

St Modwen Developments Ltd.

Blythe Vale, Blythe Bridge

Travel Plan

July 2017

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Contents

Section	on	Page
I	Introduction	I
1.1	Background	1
1.2	Travel Plan Purpose	1
1.3	Structure of Report	1
2	Policy and Guidance	2
2.1	National Planning Policy Framework (March 2012)	2
2.2	Planning Practice Guidance 2014 (PPG 2014)	2
3	Baseline Transport Conditions	4
3.1	Site Location	4
3.2	Sustainable Travel Opportunities	4
3.3	Accessibility	5
3.4	Summary	8
4	Proposed Development	9
4.1	Development Mix	9
4.2	Access	9
4.3	Parking Provision	9
5	Travel Plan Initiatives	11
5.1	Travel Plan Measures	11
5.2	Measures to Promote and Encourage Walking and Cycling	11
5.3	Measures to Promote and Encourage Public Transport Use	12
5.4	Measures to Promote and Encourage Car Sharing	12
5.5	Measures to Reduce the Need to Travel	12
5.6	Marketing and Promotion of the Travel Plan Measures	13
5.7	Smartphone Apps	13
6	Targets and Monitoring	15
6.1	Introduction	15
6.2	Trip Generation and Targets	15
6.3	Monitoring	15
7	Action Plan	16



Appendices

Appendix A Example Travel Survey



I Introduction

I.I Background

- 1.1.1 Phil Jones Associates (PJA) has been commissioned by St. Modwen Developments Ltd to prepare a Travel Plan to accompany a full planning application for the development of 118 dwellings on land known as Blythe Vale, adjacent to the A521, Blythe Bridge.
- 1.1.2 A separate Transport Assessment has been prepared by PJA and this report should be read in conjunction with the document, dated July 2017.

I.2 Travel Plan Purpose

This Travel Plan sets out the various travel-related measures and strategies that will be implemented to encourage residents of the site to consider the use of a range of travel modes. The key objectives of the Travel Plan are to:

- Deliver a long-term and sustained commitment to changing and widening travel choice;
- Address the access needs of residents by enabling walking, cycling, public transport and car sharing;
- Promote healthy lifestyles and raise awareness about the benefits of utilising sustainable travel opportunities; and
- Build upon good urban design principles that create a permeable development that encourages walking and cycling as the first choice for local trips.

I.3 Structure of Report

The remainder of the document is structured as follows:

- Chapter 2 Policy and Guidance;
- Chapter 3 Baseline Transport Conditions;
- Chapter 4 Proposed Development;
- Chapter 5 Management and Coordination;
- Chapter 6 Travel Plan Initiatives;
- Chapter 7 Travel Plan Targets and Monitoring; and
- Chapter 8 Action Plan.



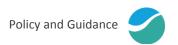
2 Policy and Guidance

2.1 National Planning Policy Framework (March 2012)

- 2.1.1 In March 2012, the Government published the National Planning Policy Framework (NPPF). Two of the core planning principles held in the NPPF as set out in paragraph 17, include actively managing "patterns of growth to make the fullest possible use of public transport, walking and cycling, and focus significant development in locations which are or can be made sustainable" and to "take account of and support local strategies to improve health, social and cultural wellbeing for all, and deliver sufficient community and cultural facilities and services to meet local needs."
- 2.1.2 Additionally, in promoting sustainable transport, paragraph 31 states that "Local authorities should work with neighbouring authorities and transport providers to develop strategies for the provision of viable infrastructure necessary to support sustainable development" and also that "All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:
 - The opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
 - Safe and suitable access to the site can be achieved for all people; and
 - Improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."
- 2.1.3 Paragraph 36 goes on to state that "A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan."
- 2.1.4 In reinforcing the principle of supporting sustainable development, paragraph 197 states that "In assessing and determining development proposals, local planning authorities should apply the presumption in favour of sustainable development."
- 2.1.5 The proposed development will support the sustainable objectives set out in the NPPF; details of which are provided in this Travel Plan.

2.2 Planning Practice Guidance 2014 (PPG 2014)

- 2.2.1 PPG 2104 provides information on:
 - When a Travel Plan is required;
 - How the need for and scope of a Travel Plan is established;
 - What information should be included in Travel Plans; and
 - How Travel Plans can be monitored.



2.2.2 PPG 2014 states that "Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area."

- 2.2.3 They should evaluate and consider:
 - Benchmark travel data including trip generation databases;
 - Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;
 - Relevant information about existing travel habits in the surrounding area;
 - Proposals to reduce the need for travel to and from the site via all modes of transport; and
 - Provision of improved public transport services.
- 2.2.4 With regard to monitoring, PPG 2014 states that:

The length of time over which monitoring will occur and the frequency will depend on the nature and scale of the development and should be agreed as part of the Travel Plan with the developer or qualifying body for neighbourhood planning. Who has responsibility for monitoring compliance should be clear.

Monitoring requirements should only cease when there is sufficient evidence for all parties to be sure that the travel patterns of the development are in line with the objectives of the Travel Plan. This includes meeting the agreed targets over a consistent period of time. At this point the Travel Plan would become a voluntary initiative.



3 Baseline Transport Conditions

3.1 Site Location

3.1.1 The development site is located on land adjacent to the A521, to the south east of Blythe Bridge. The site is bound by the A521 to the north, A50 to the west, residential properties off Woodlands Lane to the east and greenfield land to the south.

Figure 3-1: Site Location (outlined in red)



3.2 Sustainable Travel Opportunities

Pedestrian & Cycle Facilities

3.2.1 Lit footways approximately 1-2m in width are provided along Uttoxeter Road on both sides of the carriageway. There are no pedestrian facilities on either the A50 or A521 in the vicinity of the site access.



3.2.2 There are no dedicated cycling facilities in the immediate vicinity of the site.

Bus Services

3.2.3 The nearest bus stops to the site are located on Uttoxeter Road, approximately 450m from the site access point. The services available from these bus stops are summarised in Table 3-1.

Table 3-1: Bus Services Summary

Route No.	Operator			Days of Operation
6A	First Potteries	Hanley – Longton – Meir Park – Blythe Bridge	3 per hour	Mon-Sun
12	D & G Coach & Bus	Dulford – Longton – Stone	1 per hour	Mon-Sat

Rail Services

3.2.4 The closest railway station, Blythe Bridge, is approximately a 1.4km walk (17 minutes, assuming a walk speed of 1.4m/s¹) to the northwest of the site. Blythe Bridge is served by an East Midlands Trains service between Crewe and Derby. Northbound and southbound services each call once per hour.

3.3 Accessibility

- 3.3.1 Guidance provided by the Institution of Highways and Transportation (IHT) in their publication 'Guidelines for Providing for Journeys on Foot' (2000) suggests that in terms of commuting, walking to school and recreational journeys; walk distances of up to 2km can be considered as a preferred maximum, with 'desirable' and 'acceptable' distances being 500m and 1km respectively. It should however be noted that journeys of a longer length are often undertaken.
- 3.3.2 For non-commuter journeys, the Guidance suggests that walk distances of up to 1-2km can be considered as a preferred maximum, with the 'desirable' and 'acceptable' distances being 400m and 800m respectively. Again, it should be noted that journeys of a longer length are often undertaken.

Table 3-2: Walk Journey Distance and Time Thresholds

	Distan	ce (m)	Walk Time (mins)		
IHT Standard	Commuting, Walking to School and Recreation	Other, non-commuter journeys	Commuting, Walking to School and Recreation	Other, non-commuter journeys	
Desirable	500	400	6	5	
Acceptable	1000	800	12	10	
Preferred Maximum	2000	1200	24	15	

¹ As given in the IHT publication 'Guidelines for Providing for Journeys on Foot' (2000)



- 3.3.3 As illustrated in Figure 3-2 there are a number of local facilities within walking distance of the site providing a wide range of services for everyday needs. The Government's Index of Multiple Deprivation statistics includes an indicator of "Transport Inclusion", which is defined in terms of access to four essential types of facilities, which are:
 - Primary Schools;
 - Health Centres;
 - Convenience Stores; and
 - Post Offices.
- 3.3.4 To the northwest of the site, there are several local amenities including shops and schools. These amenities and their calculated walking time from the site access are given in Table 3-3.

Table 3-3: Accessibility from Site Access

Amenity	Amenity Type	Location	Distance from Site (km)	Walking Time (mins)
Blythe Bridge Health Centre	Health Centre	Uttoxeter Road	0.5	6
William Amory Primary School	Primary School	Stallington Road	0.9	11
The Co-operative Food	Convenience Store	Uttoxeter Road	0.9	11
Tesco Express	Convenience Store	Uttoxeter Road	1.0	12
Blythe Bridge Post Office	Post Office	Uttoxeter Road	1.1	13
Blythe Bridge High School & Sixth Form	Secondary School & Sixth Form	Cheadle Road	1.1	13
Forsbrook C of E Primary School	Primary School	Cheadle Road	1.3	16
Draycott Moor College	Secondary School	Draycott Old Road	1.3	16
Blythe Bridge Railway Station	Railway Station	Uttoxeter Road	1.4	17
Trinity Medical Centre	Health Centre	Uttoxeter Road	1.6	19

Figure 3-2: Walking Isochrones

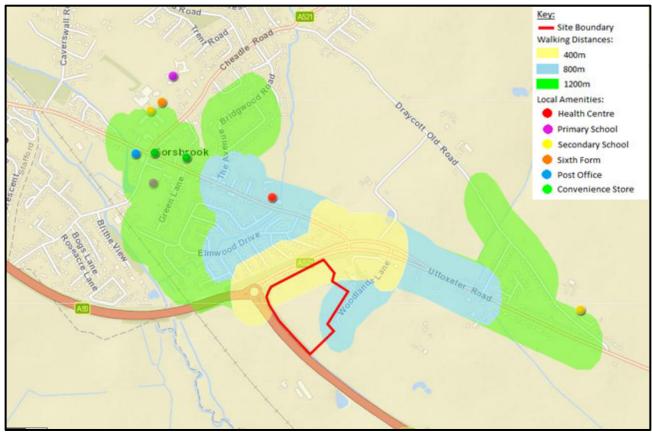
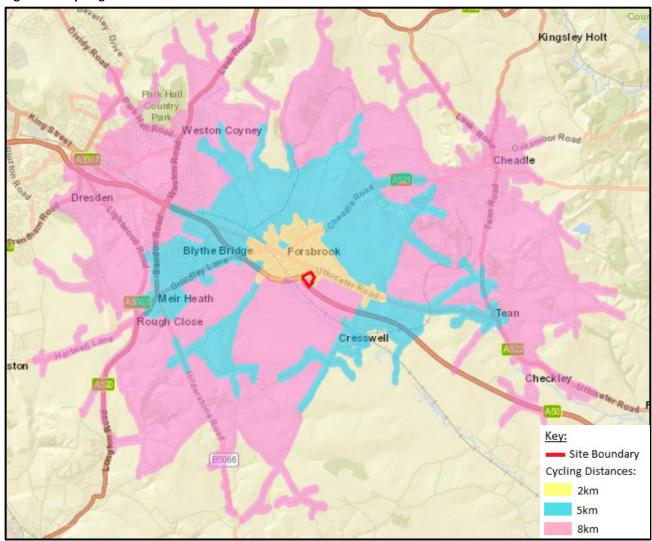




Figure 3-3: Cycling Isochrones



3.3.5 Figure 3-2 indicates that each of the core local amenities are present within reasonable walking distance from the site. Figure 3-3 indicates that a number of local towns and villages including Cheadle, Tean and the eastern edge of Stoke-on-Trent are within a reasonable cycling distance.

3.4 Summary

- 3.4.1 The site is considered to be suitably located for residential development for the following reasons:
 - Key local amenities, including a primary school, GP surgery and supermarket are accessible within reasonable walking distance;
 - Bus stops are located within 450m of the site, providing frequent services to local towns including Hanley and Stone; and
 - The closest train station to the site is Blythe Bridge, approximately 1.4km to the northwest of the site, providing services between Crewe and Derby.



4 Proposed Development

4.1 Development Mix

4.1.1 This report accompanies a full application for the construction of up to 118 dwellings. The development mix comprises:

Privately Owned:

- 5 x two bedroom houses;
- 30 x three bedroom houses;
- 39 x four bedroom houses;
- 5 x five bedroom houses;

Affordable:

- 4 x one bedroom flats;
- 23 x two bedroom houses; and
- 12 x three bedroom houses.

4.2 Access

- 4.2.1 Vehicular access to the site will be provided via a new three-arm signal controlled junction on the A521, approximately 130m east of the A50/A521 roundabout.
- 4.2.2 The signal controlled access will incorporate a controlled pedestrian crossing, providing a safe and sustainable link to the site. It is proposed to accommodate a 3m wide shared footway/cycleway on the northern side of the A521 connecting the site into the existing pedestrian infrastructure on Uttoxeter Road.

4.3 Parking Provision

DCLG Paper Method

4.3.1 Parking demand factors have been calculated for the development based on the Department for Communities and Local Government (DCLG) paper method. The paper sets out how to calculate parking demand for residential developments based on Census local car ownership (availability) statistics by dwelling type, size and tenure.



4.3.2 Census 2011 statistics were used to determine car or van availability for the Staffordshire Moorlands area. Calculations were carried out with Tempro V7 growth factors for the E02006215: Staffordshire Moorlands 012 MSOA area. The resultant parking demand is outlined in Table 5-1.

Table 4-1: DCLG Parking Demand

Tenure	Habitable Rooms	Bedrooms	DCLG Calculated Parking Standards for Staffordshire Moorlands Area		Total Dwellings		Total Required
			1 Allocated Space (Inc. Visitors)	2 Allocated Spaces (Inc. Visitors)	1 Allocated Space	2 Allocated Spaces	Spaces
Private House	4	2	1.32	2.20	0	5	11
	5	3	1.70	2.31	0	30	69
	6	4	1.86	2.36	0	39	92
	7	5	1.73	2.35	0	5	12
Affordable ² Flat	3	1	1.20	2.20	4	0	5
Affordable ² House	4	2	1.32	2.20	0	23	51
	5	3	1.59	2.24	0	12	27
						Grand Total	266

4.3.3 The development will provide 220 surface car parking spaces (203 allocated and 17 unallocated spaces). The parking demand has been developed using only the number of surface car parking spaces, thus assumes no garage parking. A total of 74 properties on site will have at least one garage space, measuring 3.5x6m; 13 dwellings will have two garage spaces. Therefore, it is considered that the proposed level of parking is acceptable.

² 'Affordable' assumed to be 'Shared Ownership' for the purpose of the DCLG calculations.



5 Travel Plan Initiatives

5.1 Travel Plan Measures

- 5.1.1 In order to meet the aims and objectives for sustainable travel set out in this Travel Plan, a number of measures will be implemented. The proposed measures are split into the following categories:
 - Measures to promote and encourage walking and cycling;
 - Measures to promote and encourage public transport use;
 - Measures to promote and encourage car sharing;
 - Measures to reduce the need to travel;
 - Marketing and Promotional Measures; and
 - Smart Phone Apps.
- 5.1.2 The majority of measures will be aimed at promoting and encouraging the use of existing and proposed travel facilities in the area (walking, cycling and public transport), but also car sharing where appropriate. Measures to promote and encourage each form of sustainable travel mode are outlined in more detail below.

5.2 Measures to Promote and Encourage Walking and Cycling

- 5.2.1 The following measures are to be implemented to promote and encourage residents to walk and cycle from the proposed development:
 - Local maps showing walking routes, which will be disseminated through a welcome pack, outlined under the marketing and promotional measures section;
 - Information on local and national walking events, such as Walk to Work Week, disseminated through the welcome pack;
 - Website links to national websites such as SUSTRANS, disseminated through the welcome pack;
 - Information on Bicycle User Groups (BUG) that may be operating within the local area, disseminated through the welcome pack. The Travel Plan Coordinator will also look to set up a BUG for the site. This will encourage potential cyclists to cycle for journeys within a five-mile radius;
 - Information on cycling events such as 'National Bike Week', disseminated through the welcome pack; and
 - Information on the economic, social, environmental and health benefits of cycling, disseminated through the welcome pack.



5.3 Measures to Promote and Encourage Public Transport Use

- 5.3.1 The following measures are to be implemented to promote and encourage residents to use public transport when travelling to and from the proposed development:
 - Links to journey planning websites such as Travelwise, disseminated through the welcome pack;
 - Bus route maps and timetables disseminated through the welcome pack; and
 - Information on the benefits of public transport use disseminated through the welcome pack.

5.4 Measures to Promote and Encourage Car Sharing

- 5.4.1 Car sharing can be an effective means of easing traffic congestion and facilitating the achievement of sustainable travel objectives. For residents with common journey requirements, car sharing can represent an effective mechanism for reducing the volume of trips to and from work, school, and/or recreational activities.
- 5.4.2 The following measures are to be implemented to promote and encourage residents to car share:
 - Information on the free to use public car sharing schemes including Liftshare.com enabling potential car share users to get in touch with each other will be disseminated through the welcome pack;
 - Information on what car sharing is and its potential benefits, will be disseminated through the welcome pack; and
 - Information on 'car sharing' events such as Liftshare week, will be disseminated through the welcome pack.

5.5 Measures to Reduce the Need to Travel

- 5.5.1 Encouraging home working where appropriate can be effective in reducing traffic congestion and facilitating the achievement of sustainable travel objectives. The following measures are to be implemented to facilitate and encourage residents of the proposed development to work from home:
 - Infrastructure providers for broadband access will be invited to facilitate remote home working;
 and
 - Information on what home working is and its potential benefits, will be disseminated through the welcome pack.

Travel Plan



5.6 Marketing and Promotion of the Travel Plan Measures

- 5.6.1 In order to deliver the behavioural change required to meet the targets, there will need to be a sustained commitment to communicating and marketing the Travel Plan objective to the residents of the proposed development.
- 5.6.2 Welcome Packs will be made available to all new residents immediately on occupation to ensure that they have all the information to make their travel choices before habits for using the car are formed.
- **5.6.3** The packs will include the following:
 - Details on the Travel Plan and its purpose;
 - Information leaflets on the benefits of adopting more sustainable travel practices;
 - Local walking and cycling route maps where appropriate;
 - A map showing key local facilities and amenities;
 - Information on local Bicycle User Groups that may be operating in the local area and details of opportunities to join a dedicated site Bicycle User Group;
 - Information on public transport services including schedules and maps;
 - Information on key sustainable travel events such as 'National Bike Week' and 'Liftshare Week';
 - Information and marketing material on relevant car share schemes;
 - Information on the social, environmental, but particularly economic, and health benefits of travelling by sustainable modes, as evidence has shown these are the most effective;
 - Information on working at home and its potential benefits;
 - Website links to, for example, national websites such as SUSTRANS; and
 - Feedback survey forms.

5.7 Smartphone Apps

5.7.1 Residents will be made aware of numerous smartphone apps such as National Rail Enquiries, National Cycle Network, Walkit and MapMyRide. These apps can help plan/map out journeys via foot, cycle and public transport within the local area.

National Rail Enquiries



This app gives real time departure and arrivals at any Railway Station in the UK. Select your favourite stations and plan your rail journey.



CycleStreets:



Cycle journey planner that enables you to plan routes anywhere in the UK, with a choice of three routing modes to suit a range of cyclists from beginner to regular commuter.

National Cycle Network:



Travel on 25,000 miles of the walking and cycling network. Find your nearest cycle route; see this on a clear map with local points of interest such as schools, shops, sports facilities. See bus stops and find stop codes to text for details of next arriving bus.

MapMyRide:



Live route map with distance, elevation, calories burnt and Voice prompts. Search common rides and post times and records to twitter and Facebook. Register with www.mapmyride.com to join sponsored challenges, connect with other riders and win prizes for riding.

Strava Cycling:



Top rated app. Track your rides. See your progress. Compare your performance against others, disaggregated by age and weight. Join sponsored challenges. Register with www.strava.com.

Walk4Life:



Plan your walk on a map. Record and save your favourite walks, as you walk. Measure walk duration, distance, speed, calories burnt. Register online with <u>www.walk4life.info</u>. Set new local walks, join in walk events, take up challenges and add photos of interesting things.

Travel Plan



6 Targets and Monitoring

6.1 Introduction

6.1.1 The overall Travel Plan objective for the development is to reduce the number of single occupancy car journeys. This chapter provides an indication as to the overall impact that this Travel Planning could have on reducing car trips.

6.2 Trip Generation and Targets

6.2.1 Current travel patterns in the surrounding area have been identified using the Journey to Work modal splits taken from the 2011 Census for existing dwellings within the E02006215: Staffordshire Moorlands 012 MSOA. The resultant mode split has been applied proportionately to the trip generation of the site. Table 7-1 summarises the results.

Figure 6-1: Multi-modal Trip Generation

Mode of Travel	Dorcontago Mada Split	Two-Way Trip Generation		
ivioue of Travel	Percentage Mode Split	AM Peak (08:00-09:00)	PM Peak (17:00-18:00)	
Train	1%	1	1	
Bus	2%	1	1	
Car (Driver)	86%	58	59	
Car (Passenger)	6%	4	4	
Bicycle	1%	1	1	
Walk	4%	3	3	
Total	100%	67	68	

6.2.2 A suitable indicative target for a Travel Plan is the reduction of single occupancy vehicle trips by 10%. This reduction will be met by a commensurate increase in trips made by sustainable modes. Given that the target is only indicative, a specific target will be agreed with SCC following completion of the baseline travel survey.

6.3 Monitoring

6.3.1 To establish the success of the Travel Plan, an effective monitoring process must be in place. A baseline travel survey will be conducted within 12 months of first occupation. This will be tailed by a follow up survey within the next 24-month period. An example travel survey is included within **Appendix A.**



7 Action Plan

7.1.1 The measures outlined within this Travel Plan have been arranged into an action plan. The action plain clearly identifies the timescale and responsible party for each measure. The action plan is given below.

Table 7-1: Action Plan for Travel Plan Measures

Measures to be implemented	Implemented By	Person(s) Responsible
Obtain public transport timetables	Prior to first occupation	TPC
Preparation and maintenance of Welcome Pack and other related material	Prior to first occupation	Developer/TPC
Promotion of sustainable transport information including public transport information, walk and cycle information and phone apps	From first occupation	TPC
Conduct baseline travel survey	Within 12 months of first occupation	TPC
Conduct a follow up travel survey	Within 24 months of baseline travel surveys	TPC
Monitoring of take-up of measures such as car sharing	Within 24 months of baseline travel surveys	TPC
Analyse and submit report to SMBC	Within 24 months of baseline travel surveys	TPC



Appendix A Example Travel Survey

EXAMPLE ONLY

Residential Travel Survey

Win a £25 High Street Shopping Voucher!

Please take a few minutes to complete this travel survey and you could win a High Street voucher worth £25.

This survey will let us know how you currently travel and identify any further travel improvements.

To complete, please tick the appropriate boxes. Where applicable, please fill in details for each adult and child in your household. If the question is not applicable, then please leave blank.

Please return your survey in the freepost envelope provided by INSERT DATE. Alternatively, you can complete the survey and enter the prize draw online at INSERT ELECTRONIC SURVEY ADDRESS.

All completed survey forms with completed contact details will be entered into the prize draw. The draw will take place in INSERT MONTH OF PRIZE DRAW and the winner will be notified thereafter.

Part 1 – Your Household

1)	Including yourself,	how many adults	(18 and	over) live in	your household?
----	---------------------	-----------------	---------	---------------	-----------------

2) How many children	2) How many children (under 18 years) live in your household?					
2) How many children	i (under 18 years) live ii	i your nousenoid?				

3) How many cars are there in your household?

Part 2 – Your Travel

4) What is the main way in which you travel? (Please tick one only)

Car as driver		
Car as passenger		
Bus		
Walk		
Cycle		
Train		
Taxi		
Other		
(if other, please state):		

5) Which of the following options do you occasionally use? (Please tick all that apply)

Car as driver		
Car as passenger		
Bus		
Walk		
Cycle		
Train		
Taxi		
Other		
(if other, please state):		

6) Which of the following options do you never use? (Please tick all that apply)

Car as driver		
Car as passenger		
Bus		
Walk		
Cycle		
Train		
Taxi		
Other		
(if other, please state):		

art 3 - Travel for V	Vork			
) How do you us	ually travel for	work? (Please tic	k one only)	
ar as driver				
ar as passenger				
us				
'alk				
ycle				
ain				
axi				
the en				
tner				
other if other, please state):) How far do you	usually travel	to work? (please	tick one only)	
f other, please state):) How far do you	usually travel	to work? (please	tick one only)	
f other, please state):) How far do you ess than 1 mile	usually travel	to work? (please	tick one only)	
f other, please state): How far do you ess than 1 mile ess than 3 miles	usually travel	to work? (please	tick one only)	
How far do you ess than 1 mile ess than 5 miles	usually travel	to work? (please	tick one only)	
how far do you ess than 1 mile ess than 3 miles ess than 1 miles ess than 10 miles	usually travel	to work? (please	tick one only)	
hess than 1 miles ess than 5 miles ess than 10 miles ess than 20 miles	usually travel	to work? (please	tick one only)	
how far do you ess than 1 mile ess than 3 miles ess than 1 miles ess than 10 miles	usually travel	to work? (please	tick one only)	

Walk					
Cycle					
Train					
Taxi					
Other					
(if other, please state):					
Child 1 Child 2 Child 3 Child 4 Part 5 - Travel Experience 12) Have you, or anyon	ne else is your				ELEVANT LOCAL BU
home?					
13) If yes, what did you	think of it? (pl	ease state t	ne service n	umbers)	
	ested in receivi this survey)				? (please leave detail
14) Would you be intere on the final page of	ested in receivi this survey)				? (please leave detail
14) Would you be intere on the final page of Local Bus timetable Informat	ested in receivi this survey)				? (please leave detai

15) What would encourage you to travel more often by sustainable modes (bus / rail / bicycle / or foot)?

16)	What prevents you from travelling by other / sustainable modes?

Thank you for completing the survey.

Please provide your contact details if you would like to be entered into the prize draw and so we can send you any requested travel leaflets.

Home Address:	
Telephone No / Email Address:	

How we use your information

The information you give us will be used for the purpose of the travel survey. All your information is treated with respect and in accordance with the Data Protection Act 1998. If you would like more