



St Modwen Homes Ltd.

Blythe Vale, Blythe Bridge

Travel Plan

December 2018

Project Code: 3921

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Contents

Section	Page
I Introduction	6
1.1 Background	6
1.2 Travel Plan Purpose	6
1.3 Structure of Report	6
2 Policy and Guidance	8
2.1 Revised National Planning Policy Framework (2018)	8
2.2 Planning Practice Guidance 2014 (PPG 2014)	9
3 Baseline Transport Conditions	11
3.1 Site Location	11
3.2 Sustainable Travel Opportunities	11
3.3 Accessibility	12
3.4 Summary	15
4 Proposed Development	17
4.1 Development Mix	17
4.2 Access	17
4.3 Parking Provision	17
5 Travel Plan Initiatives	19
5.1 Travel Plan Measures	19
5.2 Measures to Promote and Encourage Walking and Cycling	19
5.3 Measures to Promote and Encourage Public Transport Use	20
5.4 Measures to Promote and Encourage Car Sharing	20
5.5 Measures to Reduce the Need to Travel	20
5.6 Marketing and Promotion of the Travel Plan Measures	21
5.7 Smartphone Apps	21
6 Targets and Monitoring	23
6.1 Introduction	23
6.2 Trip Generation and Targets	23
6.3 Monitoring	23
7 Action Plan	24

Appendices

Appendix A	Example Travel Survey	26
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I Introduction

I.1 Background

- 1.1.1 Phil Jones Associates (PJA) has been commissioned by St. Modwen Homes Ltd. to prepare a Travel Plan to accompany a full planning application pertaining to redevelopment proposals for the first phase of 'Land south east of the A521 Uttoxeter Road, north of the A50, Blythe Bridge (Blythe Vale), hereafter referred to as 'the Site'.
- 1.1.2 Full planning permission was granted on 10th May 2018 for 118no. dwellings and associated infrastructure on the Site (Application Ref: SMD/2017/0512). In lieu of this planning permission, the Site is now subject to a revised planning application which proposes the development of 146 dwellings with access from the A521; proposing a net increase of 28 dwellings on permission Ref. SMD/2017/0512
- 1.1.3 A separate Transport Assessment has been prepared by PJA and this report should be read in conjunction with the document, dated November 2018.

I.2 Travel Plan Purpose

- 1.2.1 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

- 1.3.1 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 Revised National Planning Policy Framework (2018)

2.1.1 The Revised National Planning Policy Framework (NPPF) was published in July 2018 and sets out the Government's planning policies for England and how these are expected to be applied to achieve sustainable development.

2.1.2 Policies aimed at promoting sustainable transport are covered within Section 9, Paragraphs 102 to 111 of the NPPF, with Paragraph 102 stating that:

"Transport issues should be considered from the earliest stages of plan-making and development proposals, so that:

- a the potential impacts of development on transport networks can be addressed;*
- b opportunities from existing or proposed transport infrastructure, and changing transport technology and usage, are realised – for example in relation to the scale, location or density of development that can be accommodated;*
- c opportunities to promote walking, cycling and public transport use are identified and pursued;*
- d the environmental impacts of traffic and transport infrastructure can be identified, assessed and taken into account – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains; and*
- e patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places."*

2.1.3 Paragraph 103 states:

"The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making."

2.1.4 Paragraph 109 states:

"Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe."



2.1.5 Paragraph 111 states:

“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”

2.1.6 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 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	Route	Peak Hour Frequency	Days of Operation
6A	First Potteries	Hanley – Longton – Meir Park – Blythe Bridge	3 per hour	Mon-Sun

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

IHT Standard	Distance (m)		Walk Time (mins)	
	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

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

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



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

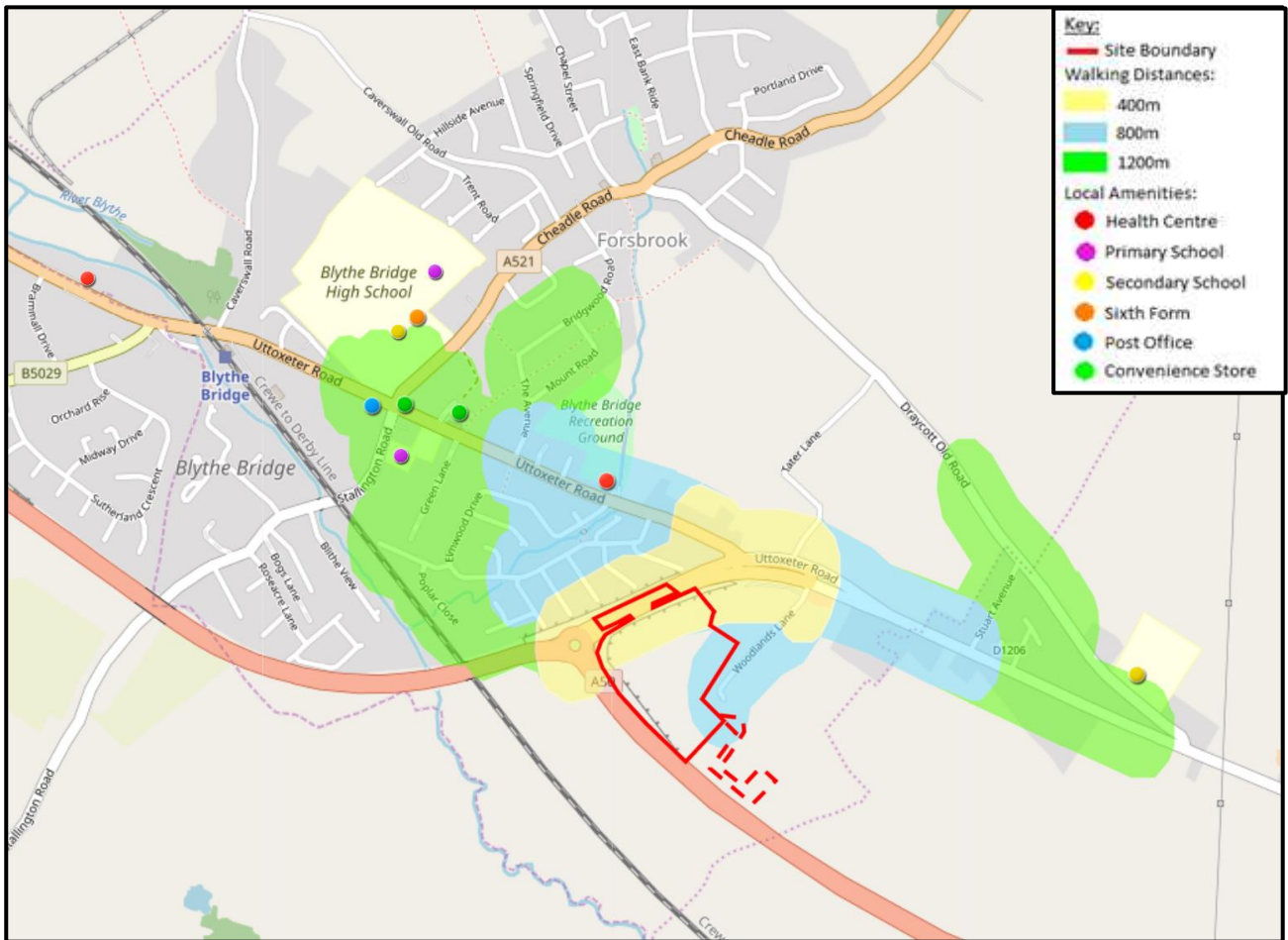
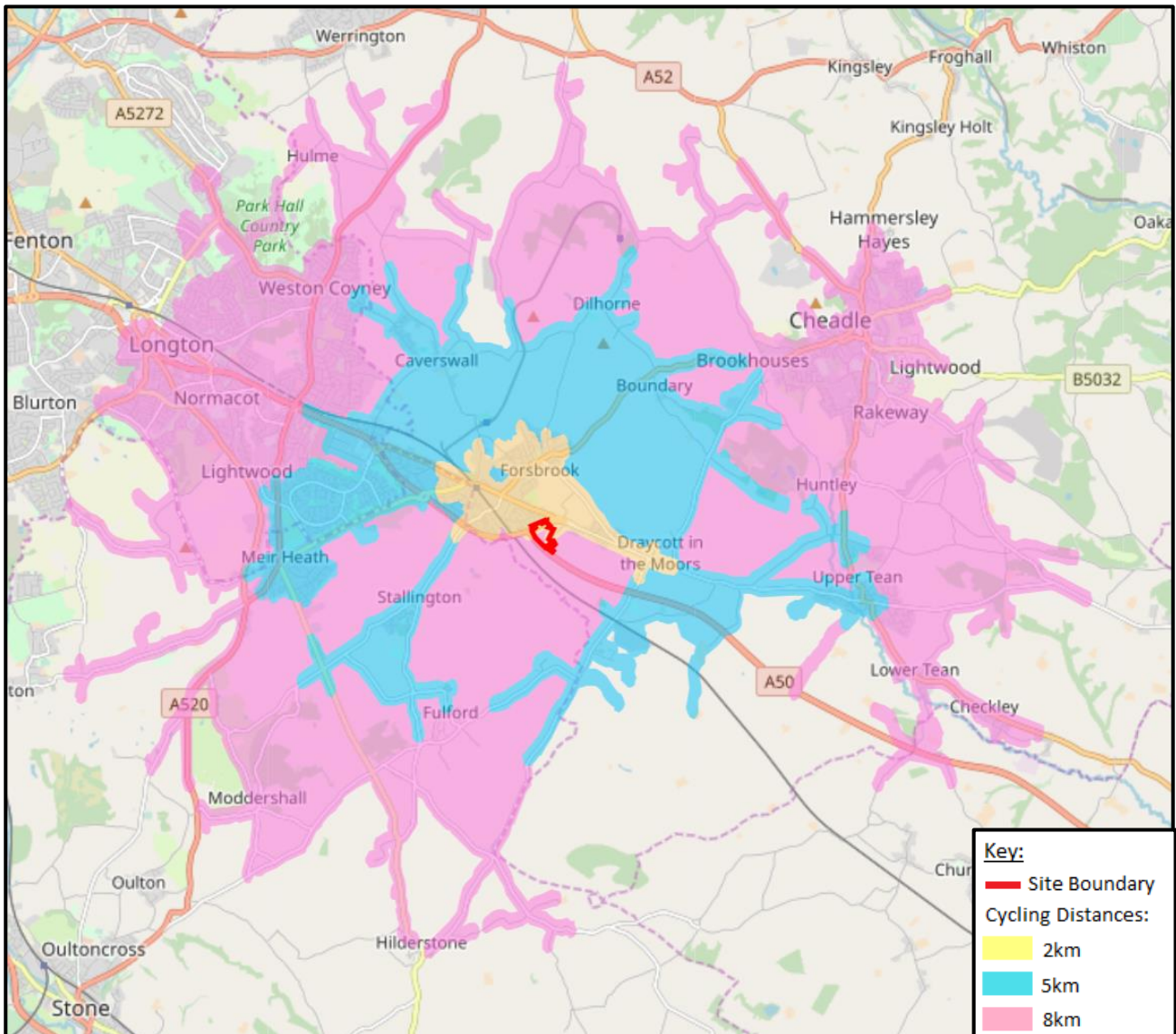




Figure 3-3: Cycling Isochrones



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 Longton; 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 planning application for the construction of up to 146 dwellings, representing Phase 1 of the development. The Site has an existing consent for the development of 118 dwellings, therefore, this application represents a net increase of 28 dwellings. The development mix comprises:

Privately Owned:

- 4 x two-bedroom houses;
- 12 x three-bedroom houses; and
- 78 x four-bedroom houses.

Affordable:

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

4.2 Access

4.2.1 In accordance with the existing consent, 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 Temprow V7 growth factors for the E02006215: Staffordshire Moorlands 012 MSOA area. The resultant parking demand is outlined in Table 4-1.

Table 4-1: DCLG Parking Demand

Tenure	Habitable Rooms	Bedrooms	DCLG Calculated Parking Standards for Staffordshire Moorlands Area		Total Dwellings		Total Required Spaces
			1 Allocated Space (Inc. Visitors)	2 Allocated Spaces (Inc. Visitors)	1 Allocated Space	2 Allocated Spaces	
Private House	4	2	1.32	2.26	0	4	9
	5	3	1.70	2.31	0	12	28
	6	4	1.86	2.36	0	78	184
Affordable ² Flat	3	1	1.20	2.20	12	0	14
	4	2	1.34	2.20	6	0	8
Affordable ² House	4	2	1.32	2.20	22	0	29
	5	3	1.59	2.24	0	23	27
Grand Total							299

4.3.3 The development will provide 270 surface car parking spaces (252 allocated and 18 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 81 properties on Site will have at least one garage space, measuring 3.5x6m. 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.

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 www.walk4life.info. Set new local walks, join in walk events, take up challenges and add photos of interesting things.



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 6-1 summarises the results.

Table 6-1: Multi-modal Trip Generation

Mode of Travel	Percentage Mode Split	Two-Way Trip Generation	
		AM Peak (08:00-09:00)	PM Peak (17:00-18:00)
Train	1%	1	1
Bus	2%	2	2
Car (Driver)	86%	72	73
Car (Passenger)	6%	5	5
Bicycle	1%	1	1
Walk	4%	3	3
Total	100%	83	85

- 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 plan 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 (under 18 years) live in your household?

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):				

7) What are the reasons for not using the mode(s) of transport stated in Question 6?

.....

.....

.....

Part 3 - Travel for Work

8) How do you usually travel for work? (Please tick one only)

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

9) How far do you usually travel to work? (please tick one only)

Less than 1 mile				
Less than 3 miles				
Less than 5 miles				
Less than 10 miles				
Less than 20 miles				
Less than 30 miles				
30 miles or more				

Part 4 - School Journeys

(Please complete if there are children in your household who attend school. If not, please go to Question 11).

10) How do your child/children usually travel to school? (Please tick one only)

Car				
Bus				

Walk				
Cycle				
Train				
Taxi				
Other				
(if other, please state):				

11) Which school(s) does your child / children attend(s)

Child 1	
Child 2	
Child 3	
Child 4	

Part 5 - Travel Experiences

12) Have you, or anyone else in your household, used the **Number** **ENTER RELEVANT LOCAL BUS SERVICE** bus service (or any other bus service in Wingerworth) since you moved into your new home?

13) If yes, what did you think of it? (please state the service numbers)

.....

14) Would you be interested in receiving any of the following travel information? (please leave details on the final page of this survey)

Local Bus timetable Information	
Derbyshire Cycle Map	
Leaflet on Car Sharing	
Leaflet on Eco-Driving	

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