

COTTEE

Transport Planning

Fir Lodge
Threshelfords Business Park
Feering
Essex
CO5 9SE

Tel: 01376 573400
Fax: 01376 573480
email: info@cottee-tp.co.uk

OLDLANDS FARM BUSINESS PARK

BOGNOR REGIS

DRAFT

TRAVEL PLAN

GK / 0704

May 2008

CONTENTS

1. INTRODUCTION
2. OBJECTIVES
3. INITIATIVES
4. MONITORING AND REVIEW

APPENDICES

1. SITE LOCATION PLAN
2. "CLEANER, GREENER TRAVEL" –
Questionnaire
3. PEDESTRIAN / CYCLE ROUTES INTO THE
SITE
4. BUS ROUTES AND TIMETABLES
5. RAIL NETWORK
6. QUESTIONNAIRE RESULTS COLLATION
FORM
7. TRAVEL PLAN SUMMARY FOR NEW
EMPLOYEES
8. CENSUS DATA

1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Cottee Transport Planning for Oldlands Farm Business Park. The site is located north of Bognor Regis and is bound to the west by the A29 Shripney Road, to the south by the Southern Cross Trading Estate on Steyning Way, to the east by the Bognor to Barnham rail line and to the north by the proposed relief road to Bognor Regis. 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.
- 1.6 Once complete the site will employ a total of 900 people at the Business park.
- 1.7 Multimodal travel surveys will be undertaken in accordance with the TRICS Standard Assessment Methodology for Travel Plans.
- 1.8 This TP is designed specifically for Retail Park users. Another TP has been prepared for the adjacent Asda store to encourage sustainable travel. An annual meeting will be held between the Travel Plan Coordinators for each TP to coordinate measures to improve the sustainable travel practices of all site users.

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. The total number will be provided at a later stage of the scheme. The number of lockers provided will be reviewed to accord with change in the travel mode choice of colleagues following the results of questionnaire surveys.
- 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".

- 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.

4.3 An indication of the current mode of travel in the Bognor area has been considered through the interrogation of data collected during the 2001 Census (www.statistics.gov.uk). The “Method of Travel to Work – Resident Population” census information indicates the following mode of travel in the surrounding areas:

- | | |
|------------------------|-----|
| • Walk | 12% |
| • Cycle | 12% |
| • Motorcycle | 2% |
| • Train | 1% |
| • Bus | 2% |
| • Car (inc passengers) | 71% |

A summary of the Census data collected is attached at **Appendix 7**.

4.4 The modes of travel indicated above can be used to form initial targets in conjunction with information gathered through staff questionnaire

surveys. With the introduction of improved pedestrian / cycle / bus facilities in the vicinity of the site it is anticipated that the number of staff who travel to the development by car will reduce and the proportion which travel on foot / cycle or bus will increase.

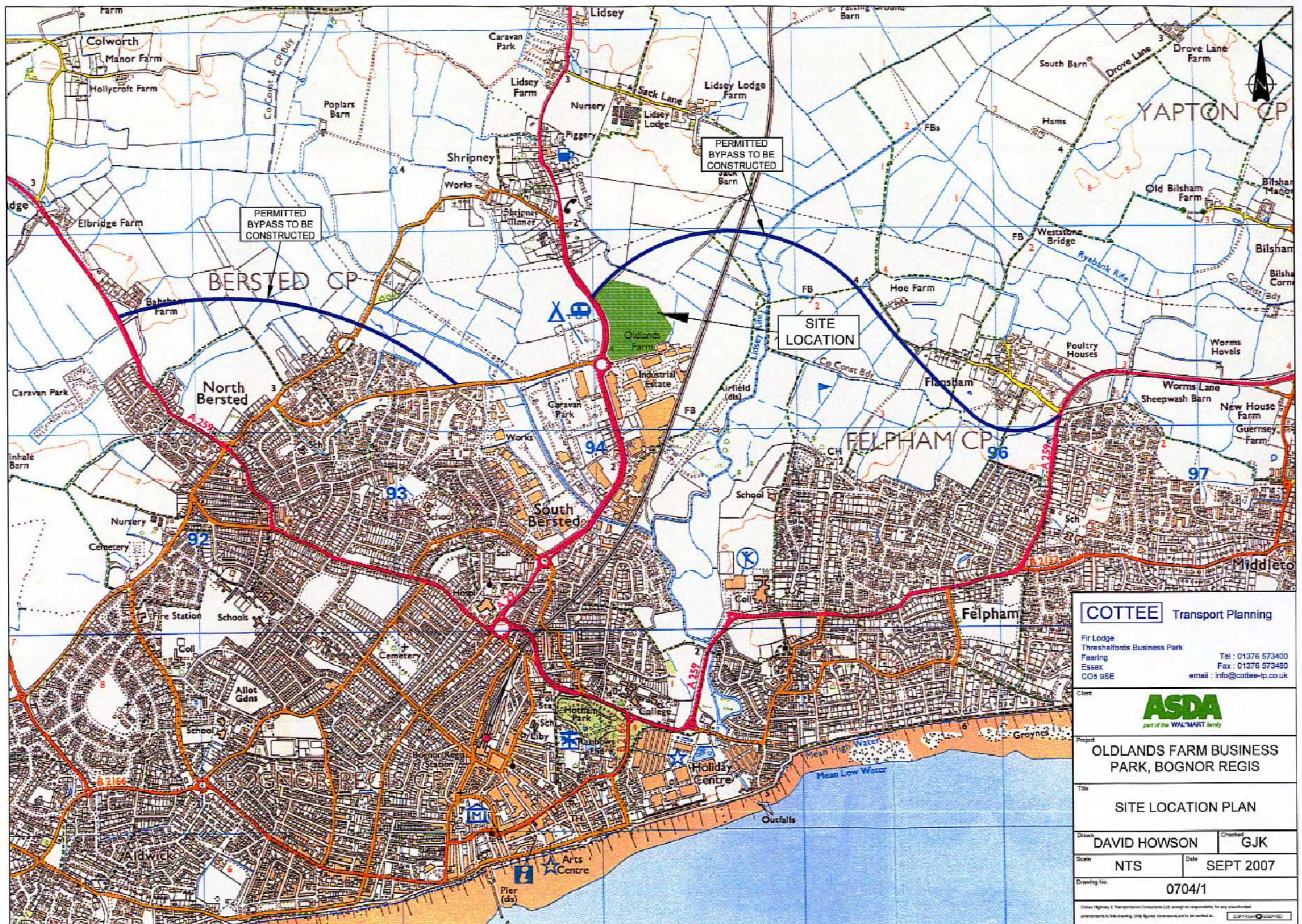
- 4.5 It is anticipated that the measures and information provided within this Travel Plan will encourage a change in the mode of travel of site users.
- 4.6 Undertaking periodic surveys at the site will enable targets to be adjusted accordingly and ensure that targets are SMART (Specific – Measurable – Achievable – Realistic – Timed).

Review

- 4.7 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.
- 4.8 The initiatives referred to in **Section 2** will be examined with particular emphasis on those measures which will encourage particular targets to be reached.
- 4.9 Survey results will be reviewed to assess if additional facilities are required, for example, if survey results show a large increase in cycle users then the provision of additional cycle parking spaces will be considered.
- 4.10 The targets set from surveys and included in the Final Travel Plan will be displayed in a prominent location within the site.

APPENDIX 1

SITE LOCATION PLAN



COTTEE Transport Planning

Fir Lodge
Threshelfords Business Park
Fearing
Essex
CO5 9SE
Tel: 01376 573400
Fax: 01376 573480
email: info@cotee-tp.co.uk

Client
ASDA
part of the WAL*MART family

Project
**OLDLANDS FARM BUSINESS
PARK, BOGNOR REGIS**

Title
SITE LOCATION PLAN

Drawn **DAVID HOWSON** Checked **GJK**

Scale **NTS** Date **SEPT 2007**

Drawing No. **0704/1**

Cottee Highway & Transportation Consultants Ltd accept no responsibility for any unauthorised
alterations to this drawing. Only signed dimensions are to be worked to.

APPENDIX 2

“CLEANER, GREENER TRAVEL” - QUESTIONNAIRE

HOW TO SET UP GREEN TRAVEL PLANS

Date	Action	Achieved?
	Set up a meeting with employees to discuss Travel Plans: what a Travel Plan is and how you can help.	
	Nominate a staff member to look after the following areas: • Sending out travel surveys (see questionnaire at the back of this brief) and collating the information from them • Communicating results to staff and feeding back results • Rewarding staff who have improved the most (see below) • Nominate one permanent Travel Plan Co-ordinator (TPC) who can look after green issues such as this going forward.	
	Send out the 'How do we travel' survey at the back of this brief to every employee.	
	Return replies to your nominated survey representative.	
	Results to be analysed and Action Plan to be produced. Results to be forwarded to the Council with the Final Travel Plan document.	
	Meet and obtain approval from the Council and implement within one month of approval.	
	Repeat the survey monitoring and review on an annual basis for five years and thereafter on a two – yearly basis.	
	Call employee meeting to discuss the results of the surveys and explain targets for reducing number of car journeys to and from your place of work.	

COTTEE

QUESTIONNAIRE - 'HOW DO WE TRAVEL?'

'Green' travel is really in the news at the moment, so we want to see how we can help reduce the number of car journeys employees take, to try and see if we can do our bit to help the environment. In fact, our business is required by the Council as part of its planning permission to undertake this survey as part of the Travel Plan process.

Therefore, we would be grateful if you could fill in this questionnaire and return it to

Name: _____

by _____.

For all those who return a fully completed questionnaire there is a PRIZE DRAW. Please fill in your name on the slip attached and you could be the lucky one!

Thanks

Date _____

1) How do you normally travel to and from work at the moment (tick appropriate box)?

Drive alone to work	
Share a car with another employee / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle	
Motorcycle	
Walk	
Taxi	
Other (please state)	

2) Where does your journey start? (post code)

3) If by public transport, which service do you use? (e.g. Bus 117)

COTTEE

4) How many miles (kilometres) do you travel to and from work?

--

5) Do you make any journeys throughout the course of work?

If Yes, please answer the following:

If no, proceed to question 6)

Yes	
No	

a) Mode of transport	
b) Distance travelled on average per month	
c) Does your journey on business influence your normal mode of travel to work?	

6) Why do you use your chosen mode of transport?

a) Cost	
b) Time (restrictions/ benefits)	
c) Ease of use	
d) No alternative available	
e) Other (please specify)	

THE FOLLOWING QUESTIONS APPLY ONLY IF YOU DRIVE ALONE TO WORK AT THE MOMENT:**7) To try and help us comply with a planning agreement, would you be willing to:**

Share a car into work with another employee?	
Use public transport?	
Walk?	
Cycle?	
Other (please list ideas of what you might do)	

COTTEE

- 8) What would encourage you to travel in a more “Green” way?
Choose 3 from the following, in order or preference, (please complete every section):**

CYCLING

A) Discount on bike and accessories	
B) Bicycle Users Group	
C) Covered secure cycle parking	
D) Entry into 6 monthly prize draw	
E) Lift home in an emergency	
F) Limited availability of car permits	
G) Other, please state	

PUBLIC TRANSPORT

A) Discounted ticket purchase	
B) Entry into 6 monthly prize draw	
C) Lift home in an emergency	
D) Car permits limited	
E) Other, please state	

WALK

A) Entry into 6 monthly prize draw	
B) Lift home in an emergency	
C) Car permits limited	
D) Other, please state	

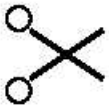
COTTEE

CAR SHARING

A) Preferential parking for car sharers	
B) Improved information on the availability of car sharers	
C) Entry into 6 monthly prize draw	
D) Car permits limited	
E) Other, please state	

POWERED TWO - WHEELERS

A) Covered secure parking	
B) Powered Two Wheelers Users Group	
C) Entry into 6 monthly prize draw	
D) Car permits limited	
E) Other, please state	



EMPLOYEE – TRAVEL PLAN QUESTIONNAIRE

I would like to be included in the **Prize Draw**.

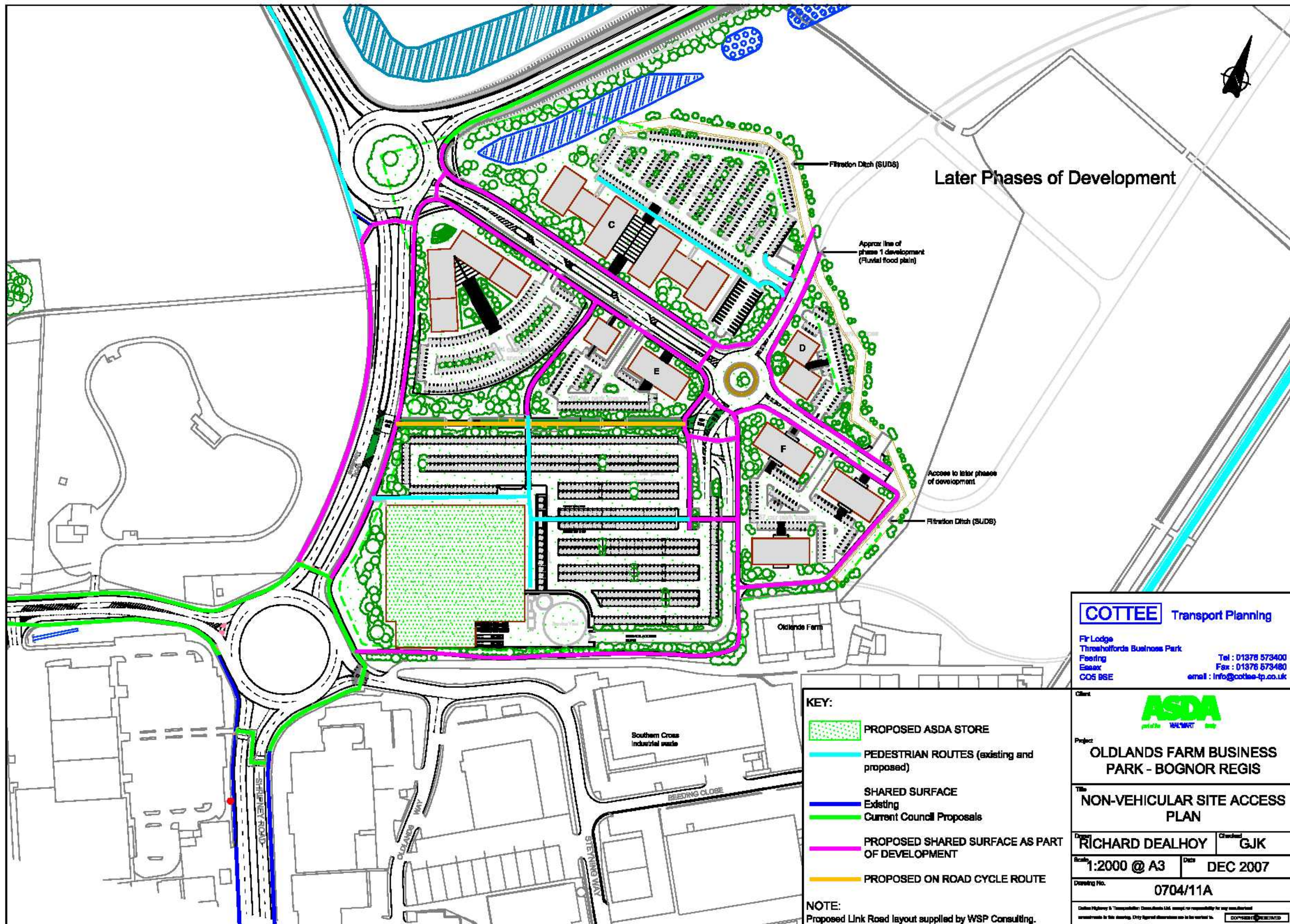
NAME:

DEPARTMENT:

Please detach and place in the Travel Plan Prize Draw Box.

APPENDIX 3

PEDESTRIAN / CYCLE ROUTES INTO THE SITE



APPENDIX 4

BUS ROUTES AND TIMETABLES



Main Bus Routes in Bognor Regis



KEY

Main Bus Service Routes



- Certain journeys only
- Railway line and station
- Hospital

COTTEE Transport Planning

Fir Lodge
Threshelford Business Park
Fearing
Essex
CO5 9SE
Tel: 01376 573400
Fax: 01376 573480
email: info@cotee-tp.co.uk



Project
OLDLANDS FARM BUSINESS PARK, BOGNOR REGIS

Title
PUBLIC TRANSPORT PLAN

Drawn
RICHARD DEALHOY Checked
GJK

Scale
NTS Date
OCT 2007

Drawing No.
0704/3

Essex Highway & Transportation Consultants Ltd. accept no responsibility for any unauthorised amendments to this drawing. Only signed drawings are to be printed. In

Bognor Regis • Barnham • Walberton • Yapton • Bognor Regis 66 66A

MONDAYS TO SATURDAYS except Public Holidays

	66A	66 Sch	66 NSch	66A	66	66A	66	66A	66A Sch	66A NSch	66	66A
Bognor Regis High St	0715	0810	0815	0925	1040	1155	1310	1425	1430	1625	1740	
Rail Stn Longford Rd ⇌	0717	0812	0817	0927	1042	1157	1312	1427	1432	1627	1742	
Shripney Corner	0722	0819	0824	0934	1049	1204	1319	1434	1439	1634	1749	
Westergate Barnett Close	0729	0826	0831	0941	1056	1211	1326	1446w	1446	1641	1756	
Barnham Rail Stn ⇌	0734	0837x	0837	0947	1102	1217	1332	1452	1452	1647	1802	
Walberton Post Office	▼	0842	0842	▼	1107	▼	1337	▼	▼	1652	▼	
Yapton Canal Rd	0738	0849	0849	0952	1114	1222	1344	1457	1457	1659	1807	
Yapton Sparks Corner	0741	0852	0852	0955	1117	1225	1347	1500	1500	1702	1810	
Walberton Old Vicarage	0748	▼	▼	1002	▼	1232	▼	1507	1507	▼	1817	
Barnham Rail Stn ⇌	0753	0857	0857	1007	1122	1237	1352	1512	1512	1707	1821	
Westergate Westergate Mews	0758	0903	0903	1013	1128	1243	1358	1518	1518	1713	1826	
Shripney Corner	0805	0910	0910	1020	1135	1250	1405	1525	1525	1720	1832	
Rail Stn Richmond Rd ⇌	0812	0917	0917	1027	1142	1257	1412	1532	1532	1727	1838	
Bognor Regis High St	0815	0920	0920	1030	1145	1300	1415	1535	1535	1730	1840	

Routes 66 & 66A are run under contract to West Sussex County Council.

Sch = Schooldays only. NSch = Not Schooldays. x = Arrives 5 minutes earlier. w = via Westergate Community College.

North Felpham • Town Centre • The Glenwood • Tesco

67

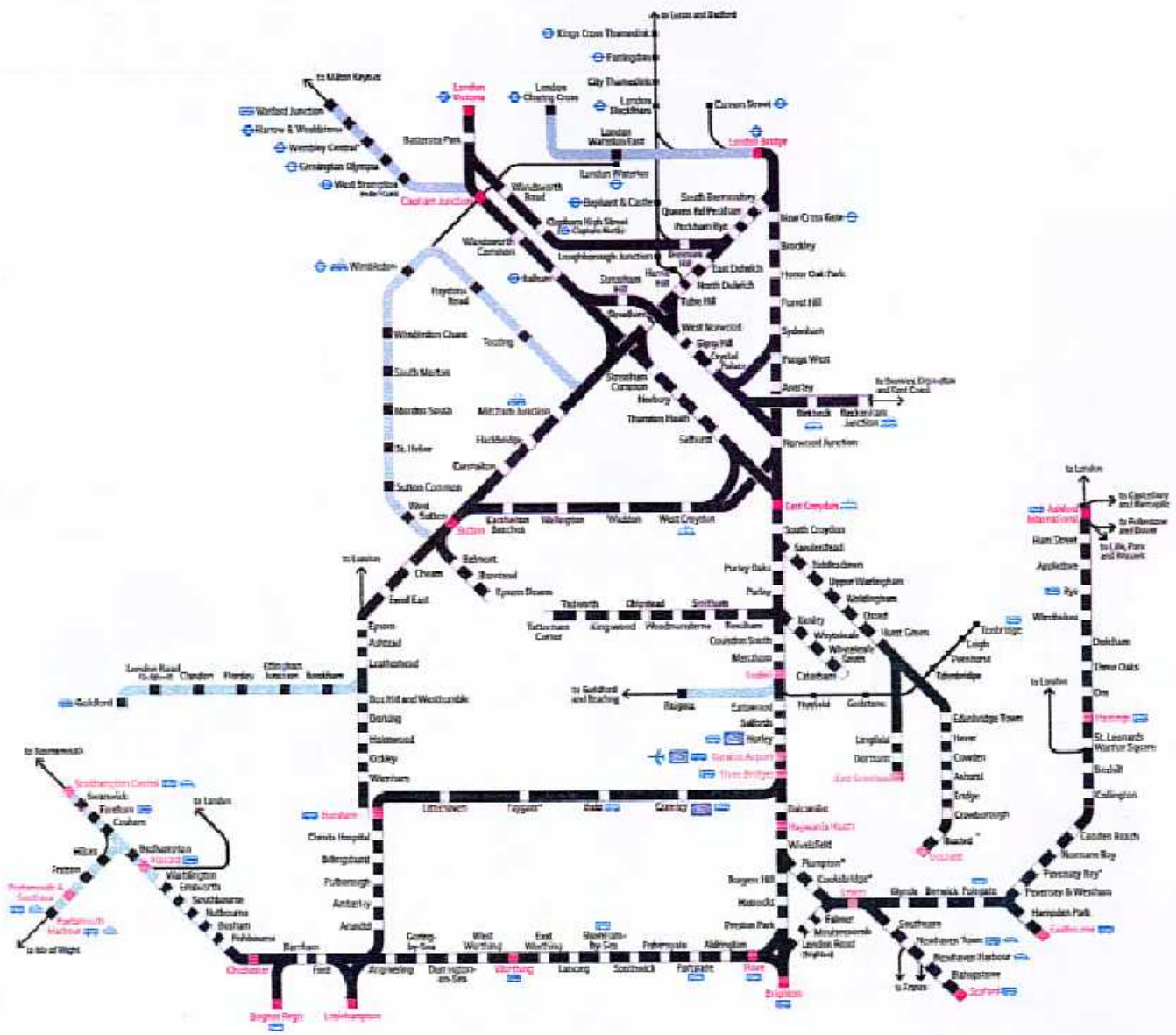
MONDAYS TO FRIDAYS except Public Holidays

North Felpham Wroxham Way	0900	then hourly at 00 until 24	1400 1600	Bognor Regis Tesco	0935	then hourly at 35 until 59	1335
Arun Leisure Centre	0904		1404 1604	Glenwood Madeira Parade	0941		1341
Bognor Regis High St.	0910		1410 1610	London Rd Library	0945		1345
Rail Stn Richmond Rd ⇌	0912		1412 1612	Rail Stn Richmond Rd ⇌	0947		1347 1547
London Rd Library	0914		1414	Bognor Regis High St	0949		1349 1549
Glenwood Madeira Parade	0918		1418	Arun Leisure Centre	0955		1355 1555
Bognor Regis Tesco	0924		1424	North Felpham Wroxham Way	0959		1359 1559

Route 67 is run under contract to West Sussex County Council.

APPENDIX 5

RAIL NETWORK



Key

Southern Routes

Routes served by Southern where most trains are run by other operators

Key Stations

Connections with London Underground

Connections with Croydon Tramlink

Limited Southern service station

Other train operator route
National Rail tickets & promotions available

Airport interchange

Faygate*

Fastway bus

Railbus combined ticket available

Ferry service interchange

Other train operators may provide additional services along Southern routes

APPENDIX 6

QUESTIONNAIRE RESULTS COLLATION FORM

COTTEE

COLLATING FEEDBACK

In order to make useful information out of the replies you have gathered in, we have included this collation form. This should help present employee replies in an 'easy to read' format for the second employee meeting about green travel plans.

Date of Survey

Number of employees:

Number of employees who have replied to questionnaire:

1) How many employees come to work in the following ways?

Drive alone to work	
Share a car with another employee / family member / friend	
Dropped off / picked up by car	
By bus	
By train	
Cycle	
Motorcycle	
Walk	
Taxi	
Other (please state)	

2) Most common origins of journeys:

COTTEE

3) Most common public transport services used:

4) Average miles / kilometres travelled to work:

--

5) Number of employees making journeys during work:

--

a) Mode of transport used	
b) Distance travelled	
c) Influence of business travel on mode used	

6) Reasons for use of chosen mode:

7) How many employees, who drive alone to work at the moment, would be willing to:

Share a car into work with another employee?	
Use public transport?	
Walk?	
Cycle?	
Other (please specify)	

COTTEE

- 8) **What are the main things employees have said would encourage them to use “Greener” ways of travelling?**
(Use these to prompt solutions in the 2nd employee meeting)

Cycling	
Public Transport	
Walking	
Car Sharing	
Powered 2-Wheelers	

Rewarding employees

To encourage employees to come up with good ideas for reducing the number of car journeys, why not reward the best ideas at your next staff meeting.

As we mentioned above, green travel is not just another initiative it is a requirement that Oldlands Business Park must comply with as part of their planning permission. To keep the subject in your employees minds, why not nominate an employee of the month; someone who has, for example, saved the most money. You could reward them with a week's free bus fare, or similar.

APPENDIX 7

TRAVEL PLAN SUMMARY FOR NEW EMPLOYEES

OLDLANDS FARM BUSINESS PARK TRAVEL PLAN

– Employee Induction

1. The Travel Plan is a planning requirement.
2. Its aim is to encourage Employees to travel to work by non – car modes. Employee surveys will be carried out every year for the first five years to monitor and review progress and this will involve setting targets.
3. Incentives to Employees who travel by non – car modes will include:
 - the provision of updated information on alternatives;
 - a free ride home in an emergency;
 - discounted cycle purchase;
 - a car sharing scheme;
 - a prize draw every six months for those who travel by non – car modes;
 - secure covered parking and lockers for those who cycle to work;
4. A travel information pack will be provided to all current and new employees identifying pedestrian and cycle routes and public transport services, stations and stops to help identify the best way to travel to work without a car.

APPENDIX 8

CENSUS DATA

COTTEE

Method of Travel to Work - (UV37)

Method of Travel to Work - (UV37)	Bersted Ward Daytime Population		Bersted Ward Resident Population		Arun Non-Metropolitan District		South East Region		England Country	
All People	2961		3645		39548		3310278		20320896	
Underground, metro, light rail or tram	3	0.1%	3	0.1%	20	0.1%	6606	0.2%	706080	3.5%
Train	25	0.8%	56	1.5%	707	1.8%	92267	2.8%	945100	4.7%
Bus, minibus or coach	47	1.6%	160	4.4%	982	2.5%	164423	5.0%	1682127	8.3%
Taxi or minicab	15	0.5%	23	0.6%	328	0.8%	15731	0.5%	115495	0.6%
Driving a car or van	1868	63.1%	2424	66.5%	25277	63.9%	2252203	68.0%	12308844	60.6%
Passenger in a car or van	243	8.2%	323	8.9%	2875	7.3%	218237	6.6%	1368226	6.7%
Motorcycle, scooter or moped	66	2.2%	54	1.5%	536	1.4%	39286	1.2%	248824	1.2%
Bicycle	344	11.6%	293	8.0%	2895	7.3%	118115	3.6%	632231	3.1%
On foot	346	11.7%	289	7.9%	5724	14.5%	385760	11.7%	2231539	11.0%
Other	4	0.1%	20	0.5%	204	0.5%	17650	0.5%	82430	0.4%

Note: Those not currently in employment and those who work at or mainly from home have been excluded from this analysis.