

PROPOSED DEVELOPMENT OF LAND AT HIGHFIELD FARM, TETBURY

FRAMEWORK RESIDENTIAL TRAVEL PLAN



FEBRUARY 2010



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LAND AT HIGHFIELD FARM,
TETBURY**

**FRAMEWORK
RESIDENTIAL TRAVEL PLAN**

PREPARED FOR

Fay & Son Ltd

FMW CONSULTANCY LIMITED

TRYM LODGE

1 HENBURY ROAD

WESTBURY-ON-TRYM

BRISTOL

BS9 3HQ

FEBRUARY 2010

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FIGURES

FIGURE TP1: SITE LOCATION

1 INTRODUCTION

Brief

- 1.1 FMW has been instructed by Fay & Son Ltd to prepare a Travel Plan (TP) in support of a planning application for a proposed residential development on land at Highfield Farm to the north of Tetbury, Gloucestershire.
- 1.2 This Framework TP should be read in conjunction with the overall Transport Assessment (TA) for the site.

What is a Travel Plan?

- 1.3 A Travel Plan is a package of measures designed to promote access to a site by sustainable modes of transport thereby reducing reliance on single occupancy private car usage. Travel Plans are site specific and tailored to the individual requirements of the type of development and intended users of the site.
- 1.4 Travel Plans have a set of clear objectives which underpin the purpose for having a Travel Plan. Appropriate measures are identified to help achieve the stated objectives, as well as appropriate monitoring and marketing techniques. A robust plan can have a significant role in reducing the transport impacts of a development, though critical to its success is the commitment of the developer, local authority and other interested parties to ensuring its implementation and progress.

Site Location

- 1.5 The site is located at Highfield Farm on the northern fringe of Tetbury approximately 1.1 kilometres from the town centre. The site location can be seen in **Figure TP1**.

Development Proposals

- 1.6 The application is to be submitted in Outline with full details of the site layout and development quantum to follow as part of a future Reserved Matters or Full application
- 1.7 This TP has been based on an assumption of 270 new residential units which will include a range of sizes and tenures. Community facilities are also likely to form part of the final development although the exact nature of these facilities has yet to be identified.

2 TRAVEL PLAN OBJECTIVES

Travel Plan Objectives

2.1 The main objective of this Residential Travel Plan has been identified as follows:

- ❖ *Seek to minimise the number of single occupancy car journeys made from the site, to promote travel by the more sustainable modes of transport, and to manage the overall transport impacts of the development.*

2.2 Beneath this headline objective it is possible to identify several other related objectives as follows:

- ❖ *To achieve annual increases in use of public transport, walking and cycling trip rates;*
- ❖ *To help reduce road congestion in the local vicinity.*

2.3 These objectives will guide the setting of targets and the types of measures that are implemented.

3 BASELINE TRANSPORT DATA

3.1 FMW have reviewed 2001 census 'Method of Travel to Work' and 'Car Ownership' data for the Tetbury electoral Ward. This data is summarised within **Table 3.1 and 3.2** below.

Mode of Travel All people	Persons		
	3,736	100%	Adjusted
Works mainly at or from home	290	7.8%	n/a
Underground, metro, light rail or tram	3	0.1%	0.1%
Train	24	0.6%	1.0%
Bus, minibus or coach	25	0.7%	1.1%
Taxi or minicab	4	0.1%	0.2%
Driving a car or van	1,609	43.1%	68.8%
Passenger in a car or van	170	4.6%	7.3%
Motorcycle, scooter or moped	15	0.4%	0.6%
Bicycle	64	1.7%	2.7%
On foot	418	11.2%	17.9%
Other	5	0.1%	0.2%
Not currently working	1,109	29.7%	n/a

Table 3.1: 2001 Census 'Method of Travel to Work' – Resident Population

3.2 Once adjusted to remove those people who work mainly at or from home, Table 3.1 indicates a relatively high mode share for car drivers with 69.9% of residents travelling to work by this mode. Note that the percentage of rail and underground trips has been added to the total percentage of users by car as it is assumed that those travelling by these modes do so from Kemble railway station which would require a short car journey.

3.3 The sustainable modes of travel, namely on foot, cycling, rail and bus, equates to 22.8% of all journeys to work when combined.

Number of Vehicles	Tetbury Ward	
	Count	Percentage
Total Households	2262	100%
No car or van	370	16.37%
1 car or van	1023	45.23%
2 cars or vans	710	31.39%
3 cars or vans	123	5.44%
4 or more cars or vans	36	1.59%

Table 3.2: 2001 Census ‘Cars or Vans’ Data

- 3.4 Table 3.2 indicates that 16.37% of existing households in the Ward do not own a car, with approximately 45.23% owning just 1 car and 31.99% owning 2 cars. Overall, the average car ownership per household across Tetbury Ward is 1.31. This value is considered low in relation to the wider Cotswold area where the average car ownership is approximately 1.44 cars per household.
- 3.5 This census information provides useful baseline data and provides some indication of how future residents will travel to work and the likely levels of car ownership. It should be noted that the census does not include modal split information for other important journeys that are made from a residential site such as the school run etc.

4 MOTIVATION

Sustainability

- 4.1 Current studies indicate that carbon dioxide (CO₂) is one of the important greenhouse gases and that its emission from the combustion of fossil fuels is one of the major causes of global warming. It is also argued that transport is the fastest growing source of climate change gases in the UK; road transport alone now accounts for 26% of emissions (source: Campaign for Better Transport, September 2008).
- 4.2 Everybody can play a part in reducing these greenhouse gas emissions, especially when choosing a sustainable mode of travel in lieu of a Single Occupancy Vehicle (SOV). For instance:
- ❖ Walking and Cycling – by far the greenest modes of travel;
 - ❖ Bus or Train – mass transit systems offer a far greener mode of travel per passenger than SOVs; and
 - ❖ Car Sharing – two or more people sharing a car generates half or less of the emissions from a SOV.
- 4.3 The Institution of Highways and Transportation (IHT) states that three quarters of journeys by all modes are less than five miles (8km) and half are less than two miles (3.2km). These are distances that can be cycled comfortably by a reasonably fit person. Based on an average cycling speed of 4.0m/s (14.4kph) 8 kilometres can be cycled in just over half an hour and 3.2 kilometres can be cycled in less than 15 minutes. Given that Lydney town centre is approximately 1.3 kilometres from the site, many local facilities are clearly within 5 to 6 minutes cycle of the site.

Personal Health and Fitness

- 4.4 Choosing to cycle or walk to the local services and facilities will have positive benefits to an individuals health, fitness and well being. The Government, through the National Health Service, recommends that everybody should exercise to:
- ❖ Reduce the risk of heart attack and chances of survival;
 - ❖ Reduce the risk of developing long-term diseases;
 - ❖ Increase life expectancy and improve quality of life in later years;

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- ❖ Increase confidence;
 - ❖ Improve appearance – body fat is reduced, muscle definition is improved, and skin improves in appearance as more oxygen is delivered to body tissue;
 - ❖ Improve posture;
 - ❖ Provide natural pain relief; and
 - ❖ Have a positive effect on breathing, blood supply, muscles, and bones.

Financial

- 4.5 There are also significant financial benefits associated with green travel modes. For a number of years fuel prices have been steadily increasing (with the exception of the current economic climate). This, coupled with increased parking charges, increased car tax, vehicle maintenance, and vehicle depreciation, the costs of using the private car as the commuting mode of choice is spiralling.
- 4.6 With the exception of purchasing a bicycle, cycling and walking to or from the Highfield Farm site do not have any cost implications.

5 SETTING TARGETS

5.1 In order to establish whether a Travel Plan is working successfully it is necessary to identify a set of targets. The Transport Energy Best Practice Guide for Travel Plans identifies that Travel Plans should be SMART:

- ❖ Specific
- ❖ Measureable
- ❖ Achievable
- ❖ Realistic
- ❖ Time-bound

5.2 In identifying suitable Travel Plan targets, use has been made of the Transport Energy Best Practice guide on Travel Plans and also the Gloucestershire County Council document 'Travel Plan Guide for Developers'.

5.3 A number of 'Action-Type' targets have been identified as being suitable for the proposed development. These are non-quantifiable targets and take the form of actions which need to be achieved including target dates. These targets are summarised in **Table 5.1** below:

Action	Target Date
Appoint a Travel Plan Co-ordinator	At opening of Sales Office
Produce a Travel Information Pack detailing available public transport, pedestrian and cycle links and distribute to all new residents	At opening of Sales Office
Undertake a Residents / Visitors travel survey	6 months after first occupation
Set up a car share database	6 months after first occupation
Organise cycle riding and maintenance training events	6 months after first occupation (and twice annually thereafter)

Table 5.1: Summary of 'Action-Type' Targets and Dates

5.4 Table 5.1 shows the 'Action-Type' targets that can be identified without detailed knowledge of future travel patterns.

- 5.5 Once the development has been completed and Residents / Visitors travel surveys have been undertaken and analysed, a number of 'Aim-Type' targets can be identified. These are targets with a quantifiable result and should be realistic, achievable, and challenging.
- 5.6 Depending on the actual survey results, the following are suggested mode share targets for the various modes of transport. The progress towards achieving these targets will need to be monitored and reviewed on a regular basis.
- 5.7 **Table 5.2** shows examples of possible future 'aim-type' targets for this development. The targets in Table 5.2 are based on initial assumptions and can be adjusted once existing travel patterns for the development have been confirmed through appropriate surveys.

Aim	Within 3 Years	Within 5 Years
Increase walking trips by 5%	✓	✗
Increase cycling trips by 5%	✓	✗
Increase bus patronage by 5%	✓	✗
Increase car sharing by 7%	✓	✗
Reduce single occupancy car trips by 3%	✓	✗
Increase walking trips by 10%	✗	✓
Increase cycling trips by 10%	✗	✓
Increase bus patronage by 10%	✗	✓
Increase car sharing by 15%	✗	✓
Reduce single occupancy car trips by 5%	✗	✓

Table 5.2: Summary of 'Aim-Type' Targets and Dates

- 5.8 The examples shown in Table 5.2 are aspirational and should be refined once an accurate travel survey of the development site has been completed. The existing modal splits for the various modes of transport derived from the travel survey will influence the targets set.
- 5.9 Applying the proposed modal shift targets in Table 5.2 to the current travel patterns shown in Table 3.1, the future travel patterns (five years from the start of the Travel Plan) for the daytime population of the development site can be calculated as shown in **Table 5.3** below:

Mode	Adjusted Percentage	5 Year Target Shift	5 Year Modal Split
All People	100%	-	100%
Underground, metro, light rail or tram	0.1%	-	0.1%
Train	1.0%	-	1.0%
Bus, minibus or coach	1.1%	+10%	1.2%
Taxi or minicab	0.2%	-	0.2%
Driving a car or van	68.8%	-5%	65.4%
Passenger in a car or van	7.3%	+15%	8.4%
Motorcycle, scooter or moped	0.6%	-	0.6%
Bicycle	2.7%	+10%	3.0%
On foot	17.9%	+10%	19.7%
Other	0.2%	-	0.2%

Table 5.3: Tetbury Ward Method of Travel to Work Post Travel Plan (5 Years)

- 5.10 Table 5.3 demonstrates that after a five year period and if the Travel Plan hits its targets, the proposed modal split for the method of travel to work for the daytime population would reduce car drivers to approximately 65.4% of all trips and increase the more sustainable mode split (walking, cycling, bus and train) to approximately 25% of all trips.

6 PARTNERSHIP WORKING

- 6.1 As part of the development proposals, Travel Plan measures will be introduced to encourage the use of more sustainable modes of transport and minimise the need to travel.
- 6.2 The key to a successful Travel Plan is to identify which transport alternatives residents and visitors will be prepared to use, and to then make these more attractive than driving alone. Although a Travel Plan should seek to facilitate long term changes in travel behaviour, it is important to make sure that some of the measures put in place have an immediate effect. This helps to inspire confidence in the Travel Plan making it easier to implement other measures in the future.
- 6.3 Suggested Travel Plan measures are outlined below together with the reasons for their implementation and the desired outcome.

Travel Plan Coordinator

- 6.4 A Travel Plan Co-ordinator (TPC) will be appointed to promote, implement and monitor the Travel Plan. The role will include offering Travel Plan information and advice to all residents and the promotion of Travel Plan measures.
- 6.5 A contact name for the nominated TPC will be provided to the Travel Plan Officer at Gloucestershire County Council (GCC) as soon as it is known. The TPC will have committed time set aside each week to dedicate to Travel Plan work although the role is not considered to be 'full time' and is therefore likely to be performed by a person with other professional duties (for instance a member of the sales team while the show house is open).
- 6.6 The responsibilities of the TPC are many and varied and include:
- Liaison with the GCC Travel Plan officer to obtain literature promoting sustainable travel;
 - Overseeing the development and implementation of the Travel Plan;
 - Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan;
 - Coordinating the necessary data collection exercises required to develop the Travel Plan;
 - Acting as a point of contact for all residents requiring information; and
 - Coordinating the monitoring programme for the Travel Plan, including target setting.

6.7 The TPC will also be responsible for initiating a travel survey of new residents to understand existing travel behaviour and mode splits. The results of the survey will inform the Travel Plan by enabling appropriate long term targets to be set etc. The travel survey will be undertaken within 6 months of the first residential occupation.

Travel Plan Steering Group

6.8 A Travel Plan steering group will also be set up to:

- Provide management support;
- Steer the Travel Plan in the desired direction;
- Agree any necessary funding required; and
- Monitor and review progress and identify realistic targets for taking the Travel Plan forward:

6.9 The steering group will ideally be no more than 4 to 6 people and will include representatives from the developer, the TPC and at least one representative from the new residents. Other people, such as local authority representatives, public transport operators etc will be invited to attend meetings as and when necessary.

Provision of Information

6.10 If the message is to be conveyed to residents that sustainable forms of transport are preferred to the private car, then it is essential that adequate information is available on the site.

6.11 Travel Information Packs will be provided to all new residents to ensure that they are fully informed of the travel choices available from the outset. The information pack will include:

- ❖ Bus and Rail timetable information;
- ❖ Local cycle routes;
- ❖ Local pedestrian routes;
- ❖ Contact details of the TPC;
- ❖ Contact details of the GCC cycling, public transport and Travel Plan officers;
- ❖ Contact details/Web site address of Sustrans – the national cycling charity;
- ❖ Contact details of local reputable taxi firms; and

- ❖ Information on the benefits of sustainable transport on health and the environment.
- 6.12 The TPC will also be responsible for reviewing this information every 3 months and updating the Information Packs for new residents accordingly. As the Travel Plan develops over time and timetables potentially change, the TPC will also coordinate a letter drop to existing residents every 6 months to ensure that they are kept up to date of such changes.
- 6.13 The Information Pack will include full details of public transport timetables and route maps, local cycle networks and a map detailing the provision and location of local services and amenities. This will ensure all residents will have the necessary information to choose more sustainable modes of transport and make full use of local services from the outset. Sales staff will also be well informed about the sustainable characteristics of the site and be able to promote the site's non-car accessibility to prospective purchasers / tenants etc.
- 6.14 Travel information will also be made available on notice boards in communal areas of the site. This information will be primarily aimed at visitors and will include walking and cycling routes as well as public transport information.
- 6.15 Regular sustainable travel events will be organised throughout the year and will coincide with national travel events such as:
- ❖ Walk to work week (April);
 - ❖ Bike week (June); and
 - ❖ Car free day (September).
- 6.16 In order to meet the Travel Plan objectives outlined earlier, a number of measures will be implemented to encourage travel by sustainable modes and dissuade single occupancy car use. Such measures are known as 'carrots' and intended to provide the necessary incentive for people to travel more sustainably. The proposed measures are outlined below:

Walking

- 6.17 Each household will be provided with an umbrella in order to encourage walking during inclement weather. Additionally, households will be provided with high visibility accessories to encourage walking trips at all times of the day.
- 6.18 Each household will also be provided with information promoting the health and environmental benefits of walking as opposed to driving a car.

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- 6.19 Maps showing local walking routes to key facilities such as the town centre will be provided as part of the resident's Information Pack.

Cycling

- 6.20 The TPC will seek to negotiate a discount at a local cycle store entitling residents to discounted purchase of cycling equipment. Each household will also be provided with a voucher worth up to £50 redeemable on the purchase of a new bicycle from the local cycle store. The voucher will need to be redeemed within 6 months of first occupation in order to encourage cycle use from the outset and there will be no cash alternative or change given.
- 6.21 The ability to accommodate cycle parking has been included within the overall design of the site with maps of the local cycle routes being provided within the Travel Information Pack.

Public Transport

- 6.22 The TPC will seek to negotiate a discount with the local bus operators entitling residents to discounted purchase of season tickets. Each household will also be provided with a voucher worth up to £50 redeemable on the purchase of public transport season tickets (3 monthly or greater), either bus or rail. The voucher will need to be redeemed within 6 months of first occupation in order to encourage public transport use from the outset and there will be no cash alternative or change given.
- 6.23 Local bus and rail service timetables and route maps will be included within the Travel Information Pack.

Car Sharing

- 6.24 In order to promote car sharing, information about the GCC car share scheme (www.carsharegloucestershire.com) will be included within the Travel Information Pack.
- 6.25 Additionally, residents who state on their travel surveys that they are interested in car sharing will be contacted by the appointed TPC who will endeavour to match people up depending on the types of journeys they regularly make and the destinations travelled to. Regular car share meetings will also be promoted and arranged by the TPC to enable potential sharers to meet, become acquainted and discuss travel arrangements.

Personalised Travel Planning Initiative

- 6.26 Each household will be offered one personal visit from the TPC (free of charge) to discuss any particular travel issues that they may have and provide advice on the various modes of transport available locally. The coordinator will endeavour to deal with all reasonable requests from residents and try to obtain any information necessary.

7 COORDINATION, MONITORING AND MEASURING SUCCESS

- 7.1 It is important to recognise that Travel Plans are live documents and as such develop over time with changing conditions. Monitoring and review is an integral part of a good Travel Plan and its results can help recognise success, and generally raise awareness.
- 7.2 Household surveys of the travel characteristics of residents will be carried out within six months of first occupation and annually thereafter for 5 years.
- 7.3 The findings of the above surveys will be reviewed and a short monitoring report prepared to identify progress of the Travel Plan in terms of achieving its targets. Should the Travel Plan be performing better or worse in respect of the initial targets then suitable adjustment measures will be identified. These could include additional 'carrots' if targets are not being met and the setting of more challenging targets where they are.
- 7.4 The monitoring report will be issued to the GCC Travel Plan officer for information and review within 3 months of the date of the travel surveys. If necessary a meeting will be arranged between the TPC and the GCC Travel Plan officer to discuss progress and the way forward.

8 SUMMARY AND CONCLUSIONS

8.1 In summary, this report has demonstrated the following:

- ❖ The principal objective of this Residential Travel Plan is to minimise the number of single occupancy car journeys made to the site, promote travel by the more sustainable modes of transport, and manage the overall transport impact of the development;
- ❖ The Travel Plan targets for the first 5 years are to:
 - Increase walking by 10%.
 - Increase cycling by 10%.
 - Increase bus patronage by 10%.
 - Increase car sharing by 15%.
 - Reduce single occupancy car vehicle trips by 5%.
- ❖ To help achieve these targets the following will be introduced and/or provided as part of the development:
 - A Travel Plan Coordinator to manage and monitor the Travel Plan.
 - Dissemination of sustainable travel information to new residents in the form of a Travel Information Pack.
 - Provision of vouchers towards cycle and public transport season ticket purchase together with the negotiation of discounts on other cycle equipment and bus tickets.
 - Promotion of a site wide car sharing scheme.
 - Availability of an individual travel planning visit for new residents.

8.2 Therefore, it is considered that this Travel Plan is appropriate for this development and should achieve its objective to minimise the number of single occupancy car journeys.

FIGURES