



LAND SOUTH OF B2233 MAIN ROAD, YAPTON

RESIDENTIAL TRAVEL PLAN

On Behalf of

LANDLINK ESTATES LTD

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1.0 INTRODUCTION

1.1 This Residential Travel Plan (RTP), has been prepared as part of an outline planning application for a proposed development of up to 300 dwellings on land located south of the B2233 Main Road, Yapton.

1.2 The site (See **Figure 1**) forms part of a wider land allocation for a total of 550 dwellings, with 300 dwellings being delivered by Landlink Estates and 250 dwellings by Gleeson Strategic.

1.3 To ensure that the RTP is robust the plan takes account of both developments and provides targets and measures that can be applied across both sites.

1.4 The Transport Assessment also submitted as part of the application provides a comprehensive assessment of the existing site conditions and identifies potential connections with existing public transport services and walking / cycling infrastructure. The RTP draws upon this information to provide a suitable structure to enable the reduction of Single Occupancy Vehicle (SOV) trips.

1.5 Over the course of the planning and design process the illustrative site layout has been carefully arranged to ensure that:

- The footway network through the site will allow safe pedestrian access between the site and the existing pedestrian / cycle network;
- The internal road network will allow for safe passage of non-motorised road users;
- All residential properties have sufficient space for cycle storage facilities; and
- Pedestrian crossing facilities are provided at the development access onto the B2132 Bilsham Road.

1.6 In accordance with national and local government policy the site has been designed to promote sustainable, healthy lifestyle choices, and provide the means for residents to reduce SOV trips.

1.7 The Masterplan showing the area of development covered by this RTP is contained in **Appendix A**.



2.0 EXISTING CONDITIONS

2.1 The development site is located to the south of the B2233 Main Road in the village of Yapton, 7km northeast of Bognor Regis and 6km northwest of Littlehampton. The site currently comprises agricultural land and covers c.12.6 hectares.

2.2 The site sits along the southwestern boundary of Yapton. To the north and east is existing residential development, while located to the south and west are open fields and farmland.

2.3 The site has several points of access, the primary vehicle access being from Drove Lane, c.450m west the B2132 North End Road / B2233 Main Road mini-roundabout. **Figure 1** illustrates the site location and local highway network.

Sustainable Accessibility

2.4 Walking and cycling offers the cheapest and healthiest way to travel over short distances. Guidance published by The Chartered Institute for Highways & Transportation (CIHT) suggests that it is accepted that walking is a more likely alternative at distances up to 2km (1.25 miles) and cycling up to 5km (3 miles); **Table 2.1** refers.

Table 2.1: CIHT Suggested Walking Distances

	Town Centre	Commuting / School and Sight Seeing	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1000m	800m
Maximum	800m	2000m	1200m

2.5 Using these distances as a guide the site is shown to be located well within walking and cycling distance for a range of facilities. **Table 2.2** summarises local facilities and amenities accessible by walking and cycling, whilst **Figure 2** illustrates the site's accessibility.

Local Facilities

2.6 Yapton features several facilities and amenities, which support residential use. **Table 2.2** summarises these facilities and the walking distance from the centre of the site. The sites accessibility is illustrated on **Figure 2**.

**Table 2.2: Local Facilities**

Facility	Distance
Bilsham Stores, Bilsham Road (0645-2100)	950m
Meadowcroft Surgery, Bilsham Road	1000m
Happy Days Play School, Drove Lane	450m
Co-op Local Store, Main Road (0700 – 2300)	800m
Fish & Chip Shop, Main Road	800m
Village Hall / Community Centre, Main Road	750m
Yew Tree GP Surgery, North End Road	650m
Yapton C of E Primary School, North End Road	850m

Walking & Cycling

2.7 A review of the existing walking and cycling network in Yapton shows that there are several opportunities for access to the site. The condition of the existing infrastructure has also been taken in to consideration. **Figure 2** also illustrates the existing Public Rights of Way (PRoW) and cycle network.

2.8 Footways are in place along both sides of most carriageways within the village. Street lighting is present, and the footway surfaces are in a good state of repair.

2.9 PRoW 157 runs along the south-eastern edge of the site, from Main Road and Tack Lee Road. This then turns to the north west across the site and connects with Drove Lane. Drove Lane is also listed as PRoW 155 and continues for its whole length to Flansham. PRoW 200_1 also runs along the north-eastern part of the site along the southern border of the conservation area; this continues along the old canal towards Canal Road to the east and Barnham to the west.

2.10 In addition, PRoW 156_2 runs across the Gleeson Land to the southeast and provides a pedestrian access to The Millers.

2.11 The site is therefore already very permeable and, as shown on **Figure 2**, other routes in the local area suitable for leisure walking and cycling are also available which add to the existing accessibility of the site.

2.12 Further afield, National Cycle Route 2 (NCR 2) follows the B2132 Bilsham Road from the A259 to the south, up through Yapton and eastwards along the B2233 Burndell Road to Horsemere Green Lane and then south along Church Lane to the Climping Roundabout. The route on this section is all on-road and currently forms the main cycle link between Littlehampton and Bognor Regis.



2.13 It is also noted that a new cycling link along the northern side of the A259 between Climping and Felpham is currently under construction. Existing PRow and footway provision along the B2132 Bilsham Road will allow for easy connection to this facility and serve to increase the sustainability of the site.

Public Transport – Bus Services

2.14 The nearest bus stops are located on Main Road, within a 500m walk of the centre of the site. Bus stops are also accessible on the B2132 Bilsham Road at numerous locations within an 850m walk. The majority are provided with shelters and timetable information. The bus stops and available routes are illustrated on **Figure 3**.

2.15 The stops on Main Road are served by bus routes 66, 141 and 665, whilst those on Bilsham Road are served by route 700. Route 700 runs frequently from Littlehampton to Chichester, and is timed to connect with other Route 700 journeys eastwards to Brighton and westwards to Portsmouth. Route 66 also provides a regular service to Bognor Regis.

2.16 Routes 141 and 665 are school bus services and provide access to Westergate Six Village Academy and schools in Chichester. **Table 3.6** summarises the services available, destinations and frequencies. The current route maps and timetables have also been included in **Appendix D**.

Table 3.6: Existing Bus Services

Route No.	Route	Typical Frequency	First / Last Service
66	Bognor Regis – Westergate – Yapton – Westergate – Bognor Regis	Two Hourly (Mon-Sat)	07:36 / 18:06
141	Yapton – Bognor Regis – North Bersted - Chichester Bishop Luffa School	One per Day (Schooldays)	06:42 / 15:30
665	Littlehampton – Yapton - Westergate Six Villages Academy – Chichester High School	One per Day (Schooldays)	07:40 / 15:07
700	Brighton - Worthing - Littlehampton – Yapton – Bognor Regis – North Bersted – Chichester – Havant - Portsmouth	20 minutes (Mon-Sat) 30 minutes (Sun)	05:29 / 22:43 (M-F) 06:09 / 22:43 (Sat) 07:19 / 21:04 (Sun)

2.17 As shown, the existing bus provision is good with a regular twenty-minute service to key destinations including Brighton, Bognor Regis and Portsmouth. This opens opportunities for travel to work and school by bus, and thus contributes to the sustainability of the site.



Public Transport – Rail Services

2.18 Barnham railway station is located within 2.3km of the centre of the site, this 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.

2.19 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 3.5** summarises average journey times to key destinations available directly from the station, whilst **Appendix D** contains relevant network and route maps.

Table 3.5: Rail Services from Barnham

Destination	Average Journey Time	Frequency
London Victoria	1 hour 30 minutes	4tph
Gatwick Airport	1 hour	4tph
Brighton	45 minutes	2tph
Portsmouth	40 – 45 minutes	2tph
Southampton	1 hour	2tph

Tph = trains per hour (typical off-peak)

Potential Barriers to Sustainable Travel

2.20 It is recognised that walking, cycling and public transport may not be the most suitable travel choice for residents all the time. However, given the site's proximity to the centre of Yapton and local facilities there is potential for many trips associated with the development to occur by sustainable modes.

2.21 For those journeys which are made by car there is scope for the RTP to encourage residents to plan their journeys more carefully, resulting in more linked trips or off-peak travel as well as reducing SOV journeys.

2.22 It is therefore important that the RTP provides adequate and accurate information so that residents can make informed decisions regarding their travel choices.



3.0 AIMS & OBJECTIVES

3.1 The aim and objectives of the RTP are to help and encourage people, as individuals or within organisations, to make informed choices about their travel. To that end travel planning guidance provided by West Sussex County Council (WSCC) in their pre-application comments (WSCC Development Travel Plan Policy and WSCC Model Comments for Residential Development Travel Plans) concurs with the RTP's key objectives which can be summarised as:

- Reducing congestion;
- Improving air quality;
- Improving road safety; and
- Reducing noise pollution.

3.2 Residential travel planning tends to work differently to plans designed for school, employment and retail use, which can often have a greater influence on travel habits through physical restrictions.

3.3 This RTP will therefore be used to inform the preparation of travel information packs to be given to residents, as recommended by WSCC. These packs can be excellent tools for informing residents of the travel choices available, and act as a mechanism for delivering incentives and additional information.

3.4 The key issues that will form the objectives of this RTP in the context of the development proposals are:

- **Objective 1:** To reduce the number of single occupancy vehicles (SOVs) to and from the site;
- **Objective 2:** To increase the use of sustainable modes (walking, cycling and public transport);
- **Objective 3:** To encourage residents to choose modes of transport that will provide benefits to their health and wellbeing; and
- **Objective 4:** To increase awareness of and encourage the use of available sustainable modes of transport.



4.0 TARGETS

4.1 To monitor whether the objectives set are being achieved, several targets relating to mode share will be set by the Travel Plan Co-Ordinator (TPC); Refer to **Section 6** for a detailed description of the TPC role.

4.2 Targets should always be challenging yet realistic. For this RTP, the targets set will be SMART: Specific, Measurable, Achievable, Realistic and Time-Bound.

4.3 Although the final targets will be set once the baseline mode share is established via the initial travel surveys, estimates of mode share targets for journeys to work are presented in **Table 4.1**, and are based on those reported in the 2011 Census 'Travel to Work Data' for Yapton.

Table 4.1: SMART Targets Example – Journeys to Work

Mode	2011 Census Mode Share in Yapton	Year 1	Year 5
Train	3%	4%	5%
Bus, minibus or coach	3%	4%	5%
Motorcycle, scooter or moped	1%	1%	1%
Driving a car or van	71%	66%	61%
Passenger in a car or van	9%	10%	11%
Bicycle	3%	4%	5%
On foot	11%	12%	13%

4.4 Using this information as a guide, initial targets for the first and fifth years following completion of the development have been identified. These targets will be updated following the initial travel survey (to be completed following 50% occupation of the development).

4.5 The overall objectives will be to reduce SOV trips by a total c.10% over 10 years, while increasing the mode share of other more sustainable travel modes.



5.0 MEASURES

5.1 This section of the RTP outlines measures to promote travel by modes other than the private car as well as reducing SOV trips.

5.2 This RTP is therefore not anti-car, as travel by car is often desirable and convenient. The measures instead aim to reinforce the availability of other methods of travel, such as walking, cycling and public transport, and to inform new residents of the site about the availability and benefits of alternatives, that they may not be aware of or may not have considered. The package of proposed measures include:

- Appointment of a 'Travel Plan Coordinator';
- Promotion of walking and cycling;
- Promotion of bus services;
- Promotion of car sharing;
- Provision of travel information;
- Reduction in car parking, as required;
- Provision to homeowners of 'Travel Packs'.

5.3 To achieve the targets and subsequently the objectives of the RTP several measures will be implemented, and actions taken. Although a selection of actions and measures is suggested at this stage, the final list will be determined once the initial travel surveys have been completed and the monitoring report submitted to WSCC. The potential measures are set out in **Table 5.1**.

**Table 5.1: Potential Measures and Actions**

Objective	Mode	Measure / Action	Responsibility	Set Up Cost	Annual Cost	Timescale for Completion	Performance Indicator
1: Reduce the number of SOV journeys	Car Sharing	Provide information for new residents, and promote liftshare.com/uk/community/westsussexcarshare	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	No. of active members from the development
		Promote the www.actravelwise.org website and highlight promotions and offers.	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use
		Promote National Lift share Week	TPC	None	TPC Fee	From first occupation / on-going	No. of users from the development (Travel Plan Survey)
2: To increase the use of sustainable modes (walking, cycling and public transport)	Walking	Provide walking maps residents in Travel Packs on community boards electronically and / or printed;	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use
		Promote Walk to Work / School week and National Walking Month	TPC	None	TPC Fee	From first occupation / on-going	No. of users from the development (Travel Plan Survey)
	Cycling	Provide sufficient secure bicycle stands within the development	Developer	As part of construction budget	None	Before first occupation	
		Provide cycle vouchers for new residents towards bicycles and cycle equipment	TPC	£50 voucher per dwelling / TBC	TPC Fee	From first occupation / on-going	No. of Vouchers issued and redeemed
		Engage with local cycle businesses who may want to promote goods and services and exclusive offers	TPC	None	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use / no. of bicycles per household



		Promote cycling challenges	TPC	None	TPC Fee	From first occupation / on-going	No. of participants from the development (Travel Plan Survey)
		Promote Cycle to Work Week	TPC	None	TPC Fee	From first occupation / on-going	No. of participants from the development (Travel Plan Survey)
		Provide bike surgeries	TPC	TBC	TPC Fee	Within first year of occupation and then annually.	No. of participants from the development (Travel Plan Survey)
		Provide subscription to Bike Doctor App (Apple and Android)	TPC	£2.15 per subscription	None	From first occupation / on-going	No. of subscriptions
		Promote existing technologies such as electric assisted bicycles bikes	TPC	None	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use
		Create / Promote existing local Bicycle User Group (BUG) and links with other BUGs	TPC	TBC - as part of development website build	TPC Fee	From first occupation / on-going	No. of active participants from the development (Travel Plan Survey)
	Public Transport	Promote travel discounts available through www.actravelwise.org and other local services	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use
		Provide timetable information	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use / Bus and Rail passenger records in monitoring survey
3: To encourage residents to choose modes of	General	Provide information to residents about the benefits of sustainable travel – personal and commercial benefits	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use



transport that will provide benefits to their health and wellbeing;		Provide travel planning help to residents	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	No. of requests for information / advice
		Encourage residents to engage with employers regards home working and flexible working	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use
Objective 4: To increase awareness and encourage the use of available sustainable modes of transport.	General	Provide regular and up to date information regarding public transport, walking and cycling routes	TPC	As part of preparation and design of Travel Pack	TPC Fee	From first occupation / on-going	Increase in active travel and reduction in car use

*Travel Pack to be made available in printed and electronic format



5.4 Most of the measures identified are deliverable within the role of the TPC, the budget of which will be agreed and set at reserved matters stage when a TPC has been appointed.

5.5 Other initial start-up costs would include the setting up of, design and running of a web-site (c.£2500 - £3500 plus £500 per year) and the design and printing of 'travel packs' for each dwelling, the cost of which is to be confirmed.



6.0 TRAVEL PLAN CO-ORDINATOR

6.1 The TPC role is often undertaken by an appointed individual from a specialist Transport / Travel Planning consultancy under the auspices of the developer. Details of the TPC will however be firmed up at the reserved matters stage.

6.2 Due to the scale of the development the role in this instance will be part-time; with a minimum of two to three days per month being required. An additional five to six days' time per year may also be required for compiling the annual monitoring reports, liaising with the local authority and updating information contained within the Travel Packs and on the development's website.

6.3 The final details of funding will be discussed and confirmed once the application has been approved by the local planning authority however an initial estimate is that the TPC role will likely require a budget of c.£30,000 – £35,000 over five years.



7.0 MARKETING & PROMOTION

7.1 To promote the RTP and to engage fully with residents several mediums will be used, including:

- Travel Pack: a physical and electronic document that will contain a variety of information including, bus / rail timetables, walking and cycling maps, TPC contact details, travel vouchers etc;
- Residents Forum: the TPC will help to set up a resident's forum / steering group to allow for on-going feedback and issues to be reported throughout the year;
- Website: specifically, for the development that can serve as an electronic noticeboard, as well as provide a range of links to other useful travel information e.g www.actravelwise.org;
- Community Notice Board: located in a communal area within the development. This board can be regularly updated with promotions, national walk and cycle events and other information; and
- Personalised Travel Planning: Contact details of the TPC will be provided within the Travel Pack, who can provide advice and assistance to residents regards travel, and encourage sustainable choices.



8.0 MONITORING

8.1 The success of the RTP will rely on the regular monitoring of travel patterns and habits. A clear record of residents' travel choices, along with any issues that may arise needs to be kept. A target response rate of 35% (88 households) for the travel survey will be aimed for to ensure a suitable sample size is gathered.

8.2 To ensure a high rate of response various methods can be employed, including social media, door to door surveys, email and by post.

8.3 Multi-Modal TRICS surveys will be undertaken as part of the monitoring process within 6 months of 50% of the development being occupied and in the subsequent 3rd and 5th year of the RTP period. These will be conducted alongside annual travel survey questionnaires.

8.4 It may be that incentives are needed to encourage residents to participate in the questionnaires. A review of the success of this method will be needed to ensure accurate data can be gathered.

8.5 A copy of an example questionnaire that accords with the criteria set out by WSCC has been included in **Appendix C**.

8.6 The TPC will be required to submit an annual monitoring report to WSCC, within three months of the annual travel survey being completed.

Remedial Measures

8.7 The monitoring report will provide an indication of the success or shortfall of the RTP to promote a reduction in SOV journeys.

8.8 At this early stage, it is unknown if additional measures to those presented in this RTP are required, however the TPC will engage fully with WSCC to determine the most appropriate course of action if this should occur. Some additional measures that could include be implemented are:

- Increased intensity in the promotion of walking, cycling and public transport;
- Additional exclusive offers for residents;
- Provision of no-cost bicycle repair services e.g. 'bike doctor'; and
- Rewards / prizes for reducing overall household SOV mileage.



Ongoing Management

8.9 Following the initial appointment of the TPC and implementation of the RTP, the role will continue for a minimum of five years.

8.10 Following this period, the RTP will be reviewed and a final report submitted to WSCC outlining the successes, failures and potential areas for improvement that the development could benefit from.

FIGURES

APPENDIX A
Illustrative Masterplan

APPENDIX B

Public Transport Information

APPENDIX C

Example Residential Travel Survey Questionnaire