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The Wick Site, Littlehampton
Travel Plan
Development Securities (Littlehampton) Ltd
October 2012

QM

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1 Introduction

1.1 INTRODUCTION

1.1.1 WSP has been commissioned by Development Securities (Littlehampton) Ltd and Berkshire Capital Investment Ltd to provide transportation and highways advice in support of proposals to redevelop the Wick site at Courtwick Lane, Littlehampton for the provision of A1 food retail and retained B1a office space. The site location is shown on Figure 1.

1.1.2 The proposals include the demolition of existing warehouses; the construction of a new 4,744m² GIA foodstore; and refurbishing an existing 3,437m² GIA of office space to provide 3,368m² GIA floorspace of offices within a multi-occupancy building.

1.1.3 A planning application (ref LU/271/11) was registered in September 2011 for the above proposals. This application was supported by a Transport Assessment, Chapter 7 of which included a Travel Plan Framework setting out a series of targets and measures which could be employed to encourage staff and customers to travel by sustainable modes, as opposed to the private car.

1.1.4 An addendum framework Travel Plan was produced in January 2012 in response to comments raised by West Sussex County Council's (WSCC) Travel Plan Officer.

1.1.5 This full travel plan has been completed to replace the framework travel plan that was produced in January 2012.

1.2 SITE DESCRIPTION

The location of the development site, in Wick in Littlehampton, is shown in relation to the surrounding area on Figure 1.1.

Figure 1.1 – Site Location



1.3 SUMMARY OF DEVELOPMENT PROPOSALS

1.3.1 It is proposed that the site be re developed to provide a total 4,744m² GIA foodstore (a Morrisons) and 3,368m² GIA floorspace of offices within a multi-occupancy building. The overall development content of the scheme is summarised in the development schedule shown in Table 1.1.

Table 1.1 Site Schedule

Land Use	Floorspace m2 (GIA)
A1 Foodstore	4,744
B1a Offices	3,368

TRAVEL PLAN OVERVIEW

1.3.2 A travel plan should establish a structured strategy with clear objectives and targets, supported by suitable policies and quality measures for implementation. Whilst the location of a development, its physical design and proximity to facilities and services create the conditions to make sustainable travel choices a natural option; communicating these opportunities to employees and occupiers is critical to the success of the travel plan.

1.3.3 A travel plan demonstrates a holistic approach by incorporating both the ‘hard’ engineering measures and the ‘soft’ marketing and management measures necessary to address the transport impacts arising from development.

1.3.4 The travel plan is essentially a ‘living document’ requiring monitoring, review and revision to ensure it remains relevant to the organisation and those using the site and provides continuous improvements for its duration. These aspirations and actions should be documented in a travel plan, the structure and content of which are dependant upon a range of factors including location, nature of development, the occupiers and the end users.

1.4 POLICY

NATIONAL

National Planning Policy Framework (March 2012)

1.4.1 Adopted on 27 March 2012, the National Planning Policy Framework (NPPF) seeks to reduce the complexity and improve the accessibility of the planning system, whilst protecting the environment and encouraging growth in a sustainable manner. It immediately replaces 44 national planning policy documents, with a one year transitional period provided for Local Planning Authorities in order to ensure that local policy is in accordance with NPPF.

1.4.2 This Travel Plan shows how the proposed development accords with Paragraph 29 of the NPPF which details transport as having:

1.1.1 “... an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives.”

1.4.3 Travel Plans are noted in Paragraph 36 of NPPF as an important mechanism to facilitate measures to increase sustainability.

‘Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009)

1.4.4 The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, to secure an effective policy framework, determine when a travel plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They also set out how travel plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process.

1.4.5 The document comprises technical guidelines and does not set out any new policy or legal requirements.

1.4.6 It recognises that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, minimise the impact of developments on the transport infrastructure and help to reduce CO₂.

1.4.7 Travel Plans are important for major new developments in order to:

- *support increased choice of travel modes;*
- *promote and achieve access by sustainable modes;*
- *respond to the growing concern about the environment, congestion, pollution and poverty of access;*
- *promote a partnership between the authority and the developer in creating and shaping ‘place’.*

1.4.8 The document also recognises “that it can be helpful to view a travel plan for a new development as a pyramid of measures and actions, which is constructed from the ground up, with each new layer building on the last all set within the context of the outcomes sought”.

The travel plan pyramid



1.4.9 The DfT's Travel Plan Pyramid, shown above, helps demonstrate how successful plans are built on the firm foundations of a good location and site design.

Additional hard and soft measures should be integrated into the design, marketing and occupation of the site. In addition, parking restraint is often crucial to the success of the plan in reducing car use.

Workplace Travel Plans

1.4.10 The DfT document identifies that workplace travel plans focus primarily on commuter travel and travel in the course of work, but can and should also include strategies to make visitor and freight travel more sustainable. These travel plans typically combine measures to support walking, cycling, public transport and car sharing, reinforced with promotion and incentives and the management of workplace parking. Workplace travel plans also include actions to reduce the need to travel – for example, policies to encourage home working and video conferencing.

1.4.11 Specialist workplace travel plans have been developed for health facilities which have to cater for the travel needs of large numbers patients and visitors besides the organisations' staff.

1.4.12 There is no specific format for a travel plan statement but it should set out:

- a) A clear commitment to actively encourage sustainable travel and provide suitable supporting physical measures; and
- b) Basic objectives and targets.

'Arun District Council - Supplementary Planning Guidance: Parking Standards (October 2000)

1.4.13 This Supplementary Planning Guidance complements Policy GEN12 of the Arun District Local Plan 2003, which relates to the provision of parking in new development. These standards represent the maximum provision for parking.

Table 1.2 Arun District Council Parking Standards

	Car Parking	Cycle Parking
Superstore (A1)	1 space per 10m ²	1 cycle space per 16 car parking spaces
Business Uses (B1a)	1 space per 20m ² 12 spaces plus 1 space per 25m ² over 240m ²	1 cycle space per 8 car parking spaces, subject to a minimum of 2 cycle spaces

1.5 STRUCTURE OF THE TRAVEL PLAN

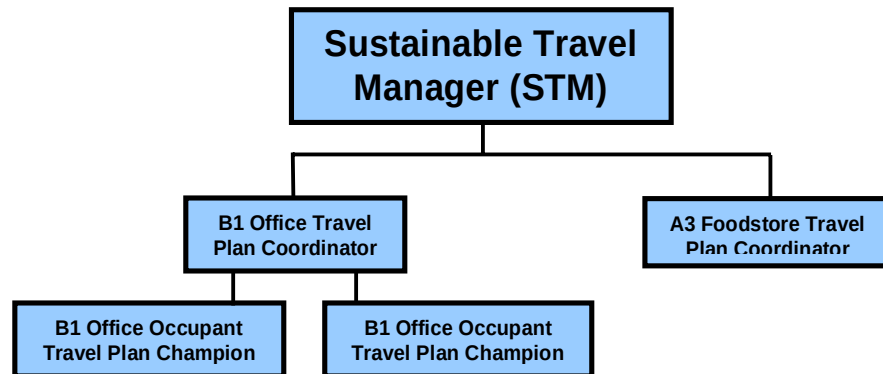
1.5.1 As the proposals comprise of different land uses, a full travel plan has been prepared in accordance with DfT's guidance.

1.5.2 The travel plan forms Stage D (Post-permission and pre-opening) of the travel plan development process and has therefore been drafted to incorporate the agreed measures secured through conditions and planning obligations detailed within the S106 agreement. Appropriate agreed measures will also be implemented prior to occupation, where stated.

1.5.3 The implementation of pre-occupation measures included within the travel plan will be the responsibility of the developer or an appointed consultant acting on their behalf. The Sustainable Travel Manager role will be fulfilled by an employee of the site

management company or an appointed consultant. In the long term, the responsibility for the Travel Plan may be passed to the site management company and funded from the service charge. The basic management structure for the implementation of a Site Wide Travel Plan is set out in Figure 1.3 below.

Figure 1.3 – Site-Wide Travel Plan Management Structure



1.5.4 The success of the travel plan will be regularly monitored, reviewed and revised in consultation with West Sussex County Council (WSCC) to ensure that the Travel Plan continually develops during its lifetime.

1.5.5 This travel plan has been prepared to reflect the travel plan structure within the DfT's Travel Plan Pyramid as follows:

- Section 2: Accessibility and Existing Conditions;
- Section 3 Objectives and Targets;
- Section 4: Travel Plan Strategy setting out the way in which the travel plan will be managed, administered and secured;
- Section 5: Travel Plan Measures – details the sustainable travel principles incorporating a range of 'hard' (engineering) and 'soft' (marketing and management) measures that will be implemented to reduce the proportion of single occupancy car driver trips; and
- Section 6: Monitoring and Review.

2 Accessibility and Existing Conditions

2.1.1 The site is well located in terms of its proximity to local employment, shopping, leisure and community facilities together with public transport services. All of the surrounding services and facilities can be accessed on foot or by an extensive network of cycle routes.

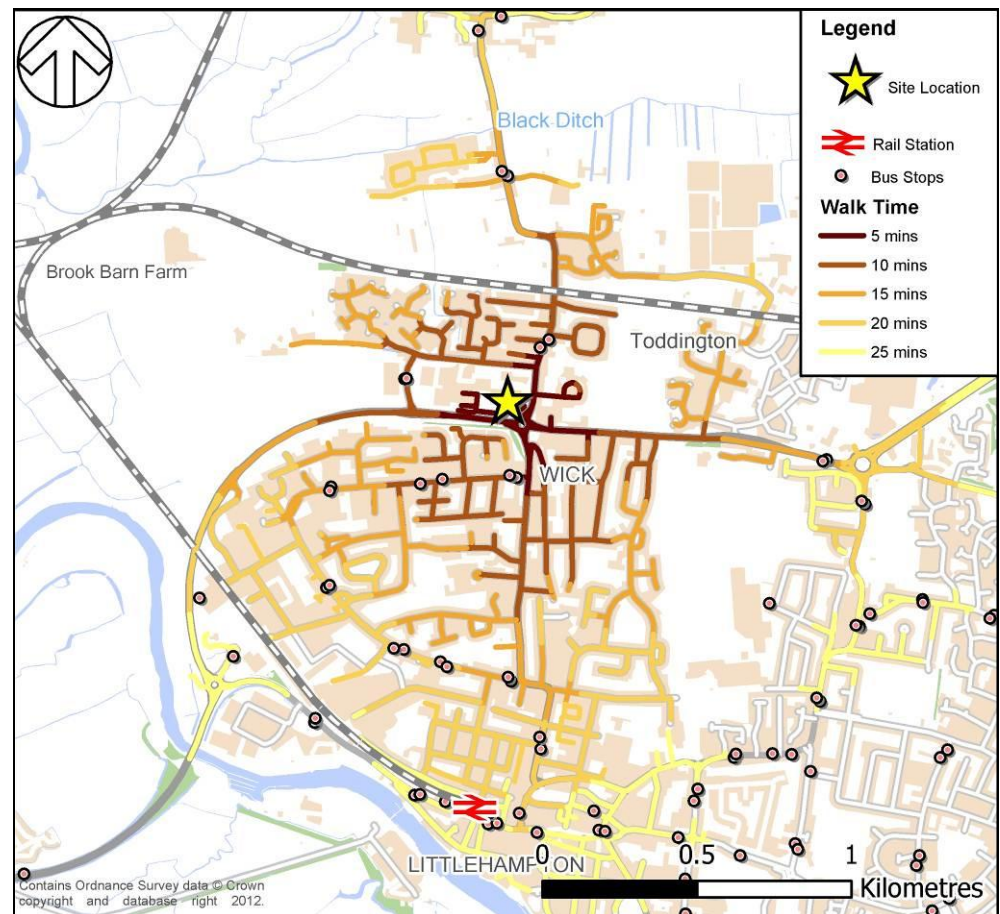
2.2 WALKING

2.2.1 The site benefits from good pedestrian accessibility with routes linking the site with areas to the north, south, east and west.

2.2.2 The pedestrian isochrones map displayed in Figure 2.1 illustrates the five, 10, 15, 20 and 25 (2km) minute walk catchment area from the development site, assuming a walk speed of 4.8km/hr. As noted in PPG13 paragraph 75, 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.

2.2.3 As Figure 2.1 illustrates, the site is well placed within Wick and is well placed to access public transport in the vicinity of the site.

Figure 2.1 Walk Isochrone Map



2.2.4 The most convenient bus stops to the site are located on Lyminster Road less than a minute walk from the site. Additional bus services are available at the stops on New Courtwick Lane; these are accessed via the public highway footway of Hawthorn Road.

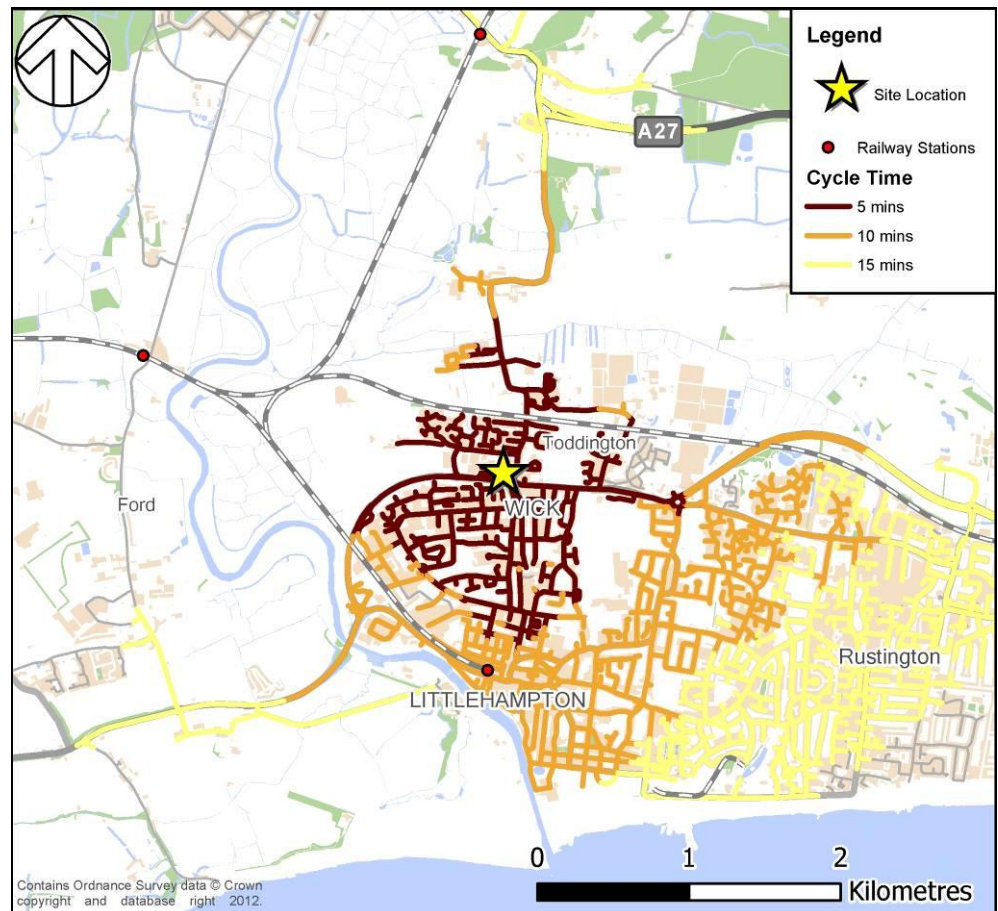
2.2.5 Littlehampton train station is accessible within a 20 minute walk from the site. There are two services an hour from this station to London Victoria (one stopping service and one semi-fast service), one to Portsmouth & Southsea and one to Bognor Regis.

2.3 CYCLING

2.3.1 As noted in the NPPF, cycling has the potential to substitute for short car trips, particularly those under 5 km, and to form part of a longer journey by public transport. At an average speed of 17 km/h, this relates to a journey time of approximately 20 minutes. Figure 2.2 illustrates the areas accessible within a 15 minute cycle from the site.

2.3.2 The 15 minute cycle isochrone covers most of the nearby areas including Wick, Littlehampton and Rustington. A number of rail stations are also accessible within this travel time.

Figure 2.2 Cycle Isochrones



2.4 TRAVEL BY PUBLIC TRANSPORT

2.4.1 National Rail, Underground and Bus services are all easily accessed from the site providing a wide range of destinations and interchange with other public transport services across the south.

Table 2.1 Bus Frequencies - Weekday

Service	Route	Start / End Time	Headway (Average)
700	Southsea - Chichester - Arundel - Worthing - Brighton	06.40 - 22.28	30
700	Brighton - Worthing - Arundel - Chichester - Southsea	05.51 - 20.38	30
T3	Littlehampton Tesco - Fontwell	Tuesday and Thursday Only: 13.40	1 bus a day
T3	Fontwell - Littlehampton Tesco	Tuesday and Thursday Only: 11.50	1 bus a day
602	St Philip Howard School - Rustington	15.56	1 bus a day
602	Rustington - St Philip Howard School	07.50	1 bus a day
12	Rustington Sainsbury's - Littlehampton Tesco	09.20 - 17.20	60
12	Littlehampton Tesco - Rustington Sainsbury's	08.45 - 17.45	60

Source: Operator Timetables

Table 2.2 Bus Frequencies - Saturday

Service	Route	Start / End Time	Headway (Average)
700	Southsea - Chichester - Arundel - Worthing - Brighton	06.50 - 22.28	30
700	Brighton - Worthing - Arundel - Chichester - Southsea	05.51 - 20.38	30
12	Rustington Sainsbury's - Littlehampton Tesco	09.20 - 17.20	60
12	Littlehampton Tesco - Rustington Sainsbury's	8.45 - 17.45	60

Source: Operator Timetables

2.4.2 It can be seen from Tables 2.1 and 2.2 above that the site is reasonably served by bus with at least circa three buses per hour in either direction. This is predominantly provided by bus service 700 which serves Littlehampton town centre and which is accessible to Littlehampton's residential areas, particularly to the south of the A259 corridor.

2.4.3 In addition the frequencies and journey times of trains from Littlehampton have been provided in Table 2.3 below.

Table 2.3 Train Frequencies and Journey Times

Location of stop/station	Public Transport Mode	Frequency per direction	Route
Littlehampton	National Rail	2 per hour	To London Victoria
Littlehampton	National Rail	1 per hour	To Portsmouth & Southsea
Littlehampton	National Rail	1 per hour	To Bognor Regis

3 Objectives and Targets

3.1 A1 FOODSTORE OBJECTIVES AND PRINCIPLES

The NPPF document states that travel plans “...*should have measurable outputs*” or targets against which the progress of the plan can be monitored.

3.1.1 The strategy for this travel plan therefore has the following general objectives:

- To establish sustainable travel principles for the foodstore;
- To minimise single occupancy vehicle trips;
- To support car free lifestyles; and
- To raise awareness of sustainable modes of transport available for employees travelling to and from the site.

FOODSTORE TARGETS

3.1.2 The foodstore component of the development encourages sustainable travel behaviour through its design and location with 274 car parking spaces provided. This number is lower than the Arun District Council maximum standards, permitting a total of 474 car parking spaces, car usage, will therefore be constrained.

3.1.3 To further support the objectives identified and to monitor the success of the Travel Plan in supporting car-free lifestyles as well its contribution toward influencing travel choice, appropriate targets that are Specific; Measurable; Achievable; Realistic; and Time-bound (SMART) will ultimately need to be agreed with officers at WSCC.

FOODSTORE CAR DRIVER TARGET

3.1.4 The most effective and appropriate target is a reduction in single occupancy vehicle trips. Once occupied and staff travel characteristics have been identified, detailed targets will be identified. This will include a target to reduce the proportion of 12-hour weekday car driver trips by 15% compared to ‘opening day’ levels.

3.1.5 Table 3.1 below provides an indicative comparison between the gross 12-hour car driver trips which would be expected at opening (based on the Transport Assessment) and those which should be achieved after five years as a result of the measures within the Travel Plan. It is of note that these figures are based on the forecast trips and would be adjusted to reflect observed trips once the foodstore is opened and survey data is available.

Table 3.1 Indicative Target Reduction in 12-hour Foodstore Gross Car Driver Trips (total vehicles)

Year	Arrivals	Departures	Two-Way
Opening Year	3,143	2,977	6,120
+5 Years	2,672	2,530	5,202
Difference	-471	-447	918

3.2 B1 OFFICE OBJECTIVES AND PRINCIPLES

3.2.1 As for the foodstore element of the development the strategy for this travel plan has the following general objectives:

- To establish sustainable travel principles for the office;

- To minimise single occupancy vehicle trips;
- To support car free lifestyles; and
- To raise awareness of sustainable modes of transport available for employees travelling to and from the site.

OFFICE TARGETS

3.2.2 The office component of the development encourages sustainable travel behaviour through its design and location with 92 car parking spaces provided. A total of 146 car parking spaces would be permitted in accordance with Arun District Council standards, this level of car parking restricts car ownership, and consequently car usage, will therefore be constrained.

3.2.3 To further support the objectives identified and to monitor the success of the Travel Plan in supporting car-free lifestyles as well its contribution toward influencing travel choice, appropriate targets that are Specific; Measurable; Achievable; Realistic; and Time-bound (SMART) will ultimately need to be agreed with officers at WSCC.

OFFICE CAR DRIVER TARGET

3.2.4 The most effective and appropriate target is a reduction in single occupancy vehicle trips. Once occupied and staff travel characteristics have been identified, detailed targets will be identified. This will include a target to reduce the proportion of 12-hour weekday car driver trips by 15% compared to 'opening day' levels.

3.2.5 Table 3.2 below provides an indicative comparison between the gross 12-hour car driver trips which would be expected at opening (based on the Transport Assessment) and those which should be achieved after five years as a result of the measures within the Travel Plan. It is of note that these figures are based on the forecast trips and would be adjusted to reflect observed trips once the office is occupied and survey data is available.

Table 3.2 Indicative Target Reduction in 12-hour Office Gross Car Driver Trips (total vehicles)

Year	Arrivals	Departures	Two-Way
Opening Year	277	258	535
+5 Years	235	219	455
Difference	42	39	80

4 Travel Plan Strategy

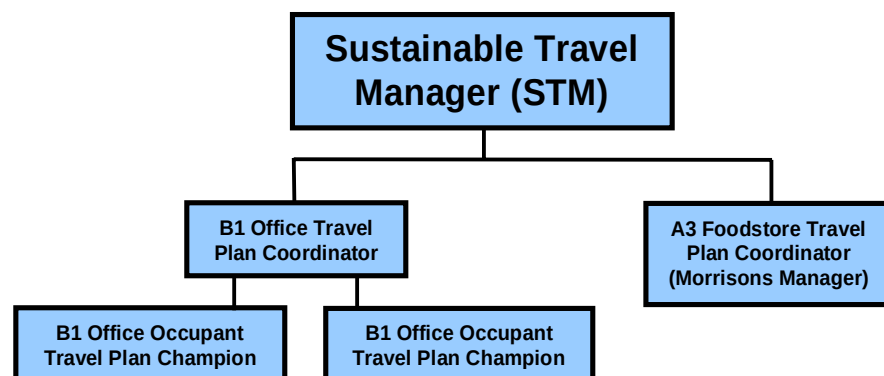
4.1 MANAGEMENT

Sustainable Travel Manager

4.1.1 A Sustainable Travel Manager (STM) will be appointed to take responsibility for the development and management of the plan, and ensuring its delivery. The Sustainable Travel Manager role for the site will be fulfilled by an appointed consultant or the site management company. It will be the responsibility of the developer to ensure that a Sustainable Travel Manager is appointed prior to the first occupation of the site. The roles and responsibilities of the Sustainable Travel Manager are set out below:

- Ensuring the structures for the ongoing management of the plan are set up and running effectively;
- Liaising with public transport operators and other service providers such as car club operators;
- Overseeing the monitoring and reporting of the travel plan including liaising with the Local Authority where appropriate;
- Overseeing and monitoring the regular surveys and questionnaires, which will inform the ongoing development of the plan;
- Monitoring and where necessary revising travel plan targets; and
- Administration of the travel plan, involving the maintenance of necessary systems, data and paperwork, consultation and promotion. These duties are permanent for the duration of the plan.

Figure 4.1 –Travel Plan Management Structure



Travel Plan Co-ordinators

4.1.2 To ensure that there is site wide adoption of the travel plan the STM will be assisted in delivering the measures by Travel Plan Co-ordinators (TPCs). The STM will facilitate the appointment of TPC's for each land-use and with them will jointly promote the travel plan with the foodstore and office occupiers. For the foodstore the TPC role will be carried out by the manager of the foodstore.

4.1.3 A nominated employee of the foodstore and office will act in the role of TPC and support the STM. The TPC role is not considered to be a full time job, and could be undertaken by employees of the tenant companies.

4.1.4 The TPC role will involve:

- Giving a 'human face' to the Travel Plan – explaining its purpose and the opportunities on offer. This may include offering personalised journey planning advice;
- Obtaining and maintaining commitment and support from staff;
- Implementing any measures which are specific to that occupier;
- Liaising with parties within the organisation (e.g. different departments) and the STM;
- Giving advice and information on transport-related subjects to staff and visitors;
- On-site coordination of data collection for the plan;
- Helping establish and promote the individual measures in the plan; and
- Providing on-site support to the STM, as required.

Travel Plan Champions

4.1.5 It is understood that the office floorspace on the site will be offered as multiple leases. As such, it is expected that a number of different tenants will occupy the site.

4.1.6 This Travel Plan has been designed such that it can be used by any tenant. Individual tenants would not be expected to produce and implement their own individual Workplace Travel Plans.

4.1.7 However, each tenant will be required to produce a Travel Plan Statement setting out how it will contribute to achieving the targets and aspirations of the overall Office Travel Plan.

4.1.8 In addition, each tenant will be required to identify a Travel Plan 'Champion'. The Travel Plan Champion will be responsible for, inter alia:

- Obtaining and maintaining commitment and support from staff;
- Designing and implementing effective marketing material and raising awareness;
- Publicising existing travel planning facilities and sustainable travel initiatives such as:
 - WSCC Cycle Journey Planner
 - Transport Direct;
 - National Rail Enquiries;
 - National Bike Week; and
 - National Liftshare Week.
 - Acting as a point of contact for all staff requiring information;
 - Provide basic personal travel planning information to staff;
 - Coordinating the necessary data collection exercises in accordance with TRICS SAM as discussed below; and
 - Providing progress updates to key external stakeholders including WSCC.

4.2 MARKETING STRATEGY

4.2.1 It is recognised that a marketing and communication strategy is key to the success of the Travel plan. The marketing strategy will aim to raise awareness of the key services and facilities implemented as part of the travel plan and disseminate travel information and notification of events and facilities provided. Full details of the marketing strategy for the development are contained within the individual measures chapters for each Travel Plan. The marketing activities to be undertaken include:

- Provision of links to relevant journey planning information and timetable for public transport services on WSCC's website will be provided within promotional material distributed to employees at working within the new foodstore and office accommodation;
- Notification of sustainable travel events and incentives, such as Bike-to-Work Days will be communicated to employees via email and on notice boards.
- It is recognised that the site may also generate other types of trips from the wider surrounding area such as visitor trips. Although it is not practicable to provide information to or survey these groups using same method, all available opportunities will be pursued to ensure that their exposure to material which can influence their choice of mode is maximised, such sending out travel information prior to a meeting at the office accommodation.

4.3 SECURING THE TRAVEL PLAN AND FUNDING

4.3.1 The provision of an approved Travel Plan and the implementation of measures will be secured through its incorporation into the S106 agreement for the development. The specification of targets will be reserved for agreement with the local planning authority within 1 month of the initial baseline travel survey has been undertaken, i.e. within 3 months of occupation for the foodstore and once 75% of the floorspace is occupied for the office.

4.3.2 All measures implemented prior to the development being occupied will be funded by the developer, including the appointment of the Sustainable Travel Manager and Coordinators and the production of a marketing material. The developer will also fund the initial baseline travel survey undertaken within 3 months of occupation for the foodstore and once 75% of the floorspace is occupied for the office.

4.3.3 Funding for the monitoring and management of the travel plan will be provided by the developer.

5 Travel Plan Measures

5.1 INTRODUCTION

5.1.1 This section outlines the foodstore/office workplace measures which will be implemented within the development site in order to achieve the objectives identified within section 3. Many of these measures are duplicated and comprise:

- 'Hard' engineering measures incorporated into the design of the development;
- 'Key services and facilities' secured through the Section 106 agreement; and
- 'Soft' marketing and management measures which will be implemented as part of the development proposals to ensure that sustainable travel behaviour is maximised.

5.1.2 The travel plan measures included within the development proposals will aim to ensure that sustainable travel behaviour is maximised.

5.2 FOODSTORE WORKPLACE TRAVEL PLAN MEASURES

'HARD' MEASURES - SITE DESIGN

5.2.1 It should be recognised that many physical aspects of the design of new development will influence travel patterns from the outset, and can reduce dependence upon the private car. The hard engineering measures incorporated into the design of the proposed development are set out below. It should be noted that appropriate hard engineering measures will be provided prior to occupation of the development and will be funded by the developer.

Permeability

5.2.2 The pedestrian environment within the site would be of high quality with the provision of attractive private and publicly accessible open spaces, well-maintained, lit, signed and the use of quality materials.

5.2.3 The relationship of the site and its proximity to local shops, services and public transport facilities will provide the opportunity for employees to meet most of their daily needs on foot or bicycle (with interchange at public transport hubs), therefore reducing dependence upon the private car.

Car Parking

5.2.4 A total of 274 car parking spaces will be provided for the foodstore element of the development.

5.2.5 This number is lower than the Arun District Council maximum standards, permitting a total of 474 car parking spaces. This level of parking demonstrates a commitment to reducing dependence on car as a mode of transport and will help realise the targets set forth in Chapter 3.

Cycle Parking

5.2.6 A minimum of 20 secure and cycle parking spaces will be provided for the foodstore uses within the site.

5.2.7 Shower and changing room facilities will also be provided on site in order to encourage people to cycle to work.

KEY SERVICES AND FACILITIES

5.2.8 A number of key services and facilities to compliment the location and physical design of the development will also be implemented to further encourage the use of sustainable transport modes. Details of each of the proposed key services are set out in turn below:

Setup a car sharing scheme

The use of car sharing schemes is prominent throughout public and private sector organisations. A car sharing scheme could include the use of an intranet / intranet based pairing system enabling employees to identify colleagues with whom they could either share single or regular journeys. A car sharing scheme is already provided by WSCC and this will also be promoted.

Cycle to Work Scheme

Morrisons are currently examining the practicalities of setting up a companywide cycle to work scheme to enable staff to access a tax exempt loan for the purchase of bicycles and safety equipment, as is explained at:

www.dft.gov.uk/pgr/sustainable/cycling/cycletoworkschemeimplementat5732

Cycle to Work Week

5.2.9 A cycle to work week will be organised by the STM with assistance provided from the TPC's. The cycle to work week will be focused towards promoting cycling to tenant's employees. The event will be held within 6 months of the foodstore opening; and annually thereafter for a minimum period of 5 years. The event will be co-ordinated with the National Bike Week, where timescales permit.

Sustainable Delivery Initiatives

5.2.10 Sustainable delivery initiatives will also be pursued where practicable. Such initiatives could include the synchronisation of deliveries from common suppliers (i.e. for paper and stationary supplies) between tenants of the site (both foodstore and office land uses); therefore reducing both the number of deliveries to the site whilst simultaneously reducing the economic and environmental costs associated with Light Goods Vehicle (LGV) and Heavy Goods Vehicle (HGV) deliveries. This initiative rests with the individual businesses on the site but can be encouraged and coordinated by the STM.

'SOFT' MEASURES - MARKETING AND PROMOTION

Induction

5.2.11 All employees will be made aware of the Travel Plan by the on-site management and within the Welcome Pack. The TPC's will be available to explain the travel opportunities available to and from the site and the key services and facilities provided as part of the plan, in further detail.

Foodstore Travel Leaflets

5.2.12 Travel Leaflets will be made available to both visitors to, and employees of, the foodstore. The leaflets will be produced by the STM and funded by the developer.

5.2.13 A key role of the travel leaflet will also be to raise awareness of the sustainable travel initiatives being implemented through the travel plan including:

- **Encourage walking and cycling** – The operators of the foodstore will encourage walking and cycling amongst staff by distributing walk and cycle route maps to staff and displaying them in communal areas. Staff could also be encouraged to provide feedback on the local pedestrian and cycle environment such that any issues can be raised with the relevant authority. The cost savings of walking, cycling, motorcycling, and public transport compared to car travel (including any parking costs) will be promoted to employees as well as the health and environmental benefits. Examples of journeys to the site from popular locations will be included in staff travel/welcome packs;
- **Promotion of walking and cycling events:** Events such as Bike Week, Travelwise Week, Car Free Day, Liftshare Week, Walk to School Week will be promoted within the Travel Pack and by the TPC and Travel Plan Champions.
- **Promotion of cycle discounts:** All sites that have produced a Travel Plan are entitled to discounts on cycle equipment in West Sussex.
- **Promotion of key services and facilities:** Full details of the key services and facilities provided by the travel plan will be included within the Travel Pack.
- **Promotion of Car Clubs:** Details of existing car sharing websites such as www.carplus.org.uk, www.liftshare.com and WSCC's own car sharing scheme;

5.2.14 The commercial travel leaflet will also invite those persons wishing to raise specific transport-related matters to discuss them with the appropriate TPC for consideration. The TPC will also be able to provide personalised travel planning advice to employees if required.

5.2.15 A copy of the commercial travel leaflet will be available from each of the travel plan co-ordinators on-site.

5.2.16 A number of further 'ready-made' measures could also be utilised. These include, inter alia:

- Employee discounts at cycle retailers (the closest of which is in Worthing) which have already been negotiated by WSCC;
- Use of sustainable travel posters which have been produced by WSCC to encourage people to switch from private car use to more sustainable modes of travel; and

-
- Purchase of Pindar Creative's Travel Plan Mapping Solutions which include multi-modal travel maps, interactive documents and notice boards which have already been commissioned by WSCC.

5.2.17 Encouraging a Bicycle User Group (BUG) to ensure the needs of cyclists within the development are addressed, and to provide a further mechanism for the delivery of local improvements for cyclists.

Employee Notice Boards

5.2.18 Employee notice boards providing travel and community information to employees and visitors of the site will be placed in prominent locations.

5.2.19 Maps of the immediate local area will be displayed on the communal notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the Travel Plan Coordinators.

Personalised Journey Planning

5.2.20 The TPC will provide employees with personalised travel planning advice. This service will be promoted through the following channels:

- Travel Pack;
- Travel Plan Events
- Employees notice boards.

5.2.21 The TPC will arrange an annual Travel Plan surgery at the site, unless otherwise agreed in writing with WSCC, where they will be available for a day for employees to book appointments or drop by and visit to discuss the Travel Plan and their personal travel planning needs thereafter the TPC will be available to contact via email or telephone.

5.2.22 The TPC will take a proactive role in engaging with employees through setting up Travel Plan induction meetings.

5.2.23 The TPC will arrange an annual Travel Plan surgery at the site, unless otherwise agreed in writing with WSCC, where he will be available for a day for occupiers to book appointments or drop by and visit to discuss the Travel Plan and their personal travel planning needs thereafter the TPC will be available to contact via email or telephone.

Facilities for Mobility Impaired Persons

5.2.24 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility impaired persons working within the site.

5.3 OFFICE WORKPLACE TRAVEL PLAN MEASURES

5.3.1 As both the foodstore and office floorspaces refer to a workplace travel plan the majority of measures are suited to both and as such have been included in both (with some minor changes).

5.3.2 The application of the travel plans will differ according to land use with the need for a Travel Plan Champion for the various office occupiers.

'HARD' MEASURES - SITE DESIGN

Car Parking

5.3.3 A total of 92 car parking spaces will be provided for the office element of the development.

5.3.4 This number is lower than the Arun District Council maximum standards, permitting a total of 146 car parking spaces. This level of parking demonstrates a commitment to reducing dependence on car as a mode of transport and will help realise the targets set forth in Chapter 3.

Cycle Parking

5.3.5 A minimum of 14 secure and cycle parking spaces will be provided for the staff of the office uses within the site.

5.3.6 Shower and changing room facilities will also be provided on site in order to encourage people to cycle to work.

KEY SERVICES AND FACILITIES

Setup a car sharing scheme

The use of car sharing schemes is prominent throughout public and private sector organisations. A car sharing scheme could include the use of an intranet / intranet based pairing system enabling employees to identify colleagues with whom they could either share single or regular journeys. This may or may not be appropriate depending on the type, size and mix of tenant organisations. A car sharing scheme is already provided by WSCC and this will also be promoted.

Cycle to Work Scheme

5.3.7 The national Cycle to Work Scheme enabling employees who wish to cycle to work to purchase a bike on a tax free basis will be promoted to all employees. Details of the scheme and sources of further information will be included within the commercial travel leaflet that will be distributed to each of the employees upon occupation. All occupiers of the office space will be encouraged to sign up to the scheme.

Cycle to Work Week

5.3.8 A cycle to work week will be organised by the STM with assistance provided from the TPC's. The cycle to work week will be focused towards promoting cycling to tenant's employees. The event will be held within 2 months of 75% occupation of the commercial units within the site; and annually thereafter for a minimum period of 5 years. The event will be co-ordinated with the National Bike Week, where timescales permit.

Web Based Working from Home

5.3.9 Where practicable, the TPC, with assistance from on-site representatives from the office occupiers will encourage the use of web-based working from home for employees to reduce the need to travel whilst providing benefits for the mobility impaired.

'SOFT' MEASURES - MARKETING AND PROMOTION

Commercial Travel Leaflets

5.3.10 Travel Leaflets will be made available to both visitors to, and employees of, the different operators within the office development. The leaflets will be produced by the STM and funded by the developer.

5.3.11 A key role of the travel leaflet will also be to raise awareness of the sustainable travel initiatives being implemented through the travel plan including:

- **Encourage walking and cycling** – the operators of the office will encourage walking and cycling amongst staff by distributing walk and cycle route maps to staff and displaying them in communal areas. Staff could also be encouraged to provide feedback on the local pedestrian and cycle environment such that any issues can be raised with the relevant authority. The cost savings of walking, cycling, motorcycling, and public transport compared to car travel (including any parking costs) will be promoted to employees as well as the health and environmental benefits. Examples of journeys to the site from popular locations will be included in staff travel/welcome packs;
- **Promotion of walking and cycling events:** Events such as Bike Week, Travelwise Week, Car Free Day, Liftshare Week, Walk to School Week will be promoted within the Travel Pack and by the TPC and Travel Plan Champions.
- **Promotion of cycle discounts:** All sites that have produced a Travel Plan are entitled to discounts on cycle equipment in West Sussex.
- **Promotion of key services and facilities:** Full details of the key services and facilities provided by the travel plan will be included within the Travel Pack.
- **Promotion of Car Clubs:** Details of existing car sharing websites such as www.carplus.org.uk, www.liftshare.com and WSCC's own car sharing scheme;
- **Emergency Ride Home** – for car sharer's whose driver is unavailable for the return journey home an emergency taxi fare will be available.

5.3.12 The commercial travel leaflet will also invite those persons wishing to raise specific transport-related matters to discuss them with the appropriate TPC for consideration. The TPC will also be able to provide personalised travel planning advice to employees if required.

5.3.13 A copy of the commercial travel leaflet will be available from each of the travel plan co-ordinators on-site.

5.3.14 A number of further 'ready-made' measures could also be utilised. These include, inter alia:

- Employee discounts at cycle retailers (the closest of which is in Worthing) which have already been negotiated by WSCC;
- Use of sustainable travel posters which have been produced by WSCC to encourage people to switch from private car use to more sustainable modes of travel; and
- Purchase of Pindar Creative's Travel Plan Mapping Solutions which include multi-modal travel maps, interactive documents and notice boards which have already been commissioned by WSCC.

5.3.15 Encouraging a Bicycle User Group (BUG) to ensure the needs of cyclists within the development are addressed, and to provide a further mechanism for the delivery of local improvements for cyclists.

Employee Notice Boards

5.3.16 Employee notice boards providing travel and community information to employees and visitors of the site will be placed in prominent locations.

5.3.17 Maps of the immediate local area will be displayed on the communal notice boards identifying locations of cycle parking, car club bays and public transport service access points. The notice boards will also be used to inform employees of any new travel initiatives or events organised by the Travel Plan Coordinators.

Personalised Journey Planning

5.3.18 The TPC will provide employees with personalised travel planning advice. This service will be promoted through the following channels:

- Travel Pack;
- Travel Plan Events
- Employee notice boards.

5.3.19 The TPC will arrange an annual Travel Plan surgery at the site, unless otherwise agreed in writing with WSCC, where they will be available for a day for employees to book appointments or drop by and visit to discuss the Travel Plan and their personal travel planning needs thereafter the TPC will be available to contact via email or telephone.

5.3.20 The TPC will take a proactive role in engaging with employees through setting up Travel Plan induction meetings.

5.3.21 The TPC will arrange an annual Travel Plan surgery at the site, unless otherwise agreed in writing with WSCC, where he will be available for a day for occupiers to book appointments or drop by and visit to discuss the Travel Plan and their personal travel planning needs thereafter the TPC will be available to contact via email or telephone.

Facilities for Mobility Impaired Persons

5.3.22 The personalised journey planning service detailed above will also accommodate the specific journey planning requirements of mobility impaired persons working within the site.

6 Monitoring and Review

6.1 SUMMARY

6.1.1 A programme of monitoring and review will be implemented to generate information by which the success of the travel plan will be evaluated. This will help to establish whether the agreed objectives and targets are being met. Monitoring and review will be the responsibility of the STM.

6.2 MONITORING OF FOODSTORE

6.2.1 The STM will arrange the initial full multi-modal travel survey to be undertaken for the development once a trigger point of 3 months of occupation is reached.

6.2.2 The travel surveys will be undertaken at the first, third and fifth year after the after the trigger point has been reached. The specification of the multi-modal surveys will be agreed within WSCC prior to being undertaken. It is envisaged that fully classified vehicular count surveys including vehicle occupants and pedestrian counts at the site access will be undertaken. The surveys will comprise of the following components:

- Classified vehicle counts for every 15 minute time period undertaken at the vehicular access to the car park (weekday);
- Pedestrian counts at the pedestrian access points into the site; and
- Distribute employee self-completion questionnaire surveys within the site to identify the mode share of the development, focusing on reasons for car use and barriers to more sustainable travel in the longer term.

6.2.3 Monitoring will continue on a rolling five year (1, 3 and 5) basis if targets are not met within the initial monitoring period.

6.3 MONITORING OF OFFICE

6.3.1 The STM will arrange the initial full multi-modal travel survey to be undertaken for the development once a trigger point of 75% occupation of the office floorspace is reached.

6.3.2 It is proposed that the monitoring will be undertaken as per the foodstore monitoring (section 6.2) and continue on a rolling five year (1, 3 and 5) basis if targets are not met within the initial monitoring period.

6.4 REVIEW

6.4.1 The STM will report the survey results to WSCC within one month of each survey. Borough officers together with STM will then review the results and, if appropriate review progress towards the agreed targets.

REMEDIAL MEASURES

6.4.2 Should progress towards the Travel Plan targets fall short of expectations at the monitoring survey intervals or at the end of the five year monitoring period a number of remedial measures will be explored. Although the exact details of such measures would depend on the conditions at the time and the specific issues associated with the site, they could include:

- Financial incentives for staff who change their such as a discount on the purchase cost of a new bicycle; and
- Reinforcing the measures already identified in section 5.

6.5 ACTION PLAN

6.5.1 The programme for the implementation of the travel plan measures for the proposals will be produced, as and when they are brought forward for development.

6.5.2 The action plan for the development will set out tasks, intended implementation dates and funding sources. It is intended to be a live document which will be updated by the STM to reflect the outcome of consultation with the local planning authority, once the first full multi modal travel survey has been completed. The action plan for the development proposals is set out in Table 6.1.

Table 6.1:- Action Plan

No.	Action Targets	Short/Medium/Long Term	Target Date	Indicator/ Measured by	Funding	Responsibility
1	Provision of 366 car parking spaces. 274 as part of the foodstore 92 as part of the office	Long– hard infrastructure	Pro rata provision prior to occupation of any part of the development.	Completion of on-site car parking – to be monitored annually	Developer as identified in cost plan for construction	Co-ordinated by Developer
2	Provision of 34 cycle parking spaces. 20 as part of the foodstore 14 as part of the office	Long – hard infrastructure	Completed	Completion of on-site cycle parking – to be monitored annually	Developer	Co-ordinated by Developer
3	Provision of cycle shower and change facilities	Long – hard infrastructure	Completed	Completion of facilities – to be monitored annually	Developer	Co-ordinated by Developer
4	Appoint and identify STM	Long – 5 year appointment	Prior to occupation.	Contact details provided to WSCC and all employees	Developer	Developer/Landlord
5	Provide cycle pumps/repair kits	Short	Prior to occupation	Cycle pumps and repair kits provided	Developer	Developer/Landlord
6	Establish a BUG	Long - Ongoing	By end of year 1.	Membership of BUG	N/A	STM
7	Promote discounts from local retailers	Long - Ongoing	By end Year 1	Discounts obtained	N/A	STM to encourage local cycle retailers to provide discounts on cycles/equipment/servicing

No.	Action Targets	Short/Medium/Long Term	Target Date	Indicator/ Measured by	Funding	Responsibility
8	Travel events	Long - Ongoing	As appropriate	Monitoring report	N/A	STM to organise/promote relevant events e.g. Cycle Week
9	Set up/promote existing car share scheme	Long - Ongoing	As appropriate	Monitoring report	N/A	STM to organise/promote car sharing scheme
10	Personalised travel planning service	Long - Ongoing	First surgery to be held in after 3 months occupancy/75% occupation with annual surgeries thereafter	Attendance at surgery to be recorded and reported through monitoring report	Developer	STM to organise and promote event
11	Implement remedial measures if targets not met	Long	To be reviewed alongside monitoring activities	Car driver mode split in travel surveys	Developer	STM
12	Achieve target 15% reduction in car driver mode split	Long	5 years after initial Travel Survey date	Multimodal travel surveys conducted in years 1, 3 and 5.	Developer	STM
No.	Marketing	Short/Medium/Long Term	Target Date	Indicator/ Measured by	Funding	Responsibility
1	Produce a Commercial Travel Pack promoting walking, cycling, public transport and car club	Long term – marketing to be a dynamic activity kept up to date for the duration of the plan	Prior to Occupation	Commercial Travel Pack provided to foodstore and office employees/visitors	Developer	STM responsible for design and co-ordinating with estate management to distribute Commercial Travel Pack
2	Establish notice boards and publicise relevant information		Prior to occupation	Notice boards established	Developer – circa £500 p.a for printing costs	STM/TPC to co-ordinate with site management to ensure information is kept up to date
No.	Monitoring	Short/Medium/Long Term	Target Date	Indicator/ Measured by	Funding	Responsibility
1	Undertake baseline travel survey	Short	After 3 months occupancy /75% occupation	Receipt of survey results	Survey Cost: £TBC exc VAT	STM to appoint and liaise with Independent Fieldwork Company
2	Produce Monitoring Report	Short	After receipt of baseline survey results	WSCC receipt of report	Developer Part of TPC duties	STM
3	Annual monitoring	Long	Ongoing	Car park occupancy Cycle parking usage	Developer	STM to co-ordinate with estate management to obtain data and include in formal monitoring reports for year 3 and 5
4	Undertake year 3 and 5 monitoring	Long	3 and 5 years after 3 months occupancy/75% occupation	Receipt of survey results and issue of report to WSCC	Developer	STM