

DRAFT TRAVEL PLAN

Proposed Care Home, Middleton-on-Sea

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1.0 Executive Policy Statement

Frontier Estates Ltd. seeks to implement a Travel Plan as part of their proposed development of a care home on land west of Yapton Road, Bognor Regis PO22 6SE. Travel Plans help to demonstrate the importance of the environmental, health and commercial benefits of increasing the use of more sustainable modes of travel as an alternative to the private car. Frontier is committed to developing this programme with the support of West Sussex County Council.

It is proposed that, subject to agreement with West Sussex County Council, the full Travel Plan will be produced within one year of the beneficial occupation of the care home and this will include results of the initial resident/staff/visitor travel survey, which will indicate the prevailing modes of transport to/from the development, the origin/destination of journeys and the willingness to use alternative methods of travel.

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2.0 Travel Plan Mission Statement and Stated Objectives

The overarching objective of the Travel Plan is to ensure that all reasonable actions are considered and implemented to encourage residents, visitors and employees to travel safely, healthily and sustainably to and from the development, with a consequential effect being the rationalisation of single occupancy car journeys.

The primary purpose of Frontier Estates Ltd's Travel Plan is to seek to reduce private car journeys made by employees travelling to work and in carrying out their work duties through the encouragement of greater use of public transport together with other non-car modes of travel. The Travel Plan will also seek to encourage both residents and visitors to undertake a similar commitment.

This is a Draft Travel Plan which has been prepared on behalf of Frontier Estates Ltd. It has been developed as part of the Planning Application for the development of the care home. The purpose of this 'draft' document is to provide the local authority with the basic structure, objectives and initiatives that would be incorporated into a full Travel Plan document, which would be prepared following occupation of the development and subsequent to a baseline travel survey.

3.0 Background

SLR Consulting Limited (SLR) has been appointed by Frontier Estates Ltd. to provide transport planning advice and produce a Draft Travel Plan for the development of a care home on land west of Yapton Road, Bognor Regis PO22 6SE.

A site location plan is provided at Drawing 01.

This Draft Travel Plan sets out details of the initiatives and measures that will be considered for implementation by the development in order to address the travel demands of those residing, visiting and working at the care home.

3.1 Proposals

Frontier Estates propose to redevelop the site to provide a new 66-bedroom care home (Use Class C2).

A proposed site layout plan is included at Drawing 02.

The new care home will be registered with the Care Quality Commission (CQC) and will provide 24-hour support and care for the frail elderly, meeting a full range of residential, nursing and dementia care needs, including end of life and palliative services.

The scheme has been drawn up to meet the specifications and requirements of a leading, national care home operator and will be exemplary in terms of the standard of facilities and the provision of support and care. The care home will exceed the space standards set by the CQC and will incorporate the following facilities and features:

- * All bedrooms to be equipped with en-suite bathrooms designed for safety and accessibility;
- * 24-hour on site care provision;
- * Spacious communal and amenity spaces incorporating café/bar/lounge, hairdressers, cinema room, activity rooms, lounges, dining spaces and quiet rooms. Many of these facilities are to be opened up for use by community groups to integrate the home with the local area and to provide a busy and vibrant atmosphere within the care home;
- * On-site kitchen and laundry;
- * Staff facilities including lounge, training area and changing rooms;
- * Landscaped amenity areas and sensory gardens; and
- * Car and cycle parking as well as dedicated spaces for deliveries and ambulance.

All access into the site will be from Silver Birch Drive, utilising the existing cul-de-sac between nos. 12 and 14 Silver Birch Drive.

- The footway on the eastern edge of the cul-de-sac will be extended northbound and then feed into the shared surface area of the site. Pedestrian access will also be possible via the footpath which is accessed via the B2132 Yapton Road. Cyclists will access the site using the main vehicular route.

3.2 What is a Travel Plan?

Travel Plans are an important element of the Governments Integrated Transport Strategy and are a means of managing the transport generated by a development or site, and implementing initiatives to reduce identified adverse effects of such transportation.

Every development has potential implications for local transport systems to a lesser or greater degree. The way that these implications are managed is fundamental to the scale of transport effects associated with the development.

A Travel Plan is a package of measures and initiatives designed to reduce reliance on the private car through promoting the use of more sustainable forms of transport.

These measures may take the form of 'soft measures' which are designed to encourage positive travel habits, or 'hard measures' which actively impede negative travel behaviour, for example, reducing on-site parking provision to make private car use less desirable than sustainable transport modes.

The Travel Plan includes targets, monitoring and management arrangements to ensure that the objectives of the plan are achieved and that it remains sustainable over the longer term.

3.3 Why do we have a Travel Plan?

Whilst there are a wide range of benefits that can result from the operation of a Travel Plan, their implementation is increasingly being required within the planning system as a condition, or requirement associated with development.

This Travel Plan has been produced in relation to the planning application for the proposed care home. The Travel Plan is, however, not solely tied to the planning application and will become an ongoing element of the operation of the overall development.

3.4 Benefits of Travel Plans

The most easily identifiable benefits of Travel Plans are those that are directly related to reductions in vehicle use, namely proportionally less traffic, congestion, noise/air pollution, and potentially accidents.

There are however, a broader range of benefits that can accrue from the implementation of Travel Plan initiatives. Depending on the characteristics of each development, it is recognised that benefits to the following areas might occur once a Travel Plan is implemented:

- **energy savings:** reducing consumption of fossil fuels, particularly the amount of CO₂ individuals consume in their everyday journeys;
- **environmental benefits:** individuals who adopt travel by non-motorised modes of transport will gain satisfaction from knowing they have been able to reduce their own carbon footprints;
- **health benefits:** by shifting journeys away from motorised forms of transport, individuals can improve their health and well-being by walking and cycling and also learn to enjoy more journeys without the added stress of traffic and congestion;
- **safety benefits:** new and improved facilities for sustainable transport such as dedicated walkways and cycle paths will encourage car users to drive more responsibly, reducing their speed and being aware of other road users;
- **social benefits:** developing a culture where individuals can share their travel tips with other people such as car-share members, residents groups. Encouraging active participation in the Travel Plan by making new developments 'user-friendly' for walkers/cyclists; and
- **accessibility benefits:** removing car based provision such as new roads and parking areas in favour of improved public transport facilities/links.

4.0 Policy and Guidance Considerations

4.1 National Policy

The National Planning Policy Framework (NPPF) was published on 27th March 2012 as part of the Government's reforms to make the planning system less complex and more accessible. Since then, the NPPF has been revised with the most recent revision being during June 2019. The document provides a framework within which local people and their accountable local authorities can produce their own district and neighbourhood plans, which reflect the needs and priorities of their communities.

Paragraph 1 states that the NPPF

'...sets out the Government's planning policies for England and how these should be applied. It provides a framework within which locally-prepared plans for housing and other development can be produced'.

The promotion of sustainable transport can be found under Chapter 9 of the NPPF 'Promoting sustainable transport', the document provides guidelines to local authorities for when considering development proposals.

Paragraph 110 states that:

'Within this context, applications for development should:

a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and

e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations'.

Paragraph 111 then advises that:

'All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed'.

The National Planning Practice Guidance document Travel Plans, Transport Assessments and Statements (March 2014) further reinforces the importance of travel plans in the planning context. It states travel plans should be considered in parallel to development proposals and readily integrated into the design and occupation of the new site, and that they should support Transport Assessments in taking forward the identified mitigation measures which relate to on-going occupation and operation of the development.

The Department for Transport has prepared and issued specific guidance on the preparation of Travel Plans, which can be found at the following link:

<http://www.dft.gov.uk/eng/sustainable/travelplans/work/>

4.2 Local Policy

West Sussex Transport Plan 2011 – 2026 (February 2011) – ‘LTP3’

The fundamental objective of the West Sussex LTP3 is to “*improve quality of life for the people of West Sussex*”. The plan seeks to achieve this overarching goal by promoting economic growth, tackling climate change, providing access to services, employment & housing, and improving safety, security & health within the County.

Part of the Councils ‘Long Term Strategy’ is to “*Deliver transport improvements to support and facilitate sustainable growth*”.

The following excerpts have been reproduced from the Policy document:

“(The Plan seeks..)To help ensure that growth is sustainable and provide choice to users of the transport system, improvements will be needed to all modes of transport”.

Among the many and various strategies which coalesce to deliver the above aspiration, the Long Term Strategy seeks to encourage businesses to create and implement Travel Plans that “*highlight and help overcome specific local issues*”.

“(The Plan seeks to..) Reduce unnecessary trips by motorised vehicles and encourage use of more sustainable modes of transport...” and “...Reduce the need to travel at all by encouraging the provision of local services...”.

Further to the above, the Long Term Strategy requires “*...that transport assessments assess accessibility to key services and have clear links with travel plans*”. “*In addition, (the Council) will continue to promote (their) award winning Travel Plan as an example of best practice*”.

4.3 Summary

National transport planning policy supports the increased use of sustainable transport as a means to achieving a reduction in vehicular traffic congestion and environmental impact.

The proposed development is well placed in terms of sustainable transport infrastructure, benefitting from local pedestrian, cycle and public transport facilities. This Travel Plan will promote the use of sustainable transport to staff and visitors in line with national transport policy.

This Draft Travel Plan has been produced with reference to guidance and policy as identified in the above paragraphs.

5.0 Audit of Existing Conditions

This section describes the site location and local transport conditions, detailing the existing travel opportunities that are available from the site and also provides a brief description of the development proposals for which this Travel Plan has been prepared.

The overall accessibility of the site has been assessed in detail with respect to pedestrian, cycle and public transport access. The purpose of the assessment is to demonstrate that the development site is located in a suitable location for travel to be undertaken by modes other than the private car.

Due to the nature of the development, it is anticipated that all residents at the care home will be non-car owners. As such, any journeys which require residents to leave the site will almost certainly utilise private transport in some form, either pre-arranged by family members, or by carers for the purposes of group excursions.

The care home will provide onsite all the everyday facilities required by the residents. This will include a cafe, hairdressers, various lounges and activity rooms; all of which will reduce the need for residents to travel off site.

Accessibility has therefore been considered from the perspective of staff and visitors. The following sections consider pedestrian, cycle and public transport access.

5.1 Site Location

The application site is located to the north-west of the roundabout junction between the B2132 Yapton Road and Silver Birch Drive; the former provides eastern boundary to the site while residential houses fronting Silver Birch Drive abut the southern boundary.

In broad terms the site lies 4.0km east of Bognor Regis and 17km west of Worthing.

A Site Location Plan has been produced and is attached at Drawing 01.

5.2 Pedestrian Access

5.2.1 Pedestrian Infrastructure Audit

The assessment has considered the accessibility of the site to local amenities by foot and the quality of the surrounding pedestrian environment.

Pedestrian amenity is of a good standard in the immediate vicinity of the application site. Footways in the area are of a sufficient width, level and maintained in a good state of repair, and street lighting is provided at regular intervals in the surrounding areas.

In context of the location of the site within the immediate vicinity, any pedestrian access both to and from the Site will be via the Silver Birch Road cul-de-sac.

Figure 5-1 looks north toward Silver Birch Drive from within the cul-de-sac.

Figure 5-1
Silver Birch Drive cul-de-sac – View North



Visible in the above photograph the footway leading onto Silver Birch Drive from the cul-de-sac is sufficiently wide to accommodate all pedestrian traffic from the care home onto the surrounding pedestrian infrastructure and was noted to be in a good state of repair during the course of the SLR Site Audit.

Figure 5-2 looks south-west into Silver Birch Drive from the vicinity of its roundabout junction with the B2132 Yapton Road.

Figure 5-2
Silver Birch Drive – View South-West



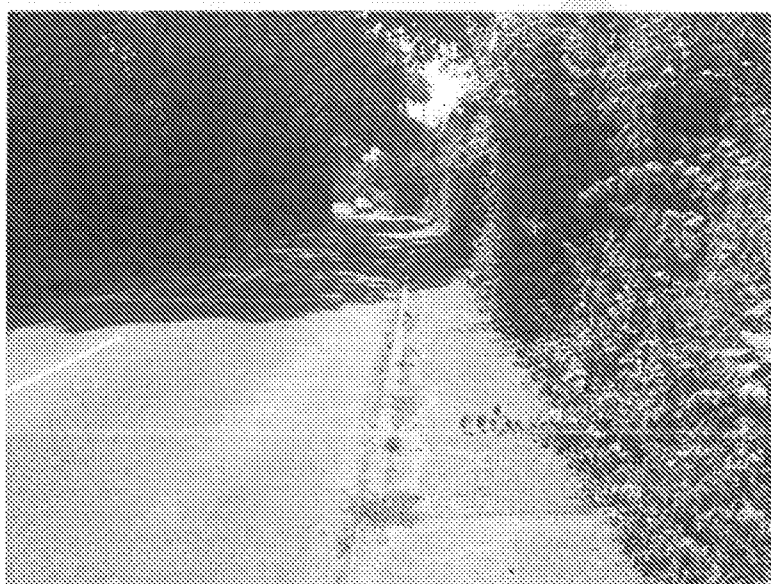
Visible in the above photograph the footway leading into Silver Birch Drive from the B2132 Yapton Road is of a high standard; measuring circa 2.2 metres and free from any defects, serious or otherwise. Also visible to the

left background of the photograph is a pedestrian refuge facilitating safer crossing of the Silver Birch Drive carriageway. The refuge comprises a kerbed island with dropped kerb on either side and an illuminated bollard at the western extremity.

A similar installation of pedestrian crossing infrastructure can be found on the B2132 Middleton Road located approximately 45 metres west of the Sea Lane bus stops.

Figure 5-3 looks south on the B2132 Yapton Road from a location circa 125 metres north from the roundabout junction with Silver Birch Drive.

Figure 5-3
B2132 Yapton Road – View South



The photograph above provides a typical example of pedestrian footway on the B2132 Yapton Road in the vicinity of the application site; while footway is often present only on one side of the carriageway it is at least 1.8 metres in width and free from any significant defects.

5.2.2 Pedestrian Accessibility

The Manual for Streets (DfT, 2007), notes at Section 4.4.1 that:

“walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes’ (up to 800m) walking distance of residential areas”.

However, it is also noted that this is not an upper limit and that:

“walking offers the greatest potential to replace short car trips, particularly those under 2km”.

A 2km radius from the application site covers a large area of residential catchment in the vicinity of Middleton-on-Sea and also stretches into neighbouring settlements/residential areas including Felpham, Flansham, Bilsham*, Ancton, and Elmer. It is considered that staff and visitors living within these areas would be able to walk to work using pedestrian provision which is generally lit and conforms to typical footway standards.

*While Bilsham lies within the 2.0km catchment, and pedestrian infrastructure does exist, it is considered unlikely that an individual would elect to walk from this settlement given the nature of the route and the presence of bus services which could facilitate the same journey.

The area also includes several facilities and amenities which would be of benefit to staff, residents and visitors including: supermarkets, newsagents, Medical Centre, pharmacy, post office, ATM's, public houses, leisure facilities, child care services, hairdressers, hotels, public parkland/playing fields, motor repair service, places of worship and several food outlets of varying nature.

A Pedestrian Access Plan has been produced and is included at Drawing 03. The plan shows 5, 10 and 15 minute walk time isochrones, annotated with public transport stops, areas of interest and the main local commercial/retail areas.

The plan indicates that the site is accessible on foot by a large residential catchment and the town centre. It also shows that there are bus stops comfortably within a 5 minute walk of the site. Bognor Regis Rail Station is located circa 5.0km from the application site which constitutes a walk-time in excess of 1 hour which is not considered conducive to a regular multi-modal commute, however, there may be the potential to combine rail travel with a bus journey which would require minimal walking.

5.3 Cycle Access

5.3.1 Existing Cycle Infrastructure Audit

In terms of specific cycle infrastructure there is none in the vicinity of the application site, however, it is considered that the highways infrastructure throughout the surrounding area has adequate road width and forward visibility and as such is safe for use by cyclists utilising the proper practices and equipment and wearing suitable attire.

5.3.2 Cycle Accessibility

Staff and visitors will have the opportunity to cycle to and from the site utilising the local highway network which is considered to be conducive to cycling.

For the purposes of cycle accessibility, a cycle time of 10 minutes which equates to 2.5 km at an average speed of 15 km/h has been assumed. A cycle distance of 2.5 km covers a large area of residential catchment in the vicinity of Middleton-on-Sea, an area in which staff and visitors living within the area would be able to realistically travel by cycle.

A Cycle Access Plan is included at Drawing 04.

It is considered that the application site is well placed to offer good accessibility by cycle and offers many opportunities to combine this mode with public transport services.

To further promote cycling to and from the care home the proposed development would seek to provide secure cycle parking, and shower / changing facilities for staff use.

5.4 Public Transport Audit

As highlighted above, the Pedestrian Access Plan included at Drawing 03 is annotated to show the locations of local bus stops in the vicinity of the application site.

5.4.1 Local Bus Service

Bus travel will form a key mode of transport for visitors and staff. Bus based public transport accessibility is measured by reference to the number and frequency of bus services available within easy walking distance of the development.

Reasonable walking distance is usually considered to be up to 400 metres in the case of accessing bus based public transport which equates to a 5 minute walk time at 80 metres per minute, however, this standard may be re-assessed in context of an individual sites' merits or constraints.

The nearest bus stops to the application site are located on the B2132 Middleton Road, reachable within a walk time of circa 6 minutes; while this is slightly beyond the recommended walk time of 5 minutes, as discussed above, it is not considered to be either excessive or likely to dissuade individuals from using the bus as a regular mode of transport.

The above mentioned stops are both designated as 'Sea Lane' differentiated by the Stop ID's 'wsxdgdgp' (eastbound) and 'wsxdgdm' (westbound). Both stops are served by routes 69, 141, and 600 provided by Compass Travel and Stagecoach Bus, discussed below.

The above mentioned bus services are summarised as follows:

- ✧ **141 (Compass Travel):** school service - school services invariably comprise limited schedules, the 141 has not been considered further within this audit;
- ✧ **69 (Stagecoach):** runs between Pagham, Sefton Farm and Littlehampton & Wick, seven days per week, offering two westbound services in the morning at 05:17 & 06:17hrs and two eastbound services in the evening at 18:35 & 19:35hrs; and
- ✧ **600 (Stagecoach):** runs between Elmer and Chichester offering a comprehensive service which is expanded upon below within Table 5-1.

The eastbound stop, located approximately 100 metres west of the Middleton Road roundabout junction with Elmer Road, is represented by a flag-post marker with encased timetable. The eastbound stop is designated Sea Lane, further identified by the Stop ID 'wsxdgdgp'; it is located on the northern footway of the B2132 Middleton Road approximately 6 minutes walk from the Silver Birch Drive cul-de-sac.

The westbound stop, located approximately 130 metres west of the Middleton Road roundabout junction with Elmer Road, is represented by a flag-post marker with encased timetable and benefits from a large brick-built shelter with seating. The westbound stop is also designated Sea Lane, distinguished from its counterpart by the Stop ID 'wsxdgdm'; located on the southern footway of the B2132 Middleton Road, Sea Lane (WB) lies approximately 6 minutes' walk from the Silver Birch Drive cul-de-sac.

Below at Table 5-1 is a summary of the 600 service provided by Stagecoach, available from the Sea Lane stops.

Table 5-1
Summary of 600 Service Bus Departures from Sea Lane Stops

Route	Days of Operation	Service Times	Approximate Frequency
Elmer -- Middleton-on-Sea -- Felpham -Bognor Regis -- Chichester	Mondays to Fridays	06:57 & 21:10	30
	Saturdays	07:16 & 21:10	
	Sundays	No service	Nil
Chichester -Bognor Regis-- Felpham-- Middleton-on-Sea - Elmer	Mondays to Fridays	07:04 & 21:02	30
	Saturdays	07:29 & 21:02	
	Sundays	No service	Nil

5.4.2 Rail Service

Bognor Regis Rail Station is located approximately 5km by foot from the site access, which is beyond the maximum distance considered as reasonable walking distance (2km).

Notwithstanding the above, rail becomes a viable option when used as part of a multi-modal commute in conjunction with cycling or bus travel.

As such a summary of services available from the station has been included below at Table 5-2.

Bognor Regis Rail Station offers services provided by Southern Railway operating seven days per week to destinations including London, Gatwick Airport, Brighton, Chichester, Portsmouth and Southampton.

In order to provide a summary which benefits commuters/visitors to the care home, both arrivals and departures have been considered.

All times reproduced below represent departures from Bognor Regis Rail Station. This should be taken into consideration when determining the time of an arrival, i.e. the arrival should be expected to occur marginally in advance of the stated time.

The following departure times have been distilled from the National Rail timetables Table T186-F, available via the National Rail Enquiries website.

Table 5-2
Summary of Departures from Bognor Regis Rail Station

Services	Reference to National Rail Timetable	Destinations	Days of Operation	Departure Times	Frequency (min)
London to Portsmouth and Southampton	Table T186-F	London, Gatwick Airport, Arun Valley and Brighton - Bognor Regis, Chichester, Portsmouth and Southampton	Mondays to Fridays	05:35 & 00:19	10-20
			Saturdays	06:29 & 00:19	
			Sundays	06:51 & 00:17	30
		Bognor Regis, Chichester, Portsmouth and Southampton - London, Gatwick Airport, Arun Valley and Brighton	Mondays to Fridays	04:55 & 23:20	10-20
			Saturdays	05:05 & 23:15	
			Sundays	07:00 & 22:28	30

5.5 Summary

This Section has assessed the accessibility of the proposal site by modes other than the private car.

The site is well positioned in context of the infrastructure within Middleton-on-Sea to enable staff and visitors to access the site on foot, by bicycle and by modes of public transport.

Furthermore, the internal layout of the proposed development will be designed in order to promote sustainable travel modes.

6.0 Travel Plan Framework

6.1 Introduction

A Travel Plan is dynamic in nature in so much as it is a continuous evolution of initiatives and travel information that responds to changes in personal circumstances, local environment and business operations.

It is a means by which to achieve the most equitable and sustainably manageable transport network practicable for the particular circumstance. Therefore, Travel Plans must naturally be responsive to changing personal situations and instilling a sense of personal ownership amongst all participants is key to the success of a Travel Plan.

6.2 Travel Plan Objectives

The primary objectives of Frontier's Travel Plan is to:

- introduce a package of physical and management measures that will assist travel by modes other than the private car;
- reduce the demand for car parking;
- reduce single occupancy car use among staff;
- increase travel awareness and promote sustainable travel behaviour, thus supporting the reduction of traffic congestion and pollution;
- reduce the carbon footprint of the care home as a whole;
- potential health benefits for employees through encouragement of walking and cycling to the workplace and/or on business trips;
- ensure that all residents, staff and visitors are made aware of alternatives to the car;
- ensure that all residents, staff and visitors are made aware of the Travel Plan;
- opportunity to promote the Company's Corporate Social Responsibility within the community through an interest in sustainable environmental improvement; and
- improve attractiveness of company to employees through the provision of a greater range of staff facilities and benefits.

6.3 Travel Plan Responsibilities

Overall responsibility for the Travel Plan will be with Frontier, who will take all reasonable actions to encourage the more efficient use of private car trips and attempt to increase the modal share of non-car trips to the site amongst all staff under their employment.

Managers and staff of the care home will share in this responsibility, which will be a fundamental point that will be drawn out within the full Travel Plan document. In order to create a level of independence, a Travel Plan Coordinator (TPC) will be appointed to take responsibility for the preparation, review and day-to-day management of the Travel Plan.

The TPC will be the appointed correspondent between the local authority and the organisation and, in managing the ongoing development and implementation of the Plan, the TPC will take responsibility for liaison with external agencies as and when appropriate. The contact details of the TPC will be submitted to the appropriate team / individual within WSCC within 3 months of occupation.

The TPC will also ensure that the residents, staff and visitors are kept fully informed of any new developments in the Plan's implementation. The main duties of the Travel Plan Coordinator will include:

- undertake annual staff travel surveys over five consecutive years and supply evidence of this to West Sussex County Council;
- take responsibility for data collection and review of the Travel Plan;
- oversee the development and implementation of the Travel Plan on a day-to-day basis;
- obtain and maintain commitment and support from senior managers, staff, union representatives etc.;
- design and implement effective marketing and awareness-raising campaigns to promote the Travel Plan;
- set up, co-ordinate and attend Steering Groups, Working Groups as and when necessary;
- act as a point of contact for all residents, staff and external parties that may require Travel Plan information;
- ensure the travel information available is always up to date;
- liaise with external organisations, e.g. local authorities;
- maintain a database of staff details, including postcodes, and identify where possible the potential for staff to car share with other members of staff;
- negotiate with transport operators to secure discounts for staff; and
- co-ordinate the monitoring programme for the Travel Plan, including target setting (in agreement with West Sussex County Council) and make any necessary adjustments.

6.4 Baseline Data Collection

Frontier will undertake a staff travel survey within 6 months of occupation of the development from which baseline data will be retrieved. Agreed targets between West Sussex County Council and the appointed Travel Plan Coordinator will be set which are relevant, measurable and achievable and monitored on an on-going basis.

An example of a staff travel survey is included in Appendix 01.

The results of the staff travel survey will provide information on the established travel choices of staff and hence will provide a basis for the setting of targets in the Travel Plan.

The survey will aim to:

- identify which modes of transport could be promoted in light of the survey findings;
- establish the popular alternative modes of travel to the site, the modes people want to use but currently do not/or cannot use; and
- analyse travel on business data.

6.5 Commencement of Travel Plan

At the outset, it is proposed that the following measures are undertaken:

- advertise the health benefits of walking and cycling through promotional material;
- provide an umbrella pool;

- hold a 'cycle to work' day to promote cycling ahead of driving and supply a breakfast/refreshments free of charge to those who cycle, for example promote National Bike Week (held in June);
- form a Bicycle Users Group (BUG) to encourage cycling and organise promotional Events;
- the provision of information and advice concerning safe pedestrian and cycle routes to the site;
- the provision of shower, changing and locker facilities;
- the provision of secure cycle parking facilities; and
- the prominent display of up-to-date public transport information in communal areas.

6.6 Travel Plan Initiatives

6.6.1 Publicity & Marketing

As part of the Travel Plan, notice boards will be provided within staff rooms and in the main foyer of the building to accommodate leaflets and notices for residents, staff and visitors, which will provide details of local transport, cycle and pedestrian amenities.

This information will be regularly maintained and updated by the TPC.

Each of the schemes offered in the Travel Plan will be promoted amongst new staff that join the company and sent out prior to any interview.

6.6.2 Pedestrian Initiatives

The existing pedestrian infrastructure in place surrounding the site is considered appropriate to serve the needs of residents, staff and visitors travelling to the care home. Therefore, no physical improvements would be necessary in order to achieve a modal split.

The focus of the Travel Plan in terms of pedestrian travel will be provision of the following initiatives:

- staff changing facilities will be available to allow clothes to be changed as weather conditions demand;
- umbrellas will be made available upon request for all staff regularly walking to work;
- personal attack alarms will be provided on request to all staff walking to work as a means to address issues of personal security, particularly during night time conditions; and
- publicity material will be available indicating routes benefitting from a footpath and street-lighting.

6.6.3 Cycle Initiatives

As with the infrastructure serving pedestrians, cycle infrastructure is considered to be adequate to serve the needs of the care home. As such, no physical off-site improvements are considered to be required. However, the following initiatives may form part of the Travel Plan:

- secure parking for 6 cycles;
- staff changing facilities will be available to allow clothes to be changed as weather conditions demand;
- the organisation may seek to join a relevant cycle to work scheme to reduce the purchase costs of a bicycle; and
- publicity material will be available to indicate the location of existing cycle routes and cycle parking.

Cycle 2 Work

Cycle 2 Work is an initiative run by Halfords whereby employers purchase bicycles and lease them to employees for the purposes of their workday commute. The employee makes a monthly salary sacrifice to pay for the bicycle, but also makes a saving on their tax contributions, while employers make savings on National Insurance Contributions.

6.6.4 Public Transport Initiatives

Public transport accessibility within the locale of the site is considered to be of a high standard, and as such the following initiatives will be integral within the Travel Plan:

- up-to-date public transport timetable information will be made available at all times on notices boards located in staff rooms and the main foyer of the building;
- umbrellas will be made available upon request for those people travelling by bus for the interconnecting journey; and
- personal attack alarms will also be made available upon request to address potential concerns relating to personal security for the interconnecting journey.

6.6.5 Car Sharing

Frontier will actively encourage car sharing schemes and will put in place administrative procedures and facilities to match employees in terms of geographical location and hours of employment. Opportunities may arise in the future to link in with local businesses to encourage car sharing between employees.

Frontier will encourage employees to sign up with car sharing initiatives which may allow their travel requirements to be matched up with other people in the local area. Car sharing schemes which operate within the locality include liftshare.com.

Frontier Estates Ltd. could also adopt an 'Emergency Ride Home' Scheme for car sharers, to ensure that any employee with a domestic emergency, or who is feeling unwell will be provided with a lift or taxi home.

6.6.6 Delivery and Servicing

In order to mitigate potential adverse effects on the local highways infrastructure caused by delivery and servicing vehicles, where possible/practical, access to the site will be restricted as appropriate so as to avoid staff shift changes and typical peak periods on the local road network (i.e. standard rush hours 08:00-09:00hrs & 17:00-18:00hrs).

Since staff shift changes and the standard rush hours will occur at consistent times throughout the working week, it is anticipated that the scheduling of servicing and delivery visits to the site will be an easily practicable and sustainable method of managing regular ingress and egress of the site and result in the least possible disruption to those visiting the care home and to the general public using the surrounding highways infrastructure.

6.6.7 Car Parking Management

The fundamental purpose of a TP is to discourage single occupancy car usage, which constitutes the primary causation factor in terms of displacing car parking from within the perimeter of the site and on to the surrounding road network; it is considered that positive and active implementation of the TP will by default mitigate against off-site parking, primarily among staff who will be encouraged and where possible incentivised to commute to work using a sustainable mode of transport or to adopt car-sharing practices where possible/appropriate.

While it is markedly more difficult to influence the travel habits of visitors to the care home, every effort will be made to promote sustainable transport to those visiting the site, primarily through making visitors aware of the options open to them in terms of non-car accessibility.

Off-site car parking will be monitored by the TPC and where staff are observed consistently parking their cars off-site, an investigation will determine the reasons and establish methods to prevent this from occurring.

6.6.8 Summary

Detailed above are a range of sustainable transport initiatives open to the vast majority of residents living and working within Middleton-on-Sea. Employees and visitors to the care home are well catered for in terms of sustainable transport to a degree whereby restricted access to private motor vehicle no longer presents a realistic obstacle.

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7.0 Travel Plan Targets

Targets should be site-specific, measurable, achievable, realistic and time-related (SMART). They may be phased year on year and can be 'aim' type (e.g. percentage using non-car modes by...) or 'action' type (e.g. appoint a travel coordinator by...).

An example of an 'aim' target would be:

'A target of a 10% reduction in the number of single car occupancy trips by year three of the implementation of the full Travel Plan.'

Fundamental to the commitment and delivery of the full Travel Plan will be the appointment of a suitable Travel Plan Coordinator, specifically dealing with the promotion of the Travel Plan to residents, visitors and staff at the care home.

It is suggested the 'action' targets that could be included in the full Travel Plan might include the following:

- appointment of a Travel Plan Coordinator for the site - prior to the site's opening;
- Baseline Travel Surveys to be conducted on site by the TPC to identify the number of residents/staff/visitors travelling by car/other modes – within 6 months of the site's opening; and
- future targets to be set by the Travel Plan Coordinator based on the results of the Baseline Travel Surveys – within a three month period of completion of the initial surveys.

Travel surveys early on in the lifetime of the development will enable the Travel Plan Coordinator to establish the initial modal split of travel to and from the development. These surveys will then act as a realistic base against which targets can be set. This record of the initial travel habits of residents, staff and visitors will also enable comparisons to be drawn as time passes, enabling the success of the Travel Plan to be determined.

8.0 Travel Plan Monitoring and Review

8.1 Monitoring

In order to evaluate the effectiveness of the full Travel Plan, regular monitoring will be required with amendments to the Plan to ensure the success of the scheme is maximised where possible. Monitoring and review will be the responsibility of the TPC.

The monitoring measures outlined below incorporate both the collection of travel data and the collation of general feedback and correspondence. Monitoring strategies to be implemented in the Travel Plan may include a mix of the following:

- monitoring staff travel habits to identify whether staff are reliant on cars to access the site;
- monitoring of the site car park to establish the level of demand;
- seeking regular feedback from the public transport operators to establish the perceived level of demand for local services, particularly the proportion of users who specifically use the local services to access the site and where they originate from; and
- consulting with the management and relevant 3rd parties to identify if alternative measures and initiatives are required.

Information gathered throughout the course of the regular monitoring will be recorded for input into the annual review.

8.2 Annual Review

After the first year, the TPC will be required to produce an annual report, which details the results of the Travel Plan and how progress is being made on achieving the targets which were set out at its inception. The report may involve the undertaking of travel surveys to establish how travel patterns have changed since the development first opened and evaluate the measures introduced by the Draft Travel Plan.

The objective will be to measure the success of the scheme against its targets, and to identify the potential for refinements. The report will comment on the overall success of the Travel Plan and will set out initiatives for inclusion within the Full Travel Plan.

9.0 Conclusions

This Draft Travel Plan provides an outline of measures that could be introduced to reduce the reliance on car use and to encourage the use of alternative forms of travel for the development of a care home on land west of Yapton Road, Bognor Regis PO22 6SE. It has been drafted in accordance with the wider objectives of West Sussex County Council.

As part of the plan, a Travel Plan Coordinator will be appointed to promote the Draft Travel Plan to residents, staff and visitors, implement the Plan's measures, provide the necessary reporting and liaison with the local authority and develop the Draft Travel Plan in accordance with local transport conditions and development travel habits/trends. Initial monitoring and review will enable car-reduction targets to be set, and provide an information bank on the success of the scheme, identifying where further improvements can be made in advance of the production of a Full Travel Plan.

DRAWING 01

Site Location Plan

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DRAWING 02

Proposed Site Layout Plan

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DRAWING 03

Pedestrian Access Plan

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DRAWING 04

Cycle Access Plan

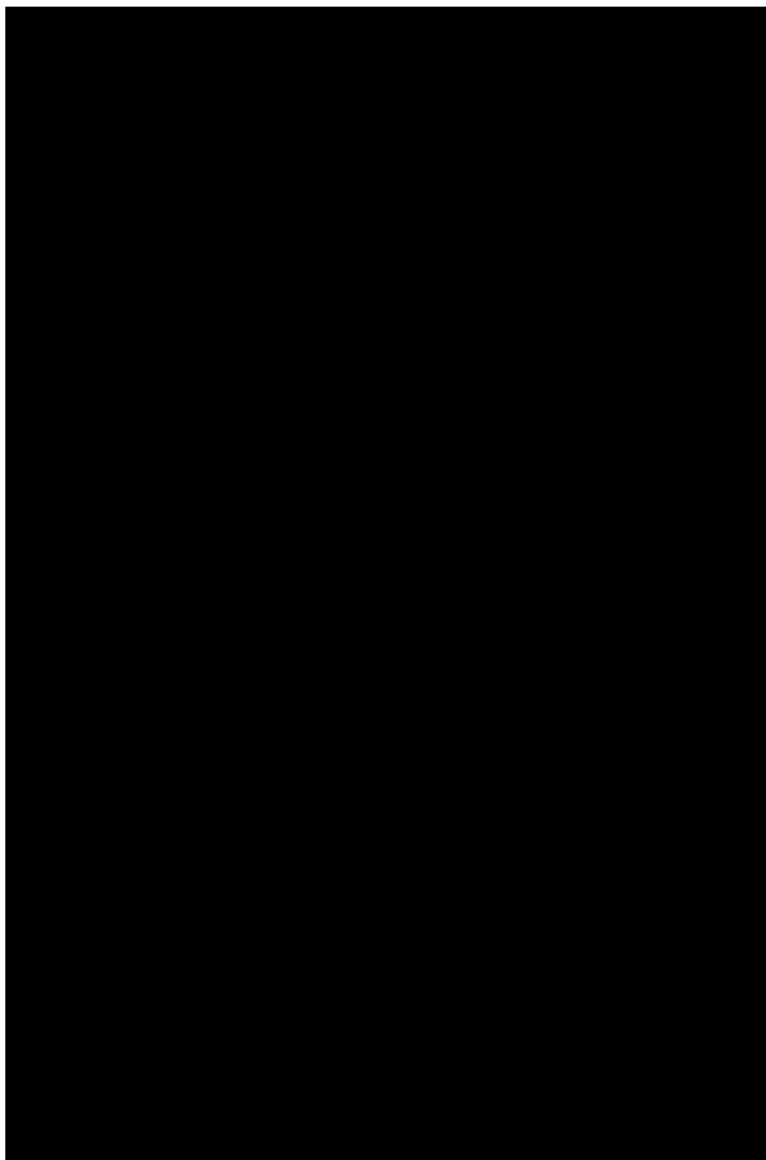
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APPENDIX 01

Example Travel Survey

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