

CINDERS LANE, YAPTON

TRAVEL PLAN STATEMENT

January 2017

Building Potential

**RESIDENTIAL DEVELOPMENT
CINDER'S LANE, YAPTON**

TRAVEL PLAN STATEMENT

CONTROLLED DOCUMENT

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**RESIDENTIAL DEVELOPMENT
CINDERS LANE, YAPTON**

TRAVEL PLAN STATEMENT

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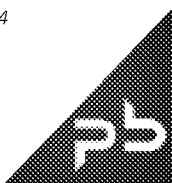
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1. INTRODUCTION

- 1.1 This Travel Plan Statement (TPS) has been prepared by Paul Basham Associates (PBA) on behalf of Building Potential to support an outline planning application for a residential development comprising 51 dwellings at Cinders Lane, Yapton. The site location is demonstrated in **Figure 1**, with the proposed site layout included as **Appendix A**.



Figure 1: Application Site Location

- 1.2 This TPS has been prepared alongside and should be read in conjunction with the application's Transport Statement (TS), also prepared by PBA.
- 1.3 Land at Cinders Lane has been allocated for residential development in the Yapton Neighbourhood Plan (2014-2029) as Policy SA2, which forms part of the wider emerging Arun District Local Plan (2011-2031). The development proposals utilise only part of the allocated land and does not compromise the overall objective of SA2 in delivering approximately 60 dwellings on the allocated site.
- 1.4 The Neighbourhood Plan identifies the site as an acceptable extension to the existing settlement of Yapton, and with capacity to accommodate approximately 60 dwellings. The site is well located for access to the centre of the village with appropriate pedestrian provision via existing footpaths. The Neighbourhood Plan outlined access by vehicles as a matter for consideration.

Travel Plan Statement Principles

- 1.5 A Travel Plan Statement is a strategy for managing access demands to a development site by ensuring that the travel needs of its users are met by a range of modes of transport in order to;
- Reduce the impact of car travel;
 - Support a reduced need to travel; and
 - Increase sustainable travel practices where appropriate and possible.
- 1.6 The Travel Plan Statement strategy supports access to a full range of local facilities and activities for future site-users, whilst encouraging good design principles and working with the local community.

Travel Plan Statement Structure

- 1.7 **Chapter 2** refers to related national and local policy and states the TPS' objectives. **Chapter 3** describes the existing local conditions and networks and **Chapter 4** introduces the proposed development. **Chapter 5** sets out the TPS' strategy, including key stages, recommended measures and communication approaches. Implementation and monitoring of the TPS is discussed within **Chapter 6**, before this document is concluded within **Chapter 7**.

2. NATIONAL AND LOCAL POLICY BACKGROUND

- 2.1 The objectives of the TPS are stated at the end of this section. These objectives work alongside those set at national and local scales and in particular relate to the National Planning Policy Framework (NPPF), and West Sussex County Council's Local Transport Plan 3 (2011-2026) (LTP3).

National Policy

- 2.2 The NPPF (Adopted March 2012) acts as the central guidance for development planning and replaces all national planning policy guidance including Planning Policy Guidance 13 (PPG13): Transport. As supported by the NPPF (Paragraph 36), a TPS acts as a *"key tool for realising a number of The Framework's policies towards new developments, and is a requirement for developments which generate a significant amount of movement"*. The following NPPF paragraphs are relevant to the TPS:

Pursuing sustainable development involves seeking positive improvements in the quality of the built environment... as well as in people's quality of life, including...

- Making it easier for jobs to be created in cities, towns and villages
- ...replacing poor design with better design
- Improving the conditions in which people live, work, travel and take leisure

(NPPF Para.9)

Transport policies have an important role to play in facilitating sustainable development but also in contributing to wider sustainability and health objectives. Smarter use of technologies can reduce the need to travel. The transport system needs to be balanced in favour of sustainable transport modes, giving people a real choice about how they travel. However, the Government recognises that different policies and measures will be required in different communities and opportunities to maximise sustainable transport solutions will vary from urban to rural areas.

(NPPF Para.29)

Encouragement should be given to solutions which support reductions in greenhouse gas emissions and reduce congestion... In preparing Local Plans, local planning authorities should therefore support a pattern of development which, where reasonable to do so, facilitates the use of sustainable modes of travel.

(NPPF Para.30)

Plans and decisions should ensure developments that generate significant movement are located where the need of travel will be minimised and the use of sustainable transport modes can be maximised.

(NPPF Para.34)

Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods and people. Therefore, developments should be designed and located where practical to

- Accommodate the efficient delivery of goods and supplies;
- Give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;
- Create safe and secure layouts which minimise conflicts between traffic and cyclists and pedestrians, avoiding street clutter and where appropriate establishing home zone;
- Incorporate facilities for charging plug-in and other ultra-low emission vehicles; and
- Consider the needs of people with disabilities by all modes of transport.

(NPPF Para.35)

Local Policy and Initiatives

- 2.3 The West Sussex County Council Local Transport Plan 'LTP3' (2011-2026) sets out the transport strategy for West Sussex and identifies a range of aims for each region, with those most relevant to this TPS in Arun District stated below:

- Reduce unnecessary trips by motorised vehicles and encourage use of more sustainable modes of transport.
- Ensure that accessibility is a central consideration when planning local services.
- Maintaining and constructing pedestrian and cycle infrastructure and promoting walking and cycling through travel behaviour change initiatives.
- Maintaining, constructing and promoting bus passenger transport.
- Developments within Arun should promote sustainable travel choices.

- 2.4 The objectives and aims of this TPS are as follows.

Travel Plan Statement Primary Objective: Create a sustainable, community driven environment for those living within the development, which promotes a range of lifestyle and travel choices and reduces reliance on the private car.

Travel Plan Statement Aims

- Raise awareness of sustainable modes of travel available to residents and visitors.
- Increase levels of active healthy travel.
- Encourage uptake of public transport in particular local bus/rail services.
- Encourage car-sharing in order to reduce single vehicle occupancy.
- Achieve target percentage shift of single occupancy car journeys to and from the development.
- Provide links with other local residential, business and school Travel Plans.
- Reduce the need to travel.
- Achieve a balance between car use and alternative travel modes for individual travel needs.
- Change perception of car being the only and automatic choice for travel.

3. DEVELOPMENT SITE AND LOCAL ACCESSIBILITY

Existing Site

- 3.1 The development site currently comprises 2 residential dwellings and greenhouses with vehicular access onto Cinders Lane. The site is located to the north of Elmer, 7.5km to the northeast of Bognor Regis, and is bordered by allotments and residential dwellings to the north, farmland to the east and the remaining allocated land to the south (currently comprising of a storage yard). To the west lies Bilsham Road. The existing site's surroundings is shown in **Figure 2**.

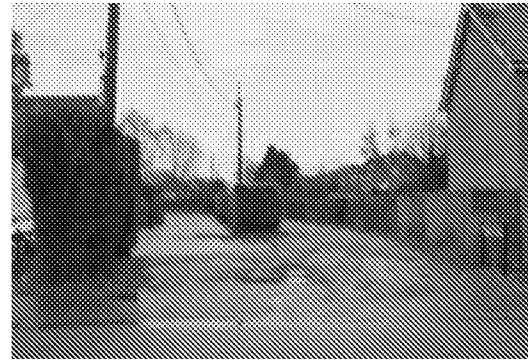


Figure 2: Site Context

- 3.2 Currently, the site is accessed via Cinders Lane, which is a private lane. Cinders Lane connects with Bilsham Road via a dropped kerb verge crossover, measuring c. 7m wide. This access is shared by the site and a doctor's surgery which is located c.8m off the highway. The existing site and access arrangements from the private lane are demonstrated in **Photographs 1 and 2**.



Photograph 1: Existing Site Use



Photograph 2: Existing Access Arrangement

Site Surroundings

- 3.3 To help meet the TPS' objectives and aims it is crucial that consideration is given to the development in relation to the local context in which it will evolve. This section assesses the proximity to local services and facilities, and existing local travel infrastructure.
- 3.4 The application site is located in the vicinity of local facilities on Bilsham Road. The following facilities are available within a 10 minute walk of the site:

Amenity	Distance (m)	Walking Time (mins)	Cycling Time (mins)
Doctors Surgery	250m	3	1
Convenience Store	260m	3	1
Bus Stop	350m	4	1
Recreational Area	650m	8	2
Post Office	675m	8	2
Supermarket	675m	8	2

Table 1: facilities within 10 minutes' walk of the site

- 3.5 In addition to the above, Yapton Free Church and Yapton Primary School are located 1km and 1.4km (12 minutes and 18 minutes' walk) respectively to the north of the site.
- 3.6 The site's proximity to existing local amenities, pedestrian and cycle networks present a good opportunity to encourage the use of sustainable transport, supported by the implementation of this TPS, and create a sustainable development.

Pedestrian Network

- 3.7 The local footway network around the site vicinity benefits from gentle topography. A continuous footway of between 1.5m and 2m is provided on both sides of the carriageway for the length of Bilsham Road, to the north of the site. Dropped kerb pedestrian crossing facilities are provided over the length of Bilsham Road.



Photograph 3: Bilsham Road Pedestrian Environment

- 3.8 Public Right of Way 166 covers the east-west section of Cinder's Lane and continues into the surrounding countryside. This Right of Way provides access to countryside leisure walks between Yapton and Middleton-on-Sea (via PROW 165). The development proposals seek to improve Cinders Lane by metalling and formalising the surface and providing a dedicated footway. The proposed development's access arrangements ensure that access to the PROW is not obstructed.

Cycle Network

- 3.9 The Local Road Network (LRN) benefits from gentle gradients. Bilsham Road features a 30mph speed limit and a carriageway width of 6.5m, ensuring that cycling is an attractive mode of transport.
- 3.10 Bilsham Road forms part of Cycle Route 2, providing a route between Kent and Cornwall (when complete). Locally, Cycle Route 2 provides an on-street route between Littlehampton and Bognor Regis. The local cycle environment is reflected within **Figure 3**.



Figure 3: Local Cycle Routes (Map from www.sutrans.org.uk)

- 3.11 The local area benefits from an active cycling scene with cycle shops such as Spokes and Coastal Cycles located within Littlehampton (a 20 minute cycle away).

Bus Services

- 3.12 The site is supported by a pair of bus stops on Bilsham Road, with the closest bus stop to the site located c.100m south of the proposed site access. The bus stops comprise a single pole with timetable, with the northbound bus stop also benefiting from a shelter and bench, as demonstrated in

Figure 4.

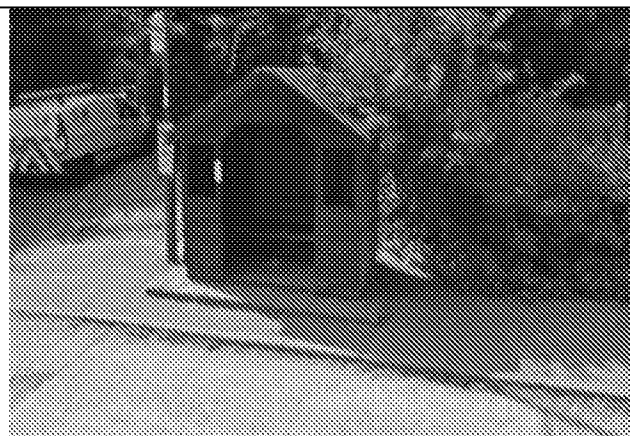


Figure 4: Example Bus Stop on Bilsham Road

3.13 A number of accessible bus services are provided within the vicinity of the site. A summary of these bus services are shown in **Table 2**.

Route Number	Bus Stop	Route	Monday - Friday	Saturday	Sunday & Bank Holidays
66	Sparks Corner (N-Bound)	Bognor Regis – Walberton	Every 2 hours	Every 2 Hours	No Service
700	Adjacent/ Opposite Loveys Lane	Littlehampton –Chichester	Every 20/30 minutes	Every 20/30 minutes	Every 30 minutes
141*	Adjacent/ Opposite Loveys Lane	Elmer – Luffa School	Depart: 06:42 Arrive: 15:30	No Service	No Service
665*	Village Hall (NW-Bound)	Littlehampton –Chichester High School	Depart: 07:40 Arrive: 15:07	No Service	No Service

Table 2: Accessible Bus Services

3.14 The 700 service provides a regular service to the close urban centres of Littlehampton and Chichester on a frequent basis, including on Sundays. This service in particular provides a realistic sustainable travel opportunity to commuters who may work in the area.

3.15 Two school bus services run, providing a realistic opportunity for Secondary School children to travel to school by bus.

Rail Services

3.16 Barnham Rail Station is located 3.2km (10 minute cycle) from the site. The station is equipped with sheltered and secure cycle storage with the capacity to store 62 bicycles, as well as accessible ticket machines, a manned ticket office, step free access and waiting rooms.

3.17 Barnham Railway Station provides direct access to destinations including Chichester and Bognor Regis. Trains to Chichester typically operate every 10 minutes and take approximately 10 minutes. A journey to Bognor Regis typically operates every 15 minutes and takes approximately 6 minutes.

Key Travel Resources

3.18 Sustainable travel opportunities are supported locally by more than the physical infrastructure in place. A summary of available resources to support local sustainable travel opportunities is included within **Table 3**.

Resource	Description	Location
Living Streets	National Organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling Journey Planner	www.cyclestreets.co.uk
Fix my Transport	Online facility for resolving local transport infrastructure problems	www.fixmytransport.com
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online travel journey planner	www.traveline.info

Table 3: Available Travel Resources

Summary of Local Accessibility

- 3.19 The site is within walking/ cycling distance of many local amenities such as doctor's surgery (250m), convenience store (260m) and bus stops (350m), enhancing the site's ability to produce a sustainable development.
- 3.20 Yapton benefits from a gentle topography which therefore lends itself as an attractive area for pedestrians and cyclists.

4. PROPOSED DEVELOPMENT

- 4.1 The development proposals comprise of the redevelopment of the site into 51 residential dwellings, landscaping, and associated works with access from Cinders Lane. A summary of the proposed accommodation schedule is provided within **Table 4**, whilst the site layout is included as **Appendix A**.

Type of Dwelling	No. of Units
1 Bed	7
2 Bed	15
3 Bed	26
4 Bed	3
Total	51

Table 4: Proposed Accommodation Schedule

Proposed Access Arrangement

- 4.2 The proposed development would be served by Cinders Lane. To support the development, it is proposed to improve Cinders Lane to provide a metalled surface and footway of between 1.2m and 2m in width.
- 4.3 This access represents a significant improvement over the existing access conditions, as well as improving this section of Public Right of Way 166. The full details of the site's access arrangement (and trip generation) are considered in the TS.

Vehicle Parking

- 4.4 The number of parking spaces required to serve the residential dwellings has been informed by WSCC parking standards calculator. When applying a "worst case" scenario that all dwellings are private houses, the WSCC parking calculator has identified that a total of 115 parking spaces are required to support the development. Of this provision, 98 spaces would be allocated, seven would be unallocated and 10 spaces attributed to visitor parking.
- 4.5 The full details of the parking provision would be provided at the Reserved Matters stage.

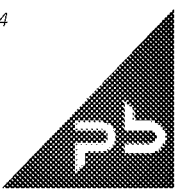
Cycle Parking

- 4.6 Paragraph 2.11c of WSCC Guidance on Parking in New Residential Developments (September 2010) sets out the recommended amount of cycle parking/ storage required for residential developments, and is shown in **Table 5**.

Type of Dwelling	No. of Units	WSCC Cycle Parking Standards (Per Unit)	Development Provision
1 Bed	7	1	7
2 Bed	15	1	15
3 Bed	26	2	52
4 Bed	3	2	6
Total	51	N/A	80

Table 5: WSCC Cycle Parking Standards

- 4.7 **Table 5** demonstrates that the proposed development would be required to provide 80 cycle parking spaces for the 51 residential units. The full details of the cycle parking would be provided at the reserved matters stage.



5. TRAVEL PLAN STATEMENT STRATEGY

5.1 The following section sets out the measures which should be explored and implemented by the Travel Plan Co-ordinator (TPC) over the life of the development. Whilst some measures are considered 'compulsory', and integral to the success of the TPS, other measures may prove to become ineffective/unworkable and new measures may be identified as more appropriate as the TPS evolves and matures.

5.2 The measures presented in this chapter are relevant to the scale and nature of the development and have the greatest potential for encouraging a modal shift and the use of sustainable transport options amongst the residents. These measures should be implemented throughout the life of the TPS.

Key Stages: Preliminary Travel Plan Statement Actions

5.3 Prior to the occupation of the development, the TPC should have completed the tasks set out within **Table 6**.

✓	Preliminary Tasks
	A Travel Plan Co-ordinator (TPC) to be appointed
	TPC to contact WSCC Highways for information on local travel events etc
	TPC to prepare an Action Database for logging recording details such as Survey Responses
	Prepare Travel Plan Welcome Packs for new residents
	Prepare Resident Travel Survey for new residents (to inform baseline travel conditions)

Table 6: Preliminary TPC Tasks

5.4 The above actions ensure that the TPS is a complimentary aspect of purchasing their new home, with the TPS set up and ready to go as residents are moving in. This allows residents to start travelling sustainably straight away.

On-Going Travel Plan Statement Actions and Measures

5.5 The TPS period would become fully active upon the completion of the baseline survey upon 100% occupation of the site (See **Section 6**) and would remain active for 5 years following that date. A Residents Travel Survey would be completed at the end of each year to assess the effectiveness of the Travel Plan Statement.

- 5.6 During this time, the platform set prior to opening would be expanded upon through implementing a variety of measures. Such measures would be determined by the TPC in dialogue with residents, local authorities and other key players. Such measures are recommended within the remainder of this section.
- 5.7 The measures are supported by the physical infrastructure provided by the development. This includes footways and / or shared surfaces throughout the development, a low speed environment and an improved access via Cinders Lane with a footway to enable safe and convenient pedestrian access (to be detailed through the reserved matters planning process).

Walking and Cycling Measures

- 5.8 This TPS has previously summarised the local walking and cycling networks and facilities which would be promoted to residents through the TPC works. Measures to be carried out for supporting local walking and cycling are set out within **Table 7**.

✓	Walking and Cycling Measures
	Maintenance of local area walking/cycling route/duration map and information on Travel Plan website
	Promote use of site and local walking facilities through welcome packs and newsletters
	Publicise local cycle facilities such as Cycle Route 2
	Co-operation and co-ordination with local, regional or national campaigns and events such as: - Walk to Work Week - Bike Week - Sustrans Big Cycle and Walk Challenge

Table 7: Potential Walking and Cycling Measures

Public Transport Measures

- 5.9 Close proximity to the local bus network is a primary asset for this travel mode. Maximising site user use of public transport would be further supported through ensuring awareness of these facilities whilst highlighting costs and benefits in comparison to single occupancy vehicle use. Promotion of public transport should therefore occur through the measures set out within **Table 8**.

✓	Public Transport Measures
	Maintain local Public Transport network/facilities maps, timetables and information, adding further information and photographs
	Keep abreast of bus service developments through dialogue with WSCC and Bus Providers
	Prepare a comparison cost table for Public Transport and Single Car Travel

Table 8: Potential Public Transport Measures

Sustainable Private Car Use and Car Sharing

- 5.10 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, the TPC should seek opportunities to promote sustainable driving practices. Measures to be carried out for supporting sustainable driving practices are therefore set out within **Table 9**.

✓	Public Transport Measures
	Provision of information on local road network routes, fuel efficiency practices and fuel efficient vehicles
	Promote car sharing through online car sharer databases such as westsussexcarshare.liftshare.com
	Provision of information on local road networks routes- fastest journeys.

Table 9: Potential Private car use and Car Sharing Measures

Home and Remote Working

- 5.11 Options for working from home, utilising mobile technology to enable remote working in public locations, and teleconferencing, are becoming popular working practices for many companies.
- 5.12 Whilst this residential Travel Plan Statement has limited scope to influence workplaces practices, it can ensure that residents are aware of the sustainable travel opportunities presented by smarter working technology, and encourage them to enquire with their employers regarding their application. Potential home / remote working measures are set out within **Table 10**.

✓	Promotional Measures: Home / Remote working and other modes
	Promote smarter working technologies
	Consider and explore measures and targets for other travel modes if and when become relevant
	Gathering 'case study' stories of residents who use home working to promote in Newsletters and other residents communication techniques.

Table 10: Potential Home and Remote working Measures

Visitors

- 5.1 TPS try to encourage and extend sustainable travel opportunities to any visitors travelling to and from the site. Residents' own positive sustainable travel experiences should have a knock-on effect on visitors. Visitors will have access to the Travel Planning Website similarly to local residents, and will be able to make an informed decision on how they travel to and from the site.

6. TRAVEL PLAN MONITORING

Travel Plan Co-ordinator (TPC)

- 6.1 The TPC position would be part-time over the course of TPS, potentially operated by an external consultant. The TPC is responsible for implementing and monitoring the TPS through collaboration with the retailer and residential owner, whilst ensuring residents/staff/customers are involved, informed and represented at every stage.
- 6.2 More specifically, the role of the TPC requires:

Travel Plan Co-ordinator Role

- Overseeing the development and implementation of the TPS
- Obtaining and maintaining commitment and support for the TPS
- Designing and implementing an effective marketing strategy and raising awareness
- Staying informed on policy changes, campaigns, promotions, services, facilities and information/promotional material
- Acting as the point of call for all TPS enquiries
- Co-ordinating the monitoring programme for the TPS including organisation of surveys
- Liaising with WSCC

Figure 5: Travel Plan Co-ordinator Responsibilities

- 6.3 On appointment (three months prior to 100% occupation), contact details for the TPC would be provided to WSCC to ensure that clear dialogue is possible from first introduction of the TPS and that the measures stated within this TPS are being conducted in a satisfactory manner.
- 6.4 The TPC is responsible for implementing and monitoring the TPS through collaboration with the developer, whilst ensuring residents are involved, informed and represented at every stage.

Baseline Travel Patterns

- 6.5 The TPC would undertake monitoring of the travel patterns associated with the development over the life of the Travel Plan.

- 6.6 In the first instance, a Baseline Residents Travel Survey would be undertaken to determine the existing travel patterns of residents prior to the commencement of the Travel Plan. This survey will ascertain information about the staff and customers, specifically:
- Travel behaviour – Overall travel patterns to and from the site, generate the modal split
 - Attitudes towards travel – Site users’ attitudes towards sustainable modes of transport.
 - Identify any issues or barriers that may reduce the likelihood of residents switching to sustainable modes of transport
- 6.7 This survey would be undertaken at 100% occupation to maximise the potential for a reasonable number of responses to be received.
- 6.8 Whilst it is not anticipated that binding targets would be set due to the nature of the development, it is suggested that an aspirational target of a 10% reduction in single occupancy trips is set. This would be confirmed in the Baseline Report and agreed with WSCC.
- 6.9 On-going monitoring of the TPS would then take place at the end of years 1, 3 and 5 to help indicate changes in modal splits, with progress reports being provided to WSCC at the end of years 1, 3 and 5. The Travel Plan Monitoring Schedule is shown in **Table 11**.

Preliminary	End of Year 1	End of Year 3	End of Year 5
Baseline Survey	Resident Travel Survey	Resident Travel Survey	Resident Travel Survey
Baseline Report	Annual Progress Report	Annual Progress Report	Annual Progress Report

Table 11: Travel Plan Statement Monitoring Schedule

- 6.10 All costs associated with distributing, collecting, analysing and reporting the Resident Travel Surveys would be met by the developer, and all aspects of undertaking the survey would be administered by the TPC.
- 6.11 A short Annual Progress Report should be prepared subsequent to the survey exercise to provide a monitoring record, to be made available to WSCC Highways, the developer and site users. The record should include survey results, an account of conversations with site users about local travel and a photographic account of internal and external highway infrastructure.

Marketing and communication

- 6.12 The co-ordination of Travel Plan Statement documentation within resident information / welcome packs and subsequent local communication opportunities (e.g. through resident groups, and community websites) adds a significant weight which would be added to the marketing campaign for the Travel Plan.
- 6.13 The TPC would develop a Travel Plan logo; an easily identifiable symbol synonymous with the Travel Plan. This would be used on all Travel Plan material and used within the co-ordinated marketing campaign and communication forms below;
- The travel welcome pack
 - Annual monthly newsletter
 - Use of social media

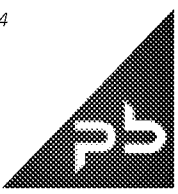
Travel Planning Website

- 6.14 The TPC should also consider developing a website (such as PBA's Travel Planning website <http://pbatravelplan.com/>) providing access to information related to accessibility and sustainable travel opportunities. Such a website could further complement and form a part of the monitoring exercises. It could provide information on and promote the following and in the longer term may be maintained and developed further on a voluntary basis by residents:
- An introduction to the Travel Plan Statement objectives and strategy
 - Accessibility Map
 - Online resident forum for sharing advice, tips and ideas promoting sustainable travel
 - Link to walking, cycling and public transport timetables and journey planners
 - Travel Plan Newsletters
 - Travel Plan Survey Results
 - Local Travel Plan Forum meeting minutes and updates
 - Relevant sustainable travel news and advertisements (e.g. cycling promotions, bus timetable changes, website articles)

Social Media

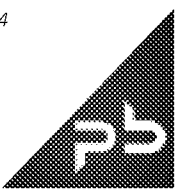
- 6.15 The use of social media to inform travel choices is a rapidly growing phenomenon due to the ease of access and convenience provided by smartphones. Social media presents a great opportunity to maximise the Travel Plan Statement's exposure to residents.

- 6.16 As a result, the TPC should consider setting up Facebook page, Twitter account and Instagram account pages for residents (similar to those associated with www.PBAtravelplan.com). This would allow residents to communicate with the TPC quicker, more easily and, crucially, informally, increasing the accessibility and enjoyment of the Travel Plan.
- 6.17 In addition, this would also allow residents across different developments to get involved with one another's sustainable travel habits and reassure residents that Travel Plans and undertaking sustainable travel is undertaken and enjoyed by large numbers of people.

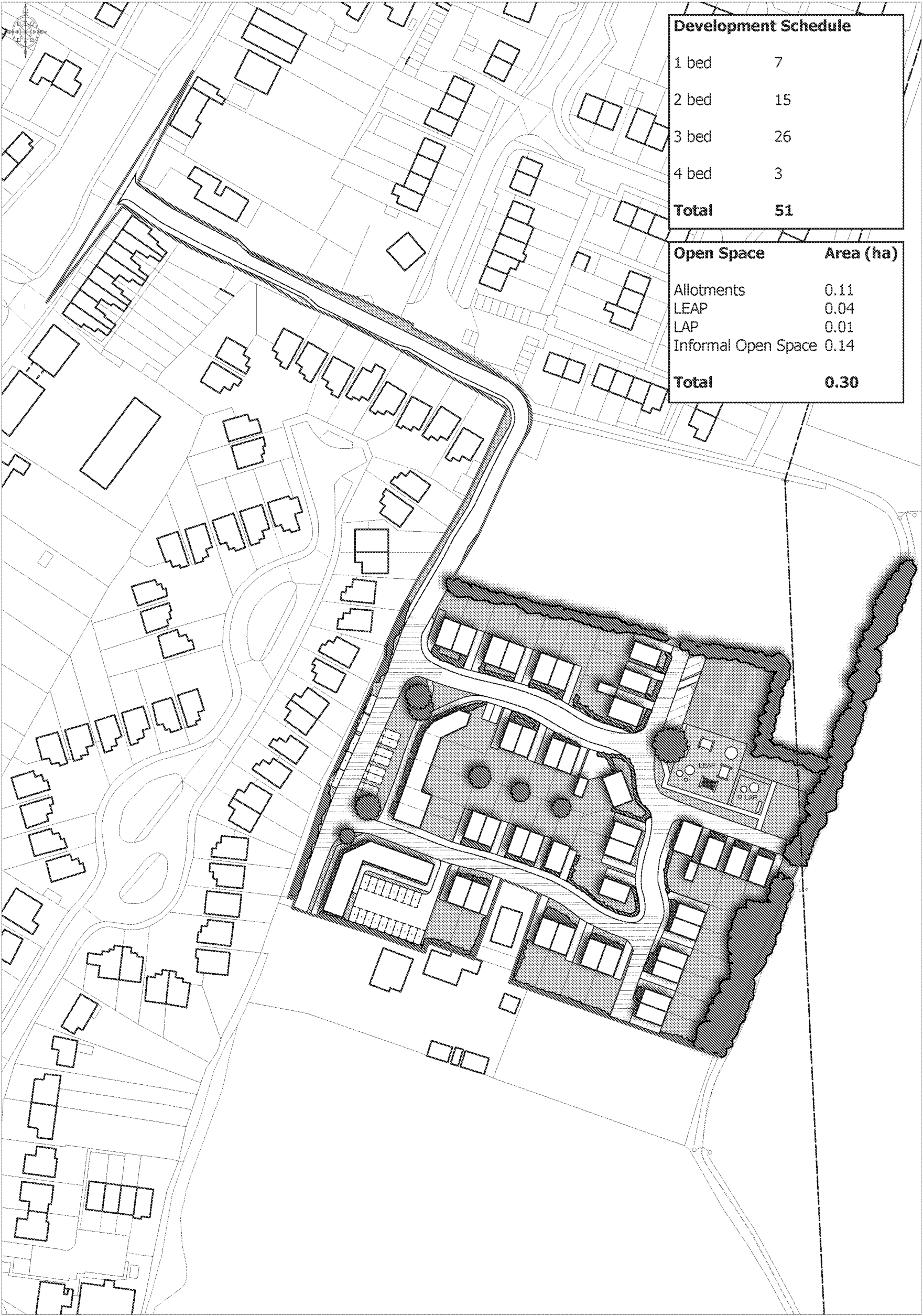


7. CONCLUSIONS

- 7.1 This Travel Plan Statement (TPS) has been prepared by Paul Basham Associates to support an outline planning application for 51 dwellings at Cinders Lane, Yapton. This TPS has been submitted in conjunction with a supporting Transport Statement.
- 7.2 A Travel Plan Statement is a strategy to encourage and help to increase the use of sustainable travel. It is an evolving process initiated by a front-loading exercise through the completion of this document and dialogue between its authors, WSCC and the applicant.
- 7.3 The TPS' primary objective is to support sustainable development by reducing the impact of the development's travel demands through raising awareness and promoting more sustainable travel practices.
- 7.4 A number of measures are proposed for implementation from an early stage. Such measures focus on cycling (and walking) for shorter journeys and bus travel (and public transport in general) for longer distance journeys.
- 7.5 A baseline travel survey will identify the existing modal splits of new residents in the development and set out aspirational targets for reducing single occupancy car use. It is anticipated that an overall reduction of single occupancy car trips of 10% would be aspired to.
- 7.6 A Travel Plan Co-ordinator (TPC) would be appointed to oversee the implementation of all aspects of the TPS. The TPC would raise awareness and encourage changes in behaviour through effective communication strategies. The TPC will organise surveys and subsequently liaise with WSCC to ensure accurate baseline travel trends against which the TPS's targets are set.
- 7.7 Survey results will be used to provide monitoring reports to WSCC detailing the progress of the travel plan, highlighting successful and less effective measures to ensure that TPS maximises opportunities to travel by sustainable modes.



Appendix A



Land at Cinders Lane, Yapton

CONCEPTUAL LAYOUT

DWG N^o: HP16098 003
Conceptual Layout 003a

Drawn: MA

Checked: JH

Scale: 1:1250 @ A3

Date: 12/12/2016

Notes:

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