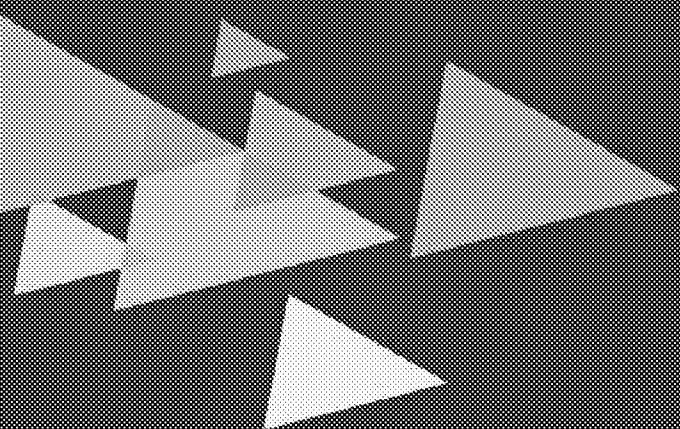




Proposed Residential Development
Land off Lake Lane, Barnham

Residential Travel Plan

For

Redrow Homes Limited

Document Control Sheet

Residential Travel Plan

Land off Lake Lane, Barnham

Redrow Homes Limited

This document has been issued and amended as follows:

Date	Issue	Prepared by	Approved by
07/07/2017	1 st Draft	James Werby	Andrew Whittingham
07/08/2017	Final	James Werby	Andrew Whittingham

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1.0 Introduction

- 1.1 This Residential Travel Plan (RTP) has been prepared on behalf of Redrow Homes Limited in order to satisfy Condition 26 on outline planning approval BN/16/12, which was granted permission by Appeal in October 2013 for the development of up to 107 houses at Eric Wall Ltd, Lake Lane, Barnham. The condition states:

"To accord with objectives for sustainable development it is necessary to require that the dwellings are constructed in accordance with Level 3 of Code for Sustainable Homes and details are submitted of a Travel Plan and a scheme showing how at least 10% of the energy supply will be secured from decentralised and renewable or low carbon sources. As it increases the sustainability of the site's location in relation to the services and facilities in the centre of Barnham, I consider it is necessary to require that the link between the site and Goodacres is constructed prior to the commencement of development; although this link would be constructed as part of the Goodacres development, that scheme may not come forward in advance of development on the appeal site."

- 1.2 The purpose of this RTP is to promote a 'manual' for the Travel Plan Co-ordinator who will be appointed to oversee the implementation and development of the measures set out in the document, which will seek to provide a long-term strategy for encouraging residents and visitors to reduce their dependency on travelling as single occupancy car drivers in favour of more sustainable modes.

Objectives

- 1.3 The objectives of this Travel Plan are:

- To reduce reliance on single occupancy car journeys;
- To provide opportunities for active healthy travel;
- To facilitate access to key amenities;
- To influence the level of private car journeys to and from the site in order to reduce air pollution and the consumption of fossil fuels;
- To promote walking and cycling as a health benefit to residents.

Means of Achieving Objectives

- 1.4 The Travel Plan represents a long-term strategy for reducing the dependence of residents on single occupancy private car travel. The aims of the strategy are (a) to increase the awareness of residents and visitors to all the transport options available to them and to the potential for travel by more sustainable modes, and (b) to introduce a package of both 'hard' (physical) and 'soft' (behavioural) measures that will facilitate travel by other modes.

- 1.5 The remainder of this document is divided into the following Sections:

- Section 2 reviews national and local transport policies;
- Section 3 describes the existing provision of transport infrastructure and services;
- Section 4 sets out the process for managing the Travel Plan;
- Section 5 presents the Travel Plan measures and initiatives;
- Section 6 sets out the monitoring and review process and sets out the initial targets of the Travel Plan; and
- Section 7 provides an action plan.

2.0 Policy Context

National Policy

National Planning Policy Framework

- 2.1 The National Planning Policy Framework (NPPF), which was published on 27th March 2012, sets out a presumption in favour of sustainable development that recognises the importance of transport policies in facilitating sustainable development and that planning decisions should have regard to local circumstances. In this regard, promoting sustainable transport forms an important element of the NPPF and states at paragraph 29 that:

"The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas."

- 2.2 With regard to new developments, paragraph 17 of the policy states that planning should:

"actively manage patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable".

Paragraph 35 therefore requires developments (where practical to do so) to be located and designed to "...give priority to pedestrian and cycle movements, and have access to high quality public transport facilities..."

- 2.3 The NPPF also states:

"A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."

- 2.4 A Travel Plan is a package of measures designed to enhance the level of accessibility of a site by means of travel other than single occupancy car use. A Travel Plan can bring a range of benefits, not only to future residents but to the wider community. Benefits include improved health, cost savings, reduced demand for parking on-site and less congestion locally.

Planning Practice Guidance on Travel Plans (2014)

- 2.5 The Planning Practice Guidance on Travel Plans largely replaces previous national guidance on Travel Plans and sets out the key principles to be taken into account in preparing these documents. The guidance states that Travel Plans should be:

- *"Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;*
- *Established at the earliest practicable possible stage of a development proposal;*
- *Tailored to particular local circumstances; and*
- *Brought forward through collaborative ongoing working between the Local Planning Authority/Transport Authority, transport operators, Rail Network Operators, Highways Agency where there may be implications for the strategic road network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in positively supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities)."*

Good Practice Guidelines – Delivering Travel Plans through the Planning Process (2009)

- 2.6 Whilst the document 'Good Practice Guidelines – Delivering Travel Plans through the Planning Process' has been superseded by the Planning Practice Guidance referred to above, it is referenced here as it provides useful information on the processes involved in the preparation of Travel Plans.
- 2.7 The guidelines also cite thresholds from the document 'Guidance on Transport Assessment' for when a Travel Plan should be required. Furthermore, the guidelines provide advice for the design and content of Travel Plans with the following key messages:
- ✧ "The Travel Plan should take the form of a single integrated document containing all key information;
 - ✧ "The Travel Plan should take the form of a single integrated document containing all key information;
 - ✧ Different travel plans are needed for different types of development;
 - ✧ Establish clear agreed objectives and outcomes specific to the site through early discussions on the travel plan;
 - ✧ Link the measures proposed and the targets to the outcomes required;
 - ✧ The Travel Plan should contain 'hard' and 'soft' measures together in a complementary way where explicit measures are included;
 - ✧ All parties need to ensure that the outcomes are stretching but realistic and the measures are deliverable;
 - ✧ The travel plan should consider both 'stick and carrot' measures; and,
 - ✧ All parties should ensure that the implementation, monitoring and management aspects are fully addressed in the Travel Plan."

Regional Policy

West Sussex Local Transport Plan & Travel Plan Policy

- 2.8 West Sussex County Council's (WSCC) Third Local Transport Plan (LTP): 2011-2026 sets out a long-term strategy to deliver sustainable improvements in quality of life, local economic performance and social inclusion. The objectives detailed within the LTP include to:
- ✧ Reduce unnecessary trips by motorised vehicles and encourage use of more sustainable modes of transport; and,
 - ✧ Reduce the need to travel at all by encouraging the provision of local services.
- 2.9 In order to meet these objectives, WSCC has also adopted specific Travel Plan Guidance to aid the preparation and implementation of Travel Plans associated with new development in West Sussex.

Local Policy

Arun District Local Plan

- 2.10 Planning applications within Rustington are assessed against the planning policies that are saved from the adopted 'Arun District Local Plan 2003'. The transportation policies that are relevant to the proposed development are:
- ✧ GEN4 – When considering proposals for new development, consideration will be given to the effect the proposals will have on demand for transport. Planning permission will be granted for new development, provided that:
 - (i) it is located so as to minimise the demand for travel;

- (ii) it does not materially add to existing road congestion and air pollution; and
 - (iii) appropriate provision is made for safe and convenient access by public transport, cyclists and pedestrians.
- GEN12 - The Local Planning Authority will base its consideration of the need for on-site parking provision on its parking standards contained within this Plan. Provision of parking in excess of these standards will not be allowed.
 - GEN12 - The Local Planning Authority will base its consideration of the need for on-site parking provision on its parking standards contained within this Plan. Provision of parking in excess of these standards will not be allowed.
 - GEN15 - Where appropriate, new development will be required to provide safe and attractive facilities for cyclists and pedestrians, both within the site and in the form of links to the surrounding area.
 - GEN16 - The Council will protect the rights of way network and will support and encourage improvements and enhancements. Development will not be permitted which would have an adverse impact on the use of a right-of-way. The rural characteristics of rights of way outside of the built up area boundaries should be retained.

Arun District Local Plan 2011-2031

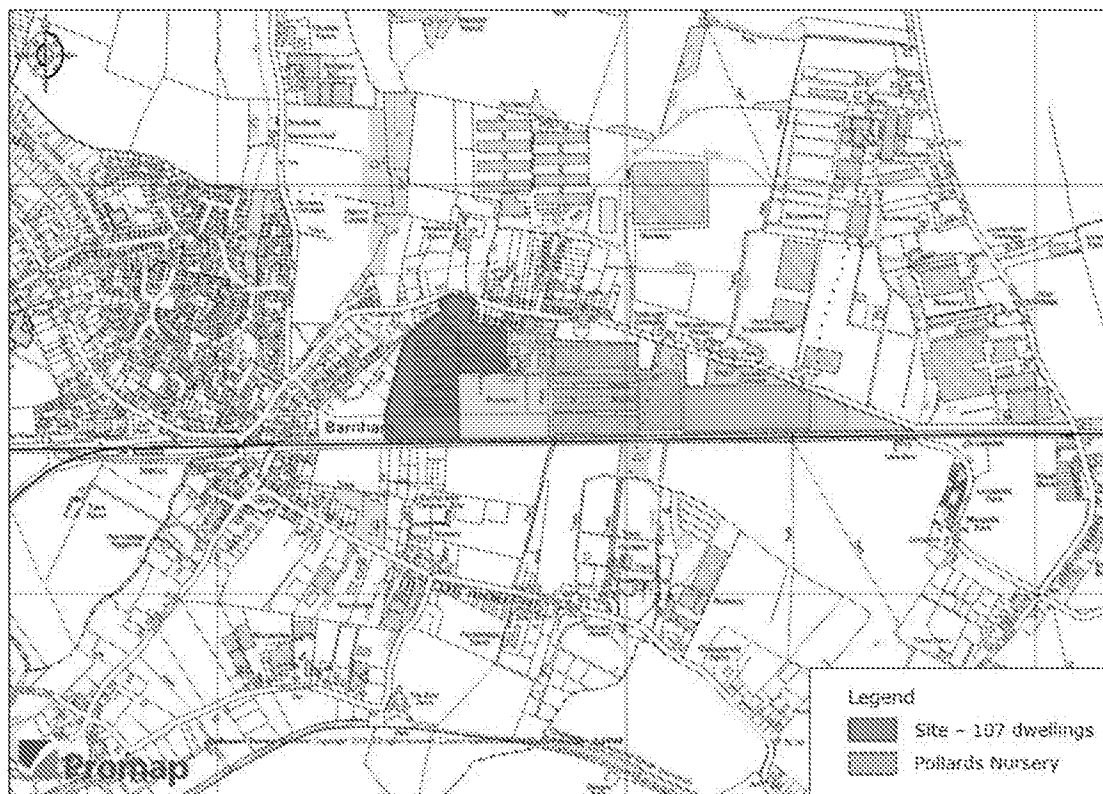
2.11 The Arun Local Plan 2011-2031 sets out the Council's vision for the development of Arun up to 2031. The transportation policies that are relevant to the proposed development are:

- Policy T SP1 – Transport and Development - The Council will support development which:
 - *is designed to reduce the need to travel by car by identifying opportunities to improve access to public transport services and passenger transport services whilst making provision for safe access to the highway network through improvements to the existing road network;*
 - *is incorporated into the District's green infrastructure network and gives priority to pedestrian and cycle movements;*
 - *protects committed and indicative lines of major road schemes from development and, where applicable, contributes towards new road schemes which improve north-south links between Bognor Regis and Littlehampton and the A27, to ensure that they are delivered in line with strategic growth in the District;*
 - *incorporates appropriate levels of parking in line with West Sussex County Council guidance on parking provision and the forthcoming Arun Design Guide taking into consideration the impact of development upon on-street parking; and*
 - *is supported by an effective and deliverable Transport Assessment which demonstrates that the transport effects of development on the local and strategic road network can be satisfactorily mitigated and a Travel Plan, which is effective and deliverable.*

3.0 Baseline Conditions

Existing Site Details

- 3.1 The map below identifies the application site, which is located approximately 0.7 kilometres to the east of the village of Barnham in West Sussex. The application site forms part of the Eric Wall Nursery site (known as Pollard's Nursery), which is adjoined by residential properties fronting Lake Lane to the north, the West Coastway Railway Line to the south and undeveloped land to the west.



Site location and local area map

Sustainable Transport Accessibility

- 3.2 It is generally accepted that walking and cycling provide important alternatives to the private car, and should also be encouraged to form part of longer journeys via public transport. Indeed, it is noteworthy that the Institute of Highways and Transportation (IHT) has prepared several guidance documents that provide advice with respect to the provision of sustainable travel in conjunction with new developments. Within these documents it is suggested that:
- Most people will walk to a destination that is less than one mile (Planning for Walking, 2015);
 - The bicycle is a potential mode of transport for all journeys under five miles (Planning for Cycling, 2015); and
 - Walking distances to bus stops should not exceed 400 metres, whilst people are prepared to walk twice as far to rail stations (Planning for Walking, 2015).
- 3.3 Notwithstanding the above, it should be noted that the NPPF recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural locations. Moreover, Manual for Streets (MfS) identifies 'walkable neighbourhoods' as being "characterised by having a range of facilities within 10 minutes (up to about 800m) walking distance of residential area which residents may access comfortably on foot".

- 3.4 However, it is important to recognise that MfS does not consider 800 metres to be a maximum walking distance. Indeed, MfS and TD91/05 of the Design Manual for Roads and Bridges (DMRB) contend that walking can be used to access a variety of destinations within a range of 2 kilometres and 2 miles respectively. It is also important to recognise that two thirds of all trips that cover a maximum distance of 1 mile are completed on foot (National Travel Survey 2014).

Walking and Cycling

- 3.5 The application site is well located in relation to a network of public footways and other off-road walking routes (including public footpaths 324, 325 and 327). These connect the site with the bus stops located on Lake Lane, the railway station and the main residential areas located to the west. In this regard it is considered that the pedestrian facilities in the vicinity of the site have the potential to encourage walking as a practical mode of transport in its own right and as part of longer journeys via public transport.
- 3.6 When referring to the West Sussex cycle journey planner it is noted that there are a number of designated cycle routes within the vicinity of the site. A cycle path, which is part of the local cycle network runs along Barnham Lane, approximately 250 metres to the north west of the proposed pedestrian/cycle link from Goodacres. This route provides links to Walberton and Slindon to the north. National cycle route 2 is also located approximately 3 kilometres to the south east from the proposed main vehicular access of the site. This route is the south coast cycle route and provides links to Littlehampton to the east and Felpham and Bognor Regis to the west.
- 3.7 Further to these designated routes, the lightly trafficked nature of surrounding roads is such that cycling would provide an attractive alternative for people living in Barnham, Climping, Eastergate, Westergate, Woodgate and Yapton. Cycling in the local area has been enhanced in recent years through the implementation of the 'Barnham Link' cycle path that links Barnham with Bognor Regis to the south.

Bus

- 3.8 The closest bus stops are located on Lake Lane approximately 800 metres west of the site (measured from the existing site access). Further stops are located circa 1 kilometre west of the site on Yapton Lane, outside Barnham railway station. These stops benefit from bus flags and timetable information and provide links to the likes of Bognor Regis Littlehampton, Arundel and Chichester. A summary of the bus services are shown below.

Service No	Route	Mon-Sat Services		
		Start	End	Frequency
66A/66C	Bognor Regis – Barnham – Walberton – Yapton – Bognor Regis (Circular)	07:31	18:01	7 per day

Table 3.1 – Bus services from Lake Lane/Barnham Lane

- 3.9 Further bus services, which also call at the above mentioned stops, include:
- Service 85A operates between Chichester and Arundel with two services in each direction Monday to Saturday;
 - Service 228 operates a late school bus with one service a day on schooldays from Mondays to Thursdays;
 - Route 602 is a school service between Rustington and St Philip Howard School, providing one service per school day in each direction; and
 - Bus service 665 is also a school service linking Littlehampton and Chichester, operating one service in each direction on school days.

Rail

- 3.10 Barnham Rail Station is operated by Southern Railway and is located approximately 1.2 kilometres to the west of the site on Yapton Road. Barnham rail station is on the West Coastway Line, which runs between Brighton and Southampton. Trains from Barnham provide links to Bognor Regis, Chichester, Portsmouth Harbour, London Victoria (via Gatwick) and Littlehampton. A summary of the services that operate from the station are provided in Table 3.2.

Destination	Other Destinations Served	Approx. Frequency	
		Mon-Sat	Sun
Brighton	Ford, Angermerring, Goring-by-Sea, Durrington-on-Sea, West Worthing, Worthing, Lancing, Shoreham-by-Sea, Southwick, Portslade, Hove	2 per hour	1 per hour
Southampton	Chichester, Southbourne, Emsworth, Havant, Cosham, Portchester, Fareham, Swanwick,	2 per hour	No service
Bognor Regis	Direct service	4 per hour	4 per hour
Chichester	Direct service	5 per hour	No direct service
Portsmouth Harbour	Chichester, Southbourne, Emsworth, Havant, Fratton, Portsmouth & Southsea	2 per hour	No service
London Victoria (via Gatwick)	Ford, Arundel, Amberley, Pullborough, Billingshurst, Christs Hospital, Horsham, Crawley, Three Bridges, Gatwick Airport, Horley, Redhill, Purley, East Croydon, Clapham Junction (OR on Sunday's also via: Worthing, Shoreham-by-Sea, Hove, Burgess Hill, Haywards Heath, Gatwick Airport, East Croydon, Clapham Junction)	2 per hour	2 per hour
Littlehampton	Ford	2 per hour	1 per hour

Table 3.2 – Direct Train Services from Barnham

Local Amenities

- 3.11 There are a number of local amenities within close vicinity of the site. For example, Barnham Superfayre is a neighbourhood supermarket / newsagent situated on Lake Lane approximately 600 metres from the site. Further local amenities including a Co-operative convenience store, Barnham Trading Post, Tesco Express, a local pharmacy, a public house and a post office, which are all situated within Barnham centre within the vicinity of the railway station.
- 3.12 Barnham Primary School and St Philip Howard Catholic High School are located within 1.5 kilometres of the site. The proposed pedestrian link to the adjoining Goodacres development to the west will provide a more direct route to the majority of these local amenities.

4.0 Management Strategy

- 4.1 This section describes the responsibilities associated with implementing the Travel Plan. It aims to act as an instruction manual to the personnel involved.

Appointment of Travel Plan Coordinator

- 4.2 Prior to the development becoming occupied, a Travel Plan Coordinator (TPC) will be appointed by the developer. The TPC will take responsibility for the Travel Plan and oversee the implementation of measures specified within it. It is envisaged that this role will be undertaken either by an external consultant, an existing employee of the developer, or an appropriate representative of the new community, following briefing on the requirements of the role. Details of the TPC will be provided to WSCC's Travel Plan Officer three months prior to initial occupation, as well as being included in Travel Information Packs (TIP) for future residents.

- 4.3 The main responsibilities associated with the role of the TPC are as follows:

- To lead in the implementation of the Travel Plan;
- Maintain commitment and support of the Travel Plan;
- To have responsibility for raising awareness of the uptake of sustainable transport;
- To implement and promote schemes which aim to reduce the use of the private car;
- To develop an effective marketing campaign in conjunction with national travel awareness events such as Liftshare Week and Bike Week;
- To act as the point of contact within the development for anyone requiring transport advice;
- To set up and coordinate relevant steering groups;
- To keep up to date with issues and new initiatives that affect sustainable transport;
- Liaise/negotiate with a variety of internal/external stakeholders, such as Travel Plan Officers at WSCC;
- Coordinate the necessary monitoring programme for the Travel Plan to establish how and why residents travel the way they do; and
- Submit annual monitoring reports to WSCC for a period of five years, or until the main Travel Plan target is achieved.

Consultation

- 4.4 The success of the Plan will rely on the support of residents. The Travel Plan coordinator will work with site management regarding issues relating to the Travel Plan. The role also involves liaising with outside bodies, including public transport operators and the local highway authority.

Promotion

- 4.5 The TPC will be actively involved in the promotion of the Travel Plan and will make residents aware of its existence. This will be done by the following means:
- The TPC will issue new residents with a Travel Pack upon opening of the new site so as to inform them of the existence of the Travel Plan and opportunities for sustainable travel;
 - Notice boards will be located on the site displaying useful information relating to travel, to and from the site; and
 - The marketing of the Travel Plan and its sustainable transport measures will continue for a period of at least five years.

Updating

- 4.6 The Travel Plan is a strategy for the indefinite future and as such will evolve over time. Although the objectives of the Plan will not change, it will be possible over time to define more specific targets in order to meet the objectives. Targets will be revised if necessary in agreement with WSCC following initial travel surveys.
- 4.7 The on-going monitoring programme and in particular the annual review will provide up-dated information that will allow the Plan to be revised, refined and improved.

Funding

- 4.8 The Travel Plan Coordinator will be provided with the appropriate funds to undertake travel planning duties to ensure that measures and targets set within the travel plan are promoted and that suitable monitoring and review objectives are achieved.

5.0 Plan Measures

5.1 In order to meet the main objectives of the Plan it is essential to ensure accessibility to and from the development by active and/or sustainable modes of transport. The measures set out here both 'hard' (i.e. site design) and 'soft' (i.e. marketing and promotion) are designed to address the travel needs of residents to reduce the need for travel by single occupancy vehicle.

5.2 These measures are designed to be suitable for review and monitoring. The list, however, is not exhaustive and following occupation of the site the Travel Plan Coordinator will be able to investigate other potential initiatives that may be appropriate.

Noticeboards

5.3 Noticeboards will be placed on site close to residential entrances. The Travel Plan Coordinator will use these notice boards as a means of ongoing communication by displaying up to date information about the Travel Plan and travel information.

Walking

5.4 In order to encourage travel by foot the following measures will be implemented:

Hard Measures

- » The scheme indicates a pedestrian/cycle link from the south western corner of the site which connects into the adjacent land to the west known as land east of Goodacres. This link will provide access to Goodacres and Lake Lane, which provides a more direct route to Barnham village centre where the majority of the local amenities are located.

Soft Measures

- » The TPC will promote the health benefits of walking and will provide residents with maps showing safe walking routes in the local area;
- » The TPC will raise awareness of health benefits of walking through promotional material;
- » A walking buddy system will be promoted whereby children of the residential units attending the same local school will be introduced so that they can walk where they can together; and
- » The TPC will liaise with the Local Highway Authority to ensure that pedestrian routes are appropriately maintained.

Cycling

5.5 Cycling is a cheap, quick and sustainable mode of transport that also provides benefits for personal health, as well as reducing road congestion.

5.6 To encourage travel to and from the site by cycling:

- » The use of cycle parking facilities will be monitored and if demand warrants, additional cycle parking will be considered;
- » The Travel Plan Coordinator will report the results of the travel surveys to the Local Highway Authority's Cycling Officer to establish the potential for improvements to existing off-site facilities;
- » The Travel Plan Coordinator will liaise with the Local Highway Authority to ensure that cycle routes are appropriately maintained;
- » Residents will be provided with information and advice concerning safe cycle routes from the site to key locations such as schools and leisure facilities;

- » The Travel Plan Coordinator will contact local bicycle retailers to discuss providing discounts on cycle equipment for residents; and
- » A Bicycle User Group (BUG) will be considered, through which residents who cycle can share experiences and ideas about cycling. A formal BUG is a useful mechanism for residents to consider issues relating to cycling. Feedback will be passed on to the Travel Plan Coordinator who will discuss issues with the Local Authority's Cycling Officer as appropriate.

Car Sharing

- 5.7 Car sharing represents a relatively convenient alternative to travel by single occupancy vehicle and there is some potential to reduce the total private mileage of residents by implementing and publicising a formal scheme for the site or by utilising existing national car sharing websites.
- 5.8 Car sharing is often the most successful single measure in any Travel Plan as it proves highly cost effective for individuals and continues to provide the convenience of car travel. To further promote car sharing, the TPC will make residents aware of national 'Lift Share Week' that takes place annually in October as well as providing details of www.westsussexcarshare.com where people can register to car share for both regular journeys and one off trips.

Travel Information Pack (TIP)

- 5.9 The process of moving home is a key point in life that could be used to change travel behaviour. The provision of information is a starting point from which to capitalise upon this opportunity. A cost effective measure to be introduced as part of this Travel Plan is the 'Travel Information Pack', which will be issued to all new homes at the site.
- 5.10 It is anticipated that sustainable and active modes of travel will be promoted through the provision of maps, including for example cycle routes, location of bus stops and the local railway station as well as local amenities.

Public Transport

- 5.11 The Travel Pack will contain details of the public transport services available locally, including both bus and rail. To help residents to plan their journeys by public transport, useful website addresses will be listed.

Working and Shopping from Home

- 5.12 Much peak time travel consists of journeys to places of work. To reduce congestion at these times it is important to provide suitable space for residents to work from home.
- » Dwellings will be designed to facilitate home working, providing phone and power points in rooms large enough to accommodate a desk so as to make suitable offices; and
 - » Facilities will be provided in all dwellings enabling residents the potential to connect to broadband internet from their homes.
- 5.13 Residents will be encouraged to use the internet to carry out home shopping so as to reduce the need to travel. The Travel Plan Coordinator will promote details of large retailers, including supermarkets, which offer home shopping will also be made available to all residents.

Continued Promotion

- 5.14 The Travel Plan Coordinator will promote the Travel Plan through the following tools and initiatives:
- » residents will be encouraged to communicate with the TPC about travel and transport issues, so that the Travel Plan can be maintained as live and relevant;

- ✧ site events (e.g. healthy living promotions and car share campaigns) will be organised to maintain awareness of the benefits of the Travel Plan; and
- ✧ participation in local and national sustainable travel events will be encouraged. The Travel Plan Coordinator will maintain contact with West Sussex County Council so as to be aware of relevant activities in the area.

5.15 The potential for collaborating in the local area with other parties operating their own Travel Plans will be investigated with a view to sharing effort and maximising gains.

6.0 Monitoring Strategy

- 6.1 A programme of monitoring and review will be undertaken by the Travel Plan Coordinator (TPC), through which the success of the Travel Plan can be evaluated. The developer is required to fund the monitoring of this travel plan for a period of five years.
- 6.2 A travel survey will be distributed on-site; the first survey to be distributed 3 months after occupation will determine the baseline data.
- 6.3 An annual survey will be re-issued on the anniversary of the baseline survey, for five years, to provide data for comparison with previous years. These surveys will:
 - ✧ establish the main modes of transport used by residents for their regular journeys;
 - ✧ indicate why residents choose their preferred transport mode(s); and
 - ✧ identify the active and / or sustainable alternatives residents would be willing to adopt to reduce the number of SOV trips.
- 6.4 Information gathered through the annual monitoring process will be used to review the Travel Plan in order to assess the success of the Plan and identify potential future improvement and refinement. As necessary, new targets will be set, through agreement with WSCC.
- 6.5 As part of the review, information relating to public transport and cycling and walking routes will be revised to ensure that it is relevant and up-to-date. This is important if residents are to be able to rely on the information when making travel choices.
- 6.6 The monitoring and review material will be made available to WSCC in the form of an annual Monitoring Report.

Targets

- 6.7 Targets are important as they give the Travel Plan direction from its inception, providing measurable goals. When setting site-specific targets it is important that they are 'SMART' (Specific, Measurable, Achievable, Realistic and Time-bound) in order that the outcome can be quantified and an assessment of what the Travel Plan has or will achieve can be made.
- 6.8 Since the objectives of the Travel Plan include reducing reliance upon the private car and reducing air pollution and the consumption of fossil fuels, it is appropriate to set targets which relates to these. It is also necessary to collect data to identify and understand the baseline travel habits, against which the Travel Plan's progress can be measured.
- 6.9 In accordance with WSCC's adopted guidance West Sussex County Council Development Travel Plan Policy (and reflecting Barnham's location within a rural area) the following targets have been set:
 - ✧ Target 1 - To reduce the number of vehicle trips generated over a 12 hour period (Weekday 7am to 7pm) by the site by a minimum of 10%; and
 - ✧ Target 2 - To reduce the peak hour trip rate of the development to ensure there is no 'material impact' on the surrounding network.
- 6.10 The first target WSCC require is a reduction in the number of vehicle trips generated over a 12 hour period (weekday 7am to 7pm) by the site by a minimum of 10%. Based on the revised trip rates and trip generation outlined in the submitted Technical Note (by Motion) for planning application BN/16/12, the table below outlines the agreed trip generation of the development and the 10% reduction target across the 12 hour period from 07:00 to 19:00 hours.

Time Period	Initial Vehicle Trip Generation			Target Vehicle Trip Generation (10% Reduction)		
	In	Out	Total	In	Out	Total
07:00 – 19:00 hours	264	263	527	238	237	475

Table 6.1: Initial and Target Vehicle Trip Generations (10% Reduction) – 07:00 to 19:00 hours

- 6.11 The second target WSSC requires is a reduction in the peak hour trip rate of the development to ensure there is no 'material impact' on the surrounding network. Table 6.2 outlines the agreed peak hour vehicular trip generation for the development (as outlined in the Technical Note submitted as part of the application) as well as the target vehicular trip generation with a 10% reduction applied to reflect the implementation of the Travel Plan.

Time Period	Initial Vehicle Trip Generation			Target Vehicle Trip Generation (10% Reduction)		
	In	Out	Total	In	Out	Total
AM Peak	11	50	61	10	45	55
PM Peak	42	12	54	38	11	49

Table 6.2: Initial and Target Trip Generations (10% Reduction) – AM and PM peak hour periods

- 6.12 In order to provide a breakdown of how the 10% reduction in forecast traffic flows as a result of the Travel Plan measures will be achieved, interim targets for each mode have been established. A modal split for travel to the site is provided in Table 6.3 based on data from the 2011 Census.

Mode - usage to be increased	Baseline (%)	Indicative modal split targets (%)		
		Year 1	Year 3	Year 5
Public transport	10.3	11.5	12.5	13.2
• Rail	9.7	10.7	11.5	12
• Bus	0.6	0.8	1	1.2
Car sharing	4.8	5.5	6.5	7.5
Pedal cycle	2.7	3.4	4.1	5
On foot	5.6	6	6.4	6.8
Mode - usage to be decreased	Baseline (%)	Indicative modal split targets (%)		
		Year 1	Year 3	Year 5
Single occupancy vehicle	76.6	73.6	70.6	67.6

Table 6.3: Indicative Proportional Change in Mode Used for Commuting

- 6.13 The target of a 10% reduction in forecast traffic flows would result in a modal shift for car drivers from approximately 77% on the basis of the base 2011 Census data to broadly 68% at the completion of the development. These targets are consistent with the stated objectives of this Travel Plan to increase use of active and/or sustainable travel modes (walking, cycling, public transport, car sharing), and reduce reliance on single occupancy vehicle (SOV) use, where possible. As Barnham Railways station is located nearby to the site and offers links to the likes of London, there will be a focus on encouraging residents to travel by train.

Monitoring Report

- 6.14 The Travel Plan will be reviewed annually by the TPC. The objective of the review will be to assess the success of the Travel Plan and to identify potential for future improvement and refinement.

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- 6.15 The re-issue of the travel survey offers the opportunity to gather new information about wider attitudes to travel for all journeys. Analysis of the questionnaire results will also yield updated mode split information for comparison with data derived at the introduction of the Plan.
- 6.16 The travel surveys will take place alongside the more formal TRICS Standard Assessment Methodology (SAM) survey and following the completion of both surveys, the Travel Plan Coordinator will compile a comprehensive Monitoring Report for the Travel Plan.
- 6.17 The report will be submitted to West Sussex County Council and Arun District Council. Using feedback gathered from the surveys, and from stakeholders including the WSCC/ADC, the Travel Plan will be updated where necessary and amendments made to the measures to be implemented and targets that have been set.

Remediation

- 6.18 Following review of the Travel Plan, at the yearly target intervals, it may be necessary to introduce some remediation measures if the targets have not been met. These measures could include, but not be limited to:
- » Provision of personalised travel planning to residents;
 - » Provision of cycling proficiency training to residents; and
 - » Car sharing scheme uptake.

7.0 Action Plan

7.1 The measures described in this section are contained in Table 7.1 with timescales and responsibility for implementation:

Action	Time Scale	Responsibility
Install cycle parking spaces	Prior to occupation	Developer
Liaise with car club operators	Prior to occupation	Developer
Appoint a Travel Plan Coordinator	Prior to occupation	Developer
Include Travel Plan information in sales materials	Prior to occupation	Developer
Produce Travel Packs	Prior to occupation	Developer
Install notice boards and display travel information	Prior to occupation	Developer and Travel Plan Coordinator
Investigate discounts for residents at a local cycle retailer	Prior to occupation	Travel Plan Coordinator
Set up a BUG	Prior to occupation	Travel Plan Coordinator
Carry out travel surveys	Annually from 3 months of occupation	Travel Plan Coordinator
Organise annual sustainable travel events	Annually from 3 months of occupation	Travel Plan Coordinator
Promote car sharing schemes and car clubs	Ongoing from first occupation	Travel Plan Coordinator
Promote the health benefits of walking and cycling	Ongoing from first occupation.	Travel Plan Coordinator
Promote cycle training / events	Ongoing from first occupation	Travel Plan Coordinator
Monitor the use of on-site cycle parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Monitor the use of the car parking	Ongoing from 3 months following first occupation	Travel Plan Coordinator
Review the Travel Plan	Every year for 5 years	Travel Plan Coordinator

Table 7.1: Travel Plan Action Plan