

LAND AT NORWAY LANE, LITTLEHAMPTON
Proposed Retail, Food, Beverage and Leisure Development

Travel Plan

May 2025

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Land at Norway Lane, Littlehampton



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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Travel Plans are strategies for managing and maximising the potential for travel by sustainable modes of transport.
- 1.1.2 As part of development proposals for a retail, food, beverage and leisure development at Norway Lane, Littlehampton, a Travel Plan will be implemented to focus on staff travel to and from the site.

1.2 Travel Plan Background

- 1.2.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport. They set out the objectives of the Plan, a range of measures to be implemented to achieve the objectives and the means by which the success of the Plan will be monitored.
- 1.2.2 The document Delivering Travel Plans through the Planning Process¹ has been reviewed with reference to the development of the sites Travel Plan.
- 1.2.3 Research² commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
- Increases in walking and cycling, with associated health gains.
 - Improved social inclusion.
 - Better conditions for employees.
 - Improved staff recruitment and retention.
 - The opportunity to contribute to environmental management standards such as ISO 14001.
 - Good PR for businesses.
 - Financial savings.
 - Increases in bus use and associated ticket revenue.
 - Better estate management.
 - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use.
 - Better security and less fear of crime from better car parking management.

¹ Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

² Smarter Choices – Changing the Way we Travel, Cairns et al, 2004

1.3 References

1.3.1 The Travel Plan has been prepared with reference to the following documents:-

- The Essential Guide to Travel Planning, Ian Taylor for The Department for Transport, March 2008.
- A Guide on Travel Plans for Developers, Transport Energy, September 2006.
- A Travel Plan Resources Pack for Employers, Transport Energy Best Practice Report.
- Transport 2000 Making Travel Plans Work: Lessons From UK Case Studies (July 2002).
- 'Delivering Travel Plans through the Planning Process', Department for Transport, April 2009.

1.3.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when transport assessments and travel plans are required and what they should contain.

1.3.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

1.3.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

1.4 Status

1.4.1 This Travel Plan has been prepared for the proposed site focusing primarily on staff travel. The Travel Plan will be updated to provide the details of the Travel Plan Co-ordinator / Champion (TPC) when appointed, and when the measures have been implemented and the necessary staff surveys have been completed.

1.4.2 Staff surveys will be carried out within six months of the site being brought into use. A period of three months will then be allowed to complete the survey response analysis and update the Travel Plan. At that time a copy of the updated Travel Plan will be submitted to the Local Authority.

1.5 Objectives

1.5.1 The plan is a strategy for reducing dependence of staff on travel by private car. Within the context of this Travel Plan, the word 'car' or 'vehicle' is used as a catch-all term to cover cars or vans that are powered in part or whole by fossil fuels. Electric vehicles are considered by government to be a sustainable form travel and thus within this Travel Plan have the same environmental benefit as travelling by public transport, walking or cycling.

1.5.2 The primary objective of the strategy is to:

- Increase awareness and encourage use of environmentally friendly modes of transport amongst staff.
- Introduce a package of managerial and physical measures that will help to facilitate staff travel by sustainable modes of transport.
- Reduce single occupancy, single purpose vehicle use by staff.

1.5.3 Secondary objectives are to:

- Minimise the impact on the local community of traffic associated with the site by minimising noise and pollution.
- Show a commitment to improving traffic conditions within the local area.
- Reduce the adverse effects on health associated with increased car use.
- Reduce air pollution and the consumption of fossil fuels.
- Increase the attractiveness and hence the proportion of journeys made to and from the site by sustainable modes of transport such as walking, cycling and public transport.
- Promote walking and cycling as a health benefit to staff.
- Promote social inclusion by widening the travel options available for non-car owning staff.
- Reduce the cost to staff of their journey to work by promoting alternatives that are both cheaper and more environmentally friendly.
- Reduce the perceived safety risk associated with the alternatives of walking and cycling.

1.5.4 The Travel Plan will also be of benefit to the operator from a business perspective. By minimising the number of car-based staff journeys to the site, optimum use will be made of the sites car park by maximising the number of spaces which are available for the use by customer. The adoption of the Plan will also help the operators of each individual unit to project a more environmentally friendly image to both its staff and the local community. Therefore, it will be beneficial for the operators to fully support the adoption of the Travel Plan at the site.

1.6 Travel Plan Content

1.6.1 A key feature of any Travel Plan is a review of existing staff travel patterns, which is detailed in Section 2.0 of this report. The outputs of this review constitute the starting point, and will go on to inform the various Plan measures and the identified targets. Over time the staff travel review surveys will provide the monitoring framework whereby historical travel to work data will allow key trends to be identified on a unit-by-unit and a site-wide basis, for the five-year life of the Plan.

-
- 1.6.2 The Travel Plan will be implemented by a Travel Plan Co-ordinator / Champion. This role is described in Section 4.0.
- 1.6.3 The measures by which the Travel Plan objectives and targets will be achieved are the key component of the Plan and are described in Section 4.0. Regular monitoring is required to ensure that the objectives are being met and to gauge progress towards the targets. The means by which the Plan will be monitored are set out in Section 5.0.
- 1.6.4 The remainder of this report is divided into four further sections, which are as follows:-

Section 2.0 Current Travel Patterns

Section 3.0 Travel Plan Administration

Section 4.0 Travel Plan Measures

Section 5.0 Plan Monitoring and Review

2.0 CURRENT TRAVEL PATTERNS

2.1 Introduction

2.1.1 The success of the Travel Plan will primarily be judged by its progress towards the target share of travel modes by staff travelling to the site. This section of the Travel Plan provides details of the existing local modes of travel which are available for employment purposes, and existing use of the available modes based on local Census statistics; in the updated Travel Plan, this section will present the results of the staff travel survey and will specify the modal share targets.

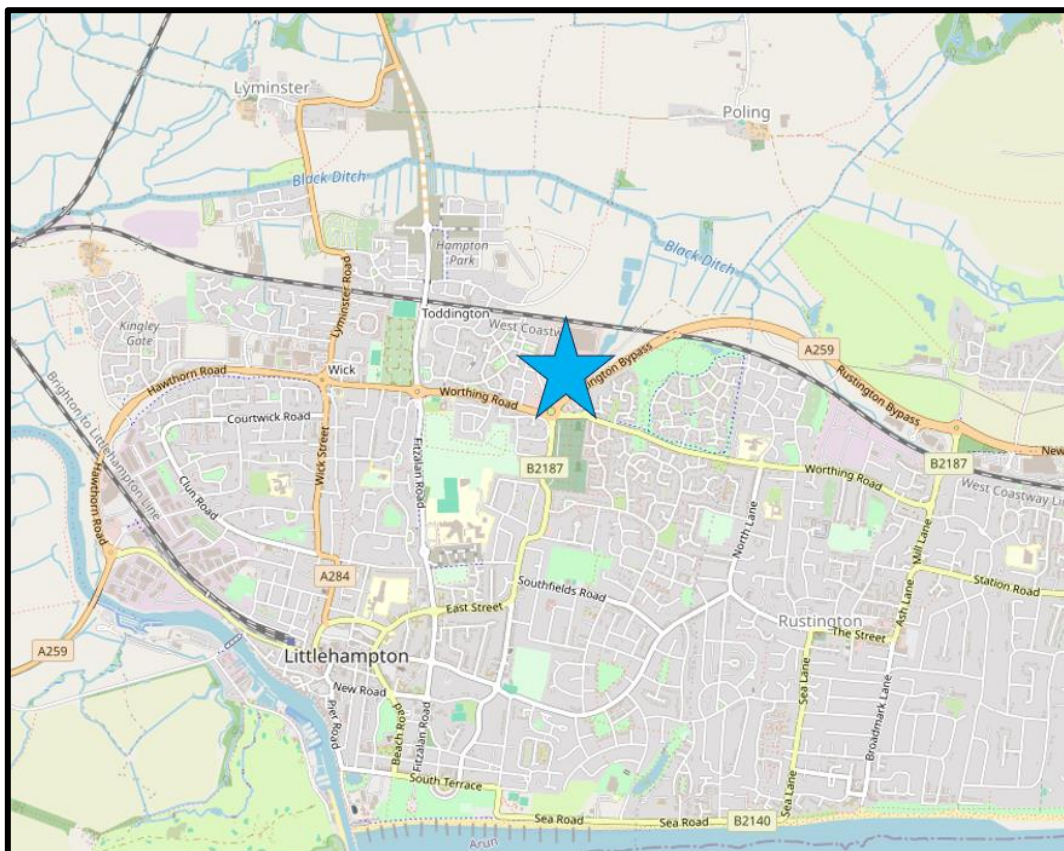
2.2 The Site and the Surrounding Area

2.2.1 The proposal site (herein referred to as 'the Site') is located at the Watersmead Business Park, which is located approximately 1.5km northeast of Littlehampton.

2.2.2 The Site is bound to the north by a warehouse, to the east by a landscaped area and the A259, to the south by the A259 and to the west by Norway Lane.

2.2.3 The location of the Site is shown at Figure 2.1 below.

Figure 2.1 – Site Location Plan



Source: OpenStreetMap.org. N.B. Site location indicated by blue star.

2.2.4 The Site is located in a largely built up urban area with a number of residential dwellings in close proximity.

2.3 Local Transport Facilities

Walking

- 2.3.1 The Department for Transport's (DfT) document titled 'Manual for Streets' dated 2007 provides guidance in relation to walk distances. Section 4.4 gives the following advice:-

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot".

- 2.3.2 The CIHT document 'Planning for Walking' (April 2015) reiterates the advice presented in 'Manual for Streets', Section 6.4 of 'Planning for Walking' states the following:

"Walking neighbourhoods are typically characterised as having a range of facilities within 10 minutes' walking distance (around 800 metres). However, the propensity to walk or cycle is not only influenced by distance but also the quality of the experience; people may be willing to walk or cycle further where their surroundings are more attractive, safe and stimulating. Developers should consider the safety of the routes (adequacy of surveillance, sight lines and appropriate lighting) as well as landscaping factors (indigenous planting, habitat creation) in their design."

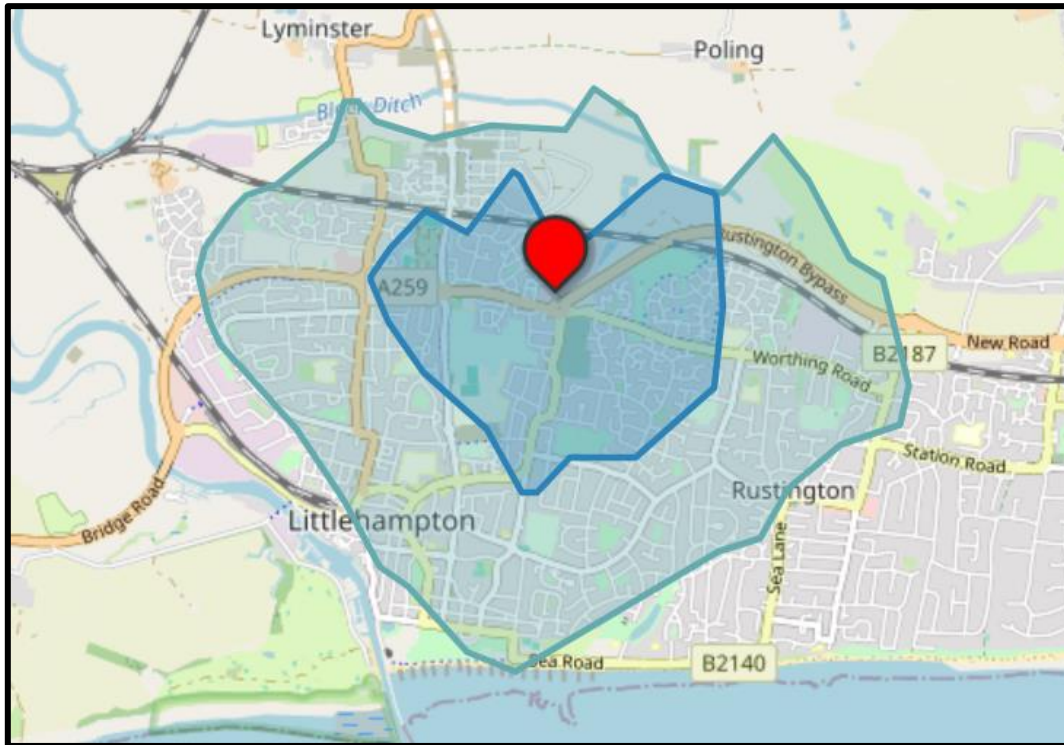
- 2.3.3 Furthermore, 'Planning for Walking' indicates that approximately 80% of journeys shorter than 1 mile (1.6km) are made wholly on foot.

- 2.3.4 Table 3.2 of The Institute of Highways and Transportation (IHT) guidance document titled 'Providing for Journeys on Foot' identifies a maximum walk distance of 2.0km for commuter, school and sightseeing walk trips, 800m for town centre walk trips and 1.2km for trips elsewhere.

- 2.3.5 The actual distance that people will be prepared to walk will vary depending on the trip purpose and other factors such as the presence of road crossings, terrain, and the attractiveness of the environment. For retail trips, the likely maximum walk distance is 800m due to the fact that shoppers will be carrying bags on their return journey, while for work-based / commuting trips, people are likely to be prepared to walk further.

- 2.3.6 Based on walking distances of 800m and 2km, the indicative walking catchments of the Site are shown at Figure 2.2 below. These have been shown as 1km and 2km isochrones.

Figure 2.2 – Indicative 1km and 2km Walk Catchments



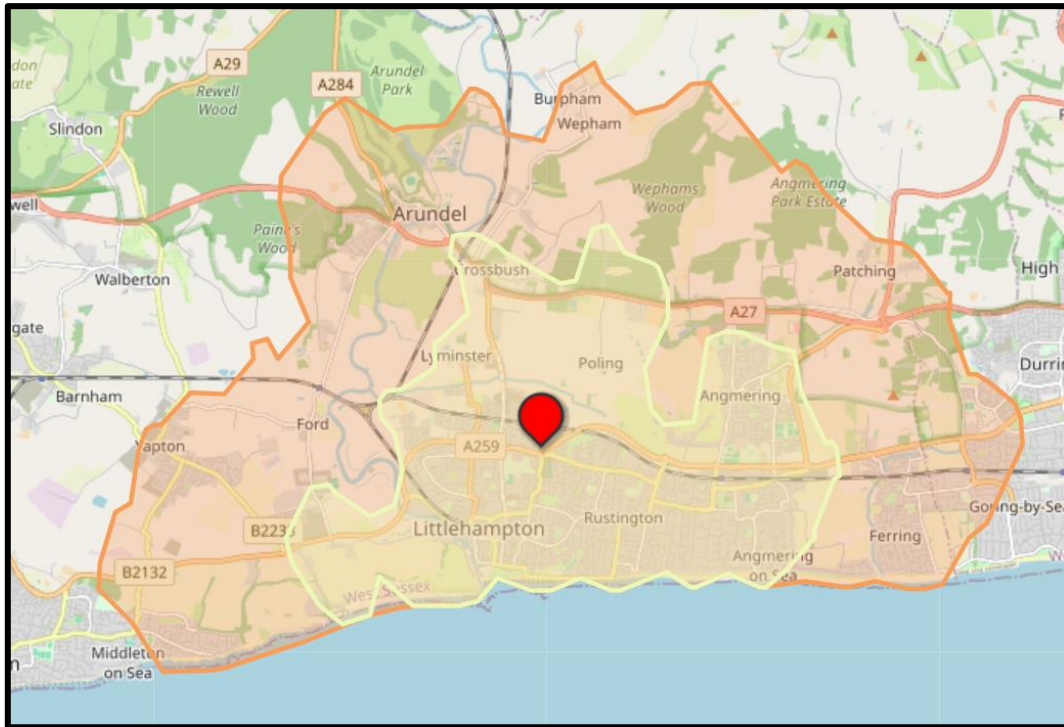
Source: Openrouteservice.org

- 2.3.7 The walk catchments above indicate that there are residences within a 1km walk of the Site, as well as a substantial staff pool within the 2km walk catchment.
- 2.3.8 Norway Lane is flanked by a footway on its eastern side and partially flanked by a footway on its western side, connecting the Site to the local pedestrian network.
- 2.3.9 Uncontrolled pedestrian crossing facilities are provided on Norway Lane.
- 2.3.10 The Body Shop Roundabout has pedestrian crossing facilities on all arms, the pedestrian crossing on the easternmost A259 arm will be upgraded and signalised as part of the development proposals.
- 2.3.11 The B2187 Worthing Road, the B2187 Horsham Road and the A259 west are all flanked by footways on both sides.
- 2.3.12 In light of the local pedestrian facilities, the Site is well connected to the local pedestrian network with opportunities for customers and employees to make trips by foot.

Cycling

- 2.3.13 The 2023 National Travel Survey table NTS0303 identifies average journey lengths by cycle in England of c.4.8km. The CIHT document titled 'Planning for Cycling' (October 2014) indicates that 80% of cycling trips are up to five miles (8km) and 40% are less than two miles (3.2km). This suggests that cycling can offer an alternative to car travel particularly for trips of less than 8km.
- 2.3.14 Indicative cycle catchments are shown at Figure 2.3 below, being a 5km catchment (representing the 4.8km NTS average cycling distance) and an 8km catchment (being the distance of 80% of cycle trips).

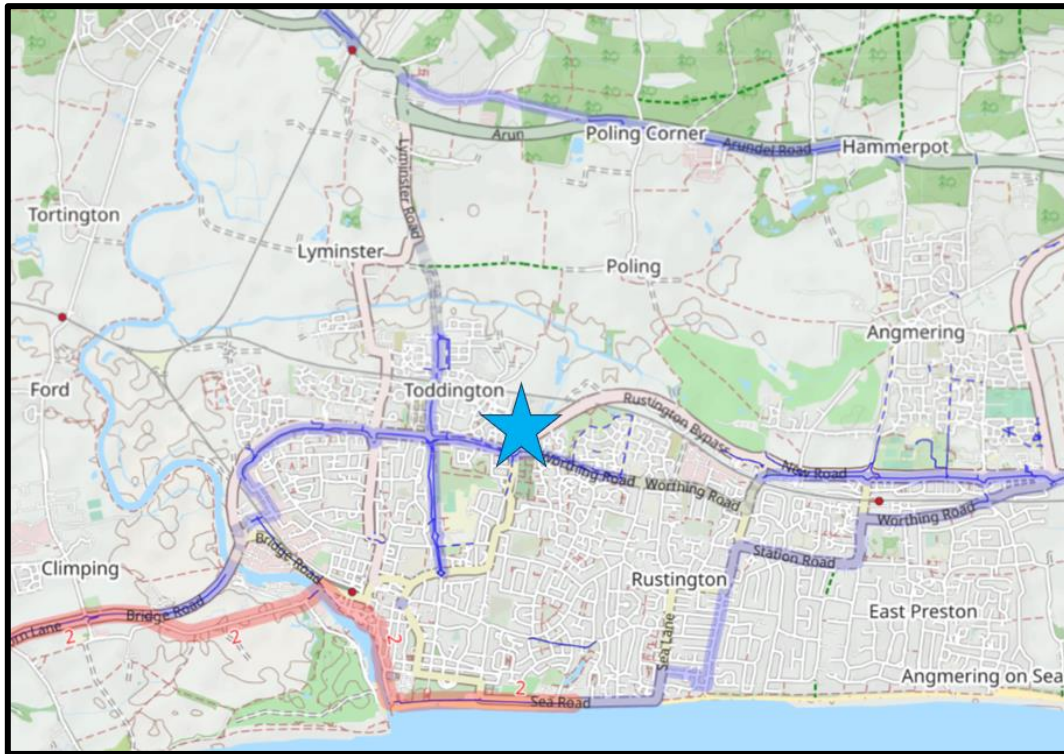
Figure 2.3 – Cycle Catchment Area



Source: Openrouteservice.org. N.B. The yellow boundary indicates a 5km cycle catchment and the orange boundary represents an 8km cycle catchment.

- 2.3.15 The 5km cycle catchment includes all of central Littlehampton, Rustington, Poling, Angmering and parts of Angmering on Sea, Lyminster and Crossbush. The 8km cycle catchment includes, in addition to the aforementioned, all of Ferring, Patching, Arundel and Ford as well as Middleton on Sea, Yapton as well as parts of Goring by Sea and Durrington. There is therefore a significant local population within cycling distance of the Site.
- 2.3.16 Figure 2.4 below, shows a cycle map for Littlehampton and the surrounding areas taken from OpenStreetMap, showing local and national cycle ways in the area.

Figure 2.4 – Local Cycle Map



Source: OpenStreetMap. N.B. The proposal site is indicated by a blue star.

- 2.3.17 National Cycle Route 2 (NCR2) is located to the south of the Site on The Promenade. NCR2 provides a cycle route between Littlehampton and Bognor Regis to the west.
- 2.3.18 There are numerous local cycle routes within the vicinity of the Site, the closest being on the B2187 Worthing Road and the A259 Worthing Road.
- 2.3.19 The numerous local cycle routes allow for travel within and around the urban area of Littlehampton.
- 2.3.20 Considering that the roads local to the Site are urban in character, and that the local topography is generally gentle, and the presence of cycle infrastructure, there are realistic and viable opportunities for customers and employees to make trips by cycling.

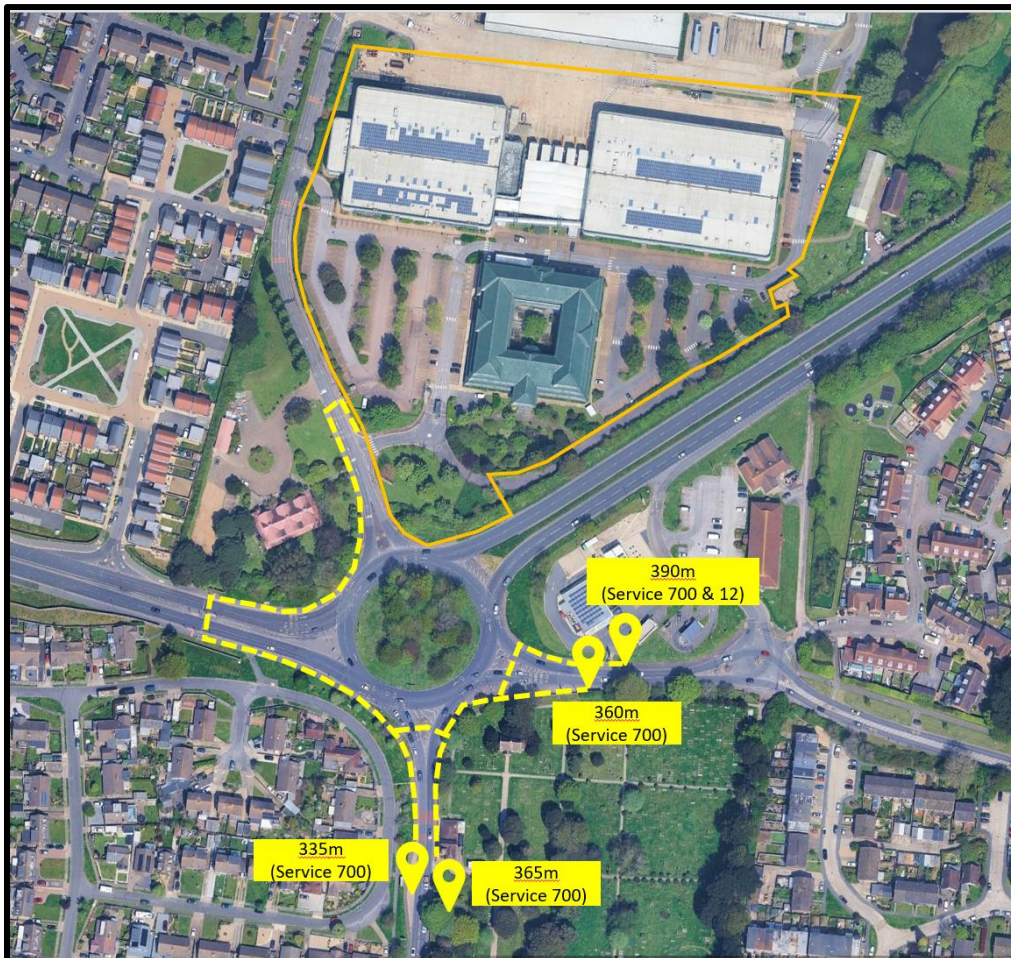
Public Transport

- 2.3.21 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop.
- 2.3.22 The nearest bus stops to the Site are located on the B2187 Horsham Road, and are approximately 335m (northbound stop) and 365m (southbound stop) walking distance from the Site via the signalised pedestrian crossing on the western arm of the A259 Worthing Road. The northbound bus stop benefits from a bus shelter with seating and timetable information as well as a bus layby. The southbound bus stop is indicated by a flag-and-pole and benefits from timetable information and bus cage markings.

2.3.23 Further bus stops are located on the B2187 Worthing Road to the south of the Site, which are approximately 360m (westbound stop) and 390m (eastbound stop) walking distance from the Site, also via the signalised pedestrian crossing on the eastern arm of the A259 Worthing Road. Both bus stops are indicated by a flag-and-pole.

2.3.24 The bus stops and the current walking routes to/from the Site are shown at Figure 2.5 below. It is noted that the future provision of a signalised pedestrian crossing on the easternmost A259 arm will reduce walk distances over those shown.

Figure 2.5 – Bus Stop Locations



Source: Google. N.B All Distances, Locations and Areas approximate. Pedestrians improvements to easternmost A259 arm will reduce walk distances given above.

2.3.25 Table 2.1 below summarises the routes that serve the above bus stops.

Table 2.1 – Bus Service Details

Service	Route	Approximate Peak Frequency (first/last service)		
		Monday - Friday	Saturday	Sunday
700	Littlehampton – Brighton	Every 12 minutes (05:50 / 23:29)	Every 12 minutes (05:50 / 23:29)	Every 20 minutes (06:30 / 22:29)
12	East Preston - Littlehampton	Every 60 minutes (10:15 / 15:20)	--	--

2.3.26 Having regard to the proximity of the bus stops, the frequency of buses and the areas that the existing local buses serve, the Site is accessible by public transport.

Vehicular Access and the Local Highway Network

2.3.27 The proposed development will be served from Norway Lane

2.3.28 Norway Lane is a single carriageway road of approximately 7.3m width, with a speed limit of 10mph in the vicinity of the Site.

2.3.29 Norway Lane connects to the Body Shop Roundabout, providing access to the A259, the B2187 Worthing Road and the B2187 Horsham Road.

2.3.30 The A259 allows for travel to Bognor Regis to the west and to Worthing to the east. At Wick Roundabout, to the west of the Site, the A259 connects to the A284, which facilitates access to the A27 to the north.

2.3.31 The A27 provides a route westwards to Chichester and eastwards to Brighton.

2.3.32 The B2187 Horsham Road provides a direct route into central Littlehampton before connecting to the A259 again at the Bridge Road Roundabout.

2.3.33 The B2187 Worthing Road allows for travel to Rustington and surrounding residential areas.

2.3.34 Figure 2.6 below shows the site in its local highway context.

Figure 2.6 – Highway Network

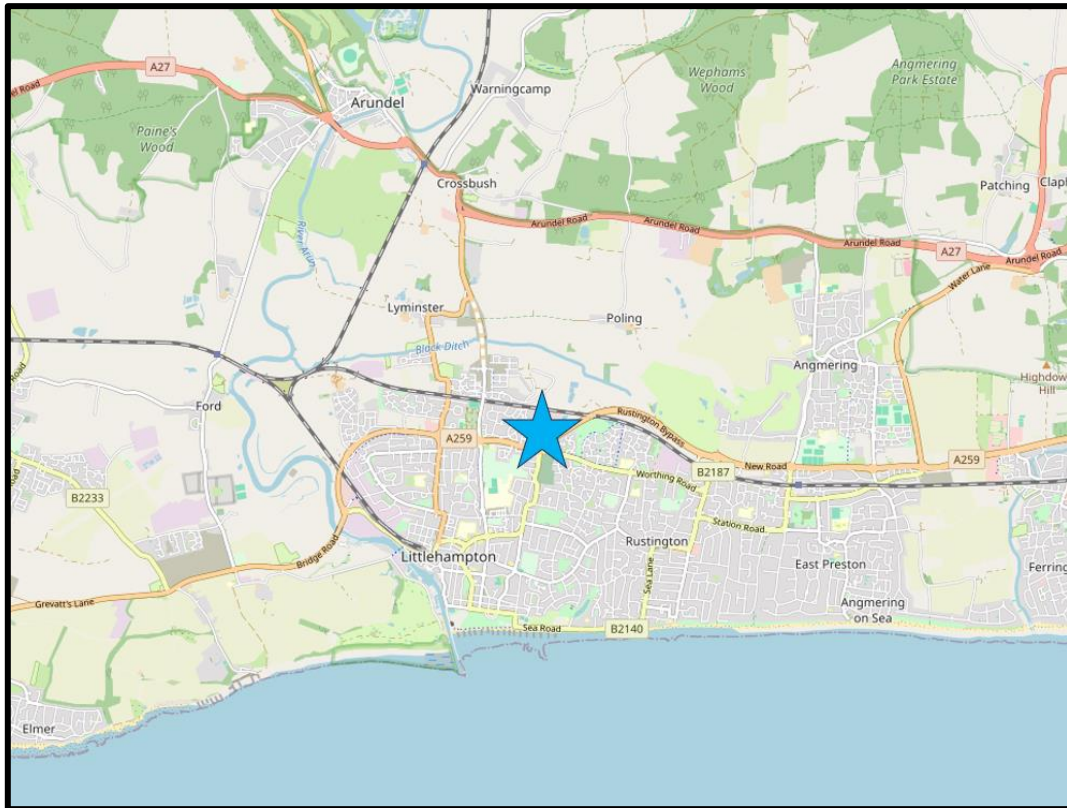


Image Source: OpenStreetMap.org

2.3.35 Overall, the Site has a prominent location in relation to the local road network from which it is readily accessible.

2.4 Staff Travel Patterns

2.4.1 In order to establish the initial travel patterns of staff, a comprehensive staff travel survey will be conducted within six months of the site being brought fully into use.

2.4.2 One of the key outputs of the survey will be the modal split for the journey to work. A list of the key information that will be obtained through the surveys is set out below:

- Name and home location
- Usual mode of travel, travel distance and travel time.
- Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode.

2.4.3 An example staff travel survey questionnaire is provided at Figure 2.7 below.

Figure 2.7 – Example Survey Questionnaire

CONFIDENTIAL

TRAVEL SURVEY

1. Name (BLOCK CAPITALS):

2. Home Post Code (BLOCK CAPITALS):

3. What are your typical working hours?

3i. Start Time:

3ii. Finish Time:

3iii. Do your hours vary significantly from the above?
 Yes
 No

3iv. How many days do you typically work a week?

3i. What is your main mode of transport when travelling to work?
(i.e. The mode that makes up the majority of your trip)

- Walk
- Cycle
- Public Transport (Bus / Train)
- Motorcycle or Scooter
- Electric Car or Van
- Carshare or lift
- Drive Private Car/Van alone
- Other (Please Specify in the box below):

3iii. If you carshare or get a lift, do you:

- Share with other members of staff
- Share with non-staff (e.g. Partners, Friends)
- Share with both staff & non-staff

3iv. If you drive to work in car/van powered in part or in whole by fossil fuels, do you:

- Drive to work for Health / Disability reasons
- Drive as part of your job (Outside of Commuting)
- Regularly visit other destinations as part of your trip (e.g. a School, Partner's workplace)
- Drive to work for an alternate secondary purpose (Please specify in the box below):

4i. What would encourage you to walk to work?

- A walking buddy
- Showers and Locker Facilities at work
- Information on Walk Routes
- Nothing, not willing to walk
- Alternative Incentive

(Please Specify in the box below):

4ii. What would encourage you to cycle to work?

- A cycling buddy
- Ability to purchase bicycles at a discount
- Showers and Locker Facilities at work
- Improved Cycle Parking at Work
- Information on Cycle Routes
- Nothing, not willing to cycle
- Alternative Incentive

(Please Specify in the box below):

4iii. What would encourage you to take Public Transport?

- Information on local bus routes
- Discounted Bus Tickets
- Nothing, not willing to take public transport
- Alternative Incentive

(Please Specify in the box below):

4iv. Would you be interested in joining a Carshare scheme?

- Yes
- No

5. Do you have any other comments regarding your journey?

2.4.4 Once the questionnaires have been completed and the results analysed, the modal split information for the site as a whole will be inserted in Table 2.2.

Table 2.2 – Modal Split of Staff Travel

Mode of Travel	Percentage of Staff
Car driver alone	
Carshare	
Public Transport	
Cycle	
Walk	
Motorcycle or Scooter	
Electric car or van	
Other	
Total	100%

2.4.5 Following the staff survey, a comprehensive analysis of the results of the staff survey will be included within its own sub-heading.

2.5 Census Review and Targets

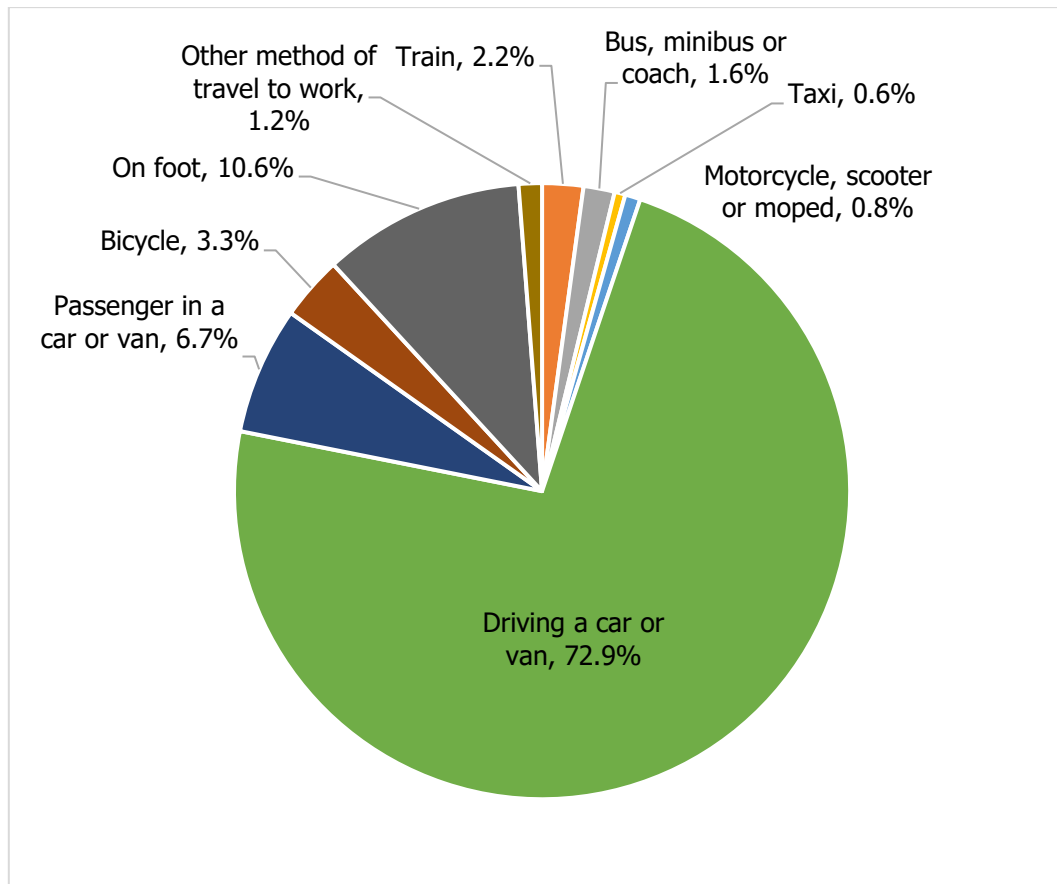
Census Review

2.5.1 As the site has not yet been developed or occupied, a preliminary review of local travel patterns has been undertaken to establish an initial indication of how future staff may travel to the site or each unit.

2.5.2 The preliminary review of the modal proportions of staff trips is based on the 2021 census data for 'Method of Travel to Work' for the Middle Super Output Area of E02006545 : Arun 004.

2.5.3 The average proportion of trips by each travel mode, as identified by the 2021 census, is set out at Figure 2.8.

Figure 2.8 –Travel to Work Census Statistics – Travel Mode



Targets

- 2.5.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.5.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at Figure 2.8 above, and set out at Table 2.3 below, and to then reduce the proportion of staff driving single occupancy single purpose private car journeys to work by 5%, absolute, within five years of the Travel Plan being adopted. However, the future target will take into consideration the modal split identified from the initial staff surveys.
- 2.5.6 Targets for individual mode shares have been set; however, the reduction of single occupancy private car journeys, with an associated transfer to *any* non-single-occupancy, single-purpose car mode of transport (inclusive of car sharing, electric car and electric scooter) will contribute towards achieving the main objective of the Travel Plan.

Table 2.3 – Travel Mode Targets (Example)

Mode of Travel	Target – Initial	Target – 5 Years
Car driver	73%	68% (-5%)
Car passengers	7%	8% (+1%)
Bus / Rail	4%	5% (+1%)
Cycle	3%	4% (+1%)
Walk	11%	12% (+1%)
Other	3%	4% (+1%)
Total	100%	100%

3.0 TRAVEL PLAN ADMINISTRATION

3.1 Introduction

- 3.1.1 It is being suggested that a site-wide Travel Plan Co-ordinator (TPC) be used to monitor and implement the Travel Plan over all of the units, although each unit will have the freedom to utilise their own TPC should they so wish.
- 3.1.2 The TPC(s) will be responsible for implementing and administering the plan. The TPC will be responsible for implementing the Travel Plan on-site and will be allocated sufficient time to complete all of their TPC duties, as well as for investigating potential Travel Plan measures and sustainable travel opportunities. The amount of time needed for this is likely to vary from week to week.
- 3.1.3 The TPC will be provided with a copy of the Travel Plan, and will be encouraged to develop ideas of how to best promote and evolve the Travel Plan, over the five-year lifetime.
- 3.1.4 Once appointed, the contact details of the TPC will be inserted below:-

TPC Name: _____

TPC Email Address: _____

TPC Phone Number: _____

3.2 Duties

- 3.2.1 The duties of the TPC are permanent. The TPC will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
- Implementing the Travel Plan.
 - Monitoring the Travel Plan.
 - Liaison with the Local Authority and other Travel Plan Coordinators where appropriate.
 - Liaison with the local bus operators where appropriate.
 - The preparation of subsequent update Travel Plan reports for submission to the Local Authority.

3.3 Promotion of the Travel Plan

- 3.3.1 All staff, including new employees upon commencement of employment, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 3.3.2 On confirmation of employment, new staff will be provided with information on sustainable travel and the options available to them, so that they can begin planning their journey prior to commencement of employment.

4.0 TRAVEL PLAN MEASURES

4.1 Introduction

- 4.1.1 This section of the Plan outlines the specific physical and management measures to be implemented as part of the Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 4.1.2 As far as possible, the measures and initiatives outlined in this section are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives. This list will be reviewed following the completion of the staff travel survey and the setting of the Travel Plan targets. An Action Plan has been included at Section 5.0.

4.2 Walking

- 4.2.1 The TPC will promote walking as a healthy and cheap means by which to travel. In order to encourage travel to the site on foot; the following measures will be implemented:
- A promotional poster highlighting the benefits of walking will be displayed in the staff room and communal areas.
 - The TPC will liaise with the Highway Authority to report any issues with local pedestrian walk routes.
 - Staff will be provided with secure lockers for storage of wet clothes, umbrellas, etc.
 - Walk to Work Week will be promoted by the TPC. Information will be obtained from www.livingstreets.org.uk.

4.3 Cycling

- 4.3.1 Cycling is a sustainable mode of transport that provides benefits for personal health as well as reducing road congestion. In order to encourage travel to the site by cycle, the following measures will be implemented:
- The operators of each unit should consider becoming a member of the government's 'Cycle to Work' scheme and actively encourage existing and new members of staff to participate.
 - The TPC will liaise with the Highway Authority to report any issues with local cycle routes.
 - Cycle parking spaces will be provided for staff and customers. The use of cycle parking facilities will be monitored. The possibility of providing additional cycle parking spaces will be investigated should demand by either staff or customers warrant it.
 - Promotional material on bicycle maintenance will be available in the staff room.
 - Should demand warrant it, the TPC will investigate the potential for a staff Bicycle User Group (BUG).
 - Bike week will be promoted by the TPC. Information can be obtained from www.cyclinguk.org/bikeweek.

4.4 Bus Services

4.4.1 Measures for encouraging bus travel will include:

- Up to date information on bus services, including route information and service frequencies, will be available in the staff room and communal areas.
- The TPC will liaise with the local authority and the local bus operators to ensure that the information remains valid.
- The TPC will bring to the attention of the relevant bus operators any issues raised periodically by staff.

4.5 Car Sharing

4.5.1 Car sharing represents a relatively convenient alternative form of travel. It can reduce the total vehicle mileage by staff, and therefore reduce fuel consumption and vehicle emissions, which is beneficial to both staff members and the environment.

4.5.2 Some staff members may be concerned about the logistics and security of car sharing, so to maximise the potential pool for members of staff who are interested, staff members will be encouraged to register with appropriate car sharing websites, such as www.liftshare.com/uk.

4.5.3 National Liftshare week will be promoted by the TPC. Information will be obtained from the Liftshare website.

4.6 General

4.6.1 Upon commencement of employment each staff member will be provided with a Travel Plan Information Pack. This pack will contain all the information an individual will need in order to make an informed choice on the mode of travel to be used for work-based journeys. The pack will comprise the following:

- A summary page introducing the Travel Plan.
- Copies or hyperlinks to local bus timetables and maps.
- Promotional material about walking and cycling.
- Promotional material about public transport.
- A plan showing local walk and cycle routes.
- A promotional leaflet about car sharing.
- A list of informative websites which promote sustainable travel.
- Information on personal travel planning options such as the Traveline website.

4.6.2 The TPC will be responsible for organising involvement in travel planning days/events for all modes of sustainable travel.

4.6.3 The TPC will be free to investigate other potential ways of encouraging customers to travel by sustainable modes.

5.0 PLAN MONITORING AND REVIEW

5.1 Introduction

5.1.1 A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

5.2 Monitoring

5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of the Travel Plan reports (as detailed in Section 5.3) and will include the following:

- Monitoring the use of the cycle parking.
- Monitoring the demand for additional cycle parking by staff.
- Monitoring the number of staff registered for car sharing.
- Recording of comments received from staff on transport and travel to the site.
- Monitoring of the number of staff vehicles, if permitted, in the customer car park.
- Monitoring the number of claims made for a lift home.

5.3 Process and Review

5.3.1 Within six months of each unit fully opening, the TPC will conduct travel surveys to assess the existing travel patterns of employees. Three months from that date a copy of the updated Travel Plan will be submitted to the Local Authority. It is suggested that a minimum 50% staff response rate be achieved.

5.3.2 A staff survey will be conducted annually after the initial survey, after each of which a Travel Plan Review Report will be submitted to the Local Authority.

5.3.3 The Travel Plan Review Report will be produced following the results of each staff survey, and will include the following:

- Analysis of the latest questionnaire responses.
- The latest targets (existing targets will need evaluation and refinement in light of the updated staff survey results. The success in achieving existing targets will also be considered).
- Any additional measures and any changes or refinements to existing measures.
- Evaluation of the success of the various measures implemented to date.

5.4 Action Plan

5.4.1 The Action Plan for the Travel Plan is provided at Table 5.1.

Table 5.1 – Travel Plan Action Plan

Action	When	Date(s) Completed
Appoint Travel Plan Co-ordinator / Champion (TPC)	3 months prior to the launch of the Plan	TBC
Display promotional walking material	Before the Launch of the Plan	TBC
Display promotional cycle maintenance poster in staff room	Before the Launch of the Plan	TBC
Display bus and rail timetables	Before the Launch of the Plan	TBC
Check on-site cycle parking facilities	Before the Launch of the Plan	TBC
Check Staff lockers	Before the Launch of the Plan	TBC
Issue Staff Travel Packs	At the Launch of the Plan	TBC
Organise the initial staff travel survey	Within 6 Months of the site opening and every year for a total period of 5 years	TBC
Analyse results of annual staff travel surveys, conduct annual review and produce Full Travel Plan (or prepare annual review report as appropriate)	Within 3 Months of each Travel Survey	TBC
Report any relevant findings from the staff travel survey to the Local Authority	Within 3 Months of each Travel Survey	TBC
Record and address any comments made verbally	On-going to inform annual review	-
Report any problems with local pedestrian or cycle routes to Local Authority	On-going	-
Inform new staff about Travel Plan and issue them with a Staff Travel Plan Pack	On-going	-
If demand warrants it, organise Bicycle Users Group	On-going	-
Monitoring of cycle parking, staff registered with car share websites, and staff parking on-site	On-going to inform annual review	-