A27 at Fontwell. Street lighting is provided along the entire length of the A29. To the south of the site the A29 continues as a dual carriageway, passing through retail and employment areas before again reverting back to single carriageway to connect with the A259 at South Bersted.

Bognor Regis Northern Relief Road (BNRR)

- 2.2.4 The BNRR is a significant infrastructure provision for Bognor Regis currently under construction. When complete it will route in an east-west direction between the A259. The BNRR will consist of new sections of carriageway as well as incorporating existing roads sections (Rowan Way and the A29 Shripney Road) in order to complete the bypass route. Street lighting will be provided over the entire length of the BNRR.
- 2.2.5 At its western extent the BNRR will connect with the A259 at North Bersted, where a new roundabout has been constructed, and will allow access to new housing development. This new section of carriageway will be subject to a 40mph speed limit and connect with Rowan Way via a new 3-arm roundabout. To the west of the 3-arm roundabout Rowan Way is subject to a 30mph speed limit, whilst in the eastern direction the speed limit is 40mph. The route of the BNRR will continue



along Rowan Way towards the existing A29 Shripney Road/Steyping Way/Rowan Way roundabout. The route will then continue north along the A29 towards the new A29 Shripney Road/BNRR/site access roundabout. From here a new section of carriageway will be provided for the BNRR to continue to the east to serve the new housing and connect back with the A259 at Flansham via the new A29 Flansham Lane/BNRR/Hoe Lane roundabout.

A259 Flansham Lane and Chichester Road

- 2.2.6 To the east of the BNRR at Flansham, the A259 Flansham Lane is a single carriageway road which routes to Littlehampton and provides a connection towards Worthing, then continuing along the south coast to Eastbourne. In the westbound direction, at Flansham, the A259 routes towards Bognor Regis and is subject to a 30mph speed limit.
- 2.2.7 At North Bersted and to the north of the BNRR, the A259 routes in a north-westerly direction to Chichester and subject to a 40mph speed limit. The A259 continues beyond Chichester in a westerly direction towards Havant and the A3(M). South of the BNRR at North Bersted the A259 is subject to a 30mph speed limit and routes in a south-easterly direction, to connect to the A29 before continuing to Bognor Regis Town Centre and Felpham. As stated above the A259 continues to Littlehampton in the eastern direction. **Figure 1** indicates the site location in relation to the surrounding highway network.



3 Development Proposals

3.1 General

3.1.1 Oldlands Farm straddles Policy Site 5 and Site 6 and is allocated for employment use. The development site has an approximate total area of 12.49ha, with a net development area of 10.35ha. A Development Framework Plan is contained at **Appendix A.**

3.1.2 The plan shows an area of 7.5ha for employment occupying the south-eastern portion of the site. The remaining 2.85ha at the north-western extent of the site will contain the 'Business Hub'.

3.2 Development Proposals

3.2.1 The site will provide employment, comprising a mixture of B1, B2 and B8 uses at Oldlands Farm (7.5ha). The Business Hub (2.85ha) will provide various additional ancillary uses. Whilst these ancillary uses have yet to be confirmed it is envisaged that the following potential uses could be suitable at the Business Hub:

- Car showroom
- Crèche
- Fast food
- Retail
- DIY/garden centre
- Pub/leisure

3.2.2 The potential building footprints are shown to illustrate their position in relation to the site. A flexible approach to the B1/B2/B8 uses will be adopted in order to ensure that final occupiers can be catered for.

3.2.3 A number of development mix options have been considered for the Business Hub that could potentially include:

- 929sqm - pub/restaurant or leisure
- 929sqm - fast food or car showroom or crèche



3.3 Site Access and Internal Roads

- 3.3.1 Oldlands Farm will be accessed directly from the already purpose-built access arm onto the A29 Shripney Road/BNRR/Site Access roundabout. The design of the access will allow efficient movement for pedestrians, cyclists and motor vehicles.
- 3.3.2 The site access provides 3.0m footway/cycleways either side of the carriageway, which link to the surrounding highway network (see **Chapter 5**). Crossing points within boundary will give connections to the internal network. Footways and cycleways will continue within the site to provide sustainable access options throughout.



4 Aims and Objectives

4.1 General

- 4.1.1 This Framework Travel Plan provides a long term strategy for increasing sustainable travel and reducing the reliance of single occupancy car journeys. It is not anti-car, but seeks more efficient methods of travel to work.
- 4.1.2 Oldlands Farm is proposed to be an employment site with the potential to generate many peak hour and daily trips on the highway network. The Bognor Regis Northern Relief Road (BNRR) is currently in the construction phase, and when complete will enable users to bypass the centre of Bognor Regis. The development of Oldlands Farm (from agricultural land to an employment hub) will also attract traffic to the local area.
- 4.1.3 The travel plan aims to minimise the impact from the development of Oldlands Farm on the local highway network. The objectives of the travel plan also include:
- Increasing awareness of sustainable travel
 - Reducing single occupancy car journeys
 - Improving travel choices
 - Meeting corporate social responsibilities
 - Increasing business efficiency and equality
 - Staff retention
 - Meeting planning requirements

5 Sustainable Travel Options

5.1 General

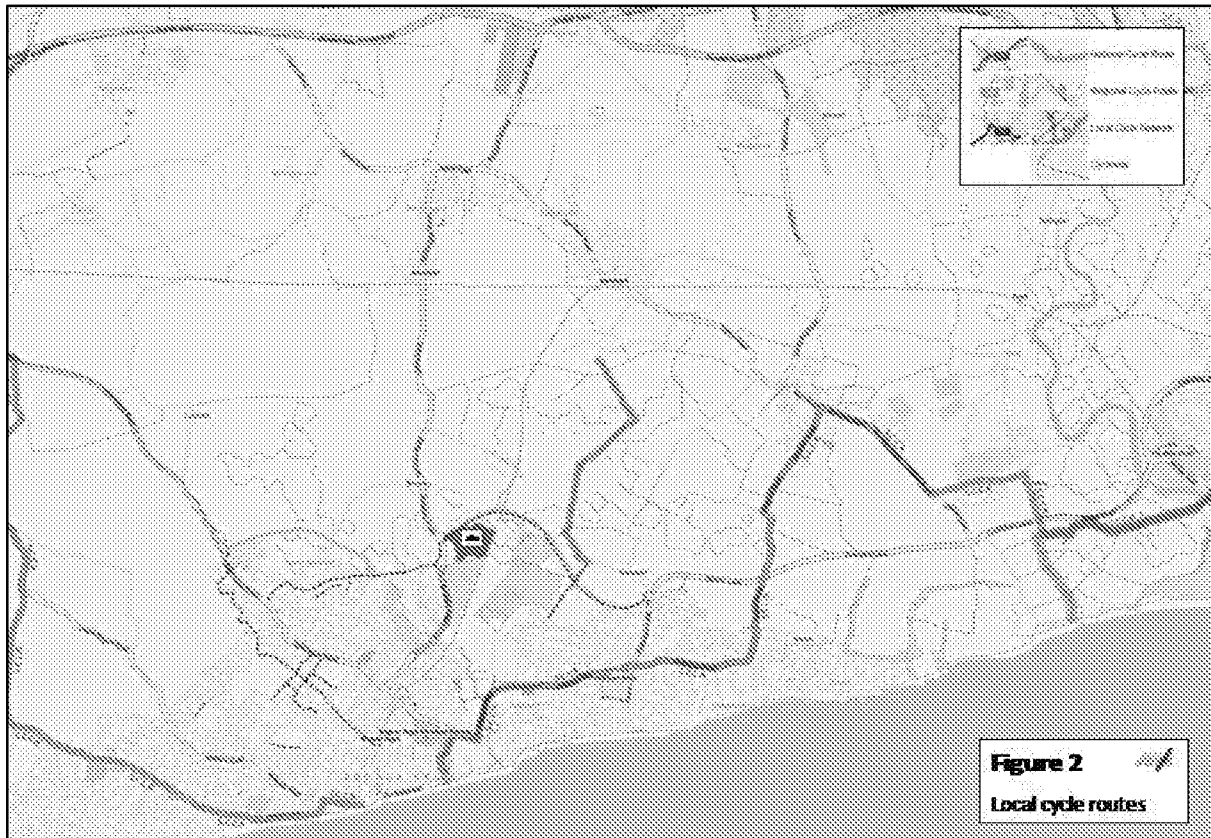
- 5.1.1 As mentioned earlier the Oldlands Farm site adjoins the existing settlement boundary of South Bersted. The site is less than 1km south of the village of Shripney and Bognor Regis Town Centre is approximately 3km to the south, whilst North Bersted is around 2.5km to the west.
- 5.1.2 New housing areas are currently under construction, as is major highway infrastructure as part of the Site 6 scheme. The settlement of South Bersted has also seen the implementation of a number of commercial projects in recent years. Oldlands Farm is situated in an area with potential for growth and development, where a number of adjacent parcels of land have also been allocated in the Local Plan for employment uses.

5.2 Walking and Cycling

- 5.2.1 Walking accounts for the majority of short distance journeys. It is also 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.
- 5.2.2 The existing local highway network provides a strategic network of footways with a good level of street lighting allowing safe opportunities for journeys between surrounding residential and commercial areas of South Bersted, Felpham and Flansham. Opportunities for walking and cycling also exist to local facilities such as retail parks, bus routes, health facilities, food outlets etc.
- 5.2.3 To the east of the site a footway/cycleway will be provided along the BNRR, connecting the A29 with the A259 via the new housing development at Felpham. The 3 metres wide facility will be well lit and enable direct links to Flansham. The new housing area is approximately 2.2km east of the site and well within cycling distance.



- 5.2.4 In the vicinity of the Oldlands Farm site there is a pedestrian route along the western side of Shripney Road. The footpath provides a direct link to the settlement of Shripney to the north. To the south of the site this route has recently been upgraded, where a 3 metres wide footway/cycleway is provided and connects with the existing footway/cycleways at the Rowan Way roundabout via an improved crossing facility. An upgraded footway/cycleway will also be constructed along Rowan Way to provide a link to the A259 Chichester Road and the South Coast Cycle Route.
- 5.2.5 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.
- 5.2.6 The South Coast Cycle Route (SCCR) runs generally west to east between Emsworth and Worthing and passes through Bognor Regis and Chichester. From Chichester this cycle 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.
- 5.2.7 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.
- 5.2.8 The Barnham to Flansham Cycle Route (Whittingtons Way) runs in a north to south direction and passes to the east of the site. Whittingtons Way connects Hoe Lane in Flansham and Church Lane in Barnham and will route close to the BNRR, where a crossing/connection will be constructed. **Figure 2** shows the cycling facilities in the area surrounding the development site.



5.2.9 The Oldlands Farm site is located less than 1km south of the settlement of Shripney, 1.5km north of South Bersted and approximately 2.5km to the east of North Bersted. The new housing at Felpham is around 2.2km east of the site. The closest housing area is around 900 metres south-west of the site along Rowan Road. It is considered the Oldlands Farm is located within easy access of existing housing areas by foot and cycle.

5.2.10 The indicative masterplan contained at **Appendix A** shows the pedestrian and cycle facilities on site and the connection to the wider highway network.

5.3 Bus travel

5.3.1 The Oldlands Farm 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.

5.3.2 The closest bus stops in relation to the Oldlands Farm site are located along the A29 Shripney Road. To the south of the site bus shelters are available at the Bognor

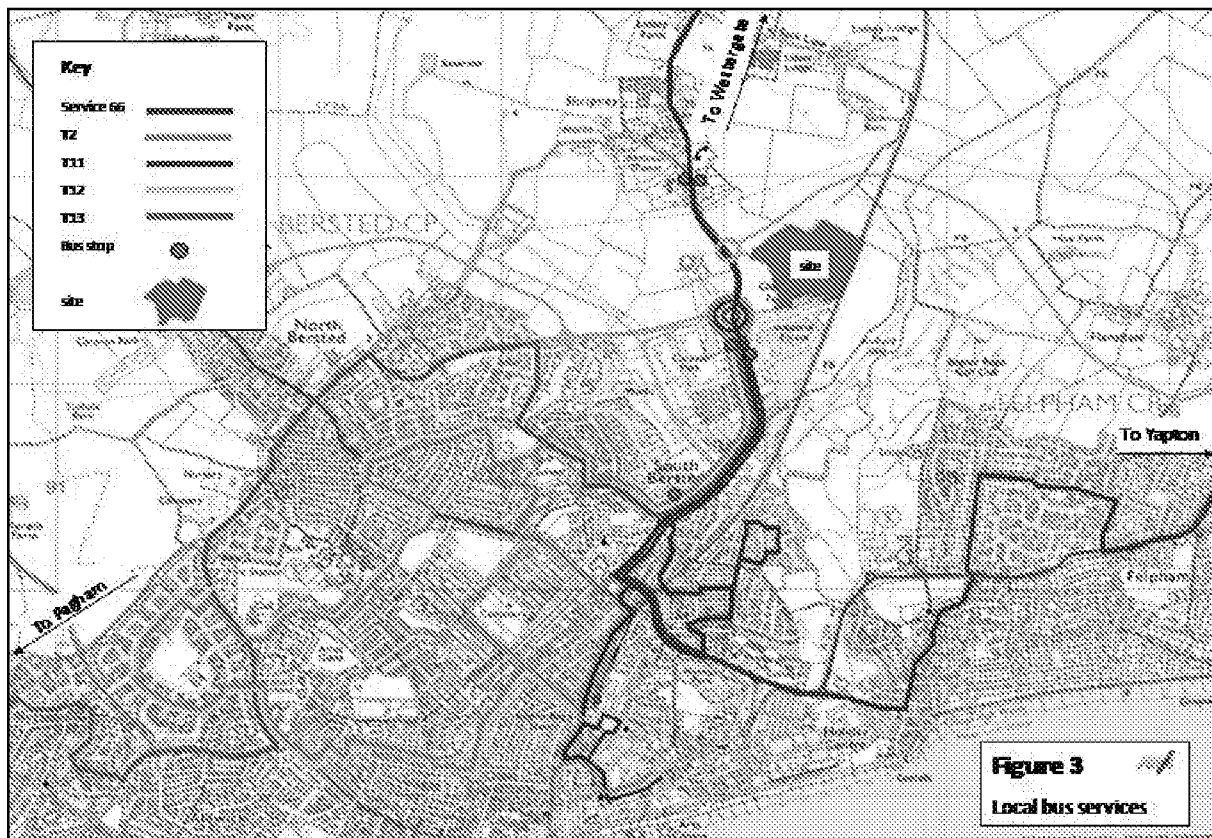


Regis Retail Park. These are well maintained, well lit and timetable information is available. To the north of the site bus stops are also available in the vicinity of Shripney Lane. The stops on both sides of the road are well lit and also provide timetable information. The bus stops and shelters are approximately 450 metres from Oldlands Farm.

- 5.3.3 The Stagecoach Service 66 routes between Bognor Regis and Yapton, via Walberton, Westergate, Woodgate, Shripney and South Bersted. Regular journeys are provided from Monday to Saturday. Services operate at an approximate 90 minute frequency between 08:00 and 18:40 hours.
- 5.3.4 The Stagecoach South Service T2 also operates along the A29 Shripney Road. This is a 'circular' route calling at stops in North Bersted, South Bersted and Bognor Regis. This service is limited to Tuesdays and Thursdays and provided by Tesco, where three buses are available per day.
- 5.3.5 The Stagecoach South Service T11 routes along the A29 Shripney Road and routes between South Bersted and Yapton, via Bognor Regis, Felpham, Middleton-on-Sea, and Elmer. This service is provided by Tesco and is limited to Tuesdays and Thursdays. Southbound journeys are available from Bognor Regis Retail Park (near KFC), whilst return journeys from Yapton terminate at Tesco.
- 5.3.6 The Stagecoach South Service T12 operates along the A29 Shripney Road to provide journeys to Bognor Regis via North and South Bersted. This service is provided by Tesco and is limited to Tuesdays and Thursdays. Journeys to the centre of Bognor Regis can be accessed via the stops at the Bognor Regis Retail Park. Return journeys from Bognor Regis terminate at Tesco thus requiring an additional 14 minute walk to the site.
- 5.3.7 The Stagecoach South Service T13 routes along the A29 Shripney Road and calls at Pagham, Aldwick, Rose Green and North and South Bersted. This service is also provided by Tesco and offers limited journeys on Mondays. Journeys towards

Pagham can be accessed at the KFC bus shelter and return journeys again terminate at Tesco.

5.3.8 From the bus services above it is possible to reach the centre of Bognor Regis where an extensive bus network is available. Services provide a good level of service throughout the town centre and connections into the surrounding residential areas and further afield.



5.3.9 Figure 3 shows the bus stops in the vicinity of the site. The timetables for all of the services discussed above can be found at the following website, and selecting Shripney as a location:

www.travelinesoutheast.org.uk/se/XSLT_SELTT_REQUEST?language=en

5.4 Rail travel

5.4.1 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.



- 5.4.2 Bognor Regis connects with the Brighton – Portsmouth/Southampton ‘Coastway West route’ and the London – Portsmouth/Southampton ‘Mainline West route’ via Barnham. Direct services to London are available via Worthing, Hove and Gatwick.
- 5.4.3 On weekdays the direct service from Bognor Regis takes around 1hr 40mins to London Victoria or London Bridge and service frequency is 30mins. Saturday services are also at a 30min frequency whilst Sunday services operate on an hourly basis.
- 5.4.4 Services to Littlehampton are provided at an hourly frequency throughout the week. Direct journeys take around 17mins from Bognor Regis.
- 5.4.5 The service from Bognor Regis to Portsmouth takes approximately 1hr, including a change at Barnham. Services operate every 20/30mins, every day of the week.
- 5.4.6 The timetables for the above services can be found from the following link and selecting Table number 188:
[www.networkrail.co.uk/browse%20documents/eNRT/May13/Route Index and Timetable links.pdf](http://www.networkrail.co.uk/browse%20documents/eNRT/May13/Route%20Index%20and%20Timetable%20links.pdf)

5.5 Local amenities and facilities

- 5.5.1 It is proposed to provide a ‘Business Hub’ at Oldlands Farm where a number of potential facilities and amenities have been considered. Currently it is envisaged that a fast food restaurant, a pub, retail units and a DIY/garden centre will be located at the Business Hub. Clearly these facilities will be easily accessible to all site employees by foot.
- 5.5.2 Beyond the Oldlands Farm site there is also a wide range of facilities and amenities in the local area. A number of retail parks (including Bognor Regis Retail Park and Arun Retail Park) are situated along the western side of Shripney Road to the south of the site, where numerous amenities including convenience food, health, retail etc. are available.
- 5.5.3 Two large supermarkets are located along Shripney Road, one of which has recently opened. In addition a smaller grocery store is situated within the Bognor Regis Retail

Park. Numerous schools are available in and around North Bersted, South Bersted and Felpham. There are schools and nurseries which are accessible from Oldlands Farm, which would enable employees to drop off/pick up children before and after work. The pedestrian and cycle isochrones are shown at **Appendix D** and **E**, which also show the local amenities.

5.5.4 A summary of the local amenities and facilities that are accessible to Oldlands Farm are shown in **Table 5.1**.

Table 5.1: Local amenities and facilities			
Description	Distance	Location	Walk time
Fast food			
KFC	410m	BRRP	5 mins
McDonalds	410m	Steyning Way	5 mins
Burger King	830m	ARP	10 mins
Pizza Hut	930m	ARP	11 mins
Health			
Fitness First	480m	BRRP	6 mins
Groceries			
Lidl	550m	BRRP	7 mins
Sainsburys	1,030m	Shripney Road	12 mins
Tesco	1,320m	Shripney Road	16 mins
Retail			
Halfords	480m	BRRP	6 mins
Matalan	550m	BRRP	7 mins
Pets At Home	930m	ARP	11 mins
B&Q	930m	ARP	11 mins
Education			
Nursery	1,480	Oak Close	18 mins
Schools	1,780m	Corbishley Road	21 mins
	1,910m	Orchard Way	23 mins
Business Hub	150m	Oldlands Farm	2 mins

BRRP – Bognor Regis Retail Park, Shripney Road

ARP – Arun Retail Park, Shripney Road

5.5.5 The proximity of amenities to Oldlands Farm, including those proposed within the site will allow Oldlands Farm employees to make more sustainable journeys on foot or cycle.



6 Targets

6.1 Targets

- 6.1.1 Targets form an important part of a travel plan and should be in place from the outset to encourage a culture of sustainability and to reduce a car-dependent philosophy to be entrenched. The effectiveness of a travel plan can be viewed where established targets are measured against data from the monitoring process and can be compared over time.
- 6.1.2 For new developments, such as Oldlands Farm, it is not possible to obtain the existing modal splits for the site. However, it is reasonable to assume that initial percentage splits reflect those derived from the most recent Census data.
- 6.1.3 In regards to the Oldlands Farm site it is assumed that the majority of employees will generally live locally i.e. within a catchment of approximately 5 miles. Oldlands Farm is situated within the vicinity of a number of wards within the Arun district, including Bersted, Barnham, Hotham, Orchard, Felpham West and Felpham East. Each ward generally reflect differing features including rural and sub-urban characteristics. Consequently, the Arun district has been selected as an 'average', and 'Method of Travel to Work' statistics were extracted from the 2011 Census to provide an initial representation of Oldlands Farm.
- 6.1.4 The non-working population were excluded from the analysis, giving the results shown in **Table 6.1**.

Table 6.1: Estimated existing modal split for commuting			
Travel Mode	Arun	Region	Country
Work Mainly at or From Home	6.1%	6.3%	5.1%
Underground, Metro, Light Rail, Tram	0.1%	0.3%	3.9%
Train	4.6%	7.0%	5.1%
Bus, Minibus or Coach	2.4%	4.3%	7.1%
Taxi	0.4%	0.4%	0.5%
Motorcycle, Scooter or Moped	0.9%	0.8%	0.8%
Driving a Car or Van	58.5%	58.1%	54.3%
Carshare Driver	6.2%	4.5%	4.8%
Passenger in a Car or Van	6.2%	4.5%	4.8%
Bicycle	3.7%	2.9%	2.8%
On Foot	10.2%	10.4%	10.2%
Other Method of Travel to Work	0.7%	0.6%	0.6%

- 6.1.5 Arun exhibits a slightly higher single occupancy car journey percentage than the region and of the country.
- 6.1.6 The aim of a travel plan is to reduce the number of journeys made by car, particularly those involving a single occupant. The figures in **Table 6.1** provide an indication of the likely modal split at the Oldlands Farm site. It is recommended that initial survey work is undertaken following each occupation (within three months) of the site to establish the percentage splits at the Oldlands Farm development, from which more detailed targets can be derived in agreement with WSCC.
- 6.1.7 Targets should be capable of making a difference to existing modal splits and within a specific period of time. These targets should be S.M.A.R.T. i.e. Specific, Measureable, Achievable, Realistic, and Time-bound. In line with WSCC guidance a time frame of 5 years (from date of first occupation) should be considered for the achievement of positive change at the site.
- 6.1.8 Modal shifts from car journeys, to either cycling, walking, bus etc. are considered equally beneficial. Hence the main focus of the targets is to reduce the number car trips made, which in turn will increase all other modes of travel. At this initial stage it is reasonable to set a target for single occupancy car use at 56.2%, to be achieved one year after first occupation. This represents a reduction of 4.0% on the current



modal share of 58.5%. The travel plan will also aim to achieve intermediate targets of 52.7% and 49.7% at years 3 and 5 (10% and 15% of the initial single occupancy percentage).

- 6.1.9 Targets will be subject to on-going review; hence as Oldlands Farm is developed and individual businesses occupy the each unit, staff travel habits should be recorded and incorporated within the travel plan. This document represents an overarching strategy for the site and it is recognised that individual companies could have greater aspirations in terms of sustainability. All companies at Oldlands Farm will be required to agree with and work towards the Framework Travel Plan.



7 Travel Plan Measures and Initiatives

7.1 General

- 7.1.1 This Framework Travel Plan addresses various measures that could be implemented to reduce single-occupancy car journeys by future employees and staff at Oldlands Farm.
- 7.1.2 Attention will be paid to trips undertaken to and from residential areas, retail, leisure and education uses and the ways in which people can be encouraged to undertake these trips sustainably.
- 7.1.3 In developing the Travel Plan, various factors will be taken into account, including:
- On-site facilities
 - Access to amenities
 - Infrastructure surrounding the development site

7.2 Measures and Initiatives

- 7.2.1 The implementation strategy for the Framework Travel Plan is set out below. It includes a package of measures and initiatives to support the attainment of the aims and objectives of the travel plan.
- 7.2.2 The measures highlighted aim to reduce single-occupancy car journeys associated with Oldlands Farm. The measures will be predominantly geared towards commuting trips during peak times. The measures will also incorporate lunch periods when generally short trips are made, which are particularly suited to being made by sustainable methods.
- 7.2.3 The strategy will remain 'live' to enable flexibility and to allow incorporation of new businesses as occupations at Oldlands Farm increase. This also enables the Framework Travel Plan to be reviewed and amended in liaison with WSCC.
- 7.2.4 The following table summarises the measures to be implemented, including who is responsible and the timeframe for carrying out each measure.

Table 7.1: Travel Plan measures and initiatives			
Measure to be implemented	Responsibility of	Date of implementation	Period
Appoint Travel Plan Coordinator (TPC)	Hanbury Properties	3 months prior to marketing of site	5 years minimum
Form and promote Steering Group	TPC / SMO	Upon first occupation / as development progresses	5 years minimum
Membership of Ways2work	TPC/ SMO / individual businesses	Upon first occupation/ as development progresses	5 years minimum
Personal Travel Planning	TPC	Upon first occupation or as requested	5 years minimum
Travel web page	TPC/ Hanbury Properties	3 months prior to marketing of site	5 years minimum
Annual event raising awareness of sustainable travel	TPC / WSCC	Within 6 months of first occupation	5 years minimum
Travel Information pack including summary of travel plan	TPC/ Hanbury Properties	Upon first occupation/ as development progresses	1 per year per unit for 5 years
Signs/way finding & information boards to amenities	Hanbury Properties	During construction	NA
Provision of company umbrellas for use by staff	Hanbury Properties	Upon first occupation / as development progresses	5 years minimum
Pedestrian/cycle infrastructure and links throughout the site	Hanbury Properties	During construction	NA
Secure, covered cycle parking at WSCC standards	Hanbury Properties	Integral with site design	NA
Promotion of Bicycle User Groups (BUGs)	TPC	Upon first occupation / as development progresses	5 years minimum
Cycle training	TPC	Within 6 months of first occupation	5 years minimum

Table 7.1: Travel Plan measures and initiatives			
Measure to be implemented	Responsibility of	Date of implementation	Period
Provision of shower and changing facilities	Hanbury Properties	During construction	NA
Promotion of car sharing	TPC/ WSCC / Hanbury Properties	Upon first occupation / as development progresses	5 years minimum
Guaranteed Ride Home scheme	TPC/ Hanbury Properties	Upon first occupation / as development progresses	5 years minimum

Travel Plan Co-ordinator

7.2.5 A Travel Plan Co-ordinator (TPC) will be appointed by Hanbury to manage and develop the travel plan, in liaison with the Steering Group. Details of the TPC will be provided to WSCC within one month of site occupation. After the adoption of the Framework Travel Plan, the TPC will oversee and implement the strategy for a period of 5 years and liaise with WSCC on progress. The TPC responsibilities of the Framework Travel Plan TPC will include the following:

- Organise the formation of a Steering Group;
- Acting as the main point of contact for the travel plan;
- Overseeing the implementation, promotion and marketing of the plan;
- Promotion of sustainable travel campaigns;
- Arranging annual TRICS SAMS surveys
- Preparing and issuing the staff Travel Survey;
- Personalised travel planning advice;
- Distribution of Travel Information;
- Liaising with the local authorities and relevant stakeholders and other bodies;
- Liaising with other organisations such as public transport operators; and
- Prepare annual monitoring reports on the progress of the Framework Travel Plan to WSCC.

Steering Group

7.2.6 The land at Oldlands Farm will provide employment for numerous businesses, with varying size and backgrounds. In order to ensure that the framework travel plan is effectively maintained a Steering Group will be set up to help develop the strategy.



It is recommended that the Steering Group should consist of stakeholders including representatives of: the Site Management Organisation, individual occupiers, WSCC, the Travel Plan Coordinator and public transport operators.

- 7.2.7 A Steering Group has the potential to draw experience from individual occupiers. Where knowledge of the most significant benefits can be gained from specific measures, the group can use this information and share with all the businesses. In turn any increased benefits will improve the success and target meeting of the travel plan. A Steering Group should be formed shortly after the first occupation of the site or when there are a sufficient number of businesses available.
- 7.2.8 The TPC will organise Steering Group meetings initially three times per year to enable the strategy to develop as the site is occupied. Regular Steering Group meetings at six month intervals will be arranged in years 3-5 when the strategy is more established.
- 7.2.9 There is scope for the Steering Group to investigate potential funding streams for the travel plan. Research into available grants that would be appropriate for travel planning could be undertaken.

Other sustainability Groups

- 7.2.10 Membership of professional organisations and groups such as Ways2work will bring valuable experience and knowledge of initiatives and measures to Oldlands Farm. The Steering Group or individual occupiers are encouraged to join to share knowledge from similar businesses. The Energy Savings Trust provides information for individuals and organisations aimed at reducing carbon emissions. The internet addresses of these bodies will be made available.

Personalised travel planning

- 7.2.11 The TPC will provide personalised travel planning advice to those requesting it. Assistance with interpreting transport timetables and route maps can prove effective in promoting public transport use. Detailed timetables can be difficult to understand, particularly if journeys require a change or are multi-modal. Over



complicated timetables can be considered a barrier to using public transport, as such understanding timetables can encourage greater use of buses and trains.

Website/travel pages

7.2.12 A website for the Oldlands Farm site will be developed by Hanbury. A dedicated travel section will be included and will show information about this Framework Travel Plan - including a summary of the measures and targets, TPC contact information and maps/information of the local area. Links to local travel information sites, cycle retailers and repair centres, BUGs, WSCC's sustainable travel webpages, public transport operators, local bus pass outlets (such as PayPoint), rail station facilities and taxi services will be shown. A list of mobile phone apps for public transport or journey planning will be shown. Information and links to sustainable travel events will also be available via the website.

7.2.13 The travel page will also highlight the benefits of sustainable travel choices made at Oldlands Farm including the financial, health and social aspects

7.2.14 Links to the Oldlands Farm website will be included on the Hanbury website and be promoted via the sales teams and by inclusion on sales literature and Travel Information packs.

National and local travel campaigns

7.2.15 The TPC will liaise with the Steering Group and WSCC in order to organise an annual event for occupiers. The purpose will be to raise awareness of/participate in international, national or local sustainable travel campaigns. Occupants will be made aware of upcoming campaigns via the Oldlands Farm travel webpage / posters / information boards / newsletters. Occupiers will be encouraged to participate in and possibly lead such events, in order to give a sense of ownership and responsibility for personal travel habits. Examples of campaigns to be involved with include: European Car Free Day, Walk to Work Week, National Bike Week, World Car Free Day, Ride to Work Day, National Liftshare Day, or European Mobility Week.

Travel information packs

7.2.16 A Travel Information pack will be provided for each unit at Oldlands Farm, along with any other literature provided by Hanbury. Information will cover public transport



timetables and route maps, bus/train station locations and directions, cycle routes, walking routes, car-sharing, local amenities and taxi services. Subsequent travel packs will be administered by the TPC as appropriate. Notice boards will be provided at prominent locations within the site, where travel information, newsletters and travel plan updates can be posted. Information about mobile phone apps for public transport or journey planning will be included.

Way finding and signing

7.2.17 The design and layout of the site has been developed to provide permeability and access through the site. Wide continuous pedestrian and cycle links will allow employees, customers and visitors to access the site safely. Pedestrians and cyclists routes will be complemented with way finding/sign posting to provide directions to popular destinations, local amenities and bus stops.

7.2.18 Information boards will be provided at appropriate and conspicuous locations within the site. These will show a map of the local area, with routes to key destinations, public transport services, cycle routes and amenities.

Company umbrellas

7.2.19 The provision of company umbrellas for use by staff will encourage people to walk off site, at say, lunch time. The availability of umbrellas allows people to make journeys on foot even when the weather is not fine. Umbrellas can be used even by those who have driven to work.

Cycling and walking

7.2.20 Safe secure and covered cycle parking will be provided within the Oldlands Farm site. The locations and numbers are yet to be defined, however cycle parking will be in accordance with WSCC standards. Discussion with WSCC at detailed design stage will be carried out to ensure satisfactory cycle facilities are provided.

7.2.21 The TPC could help to set up a Bicycle User Group (BUG) which would ultimately be self-run. The group could arrange cycling events/competitions/challenges, provide users with advice and repairs, and provide cycling 'buddies' for less confident riders.



7.2.22 To encourage cycling and walking to site the provision of shower facilities should be provided. In addition, changing facilities will allow those walking or cycling to site to be properly attired. During inclement weather staff will be able to change clothes upon arrival at the workplace.

7.2.23 An adult cycle training service is available from WSCC. This service is provided at a cost, dependent on level of tuition required. Group or individual based training is available

Public Transport

7.2.24 Links to local bus operators, journey planning sites and WSCC's sustainable travel webpages will be shown on the webpages. A list of relevant mobile phone apps for public transport and journey planning will be shown.

7.2.25 The promotion of travel by public transport will be supported via signs and way finding, which will help direct people towards these services. The provision of company umbrellas will enable passengers to walk to bus stops even during inclement weather. Travel information packs and the travel web page will include timetable and boarding information, which will make public transport journeys simpler and easier to understand. The use of mobile phones is commonplace, hence journey planning and real-time route apps will offer passengers opportunities to be informed about the journeys they wish to make.

Car sharing

7.2.26 Car sharing is an effective way to reduce the lone car trips. Many employees will live in and around the Bognor Regis area thus travel to and from the site at similar times. Recent Census data suggests that the level of car sharing is higher within the district of Arun when compared with the region or the country as a whole.

7.2.27 The travel webpage will include links to national and regional car-share websites such as Liftshare, Travelwise and Carplus. A 'private group', could be created for the Oldlands Farm site, enabling staff to find lifts only with other Oldlands Farm employees if they choose. The webpage would provide information relating to how car sharing works, with particular reference to finances i.e. that car sharers cannot make a profit.



7.2.28 The database could be extended to include employees from the neighbouring retail parks, in order to increase the number of potential 'matches' of appropriate car sharers.

7.2.29 A Guaranteed Lift Home scheme gives employees the confidence to use modes other than the private car. For car sharers there is a possibility that the driver is unexpectedly unavailable and the passenger is left without their usual return journey home. A cyclist experiencing a puncture would also be unable to travel home. A Guaranteed Lift Home scheme often involves the provision of a taxi journey home paid by the company, in an 'emergency' situation. Experience at other sites with these schemes in place reveals that people often make their own arrangements to get home, hence a taxi ride is very rarely needed, however implementation of such a scheme is invaluable.



8 Implementation and Management Strategy

8.1 General

- 8.1.1 The Oldlands Farm travel plan will be implemented following an on-going management strategy in order to meet the aims and objectives of the plan.
- 8.1.2 Hanbury will have overall responsibility for the strategy and the targets set within it. The strategy will be promoted prior to occupation during the sales and marketing process. A TPC will be appointed by Hanbury to oversee and administer the travel plan on a day-to-day basis.
- 8.1.3 Along with the Site Management Organisation, the TPC will set up a Steering Group, consisting of representatives of each occupier and local stakeholders. It is envisaged that the Steering Group will represent the majority of the site and will develop the strategy in accord with the interests of all relevant stakeholders. The Steering Group will evolve as businesses take up occupations at Oldlands Farm.
- 8.1.4 The travel plan will be delivered over a period of 5 years, following first occupation, by Hanbury. If the agreed targets set out in travel plan have not been achieved during the 5-year timeframe, Hanbury will maintain responsibility until such time that the targets are achieved.
- 8.1.5 Following successful attainment of all agreed targets, the travel plan will be handed over to the Site Management Organisation and individual occupiers to oversee and maintain. At such time the Steering Group may continue to operate, in order to provide a 'cohesive voice' for the travel plan and its continued success. It is recommended that liaison with WSCC and public transport operators continue.
- 8.1.6 Funding of the travel plan will be provided initially by Hanbury, and possibly in partnership with Arun District Council, where a sum of £25k will be allocated and utilised to provide the measures described previously. Funding for the travel plan will also be contributed by occupiers through service charges, voluntary contributions etc.

9 Monitoring and Enforcement

9.1 General

- 9.1.1 The aim of the travel Plan is to reduce the level of private car use and single occupancy car travel, primarily by increasing journeys made by more sustainable methods or reducing the need to travel.
- 9.1.2 Monitoring will take place on an annual basis and organised by the TPC in liaison with WSCC. It is a requirement of WSCC that travel plans are monitored for a period of at least 5-years, following first occupation of a site. This allows the impact/performance of the travel plan to be assessed.
- 9.1.3 It is recommended that informal baseline surveys are carried out 3 months following occupation, in order to re-assess the travel plan measures. For Oldlands Farm where currently no end-users have been confirmed, the re-assessment will also provide opportunities for new occupants to input to the travel plan and its strategy.

9.2 Monitoring Strategy

- 9.2.1 In line with WSCC guidance the monitoring at Oldlands Farm will be conducted on a regular basis. The TRICS Standard Assessment Methodology (SAM) will be utilised for this purpose. The initial SAM survey will be undertaken on full occupation of the site (or by the end of year one, whichever is soonest) and on alternate years thereafter for at least 5 years. The TPC will be responsible for organising the SAM surveys.
- 9.2.2 The formal SAM surveys will be supplemented with informal surveys carried out on an annual basis. It will be the responsibility of the TPC to carryout/administer the travel surveys, which will involve a brief questionnaire on travel habits of staff and also ask pertinent questions regarding reasons for using/not using particular modes of travel. Understanding the factors that prevent/deter people from using non-car modes is essential to deciding which measures would be most effectively used within the travel plan.



9.3 Travel Plan Monitoring Reports

- 9.3.1 Following a review of the SAM survey the TPC will produce a Monitoring Report and submit the results to WSCC. The report will follow the structure set out in WSCC travel plan guidance document in order to provide consistent and comparable data. The TPC will submit a monitoring review report to WSCC for audit at years 1, 3, and 5 and within 3 months of the surveys.
- 9.3.2 Reporting of the informal surveys is not required by WSCC, however the information gathered during this process will allow the TPC to fully understand the progress / performance of the travel plan. It is recommended that the results of the informal surveys are summarised and reviewed.
- 9.3.3 It is important to keep occupiers, staff and employees fully informed about the travel plan and the progress made, so that they maintain the sense of ownership and involvement. A summary of the travel plan will be provided on the 'travel' web pages and notice boards. Key information from the biennial monitoring and informal surveys will be made available and posted on notice boards and the travel page and discussed at subsequent Steering Group meetings.

9.4 Enforcement of the Travel Plan

- 9.4.1 With the formal and informal monitoring strategy there will be potential to review the performance of the travel plan during its life-time and allow the TPC and Steering Group to encourage occupiers to meet the travel plan targets. It is widely recognised that altering entrenched behaviour can be met with apprehension and changes to existing issues may not be resolved in the short term.
- 9.4.2 If targets have not been met on time the TPC and Steering Group, in liaison with WSCC, will identify appropriate ways in which this can be rectified by modifying existing measures or the introduction of new ones. The targets themselves will not be downwardly altered, although dates may be revised. Suggested measures are set out below:
- more active marketing of the Travel Plan;



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- Funding additional TRICS SAM surveys until such time as the targets are met;
 - intensified Personal Travel Planning;
 - provision of survey incentives;
 - joint working and collaboration of similar forums and user groups in the area;
 - provision of cycle servicing facility, such as doctor bike; and
 - provision of public transport vouchers/discounts.

Further measures, if necessary, will be determined from suggestions made as part of the feedback from the informal travel surveys. These will help to identify the areas where improvements could be sought.

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