



Transportation Planning : Infrastructure Design

## **Travel Plan**

**Proposed Extra Care Facility  
Former Meadows School Site – A527 Tunstall Road, Biddulph**

**Strata Developments**

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## **1.0 INTRODUCTION**

### Background

- 1.1 This report has been prepared by SCP, for the proposed redevelopment of the former Meadows School site located to the west of the A527 Tunstall Road, Biddulph to provide a 70 bed Extra Care facility

### Travel Plan Approach

- 1.2 A travel plan is an important tool for delivering sustainable access to a development. Workplace travel plans focus on a single destination and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.
- 1.3 Implementing a travel plan can bring a number of benefits to a site, including helping to minimise the potential increase in traffic resulting from a development, helping to manage and reduce carbon emissions, and assisting with promotion of healthy lifestyles. As a result, a travel plan forms a key stage in the forward planning process. A travel plan is a 'living document' that should be regularly reviewed to ensure its effectiveness.
- 1.4 This travel plan focuses on influencing greater use of sustainable transport by staff and visitors when travelling to and from the site, and will establish and promote the sustainable transport links available.

## **2.0 POLICY CONTEXT**

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A development-related travel plan will normally be prepared alongside a transport assessment. The plan should then continue to be implemented, for the life of the development.

2.2 Travel plans are designed to be flexible to suit individual sites and their individual local characteristics. As such, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures.

### Travel Plan Benefits

2.3 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Provide adequately for all users, with a variety of mobility needs;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;
- Reduce road danger and protecting vulnerable road users; and
- Improve local air quality, while reducing noise pollution.

2.4 A travel plan provides benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.

2.5 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

### Policy Context

2.6 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.

- 2.7 Travel plans were first secured within the planning system within the context of “Planning Policy Guidance Note 13: Transport” published by the Government in March 2001. The recent publication of the government’s **National Planning Policy Framework** (NPPF) (2012) has replaced PPG13 in its entirety. The NPPF is aimed at streamlining the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process.
- 2.8 The NPPF advises, in relation to transportation issues surrounding new development and in particular to travel plans and accessibility, that the follow be adhered to:
- All developments which generate significant amounts of movement should be required to provide a travel plan.
  - Masterplan design should take account of whether the opportunities for sustainable transport modes have been taken up to reduce the need for major transport infrastructure.
  - Access should be safe and achievable by all people.
  - Developments that generate significant movement are located where the need to travel will be minimised and the use of sustainable transport modes can be maximised.
  - Design should protect and exploit opportunities to use sustainable transport modes for the movement of goods or people; give priority to pedestrian and cycle movements, and give access to high quality public transport facilities; create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians; and consider the needs of people with disabilities by all modes of transport.
- 2.9 The key national policy document for travel plans was published by the Department for Transport in April 2009 and is entitled “**Good Practice Guidelines: Delivering Travel Plans through the Planning Process**”. This document updates previous guidance following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.10 The guidelines identifies that travel plans are an important tool for delivering sustainable access as part of a new development, and encouraging sustainable travel behaviour from the outset. The document provides assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term. The document also outlines the responsibilities of the developer, occupier, local transport operators, highways and planning authorities in the implementation of the travel plan.

2.11 In terms of local planning policy, **Staffordshire County Council's Third Local Transport Plan** (LTP) is in place and they also provide a 'Guidelines for Transport Assessments and Travel Plans' (GTATP).

2.12 Staffordshire County Council's GTATP identifies a set of core transport objectives; they include:

- Manage the demand for travel to a site,
- Improve the availability and choice of travel mode to a site,
- Reduce the need to travel (to and from the site),
- Reduce the number of vehicles attending the site, particularly single occupancy vehicles,
- Reduce the costs associated with on-site parking provision and congestion,
- Provide the absolute minimum possible car parking spaces on site,
- Improve the safety and security of people who travel to the site,
- Promote the increased use of cycling, walking and public transport and therefore healthier living,
- Promote integration between different transport modes,
- Promote co-ordination between developments on larger sites,
- Make positive changes to attitudes in relation to the use of alternative transport modes,
- Provide clear information to employees, customers and visitors on the alternative modes of transport to and from the site,
- Improve accessibility for non-car users and the disabled,
- Promote the development of a transport system which enhances the environment and supports a sustainable economy

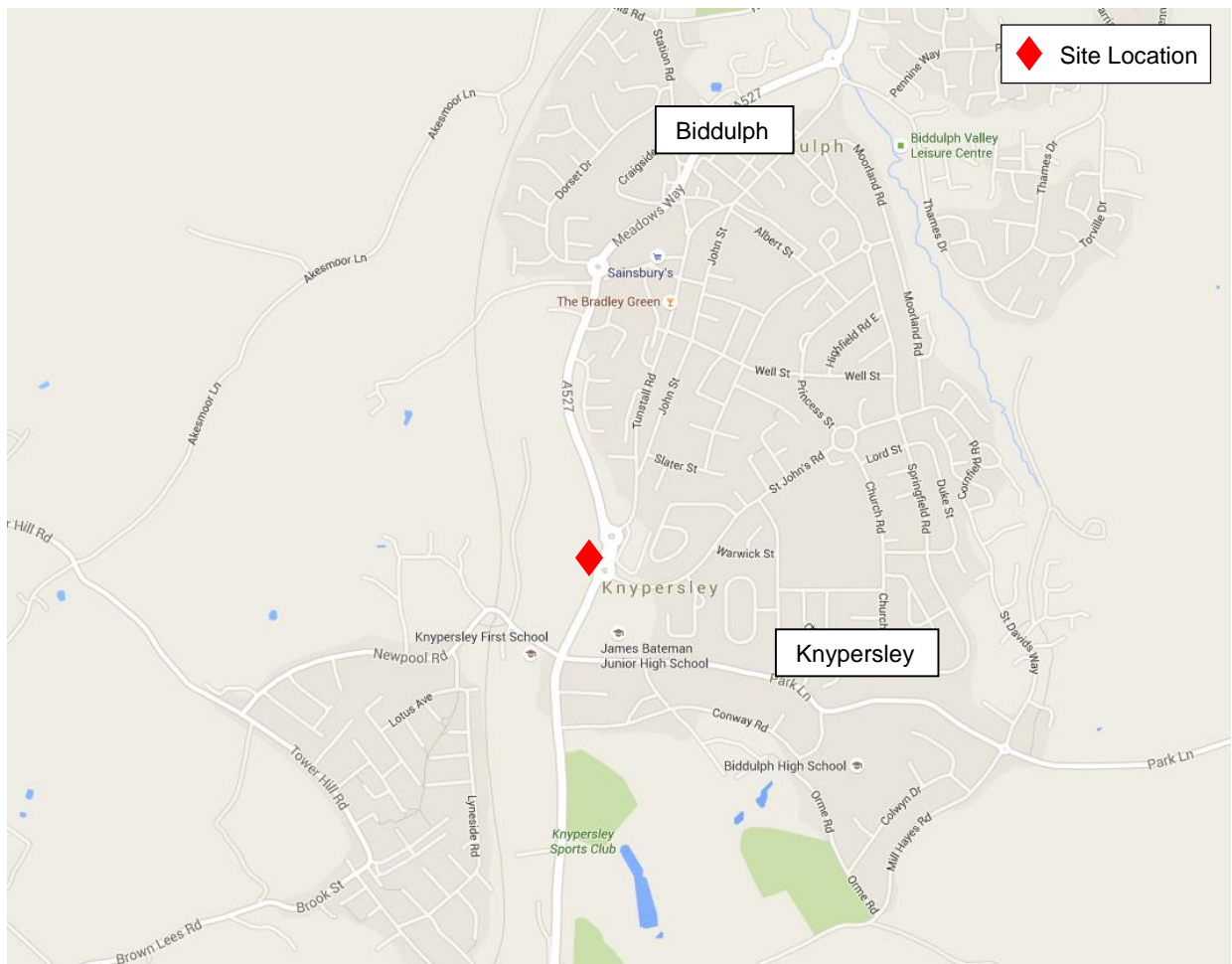
2.13 This travel plan has been developed in line with local and national transport policy and guidance.

### 3.0 SITE AUDIT

#### Existing Site

- 3.1 The site is located to the west of the A527 Tunstall Road, Biddulph and covers an area of approximately 2.9 acres. The site is bounded by undeveloped land in the north and west, the A527 Tunstall Road and double roundabout in the east and Roaches Special School in the south.
- 3.2 The site is currently occupied by buildings associated with the former Meadows School Special School which have a Gross Floor Area (GFA) of approximately 1,347 sq. m. At its peak the school was attended by around 120 pupils aged between 3 and 19. The site is currently vacant with the Meadows School having moved its teaching facilities to an alternative site in Leek.
- 3.3 The location of the site in relation to the wider is show below on **Figure 3.1** below.

**Figure 3.1 – Site Location Plan – Wider View**



- 3.4 The site is shown in a more local context on **Figure 3.2** below:-

Figure 2.2 – Site Location – Closer View



- 3.5 The A527 Tunstall Road is located to the east of the site and provides a connection to Biddulph in the north, and beyond to Congleton, and Chell in the south. In the vicinity of the site, the A527 Tunstall Road has a carriageway width of between 7.3m and 11.4m and benefits from street lighting and footways on both sides of the road.
- 3.6 Along the sites frontage, the A527 is subject to a 30mph speed limit which changes to 40mph at a location approximately 50m to the north of the A527 Tunstall Road / St John's Road double roundabout.
- 3.7 The A527 Tunstall Road / St John's Road double roundabout is located directly east of the site with all arms of the roundabout operating under priority control. The junction benefits from pedestrian refuges with dropped kerbs and tactile paving on the A527 Tunstall Road and St Johns Road arms of the southern roundabout and the Tunstall Road arm of the northern roundabout. A signal controlled pedestrian crossing is provided on the A527 Tunstall Road between the two roundabouts.

Development Scheme

- 3.8 The planning application is for a 70 apartment extra-care facility which provides independent living for people over 55's. The development will provide 22 one-bed apartments and 48 two-bed apartments. For the purpose of this assessment, it is assumed that all two bed apartments will accommodate 2 people and the one bed apartments will have single occupancy, which equates to 118 residents in the 70 apartments.
- 3.9 The proposed development will provide a multi-use room to the north of the site, which will be used as a communal area and for recreation purposes, such as physical exercise classes etc. along with a café.
- 3.10 The proposed site layout plan can be found below in Figure 3.2.

**Figure 3.2 – Site Plan**



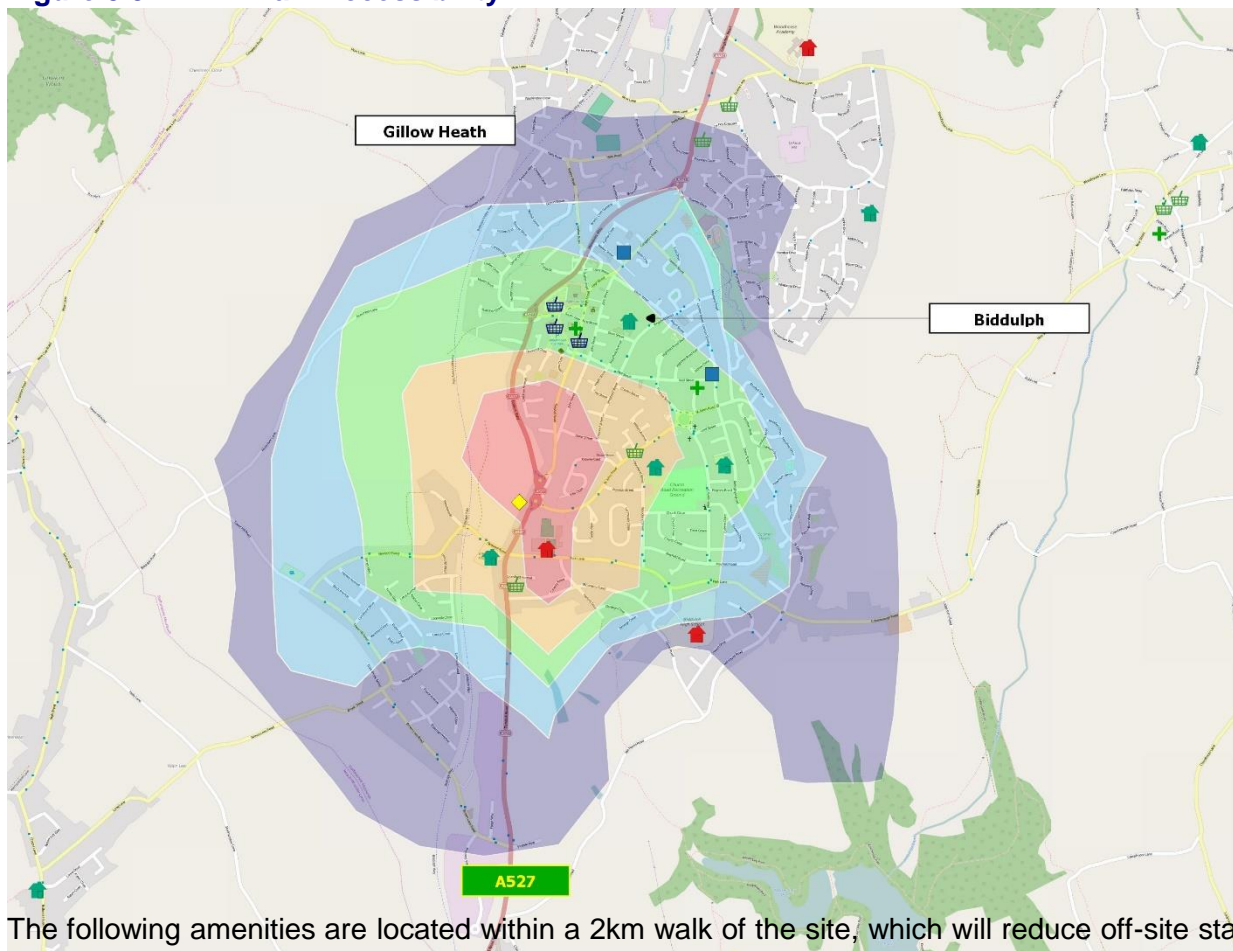
- 3.11 The proposed development will provide 25 parking spaces in the main car park to the south of the site and 12 spaces in the northern car park, which equates to a circa 52% provision.

[Accessibility by Non-Car Modes: Walking](#)

- 3.12 Generally, the pedestrian facilities within the surrounding area are good with footways provided on both sides of the A527 Tunstall Road which are lit and benefit from natural surveillance from the residential properties that abut these roads. In addition, the A527 Tunstall Road / St John's Road double roundabout benefits from pedestrian refuges, with dropped kerbs and tactile paving, on the A527 Tunstall Road and St Johns Road arms of the southern roundabout and the Tunstall Road arm of the northern roundabout. A signal controlled pedestrian crossing is also provided on the A527 Tunstall Road between the two roundabouts.
- 3.13 A walk distance of up to 2km is generally considered acceptable for people to commute to work. Previous guidance has also suggested that motorised modes are rarely used for trips of around 800m or less, and so a walk distance of up to 800m to local facilities and conveniences is considered to be advantageous when planning new development.

3.14 An 800m walk from the site would include access to a number of surrounding residential areas and local amenities including healthcare (GPs and pharmacies), supermarkets and local shops, as illustrated by **Figure 3.3** and **Table 3.1**.

**Figure 3.3 – 2km Walk Accessibility**



3.15 The following amenities are located within a 2km walk of the site, which will reduce off-site staff travel through the day:

**Table 3.1 – Key Facilities Within 2km of Site**

Facility	Name	Distance from Site
Open Space	Greenway Bank Country Park	2km
	Gillow Heath Recreation Ground	1.5km
School/Nursery	English Martyrs Catholic Primary School	550m
	Biddulph High School	1km
	Squirrel Haze First School	1.1km
	Kingsfield First School	850m
	James Bateman Junior High School	450m
Leisure	Biddulph Valley Leisure Centre	1.7km

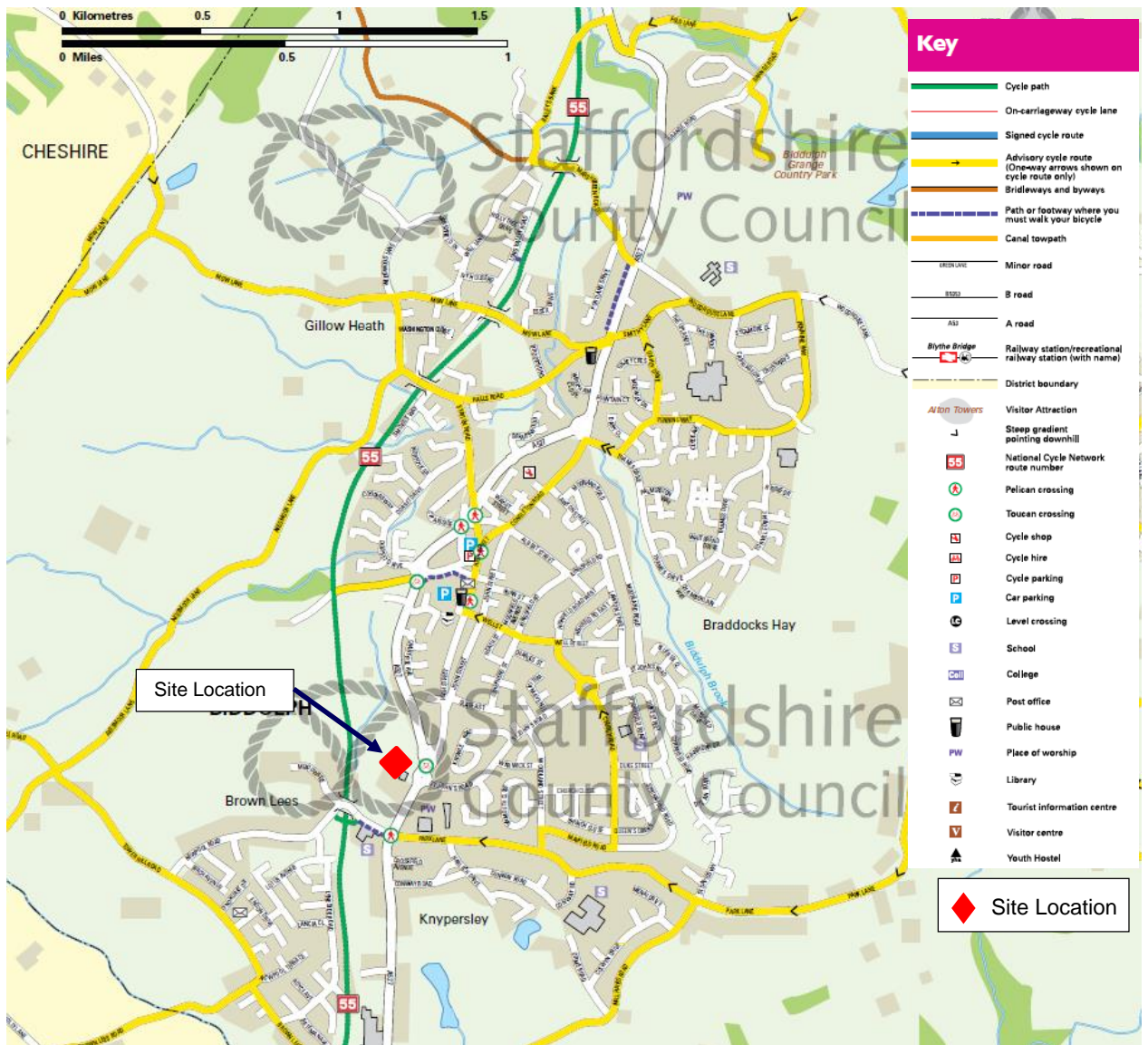
	Kynpersley Sports Club	1.1km
Food Retail	Sainsburys	900m
	Archers Store	550m
Transport	Various Bus Stops	<400m
Post Office	High Street	1km
Retail	Biddulph Town Centre – Numerous Facilities	1.2km
Bank	TSB Bank	800m
Health	Well Street Late Night Pharmacy	1.1km
	Biddulph Doctors	850m

- 3.16 Overall, the site benefits from high levels of accessibility by foot with a range of facilities within easy walking distance of the site. Most of the residential areas within Biddulph are within 2km walking distance of the site, which allows potential employees to access employment without the use of a private car. Furthermore, Biddulph Town Centre is only a short walk from the site providing destinations for health, shopping, education and leisure purposes.
- 3.17 As such, staff and visitor walking access to the site is considered viable and will be encouraged at all opportunities.

Accessibility by Non-Car Modes: Cycling

3.18 As shown in **Figure 3.4** below, a section of the National Cycle Network (route 55) runs north-south to the west of the site on a disused railway line. This is a traffic-free cycle route which can be accessed off Newpool Road approximately 300m from the site and provides a direct connection to Stoke-on-Trent in the south and Congleton in the north. Park Lane is also identified as an advisory cycle route and provides a connection, via other advisory cycle routes, from the site into Biddulph Town Centre.

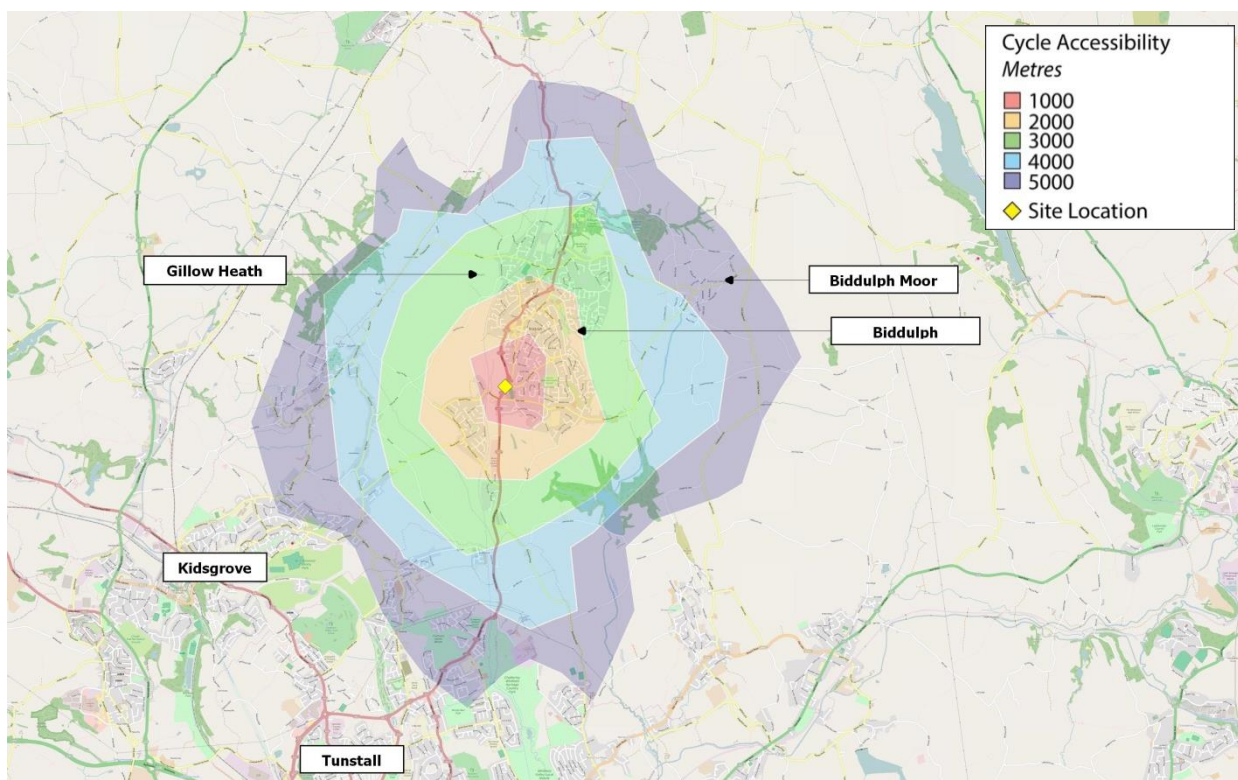
**Figure 3.4 – Local Cycle Routes**



Source: Staffordshire County Council

- 3.19 Short car journeys of up to 5km are considered easily replaceable by cycle journeys. Mapping software has been used to plot the actual cycle distance from the site of up to 5km; this can be seen in **Figure 3.5** and illustrates the 5km cycle catchment area around the site, which is roughly equivalent to a 25 minute cycle time.
- 3.20 The plan demonstrates that all of Biddulph, Biddulph Moor, Gillow Heath and parts of Kidsgrove and Tunstall are located within 5km of the development.

**Figure 3.5 – 5km Cycle Accessibility**



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- 3.21 The existing cycle infrastructure which is in place combined with the accessibility of the site will allow potential staff and local visitors to easily access the proposed development by bike.

[Accessibility by Non-Car Modes: Public Transport](#)

- 3.22 The development is well placed to encourage travel by bus. Guidance published by the IHT ‘Planning for Public Transport in Developments’ (1999), recommends that the maximum walking distance to a bus stop should be 400 metres, equating approximately to a five minute walk.
- 3.23 The nearest bus stops to the site are located on St Johns Street and Park Lane, both of which fall within the 400m walk threshold distances.

3.24 The nearest bus stops to the site are located on St Johns Street and Park Lane, both of which fall within the 400m walk threshold distances. A summary of the services which can be accessed from these stops are summarised in **Table 3.2** below:

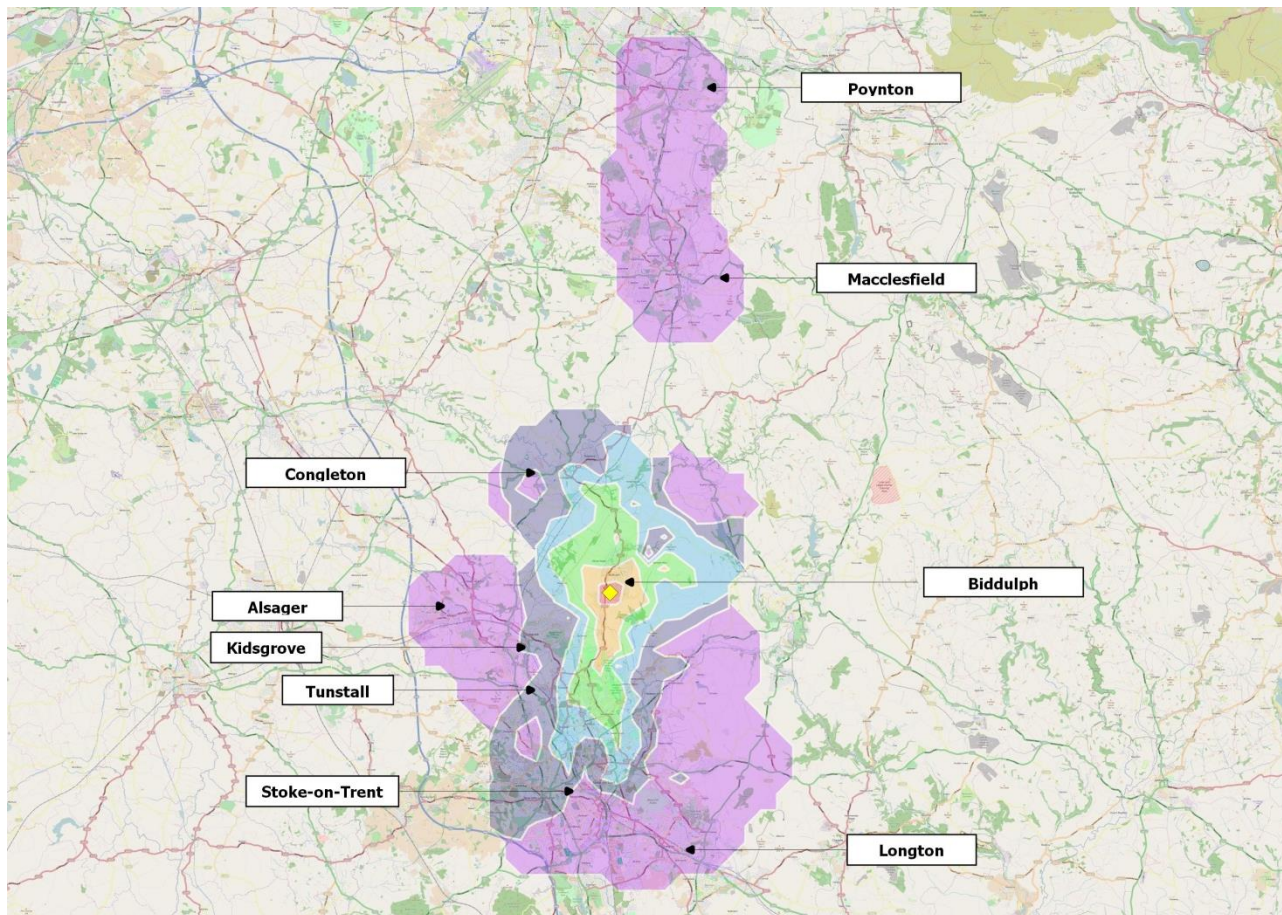
**Table 3.2 – Nearby Bus Services**

Bus Service	Route	Operator	Mon - Fri	Sat	Sun
9	Biddulph- Bradeley- Stoke- Newcastle	DG Bus	First Service: 06:20 Last Service: 18:20  Frequency: 30 mins	First Service: 07:20 Last Service: 18:20  Frequency: 60 mins	No Service
93	Leek- Endon- Brown Edge- Biddulph	DG Bus	First Service: 09:31 Last Service: 17:06  Frequency: 60 mins	First Service: 08:06 Last Service: 17:26  Frequency: 60 mins	No Service
94	Congleton- Biddulph- Tunstall- Wolstanton- Newcastle	DG Bus	First Service: 06:20 Last Service: 18:30  Frequency: 60 mins	First Service: 07:40 Last Service: 17:30  Frequency: 60 mins	No Service
7a	Hanley- Chell- Newchapel- Kidsgrove	First Group	First Service: 06:20 Last Service: 23:30  Frequency: 20 mins	First Service: 06:50 Last Service: 23:30  Frequency: 20 mins	First Service: 08:21 Last Service: 23:30  Frequency: 60 mins

3.25 The above table demonstrates that potential residents and employees will be able to access the site from a number of different locations on an hourly basis from Monday to Saturday. On weekdays, the site is well served by the no. 9 bus which provides a connection to Stoke every 30 minutes.

3.26 Basemap software has been used to assess the accessibility of the site by public transport. A 60 minute journey has been used. The resulting mapping is included in **Figure 3.6** below, and indicates the extent of the areas accessible within a 60 minute journey. The time includes the walk to the bus stops and railway station and demonstrates that Stoke-on-Trent, Macclesfield and Poynton are all accessible in less than 60 minutes journey time.

**Figure 3.6 – 60-Minute Public Transport Accessibility**



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### Summary

- 3.27 As such, it can be seen that the site is in an accessible location and has excellent potential for sustainable travel to and from the development.
- 3.28 Staff and visitors to the site will be encouraged to travel by sustainable transport modes, when viable.

## **4.0 TRAVEL PLAN ADMINISTRATION**

### Travel Plan Coordinator

- 4.1 The travel plan will be managed by a travel plan coordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. Once appointed, the TPC role will be undertaken by the site manager. A contact name will be provided to the local authority as soon as the post has been filled.
- 4.2 The TPC role will be established prior to the opening of the extra care facility and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the plan. The TPC will act as the main contact for the travel plan and will be responsible for undertaking surveys, implementing measures and monitoring the travel plan.
- 4.3 The TPC will exchange contact details with Staffordshire County Council (SCC) travel plan officers. The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with SCC.

### Funding

- 4.4 Appropriate funding will be allocated by the care facility at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.
- 4.5 The funding will cover all costs relating to the TPC, implementation of measures and initiatives, marketing of the travel plan, annual monitoring and submission of a review to SCC.

## **5.0 TRAVEL SURVEY**

### Travel Survey

- 5.1 Travel surveys are undertaken in order to understand how staff travel, how they would like to travel and what would encourage them to make those changes; repeat surveys are used to monitor ongoing travel patterns, over time. Surveys are also useful in providing an indication of what targets would be most appropriate for a development.
- 5.2 As part of the planning condition, regular staff travel surveys are required. The survey responses provide an indication of what targets would be most appropriate for the development, and which measures would be most successful in helping to achieve them.
- 5.3 The surveys will be produced by the site travel plan coordinator (TPC) and disseminated to all staff within three months of the first occupation of the site, to collect the following data:
- Origin postcode;
  - Typical working patterns;
  - Mode of travel to work;
  - Measures that would encourage use of active travel modes or public transport;
  - Barriers to use of active travel modes / public transport.
- 5.4 The TPC will strive to achieve a 30% return rate for the staff surveys. The responses received will be entered into a spreadsheet to enable modal shift to be tracked over time, as well as providing information on which measures are most likely to encourage modal shift. The findings will be used to update the travel plan and as a basis for confirmation or modification of the identified targets and measures. The travel plan will be resubmitted to SCC within one month of the survey closing.
- 5.5 All data collected from the travel survey will be subject to the provisions of the Data Protection Act. To ensure confidentiality, the TPC alone will manage the database and be responsible for the release of information, with all data being used solely for travel plan purposes.

### Future Surveys

- 5.6 Changes to existing travel patterns, as derived from the data, will inform the annual review process. The annual review will summarise the data collected, and propose revised initiatives and measures where targets have not been met, including a revised action plan.

- 5.7 The TPC will submit the results of the annual review along with the survey data to the local authority for their review and discussion, within one month of the survey closing.
  
- 5.8 Surveys will be undertaken on an annual basis for the first five years of care facility operation. The travel plan coordinator (TPC) will be responsible for the surveys, together with delivery of the travel plan.

## **6.0 OBJECTIVES AND TARGETS**

### Objectives

- 6.1 Objectives are required to give a travel plan direction and focus. Targets are measurable and help to indicate whether the high level objective aspirations have been met. Targets should be linked to objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Indicators determine whether the targets have been met and thus if objectives have been achieved, and as such will also be used to highlight the progress of the travel plan.
- 6.2 The travel plan recognises that there is not one specific mode of transport suitable for all staff and that there need to be a number of alternatives in place. The travel plan is intended to promote flexibility and choice, focusing efforts on encouraging a reduction in car use rather than prohibiting it.
- 6.3 This travel plan has been prepared to achieve the following objectives:
- Reduce reliance upon the car and improve awareness and usage of alternative modes by both staff and visitors;
  - Promote walking, cycling, public transport and car sharing;
  - Minimise the total travel distance of staff and visitors;
  - Reduce the transport impact of the development upon the environment;
  - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.

### Modal Share Targets

- 6.4 Baseline travel surveys will be carried out and analysed by the travel plan coordinator which will establish the existing travel patterns of staff at the site. As this data is not currently available, initial targets have been drafted with reference to the existing modal split for residents travelling to work within Staffordshire Moorlands and Biddulph (Source: Office of National Statistics, 2011 data), which can be seen in the table below:

**Table 6.1 - Modal Share for Daytime Population of Staffordshire Moorlands and Biddulph**

Mode	Staffordshire Moorlands	Biddulph
Single Occupancy (Car)	78%	80%
Car Share	6%	6%
Public Transport	3%	4%
Walk / Cycle	11%	8%
Motorcycle	1%	1%
Taxi	0%	0%

6.5 Table 6.2 below highlights the initial 5-year targets which cover the development site.

**Table 6.2 - Proposed Targets**

Mode	Staff Target
Single Occupancy Car	75%
Car Share	7%
Public Transport	7%
Walk / Cycle	10%
Taxi	1%
Motorcycle	0%
<b>Total</b>	<b>100%</b>

6.6 The targets will be updated following annual travel survey analysis to ensure they are representative of SMART targets based on the actual population.

Indicators

6.7 The TPC will be responsible for implementing measures at the care facility, which are set out in an action plan later in this report. The measures will be reviewed annually following monitoring, to identify whether the programmed measures are the most appropriate, and if not, what replacement measures need to be identified. Any new measures will be set out in a revised action plan, alongside timescales for implementation.

6.8 Milestones to assess progress against the travel plan objectives and targets include:

- Issue of a travel plan information pack to all staff within one week of site occupation;
- Undertaking cycle and car parking surveys; and
- Uptake of the various measures, including interest in car sharing.

6.9 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

## **7.0 TRAVEL PLAN MEASURES**

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development. Consultation with staff, for example, through travel surveys, is therefore key to achieving support from those who the measures are targeted at and avoiding measures which may be unpopular.

7.2 The following sections outline the measures to be promoted by the TPC.

### Travel Awareness

7.3 Good accurate information on the range of services and travel initiatives available will be a critical element of a successful travel plan.

7.4 The TPC will make new employees aware of the existence of the travel plan by providing them with an information leaflet summarising the travel plan, which would be issued on appointment of their position (prior to occupation if possible), to ensure that sustainable travel patterns are created from the outset. Any parking management policies will be explained to members of staff during the recruitment process.

7.5 The welcome pack will include, though not exclusively, the following:

- An introductory leaflet providing a summary of the travel plan and key measures for implementation, as well as the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
  - A map showing the location of the site, highlighting bus and tram stops;
  - Bus timetables of existing local services from nearby bus stops;
- Active travel information, including:
  - A map showing local cycle and walking routes, which would also indicate the locations of cycle parking and cycle shops in the area;
  - Details of local bike repair shops/retailers and available discounts/promotions, along with available training and maintenance sessions;
  - Health information and details of local walk buddy and bike buddy groups.
- Taxi contact details.
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.);

- 7.6 A travel information noticeboard (TIB) will be installed in the staffroom to encourage travel via sustainable modes. This will include up-to-date travel information, promotion of sustainable travel events including Bike to Work Week / Walk to Work Week, and contact details for the TPC.
- 7.7 A TIB will also be maintained within the site area for visitor use with local bus and tram times, TPC contact details, taxi firm details and a map indicating the site location, local bus stops, cycle routes and walk routes supporting likely staff desire lines.
- 7.8 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on to members of staff on a biannual basis in leaflet form or via noticeboards.
- 7.9 The TPC will promote and encourage staff to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with SCC.

#### Walking

- 7.10 The TPC will encourage walking as a mode of travel to work by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the welcome pack and on noticeboards;
  - Provide a map showing walking routes, indicating distances and times at appropriate intervals to the site;
  - Promote the [www.walkit.com](http://www.walkit.com) website for journey planning on foot;
  - Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace a regular walk journey;
  - Promote walking to work, for example, using national events such as Walk to Work Week (May, annually) ([www.walktoworkweek.org.uk/](http://www.walktoworkweek.org.uk/)); and
  - Audit the local footway and footpath network on an annual basis and report any defects and / or maintenance issues to the highway authority.
- 7.11 Other walking initiatives that may be considered as the travel plan progresses will include policies against parking provision for staff who live within walking distance of the site.

#### Cycling

- 7.12 The TPC will encourage cycling as an alternative mode of travel to work by implementing the following initiatives:

- Promote cycle parking, change and locker facilities to employees;
- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website (<http://www.sustrans.org.uk/>);
- Provide information to staff on any local cycle proficiency 'Bikeability' courses;
- Encourage staff to sign up to the 'BikeBUDI' scheme which offers a journey matching service for those who would like a cycling partner to help build confidence, skill level etc.;
- Promote Bike to Work Week in June (<http://bikeweek.org.uk/>);
- Establish contact with the SCC cycling officer to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site;
- Liaise with a local taxi firm to provide competitive rates for staff in case of emergency to replace the regular cycle journey;
- Audit the local cycleway network on an annual basis and report any defects and / or maintenance issues to the highway authority.

#### Public Transport Information

7.13 The TPC will encourage use of public transport as a mode of travel to work by implementing the following initiatives:

- Provide up-to-date public transport information, including route maps and timetables, with welcome packs and on staff noticeboards;
- Provide details of any discounts that can be secured for staff with the local public transport operators;
- Provide details of the websites and telephone advice services to enable staff to obtain details on their individual journey requirements, including the Traveline planner (<http://www.traveline.info/>).
- Liaise regularly with public transport operators to ensure that information remains valid.

#### Car Sharing Scheme

7.14 The TPC will set up an informal car sharing scheme within 3 months of occupation of the care facility. Information about the scheme will be placed in the welcome pack and on noticeboards.

7.15 Staff will be consulted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work. The TPC will then identify suitable matches for staff that may be able to share their journeys to and from work.

7.16 Should sufficient demand be present, the TPC will set up a ‘formal’ car share scheme for staff using online software, such as <http://www.carshare.com/>.

#### Visitors

7.17 The degree to which visitors can be encouraged to use sustainable modes of transport will depend on a number of factors, including the accessibility of the site by public transport or other modes from the visitor’s origin, whether the journey will be made alone, timing of visits etc.

7.18 The TPC will encourage travel via sustainable modes for visitors by displaying information on a noticeboard within the site; including (but not exclusive to) the following:

- the available public transport services passing the site;
- public transport timetables and stop locations;
- walking and cycling routes to the site, along with cycle parking; and
- nearest taxi ranks and contact details.

#### Marketing Summary

7.19 The TPC will be responsible for providing staff with an overview of the travel plan in order to promote a range of modes of transport and increase awareness of the alternative modes.

7.20 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory leaflet for the travel plan, providing a summary of the contents and key measures for implementation, to be disseminated to staff within their welcome packs;
- Welcome packs will be distributed to all staff upon appointment / care centre opening;
- Travel noticeboards will be set up within the site, to promote new and ongoing measures along with events, for example, linked to Walk to Work Week and European Mobility Week. Noticeboards will be maintained by the TPC on a biannual basis, or as required;
- Updated information will be communicated to staff, to identify any changes in bus timetabling, local area facilities, cycle training and maintenance courses etc.

## 8.0 ACTION PLAN

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
<b>Initial Setup – Prior to Occupation</b>			
Provide all highway and transport measures as agreed with SCC	As per planning agreements with SCC	Developer / SCC	Developer
Appointment of TPC	At least 1 month prior to site completion	Developer	Staff time
Exchange contact details with relevant officers	At least 1 month prior to site completion	TPC	Staff time
Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff and visitors	At least 1 month prior to site completion	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to site completion	TPC	Staff time + materials
Negotiate with local taxi firm for reduced price travel	2 weeks prior to site completion	TPC	Staff time
<b>Upon Occupation</b>			
Issue travel welcome packs to staff	Upon occupation	TPC	Staff time + printing
Ensure staff and visitor travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
<b>Within 3 Months of Occupation</b>			
Issue travel survey to staff; analyse and issue final travel plan to SCC within 1 month of survey completion	Within 3 months of occupation	TPC	Staff time
Promote any local area / site-specific cycle training and cycle maintenance sessions	Within 3 months of occupation	TPC	Staff time

Arrange staff discounts on public transport tickets	Within 3 months of occupation	TPC	Staff time
Set up informal car share scheme	Within 3 months of occupation	TPC	Staff time
<b>Ongoing Tasks</b>			
Update staff with regard to any service or provision changes with regard to local transport on six-monthly basis	6 monthly	TPC	Staff time
Implement measures in line with staff requirements / interest, including promotion of e.g. Bike Week, Walk to Work Week etc.	Ongoing	TPC	Staff time
<b>Annual Monitoring / Review</b>			
Undertake site audit and report any highway issues to LA	Following review by LA	TPC / LA	Staff time
Conduct repeat travel survey annually one year after the baseline survey, and thereafter for four years	For four years after baseline survey completed	TPC	Staff time + printing
Analyse responses, produce progress report and submit to LA	Within 3 months of receipt of responses	TPC	Staff time
Report updates to staff using noticeboards	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with LA	As agreed with LA	TPC	Staff time
Undertake annual cycle and car parking surveys	As agreed with LA	TPC	Staff time

## **9.0 MONITORING AND REVIEWING**

9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

### Monitoring

9.2 Monitoring of the plan is important for the following reasons:

- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

9.3 The surveys will be used to monitor the number of staff walking, cycling, travelling by car and public transport to and from the site. The results will then be compared with the mode share targets identified earlier in this travel plan.

9.4 The TPC will monitor travel patterns associated with the site on a regular basis. Surveys will take place on an annual basis for the first five years of site operation.

### Reviewing

9.5 The TPC will undertake a review of the travel plan annually following monitoring, in conjunction with SCC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:

- The level of car / non-car usage at the site; and
- Comments received from staff.

9.6 The TPC will use data collected during the survey to compare the mode share statistics to the targets set for the development. The TPC may choose to revise the targets, with agreement with the local authority, in order to maintain a realistic travel plan goal.

- 9.7 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 9.8 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement.

## **10.0 CONCLUSION**

- 10.1 This travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reduce reliance upon the car and improve awareness and usage of alternative modes by both staff and visitors;
  - Promote walking, cycling, public transport and car sharing;
  - Minimise the total travel distance of staff and visitors;
  - Reduce the transport impact of the development upon the environment;
  - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated.