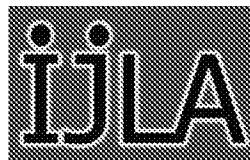
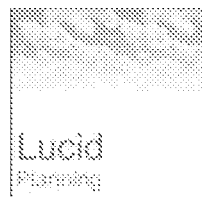


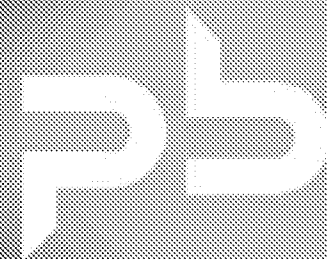
Travel Plan

DREW SMITH GROUP



Land at Summer Lane Pagham Reserved Matters Application Planning Update

July 2019 Rev. A



SUMMER LANE, PAGHAM

TRAVEL PLAN

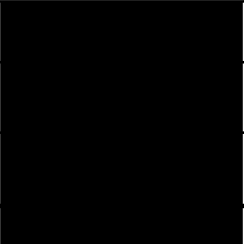
June 2019

Drew Smith Ltd

RESIDENTIAL DEVELOPMENT
SUMMER LANE
PAGHAM

TRAVEL PLAN

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RESIDENTIAL DEVELOPMENT
SUMMER LANE
PAGHAM

TRAVEL PLAN

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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Drew Smith Ltd to support a reserved matters planning application for a residential development comprising of 90 units at Summer Lane, Pagham.
- 1.2 An outline planning application (reference: P/58/15/OUT) was permitted subject to compliance with a number of conditions including Condition 18: *'Detailed plans and particulars of the Reserved Matters submitted to the Local Planning Authority for approval pursuant to Condition no.1 shall include the full details, measures, monitoring and subsequent reporting, as set out in the approved Travel Plan which is included in the submitted Transport Statement. The approved measures shall be implemented in full prior to the occupation of any dwelling hereby approved'*. This Travel Plan therefore builds on the principles set out with the outline application, adding further detail where possible and appropriate.
- 1.3 The application site covers approximately 2.7 hectares in total and is located in Pagham, approximately 5km west of Bognor Regis Town Centre. The site location is identified within **Figure 1**.



Figure 1: Site Location (Source: OS Election Maps)

- 1.4 Alongside this TP Paul Basham Associates have also prepared a Reserved Matters Transport Statement (RMTS) which includes information required in relation to other transport conditions.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate.

- 1.6 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Drew Smith Ltd) and the Local Authority (West Sussex County Council ((WSCC)).
- 1.7 As such the TP will develop over time from feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.8 A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to document sustainable travel measures and practices within the vicinity of the development site, encapsulating these within a wider strategy of measures, along with an implementation and monitoring strategy.

Travel Plan Objectives

- 1.9 In pursuit of reducing the potential impact of car travel, the need to travel by car and increase sustainable travel practices, this TP will be supported by a number of objectives, as set out in **Table 1**. This TP is primarily concerned with the travel patterns of future residents, but also considers opportunities for visitors to travel sustainably where appropriate.

Objective Number	Objective
1	To support the development as a sustainable community.
2	To facilitate and encourage the use of sustainable travel modes in preference to the use of the private car.
3	Continually develop, implement, evaluate and review the progress of the Travel Plan.
4	To promote and improve awareness of the Travel Plan process to residents.

Table 1: Travel Plan Objectives

Travel Plan Structure and Approach

- 1.10 The remainder of this TP is presented through the following structure:
- **Chapter 2:** Travel Plan Policy
 - **Chapter 3:** Existing Conditions and Site Accessibility
 - **Chapter 4:** Proposed Development
 - **Chapter 5:** Indicative Baseline and Target Travel Patterns
 - **Chapter 6:** Travel Plan Strategy
 - **Chapter 7:** Travel Plan Management, Implementation and Monitoring
 - **Chapter 8:** Summary and Conclusion

2. TRAVEL PLAN POLICY

2.1 The objectives of this TP have been designed to work alongside those set at national, regional and local levels. For reference these objectives particularly relate to:

- National Planning Policy Framework (NPPF);
- WSCC Transport Plan (LTP3) (2011-2026); and
- West Sussex Travel Plan Guidance.

National Planning Policy Framework (NPPF)

2.2 The NPPF (February 2019) acts as the central guidance for development planning and replaces national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As defined in the NPPF's Annex 2: Glossary, a Travel Plan is 'a long term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a) The potential impacts of development on transport networks can be addressed;*
- b) Opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c) Opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d) The environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e) Patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places.*

(NPPF Para.102)

The planning system should actively manage patterns of growth in support these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestions and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.103)

In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- appropriate opportunities to promote sustainable transport modes can be - or have been - taken up, given the type of development and its location
- safe and suitable access to the site can be achieved for all users; and
- any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

Applications for development should:

- Give priority to pedestrian and cycle movements and ... to facilitate access to high quality public transport
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport
- Create plans that are safe, secure and attractive
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

West Sussex Transport Plan (LTP3)

2.3 The West Sussex Transport Plan (2011 – 2026) sets out West Sussex’s transport strategy and identifies a range of policy objectives, which are:

- Promoting economic growth;
- Tackling climate change;
- Providing access to services, employment and housing;
- Improving safety, security and health.

2.4 West Sussex’s LTP3 also identifies an implementation plan for Arun District, of which the key aims which relate to this TP are:

Maintaining roads and public rights of way to a good standard
All new developments should provide enough secure cycle parking to meet the needs of the development and be within close proximity to public transport.
Making the best use of the existing road network and improving the way in which the network is managed to reduce levels of congestion. For example, through the introduction of intelligent transport systems and improving public transport reliability.
Safeguarding against traffic generated by new development resulting in the capacity of the highway network being exceeded, by including measures to encourage sustainable travel behaviour.
Encouraging sustainable travel by improving the existing cycle and pedestrian network through improved signing, connecting routes where appropriate and repairing and maintaining surfaces.
Developing and implementing schemes which contribute to the completion of the Bognor Regis and Littlehampton cycle networks, particularly maximising opportunities for seafront cycle routes and enhancing routes which will be of particular interest to tourists.
Improving pedestrian accessibility throughout the District by enhancing existing pedestrian crossings, and providing new pedestrian crossing facilities at identified key locations.
Promoting sustainable transport choices through projects such as Safer Routes to School.

2.5 The above policies have therefore been included (where possible), and have supported the development of this TP.

2.6 This TP has also been informed by WSCC Development Travel Plan Policy document.

3. EXISTING CONDITIONS AND SITE ACCESSIBILITY

- 3.2 This section of the TP details the site's existing conditions and accessibility. To help achieve this TP's objectives it is crucial to consider the site in relation to the local context in which it will evolve. A site visit was undertaken on Tuesday 18th June 2019 to inform this section.

Existing Site Conditions

- 3.3 The proposed development site comprises agricultural land to the north of Summer Lane, Pagham. The site is bordered by Summer Lane to the south, agricultural land to the west and south of Summer Lane and residential development to the north and west of the site. Summer Lane is accessed via Pagham Road which also provides links to the local and wider road network. The existing site conditions and locational context are demonstrated in **Figure 2**.

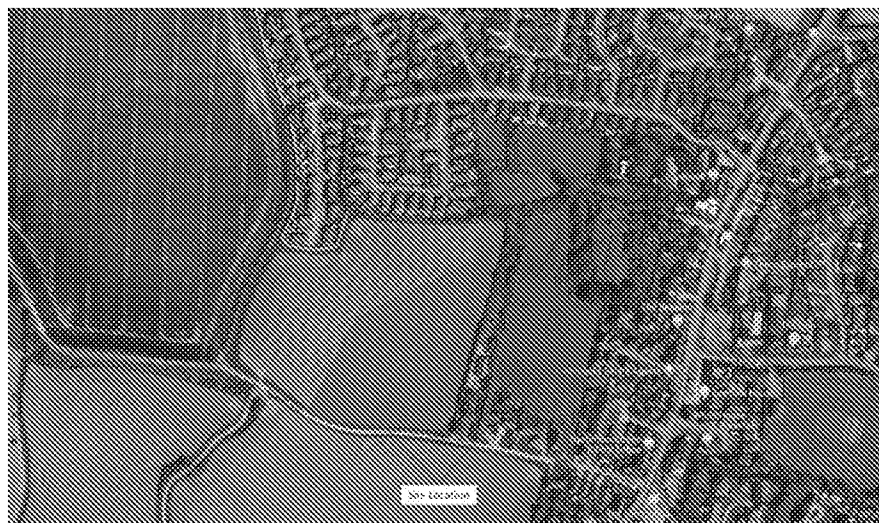


Figure 2: Site Location Context (Source: Google Maps)

- 3.4 The site's proximity to existing local amenities and public transport links presents an opportunity to encourage the use of sustainable travel modes particularly for walking and public transport. A summary of the closest amenities from the site access on Summer Lane is provided within **Table 2** which includes walking and cycling journey times to each local amenity as these are sustainable travel modes residents and visitors are likely to be predominantly using for local journeys. The walking and cycling times displayed in **Table 2** are based on Google Maps journey time estimates, however these times can vary from person to person.

Amenity	Distance from Site	Walking Time (Minutes)	Cycling Time (Minutes)
Bus Stop	100m	1	1
Post Office	100m	1	1
Convenience Store	100m	1	1
Public House	120m	2	1
Place of Worship	230m	3	1
Pre-School	290m	4	1
Local Supermarket	350m	4	1
GP	1.2km	15	4
Infant School	1.4km	17	4
Junior School	1.5km	18	4

Table 2: Site Proximity to Local Amenities

- 3.5 The Chartered Institution of Highways and Transportation (CIHT) provides guidance for 'Providing for Journeys on Foot' (2000), which identifies 'desirable', 'acceptable' and 'preferred maximum' walking distances to local amenities and services. Where **Table 2** demonstrates local amenities and their distances from site via various travel methods, **Table 3** highlights the guidance proposed by CIHT.

	Local Centre (m)	Commuting/ school/ sight-seeing (m)	Elsewhere (m)
Desirable	200	500	400
Acceptable	400	1000	800
Preferred Maximum	800	2000	1200

Table 3: CIHT Guidance for Providing Journeys on Foot

Local Highway Network

Summer Lane

- 3.6 Summer Lane is a cul-de-sac accessed from Pagham Road, providing access to a number of residential properties. Summer Lane varies in length with areas of localised narrowing reducing Summer Lane to a minimum width of 4.8m east of the proposed eastern site access.
- 3.7 Summer lane is adopted public highway up to the western edge of property no.7. West of this, the road is private and within the applicant's control, however, is also a public footpath.
- 3.8 On-street parking on Summer Lane is limited to a small section along the northern edge c.10m west of the Pagham Road/ Summer Lane T-junction.

Pagham Road

- 3.9 Pagham Road runs through the centre of the village on a north-south alignment providing access to residential areas within Pagham to the south. To the north, Pagham Road leads towards connections to the A27 and Chichester, with further connections to Bognor Regis via Hook Lane or Sefter Road.

Pedestrian Infrastructure

- 3.10 The existing conditions include a c.1m wide footway on the southern side of Summer Lane that connects the proposed eastern parcel of the development to Pagham Road.
- 3.11 Pagham Road is flanked on both western and eastern edges by c.2m wide footways and features dropped kerbs with tactile paving at priority T-junctions, as shown in **Photograph 1**.
- 3.12 A pedestrian crossing on Pagham Road c.200m north of the Pagham Road/ Summer Lane T-junction supports safe pedestrian movement from the site to local amenities located on Pagham Road, as demonstrated in **Photograph 2**.



Photograph 1: Pagham Road Pedestrian Infrastructure



Photograph 2: Pagham Road Pedestrian Crossing

- 3.13 As part of the proposed Section 278 Highway Works, a wider new footway on the northern side of Summer Lane will connect both parcels of the development to Pagham Lane, replacing the southern footway. The footway will include dropped kerbs and tactile paving at the site accesses and at the Pagham Road/ Summer Lane priority junction.
- 3.14 The proposed pedestrian infrastructure improvements will aid safe pedestrian movement from the site on to the local road network.
- 3.15 An isochrone map to show the site's accessibility using pedestrian walking distance is shown in **Figure 3**. Each interval represents 1km from the proposed development site with the final interval representing 2km from the site. The isochrone map's 2km walking distance covers all of Pagham and into the neighbouring built up area to the east towards Bognor Regis, showing local amenities and facilities are within 2km walking distance of the site.



Figure 3: Walking Distance Isochrone Map (Source: Openroute Service)

Cycle Infrastructure

- 3.16 An isochrone map to show the site's accessibility using cycling walking distance is shown in **Figure 4**. Each interval represents 1km from the proposed development site with the final interval representing 5km from the site. A number of destinations can be accessed within the isochrone map's 5km cycling distance including: Rose Green, Pagham, Aldwick and the outskirts of North Bersted, North Mundham and Bognor Regis, including Bognor Regis Railway Station.



Figure 4: Cycling Distance Isochrone Map (Source: Openroute Service)

Bus Services

- 3.17 'The Lamb' bus stops are located on Pagham road c.100m east of the site and provide a frequent bus service to Elmer, Bognor Regis and Chichester as well as a school bus service to Chichester Schools.

3.18 'The Lamb' bus stops are defined by a pole and on-street 'bus stop' highway markings and the southbound stop features a shelter and bench facilities, as shown in **Photograph 3**. Another local bus service route no.62 is provided at bus stops c.1km east of the site. A summary of bus services from the bus stops is detailed in **Table 4**.

Service Number	Bus Stop	Operator	Route	Frequency		
				Monday - Friday	Saturday	Sunday
62	Esher Close	Stagecoach	North Bersted - South Bersted - Bognor Regis - Aldwick - Nyetimber (Circular)	09:09, 11:09, 13:09	09:09, 11:09, 13:09	No Service
600	The Lamb	Stagecoach	Elmer - Bognor Regis - Chichester	Every 20 minutes	Every 30 minutes	Hourly
660 (SDO)	The Lamb	Stagecoach	Chichester Schools - Bognor Regis	14:56	No Service	No Service

Table 4: Local Bus Services



Photograph 3: The Lamb Northbound Bus Stop

Rail Services

- 3.19 Chichester (c.20 minute journey) and Bognor Regis Railway Stations (c.25 minute journey) are both accessible from the site via the no. 600 bus at 'The Lamb' bus stops c.100m from the proposed development site.
- 3.20 Chichester Railway Station provides frequent direct Southern Rail services to Littlehampton (20 minutes), Portsmouth Harbour (30 minutes), Southampton Central (55 minutes), Brighton (55 minutes) and London Victoria via Horsham (1 hour 30 minutes). Great Western Rail also provides a service between Great Malvern and Brighton that stops at Chichester, connecting the area to the South-West of England.

- 3.21 Chichester Railway Station is well situated along many commuter routes, linking the area to other towns and cities with employment opportunities in the south-east.
- 3.22 Bognor Regis Railway Station also provides frequent direct Southern Rail services to Barnham (7 minutes), Littlehampton (18 minutes), and London Victoria via Horsham (1 hour 40 minutes).

Key Travel Resources

- 3.23 Sustainable travel opportunities are supported locally. **Table 5** provides summary of key travel resources.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	
Cycle Street	Online cycling journey planner	
Sustrans	The national sustainable transport charity	
Traveline	Online travel journey planner	

Table 5: Key Travel Resources

4. PROPOSED DEVELOPMENT

- 4.1 The proposed residential development comprises 90 units at Summer Lane, Pagham. The proposed development's accommodation schedule is summarised in **Table 6**.

Unit Type	No. of Units
Private	
2 Bedroom House	19
3 Bedroom Bungalow	14
3 Bedroom House	22
4 Bedroom House	8
Affordable Rent	
2 Bedroom House	25
3 Bedroom House	2
Total	90

Table 6: Accommodation Schedule

Car Parking Provision

- 4.2 The proposed development will provide a total of 191 allocated residents spaces plus an additional 24 unallocated parking bays and room for on-street parking for residents and visitors.

Electric Vehicle Charging

- 4.3 Section 4 of the ADC Vehicle Infrastructure Study (2017) details planning requirements for the provision of charging points for Ultra-Low emission vehicles (ULEV) in new developments. The recommended approach toward promoting ULEVs within new development proposals includes providing one charging point per house with garage or driveway.
- 4.4 ADC's emerging Parking Standards Supplementary Planning Document (June 2019) details the 'Electric Vehicle Charging Points Requirements'. Requirements are based on providing a percentage of 'one charging point per house with garage or driveway', gradually increasing every 5 years. Developments between 2018 and 2023 are set to provide 20% of units an 'EV Space'. The proposed development will therefore provide 18 EV spaces.

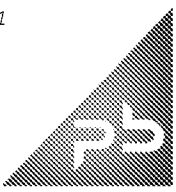
Cycle Parking Provision

- 4.5 Cycle parking provision is provided in accordance with ADC's emerging Parking Standards Supplementary Planning Document. ADC's recommended levels of cycle provision are demonstrated in **Table 7**.

Dwelling Size	Cycle Provision (per unit)
Up to 4 rooms (1 & 2 bed)	1 Space
5+ rooms (3+ bed)	2 Spaces

Table 7: ADC Recommended Levels of Cycle Provision

- 4.6 The proposed development will therefore provide the means to store a total of 136 cycles, either in garages or within rear garden sheds.



5. INDICATIVE BASELINE AND TARGET TRAVEL PATTERNS

- 5.1 In order to estimate the indicative baseline modal split, reference has been made to 2011 Journey to Work Census data for Arun 019 Middle Super Output Area Level which provides the most representative location for the proposed development site. The resulting modal splits (discounting those who work from home) are summarised in **Table 8** along with the target modal split for the interim monitoring period.

Mode	Indicative Baseline (Census 2011)	Interim Target (End of year 1)	Interim Target (End of Year 3)	Interim Target (End of Year 5)
Car Driver	77%	74%	73%	72%
Car Passenger	6%	6%	5%	5%
On Foot	5%	6%	6%	7%
Bicycle	3%	4%	5%	5%
Bus	4%	5%	5%	5%
Motorcycle	1%	1%	1%	1%
Taxi	0%	0%	0%	0%
Train	2%	3%	4%	4%
Total	100%	100%	100%	100%

Table 8: Interim Modal Split Targets

- 5.2 In order to meet the overarching TP objectives, a 5% reduction in residents travelling by private car would ensure that the targets are SMART (Specific, Measurable, Achievable, Realistic and Time Bound) which are to be met over a 5 year period. The TP monitoring period would commence at 75% occupation of the development (occupation of the 68th unit).
- 5.3 A more accurate site specific baseline modal share will be determined through Resident Travel survey. An example Resident Travel Survey is attached as **Appendix A**. In line with the agreed TP baseline travel surveys will be undertaken at 75% occupation (occupation of the 68th unit). This will allow confirmation of the site's anticipated modal splits and will allow targets to be agreed with WSCC's Travel Plan Officer (TPO) before the official start of the TP. Following full occupation, resident travel surveys would be undertaken on a biennial basis. The overall target of this TP is to achieve a 5% modal shift away from single occupancy vehicle car use and towards more sustainable methods.

6. TRAVEL PLAN STRATEGY

- 6.1 To meet the key objectives of this TP and to reach the overarching aim of maximising the use of sustainable travel modes it is important to administer measures at an early stage that are relevant to the site's demographic and local conditions, as assessed above. The measures proposed are influenced by the site's location, the TP aims, objectives and targets and local and national policy. In addition, most of these measures could be continued by residents and users once the official monitoring period has ended.

Key Stages: Preliminary

- 6.2 To meet the objectives of the TP and the aims of increasing the use of sustainable travel and reducing single occupancy vehicle use, it is essential that several measures be implemented at an early stage. Completing the tasks set out within the preliminary section of the Action Plan would help to embed the TP and local awareness of it, as its success would ultimately be determined by the level of ownership generated amongst residents. This Action Plan is included in **Appendix B**.

Key Stages: 5 Years from 75% occupation

- 6.3 The TP would become fully active from first occupation, with monitoring commencing at 75% occupation and will remain active for a period of 5 years following that date. After the 5 years of official monitoring has ended, ownership and responsibility would pass to the residents.
- 6.4 During this time, the Action Plan sets out at the preliminary stage would be expanded upon through implementing a variety of measures. Such measures would be determined by the Travel Plan Co-ordinator (TPC) in dialogue with residents, local authority and other key players. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan which is included in **Appendix B**.

Modal Measures: Walking and Cycling

- 6.5 This TP has previously summarised the local walking and cycling networks and facilities available within the site's surrounding area. The site benefits from being within a suitable walking distance of several facilities and amenities located in Pagham and therefore presents an excellent opportunity to encourage local trips to be made by walking or cycling.

- 6.6 Census data demonstrates that 5% of trips generated from sites similar in nature to the proposed development are pedestrian and a further 3% generated by cyclists. With the provision of footways throughout the site and the implementation of a new pedestrian infrastructure on Summer Lane, both walking and cycling should be actively encouraged by the TPC.
- 6.7 If interest is generated, the TPC will set up a bicycle user group for the new development. This will enable cyclists to share information on routes, safety, cycle maintenance etc. It will also enable less experienced cyclists to contact established cyclists and therefore to obtain information, guidance and potentially a 'cycling buddy' to accompany them on cycle journeys.
- 6.8 The TPC would encourage the use of walking and cycling modes through the promotion of national and local campaigns (such as Cycle to Work Day and International Walk to School Month). To further encourage walking and cycling the TPC would explore opportunities for discounts at relevant local stores (cycle shops) with information on local routes provided as part of the Welcome Packs and promote the use of the West Sussex Cycle Journey Planner.
- 6.9 Discounts are dependent on third party agreement from local cycle retailers.

Modal Measures: Public Transport

- 6.10 The local and frequent bus network presents an opportunity to promote bus journeys as a method of transport for local travel. The closest bus stops are located approximately 100 metres east of the site access on Pagham Road and provide frequent bus service to Bognor Regis and Chichester as well as a school bus service to Chichester Schools.
- 6.11 Chichester Railway Station provides direct access to destinations including Portsmouth and Southsea, Brighton and London Victoria. Chichester Railway Station can be accessed by the no.600 bus (20-minute journey), further increasing the destinations accessible from the site using the sustainable travel modes available.
- 6.12 Timetable information, routes, maps and relevant websites (such as Traveline, National Rail and Stagecoach) will be promoted on the sites' Travel Planning page, in the biannual newsletters and within any future marketing material. In addition, information on concessionary travel will be promoted.

Modal Measures: Car Sharing

- 6.13 Car sharing is a sociable and simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and air pollution.
- 6.14 West Sussex Carshare provides an excellent platform to encourage the use of car sharing attributable to it being a well-established scheme which has a partnership with 'Liftshare' (<https://liftshare.com/uk/community/westsussexcarshare>). This service would be promoted through the webpage, newsletters and welcome packs.

Modal Measures: Sustainable Private Car Use

- 6.15 Electric and hybrid vehicles are becoming a popular aspect of sustainable transport and therefore the TPC should also promote the uptake and usage of both electric and hybrid vehicles.
- 6.16 The TPC would inform residents of the benefits of electric and hybrid vehicles including government grants that reduce the price of brand new electric and hybrid vehicles. Whilst it is understood that charging points will be installed as part of the development proposal, the TPC would also inform residents on the opportunities regarding implementing their own charging points at home, as well as those available in the local area.

Home/Remote Working and Other Modes

- 6.17 Options for working from home, utilising technology to enable remote working in public locations such as cafes, and teleconferencing are becoming an increasing feature for many work routines.
- 6.18 The TPC would inform residents of the initiatives to reduce journeys by car e.g. flexible working, teleconferences, cycle to work, whilst also keeping abreast of developments in new working practices and promoting the benefits of 'smarter working'.
- 6.19 Should monitoring exercises and communication with residents identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) should be explored by the TPC through dialogue with the local key players such as operators.

7. TRAVEL PLAN MANAGEMENT, IMPLEMENTATION AND MONITORING

Site Management Company

- 7.1 The site management company will be responsible for ensuring that sustainable travel enabling infrastructure (e.g. footpaths, cycle storage, etc.) is in good condition for regular use.

Travel Plan Coordinator (TPC)

- 7.2 The role of the TPC would be part-time over the course of the TP, with the TPC to be appointed by Drew Smith Ltd. The TPC would be responsible for implementing and monitoring the TP for the entire development, through collaboration with residents, WSCC's TPO and the developer to ensure they are included at every stage. The TPC's role will commence prior to first occupation of the site to ensure the promotion of the TP at the earliest opportunity and to develop TP Welcome Packs to be delivered to the site management company/ marketing suite for when the site is occupied.
- 7.3 More specifically the role of the TPC requires:
- Overseeing the development of the TP;
 - Implementing an effective marketing strategy and raising awareness;
 - Staying informed on local, regional and national campaigns and promotions;
 - Acting as the point of call for all TP related queries;
 - Liaising with residents, Drew Smith Ltd and WSCC's TPO when necessary; and
 - Coordinating the monitoring and evaluation of the TP.
- 7.4 The contact details of the nominated TPC will be forwarded to WSCC at the earliest opportunity.

Residents

- 7.5 All potential residents will be informed of the site's sustainable travel ethos and TP prior to unit purchase. Residents will be encouraged to participate in TP initiatives and to complete Resident Travel Surveys.

Surveys and Feedback

7.6 A consistent approach must be implemented with the following aims in mind:

- Co-ordinating the monitoring programme for the TP including organisation of surveys;
- All informed of TP's aims and objectives, including WSCC, residents, and developer;
- A representative and informative account in accordance with development timescales;
- An understanding of local travel modal shares, perceptions and influencing factors;
- An understanding of the progress and impact (successes and obstacles) of the TP; and
- Being adopted in some form by local residents beyond the TP's active life.

7.7 This TP's approach to monitoring acknowledges the above requirements and is displayed within **Table 9** and summarised in the subsequent paragraphs.

Preliminary Period	Year 1	Year 2	Year 3	Year 4	Year 5
Resident Survey (initial 68 occupants/ 75% occupation)	Resident Travel Survey	-	Resident Travel Survey	-	Resident Travel Survey

Table 9: Travel Plan Monitoring Strategy

7.8 The approved TP which is included in the submitted Transport Statement details that Car Parking Space surveys will be undertaken in years 1,3 and 5 in order to assess occupancy however states: *'Parking occupancy does not directly reveal car usage as it is possible for a household to own a car and use it less often as travel habits become more sustainable'*.

7.9 Given our knowledge and experience in Travel Plan Coordination works in West Sussex, we propose resident travel surveys are undertaken in years 1,3 and 5 as these are a more robust monitoring strategy and provide data on modal splits. The TPC will coordinate the surveys to be undertaken at the same period of the year so that results can easily be compared.

7.10 After the resident travel surveys have been conducted, a monitoring/ progress report will be produced and submitted to WSCC within 3 months of the survey taking place. This report will outline how the TP has been implemented for the year along with a presentation and analysis of survey results. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/ applicable.

Marketing and Communication

- 7.11 The co-ordination of TP documentation within resident information/ welcome packs and subsequent local communication opportunities (e.g. through resident groups, newsletters and an online webpage) adds a significant weight which would be added to the marketing campaign for the TP.
- 7.12 The TPC would develop a TP logo; an easily identifiable symbol synonymous with the TP. This would be used on all TP material and used within the co-ordinated marketing campaign and communication forms below:
- The Travel Welcome Pack
 - Six monthly newsletters
 - Use of social media

Travel Planning Website

- 7.13 The dedicated webpage for the site (examples shown at www.obatravelplan.com) would provide residents with access to information related to accessibility and sustainable travel opportunities. It would provide information on and promote the following:
- An introduction to the TP objectives and strategy
 - Accessibility Map
 - Link to walking, cycling and public transport timetables and journey planners
 - Local Travel Plan Forum meeting minutes and updates
 - Relevant sustainable travel news and advertisements (e.g. cycling promotions, bus timetable changes, website articles)

Community Embedding and Handover

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

Overcoming Barriers to Success

- 7.15 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with WSCC's TPO will ensure that mismanagement does not occur.

7.16 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with WSCC Travel Plan Officers. The 5-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year 1, there would be budget in year 2 to rectify this and change to new measures if needed.



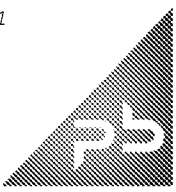
8. SUMMARY AND CONCLUSION

- 8.1 This Travel Plan has been prepared by Paul Basham Associates on behalf of Drew Smith Ltd to discharge Condition 18 of the outline application (reference: P/58/15/OUT) for a residential development comprising 90 homes at Summer Lane, Pagham.
- 8.2 A Travel Plan is a strategy that supports national and local policies through managing access to a development site and supporting an increase in sustainable travel. It is an evolving process which requires input of the TP authors, WSCC and the developer.
- 8.3 The Travel Plan's primary objective is to support sustainable development by reducing the impact of the development's travel demands through raising awareness of and promoting more sustainable travel practices.
- 8.4 Indicative baseline modal splits have been established with reference to 2011 Journey to Work Census data for Arun 019 Middle Super Output Area Level and were approved in the submitted Transport Statement (May 2015). However, all targets and measures would be reviewed and revised where necessary (including after the site-specific baseline survey has been completed at occupation of the 68th unit (75% occupation) and agreed with WSCC. The overall target of the TP is to create a 5% reduction in private car trips in addition to increasing the use of sustainable modes.
- 8.5 In order to meet the key objectives of the TP a number of measures would be implemented by the TPC at an early stage. These measures primarily focus on the establishment of the TP within the community and their establishment at an early stage should help achieve TP targets in the long-term.
- 8.6 The Travel Plan Co-ordinator would oversee the implementation of all aspects of the TP and would work alongside WSCC, residents and the developer to ensure that accurate and achievable targets are proposed. Survey results would be used to guide the TP, to ensure that targets and measures remain relevant and that the TP becomes increasingly integrated into the local community.

Appendix A

Summer Lane, Pagham
Travel Plan

Paul Basham Associates Ltd
Report No 039.0017/TP/1



Thank you for taking the time to complete our annual travel survey. This will help us understand your travel needs.

Don't forget to fill out your details at the end!

You can send your completed survey via:

- ☐ Post using the pre-paid envelope: Paul Basham Associates, Lancaster Court, 8 Barnes Wallis Rd, Fareham, PO15 5TU
- ☐ Or you can fill this out via Survey Monkey on [REDACTED]



[REDACTED] SITE NAME

Hello SITE NAME resident! This survey will only take a few minutes and will help us understand a little more about your journeys and your local travel. Thank you for your time!

1. What is your main mode of travel? (Please choose 1)

- ☐ Car Alone
- ☐ Car Share
- ☐ Walk
- ☐ Cycle
- ☐ Public Transport
- ☐ Other (please specify _____)

2. How often do you use another form of transport?

- ☐ Never
- ☐ Very rarely/sometimes
- ☐ Once a month
- ☐ Once a fortnight
- ☐ Once a week

3. If you were to change your mode of travel what mode would it most likely be:

- ☐ Cycle
- ☐ Walk
- ☐ Train
- ☐ Bus
- ☐ Car Share
- ☐ Other please specify _____

4. What is your most frequent journey for?

- ☐ Work/Education
- ☐ Leisure/Retail
- ☐ Health (doctors/hospital)
- ☐ Visiting friends/family
- ☐ Other

5. How far do you usually travel for your most frequent journey?

- ☐ 0-10 Miles
- ☐ 11-20 Miles
- ☐ 21-30 Miles
- ☐ 31-40 Miles
- ☐ 41 Miles Plus

6. How long does your most frequent journey usually take?

- ☐ 0-10 Minutes
- ☐ 11-20 Minutes
- ☐ 21-30 Minutes
- ☐ 31-45 Minutes
- ☐ 46-60 Minutes
- ☐ Over 1 hour

7. To which location do you travel the most regularly?

- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ XXX
- ☐ Other please specify _____

8. Have you claimed your FREE travel gift? (£XX bus pass or £XX Cycle voucher)

- ☐ Yes (Please go to question 10)
- ☐ No (Please complete next question)

9. I would like to claim:

- ☐ £XX Bus Pass
- ☐ £XX Cycle voucher

10. If you answered 'YES' to question 8, did this voucher change your travel habits, if so how?:

11. Is there anything else you would like to tell us about travel in your local area?:

In order for us to process your voucher request, we require the following information. Please note that this information can be deleted at any time.

Name: _____

House/Flat number: _____

Street Name: _____

Postcode: _____

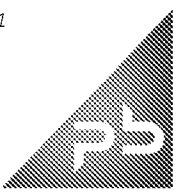
Email Address: _____

INSERT DEVELOPER
LOGO

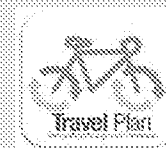
Appendix B

Summer Lane, Pagham
Travel Plan

Paul Basham Associates Ltd
Report No 039.0017/TP/1



Summer Lane, Pagham Action Plan



Actions	Responsibility	Timescale
TPC to be appointed	TPC	Prior to first occupation
Site Visit	TPC	Prior to first occupation
Establish contact with local service providers including cycle stores and local bus services	TPC	Prior to first occupation
Prepare and distribute a Travel Welcome Pack including details on sustainable travel options	TPC	Prior to first occupation
Prepare designated TP webpage	TPC	Prior to first occupation
Determine communication strategy inc. resident meetings, newsletters	TPC	Prior to first occupation
Prepare TP action database for logging/recording: Action Plans, Household details, Household Personal Travel Planning, Assistance/Communication, Local Key Players Contact Details, Survey Responses	TPC	Prior to first occupation
Actions	Responsibility	Timescale
General TPC Activities		
Promotion of local walking/cycling routes and local facilities	TPC	Ongoing
Keep up to date on local walking, cycling, public transport and car sharing initiatives	TPC	Ongoing
Promote local cycle events and shops	TPC	Ongoing
Promote Walk to Work Week	TPC	Ongoing
Promote Sustrans Big Pedal	TPC	Ongoing
Promote Bike Week	TPC	Ongoing
Promote bus and train travel including maps demonstrating location of stops and travel times	TPC	Ongoing
Explore discounted tickets for bus and train services including 16-25 railcard	TPC	Ongoing
Provision of information on local road network routes, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision	TPC	Ongoing
Investigate and promote new and existing health walks	TPC	Ongoing
If interest is generated set up a bicycle user group	TPC	Ongoing
Promotion of car sharing website such as West Sussex CarShare	TPC	Ongoing
Promotion of home and remote working using case studies as possible evidence	TPC	Ongoing
Encourage residents promotion of sustainable travel options to visitors	TPC	Ongoing
Resident and Communications		
Resident Travel Welcome Pack	TPC	Prior to first occupation
Newsletters	TPC	Biannual Event
TP Webpage/ Social Media Marketing	TPC	Annual Update
Monitoring, Progress, Surveys and Feedback		
Progress Review	TPC	End of Preliminary Period, Year 1, 3 and 5
Liaison with West Sussex County Council and Arun District Council	TPC	Ongoing
Car Parking Occupancy Survey	TPC	Every Other Year
Baseline Resident Travel Survey	TPC	68th Occupant (75% Occupation)
Handover	TPC	End of Year 5

Project Details	
Scheme	Summer Lane,, Pagham
No. of Units	90
1st Unit Occupation Target	N/A
Full Occupation Target	N/A
Applicant	Drew Smith Ltd
Local Authority	WSCC
LA Travel Plan Officer	Andy Moulard
Travel Plan Author	HCH
Travel Plan Co-ordinator	TBC

Version	Date	PBA Author
1	28th June 2015	HCH