



# HORSHAM ENTERPRISE PARK (LOVELLS SITE – PHASE 1 & 2), WIMBLEHURST ROAD, HORSHAM

## TRAVEL PLAN

March 2025

Lovell Partnerships

RESIDENTIAL DEVELOPMENT  
HORSHAM ENTERPRISE PARK (LOVELLS SITE – PHASE 1 & 2)  
WIMBLEHURST ROAD, HORSHAM

TRAVEL PLAN

CONTROLLED DOCUMENT

<i>Document No:</i>	183.0009/TP/2	
<i>Status:</i>	Final	
	<i>Name</i>	<i>Date</i>
<i>Prepared by:</i>	Emily Kerry	March 2025
<i>Checked by:</i>	Shannon Betteridge	March 2025
<i>Approved by:</i>	Mark Smith	March 2025

**Revision Record**

<i>Rev.</i>	<i>Date</i>	<i>By</i>	<i>Summary of Changes</i>	<i>Aprvd</i>
2	13.03.25	EK	Client Comments	SKB

**Disclaimer**

This document has been prepared in accordance with the scope of Paul Basham Associates Ltd's appointment with its client and is subject to the terms of that appointment. It is addressed to and for the sole use and reliance of Paul Basham Associates clients. Paul Basham Associates accepts no liability for any use of this document other than by its client and only for the purposes, stated in the document, for which it was prepared and provided. No person other than the client may copy (in whole or in part), use or rely on the contents of this document, without the prior written permission of a Director of Paul Basham Associates. Any advice, opinions, or recommendations within this document should be read and relied upon only in the context of the document as a whole. The contents of this document are not to be construed as providing legal, business or tax advice or opinion.

© Paul Basham Associates Limited



Lovell Partnerships  
Kent House  
14-17 Market Place  
London  
W1W 8AJ



Paul Basham Associates Ltd  
The Bothy  
Cams Hall Estate  
Fareham  
Hampshire  
PO16 8UT

**RESIDENTIAL DEVELOPMENT  
HORSHAM ENTERPRISE PARK (LOVELLS SITE – PHASE 1 & 2)  
WIMBLEHURST ROAD, HORSHAM**

**TRAVEL PLAN**

**Contents**

1.	INTRODUCTION .....	2
2.	TRAVEL PLAN POLICY .....	5
3.	EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY .....	11
4.	PROPOSED DEVELOPMENT .....	24
5.	INDICATIVE BASELINE AND TARGETS.....	27
6.	TRAVEL PLAN STRATEGY .....	29
7.	IMPLEMENTATION AND MONITORING .....	33

**Figures**

Figure 1 – Site Location

Figure 2 – Public Rights of Way (PRoW) in the vicinity of the site

Figure 3 – WSCC Cycle Journey Planner

Figure 4 – National Cycle Network

Figure 5 – Proposed Cycling Network (straight-line corridor) (Horsham LCWIP)

**Tables**

Table 1 – Local Amenities and Facilities

Table 2 – Bus Services from Blenheim Road/Blenheim Road North Heath Bus Stops

Table 3 – Accommodation Schedule

Table 4 – WSCC Car Parking Requirements

Table 5 – WSCC Cycle Parking Requirements

Table 6 – Indicative Baseline Splits and Targets Based on 2011 Census Data

Table 7 – Monitoring Strategy

**Appendices**

Appendix A – Site Layout

Appendix B – Walking and Cycling Isochrone Maps

Appendix C – Getting Around Horsham Map

Appendix D – 2011 ‘Method of Travel to Work’ Census data

Appendix E – Costed Action Plan

## 1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of Lovell Partnerships Ltd to support a full application for a residential development of 206no. dwellings.
- 1.2 The development site is located to the south of Parsonage Road and east of Wimblehurst Road in Horsham, West Sussex. The site was formerly used by Novartis (a global healthcare company) and is currently vacant. The site is bound by Parsonage Road to the north, a railway line to the east and south and Wimblehurst Road to the west/northwest.
- 1.3 The development site is located to the north of Horsham Town Centre, approximately 1.3km north of Horsham Railway Station and approximately 1.5km south-west of Littlehaven Railway Station. The site location is illustrated in red in **Figure 1** with the full site layout provided within **Appendix A**. An adjacent development site for the remainder of the former Novartis site is marked in blue.

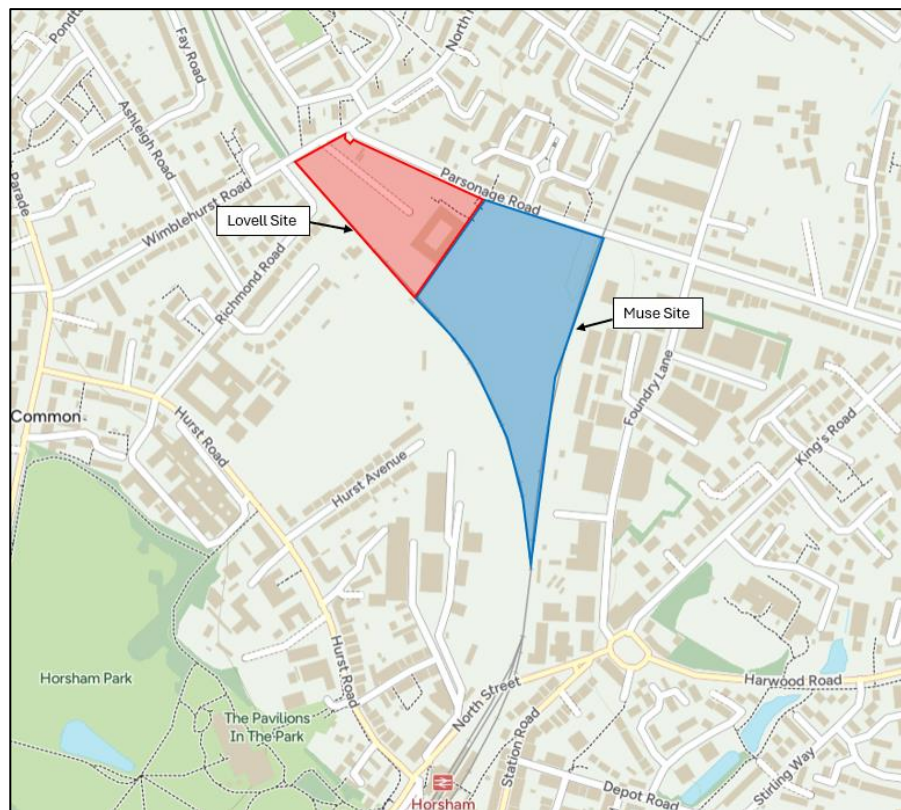


Figure 1: Site Location

- 1.4 In addition to this Travel Plan, a Transport Assessment (TA) and Waste Management Plan (WMP) have been prepared, outlining the anticipated impacts of the development in relation to transportation and highways. Therefore, this Travel Plan should be read in conjunction with those documents.

## Planning History

- 1.5 Outline planning permission (ref: DC/18/2687) was approved on 11 February 2020 (and as varied by as amended by s96a application DC/22/1724 on 04 October 2022) and had the following description of development:

*“Outline planning application for the erection of up to 300 dwellings (C3) including the conversion of existing offices buildings 3 and 36) up to 25,000sqm of employment (B1) floorspaces and provision of 618sqm of flexible commercial/community space (A1 A2 A3 D1 Creche) use classes) within the ground floor of converted building 36. Improvements to existing pedestrian and vehicular accesses from Parsonage Road and Wimblehurst Road, new cycle and pedestrian accesses from Parsonage Road, together with associated parking and landscaping. All matters reserved except for access.”*

- 1.6 In summary, the outline permission allows for the following:
- Up to 300 dwellings (C3 Use Class), of which 35% is to be affordable;
  - Up to 25,000sqm of employment (B1 Use Class) floor space;
  - Conversion of the Central Buildings as follows:
    - Building 3 – to residential (C3 Use Class); and
    - Building 36 – to residential (C3 Use Class) and 618 sqm of flexible commercial/community space within the ground floor, restricted to A1, A2, A3 or D1 Use Classes.
- 1.7 A Transport Assessment and Travel Plan were prepared by Hampshire Services (on behalf of West Sussex County Council (WSCC)) and submitted in December 2018 (DC/18/2687) to support the outline application. As a brief overview, the land for which this report now supports for residential development, was the land granted permission for up to 300no. dwellings and the conversion of the central buildings.
- 1.8 While the permission associated with the outline application lapsed in early February 2025, given that a consent was granted in this location, where relevant and appropriate within this report, reference will be made to the previously approved parameters and plans.

### **Purpose of the Travel Plan**

- 1.9 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles and working with the local community.
- 1.10 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (Lovell Partnerships) and the Local Authorities (WSCC). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

### **Travel Plan Principles**

- 1.11 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

### **Travel Plan Structure and Approach**

- 1.12 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
  - Chapter 3 – Existing Conditions and Local Accessibility
  - Chapter 4 – Proposed Development
  - Chapter 5 – Indicative Baseline and Targets
  - Chapter 6 – Travel Plan Strategy
  - Chapter 7 – Implementation and Monitoring

## 2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF);
- West Sussex Transport Plan (2022-2036);
- West Sussex Walking and Cycling Strategy (2016-2036);
- West Sussex Active Travel Strategy (2024-2036)
- Horsham Local Cycling and Walking Infrastructure Plan (LCWIP) (2020)

### National Planning Policy Framework (NPPF)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*a long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
- c) understanding and addressing the potential impacts of development on transport networks;
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.

(NPPF Para.109)

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

(NPPF Para.110)

Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.

(NPPF, Para. 116)

Within this context, applications for development should:

- a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient



locations.

(NPPF, Para. 117)

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

(NPPF Para. 118)

### West Sussex Transport Plan 2022 to 2036

- 2.3 The West Sussex Transport Plan 2022 to 2036 (WSTP) was adopted in April 2022 and sets out how the council intends to address key challenges by improving, maintain and managing the transport network in the period up to 2036. WSCC's vision is:

*'A West Sussex transport network in 2036 that works for communities in the Coastal West Sussex, Gatwick Diamond and Rural West Sussex economic areas by helping to address the spatial economic challenges of the County, level up the coastal economy and provide access to employment and services countywide. The transport network will be on a pathway to achieve net zero carbon emissions by 2050 through more local living, increased use of electric vehicles and reduced use of fossil-fuels. It will also be safer, more efficient and resilient overall with more walking, cycling and use of public or shared transport and less congestion on major routes that connect West Sussex towns with Gatwick Airport, London and nearby cities. 3 The transport network will connect communities and allow residents to live healthy lifestyles with good access to the West Sussex coast and the protected South Downs, High Weald and Chichester Harbour. Active travel modes, public or shared transport will be attractive options in built up areas and between towns, and rural communities will have access to the services they need. Transport impacts such as air pollution, noise and rat-running on adjacent communities and the environment will be minimised to protect a quality of life that reflects the characteristics of the County.'*

- 2.4 WSCC have five thematic strategies through which their vision will be delivered.

Our active travel strategy is intended to facilitate greater use of active travel modes (e.g. walking and cycling). Our approach and priorities are to extend and improve the network of active travel facilities, providing segregation where necessary, which will require funding and partnership working to identify priorities and deliver improvements. If opportunities arise, we will work with partners to deliver skills training and promotion initiatives.

(Para.4.2)

Our shared transport strategy (i.e. buses, community transport and mobility solutions) is intended to facilitate a more efficient and customer focused bus network, using community transport and new mobility solutions where possible and viable. Our approach and priorities are to work with operators to explore new models of service delivery and identify and deliver improvements to services, infrastructure and the customer interface. If opportunities arise, we will support partners to renew vehicle fleets, deliver promotional initiatives and explore new fares and ticketing arrangements.

(Para 4.3)



Our rail strategy is intended to set out how we want the railway to be improved. This includes identifying priorities that will help the rail network to perform a strategic role in the transport network, providing connectivity between towns in West Sussex and other regional economic centres, and work with regional partners to promote their inclusion in future rail investment programmes.

*(Para 4.4)*

Our access to Gatwick Airport Strategy includes supporting initiatives that will increase sustainable transport mode share for passengers and employees and ensure community needs are taken into account.

*(Para 4.5)*

### **Road Network Strategy**

Travel behaviour in West Sussex is currently dominated by fossil fuel propelled car travel so we are planning to change this by enabling increased use of electric vehicles and sustainable modes of transport. Our approach is to improve the efficiency of the most strategically important local roads and provide facilities for active travel and shared transport services, supported by use of demand management techniques. These improvements are also expected to contribute to improving road safety and resilience to the effects of climate change.

*(Para 4.6)*

Where improvements are proposed to trunk roads that are managed by National Highways, this will be subject to their decision-making and processes. However, this Plan sets out what is important to the County Council in taking forward these schemes.

*(Para 4.7)*

Giving active travel and shared transport greater priority on local roads that do not form part of the County Strategic Road Network is expected to increase their mode share at a faster rate than traffic growth. If major improvements are being made to the road network, our approach is to ensure they enhance biodiversity. Impacts on other aspects of the environment will be avoided and where this is not possible, impacts will be minimised.

*(Para 4.8)*

2.5 West Sussex's Transport Plan also identifies Area specific Transport Strategies across the county, those associated with Horsham are outlined below:

Our transport strategy for the Horsham area (in no particular order) is to:

- deliver improvements largely within existing highway land to provide bus priority at signal-controlled junctions;
- deliver small scale 'tactical' highway improvements on the A24 and A264 as development comes forward in advance of strategic improvements in the medium and long-term depending on the development strategy;
- facilitate the introduction of on-street electric vehicle charging infrastructure, initially in Horsham, Billingshurst, Southwater, Colgate and Rusper followed by other areas;
- prioritise active travel modes where development takes place;
- increase space for active travel through infrastructure improvements on priority routes;
- deliver Air Quality Action Plans in Storrington and Cowfold;
- give greater priority to shared transport services on strategically important corridors in the medium term;

- investigate an integrated approach to resolving capacity issues on the A264;
- consult on removing a section of the A272 from the PRN;
- tackle use of inappropriate rural routes using behavioural initiatives; and
- work with strategic partners to improve rail services to London and along the Arun Valley Line in the long term.

(Para.5.5)

2.6 These strategies highlight the importance of sustainable transport mode development within West Sussex and indicate the improvements that will be made in the surrounding area through the lifetime of this TP and beyond.

### **West Sussex Walking and Cycling Strategy 2016 – 2026**

2.7 In 2016, WSCC introduced the West Sussex Walking and Cycling Strategy which *‘is designed to complement the Government’s emerging Cycling and Walking Investment Strategy and sets out the County Council’s aims and objectives for walking and cycling together with [the] priorities for investment in infrastructure improvements’*.

2.8 The strategy is relevant to this TP as it identifies that walking and cycling are low-cost modes of travel that have the potential to replace a significant proportion of motorised journeys. The objectives identified within this strategy also strongly relate to those within the TP, in particular:

- ‘To ensure that cycling and walking are recognised as important travel modes and therefore part of the transport mix’
- ‘To make cycling and walking the natural choice for shorter journeys (such as journeys to school), or as part of a longer journey’
- ‘To reduce congestion and pollution by encouraging and enabling people to travel without a car’

### **West Sussex Active Travel Strategy (2024 – 2036)**

2.9 The West Sussex Active Travel strategy supports the WSTP, specifically in delivering objectives 11 and 17.

- Objective 11: Reduced the need to travel by car and enabling local living.
- Objective 17: Extend and improve the network of active travel facilities so it is coherent and high quality enough to make active travel an attractive, safe option for short distance trips and to transport interchanges.

2.10 The Active Travel Strategy has 4 aims with two being relevant to this TP, the strategies are outline below:

**Aim 1: Support the decarbonisation of our transport network**

Our Active Travel schemes will contribute to the decarbonisation of our transport networks and support the pathway to net zero. When we develop active travel schemes this will mean assessing carbon impacts will increasingly form an integral part of our scheme development process. This will ensure approaches to scheme design and delivery maximise the potential to reduce embodied carbon and secure reductions in emissions from journeys that would otherwise be undertaken by motorised vehicles.

**Aim 2: Reduce the need to travel by motorised vehicles**

We will strive to make walking and cycling the natural choice for shorter journeys, or as part of a longer journey. This will mean the development and delivery of active travel routes that provide safe and direct connections between people and places, and journey times that make these options the logical choice. For longer distance journeys we will ensure active travel planning considers access to public transport services, including local bus and rail connections, to ensure door-to-door journeys by more sustainable, low carbon forms of travel become the most viable and attractive option across the county.

*(Para.1.3.1)*

2.11 The delivery of these aims, particularly Aim 2, will actively contribute to the reduction in single occupancy vehicle trips through the facilitation of alternative active travel.

**Horsham Local Cycling and Walking Infrastructure Plan (LCWIP) (2020)**

2.12 In 2020, Horsham District Council adopted The Horsham LCWIP. Within the LCWIP they outline their vision for walking and cycling in Horsham:

*‘For Horsham residents, workers and visitors, cycling and walking will be the natural choice for most short journeys, and to access public transport for longer journeys. People will be able to easily access the places they need by cycle and on foot, including to and from the new areas of development. The cycling and walking networks will be direct, safe and comfortable to use, continuous, well-connected, inclusive and wherever possible attractive.’*

2.13 The objectives set within the Horsham LCWIP to deliver this vision are outlined below:

- Increase levels of cycling and walking for utility journeys.
- Design quality cycling and walking networks based on standards and good practice guidance.

- 2.14 The LCWIP identifies a network of strategic cycle corridors, proposed routes 1a, 1b and 2 would all be accessible from the Novartis site, enabling cycle access into Horsham via cycle corridors. Similarly, a key walking route is identified along Wimblehurst Road to the west of the site. Therefore, cycling and walking infrastructure within the vicinity of the site are within the priorities of the Horsham LCWIP and will aid in the delivery of this TP's modal shift targets.
- 2.15 This TP has been written in accordance with the above policies to meet the sustainable requirements for new developments within WSCC and increase the modal share of alternative transport options for the benefit of the proposed development and wider community.

### 3. EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY

#### Site Location

- 3.1 As aforementioned, the site is located to the south of Parsonage Road and east of Wimblehurst Road in Horsham, West Sussex. The site is situated c.1.3km northeast of Horsham town centre and c.2.7km east of Broadbridge Heath village.

#### Local Highway Network

- 3.2 The proposed site is accessed via Wimblehurst Road, which is subject to a 30mph speed limit and has a straight alignment. The existing carriageway width is c.9.8m and formerly included a c.3m right turn lane into the site access. Opportunities and the necessity to reinstate the right turn lane are assessed later within this report. The existing site access conditions are shown in **Photograph 1**.



**Photograph 1:** Existing Wimblehurst Road Access Conditions

- 3.3 Wimblehurst Road connects to Parsonage Road and North Heath Lane at a mini-roundabout junction approximately 30m northeast of the site access and connects to the B2237 at a signalised junction approximately 450m southwest of the site access.

#### Local Facilities

- 3.4 The site is well located in relation to the existing facilities and amenities within Horsham and the surrounding area. Within the local area there are a range of facilities and amenities, as summarised in **Table 1**, with a 'Walking Isochrone Accessibility Map' and 'Cycling Isochrone Accessibility Map' included in **Appendix B**. The walking and cycling times are in accordance with CIHT and LTN 1/20 guidance.

Amenity	Distance from Site Access	Walking Time (80m per minute)	Cycle Time (250m per minute)
Blenheim Road Bus Stop	85m	1 minute	<1 minute
Place of Worship	600m	8 minutes	2 minutes
Horsham Community Hospital	650m	8 minutes	3 minutes
Café	700m	9 minutes	3 minutes
North Heath Community Primary School	700m	9 minutes	3 minutes
Day Lewis Pharmacy	700m	9 minutes	3 minutes
The Hollbrook Club (community centre)	800m	10 minutes	3 minutes
Tesco Express	1.1km	14 minutes	4 minutes
Lidl	1.1km	14 minutes	4 minutes
Freeborn Bicycle Shop	1.2km	15 minutes	5 minutes
Horsham Rail Station	1.2km	15 minutes	5 minutes
Pub/Restaurant	1.3km	16 minutes	5 minutes
Gym	1.3km	16 minutes	5 minutes
Post Office	1.5km	19 minutes	6 minutes

**Table 1:** Local Amenities and Facilities

- 3.5 The Chartered Institution of Highways and Transportation's (CIHT) 'Planning for Walking' (April 2015) document identifies that the average length of pedestrian journeys is now 1.37km (page 6). With many of the local amenities identified coming well within this threshold, it provides a good opportunity to promote journeys by walking and other sustainable modes of travel, thus reducing the reliance on motorised vehicles.
- 3.6 Manual for Streets extends upon the 1.37km walking journey distance and states that walking has the potential to replace journeys up to 2km. This distance encompasses all the local facilities and amenities identified within **Table 1**.
- 3.7 CIHT 'Planning for Cycling' document suggests that 80% of cycle trips undertaken are less than 5 miles (8km), with 40% being less than 2 miles (3.2km). With all amenities being well within the shorter distance of 3.2km from the site, this also shows significant potential for cycling to be a frequently utilised travel mode by future residents.



## Pedestrian Network

### Wimblehurst Road

- 3.8 Wimblehurst Road (in the vicinity of the site access) benefits from a c.1.8m wide footpath on the eastern side of the road, which, to the south of the access is separated from the carriageway via a grass verge. A c.1.8m footpath is present on the western side of Wimblehurst Road for its duration. To the north of the site access, a continuous footway is provided which connects to the provision along Parsonage Road. The existing pedestrian infrastructure is demonstrated in **Photographs 2** and **3**.



**Photograph 2:** Footway Provision Looking South



**Photograph 3:** Footway Provision Looking North

- 3.9 To the northeast of the site footways are afforded on all the adjacent roads. There is an uncontrolled crossing on North Heath Lane (**Photograph 4**) that facilitates access to Blenheim Road North Heath bus stop, enabling travel northbound on the Metrobus 71 and 200 services. Opportunities to improve this junction for pedestrians are explored later within this report.



**Photograph 4:** Uncontrolled Crossing with Tactile Paving on North Heath Lane



3.10 To the south of the site, footways continue to flank either side of Wimblehurst Road to the junction with the B2237. The route for residents likely to access Horsham Town Centre by foot from the site includes the use of Richmond Road and Hurst Road. The existing conditions between the site and along Richmond Road are demonstrated in **Photographs 5 – 7**.



**Photograph 5:** Footway between site and Richmond Road



**Photograph 6:** Richmond Road/Wimblehurst Road Junction



**Photograph 7:** Richmond Road Conditions

3.11 Hurst Road benefits from footways flanking either side of the carriageway, with a signalised crossing also provided, helping to facilitate the movement of non-motorised users across the carriageway.

### Parsonage Road

- 3.12 Parsonage Road, to the north of the site, includes a continuous footway flanking either side of the carriageway. The existing footway is of good width (circa 1.8m or more) and has sections separated from the carriageway by a grass verge. The existing conditions along Parsonage Road are demonstrated in **Photograph 8**.



**Photograph 8:** Parsonage Road Conditions

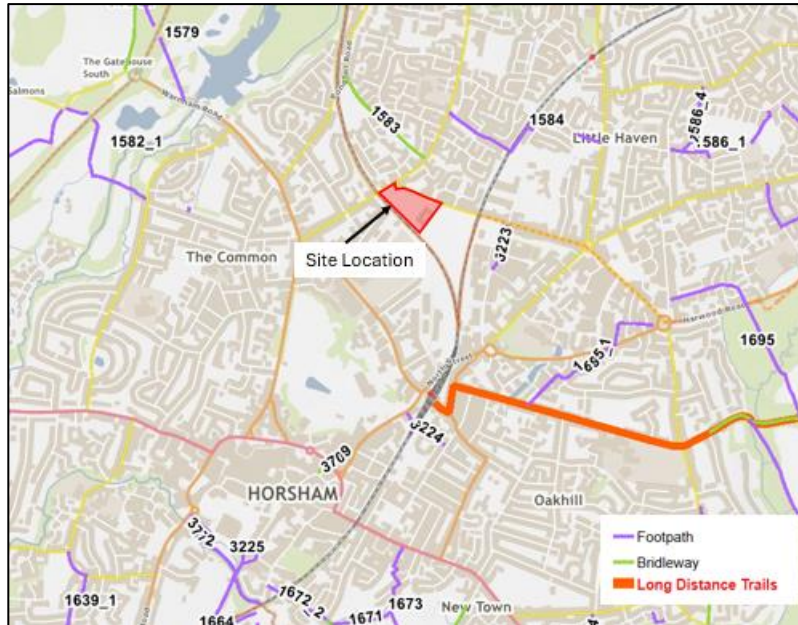
- 3.13 The routes to the local bus stops and towards the train station/town centre have been reviewed and it has been identified that there are a number of junctions which are currently lacking tactile paving. This includes the following:

- Parsonage Road and Wimblehurst Road at the Parsonage Road/Wimblehurst Road/North Heath Lane mini-roundabout
- Richmond Road/Wimblehurst Road junction
- Gordon Road/Wimblehurst Road junction
- Wimblehurst Road refuge island at the Wimblehurst Road/B2237 signalised junction
- All arms of the Parsonage Road/Parsonage Way/Foundry Lane roundabout
- Along Foundry Lane to the junction with North Street
- Parsonage Road/Kings Road/Rusper Road/Crawley Road/Redkilyn Way

- 3.14 It is suggested that the proposed development would pay a proportionate contribution towards improvements to the junctions (through S278 or S106 contributions). Within the previous outline application (reference: DC/18/2687), Condition 12 required improvements in the form of dropped kerbs and tactile paving at the Parsonage Road/North Heath Lane/Wimblehurst Road roundabout, to which the proposed contributions would adhere too.
- 3.15 We are aware that the transport policies for WSCC (and similarly the NPPF 2024) suggest ways to improve active travel for short journeys should be prioritised, and one way for such that WSCC suggest is to give pedestrians the priority at side streets, through junction treatments/junction raises which ensures the routes are fully accessible for all.
- 3.16 Therefore, further review of two of the closest junctions to the site has been undertaken, namely the Parsonage Road/Wimblehurst Road/North Heath Lane mini-roundabout and similarly, given the concerns raised by local residents through the public consultation, the existing Richmond Road/Wimblehurst Road junction. Improvement schemes have therefore been designed that prioritise pedestrian movements in these locations, via the addition of Copenhagen crossings and/or changes in surfacing. The improvement schemes are set out further within the TA.
- 3.17 As part of the proposed application, the site has been designed to prioritise walking on the internal road network offering pedestrians the ability to travel unimpeded across the site. As shown on the landscaping plan, included in **Appendix A**, priority provision is given within the site to pedestrian movements across the internal junctions, as well as at the site access itself and through the connectivity with the Phase 3 scheme.

*Public Rights of Way (PRoW)*

- 3.18 The PRoW surrounding the site are demonstrated in **Figure 2**.



**Figure 2:** Public Rights of Way (PRoW) in the vicinity of the site

- 3.19 The long-distance High Weald Landscape trail, as shown in **Figure 2**, starts at Horsham Rail Station and goes east towards the eastern boundary of West Sussex linking to East Sussex PRoW. Parts of this trail are also bridleways, allowing equestrian and cycle access as well as pedestrian.
- 3.20 There is also a series of footpaths approximately 2km south of the site in Horsham Town Centre which connect the town with smaller villages, such as Southwater and Mannings Heath.

### Cycle Network

- 3.21 The gentle topography and wide carriageways also make the area attractive for cyclists. With many amenities within an acceptable distance via cycling, the site location provides a good opportunity to encourage cycling as a preferred mode of transport.
- 3.22 Just c.35m northeast of the site access, Parsonage Road helps to facilitate cycling as a main mode of travel. The 'Getting Around Horsham' map produced by WSCC is included as **Appendix C** and shows local cycle and bus routes. As demonstrated on the map in **Appendix C**, Parsonage Road is a 'designated cycle route' and includes advisory on carriageway cycle markings, as shown in **Photograph 9**.

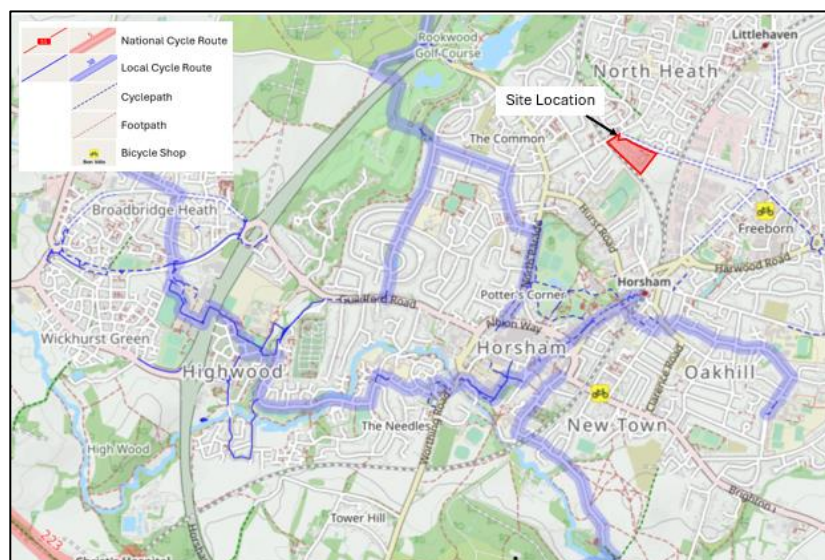




**Photograph 9:** Cycling Infrastructure in the Vicinity of the site

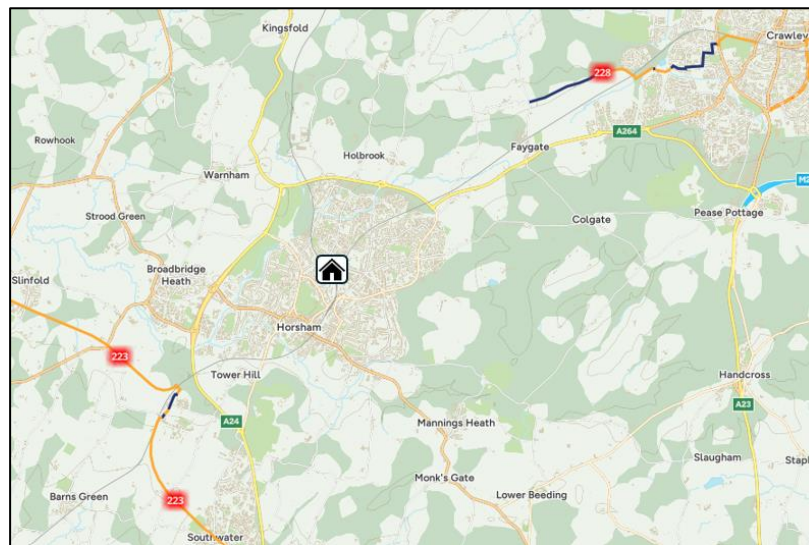
3.23 Beyond this, Kings Parade is also a designated cycle route from the eastern end of Parsonage Road towards the town centre. North Parade (from the western end of Wimblehurst Road) is also a designated cycle route into the town centre.

3.24 The local roads in the vicinity of the site also facilitate cycling in and around Horsham as well as providing safe links to the wider National Cycle Network. The WSCC Cycle Journey Planner illustrates the cycle routes present within West Sussex, those in Horsham are shown in **Figure 3**.



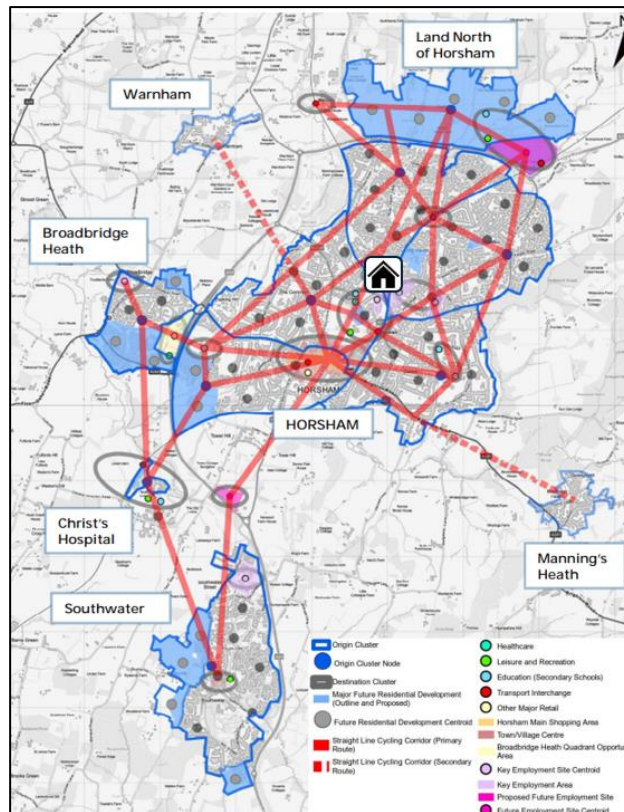
**Figure 3:** WSCC Cycle Journey Planner

3.25 The two nearest National Cycle Network routes are Route 223 to the southwest and 228 to the northeast of the site, as shown by **Figure 4**.



**Figure 4:** National Cycle Network

- 3.26 Route 223 travels from Chertsey to Shoreham-by-Sea and is 82% traffic free across the 73.4km route. The route is an approximately 22-minute cycle southwest from the site. Route 228 begins a 24-minute cycle northeast of the site and travels into Crawley. From Crawley you can connect to Route 21 which travels from Greenwich to Eastbourne.
- 3.27 To further improve the cycling infrastructure within Horsham, the Horsham LCWIP proposes a series of strategic cycle corridors to facilitate increased cycling in the local area. The proposed cycling corridors are outlined in **Figure 5**.



**Figure 5:** Proposed Cycling Network (straight-line corridor) (Horsham LCWIP)

- 3.28 It is noted that within the S106 for the previous planning application (planning reference: DC/18/2687), it was required that the existing footways along Parsonage Road were widened to 2m, and additional land was safeguarded to increase the width to 3m. It is understood that this was prior to the adoption of the Horsham LCWIP, which has since been adopted and not identified Parsonage Road as required to provide a shared footway/cycleway.
- 3.29 Nevertheless, the proposed site layout ensures that no development (dwellings/parking etc) is placed within the land formerly requiring safeguarding and thus should WSCC seek to provide any improvements/schemes along here, these can be accommodated without affecting development.

## Public Transport Provision

### *Bus Network*

- 3.30 The site is well located to public transport services. The nearest bus stops are the 'Blenheim Road' and 'Blenheim Road North Heath' located on North Heath Lane, approximately 85m from the site.



3.31 'Blenheim Road' bus stop is sheltered, includes bus cage markings and has a timetable on display. Opposite, 'Blenheim Road North Heath' bus stop benefits from a single flag and pole with timetable, as shown in **Photographs 10** and **11**.



**Photograph 10:** Blenheim Road North Heath Bus Stop  
(northbound)



**Photograph 11:** Blenheim Road Bus Stop (southbound)

3.32 From the 'Blenheim Road' bus stops 4 bus services are available, the 89 by Compass Travel and the 200, 51 and 61 which are all ran by Metrobus. The Metrobus 200 is a frequent service with two buses an hour. This service runs between Horsham Bus Station and Gatwick Airport via Horsham Hospital, Bartholomew Way Shops, Gossops Green, Shops and Ifield, Shopping Parade. The details of these bus services are summarised in **Table 2**.

Service	Operator	Route	Approximate Frequency		
			Monday-Friday	Saturday	Sunday
61	Metrobus	North Heath – Horsham	Once an hour 10:14-16:55	Once an hour 10:14-17:14	No Service
71	Metrobus	Mowbray, Bohunt School – Horsham Bus Station	Every 30-60 mins 06:22-19:00	Once an hour 07:22-17:59	No Service
89*	Compass Travel	Horsham – Haywards Heath	Once a day at 07:43	No Service	
200	Metrobus	Horsham – Gatwick Airport	Every 30-60 mins 00:09-23:15	Every 30-60 mins 00:09-23:15	Once an hour 00:09-23:15

\*school service, term time only.

**Table 2:** Bus Services from Blenheim Road/Blenheim Road North Heath Bus Stops

3.33 Metrobus 71 provides a service to Horsham bus station, from here there are multiple bus services operating to locations across West Sussex. The journey time from Blenheim Road to Horsham bus station is approximately 10 minutes.

- 3.34 Compass Travel 89 also operates on Monday, Wednesday and Friday from Horsham Rail Station. Buses depart at 10:56 and 13:11. The 89 also departs the station at 08:05 in school holidays and 16:35 every weekday.
- 3.35 It should be noted that a contribution towards improving the facilities at the North Heath Lane bus stops was included within the previous S106 associated with the outline application (£10,000). The client is willing to provide (or a proportion of) this contribution through this scheme, should WSCC still consider it necessary.

#### *Rail Network*

- 3.36 The closest railway station to the site is Horsham, located c.1.2km south of the site. In addition to this, Littlehaven railway station is located c.1.5km northeast of the site.
- 3.37 Horsham railway station is accessible via a 15-minute walk, a 5-minute cycle and a 9-minute bus journey from the 'Blenheim Road North Heath' bus stop located on North Heath Lane. Metrobus 71 provides a frequent link service to Horsham Rail Station.
- 3.38 Horsham railway station is served by Southern Railway. The station benefits from 253 cycle parking spaces through the provision of racks and stands, a station car park with 220 spaces, a manned ticket office, CCTV, a comprehensive range of facilities, and step free access to all platforms.
- 3.39 From Horsham railway station, direct trains are available to a number of locations, these include London Victoria (55 minutes), Portsmouth Harbour (1 hour 10 minutes), East Croydon (38 minutes), Chichester (36 minutes), Gatwick Airport (19 minutes) and Crawley (8 minutes).

#### **Car Share**

- 3.40 The West Sussex Carshare Scheme is partnered with Liftshare and matches drivers and passengers requesting to go on similar journeys. The scheme is free to join and reduces road and parking congestion, thus aiding in the delivery of this TP.
- 3.41 Horsham also benefits from 3no. Co-Wheels vehicles that are part of a car club and located across the town. The closest car to the site is c. 1.2km south, located near the station on North Street. Residents would need to be a member of the car club to access the vehicles, but this provides future residents with the opportunity of having access to a private vehicle without needing to own one.

#### **Summary**

- 3.42 The site is well located in relation to pedestrian, cycle and public transport infrastructure, therefore presenting an excellent opportunity to encourage the use of sustainable transport for residents and visitors.
- 3.43 In addition, frequent bus and rail services available present a good opportunity to promote sustainable travel for residents commuting to work or travelling for leisure. The West Sussex Carshare Scheme and the Co-Wheels car club enables residents to still travel by car when there is not a desirable public transport route yet still reduces traffic and parking congestion by limiting single occupancy vehicle trips.

#### 4. PROPOSED DEVELOPMENT

- 4.1 This TP supports a full application for 206no. new residential units on the western parcel of the former Novartis site, Horsham. The proposed accommodation schedule for Phases 1 and 2 of the development is summarised within **Table 3**.

Unit Type	Total
1-bed Flat	71
2-bed Flat	87
3-bed flat	1
2-bed house	4
3-bed house	24
4-bed house	19
<b>Total</b>	<b>206</b>

**Table 3:** Accommodation Schedule

##### Car Parking

- 4.2 Within WSCC's Guidance on Parking in New Developments (2020), West Sussex is split into parking behaviour zones (PBZs) which require different levels of parking. The site is located within PBZ 4 and the standards for which are set out in **Table 4** along with the parking requirements for the site.

Unit Type	Total	Car Parking per unit	Parking Requirement
1-bed	71	0.9	63.9
2-bed	91	1.1	100.1
3-bed	25	1.7	42.5
4+-bed	19	2.2	41.8
<b>Total</b>	<b>206</b>	<b>-</b>	<b>248.3</b>

**Table 4:** WSCC Car Parking Requirements

- 4.3 Using the accommodation schedule and WSCC's standards, the proposed development would be required to provide a total of 249 car parking spaces. As demonstrated on the site layout included in **Appendix A**, a total of 252no. car parking spaces are proposed.
- 4.4 It is proposed that of the 252 total car parking spaces, 77 of these are located in the basement under the main heritage building, Blocks C12/C13/C14 on the site plan in **Appendix A**.
- 4.5 The proposed parking provisions include a combination of allocated and unallocated spaces. The guidance states that *"that no special provision should be made for visitors where at least half of the parking provision associated with the development is unallocated"*. The quantum of unallocated spaces on site equates to more than 50% thus sufficient in ensuring this also encapsulates visitor parking within the site, and ensuring parking does not affect the flow of traffic on the local highway network.

- 4.6 It should also be noted that, as part of the Phase 3 application on the site adjacent, 2no. car club spaces are proposed in the vicinity of the site access, both of which would also comprise EV capabilities. As Paul Basham Associates are the transport consultant across both sites, we can confirm that initial correspondence has been undertaken with Co-wheels, who currently have vehicles within Horsham to determine the suitability of providing these spaces. The proposal issued by Co-wheels suggests that they are in favour of an initial 1no. vehicle, with uptake and use then reviewed by Co-wheels to consider whether a second vehicle would be viable. While it is subject to the Phase 3 site coming forwards, residents of this development at Phases 1 and 2 would be able to benefit from the use of these car club vehicles in the future.
- 4.7 EV charging provision is provided across the site in the form of both active and passive capabilities, ensuring that the site will meet Building Regulation requirements.

### Cycle Parking

- 4.8 The West Sussex County Council Guidance on Parking at New Developments (September 2020) was also assessed when considering the cycle parking requirements for the proposed development. For reference the West Sussex cycle parking standards are demonstrated in **Table 5**.

Unit Type	Total	Cycle Parking per unit	Cycle Parking Requirement
1-bed Flat	71	0.5 Spaces per unit	35.5
2-bed Flat	87	0.5 Spaces per unit	43.5
3+-bed Flat	1	1 space per unit	1
1 & 2-bed Houses	4	1 space per unit	4
3+-bed Houses	43	2 Spaces per unit	86
<b>Total</b>	<b>206</b>	<b>-</b>	<b>170</b>

**Table 5:** WSCC Cycle Parking Requirements

- 4.9 As outlined in **Table 5**, the cycle parking guidance demonstrates that a total of 170 cycle parking spaces would be required. A total of 220no. cycle parking spaces are proposed, thus exceeding the guidance.
- 4.10 Cycle parking will be provided in line with the standards set out in the West Sussex guidance to serve the proposed development. This includes cycle parking for the flats being contained within secure cycle stores attributed to each block, while for houses, cycle parking will be provided on fences or walls each unit.

- 4.11 A cycle strategy plan is being submitted under a separate cover to show the location of the bicycle storage facilities on site.

### **Access Arrangements**

- 4.12 The site benefits from an existing access from Wimblehurst Road and as demonstrated in **Appendix A** it is proposed that the existing access is used to serve the proposed development (albeit with alterations to the kerb lines and the reinstatement of the former right turn lane as discussed further within the TA). The existing access is shown in **Photograph 12**.



**Photograph 12:** Existing Access Conditions

- 4.13 Footways provided within the site will connect to the existing footway provision along Wimblehurst Road to facilitate the movement of pedestrians to the surrounding pedestrian infrastructure and links to the local bus stops of 'Blenheim Road'.

### **Internal Road Layout**

- 4.14 The parameters of the site layout have been designed to create an attractive and permeable pedestrian and cycle environment. The site's main spine road measures circa 5.8m in width, after which carriageways narrow to 4.5 – 5.5m in width and become more reflective of Manual for Streets (MfS) and WSCC Local Design Guide.
- 4.15 The layout itself predominantly comprises formal carriageways and segregated footways flanking either one or both sides of the carriageway. In some areas (primarily around the flats), shared surfaces are proposed to help facilitate the manoeuvre of car parking spaces.

## 5. INDICATIVE BASELINE AND TARGETS

### Travel Plan Aim

5.1 The overall aim of the TP is:

**to support a sustainable development by reducing the need for vehicle trips through highlighting and promoting the use of more sustainable travel methods.**

### Travel Plan Objectives

5.2 Specific to this TP, the objectives are:

- Reduce vehicle trips and their subsequent impact on the local road network;
- Maximise the opportunities for travel by alternative means;
- Promote pedestrian and cycle routes both on and off-site;
- Promote local public transport; and
- Ensure safe and easy access for all site users

5.3 Meeting these objectives will help achieve a development that has a high standard of sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on the local road network.

### Baseline Travel Patterns

5.4 Before setting specific targets, understanding how residents currently travel to work is essential. Using 2011 'Method of Travel to Work' Census data (details of which can be found at **Appendix D**) a target to reduce vehicle trips by 10 percentage point is identified. The baseline modal splits are presented in **Table 6**.

Mode of Travel	Indicative Baseline	Year 3 Target	Year 5 Target
Car (alone and shared)	75%	70%	65%
Train	11%	30%	35%
Bus	2%		
Cycle	3%		
Walk	9%		
<b>Total</b>	<b>100%</b>	<b>-</b>	<b>-</b>

**Table 6:** Indicative Baseline Splits and Targets Based on 2011 Census Data



- 5.5 It is proposed that to determine the 'actual' travel patterns surveys would be completed within 3 months of 50% occupation. This would enable a sufficient sample size whilst also providing the opportunity to embed the residential TP before too many units are occupied.
- 5.6 Once the 'actual' baseline modal splits have been established, the Travel Plan Coordinator (TPC) and WSCC Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share targets presented in **Table 6**.

#### **Travel Plan Targets**

- 5.7 To enable the progression and assessment of the success of the travel plan, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.
- 5.8 This Travel Plan proposes one core target which should be met over the lifetime of the TP, which is:

**Reducing peak hour vehicle trips by 10% by the end of the Travel Plan, compared to the figures provided within the Transport Assessment.**

- 5.9 The suitability of the TP targets and the lifetime of the TP have been assessed further in the subsequent sections of this report.

## 6. TRAVEL PLAN STRATEGY

- 6.1 A Travel Plan is a useful tool produced to encourage residents to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

### Measures Package

- 6.2 The following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 10% modal shift, which will help reduce greenhouse gas emissions. These measures have been identified through the master planning process and the Transport Assessment.

### Key Stages: Preliminary

- 6.4 In order to meet the objectives of the TP it is essential that a number of tasks are completed prior to the first occupation, as outlined within the site's Costed Action Plan (**Appendix E**). These include:
- Appoint a Travel Plan Coordinator (developer)
  - Produce Resident Welcome Pack (TPC) including:
    - Walking and cycling routes;
    - Bus stop locations, prices and times;
    - Rail Station information;
    - Electric charging information;
    - Car sharing information and benefits; and
    - Details of the TPC.

### Key Stages: Five Years Following 50% Occupation of the Development

- 6.5 It is proposed that the TP period would become fully active upon occupation of the 50% of the development (103no. units) and would remain active for 5 years following that date. After the 5 years of official monitoring has ended and WSCC have signed off the TP, ownership would pass to the local community.
- 6.6 During these five years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the residents. Such measures would be determined by the TPC in dialogue with occupants of the

site, WSCC and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Costed Action Plan which is included in **Appendix E**.

#### **Modal Measures: Walking and Cycling**

- 6.7 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to residents. These will be detailed to residents in their welcome pack and through the biannual newsletters (as discussed later in the report).
- 6.8 The accessibility review and baseline modal splits indicate that walking is a key travel mode for existing residents in the area due to well-lit, wide footways and a number of facilities and amenities within reasonable proximity to the proposed development. This will hopefully further be improved with consideration to pedestrian priorities at junctions in the locale.
- 6.9 Whilst the baseline modal splits do not indicate that cycling is a key travel mode for existing residents, it is hoped that the proposed improvements to the infrastructure will help this become a more favourable travel mode.
- 6.10 The TPC would work with walking and cycling campaigns and support local and national campaigns and events (i.e. Cycle to Work Day and local bike doctor events). To incentivise walking and cycling the TPC will investigate the option of discounts at local stores to maximise potential for residents to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

#### **Modal Measures: Public Transport**

- 6.11 The baseline modal splits indicate that 2% of existing residents currently travel to work by bus and therefore it is considered that the development provides an opportunity to promote bus travel as an alternative mode.
- 6.12 The attractiveness of the bus services, particularly those from 'Blenheim Road' would be supported and promoted through tailored promotions. Again, this will hopefully become a more favourable method of travel for residents with improvements to the facilities at the existing bus stops and the improvements to pedestrian infrastructure to help them reach the bus stops.
- 6.13 Maximising resident use of public transport would also be supported through highlighting costs and benefits in comparison to single occupancy vehicle use through the use of the Welcome Pack and regular newsletters.

- 6.14 The TPC will promote rail services from Horsham station as well as the potential link-trip afforded by the 61, 71 and 200 bus services which operates between the station and 'Blenheim Road'.

#### **Modal Measures: Car Sharing**

- 6.15 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing resident interaction and creating a sense of community.
- 6.16 West Sussex Carshare Scheme is a well-established scheme and would be promoted to residents through newsletters, welcome packs and the website, to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.
- 6.17 Should the car club space(s) be delivered through the Phase 3 application, these can also be promoted to residents of this development.

#### **Modal Measures: Sustainable Private Vehicle Use**

- 6.18 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.19 A wider network of electric charging points is being explored across the County, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development. Electric vehicle charging both on site and off site and further afield would be promoted as part of the TPC role.

#### **Modal Measures: Home/ Remote Working and Other Modes**

- 6.20 Following the COVID-19 pandemic working from home and utilising technology to enable remote working in public locations such as cafes, and teleconferencing, have become a feature for many people's routines.
- 6.21 The TPC would continue to remind residents of the benefits of this type of work, particularly now that many individuals are spending at least one day a week at home, rather than in the office.
- 6.22 Should monitoring exercises and communication with residents identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) will be explored by the TPC

through dialogue with the relevant groups/individuals such as operators and the WSCC Travel Plan Officer.

### **Personalised Travel Planning**

- 6.23 Upon moving into their new home, households will be offered free personalised Travel Planning advice as part of their Welcome Pack. This will be provided by the TPC and will inform residents on how they can travel more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

### **Marketing and Communication - Travel Plan Website and Newsletters**

- 6.24 To ensure the ongoing promotion of the Travel Plan to residents, over its life a number of marketing and communication elements would be implemented.
- 6.25 Firstly, a dedicated Travel Plan website (e.g. <https://tpc-paulbashamassociates.com>) will be established prior to occupation, which provides residents with up to date information and latest changes to travel services, news and events. This would be reviewed biannually and updated as required, to ensure the latest travel information is suitably reflected.
- 6.26 The TPC would also produce biannual newsletters for the five years of the Travel Plan, providing residents with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

### **Local Area and Other Site Users**

- 6.27 The TP will promote the local area's facilities whilst actively engaging with local resident and community groups, the schools' TPC, as well as local events and businesses. Engagement with any other local active residential Travel Plans would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

### **Visitors and Deliveries**

- 6.28 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors travelling to and from the site. Residents' positive sustainable travel experiences should have a knock-on effect to visitors.

## 7. IMPLEMENTATION AND MONITORING

### Implementation

- 7.1 The Travel Plan would be secured through a Section 106 agreement, which would confirm the proposed measures as well as any monitoring costs, required by WSCC.
- 7.2 The Travel Plan has been prepared on behalf of Lovell Partnerships Ltd to help encourage sustainable development and support the planning application.

### Travel Plan Coordinator

- 7.3 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by five years of full implementation, beginning on occupation of the 103<sup>rd</sup> dwelling (50% occupation).
- 7.4 The TPC role and contact details will be finalised with WSCC prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget should be 'front-loaded' to consider the work that is required to establish the TP.
- 7.5 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support:
  - Liaising with public transport operators, local interest groups, WSCC:
  - Designing and implementing an effective marketing strategy and raising awareness:
  - Acting as the point of call for all TP enquiries: and
  - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

### Surveys and Feedback

7.6 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:

- Collect a representative and informative data account in accordance with the development timescales:
- Develop an accurate understanding of local travel modal shares, perceptions and influencing factors:
- Adoption of the TP by local residents beyond the TP's active period: and
- The successful delivery of the TP in co-ordination with other local developments and communities.

### Monitoring

7.7 This TP's approach to monitoring acknowledges the above requirements and the strategy set out within the TP and is based on our experience of being TPC's on a number of sites within West Sussex.

7.8 The resultant monitoring structure for the TP is therefore set out within **Table 7** and summarised in the subsequent paragraphs.

Preliminary Period	End of Year 1	End of Year 2	End of Year 3	End of Year 4	End of Year 5
Resident Questionnaire (occupation of 50% of dwelling)	TRICS SAM/ Resident Questionnaire		ATC/ Resident Questionnaire		TRICS SAM

**Table 7:** Monitoring Strategy

7.9 A resident questionnaire is proposed to be undertaken within 3 months of 50% occupation (103no. dwellings), and at the end of Years 1 and 3 along with additional monitoring of an ATC/TRICS SAM Survey. It is proposed that the resident survey will be completed electronically, although postal surveys may also be used. A TRICS SAM survey will be undertaken at the end of years 1 and 5, with an ATC survey undertaken in Year 3. This is due to the cost of completing a TRICS survey becoming a significant consideration.

7.10 The results of the survey will be available for residents to view on the development's dedicated Travel Plan website and also included within newsletters, when appropriate.

7.11 An annual monitoring/progress report will be produced and submitted to WSCC within 3 months of surveys taking place. This report will outline how the TP has been implemented for the year, along with a presentation of any survey results, analysis of the responses and information of measures



implemented. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable.

#### **Overcoming Barriers to Success**

- 7.12 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with WSCC TPO will ensure that mismanagement does not occur.
- 7.13 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with WSCC Travel Plan Officers. The 5-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year 1, there would be budget in year 2 to rectify this and change to new measures if needed.
- 7.14 If the five-year target is not achieved, the requirement for remedial measures would be explored with WSCC and would reflect the level of work already undertaken on the site.

#### **Community Embedding and Handover**

- 7.15 Following the successful completion of the TP's 5-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with residents over the course of the TP it is hoped that champions would stand out and be able to continue promoting the ideals of the TP/ maintain the website etc.
- 7.16 Local engagement and a gradual handover are embedded within the proposed TP strategy and should form a key subject in annual liaison with WSCC TPO as the TP draws to an end.

## Appendix A

---

Horsham Enterprise Park (Lovell Site – Phase 1 & 2),  
Wimblehurst Road, Horsham  
Travel Plan

Paul Basham Associates Ltd

*Report No 183.0009/TP/2*







**NOTES:**

All dimensions to be checked on site.  
Drawing to be read in conjunction with all relevant Architectural, Interiors, Structural, M&E, Drainage/ Public Health, Landscape and Civils drawings and specifications.  
Any discrepancies between consultant's drawings to be reported to the Architect before any work commences.  
The Contractor's attention is drawn to the Health & Safety matters identified in the Health & Safety plan as being potentially hazardous.  
These items should not be considered as a full and final list.

The Work Package Contractor's normal Health & Safety obligations still apply when undertaking constructional operations both on and off site.

Ayre Chamberlain Gaunt take no responsibility for the location of legal boundaries indicated on this drawing and advise a separate drawing to be completed by specialist surveyor in order to establish exact boundaries.  
DWG files provided for information only. Refer to PDF record.

The copyright of this drawing is held by Ayre Chamberlain Gaunt Ltd. Not to be used for any purpose without consent.

— Extent of Lovell Site Boundary  
- - 3m Drainage Easement  
..... S106 Path Edge within Site  
— Extent of Muse Site Boundary  
- - 3m Network Rail Easement

**NOTE** - Site boundaries are shown for planning purposes only. Measured/Topographical survey information of the site should form the basis of design proposals

ACGARCHITECTS.CO.UK

Ayre Chamberlain Gaunt  
Belvedere House  
Basing View  
Basingstoke  
Hampshire, RG21 4HG  
  
+44 (0)20 3909 5750  
mail@acgarchitects.co.uk

AYRE  
CHAMBERLAIN  
GAUNT

**PROJECT**  
Former Novartis Site  
Parsonage Road, Horsham

**DRAWING TITLE**  
Site Block Plan - Lovell Site

REV.	DATE	DESCRIPTION
P1	28.02.25	Draft Planning Issue For Comment

DRWN BY	CHKD BY	APPD BY
RB	RB	MA

**DRAWING NO.**  
project code - originator - volume - level - type - role - number  
HOR-ACG-XX-XX-DR-A-1001

STAGE	SUITABILITY
RIBA stage 3	code S3 Suitable for Review & Comment



## Appendix B

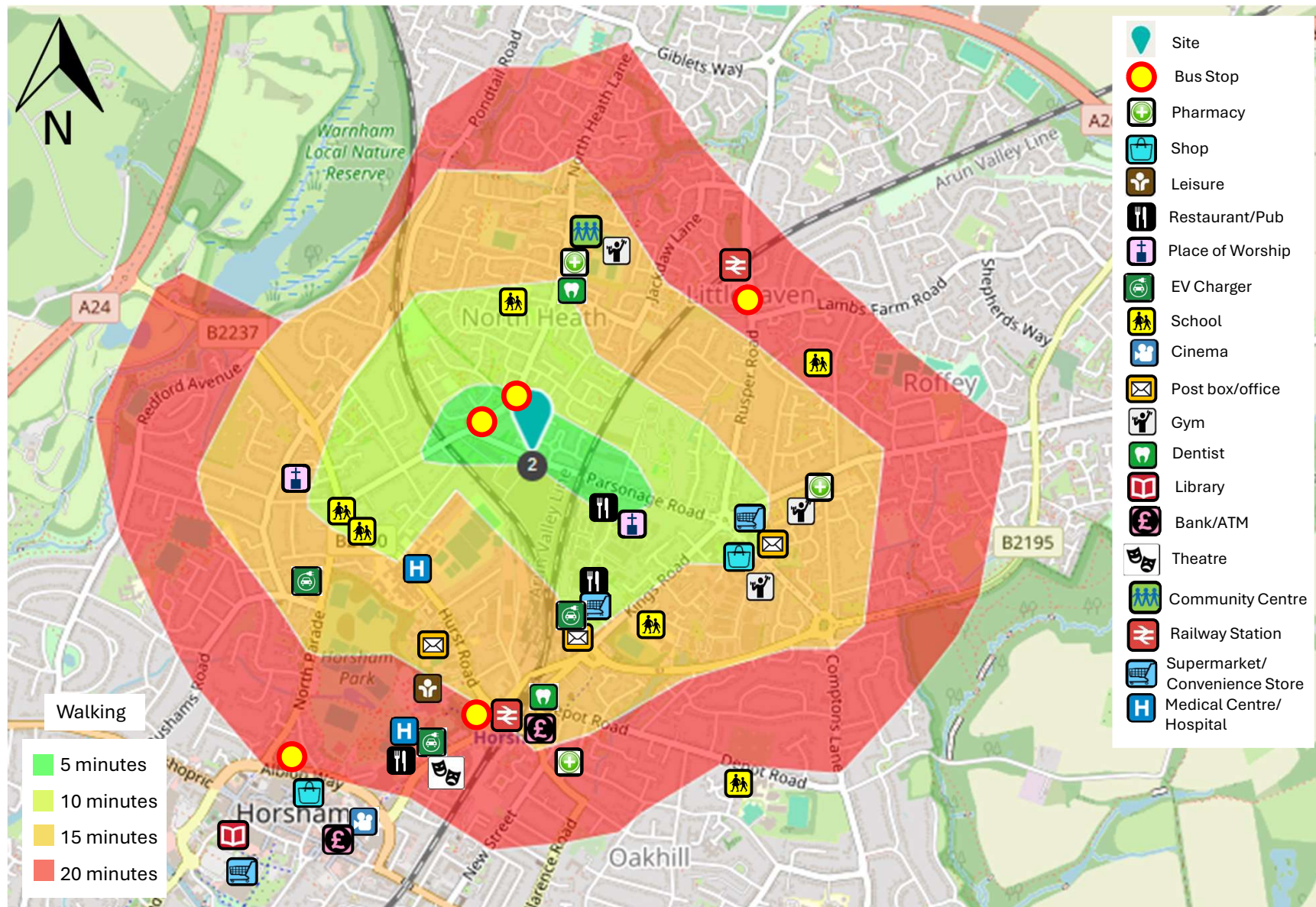
---

Horsham Enterprise Park (Lovell Site – Phase 1 & 2),  
Wimblehurst Road, Horsham  
Travel Plan

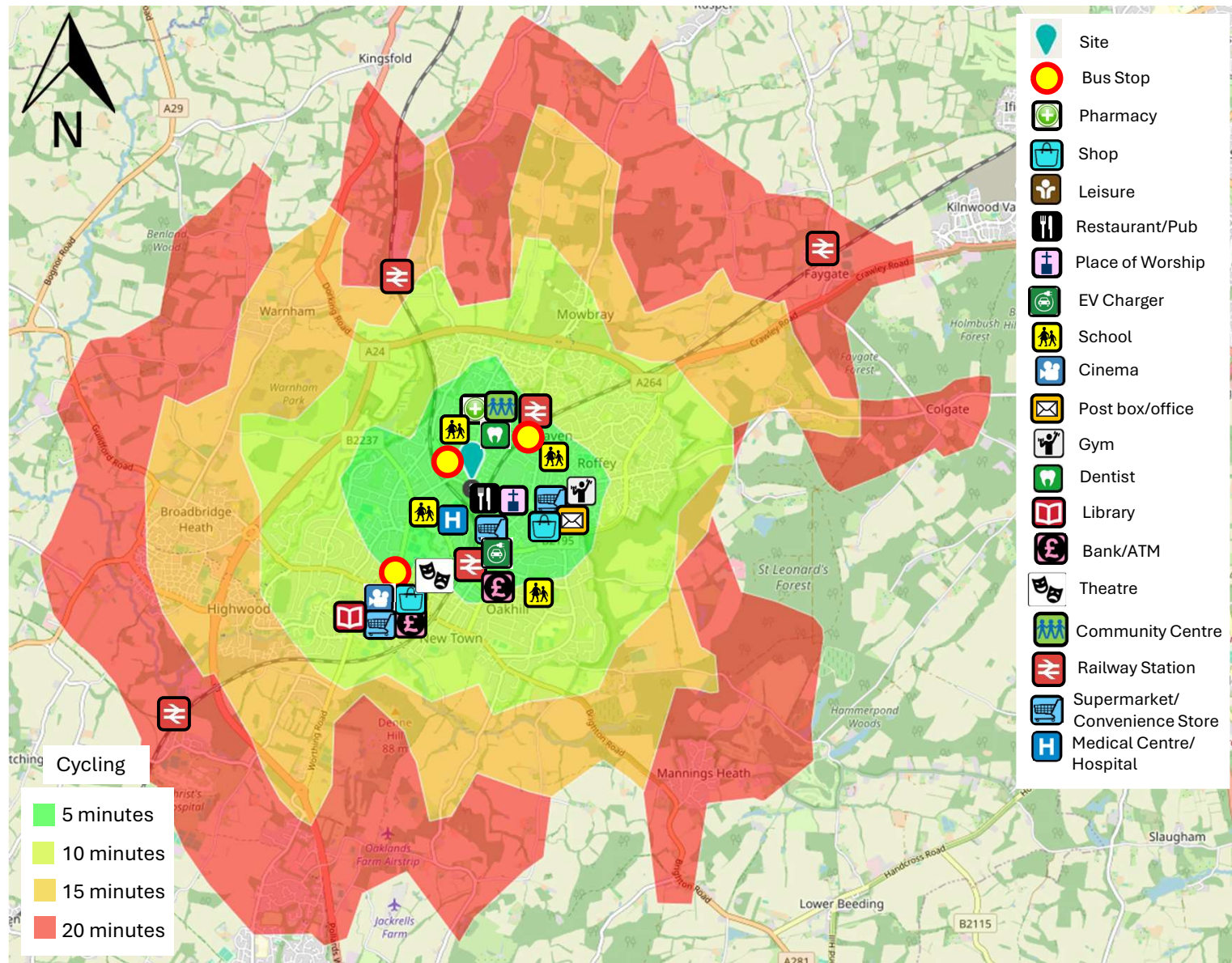
Paul Basham Associates Ltd

*Report No 183.0009/TP/2*





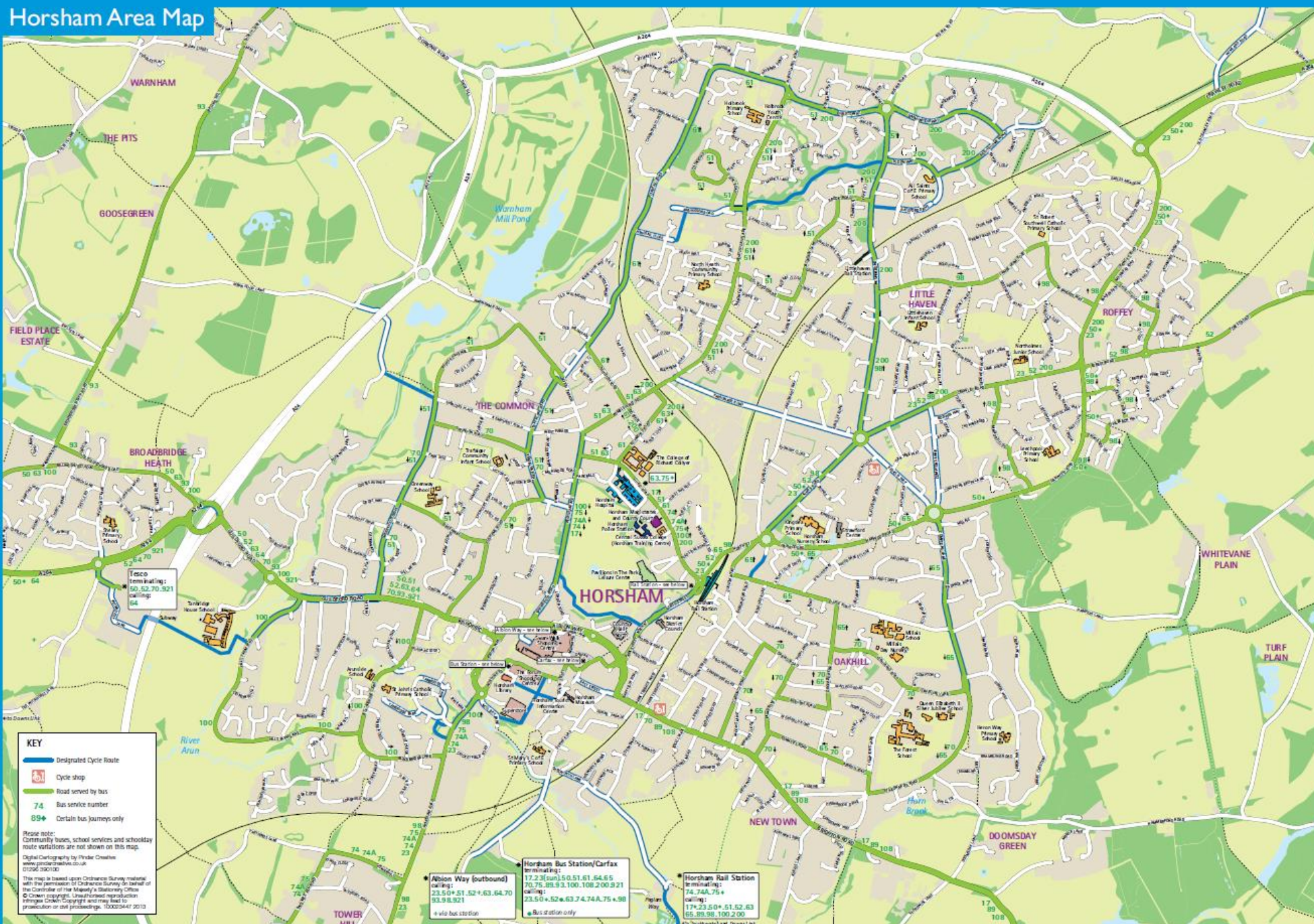






## Appendix C

## Horsham Area Map



## Appendix D

QS701EW - Method of travel to work

ONS Crown Copyright Reserved [from Nomis on 27 November 2024]

population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006589 : Horsham 002
rural urban	Total

Method of Travel to Work	2011	
Underground, metro, light rail, t	7	0%
Train	630	11%
Bus, minibus or coach	103	2%
Taxi	8	0%
Motorcycle, scooter or moped	28	0%
Driving a car or van	3,916	69%
Passenger in a car or van	315	6%
Bicycle	149	3%
On foot	493	9%
Other method of travel to work	26	0%
	5,675	

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

## Appendix E

---

Horsham Enterprise Park (Lovell Site – Phase 1 & 2),  
Wimblehurst Road, Horsham  
Travel Plan

Paul Basham Associates Ltd

*Report No 183.0009/TP/2*





# HORSHAM ENTERPRISE PARK, WIMBLEHURST ROAD, HORSHAM

## TRAVEL PLAN ACTION PLAN



Actions	Responsibility	Timescale
TPC to contact WSCC and agree targets, monitoring and confirm Action Plan	Lovell Partnerships Ltd/TPC	Three months Prior to first occupation
Site Visit	TPC	Prior to first occupation
Develop webpage	TPC	Prior to first occupation
Prepare and distribute a Travel Welcome Pack	TPC	Prior to first occupation
Determine communication strategy inc. newsletters	TPC	Prior to first occupation
Travel Plan 'logo' and branding to be established	TPC	Prior to first occupation
Prepare TP action database for logging/recording: Action Plans, Household details, Household Personal Travel Planning, Assistance/Communication, Local Key Players Contact Details, Survey Responses	TPC	Prior to first occupation
Liaison with Sales Representatives to introduce TP and incentives available	TPC	Prior to first occupation
<b>Monitoring Stages - Surveys and Feedback</b>		
Baseline Resident Travel Surveys	TPC	50% occupation
End of Preliminary Phase Report and revise targets where necessary	TPC/WSCC	End of Preliminary Phase

Preliminary Costs	£3,500
-------------------	--------

Actions	Responsibility	Timescale	Year 1 (start at 50% Occupation)	Year 2	Year 3	Year 4	Year 5	Total	
Personal Travel Planning (General TPC Activities)									
Liaison with residents re: PTP and distribution of travel vouchers	TPC	Ongoing	£2,575.00	£1,545.00	£2,060.00	£1,545.00	£2,575.00	£10,300.00	
Attend Resident Association Event / Group meetings	TPC	Ongoing							
Promote sustainable routes to school	TPC	Ongoing							
Promote car sharing	TPC	Ongoing							
Maintain dialogue with local public transport service operators for service changes and promotions	TPC	Ongoing							
Maintenance of local area walking / cycling route map and public transport information	TPC	Ongoing							
Keep up to date on local walking, cycling, public transport and car-sharing initiatives	TPC	Ongoing							
Promote local area key facilities, including walking and cycling routes/access points	TPC	Ongoing							
Promote Walk to Work Week	TPC	Ongoing							
Cooperation and coordination with local, regional an national campaigns and events	TPC	Ongoing							
Promote Bike Week and local cycling routes	TPC	Ongoing							
Promote care sharing schemes such as Lift share	TPC	Ongoing							
Provision of information on local road network routes, cost comparison tables, fuel efficiency practices and fuel efficient vehicles and local electric vehicle charger provision	TPC	Ongoing							
Marketing and Communications									
Newsletters/ Leaflets	TPC	Biannually	£ 500	£ 500	£ 500	£ 500	£ 500	£ 2,500	
Website	TPC	Minimum of 2 updates per year	£ 170	£ 170	£ 170	£ 170	£ 170	£ 850	
Site Visit/Audit/Event	TPC	Annual	£ 200	£ 200	£ 200	£ 200	£ 200	£ 300	
Monitoring Stages - Surveys and Feedback									
Progress Review/Liaison with WSCC	TPC	Annually	£ 100	£ 100	£ 100	£ 100	£ 100	£ 500	
TRICS SAM Survey	TPC	End of Years 1 and 5	£ 300				£ 300	£ 600	
ATC	TPC	End of Year 3			£ 300			£ 300	
Resident Travel Surveys	TPC	Start of Year 1 and End of Years 3 and 5	£ 500		£ 500			£ 1,000	
Handover	TPC	End of Year 5					£ 500	£ 500	
Year Estimates			£ 4,345	£ 2,515	£ 3,830	£ 2,515	£ 4,345	£ 16,850	
						Preliminary Stage + Year Estimates			£ 20,350

Project Details	
Scheme	Horsham Enterprise Park, Wimbleshurst Road, Horsham
No. of Units	206
Personal Travel Planning Budget per unit	£ 50
Total Personal Travel Planning Budget	£ 10,300
Consent Date	TBC
1st Unit Occupation Target	TBC
Full Occupation Target	TBC
Applicant	Lovell Partnerships Ltd
Local Authority	West Sussex County Council
LA Travel Plan Officer	TBC
Travel Plan Author	EK
Travel Plan Co-ordinator	TBC

Disbursements:	Amount (per voucher/survey)	Units	TOTAL
Voucher			
			£0

Total including Disbursement	
£	20,350

Version	Date	TPC Author	Comment
1	Feb-25	EK	