DRAFT

Residential Travel Plan

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CONTENTS

		Page No.
	Executive Summary	1
1.0	Introduction	2
2.0	Role of the Travel Plan	4
3.0	Guidance	6
4.0	The Proposed Development	7
5.0	The Transport Assessment	8
6.0	Aims of the Travel Plan	10
7.0	Existing Site access	15
8.0	Management Structure	18
9.0	Transport Strategy	20
10.0	Proposed Travel Plan Measures	25
11.0	Communication and Marketing	30
12.0	Incentives	36
13.0	Monitoring	40

D R A F T

EXECUTIVE SUMMARY

The Travel Plan will provide a package of measures to efficiently and sustainably manage the transport impact of the proposed development. The Plan will promote an impartial approach to all types of transport user.

For the Travel Plan to be effective it must be acknowledged as a working document as part of a process, rather than a one-off document. In order to assess the progress being made, targets will be agreed and subject to a period of monitoring and review. Travel Plans which do not follow this process are unlikely to be effective in achieving reductions in car use, whilst encouraging and improving accessibility by all viable forms of transport.

The Travel Plan will act as a tool for delivering the Local Transport Strategy to improve accessibility to and from a site by sustainable modes of travel subsequently, improving the attractiveness of the development site, benefiting both the developer and the wider community.

The Travel Plan also will focus primarily on encouraging the residents and visitors to the development to travel by alternative modes of transport than the private car, through the measures and incentives identified within this document, but where car travel is required to engage in the schemes such as car sharing.

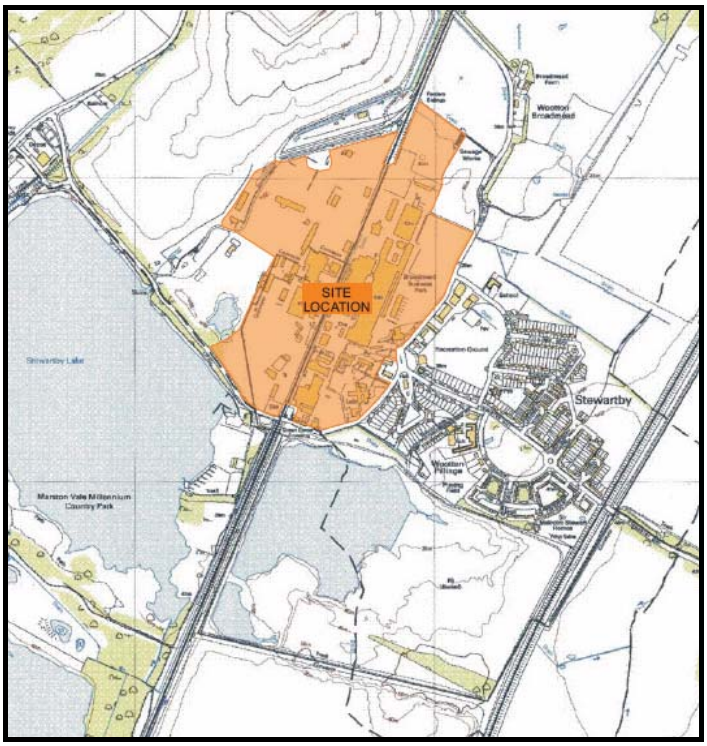
D R A F T

1.0 INTRODUCTION

1.1 Proposals to develop land at Stewartby by Hanson Building Products Ltd (the "applicant"), are to be supported through the provision of both a Commercial and Residential Travel Plan. This document has been produced to provide a framework against which the provisions of the Residential Travel Plan can be agreed with officers from the local highway authority (Bedfordshire County Council) for the Residential element of the Hanson brickworks development.

1.2 This framework will provide the basic content and structure, but not be limited to when writing up the Final Residential Travel Plan (RTP).

Figure 1.1: Location map of site (*larger scale plan attached to back of document*)



1.3 The proposed residential development will be located on the former Hanson Brickworks site (the "site") located to the west of the village of Stewartby, Bedfordshire (**fig. 1.1** Refers). The main access points into/out of the site will be located as follows:

- A roundabout to be provided along Green Lane (west of the railway line). This shall also provide a vehicular access for the new consented Hanson HQ;
- The re-design of the existing Green Lane/Stewartby Way roundabout within the village centre;
- An emergency access into the site from Green Lane (west of railway line); and

- Creation of two new access points along Broadmead Road; one vehicular and one pedestrian access

1.4 The application proposes a residential development of approximately 1,200 dwellings (450 and 750 dwellings to the west and east of the railway line respectively); including a proportion of the low energy Hanson House, with 15.3 hectares of land allocated for B1, B2 and B8 employment uses.

1.5 In addition, the application includes potential for recreational and open spaces; and education; with additional retail and service space to complement and extend the centre of Stewartby. New community facilities including a Heritage Centre/museum in the old Bedford District Offices at the centre of Stewartby; and improvements of the rail halt at Stewartby on the Marston Vale line will also be provided to create an attractive sustainable community living space.

2.0 THE ROLE OF THE TRAVEL PLAN

2.1 As detailed above, proposals to develop land at the Hanson Brickworks Site in Stewartby are to be supported through the provision of a Residential Travel Plan.

2.2 With the increasing amount of congestion and rising levels of carbon emissions associated with private car travel, the government is seeking to raise awareness of the impact personal travel decisions can have on the local environment, by promoting the widespread use of Travel Plans.

2.3 National Government Guidance (PPG13) considers that a Travel Plan should be submitted alongside all planning applications that are anticipated to generate transport implications. Bedfordshire County Council (BCC) supports the implementation of Travel Plans to promote the use of Green Travel Modes: cycling, walking, public transport and car sharing amongst others, as well as encouraging ways to minimise travel by private car with measures such as integrated land use planning and provision of local services.

2.4 The Travel Plan has been prepared to complement the Transport Assessment, submitted as part of the planning application for development on the brickworks site.

2.5 A number of transportation related parameters have been established through the Transport Assessment (TA), and the trip generation rates detailed in the TA report have been adopted as a base line against which the effectiveness of the Travel Plan can be monitored.

2.6 It is considered at the National level that integration is needed between land use planning and transport to support the sustainable development of both the economy and the environment. Three national objectives have been identified (PPG13), driven by an underlying aim to integrate planning and transport. These are to:

1. Promote: more sustainable transport choices for both people and for moving freight;
2. Promote accessibility to jobs, shopping, leisure and services by public transport, walking and cycling; and
3. Reduce the need to travel, especially by car.

2.7 Travel Plans have proven to be one of the most effective tools for achieving a shift in travel behaviour towards more sustainable travel, providing a mechanism of change and a strategy for delivering choice.

2.8 The Travel Plan is therefore, an important element of the proposed travel demand strategy towards reducing dependency on the private motor car for the site. The key focus of the Travel Plan is to provide a series of measures to be adopted; aimed at reducing the number and length of car borne trips generated by residents of the site through promotion of smarter choices of travel via alternative sustainable transport modes.

2.9 This Travel Plan would provide a point of communication between Bedfordshire County Council (BCC) and the residents of the Stewartby site, to demonstrate the benefits to themselves and their local environment from participation in adopting alternative travel options that are available.

2.10 Bedfordshire County Council reflects the aims and objectives of the national guidelines within their own Local Transport Plan for the period 2006 to 2011.

2.11 The role of this Draft Travel Plan framework is to outline the proposed measures which will form a basis from which the Final Travel Plan will be created. These measures are proposed to be implemented, to raise awareness of the travel choices available to the site. In addition, they demonstrate how participation in sustainable travel will contribute towards reducing the impact of travel upon the environment, whilst deriving other personal benefits (travel cost savings, improved health and amenity) for the site users.

2.12 The Department for Transport publication “Making Residential Travel Plans Work: Good Practice Guidelines for new Development” (September 2005 and June 2007) provides general advice regarding the preparation of travel plans for residential developments.

2.13 This document has been derived from guidance produced by the Department for Transport (DfT) and Office of the Deputy Prime Minister (ODPM) and draws upon the issues which are unique to residential travel plans. The DfT also states that residential travel plans are likely to achieve the greatest impacts in relation to larger residential developments (i.e. over 100 dwellings).

3.0 GUIDANCE

3.1 The provision of travel plans as part of planning applications for major commercial and educational development proposals is detailed within paragraph 89 of Planning Policy Guidance Note 13 - Transport. More recent government advice (Guidelines to Transport Assessments – March 2007) seeks to extend this approach and secure travel plans for residential developments.

3.2 The Department for Transport publication "Making Residential Travel Plans Work: Good practice guidelines for new development" (September 2005) provides general advice regarding the preparation of travel plans for residential developments.

3.3 Additional guidance has recently been prepared by Bedfordshire County Council. "Travel Plans and New Development: Guidance on preparing travel plans" is currently in the form of a consultation draft, however it is understood to represent the Council's current approach towards the provision and content of development led travel plans.

3.4 The requirement for a Travel Plan as part of the proposals for the brickworks site has been discussed with Ms. Ann Rowland and Ms. Melanie Macleod of Bedfordshire County Council at a meeting in July 2007 and through continual consultation. The scope of the Travel Plan, and the provisions for monitoring the effectiveness of the measures implemented as part of the plan were further discussed and agreed with the Council's Travel Plan Policy and Implementation Officer, Ms. Ann Rowland.

4.0 THE PROPOSED DEVELOPMENT

4.1 The key proposals for the development of the Hanson Brickworks Site include:

- B1 office development for 1,650 employees (790 and 860 to the west and east of the railway line respectively), in addition to the national headquarters of Hanson Building Products for which planning permission has been granted (circa 350 employees);
- Residential development of around 1,200 dwellings, including a proportion of the low energy Hanson House (450 and 750 to the west and east of the railway line respectively);
- Retention of selected buildings suitable for conversion with demolition of brickworks buildings such as sheds, chimneys and kilns inappropriate for conversion or reuse;
- Biomass Boiler ad district heating;
- Retention of selected vegetation, reinforcement and enhancement of landscape with structure / buffer planting and creation of green corridor;
- Combined heat and power facility;
- Recreation and open space to serve the additional employment and housing;
- Education and health facilities to serve the development;
- Additional retail and service space to complement and extend the centre of Stewartby;
- New community facilities including a Heritage Centre/museum in the old Bedford District Offices at the centre of Stewartby; and
- Improvements of the rail halt at Stewartby on the Marston Vale line.

5.0 THE TRANSPORT ASSESSMENT

5.1 Car based trip generation rates for the proposed residential development, employment use, school and local centre were established as part of the Transport Assessment. The residential trip generation rates were based upon surveys of the trip generating characteristics of existing residential developments located close to the application site in the ward of Wootton, and an analysis of surveys contained in the TRICS database.

5.2 At the time the census was carried out, the residential population of the ward of Wootton was 5,442 of which, 71.84% were between the ages of 16 and 74 years. The average household size within the ward consisted of 2.52 persons and 1.81 adults.

5.3 The most popular transport mode for people travelling to work from this ward is by car (70.76%), with more sustainable forms of transport such as walking, cycling, train and bus having significantly less occupancy (3.86%, 2.61%, 3.25% and 2.18% respectively).

5.4 Based upon this census data, approximately 7.4% of the ward's population currently in employment travel less than 2km to work, 15.1% between 2km to 5km, 30.8% between 5km to 10km and 15.5% from 10km to 20km. The remaining 16.6% travel more than 20km to work and a small proportion of people works either from home (9.8%) or as freelance (4.8%).

5.5 The census data provided information sufficient to calculate the average number of adults per household, the average daily trips per adult and subsequent weekday trip rates, which then provided sufficient data to calculate an approximate total of adult trips for the ward and the distributional split over the AM and PM peak periods (**Table 5.1** refers).

Table 5.1: Average and total trip rates for Wootton

Number of:	**Average / Household**
Adults	1.81
Daily trips	5.18
Daily trips Monday – Friday	10.9
Number of:	**Total**
adult trips / weekday	13,080
AM peak hour trips (10% of weekday total)	**1,308**
PM Peak hour trips (8% of weekday total)	**1,046**

Aggregated Adult Person Trips (AM Peak)

5.6 The census data permitted analysis of person trips by purpose and associated modal choice. Based upon this information contained within the Transport Assessment, the aggregated adult person trips for the AM peak period concludes that work and education generate the highest number of person trips with the private car being the most popular mode adopted (**Table 5.2** refers). However, this was not the case for educational trips whereby walking generate the highest proportion of trips.

Table 5.2: Proposed development projected Trip purposes by modal choice

Trips by Mode (AM Peak)	Trips Purposes (1,308 adult trips)				Total trips by mode
	Work*	Education	Shopping	Other (various)	
Walk	18	236	13	53	320
Cycle	12	5	1	11	29
Car Driver	333	114	22	88	**557**
Passenger	30	123	11	52	216
Rail	10	10	0	2	22
Local bus	15	54	4	11	84
Others	7**	20	1	5	33
Total trips by purpose	425	**562**	52	222	1261

** includes 46 working from home ** includes 1 by taxi and 5 by motorcycle*

Indicates trip rates of significance (para 5.7 refers)

5.7 The proposed development would generate 557 car driver movements in the morning peak hour for residential trips. This equates to a vehicle peak hour trip rate of 0.43 (557/1308) which is significantly lower than the trip rate of 0.61 which SMA has applied to assess the capacity of the local road network discussed within the TA.

5.8 These results will form the baseline characteristics from which further consultations with BCC will seek to set targets for the site to complement and enforce the aims and objectives of the Travel Plan towards creating a modal shift away from single occupancy private car journeys.

6.0 AIMS OF THE TRAVEL PLAN

6.1 The overall aim of the Travel Plan is to:

- Minimise car traffic which will reduce congestion and make the development more environmentally sustainable;
- Maximise accessibility to the development which will improve liveability; and
- Minimise development operating costs, which will improve profitability (e.g. car sharing, walking, cycling, public transport)

6.2 Whilst extensive 'hard' transport solutions (e.g. pathways, bus routes, bicycle parking facilities) are included in the development to maximise the use of non-car modes, 'soft' transport solutions such as Travel Plans also need to be implemented to provide information, tools and processes by which people are encouraged to travel in more environmentally sustainable ways (e.g. car sharing, walking, cycling, public transport).

Policy Context

6.3 As identified within PPG13, a main focus for Government policy is to raise awareness of the impacts of travel decisions. With this in mind, the promotion of Travel Plans is of high importance amongst businesses, schools, hospitals and more recently large residential developments. As a result, Local Authorities are expected to consider local targets for the adoption of travel plans by local businesses and other organisations.

6.4 Whilst there is no standard content for Travel Plans, their relevance to planning lies in the delivery of sustainable transport objectives, including:

- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
- Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
- More environmentally friendly delivery and freight movements, including home delivery services

6.5 The Travel Plan's objectives and targets have been identified in-line with the Schedule of Measures for Sustainable Transport: Bedfordshire County Council Guidance.

6.6 This Travel Plan document therefore sets out objectives and "in principle", targets which can be developed further by the final occupier of the site to suit their operational characteristics.

6.7 A further requirement of residential developments (as identified within PPG13) is that they are located where public transport is highly accessible; with other land uses within close proximity to encourage a shift from car use to more sustainable forms of transport. As identified within the Local Transport Plan (2006-2011), land use planning that is successful in delivering balanced communities can assist in reducing the need to travel.

6.8 Site specific initiatives incorporated into the Residential Travel Plan aim to improve the quality of choice of travel modes available, in order to achieve the Travel Plan's objectives and local targets. The plan comprises techniques that could influence residents travel behaviour towards non-car modes recognising the need to compliment hard measures of infrastructure development with soft measures of marketing and training in order to achieve a change in behaviour.

6.9 The importance of Travel Plans is also emphasised within the Department for Transport Guidance on Transport Assessments, which encourages smarter choices of travel modes in order to support the Travel Plan's sustainable transport objectives.

Objectives

6.10 This Travel Plan could produce more environmentally sustainable trips by:

- Reducing the need to travel by private car;
- Increasing car occupancy; and
- Increasing the use of non-car modes by improving accessibility and travel choice for reaching local facilities

6.11 The primary target is to ensure the peak hour vehicle flows do not exceed the limits specified below (or alternative limits, subject to the approval of Council's Travel Plan Coordinator).

Objective 1: To encourage and promote the use of more sustainable modes of transport for residents of the development site;
Objective 2: To set out measures that will enable the users of the site to secure a long term reduction in traffic generation arising from the site through a Travel Plan;
Objective 3: To engage in any wider area Travel Plan initiatives that would be available to the remainder of Stewartby and the Marston Vale; and
Objective 4: To ensure that all residents are aware of the Travel Plan.

Targets

6.12 The provision of residential Travel Plans is a relatively new measure for managing the demand for travel, and studies of the effectiveness of plans are limited. However, experience elsewhere and by others has indicated that a Travel Plan can reduce, with appropriate measures, the overall use of the private car by approximately 20%. It is therefore, proposed that a target reduction of 20% be applied to the daily trip generation for the development.

6.13 The Travel Plan has the following 'in principle' targets:

Target 1: To identify a Travel Plan Co-ordinator and implement appropriate and applicable Travel Plan measures;

Target 2: To reduce the number of single-occupancy car journeys to the site by 25% over the five year period from opening; and

Target 3: To monitor the travel plan measures as required by BCC.

6.14 As the Travel Plan develops it will be appropriate to consider the adoption of further objectives and the setting of further targets. This will need to be done in liaison with BCC. Further targets identified within BCC's Local Transport Plan (LTP2) are highlighted within Table 6.1.

Table 6.1: BCC LTP2 Targets

Objective	Description	Target during LTP2	Contribution to other LTP objectives
Objective 2: Developing the Economy	Rail journeys from Marston Vale Bedfordshire	4% increase in trips	Congestion
	Rail journeys to Bedfordshire	No target	Congestion
Objective 3: Asset Management	Footway condition	Reduce from 14% needing maintenance to 6%	Congestion, Safer travel
	Completion of the cycle network	Strategic Network 95% complete	Congestion, Safer travel
Objective 4: Managing Congestion	Bus patronage on local buses	15% increase in passengers	Preparing for growth, Congestion
	Bus punctuality	88% of buses on time	Preparing for growth, Congestion
	Satisfaction with local bus services	Move from 38% satisfied to 55%	Preparing for growth, Congestion
	Mode share of journeys to school	A 3% increase in use of sustainable modes	Preparing for growth, Congestion
	Number of school travel plans completed	100% of schools to have a travel plan	
	Off-highway cycling trips	22% Increase in Trips (from a 2003/4 baseline)	Congestion, Safety
Objective 5: Accessibility	Proportion of new residential development within 30mins public transport time of range of services.	Target likely for LTP3	Preparing for growth

Indicator	Reason for NOT continuing to monitor this indicator
Walking	Our LTP1 target for a 10% increase in walking by 2006 was met in 2003/4. For this LTP the main focus for improving walking conditions and activity will be at schools and monitored in the mandatory LTP4 indicator.

Source: http://domino.bedfordshire.gov.uk/ltp/section_37.html

What are the benefits of a Travel Plan?

6.15 The benefits of a Travel Plan cover many areas, including:

- **Social Inclusion** – Improves travel choice and site accessibility, making the location more attractive to potential employees, visitors, etc, particularly in areas of low car ownership;
- **Environment** Strengthening environmental performance, particularly in relation to Eco-Audit and Management Schemes (EMAS) and ISO14001;
- **Air Pollution** – They help to reduce the amount of motorised traffic which subsequently helps to reduce greenhouse gas emissions. The UK is legally bound under the Kyoto Agreement to reduce greenhouse gas emissions to 12.5% below 1990 levels by 2008-2012 and has a domestic aim to reduce CO2 emissions to 20% below 1990 levels by 2010;
- **Health** – Helping residents/staff to be healthier, fitter and more productive by encouraging exercise;
- **Image** – Providing external marketing opportunities to illustrate extent of environmental responsibilities;
- **Efficiency** – Making work sites less congested and more accessible for deliveries and visitors and improving relations with neighbours; helping staff arrive on time and with less stress by improving travel arrangements; and
- **Future growth** – Local authorities are more likely to look favourably at proposals for site expansion if an effective Travel Plan is in place

6.16 **In summary, the following points should be noted:**

- Travel Plans are a package of measures to efficiently and sustainably manage the transport impact of a development/organisation. They promote an impartial approach to all types of transport user and can help address issues such as social exclusion;
- Effective Travel Plans should be seen as being a process, rather than a one-off document and require target setting, monitoring and review over a specified period. Travel Plans that do not follow this process are unlikely to be effective in achieving reductions in car use and encouraging and improving accessibility by all viable forms of transport;
- Travel Plans can improve accessibility to and from a site and can improve the attractiveness of a development site

7.0 EXISTING SITE ACCESSIBILITY

7.1 A review of the anticipated conditions which could be present at the site (on-completion) has been made. The results of the assessment are described in the following sections.

Public Transport

Bus

7.2 There are currently 4 services that will stop near the site within Stewartby. These are the 160, 165, 168 and VENUS services (see Table 7.1). The 160 and 165 both run between Bedford and Leighton Buzzard with the 160 service stopping at Stewartby, Marston, Brogborough and Woburn; whilst the 165 service has halts at Marston, Brogborough, Ridgmont and Woburn.

7.3 The number 168 service runs between Bedford and Lidlington stopping at Stewartby on 10 occasions daily (Monday to Saturday). The VENUS service operates a Sunday/Bank Holiday service between Bedford and Cranfield with 6 buses halting at Stewartby per day. The service details are summarised in **Table 7.1**.

Table 7.1 – Future bus services for the vicinity of the site

Bus No.	Route	Frequency	First Bus	Last Bus
160	Bedford – Leighton Buzzard	2 services (Monday-Saturday)	08:50	14:10
165	Bedford – Leighton Buzzard	2 services (Monday-Saturday)	07:15	15:30
168	Bedford – Lidlington	19 services daily (Monday-Saturday)	07:00	22:40
VENUS	Bedford – Cranfield	12 services daily (Sunday/Bank Holiday's)	07:30	21:41

AM Peak – 07:00 – 09:00 *PM Peak – 16:00 – 18:00*

Passenger Rail

7.4 The local Bedford/Bletchley railway line (operated by Silverlink Trains) runs through the Brickworks site with a halt at Stewartby Station located south of the site just off Green Lane. The Midland Mainline is located immediately east of Stewartby village running parallel to the local line in a north-south direction. The mainline provides direct access into London St. Pancras and also connects to the midlands and north-east of England.

7.5 In terms of weekday rail services, Stewartby station has three services from Bletchley to Bedford between the morning peak hours of 7am to 9am and two during the evening peak hours of 4pm to 6pm. In the reverse direction, there are two services running between the two peak hours. There is an hourly service on Saturdays between 06:16 and 21:43 but no service calls on Sundays.

7.6 The nearest station to Stewartby on this line is currently Bedford; however it has been proposed that a new railway halt shall be provided at the new Wixams development at Elstow.

Cycling

7.7 The potential for cycling is considered favourable despite the lack of cycle facilities within the village due to the flat nature of the area and the low level of traffic on local roads. Furthermore, Manual for Streets (MfS) suggests that areas with low traffic volumes and speeds do not necessarily need cycle lanes on the street (**para.6.4.1** refers). Based upon this guidance, on-road cycling is currently considered a safe and easy option for making local trips.

7.8 There are a number of dedicated cycle routes located near to the site such as the National Byway, a leisure cycle route located to the south of the site and the National Cycle Network Route 51 to the west of the A421, the latter of which provides a link between Bedford and Milton Keynes.

Walking

7.9 There is currently an adequate network of lit footways running through the village, with direct links to the local services and facilities. Whilst there are currently no dedicated pedestrian crossing facilities immediately adjacent to the site, there is a zebra crossing to the east of the site near the junction of Park Crescent and Stewartby Way. Due to the lightly trafficked roads throughout the village however; it is currently safe to cross the road at other points without difficulty.

7.10 The proposed site is within the comfortable walking distance to the local services and facilities (under 2km) as stated in PPG13 (Figure SMA3 refers). The nearest bus stop and Stewartby railway station are both located less than 400m and 800m walking distance to the site respectively which satisfies the requirements of the IHT Guidelines for '**Planning for Public Transport in Developments'**.

Summary

7.11 The above review of the existing site conditions which will be present following completion of the proposed development indicates that there is potential to encourage modal shift away from single-occupancy car use.

7.12 There are a considerable number of trip ends within reasonable walking and cycling distance for the site. Although there is currently a lack of highway infrastructure for pedestrian crossings (with the exception of the zebra crossing within close proximity to Park Crescent) and cycle ways within the village, these are not considered to be a hindrance due to the lightly trafficked roads and flat profile of the village.

7.13 In terms of Public Transport, the site is reasonable well served by buses and trains with services to neighbouring towns and villages. Further afield; there are services from Bedford Rail station to London , the North and East Midlands

8.0 MANAGEMENT STRUCTURE

Development and Implementation

8.1 The landowners and business operators on the site are responsible for implementing the Travel Plan. As a result, they would set up the following structure.

8.2 The responsibilities for the implementation of the Travel Plan will lie with the Travel Plan Coordinator, and it is intended that the Coordinator would be appointed early in the implementation stage of the developments (within six months of a substantive start of construction on site).

8.3 It would also be the responsibility of the Travel Plan Coordinator to liaise with officers from the local highway and planning authority regarding the setting up, implementation and operation of the Travel Plan.

Travel Plan Coordinator

8.4 The successful implementation of the TP would be the responsibility of the Travel Plan Coordinator (TPC), who would be appointed by the steering committee within six months of commencement of the development.

8.5 The TPC will coordinate the implementation of a number of measures to promote and enhance the sustainable travel arrangements of the site.

8.6 It is anticipated that this person would work/live on the site. The TPC's role is to: Chair the Steering Committee; market and promote the Travel Plan; and manage and coordinate all Travel Plan activities as directed by the Steering Committee. The TPC would provide his/her name and contact details to the Council's Travel Plan Coordinator as soon as possible after appointment.

8.7 The role of the Co-ordinator would need to be as follows:

- To oversee the development and implementation of the Travel Plan;
- To obtain and maintain commitment and support from senior managers, staff, union representatives, etc to the Travel Plan;
- To design and implement effective marketing and awareness raising campaigns to promote the Travel Plan;
- To set up and co-ordinate steering groups, working groups, etc;

- To co-ordinate the necessary data collection exercise required to develop the Travel Plan;
- To act as a point of contact for all residents requiring information;
- To co-ordinate the monitoring program for the Travel Plan; and
- To prepare a business case to secure a budget for Travel Plan development and ensuring its efficient and effective use.

8.7 The TPC would also be responsible for meeting with each resident within one month of occupation to discuss sustainable transport opportunities and provide details of the various events taking place within the community.

Steering Committee

8.8 The Steering Committee would consist of representatives for the various developments on the site. Each member's vote would be proportional to the number of 'person trips' generated by the proposed developments each member represents (e.g. if the developments they represent, produce 10% of the total 'person trips' generated by the Stewartby site (on a 24 hour basis), then that person's vote shall represent 10% of the committee's total votes). The Steering Committee would implement the Travel Plan.

Resident Working Group/s

8.9 The Residents Working Group would consist of Stewartby residents (and any invited guests) who volunteer to be on the group and have an interest in promoting more sustainable transport. More than one working group may be formed (e.g. car users, bicycle users). The working group/s would provide advice to the Steering Committee on any issues relating to the Travel Plan.

Resident Consultation

8.10 Each Steering Committee member would be responsible for seeking to input from residents and feeding information back to residents. The Steering Committee would encourage the formation of the resident working groups as these will act as a continual consultation exercise; enabling residents to give feedback on the success of the Travel Plan, measures or potential improvements that might be required and their overall experience of travel in the area.

9.0 TRANSPORT STRATEGY

9.1 BCC have identified 19 strategies which are being addressed under the LTP2 identified as follows:

1. Land use and transportation
2. Major projects
3. Asset management
4. Accessibility
5. Bus
6. Rail
7. Public transport information
8. Walking
9. Cycling
10. Network management
11. Road safety
12. School travel
13. Motorcycling
14. Smarter choices
15. Parking
16. Freight
17. Rights of way and outdoor access improvement plan
18. Other modes
19. Delivering the shared priorities

9.2 The RTP would aim to address the following strategies:

- Land use planning;
- Bus strategy – to include Exemplar Bus service;
- Rail Strategy;
- Park and Change Strategy; and
- Walking and Cycling.

Land Use Planning

9.3 The residential development will support the government accredited key quality to delivering a sustainable community: the provision of "*good transport services and communication linking people to jobs, schools, health and other services*".

9.4 The RTP will address the level of accessibility for residents to jobs, schools, health and other services and subsequently identify measures which to enhance these levels particularly in cases where accessibility is hindered by a lack of infrastructure and information.

Bus strategy

9.5 The RTP would support Bedfordshire's long term vision to achieve: "a first-class public transport service, offering a realistic and attractive alternative to private transport and enables people to access the main facilities and services that they require on a day-to-day basis" by 2011, this could be achieved through the provision of a number of new bus routes that would be agreed by Bedfordshire County Council and the local bus operator.

9.6 The RTP is proposing several improvements to the provision of public bus services for both the existing and ingoing residents of Stewartby. The developments to provide a contribution towards improvements to public bus services, it is intended that the frequency of the no. 168 service will be increased to operate every half hour in either direction. In addition a new bus service between the village and Stewartby Rail station.

9.7 The provision of the new bus service could operate in the form of a shuttle service bus between the site and Bedford Town Centre, or the proposed railway station at Elstow. The route of the service would be secluded so that it covers the villages of Wootton and Stewartby between Bedford and Ampthill. This will increase the level of Public Transport access for residents and those of the wider area of Stewartby.

9.8 It is anticipated that the new bus service could operate initially at a half hour frequency and; as the development proceeds, will be improved to a 15 minute frequency (4 buses) throughout the day (subject to demand). It is anticipated that a further service could be provided, running between the village of Stewartby and the new railway station at Elstow.

9.9 In order to implement these enhancements consultations will be held between the County Council, the Applicants and the proposed bus operator (Stagecoach), regarding the specification of the services).

Rail Strategy

9.10 The existing Stewartby station is served by an hourly rail service during the morning and evening peak hours. It is proposed that the frequency of these services would be increased to operate every 30minutes. The RTP is supportive of the measures to provide an hourly Sunday rail service between 08:00 and 20:00.

9.11 Rail services improvements are intended to be complemented with station enhancement works including but should not be limited to ensuring the ease of access for disabled persons, appropriate waiting areas, CCTV security systems, cycle parking, timetable provision and route maps.

9.12 The TPC will explore certain marketing measures under the marketing strategy (section 6.0 refers) to include an introductory discounted resident bus pass, the distribution of simplified site specific timetables, bus route maps to include local stops, rail time tables and information regarding the use of cycles on public transport and local bus and rail fares to popular destinations.

9.13 A Real Time Information (RTI) system would be installed into each home which will exploit the benefits of real-time information, smartcard technology and off-bus ticketing. The RTI system would also be available at all bus stops as well as the park and change site and the railway station.

Walking strategy

9.14 Walking is recognised as the most important form of transport at the local level and can replace short car journeys over distances of up to 2Km, PPG13. The RTP would promote the use of the local footway network both within the development and wider area providing access to local town centre facilities.

9.15 The RTP will encourage the uptake of walking to local facilities and amenities through the provision of adequate and safe footways. In addition the planning application proposes to implement suitable links to connect existing footways and paths to the Public Rights of way throughout Marston Vale:

Footpath No. 5:	Within the Brick works site;
Footpath No. 72:	Green Lane and Marston Vale Line; and
Footpath No. 3, 4 & 5:	Within Stewartby.

9.16 The RTP would include the implementation of 20mph speed limits in residential areas to enhance the safety conditions of pedestrians and cyclists and reduce the speed difference between motor vehicles and cyclists.

9.17 In order to enhance the safety conditions within the village this application proposes to provide safe pedestrian crossing points outside of the school, and the neighbourhood centre of Stewartby.

9.18 To reduce severance of the site as a consequence of the rail corridor, it is anticipated that the central level crossing through the site shall be retained for walking/cycling movements either side of the Marston Vale line, whilst also linking with the village centre.

Cycling strategy

9.19 Cycling is considered to offer the best alternative to car trips of up to 5Km distance (PPG13), such distances can often be travelled quicker by bicycle than in the car in urban areas, particularly during peak hours (CTC[1]).

[1] **Cycle for transport,** http://www.ctc.org.uk/DesktopDefault.aspx?TabID=4013

9.20 The RTP would promote the use of bicycles for residents to travel to/from the site as well as within the site. The development would provide for safe and attractive movement corridors throughout the site for cyclists and propose to implement a link between the development and the existing National Cycle Route No.51 linking Bedford and Milton Keynes.

9.21 The RTP will benefit from BCC's continued investment towards extending the existing cycle network with an aim for its completion by 2010, reflecting BCC's commitment to further increase the levels of cycling within Bedfordshire.

9.22 Further cycle routes are proposed along Broadmead Road and Green Lane between the development access and Stewartby Station. In addition, it may also be possible for a cycle route to be provided to Elstow station through the adjacent Wixams development.

9.23 In order to enhance the cycling conditions within the village this application proposes to provide safe cycle crossings outside of the school, and the village centre of Stewartby. The design of the propose site will be permeable to pedestrians and cyclists.

Transport Strategy Action Plan

9.24 The following table (**Table 9.1** refers) details the time scales for the implementation of the proposed measures commencing prior to the occupation of the site through the initial measures stretching to the long term 5 year period following the first occupation of the site.

Table 9.1: Transport Strategy Action Plan

TIME RELATED	ACTION / TAGET	BENEFTIS
Initial Measures **Cycle / Walking strategy**:	▪ Prepare the site Travel Plan including assessment prior to submission of application. ▪ Implementation of TP measures including provision of resources – public bus services, cycle ways, footways etc. by the time of the first occupation. ▪ Cycle routes and links ▪ Safe crossing points ▪ CCTV ▪ Provide secure cycle stands close. ▪ Improving main interchange points.	▪ To ensure that the aims, objectives and targets of the travel plan are understood and communicated to all occupants entering the site. ▪ The provision of each strategy's identified measure from the outset will enable an easier shift towards alternative modal uptake before travel patterns by car are established ▪ To ensure opportunities for cycling and / or walking are available from the outset encouraging alternative modal use.

D R A F T

Table 9.2: Transport Strategy Action Plan (continued)

TIME RELATED	ACTION / TAGET	BENEFTIS
Initial Measures		
Public Transport strategy	▪ Improving main interchange points to provide: Comfortable secure waiting areas and CCTV ▪ Improving the level of bus and rail services; ▪ Providing sufficient bus stops throughout the site	
Car share strategy **Car cub strategy**	▪ Information regarding database to be prepared for distribution ▪ Set up and established with associated information for residents prepared for distribution	▪ To ensure the opportunities for car sharing are available from the outset encouraging alternative modal use ▪ To ensure the opportunities for car club registration and use are available from the outset encouraging alternative modal use.
Partnerships	▪ Working with operators on the upgrading of general roadside information.	▪ To enable the implementation of the proposed measures and to obtain a wider area appreciation of the travel plan's aims and objectives.
6 – 12 months		
Car Share Strategy	▪ Liaise with BCC regarding car share scheme for businesses. ▪ Important to establish links with BCC ▪ Continue to promote through the marketing strategy	▪ To implement and promote the use of car share schemes.
Public Transport	▪ Review public transport routes, and user levels.- adapt to meet demand where possible	▪ To maintain and encourage increased user levels by meeting local demand
Cycling /Walking Strategy	▪ Maintenance of cycle and pedestrian infrastructure	▪ Encourages use of cycle and walking infrastructures due to raised levels in confidence and morality
12 -18 months		
Public Transport Strategy	▪ Improvements to public transport routes & timetables (if this hasn't been carried out in the first year) ▪ General maintenance of wear and tear to sustain infrastructure delivery.	▪ To maintain and encourage increased user levels by meeting local demand through updating timetables. ▪ Improvements and enhancements will maintain the attractiveness of service delivery for all users
Cycling Strategy	▪ General maintenance of wear and tear to sustain infrastructure delivery.	▪ Encourage people to use a non-car mode
Long term		
Transport Strategy	▪ Development of new A421 bypass	▪ To relieve traffic congestion through the new development areas

10.0 PROPOSED TRAVEL PLAN MEASURES

10.1 This draft Residential Travel Plan suggests a mixture of measures (explained in detail here after) which should be considered in order to achieve sustainable development:

- Car share database;
- Car club / car pool;
- Car parking management;
- Discount Vouchers for cycle purchase;
- Secure cycle parking ;
- Designated cycle and pedestrian routes;
- Discount Vouchers for bus tickets / coach tickets;
- Travel information provided on community website; and
- Travel updates and news bulletins distributed via- leaflet drops, newspaper, e-mail.

Car share

10.2 The Travel Plan acknowledges that it is not always possible to adopt an alternative mode to the car. In these circumstances, the objective is to raise awareness of the benefits that arise from reducing single occupancy car journeys both personally and environmentally.

10.3 Car sharing offers the opportunity to share a journey by car with other persons travelling on similar routes reducing the costs of travel and the effects on the environment. Bedfordshire has an established car sharing database accessed on line at http://www.shareacar.com/bedfordshire.

Car club

10.4 The Applicants could explore the potential options to establish a car club for the use of the both residents of the proposed development and also for those in the wider neighbourhood in order to promote a low car housing initiative.

10.5 The basic idea of a car club is that people can have access to a car in their neighbourhood without having to buy or maintain their own vehicle. Vehicles are used on a ‘pay as you drive’ basis which means being able to drive a car without the need to own one. Street car offers a comprehensive service which could provide guidance towards the implementation of the scheme. The personal benefits to residents include:

- having access to a car on demand: "pay as you drive";
- cost savings -no need to personally own or run a car;
- having the opportunity to hire a car for anything from a short shopping trip to longer periods such as holidays;
- no need to have a second family car;
- potential for access to other car clubs as they set up across the country and abroad; and
- Accessibility for all who drive - not just those who own a vehicle.

10.6 The Travel Plan Coordinator (TPC) would provide under the marketing strategy (**section 8.0** refers) information regarding the operations of the car share and car club schemes including how to access and register for each scheme, the cost benefits both personally and environmentally.

Car Park Management

10.7 Controlling the level of provision of car parking is a tool which can be used for encouraging travel behaviour change. The standard of parking provision will be agreed in accordance with the Local Authority and will reflect the local conditions of accessibility to public transport services and other alternative modes of travel.

Table 10.1: BCC Residential Parking Standards

	Published Residential standards (standards are maximum)			
No. of bed	**1 Bedroom**	**2 Bedroom**	**3 Bedroom**	**4+ bedroom**
Spaces / unit	**1.5**	2.25	2.25	3.25

10.8 The current standards for car parking provision for new residential developments in Bedfordshire are established by the district councils following the National Guidelines (PPS3, **Table 10.1** refers) and the advice of BCC in order to set standards which reflect the local circumstances (PPG13). New standards are being prepared which will take a dual approach: zonal approach (as standards vary by location); and accessibility approach (as standards vary by ability to access the site by other modes).

10.9 Secure cycle parking – local standards require that cycle parking is integrated into all new developments to encourage increased levels of cycling. The RTP would be supporting the provision of cycle parking through providing cycle parking to the maximum requirements of the BCC standards for each residence (**table 10.2** refers).

Table 10.2: Cycle parking Guidelines

Site user	Level of provision
Resident	1 space / resident
Visitor (Short stay)	1 space / 10 visitors

10.10 The RTP will expect cycle parking to be integrated in the dwelling design such as over sized garages, or garden storage areas. Where the dwelling does not incorporate cycle parking such as apartments and flats, communal secure areas would be constructed.

10.11 The RTP would also seek to provide sufficient parking for visitors to the site using community facilities such as the village centre. In addition, cycle stands would be provided for visitors to the development at a level of 1 space per 10 visitors (short stay) and at Stewartby station to encourage cycling.

10.12 The RTP would promote the design guidance as recommended by BCC (BCC – Cycle Parking Guidance) which will be applied to all cycle parking implemented at the site. In accordance with the local guidance these cycle parking facilities (**table 10.3** refers).

Table 10.3: BCC cycle parking guidance

Guidance criteria	Benefits
Visible	Easy to find and well signed if necessary;
Accessible	Easy to get to and as close as possible to the cyclists' destination (typically within 20metres);
Secure	Provide security for the bicycle and its user and be sited where it is regularly overlooked;
Available	Parking levels should be regularly monitored to establish the need for extra provision;
Covered	Covered long-stay parking (2 hours plus);
Connected	Complement both the on-road and off-road cycle network, and destinations along the way;
User Friendly	Support all types of bicycle; *and*
Linked to other services	Parking is provided at rail or bus stations or as cycle centres, opportunities to combine parking with other travel activities should be exploited.

10.13 The TPC will explore certain marketing measures under the marketing strategy **(section 6.0** refers) to include the opportunity for on-site cycle training to increase levels of ability and personal safety. The distribution of cycle route maps to residents to familiarise residents with safe and direct routes, the provision of discount vouchers for the purchase of cycle equipment from local retailers and exploring the option of providing a cycle hire service to residents would all be implemented as part of the RTP.

10.14 Designated cycle / footways –The RTP would provide maps of the existing and proposed foot and cycle ways including the times and distances along specified routes for accessing certain points of interest e.g. schools, areas of employment, shops.

10.15 The RTP would benefit from BCC's continued investment towards extending the existing cycle network with an aim for its completion by 2010, reflecting BCC's commitment to further increase the levels of cycling within Bedfordshire.

10.16 The RTP would advise residents of the safety benefits of wearing reflective clothing for darker winter evenings to enhance their personal safety and security.

10.17 The RTP will raise awareness through its marketing strategy of the proximity of access the public bus services by foot. Bus stops will be provided throughout the development such that all residents will be within a 400m radius of a bus stop to provide a level of walking accessibility to points of public transport within the national guidelines (IHT[2]). Prior to the location the stops being finalised, it is anticipated that temporary stops would be located throughout the site to establish where the highest demand for the service would be.

10.18 Discount vouchers for bus / coach tickets – the RTP would explore the possibility of providing a level of discount for each new household using proposed the bus services.

10.19 It may be possible to engage in a 3 month free travel introductory ticket for residents proposing to use the bus services following its implementation on the proposed development. This scheme would require further consultations with the bus operators to confirm the length of the introductory offer.

[2]1999, Planning for Public Transport in Developments, the Institution of Highways and Transportation

Partnerships

10.20 In order to implement many of the proposed measures, it would be of benefit to Hanson Building Products (HBP) to form partnerships with certain supporting and local organisations:

- Supporting organisations, e.g. BCC, SUSTRANS, Association of Commuter Transport, Cycle Touring Campaign, Pedestrians Association, Environmental Transport Association, Residents Associations, Neighbourhood Watch Groups;
- Local organisations, e.g. other employers at the brickworks site and throughout the Marston Vale because the Travel Plans developed at various sites within the Vale may have limited impact, whereas collectively, there is potential for greater impact through amalgamation of resources. This can be set up through "local transport forums" which can be co-ordinated through BCC, with membership of other employers throughout the Vale. The proposed Transport Forum should meet at regular intervals to discuss the area wide Travel Plan issues.

11.0 COMMUNICATION AND MARKETING

11.1 In order to achieve a modal shift and reduce travel by private car, it is essential that all aspects of this Travel Plan be effectively communicated to the target audiences (in this instance this applies to residents and visitors to the site). The following list provides a summary of possible marketing techniques:

1. Welcome Travel Packs
2. Induction meetings
3. Personal Travel Planning;
4. Information Boards
5. Leaflets and printed material
6. Websites
7. Travel events
8. Branding

Welcome Travel Pack

11.2 The first occupants of each new dwelling will receive a welcome travel pack with their new property within 7 days of occupancy (BCC guidelines). This "Travel Pack" will advise residents on the Travel Plan initiatives, safer routes to work, schools and local amenities. Also included but not to be limited to the:

- Provision of accessibility maps to local facilitates identifying safe walking and cycling routes;
- Accessibility maps will be accompanied by information regarding journey length in both distance and time;
- Bus route maps and simplified timetables that are site specific will be provided; pocket timetables of a more user friendly standard format should be provided to increase their portability;
- Introductory resident discount fare for use of bus services per household to be included;
- Information explaining the operation of the car share and car club scheme will provided including information regarding the location for registration;
- Further information about local services and facilities with details of those offering internet / telephone ordering;

- Information for residents explaining how to access cycle training events;
- Provision of reflective wear for those wishing to partake in cycling and/ or walking;
- Provision of discount vouchers for the purchase of cycle and walking equipment; and
- Staff trained in personalised journey planning techniques to be on hand to advise on how to make smarter travel choices

11.3 The Travel Pack should be made available from the Sales suite for the development and form part of the residents welcome pack to the area. Consequently, it is anticipated that resident's initial perceptions of the development will include and understanding of the different travelling opportunities which are available.

Personalised Journey Planning and Transport Advice.

11.4 The information packs can be followed up with personal and/or group meetings to discuss ways of changing existing travel behaviour and establishing the personal constraints towards adopting new travel patterns through:

- Discussing details of residents journeys;
- Explaining how they can obtain bus passes, cycle and walking equipment vouchers;
- Discussing how the car share scheme operate; and
- Explanation of any other proposed measures which might be appropriate for the residents.

11.5 These meetings would be conducted by trained personnel appointed by the Travel Plan Coordinator (SUSTRANS, local authority, Consultancy) with an understanding of the local network. Schemes in Worcester and Bristol have proven successful towards shifting the perceptions of the available transport options.

Community Information Boards

11.6 A successful method of communication (Making Residential Travel Plans Work) if located at a central focal point such as the proposed village centre, where residents can access information easily. Suggested information to display includes the available travel options and associated information (timetables, nearest bus stops, rail station, and taxi numbers) for commuting to and from the development.

Posters, Leaflets and Printed Materials

11.7 In order to achieve the suggested targets for increasing modal shifts, visual communication is needed. It is important to distribute printed leaflets and posters at central locations as well as to each household so that residents are made aware of changes to public services, road works and other events which might inflict changes upon personal journey plans.

11.8 Printed information should be distributed in a variety of formats and effectively, with the aim of a current leaflet for each service always being available in an agreed range of outlets.

11.9 *Public transport services* will require the distribution of:

- User friendly pocket bus and rail timetables to increase their portability;
- Distributing bus timetable booklets for public availability at; libraries, information points and village shops. These will supplement the information in individual service leaflets;
- Information posted at interchange points and bus stops, with all principal stops showing up-to-date service information;
- Furthering the dissemination of the existing Bedfordshire and Luton Public Transport Guide Map (a general route map covering the whole area showing all Bus routes, general frequency of services and operator contact details);

11.10 *Cycling* and *Walking* schemes will require the distribution of:

- User friendly local area maps identifying safe cycling and walking routes;
- Maps to include information regarding the time and distance of routes and parking facilities at destinations;
- Distributing maps for public availability at libraries, information points and village shops;
- Promotional material advertising bike and walking equipment sakes and local retailers

11.11 *Car share / car club scheme*

- Promotional material advertising the location for registration associated costs and benefits that can be achieved through participation;
- Distributing information for public availability at libraries, information points and village shops

11.12 *Newsletters* for residents or the inclusion of a travel section within the local paper will notify residents of the travel options available, any amendments to travel options and upcoming events.

11.13 The TPC should publish the results of the annual travel survey to inform residents of their contribution towards achieving the aims and targets of reduced car journeys.

The Intranet

11.14 A Real Time information system will be installed into each home which will exploit the benefits of real-time information, smartcard technology and off-bus ticketing. Displays have been developed to provide the following information (see below) their developers; ACIS, will configure and maintain these low powered displays.

- Real time bus, train and touch screen
- Accessible leisure and transport booking facilities
- Regional transport and local news on a bulletin board
- TFT screen discreetly installed in new homes

Community Website (Village Network)

11.15 This can be provided as a link from the developer's home page or set-up as a separate URL. It would be advisable to place a user friendly version of the Travel Plan on the web, so that they can be accessed by all stakeholders.

11.16 It is anticipated that the website would offer an interactive method of communicating the relevant transport initiatives available: car share data base, BUGs and walking group databases, bus and rail operators. Timetable amendments should be posted here alongside further promotional material for travel events and meetings. Links should be provided to further resources of information including:

- Information to include Traveline and internet based journey planners and timetables; and
- Links to further public transport information initiatives to promote access to the Hampshire countryside (see **www.letsgo.org.uk**)

11.17 The web page should also advertise the Travel Plan's target achievements to date to provide further encouragement for residents to participate in greener travel to and from the residential development.

Travel awareness campaign

11.18 A continual travel awareness campaign would be needed to maintain awareness of the Travel Plan and its objectives. The campaign could be delivered via several methods, it is often advisable to select specific methods to use for each method of distribution to maintain continuity and minimise confusion when locating information:

- Target e-mails;
- Uploaded on the web site;
- Posters;
- Information provided at community meetings; The promotion and participation in national events such as cycle to work days linked in with national travel weeks; *and*
- Community notice boards have worked effectively in providing a central point of information distribution; these would need to be updated regularly.

Resident / community Focus Groups.

11.19 The key to the success and implementation of the Travel Plan is to involve the local community at all stages. This consultation would need to be partly achieved by the formation of local community focus groups to develop proposals for implementation. The focus groups that are formed will depend on the actions agreed by the Residential Travel Plan.

11.20 Informed of residents who share a vested interest in sustainable travel and their community. The TPC would work towards creating user groups such as Bicycle User Groups (BUGs) and walking groups so that residents may travel in pairs or groups similar to the car sharing scheme. Travelling in groups enhances personal safety levels (particularly of women, who might not feel comfortable walking alone), as well as having added social benefits.

Travel Events

11.21 The site should explore the opportunity to engage in a launch event following the occupation of 100 households to promote the alternative travel modes using the following:

- Events such as “bike week” and “walk to schools” can be incorporated for launch events of the different accessible routes to the site;
- Negotiation of residential discounts with public transport providers (e.g. season ticket holders), car club operators (e.g. joining and annual fees), taxi hire

companies (e.g. percentage discount), cycle shops (e.g. cycle safety equipment purchases);

- Negotiation of discounted bicycle accessories and bicycle purchases;
- Taster offers for use of bus services and other public transport links.

11.22 Walk to work day held annually in April (national event) and Bike Week promoted by SUSTRANS in June are both events engaged in raising awareness of the benefits associated with walking and cycling to work. Such events also provide fixed annual dates when residents might feel empathy towards trialing a new mode of travel and enjoy it as taking part in the event.

11.23 The webpage can provide links to all information on line at the living streets and SUSTRANS websites; www.walkingworks.org.uk and www.sustrans.org.uk respectively. The TPC can sign up to receive further information and promotional packs, which will be distributed to residents of the site.

12.0 INCENTIVES

12.1 In order to encourage and sustain the shift towards sustainable travel options, the Travel Plan Coordinator (TPC) will need to provide incentives and reward those who are making the effort to change their behaviour (T**able 11.1** refers). By providing rewards and / or benefits to sustainable transport users, this should encourage residents to maintain their choice. The TPC could promote a number of the following to the residents of the development:

- Promotion of the Financial and Personal gains;
- Real Time Information Systems - at bus stops and in homes;
- Discounted public transport fares;
- Route maps of bus services and simplified timetables;
- Discount vouchers for cycle and walking equipment;
- Loans for Bike purchase - Cycle to work scheme, for those cycling to work; and
- Route maps and associated journey times.

Table 11.1: Summary of Incentives

User group	Incentive	Application to user group
1) Public bus / train	i) Real Time Information ii) Discounts iii) Frequent service to local centre iv) Route map v) Simplified timetables	i) In homes and at bus stops; ii) Introductory reduced fare scheme - Reduced bus fares / travel passes. iii) Easy access to local centres and facilities. iv) Enables access to information regarding specific safe routes and stops. v) Site specific timetables are more user friendly and portable.
2) Cyclists / Pedestrians	i) Discounts ii) Provision of reflective clothing iii) Bicycle user groups iv) Loans v) Route maps and journey times	i) Towards buying Bike / walking equipment; ii) Increased level of safety and security when walk in dusk / dark hours; iii) increased personal security and community integration iv) Company provide loans to enable bike purchase. v) Identification of safe routes and cycle paths with most direct journey times
3) Car sharer	i) Reduced cost of car ii) Priority iii) VAT returns	i) Reduced car use means reduced running costs ii) Designated parking bays at workplace; iii) Parking and fuel;
4) Rewards	i) Monthly draws	i) Those choosing to be registered and are proactive using alternative modes as part of an organised user group should be entered into a monthly draw.

Financial and Personal Gain

12.2 The TPC, welcome pack and the proposed Personal Travel Plan meetings would raise awareness of the financial and personal gains that can be made through adopting alternative modes of travel including the following:

- Reduced costs in fuel and wear and tear on vehicle;
- Reduced travel time if travelling under 2Km on foot / bicycle as opposed to the car;
- Reduced stress of travelling related to driving;
- Tax refunds – on adopting cycle to work scheme;
- Discounted bicycle and walking equipment purchase;
- Discounted bus / rail fares;
- Allocated and therefore guaranteed car parking for car sharers;
- Reduced risk of obesity if cycling or walking; and
- Reduced risk of heart disease, diabetes and cancer if cycling or walking.

Public Transport

12.3 Discount vouchers for bus / coach tickets: The RTP would offer an introductory travel ticket for a period of time e.g. 3 months for residents proposing to use the bus services.

12.4 Real Time Information Systems: These systems would offer an incentive to residents to use public transport as it informs residents of the live departures and arrival times of services in the area allowing residents to better coordinate their daily activities. Access to RTI in homes would enable time management with regard to waiting times and planning onward journeys in advance of leaving home.

12.5 Route maps: The RTP could provide maps to residents offering easy access to information of local services operating from near their residence, encouraging the use of local services to access local activities.

12.6 Simplified Timetables: The RTP could reduce the quantity of information supplied on timetables to provide site specific information regarding local services to create more user friendly and portable timetables.

12.7 Real Time Information Systems: The provision of RTI at bus stops and in homes provides an incentive to residents to use public transport as it informs residents of the live departures and arrival times of services in the area allowing residents to better coordinate their daily activities.

Cyclists / Walkers

12.8 Provision of reflective clothing: The RTP could consider providing reflective clothing such as reflective bands and or lights for pedestrians and cyclists to enhance their levels of personal safety and provide incentives to cycle during dusky hours before and after work.

12.9 Discount vouchers for cycle purchase: The RTP would promote the use of cycles through the provision of a discount for the purchasing of cycling goods from a local retailer to encourage the uptake of cycling.

12.10 An alternative option that the RTP will could raise awareness of amongst residents promote is the government's **Cycle to Work** scheme, allowing s residents that choose to cycle to work to benefit from a long term loan of bikes and associated commuting equipment such as lights, locks and panniers completely tax free.

12.11 Route Maps: The RTP could provide identified route maps to residents with associated distances and time to local points of interest such as schools, places of employment, medical and local centres, residents are aware of the safest and most direct routes available prior to their journey.

12.12 Provision of reflective clothing: The TPC should consider providing reflective clothing such as reflective bands and or lights for pedestrians and cyclists to enhance their levels of personal safety and provide incentives to cycle during dusky hours before and after work.

Car Share

12.13 VAT returns: The TPC could encourage residents to explore the possibility of claiming VAT on parking and fuel expenses from employers if car sharing as part of commute to work.

12.14 Reduced cost of car: The TPC, through the RTP would raise awareness of the savings made through car sharing gained by reduced car use and associated maintenance costs.

12.15 Priority parking: awareness of priority parking offered by some employers should be promoted thus ensuring parking at the destination of journey. The RTP could promote the benefits gained through reduced parking expenses at workplaces if parking is limited and Parking charges apply at potential overflow locations.

Rewards

12.16 Monthly Draws

The TPC could look to set-up a monthly draw scheme for active members of travel users groups such as BUGs, whereby members could be entered into a draw with the opportunity to win a prize related to their transport choice or a generic prize decided under the scheme.

13.0 MONITORING

13.1 The Travel Plan has an objective to enable the organisation to secure a reduction in traffic generation arising from the site within 5 years of the first date of occupation. The monitoring of resident and visitor travel behaviour is therefore necessary to measure progress towards this objective.

13.2 Data shall be required to effectively monitor the traffic impact of the development during construction and throughout its occupation. As a result, it would be necessary to ensure the following areas are also covered:

- Multi-modal traffic counts prior to any construction to establish base line position;
- Traffic counts during construction at key stages as determined by the phases of construction as outlined in the construction plan;
- Traffic counts upon occupation and at annual intervals to inform travel plan reviews;
- Household surveys as part of the programme for review of the travel plan and its targets;
- Reporting on personalised journey planning;
- Bus occupation; and
- Uptake of travel plan measures such as car club membership, number of registered car sharers, and uptake of travel plan vouchers

13.3 The Travel Plan Coordinator (TPC) would arrange a full travel survey of the site on an annual basis commencing once 100 dwellings are occupied (the threshold for implementing a Travel Plan, PPG13). The full travel survey would be undertaken by an independent consultant, the selection of which would be agreed between the TPC and BCC's TPC. The survey could measure at least the following issues:

- Traffic Count Surveys at each of the entrances to the development (including car occupancy rates), including all transport modes (i.e. walking, cycling, public transport, vehicles) during the AM peak hour, PM peak hour and 12 hour trip generations between 07:00 and 19:00;
- The above survey shall also provide the distributional split between the number of public transport trips made by rail and bus;

- Car and cycle parking usage shall be monitored from 07:00 to 19:00 to determine the peak usage for each identified parking area within the development;
- The above assessment shall identify the level of car and cycle parking demand for the site;
- The occupier shall endeavour to carry out monitoring by a travel survey that has been agreed by BCC in the form of a *Resident Travel Survey*;

13.4 In order to gather information it is anticipated that the following monitoring strategies would need to be undertaken by the TPC as deemed appropriate by way of:

- *Resident Travel Surveys:* either in the form of a Travel Diary or a Questionnaire; and
- *Community Focus Groups*: involving the local community at all stages through focus groups to obtain the following information
  - Where people come from;
  - Mode of transport adopted and reasons for this mode choice;
  - How long the journey takes;
  - Whether they drop of partners/children en-route (e.g. “linked trip”);
  - Suggestions to improve facilities/initiatives at the site;
  - How often employees need their own car for work purposes;
- *Automated Traffic Counts* – to allow for an electronic survey of trips being made into and out of the site. This will provide information regarding the:
  - Daily peak flows of traffic and
  - How each year compares with previous results.

Summary

13.5 This information should be used to assess the success of travel plan initiatives and to inform whether the way in which initiatives are implemented can be improved.