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OLDLANDS FARM BUSINESS PARK

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DRAFT

TRAVEL PLAN

GK / 0704

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Cottee Transport Planning for Oldlands Farm Business Park. A site location plan is attached at **Appendix 1**. The TP is required as part of the submission for outline planning approval.
- 1.2 Consultation on the contents of this document will take place with West Sussex County Council (WSCC). The Final Travel Plan shall be submitted to WSCC and implementation shall take place within one month of the Council's approval.
- 1.3 The Travel Plan provides the commitment to reducing the number and length of motorised journeys associated with the Business Park and encourage alternative means of travel leading to less environmental impact. To assist in achieving these aims they have the following strategy:
- To provide employees and visitors with information on convenient, safe and viable alternatives to the car in order to access the site.
 - To monitor regularly the means of travel used by employees and visitors and seek to encourage transfer to the most sustainable modes.
- 1.4 Providing a choice of travel is an integral part of current transport policy and the Travel Plan, promoted by government in its White Paper on Transport, is the means by which alternatives to the car are provided, monitored and reviewed over a period of time.
- 1.5 A questionnaire for employees is included at **Appendix 2**. The survey will be undertaken using this, to determine baseline statistics and current modal split so that realistic targets can be determined in conjunction with WSCC. The survey will be repeated each year.

2. OBJECTIVES

2.1 The objectives of the Travel Plan are:

- to reduce single occupancy car use by employees;
- to increase the number of employees walking to work;
- to increase the number of employees cycling to work;
- to increase the number of employees travelling by bus to work;
- to inform all employees of the Travel Plan and to encourage alternative ways to travel to work;
- to reduce the need for unnecessary business travel;
- to improve the choice of mode available to employees and visitors;
- to help reduce road congestion.

2.2 Targets and indicators are to be discussed with West Sussex County Council following the completion of the questionnaire surveys.

3. INITIATIVES

Managing The Plan

- 3.1 A nominated person, the Travel Plan Co-ordinator, (TPC) will be appointed by the management company of the business park to manage and implement the Travel Plan. This person will be notified to the WSCC's own Travel Plan Co-ordinator as being the responsible person. Their role will include:
- overall responsibility for the Travel Plan;
 - to ensure all occupiers of the business park implement the travel plan;
 - to lead the process of developing targets, implementation and review;
 - to develop co-operation with occupiers and their employees;
 - to liaise with West Sussex County Council and Stagecoach;
 - to promote the Travel Plan to occupiers and employees;
 - to make travel information readily available; and to ensure
 - new employees are made aware of the Travel Plan and alternative travel opportunities.
- 3.2 The TPC will report to a member of the management team. Travel Plan information will be disseminated on notice boards and by e-mail if appropriate.
- 3.3 Employee travel surveys will be arranged on an annual basis after implementation of the Final Travel Plan, to monitor any modal changes. This will comprise a questionnaire for employees to provide information on mode of travel. The surveys will be undertaken on a day and time to be notified to WSCC. Entry into a prize draw will be arranged for those who return a fully completed questionnaire.

Measures to Encourage Walking

- 3.4 A plan of safe pedestrian routes will be made available. A plan indicating pedestrian routes to the site is included at **Appendix 3**.
- 3.5 Similar plans will be on display in prominent locations within all buildings so that all employees and visitors are aware.
- 3.6 The health benefits of walking will be promoted.
- 3.7 In the event of an emergency, employees who walk to work will be provided with a ride home.

Measures to Encourage Cycling

- 3.8 Secure covered cycle parking will be provided for each building within the business park in accordance with WSCC cycle parking standards.
- 3.9 Plans of cycle routes in the area will be made available to all employees. A current plan showing existing and proposed cycle routes is included at **Appendix 3**.
- 3.10 Similar plans will be on display in prominent locations within the building for the benefit of employees and visitors.
- 3.11 Storage facilities and showers will be provided for the use of each employee who cycles to and from the business park.
- 3.12 The health benefits of cycling will be promoted.
- 3.13 In the event of an emergency, employees who cycle will be provided with a ride home.

Measures to Encourage Use of Public Transport

- 3.14 Plans of public transport routes and timetables will be made available and displayed prominently within the business park. Public transport information including bus and rail services is available from the WSCC website: www.westsussex.gov.uk. Copies of the current bus routes and frequencies that relate to the centre are attached at **Appendix 4**. The Rail network is included at **Appendix 5**. Timetables are available from www.southernrailway.com. The 66 bus service links the rail station with the business park.
- 3.15 The TPC will consider further incentives for employees to use public transport e.g. negotiations with operators to seek special deals for travel.

Reducing Travel By Car

- 3.16 A car-sharing scheme will be introduced if the employee questionnaire indicates that a number of employees travel from similar areas by car. A collation form, as attached at **Appendix 6**, can be used to summarise questionnaire results. The TPC and the management team, in conjunction with occupiers and employees, will decide the method used to introduce a car-sharing scheme.
- 3.17 West Sussex County Council operate a car share scheme which has been set up to facilitate car-sharing in West Sussex work places. Details obtained at westsussexcarshare.com
- 3.18 In the event of an emergency employees who car share will be provided with a ride home.

Measures to Raise Awareness

- 3.19 Information displays will include details on the benefits of "green travel".

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- 3.20 All new employees will be provided with an information pack on sustainable travel and a summary of the Travel Plan attached at **Appendix 7.**
- 3.21 The TPC will liaise with WSCC and the public transport operators where appropriate in regards to green travel promotions.
- 3.22 In addition there will be close liaison with the Asda store on the business park so all aspects of green travel on the site are co-ordinated.

4. MONITORING AND REVIEW

4.1 The TPC will review the effects of the various initiatives with WSCC on an annual basis following implementation of the final Travel Plan. The purpose of the review is:

- to provide an assessment of how employees and visitors travel to the site;
- to develop targets to achieve for employee travel;
- to review the various initiatives; and
- the development of new initiatives to encourage less use of the car.

Targets

4.2 The results of the questionnaires will be used to develop incentives, measures and targets for the Final Travel Plan, which will be submitted after the Council approve the document.

Review

4.3 The first review will take place one year after the Final Travel Plan's implementation and thereafter at an annual frequency. This review is to be undertaken in consultation with WSCC.

4.4 The initiatives referred to in **Section 2** will be examined with particular emphasis on those measures which will encourage particular targets to be reached.