

LAND TO THE SOUTH OF LITTLEHAMPTON ACADEMY

Residential Development

Framework Travel Plan

**Prepared on behalf of West Sussex
County Council & Henry Adams Ltd**

WSCC/13/1693/TP01

February 2014



DOCUMENT CONTROL

Project: Land to the South of Littlehampton Academy
Document: Framework Travel Plan
Client: West Sussex County Council & Henry Adams Ltd
Reference: WSCC/13/1693/TP01

Document Checking:

Author:

PJC  Date: 17/02/2014

Checked by:

CMB  Date: 17/02/2014

Approved by:

PMR  Date: 17/02/2014

Status:

<u>Issue</u>	<u>Date</u>	<u>Status</u>	<u>Issued by</u>
1.	08/08/2013	Draft	JAH
2.	17/02/14	FINAL	PJC
3.			
4.			
5.			
6.			
7.			

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CONTENTS

1	INTRODUCTION.....	1
	Background	1
	What is a Travel Plan?	1
	The “Life Cycle” of a Travel Plan.....	2
2	SITE DESCRIPTION AND ACCESSIBILITY CREDENTIALS.....	4
	Site Description.....	4
	Impending Changes Local to the Site	5
	Accessibility Credentials.....	5
	<i>Rail</i>	8
	<i>Upcoming Improvements</i>	9
	<i>Summary</i>	10
3	AIMS, OBJECTIVES AND TARGETS	11
	Aims and Objectives.....	11
	Targets	12
	Baseline Data	12
4	MEASURES AND INITIATIVES	14
	Background	14
	Measures and Initiatives	14
	<i>Travel Information</i>	14
	<i>Car Sharing</i>	16
	<i>Cycle Related</i>	16
	<i>On-Site Infrastructure</i>	17
	<i>Public Transport Tickets</i>	17
	Effectiveness of Travel Plan Measures.....	18
5	IMPLEMENTATION, MANAGEMENT AND REVIEW.....	19
	Implementation / Management.....	19
	Interim Targets	19
	Review.....	20
	Annual Budget	21
	Approval	21

PLANS

Plan 01

APPENDICES

Appendix A



1 INTRODUCTION

Background

- 1.1.1 Russell Giles Partnership (RGP) is commissioned by West Sussex County Council to advise on highway and transport planning aspects associated with proposals to develop land to the south of Littlehampton Academy to provide a total of 68 residential units.
- 1.1.2 As part of this instruction, RGP has been commissioned to produce a Framework Travel Plan in support of the proposed development. This Travel Plan is accompanied by a Transport Planning Statement and as such should be read in conjunction with it.
- 1.1.3 The development of this Framework Travel Plan and its future implementation and monitoring demonstrates a commitment to encouraging and promoting alternative modes of travel to the private car.
- 1.1.4 In developing this Travel Plan, RGP has reviewed relevant national guidance including the Department for Transport (DfT) documents 'Good Practice Guidelines: Delivering Travel Plans through the Planning System' and 'Making Residential Travel Plans Work: Guidelines for New Developments' as well consulting West Sussex County Council's (WSCC) 'Draft Development Travel Plan Policy.'
- 1.1.5 Furthermore, the production of this Travel Plan meets the Building Research Establishment's Environmental Assessment Methodology (BREEAM) requirements for credit TRA5: Travel Plan as well as contributing towards TRA1: Public Transport Accessibility, TRA2: Proximity to Amenities, TRA3: Cyclist Facilities and TRA4: Maximum Car Parking Capacity.
- 1.1.6 In addition, guidance has been obtained from WSCC's document titled 'Business Travel Plans – Info Pack', an extremely useful and effective document which clarifies Travel Planning, setting out the benefits, process and initiatives for consideration in a clear and succinct way.
- 1.1.7 This Framework Travel Plan is prepared to in part mitigate against the effect of traffic impacts associated with the proposals for 69 residential units as well as encourage residents of the development to use sustainable modes of transport, setting out relevant measures and initiatives, appropriate to the development, with a view to ensuring a targeted approach to travel planning is applied.

What is a Travel Plan?

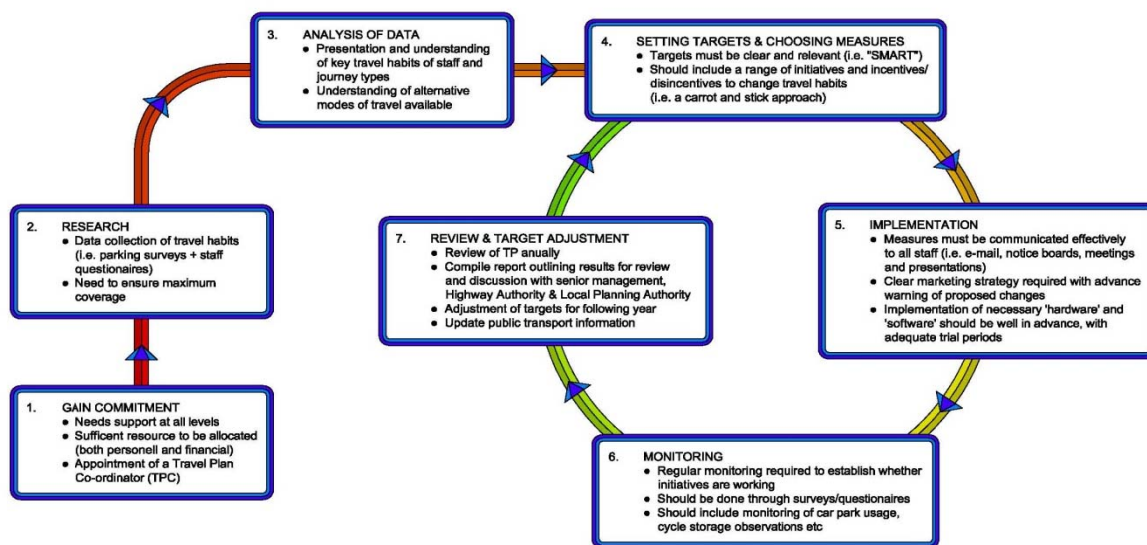
- 1.1.8 A Travel Plan is a strategy through which journeys to/from a location are managed. It comprises a package of measures tailored to the needs of an individual site and aimed at promoting greener, cleaner travel choices by reducing reliance on the private car. The development of such measures can enable individuals and family groups to reduce the impact of travel and transport on the environment whilst also bringing a range of benefits to individuals, to include financial savings and the local community.



- 1.1.9 Travel Plans are introduced predominantly for journeys to or from work, although more recently new residential developments have introduced such plans to target individuals at the commencement of their journeys i.e. home. In some instances it is not practical to achieve modal shift from single occupancy car to a more sustainable mode, however by promoting existing transport options and providing a range of alternatives, there are opportunities for individuals to contribute to improving the local environment and their own personal health and well-being.
- 1.1.10 For **residents** a Travel Plan can:
- improve access to essential services and jobs;
 - help provide less stressful options for travel, particularly to work and for the school run;
 - present opportunities to build healthy exercise into daily life; reduce journey times to local destinations;
 - and reduce the cost of travel, or avert the need to buy a car.
- 1.1.11 For the **local community** a Travel Plan can:
- make local street less congested, less dangerous, less noisy and less polluted;
 - enhance public transport;
 - improve the environment and the routes available for walking and cycling; and
 - Help create a place which is better to live in, work in and visit, which in turn can attract investment.
- 1.1.12 For **developers** a Travel Plan can:
- satisfy the requirements of local planning and highway authorities, permitting development;
 - enhance an establishment's image ('green credentials' and 'social corporate responsibility');
 - and offer financial savings, to include reduced expenditure on car park maintenance.

The “Life Cycle” of a Travel Plan

- 1.1.13 A Travel Plan is never complete; it is an evolving document and process which requires continuous input and monitoring, as well as on-going commitment from all occupiers of the site and the developer. **Figure 1.1** illustrates the “life cycle” of a Travel Plan from its inception, through to the implementation and monitoring stages.



1.1.14 As illustrated by the above diagram, there are 7 principal stages required to effectively implement a Travel Plan. These are discussed in greater detail within the relevant sections of this document.



2 SITE DESCRIPTION AND ACCESSIBILITY CREDENTIALS

Site Description

- 2.1.1 The development site is located within Littlehampton, on land to the south of The Littlehampton Academy. The development area is on land that was formerly the Elmgrove County Infants School and part of the Littlehampton Community School.
- 2.1.2 The site is situated within 600m of Littlehampton town centre, north of the cycle path / pedestrian walkway that links Cornwall road and Elmgrove road and is approximately 800m north-east of Littlehampton rail station.
- 2.1.3 The local area is predominantly residential, with the site bordered by houses to the south in addition to an area of open / recreational space, east and west; and by the Littlehampton Academy to the north - as illustrated on **Plan 01** attached. This plan includes the locations of schools, retail, leisure, employment, health services and the extent of the local highway network in the vicinity, which are considered to be of particular importance to future residents of the site. The site is within a short distance of a wide range of local services and amenities with good levels of access.
- 2.1.4 The development site is situated within 300m walking distance of local bus stops on Horsham road and approximately 800m north-east of Littlehampton rail station adjacent to the town centre. The combination of these facilities ensures a thorough provision of public transport services throughout Littlehampton and the surrounding areas.
- 2.1.5 Running the length of the southern boundary of the site is a shared use foot / cycle way. This runs between Elmgrove Road to the east, and Cornwall Road to the west, where it joins the wider cycle network around Littlehampton. At present this route crosses the Fitzalan Link Road via an uncontrolled crossing however, in the summer of 2013, this crossing will be upgraded to a Toucan Crossing facility.
- 2.1.6 Along the site's western edge is the southern section of the Fitzalan Link Road. This is a lightly trafficked single carriageway road subject to a 30mph speed limit. At its northern extent this forms the access to The Littlehampton Academy and to the south extends to the B2187 East Street as the northern arm of the East Street / Fitzalan Road roundabout. At present this is a no-through road, however a consented scheme is in place for this to be extended northwards beyond the A259 Worthing Road as part of the North Littlehampton site.
- 2.1.7 At present access to the site is provided via Elmgrove Road in the south-eastern corner of the site. This is a lightly trafficked residential road subject to a 30mph speed limit which serves the site, a children's Nursery and Grove Crescent.
- 2.1.8 To the east Elmgrove Road meets the B2187 Horsham Road which runs in a largely north to south direction between the A259 Worthing Road to the north and B2187 East Street to the south. The B2187 East Street continues west past the Fitzalan Link Road and into Littlehampton town centre.



Impending Changes Local to the Site

- 2.1.9 Plans are consented for a north-south bypass between Toddington Lane and Littlehampton town centre, via The Littlehampton Academy and the proposed development site. Details of this can be found through Arun District Council's Planning Portal under reference number LU/47/11.
- 2.1.10 Part of the southern section of this bypass has already been completed and extends from the East Street / Fitzalan Roundabout as far as the Littlehampton Academy. This link will continue north past the A259 Worthing Road where it will form a new four arm roundabout immediately east of the existing Highdown Drive / Worthing Road junction.
- 2.1.11 This will in turn create a new junction close to the existing Littlehampton Academy access, which will take the form of a three arm roundabout. In addition, the northern extent of Highdown road, which currently has direct access onto Worthing Road, will be rerouted east onto the southern section of the Fitzalan Link Road.
- 2.1.12 It is the long term aim of local authorities that in the future a northern section is added to the Fitzalan link. This would eventually become the main route from the north into Littlehampton, bypassing Lyminster village and removing much of the traffic from Lyminster Road. There is however no clear timescale on when this may be developed.
- 2.1.13 This route, from south of The Littlehampton Academy to the north of Lyminster village, is protected from development as part of Policy DEV15 Safeguarding the Main Road Network of the Arun District Local Plan 2003.
- 2.1.14 With the impending alterations to the highway here there will also be various improvements to pedestrian infrastructure and cycle provision. To fully understand how the site would operate upon completion it is important to consider how the existing infrastructure will be altered as a consequence of other noteworthy consented development.

Accessibility Credentials

- 2.1.15 Plan 01, attached illustrates the amenities within a short distance of the site in addition to current public transport facilities and designated cycle routes which act to encourage travel by non-car modes.
- 2.1.16 Approximately 200m (a 2 minute walk) east of the site on Horsham Road there are two convenience stores and a petrol station with its associated shop. These would provide residents with many of their likely daily necessities such as basic food shopping, toiletries or a newspaper.
- 2.1.17 Littlehampton town centre is approximately 600m (8 minutes' walk) to the south-west and provides an extensive range of services, including:
- Retail outlets;



- convenience stores;
- supermarkets;
- post offices;
- pharmacy;
- restaurants;
- banks;
- and council offices.

2.1.18 In addition, the local area has numerous schools, ranging from primary through to sixth form, including Littlehampton Academy immediately to the north of the site. As well as these there are many health establishments, leisure facilities and employment opportunities as highlighted in Plan 01.

2.1.19 Thus, the proposed development is well-placed in the context of Central Government's objective to seek more sustainable travel patterns by reducing the level of car-borne trips.

2.1.20 Key to the consideration of the sites accessibility credentials is the ability for future residents to be able to access the proposed site and other relevant local facilities without significant additional journey time or without a dependence on the private car.

2.1.21 As with any new development it is important to understand how occupiers of the proposed facility will travel from and to the site.

2.1.22 A review of the opportunity for users of the site to travel by alternative modes of travel has therefore been undertaken to understand whether the development proposals conform to the key principles of the National Planning Policy Framework (the Framework) with particular relevance to paragraphs 29 – 32 and 35 – 37 contained within Chapter 4 – Promoting Sustainable Transport.

- (i) Providing choice for use of sustainable transport and encouraging solutions which support reductions in greenhouse gas emissions and reduce congestion;
- (ii) Provide for the efficient delivery of goods and supplies;
- (iii) Reduce the need to travel, especially by car;
- (iv) Provide safe and suitable access to the site for all people;

The Framework makes clear that development should only be prevented or refused on transport grounds when the residual cumulative impacts of development are severe.



Pedestrian / Cycle Accessibility

- 2.1.23 While no longer part of the overall policy consideration PPG13 states that: “walking is the most important mode of travel at the local level and offers the greatest potential to replace short car trips, particularly those under 2km...”
- 2.1.24 In addition, PPG13 states that: “cycling also has the potential to substitute for short car trips, particularly those under 5km and to form part of a longer journey by public transport...”
- 2.1.25 Given the historic acceptance by the Highway Authority of these guidelines, these principles have been considered in respect to the extent of pedestrian and cycle accessibility of the site.
- 2.1.26 It is commonly accepted that walking and cycling can replace motorised transport for journeys of up to 2km and 5km respectively.
- 2.1.27 Walking and cycling play a vital role in healthy and active lifestyles and if convenient and safe links are available there is significant opportunity to reduce the need for local car trips, thus reducing the traffic volumes on the surrounding highway network.
- 2.1.28 Pedestrian facilities in the vicinity are generally of a good standard, with wide and well lit footways. Adjacent to the site a shared use foot/cycleway runs along the southern boundary between Cornwall Road and Elmgrove Road, as shown in Plan 01.
- 2.1.29 At the East Street / Fitzalan Road roundabout there are dropped kerbs with tactile paving across each arm of the junction, with the inclusion of pedestrian ghost islands. Similarly, the Horsham Road / Southfields Road roundabout to the east of the site also has dropped kerbs with tactile paving and ghost islands.
- 2.1.30 These high quality facilities extend into the town centre, with various signalised pedestrian and zebra crossings along this route. The main high street area is pedestrianised and has Sheffield style cycle parking located at various points.
- 2.1.31 Cycling infrastructure in the local area is good with an off-road route passing immediately south of the site stretching from North Ham Road to the west onto Worthing road to the north.
- 2.1.32 Additionally the local topography is flat and therefore considered conducive to journeys on foot and by cycle.



Bus

- 2.1.33 The nearest bus stops to the site are located on Horsham Road, close to its junction with Elmgrove Road, as shown on Plan 01. These are approximately 250m (a 3 minute walk) east of the site. Further to these, stops can be reached 350m (a 4 minute walk) south of the site on East Street.
- 2.1.34 These stops are served by Stagecoach's Coastliner 700 route between Portsmouth and Brighton. This service runs every 10 minutes with stops in Littlehampton town centre as well as other local towns such as Chichester, Bognor Regis, Worthing and Shoreham. Regular services are also available to the Littlehampton Tesco store.
- 2.1.35 Other services operate from Littlehampton town centre, including National Express service 26 between London Victoria and Bognor Regis. A summary of these local bus services is included in Table 1 below and extensive timetables and journey planning tools can be found at <http://www.travelinesoutheast.org.uk>.

BUS TIMETABLE			
SERVICE	ROUTE SUMMARY	TYPICAL FREQUENCY	HOURS OF OPERATION
9	Littlehampton – Rustington – Angmering – Worthing – Shoreham	Mon-Sat: Every hour Sun: No service	Mon-Fri: 06:10-19:40 Sat: 07:00-07:40
12	Littlehampton (Tesco) – Rustington – Angmering	Mon-Sat: Every hour Sun: No service	Mon-Sat: 08:40-18:00
700	Portsmouth – Chichester – Bognor Regis – Arundel – Littlehampton – Worthing – Brighton	Mon-Sat: Every 10 mins Sun: Every 30 mins	Mon-Sat: 05:45-00:00 Sun: 07:00-21:15
26	NATIONAL EXPRESS: London Victoria – Brighton – Littlehampton – Bognor Regis	1 per day in either direction	Towards London: 07:20 Towards Bognor: 20:00

Table 1: Timetable of Local Bus Services

Rail

- 2.1.36 Littlehampton train station is located 800m south-west of the site (approximately 10 minutes' walk) on Terminus Road. Facilities at the station are good and include secure, sheltered cycle parking with bus stops in close proximity.
- 2.1.37 Littlehampton is the only station on a short branch of the West Coastway Line, which operates between Southampton and Brighton as shown in Figure 1 below. From here services depart to Bognor Regis at a frequency of 1 train per hour and to London Victoria and Portsmouth at a frequency of 2 per hour.

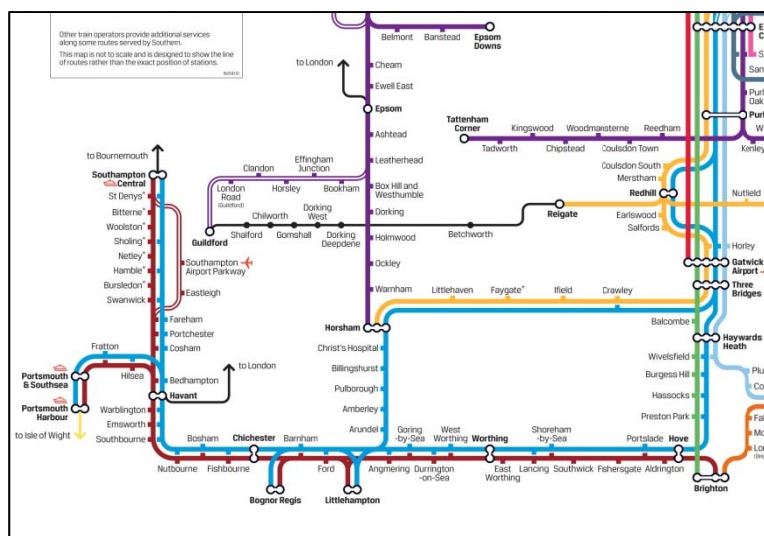


Figure 1

Local Rail Network

- 2.1.38 Journeys to London Victoria typically take around 1 hour 45 minutes calling at various stops en route, most notably Worthing, Hove, Gatwick Airport and Clapham Junction. Trains to Portsmouth are generally stopping services with a typical duration of 1 hour. These call at 13 stations en route, the most notable of which are Chichester and Havant. Trains to Bognor Regis are typically shuttle services which take 22 minutes, calling at just Ford and Barnham. The services on offer are summarised in Table 2 below.

RAIL SERVICES			
DESTINATION	TYPICAL FREQUENCY	JOURNEY TIME	PRINCIPLE CALLING POINTS
Portsmouth	2 per hour	56 minutes	Chichester, Havant, Fratton
London Victoria	2 per hour	1hr 45m	Worthing, Hove, Gatwick, Clapham Junction
Bognor Regis	1 per hour	19 minutes	Ford and Barnham only.
Brighton	1 per hour (Peak times only)	48 minutes	Goring, Worthing, Shoreham, Hove

Table 2 Summary of local rail services

- 2.1.39 Full details of train services and live journey updates from Littlehampton station are available to view online at www.nationalrail.co.uk.

Upcoming Improvements

- 2.1.40 As a result of the Fitzalan Link scheme, for which permission has been granted, there will be various improvements to the local pedestrian, cycle and public transport facilities.



- 2.1.41 Running parallel to the Fitzalan Link Road along its eastern edge will be a shared use 3m wide foot/cycle way, to include pedestrian crossing facilities. The sites internal 2m wide footways are to tie in with these footways along the Fitzalan Link Road on either side of the proposed western access road.
- 2.1.42 A signalised crossing is to be located immediately south of the site as a continuation of the existing pedestrian / cycle way. A further signalised pedestrian crossing will be located at the northern end, with a toucan crossing at the new roundabout at the A259 junction. Uncontrolled crossings are to be interspersed along the length of the new link road in the form of pedestrian ghost islands.
- 2.1.43 These development proposals include the creation of a new bus route which will form a loop from the town centre to the new development on Toddington Lane via Wick Street, along Worthing Road, up the new bypass link and back along Horsham Road. It is planned that this service will operate 7 days a week with a half-hourly frequency between 06:00-21:00 on weekdays and 09:00-16:00 on weekends. The proposed route will serve the existing stops on Horsham Road and East Street close to the Littlehampton Academy development site, as shown in Plan 01.

Summary

- 2.1.44 The site is well located to allow convenient walking, cycling and public transport trips to a number of likely destinations. The town centre is well within an acceptable distance for walking trips; with several schools, shops and employers also within close proximity. Frequent and fast train services connect Littlehampton to many local towns and cities, with the station easily accessible by foot or bicycle. Pedestrian / cycle and public transport links are good at present and are anticipated to be further improved upon completion of the Fitzalan Link Road. It is therefore proposed that sustainable modes of transport would be the modal form of travel for many residents of the site.
- 2.1.45 It is clear that the site would likely generate a relatively low level of private vehicle movements given the location relative to key services and amenities such as the town centre, bus and rail services, education, local community uses and convenience shopping.



3 AIMS, OBJECTIVES AND TARGETS

Aims and Objectives

- 3.1.1 It is now widely accepted that we cannot build our way out of congestion. Instead the approach has to be to reduce the need to travel by private car by increasing travel choice.
- 3.1.2 Research has shown that modal shift is most effective when targeting regular journeys, which are short in length. In addition, it is known that once travel patterns of individuals have been established it is more difficult to encourage them to change. A vital element is therefore to encourage new residents to consider the benefits of using sustainable transport prior to moving into their new home.
- 3.1.3 This Travel Plan represents a long term strategy to promote more sustainable travel and to offer realistic transport choices for all journeys associated with the proposed residential development.
- 3.1.4 The overall aim of this Travel Plan therefore is to reduce reliance upon the private car by effecting a change in attitude to travel and increasing awareness of alternative modes and the associated benefits of sustainable transport.
- 3.1.5 This is most effectively achieved through the provision of clear and concise information, to include:
- (i) Routing, timetable and ticketing information for bus and train services;
 - (ii) Cost data comparing public transport and private car journeys;
 - (iii) The health benefits of walking and cycling, safety advice and recommended routes; and
 - (iv) Details of the West Sussex Car Share scheme.
- 3.1.6 Without such information, the car is often perceived to be the easiest travel option, even if from a cost and duration of journey perspective this may not be the case. Similarly, if a resident is unaware of the availability of local shops and services, then they may choose to travel a greater distance than they need to in order to access a service, which would undoubtedly impact on their modal choice.
- 3.1.7 The objectives of the Travel Plan can be summarised as follows:
- (i) Establish travel behaviour patterns and recognise any barriers to change;



- (ii) Identify measures to reduce the reliance on private car and enable the development to secure a long term reduction in traffic generation arising from the site;
- (iii) To foster awareness of and buy into the Travel Plan amongst residents; and
- (iv) Introduce a package of physical and management measures that will facilitate and actively encourage use of sustainable modes.

Targets

3.1.8 Targets are important since they give the Travel Plan direction from its inception, providing a measurable goal to aim for.

3.1.9 When setting site specific targets it is important that they are “SMART” in order that the outcomes can be quantified and an assessment of what the Travel Plan has or will achieve can be made.

Specific

Measurable

Achievable

Realistic

Time-bound

3.1.10 Since the aim is to reduce reliance on the single-occupancy private car, it seems most appropriate to set targets which relate well to this overall aim. Therefore, a suitable Travel Plan target would be:

To reduce the number of vehicle trips generated by the residential development over a 12 hour period (Weekday 7am – 7pm) by 15% within 5 years.

3.1.11 It is recognised that milestone / action targets have an important role within the implementation, monitoring and review of the Travel Plan and as such these are discussed in **Section 5** of this report.

Baseline Data

3.1.12 It is necessary to collect data to establish and understand the baseline travel habits, against which the Travel Plan's progress can be measured, however until such time as the site is operational it is not possible to collect this information. It is therefore recognised that Travel Plans prepared in advance of occupation provide an initial strategy through which sustainable travel practices can be promoted.



- 3.1.13 To inform the development of a Full Travel Plan and assist in establishing suitable targets representative of the residents' specific needs, travel surveys will be distributed within 3 months of the development's occupation. The questionnaires distributed will accord with the national TRICS Standard Assessment Methodology (SAM) and obtain information on travel mode and distance travelled for key journey purposes as well as attitudinal data pertaining to the reasons why different transport options are utilised and measures which would encourage / maintain the use of sustainable transport.
- 3.1.14 Upon receipt of the completed travel surveys the Framework Travel Plan should be reviewed and updated accordingly to ensure that appropriate and targeted measures are implemented, with a revised document issued to WSCC for their agreement.



4 MEASURES AND INITIATIVES

Background

- 4.1.1 This section considers the Travel Plan initiatives that will be introduced, refined and expanded upon during the life of the Travel Plan.
- 4.1.2 As with any Travel Plan it is important to identify a number of measures which will act to encourage use of alternatives to the private car. However it is also necessary to ensure that the measures promoted are appropriate to the site's particular location giving the existing infrastructure and demographics.
- 4.1.3 In this instance it is also important to consider how the infrastructure in the area will be altered in order to tailor site-specific measures. A number of additional local pedestrian/ cycle and bus routes are planned and as such will have an impact on the travel behaviour of residents.
- 4.1.4 The implementation of the listed measures, which include awareness initiatives and infrastructure provision, are at the core of this Travel Plan.

Measures and Initiatives

- 4.1.5 The following travel initiatives are aimed at residents of this development. All residents will be made aware of the existence of the Travel Plan, its objectives and the role of individuals in achieving the aspirations of the Travel Plan.

Travel Information

- 4.1.6 The most important single element of the Travel Plan is the dissemination of travel information. A principal reason why residents might not travel sustainably is because they are unsure of the available routes for walking and cycling and unaware of the timetable and ticket / pricing information related to public transport use.
- 4.1.7 Information pertaining to all modes of transport available for journeys to and from the site will be communicated within a moving in pack distributed to all residents.
- 4.1.8 The following information, which can be obtained from WSCC's website, would be included:
 - (i) Local walking and cycling routes, to include promotion of the West Sussex online cycle journey planner (www.cyclejourneyplanner.westsussex.gov.uk) which provides information on the fastest and quietest cycle routes, as well as journey times, distance, CO₂ and calorie savings;



- (ii) Public transport fares, times and route maps;
 - (iii) Full details of the West Sussex County Council concessionary bus fare scheme for young people aged 5-19 (3in1 card scheme).
 - (iv) Details of the County Council Cycle Journey Planning tool available on the Authorities website.
 - (v) Posters illustrating the health, financial and environmental benefits of sustainable travel; and
 - (vi) Details of West Sussex's car share scheme: www.westsussexcarshare.com
 - (vii) Details of local schools with active Travel Plans
 - (viii) A travel voucher worth up to £150 per dwelling. These could be exchanged for a number of travel options.
- 4.1.9 Where appropriate, this information should also be communicated to new residents through the sales and marketing team prior to property purchase. It may also prove beneficial to offer personalised journey planning advice i.e. a travel plan containing bus route and timetable information specific to a resident and their regular journeys.
- 4.1.10 The destinations which are considered most relevant and for which information will be contained within the travel pack would include local schools, shops, leisure facilities, the town centre and Littlehampton rail station.
- 4.1.11 For each of the destinations identified above the following information would be provided:
- (i) contact details for the destination, including for the Travel Plan Coordinator, where available;
 - (ii) details of the services and facilities available at each destination (i.e. Which stores offer home delivery for grocery shopping – in this instance; Asda, Tesco, Sainsbury's, Ocado & Waitrose all deliver to the site); and
 - (iii) simple cost-benefit analysis of public transport versus the use of the private car.
- 4.1.12 Site-specific multi-modal travel information leaflets, posters and interactive pdf's are available through Pindar's Travel Plan mapping solution via an arrangement with WSCC.



- 4.1.13 It may also be possible to provide an electronic information display within a communal area or on a community website allowing residents to view real-time bus and train information. The feasibility of these measures should be investigated by the site's occupier.

Car Sharing

- 4.1.14 Car sharing is when two or more people travel together in one car. It represents a relatively convenient alternative form of travel if a suitable match can be found. A major reason why individuals do not share is that they are unaware of potential sharers and do not have the inclination to approach others.
- 4.1.15 As part of the Travel Plan, the car sharing website www.westsussexcarshare.com, part of www.liftshare.com, will be promoted. This service is free to sign up to and aims to facilitate car sharing on a regular basis by enabling users to contact others who they could potentially share with.
- 4.1.16 Liftshare is the UK's largest car share database with over 500,000 registered members, of which 1,500 are registered within West Sussex. Liftshare operate over 1,200 car share schemes around the UK and it is typical for 45% of registered members to be part of a car share group which regularly travels together.
- 4.1.17 From the data available and summarised above, it is anticipated that a car share scheme would on average reduce the number of private car journeys associated with a residential site by 1-2%.
- 4.1.18 Since the investment required by the developer to promote car sharing is negligible, it is considered that this measure is worthwhile and cost effective.
- 4.1.19 Car sharing is a successful Travel Plan measure. It provides the convenience of car travel whilst offering financial savings. For example, a commuting journey of 5 miles a day, each way, would generate annual running costs of approximately £1600. See **Appendix A** for calculation factors used. By joining a car share scheme the number of trips made would be reduced and significant cost savings could be made, including on parking charges for those travelling into Worthing or Brighton, for example.
- 4.1.20 Car sharing does not have any implications for car insurance as long as a profit isn't made.

Cycle Related

- 4.1.21 In addition to cycle parking provision which will be incorporated into the development's construction, there are several other cycle initiatives which can contribute to increasing the use of this mode.



- 4.1.22 As mentioned previously, residents will be provided with a voucher which can be exchanged for a discount on the purchase of bicycles and accessories at local cycle shops. In addition, some residents may be eligible to purchase a bicycle through a 0% interest loan / cycle to work scheme, however this will be dependent upon their individual employer. Furthermore, West Sussex County Council has negotiated various discounts with a number of bike shops across the country to allow those who live in a development where a residential travel plan is in place to take advantage of these discounts. Further details can be found on the West Sussex County Council website at the following address: http://www.westsussex.gov.uk/living/roads_and_transport/travelwise/cycling/cycle_to_work_scheme.aspx
- 4.1.23 Additional measures that could be implemented include:
- cycle training classes (these can be arranged by WSCC);
 - bicycle user group / cycle buddies; and
 - bike doctor (maintenance).

On-Site Infrastructure

- 4.1.24 All of the residential properties will be designed to facilitate the use of broadband internet which will enable occupants to work from home and to purchase shopping online and have it delivered, thus reducing the need to travel off-site by car. Thought should also be given to providing a central delivery point on-site (to include cold storage for the delivery of grocery shopping); this will make it easier for residents who are unable to wait in for deliveries during the day.
- 4.1.25 Car parking will be provided in accordance with WSCC standards for residential developments to ensure a balance between providing adequate provision to prevent overspill into surrounding roads and encouraging travel by means other than the private car.
- 4.1.26 In terms of cycle parking, secure parking will be provided in the form of garages or sheds, in line with local council guidance. This would increase the likelihood of residents owning and therefore using a bicycle as a mode of transport.
- 4.1.27 The accompanying Transport Assessment contains a full assessment of the car / cycle parking provision to be afforded.

Public Transport Tickets

- 4.1.28 It may be possible for the Travel Plan Coordinator to negotiate discounts on regular travel tickets for residents belonging to a residents' group, by liaising with the local bus and train operators.



- 4.1.29 For those aged 5 to 19 who live and study within West Sussex WSCC offer a 3 in 1 card which provides discounted bus travel at all times of the day or week (excludes travel on night buses). For a £50 application fee the card permits reduced cost journeys anywhere within West Sussex, including routes across the county boundary to Brighton, Portsmouth, Guildford, Redhill and Tunbridge Wells. Those at school up to and including Year 11 get an additional 25% off the advertised fare, which in the case of some operators effectively gives a 75% discount, whilst those in further full time education are entitled to a discount equal to 50% of the adult fare.

Effectiveness of Travel Plan Measures

- 4.1.30 The measures and initiatives detailed above would reduce the level of car use associated with the site, consequently increasing the use of sustainable modes and achieving the target set. However the list is not exhaustive and the appointed Travel Plan Coordinator is encouraged to investigate other potential initiatives, especially those which would reduce the number of trips made by car.



5 IMPLEMENTATION, MANAGEMENT AND REVIEW

Implementation / Management

- 5.1.1 This Travel Plan should be implemented immediately following approval from the Local Planning Authority, with a Full Travel Plan, containing details of the Travel Plan Coordinator prepared and submitted to WSCC prior to occupation of the first dwelling.
- 5.1.2 It is recommended that a launch event is held to introduce the Travel Plan to residents. The Travel Plan Coordinator's details should also be given out at this time. It is recommended that a Travel Plan Coordinator is appointed by the management company responsible for the residential units.
- 5.1.3 A Travel Plan Coordinator manages the Travel Plan on a daily basis. The Travel Plan Coordinator will be required to sign the Full Travel Plan to demonstrate their commitment and their contact details should be detailed within.
- 5.1.4 The Travel Plan Coordinator would be responsible for implementing and promoting the Travel Plan. This would include commissioning an annual travel audit in accordance with the TRICS Standard Assessment Methodology for Travel Plans, ensuring up-to-date travel information is displayed and communicating with WSCC's Travelwise / Travel Planning Officer. It will also be beneficial for the Travel Plan Coordinator to forge links with businesses, organisations and schools in the neighbourhood to share Travel Plan ideas and experience. Ensuring the community is kept up to date with the Travel Plan and are aware of upcoming development in the wider area (e.g. giving notification of when a new bus services will commence as part of a neighbouring development) will be a key part of the Travel Plan Coordinator's role.
- 5.1.5 The formulation of a Steering Group which meets regularly can aid in the execution and development of the Travel Plan providing both a discussion forum and mechanism by which the Travel Plan Coordinator can delegate tasks. It is recommended that the Steering Group includes occupants of the neighbouring employers on the site to ensure that opportunities for joint working and mutual benefits are explored.
- 5.1.6 It is envisaged that the Travel Plan Coordinator role will involve approximately 1-2 hours of management time per week.

Interim Targets

- 5.1.7 **Table 5.1** sets out shorter term goals, which will contribute towards achieving the overall target of the Travel Plan.



Action	Target Date(s)
Hold a launch event	Upon Opening
Establish Travel Plan Noticeboards	Upon Opening
Update travel noticeboard	Quarterly
Provide personalised journey planning clinics	Quarterly
Hold car share group meetings	Bi-annually
Ensure 50% of residents are registered on the car share database	Within 6 months of opening
Decrease the number of residents who travel to work by single occupancy car by 5%	Within 2 years of opening
Increase the number of residents travelling by sustainable modes (walk, cycle, bus and train) by 2.5%	Within 2 years of opening

Table 5.1 Interim Targets

- 5.1.8 The targets stated above will be reviewed on an annual basis and should be achieved by the target dates specified. If they have been attained they will be modified to provide further more challenging targets, while if the targets have not been achieved the reasons why should be investigated and the measures in place reviewed, added to or modified to ensure that the overall target will be met by year five.
- 5.1.9 Future targets will be established through a process of consultation with West Sussex County Council and other parties concerned with the operation of the site to ensure that they are appropriate in the context of the objectives, yet realistic and achievable.

Review

- 5.1.10 The Travel Plan will be reviewed on an annual basis for at least five years to assess its progress towards the overall target and identify the requirement for future improvement and refinement. The Travel Plan Coordinator will arrange for multi modal TRICS compatible surveys to be conducted yearly by an accredited data collection company.
- 5.1.11 It is advised that the following items are considered as part of the monitoring process:
- the level of car park usage within the site and on nearby streets;
 - the demand for cycle parking;
 - the take-up by residents of the car sharing scheme; and
 - comments made by residents relating to the operation and implications of the Travel Plan.



- 5.1.12 The Travel Plan Coordinator will update the Travel Plan and compile an Annual Monitoring Report on a yearly basis. The report will outline the results of the annual review and incorporate the results of on-going informal monitoring carried out through the preceding period. A copy of the report will be sent to West Sussex County Council's Auditing Service for comment and discussion as well as being filed for records.
- 5.1.13 To maintain the emphasis of the Travel Plan it is suggested that the results of the monitoring / review process are communicated to all users. This could be done by displaying data on the Travel Plan noticeboard and/or company website, including an article in a community newsletter or in conjunction with a Travel Plan event e.g. National Liftshare Week, European Mobility Week, In Town Without My Car Day or Cycle to Work events etc. Additional promotional activities could include taking part in WSCC's Commuter Challenge and / or organising a pedometer competition.

Annual Budget

- 5.1.14 This section provides information on the cost of implementing this Travel Plan. These details will be updated in future iterations of this document as appropriate.
- 5.1.15 An initial budget will be allocated to finance measures identified, although it is recognised that many of the infrastructure measures will be included in the construction costs. This will be reviewed by the Travel Plan Coordinator on an annual basis to establish the level of further investment required in order to achieve the Travel Plan targets.

Approval

- 5.1.16 This Travel Plan is prepared by Russell Giles Partnership on behalf of West Sussex County Council and Henry Adams LLP.

I hereby approve this Travel Plan for implementation at the following site:

Land to the South of Littlehampton Academy

Paul Jackson-Cole (Principal Transport Consultant - Russell Giles Partnership)

Signed: ...  ...17/02/2014..... Date:

Travel Plan Coordinator

Signed: Date:

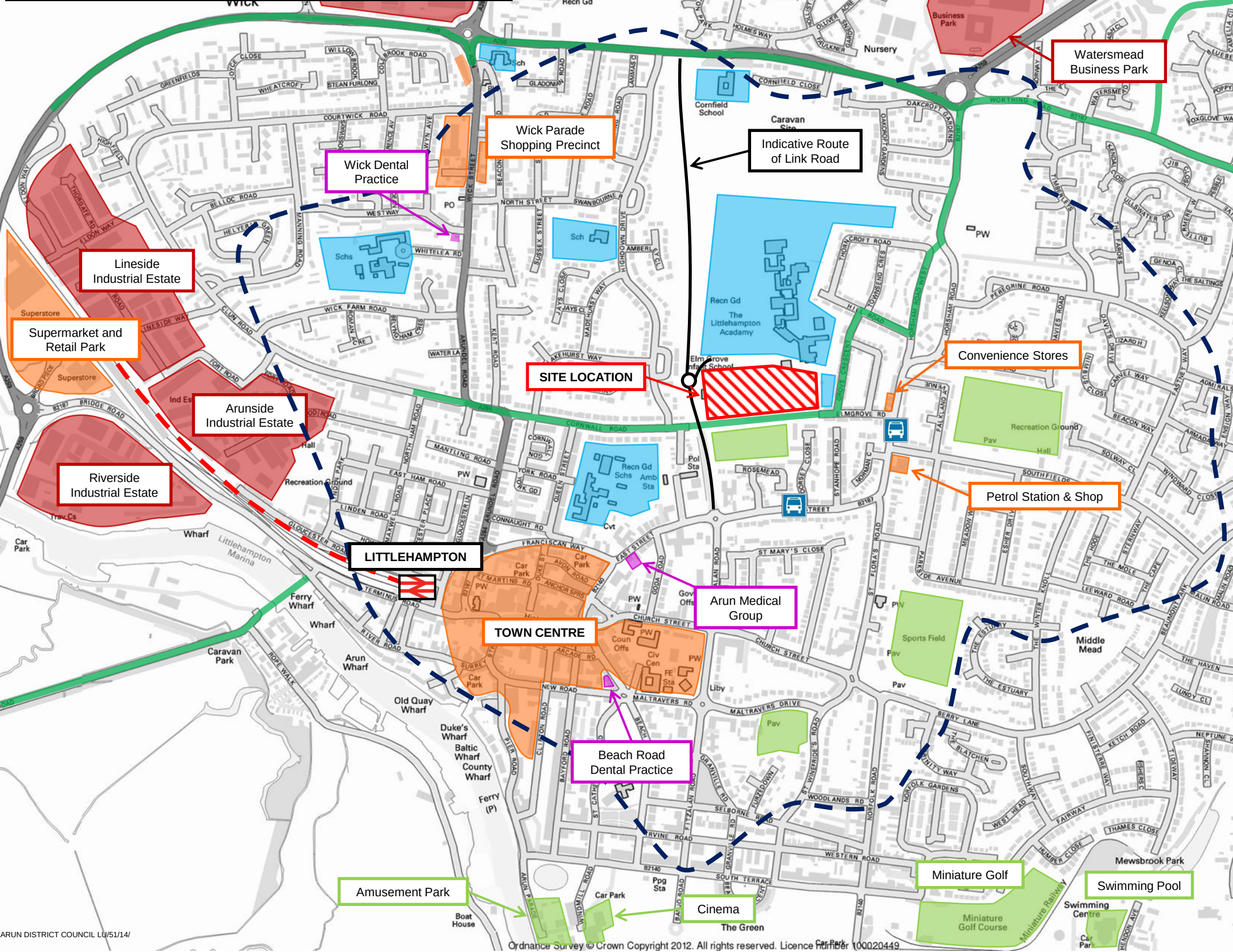


PLANS

BUS TIMETABLE			
SERVICE	ROUTE SUMMARY	TYPICAL FREQUENCY	HOURS OF OPERATION
9	Littlehampton – Rustington – Angmering – Worthing – Shoreham	Mon-Sat: Every hour Sun: No service	Mon-Fri: 06:10-19:40 Sat: 07:00-07:40
12	Littlehampton (Tesco) – Rustington – Angmering	Mon-Sat: Every hour Sun: No service	Mon-Sat: 08:40-18:00
700	Portsmouth – Chichester – Bognor Regis – Arundel – Littlehampton – Worthing – Brighton	Mon-Sat: Every 10 mins Sun: Every 30 mins	Mon-Sat: 05:45-00:00 Sun: 07:00-21:15
26	NATIONAL EXPRESS: London Victoria – Brighton – Littlehampton – Bognor Regis	1 per day in either direction	Towards London: 07:20 Towards Bognor: 20:00

RAIL SERVICES			
DESTINATION	TYPICAL FREQUENCY	JOURNEY TIME	PRINCIPLE CALLING POINTS
Portsmouth	2 per hour	56 minutes	Chichester, Havant, Fratton
London Victoria	2 per hour	1hr 45m	Worthing, Hove, Gatwick, Clapham Junction
Bognor Regis	1 per hour	19 minutes	Ford and Barnham only.
Brighton	1 per hour (Peak times only)	48 minutes	Goring, Worthing, Shoreham, Hove

LEGEND	
	SITE LOCATION
	RAIL STATION
	RAILWAY
	LOCAL BUS STOPS
	CYCLE ROUTES
	1KM WALKING ISOCHRONE
	LEISURE / RECREATION
	RETAIL / EMPLOYMENT
	EDUCATION
	EMPLOYMENT
	HEALTH CARE





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Client: West Sussex County Council.			
Project: Land South of Littlehampton Academy			
Title: Site Location and Accessibility Plan			
Plan No: Plan 01	Job No: 13/1693	Date: March 2012	Scale: NTS
Drawn By: PJB	Checked By: PJC	Approved By: PMR	Rev: -



APPENDIX A

Annual Cost of a 5 mile car journey to / from work (10 mile round trip)

Based on a petrol car which cost £16,000 to £20,000 new

(cost data obtained from “AA Running Costs 2011 / 12 – Petrol Cars”)

Standing Charges	Vehicle Excise Duty (Road Tax)	£245	per year
	Insurance	£965	per year
	Cost of Capital (loss of income from having money tied up in a vehicle)	£380 (costs associated with loans / hire purchase are in addition to this)	per year
	Depreciation	£2467	per year
	Breakdown Cover	£50	per year
	Total	41.07p	pence per mile (based on 10,000 miles a year)
Running Costs	Petrol	16.76p	pence per mile*
	Tyres	1.65p	pence per mile
	Service Labour Costs	3.85p	pence per mile
	Replacement Parts	2.08p	pence per mile
	Parking and Tolls	1.80p	pence per mile
	Total	26.14p	pence per mile
	TOTAL COST	67.21p	pence per mile (based on 10,000 miles a year)
Summary	DAILY TRIP COST	£6.72	10 mile round trip
	WEEKLY COST (5 days)	£33.60	
	ANNUAL COST**	£1612.80	
	POTENTIAL SAVING	£806.40	If ½ of all journey to work trips are shared

Notes:

* Assuming fuel costs of 133.3 pence per litre

** Based on a 48 working weeks per year