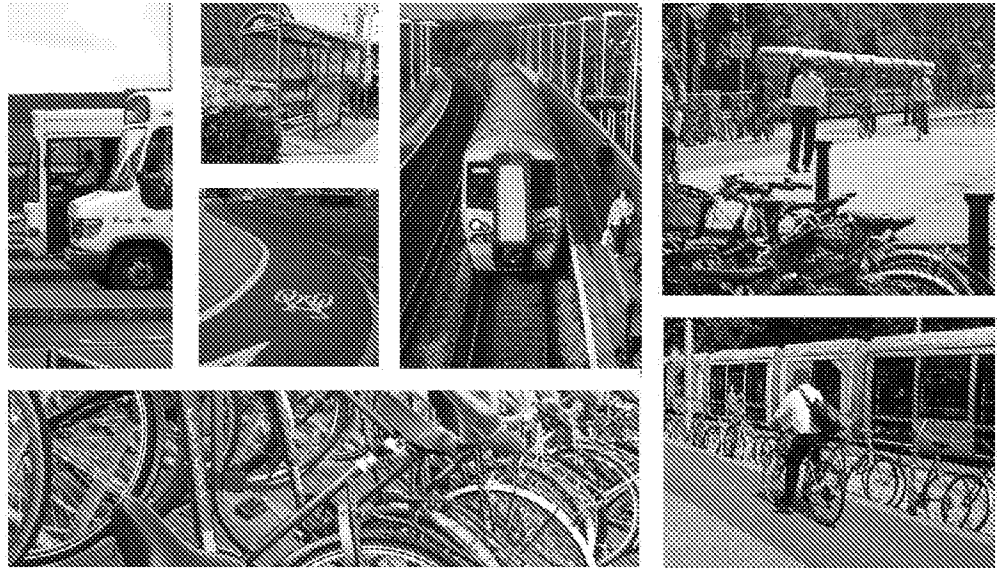




Windroos Nursery, Littlehampton

Full Residential Travel Plan



May 2016
Stuart Lyons (Haulage) Ltd

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ASSOCIATES
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DELIVERING SUSTAINABLE, TRANSPORT PLANNING AND ENGINEERING SOLUTIONS

**RESIDENTIAL DEVELOPMENT
WINDROOS NURSERY, LITTLEHAMPTON**

FULL RESIDENTIAL TRAVEL PLAN

CONTROLLED DOCUMENT

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RESIDENTIAL DEVELOPMENT WINDROOS NURSERY, LITTLEHAMPTON

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1.0 INTRODUCTION

- 1.1 This Full Residential Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Stuart Lyons (Haulage) Ltd in to support a Reserved Matters application for a residential development of 85 residential units, located north of Littlehampton.
- 1.2 Condition 12 associated with the outline planning consent (LU/229/10) states '*The development hereby approved, shall not be commenced until such time as a Travel Plan has been submitted to and approved in writing by the Local Planning Authority. The Travel Plan once approved shall thereafter be implemented and monitored as agreed. The Travel Plan shall be completed in accordance with the latest guidance and good practice documentation as published by the Department for Transport or as advised by the Highway Authority.*'
- 1.3 This Residential Travel Plan relates to the Reserved Matters application for 85 residential units.

Travel Plan Principles

- 1.4 A Travel Plan is a strategy for managing access to a development site, by meeting the travel needs of its users, reducing the impact of car travel, supporting a reduced need to travel and an increase in sustainable travel practices where appropriate and possible. The Travel Plan strategy supports access to a full range of local facilities and activities for future site-users, whilst encouraging good design principles and working with the local community.
- 1.5 A Travel Plan is an evolving process initiated by a front-loading exercise through site visits, the completion of this document and associated dialogue between its authors, the developer and West Sussex County Council (WSCC).

The Application Site

- 1.6 The application site is located on the northern edge of Littlehampton, along the A259 (Worthing Rd). Access is gained from Worthing Rd. The application site is identified within **Figure 1**, with the site layout included as **Appendix A**.



Figure 1: Application Site Location

Travel Plan Structure and Approach

1.7 The size and nature of the proposed development means that this TP would be required to be assessed by WSCC, with the TP's future progress monitored by an appointed Travel Plan Co-ordinator and reviewed by WSCC on an annual basis. This is in accordance with the development being over the 80 unit threshold, requiring a Full Travel Plan and set out by planning. The strategy to measure, implement and monitor this TP acknowledges this requirement as set out within this report.

1.8 The remainder of this TP is presented through the following structure:

Chapter 2 – Local Accessibility

Chapter 3 – Proposed Development

Chapter 4 - Indicative Baseline Travel Patterns, Monitoring and Targets

Chapter 5 - Travel Plan Strategy

Chapter 6 - Implementation

Chapter 7 – Conclusion

2.0 LOCAL ACCESSIBILITY

- 2.1 To help achieve the TP's objective and aims, an assessment of the local services and facilities has been undertaken. The full Accessibility Map is included as **Appendix B**.
- 2.2 The application site is located within a 20 minute walk or a 7 minute cycle from Littlehampton Town Centre (with bus and rail services located within this route). The development site is therefore presented with a good opportunity to support sustainable development with its close proximity to local amenities and pedestrian and cycle networks.

Walking and Cycling

- 2.3 The development site benefits from a good surrounding pedestrian network with continuous, well-lit and suitably wide footways available on both sides of the local carriageways for the route towards Littlehampton, supported by signalised pedestrian crossing points and zebra crossings located towards the village.
- 2.4 The development frontage is attractive with a 3.3m wide shared footway/cycleway demonstrated within **Photograph 1**. The development proposals could also result in the two existing accesses combining to a single access point, reducing the need for pedestrian and cyclists to give way.
- 2.5 Littlehampton Town Centre is well equipped with Supermarkets, pharmacies, banks, takeaways and various other shops. Part of the town centre is pedestrian only, proving the town is attractive for pedestrians. The town centre environment is demonstrated in **Photograph 2**.



Photograph 1: Development Site Frontage



Photograph 2: Littlehampton Pedestrianised Town Centre

- 2.6 The local area provides an attractive and accessible environment for cycling. As well as the more immediate shared footway/cycleway south of the site, local cycle travel is supported through an increasing network of dedicated off-road and on-road cycle routes, including access to National Cycle Network Route 2. The local cycle network is demonstrated within **Figure 2**.



Figure 2: Local Cycle Network (obtained from www.sustrans.org.uk)

- 2.7 The nearest cycle shop to the development site is Blazing Saddles (<http://teamblazingsaddles.weebly.com/>) located within 24 minute walk /8 minute cycle of the site, as demonstrated within the Accessibility Map in **Appendix B**.



Photograph 3: Blazing Saddles



Photograph 4: Wide pavements with cycling and walking signs

Bus

- 2.8 The development site benefits from good access to local bus stops and services, covered by 2 services from Stagecoach South.

2.9 The closest bus stop to the site is to the south east, adjacent to the cemetery, approximately 250m walk from the site. The Stagecoach 700 service operated from this stop serves destinations between Brighton and Southsea.

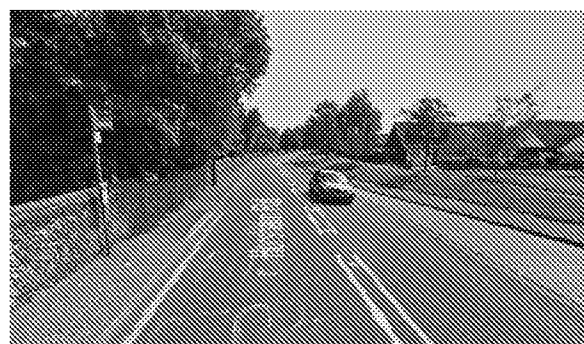
2.10 A second bus stop offering access to a further service is located 150m to the south of the above bus stop and is called Peregrine Road bus stop. At this stop Stagecoach route number 9 can be accessed. This route serves destinations between Lancing and Littlehampton. A summary of these bus services are summarised in **Table 1**.

Operator	Service No	Bus Stop	Route	Frequency
Stagecoach South	700	Littlehampton, Cemetery	Arundel – Littlehampton - Brighton	30 mins
Stagecoach South	9	Peregrine Road	Lancing – Worthing - Littlehampton	Hourly

Table 1: Local Bus Services



Photograph 5: Bus stop opposite cemetery



Photograph 6: Bus Stop adjacent to cemetery

2.11 In addition to the above services, there is a service run by Compass Travel (number 12) which runs between Wick and Rustington. This stop is located on Sea Road, a 30 minute walk / 10 minute cycle from the site.

2.12 There is also a National Express stop in Littlehampton which links Littlehampton to Bognor Regis, Brighton, and London Gatwick.

2.13 The above bus stops and services are located on the Accessibility Map in **Appendix B**, whilst full up to date timetables and network maps are available at www.travelinesoutheast.org.uk.

Rail

2.14 Littlehampton Railway Station is within a 25 minute walk / 7 minute cycle from the development site. Equipped with sheltered cycle storage, step-free access, automatic ticket machines, daytime (Monday-Sunday) staffing, customer help points and CCTV, Littlehampton is a well serviced, secure and attractive railway station maintained by Southern

Railways.



Photograph 7: Littlehampton Railway Station

- 2.15 Littlehampton Railway Station provides direct and frequent access to destinations including London, Worthing, Hove, Portsmouth & Southsea and Bognor Regis. Brighton and Southampton can also be accessed from Littlehampton by changing at Angmering Station. This station is identified within the Accessibility Map in **Appendix B**, whilst full details on service timings and station facilities are available at www.nationalrail.co.uk.
- 2.16 Angmering Railway Station, located 3.4km from the site serves routes to Brighton, Littlehampton, Worthing, London Victoria, Portsmouth Harbour and Southampton. Stagecoach South number 9 service links the site with Angmering Station, thus improving the accessibility of Angmering Station to site users.
- 2.17 Angmering Station is also a well-equipped station with secure cycle storage, step free access, automatic ticket machines, and staffed services at particular hours.

Car-Sharing

- 2.18 Being located in West Sussex, future users of the development site would benefit from free access to the national car-sharing database westsussexcarshare.liftshare.com. An example daily work commute by car from the development site to Chichester when shared with 1 other person would result in an annual saving of £844.37.

3.0 DEVELOPMENT PROPOSAL

Accommodation Schedule

- 3.1 The proposed development would consist of 85 units, 16% of which would be affordable housing. A summary of the accommodation schedule is provided within **Table 2** with a full site layout included as **Appendix A**.

	Units	Numbers
Private	2 Bedroom House	23
	3 Bedroom House	40
	4 Bedroom House	8
Affordable	2 Bedroom Flat	12
	2 Bedroom House	2
TOTAL		85

Table 2: Development Accommodation Schedule

- 3.2 West Sussex County Councils Parking Standards calculator identifies the need for 133 allocated spaces for residents and 38 unallocated spaces (to include visitor parking). Provision for at least 170 spaces will be provided by the developer.
- 3.3 Cycle parking provision will be provided in accordance with WSCC Parking Standards (September 2010 revision). 1 cycle space per 1-2 bedroom house and 3+ bedroom flat, 2 spaces per 3+ bedroom house and 0.5 spaces per 1/2 bedroom flats spaces is required with the storage being sheltered and secure. Therefore, a minimum of 127 cycle spaces in total will be provided.
- 3.4 The site will be served by a single vehicle/pedestrian access from the A259, taking the form of a ghost island right turn lane.

4.0 INDICATIVE BASELINE TRAVEL PATTERNS, MONITORING AND TARGETS

- 4.1 SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets are proposed to be met over a 7 year period from first occupation of the site and associated implementation of the TP.
- 4.2 A 7 year period is proposed to allow time for construction and for the development to reach full occupation as construction is likely to occur in phases. Years 1 and 2 will therefore act as preliminary years, however with increasing resident engagement as occupation percentage increases. This will ensure resident and TRICS surveys can be completed in adequate time.
- 4.3 It is anticipated Year 1 will begin at first occupation, with the third year (the start of the 5-year monitoring period) beginning at full occupation. This allows time for construction and occupation.
- 4.4 Full Travel Plans are required to include two predetermined targets, as determined by WSCC Development Travel Plan guidance. The first of the two targets will aim to reduce the number of vehicle trips generated over a 12 hour weekday period, over a 7-year target by 15%.
- 4.5 The second target for this TP will be to reduce the peak hour trip rate of a development to ensure there is no 'material impact' on the surrounding network.
- 4.6 The Framework TP also includes targets for using home deliveries and increasing linked trips. However, it is considered prudent for this TP to not include those additional 'indicative' targets at this stage, but instead would confirm such additional targets following completion of the travel survey and in liaison with WSCC's Travel Plan Officer (TPO).
- 4.7 To confirm the baseline travel patterns and therefore inform the targets to be agreed with WSCC, a travel questionnaire survey will begin at first occupation, continuing until end of year 2 as new residents move in. The recommended questionnaire template is included as **Appendix C**, although use of online survey tools such as 'Survey Monkey' could also be adopted. The following would support completion of an effective survey and a successful response rate:
- Promotion of the survey through door-knocking exercise, flyer-drop and newsletter
 - Offer of travel incentive for completion of survey (as detailed below)
- 4.8 Whilst not included as part of the original FTP, it is also recommended that an Automatic Traffic Count (ATC) survey is undertaken to complement the travel questionnaire survey exercise. In undertaking a 7-day ATC exercise, average peak hour and daily vehicle trip

levels will be confirmed, providing an opportunity to update the targets.

- 4.9 The baseline questionnaire survey and ATC survey should be undertaken within the same period, with results summarised within an Annual Review report to inform discussions with WSCC. The First Review Report should also include the following details:

✓	To include in First Review Report
	Travel Plan Coordinator details
	Actions undertaken over the past 12 months
	Observations (supported by photographs) of travel conditions on site and in surrounding area
	Updated accessibility map including bus service details, local facilities and useful contacts
	Examples of communication undertaken with residents and local travel operators over the past 12 months
	Confirmation of travel incentive take up
	Summary of questionnaire including template, dates undertaken, response rate, key findings and lessons learnt/recommendations for future surveys
	Summary of ATC results, date undertaken
	Confirmation of next annual Action Plan including any revised targets moving forward

Table 3: First Review Report Contents

- 4.10 The TP Review Report will be repeated each year until the end of the 7th year, on an annual basis. The Questionnaire and ATC exercises would be completed at the end of the 2nd year following the baseline exercise and the end of the 4th and 6th year following the baseline exercise to confirm the TP performance and target success.
- 4.11 TRICS SAM surveys will be completed on years 3, 5, and 7 to further assist monitoring the TP performance and success. The first TRICS SAM survey will occur in year 3 to allow for full occupation of the site. This has been advised by West Sussex County Council Development Travel Plan Policy and remains in accordance with WSCC scope of completing TRICS SAM surveys over a 5 year period.
- 4.12 In summary, the TP would maintain a target of a reduction by 15% for 12-hour period single occupancy vehicle trips over 7 years, with associated targets for specific travel modes to be set upon identifying current baseline trends. Travel patterns and vehicle trip levels will be monitored through completion of a resident travel questionnaire exercise and 7-day ATC survey.

Target	Objective	Indicator	Target	Measured by
TP1	Reduce single occupancy vehicles	% of single occupancy car trips	- 15%	ATC Questionnaire Survey Baseline – c. 2017 End of Year 5 – c. 2022 End of Year 7 – c. 2024
TP2	Increase the number of resident travelling by public transport	Number of residents primarily using bus regularly (also train)	+7.5%	
TP3	Increase the number of residents using active travel modes to and from the site	Number of residents primarily cycling regularly (also walking)	+7.5%	

Table 4: Travel Plan Targets

5.0 TRAVEL PLAN STRATEGY

- 5.1 The following section sets out those measures which should be explored and implemented by the Travel Plan Co-ordinator (TPC) as the TP begins to evolve. Whilst some measures are considered 'compulsory', as integral to the success of the TP, other measures may prove to become ineffective whilst new measures may be identified as the TP matures.
- 5.2 The strategy is summarised in an Action Plan including associated costs and monitoring schedule, with this Action Plan included as **Appendix D**.

Key Stages: Preliminary

- 5.3 In order to meet the key objectives of the TP, it is essential that a number of measures be implemented and completed where practical within 3 months of occupation. Within this 'preliminary period', the tasks to be completed are set out within **Table 5**.

	Action Target	Responsibility	Target Date
Preliminary Tasks	Completion of 'hard' infrastructure inc. pedestrian facilities, car parking and cycle storage facilities	Developer	Prior to first occupation
	Travel Plan Co-ordinator (TPC) to be appointed	Developer	3 months prior to 1 st occupation
	Relevant TP 'logo' and identity to be established	TPC	3 months prior to 1 st occupation
	Prepare TP action database for logging/recording: Action Plans, Household details, Household Personal Travel Planning, Assistance/Communication Local Key Players Contact Details.	TPC	3 months prior to 1st occupation
	Contact local forums including resident associations and active travel groups	TPC	Ongoing
	Site Visit and training to sales staff	TPC	At first occupation
	Complete Newsletter 1 as 'Travel Plan Welcome Pack'	TPC	At first occupation

Table 5: Preliminary TP Tasks

Key Stages: Five Years Following Full Occupation

- 5.4 The TP period would become fully active 3 months from first occupation and remain active for 7 years following that date. This period would develop towards the ultimate aim of resident adoption and integration of the development site with the local community.
- 5.5 During this time, the platform set at the preliminary stage would be expanded upon through implementing a variety of measures. Such measures would be determined by the TPC in dialogue with residents, local authorities and other key players. Recommended measures are provided subsequently.

Physical Infrastructure

- 5.6 This TP strategy of measures primarily focuses on those 'soft measures' outlined below. Whilst TPs should promote the implementation of both hard and soft measures for influencing travel behaviour, a number of hard infrastructure measures are proposed to support the development and wider network, as detailed further within the Transport

Assessment.

- 5.7 Cycle parking will be provided in accordance with standards. The responsibility of implementation will lie with the developers.

Modal Measures: Walking and Cycling

- 5.8 This TP has previously summarised the local walking and cycling networks and facilities which would be promoted to residents. Encouraging a familiarity with walking and cycling opportunities early on – including through local and national campaigns and events and local key players – whilst aiming to secure development discounts at local stores such as Blazing Saddles Ltd or The Complete Cycle Service Spokes which would maximise the potential for residents to habituate walking and cycling into their everyday travel practices. Potential measures for supporting local walking and cycling are set out within Table 6.

✓	Promotional Measures: Walking and Cycling
	Maintenance of local area walking/cycling route/duration map with residents, adding further information and photograph contributions from new residents
	Information on walking/cycling route maps with travel times to key destinations in Welcome Pack
	Promote use of site and local walking facilities (also see TP monitoring section)
	Co-ordinate a Bike Doctor event with Blazing Saddles Ltd or The Complete Cycle Service Spokes store/ Sustrans
	Publicise local cycle facilities such as Blazing Saddles Ltd or The Complete Cycle Service Spokes and negotiate special on-going development discounts for residents
	Co-operation and co-ordination with local, regional or national campaigns and events such as Walk to Work Week (www.livingstreets.org.uk) Bike Week (www.bikeweek.org.uk) Sustrans Big Cycle and Walk Challenge (www.getmeactive.org.uk) Information on WSCC website on walking/cycling schemes, news, routes, maps, clubs, events and training
	Publicise assistance of local CTC representative to address needs/assist residents in bike training etc
	Promotion of WSCC Cycling strategy
	Co-operate with local Walking Group and CTC representative for local events/groups etc

Table 6: Potential Walking and Cycling Promotional Measures

Modal Measures: Public Transport

- 5.9 Good access to the local bus network is a primary asset for this travel mode. Maximising resident use of Public Transport would be further supported through ensuring awareness of these facilities whilst highlighting costs and benefits in comparison to single occupancy vehicle use.
- 5.10 The attractiveness of bus service use would be further supported through tailored promotions and schemes resulting from dialogue with the Stagecoach South's Commercial Managers. Promotion of public transport could therefore occur through the measures set out within Table 7.

✓	Promotional Measures: Public Transport
	Maintain local Public Transport network/facilities maps, timetables and information with residents, adding further information and photograph contributions from new residents
	Keep abreast of bus service provision developments through dialogue with WSCC transport officer and Stagecoach South
	Prepare a comparison cost table for Public Transport and Single Car Travel
	Negotiate special development discounts and season ticket rates
	Maintain dialogue with local public transport service operators for service changes and promotions

Table 7: Potential Public Transport Measures

Modal Measures: Promote Car Sharing

- 5.11 Car sharing is a simple and effective way to quickly reduce the number of lone car trips, whilst bringing reductions in transport costs, congestion and pollution, and social benefits including increasing resident interaction and co-operation, it is likely to become a primary measure in supporting the TP's objectives for this site.
- 5.12 The free West Sussex Car Share website service, where users can find potential car-sharing partners, should be promoted by the TPC. Potential measures for supporting car-sharing are set out within Table 8.

✓	Promotional Measures: Car Sharing
	Promote benefits of car-sharing, including the westsussexcarshare.liftshare.com link, support residents in setting up forums eg. Via Facebook.
	Promote National Lift share week (www.liftshare.com/liftshareweek)

Table 8: Potential Car-Sharing Measures

Modal Measures: Home/Remote Working and Other Modes

- 5.13 Options for working from home, utilising technology to enable remote working in public locations such as cafes and on the train, and teleconferencing, are becoming an increasing feature in many workplaces.
- 5.14 All homes are likely to be equipped with broadband internet facilities to encourage activities such as working from home where appropriate. The TPC may also promote the benefits of working from home, including cutting out commuting time, enjoying flexible work patterns, spending more time with families, saving money, and being in a comfortable, relaxed and less stressful environment, within the welcome pack.
- 5.15 The government's new initiative which allows any employee (after 26 weeks service) to request for flexible working hours including working from home will benefit this TP, allowing more residents to work from home.
- 5.16 Whilst this residential TP could identify and co-operate with residents' respective workplace TPs' the TPC should also keep abreast of developments in new working practices whilst promoting the social, economic and environmental benefits of such 'smarter working'.

5.17 This TP has not identified specific targets for other travel modes such as motorcycle or taxi, or potential future alternative options such as Electric/Alternatively Fuelled Vehicles. However, should monitoring exercises and communication with residents and key players identify a strong interest in other travel modes, measures (and associated targets) should be considered and explored by the TPC through dialogue with the local key players such as operators and the WSCC's TPO. Potential measures for supporting home/remote working and potential other modes are set out within **Table 9**.

✓	Promotional Measures: Home/Remote Working and Other Modes
	Co-ordinate efforts with residents' Workplace TPs to promote home/remote working
	Consider and explore measures and targets for other travel modes if and when become relevant

Table 9: Potential Home/Remote Working and Other Modes

Local Area and Other Site Users

5.18 The TP should not evolve with the development in isolation to the local area and community. Maximising use and enjoyment of the local area is essential to providing an effective TP. Successful co-operation with and promotion of the local area, its various facilities and key players would lead to a wide range of related benefits including;

- Stronger sense of local community
- Greater presence of local pedestrian and cycle activity
- Greater understanding of the locale
- Business interest in supporting TP initiatives/measures
- Larger pool of people/players/groups to support local negotiations, campaigns etc
- Greater resource and voice to tackle local travel issues such as parking practices, bus service amendments and damaged facilities
- Greater understanding of local travel needs, trends and opportunities
- TP practices embedded locally and sustained beyond the TP formal life

5.19 The TP should promote the local area's facilities whilst actively engaging with local resident and community groups and local schools, associated conferences and local businesses such as Blazing Saddles or The Complete Cycle Service Spokes. Such local engagement could develop through the measures set out within **Table 10**.

5.20 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors and delivery vehicles travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect to visitors. This would be supported further by an increasingly accessible and attractive network through the internal site design, site location and transport infrastructure developments, helping encourage

visitors to consider travelling by other means than private vehicle.

5.21 Sustainable travel practices could also extend to site deliveries, where appropriate and possible, with the TP identifying opportunities for dialogue and promotion with the local area and available services such as online food shopping or other new initiatives as they develop.

✓	Promotional Measures: Local Area and Other Site Users
	Promotion of local area's key facilities and players through information/maps/photographs/details
	Co-operate with local businesses to establish opportunities for long term interest/investment in TP
	Work with Local Community Groups; attend meetings, share communication platforms
	Dialogue with local schools & residential developments, share TP initiatives, communication platforms and experiences
	Encourage residents promotion of sustainable travel options to visitors
	Promote and explore opportunities to co-ordinate deliveries

Table 10: Potential Engagement with Local Area and Other Site Users

Marketing and Communication

5.22 It is essential that a clear, recognisable and site-specific TP identity is established which all site users can quickly associate with its purpose, objectives and benefits. This would be achieved through a co-ordinated marketing and communication strategy (with the same logo used each time where possible), with use of relevant existing and new communication platforms as exemplified in Appendix E, including;

- Site sales information
- The Travel Welcome Pack
- The combination of hard newsletters and soft (email) newsletters
- An online TP information facility
- Use of other local communication platforms
- Use of local travel forums
- Access to travel planning social media
- Local flyer drops
- Travel Vouchers

Financial Incentives

5.23 A financial incentive would assist with generating interest in the aims of the Travel Plan and in establishing dialogue with local residents. One of the following incentives would be selected by each household (amount to be agreed with WSCC TPO), as funded by the developer and to be agreed with each operator:

- Voucher for cycle equipment/towards cycle purchase Blazing Saddles (+any agreed incentive from Cycle store)
- Voucher towards tickets for Stagecoach South
- Bikeability training for up to 4 member of the household (more details available at www.westsussex.gov.uk/cycling)

5.24 The offer of a financial incentive as a travel voucher is in line with WSCC Guidance for Travel Plans.

5.25 Administrative duties such as setting up, designing and coordinating vouchers and managing associated payments would be undertaken by the TPC on behalf of the developer. This arrangement provides a valuable opportunity to establish and continue dialogue with residents with regards to sustainable travel practices, with Stuart Lyons (Haulage) Ltd confirming their commitment to provide associated funds.

6.0 IMPLEMENTATION AND MONITORING

The Travel Plan Coordinator (TPC)

- 6.1 The TPC position would be part-time over the course of the TP, potentially operated by an external consultant, although its 'front-loading' nature requires a relatively time-intensive initial stage. The TPC is responsible for implementing and monitoring the TP through collaboration with the developer, whilst ensuring residents are involved, informed and represented at every stage.
- 6.2 More specifically, the role of the TPC requires:
- Overseeing the TP's development and implementation
 - Obtaining and maintaining commitment and support for the TP
 - Designing and implementing an effective marketing strategy and raising awareness
 - Staying informed on campaigns, promotions, services and facilities
 - Setting up, co-ordinating and/or attending steering group/resident association meetings
 - Acting as the point of call for all TP enquiries
 - Co-ordinating the monitoring programme for the TP including organisation, analysis and reporting of surveys.
 - Setting up and coordinating the travel vouchers.
- 6.3 On appointment contact details for the TPC will be provided to WSCC to ensure that clear dialogue is possible from first introduction of the TP and that the measures stated within this TP are being conducted in a satisfactory manner.

Marketing and Communication

- 6.4 Through co-ordination of TP documentation with wider resident information packs and subsequent local communication opportunities (e.g. through resident groups), a significant weight would be added to the marketing campaign for the TP.
- 6.5 The development sales staff would be briefed on what a Travel Plan is, its use and advantages to future residents, details of this TP and where more information can be found (i.e. the TP Welcome Pack and contact with the TPC). This would then allow each new resident to receive a brief explanation of the TP and raise awareness of the TP as they settle into their new homes and become familiar with the local area and its travel opportunities.
- 6.6 The Developer's marketing team and the TPC would develop a TP logo; an easily identifiable symbol synonymous with the TP. This would be used on all TP material and used within the co-ordinated marketing campaign and communication forms identified previously. An example is demonstrated within **Figure 3**.



Figure 3: Example Travel Plan Logo (Paul Basham Associates)

6.7 Where appropriate and available, the TPC should also consider developing an interactive online tool providing access to information related to accessibility and sustainable travel opportunities (an example can be viewed at www.pbatravelplan.com). Such an online tool, which would further complement and form a part of the PTP and monitoring exercises, could provide information on the following and in the longer term may be maintained and developed further voluntarily by residents.

- An introduction to the Travel Plan objectives and strategy
- Accessibility Map
- Online resident forum for sharing advice, tips and ideas promoting sustainable travel
- Link to walking, cycling and public transport timetables and journey planners
- Travel Plan Newsletters
- Travel Plan Survey Results
- Local Travel Plan Forum meeting minutes and updates
- Relevant sustainable travel news and advertisements (e.g. cycling promotions, bus timetable changes, website articles)

Enforcement and Monitoring Costs

6.8 To further ensure the TP is effectively implemented to a satisfactory level, WSCC charge £500 to audit each SAM survey, which includes discussion of any remedial action that may be required. Should the Travel Plan meet or exceed the biennial milestone target as is on track to achieve the 7 year target, the Travel Plan Coordinator may request a written advice only, without an audit meeting, and a 25% reduction of the appropriate fee could be agreed.

6.9 Should the annual progress review identify shortfalls in the TP's progress (with consideration to any unforeseen circumstances beyond the control of the TPC), the TPC would work with the TPO to identify possible areas for improvement and new measures and period in which such remedial actions should be complete. The evolution of the TP over the 7-year period

would highlight aspects that were successful and those having little impact, and therefore guide these remedial measures.

- 6.10 Should the TP targets fall short of meeting the 2 targets a second and final round of flexible vouchers worth up to £150 per dwelling could be issued, (as advised by WSCC guidance), although this should be considered against the achievements of the TP.

Community Embedding and Handover

- 6.11 Following the successful completion of the TP's 7-year strategy, the site should be operating in a more sustainable fashion with opportunities presented for the TP's principles and practices to become embedded in the development and local area. Local resident engagement and gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with the TPO as the TP progresses.

Overcoming Barriers to Success

- 6.12 A potential barrier to implementing a successful Travel Plan could be that the management of a TP is not satisfactory for the tasks required. The developer is aware of the requirement to commission a competent TPC provider and secure an appropriate level of funds to support implementation.

7.0 CONCLUSIONS

- 7.1 This Full Travel Plan (FTP) has been prepared by Paul Basham Associates on behalf of Stuart Lyons (Haulage) Ltd to support a reserved matters planning application for a residential development of up to 85 residential units, in north Littlehampton.
- 7.2 A Travel Plan is a strategy which supports National and Local policies, through managing access to a development site and supporting an increase in sustainable travel. It is an evolving process initiated by a front-loading exercise through the completion of this document and dialogue between its authors, WSCC and the applicant.
- 7.3 The TP's primary objective is to support sustainable development by reducing the impact of the development's travel demands, through raising awareness of and promoting more sustainable travel practices.
- 7.4 An indicative baseline travel modal split and targets have been established for the proposed development site, although all targets and measures would be reviewed and revised where necessary, and agreed with WSCC's TPO. The overall target of the TP is to create a 15% shift in modal choice away from private car towards more sustainable modes.
- 7.5 In order to meet the key objectives of this TP, a number of measures are proposed for implementation from an early stage and to be relevant to the varying local demographic. Such measures primarily focus on cycling (and walking) for shorter journeys and public transport for longer distance journeys, as well as local network building and communication.
- 7.6 A Travel Plan Co-ordinator (TPC) will be appointed to oversee the implementation of all aspects of the TP in co-ordination with local forums. The TPC will raise awareness and encourage changes in behaviour through effective communication strategies. The TPC will organise surveys and subsequently liaise with WSCC to ensure accurate baseline travel trends against which the TP targets are set. Survey results will be used to update and revise the content of the TP's Action Plan, to ensure it remains an active process, becomes an increasingly integrated into and adopted by the local community, and maximises available opportunities to increase levels of sustainable travel.



REVISION

1

14/07/16

K2/25



BOYLE+SUMMERS

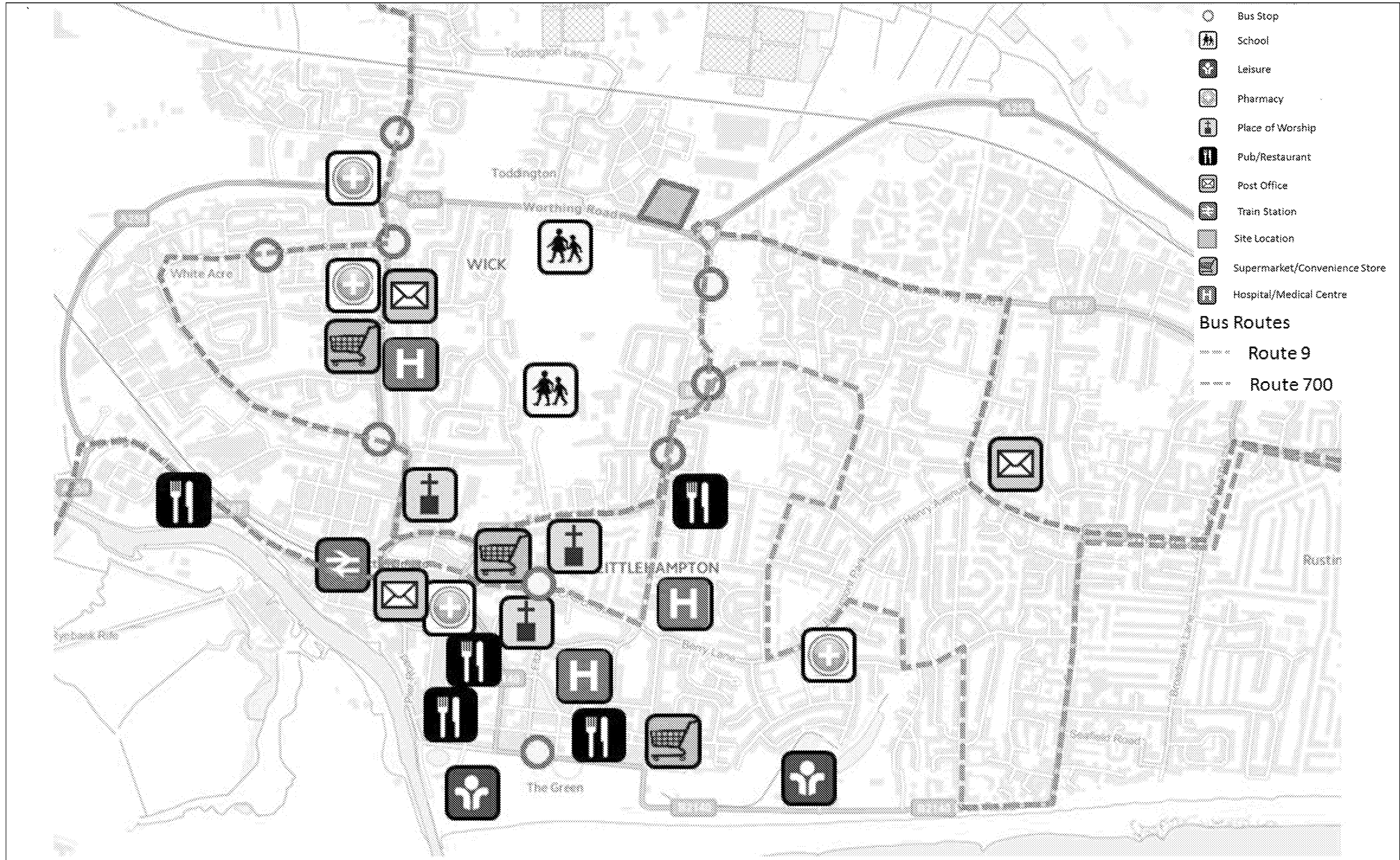
ARCHITECTS AND PLANNERS

OWNER	STUART AND MARCA LTD
PROJECT	WIMBOROUGH, LITTLEHAMPTON
TITLE	MASTER PLAN
NUMBER	15024 - P.10.DES
DATE	14/07/16
SCALE	1:500 @ A1
STATUS	PRELIMINARY
DESIGNER	SB / ES

www.boylesummers.co.uk

01203 2042 1410

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Project Number: 063.0001	Title: ACCESSIBILITY MAP	 paulbasham ASSOCIATES Paul Basham Associates Ltd Lancaster Court 8 Barnes Wallis Road Fareham Hampshire PO15 1TU T +44 (0) 1489 663 194 E info@paulbashamassociates.com W www.paulbashamassociates.com	Checked By: MS	Checked Date: 10.05.16	Scale: N/A
Project Name: Moorgreen Hospital, West End			Drawn By: JL	Drawn Date: 09.05.16	Drawing No: N/A

Thank you for taking the time to complete our annual travel survey. This will help us understand your travel needs. Please complete all sections!
Don't forget to fill out your details at the end!
You can send your completed survey too:

- ☐ **Post:** Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU
- ☐ Or you can fill this out via **Survey Monkey** on.....
- ☐ **Email:** travelplan@paulbashamassociates.com



Site Name Residents

Welcome to your new home at Resident Name! By completing this survey we are able to issue you your FREE travel gift mentioned in your Welcome Pack and newsletters. Please answer ALL questions, and fill out your details on the back page. Without this information we will be unable to process your travel gift. This survey will help us (your travel plan coordinators) understand a little more about your journeys and your local travel.

Section A: Your journeys

A1. For the past 5 WEEKDAYS please indicate (with a tick) your household's main mode of travel (where longest distance/journey time was covered) for your most frequent journey (e.g. commute to work).

	Day 1	Day 2	Day 3	Day 4	Day 5
Public Bus					
Private Bus					
Cycle					
Car Alone					
Car Share (passenger/ driver)					
Motorcycle/scooter					
Taxi					
Train					
Underground					
Walk					

Other, Please specify: _____

A2. Please indicate how frequently an alternative form of travel is used for the household's most frequent journey to that indicated in Question 1.

	Never	Very Rarely/ Sometimes	1-2 times every 1- 2 months	1 / Fortnight	1 / week	1-3 days/week	4-7 days per week
Public Bus							
Private Bus							
Cycle							
Car Alone							
Car Share (passenger/ driver)							
Motorcycle/scooter							
Taxi							
Train							
Underground							
Walk							

Other, Please specify: _____

A3. Your most frequent journey is for (please only tick one):

- ☐ Work/education
- ☐ Leisure/Retail
- ☐ Health

A4. Please paint a picture of your most frequent journey, from A to B

Start Postcode (A) _____

Time I leave start postcode (A) _____

End Postcode (A) _____

Time I leave end postcode(B) _____

Section B: Travel choices

B1. How many cars does your household own?

- ☐ 0
- ☐ 1
- ☐ 2
- ☐ 3+

B2. If you travel by car for your most frequent journey, why do you travel by car?

(Please tick all that are relevant)

1. ☐ Car essential to perform job
2. ☐ Reliability/quicker than alternatives
3. ☐ Health reason
4. ☐ Lack of alternative/Cost
5. ☐ Comfort/Personal Safety
6. ☐ Things to do on my way home
7. ☐ Other please specify

B3. Which of the above is the most important reason?
(Please enter the number associated to the reason e.g. 7)

Section C:

C1: Which of the following would encourage you to walk, cycle or travel by public transport (or more if you do travel by these already) (Please specify up to 3)

	Walking	Cycling	Public Transport
Discounts			
More information			
Improved Frequency/Reliability			
Increased safety measures			
Cycle storage/training			
Better facilities			
Improved Routes			
Nothing			
Other (please specify below)			

Other, Please specify: _____

Section D: FREE Travel gift

D1. Have you claimed your FREE travel gift? (X bus pass, £X Cycle shop voucher or £X rail voucher?)

- ☐ Yes (Please go to question D2)
☐ No (Please go to question D4)

D2. Which travel gift did you choose?

- ☐ X bus pass
☐ £X cycle shop voucher
☐ £X rail voucher

Please go to question D3.

D3. Please tell us how this Travel Gift has helped/would help your local travel practices. (Only answer this question if you answered 'YES' to question D1)

Please go to question E1

D4. What are your reasons for not claiming the travel gift?

- ☐ Did not know about it
☐ Time
☐ Not interested/Won't make a difference to me
☐ Seems complicated
☐ Other (please specify) _____

Please go to question D5.

D5. I would like to claim:

- ☐ X bus pass
☐ £X cycle shop voucher
☐ £X rail voucher
☐ I don't want one

Please go to question E1.

Section E: About you

E1. Do you receive our newsletters?

- ☐ Yes by post (please go to question E2)
☐ Yes by email (please go to question E2)
☐ No (please fill out the details below)

E2. Do you find the newsletters useful?

- ☐ Yes
☐ No

Please go to question E3.

E3. What else would you like to see in your newsletters? (please specify)

E4. Please comment on your local transport/travel experiences (good and bad)

Please fill in your details below:

Name: _____

Gender: Male/Female/Prefer not to say (please circle correct one)

House/Flat number: _____

Street Name: _____

Postcode: _____

Email Address: _____

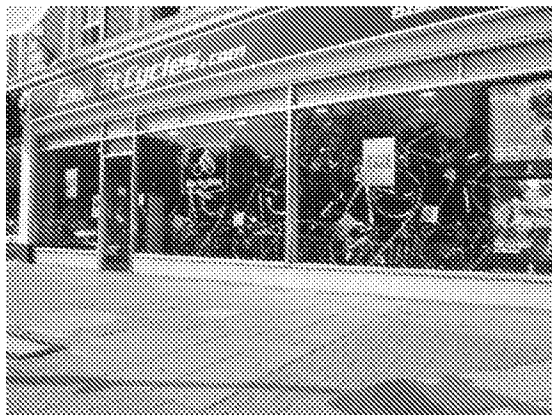
Date you moved in: _____

(DD/MM/YYYY)

Thank you

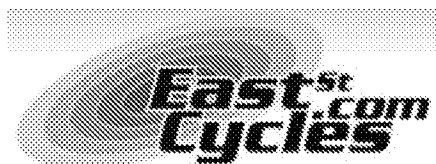
Year	Sex	Age	Age	Age
2011	Male	15	16	17
2012	Male	15	16	17
2013	Male	15	16	17
2014	Male	15	16	17
2015	Male	15	16	17
2016	Male	15	16	17
2017	Male	15	16	17
2018	Male	15	16	17
2019	Male	15	16	17
2020	Male	15	16	17
2021	Male	15	16	17
2022	Male	15	16	17
2023	Male	15	16	17
2024	Male	15	16	17
2025	Male	15	16	17
2026	Male	15	16	17
2027	Male	15	16	17
2028	Male	15	16	17
2029	Male	15	16	17
2030	Male	15	16	17
2031	Male	15	16	17
2032	Male	15	16	17
2033	Male	15	16	17
2034	Male	15	16	17
2035	Male	15	16	17
2036	Male	15	16	17
2037	Male	15	16	17
2038	Male	15	16	17
2039	Male	15	16	17
2040	Male	15	16	17
2041	Male	15	16	17
2042	Male	15	16	17
2043	Male	15	16	17
2044	Male	15	16	17
2045	Male	15	16	17
2046	Male	15	16	17
2047	Male	15	16	17
2048	Male	15	16	17
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2084	Male	15	16	17
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2095	Male	15	16	17
2096	Male	15	16	17
2097	Male	15	16	17
2098	Male	15	16	17
2099	Male	15	16	17
2100	Male	15	16	17
2101	Male	15	16	17
2102	Male	15	16	17
2103	Male	15	16	17
2104	Male	15	16	17
2105	Male	15	16	17
2106	Male	15	16	17
2107	Male	15	16	17

Have you claimed your 3 month Abellio Bus Pass or £200 voucher at East Street Cycles?



No? There is still time.

abellio



This Autumn has already seen higher than average temperatures and we are hoping our winter will follow suit. Why not use the voucher to purchase a new bike and start cycling more whilst the snow stays away?

Or beat the Christmas traffic jams and get the bus to your local shopping centre to finish off the Christmas shopping!!



Please note, this offer is only available to households that have not already claimed a travel voucher from us. For more details please email travelplan@paulbashamassociates.com or call us at **01489 668134**, leaving your name, number and address)

Position	Street	% of gifts claimed
1	Elm House	63%
1	Spring Close	63%
3	Mulberry Avenue	60%
4	Oak House	44%
5	Beech House	42%
6	Holywell Way	38%
6	Nares Close	38%
8	Longford Way	33%
8	Stone Well Road	33%
10	Alder House	25%

How's your street doing in the league?

We have ranked each street in Viva Stanwell in order of percentage of travel gifts claimed.

It is close at the top with Elm House and Spring Close in joint first, with Mulberry Avenue coming in a close third. However at the bottom of the table, Alder House have some catching up to do!! This could all change in the coming months!

Encourage your neighbours who haven't yet claimed and push your street up the leader board for bragging rights!

The new walking distance tube map

Have you seen Transport for London's (TfL) new tube map with walking distance?

<http://content.tfl.gov.uk/walking-tube-map.pdf>

With stations getting busier, especially with Christmas why not have a look and see if you could walk to the next station and avoid the people jam!!

Travel Tuesdays Pledge

Do your bit every Tuesday by making a pledge to travel sustainably i.e. Take the bus or cycle to work rather than driving. Share your Tuesday pledge with us, via facebook, email or twitter #traveltuesday #Stanwell

Try our travel related word search!

p	w	r	g	c	v	b	u	c	r	a	m	i	w	j	k
t	o	i	b	u	a	t	v	t	r	a	i	n	d	v	h
r	r	i	i	r	t	r	d	p	n	v	c	f	h	i	e
e	f	g	c	s	y	e	a	u	t	r	e	i	i	o	i
a	e	h	y	g	d	m	r	r	r	i	c	v	b	i	m
i	r	t	c	m	u	d	g	u	a	r	d	s	r	t	e
n	a	s	h	a	n	s	t	m	v	x	t	z	r	n	t
u	h	h	y	z	s	n	n	f	e	i	k	j	v	w	a
v	s	k	d	v	c	n	q	v	i	r	i	u	o	r	
n	r	s	m	i	h	s	p	c	g	d	r	r	o	n	i
x	a	d	e	o	k	i	i	n	a	o	n	v	m	f	y
y	c	b	t	d	o	h	u	k	m	i	c	f	u	x	n
d	t	i	q	h	d	w	s	e	b	i	c	y	c	i	e
y	d	o	i	c	e	s	n	d	u	b	t	s	d	f	u
g	s	p	x	n	h	t	s	c	i	i	g	t	a	v	t

See how many of the following words you can find:

Carshare
Bicycle
Mudguards
Travel

Helmet
Environment
Lights
Train

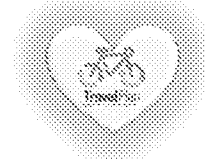
Your Travel Plan Voucher

SURNAME

Address: EXAMPLE

Reference Number: 041.0008.EG/CVAB/EXAMPLE

Expires: EG.EG.20EG



This Voucher entitles the above household address to goods and/or services to the value of £50 at XXXXX, Petersfield.

This Voucher is part of the Travel Plan which aims to support access to your local area and help make your travel more affordable, enjoyable and healthy.

How do I get to XXXXX Cycles?

1. Walking? A 7 minute cycle to xxxxx Cycle along Winchester Road
2. On your bike? See www.xxxxxcycles.co.uk to map the 9minute journey
3. Or contact your Travel Plan Coordinator for more help

Terms & Conditions: The voucher can be used for one transaction only, in part or in full, and to cover the whole or part of a purchase.

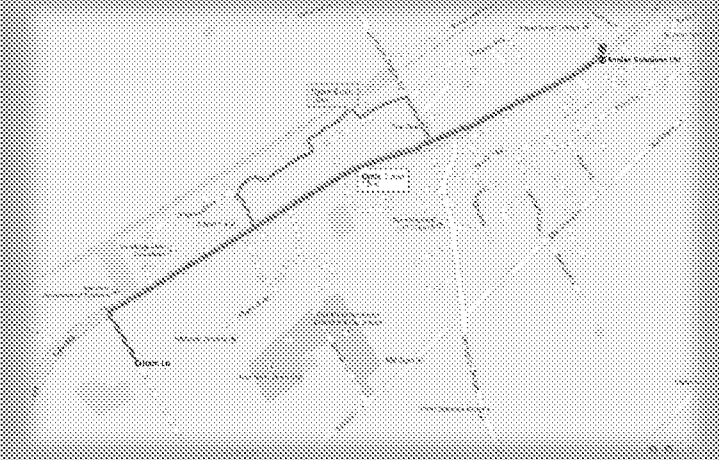
Proof of Address and I.D. must be provided at purchase. No change will be given for purchases under £50. The voucher can be used to cover costs for up to £50 towards any bicycle, equipment, and/or service provided by XXXXX Cycles. See Expiry Date.

 PBA Travel Planning
 @PBA Travel #TG8



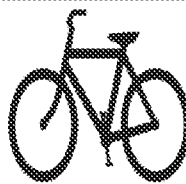
 **paulbasham**
ASSOCIATES

XXXXX Road, Petersfield, Hampshire, XXX XXXX
Opening hours: Monday – Saturday 9:00am – 5:30pm
Telephone: XXXXX XX XXXX



Contact your Travel Plan Coordinator for more information at:
www.pbatravel.blogspot.co.uk or travelplan@paulbashamassociates.com

Compass Point Travel Plan Welcome Pack



Welcome

This Welcome Pack aims to give you a taster of what a Travel Plan is and how it can benefit you!

A Travel Plan is a legal obligation required by developers to ensure their development (in this case Taylor Wimpey's Compass Point) is sustainable and as 'green' as possible.

Your **Travel Plan** is here to help you take steps towards a more sustainable future. A Travel Plan is a **FREE** initiative which does not always tell you to abandon the car but instead, helps you make the most of what's available for local travel.

Paul Basham Associates are working on behalf of Taylor Wimpey to help get the Compass Point Travel Plan moving, and we are here to assist you with all your travel related enquiries.

Our website (www.pbatravelplan.com) provides you with more detailed information on what a travel plan is, and information on your local area. This website will hold the most up to date information, and can be used as your travel information hot spot!

Claim your Travel Gift:

A First Commuter's Month Bus Pass
OR

A £50 voucher to spend at The Hub Cycleshop

See the back page for more info!



Ways to Travel around Compass Point, Southampton

Car Share

Going the same way?
Need a ride?

Car sharing is where two or more people, who currently make a similar journey independently in separate cars start travelling together.

You still benefit from the convenience of the car, whilst saving a bit of money and reducing pollution and congestion.

Visit hants.lifeshare.com to see who car shares in your local area, or contact your Travel Plan Coordinators to find out more.

Cycle Routes

On road or off road – around Southampton you can find a cycle route to meet your needs.

Compass point is well connected to the cycle network around Southampton with on and off road routes to the city centre, Southampton Central Railway and further afield.

National Cycle Route 2 (which links Dover to Cornwall) is also within a short distance of Compass Point. Now we don't expect you to cycle to Cornwall but you could try cycling to the train station or to the city centre instead of hopping in your car.

Check out: www.sustrans.org.uk/nan/map/route/route-2 to see the local routes in your area

Useful sites

In need of some information regarding your journeys?

Visit pbatravelplan.com to find out information about your site, including bus timetables, what's in your local area, and useful sites or alternatively, visit the following sites:

- sustrans.org.uk (for cycling information)
- myjourneysouthampton.com (to plan your journey using all mode of transport)

Travelling by bus

Bus stops can be located on the map opposite. These bus stops take you into Southampton City Centre and Southampton Central railway station.

Visit pbatravelplan.com for details on all bus routes in the area or visit bluestarbus.co.uk for Route Number 4 and, lincsgroup.com/ukbus/hampshire for Route Numbers 1 and 12

By rail

Southampton Central Railway is a 15 minute cycle, or bus routes 1, 4 and 12 in your area can take you there.

From the station you can you can get to the West (Bristol, Salisbury, Romsey and Bournemouth), the East (Portsmouth, Brighton and London) and the North (Birmingham and Manchester)

**Turn over to find
out how you can
claim a free bus
pass, or £50
towards a new bike
or accessories**

What does this all mean?

Newsletters

We will keep you up to date on local travel developments through biannual Newsletters. They will also let you know when **surveys** are taking place and remind you of the **opportunities** that you may be **missing out** on! Please help us stay as environmentally friendly as possible by providing us with your email address (via the survey). This way we can email you your newsletter, and give you direct links to useful sites.

Want to arrange your own **FREE** personal travel plan

Not sure of your cycle route to work or which bus to take? A personal travel plan is tailored to your needs. It's a **FREE** initiative that can help you look at sustainable travel choices.

Contact us to help you arrange your own **FREE** personal travel plan.

Look out for a travel event happening soon!

Travel Survey

Enclosed with this Welcome Pack is your Travel Survey. This survey helps us understand what travel information you want and can help us create your own **FREE** personal travel plans, so please complete and return to us as soon as possible.

Alternatively you can complete your survey online by following the link below. As soon as we have received your completed Travel Survey we can process your Travel Gift for you (<https://www.surveymonkey.com/h/COMPOINT>)

Claim your travel gift

To set you on your way in your new home, Taylor Wimpey are supporting a travel voucher for each household. If you haven't claimed a voucher yet, one of the following options is now available:



A Free First Southampton Monthly Ticket

OR



A £50 Cycle Voucher at The Hub Cycleworks Southampton (plus a 10% discount in store)

Please contact us (using the details on the reverse or on pbatravelplan.com) to claim your voucher.

(Please note, this offer is only available to households that have not already claimed a gift voucher from us. For more details please email travelplan@paulbahsamassociates.com or call us at 01489 668134, leaving your name, number and address)

Contact Us

Got a transport related issue?

Contact your Travel Plan Coordinators at:

Email: travelplan@paulbahsamassociates.com

Address: 8 Barnes Wallis Rd, Segensworth, Fareham, PO15 5TU

Telephone: 01489668134

Ask for Jon Huggett or Jessica Lloyd