



Nursery Fields, Land at Chalcraft Lane, Bersted Framework Travel Plan

Client: Landform Bersted Ltd

i-Transport Ref: DS/AI ITB14224-013

Date: 11 November 2020

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SECTION 1 Introduction

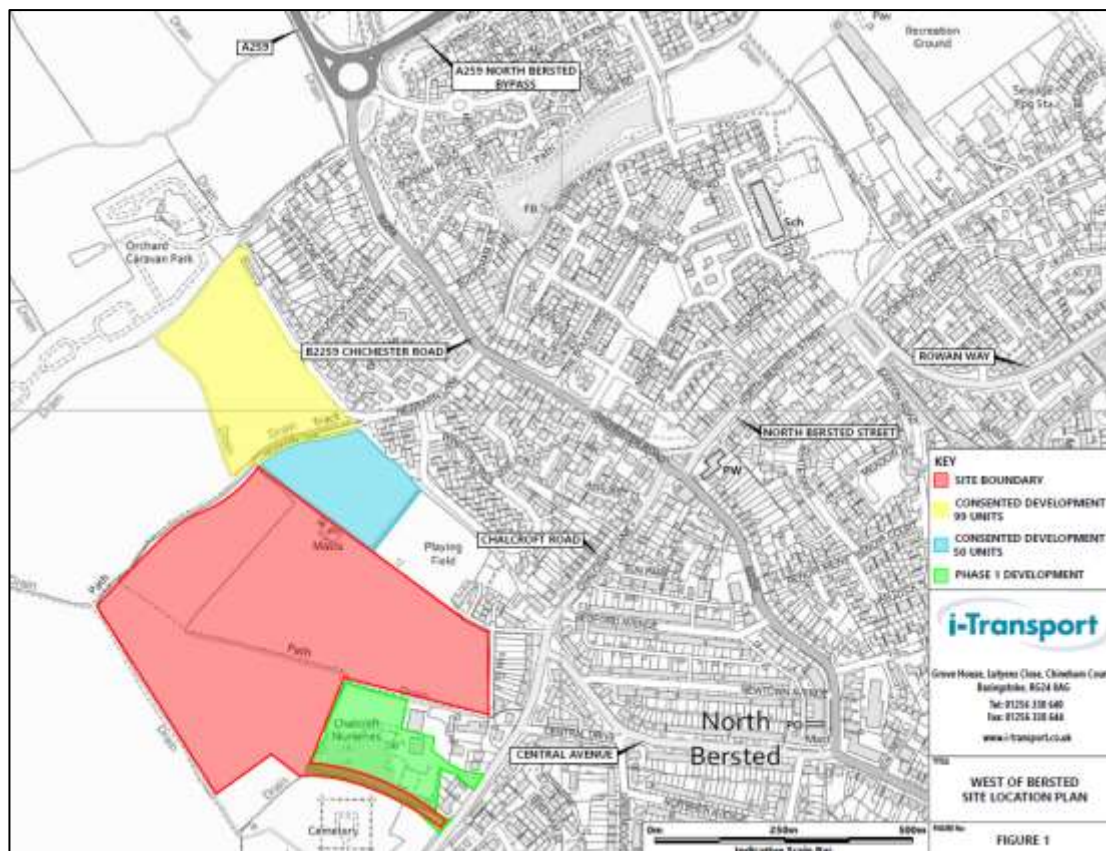
1.1 Introduction

- 1.1.1 Landform Bersted Ltd (Landform) has appointed i-Transport LLP to provide highways and transport advice for the proposed development comprising 225 dwellings at Nursery Fields, on land to the west of Bersted and to the north of Chalcraft Lane.
- 1.1.2 The site forms a part of the wider 'West of Bersted' Strategic Allocation, which is identified in the adopted Arun Local Plan 2011 – 2031 (2018) under policy H SP2a (SD3). The whole West of Bersted allocation has been identified as being able to deliver at least 2,500 dwellings over the plan period.
- 1.1.3 This Framework Travel Plan (FTP) has been prepared to support the Transport Assessment (TA) (Reference: *ITB14224-009R*) accompanying the development proposal which considers the wider transport implications of the development. This is in line with the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG), both of which require a Travel Plan (TP) to be submitted alongside proposals for developments that are likely to result in a significant travel demand.
- 1.1.4 Prior to first occupation of the proposed development, the FTP will be converted to a full TP which takes into account the most recent and up-to-date information on sustainable travel at the time.

1.2 Location

- 1.2.1 The location of the proposed development parcel and nearby consented development is shown on **Figure 1** and extracted as **Image 1.2**.

Image 1.2: Extract of Site Location Plan



Source: Consultants' image

1.3 Scope of Framework Travel Plan

1.3.1 This FTP has been developed having regard to the 'West Sussex County Council Development Travel Plan Policy' draft guidance document and presents a comprehensive strategy to encourage sustainable travel at the development.

1.3.2 The planning application is submitted in outline form with all matters reserved except access. This FTP is therefore informed by the analysis presented in the TA and includes objectives, a monitoring and evaluation strategy and a programme for developing the full plan in line with this framework document.

1.4 Structure of Framework Travel Plan

1.4.1 The FTP is presented in the following structure:

- Section 2 provides background information on the development proposal;

- Section 3 considers the existing accessibility of the site by walking, cycling and public transport, and describes the existing travel characteristics of the local area;
- Section 4 sets out the policy background and identifies the aims, objectives and targets for the FTP;
- Section 5 describes the infrastructure measures that will be provided to encourage non-car travel to the site, and to manage travel demand;
- Section 6 sets out the 'soft' measures that will be provided to encourage and incentivise residents to travel to the site by sustainable modes;
- Section 7 describes how the FTP will be managed and implemented;
- Section 8 outlines how the success of the FTP will be monitored; and
- Section 9 provides a summary of the FTP.

SECTION 2 Background

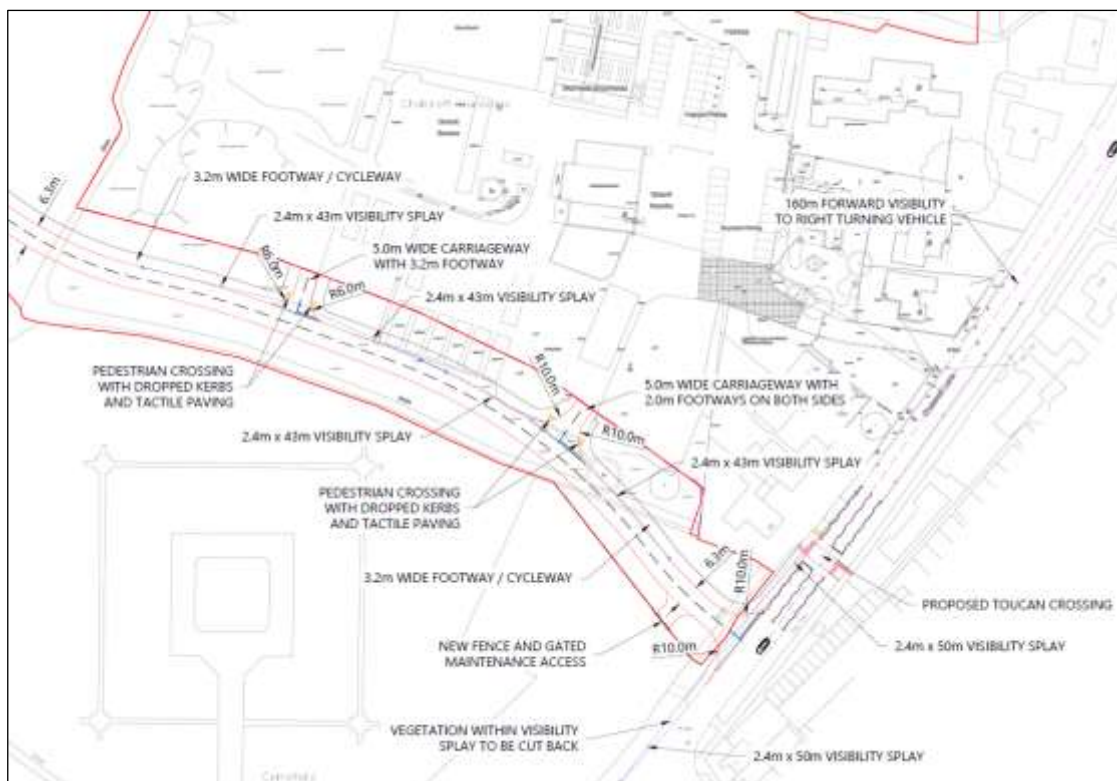
2.1 Development Proposal

- 2.1.1 The planning application is in outline with only access to be determined as a detailed matter. The proposed development comprises up to 225 residential dwellings with associated landscaping, parking, infrastructure and open space.
- 2.1.2 An illustrative site layout, provided at **Appendix A**, accompanies the planning application to demonstrate how the development can be accommodated on the site; however, consent is not being sought for the layout of the dwellings at this time, with matters relating to the internal layout to be determined as part of a future Reserved Matters Application (RMA).
- 2.1.3 Nevertheless, the layout will be designed in line with key guidance contained within the DfT's 'Manual for Streets' 1 and 2, West Sussex's County Council's 'Local Design Guide – Supplementary Guidance for Residential Development Proposals' or any other relevant standards or guidance at the time of submission.

2.2 Site Access Arrangements

- 2.2.1 Access to the site is to be achieved via a simple priority junction with Chalcraft Lane. The proposed access arrangements are presented in **Drawing ITB14244-GA-009** and prepared in part by Cannon Consulting Engineers; an extract of the drawing is provided as **Image 2.1**.

Image 2.1: Extract of Site Access Arrangement



Source: ITB14224-GA-009

- 2.2.2** As part of the access arrangements associated with planning application BE/81/20, a 3.2m wide footway is provided on the northern side of the site access road. As part of the proposed development, the footway will be upgraded to provide for a 3.2m wide shared footway/cycleway to provide a link between the site and Chalcraft Lane.

SECTION 3 Site Accessibility and Travel Opportunities

3.1 Introduction

- 3.1.1 The section of the FTP describes the existing accessibility of the site by walking, cycling and public transport and considers the existing travel characteristics of the local area.

3.2 Local Facilities and Services

- 3.2.1 Paragraph 4.4.1 of the Manual for Streets states:

“Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2km. MfS encourages a reduction in the need to travel by car through the creation of mixed-use neighbourhoods with interconnected street patterns, where daily needs are within walking distance of most residents.”

- 3.2.2 The National Travel Survey 2019 (Table NTS0308) confirms that some 80% of all trips under 1 mile (circa 1.6km) are walking journeys, whilst walking accounts for some 31% of all trips between 1 and under 2 miles (circa 1.6km – 3.2km). Walking trips fall away beyond 2 miles, with journeys of between 2 and 4 miles equating to approximately 4% of all trips.

- 3.2.3 The Department for Transport’s Cycling and Walking Investment Strategy (2017) states at paragraph 1.16 that:

“... there is significant potential for change in travel behaviour. Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. For school children, the opportunities are even greater. Three quarters of children live within a 15 minute cycle ride of a secondary school, while more than 90% live within a 15 minute walk or bus journey from a primary school.”

- 3.2.4 The DfT’s Gear Change A bold vision for cycling and walking states (page 11) that:

In particular, there are many shorter journeys that could be shifted from cars, to walking, or cycling. We want to see a future where half of all journeys in towns and cities are cycled or walked. 58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017–2018. For many people, these journeys are perfectly suited to cycling and walking.

3.2.5 There is a wealth of guidance on walking and cycling distances. What is clear is that 1.6km (circa 1 mile) is a walk distance that many people will walk and as such is a reasonable walk distance, whilst 8km (circa 5 miles) is a reasonable cycle distance for many people.

3.2.6 On that basis, the primary destinations within the local area available to future residents of the proposed development are listed in **Table 3.1** and shown in **Figure 2**.

Table 3.1: Key Destinations and Services

Purpose	Destination	Total Distance (m)	Walking Journey Time (mins)	Cycle Journey Time (mins)
Leisure	Jubilee Recreation Ground	300	3	1
	Bersted Village Hall	300	3	1
	Newtown Sports & Social Club	1000	12	4
	The Royal Oak Public House	950	11	4
	The Arena Sports Centre	1150	14	4
Retail	Nisa Local & Post Office	1000	12	4
	Tesco Express	1050	13	4
	Spar Euro Garage Bognor Regis	1450	17	5
	Co-op Food	1950	23	7
	Chichester Road Shops	900	11	3
Employment	South Bersted Business Park	2350	28	9
	Durban Park	2450	29	9
	Castlegrove Business Park	2550	30	10
	Arun Business Park	2850	34	11
Education	The Regis School	1150	14	4
	Stepping Stone Pre-School	1200	14	5
	Southway Primary School	1200	14	5
	Bognor School	1450	17	5
	Barton's Primary School	1450	17	5
	Nyewood CofE Infants School	1550	18	6
	Nyewood CofE Junior School	1550	18	6
Healthcare	Kamsons Pharmacy	900	11	3
	West Meads doctors Surgery	1350	16	5
	Bersted Green Surgery	1750	21	7
Transport	Royal Oak Bus Stops	1050	13	4

Source: Consultants Estimates

Key:

	Reasonable walking distance (1,600m)
	Reasonable cycling distance (8,000m)

- 3.2.7 **Table 3.1** demonstrates that there are a wide range of everyday facilities within a reasonable walking distance of residents including education, convenience retail, healthcare, a range of leisure facilities and employment opportunities, and of the services and facilities outlined are within a reasonable cycling distance.

3.3 Walking and Cycling Facilities

Chalcraft Lane

- 3.3.1 The site access will adjoin Chalcraft Lane which routes north towards North Bersted and south towards Aldwick. Continuous footways are provided on both sides of Chalcraft Lane in the vicinity of the site, ranging from circa 2.0-2.5m and 1.6-1.8m on the western and eastern sides of the carriageway respectively. Additionally, the eastern footway is separated from the carriageway by a grass verge measuring circa 3m in width.
- 3.3.2 Dropped kerbs and tactile paving forms a crossing of Chalcraft Lane approximately 80m to the north of the Chalcraft Lane/existing Chalcraft Nursery access junction, with additional provision some 45m further north. Furthermore, a signal-controlled pedestrian crossing is provided across Chalcraft Lane just to the north of Central Avenue.
- 3.3.3 Both footways continue north with dropped crossing points provided across the minor arms of priority junctions with Chalcraft Lane. The Chalcraft Lane / B2259 Chichester Road (Royal Oak) double mini roundabout provides dropped kerb crossing facilities and pedestrian refuge islands on all arms of the junction with the exception of North Bersted Street.
- 3.3.4 To the south of the existing Chalcraft Nursery access, both footways continue for approximately 120m, after which the western footway ceases. The eastern footway continues, separated from the carriageway by a grass verge. It should be noted that street lighting is provided along the extent of Chalcraft Lane and good natural surveillance is provided by existing residential properties.

B2259 Chichester Road

- 3.3.5 The B2259 Chichester Road connects with Chalcraft Lane at the Royal Oak public house, routing south east towards South Bersted and north west to North Bersted.
- 3.3.6 To the north west of Chalcraft Lane, continuous footways are provided on both sides of the carriageway measuring circa 2.5m. A pedestrian controlled signal crossing is provided approximately 105m to the north west of the mini roundabout outside the Royal Oak public house. All of the junctions along Chichester Road provide dropped kerbs, with some larger junctions also providing tactile paving and pedestrian refuge islands. A shared footway/cycleway is provided just to the north of the ESSO garage on both sides of the carriageway in addition to a Toucan crossing facility.
- 3.3.7 Continuing north to the Chichester Road/Elbridge Avenue/A259/North Bersted Bypass, the footway/cycleways are initially routed around the roundabout separated from the carriageway by large areas of vegetation before returning to the carriageway edge. Uncontrolled crossing points comprising dropped kerbs and tactile paving are provided on the Elbridge Avenue and North Bersted Bypass arms of the roundabout. The shared footway/cycleway on the western side of the carriageway continues north from the roundabout along the A259 and terminates just south of the junction with Babsham Lane, at which point Toucan crossing facilities are provided.
- 3.3.8 Eastbound from the Royal Oak public house, continuous footways are provided on both sides Chichester Road measuring between approximately 2-3m. Dropped kerbs are provided at all the minor arms of junctions along the route, with the majority of junctions also providing tactile paving. It should be noted that street lighting is present along Chichester Road in addition to good natural surveillance from surrounding properties.

Central Drive / Central Avenue

- 3.3.9 Central Drive and Central Avenue are located to the east of Chalcraft Lane. Footways are provided on both sides of the carriageway measuring between 1.5-3.0m on both sides of the carriageway and street lighting is provided. At its eastern extent, Central Avenue connects with Chichester Road, providing access to a range of local facilities and services via a junction that provides dropped kerbs, tactile paving and a pedestrian refuge island. Again, street lighting is provided along the extent of this route.

Greencourt Drive

- 3.3.10 Greencourt Drive is a posted 20mph residential zone that connects to Central Drive and Central Avenue to the north and South Way and Collyer Avenue to the south. Footways are provided on both sides of the carriageway, measuring approximately 2.5m in width on both sides. Greencourt Drive is street lit along its extent and lined with residential properties on both sides which provide a good level of natural surveillance. This route provides a quick, convenient and safe route to Southway Primary School, Regis School and The Arena Sports Centre.

Collyer Avenue

- 3.3.11 Collyer Avenue continues from Greencourt Drive from the west and heads eastwards through a residential area towards Bognor Regis Rail Station. Footways measuring approximately 2m are provided along the extent of Collyer Avenue with dropped kerbs and tactile paving across most junctions in addition to traffic calming measures such as high friction red coloured road surfacing.
- 3.3.12 Street lighting is provided along the extent of Collyer Avenue, again, with good natural surveillance from surrounding residential properties. Collyer Avenue serves as one of the main connections between the site and Bognor Regis Rail Station for pedestrians and cyclists.

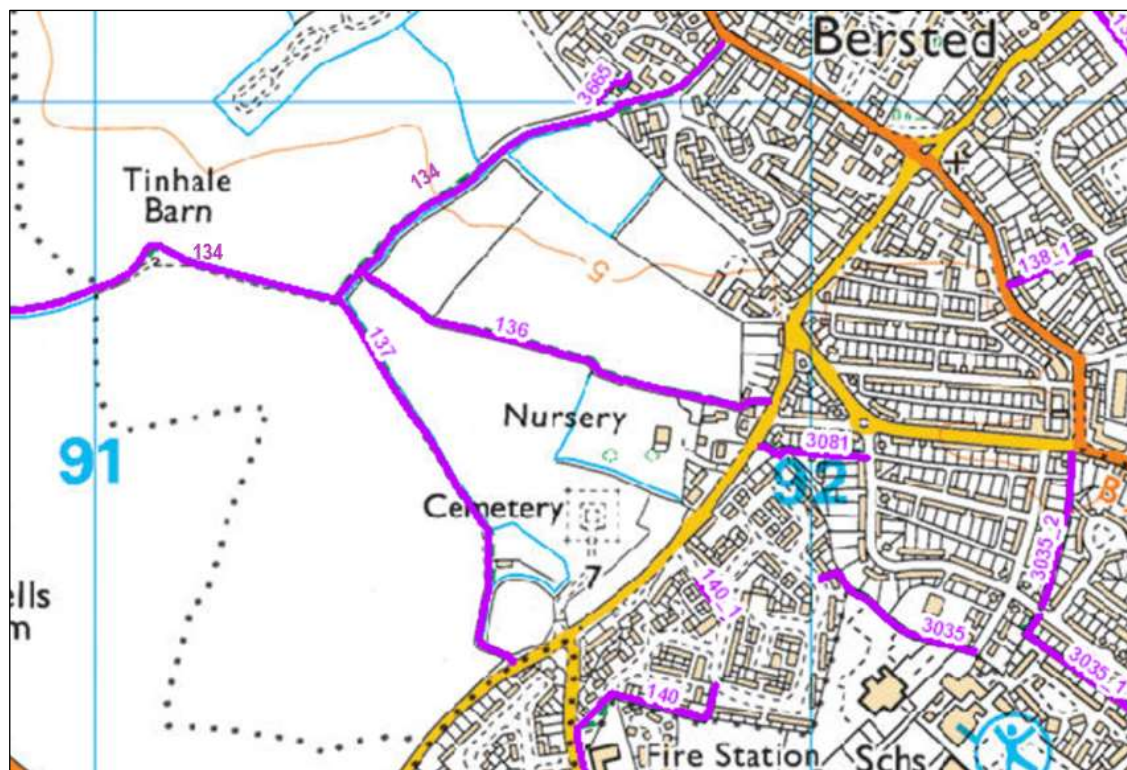
Fairlands

- 3.3.13 Fairlands is a short residential street connecting Chichester Road to the west with Hazel Road to the east. Dropped kerbs, tactile paving and a pedestrian refuge island is provided at the junction between Fairlands and Chichester Road. Footways are provided on both sides of the carriageway measuring approximately 2m on both sides. Traffic calming features comprising speed pillows are present along Fairlands and Hazel Road further east which are intended to slow vehicles, thus having a beneficial affect for pedestrians and cyclists.

3.4 Public Rights of Way

- 3.4.1 The PROW network in the vicinity of the site is presented in shown in **Image 3.1**.

Image 3.1: Extract from PROW Map



Source: WSCC i-Map

- 3.4.2 There is a network of PROW footpaths within the vicinity of the site. Footpath 136 runs through the site, providing a connection to Chalcraft Lane to the east and joining the road circa 5m north of the Chalcraft Lane / Central Drive junction. Footpath 3035 runs between Stroud Green Drive and South Way, providing a quicker route to the local schools from the site.
- 3.4.3 Footpath 137 runs along the sites south western boundary and connects to Chalcraft Lane to the west of Chalcraft Lane cemetery.
- 3.4.4 Footpath 134 runs along the northern edge of the site, providing a connection to B2259 Chichester Road via New Barn Lane. A financial contribution of £50,000 was secured as part of development BE/92/15 to provide enhancements to this route for use as a bridleway;
- 3.4.5 Consequently, it can be seen there is good pedestrian permeability within the local area as well as opportunities for future residents to access the PROW network for leisure purposes.

3.5 Public Transport

Bus

- 3.5.1 The closest existing bus stops to the site are located on the B2259 Chichester Road, circa 800m from the site utilising Footpath 134 and New Barn Lane or 900m from the centre of the site using Chalcraft Lane. These stops are served by the regular bus service 700. There is flag and pole and timetable information provided at these stops. **Table 3.2** provides a summary of local bus services.

Table 3.2 Summary of Bus services

Service	Route	Service Frequency		
		Weekdays	Saturdays	Sundays
700	Littlehampton – Chichester	15-minute service	15-minute service	½ Hourly Service

Source: Traveline southeast

- 3.5.2 The Coastliner 700 service provides a genuine opportunity to travel to key destinations including Chichester and Littlehampton and provides a realistic alternative to using the car to travel to these destinations given the direct and frequent nature of the service.
- 3.5.3 In addition to the 700 service, Stagecoach U7 provides a less frequent route between Chichester and Bognor, including stops at University campuses in both Bognor and Chichester.
- 3.5.4 As previously outlined, the site forms part of the wider 'West of Bersted' allocation, through which it is likely there will be improved bus service provision. The site access road and main spine road will be designed so that they can accommodate large vehicles such as buses. Consequently, the layout will be able to provide bus links to the wider allocation site if required as the wider masterplan develops.

Rail

- 3.5.5 Bognor Railway Station is located approximately 2.4km to the southeast of the site and provides rail services operated by southern. **Table 3.3** summarises existing services from the station.

Table 3.3: Bognor Rail services

Destination	Service Frequency			Average Journey Time
	Weekdays	Saturdays	Sundays	
Chichester	4 services	4 services	3 services	20 mins
Littlehampton	2 services	2 services	1 service	21 mins
Portsmouth	3 services	3 services	3 services	1 hr
Southampton	2 services	2 services	1 service	1hr 20 mins
Brighton	2-3 services	2 services	2 services	1 hr 5 mins
London	3-4 services	3 services	2 services	1 hr 45 mins

Source: National Rail

- 3.5.6** The railway station is located within a reasonable cycling distance and can be access by public transport, therefore, there is a good opportunity for future users of the site to undertake linked trips to the site.

SECTION 4 Policy, Aims, Objectives and Targets

4.1 National Policy

- 4.1.1 The National Planning Policy Framework (NPPF) (February 2019) sets the policy basis for the development of Travel Plans.
- 4.1.2 Paragraphs 108 and 110 of the NPPF state that plans should protect and exploit opportunities for the use of sustainable transport modes, and a key tool to facilitate this is a Travel Plan. All developments which generate significant amounts of movement are required to provide a Travel Plan. Sustainable travel objectives include the need to reduce the use of the private car (particularly for single occupancy journeys) and measures to promote walking, cycling and public transport use as alternatives to private car journeys.
- 4.1.3 Therefore, this FTP has been produced to outline measures to encourage travel by modes of transport other than single occupancy car use for residents of the proposed development, by promoting walking, cycling and public transport use as alternative methods.

Local Policy

- 4.1.4 This Travel Plan has been prepared having regard to the 'West Sussex County Council Development Travel Plan Policy' draft document. This document identifies that Residential Travel Plans should provide a **"commitment to delivering a range of measures to promote sustainable modes of transport"**. The draft document also sets out the thresholds for when a Travel Plan will be required in line with the former DfT 'Guidance on Transport Assessments' (GTA).
- 4.1.5 Policy T SP1 of the adopted Arun Local Plan (2018) reiterates national policy, stating that **"...the Council will support transport and development which is supported by an effective and deliverable Travel Plan..."**.

4.2 Aims and Objectives

- 4.2.1 In line with the current national and local guidance, this FTP seeks to promote sustainable lifestyles amongst new residents. The primary aims of the FTP are as follows:

- To reduce the number of single occupancy car journeys to the site so to reduce the traffic impact of development and the effect on the environment, in line with the objectives of NPPF; and
- To promote and improve the accessibility of the site by non-car modes of transport and thereby encourage the use of other travel modes.

4.2.2 The FTP also contains the following additional sub-objectives:

- To support a range of sustainable transport alternatives to provide future residents of the site with viable travel options;
- To develop an awareness of the options for sustainable travel to and from the site amongst residents;
- To promote car sharing, walking, cycling and public transport as safe, efficient, affordable alternatives to private cars and highlight the health and environmental benefits of using sustainable travel modes; and
- To reduce the impacts of car-based travel to the site on the local and strategic highway network and environment.

4.3 Targets

4.3.1 The inclusion of targets within the FTP will enable monitoring of progress against the objectives to be carried out and will ensure that the FTP seeks to actively meet its objectives.

4.3.2 The key target of the FTP has been set as follows:

Over the period of the plan, achieve a 12-hour vehicle trip rate that is 10% lower than was forecast in the Transport Assessment for the site.

4.3.3 This target follows the SMART principle (specific, measurable, adjustable, realistic, time-based) and focuses on reducing the traffic generation of the site as a whole.

4.4 Baseline Position and Interim Targets

4.4.1 The forecast 12-hour vehicle trip rate has been obtained from the TA accompanying the application. **Table 4.1** summarises the 12-hour trip rate and resultant vehicle trips:

Table 4.1: 12-Hour Vehicle Trips

Trip Rate (per dwelling) 07:00 – 19:00	Vehicle Trips (200 dwellings)
3.912	880

Source: ITB14224-009 R

4.4.2 On this basis, the baseline target is to:

Reduce the number of daily car trips generated by the site by 88 movements by the end of the Travel Plan period.

4.4.3 The overarching target of the plan will be to achieve a year on year reduction car trips from the development site to achieve the 10% reduction by the end of the TP period. Given the scale of the development, a standard 5-year TP period is appropriate.

4.4.4 In addition to car reduction targets, it is important to identify a number of action targets to ensure that the commitments made by the developer through this FTP are delivered. The action targets are as follows:

- Nominate a Travel Plan Co-ordinator (TPC) prior to sales and marketing phase of development, and retain the TPC for the duration of the TP;
- Undertake first phase of monitoring during the first year of occupation;
- Following the first phase of monitoring, review measures and targets to ensure that they remain appropriate. This will be repeated following SAM monitoring; and
- Once agreed with WSCC, update TP with any necessary revisions to measures.

SECTION 5 Site Layout and Infrastructure Measures

5.1 Introduction

5.1.1 This section of the FTP describes the on-site and off-site infrastructure measures which will encourage residents to travel using sustainable modes.

5.1.2 The development seeks to pro-actively encourage the use of sustainable transport to influence travel behaviour from the outset. To support this, the development seeks to 'front-load' the provision of sustainable infrastructure, as opposed to introducing penalties for not achieving targets by the end of the plan period. Such an approach enables positive travel behaviours to be developed from occupation, whereas influencing established and long-standing travel behaviours is less likely to achieve the desired car trip reductions.

5.2 On Site Infrastructure Measures

5.2.1 The layout of the site is a matter for determination part of a future Reserved Matters Application. However, to promote sustainable movement, the layout of the site will provide for a comprehensive network of footways and routes within the site to provide pedestrian and cycle permeability.

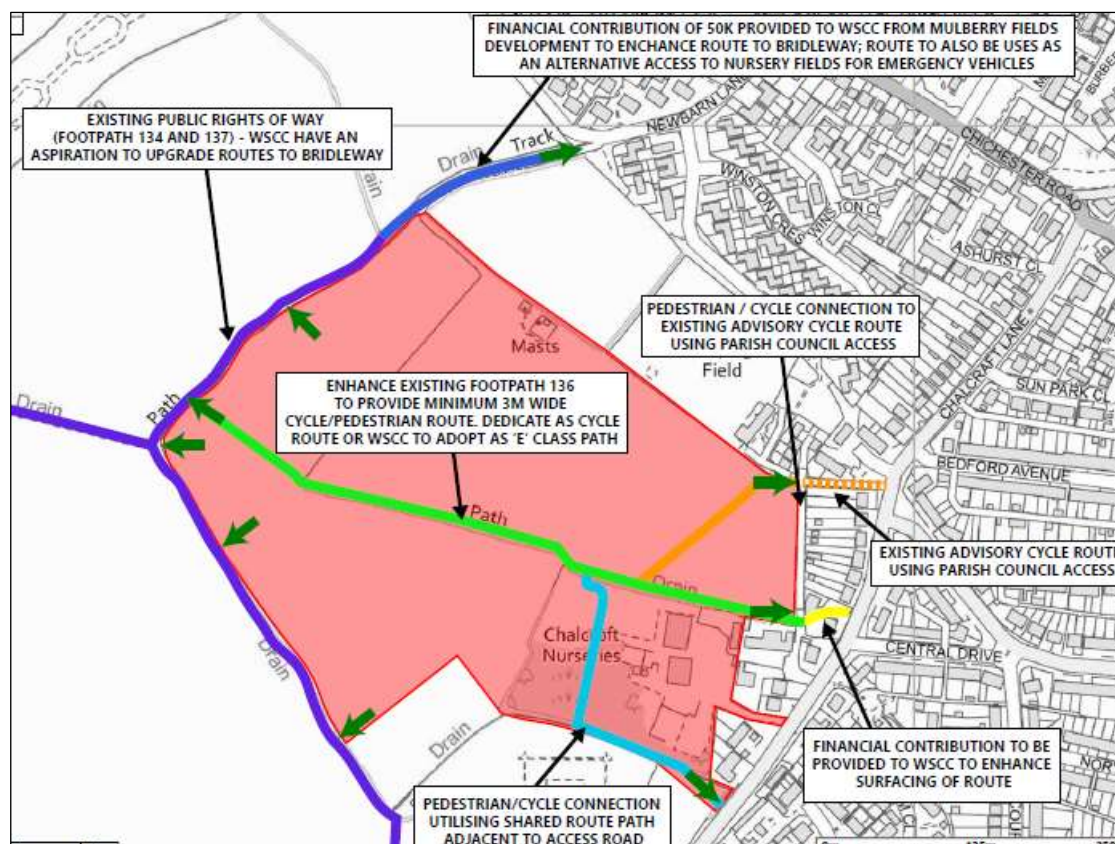
5.2.2 To promote walking and cycling the following principles will be used in the design of the site layout.

- Creation of a permeable site layout which provides convenient opportunities from the site to link into local facilities, particularly the foot and cycleway network surrounding the site;
- Delivery of a network of roads within the site that are designed as low speed streets, suitable for movement by all modes of travel, particularly walking and cycling; and
- To encourage cycling, the Development will provide good quality cycle parking in line with WSCC's parking standards. The precise quantum, location and specification of these facilities will be determined at the reserved matters stage.

5.2.3 As part of the pre-application engagement, the opportunity to enhance the Public Rights of Way through the site was explored with the WSCC Public Rights of Way Team.

- 5.2.4 In addition to the continuation of the shared use cycle/pedestrian route adjacent to the site access road to its intersection with PRow Footpath 136, Footpath 136 itself will be upgraded to provide a 3m – 4m shared pedestrian and cycle facility. These routes will form the primary cycle connections through the site and provide connectivity for onward journeys to the south, east, west and north.
- 5.2.5 The upgrade of FP136 will be achieved either through an Order made by the Applicant or through adopted as a Highways 'E' Class Path. The route will be widened and resurfaced with a specification to be agreed as part of the detailed design, but of a bound material to provide suitable conditions for all users throughout the year.
- 5.2.6 Due to the lack of onward connectivity for equestrian users, FP136 will not be converted to Bridleway. Instead, WSCC has advised that there are more appropriate alternative routes that are being explored for such provision and that FP136 should therefore be capable of accommodating pedestrian and cyclist journeys only.
- 5.2.7 In addition to the primary routes throughout the site, multiple cross boundary links can be provided to the wider West of Bersted development, to provide permeability for residents of the proposed development and the wider strategic site. This can include connections towards the West of Bersted local centre, to FP134 New Barn Lane (to which a contribution of £50,000 has been provided to WSCC for enhancement of this route as part of the Mulberry Fields development) and to the advisory cycle route along the Parish Council access road. The links will be provided in accordance with the guidance contained within Local Transport Note 01/20.
- 5.2.8 A copy of the Connectivity Plan agreed with WSCC Public Right of Way is provided at **Figure 3**, an extract of which is provided at **Image 5.1**.

Image 5.1: Connectivity Plan

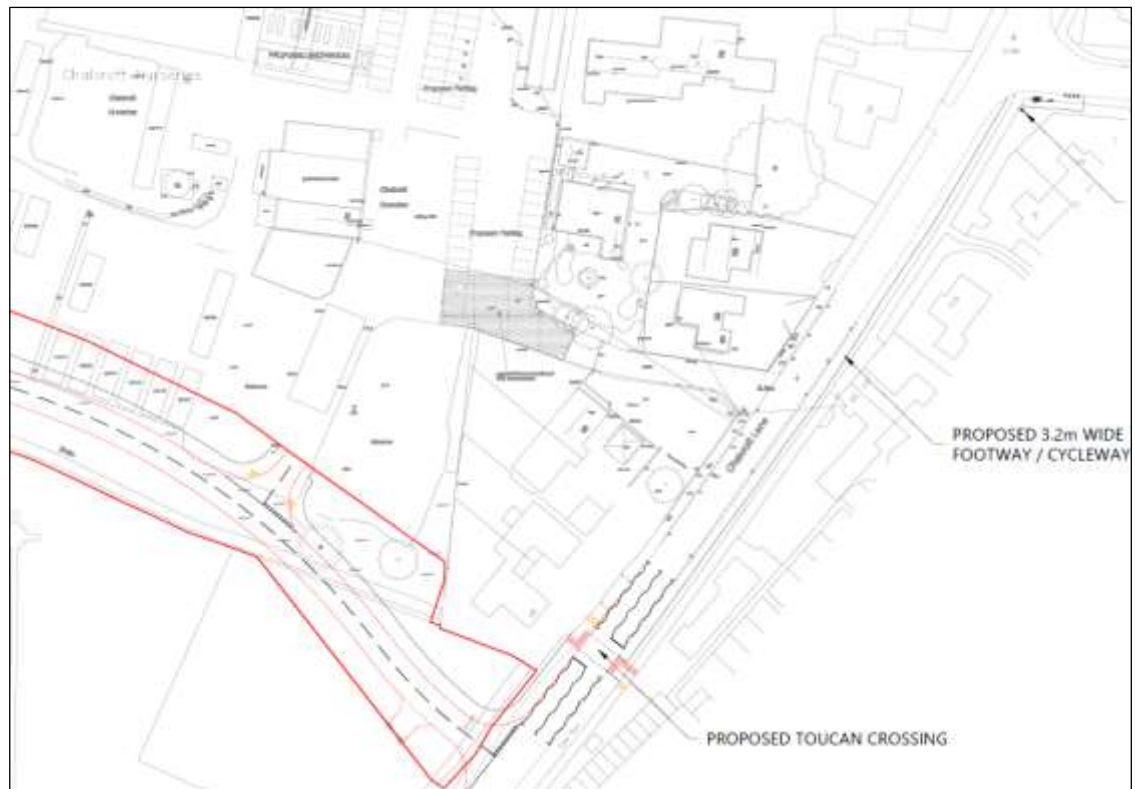


Source: Consultants Image

5.3 Off Site Infrastructure Measures

- 5.3.1 As part of the access arrangements associated with BE/81/20, a 3.2m wide footway is provided on the northern side of the site access road. As part of the proposed development, the footway will be upgraded to provide for a 3.2m wide shared footway/cycleway to provide a link between the site and Chalcraft Lane.
- 5.3.2 To provide onward connectivity, a short section of footway on the western side of Chalcraft Lane will be increased in width to 3.2m on the western side of the carriageway and connect to a Toucan crossing. In turn, the footway on the eastern side of the carriageway will be increased in width to 3.2m to provide for a shared pedestrian and cycle connect to Central Drive, where cyclists can join the Central Drive carriageway and continue their journey, connecting with the WSCC Advisory Cycle Route along Central Avenue and Greencourt Drive to Bognor Regis Railway Station. The arrangement is presented in **Drawing ITB14224-GA-008 Rev A**, and extract of which is shown in **Image 5.2**.

Image 5.2: Proposed Cycle Connection



Source: ITB14224-GA-008 Rev A

- 5.3.3** At this stage the location of the Toucan crossing is identified indicatively in order to inform a planning condition or obligation to secure the provision. Given the level difference on the eastern side of Chalcraft Lane, the position of the crossing will be refined as part of the detailed design process to ensure suitable gradients to the crossing and footway/cycleway crossfalls are provided.

SECTION 6 Soft Measures

6.1 Introduction

6.1.1 This section of the FTP describes the non-infrastructure or 'soft' measures that will be developed and promoted for the residents of the new development; it covers:

- Measures to encourage residents to walk and cycle;
- Measures to encourage residents to use public transport;
- Measures to encourage residents to car share, and;
- Information provision.

6.2 Promotion and Communications

6.2.1 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the Development, and staff will be trained in personal journey planning so that this service can be offered to new residents shortly after completion of their purchase. This will offer an in-depth, personalised approach to identifying the sustainable travel choices available to residents and will be advertised through the welcome pack. The staff will be fully briefed on the content and purposes of the TP and will be able to highlight the incentives to prospective purchasers.

6.2.2 Within seven days of occupying their home residents will be provided with a letter/leaflet informing them about the TP.

6.2.3 To ensure access to up to date information for residents, a community notice boards will be located within the site. These boards will contain up to date bus and rail timetable information, and information on car sharing. The board will also provide walking and cycling facilities maps. The location of the boards will be identified as part of future Reserved Matters Applications in relation to site layout, and it is envisaged that a total of 3 boards will be provided.

6.2.4 The TPC will also set up a Community Travel website. This could take the form of a social media site / group which would enable the dissemination of the information above. It will also provide an interactive travel planning resource; for example, residents will be able to discuss TP matters in an open forum (and this might, for example, be helpful in enabling experienced cyclists to guide less experienced ones). It could also be used to enable residents to post their own helpful

information, advice and tips and it is envisaged that this would continue as a functioning page indefinitely.

6.3 Residential Travel Information Packs

6.3.1 The first occupier of each household will be provided with a residents' travel information pack within seven days of occupying their new home. The pack will contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage the use of non-car modes of transport. It is proposed that the following items will be included in the resident's travel information pack:

- An information leaflet about the TP, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
- A plan of the new development, highlighting local facilities, the walking and cycling routes to these with indicative travel times, locations of local cycle parking, and the location of bus stops;
- A £150 sustainable travel voucher for the first owner of each dwelling that can be used for one of the following measures:
 - A bus travel voucher to encourage travel by bus;
 - A cycle purchase voucher to assist with the purchase of a bicycles; and
 - A voucher towards a rail season ticket to encourage travel by rail.
- Information about the community travel website and the locations of community notice board providing local travel information;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, including details of any local School Travel Plans;
- Bus and rail maps and timetable information;
- Information about journey planning services, e.g. www.nationalrail.co.uk and www.travelinesoutheast.co.uk;
- Information about car sharing through WSCC's lift share scheme (<https://westsussexcarshare.com/>);
- Copies of WSCC's cycle plans;

- Information about cycling training courses for school children (<https://www.westsussex.gov.uk/roads-and-travel/road-safety/cycle-safety-courses-for-school-children/>);
- Promotion of West Sussex cycle and multi-modal journey planning website:
 - <https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/rail-air-and-ferrytravel/plan-your-train-journey/>
 - <https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/plan-your-journey/>); and
- Information about home delivery services offered by local supermarkets.

6.4 Car Sharing

6.4.1 The use of car sharing will be promoted amongst residents of the development, with particular emphasis on journeys to work. Car sharing not only cuts the costs of travelling to work for the individual, but also reduces the number of residents making similar journeys at the same time, thereby reducing the impact of the development at peak hours on routes between the site and local employment areas. This, in turn, contributes to reducing vehicular emissions and therefore meeting local air quality targets.

6.4.2 Measures will be taken to promote car sharing to new residents by providing information found on the Liftshare website about their lift sharing scheme (www.liftshare.com). This provides an accessible and safe way for potential car sharers to identify people undertaking similar journeys.

6.5 Walking and Cycling

6.5.1 All new residents will be issued with a Residents Travel Pack which will include details of journey planning websites, walking and cycle maps, local cycle shops and bus timetable information. Residents will also receive such information via other ongoing communication.

6.5.2 Other measures that will be implemented to promote walking and cycling include:

- All dwellings will be provided with cycle parking in line with current local parking standards;

- The TPC will assist with the dissemination of information regarding the user group and will help residents get in contact with one another. Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores; and
- The TPC will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.

6.6 Public Transport

6.6.1 Information on the public transport routes and infrastructure serving the new development will be made available to new residents through the Residents' Travel Information Pack.

6.6.2 Residents will be kept up-to-date through notice boards within the development and via a Travel Plan website of changes to public transport timetables, events/issues/works potentially affecting public transport journeys, and the cost of season tickets.

6.6.3 In addition, the TPC will collaborate with local public transport operators to discuss whether there is the opportunity to provide an improved, more frequent service, improved bus waiting areas, ticket discounts and trial initiatives.

6.7 Summary

6.7.1 Measures are proposed to promote the use of walking, cycling and public transport amongst new residents for local journeys and to reduce single occupancy car journeys through promoting car sharing. The proposed measures aim to achieve the objectives set out in Section 4 of this report. A range of information and marketing initiatives are also proposed to encourage awareness and participation in the Travel Plan by local residents from the outset. **Table 6.1** presents a summary of the measures.

Table 6.1: Sustainable Transport Strategy

Objective	Measure	Timescale
Overall cross-objective	Appoint a Travel Plan Coordinator	Prior to Occupation
	Develop website / twitter feed	Prior to Occupation
	Distribute Travel Welcome Packs	Prior to Occupation
Reduce the Need to Travel	Deliver connections to broadband network	Prior to Occupation
Promotion of Walking and cycling	Walking and cycling maps and health information	Prior to Occupation
	Infrastructure improvements as set out in Section 5 + cycle storage	Phased with Development
	Delivery of MfS layout – interconnecting streets, shared streets and home zones	Phased with Development
	Offer of a £150 sustainable travel voucher to each dwelling	On occupation (within Travel Information Packs)
Promotion of Public Transport	Promotion of digital travel applications (including the Stagecoach App)	Prior to Occupation
	Provision of bus stop infrastructure in the site	Phased with Development
	Offer of £150 Bus Taster ticket	On occupation (within Travel Information Packs)
Managing Car Demand	Promotion of car sharing schemes through WSCC/Liftshare	Ongoing
	Installation of electric vehicle charging facilities	Phased with Development

SECTION 7 Management and Implementation

7.1 Travel Plan Management

- 7.1.1** The Developer will nominate an individual or company to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to WSCC prior to first occupation of the Development.
- 7.1.2** The TPC will be supported by a steering group, potentially comprising representative of any housing association(s), the highway authority (WSCC), the local authority sustainable travel co-ordinator, other local authority officers as needed (e.g. cycling, public transport), and voluntary residents' representatives.
- 7.1.3** The steering group will meet every 6 months during the first two-years and then again during SAM monitoring years. This extensive management period will enable the TP to be well established by the time the developer leaves the site. A framework for the long-term continuation of the TP is set out at Section 7.7.

7.2 Role of Travel Plan Co-ordinator

- 7.2.1** The role of the TPC will be as follows:
- To prepare the full TP prior to first occupation of the new homes;
 - To manage the day to day delivery of the TP measures;
 - To set up and act as Chairperson to the Steering Group, through which the progress of the TP will be monitored, and key decisions taken as necessary;
 - To market the TP to encourage interest and involvement of residents;
 - To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic personal journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
 - To liaise with local public transport operators and local authorities on appropriate measures, such as negotiating possible discounted bus tickets or obtaining information on any local travel plan measures and networks;
 - To negotiate discounts with local cycle shops for residents;

- To organise monitoring of the TP in line with the strategy outlined in Section 8; and
- To provide monitoring and feedback to residents and to liaise with the local authority as necessary.

7.3 Involvement of Residents

7.3.1 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with TP information by the Sales Office and provided with a Residents' Travel Information Pack on completion of their purchase. The information pack will be kept up to date for the duration of the travel plan.

7.3.2 The TPC will liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. The TPC will also aim to maintain interest amongst residents through the following means:

- Occasional leaflet drops providing information about the TP, advertising the website and reporting the results of the monitoring;
- Involvement of resident volunteers in the monitoring process (to be recruited by the TPC); and
- The steering group will involve resident participation and will review and develop other methods of ensuring ongoing involvement from residents.

7.4 Framework for Implementation

7.4.1 The TPC will be nominated three months before the first occupation of the new development, in order to commence preparation of the initial TP measures in time for the first occupations.

Table 7.1 sets out an action plan:

Table 7.1: Action Plan

Measure		Timescale	Responsibility
Infrastructure Measures as per Section 5		To be phased in line with the development.	Developer
Travel Plan Co-ordinator		Nominated three months prior to 1 st occupation.	Developer
Full Travel Plan		Prior to 1 st occupation	TPC
Steering Group		1 st meeting six months after appointment of TPC. Subsequent 6 monthly meetings for first two years after first occupation.	TPC
Information Development and Provision	Training of sales team about the Travel Plan	Training as part of induction process.	Developer
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation.	TPC
	Production of Residents' Travel Information Packs	To be developed before 1 st occupation.	TPC
Develop community travel website		To be developed before 1 st occupation.	TPC
Sustainable Travel Voucher		A £150 voucher to be included in resident's travel packs at 1 st occupation for each dwelling.	Developer
Community travel noticeboard		To be phased in line with development.	TPC
Promote car share schemes		With Residents' Travel Information Pack and on website/community notice boards.	TPC
Walking / cycling / local facilities / rail maps and journey planning services		With Residents' Travel Information Pack and on website/community notice boards.	TPC

Source: i-Transport

7.5 Funding

7.5.1 The Developer will fund the following items:

- i The transport infrastructure outlined in Section 5 of the FTP;
- ii The TPC role for the duration of the plan period;
- iii The initial implementation of the measures outlined in Sections 5 and 6 and Table 7.1; and

- iv The monitoring surveys outlined in Section 8.

7.5.2 Going forward, the most likely source of funding for the TP will be through management charges. The aim will be to take steps to enable the TP to become self-funding by the time that the development is complete.

7.6 Enforcement

7.6.1 The implementation of the Travel Plan will be secured as either a condition or obligation to the planning consent. The condition will secure the following matters;

- Preparation and agreement of a full TP prior to first occupation of the development (or a specific phase thereof);
- Implementation of the TP, including the measures outlined in the Action Plan (Table 7.1) and the ongoing monitoring of the plan; and
- Appointment of a Travel Plan coordinator to be responsible for implementing the plans, who will be retained for the duration of the travel plan period.

7.7 Framework for Handover at End of the Developer Involvement

7.7.1 At the end of the monitoring period the developer will no longer be responsible for the management of the TP. However, the TPC will offer residents the opportunity to set up a Travel Plan Working Group. The TPC will seek to hand-over the coordination role to this group.

SECTION 8 **Monitoring**

8.1 **Monitoring**

8.1.1 The total monitoring programme of the TP will run for the duration of the plan period, with a final survey being undertaken after the site is complete and occupied. Monitoring will be primarily undertaken in two ways:

- TRICS SAM Surveys; and
- A travel questionnaire.

SAM Surveys

8.1.2 In accordance with WSCC's guidance, formal monitoring will be undertaken in line with the TRICS Standard Assessment Methodology (SAM). The TPC will supply WSCC with observed statistical data showing how the residents travel to the development and details of the measures employed to encourage sustainable travel.

8.1.3 The first TRICS SAM survey will be carried out during the first year of occupation on the site. This will ensure that the survey captures information about an established critical mass of residents. Subsequent TRICS SAM surveys will be undertaken every other year until the end of the 5-year TP period – e.g. years 3, 5, and a further survey post full occupation if the objectives of the TP have not been met at the end of the TP period.

Travel Questionnaires

8.1.4 Questionnaire surveys will also be used to determine the effectiveness of the TP measures and enable residents to remain involved in the process. The first questionnaire survey will be undertaken during the first year of occupation on the site and then year during non-SAM monitoring years (e.g. years 2 and 4) following first occupation.

8.1.5 The surveys will determine a number of important statistics such as work destination, number of cars and bicycles per household, modal split of work, educational and leisure journeys and preferences towards the availability and use of more sustainable modes of transport. These surveys will be used to determine travel patterns to and from the site, to assist with setting objectives for the Travel Plan and to monitor travel patterns at the site over set periods of time to quantify modal shift.

- 8.1.6 In order to maximise response rates to the survey there will be incentives, such as a prize draw entry, encouraging residents to take part. In the event that the survey does not get a desired response of 20% or more, it will be re-distributed to residents after 6 months, with further promotion and greater incentives for taking part.
- 8.1.7 The results of the surveys and the analysis will be included in an updated TP, or the first monitoring reports, with the TP targets updated accordingly.

Use of Surveys

- 8.1.8 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the Travel Plan is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.
- 8.1.9 The TPC will monitor and review the progress and success of the TP and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve the local planning authority as well as the Steering Group. The use of newsletters will assist in informing users of any new measures and give them an understanding of how the Travel Plan is operating.

8.2 Reporting

- 8.2.1 During SAM monitoring years, a monitoring report will be prepared and submitted to WSCC. The report will set out the results of the travel survey against the targets and objectives identified within the TP. Residents will also be informed of the survey results via newsletters, the community travel website and notice boards. The following information is likely to be provided:

- Recap of the site travel plan's objective and agreed targets;
- Monitoring methodology;
- Summary of monitoring results, presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track if targets are not met; and
- Proposals to further develop the Travel Plan for the future.

- 8.2.2 The TPC will make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The use of newsletters distributed to all users will assist in informing users of any new measures and provide an understanding of how the Travel Plan is operating.

SECTION 9 Summary

- 9.1.1 Landform Bersted Ltd (Landform) has appointed i-Transport LLP to provide highways and transport advice for the proposed development comprising 225 dwellings at Nursery Fields, on land to the west of Bersted and to the north of Chalcraft Lane.
- 9.1.2 The site forms a part of the wider 'West of Bersted' Strategic Allocation, which is identified in the adopted Arun Local Plan 2011 – 2031 (2018) under policy H SP2a (SD3). The whole West of Bersted allocation has been identified as being able to deliver at least 2,500 dwellings over the plan period.
- 9.1.3 This Framework Travel Plan (FTP) has been prepared to support the Transport Assessment (TA) (Reference: *ITB14224-009R*) accompanying the development proposal which considers the wider transport implications of the development. This is in line with the National Planning Policy Framework (NPPF) and Planning Practice Guidance (PPG), both of which require a Travel Plan (TP) to be submitted alongside proposals for developments that are likely to result in a significant travel demand.
- 9.1.4 Prior to first occupation of the proposed development, the FTP will be converted to a full TP which takes into account the most recent and up-to-date information on sustainable travel at the time.
- 9.1.5 Access to the site is proposed via a simple priority junction with Chalcraft Lane. The access has been designed in accordance with Manual for Streets principles.
- 9.1.6 There are a good range of everyday services and facilities accessible to residents of the proposed development within a reasonable walking or cycling distance. In addition, the site offers the opportunity for residents to access frequent and direct bus services from the B2259 or regular rail services from Bognor Station.
- 9.1.7 As part of the access arrangements associated with planning application BE/81/20, a 3.2m wide footway is provided on the northern side of the site access road. As part of the proposed development, the footway will be upgraded to provide for a 3.2m wide shared footway/cycleway to provide a link between the site and Chalcraft Lane.
- 9.1.8 In addition to the continuation of the shared use cycle/pedestrian route adjacent to the site access road to its intersection with PRow Footpath 136, Footpath 136 itself will be upgraded to

provide a 3m – 4m shared pedestrian and cycle facility. These routes will form the primary cycle connections through the site and provide connectivity for onward journeys to the south, east, west and north.

9.1.9 The upgrade of FP136 will be achieved either through an Order made by the Applicant or through adopted as a Highways 'E' Class Path. The route will be widened and resurfaced with a specification to be agreed as part of the detailed design, but of a bound material to provide suitable conditions for all users throughout the year.

9.1.10 To provide onward connectivity, a short section of footway on the western side of Chalcraft Lane will be increased in width to 3.2m on the western side of the carriageway and connect to a Toucan crossing. In turn, the footway on the eastern side of the carriageway will be increased in width to 3.2m to provide for a shared pedestrian and cycle connect to Central Drive, where cyclists can join the Central Drive carriageway and continue their journey, connecting with the WSCC Advisory Cycle Route along Central Avenue and Greencourt Drive to Bognor Regis Railway Station.

9.1.11 To achieve the aims and objectives of the TP, a package of 'soft measures' designed to encourage residents to consider sustainable travel opportunities has been developed that support the 'hard' infrastructure improvements. The FTP identifies the following measures:

- Provision of a residents 'Residents Travel Information Pack', to provide information of travel opportunities and to promote travel;
- Offer of a sustainable travel voucher to be used either on public transport or on cycle equipment;
- Creation of a community travel website, to provide travel information to residents;
- Creation of a steering group consisting of local residents to guide and oversee the delivery of the TP;
- Community noticeboards to identify travel opportunities and incentives; and
- Promotion of local car-share and bicycle user groups.

9.1.12 The progress against the plan targets will be monitored through the life of the TP and until such a time construction of the site is completed and dwellings occupied. The plan will be monitored using Residents Travel Survey and the TRICS SAM. These surveys will be used to identify resident travel patterns and to set objectives of the TP.

FIGURES

DRAWINGS

APPENDIX A. ILLUSTRATIVE MASTERPLAN

