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**TRAVEL PLAN
PROPOSED MIXED USE DEVELOPMENT
SALTBOX SITE, SHRIPNEY ROAD
BOGNOR REGIS**

Langmead Developments 1 Ltd
c/o Landlink Estates Ltd
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Main Road
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ADL/AMC/3503/21A

August 2019

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 This Travel Plan (TP) has been prepared by ADL Traffic and Highways Engineering Ltd on behalf of Landlink Estates, for the staff at the proposed development of the site referred to as Saltbox, to the west of the A29 Shripney Road/A259 Felpham Relief Road Roundabout in Bognor Regis.
- 1.1.2 Salt Box encompasses an area of approximately 29.66 acres and it is currently farmland. The site has a planning consent (BE/102/17) for a mixed industrial development.
- 1.1.3 The site is located on the northern edge of Bognor Regis approximately 3km north of the town centre, 2.5km east of North Bersted and less than a kilometre south of the village of Shripney. The site location is shown in Figure 1.

Figure 1 Site Location



1.1.4 The site is presently vacant. The site is bounded by farmland to the west and north, the A29 Shripney Road to the east and a caravan site to the south.

1.1.5 DfT Guidance (March 2007) and NPPF (March 2012) advises that Travel Plans should be submitted for developments, which generate significant amounts of movement.

1.2 Aims, Objectives and Benefits of Travel Plan

1.2.1 The aims of the Travel Plan will be:

- To provide measures, information and support initiatives, that will encourage staff to reduce their dependency on private car use to and from the development and facilitate the use of sustainable travel, in the form of walking, cycling, public transport by the employees.

1.2.2 The Travel Plan objectives will be to provide the following benefits:

- Reduce car dependency and in particular the number of single occupancy vehicle journeys;
- Increase staff travel choice;
- Encourage car sharing; and
- Provide all necessary on-site facilities to encourage use of non-car modes of travel.

1.2.3 This Travel Plan considers the various modes of transport that are available and seeks to implement measures to achieve the overall aims and objectives.

1.2.4 This Travel Plan has been prepared in accordance with the DfT Travel Plan Resources Pack for Employees and WSCC's Travel Plan Resources.

Benefits to the individual

1.2.5 In order to involve staff and successfully promote the Travel Plan it is important to outline the benefits to the individual. The use of non-car modes can bring several benefits including:

- Improved health – walking and cycling can bring about a number of health benefits, according to the British Heart Foundation, half an hour of cycling or walking a day can reduce the risk of heart disease by 50%;
- Cost benefits – the Travel Plan will highlight the comparison of car borne trips with walking or cycling. Cost benefits can also be gained by car sharers;
- Time savings – for short journeys, there may be little difference in journey time;
- Convenience – more choice of transport can make travelling to and from work and home more convenient;
- Improved lifestyle – the awareness that travel choice has an impact on the local and global environment will enable staff to appreciate their surroundings and contribute to its protection;
- Equal opportunities – improved travel choices benefit all staff.

Benefits to the occupants

1.2.6 Benefits to the occupier include:

- Reduced sickness of commercial staff – as staff either walk or cycle more, there will be improved health and reduced absenteeism;
- Reduced site congestion – less trips by car and a reduction in the number of single occupancy trips travelling to and from work and home will lessen traffic levels, particularly at peak times around both sites;
- Reduced need for car parking – full capacity car parks would lead to proportions of staff members, some of whom may find it necessary, being denied the opportunity to drive to work.
- Improved recruitment and staff retention – making the work place more accessible by non-car modes increases the potential for more people to be able to work at the development, whether or not they have access to a car. It can also help to promote social inclusion and reduce the likelihood that people will leave employment due to experiencing travel difficulties.

Benefits to the community

1.2.7 The Travel Plan is aimed at bringing benefits to the community as a whole including:

- Improved air quality – less vehicles will result in less pollution and improved air quality;
- Reduced traffic levels – any reduction in cars, whether as a primary aim (e.g. staff changing to non-car modes) or as a secondary effect such as a reduction in traffic levels resulting in a corresponding reduction in accident risk.

Benefits to the environment

1.2.8 A successful Travel Plan will lead to a change in modal shift and a reduction in the use of the car. Cars are a major generator of pollutants, emissions from road transport accounts for 22% of total UK emissions of carbon dioxide – the major contributor to climate change. A reduction in car use will therefore lead to improvements in both local and global air quality and climate.

1.3 Ownership

1.3.1 On behalf of the applicant for the occupiers/site owners to adopt upon completion and occupation of the development. The approval of this document will mark two key landmarks in the plan:

- The commencement of the initiatives and measures within the Travel Plan to meet the aims and objectives set out in Section 1.2;
- The handover of responsibility for the upkeep of the Travel Plan to Langmead Developments 1 Ltd.

1.4 Travel Plan Audience

1.4.1 The Travel Plan has been prepared primarily for the staff and the majority of the measures proposed are intended to encourage staff to reduce their reliance on private car travel.

1.5 Timetable

1.5.1 The timescales of the Travel Plan implementation are set out below:

- Before occupation **[Task to be undertaken by ADL]**
 1. Amend this Travel Plan accordingly in order to obtain an approval from West Sussex County Council (WSCC).
- 0-3 months **[Tasks to be undertaken by management company or individual occupants]**
 1. Complete staff travel surveys.
 2. Review indicative targets
 3. Establish modal user groups (such as car share group).
- 3-4 months **[Tasks to be undertaken by management company or individual occupants]**
 1. Agree targets and Action Plan with WSCC.
 2. Update Travel Plan database.
 3. Update public transport, walking and cycling information.
- 4-12 months **[Tasks to be undertaken by management company or individual occupants]**
 1. Update TP and undertake travel surveys annually for a period of 5-years post occupation.

2.0 DEVELOPMENT PROPOSALS

2.1 The Proposal

2.1.1 The extant planning consent is a hybrid application, part in full, and part outline with scale and access for approval only. The consented development comprises:

- Full planning application for Class B8 warehouse, fuel island, car parking, access roads, plus engineering works, landscaping and associated works; and;
- Outline planning application for the development of employment units, warehouse, hotel, 2 No drive thru units, public house, gym, plus engineering works, landscaping and associated works.

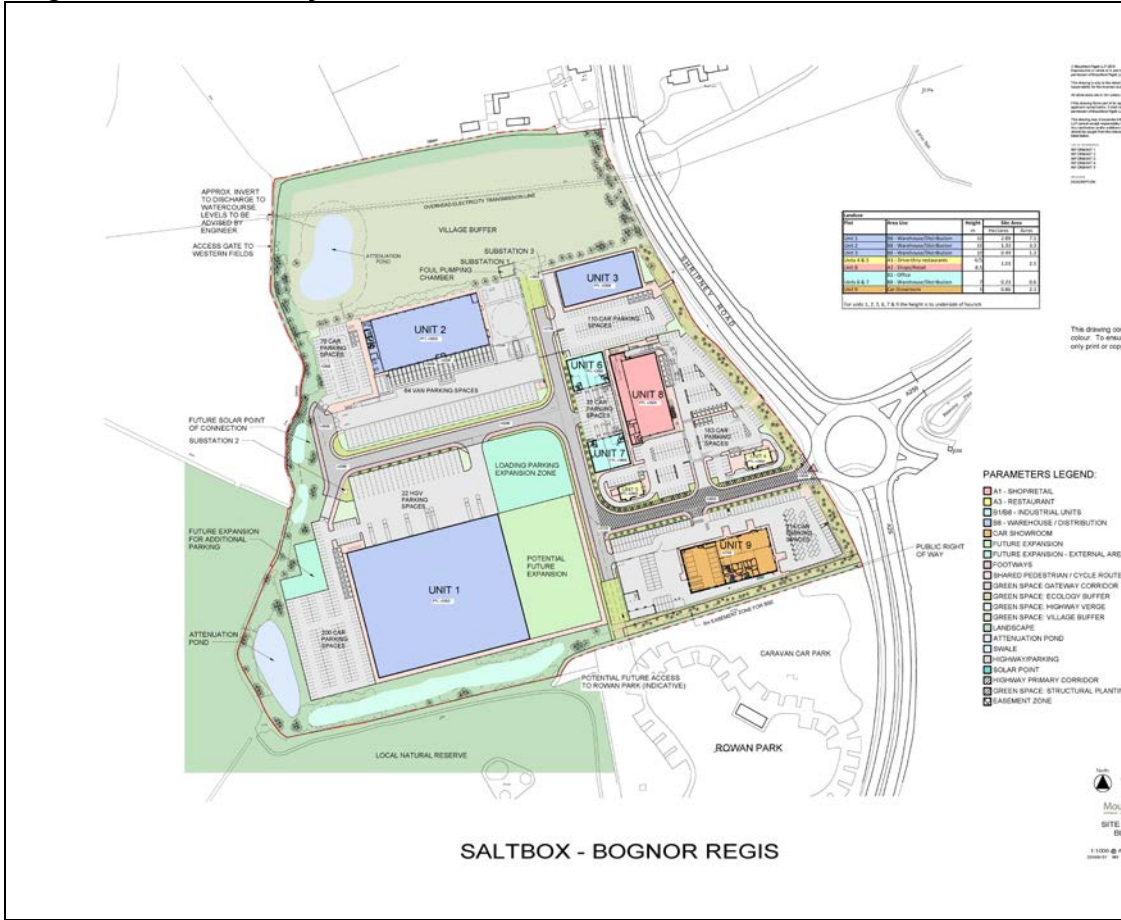
2.1.2 It is proposed to change the development profile and to submit a hybrid planning application for the comprehensive development of the Saltbox site comprising:

- Full planning application for erection of Class B8 warehouse with fuel island and car parking; 2 No Class B1/B8 employment units; Class A1 retail food store; 2 No drive thru units; Car showroom, workshops (including MOT testing), vehicle storage and external display area; together with access roads associated ground and engineering works, landscaping and ancillary works.
- Outline planning application for the development of employment units, parking and servicing areas, landscaping and associated works.

2.1.3 The current application has been submitted as a hybrid application for part of the site in order to replace some of the employment units (6&7) with smaller units and the provision of a discount foodstore. The positions of the drive-thru units have been changed to accommodate the food store. The gym, hotel and public house have been removed to accommodate the car showroom.

2.1.4 The site layout plan is shown in Figure 2 below.

Figure 2 Site Layout Plan



2.1.5 The schedule of accommodation is provided in Table 2A below for the consented scheme and the new proposal.

Table 2A Schedule of Accommodation

		Consented scheme	Current Proposal
Unit	Description	GIA (sqm)/units	GEA Summary (sqm)/units
Unit 2 (Warburtons)	B8 Warehouse B1 Offices	2,810sqm 460sqm Total – 3,270sqm	3,073sqm 472sqm Total – 3,545sqm
Outline Planning Consent			
Hotel	C1 Hotel	80 bedrooms 2,430sqm	-
Public House	A3/A4 – Pub/restaurant	540sqm	-
Unit 1	B8 Warehouse B1 Offices	9,750sqm 1,860sqm	9,750sqm 930sqm
Unit 1 ext	Extension	4,640sqm	4,640sqm
Unit 3	B8 Warehouse	1,420sqm	1,420sqm
Unit 4	A3 Drive-thru restaurant	120sqm	167sqm
Unit 5	A3 Drive-thru restaurant	160sqm	139sqm
Unit 6	B1 Offices 50% B8 Warehouse 50%	1,590sqm 1,590sqm	318sqm 318sqm
Unit 7	B1 Offices 50% B8 Warehouse 50%	1,170sqm 1,170sqm	318sqm 318sqm
Gym	D2 Gym	870sqm	-
Unit 8	A1 Retail Food Store	-	1,785sqm
Unit 9	Car Showroom	-	2,121sqm

2.2 Parking

2.2.1 The consented development has a total of 589 car parking spaces including 32 disabled bays. Additionally, there will be parking spaces for 60 vans and 2 HGVs for Unit 2 (Warburton). The remaining development will have the potential to accommodate 10 van spaces and 22 HGV parking spaces.

2.2.2 The parking provision for the proposed development is set out in Table 2B below:

Table 2B Parking Schedule

Unit	Description	GIA sqm	Parking spaces	Disabled Spaces	Total
4	Drive thru	167sqm	24	2	26
5	Drive thru	139sqm	9	1	10
6	Offices Warehouse	318sqm 318sqm	10	1	11
7	Offices Warehouse	318sqm 318sqm	10	1	11
8	Foodstore	1,785sqm	140	6	146
9	Car Showroom	2,121sqm	44+164	6	214
Total			237+164	17	418

2.2.3 The parking provision for the car showroom includes parking for staff, visitors and for display purposes.

2.2.4 The cycle parking provision for the development proposal is set out in Table 2C below:

Table 2C Cycle Parking Schedule

Unit	Description	GIA sqm	Cycle parking
4	Drive thru	167sqm	4
5	Drive thru	139sqm	4
6	Warehouse/Offices	636sqm	4
7	Warehouse/Offices	636sqm	4
8	Foodstore	1,785sqm	30
9	Car Showroom	2,121sqm	24
Total			70

Cycle parking

2.2.5 The new development will provide 70 secure cycle parking spaces which is in line with WSCC's cycle parking standards. Staff cycle parking spaces will be provided in a secure and covered cycle stores. Sheffield stands will be provided near the building entrances to provide secure cycle parking.

2.3 Access Arrangements

2.3.1 The vehicular access to the proposed development will be from a fifth arm of the roundabout junction of the A29 Shripney Road/A259/Rolls-Royce warehouse and the new industrial estate road.

2.3.2 The footway on the western side of A29 Shripney Road will be linked into the site via a new 3.0m wide shared cycle/footway which will be provided along the south side of the new estate road. This facilitates access to pedestrians with mobility issues and wheelchair users.

- 2.3.3 A 3.0m wide cycleway/footway will be provided along the eastern boundary of the site which will run in the verge parallel to the A29 Shripney Road replacing the existing narrow footway. This shared cycleway/footway will be linked to the existing facility to the south of the site access roundabout via a splitter island and dropped kerbs with tactile paving at the site access and also to the existing cycle/footway which runs along the south side of the Felpham Relief Road. This facility facilitates pedestrian with visual impairment as well as mobility issues (including wheelchair users) to cross the carriageway.
- 2.3.4 A new pedestrian/cycle access will be provided to the development site from this new cycle/footway, thus providing continuous pedestrian and cycle access to all the users.
- 2.3.5 This link will connect the existing footway south of Shripney Village and hence not only benefit the users of the site but also the residents of Shripney Village.
- 2.3.6 As part of the consented scheme the development has agreed to make a contribution towards a new cycle/pedestrian link and crossing facility on Rowan Way. This will benefit all cyclists as well as pedestrians (especially those with visual impairment and mobility issues).

3.0 TRAVEL PLAN CO-ORDINATOR

3.1 Travel Plan Co-ordinator

3.1.1 A Travel Plan Co-ordinator (TPC) will be appointed by Langmead Developments 1 Ltd. The TPC will retain a copy of the TP and will be fully briefed in its aims and strategies. The TPC will have the necessary authority to promote the TP.

3.1.2 The Interim TPC's details are:

ADL Traffic & Highways Engineering Ltd
ADL House
The Oaklands Business Park
Armstrong Way
Yate, Bristol
BS37 5NA
Tel: 01454 332 100
Contact: Mr Tony Chapman

3.1.3 ADL Traffic & Highways Engineering Ltd on behalf of the developer will act as an Interim TPC until the development is occupied and a TPC is appointed.

3.1.4 The TPC will oversee all the elements of the development. The beneficiaries of the planning permission if granted will be responsible for funding the TPC.

3.1.5 The principal responsibilities allocated to the TPC are as follows:

- Setting up and maintaining a staff travel database (based upon the information obtained from the survey);
- Maintaining up-to-date travel information on the staff noticeboards;
- Liaising with WSCC to investigate various measures to promote and encourage sustainable transport;
- Liaising with each element of the development; and,
- Brief staff with respect to the aims of the strategies of the TP.

- 3.1.6 The TPC will arrange for the review and amendment of the TP's annually. This would involve the circulation of questionnaires to the staff as well as ensuring they are completed and returned. Any changes to the TP's will be submitted to WSCC for their approval.

3.2 Predicted Travel Pattern

- 3.2.1 Based on the approved Transport Assessment which was prepared in support of the planning application, the predicted travel patterns by various modes of transport is provided in Table 3A.

Table 3A All Modes: Travel Pattern

	Vehicle Occupants	Pedestrians	Cyclists	Public Transport	Total
B1 offices	89	19	2	7	117
B8 Warehouse	561	35	6	14	616
Drive-thru	426	24	0	0	450
Foodstore	2,569	523	43	13	3,148
Car showroom	356	50	6	19	431
Total	4,001	651	57	53	4,762

3.3 Travel Database

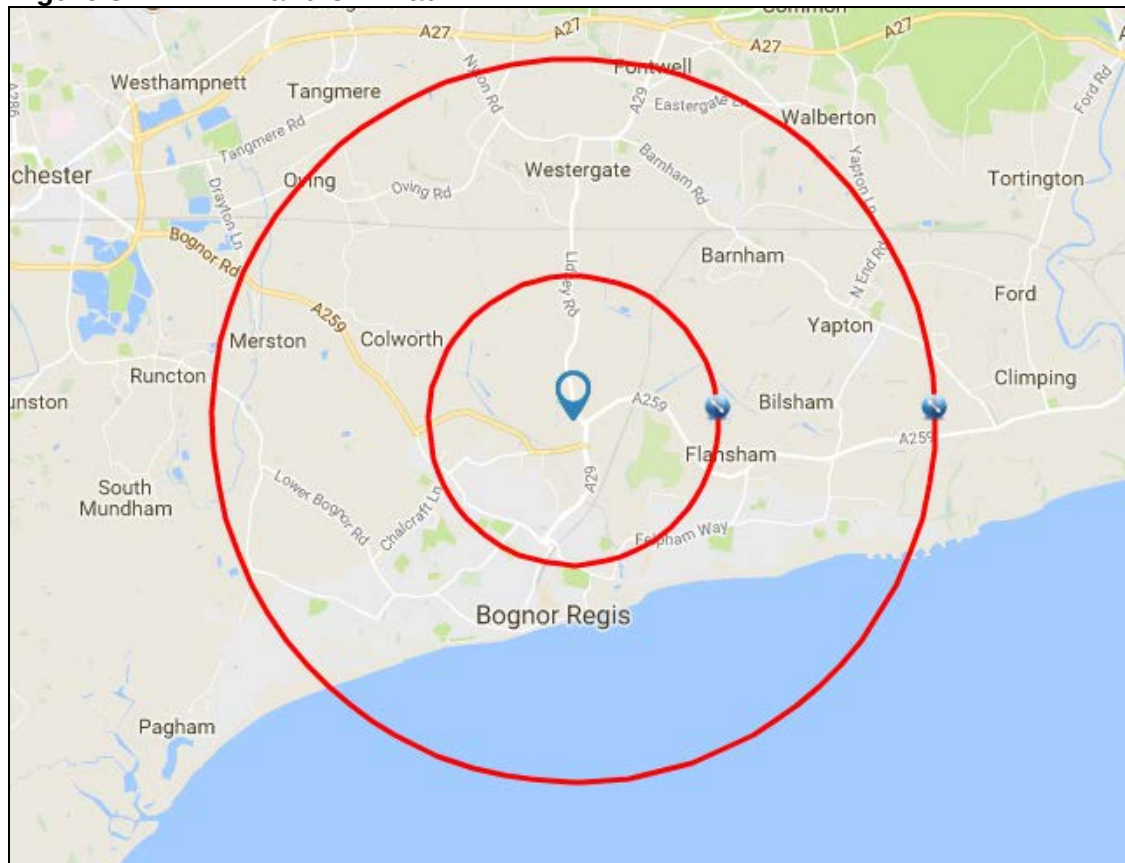
- 3.3.1 The levels of travel patterns will be determined by a staff questionnaire survey. A copy of the sample questionnaire is shown in Appendix 1.0.
- 3.3.2 The questionnaires will be circulated amongst staff and the results will form the basis of the staff travel database. The first staff travel survey will be undertaken within the first three months of occupation.
- 3.3.3 The TPC will maintain the staff travel database. The travel database will be subject to the provisions of the Data Protection Act. To maintain confidentiality only generalised address details have been recorded.
- 3.3.4 The travel database will be updated annually.

4.0 CYCLING AND WALKING

4.1 Introduction

- 4.1.1 Cycling and walking offer both personal health benefits as well as wider community benefits. Trips under two kilometres and five kilometres can be readily made by foot and bicycle respectively by most people. Therefore, walking offers a realistic travel choice for those travelling from the residential areas of Bognor Regis and Shripney. The 5km radius includes the whole of Bognor Regis, Westergate and Eastergate areas and these areas are therefore accessible by bicycle. The areas within 2km and 5km radii are shown in Figure 3 below.

Figure 3 2km and 5km radii



- 4.1.2 There is also a potential for staff to walk to work from the bus stops on Shripney Road.

4.1.3 The main advantages of cycling and walking to work are:

- Cheap mode of transport;
- Fitness and enjoyment;
- Reduce pollution;
- No parking problems; and,
- Avoids congestion.

4.1.4 The principle reasons that discourage people from walking and cycling are:

- Lack of cycle routes and fear of accidents;
- Discomfort in bad weather;
- Lack of cycling facilities at work.

4.1.5 The following sections 4.2 to 4.4 set out the existing facilities available to cyclists and pedestrians and the measures proposed to improve accessibility.

4.2 Audit of Existing Pedestrian and Cycling Facilities

4.2.1 “Guidelines for Providing for Journeys on Foot” by Chartered Institute for Highways and Transportation (2000) suggest that 2km walking distance for commuting is considered to be acceptable. There is a residential development to the south of the site, business park, industrial estates and various retail outlets within 2km walking distance. Similarly, there is a village of Shripney within 1km walking distance north of the site on the A29.

4.2.2 There is a 1m wide footway on the west side of the A29 Shripney Road which provides accesses from Shripney to the A29/A259 Felpham Relief Road roundabout. South of this roundabout, the footway on the west side widens to provide a 3.0m shared cycle/footway between this roundabout and Rowan Way.

4.2.3 There is also a 3.0m shared cycle/footway which runs along the southside of the A259 Felpham, Relief Road which crosses the A29 south of the roundabout. There is a dropped kerb and an uncontrolled staggered crossing point on the A29 south of the roundabout junction with the A259 for pedestrians and cyclists.

- 4.2.4 The shared cycle/footway along A259 Felpham Relief Road provide pedestrian and cycle access from the A29/A259 roundabout to the Felpham residential areas of Flansham along A259 to the east of the site.
- 4.2.5 West Sussex County Council are creating a shared cycle path along the A259, which will start at the Hoe Lane Roundabout in Flansham and end at the Clymping roundabout near Clymping Cricket Club. This will link up with existing shared cycle paths on Felpham Relief Road in the west and Littlehampton to the east.

4.3 Measures to Improve Accessibility

- 4.3.1 A 3.0m wide cycleway/footway will be provided along the western side of the A29 which will link to the existing cycle/footway to the south of the site access roundabout and also to the existing cycle/footway which runs along the south side of the Felpham Relief Road via a splitter island and dropped kerbs with tactile paving at the site access. This will facilitate pedestrians and cyclists crossing.
- 4.3.2 This link will connect to the existing footway facility to Shripney Village and will not only benefit the users of the site but also the residents of Shripney Village. This provision will benefit all cyclists and pedestrian (especially those with visual impairment and mobility issues). This link will connect the existing footway south of Shripney Village and hence not only benefit the users of the site but also the residents of Shripney Village.
- 4.3.3 A new pedestrian/cycle access will be provided to the development site from this new cycle/footway, thus providing continuous pedestrian and cycle access to all the users.
- 4.3.4 Secure and covered cycle parking spaces will be provided to the new units that comprise the development proposal. The access to the cycle parking area will be step-free.
- 4.3.5 Each unit will be provided with lockers as a minimum and changing facilities depending upon the size of the units.

4.3.6 These pedestrian/cycle links provide access to the following amenities within 500 metres from the site:

- 1) KFC Restaurant (365 metres) (Food outlet)
- 2) McDonald's Restaurant (410 metres) (Food outlet)
- 3) Home Bargains (430 metres) (Food Outlet)
- 4) B&M Home Store (430 metres) (Food Outlet)
- 5) Bersted Brooks (435 metres) (Outdoor open space)
- 6) Lidl (485 metres) (Food outlet)

4.4 Cycling and Walking Initiatives

4.4.1 In order to overcome the main concerns that discourage people from cycling and walking, it is important that a more positive attitude to cycling and walking is adopted, backed by the provision of secure cycle parking and changing facilities.

4.4.2 The TPC will encourage staff living locally in Bognor Regis to cycle or walk to work, taking various constraints into account.

4.4.3 The following measures will be adopted by the TPC to encourage staff to cycle and walk to work:

- Ensure that generic information such as directions to the train station, bus stop etc is available to the staff. This information will also be provided on an information noticeboard in the staff corridor.
- Encourage staff to participate in Bike Week which takes place in June every year. More information can be found at:
<http://bikeweek.org.uk/events>
- Enrol the interested staff in WSCC's cycle training course which is designed to enable cyclists to improve their basic control skills, to demonstrate safer procedures, to recognise potential hazards and to take appropriate action. More information can be found at:
<https://www.westsussex.gov.uk/roads-and-travel/road-safety/one-to-one-cycle-training/>

- Introduce staff to WSCC's free travel widget tool. It is a custom Travel West Sussex Journey Planner widget:
<http://www.travelwestsussex.co.uk/widget-builder/>
- The TPC will also liaise with the individual occupants to promote and encourage 'Cyclescheme' which enables employees to get a bike tax-free, saving on average about half of the cost. More information can be found at:
www.cyclescheme.co.uk/employees
- Liaise with staff on a regular basis to obtain feedback regarding to any issues or problems related to cycling or walking to work.
- Monitor the demand for cycle parking spaces and to ensure that the provided cycle parking spaces meet and exceed the demand. If the cycle parking demand is more than the spaces, the TPC will liaise with the management company to install more cycle stands.
- A cycle repair kit will be made available for use in an emergency.

5.0 PUBLIC TRANSPORT SERVICES

5.1 Audit of Existing Facilities

Buses

5.1.1 The document “Planning for Public Transport in Development” (Chartered Institute of Highways and Transportation – 1999) recommends that new developments should be located so that public transport trips involve a walking distance of less than 400m from the nearest bus stop.

5.1.2 There are northbound and southbound bus stops on the A29 Shripney Road south of Rowan Way at a walking distance of approximately 450m to 500m south of the site access point. They serve the routes № 66A and 66C. The bus stops are provided with bus shelter, seating arrangements and timetable information board.

5.1.3 Table 5A summarises the bus services at these bus stops.

Table 5A Bus Service Summary

Service №	Route	Frequency	
		Mon-Fri	Sat
66A/66C	Bognor Regis-Shripney-Westergate-Bognor Regis	1-2 hours	2 hours

Source: Traveline

5.1.4 Table 5A shows that there is one bus service every two hours during the day that serve the bus stops south of the site and one per hour in the AM and PM peak. These bus routes provide access to locations between Bognor Regis, Westergate, Walberton and Yapton.

5.1.5 As such, the Accessibility Index of the site is 0.44.

5.2 Public Transport Initiatives

5.2.1 The following initiatives have been identified to encourage the use of public transport.

- Up-to-date information regarding bus and rail services within the surrounding areas will be displayed on a travel information board at the staff corridor;

- The TPC will provide an advisory service to assist in identifying the most suitable transport option and route for employees.
- A public transport map and guide could be obtained from WSCC's website: <https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/>
- Public transport information could also be obtained using various sources: Traveline: www.traveline.info or 0871 200 2233.
- The TPC could also inform staff about the mobile phone service – 'Next Buses' which allows the users to find bus times on the mobile internet based phone.

5.3 Identification of Sustainable Transport Measures

5.3.1 Based on Table 7.4 of BREEAM 2019 (TRA 02) section the following sustainable transport measures have been identified and the points associated with each measure is noted:

- Provide a public transport information system in publicly accessible area (1 point);
- Set up car share, raise awareness of the sharing with marketing (½ point);
- During preparation of the brief, the design team consults with the local authority on the state of the local cycling network and public occasions, pedestrian routes, to focus on whichever the LA deems most relevant to the project and how to improve it (2 points);
- Install cycle storage spaces (1 point);
- Provide showers, changing facilities, lockers (1 point);
- At least three existing amenities are present (1 point).
- **Total points = 6.5 points**

6.0 CAR TRAVEL

6.1 Measures to Reduce Car Use for Staff

Car sharing

6.1.1 The staff will be strongly encouraged where possible to car share to access the site.

6.1.2 An informal car-sharing scheme will be organised, run and maintained by the TPC free of charge to encourage those who drive to work to offer lifts to other colleagues, if viable.

6.1.3 The main benefits of car sharing are as follows:

- Reduction in travel costs;
- Reduced demand for car parking;
- Reduction in wear and tear of vehicles;
- An opportunity to socialise with other employees;
- Shared driving and reduced stress;
- Saves time not having to drive some days;
- Less cars on the road, so less congestion and pollution.

6.1.4 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home;
- Reduced flexibility to meet job requirements;
- Less freedom to combine trips to and from the destination with other journeys;
- Difficulties in keeping to agreed schedules.

6.1.5 The TPC will promote www.westsusseccarshare.liftshare.com. A private car share group will be set up. This would enable employees to limit their searches to other employees of the site, yet widen searches to general public.

6.1.6 A guaranteed Journey Home Scheme should be promoted to the staff who car share. This would guarantee a return journey home should their car share partners let them down, in the event of an unforeseen problem.

- 6.1.7 Car sharers should decide between themselves how they wish to split the cost of the journey. Costs should be agreed in advance or the sharers could take turns to drive to and from work and no financial transactions would be required.

7.0 OBJECTIVES AND TARGETS

7.1 Objectives

7.1.1 There are a number of objectives that the implementation of the Travel Plan for the proposals would help fulfill and these include:

- Fostering a partnership approach between the occupants and their staff and between the appointed TPC;
- Generating fewer single occupancy car trips by staff than would otherwise be the case, by encouraging a modal shift in travel;
- Improving the attractiveness of, and encouraging safe and viable alternatives for accessing the development;
- Improving the health of staff;
- Accommodating those journeys that need to be made by car.

7.2 Targets

7.2.1 There are two general targets for the TP to achieve in its first year:

- Reduction in single occupancy vehicle trips;
- Increase in car sharing and other modes of transport.

7.2.2 These targets will be measured against the mode share results obtained from the first staff travel surveys.

7.2.3 The targets should be designed to be quantifiable, be relevant to both measures and objectives identified in the plan and to include timescales. All targets will be SMART.

- **Specific:** Well defined and clear.
- **Measured:** It is easy to identify success or the need for improvement.
- **Achievable:** The target should not be unrealistic.
- **Relevant:** It is in the interests of the TP to achieve this.
- **Timed:** The correct amount of time is assigned to achieve the target and maintain focus.

7.2.4 Targets come in two forms – Actions and Aims. Action Targets are non-quantifiable actions that need to be achieved by a certain time. Aim Targets are quantifiable and in the case of this Interim TP, relate to the degree of modal shift the plan is seeking to achieve.

7.2.5 The Action Targets for the site are:

- To appoint a TPC prior to the occupation of the development;
- To undertake first staff travel survey within two months of the first occupation;
- To review the targets within three months of the first occupation;
- This TP will be updated following the staff travel survey.

7.2.6 The Aim Targets of the TP will be focused on staff. As a starting point, the targets for the staff have been based upon Origin Destination statistics from 2011 Census (for the Super Output Area E02006553). A summary of indicative target mode splits for the site are provided in Table 7A below.

Table 7A Indicative Mode Split Targets for Staff

Mode	2011 Census (E02006553)	Indicative Targets				
		Year 1	Year 2	Year 3	Year 4	Year 5
Car driver	66%	63%	60%	58%	56%	53%
Car passenger (car share)	6%	7%	7%	8%	8%	9%
Public transport	4%	5%	5%	6%	6%	7%
Walk	14%	15%	17%	17%	18%	18%
Cycle	9%	9%	10%	10%	11%	12%
Motorcycle	1%	1%	1%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%

7.2.7 Table 7A shows that the TPC should aim for an overall reduction in single occupancy vehicle trips made by staff and increase car sharing trips and to some extent increase the use of public transport, walking and cycling.

7.2.8 These indicative targets are set in order to reflect the nature and location of the site. Following the initial staff travel to work survey, the TPC will set realistic targets to further reduce the percentage of staff travelling to and from work by private car. Any alterations to these targets will be agreed with the WSCC's Travel Plan Officer.

7.2.9 The less direct objective of the TP will be to increase employee awareness of the environmental implications of travel mode choice. An annual marketing campaign will be produced by the TPC in conjunction with the WSCC's Travel Plan Officer.

7.2.10 Awareness is less easy to monitor, although one indicator will be the general response to the introduction of the TP, measured by direct feedback from the staff to the TPC as the strategy evolves.

7.2.11 If the agreed targets and objectives are not met (for example, if an increase in car use is recorded), the TPC shall agree remedial measures with WSCC to be implemented in the TP which aim to achieve compliance with the targets. Some of the remedial measures could include:

- Incentives/prizes for car sharers and those who use sustainable modes of transport;
- Assigning car parking spaces for car sharers; and
- Improved communication of the TP.

7.2.12 Any remedial measures will be first agreed with WSCC and in such circumstances, a further review will be undertaken within four months of first occupation.

8.0 PLAN MONITORING AND ASSESSMENT

8.1 Implementation

8.1.1 The applicant will commit to this Travel Plan prior to the occupation of the site and the agreement to appoint a Travel Plan Co-ordinator. The Travel Plan will be reviewed within three months of the first occupation of the development.

8.1.2 ADL Traffic and Highways Engineering Ltd will on behalf of the developer act as an Interim Travel Plan Co-ordinator (TPC) until the development is occupied and a TPC is appointed to implement the Travel Plan.

8.1.3 To enable the success of the Travel Plan to be established, the TPC will be responsible for the following:

- Promotion and encouragement towards the use of travel modes other than the car by staff, including publicity;
- Ensuring that all relevant information is provided to all members of staff and that all information is provided on the information boards identified within this report;
- Ensuring that information is made available to staff via a staff travel notice board and updated as necessary;
- Co-ordinating and promoting a car sharing scheme;
- Providing an initial point of contact for any transport related issues that staff may have;
- Informing new staff on Travel Plan initiatives to encourage them to commute to the site, where possible, by car sharing or alternative modes of transport to the private car.

8.2 Monitoring

8.2.1 The TPC will be responsible for the annual monitoring of staff travel patterns. The staff travel survey database will be reviewed annually by sample survey with a minimum response rate of 40% with the travel database being updated accordingly.

8.2.2 The monitoring will include items such as:

- Staff levels;
- Modal split by questionnaire;
- Review of transport initiatives;
- Response to car sharing;
- Comparison of actual and predicted travel modes;
- Staff response, participation and views;
- Content and effectiveness of information supplied to staff;
- Development of fresh initiatives.

8.2.3 The monitoring program will be undertaken for a period of 5 years starting from the first travel survey.

8.3 Review

8.3.1 An annual review of the Travel Plan will be undertaken and arranged by the TPC. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- modal split for staff;
- demand for car and cycle parking;
- recommendations for future use and user satisfaction.

8.3.2 Following the annual review, the Travel Plan Co-ordinator would prepare report setting out the effectiveness of the plan over the previous twelve months and the actions proposed in the coming year.

8.3.3 The monitoring and reviewing of the Travel Plan will be secured via the planning condition attached to the planning permissions for their development if consent is forthcoming. A tabulated Action Plan is provided in Table 8A.

Table 8A Action Plan

Description	Responsibility	Timescale
Management Company take ownership of Travel Plan	Developer	Building handover
Formally appoint Travel Plan Co-ordinator	Management Company	Prior to occupation
Introduction to TP to the new staff	TPC	On-going
Ensure all public transport, walking & cycling information are provided on staff noticeboards	TPC	On-going
Provide TP advice to all staff	TPC	On-going
Undertake 1 st staff travel survey	TPC	Within 2 months of first occupation
Analyse the results, compare the results against indicative targets, review the indicative targets, liaise with WSCC to agree upon Year 1 target	TPC	Within 3 months of 1 st staff travel survey
Be a point of contact for all staff with regards to travel matters	TPC	On-going
Ensure that all new staff are aware of TP initiatives	TPC	On-going
Ensure that available cycle parking spaces meet the demand	TPC	On-going
Undertake all above steps annually	TPC	Annually for the period of five years
If the targets set by the TPC are not met, liaise with WSCC to put forward remedial measures	TPC	Annually
Further review to be undertaken within four months of implementing the remedial measures	TPC	Four months after the remedial measures are implemented

9.0 MARKETING AND COMMUNICATION

9.1 Staff Feedback

9.1.1 Information on the Travel Plan, for example new initiatives, will be discussed and distributed by the TPC who will be responsible for ensuring awareness amongst fellow staff. The TPC will be the first point of contact for any transport related issues which staff may have.

9.1.2 The TP will also require that information be provided to the new staff to encourage them to commute to the site by car share and where possible, by alternative modes of transport to the private car.

9.2 Promotion of the Travel Plan

9.2.1 Marketing material on the staff noticeboard will explain the need to encourage sustainable travel choices to staff.

9.2.2 Findings from discussions will be communicated to those working within the development on notice board as well as attaching them to revised versions of the Travel Plan.

9.3 Liaison with Local Authority

9.3.1 There will be an on-going improvement process including periodic monitoring, as necessary by the TPC. This will include monitoring use of facilities, uptake of incentives, ascertaining the impact on staff travel behavior and collecting staff feedback.

9.3.2 The TPC will be responsible for the specific staff initiatives and consulting with the local authority on a regular basis.

9.4 Partnerships

9.4.1 Through the TPC, the occupants will make available space on information boards to promote appropriate travel initiatives organised by local and national transport groups including:

- Bike Week and Bike to Work Day
- Green Transport Week
- National Lift-Share Day
- European e-work Week

10.0 SUMMARY

- 10.1 This Travel Plan sets out a series of practical steps for reducing car use by staff travelling to work at the proposed development at the Salt Box site in Bognor Regis. It will be developed working with WSCC in order to help promote a programme of sustainable transport measures.
- 10.2 The aims of the Travel Plan are to encourage more sustainable travel to work and home patterns by encouraging car sharing and to some extent walking, cycling and bus. Each year this plan will be updated after the annual surveys and the revised plans can include new proposals or ideas as well as a review of targets for the period of 5 years.
- 10.3 The Travel Plan will benefit, staff, the occupants and the wider community by reducing congestion on local roads and parking problems, especially during the peak hour traffic flows on the highway network.
- 10.4 The aim of the plan is to reduce the number of single occupancy car trips by staff. The targets for car trip reduction will be assessed based on the results from the travel questionnaires.
- 10.5 An annual review of the Travel Plan will be undertaken by the TPC to assess the effectiveness of the measures implemented and to identify areas where modification may be necessary. Following the annual review, the TPC will prepare reports setting out the effectiveness of the plans over the previous twelve months and the actions proposed in the coming year.
- 10.6 The monitoring and review procedure will be carried out in conjunction with WSCC and any modifications to the Travel Plan will be submitted to the Council for their information.

STAFF TRAVEL SURVEY QUESTIONNAIRE

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 made by staff, to try and see if we can do our bit to help the environment.

Please fill in this questionnaire and return it to:

Name: _____

by date: _____

Thanks,

[Name]

Travel Plan Co-ordinator

[dd/mm/yyyy]

1. ABOUT YOU

- 1.1) Home Postcode / Where your journey starts: _____
- 1.2) Age Group: Under 21 [], 21-30 [], 31-40 [], 41-50 [], 51-60 [], Over 60 [],
- 1.3) Do you have a disability which affects your travel arrangements? Yes [], No []
If 'Yes' then what are your travel requirements? _____
- 1.4) Do you own (*please tick all that apply*)? A bike [] A Motorbike/Scooter []

2. YOUR USUAL JOURNEY

- 2.1) How do you usually travel to work? (*Please tick main form of transport*)
Walk [], Cycle [], Bus [], Motorcycle [], Train [], Car on your own [],
Carshare with: Colleague (you drive) [],
Colleague (as passenger) [],
Other person (you drive) [],
Other person (as passenger) [],
Dropped off / Picked Up? [],
Other [] Please specify _____
- 2.2) Do you usually travel directly to work or is the journey multi-purpose?
Direct [] Multi-purpose [] Please state _____
(*e.g. taking children to school etc*)

2.3) How long does it take you to get to work?
 <15 minutes [] 16-30 minutes [] 31-60 minutes [] >60 minutes []

2.4) What distance do you travel to get to work? (*e.g. distance from home to work*)
 Up to 1km [], Over 1km up to 2km [], Over 2km up to 5km [],
 Over 5km up to 10km [], Over 10km up to 20km [], Over 20km []

3. YOUR OCCASIONAL JOURNEY

3.1) Which of the following do you occasionally use instead of your main form of transport?
 (*Tick up to two*)
 Walk [], Cycle [], Bus [], Motorcycle [], Train [], Car on your own [],
 Carshare with: Colleague (you drive) [],
 Colleague (as passenger) [],
 Other person (you drive) [],
 Other person (as passenger) [],
 Dropped off / Picked Up? [],
 Other [] Please specify_____

4. ALTERNATIVE TRAVEL CHOICES

4.1) Would any of the following encourage you to **cycle** to work and if you already do so which would you like to see? (*please tick two only*)

Improved, well lit cycle paths	[]
Improved cycle parking	[]
Improved changing facilities & lockers	[]
Improved cycle route	[]
Guaranteed lift home in an emergency	[]
Relaxed dress code	[]
Financial assistance purchasing a bike	[]
Other (specify) _____	[]
None (specify why) _____	[]

4.2) Would any of the following encourage you to walk to work and if you already do so which would you like to see? <i>(please tick two only)</i>	
Improved, well lit footpaths	[]
Improved changing facilities & lockers	[]
Improved walk route	[]
Guaranteed lift home in an emergency	[]
Relaxed dress code	[]
Other (specify)	[]

None (specify why)	[]

4.3) Would any of the following changes encourage you to use public transport for your journey to work? <i>(please tick two only)</i>	
More direct bus routes	[]
More frequent bus service	[]
More lighting at bus shelter/footpaths	[]
Better walking routes from bus stops	[]
Easier access to public transport information	[]
More flexible working hours	[]
Improved access to/from train station	[]
Other (specify)	[]

None (specify why)	[]

4.4) If you travel to work by car, what are the main reasons for doing so? <i>(tick up to five)</i>
Cheaper [], Time saving [], Essential use [], Personal safety [], Get a lift [], Dropping off / collecting children [], Health Reasons [], Reliability [], Lack of alternative [], Irregular hours [], Other [] (specify below) _____

4.5) How often, approximately, do you usually use your car for work related purposes?
(excluding travel to and from work)

Daily [], 2-4 times a week [], once a week [], once a fortnight [],
once a month [], less than once a month []

4.6) Where do you usually park once you get to work?

Car park [], Free parking in nearby streets [], Paid parking nearby [],
Other (specify) _____

4.7) Would you be prepared to car share?

Yes [], No [] (if no, reasons why) _____

4.8) Which of the following would most encourage you to car share? (tick two only)

Help finding a car share colleague with similar travel patterns []

Guaranteed lift home in an emergency []

Reserved parking for those who car share []

Other (specify) _____ []

4.9) If available would you consider working from home?

Yes [], No []

4.10) Comments

Thank you for completing this survey.