SCP

Transportation Planning : Infrastructure Design

Residential Travel Plan

Cecilly Mills Regeneration Project

Cheadle, Staffordshire

B Cheadle Property Holdings Ltd

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1.0 INTRODUCTION

1.1 This report has been prepared by SCP on behalf of B Cheadle Property Holdings Ltd to support the proposed residential development of up to 120 dwellings at Cecilly Mills, Cheadle.

1.2 The development of this travel plan has been prepared based on the following objectives:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Addressing the needs of site users, by supporting walking, cycling and public transport; and
- Promoting healthy lifestyles and sustainable, vibrant communities.

1.3 As this travel plan has been prepared for a residential site, the travel plan focuses on journeys to local education facilities and key local employment areas, along with leisure journeys. The travel plan also suggests measures to reduce reliance on single occupancy private vehicle use and to reduce the overall need and distance that residents' travel.

1.4 The report sets out B Cheadle Property Holdings Ltd commitment to reducing the number of vehicular trips generated by the development and identifies the key principles which will be developed further as part of the occupied travel plan.

Travel Plan Purpose

1.5 A travel plan is an important tool for delivering sustainable access to a development. Residential travel plans focus on a single origin (home) and aim to provide a long-term strategy to positively influence travel patterns in favour of sustainable modes.

1.6 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.

1.7 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.

1.8 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.

2.0 TRAVEL PLAN BACKGROUND

Policy Context

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

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.

Policy Context

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

2.6 Travel plans are currently secured within the planning system within the context of the **National Planning Policy Framework** (NPPF) (2012). The NPPF is aimed at streamlining the planning process, making it more accessible at neighbourhood and community level and simplifying the decision making process.

2.7 The NPPF advises, in relation to transportation issues surrounding new development and in particular to travel plans and accessibility, that the following 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.

2.8 The NPPF is supported by a number of **Planning Practice Guidance** notes (2014). One such note provides guidance on 'Travel Plans, Transport Assessment and Statements in Decision-Taking'. The guidance specifies that travel plans should be:

- Proportionate to the size and scale of the development;
- Established at the earliest practicable possible stage of a development proposal;
- Be tailored to local circumstances; and
- Be brought forward through collaborative working with the Local Planning Authority, transport operators, along with communities and local businesses where relevant etc.

2.9 The guidance note goes on to provide suggestions for the content of a travel plan in terms of baseline data, the nature of the development, proposals to reduce the need to travel by all modes of transport, and monitoring.

2.10 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.

2.11 The guidelines identify 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.

2.12 Whilst slightly older than the above guidance, the DfT's **"Making Residential Travel Plans Work: Good Practice Guidelines for New Development"** (2007) remains relevant, and highlights the fact that travel planning to date has largely focused on the development of destination travel plans, which are generally designed to reduce car use to a specific destination – such as a workplace, school or visitor attraction. In contrast, the report states that a residential travel plan is concerned with journeys made from a single origin (home) to multiple and changing destinations.

2.13 The guidance states the key differences between origin-based residential travel plans and destination travel plans include:

- The pattern of journeys originating at home is more varied, with residents having multiple destinations and different needs and travel choices over time.
- An ongoing management organisation and structure for the travel plan needs to be put in place, as there is often no single company or institution to provide continuity and a common point of interest for residents.

2.14 The guidance states that travel planning for residential development has potential to help achieve more sustainable communities by improving their accessibility. It also notes that new housing development is normally characterised by high car trip generation; however, better choices about the location and density of new housing, combined with the increased use of residential travel plans, should deliver a real impact on travel patterns and aid progress towards sustainable transport and land use objectives.

2.15 In terms of local planning policy, Staffordshire County Council's **Guidelines for Transport Assessments and Travel Plans** identifies that A travel plan should deliver sustainable transport objectives which seek to:

- 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 residents 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.

3.0 THE EXISTING SITE CONTEXT

Site Location

3.1 The site is located to the north-east of Cheadle and is currently accessed from King Edward Street, Cecilly Street and Oakmoor Road. The area surrounding the site is predominantly residential with housing bounding the site to the east and west. Fields bound the site to the north, whilst to the south it is bound by Oakmoor Road.

3.2 The location of the site in relation to the wider highway network is shown at Figure 3.1 below.

Figure 3.1 – Site Location: Wider Context



3.3 Figure 3.2 overleaf shows the site boundary in a local context.

Figure 3.2 – Site Location: Local Context



3.4 Access to the site is provided from five points; three on Oakmoor Road, one from Cecily Street / King Edward Road and one from Churchill Road.

3.5 There are three access points to the site from the B5417 Oakamoor Road; one a servicing entrance along the western site boundary, one 35m to the east of this providing access to a small car parking area and the third at the eastern boundary providing a servicing egress.

3.6 Cecilly Street adjoins the access at the western boundary without segregation for the first 15m, from where Cecilly Street is separated from the site by a row of houses. At the north of the row of houses Cecilly Street meets King Edward Street and Cecilly Terrace at an unmarked junction.

Development Proposals

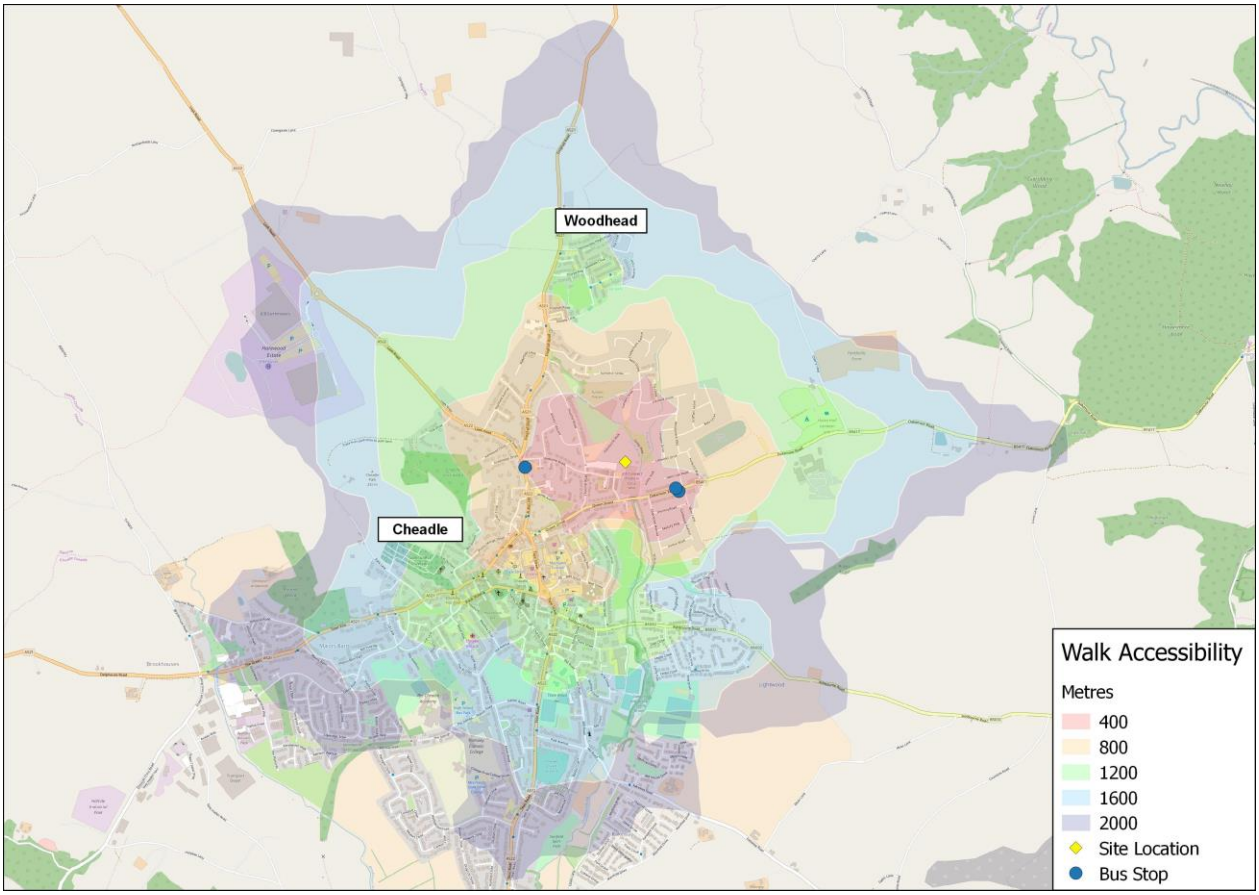
3.7 The current schedule of development comprises upto 120 residential dwellings on land that is currently used for industrial purposes at Cecilly Mills, Cheadle.

Accessibility by Non-Car Modes: Walking

3.8 A review of the accessibility of the site has been carried out in order to ascertain the available modes of transport in the area.

3.9 Short car journeys of up to 2km are considered replaceable by walking, and are considered appropriate for residents accessing education, training or employment. A 2km isochrone has been produced, showing the locations which fall within this distance; the isochrone can be found below in Figure 3.4.

Figure 3.4 – Walk Accessibility from the Development Site



Source: Basemap Visography

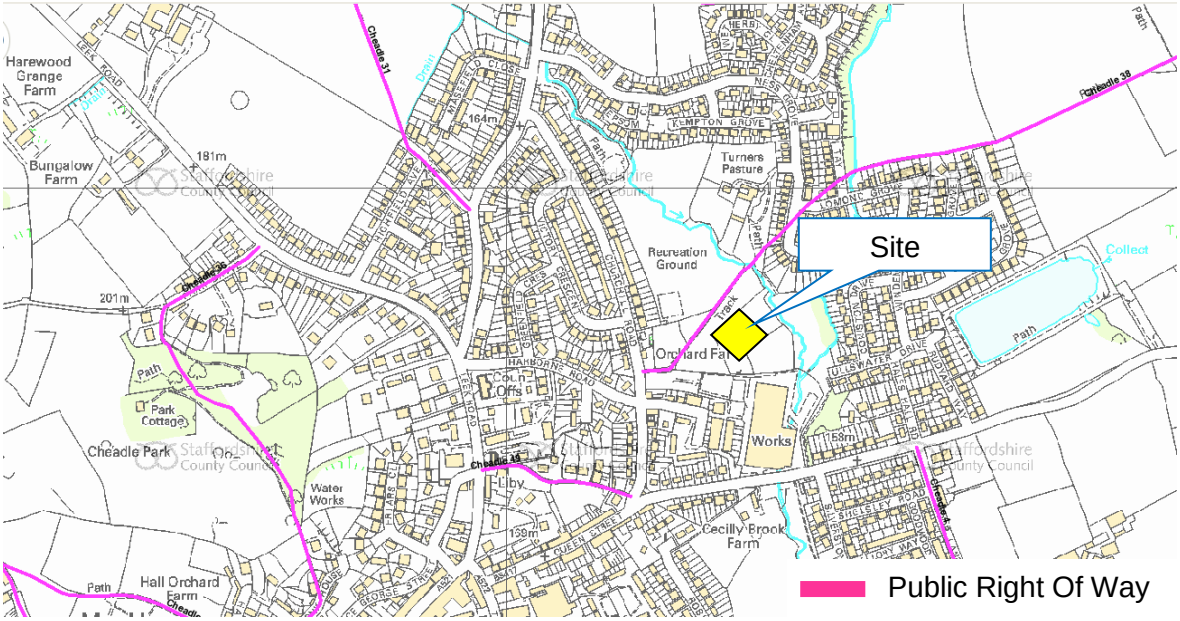
3.10 The site is within acceptable walking distance of Cheadle town centre and the vast array of amenities a town such as Cheadle has on offer. A selection of some of the amenities within a 2km walk distance from the site are summarised in **Table 3.1** overleaf.

Table 3.1 - Facilities within 2km Walk Distance of the Site

Facility	Details	Distance From Site
Bus Stop	Bus Stop, Oakamoor Rd	200m
Bus Stop	Bus Stop, Leek Rd	350m
Doctors	The Tardis Surgery	400m
Bank/ATM	Lloyds Bank, High St	500m
Supermarket	Morrisons, Well St	550m
Pharmacy	Ratcliffe Pharmacy	600m
Nursery	Daisy Chains Day Nursery	650m
Post Office	Ashbourne Rd Post Office	800m
Supermarket	Asda, Ashbourne Rd	850m
Primary School	Cheadle Primary School	1.1km
Secondary School	The Cheadle Acadamy	1.5km

3.11 The site is bound by a Public Rights of Way (PROW), this is shown in figure 3.5 below as well as other PROWs.

Figure 3.5 – Existing Public Rights of Way



3.12 There is a public right of way located along the northern boundary of the site. This is a single width footpath and links Churchill Road to Ness Grove.

3.13 Pedestrian access will be provided at the same location as the vehicular access points as well as the footpath to the east. The development will be permeable for pedestrians and cyclists.

Accessibility by Non-Car Modes: Cycling

3.14 Cycling is a cheap, efficient and healthy way to travel. Cycling also provides a predictable arrival time which is often quicker than driving or using public transport, and is subject to fewer and congestion delays.

3.15 Car journeys of up to 5km are considered to be replaceable by cycle journeys. Advisory cycle routes are available within close proximity to the site, as can be seen in Figure 3.6.

Figure 3.6 – Local Cycle Routes



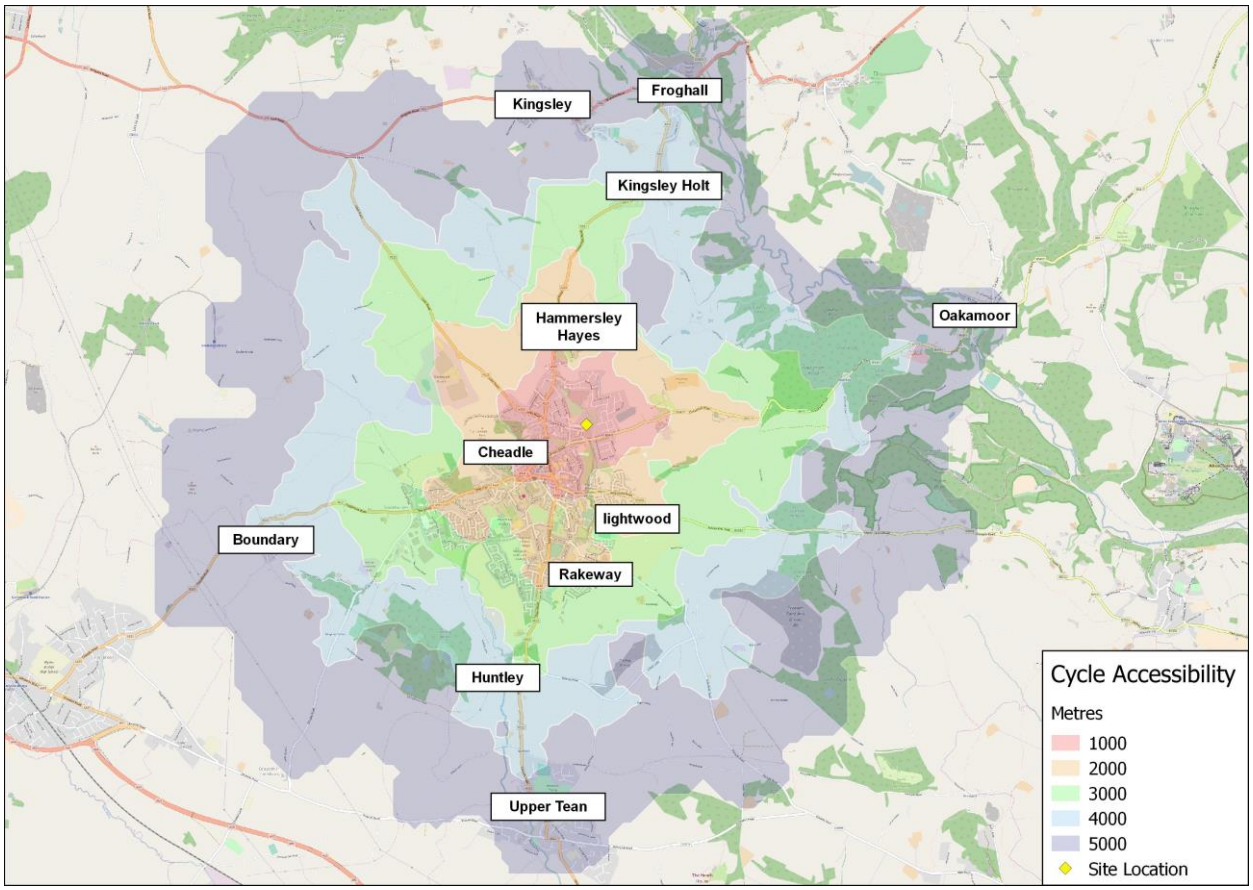
Source: Sustrans

3.16 Figure 3.6 shows nearby local advisory cycling routes including a mixture of traffic-free and on-road routes around Cheadle and the surrounding areas.

3.17 National Route 550 of the National Cycle Network lies north of the site and national route 5 lies to the west of the site.

3.18 A 5km cycle distance isochrone is presented in Figure 3.7 overleaf.

Figure 3.7 – Cycle Accessibility for the Development Site



Source: Basemap Visography

3.19 The plan demonstrates that all of Cheadle town centre and the nearby areas of Froghall, Kingsley, Oakamoor and Upper Tean, amongst others, are all located within the 5km catchment area from the development site.

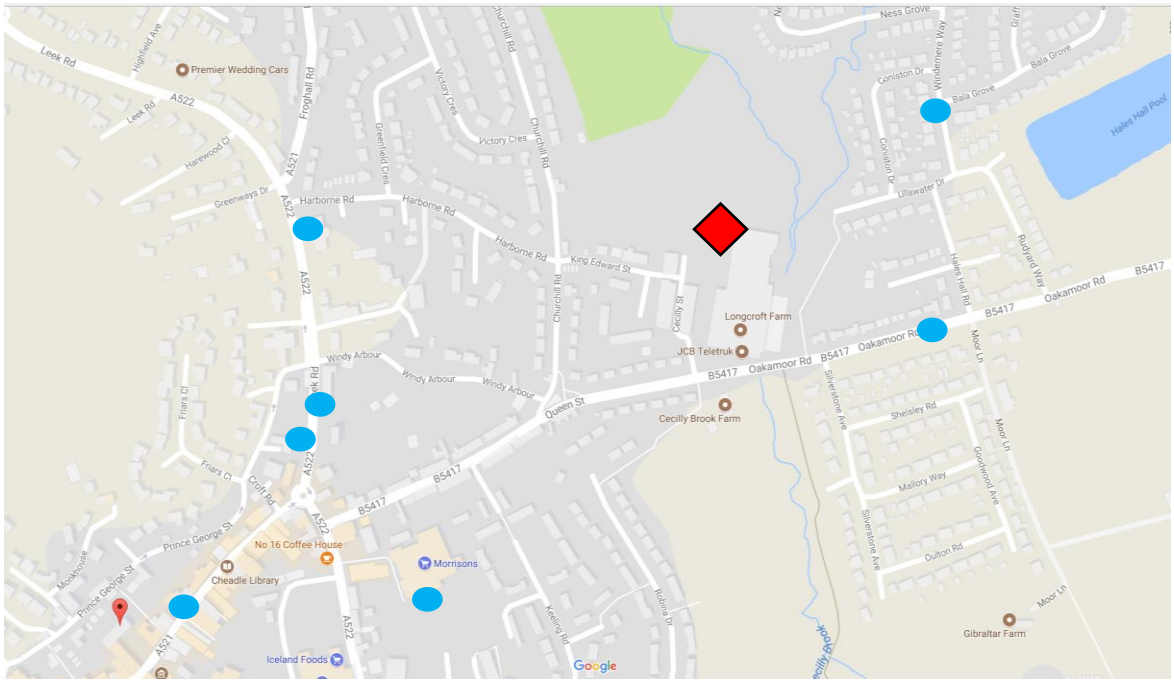
Accessibility by Non-Car Modes: Public Transport

3.20 The development is well placed to encourage travel by bus. Guidance published by the CIHT '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.

3.21 The nearest bus stop to the site is located on Oakamoor Road approximately 200m east of the proposed Oakamoor Road site access. A further bus stop is situated on Leek Road approximately 350m west of the proposed Churchill Road site access.

3.22 Figure 3.8 overleaf shows the bus stops in relation to the site.

Figure 3.8 – Bus stops in the vicinity of the site.



3.23 Details of the bus services and frequencies which use these stops are provided in **Table 4.2** below:-

Table 3.2 – Bus service summary

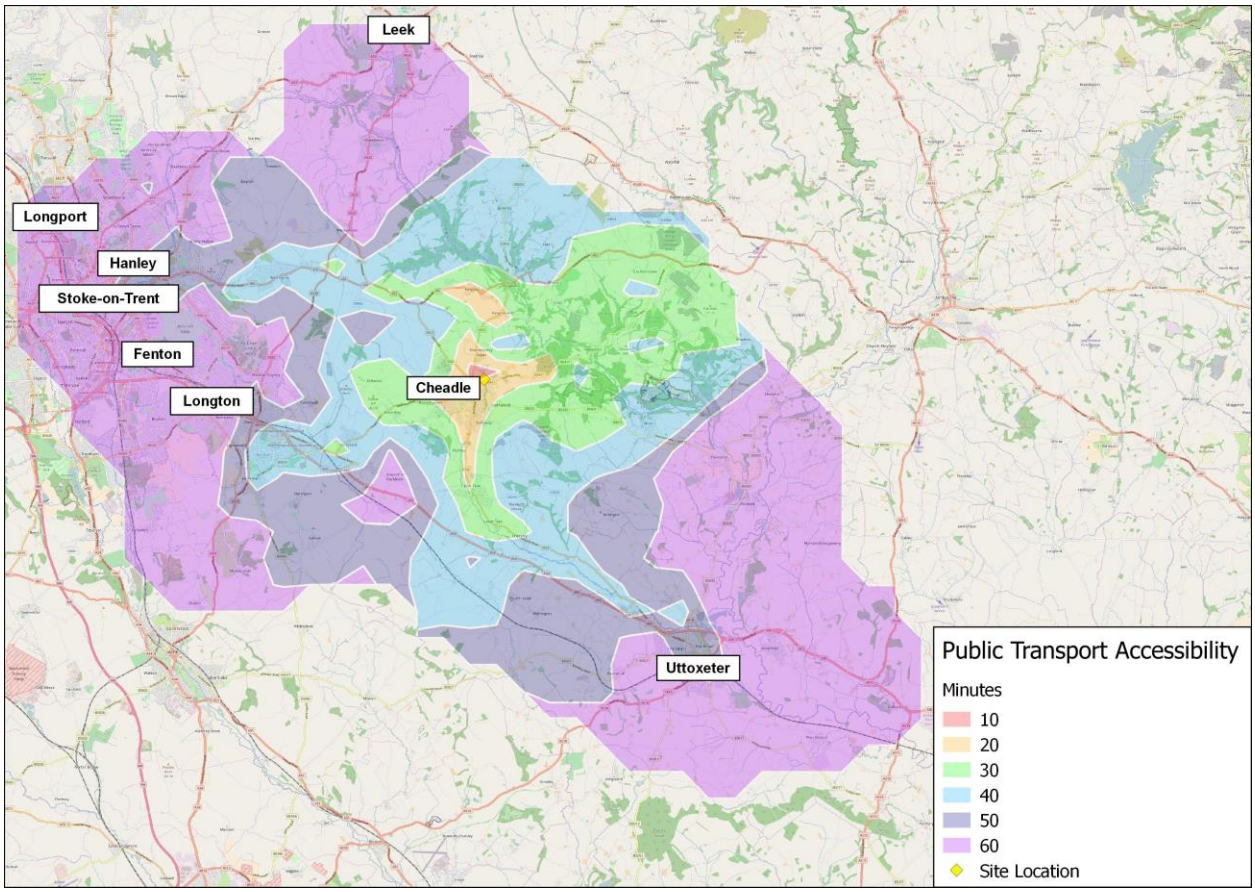
Service No.	Route	Bus Stop Location	Core Frequency of Services
30	Leek - Froghall - Cheadle	Leek Road	Mon – Fri: 120mins
			Sat: 120mins
			Sun DNR
32	Hanley - Cheadle - Tean - Uttoxeter	Leek Road	Mon – Fri: 30mins
			Sat: 30mins
			Sun: 60mins
123	Cheadle Town Services	Oakamoor Lane and Leek Road	Mon – Fri: 60mins
			Sat: 60mins
			Sun - DNR

3.24 The above table demonstrates that prospective residents of the site will have access to bus services stopping close to the site which provide access to key destinations at a reasonable frequency.

3.25 Pedestrian links across the site would be wide and well-lit. Overall the pedestrian environment would be good which would encourage pedestrians to walk to nearby bus stops.

3.26 The level of accessibility by public transport has been analysed using GIS TRACC software to assess the accessibility of the site and is shown on **Figure 3.9** below. The figure illustrates the distance that can be travelled within 60 minutes by public transport to and from the site, which includes the time taken to walk to the bus stops.

Figure 3.9 – 60 Minute Public Transport Isochrone



Source: Basemap Visography

3.27 The above demonstrates that the site is within a close proximity to a number of bus links, serving both the local area and other destinations further afield. The figure shows that key areas of Cheadle, Uttoxeter and Stoke-on-Trent, amongst others, are in an acceptable 60 minute commute time.

Accessibility Summary

3.28 In light of the above it is concluded that the site lies within reasonable walking and cycling distance from a range of facilities. In addition there is good public transport links meaning areas such as Uttoxeter and Stoke-on-trent are reachable where there is a wider range of service, amenities and employment opportunities.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This travel plan forms a framework for future development once the development is occupied.

4.2 The travel plan will be managed by a travel plan coordinator (TPC).

4.3 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.

4.4 The TPC will exchange contact details with Staffordshire County Council (SCC) 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

4.5 Appropriate funding will be allocated by the developers at the start of the travel plan process to cover the costs involved in administering the travel plan over an agreed time period.

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 travel plan review to SCC

5.0 TRAVEL SURVEY

5.1 In order to understand how residents are travelling, along with changes to those journeys over time as a result of the travel plan, regular residents' 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.

5.2 To capture resident contact information, the TPC will set up a resident database upon first occupation, containing household contact details.

5.3 The TPC will issue a paper-based or electronic travel survey for resident completion within 3 months of the site reaching approximately 50% of its overall occupation. As such, surveys will commence when the 60th dwelling is occupied. Surveys will take place on an annual basis thereafter.

5.4 The surveys will be disseminated to all occupied households, to collect the following data:

- Household profile, including number of occupants and children;
- Work postcode;
- Mode of travel to work and other trip purposes;
- Measures that would encourage use of active travel modes or public transport;
- Barriers to use of active travel modes / public transport.

5.5 The responses received from the surveys will be entered into the resident database to enable modal shift to be tracked and allow future comparison of travel patterns for each household, as well as providing information on which measures are most likely to encourage modal shift.

5.6 All data collected from the travel will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will manage the database and be responsible for the release of information; all data held will be used solely for the purposes of the travel plan.

5.7 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible).

5.8 Information contained within the database and the travel patterns derived from the data will inform the annual review process. 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 three months of the monitoring period. However, in the interests of security, all personal details will be anonymised.

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 residents 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:

- Minimising the total travel distance of residents;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Addressing the needs of site users, by supporting walking, cycling and public transport; and
- Promoting healthy lifestyles and sustainable, vibrant communities.

Modal Share Targets

6.4 The proposed development is located in the Staffordshire Moorlands E02006214 Middle Super Output Area (MSOA). The table below indicates the current modal share in the Staffordshire Moorlands E02006214 based on 2011 census data, while setting out the initial targets for the development along with relevant indicators and monitoring methods that will be used to establish the progress towards these targets.

Table 6.1 - Modal Share for Residents of Staffordshire Moorlands

Mode	Staffordshire Moorlands
Single Occupancy (Car)	72%
Walk / Cycle	17%
Public Transport	3%
Car Share	7%

N.B. Percentages do not total 100% due to taxis and motorcycles not being included.

6.5 Targets for the proposed development can be seen in the below table.

Mode	Target		
	1 Year	3 Years	5 Years
Single Occupancy (Car)	70%	65%	60%
Walk / Cycle	18%	20%	21%
Public Transport	4%	6%	8%
Car Share	8%	9%	10%

6.6 The table above shows the one year, three year and five year targets for the site. By the end of the first year of the residential site being fully developed it is anticipated that 30% of residents will travel to work by non-single occupancy private car mode. As the green ethos spreads it is hoped this will increase further to 35% by year 3 and to 40% by year five.

6.7 It is possible that the standard and design of residential property will enable residents to work from home through the provision of internet connections. Following the baseline surveys, the above targets will be adjusted to take account of home working.

Indicators

6.8 The TPC will be responsible for implementing measures at the development, 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.

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

- Issue of a travel plan information pack to all residents within one month of site occupation;
- Uptake of the various measures, including public transport ticketing, uptake of car sharing etc.

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

7.0 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 tenants, 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. As such, the below measures may be subject to change following future travel surveys.

Travel Awareness

7.2 Good accurate information on the choice of travel modes from the site and the initiatives being promoted will be a critical element of a successful travel plan.

7.3 At the outset of the development, the promotional sales material for the site will include the fact that the site has a travel plan and list the associated benefits. As properties are sold, all households will be made aware of the travel plan and the key measures to be implemented through their welcome packs. The TPC will promote the sustainable travel opportunities to access the site through the distribution of travel information packs.

7.4 The travel welcome packs, may include the following:

- 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;
- Maps indicating recommended walk and cycle routes to the local facilities;
- Details of local bike repair shop/retailer and available discounts/promotions;
- A map showing local cycle routes;
- Information regarding cycle proficiency courses in the area;
- Bus timetables of local services from nearby bus stops;
- Current bus fare information – daily, weekly tickets etc;
- Details of routes and destinations served by trains which stop at Uttoxeter Railway Station; and
- Details of any local car club scheme.

7.5 The TPC will regularly review the information provided within the travel information pack to ensure that residents are kept up to date with any changes, such as new bus timetables, withdrawn or new services, or new contact details, and will regularly update such information.

7.6 The TPC will also regularly review any off-site information, such as route signing for pedestrians and cyclists, or timetable information at bus stops, to check it is up to date. Where deficiencies have occurred, the TPC will liaise with SCC to address them.

Walking

7.7 The TPC will encourage walking as a mode of travel from the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material;
- Promote the www.walkit.com website for journey planning on foot;
- Provide a map showing walking routes as part of the welcome pack, indicating distances and times to key local facilities near to the site such as key employment areas and nearby leisure facilities;
- Audit the local footway and footpath network and report any defects and / or maintenance issues to SCC; and
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the walk to work journey.
- Walk to work week – Is an annual event run by living streets an aim is to encourage workers to walk to work and experience the benefits it brings. More information on this can be found at: https://www.livingstreets.org.uk

Cycling

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

- Raise awareness of the health benefits of cycling through promotional material in the welcome pack;
- Provide information on cycle proficiency courses and adult cycle training from the SCC website: https://education.staffordshire.gov.uk/Staff-Room/Sustainable-Travel-Plan/Whats-in-it-for-you/Cycling/Cycle-to-Work-Scheme/Cyclist-Training/Cyclist-Training.aspx
- Promote the availability of cycling information, including route maps and useful tips and guidance on the SCC and Sustrans websites;

- Liaise regularly with the cycling officer at SCC to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site; and
- Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the cycle to work journey.

Public Transport Information

7.9 The TPC will actively promote public transport with the following specific measures to be implemented:

- Residents will be provided with public transport route and timetable information in the travel information packs, which will be updated by leaflet drop as necessary;
- Details of local taxi firms will be provided within the travel information pack; and
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including Traveline (Tel: 0871 200 2233)www.traveline.info or https://www.staffordshire.gov.uk/transport/publictransport/buses/Plan-your-journey.

Car Sharing Scheme

7.10 The TPC will promote the use of a car sharing scheme which will be highlighted in the Travel Pack & given to all residents when moving on to site. The promotion of this type of scheme is fundamental to the site because it allows two or more individuals to mutually share journeys to places of education, work or leisure in one car as a complete journey or as part of a journey involving sustainable modes of transport. The benefits of car sharing include:

- Cost savings on fuel and car parking charges;
- Reducing the number of cars on the highway network
- Reducing congestion and lowering journey times;
- Reduced stress;
- A reduction greenhouse emissions; and
- Increased travel choices which could include walking, cycling and public transport.

7.11 The TPC will promote the use of the liftshare scheme (www. https://liftshare.com/uk/journeys/from/staffordshire-uk) which will enable residents to find common journeys to work or leisure within the Staffordshire area.

Publicity and Marketing

7.12 The developers will set up a web page for the development whether as a stand-alone site or as a page within their own website. This will form a central source of information on all travel-related matters for the site, new initiatives, reports and surveys carried out during the lifetime of the plan and directions to the development by all modes of travel.

7.13 Information to go on the website for the development, in relation to travel, will be provided by the TPC.

Marketing Summary

7.14 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.

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

- Welcome packs will be developed, containing a range of sustainable travel information, and distributed to all residents upon occupation;
- Information regarding measures and events will also be placed on the residents' website, if available;
- National transport events will be promoted to residents, to encourage participation. For example, bike to work week, walk to school week etc.;
- The TPC will liaise with TPCs from other adjacent developments and sites will occur to assist the travel plan process across the area.

8.0 MONITORING AND REVIEW

8.1 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

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

- It demonstrates to SCC 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 travel planning sites, as well as inform the local authority and public transport operators of local travel patterns.

8.3 A baseline survey will be undertaken within three months of the site reaching 50% occupation, and therefore on an annual basis, for a period of five years in total. The contents of the travel plan will be confirmed or modified as a result of the findings. The travel plan will be updated and submitted to SCC within three months of the survey closing.

Future Surveys

8.4 Future surveys are required on an annual basis, as the same time of the year as the baseline survey was undertaken. Surveys will be undertaken for the first five years of site operation. The TPC will be responsible for the surveys.

8.5 As noted above, a number of indicators will also be used to identify progress, including:

- Issue of a travel plan information pack to all residents within one month of site occupation;
- Uptake of the various measures, interest in car sharing etc.

8.6 Travel surveys could be electronic or paper-based; the content will be designed by the TPC.

Reviewing

8.7 The TPC will undertake an annual review of the travel plan following monitoring. 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;
- Any modal shift which has taken place;
- Usage of the implemented measures; and
- Comments received from residents.

8.8 Changes to existing travel patterns, as derived from travel survey data, will inform the annual review process. The TPC will also use spot check data regarding usage of facilities to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives.

8.9 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 within 3 months of the survey taking place.

9.0 ACTION PLAN

9.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility	Funding
Initial Setup			
Provide all highway and transport measures	As per agreements with SCC	Developers/SCC	Developers
Appointment of TPC	At least 1 month prior to site occupation	Developers	Developers
Exchange contact details with SCC	1 month prior to 1st occupation	TPC	Staff time
Set up travel plan working file / resident database	1 month prior to 1st occupation	TPC	Staff time
Obtain public transport timetables	2 weeks prior to 1st occupation	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to occupation	TPC	Staff time + materials
Negotiate discounts on cycles and equipment with local cycle shops	2 weeks prior to occupation	TPC	Staff time
Negotiate with local taxi firm for discounts	2 weeks prior to occupation	TPC	Staff time
Following Occupation			
Issue travel packs to residents	Upon occupation	TPC	Staff time + materials
Set up and promote car share scheme to residents	Within 3 months of occupation	TPC	Staff time
Within 3 Months of 50% Occupation			
Prepare resident baseline travel survey and agree with LA	1 month prior to occupation of 74th dwelling	TPC / SCC	Staff time
Disseminate travel surveys to all occupied households	Within 3 months of occupation of 74th dwelling	TPC	Staff time + printing
Collect travel plan surveys	Within 3 weeks of issue	TPC	Staff time
Review travel plan objectives, set mode share targets & measures on the basis of survey data	Within 3 months of the survey being undertaken	TPC	Staff time
Produce full travel plan document and submit to local authority	Within 3 months of the survey being undertaken	TPC	Staff time
Annual Monitoring & Review			
Undertake site audit and report any highway issues to LHA	Annually	TPC / LHA	Staff time
Conduct repeat travel survey one year after occupation, and annually thereafter for total of 5 years.	One year after 50% occupation, then annually for total of 5 years	TPC	Staff time + printing
Analyse responses, produce progress report	Within 1 month of receipt of responses	TPC	Staff time
Report updates to all residents	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring	Annually	TPC	Staff time

10.0 SUMMARY

10.1 This travel plan reviews the existing transport facilities at the 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 should be fulfilled. These include:

- Minimising the total travel distance of residents through the reduction of journey lengths and frequency – particularly single occupancy car trips;
- Reducing reliance upon the private car and improving awareness and usage of alternative modes of transport;
- Promoting walking, cycling, public transport and car sharing; and
- Promoting healthy lifestyles and sustainable, vibrant communities.