

TRAVEL PLAN
FOR
PROPOSED CARE HOME, LAND TO THE REAR OF BAIRD'S FARM SHOP
CROOKTHORN LANE, CLIMPING, LITTLEHAMPTON, WEST SUSSEX
ON BEHALF OF
BRACKLEY INVESTMENTS LTD

MAY 2018

[ISSUE 4]

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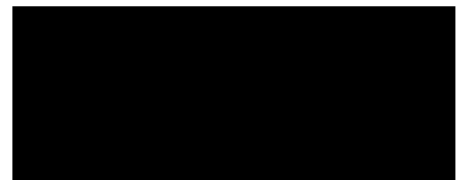
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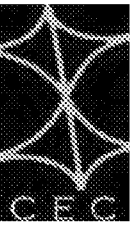
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CIVIL ENGINEERING ~ HIGHWAYS ~ TRANSPORTATION ~ FLOOD RISK
BRISTOL & SWINDON
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COLE EASDON CONSULTANTS (CEC)

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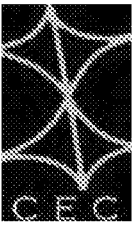
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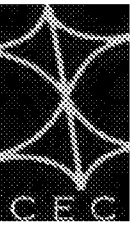
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Site Location Plan

Appendix 2 – Drawings by Others

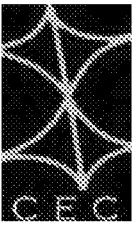
Drawing No. M9316-APL003

Proposed Site Plan (by Hunters)

Drawing No. BCH-ICS-01-XX-DR-C-025(P3)

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1.0 INTRODUCTION

- 1.1 This *Travel Plan (TP)* has been prepared by Cole Easdon Consultants Limited (CEC) on behalf of Brackley Investments Limited and has been prepared in support of a planning application for the proposed development of a 64-bed Care Home on land to the Rear of Baird's Farm Shop, Crookthorn Lane, Littlehampton. Refer to CEC Plan 5522/201 [*Site Location Plan*] contained within Appendix 1.
- 1.2 The *TP* sets out a range of measures, targets and objectives to reduce the vehicular impact of the proposed development, and to increase the number of trips made by walking, cycling and public transport.
- 1.3 This *TP* has been prepared in accordance with other *Travel Plans* produced by CEC for similar developments in nearby local authorities and has had regard to the *West Sussex County Council Development Travel Plan Policy*.

Structure of the Report

- 1.4 This *Travel Plan* is structured into the following sections:
- Section 2.0 discusses the context of the development;
 - Section 3.0 discusses the management structure;
 - Section 4.0 discusses site assessment and accessibility;
 - Section 5.0 identifies staff travel patterns;
 - Section 6.0 identifies the targets, aims & objectives within the *Travel Plan*;
 - Section 7.0 identifies the measures of the *Travel Plan*;
 - Section 8.0 discusses the *Travel Plan* consultation process;
 - Section 9.0 sets out how the *Travel Plan* will be monitored; and
 - Section 10.0 sets out the actions and programme for the *Travel Plan*.

2.0 DEVELOPMENT DESCRIPTION

- 2.1 The application site is located to the rear and east of Baird's Farm Shop at Crookthorn Lane. Littlehampton. It is presently undeveloped land that is used for grazing. Refer to CEC Plan 5522/ 201 [*Site Location Plan*], included within Appendix 1.

Development Schedule

- 2.2 The planning application to which this *Travel Plan* relates seeks permission for the construction of a 64-bed C2 care home with associated car parking and landscaping. The masterplan (Drawing No. M9181-APL003 [*Proposed Site Plan*]) prepared by Hunters is included within Appendix 2 of this report.

Vehicular Access

- 2.3 Vehicular access to the site will be achieved from the existing priority T-junction access off Crookthorn Lane that currently serves Baird's Farm Shop. The existing access road will be extended into the site as shown on the masterplan.

Pedestrian Access

- 2.4 As part of the proposed development a new 1.5m wide section of footway will be provided along the site frontage extending westwards from the site access junction to the existing bus stop. Informal crossing facilities will also be provided at the site access junction in the form of a dropped kerb with tactile paving. The proposed footway works will enhance the pedestrian accessibility of the site (both the existing garden centre and proposed Care Home) and also improve access to the bus services along Crookthorn Lane. The proposed highway works are shown on Drawing No. BCH-ICS-01-XX-DR-C-025(P3) [*Highway Improvements*] by Infrastruct CS, included within Appendix 2 of this report.

Car Parking

- 2.5 28 car parking spaces are proposed on site which is considered reasonable given the scale and location of development and is based on the operator's experience of similar sites.

Cycle Parking

- 2.6 It is proposed to provide a total of 12 Sheffield stands for cycle parking. Given the nature of the development it is considered that this level of provision is suitable to address the needs of staff and visitors.

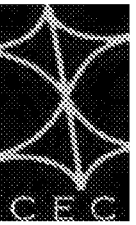
3.0 MANAGEMENT STRUCTURE

Who is Managing the *Travel Plan*?

- 3.1 This initial *Travel Plan* has been prepared by CEC and provides a summary of the major milestones, required actions and a programme for implementation as set out in Section 10.0. It is anticipated that the *Travel Plan* will be secured via means of a planning condition. Once the discharge of planning condition has been secured (assuming that planning permission is granted), responsibility for this *Travel Plan* will be passed to the appointed employee based at the proposed site to implement, monitor and manage. This person is referred to as the Travel Plan Co-ordinator (TPC), and will usually be a member of staff. That member of staff would typically have other duties and undertake the role of TPC on a part time basis. The formal TPC role will be performed for a period of 5 years from completion of the development.

Travel Plan Co-ordinator

- 3.2 The *Travel Plan* will be led by the TPC to provide the overall co-ordination needed to ensure its success. The TPC will be responsible for the implementation of the *Travel Plan* and its continual development and appraisal.
- 3.3 The TPC will adopt the following responsibilities:
- overall responsibility for the *Travel Plan*;
 - to lead the process of developing targets, implementation and review;
 - co-ordinate the necessary data collection exercise required to monitor and review the *Travel Plan*;
 - implement effective marketing and awareness raising campaigns to promote the *Travel Plan* to all staff and visitors at the proposed development;
 - to act as the point of contact for all site occupants requiring information;
 - to make travel information readily available to all staff and ensure it is kept-up-to date; and
 - to report any 'green travel' issues to the workforce.
- 3.4 The TPC will ensure that staff are aware of the commitments to the *Travel Plan*. Each individual will contribute towards the *Travel Plan* through making best endeavours to travel sustainably.



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Travel Plan Objectives

- 3.5 The headline objective of this *Travel Plan* shall be as follows:

'To reduce the number of car borne trips, particularly single occupancy trips, generated by the proposed development by encouraging staff to travel by sustainable modes of transport'.

- 3.6 Beneath this headline objective, it is possible to identify a number of other sub-objectives as follows:

- to contribute towards the reduction of local CO₂ emissions from transport;
- to promote healthier lifestyle choices amongst staff and promote vibrant local communities; and
- to encourage greater use of sustainable modes of travel.

4.0 ACCESSIBILITY BY SUSTAINABLE MODES OF TRANSPORT

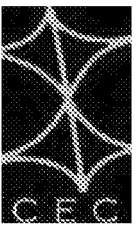
- 4.1 Policies at both the national and local level stress the need for new development to be provided in locations with good accessibility by non-car modes of transport. This accessibility is a central feature influencing the overall sustainability of a site, and its potential impacts on the surrounding transport networks. As stressed by the *NPPF*, development that is sustainable should go ahead '*without delay*'. This Section sets out the application site's accessibility by walking, cycling, and public transport, and demonstrates how it is situated in a sustainable location.

Walking and Cycling

- 4.2 The area around the development site is generally conducive to walking and cycling, with footways provided adjacent the northern carriageway of Crookthorn Lane. A pedestrian island provides access to the northern footway from the existing pedestrian access to the farm shop.
- 4.3 In terms of cycling, national cycle route 2 passes within 600 metres of the site and provides high quality access to Littlehampton and Bognor Regis. National cycle route 2 is shown on CEC Plan 5522/ 201 [*Site Location Plan*] in Appendix 1.
- 4.4 Although now superseded by the *NPPF*, *PPG13: Transport* outlines that walking is the most important mode of travel at the local level and '*offers the greatest potential to replace short car trips, particularly under 2 kilometres*'. The guidance document also outlines that cycling can replace car trips up to 5 kilometres. This therefore suggests that staff residing within areas such as Littlehampton and the eastern side of Bognor Regis, which are within these two and 5 kilometre distances, would be able to walk or cycle to work.

Bus Access

- 4.5 The principal bus route serving the site is the 700 'Coastliner' service between Chichester, Bognor Regis & Littlehampton. The nearest bus stops (known as the Oystercatcher stops) to the development site are located on Crookthorn Lane, approximately 150 – 200 metres from the site. The bus stops benefit from shelters, together with timetable information.
- 4.6 Table 4.1 below provides summary details of the 700 'Coastliner' service described above.



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Table 4.1: Summary of Bus Services within the Vicinity of the Development Site

Service No.	Route	Typical Frequency	Bus stop
700 'Coastliner' Stagecoach	Littlehampton – Bognor Regis - Chichester	Monday-Saturday: Approx. every 20 mins Sunday: Approx. every 30 mins	Adj The Oystercatcher
	Chichester –Bognor Regis - Littlehampton	Monday-Saturday: Approx. every 20 mins Sunday: Approx. every 30 mins	Opp The Oystercatcher

- 4.7 Reference to Table 4.1 above demonstrates that convenient bus travel to and from the site will be available to visitors, staff and residents throughout the day. The 700 'Coastliner' service is likely to be attractive to staff and visitors, providing a 20-minute frequency service throughout the day Monday to Saturday with a half hourly service on a Sunday.

Rail Access

- 4.8 The most accessible railway station to the site is Littlehampton station, located approximately 3 kilometres to the east of the site. Whilst this is likely to be too far for people to walk on a regular basis it is within cycling distance and is easily accessible via the previously mentioned 700 'Coastliner' bus service.
- 4.9 Table 4.2 provides a summary of the rail services available from Littlehampton Railway Station.

Table 4.2: Summary of Direct Rail Services from Littlehampton Railway Station

Destination	Typical Journey Time	Typical Frequency	Weekend Services
Portsmouth & Southsea	Approx. 54 minutes	Approx. hourly	Sat: Approx. hourly Sun: no service
London Victoria (via Worthing, Hove & Gatwick)	Approx. 1 hour 40 minutes	Approx. 2 per hour	Approx. 2 per hour
Brighton	Approx. 50 minutes	Hourly in the evenings	Sat: Approx. hourly (evenings) Sun: Evening services

- 4.10 This Section has demonstrated that future staff and visitors will be able to access the site by sustainable modes of transport and will not be solely reliant on the private car.

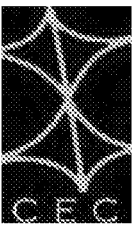
5.0 BASELINE TRIP GENERATION

- 5.1 To coincide with the end of the first year of the development opening, a full staff travel survey will be undertaken to establish the travel habits of all staff. As well as establishing modal splits, the travel survey will ask questions about other (sustainable) travel modes that staff would be willing to use, as well as establishing the scope for other Travel Plan related measures. An example of a staff questionnaire is included within Appendix 3 of this report.
- 5.2 In the absence of any first-hand travel survey information, we provide below in Table 5.1, the predicted vehicular trip generation of the proposed development, where these figures have been derived from the TRICS database as set out in the Transport Assessment.

Table 5.1: Development Vehicle Trip Generation

Time Period	Arrivals	Departures	Total
AM Peak (0800-0900)	5	5	10
PM Peak (1700-1800)	4	6	10
Daily (0700-1900)	63	66	129

- 5.3 The Travel Plan will seek to reduce the number of vehicular trips identified above, as discussed in further detail within the next Section.



6.0 TARGETS, AIMS AND OBJECTIVES

- 6.1 Targets are measurable goals, which need to be set in order to assess whether the objectives of the *Travel Plan* have been achieved. As mentioned within the previous Section, definitive staff mode share targets will be set following the completion of the first staff travel surveys. Proposed targets and objectives for the Travel Plan are provided below:

Travel Plan targets and objectives

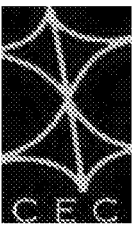
- *to reduce the development's vehicle trip generation by 15% within 5 years;*
- *to increase the number of staff car sharing;*
- *to increase the number of staff walking and cycling to and from the site; and*
- *to increase the number of staff travelling to and from the site by public transport.*

- 6.2 Note that staff working on night shifts will be restricted in their choice of travel. It is highly unlikely that staff working during night shifts will be willing or able to walk, cycle or use public transport. As such, there is a high probability that night shift staff will drive to and from work. However, there may still be opportunities to car share.
- 6.3 Based on the trip generation forecasts identified within Table 5.1, applying the 15% target reduction in vehicle trips would yield the following reduced development vehicle trips as summarised within Table 6.1.

Table 6.1: Development Vehicle Trip Generation (with 15% reduction for Travel Plan)

Time Period	Arrivals	Departures	Total
AM Peak (0800-0900)	4	4	8
PM Peak (1700-1800)	3	5	8
Daily (0700-1900)	54	56	110

- 6.4 Daily vehicular two-way vehicular trips to the site would be reduced by 19, with a reduction of two vehicular trips during each of the identified peak hours. Given the low trip numbers concerned, it is not considered necessary by CEC to propose interim targets at years 1 and 3, and instead it is therefore suggested that the target to reduce the number of vehicle trips generated by the site is based on a 5 year timeframe.



7.0 IDENTIFYING MEASURES AND ACTIONS

- 7.1 Measures that will be introduced as part of this *Travel Plan* to achieve its aims and objectives are provided below. Some of the initiatives will require some level of promotion, whilst other initiatives will require discussions with Local Transport Providers (such as negotiating ticket discounts for employees) and will therefore be a long-term initiative.

Establishing a Management Regime

- 7.2 A clear management regime is critical to ensuring the success of the *Travel Plan*, which will need to ensure that future staff at the development site become involved. Action to achieve this includes:

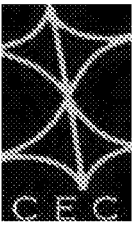
- appoint a TPC to be permanently based at the development site. This person will be responsible for the overall co-ordination needed to ensure the *Travel Plan's* success. This role will be performed by a member of staff with other duties. The TPC role will be provided for a period of 5 years from completion of the development. It is estimated that the TPC role would require no more than 1 days' time per month, given the nature of the development and limited transport impacts.

Reduce the number of single occupancy vehicle trips

- 7.3 Car sharing can be a very effective way of reducing vehicle trips to a site and reducing car parking. Given that the number of onsite staff will be relatively low, it is expected that the majority of staff will know each other and thus will be able to set up car sharing arrangements that are convenient for them. Car sharing will therefore be a naturally occurring travel plan measure. It is likely that many staff will be recruited from the immediate local area, making car sharing a realistic option for some.

Encourage the use of public transport

- 7.4 Public transport offers a good alternative to the private car for many commuter journeys. We suggest that the close proximity of the existing nearby bus services along Crookthorn Lane will provide opportunities for future staff (and visitors) to use public transport for travel to and from the development site. Additional specific measures and actions, which are most likely to encourage public transport use can be identified as follows:
- provide details of the existing bus and rail services on the development website and as part of a Travel/ Induction Pack for new staff members, and for family members of residents of the care home;



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- provide an up-to-date public transport information notice board in the reception area; and
- investigate the possibility of season ticket discounts from local bus operators.

Measures to encourage cycling

- 7.5 Generally, staff living within five miles of their workplace are potential cycle commuters. We suggest that incentives which would encourage staff to cycle to and from the development site include provision of shower and changing facilities; provision of drying rooms and lockers; and adequate provision of secure cycle parking. The TPC will promote and publicise cycling by providing a map to all future staff identifying suitable cycle routes to the development site from the surrounding locality. The TPC will raise awareness of the health and environmental benefits of cycling through promotional material (to be provided as part of the Travel/ Induction Pack) and by participating in events such as National Bike Week / Cycle to Work Week.
- 7.6 In addition to the above measures, the development will provide 12 cycle parking spaces within a covered store as shown on the submitted masterplan.

8.0 RAISING AWARENESS AND CONSULTATION

8.1 A promotional plan will be drawn up at an early stage of the *Travel Plan* to consider:

- introducing the idea to staff;
- launch of the *Travel Plan*;
- progress; and
- introduction of new measures.

8.2 The TPC will be responsible for the continued promotion and marketing of the *Travel Plan*. This will be achieved through the following means:

- **Distributed materials:**
 - Individual Travel Information Pack
 - Posters (In-house promotion / national events)
 - Bus & Rail Timetables
 - Bus & Rail Route Maps
- **Electronic materials:**
 - Website
- **Travel Advice:**
 - Steering group meetings

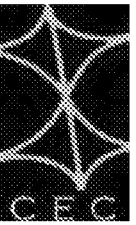
8.3 A considerable amount of material on travel plans and sustainable transport has been produced by other bodies, including Government Agencies, transport groups such as Sustrans, and local authorities.

Travel/ Induction Packs

8.4 Comprehensive travel information will be included within any new starter staff Induction pack, and will provide an initial method of communication to staff of the travel options and the related financial, health and environmental benefits that can be achieved.

8.5 Information to be provided will include the relevant public transport and rail timetables, cycle and walking route maps, as well as useful websites, addresses and telephone numbers of travel operators.

8.6 The TPC will liaise with the local bus operators immediately following appointment with regard to the availability of any corporate deals offering for example, reduced cost weekly, monthly or annual season tickets. Details of any discounted tickets that may be available would then be communicated within the Travel Information Pack, as well as through internal email correspondence.



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Website

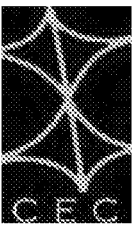
- 8.7 A travel page will be set-up on the operator's website providing all local travel information relevant for accessing the site. This will assist with raising awareness of the alternative travel options available to visitors and other members of the public.

Maintaining Interest

- 8.8 Initial enthusiasm for a *Travel Plan* can diminish over time. Therefore, it will be important for it to be regularly re-invigorated. This will be undertaken through regular reviews and monitoring to address any problems that may have arisen; keeping staff regularly informed of progress with achieving targets and objectives; and regularly publicising the successes of the *Travel Plan*.

9.0 MONITORING AND REVIEW

- 9.1 The *Travel Plan* will be monitored formally for a period of 5 years from completion of the development, and the TPC role will be performed for the duration of this monitoring period.
- 9.2 Monitoring of the *Travel Plan* will be carried out primarily through means of staff travel surveys and a 7-day Automatic Traffic Count (ATC) survey.
- 9.3 A full staff travel survey would be carried out within 12 months of the opening of the development, with subsequent surveys at the end of Year 1, 3 and 5, and with snapshot surveys in the intervening years at Years 2 and 4. An example staff travel survey is included at Appendix 3 of this report. The full survey would ask a range of questions relating to usual travel mode choice, and factors which may influence a staff member to choose to travel by sustainable modes rather than by car. The snapshot surveys would simply record the mode of travel of staff on the day of the survey and a modal share derived.
- 9.4 A 7-day ATC will be carried out during Years 1, 3 and 5. It will be able to be established from the ATC surveys, whether the site is generating more or less vehicle trips than previous years.
- 9.5 The TPC will produce a detailed Travel Plan Progress at Years 1, 3 and 5 to coincide with the carrying out of the staff travel surveys. The report will detail the findings of the staff travel surveys, the results of any snapshot surveys undertaken, as well as the results of the Automatic Traffic Count survey. Furthermore, it will also comment on other site specific matters such as the usage of the cycle parking, details of any travel discounts that have been negotiated, and any staff or visitor travel issues that have been encountered.



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10.0 ACTION PLAN

10.1 Major milestones for this *Travel Plan* are summarised below but do not represent a comprehensive list of every action or output required in this *Travel Plan*. Additional detailed actions will be identified in due course.

10.2 Table 10.1 below provides a summary of the measures to be delivered as part of this *Travel Plan* together with the relevant objective that each action supports and the associated costs (estimated).

Table 10.1: Travel Plan Actions and Programme

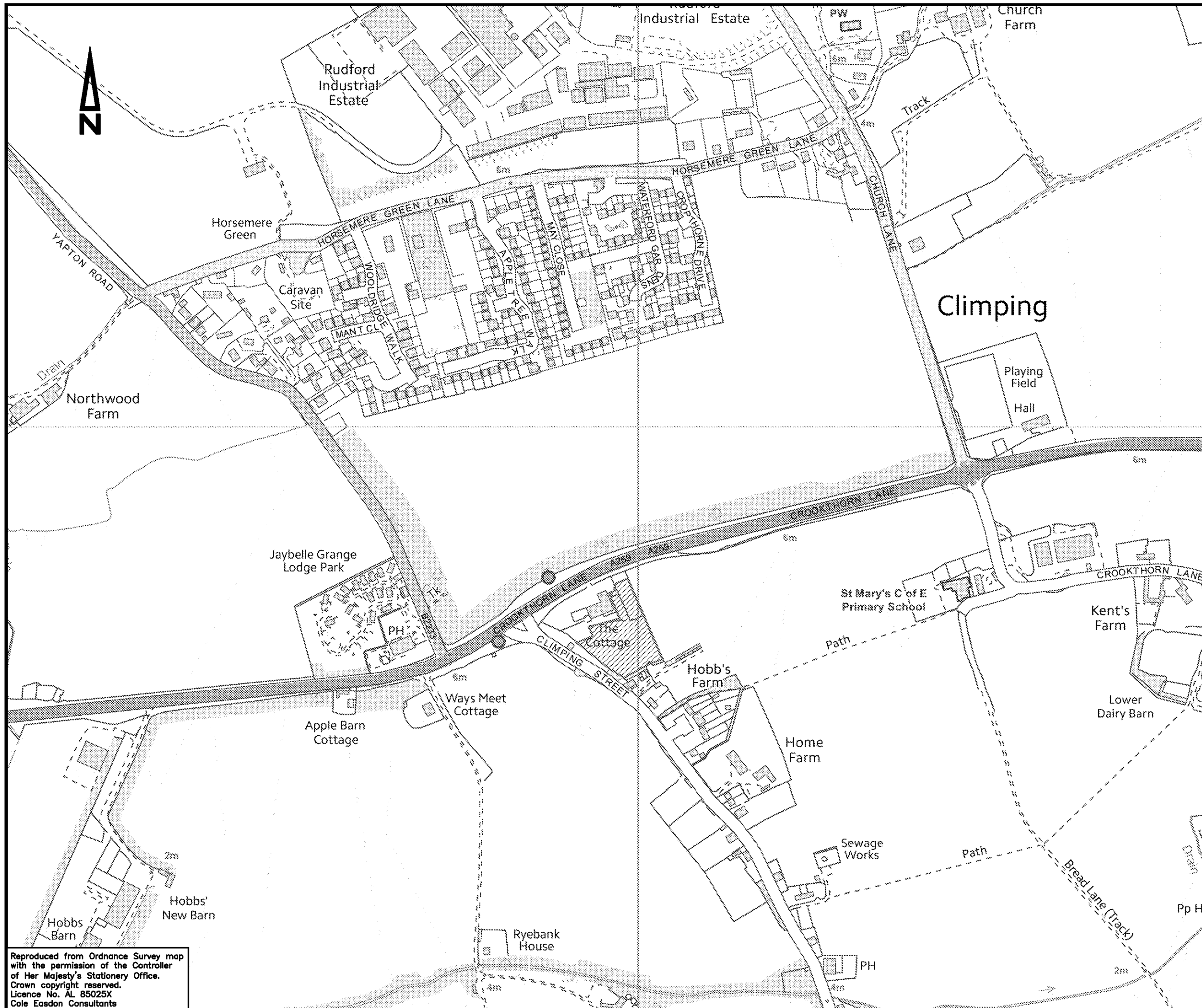
Action	Lead	Estimated Cost
Appoint a Travel Plan Coordinator – Local Authority to be provided with the contact details	Brackley	1 day per month at indicative salary £25k/ annum = approx. £100/ day - £1,200 / annum
Undertake a full Travel Survey of staff	TPC	Undertaken as part of TPC role
Analyse survey results and set specific <i>Travel Plan</i> targets and aims	TPC	Undertaken as part of TPC role
Investigate the possibility of ticket discount from local public transport operators or possible subsidy to employees.	TPC	Undertaken as part of TPC role
Public Transport information to be available on the development website for all staff (and visitors) to access.	TPC	£300
Publicise and promote cycling, walking and public transport use, provide cycle and bus route maps to all staff as part of Travel/ Induction Pack.	TPC	£500
Ensure Public Transport Information on Travel Plan notice board/ website is kept up-to-date. (To be done continuously)	TPC	Undertaken as part of TPC role
Undertake a Travel Survey of staff travel methods to the site to determine modal split. To be undertaken at the end of years 1, 3 and 5. Organise an ATC survey to establish the site's vehicular traffic generation.	TPC	Undertaken as part of TPC role
Analyse survey results and set revised <i>Travel Plan</i> target aims (if necessary).	TPC	Undertaken as part of TPC role
Review <i>Travel Plan</i> measures/ initiatives and revise as necessary. (To be undertaken annually)	TPC	Undertaken as part of TPC role
Review the incentives for encouraging staff to walk, cycle or use public transport. (To be undertaken annually)	TPC	Undertaken as part of TPC role
Produce Travel Plan Progress report at the end of Years 1, 3 and 5	TPC	Undertaken as part of TPC role

TPC = Travel Plan Co-ordinator

Cole Easdon Consultants Limited

May 2018

Appendix 1

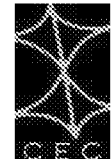


Key:

 Site Location

 Bus Stop

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**COLE EASDON
CONSULTANTS**

Client
Brackley Investments Ltd.

Job Title
**Proposed Care Home Development
Land to the Rear of Bairds Farm Shop
Crookthorn Lane
Climping
Littlehampton**

Drawing Title
Site Location Plan

FOR COMMENT	FOR PLANNING	FOR TENDER	FOR APPROVAL	FOR CONSTRUCTION	AS BUILT

Designed by: **BS** Drawn by: **BS** Checked by: **DH**

Date: **April 2018** Scale: **1:5000 (A3)**

Dwg No: **Plan 5522/201** Rev:

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Appendix 2

Appendix 3

Example Staff Travel Survey

This questionnaire is to be completed by all staff at

Name: Date:

Role/Position:

Normal hours of work (i.e. 9am-5pm):

1. Please indicate the distance you travel to work: (please tick accordingly)

Less than a mile		Between 1 – 2 miles	
Between 2 – 5 miles		More than 5 miles	

2. How do you usually get to and from work? (please tick accordingly)

Walk		Car Driver (on own)		Rail Transport	
Cycle		Car share (with other Staff)		Public Bus	
Motorcycle		Other (Please specify)		-----	

3. What other modes of transport would you realistically consider using to get to work? (please tick accordingly)

Walk		Car Driver (on own)		Rail Transport	
Cycle		Car share (with other Staff)		Public Bus	
Motorcycle		Other (Please specify)		-----	

4. If you usually travel as a car driver (on your own), would you consider car sharing with another member of staff?

Yes	
No	

5. If you usually travel as a car driver (on your own), what could be done to encourage you to travel by bus? Please include any incentives that your employer could potentially offer.

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6. If you usually travel as a car driver (on your own), what could be done to encourage you to walk and cycle to work? Please include any incentives that your employer could potentially offer.

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7. Are you aware of the existing bus services that pass close to the site?

Yes	
No	

8. Do any bus services run between the area that you live in and the site? Please list the bus service nos. if known

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9. The government's cycle to work scheme enables employees to purchase a bicycle through their employer via salary sacrifice in a tax efficient way. Is this something you would be interested in?

Yes	
No	

10. If your employer was to offer an interest-free loan specifically for the purchase of a public transport season ticket for commuting purposes, would this be of interest to you?

Yes	
No	

11. Please indicate what you consider to be a realistic distance to walk to work from home
(please tick accordingly)

Up to 1 mile		Between 1 – 2 miles	
Between 2 – 3 miles		More than 3 miles	

12. Please indicate what you consider to be a realistic distance to cycle to work from home
(please tick accordingly)

Up to 2 miles		Between 2 – 4 miles	
Between 4 – 6 miles		More than 6 miles	

Thank you for completing this questionnaire