

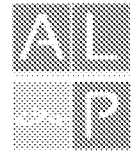
LAND WEST OF BILSHAM ROAD, YAPTON

RESIDENTIAL TRAVEL PLAN

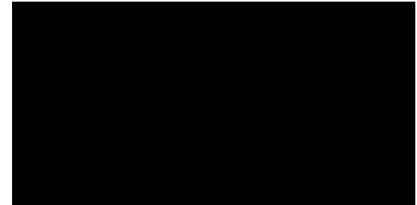


LANDLINK ESTATES LTD

23 DECEMBER 2021



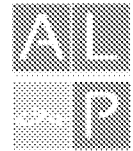
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Appendices

- Appendix A - Masterplan**
- Appendix B - Resident Travel Survey**

1.0 Introduction

- 1.1. This Travel Plan (TP) has been prepared on behalf of Landlink Estates Ltd as part of a Hybrid Planning Application for a proposed development of up to 140 dwellings on land located west of the B2132 Bilsham Road, Yapton. The site masterplan can be found in **Appendix A**.
- 1.2. The development site is located c.800m south of the centre of Yapton (see **Figure 1** below) and c.6-7km east and west of Bognor Regis and Littlehampton town centres, respectively.

Figure 1 – Site Location



- 1.3. The site comprises agricultural land with proposals for the erection of a mixed private and affordable residential development of up to 140 dwellings. The site is unallocated; however, it is being promoted for under the Arun District Council Interim Housing Statement, approved in March 2021.

Pre-Application Discussions

- 1.4. The details and requirements of the Transport Assessment were discussed and agreed with West Sussex County Council (WSCC) Highways through the formal Pre-application process.
- 1.5. A Scoping Note setting out the methodology and initial observations was submitted in June 2021, with a meeting being held to discuss the proposals on 24th August 2021.



Travel Plan Funding

- 1.6. The Developer will fund the Travel Plan, including all measures, marketing and monitoring required as well as the Travel Plan Coordinator (TPC) Role for a period starting 6 months prior to first occupation to 2 years following the final occupation. Following this, it is anticipated the RTP will continue as a less formal community led initiative.

Travel Plan Coordinator

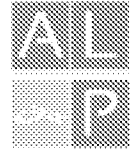
- 1.7. The Travel Plan Coordinator (TPC) is to be appointed by the developer at least six-months prior to first occupation of the development. The TPC contact details shall be made available to all relevant parties as soon as confirmation of the position is made.

Travel Plan Coordinator Contact Information	
Organisation:	
Name:	
Telephone No:	
Email:	
Address:	

- 1.8. The TPC shall be fully responsible for the administration, implementation and monitoring of the RTP. The TPC will also act as liaison between the developer and West Sussex Council's Travel Plan team regarding all matters pertaining to the Travel Plan.
- 1.9. The responsibilities of the TPC are set out within the Implementation Plan (see **Section 9**). Further to this the TPC will also be responsible for arranging, analysing and providing monitoring updates to the RTP. Some additional duties of the TPC include:
- Liaison with residents to explain the objectives and benefits of the RTP to encourage awareness and participation and to provide support where required.
 - Provision of advice to residents regarding transport, access and travel enquiries in relation to the development as well as for obtaining relevant discounts and vouchers.
 - Actively encouraging and promoting walking, cycling and public travel use through dissemination of information and advertising key events / activities.
 - Keeping information within the travel plan and resident packs up to date; and
 - Liaison with WSCC Council and other relevant stakeholders regarding implementation and monitoring of the Travel Plan and for any other transport related site queries which may arise.

Travel Plan Purpose

- 1.10. A Travel Plan seeks to promote sustainable travel amongst residents and visitors of a development. This Travel Plan seeks to implement measures to help sustainable travel become a beneficial option in comparison to using the car.



- 1.11. Travel Plans are evolutionary documents that should be regularly updated, ensuring they can be reviewed and tailored to take account of ongoing changes in travel patterns. It is therefore intended that this Travel Plan is a starting point for the travel planning process as the principles set out within this document will be reviewed and updated on an annual basis.

The Objective of the Travel Plan

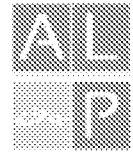
- 1.12. The overall objective of this Residential Travel Plan is as follows:

To implement measures at the development so that residents and visitors have the option to travel by sustainable modes of transport. The aim is to encourage a better quality of life for residents on site and those local to the site as well as improving the environment and enhancing the local economy. This will mean providing for and encouraging alternatives to the use of the car and particularly single occupancy car journeys.

Benefits of a Travel Plan

- 1.13. Benefits that will accrue from the implementation of this Travel Plan include:

- A reduction in congestion, air pollution and use of fossil fuels if car use is reduced.
- An increase in walking and cycling which improves health and reduces congestion.
- Cost savings for residents by reducing car journeys.



2.0 Travel Plan Policy

Context

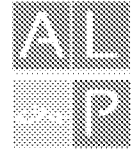
- 2.1. The promotion of Travel Plans element of national and local transport policy. They seek to ensure that the environmental improvement sought from the transport sector can be achieved at a local level and contribute towards easing congestion, especially during peak travel periods.
- 2.2. This Travel Plan concentrates on improving the accessibility of the site and outlines a package of measures and initiatives designed to encourage more efficient use of the private car and promote a choice of alternative travel modes.

National Planning Policy Framework (July 2021)

- 2.3. The Department for Communities and Local Government published the 'National Planning Policy Framework' (NPPF) document in March 2012 which was most recently updated in July 2021.
- 2.4. It provides a framework within which locally prepared plans for housing and other development can promote sustainable travel.
- 2.5. NPPF advocates that planning policies and decisions should consider whether:
 - 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.
- 2.6. The guidance advises that, subject to the above considerations, development should not be prevented or refused on transport grounds unless the residual impacts of the development are severe.
- 2.7. NPPF also recognises that Travel Plans are a key tool in facilitating sustainable travel, stating that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

Planning Practice Guidance (October 2014)

- 2.8. The Planning Practice Guidance sets out that all developments that generate significant amounts of transport movement should be supported by a Travel Plan.
- 2.9. Travel Plans should therefore identify specific outcomes, targets, and measures, while setting out proportionate and clear, future monitoring and management arrangements.
- 2.10. Travel Plans should set explicit outcomes, rather than just identify processes to be followed. They should also address all journeys associated with a proposed development and should seek to fit in with wider strategies for transport in the area.

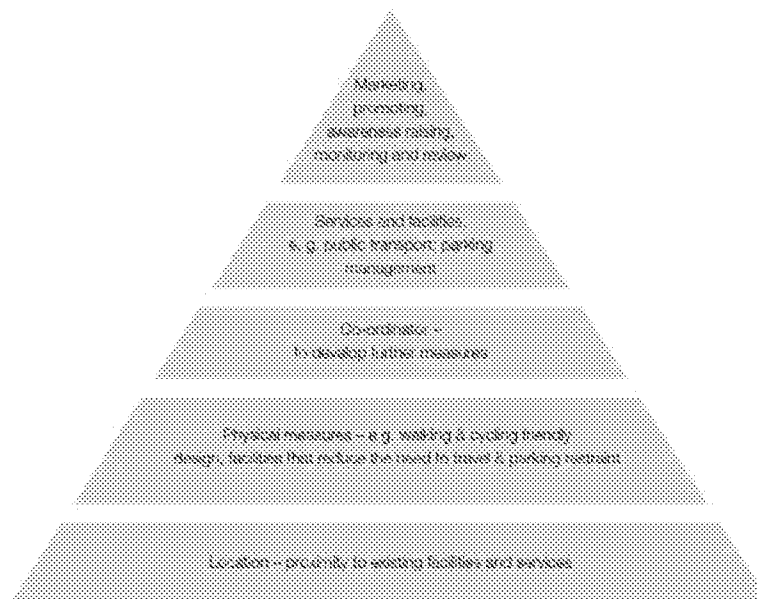


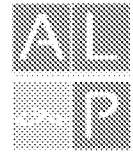
2.11. The Guidance also sets out how Travel Plans should evaluate and consider:

- Benchmark travel data including trip generation databases.
- Information concerning the forecast multi-modal trips associated with the development.
- Relevant information about existing travel habits in the surrounding area.
- Proposals to reduce the need for travel to and from the site.
- Provision of improved infrastructure and public transport services.

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

- 2.12. This DfT and Department for Communities and Local Government guidance states that Travel Plans are dynamic, living documents that should be updated regularly, their aim being to ensure they represent the current local situation in respect of travel and access. From which appropriate actions to achieve the set targets can be identified and enacted.
- 2.13. Regular monitoring allows for progress of the Travel Plan to be tracked and its effectiveness measured. Monitoring also allows for appropriate adjustments to be made to ensure that agreed outcomes are met and maintained.
- 2.14. The guidance advocates the Travel Plan Pyramid concept as depicted in the Diagram below. This demonstrates the measures and actions needed at each tier and allows clear, visual representation of how a Travel Plan can provide a holistic approach to implementing measures and initiatives as the basis of an effective Travel Plan.





3.0 Aims and Objectives

- 3.1. The principal objectives of the RTP are to facilitate the reduction of SOV trips generated by the development and to minimise the cumulative impact of travel by private vehicle in the local area.
- 3.2. Working towards this objective will also have other positive benefits including but not limited to, reduced congestion, improved air quality, improved road safety and reduced noise pollution.
- 3.3. To achieve this, the RTP has been designed to act as a mechanism for delivering structured support to new residents as well as to give upto date information allowing residents to make informed decisions regarding their travel choices.
- 3.4. Also considered are other practical measures such as contributions for local bus services and improvements to walking and cycling routes that the developer is committed towards providing as part of the development proposals.
- 3.5. The key aims this RTP will focus on in the context of the development proposals are:
 - **Aim 1:** To reduce the number of single occupancy vehicles (SOVs) to and from the site;
 - **Aim 2:** To increase awareness and encourage the use of sustainable travel modes i.e walking, cycling and public transport; and
 - **Aim 3:** To encourage residents to choose modes of transport that will provide benefits to their health and wellbeing.



4.0 Site Audit and Proposed Development

4.1. This section reviews the sites existing accessibility and available opportunities for travel.

Sustainable Accessibility

- 4.2. Current walking design guidance and evidence in the National Travel Survey suggest that the majority of walking journeys are generally no more than a mile (1.6km) with some facilities such as schools attracting longer walking journeys of upto 2km.
- 4.3. LTN/120 (July 2020) Cycle Infrastructure Design states *‘Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people’*. Five miles equates to 8km and based upon this modern guidance, is considered to be an achievable cycle distance for the majority of people subject to suitable cycling infrastructure and safe routes being available.
- 4.4. On the basis of the above Table 4.1 identifies existing facilities within acceptable walking (max 2km) and cycling distances (8km) to the development site.

Table 4.1: Local Facilities and Amenities

Facility	Walk / Cycle Distance	Walk / Cycle time
Bus Stops	400m	5 min / 1 min
Bilsham Stores	400- 800m	5-6 min / 1-2 min
Meadow Croft Surgery	800m	5-6 min / 1-2 min
Yapton Village Centre, Village Hall, Co-Op, Butcher, Fish and Chip Shop, Hair Salon	850 - 1.2km	6-11 mins / 2-3 mins
Yapton Primary School	1.6km	20 mins / 5 mins
Barnham Village Centre and Railway Station	3.5km	n/a / 10 mins
Elmer Beach	3.5 - 4km	n/a / 15 mins
St Philip Howard Catholic Secondary School	3.8km	n/a / 12 mins
Climping Beach	3.5 - 4km	n/a / 15 mins
Ormiston Six Village Academy and Sports Centre	6.0km	n/a / 20 mins
Littlehampton, Lineside Industrial estate, Railway Station, The Littlehampton Academy	5.5-7.5km	n/a / 20 – 25 mins
Felpham, Bognor Regis, North Bersted, South Bersted	6.0-7.5km	n/a / 20 – 25 mins

- 4.5. As can be seen there are a number of local amenities that can easily be accessed via walking, as well as other destinations further afield being accessible by bicycle and public transport. As such it is considered that the sustainability of the site can be agreed early on.

Walking and Cycling

- 4.6. Cyclists and walkers will easily be able to access the bus stops and village via new and existing footway along the B2132 Bilsham Road. In addition, the approved developments to the north will deliver a new cycle link connecting the B2132 Bilsham Road with Drove Lane and the B2233 Main Road.



- 4.7. Currently, in order to cycle to Barnham Railway station from Yapton the on-road route follows the B2233 Main Road. However, WSCC have recently taken contributions from other local developments as well as safeguarding land for an off-road Yapton to Barnham cycle link. This development would look to assist with such proposals where appropriate and proportionate to the scale of development.
- 4.8. In addition, the site is within 1km of National Cycle Route 2, running along the A259, between Littlehampton and Bognor Regis. This route was recently upgraded and now features a 3-4m wide shared footway / cycleway for the entire length between the two towns.
- 4.9. Littlehampton, Bognor Regis and Barnham are all within acceptable cycling distance of the site (3.5-7.5km) and taking into account delivered and planned improvements in the area cycling to and from Yapton will become a more attractive and safe option.
- 4.10. It is noted that the eastern verge of the B2132 Bilsham Road, south of Taylors Close shows evidence of extensive use by walkers and as such an opportunity to provide an improvement that will improve highway safety and benefit the wider community has been identified.

Public Transport Provision - Bus

- 4.11. The nearest bus stops are located on the B2132 Bilsham Road and are within 400m of the furthest part of the site. These stops provide shelters as well as real-time journey information updates.
- 4.12. The existing No.700 service generally operates 2-3 services per hour Monday – Friday with up to 4 services per hour during the day at weekends.
- 4.13. The route provides access between Littlehampton, Bognor Regis, Chichester, Emsworth, Havant and Portsmouth and is thus a significant sustainable mode of transport available for use by the development. Table 4.2 summarises the services.

Table 4.2 – Bus Service Summary

Route No.	Route	Frequency		
		Mon - Fri	Sat	Sun
700	Littlehampton – Bognor Regis – Chichester – Havant - Portsmouth	20 mins	20 mins	30 mins

- 4.14. As shown, the existing bus provision is good with a regular twenty-minute service to key destinations including Littlehampton, Bognor Regis, Chichester and Portsmouth. This opens excellent opportunities for travel bus and thus contributes to the sustainability of the site.
- 4.15. The existing northbound stop has a wooden shelter with seating as well as a real time information board, while the southbound stop is a simple flagpole arrangement.

Public Transport Provision - Rail

- 4.16. Barnham railway station is located within a 3.5km cycle journey of the site. The station being situated on the West Coastway Line running between Brighton and Southampton as well as being the junction for the branch line to Bognor Regis.



- 4.17. Barnham station acts as an interchange between fast and slow services and includes destinations at London Victoria, Gatwick Airport, Brighton, Portsmouth and Southampton. Services are available every 20-30 minutes. Table 4.3 summarises average journey times to key destinations available directly from the station.

Table 4.3 – Rail Service Summary

Destination	Avg. Journey Time	Trains Per Hour
London Victoria	1hr 30 min	2tph
Gatwick	1 hour	4tph
Brighton	55mins - 1 hr	2tph
Littlehampton	20 – 30 mins	1tph
Portsmouth and Southsea	30 – 40 mins	3tph
Southampton Central	60 mins – 1 hr 15 mins	2tph

- 4.18. Being accessible by bicycle or a very short car journey it is clear the rail network would afford residents the opportunity to access key facilities and amenities both safely and conveniently.
- 4.19. The development site can be considered to be highly accessible by public transport services with bus and rail forming part of or all of resident's journeys, with the additional potential for elements of walking and cycling to make up portions of those trips.
- 4.20. The Travel Plan will seek to build upon these existing provisions and as previously mentioned the access strategy will ensure safe and easy access is provided for both pedestrians and cyclists.

Potential Barriers to Sustainable Travel

- 4.21. This review of the existing site conditions shows that there is a good existing provision of walking and cycling facilities and opportunities to access public transport.
- 4.22. In addition, the proposed improvements, preservation of existing facilities and delivery of new infrastructure will ensure that the development and surrounding area is highly accessible for all travel users.
- 4.23. It is of course recognised that travelling via modes other than a private vehicle may not be the most suitable or convenient travel choice for all residents all of the time.
- 4.24. However, given the site's proximity to local facilities such as schools as well as employment areas in Bognor Regis and Littlehampton and Barnham railway station, there is great potential for trips generated by the development to be undertaken by sustainable non-car modes.
- 4.25. For those journeys which are typically made by car there is also scope for residents to plan their journeys more carefully which can result in more linked trips or off-peak travel, further reducing SOV trips and peak hour impact.
- 4.26. It is therefore important that the Travel Plan provides adequate and accurate information and takes advantage of freely available tools and 'apps' provided by WSCC and ADC, local bus and rail companies and other online resources so that residents can make informed decisions regarding their travel and to encourage an overall reduction in SOV trips generated by the site.



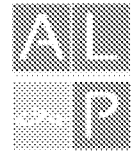
5.0 Targets

- 5.1. To enable a quantifiable measure of success for the Travel Plan, the overall target set is to reduce SOV trips generated at the site by a minimum of 10%, over 10-years.
- 5.2. This is considered to be an ambitious, but attainable target based upon guidance provided by the CIHT (Factsheet 002 Making Smarter Choices), which suggests travel planning can help reduce car trips by 11% and distances travelled by car by up to 12%.
- 5.3. In the absence of site-specific information at this stage however, the draft targets initially set are based upon the journey to work census data used to inform the traffic assignment and distribution in the Transport Assessment, Table 5.1 summarises.

Table 5.1: Initial Targets for Mode Shift

Travel Mode	Average Mode Share	Target
Walk	6%	7%
Cycle	3%	5%
Public Transport	9%	10%
Vehicle Passenger	5%	10%
Vehicle Driver	77%	67%
Working from Home / other	0%	1%
Total	100%	100%

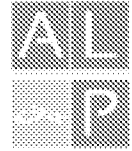
- 5.4. These targets set are **Specific, Measurable, Achievable, Realistic and Time-Bound (SMART)** and as can be seen, focus upon travel modes that are most likely to attract users from the site and thus help to achieve the overall target.
- 5.5. It should be noted that in addition to the traditional travel mode shift targets for reducing travel by car, a target to increase home working has also been included. This is warranted as the majority of travel plan targets are based upon TRICS and 2011 Census data, which can be outdated or unreflective of current working trends.
- 5.6. Given there have been significant improvements to broadband provisions and telephone connectivity in recent years, as well as the very recent repercussions of COVID-19 and the significant increase in home working that has resulted, there is a growing trend for employers to be more flexible regarding working arrangements. As such it is considered that reducing the need to travel every day for work is a real possibility.
- 5.7. Time will tell as to how much an uptake of such working arrangements will remain in place in the future. However, the impact and the expectations of working flexibility will be closely monitored and continue to be promoted within the development.
- 5.8. To ensure the targets remain realistic and achievable a site travel survey will be conducted within 6 months of the first Phase of the development reaching 50% occupancy. Following this, the TPC will review and adjust the targets, where appropriate. The RTP will then be re-submitted to Arun / WSCC Council for final approval of the targets.



6.0 Travel Plan Measures

Residents Welcome Pack

- 6.1. Information and promotion of the Travel Plan from the outset will ensure greater buy-in from residents who may see it as an opportunity to plan changes in their choice of travel. It is important therefore that prospective residents are made aware of the transport characteristics of the proposed development.
- 6.2. Residents will be made aware of travel choices through their own Welcome Pack, provided to them as soon as they commence residence to encourage a culture of sustainable travel. The development of the Welcome Pack is a crucial stage in the Travel planning process, and it is essential that it contains the necessary travel information to suitably inform recipients.
- 6.3. Further to this, copies of the Welcome Pack will be provided in the Sales Suite for review by prospective purchasers as they visit the site. This will give potential purchasers a flavour of the type of travel opportunities and incentives available to them should they choose to purchase on the site.
- 6.4. The Welcome Pack will be the individuals own guide to the transport opportunities available to them and as such will contain information including:
 - Details of the Travel Plan measures and its objectives and targets, and information on the Travel Plan initiatives.
 - Plans of walking and cycle routes in the area.
 - Details of how to reclaim £50 per household towards the purchase of cycling equipment.
 - Bus timetable information for services in the vicinity of the site and onward connections, including maps showing nearest bus stops and routes.
 - Contact details for the bus operators and ticket ordering.
 - Details of how residents can claim a one week bus 'taster' ticket for use on local public transport services.
 - Contact details for local cycling groups and shops and information on cycle training courses.
 - Details of car sharing websites such as (<https://liftshare.com/uk>).
 - Links to other relevant travel websites such as the journey planner (www.traveline.info) and also the scheduled and real time information for rail travel (www.nationalrail.co.uk).
 - Details of local taxi companies.
 - Contact Details for the Travel Plan Coordinator.
- 6.5. To ensure that the benefits of receiving the Welcome Pack go beyond the first occupants, provision would be made to supply this information to subsequent residents due to any re-sales during the Travel Plan period. This will be organised by the TPC as and when required.
- 6.6. The Welcome Pack will be submitted to Arun / WSCC Council for approval prior to submission to residents.

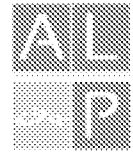


Website

- 6.7. A webpage will be set up to be accessed by potential and occupying residents as well as visitors. This will contain site specific travel information, information on the health benefits of walking and cycling, contact details for the Travel Plan Coordinator and information relating to incentive schemes and discounts.
- 6.8. The Travel Plan Coordinator will be responsible for the transport related aspects of the webpage and will inform residents of its presence through the Welcome Packs. The website will be updated regularly, with the results of monitoring reports available to residents through the website.
- 6.9. Residents will be able to contact the Travel Plan Coordinator with any concerns and the Travel Plan Coordinator may also organise annual meetings for residents to attend in light of the monitoring report results.

Sales Suite / Show Home

- 6.10. As detailed above, Welcome Packs will be made available within the Sales Suite for potential occupiers to raise awareness and understanding of the travel opportunities available from the start of the home purchase process.
- 6.11. Every effort will be made to prominently display bicycle store and Electric Vehicle charging options within the Show Homes and promotional literature.
- 6.12. This will demonstrate to potential purchasers what the options are in terms of sustainable travel infrastructure if they were to purchase a property at the site.



Walking and Cycling

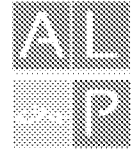
- 6.13. To further encourage residents to walk and cycle to and from the site:
- Maps will be provided within the Welcome Pack illustrating footpaths and cycle routes located within the vicinity of the site.
 - The Travel Plan Coordinator will provide advice and assistance to residents in accessing information about safe cycling and local routes that allow for this.
 - Safe and secure cycle parking is being provided for residents in line with Arun Council parking standards.
 - Details of local cycle shops will be provided (for repair & maintenance).
 - Network Rail plusbike journey planning services will be promoted to encourage linked cycle and rail journeys.
 - Information on the health benefits of walking and cycling will be included in the Welcome Pack.
 - The Travel Plan Coordinator will arrange for 1 x £50 voucher to be provided per household (upon application) to spend on a new bicycle or cycling equipment at a local retailer.
 - The Travel Plan Coordinator will provide details of Bicycle User Groups (BUGs) that operate in the area.
 - The Travel Plan Coordinator will liaise with the local police force with a view to offering a security etching service for bicycles on site as part of a travel plan awareness event.
 - The Travel Plan Coordinator will liaise with Arun / WSCC Council to address any issues relating to the appropriate maintenance of footways and cycleways in the vicinity of the site.

Public Transport

- 6.14. Initiatives promoted as part of this Travel Plan will aim to improve awareness of public transport services and ticketing options.
- 6.15. Timetables, fares, maps, the location of bus stops and information on local facilities will be made available within the Welcome Packs and on the development's website.
- 6.16. The Travel Plan Coordinator will arrange for each household to be issued a one-week bus pass (upon application) so that residents can get a taster of the services available to them.
- 6.17. The Travel Plan Coordinator will monitor public transport services and facilities within the vicinity of the site and liaise with Arun / WSCC Council and the public transport service providers to identify possible improvements if it is evident that there are shortfalls in service provision or problems with waiting facilities in the local area.

Car Use / Lift Sharing

- 6.18. Electric vehicle charging points will be provided across the development in accordance with Arun parking standards. This will provide the necessary infrastructure to accommodate the anticipated increase in uptake of electric vehicles over the coming years and will help to reduce the carbon footprint of the development.



- 6.19. Car Sharing is defined as when two or more people, who each have access to a vehicle, pool their resources and share the driving duties.
- 6.20. Lift sharing is defined as when a person who does not have access to a vehicle obtains pre-arranged lifts from at least one person with a car.
- 6.21. The Travel Plan Coordinator will act to encourage potential car sharers to meet and discuss whether there is a possibility of sharing their journey. This will be promoted through the Welcome Pack.
- 6.22. Carshare (<https://liftshare.com/uk/community/westsussexcarshare>) have a number of well-established car sharing groups in the county. Registered users can be matched-up with people making similar journeys in order to reduce single-occupancy vehicle trips. The scheme enables anyone registered on the database to share journeys. Details of how to sign up to the scheme will be provided in the Welcome Pack.
- 6.23. The Travel Plan Coordinator will review the list of registered users each year and may elect to hold an annual prize draw to encourage more residents to join the car share scheme. The prize of the scheme will be in the form of vouchers towards sustainable travel to a value of up to £250.

Home working

- 6.24. As previously mentioned, home working has seen a sharp increase throughout the COVID-19 pandemic, and it is expected that a significant proportion of workers will continue to work from home in the future.
- 6.25. Residents will be encouraged to engage with their employer about continued home working full time or on a part week basis, as well as providing advice for getting the most out of such arrangements, such as ensuring regular breaks, taking exercise and ideas for home office design / garden offices.

Community Events

- 6.26. The TPC will hold an annual 'Travel Planning Day' to promote the Travel Plan and travel by sustainable modes.
- 6.27. It is envisaged that these would be held within the development and would comprise a 'market stall' type presence which would be used to promote the Travel Plan objectives and initiatives. The 'Travel Planning Day' event would ideally coincide with national and international events such as Bike Week, Walk to Work Week or World Car Free Day.
- 6.28. These events, to which residents would be welcomed, would highlight the benefits of travelling via alternative modes to the car and offer practical advice and measures such as the bike etching schemes, cycle training courses and bike maintenance assistance.



Travel Plan Measures Check List

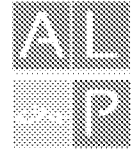
- 6.29. To achieve the targets and subsequently the overall objectives of the Travel Plan, a series of measures shall be implemented, overseen by the TPC. These can be categorised as ‘hard’ or ‘soft’; hard measures including physical improvements to local infrastructure and the provision of facilities such as cycle parking, while soft measures include the provision of information and support to residents.
- 6.30. Table 6.1 sets out a series of measures relating to each primary travel mode, which are considered to be appropriate and representative of the scale of development.

Table 6.1 Travel Plan Measures

Travel Mode	Measures to Reduce SOV Trips	Measure Type	Performance Indicator
Car	Promote car sharing (liftshare West Sussex)	Soft	Uptake of car sharing and reduction in SOV trips
	Provide appropriate infrastructure in line with adopted parking standards to encourage the uptake of Electric Vehicles	Hard	No. of EV's owned on site.
	Promote national lift share week liftshare.com/uk/liftshare-week	Soft	No. participants
Walking	Provide suitable pedestrian access into the development, including a permeable layout suited to pedestrian desire lines.	Hard	No. pedestrians using access
	Encourage walking through the provision of information regarding walking routes to local facilities and amenities. Promote leisure walking https://getoutside.ordnancesurvey.co.uk/local/chichester-west-sussex and https://www.westsussex.gov.uk/leisure-recreation-and-community/ Highlight health and environmental benefits as well as cost savings walking can have. walkit.com	Soft	No. of pedestrians / travel survey responses.
	Assist the setup of local walking groups www.livingstreets.org.uk	Soft	
	Promote national walk to work / school week, national walk month www.livingstreets.org.uk/ www.sustainablelearning.com	Soft	
Cycling	Provide suitable cycle access into the development	Hard	No. of cyclists using access
	Encourage cycling through the provision of information regarding cycle routes to local facilities and amenities, highlight health and environmental benefits as well as cost savings cycling can have. plushike.nationalrail.co.uk	Soft	No. of pedestrians / travel survey responses.
	Encourage residents to participate in cycle to work scheme / open discussions with their employers to enable the implementation of a cycle to work scheme. www.lovetoride.net	Soft	
	Assist the setup of local cycling groups www.livingstreets.org.uk	Soft	
	Promote national cycle to work / school week, national cycle month www.cyclinguk.org/bikeweek / www.lovetoride.net / www.cycletoworkday.org/	Soft	
	Provide £50 cycle voucher per household redeemable at local cycle shops.	Soft	
	Encourage residents to take advantage of the Cycle to Work schemes.	Soft	
Bus	Ensure developments internal layout is permeable allowing residents to easily walk from their home to the bus stop. Provision of bus gate and new bus stops within the site.	Hard	No. of bus passengers generated by the development
	Encourage bus travel through the provision of information regarding services available and key destinations accessible by bus. https://www.stagecoachbus.com/	Soft	



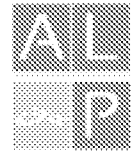
	Promote the morebus clickit2ride app and social media platform (Twitter) to ensure users can receive live updates, virtual assistance regarding nearby services and routes and paperless tickets.	Soft	No. of downloads / subscribers
	Promote school bus services to reduce peak hour car trips	Soft	No. of school children travelling by bus
	Provide upon request, a one week bus taster ticket	Soft	No. of bus passengers generated by the development
	Provide information regarding senior / disabled persons bus passes, discounted bus / coach travel and other information available from Arun / WSCC. https://www.westsussex.gov.uk/roads-and-travel/travel-and-public-transport/bus-and-coach-travel/bus-passes-and-discounts/free-disabled-persons-bus-pass/	Soft	
Rail	Promote the accessibility of Barnham station by highlight walking and cycle routes and journey times from the development site.	Soft	No. of rail passengers generated by the development
	Provide rail travel information to key commuter / leisure destinations and promote South Western Railway app to ensure users can receive live updates, virtual assistance regarding nearby services and routes and paperless tickets. southernrailway.com	Soft	
Working from Home / Flexible Working	Encourage residents where applicable and appropriate to consider working from home, or to arrange their working hours to avoid travel during peak periods.	Soft	Evidence of peak hour spreading / increase in people working from home
	Highlight the Flexible Working Regulations 2014 and the different types of flexible working available, including: • Job Sharing; • Working from home; • Part Time; • Compressed Hours; • Flexitime; • Annualised Hours; • Staggered hours; • Phased retirement.	Soft	



7.0 Marketing and Promotion

7.1. To promote the Travel Plan and to engage fully with residents the following actions / provisions will be made:

1. A Travel Pack will be provided at the point of purchase. This is a physical or electronic document distributed by the developer's sales team with each successful purchase. This will contain a variety of information including, bus / rail timetables, local walking and cycling maps, links to other useful websites, the TPC's contact details and a voucher valued for upto £50 which can be used to purchase cycle equipment and on top of this a one week bus taster ticket.
2. A resident's forum will be established. The TPC will help to set up a resident's forum / social media group to allow for on-going feedback and issues to be raised and reported.
3. A community notice board shall be provided. This will be located in a communal area (possibly near the play park / central green) within the development. The board will be regularly updated by the TPC with promotions, national walk and cycle events and other information.
4. A travel planning service: Contact details of the TPC will be provided within the Travel Pack, who will be able to provide advice and assistance to residents regarding travel and encourage sustainable choices.

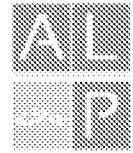


8.0 Monitoring Strategy

- 8.1. Key to the success of the RTP will be the regular monitoring of travel patterns and habits exhibited by residents from the development. This information will be obtained through multi-modal traffic surveys of the main access as well as any non-motorised road user points of access.
- 8.2. These surveys shall be conducted every two years following the initial survey, accompanied by an online travel questionnaire which will be advertised to all households. An example questionnaire is included in **Appendix B**.
- 8.3. A minimum target response rate of 35% from the travel survey questionnaire will be sought to enable a meaningful analysis of the developments travel modes.
- 8.4. The primary method for delivering the survey will be by a postcard letterbox drop directing the householder to an online survey website address and /or a QR Code. Other methods could also be implemented should responses be insufficient. These include:
 - A second round of letterbox drops with freepost return.
 - Social media.
 - Incentives, such as an opportunity to win an Amazon gift voucher or similar.
 - Door to door surveys.
- 8.5. The first multi-modal traffic survey of the site access in accordance with TRICS criteria will be undertaken as part of the monitoring process within 6 months of 50th occupation of the first phase of development being occupied and in the subsequent odd years and Final year of the RTP period.
- 8.6. The TPC will then be required to submit a monitoring report to Arun District Council / WSCC, within two months of the surveys being completed.

Residual Travel Plan Measures

- 8.7. As set out above, progress of the Travel Plan to achieving the headline target will be reviewed every two years following completion of the initial baseline surveys. It can be assumed that to achieve a 10% reduction in SOV trips across a minimum 5-year period, an approximate annual reduction of 2% should be sought. This will therefore be used as a 'bellwether' for assessing the progress of the Travel Plan.
- 8.8. If half the headline target is not achieved following the 3rd year of monitoring (i.e. a c.5-6% reduction by the third year), consideration will be given to enacting residual travel planning measures.
- 8.9. The residual travel planning measures are as follows:
 - A programme of Personalised Travel Planning will be offered to all residents, following the surveys, on each year the interim target is not met. This would involve providing interested residents with individually tailored sustainable travel information and incentives, to encourage them to consider a range of transport options for their various journeys. The programme of Personalised Travel Planning will be undertaken by the Travel Plan Co-ordinator and advertised through the webpage and at community events.
 - Residents will be offered an additional £50 voucher (1-per household) for use on public transport services or purchasing cycle equipment.



8.10. The residual Travel Plan measures will be fully funded by the Developer.

Ongoing Management

8.11. Following the initial appointment of the TPC and implementation of the RTP, the role will continue for a minimum of 2 years following the completion of the final construction phase. After this period, the RTP will be reviewed, and a final report submitted to Arun/WSCC Council outlining the successes, failures, and potential areas for improvement that the development could benefit from. After this point it is envisaged the Travel Plan would continue as a community led initiative.

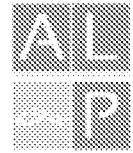


9.0 Implementation Plan

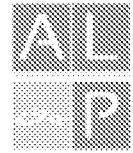
9.1. To ensure that the TP is prepared and implemented in a timely and organised manner an Implementation Plan is set out in Table 9.1.

Table 9.1: Implementation Plan

	Task / Action	Responsibility	Timescale
Preparation	Appoint Travel Plan Coordinator	Developer	At least 6 months prior to first occupation
	Provide community notice board	Developer	As part of public open spaces
	Prepare 'Travel Packs' for distribution	TPC / Developer	Prior to first occupation
	Review local bus and rail timetables	TPC	Prior to first occupation
	Distribute 'Travel Packs' and vouchers when each dwelling is sold	Developer	From first occupation
Year 1 / 3 / 5	Undertake multimodal traffic surveys of all site accesses.	TPC	Within 6 months of developments 70 th occupation / bi-annually thereafter
	Undertake residents travel survey, seeking a minimum 35% response rate.	TPC	Within 3 months of developments 70 th occupation / bi-annually thereafter
	Prepare Monitoring Report, including review of target baseline and future goals compared to initial site mode share survey	TPC	Within 2 months of traffic and travel survey data being available
	Submit monitoring report to WSCC / ADC Council	TPC	Within 2 months of Monitoring report being completed.
	Review feedback from WSCC / ADC Council and implement changes where appropriate	TPC	Within 2 months of feedback being received
	Provide ongoing support to residents	TPC	On-going
	Monitor and update travel information regularly	TPC	As soon as new information becomes available
	Review feedback from local authority, implement changes where appropriate	TPC	Within 1 month of feedback being received
Final Year	Provide ongoing support to residents	TPC	On-going
	Monitor and update travel information regularly	TPC	As soon as new information becomes available
	Undertake final multimodal traffic surveys of all site accesses.	TPC	Bi-annually following initial travel survey in Year 1.
	Undertake final residents travel survey, seeking a minimum 35% response rate.	TPC	Bi-annually following initial travel survey in Year 1.
	Prepare Final Monitoring Report	TPC	Within 2 months of travel survey data being available
	Submit Final monitoring report to WSCC / ADC Council for approval	TPC	Within 2 months of Monitoring report being completed.



Appendices



Appendix A - Masterplan

Hybrid Application Boundary

Other Land Owned By Applicant

Detailed Area Boundary

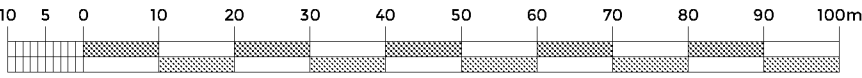
Phase 1

Phase 2

Phase 3



DRAFT



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Title

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Project

Originator

Volume

Level

Type

Note

Series

Number

Subsidiary

Revision

LFY - BSL - ZZ - XX - DR - A -

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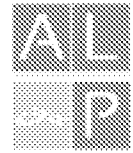
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Appendix B - Resident Travel Survey

RESIDENTS TRAVEL SURVEY

As part of the monitoring process for the Residential Travel Plan, we are currently conducting a Travel Survey. We would be grateful if one member of your household could complete this brief survey to help us better understand your travel patterns, needs and how we may be able to assist with your travel requirements.

Explanation of the Travel Plan: (TPC to complete)

Who should participate? (TPC to complete)

Who to return completed form to? (TPC to complete)

It will take about 5 minutes to complete and all responses will be treated confidentially.

If you have any queries about the survey, or for guidance on how to complete it, please do not hesitate to contact me at the details provided below:

(TPC to complete)
Travel Plan Coordinator:

Telephone:

E-mail:

Section A: About you and your home

1. Are you:

Male

Female

2. Which age range do you fall into?

16 – 25

26 – 35

36 – 45

46 – 55

56 – 65

65+

3. What is your Postcode?

4. Do you or any member of your household own a car?

Yes

No

If yes how many in total?

5. How long have you lived at your current address?

0 – 6 months	
6 months – 1 year	
1 – 2 years	
2 – 3 years	
3 – 4 years	
4 – 5 years	
Longer than 5 years	

Section B: About your travel to and from your home

6. How do you most frequently travel to and from your home for the following activities? (please choose the mode of travel that you use most often)

Reason for Travel	Walk	Cycle	Bus	Train	Car Share (driver/passenger)	Car (alone)	Motorcycle / Scooter	Other (please specify)
Work								
Shopping								
Education								

7. How often do you use the following modes of travel for journeys from your home? (please tick all modes that you ever use, for all of part of a journey, choosing the frequency with which you use them)

Travel Mode	Very Often (7 or more in every 10 trips)	Quite Often (between 3 & 6 out of every 10 trips)	Occasionally (less than 2 out of every 10 trips)	Never
Walk	☐	☐	☐	☐
Cycle	☐	☐	☐	☐
Bus	☐	☐	☐	☐
Train	☐	☐	☐	☐
Char Share (driver / passenger)	☐	☐	☐	☐
Car (alone)	☐	☐	☐	☐
Motorcycle / scooter	☐	☐	☐	☐
Other (please specify)	☐	☐	☐	☐

8. Have you changed your most common mode of transport since relocating to this development?

Yes ☐

No ☐

If yes what was the main reason for this change?

Section C: About your future journeys

9. Which of the following changes would most encourage you to cycle for journeys in the local area? (If you already cycle, which would you most like to see)

Physical provision of cycle routes (if so to where?)

Improved cycle parking within the development site

Improved cycle parking at local facilities (if so where?)

Arrangements to buy a bicycle at a discount

Improved crossing facilities (if so where?)

None of the above

Other (please specify)

10. Which of the following changes would most encourage you to use public transport for your journeys in the local area? (If you already travel by public transport, which would you most like to see)

More direct bus route to... (please specify)

More frequent bus routes to... (please specify)

More frequent train services to... (please specify)

More convenient bus drop-off points

Improved street lighting around local bus stops

Improved dissemination of public transport information

None of the above

Other (please specify)

11. Which of the following changes would most encourage you to walk for your journeys in the local area? (If you already walk, which would you most like to see)

Cleaner, better maintained footways

Better street lighting in the local area

Further pedestrian crossing facilities

Slower speed limits within the area

None of the above

Other (please specify)

12. Which of the following changes would most encourage you to car share? (If you already car share, which would you most like to see)

Help finding car share partners who have similar travel patterns

Further information on car sharing and potential benefits (i.e. cost savings)

None of the above

Other (please specify)

Section D: About the Travel Plan

13. Did you know that this development operated a Travel Plan?

Yes

No

14. If yes, how did you find out about the Travel Plan?

During the sales process

Word of mouth

Publication (newsletter / notice / website)

Personalised travel planning process

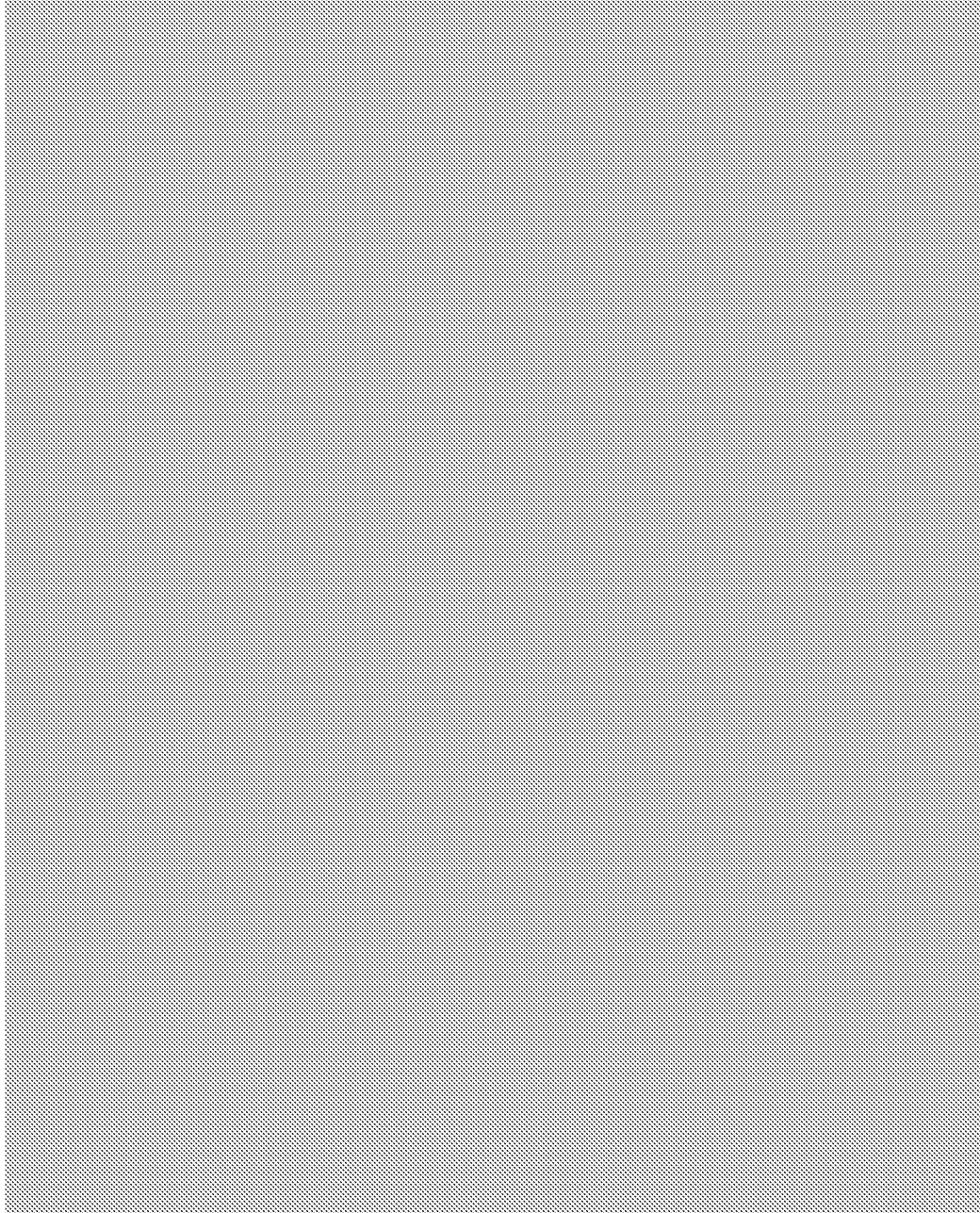
Other (please specify)

15. Would you like to receive more information regarding the Travel Plan?

Yes

No

Please use the following box to provide any comments you wish to make in relation to travel in the local area:



Thank you for your time.

development planning
infrastructure design
transport HIGHWAYS
drainage
CIVIL ENGINEERING
site appraisal
flood risk assessment
travel plans
masterplanning