

Appendix D2

Framework Travel Plan (FTP)

Pell Frischmann

BEW Parcel SC1

Framework Travel Plan

Final

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C.C. Projects (alongside Ashmarden Ltd and
Hanbury (PM) Ltd)

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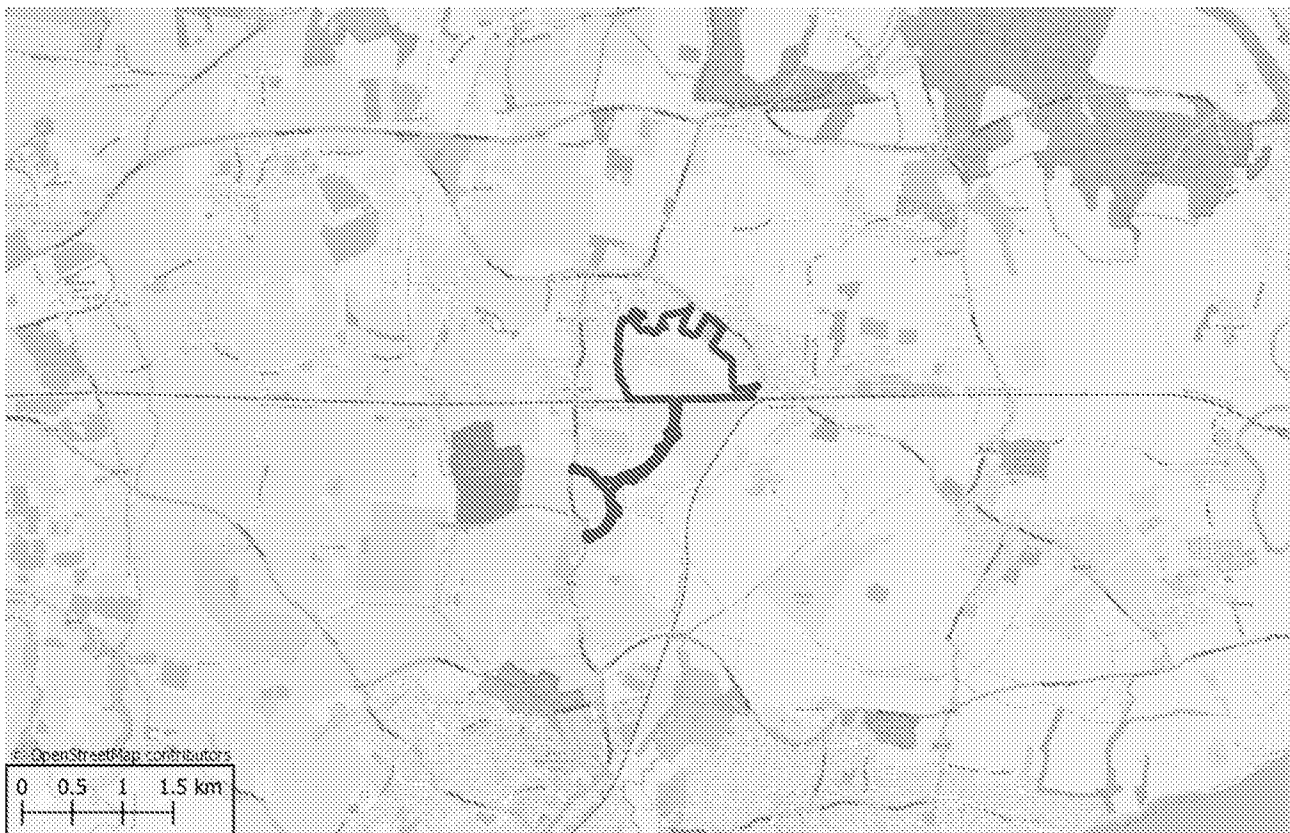
1 Introduction

1.1 Overview

Pell Frischmann has been commissioned by C.C. Projects Limited (alongside Ashmarden Ltd and Hanbury (PM) Ltd) (promoting the site together as 'The Southern Consortium') to provide transport planning and highways consultancy services in connection with emerging masterplan proposals for a strategic residential-led mixed use development on land forming part of the site allocation at Barnham/ Eastergate/ Westergate, (BEW), West Sussex. The application site comprises land south of Barnham Road and north of the railway as well as the route of the A29 realignment including the early connection referred to as the Hanbury Link (the 'Site'). The development is referred to as BEW Parcel SC1.

A site location plan is shown in Figure 1.1.

Figure 1.1: Site Location Plan



The Development Site forms part of the allocated site in the Arun Local Plan 2011-2031 under policy H SP2c, as strategic allocation SD5 Barnham/Eastergate/Westergate. The application is for:

Outline planning permission (with all matters reserved except for the A29 realignment) for the demolition of existing structures and mixed use development to provide residential dwellings (Use Class C3), care home/senior living accommodation (Use Classes C2/C3), flexible retail and community floorspace (Use Classes E/F2/sui generis), a primary school, plus associated open space, landscaping, drainage and all other associated ancillary works; and realignment of the A29 and early connection to existing A29, including construction of a new road carriageway, junctions and associated infrastructure.

The Transport Assessment (TA) and this accompanying Framework Travel Plan (FTP) have been prepared to assess the impact of the proposed development, and to provide the framework of overarching principles that would inform the phase and land use specific travel plans.

1.2 Purpose of the FTP

A Framework Travel Plan (FTP) seeks to provide a long-term travel strategy for the proposed development, and to encourage residents of the proposed development to travel by sustainable modes as opposed to car based travel.

The FTP provides the framework for subordinate Travel Plans individualised to each development parcel/s, to be progressed as they come forward.

This FTP will provide a package of measures aimed at promoting sustainable travel and reducing car reliance among residents of the proposed development, taking into consideration the existing opportunities for non-car based travel to and from the site. Travel habits among residents will be monitored on a medium to long-term basis and will seek to meet the targets set out in this FTP.

1.3 Benefits of a Travel Plan

Travel Plans are important management tools and, when implemented as part of a comprehensive transport strategy, make it possible to achieve modal shift away from private vehicles towards more sustainable forms of travel.

A Travel Plan can be provided as part of a development proposal to reduce private car-based travel to and from the site. A number of benefits can arise from the introduction of a successful Travel Plan, with benefits to both residents and visitors of the site.

1.4 Report structure

The remainder of this report is structured as follows:

- Chapter 2 – provides an overview and description of local and national policies;
- Chapter 3 – presents a summary of the baseline conditions of the site, including a review of the accessibility of the site by non-car modes;
- Chapter 4 – provides a summary of the proposed development at the site,
- Chapter 5 – highlights the package of proposed measures included in the FTP;
- Chapter 6 – presents details of the proposed management of the FTP;
- Chapter 7 – presents the FTP monitoring strategy; and
- Chapter 8 – presents the proposed action plan for the FTP.

2 Transport Policy Review

2.1 Introduction

This chapter of the report examines the context of the site and how this relates to relevant planning policies and guidelines. It provides an overall spatial and planning context for the development proposal. The following national planning documents have been reviewed:

National Policy

- The National Planning Policy Framework (NPPF) (2021)
- National Planning Guidance: Travel Plans, Transport Assessments and Statements (2014)

The regional and local policies are reviewed in the Transport Assessment.

2.2 National Policy

2.2.1 National Planning Policy Framework (NPPF) (2021)

The NPPF is defined as being the document that 'sets the Government's planning policies for England and how these are expected to be applied.' The current version of the NPPF was adopted in February 2019 and last updated in July 2021. The NPPF is not a transport specific document, rather it sets out the Government's general requirements for the planning system. The NPPF incorporates guidance for local planning authorities when defining their local plans and in determining planning applications. The purpose of the planning system, as identified in the NPPF, 'is to contribute to the achievement of sustainable development,' with three 'objectives' identified as supporting this, these objectives are:

- Economic – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure.
- Social – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering a well-designed and safe built environment, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and
- Environmental – to contribute to protecting and enhancing our natural, built and historic environment; including making effective use of land, helping to improve biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating, and adapting to climate change, including moving to a low carbon economy.

The transport focus of the NPPF is with regards to promoting sustainable travel. More specifically it is identified that the planning system 'should actively manage patterns of growth,' **Table 2-1** outlines the key points from the NPPF and how the proposed development supports or complies with these.

Table 2-1: Policy review - National Planning Policy Framework (NPPF) (2021)

National Planning Policy Framework (NPPF) (2021)	
Policy content	Development support/ compliance
Potential impacts of development on transport networks can be addressed.	This transport assessment has been undertaken with reference to WSCC guidance and the scope and findings of the study have been discussed with WSCC.
	Where the transport modelling has identified impacts, it is considered that the schemes included within the existing local mitigation studies, or proposed as part of

	the transport package for other developments mitigate the impact of the proposed development.
Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location, density of development that can be accommodated.	The masterplan for the proposed development has been developed to integrate the site with the surrounding transport networks. Parking provision will be in line with local policy requirements and considered in more detail as part of reserved matter applications.
The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.	An Environmental Impact Assessment has been undertaken as part of the planning application for the proposed development and further information regarding the mitigation of environmental impacts is included in this.
Patterns of movement, streets parking, and other transport considerations are integral to the design of schemes, and contribute to making high quality places.	The masterplan for the proposed development has been developed by a qualified master-planner with input from relevant technical disciplines. The detail of the design will be determined as part of reserved matter applications.
The NPPF's overarching thrust on transport is that <i>'significant developments should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes.'</i> However, the policy also acknowledges that <i>'sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan making and decision-making.'</i>	The proposed development is considered to be sustainable due to the planned walking and cycling connections, proximity (and sustainable connections) to Barnham train station, bus strategy proposals, and provision of local facilities including a primary school within close proximity of the new homes.
The NPPF states that <i>'all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.'</i>	This FTP has been provided to support the proposed development application. The transport assessment for the development assesses the impact on surrounding transport networks.
The NPPF continues to state that <i>'development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe.'</i>	It is considered that the impacts of the proposed development can be mitigated and there are no residual cumulative impacts on the road network. This is discussed further as part of the traffic modelling presented in this transport assessment.

2.2.2 National Planning Guidance: Travel Plans, Transport Assessments and Statements (2014)

The National Planning Guidance document on Travel Plans, Transport Assessments, and Transport Statements was published in March 2014. **Table 2-2** highlights how the application has considered this.

Table 2-2: Policy review - National Planning Guidance: Travel Plans, Transport Assessments and Statements (2014)

National Planning Guidance: Travel Plans, Transport Assessments and Statements (2014)	
Policy content	Development support/ compliance

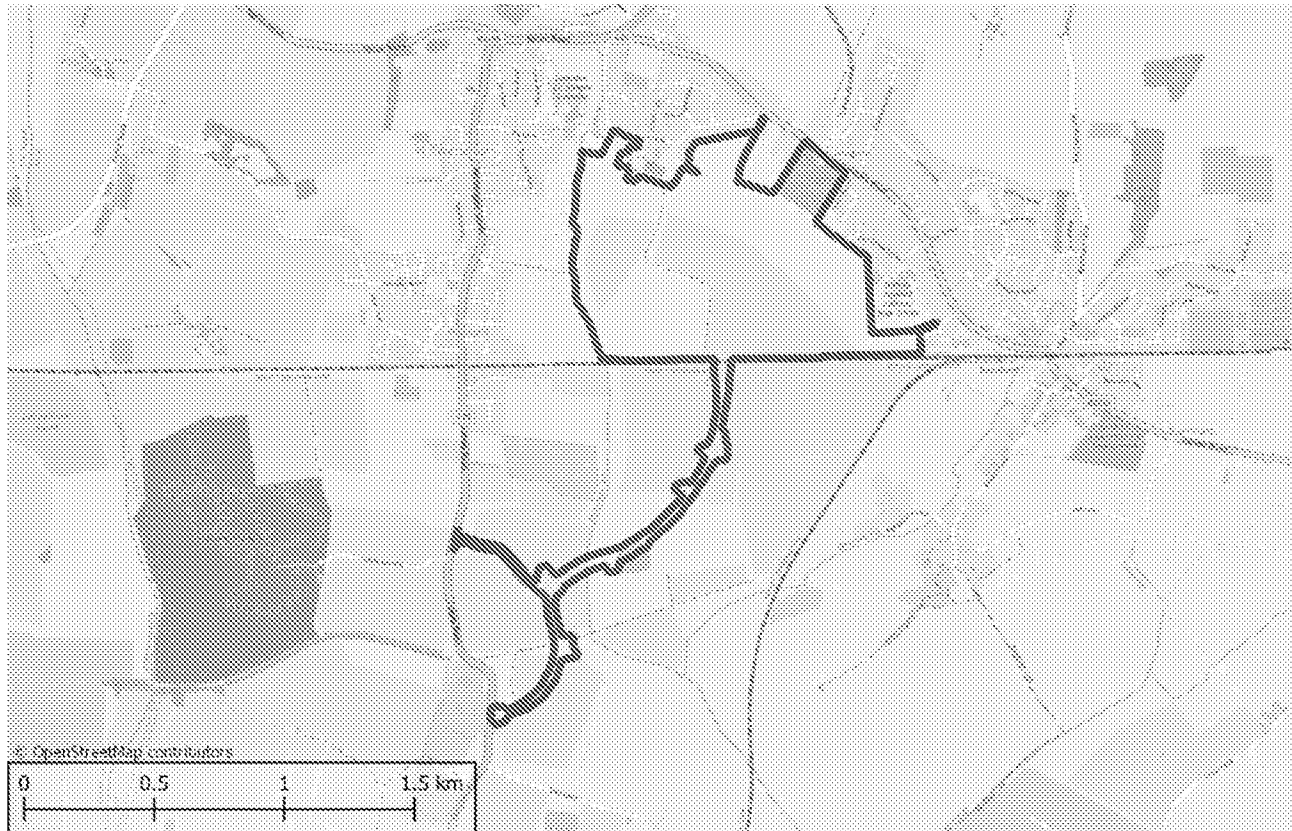
Chapter 2, Travel Plans, the document gives more details about Travel Plans and the need for and scope of them. Paragraph 010 states that <i>"the anticipated need for a Travel Plan should be established early on, preferably in the pre-application stage but otherwise within the application determination process itself."</i> Paragraph 011 states that: <i>"Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). [...] These active measures may assist in creating new capacity within the local network that can be utilised to accommodate the residual trip demand of the site(s) under consideration."</i>	This FTP has been submitted alongside the transport assessment for the proposed development.
Chapter 3, Transport Assessments and Statements, the guidance emphasises that: <i>"The need for, scale, scope and level of detail required of a Transport Assessment or Statement should be established as early in the development management process as possible as this may therefore positively influence the overall nature or the detailed design of the development."</i> And mentions that <i>"It is important to give appropriate consideration to the cumulative impacts arising from other committed development (ie development that is consented or allocated where there is a reasonable degree of certainty will proceed within the next 3 years)."</i>	The scope of the transport assessment and technical work for the traffic modelling has been discussed and agreed with WSCC. The transport modelling required an update of the strategic model and included all Local Plan allocations and committed developments. Forecast years of 2031 and 2038 were considered.
The guidance outlines some content suggestions for Transport Assessments, including: ➤ <i>"information about the proposed development, site layout, (particularly proposed transport access and layout across all modes of transport);</i> ➤ <i>information about neighbouring uses, amenity and character, existing functional classification of the nearby road network;</i> ➤ <i>data about existing public transport provision, including provision/frequency of services and proposed public transport changes;</i> ➤ <i>a qualitative and quantitative description of the travel characteristics of the proposed development, including movements across all modes of transport that would result from the development and in the vicinity of the site;</i> ➤ <i>an assessment of trips from all directly relevant committed development in the area (i.e. development that there is a reasonable degree of certainty will proceed within the next 3 years);</i> ➤ <i>data about current traffic flows on links and at junctions (including by different modes of transport and the volume and type of vehicles) within the study area and identification of critical links and junctions on the highways network;</i> ➤ <i>an analysis of the injury accident records on the public highway in the vicinity of the site access for the most recent 3-year period, or 5-year period if the proposed site has been identified as within a high accident area; and</i> ➤ <i>measures to improve the accessibility of the location (such as provision/enhancement of nearby footpath and cycle path linkages) where these are necessary to make the development acceptable in planning terms."</i>	This transport assessment covers the topics listed in the NPG document.

3 Baseline Transport Conditions

3.1 Site location and surroundings

The site is located south of Eastergate, to the southwest of Barnham and to the west of Westergate. The location of the site is shown in Figure 3.1.

Figure 3.1: Site Location Plan



For a full assessment of the Existing Transport conditions, please refer to the TA at Appendix D1 to the Environmental Statement (ES).

4 Proposed Development

4.1 General

The scope of the transport assessment and the A29 design has been discussed with WSCC throughout the pre-application process. Preliminary designs of the A29 scheme have been shared with WSCC, with comments received in March 2021 and July 2021, and incorporated where appropriate. An A29 Design Statement accompanies this planning application, and this sets out the design standards and principles for the section between Barnham Road and the existing A29 Lidsey Road.

The location of the proposed development site is identified in Figure 4.1.

Figure 4.1: Strategic Site Location Plan



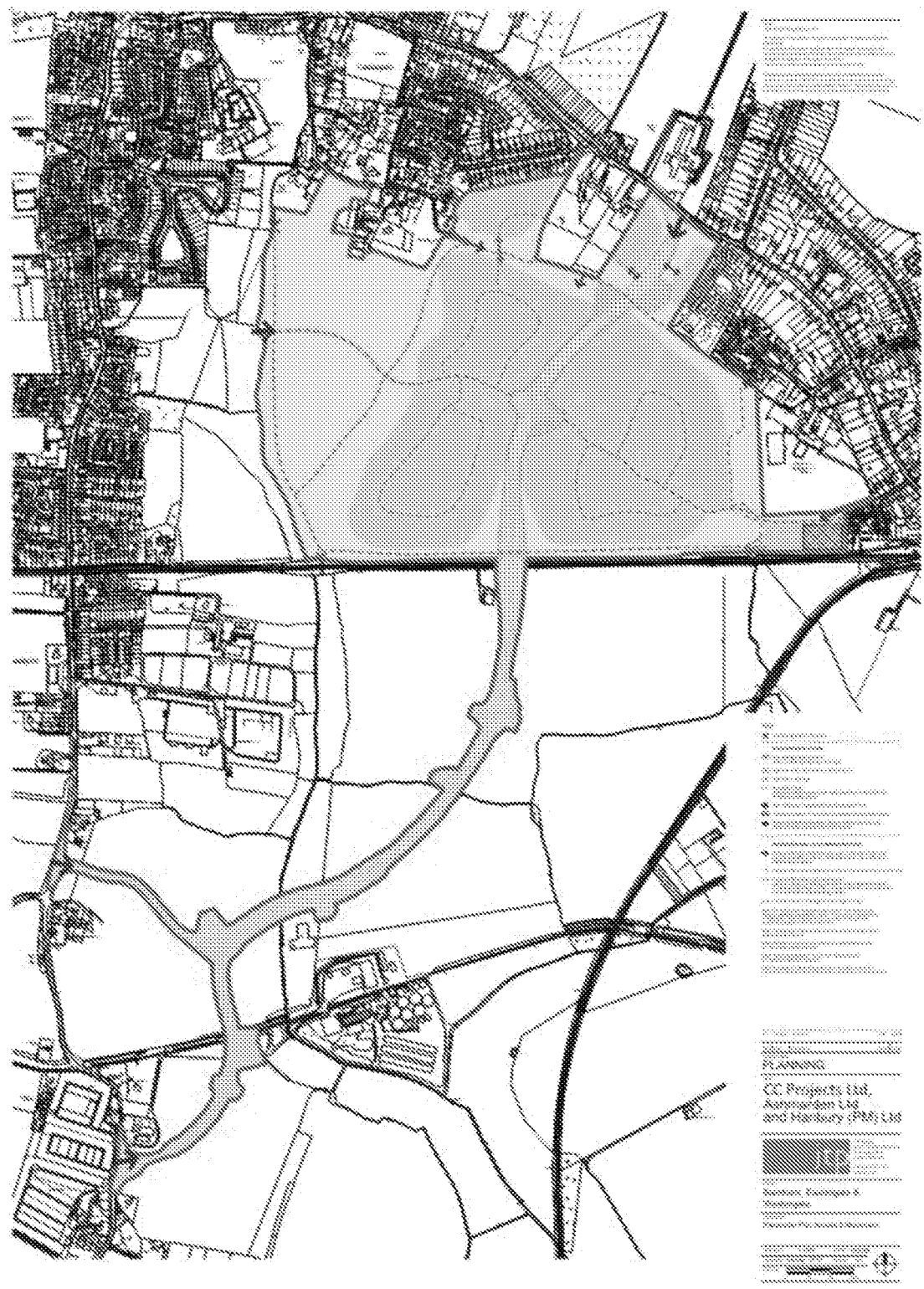
The Development Site is allocated in the Arun Local Plan 2011-2031 under policy H SP2c, as part of strategic allocation SD5 Barnham/Eastergate/Westergate. The application is for:

Outline planning permission (with all matters reserved except for the A29 realignment) for the demolition of existing structures and mixed use development to provide residential dwellings (Use Class C3), care home/senior living accommodation (Use Classes C2/C3), flexible retail and community floorspace (Use Classes E/F2/sui generis), a primary school, plus associated open space, landscaping, drainage and all other associated ancillary works; and realignment of the A29 and early connection to existing A29, including construction of a new road carriageway, junctions and associated infrastructure.

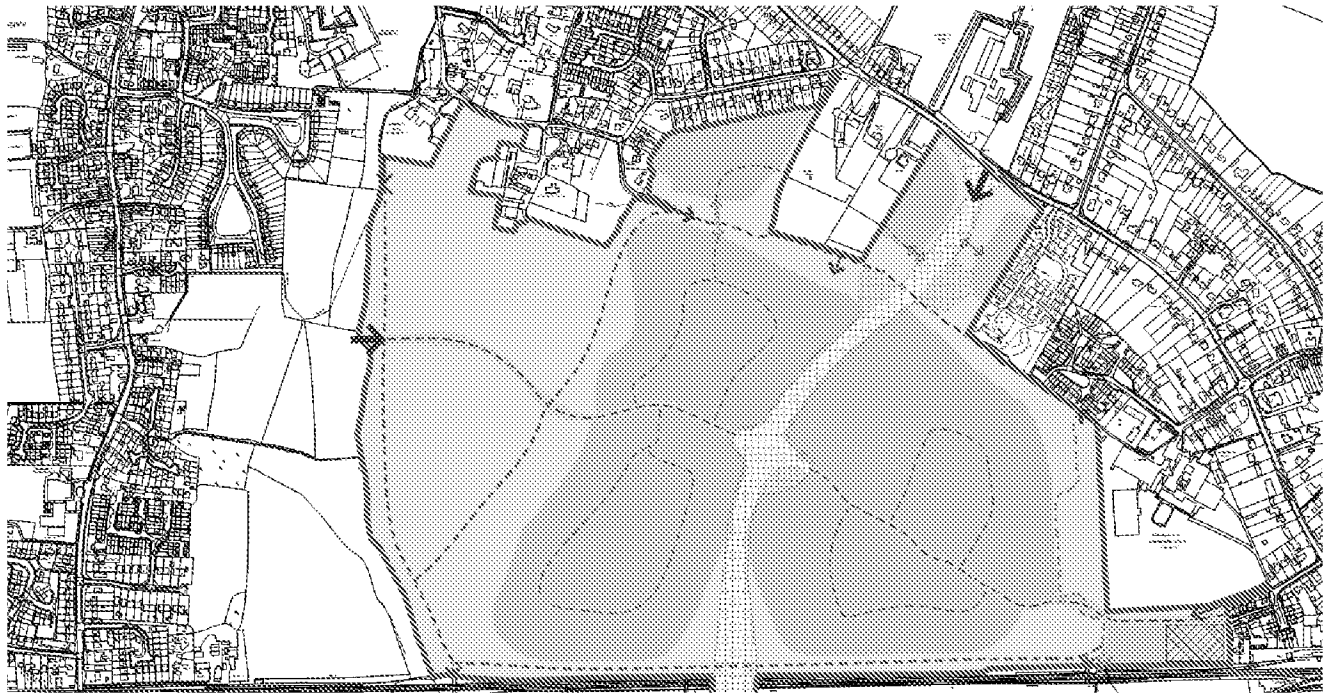
The remaining land within the site allocation not included in this application will be delivered either by other landowners/promoters, or by a later planning application by the Southern Consortium (in relation to land south of the West Coastway railway line).

The Access and Movement parameter plan serves as a masterplan for the internal transport elements of the site application, and is shown in Figure 4.2.

Figure 4.2: Indicative Access and Movement Parameters Plan (by JTP)



Source: JTP

Figure 4.3: Section of Access and Movement Parameters Plan (by JTP)

Marked in orange is the A29 Strategic Road Corridor, which is discussed later in this chapter under the heading 'Realigned A29 and access junctions'. The western end of the link road connecting to the existing A29 will be designed by CALA and delivered as part of a planning application for the allocation land to the west of the application site.

The pedestrian links are widespread across the Site. The public rights of way (PROWs) across the Site will be accommodated after the development is built.

The proposed development provides for cycling via the widespread cycle routes across the Site. The internal cycle routes would be designed in accordance with LTN 1/20 (coherent, direct, safe, comfortable, and attractive) and the detail would be confirmed as part of reserved matters applications. These cycle and pedestrian routes will connect both east-west and north-south (including the South Downs to Coast route through the Lidsey Rife Linear Park), enabling all homes to have safe and direct access to the amenities and nearby facilities located in section 3.7 above.

It is proposed that on the main A29, the pedestrian/cycle route is protected from traffic and is 4 metres wide, constructed using a different coloured asphalt. A delineation strip is also proposed, separating the pedestrians from the cyclists. A shared route is shown on the East-west link road which crosses the A29 Strategic Road Corridor, as well as on the Barnham Station Link and the Hanbury Link, and this is proposed to be 3 metres wide.

Pedestrian and cycle crossings of the realigned A29 would be provided both at junctions and mid-block. Pedestrian and cycle links are proposed to continue under the Network Rail bridge and are shown on the bridge drawings. The pedestrian crossing at the northern Green Link has been carefully considered, including the potential for a bridge, and it was decided that an at-grade signalised crossing is the most appropriate preferable option as it is more convenient to use and more desirable from a personal safety point of view. Additionally the DMRB has been used to guide the most appropriate type of crossing and the selection of a signalised crossing is supported by a design approach outlined in TA 91/05. would be more appropriate

The proposed development contains a pedestrian/cycle crossing on average every 300m for land north of the West Coastway railway line, and crossings are shown approximately every 150-200m in the middle/southern section (the exact positioning of crossings will be determined as the masterplans for the land parcels south of the West Coastway railway line come forward). These will be a mixture of signalised (toucan) and parallel

(pedestrian and cycle) zebra crossings, all at-grade, as per DMRB guidance and pre-application comments received from WSCC. The only parallel zebra crossings are on roundabout arms as this is consistent with the guidance document CD119 Geometric Design of Roundabouts, all other crossings will be signalised. The layouts of these are shown in the design drawings that are included in **Error! Reference source not found..**

Side road crossings are planned to be uncontrolled. 6 metre radil will be introduced on side roads to reduce potential traffic speeds. Raised tables can be considered across side roads to complement the cycle infrastructure but this will need to be aligned with the proposed parcel design.

4.1.1 Public transport

Discussions have been held with Stagecoach regarding how a bus service could be provided through the development. They advise that the key destinations would be Chichester and Littlehampton rather than Bognor, and they would propose a new bus service essentially following the B2233 corridor via the site.

The provision of the bus service is subject to agreement and further discussions during determination. Stagecoach is keen to explore interventions to improve bus reliability to and from Chichester, and how a new bus route would interact with other developments coming forward across the area.

In terms of schools transport, secondary school children would initially access the school in Ford, through a phased introduction of a school bus service, to accommodate demand in line with buildout of the proposed development. In the longer term, a 'Canal route' cycle route alongside the disused canal between the masterplan and Yapton would be explored as part of the application for the site south of the West Coastway railway line.

4.1.2 Car and cycle parking

The car and cycle parking requirements are set out in the following policy documents:

- West Sussex County Council: Guidance on Parking at New Developments (September 2020)
- Arun District Council – Parking Standards Supplementary Planning Document (January 2020)

The car and cycle parking provision would be dealt with as part of reserved matters applications for the site.

5 Framework Travel Plan Measures

5.1 Introduction

The following section outlines a range of measures that may be implemented so that a variety of suitable, easily accessible alternatives to single-occupancy car travel are available to residents, employees and visitors. With the proposed measures in place, the proposed development will contribute towards national and local sustainability objectives, ensuring new residents are aware of the choice of sustainable travel options available to them in this location.

It is expected that a detailed Travel Plan will be secured by planning condition.

To encourage sustainable travel amongst residents, employees and visitors, the measures used must be considered attractive and convenient. Every effort has been made to include measures appropriate to the proposed development's location and the initiatives provided are by no means exhaustive. Travel Plans are evolving documents in response to new travel and transport opportunities that may arise, and as such, future reviews may result in an update of current measures.

These measures can be split into two types:

- 'Hard' or 'Physical' Measures - engineering / architectural measures incorporated into the design of the proposed development e.g. cycle parking provision; and
- 'Soft' Measures - marketing and management measures implemented as part of the proposed development on an on-going basis in order to maximise the uptake of sustainable travel measures and in order to reduce dependency on private cars, particularly single occupancy trips.

The developer or future developers of individual phases will retain responsibility for the provision of 'hard' measures until the site or the relevant phase is completed, ready for occupation. The hard measures, such as pedestrian and cycle infrastructure and its network reach throughout the development, will be developed concurrently with the proposed layouts for each phase. The Travel Plan will identify the specific hard measures and ensure their incorporation within the site.

The proposed development will be phased and so as each phase is delivered, responsibility passes to the occupier or a relevant management company who will appoint a Travel Plan Co-ordinator (TPC), who then will be responsible for direct contact with WSCC. Full details of the TPC role are provided in Chapter 6 below.

Each occupier/ management company will be required to produce, maintain and manage their own Travel Plan, which is subordinate to this FTP as mentioned in the Introduction chapter.

5.2 Marketing and promotion

In order to properly promote and market the sustainable travel options of the site, it is key that residents will be provided with all the relevant information prior to and upon occupation of the site.

5.2.1 Sales promotion

The accessibility of the site by walking and cycling will be marketed to potential future residents and employees from the outset, sales and management staff will be made aware of their Travel Plan and the information contained within it.

5.2.2 Travel pack

All new residents and employees (first occupants only) will be provided with travel packs as a part of, or alongside, their welcome pack. The packs will be used to raise awareness of sustainable initiatives being implemented throughout the lifecycle of the Travel Plan including the promotion of key services and facilities, online shopping, car-share databases and promotion of membership to local cycling clubs and campaigns.

The composition of the travel packs could include the following:

- An overview of the overarching aims and objectives of the relevant Travel Plan, and why it is in place;
- The benefits of the Travel Plan to residents, employees and the wider community;
- Incentives being offered to residents and employees to encourage them to use sustainable and active forms of travel;
- Local public transport timetables;
- Local walking and cycling routes;
- Information on local car share and car club databases;
- Information on local Ultra Low Emission Vehicle infrastructure;
- Contact details for local taxi companies;
- Information on bike purchase schemes and bike maintenance shops;
- TPC contact details; and
- Local services and facilities within walking / cycling distance of the proposed development.

5.2.3 Newsletter/ Email

The TPC will produce a biannual newsletter during the active phase (five years) of the Travel Plan which will detail the progress towards targets and results of the Travel Plan monitoring. The newsletter will be provided in either a leaflet form or electronically.

The newsletter will act as a promotion tool for the Travel Plan by publicising any new measures, national sustainable travel campaigns and improvements to sustainable travel facilities in the local area.

5.3 Measures to promote public transport use

The FTP recognises the importance of promoting public transport use to residents and employees, in order for it to be recognised as a viable alternative to private car use.

Residents and businesses will be provided with timetable, route and fare information for local bus and rail services so that they are able to consider these options for both commuter and leisure journeys. This information will be distributed within the Travel Plans to residents with reference to the respective service providers' websites as appropriate.

5.4 Measures to promote walking and cycling

To maximise the attractiveness of walking and cycling to future residents of the proposed development, the following measures will be considered:

- Walking and cycling route maps – These will be provided within the Travel Plans, and will be provided to all new occupants with all of the relevant information on local walking and cycling routes and distances to key services and facilities;
- Personalised journey/travel planning – The TPC could provide personalised travel planning advice to any residents at the proposed development who require it. This could include information on the fastest route for accessing public transport services and stations, or advice on safer cycling routes; and
- Cycle Parking – Cycle parking will be provided in accordance with the relevant standards in both the residential and employment development.

5.5 Measures to promote electric vehicles

Where private car usage does occur, it is important to consider how any emissions generated by private vehicles can be reduced as much as possible through the promotion and eventual use of Electrical Vehicles (EVs) and Ultra Low Emission Vehicles (ULEVs). Measures intended to promote the use of these vehicles include the following:

- Infrastructure – the Travel Pack will provide information regarding the availability and support for EVs and ULEVs, such as local dealerships and garages for servicing and maintenance, and the locations and availability of off-site charging infrastructure; and
- Benefits– the TPC will ensure that residents of the proposed development are aware of the environmental benefits and financial incentives of ownership and use of EVs and ULEVs.

In relation to the proposed development the following targets are appropriate:

- ensure new developments provide EV charging points where practical; and
- promote and support low and ultra-low emission vehicles.

The Proposed Development will aim to both promote EV and ULEV and investigate the possibility of implementing new infrastructure, thus supporting the aim to improve cleaner air for all in West Sussex.

5.6 Travel website or social media account

The TPC/s will investigate the possibility of creating a site-wide travel website or social media account that should outline travel information relating to the site, and events to encourage sustainable and active trips to the site. It is likely that all site-wide communications will be branded the same to provide a consistent approach to promoting sustainable and active travel. A link to the website would be included on all site-wide communications. The website may include the following:

- local amenities map;
- information on public transport and active travel options;
- information and promotion of incentives;
- information and promotion of measures;
- on-going promotion of sustainable travel events;
- PDF version of the Travel Plan for download and circulation.

The travel website will be the responsibility of the TPC/s and they should ensure that the information contained on the website is relevant and up to date.

6 Travel Plan Management

6.1 Overall responsibility

As mentioned in the Introduction chapter, the FTP provides the framework for subordinate Travel Plans individualised to each development parcel, to be progressed by each site occupier as they come forward. All site developers and occupiers will be required to be covered by a relevant Travel Plan created in accordance with (and subordinate to) this FTP (or later approved updates). This requirement will be secured by planning condition for the site as a whole.

Each element of the proposed development will be covered by a Travel Plan created by an appointed management company relevant to the parcel of proposed development land being taken forward. The management company will be appointed by the occupier/developer.

All Travel Plans will be implemented in consultation with the WSCC as the local highway authority, as outlined in Chapter 8 of this FTP.

6.2 Travel Plan Co-ordinator

For each Travel Plan, it is recommended that a Travel Plan Co-ordinator (TPC) is appointed to take responsibility for that part of the proposed development, to manage the Plan and ensure its delivery. The TPC role will be fulfilled by an appointed consultant, or a member of the relevant management company. It will be the responsibility of the developer to ensure that a TPC is appointed prior to the first occupation of the site. The roles and responsibilities of the TPC are set out below:

- implementation and management of the Travel Plan including bi-annual newsletter;
- awareness-building and engagement with stakeholders;
- marketing and communications;
- measuring success and monitoring change;
- providing a 'face' for the Travel Plan, that can explain its purpose and the opportunities on offer. This may include offering services such as personal travel planning advice; and
- helping establish and promote individual measures within the Travel Plan.

The TPC will overall be responsible for the day-to-day management of the Travel Plan and will provide the main point of contact for residents and businesses of the proposed development. The TPC will report on progress in delivering the Travel Plan against the agreed targets, in a manner to be agreed with WSCC.

7 Targets and Monitoring

7.1 Monitoring plan

Due to the full site build-out expected to last approximately 10 years, it is important to ensure that the Travel Plan is implemented in a gradual and phased manner. If baseline travel surveys which inform subsequent targets and monitoring are carried out too soon, and without subsequent follow-up, there will be insufficient new residents and occupants within the site for the results to be considered reflective of travel patterns across the site as a whole. On the other hand, starting baseline travel surveys too late will reduce the opportunity to encourage the earliest occupiers into a sustainable travel mindset.

Travel Plan's hard measures will begin to be implemented as each phase is built out. Travel Plan soft measures will begin to be implemented within one month of first occupation of the site and remaining measures will be implemented gradually as more of the site is built-out and occupied.

With regards to the residential baseline travel survey, the TPC will arrange an initial multi-modal travel survey to be undertaken within one month of 75% occupation of the first phase of the residential portion of the site. Further, the full multi-modal travel surveys will then be undertaken on or around the first anniversary of the initial survey and biennially thereafter (for up to five years from the date of the baseline survey). These subsequent surveys will include the additional residents that have moved into the site in the meantime. Therefore, the survey sample will increase year-on-year and in turn become more representative of the site population as a whole.

With regards to the business baseline travel survey, the TPC will arrange an initial multi-modal travel survey to be undertaken within three months of first occupation. The survey will take a similar form as the resident survey described just above, but will be weighted towards commuter travel. The travel surveys will be undertaken by the TPC (or a surveying company commissioned by the TPC) and will inform the individual employers' travel targets.

The specification and scope of the multi-modal surveys will be agreed with WSCC prior to the first one being undertaken, with consideration given to the consistency of each subsequent survey (in order that they remain comparable year-on-year). The surveys are likely to comprise the following components:

- questionnaire surveys– to identify the mode share of the Proposed Development;
- open questions focusing on reasons for car use and barriers / constraints to using sustainable travel modes, awareness of alternative modes and incentives;
- cycle parking utilisation survey; and
- car parking utilisation survey.

7.2 Reporting

The TPC will report the monitoring survey results to WSCC after each survey. As appropriate, key survey and/or monitoring findings and associated sustainability messages will also be disseminated amongst residents.

7.3 Travel Plan targets

Targets are measurable goals by which the progress of the plan will be assessed. Targets are essential for monitoring the progress and success of the Plan and have been designed to be 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound).

- Specific – the targets will aim to specifically promote walking and cycling to those residents working within a reasonable distance of the site. Those that can combine public transport travel will be actively encouraged. The targets will be set using the travel mode results from the baseline travel survey.

- Measurable – the targets would be measurable, based on the results of the baseline travel survey and review surveys thereafter, to be carried out at key milestones over the lifecycle of the Travel Plan.
- Achievable and Realistic – the targets should be achievable and not unrealistic, they should be set in relation to the results of the baseline travel survey.
- Time-bound – The lifetime of the Travel Plan will be continuous through the construction and completion of the proposed development, with monitoring expected on a biennial basis for five years.

Targets come in two forms – ‘Action’ and ‘Aim’ targets. Action targets are non-quantifiable actions that need to be achieved by a certain milestone, whereas aim targets are quantifiable and generally relate to the degree of modal shift the Travel Plan seeks to achieve.

7.3.1 Action targets

The key action targets for the TP are set out below:

- To appoint the TPC prior to occupation.
- To install physical/hard Travel Plan measures (that form part of the proposed development e.g. cycle parking) at a time in conjunction with the relevant land parcel coming forward.
- To agree the scope of the multi-modal site-wide baseline travel survey with WSCC prior to the first one being undertaken, and undertake that survey within one month of 75% occupation (for residential parcels)
- To agree the scope of the multi-modal site-wide baseline travel survey with WSCC prior to the first one being undertaken, and undertake that survey within three months of first occupation (for employment/business parcels)
- To undertake monitoring surveys on or around the anniversary of the baseline travel survey at one, three and five years after that initial baseline survey.
- To collate and submit monitoring survey results to WSCC, within two months of survey date, for review and consideration.

7.3.2 Aim targets

The specific targets for measuring the progress of the plan will be set in agreement with WSCC once the baseline survey has been undertaken and the future agreement of the aims with WSCC will be secured through the TP planning condition. However, the provisional aim targets for the site will be as follows:

- Reduce the level of car trips;
- To promote the use of Ultra Low Emission Vehicles (ULEVs);
- To ensure minimal negative impact on air quality or congestion occurs as a result of the proposed development;
- To increase the number of people walking or cycling;
- To increase the number of people using public transport.

Targets will be monitored through the baseline surveys as part of the Travel Plan monitoring process, and at one, three and five years after baseline travel surveys.

Specific numerical targets will be defined in each Travel Plan, as different targets for each company type are needed. This will allow targets to be ambitious and realistic for each company rather than applying the same targets to all.

8 Implementation and Funding

A series of measures proposed to be provided across the proposed development were outlined in Chapter 5 of this FTP. These measures would be provided either prior to or at occupation of the proposed development, and will be timed in order to maximise the early uptake of sustainable travel options from the outset.

The relevant TPC will be responsible for ensuring the delivery of each measure within a suitable timeframe. A Travel Plan action plan, summarising the implementation timeline for the delivery of each measure, is provided in Table 8-1.

Table 8-1: Action Plan timetable

General Site Actions					
Action	Target Values	Target Date	Funding	Indicator	Responsibility
Appointment of Travel Plan Coordinator (TPC)	N/A	TPC appointed at least 1 month prior to first occupation	Developer	Appointment of TPC on or before target date	Developer
Provision of cycle parking	Cycle parking spaces	Prior to occupation	Developer	Provision of all cycle parking spaces for appropriate phase/unit	Developer
Electric vehicle charging infrastructure	EV charging infrastructure to be incorporated into a proportion of the residential units and business units	Prior to occupation	Developer	Installation of charging infrastructure	Developer
Provision of broadband in homes	All homes and businesses to be broadband enabled	Prior to occupation	Developer	Site wide travel survey / questionnaire	Developer
Production of travel packs	Produce travel pack prior to first occupation and distributed upon occupation	Prior to occupation	Developer	Site Wide travel survey / questionnaire	Developer & TPC
Walking / cycling / public transport promotion	Ensure that relevant walking, cycling and public transport promotion campaigns are promoted to residents	Ongoing	Relevant TPC's Budget	TPC to monitor whether campaigns are effective	TPC
Personalised travel planning sessions	TPC to offer planning services	Ongoing	Relevant TPC's Budget	TPC to keep record of which resident/ employee	TPC

	for new residents and businesses			have utilised the service	
Undertake baseline multi-modal travel surveys	N/A	Within one month of 75% occupation (residential) or within three months of first occupation (employment)	Relevant TPC's Budget	Receipt of travel survey results	TPC
Agree target values for car driver mode split with Travel Plan Officers	Targets subject to negotiation following baseline travel survey results	After baseline travel survey results being received	Relevant TPC's Budget	Receipt of written agreement of targets from WSCC	TPC

8.1 Funding

In the context of the proposed development being brought forward in phases, the relevant developer will be responsible for the appropriate funding of all measures outlined within this Travel Plan for the duration of the plan through a service charge, as well as for the implementation of the plan itself.

9 Conclusion

This FTP has been created to support the planning application for a mixed used proposed development.

This FTP sets out the strategy, aims and objectives for the continual improvement of the sustainability of travel to/from and within the proposed development. The FTP provides the framework for subordinate Travel Plans individualised to each development parcel, to be progressed by each site occupier/developer as the phases come forward.

This FTP provides a site-specific package of measures which can be used to promote access using sustainable modes to/from the Proposed Development.

Management and monitoring processes have been proposed through a Travel Plan Coordinator for each subordinate Travel Plan.

An action plan has been proposed to highlight the timescales and responsibility for all incentives and measures proposed in this FTP.

