

PROPOSED RETAIL DEVELOPMENT,
OLDLANDS WAY, BOGNOR REGIS
Draft Travel Plan Framework

September 2014

IMA-14-015

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PLANS

Plan 1 - Site Location and Pedestrian Catchment

1 Introduction

1.1 Background

1.1.1 This Travel Plan Framework has been produced on behalf of [OPERATOR] and relates to proposed employment development of Unit 1 at Oldlands Way on the Southern Cross Trading Estate in Bognor Regis.

1.1.2 Arun District Council made it an obligation of the outline planning consent on the site that a Travel Plan will be implemented in association with the proposed development. The relevant condition was worded as follows:

[Text of Condition Referring to Travel Plan to be Included]

1.1.3 The requirement to produce Travel Plans in association with development has arisen from national planning policy issued by the government, which is then interpreted by local authorities in policies contained in their Development Plans.

1.1.4 The purpose of a Travel Plan is primarily to promote a reduction in the number of journeys and distance travelled by car, in accordance with government and local authority planning policy. Travel Plans are intended to inform individuals on the availability of opportunities to travel by means other than the car, and also to identify and address barriers that discourage travel by non-car modes.

1.2 Travel Plan Overview

1.2.1 The Travel Plan has been produced to promote a reduction in the number of journeys and distance travelled by car, in accordance with government and local authority planning policy.

1.2.2 Travel Plans are intended to inform individuals on the availability of opportunities to travel by means other than the car and also to identify and address barriers that discourage travel by non-car modes.

1.2.3 Targets are set and measures are proposed to reduce car use through use of more sustainable alternatives. A system of monitoring is put in place to appraise progress towards the targets.

2 Site Audit

2.1 Introduction

2.1.1 This section describes the development before setting out key information about travel associated with the site.

2.2 Development Description

2.2.1 [TO BE COMPLETED PRIOR TO OCCUPATION, WHEN THE OPERATOR IS KNOWN]

2.2.2 [DETAILS TO INCLUDE FLOOR SPACE, OPERATOR, OPENING TIMES, STAFFING LEVELS, CAR & CYCLE PARKING NUMBERS].

2.3 Travel on Foot

2.3.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.4 Travel by Bicycle

2.4.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.5 Travel by Public Transport

2.5.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.6 Travel by Car

2.6.1 [TO BE COMPLETED PRIOR TO OCCUPATION]

2.7 Unrestrained Travel Demand

2.7.1 [TO BE COMPLETED PRIOR TO OCCUPATION, WHEN THE OPERATOR IS KNOWN]

2.7.2 It has been assumed that unrestrained travel demand – i.e. without the influence of this Travel Plan – is likely to follow the same mode choice for commuting as recorded by the census at the Southern Cross Trading Estate.

2.7.3 The following table compares local commuting patterns (excluding homeworkers) with the central part of the town (Bognor Regis Parish) and the wider district.

	E00160125 Output Area	Bognor Regis Parish	Arun District
Employed, Not Homeworker	1,968	9,819	39,548
Train	1%	1%	2%
Bus, minibus or coach	2%	5%	2%
Taxi or minicab	0%	1%	1%
Driving a car or van	60%	55%	64%
Passenger in a car or van	9%	7%	7%
Motorcycle, scooter or moped	3%	1%	1%
Bicycle	14%	7%	7%
On Foot	12%	21%	14%

Table 1: Inbound Commuting Patterns (2001 Census)

2.7.4 With existing commuting patterns in the immediate area show quite high levels of sustainable travel, above the average for the district. Car sharing and cycling are particularly popular choices.

2.7.5 The actual baseline position will be established through a survey of staff travel, undertaken within 3 months of first occupation. The form of the survey questionnaire will be agreed with the highway authority prior to being issued.

3 Objectives

3.1 Introduction

3.1.1 This section sets out in broad terms the scope of the Travel Plan and what it seeks to achieve, including the types of travel expected to be influenced.

3.2 Travel Plan Scope

3.2.1 The Travel Plan addresses the following types of travel generated by the development:

- Commuter journeys by staff
- Business journeys by staff
- Visitor/Delivery journeys

3.2.2 The Travel Plan will focus on commuter and business journeys by staff, which can be controlled to a degree.

3.3 Travel Plan Objectives

3.3.1 The Travel Plan is a long-term strategy aimed at promoting more sustainable travel choices, reducing reliance on the car. The objectives of a Travel Plan as set out in guidance from West Sussex County Council are to:

- Promote sustainability without being anti-car;
- Improve accessibility for sustainable travel modes;
- Encourage flexibility in staff by providing transport choice;
- Minimise the need to travel;
- Encourage the use of alternative modes of transport to single occupancy car use;
- Reduce the impact of staff travel on the local environment;
- Reduce the adverse effects of transport on the environment and health.

4 Targets and Indicators

4.1 Introduction

- 4.1.1 The census data in Table 1 (section 2.7) shows 69% of commuting in the immediate area of the site is by car, with 60% as drivers. Single-occupancy commuting by car is therefore likely to be around 51%.
- 4.1.2 By comparison, the central area of Bognor Regis has about 48% of commuting as the sole occupant of a car (55% driving, less 7% as passengers), not greatly different to the outlying area of the Southern Cross Trading Estate.
- 4.1.3 National guidance suggests that reductions in car travel of 10 to 20% can be achieved through effective travel planning.
- 4.1.4 The Travel Plan targets will need to reflect commuting patterns recorded at the site by Staff Travel Surveys, described in section 7.3. The first survey will be undertaken within 3 months of the first occupancy, as set out in the Action Plan in section 7.5.
- 4.1.5 The target of this Travel Plan will relate to a reduction in single-occupant car use. The means of achieving that involves measures to increase the use of individual modes. Those individual mode increases are known as 'indicators' rather than 'targets', as the critical goal is the reduction in car use, rather than setting quotas for one sustainable mode over another.

4.2 Indicators – Potential Mode Transfer

- 4.2.1 This section considers the individual modes to set out what transfer might be achieved, realistically. Revisions will need to be made to this section after each Staff Travel Survey, to reflect the results and progress made.

Commuting on Foot

- 4.2.2 Starting with commuting on foot, the most sustainable form of travel, there is a reasonable walk-in catchment, as indicated in Plan 1, so there is potential for the Travel Plan to increase pedestrian commuting towards the much higher levels evident in the centre of the town.
- 4.2.3 The occupier will be likely to aim to recruit locally, and the Travel Coordinator will identify where individuals are able to commute on foot and encourage them to do so. Based on the census data in Table 1, which shows 12% commuting by foot locally, compared to 21% in the town centre, an increase in pedestrian commuting of say 5% might be a reasonable transfer target.

Commuting by Bicycle

- 4.2.4 The level of cycle commuting in the area is already very high at 14%, double that in the centre. The target should therefore be to at least match that, and perhaps secure a small increase of say 1% through the provision of secure cycle parking, changing/shower facilities and lockers for storing equipment.

Commuting by Rail

- 4.2.5 Train use only represents about 1% of commuting locally and closer to the railway station in the town centre. The TPC will encourage rail use where staff are travelling longer distances, but no particular transfer is suggested.

Commuting by Bus

- 4.2.6 Existing bus use is 2% lower locally than in the centre, so it is suggested that a transfer target of at least that level should be adopted.

Commuting by Powered Two-Wheeler

- 4.2.7 At 3%, commuting by powered two-wheeler is already higher than the 1% in the centre, so target for transfer is suggested. However, powered two-wheeler use could cut the space devoted to staff parking, so will be encouraged through changing facilities and lockers.

Car Sharing

- 4.2.8 At 9%, car sharing in the immediate area is already quite high, higher than in the town centre. Therefore as with cycling, it is suggested that the target should be to achieve that high level at the site with a modest 1% increase to 10%.
- 4.2.9 The table below summarises the suggested transfer over 3 years.

Mode of Commuting	Baseline (Census)	End of Year 3	Change Over 3 Years
On foot	12%	17%	+5%
Bicycle	14%	15%	+1%
Train	1%	1%	+0%
Bus, minibus or coach	2%	5%	+3%
Powered 2-Wheeler	3%	3%	+0%
Passenger in a car or van	9%	10%	+1%
Single-Occupant Car Use	51%	41%	-10%
Total	100%	100%	0%

Table 2: Suggested Indicators & Target

- 4.2.10 The above figures will be reviewed following the Staff Travel Survey.
- 4.3 Target
- 4.3.1 The proposed target is expressed as follows in terms of single-occupant car use, which equates to the number of people driving to the site, less the number of people who travel as car passengers.
- 4.3.2 Based on the assessment of transfer feasible on a mode-by-mode basis set out above, the proposed target is:
- Target: To Reduce Single Occupant Car use from an assumed baseline of 51% to 41%, a decrease of 10%, over a period of 3 years from first occupation
- 4.3.3 The above target is considered reasonable, especially given the starting point is from a relatively low level of commuting by car. The following sections set out how the Travel Plan will achieve the target, and how progress will be monitored.

5 Management Strategy

5.1 Introduction

5.1.1 This section sets out the strategy for implementation of the Travel Plan and its long-term sustainability.

5.2 Travel Plan Coordinator

5.2.1 The developer, Chainridge Ltd, will be responsible for appointing a Travel Plan Coordinator (TPC) prior to first occupancy of the site. The contact details for the TPC are as follows:

Contact: [TBC]
 Address: [TBC]
 Telephone: [TBC]
 Email: [TBC]

5.2.2 The TPC will operate the Travel Plan on a day to day basis on behalf of the occupier. The responsibilities of the Travel Plan Coordinator will include:

- (i) Overseeing the development and implementation of the Travel Plan;
- (ii) Promoting the existence of the Travel Plan, the reasons for it, and encouraging participation in its objectives;
- (iii) Liaison between staff and management on all aspects of the Travel Plan;
- (iv) Liaising with outside bodies such as West Sussex County Council as required to promote and develop the Travel Plan;
- (v) Establishing, maintaining and making available travel information for staff and visitors to the site;
- (vi) Promoting car sharing for those for whom travel by non-car modes is not a realistic option;
- (vii) Coordinating the annual Staff Travel Survey;
- (viii) Carrying out annual reviews of the Travel Plan; and
- (ix) Acting as a point of contact for all staff, customers and visitors requiring information on travel and the Travel Plan.

5.2.3 Administration of the Travel Plan involves the maintenance of the necessary systems, data and paperwork, consultation and promotion. A filing system will be established and maintained for recording all correspondence and information relating to the Travel Plan. The duties are permanent and regular updating of the Travel Plan document will be necessary.

5.2.4 The Travel Coordinator will work with the following individuals and organisations to maximise the effectiveness of the Travel Plan:

Organisation: West Sussex County Council
 Contact: [TBC]
 Address: [TBC]
 Telephone: [TBC]
 Email: [TBC]

Role: To assist in developing the Travel Plan throughout its life, and to ensure that monitoring and review of the Travel Plan are undertaken as agreed, and in the even that targets are not met, to ensure that actions are agreed and implemented.

- 5.2.5 Other organisations, such as local public transport providers, may be added to this list as the Travel Plan evolves.

6 Proposed Measures

6.1 Introduction

6.1.1 This section sets out a range of suggested measures to reach the proposed target of the Travel Plan.

6.2 Awareness

6.2.1 Staff will be provided with an introduction to the Travel Plan, setting out its objectives and target.

6.3 Travel Information

6.3.1 The TPC will ensure that employees have access to information on sustainable travel produced by the County Council, local bus operators and other relevant sources, to include where available:

- Public transport timetable information
- Details of safe walking and cycle routes to the site
- Information on local Travel Plan initiatives
- Details of local taxi companies

6.4 Travel on Foot

6.4.1 Measures to encourage walking could include:

- Changing facilities, lockers, and clothes drying area for staff
- TPC liaison with the local authority to identify any maintenance/lighting/drainage issues in the vicinity of the site.

6.5 Travel by Bicycle

6.5.1 The TPC would promote employer involvement in the government's Cycle to Work Scheme, which allows employers to loan bicycles and safety equipment to staff as a tax-free benefit. In turn, staff would be expected to pledge to cycle to work at least one day per week, although no formal enforcement is proposed.

6.5.2 Other measures to encourage cycling could include:

- Secure and convenient cycle parking
- Monitoring of cycle parking use and a commitment to increase provision is capacity is reached regularly
- Changing facilities, lockers, and clothes drying area for staff
- TPC will attempt to negotiate preferential deals with the local cycle shops for staff at the site
- TPC will liaise with the police to identify the potential to offer security etching service for bicycles
- Guaranteed lift home in case of emergency
- TPC will liaise with the local authority to promote any maintenance of footways/cycle ways in the vicinity of the site

6.6 Travel by Public Transport

6.6.1 Measures to encourage travel by public transport will include:

- Provision of public transport travel information for staff and visitors
- TPC will liaise with local bus operators to attempt to extend existing services from Sainsburys to the site by looping around the Rowan Way roundabout.
- TPC will attempt to negotiate preferential season ticket prices with the main bus operators

6.7 Car Sharing

- 6.7.1 The TPC will promote car sharing by employees, ensuring availability of promotional materials explaining the benefits of car sharing from organisations such as Liftshare.com.
- 6.7.2 The workforce is unlikely to be of a scale that would require a formal database for car sharing, instead, the TPC will seek to introduce potential car-sharers on an informal basis.

7 Monitoring and Action Plan

7.1 Introduction

- 7.1.1 This section sets out a systematic approach to monitoring and review of the Travel Plan, including the proposed methodology, responsibilities and timings.
- 7.1.2 The TPC will undertake an annual review of the Travel Plan to assess the success of the plan and to update targets if necessary.
- 7.1.3 The review will be based on informal 'everyday' monitoring and a more formal Staff Travel Survey, described below.

7.2 Informal Monitoring

- 7.2.1 The Travel Co-ordinator will carry out on-going monitoring, collecting both 'hard' data in the form of analytical facts, and 'soft' data in the form of general feedback and correspondence, on the following items:
 - Use of cycle parking & any additional demand
 - Use of motorcycle parking & any additional demand
 - Use of on-site car parking & any overspill
 - Use of local bus services
 - Take up of any incentive schemes for non-car travel
 - Management/staff comments on the operation and implications of the Plan
- 7.2.2 All of the above aspects will be considered in the annual review report produced by the TPC.

7.3 Staff Travel Survey

- 7.3.1 The Staff Travel Survey will be issued within 3 months of the first anniversary of the first occupation on the site. The survey form will be agreed with the highway authority before it is issued.
- 7.3.2 The survey will be issued annually thereafter. The survey questionnaire may be altered, with the agreement of the highway authority, should the nature of the data required alter as the Travel Plan evolves.

7.4 Annual Review & Monitoring Report

- 7.4.1 The Travel Plan will be updated after each Staff Travel Survey to summarise the results.
- 7.4.2 The first survey results will be compared against the baseline census data set out in the first version of the Travel Plan. Thereafter, surveys will be compared against the previous year. A brief monitoring report will be produced by the TPC each year and submitted to West Sussex County Council.

7.5 Action Plan

7.5.1 The programme for key stages in the Travel Plan is set out below.

Stage	Timing	Responsibility
Completion of Site Audit	Prior to 1 st occupation	Chainridge
Appointment of TPC	Prior to 1 st occupation	Chainridge
Source sustainable travel information	Prior to 1st occupation	TPC
Issue Staff Travel Survey	Within 3 months of 1 st occupation then annually	TPC
Retrieve Staff Travel Survey & analyse results	Within 1 month of issuing	TPC
Update Travel Plan & review targets in context of Survey results	Within 1 month of receipt of survey data	TPC
Approach local cycle shops to negotiate preferential deals on bicycles	Within 3 months of 1st occupation	TPC
Approach bus operators to negotiate preferential season ticket prices.	Within 3 months of 1st occupation	TPC
Updating of Travel Information	Ongoing	TPC
Monitor car parking on & off-site	Ongoing	TPC
Monitor cycle parking on site and increase provision if capacity is reached regularly	Ongoing	TPC

7.5.2 Where stages in the programme rely on input from organisations outside of the organisation, the timings in the above table are, necessarily, recommendations.