

**PROPOSED MIXED-USE RESIDENTIAL-LED DEVELOPMENT
LAND AT MERCER ROAD, HORSHAM, WEST SUSSEX**

Residential Travel Plan

December 2024

Residential Travel Plan
Proposed Residential Development
Land at Mercer Road, Horsham

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1.0 INTRODUCTION

1.1 Background

- 1.1.1 Travel Plans are strategies for managing and maximising the potential for travel by sustainable modes of transport.
- 1.1.2 As part of Riverdale Developments' proposals for a residential development on land at Mercer Road, Horsham, they will be implementing a Travel Plan to focus primarily on residents' travel.
- 1.1.3 The planning application seeks permission for 304 residential dwellings.

1.2 Travel Plan Background

- 1.2.1 Travel Plans are strategies for managing multimodal access to a site or development, that focus on maximising the potential for travel by sustainable modes of transport. They set out the objectives of the Plan, a range of measures to be implemented to achieve the objectives and the means by which the success of the Plan will be monitored.
- 1.2.2 The document Delivering Travel Plans through the Planning Process¹ has been reviewed with reference to the development of the Travel Plan.
- 1.2.3 Research² commissioned by the Department for Transport, which examined the effectiveness of the Travel Plans of 26 organisations (local and national government departments, hospitals, universities and private companies) drew a conclusion of an average 17.8% reduction in traffic. Additional benefits of travel plans were found to be as follows:
 - Increases in walking and cycling, with associated health gains.
 - Improved social inclusion.
 - Better conditions for employees.
 - Improved staff recruitment and retention.
 - The opportunity to contribute to environmental management standards such as ISO 14001.
 - Good PR for businesses.
 - Financial savings.
 - Increases in bus use and associated ticket revenue.
 - Better estate management.
 - Less noise, congestion and pollution, and better conditions for freight distribution associated with reductions in car use.
 - Better security and less fear of crime from better car parking management.

1.3 References

- 1.3.1 The Travel Plan has been prepared with reference to the following documents:-
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¹ Delivering Travel Plans through the Planning Process, Department for Transport, April 2009

² Smarter Choices – Changing the Way we Travel, Cairns et al, 2004

- The Essential Guide to Travel Planning, Ian Taylor for The Department for Transport, March 2008.
- A Guide on Travel Plans for Developers, Transport Energy, September 2006.
- A Travel Plan Resources Pack for Employers, Transport Energy Best Practice Report.
- Transport 2000 Making Travel Plans Work: Lessons From UK Case Studies (July 2002).

1.3.2 This Travel Plan has been prepared with due regard to the Government's National Planning Practice Guidance note 'Travel Plans, Transport Assessments, and Statements in Decision-Taking'. The guidance note provides advice on when transport assessments and travel plans are required and what they should contain.

1.3.3 Under the heading 'What are Travel Plans?' the guidance indicates the following:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on the surrounding streets."

1.3.4 Under the heading 'How do Travel Plans, Transport Assessment and Statements relate to each other?' the guidance goes on to say the following:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives e.g. walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes. As noted above, though, they should not be used as way of unfairly penalising drivers."

1.4 Status

1.4.1 This Travel Plan has been prepared for the proposed residential development, focusing primarily on residents' travel. The Travel Plan will be updated to provide the details of the Travel Plan Co-ordinator / Champion (TPC) when appointed, and when the measures have been implemented and the necessary residents' surveys have been completed.

1.4.2 Residents' surveys will be carried out within three months of the development being 50% occupied. A period of three months will then be allowed to complete the survey response analysis and update the Travel Plan. At that time a copy of the updated Travel Plan will be submitted to the Local Authority.

1.5 Objectives

1.5.1 The plan is a strategy for reducing dependence of residents of the development on travel by private car. Within the context of this Travel Plan, the word 'car' or 'vehicle' is used as a catch-all term to cover cars or vans that are powered in part or whole by fossil fuels. Electric vehicles are considered by government to be a sustainable form travel and thus within this Travel Plan have the same environmental benefit as travelling by public transport, walking or cycling.

1.5.2 The primary objective of the strategy is to:

- Increase awareness and encourage use of environmentally friendly modes of transport amongst residents.
- Introduce a package of management measures that will help to facilitate residents' travel by sustainable modes of transport.
- Reduce single occupancy, single purpose vehicle use by residents.

1.5.3 Secondary objectives are to:

- Minimise the impact on the local community of traffic associated with the development by minimising noise and pollution.
- Show a commitment to improving traffic conditions within the local area.
- Reduce the adverse effects on health associated with increased car use.
- Reduce air pollution and the consumption of fossil fuels.
- Increase the attractiveness and hence the proportion of journeys made to and from the development by sustainable modes of transport such as walking, cycling and public transport.
- Promote walking and cycling as a health benefit to residents.
- Promote social inclusion by widening the travel options available for non-car owning residents.
- Reduce the cost to residents of their journey to work by promoting alternatives that are both cheaper and more environmentally friendly.
- Reduce the perceived safety risk associated with the alternatives of walking and cycling.

1.5.4 The Travel Plan will also be of benefit to the developer from a business perspective. The adoption of the Plan will help the developer to project a more environmentally friendly image to the local community. Therefore, it will be beneficial for them to fully support the adoption of the Travel Plan.

1.6 Travel Plan Content

1.6.1 A key feature of any Travel Plan is a review of existing travel patterns, which is detailed in Section 2.0 of this report. The outputs of this review constitute the starting point, and will go on to inform the various Plan measures and the identified targets. Over time the residents' travel surveys will provide the monitoring framework whereby historical travel data will allow key trends to be identified for the five-year life of the Plan.

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- 1.6.2 The Travel Plan will be implemented by a Travel Plan Co-ordinator / Champion. This role is described in Section 4.0.
- 1.6.3 The measures by which the Travel Plan objectives and targets will be achieved are the key component of the Plan and are described in Section 4.0. Regular monitoring is required to ensure that the objectives are being met and to gauge progress towards the targets. The means by which the Plan will be monitored are set out in Section 5.0.
- 1.6.4 The remainder of this report is divided into four further sections, which are as follows:-

Section 2.0 Current Travel Patterns

Section 3.0 Travel Plan Administration

Section 4.0 Travel Plan Measures

Section 5.0 Plan Monitoring and Review

2.0 CURRENT TRAVEL PATTERNS

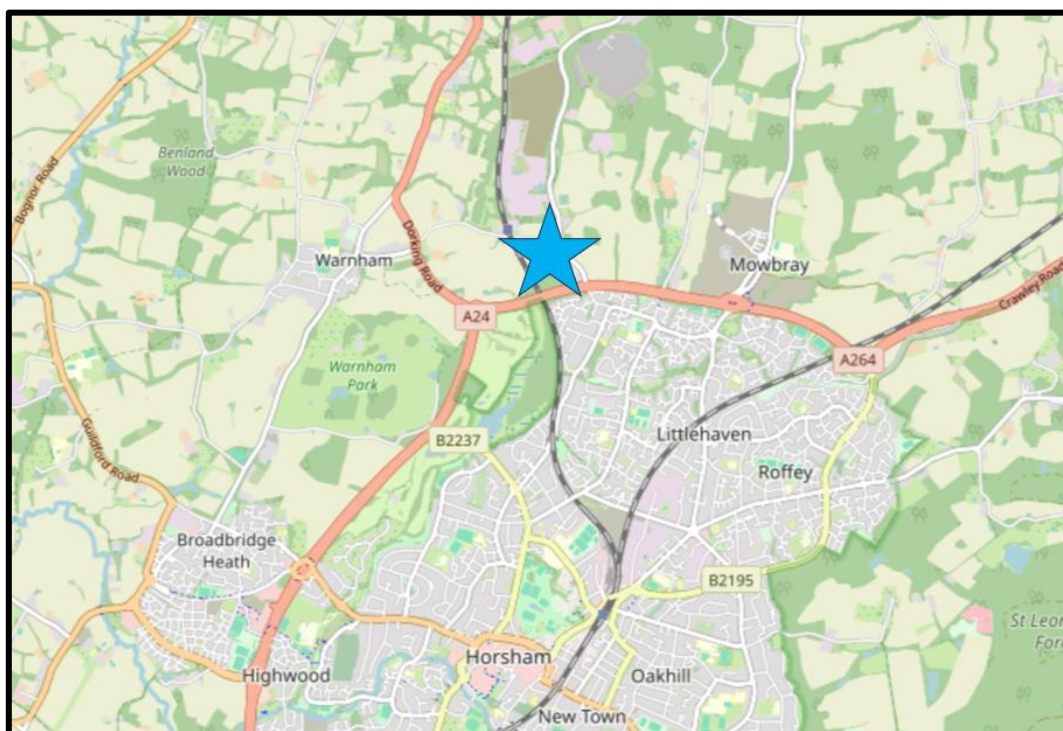
2.1 Introduction

- 2.1.1 The success of the Travel Plan will primarily be judged by its progress towards the target share of travel modes by residents. This section of the Travel Plan provides details of the existing local modes of travel which are available for residents, and existing use of the available modes based on local Census statistics; in the updated Travel Plan, this section will present the results of the residents' travel survey and will specify the modal share targets.

2.2 The Site and the Surrounding Area

- 2.2.1 The development is located on land on the northern side of the town of Horsham, West Sussex. The site is currently undeveloped agricultural land.
- 2.2.2 The site is located adjacent to a consented strategic urban extension development, known as the 'Land North of Horsham Development'.
- 2.2.3 The Site is bound to the north by the Warnham Brickworks, to the east by Langhurst Wood Road, to the south by the A264 and to the west by a railway line.
- 2.2.4 The location of the site is presented at Figure 2.1.

Figure 2.1 – Site Location Plan



Source: OpenStreetMap.org. N.B. Site location indicated by blue star.

2.3 Local Transport Facilities

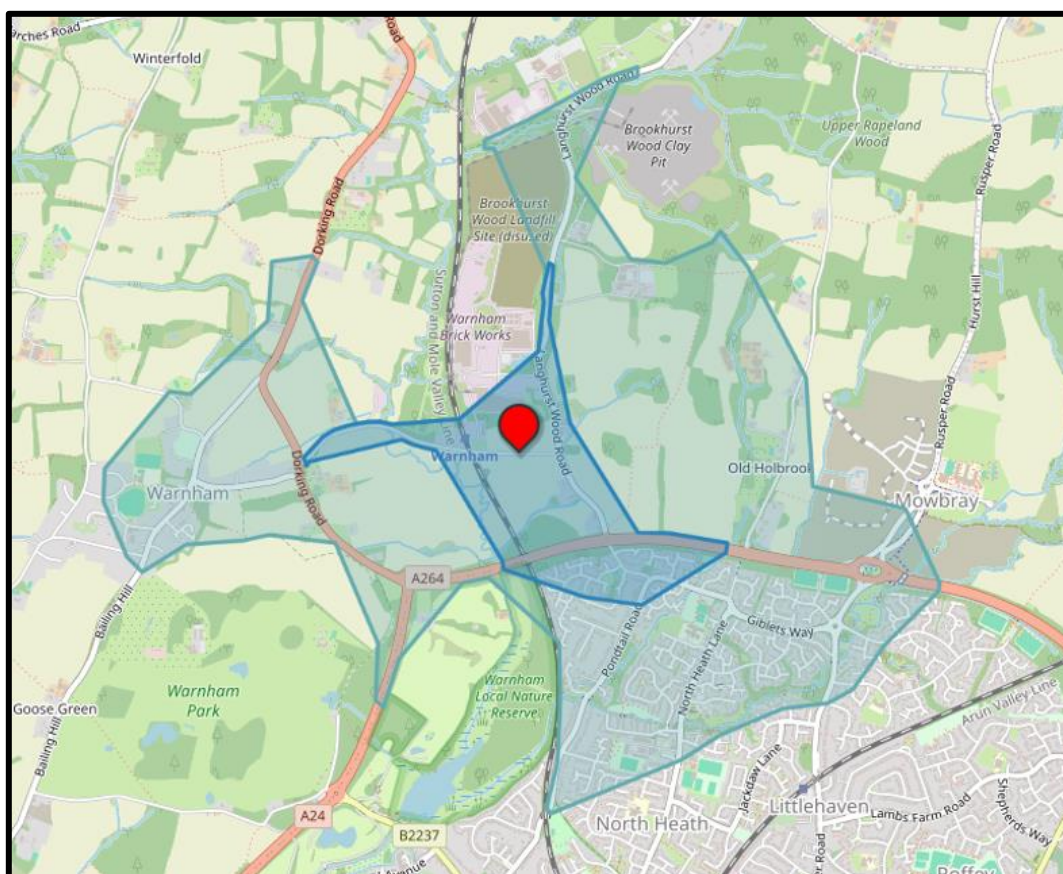
Walking

- 2.3.1 The Department for Transport's (DfT) document titled 'Manual for Streets' (MfS), dated 2007, provides guidance in relation to walk distances. Section 4.4 of MfS gives the following advice:-

"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot."

- 2.3.2 Table 3.2 of The Institute of Highways and Transportation (IHT) guidance document titled 'Providing for Journeys on Foot' identifies a maximum walk distance of 2.0km for commuter, school and sightseeing walk trips, 800m for town centre walk trips and 1.2km for trips elsewhere.
- 2.3.3 The actual distance that people will be prepared to walk will vary depending on the trip purpose and other factors such as the presence of road crossings and terrain. For retail trips, the likely maximum walk distance is 800m due to the fact that shoppers will be carrying bags on their return journey, while for work-based trips, people are likely to be prepared to walk the full 2km referred to in 'Providing for Journeys on Foot'.
- 2.3.4 Based on a maximum walk distance of 800m (representing shopping trips) and 2km for work trips, the walk catchments are shown at Figure 2.2. These have been shown as 1km and 2km isochrones.

Figure 2.2 – Indicative 1km and 2km Walk Catchments

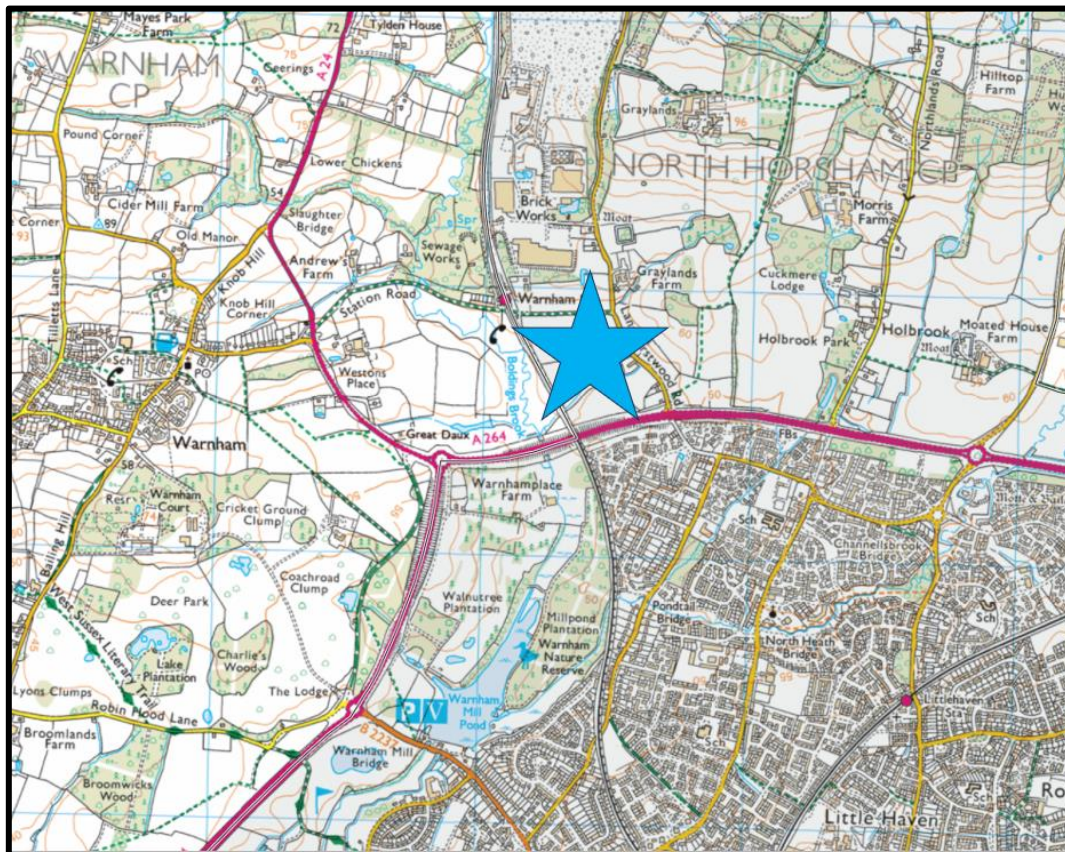


Source: Openrouteservice

- 2.3.5 The walk catchments above indicate that the northern parts of Horsham and the eastern part of Warnham are within walking distance. While Warnham Brickworks are also within walking distance, there is no footway provision on Langhurst Wood Road.

- 2.3.6 The proposed development includes a new footway on the west side of Langhurst Wood Road between the Site and the A264, including signal-controlled crossing facilities, providing a pedestrian route between the Site and north Horsham.
- 2.3.7 Warnham train station is located adjacent to the western boundary of the Site, thereby providing a non-car travel option for future residents of the Site.
- 2.3.8 The proposal includes a convenience retail store, so residents of the proposed development will be within walking distance of their nearest food shop.
- 2.3.9 In the future, the North Horsham Development will provide employment opportunities and pedestrian infrastructure, and residents of the Site will be able to walk to the North Horsham Development's business park as well as leisure, education and retail facilities.
- 2.3.10 As shown in Figure 2.3, there are a number of footpaths and rights of way within the vicinity of the Site. These provide a range of walking routes within the local area for the future residents of the proposed development.

Figure 2.3 – Local Footpaths and Public Rights of Way



Source: Google / Ordnance Survey/ Bing. N.B. The proposal site is denoted by a blue star.

- 2.3.11 The Horsham area provides a range of facilities and amenities within walking distance of the proposal site. Table 2.1 lists a number of key local destinations along with their approximate walk distance from the Site.

Table 2.1 – Local Facilities Summary

Destination	Walk distance from the Site	Type
Warnham Train Station	Adjacent to the proposal site	Transport
Warnham Brickworks	Adjacent to the proposal site	Employment
Horsham Bowling Club	800m	Leisure
Holbrook Primary School	1.1km	Education
The Sussex Oak Pub	1.5km	Leisure
St Mark's Church	1.5km	Leisure
The Holbrook Club	1.6km	Leisure
Holbrook Surgery and The Bartholomew Clinic	1.8km	Healthcare
North Heath Lane Industrial Estate	1.8km	Employment
Shelley's Budgens and Sub Post Office	1.8km	Retail
Bohunt Horsham	2km	Education

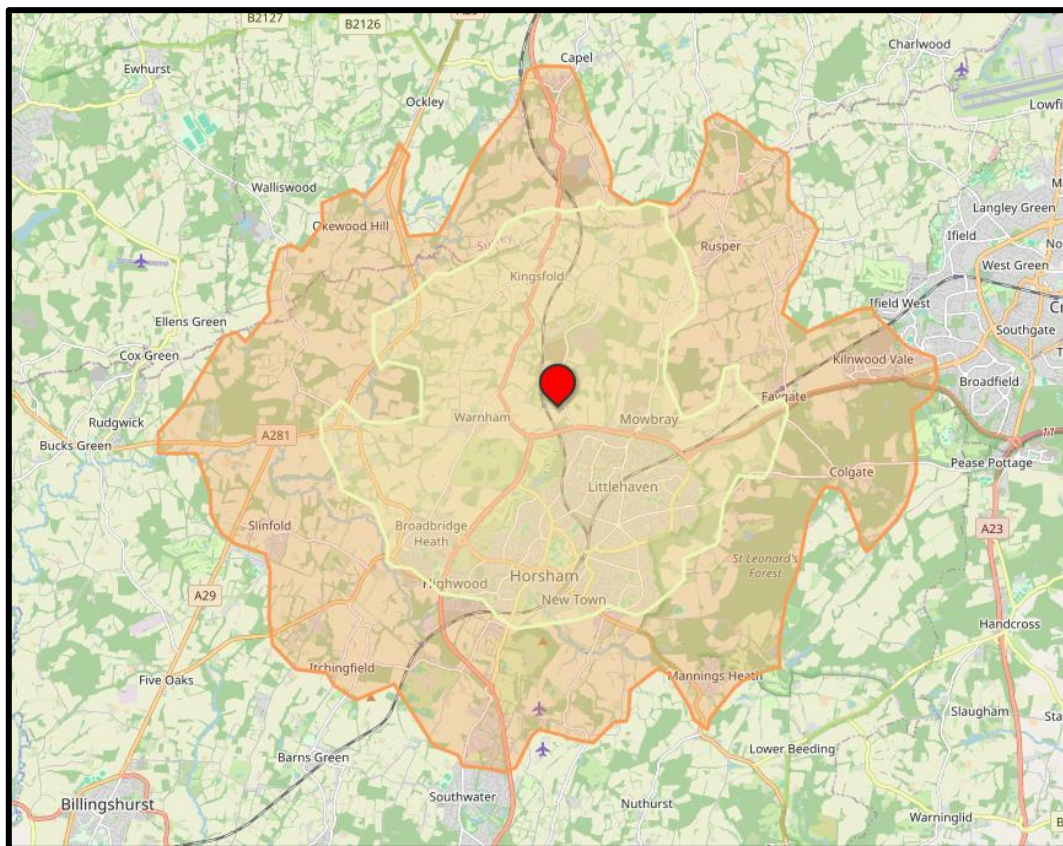
2.3.12 In light of the local pedestrian facilities, the Site is connected to the local pedestrian network with opportunities for residents to make trips by foot.

Cycling

2.3.13 The 2023 National Travel Survey table NTS0303 identifies average journey lengths by cycle in England of c.4.8km. The CIHT document titled 'Planning for Cycling' (October 2014) indicates that 80% of cycling trips are up to five miles (8km) and 40% are less than two miles (3.2km). This suggests that cycling can offer an alternative to car travel particularly for trips of less than 8km.

2.3.14 Indicative cycle catchments are shown at Figure 2.4 below, being a 5km catchment (representing the 4.8km NTS average cycling distance) and an 8km catchment (being the distance of 80% of cycle trips).

Figure 2.4 – Cycle Catchment Area



Source: Openrouteservice.org. N.B. the red icon indicates the Site location. The yellow area represents the 5km cycle catchment and the orange area represents the 8km cycle catchment.

- 2.3.15 The 5km cycle catchment includes all of Horsham, Littlehaven, Mowbray, Broadbridge Heath, Warnham and Kingsfold. The 8km cycle catchment, in addition to the aforementioned locations, includes Faygate, Colgate, Rusper, Okewood Hill, Slinfold, Itchingfield, Mannings Heath and Kilnwood Vale, as well as parts of Southwater, Bewbush and Capel. There is therefore a significant range of destinations within cycling distance of the Site.
- 2.3.16 The proposed development includes on-road cycle-route markings on Langhurst Wood Road between the Site and proposed signal-controlled crossing facilities over the A264, providing a route between the Site and Horsham.
- 2.3.17 The proposal includes a convenience retail store, so residents of the proposed development will be within cycling distance of their nearest food shop.
- 2.3.18 In the future, the North Horsham Development will provide employment opportunities and residents of the Site will be able to cycle to the North Horsham Development's business park as well as leisure, education and retail facilities.
- 2.3.19 There are realistic and viable opportunities for residents and employees of the convenience store to make trips by cycling.

Public Transport

- 2.3.20 The publication 'Planning for Public Transport in Developments' produced by the Institution of Highways and Transportation (IHT) specifies that new developments should be located within 400m of the nearest bus stop, albeit it longer walk distances are common.

- 2.3.21 The nearest bus stop to the Site is the 'Quarterbrass Farm Road' bus stop, located on Pondtail Road. The bus stop is c.565m walking distance from the Site. The bus stop is indicated by a flag-and-pole and benefits from timetable information.
- 2.3.22 Further bus stops (known as the 'Holbrook Corner' bus stops) are located on North Heath Lane, c.915m walk distance from the site. The southbound bus stop is indicated by a flag-and-pole and benefits from timetable information.
- 2.3.23 Additional bus stops are provided on North Heath Lane adjacent and opposite to St Mark's Lane, which are c.1.1km walk distance from the Site. Both bus stops are indicated by a flag-and-pole and benefit from timetable information.
- 2.3.24 The bus stops and the likely walking routes to/from the Site are shown at Figure 2.5 below.

Figure 2.5 – Bus stop locations



Source: Google. N.B All Distances, Locations and Areas approximate.

- 2.3.25 Table 2.2 below summarises the routes that serve the above bus stops, showing that there are regular buses within the local area.

Table 2.2 – Bus Service Details

Service	Bus Stop	Route	Approximate Peak Frequency / Period		
			Monday - Friday	Saturday	Sunday
61	North Heath opp Quarterbrass Farm Road	Wimblehurst Road to Horsham Bus Station	Every hour between 09:25 and 14:26, then one at 17:06	Once an hour between 09:26 and 17:25	No Service
89	North Heath opp Quarterbrass Farm Road	Horsham – Cuckfield	07:35, 10:51, 13:06, 16:30	No Service	No Service
200	North Heath Holbrook Corner (E-bound)	Gatwick Airport – Bewbush via Crawley and Horsham	Every hour between 01:17 and 06:58, then every 30 minutes between 06:58 and 19:54, then every hour until 00:17	Every hour between 01:17 and 08:02, then every 30 minutes between 08:43 and 18:16, then every hour until 00:16	Every hour between 01:17 and 00:17
200	North Heath Holbrook Corner (S-bound)	Bewbush to Gatwick Airport via Crawley and Horsham	Every hour between 00:56 and 06:33 then every 30 minutes between 06:33 and 20:57, then every hour between 20:57 and 23:56	Every hour between 00:56 and 07:35, then every 30 minutes between 08:11 and 17:46, then every hour between 17:46 and 23:56	Every hour between 00:56 and 23:56
71	North Heath Lane adj St Mark's Lane	Horsham Bus Station to Mowbray, Bohunt School	Every 45 minutes to an hour	Every hour	No Service

2.3.26 In the future, as part of the North Horsham Development, it is intended that the 51 and 61 bus services will be diverted into the development. The new routes are expected to operate closer to the proposed development and more frequently than the existing routes, thereby providing further opportunities for residents of the proposed development to travel via public transport.

2.3.27 Warnham train station is located adjacent to the Site to the west.

2.3.28 Warnham train station is operated by Southern Railway, with hourly trains to Horsham and London Victoria. Horsham train station facilitates onward travel to Peterborough, Portsmouth & Southsea, Bognor Regis and Southampton Central.

2.3.29 The close proximity of Warnham train station provides an opportunity for residents to make longer distance journeys (commute, leisure etc) by train, with travel between the station and the Site being made by foot or cycle.

2.3.30 Having regard to the frequency of buses and trains, and the areas that the existing local buses and trains serve, the Site is accessible by public transport.

Vehicular Access and the Local Highway Network

2.3.31 The proposed development will be served via four new proposed access junctions.

- 2.3.32 Mercer Road is a single carriageway road with a width of approximately 6m, passing east-west through the Site. It is subject to a speed limit of 40mph. It is also designated as a Public Right Of Way footpath.
- 2.3.33 Three of the proposed junctions serving the Site are located on Mercer Road.
- 2.3.34 Mercer Road extends east and west of the railway line, but is truncated by the railway line at Warnham Station. At its eastern end, on the eastern side of the Site, Mercer Road connects to Langhurst Wood Road as the minor arm of the priority-controlled T-junction.
- 2.3.35 Langhurst Wood Road runs north-south to the east of the Site. It is a single carriageway road with a varying width of c.5.5m, and is subject to a speed limit of 40mph in the vicinity of the Site.
- 2.3.36 Langhurst Wood Road connects at its southern end to the eastbound carriageway of the A264 via a priority-controlled left-in-left-out T-junction.
- 2.3.37 West of Langhurst Wood Road, the A264 connects to the A24 at the Great Daux roundabout. To the north of Great Daux the A24 provides a route to Kingsfold, Beare Green and Dorking; to the south the A24 serves as a Horsham bypass and provides a route to Southwater, Ashington, Findon and Worthing.
- 2.3.38 To the east of the Langhurst Wood Road junction, the A264 leads to Crawley and connects to the A23 and M23 at the Pease Pottage Interchange.
- 2.3.39 Figure 2.6 below shows the site in its local highway context.

Figure 2.6 – Highway Network

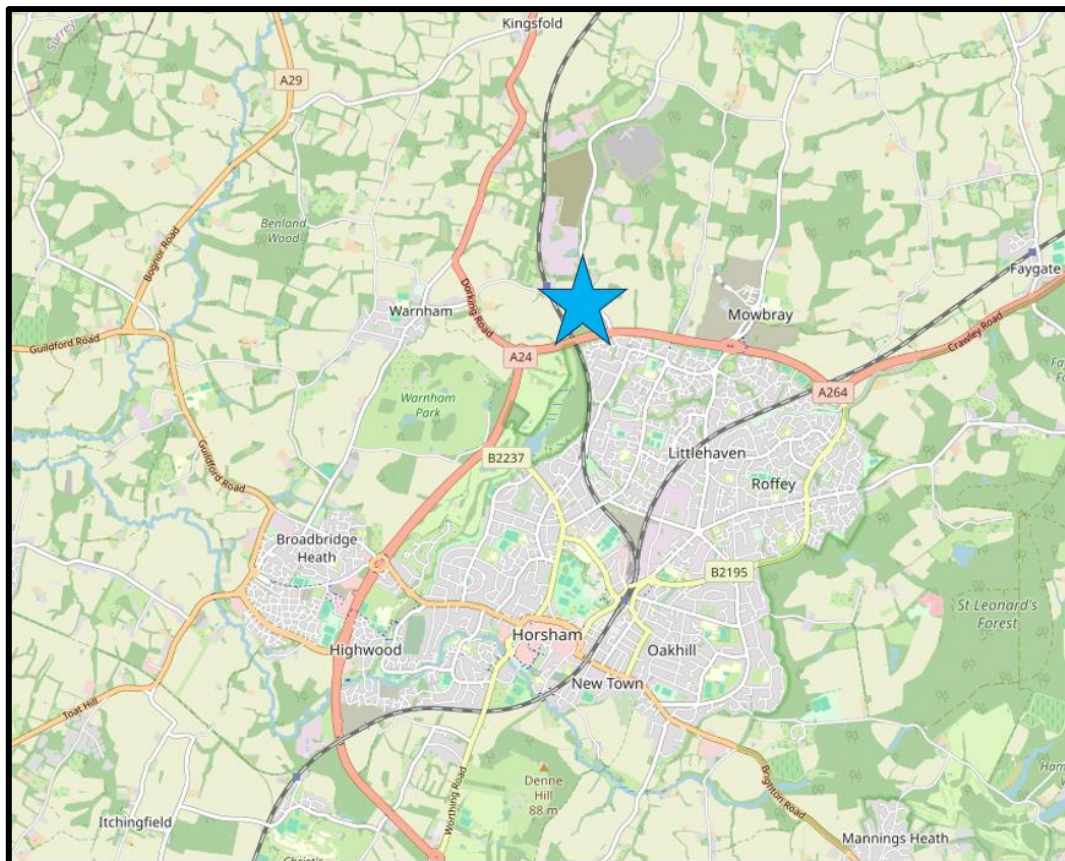


Image Source: OpenStreetMap.org

2.3.40 Overall, the Site has a prominent location in relation to the local road network from which it is readily accessible.

2.4 Access to Facilities

2.4.1 This section considers Site's accessibility to key services and facilities.

2.4.2 The Department for Transport (DfT) publish annual estimates of travel times from where people live to key local services including primary schools, secondary schools, GPs, hospitals, food stores, town centres and employment centres. These are known as the Journey Time Statistics (JTS) series, the latest set were recorded in 2019 (published in November 2021).

2.4.3 The statistics are published at national, regional, local authority and small area (Lower Super Output Area) level, for the eight key local services presented above, and for the following three modes of transport; public transport / walking, cycle and car.

2.4.4 The 2019 JTS "cycle time" has been converted to 'average distance' using the assumption that the average cycle speed is 16 km/h (the most common cycle speed input to the program used when calculating the JTS).

2.4.5 The average accessibility distance has been calculated by multiplying the average minimum cycle time (in minutes) presented at Table JTS0101 by 16 (km) and dividing by 60 (1 hour) to give the average distance.

Access to Employment

2.4.6 The national average accessibility distance to the nearest employment centre (one which provides 100-499 jobs) is 2.3km.

2.4.7 The key employment destinations close to the proposal site include the following (note: it is unknown how many staff are employed at these locations):-

- Warnham Brickworks (c.700m from the centre of the Site)
- North Heath Lane Business Park (c.2km from the centre of the Site)
- Parsonage Way Business/Industrial Park (c.3km from the centre of the Site)
- Horsham Trading Estate, Foundry Lane (c.3.2km from the centre of the Site)
- The future Business Park within the North Horsham Development (approximately 2km east of the Site)

2.4.8 Two of the above-listed employment destinations are located closer to the Site than the national average; therefore, future residents of the proposed development will benefit from being closer to their nearest employment centre than the average resident of England.

Access to Education

2.4.9 The statutory maximum walking distance for primary school pupils to their school is two miles (3.2km); for secondary school pupils, the statutory distance is three miles (4.8km).

2.4.10 Data from the National Travel Survey³ (NTS) shows that the proportion of primary pupils who walk to school decreases sharply as trip lengths exceed one mile (1.6km). This is shown in Table 2.3 which is a summary of NTS Table 0614, "trips to school by main mode, trip length and age".

Table 2.3 – NTS 0614 Trips to School; Summary Table

Age Group	Mode \ Distance	<1 mile (%)	1-2 miles (%)	2-5 miles (%)	5+ miles (%)
5-10 years	Walk	86	18	0	0
	Bicycle	1	2	0	0
	Car/van	12	78	77	72
	Bus	1	3	22	14
	Other	0	0	1	14
11-16 years	Walk	90	62	7	0
	Bicycle	1	7	11	0
	Car/van	5	19	42	37
	Bus	4	12	38	44
	Other	0	0	2	19

2.4.11 The JTS average accessibility distance to the nearest primary school is 2.3 km, and to the nearest secondary school the JTS average accessibility distance is 3.8 km.

2.4.12 The closest primary school to the Site is Holbrook Primary School, located approximately 1.5km walking distance from the centre of the Site.

2.4.13 As shown in Table 2.3, 88% of journeys made by 5-10 year olds to schools less than one mile (1.6km) away are made by non-car modes.

2.4.14 The approved North Horsham Development contains two primary schools, the closest of which is expected to be c.700m walk distance from the Site.

2.4.15 The closest existing primary school is therefore within both the national average distance and the statutory maximum walking distance for children of primary school age.

2.4.16 When the North Horsham Development is built and complete, the nearest primary school will be closer.

2.4.17 The closest secondary school is Bohunt Horsham. It is approximately 2.6km walking distance from the centre of the Site, which is within the statutory walking distance for secondary school children, and shorter than the average accessibility distance. As shown in Table 2.3, for school journeys of two-to-five miles being undertaken by 11-16 year olds, 58% are undertaken using non-car modes.

³ Table 0614 'trips to school by main mode, trip length and age', National Travel Survey, 2022.

Access to Other Facilities

- 2.4.18 The 2019 JST average accessibility distance to the nearest town centre is 4.6km. The centre of Horsham, which contains a variety of retail attractions in addition to a range of restaurants and other facilities, is closer than the national average at c.3.5km from the Site.
- 2.4.19 The 2019 JST average accessibility distance to the nearest food store is 2.3km. A Lidl foodstore is located c.2.5km southeast of the Site, which is approximately equal to the JST average accessibility distance.
- 2.4.20 The 2019 JST average accessibility distance to the nearest GP surgery is 3.0km; The Holbrook Surgery and the Bartholomew Way Clinic are located c.1.8km from the Site and are therefore below the JTS average distance.
- 2.4.21 The 2019 JST average accessibility distance to the nearest hospital is 10km; Horsham Hospital is approximately 2.4km from the Site and therefore within the JTS average distance.
- 2.4.22 Table 2.4 summarises the relevant accessibility distances set out above.

Table 2.4 – Accessibility Distance Summary

Destination / Purpose	2019 JTS	Approximate Distance from Proposal Site	Destination Name
Employment (100 – 499 Jobs)	2.3km	1. 700m 2. 2km	1. Warnham Brickworks 2. North Heath Lane Business Park
Primary School	2.3km	1.5km	Holbrook Primary School
GP Surgery	3.0km	1.8km	The Holbrook Surgery and the Bartholomew Way Clinic
Secondary School	3.8km	2.6km	Bohunt Horsham
Hospital	10km	2.4km	Horsham Hospital
Foodstore	2.3km	2.5km	Lidl
Town Centre	4.6km	3.5km	Horsham Town Centre

2.5 Residents' Travel Patterns

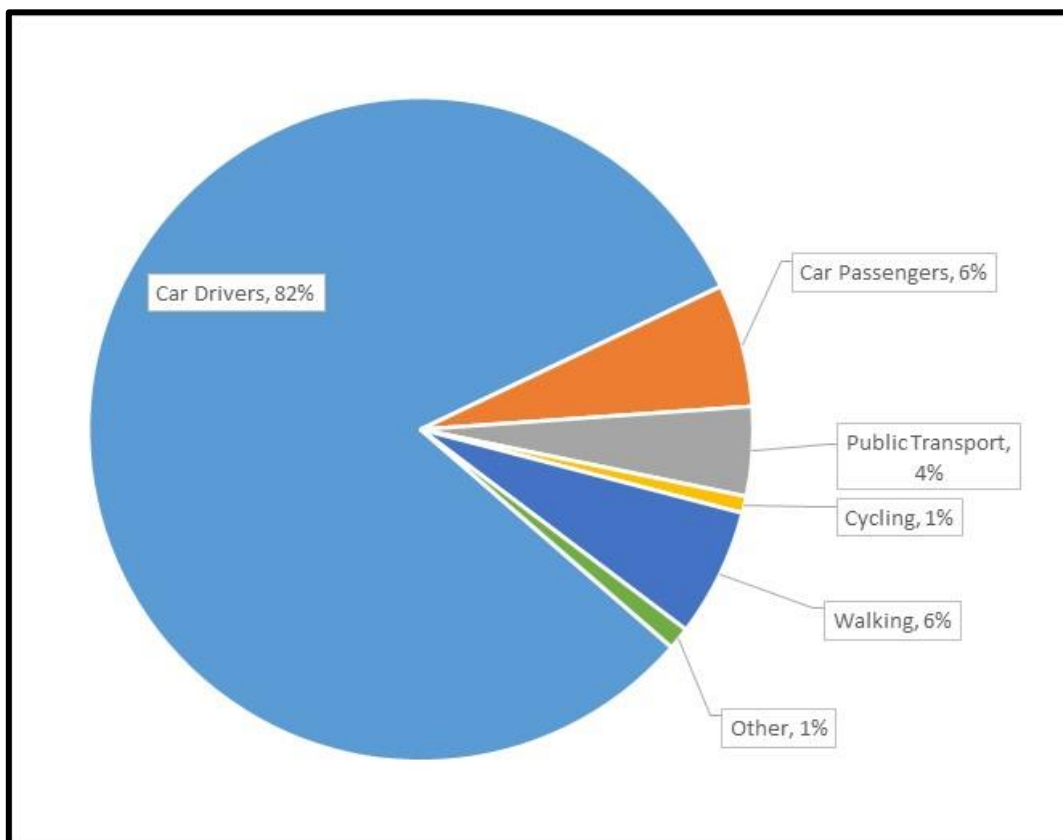
- 2.5.1 In order to establish the initial travel patterns of residents, a comprehensive residents' travel survey will be conducted within three months of the development becoming 50% occupied.
- 2.5.2 One of the key outputs of the surveys will be the modal split for travel in particular the journey to work by residents. A list of subjects that will be surveyed have been provided below:
- Name, work location, and gender.
 - Mode of travel, travel distance and travel time.
 - Why they travel by the mode they do, and as appropriate, what measures might help them to switch to a more sustainable travel mode.
- 2.5.3 Once the surveys have been completed and the results analysed, the modal split information for the development will be summarised within an updated Travel Plan.

2.6 Census Review and Targets

Census Review

- 2.6.1 As the development has not yet been built or occupied, a preliminary review of local travel patterns has been undertaken to establish an initial indication of how future residents may travel to/from the development.
- 2.6.2 The preliminary review of the modal proportions of residents' trips is based on the 2021 census data for 'Method of Travel to Work' for the Lower Super Output Area of 'Horsham 002F'.
- 2.6.3 The average proportion of trips by each travel mode, as identified by the 2021 census, is set out at Figure 2.7.

Figure 2.7 –Travel to Work Census Statistics – Travel Mode



Targets

- 2.6.4 The Travel Plan targets should be SMART, i.e. Specific, Measurable, Achievable, Realistic and Time-bound.
- 2.6.5 The initial target of the Travel Plan (i.e. the results of the first travel survey) will be to achieve a modal split in line with the average figures at Figure 2.7 above, and set out at Table 2.5 below, and to then reduce the proportion of residents driving single occupancy single purpose private car journeys to work by 5%, absolute, within five years of the Travel Plan being adopted. However, the future target will take into consideration the modal split identified from the initial residents' surveys.

2.6.6 Targets for individual mode shares have been set; however, the reduction of single occupancy private car journeys, with an associated transfer to *any* non-single-occupancy, single-purpose car mode of transport (inclusive of car sharing, electric car and electric scooter) will contribute towards achieving the main objective of the Travel Plan.

Table 2.5 – Travel Mode Targets (Example)

Mode of Travel	Target – Initial	Target – 5 Years
Car driver	82%	77% (-5%)
Car passengers	6%	7% (+1%)
Bus / Rail	4%	5% (+1%)
Cycle	1%	2% (+1%)
Walk	6%	7% (+1%)
Other	1%	2% (+1%)
Total	100%	100%

3.0 TRAVEL PLAN ADMINISTRATION

3.1 Introduction

- 3.1.1 At their discretion, the developer will appoint a site-wide Travel Plan Co-ordinator (TPC) to cover the whole development. The TPC will be responsible for implementing and administering the Travel Plan measures, as well as investigating additional potential Travel Plan measures and sustainable transport opportunities. The amount of time needed for this is likely to vary from week to week.
- 3.1.2 The TPC will be provided with a copy of the Travel Plan, and will be encouraged to develop ideas of how to best promote and evolve the Travel Plan, over the five-year lifetime.
- 3.1.3 Once appointed, the contact details of the TPC will be inserted below:-

TPC Name: _____

TPC Email Address: _____

TPC Phone Number: _____

3.2 Duties

- 3.2.1 The duties of the TPC are permanent. The TPC will be responsible for the operation and implementation of the Travel Plan, which includes the following actions:
- Implementing the Travel Plan.
 - Monitoring the Travel Plan.
 - Liaison with the Local Authority and other Travel Plan Coordinators where appropriate.
 - Liaison with the local bus operators where appropriate.
 - The preparation of subsequent update Travel Plan reports for submission to the Local Authority.

3.3 Promotion of the Travel Plan

- 3.3.1 All residents, including new residents when ownership changes, will be made aware of the existence of the Travel Plan, its objectives and their role as individuals in achieving these objectives.
- 3.3.2 All new residents will be provided with information on sustainable travel and the options available to them, so that they can begin planning their journeys prior to occupying their new homes within the development.

4.0 TRAVEL PLAN MEASURES

4.1 Introduction

- 4.1.1 This section of the Plan outlines the specific physical and management measures to be implemented as part of the Plan. The implementation of the listed measures, which include awareness initiatives and infrastructure provision, is the core of the Plan.
- 4.1.2 As far as possible, the measures and initiatives outlined in this section are designed to be suitable for review and monitoring. The list is not exhaustive and the TPC will be free to investigate other potential initiatives. This list will be reviewed following the completion of the residents' travel survey and the setting of the Travel Plan targets.
- 4.1.3 The TPC will be responsible for organising involvement in travel planning days/events for all modes of sustainable travel.
- 4.1.4 The TPC will be free to investigate other potential ways of encouraging residents to travel by sustainable modes.
- 4.1.5 An Action Plan has been included at Section 5.0.

4.2 Travel Information Pack

- 4.2.1 Upon commencement of occupancy, each new resident will be provided with a Travel Plan Information Pack. This pack will contain all the information an individual will need in order to make an informed choice on the mode of travel to be used for their journeys. The pack will comprise the following:
 - A summary page introducing the Travel Plan.
 - Copies or hyperlinks to local bus timetables and maps.
 - Promotional material about walking and cycling.
 - Promotional material about public transport.
 - A plan showing local walk and cycle routes.
 - A promotional leaflet about car sharing.
 - A list of informative websites which promote sustainable travel.
 - Information on personal travel planning options such as the Traveline website.

4.3 Walking and Cycling

- 4.3.1 The TPC will promote walking and cycling as healthy and cheap means by which to travel. In order to encourage residents to travel on foot and/or bike; the following measures will be implemented:
 - Subject to availability, local cycle and walking maps will be provided in the residents' travel information pack.
 - The residents' travel information pack will include information on the health benefits of walking and cycling.
 - Details of facilities within walk and cycle distance on the site will be provided within the residents' travel information pack.
 - The TPC will liaise with the Highway Authority to report any issues with local cycle routes.

- Bike week will be promoted by the TPC. Information can be obtained from www.cyclinguk.org/bikeweek
- Walk to Work Week, Walk to School Week, Cycle to Work Week and other local and national events will be promoted within the pack.
- Promotional material on bicycle maintenance will be included in the residents' travel information pack.
- Should demand warrant it, the TPC will investigate the potential for a Bicycle User Group (BUG).
- The potential to offer Dr Bike, cycle training, or other cycle maintenance services to residents will be investigated.
- Walking and cycling information contained in the travel information packs will also be displayed in communal areas and notice boards within the development.

4.4 Public Transport

4.4.1 Travel by public transport will be promoted as one of the key benefits of the development, with particular emphasis on Warnham Train Station adjacent to the development.

4.4.2 By way of encouraging residents to travel by public transport the following measures will be implemented:-

- The residents' travel information pack will identify the nearest bus stops and the services that operate from them.
- Timetables, maps and fare information will be provided within the residents' travel information pack.
- The TPC will liaise with the local authority and the local bus operators to ensure that the information remains valid.
- The TPC will bring to the attention of the relevant bus operators any issues raised by residents.
- The potential to offer free taster/trial bus travel tickets to new residents will be investigated with the local operators.
- Public transport information contained in the travel information packs will also be displayed in communal areas and notice boards within the development.

4.5 Car Sharing

4.5.1 Car sharing represents a relatively convenient alternative form of travel. It can reduce the total vehicle mileage by residents of the development, and therefore reduce fuel consumption and vehicle emissions, which is beneficial to both residents and the environment.

4.5.2 Some residents may be concerned about the logistics and security of car sharing, so to maximise the potential pool for residents who are interested, residents will be encouraged to register with appropriate car sharing websites, such as www.liftshare.com/uk

4.5.3 National Liftshare week will be promoted by the TPC. Information will be obtained from the Liftshare website.

5.0 PLAN MONITORING AND REVIEW

5.1 Introduction

- 5.1.1 A programme of monitoring and review has been designed to generate information by which the success of the Plan can be evaluated. Monitoring and review will be the responsibility of the TPC.

5.2 Monitoring

- 5.2.1 The outputs of an on-going monitoring programme will be used to inform the content of the Travel Plan reports (as detailed in Section 5.3) and will include the following:
- Monitoring the number of vehicles travelling in/out of the development.
 - Monitoring the use of communal cycle parking.
 - Monitoring the demand for additional cycle parking.
 - Monitoring the number of residents registered for car sharing.
 - Recording of comments received from residents on transport and travel to/from the development.
 - Monitoring of the number of vehicles parked in the residential streets.

5.3 Process and Review

- 5.3.1 Within three months of the development reaching 50% occupancy opening, the developer will conduct a baseline travel survey to assess the travel patterns of its residents. Three months from that date a copy of the updated Travel Plan will be submitted to the Local Authority.
- 5.3.2 A residents' survey will be conducted in years 1, 3 and 5 after the baseline survey, after each of which a Travel Plan Review Report will be submitted to the Local Authority.
- 5.3.3 The Travel Plan Review Reports will be produced following the results of each survey, and will include the following:
- Analysis of the latest survey responses.
 - The latest targets (existing targets will need evaluation and refinement in light of the updated survey results). The success in achieving existing targets will also be considered.
 - Any additional measures and any changes or refinements to existing measures.
 - Evaluation of the success of the various measures implemented to date.
- 5.3.4 Should the Travel Plan not be meeting its prescribed targets, then remedial measures will be considered, including the extension of the lifetime of the travel plan and an evaluation of existing measures.

5.4 Action Plan

- 5.4.1 The Action Plan for the Travel Plan is provided at Table 5.1.

Table 5.1 – Residential Travel Plan Action Plan

When	Responsibility	Action
Before Launch of Travel Plan	Developer	Obtain up to date information on local walk routes
	Developer	Obtain up to date information on local cycle routes and cycle maps
	Developer	Obtain up to date information on bus stops, maps, and bus services
	Developer	Obtain up to date information on rail services
	Developer	Obtain up to date information on local taxi services
	Developer	Assemble Travel Information Pack
	Developer	Obtain information on regional and local car share databases
Prior to Occupancy of Development	Developer	Check information remains current in Travel Information Packs
	Developer	Appoint Travel Plan Co-ordinator
	Sales Staff	Promote sustainable travel and offer travel advice to prospective buyers.
Upon First Occupancy of Residential Dwellings	Travel Plan Co-ordinator	Distribute Travel Information Packs to Residents
At 50% Occupancy of Residential Dwellings	Travel Plan Co-ordinator	Organise Baseline Residential Travel Survey within three months
After Baseline Travel Survey	Travel Plan Co-ordinator	Analyse baseline survey data and produce Update Travel Plan with revised targets
Ongoing	Travel Plan Co-ordinator	Carry out ongoing monitoring and reviews
	Travel Plan Co-ordinator	Arrange 1-, 3- and 5-year surveys
	Travel Plan Co-ordinator	Analyse survey data, update targets and issue Travel Plan Review Reports
	Travel Plan Co-ordinator	Consider remedial measures if targets are not met
	Travel Plan Co-ordinator	Report any relevant findings from the staff travel survey to the Local Authority
	Travel Plan Co-ordinator	Record and address any comments received
	Travel Plan Co-ordinator	Report any problems with local pedestrian or cycle routes to Local Authority
	Travel Plan Co-ordinator	Inform new residents about Travel Plan and issue them with a Travel Information Pack
	Travel Plan Co-ordinator	If demand warrants it, organise Bicycle Users Group