Rowden Park, Chippenham
Framework Travel Plan

On behalf of Crest Strategic Projects and Redcliffe Homes
Document Control Sheet

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<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
<th>Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prepared by</td>
<td>Sarah White</td>
<td>Graduate Engineer</td>
<td>December 2014</td>
</tr>
<tr>
<td>Reviewed by</td>
<td>Dale Harvey</td>
<td>Senior Technician</td>
<td>December 2014</td>
</tr>
<tr>
<td>Approved by</td>
<td>Sarah Matthews</td>
<td>LLP Director</td>
<td>December 2014</td>
</tr>
</tbody>
</table>

For and on behalf of Peter Brett Associates LLP

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1 Introduction

1.1 Background

1.1.1 Peter Brett Associates LLP has been commissioned by Crest Strategic Projects and Redcliffe Homes to develop a Framework Travel Plan (FTP) in support of the planning application for residential development at Rowden Park, Chippenham.

1.1.2 The proposed development seeks to provide the following:
- Up to 1,000 C3 residential homes (comprising up to 60 extra care units)
- D1 primary school (one form entry)
- Local community facilities (up to six small shops plus an express food store)
- Riverside park

1.1.3 The proposed development will be designed to ensure that the transport infrastructure supports travel by sustainable modes. Therefore, a strategy is necessary in order that the proposed development conforms to national and local policy, which highlights the need to reduce travel.

1.1.4 A ‘Travel Plan’ is a package of measures produced to encourage the use of alternatives to single-occupancy car use. Travel Plans can include measures such as: car sharing schemes, walking and cycling enhancements and facilities, public transport services and initiatives to incentivise or raise awareness of travel choices. This FTP forms one element of a suite of measures designed to reduce the transport impact of the development. Other elements, including both the design and planning of the site, will work alongside this FTP to reduce single-occupancy car trips.

1.1.5 Given the nature of the proposed development, the Department for Transport (DfT) guidance ‘Using the Planning Process to Secure Travel Plans’ (2009) recognises that it is difficult to achieve the ‘ideal Travel Plan’ at the planning stage, particularly where multi-occupation is a major issue, as in the case of the proposed development.

1.1.6 The FTP provides a single source of information about the purpose, preparation and implementation of the transport related proposals relating to the development of Rowden Park. Given the phased nature of the proposed development, the measures will need to be kept under review as the development progresses and the actual phasing of the development emerges.

1.2 Travel Planning Approach

1.2.1 This FTP has been developed as a guide to the site-wide travel planning approach to minimise single-occupancy car use by residents, staff and visitors accessing the site. As the development commences, the FTP will be updated to reflect travel issues at the time of implementation.

1.2.2 It is expected that separate full Travel Plans will be prepared for the residential proposals and the school. The school travel plan is expected to be prepared by the school, with guidance from WC’s School Travel Plan Adviser. Due to the proposed size of the shops, it is considered that a Travel Plan is not required for this element of the development proposals.

1.2.3 Maximum impact on people’s travel patterns is likely to be achieved immediately following a life change – for example moving into a new home or changing jobs. Therefore, it is expected
that the FTP will have the most influence as the new residents occupy the development and as the staff relocate to the new primary school facility, when the residents and staff are considering how they will travel to/from their new location. This is supported by Wiltshire Council (WC) residential travel plan guidance, which states that “people will establish habits of a lifetime from day one”, therefore “measures to promote sustainable travel must be in place before any units are occupied”. As such, the FTP focusses on measures to achieve a good mode share on occupation, before travel choice becomes a routine.
2 Site Accessibility

2.1 Site Location

2.1.1 The site is situated approximately 1.6 kilometres to the south west of Chippenham town centre, and lies to the east of Patterdown Road. It is located within the County of Wiltshire.

2.1.2 The site is bordered by Chippenham to the north, the B4528 Patterdown Road to the west and the River Avon to the east as shown in Figure 2-1.

Figure 2-1: Site Location Plan
### 2.2 Walking and Cycling

2.2.1 There are a number of existing footpaths and cycle routes within and around Chippenham.

2.2.2 Large proportions (nearly 13%) of trips to work from homes in Cepen Park, Chippenham (a new area of housing development similar to that proposed at Rowden Park) are made on foot. 15.5% are made on foot or cycle (2011 census data).

2.2.3 The built area sits within a 4 kilometre radius of the town centre and therefore there is great opportunity to walk and cycle to destinations within Chippenham. There is also a good network of Public Right of Ways and cycle routes further encouraging active travel.

2.2.4 The local facilities are shown on **Figure 2-2**.

*Figure 2-2: Local Facilities Plan*
2.2.5 The existing Public Rights of Way and cycle routes are shown in **Figure 2-3**.

**Figure 2-3: Existing Public Rights of Way and Cycle Routes**
2.3 Public Transport

Bus Services

2.3.1 The following regular bus routes currently operate on this corridor and on the nearby A4 Rowden Hill:

Table 3-1: Existing Bus Services

<table>
<thead>
<tr>
<th>Service</th>
<th>Description</th>
<th>Headway</th>
</tr>
</thead>
<tbody>
<tr>
<td>234</td>
<td>Chippenham &gt; Melksham &gt; Trowbridge &gt; Frome</td>
<td>Mon-Sat Daytime: 60 mins, Evening &amp; Sunday: 2 journeys evenings, No service Sun</td>
</tr>
<tr>
<td>X34</td>
<td>Chippenham &gt; Melksham &gt; Trowbridge &gt; Frome</td>
<td>Mon-Fri: 30 mins, No service Sat, No service Sun</td>
</tr>
<tr>
<td>36</td>
<td>Chippenham &gt; Corsham &gt; Biddlestone &gt; Colerne &gt; Sherston</td>
<td>1 per day, Fri only, No service</td>
</tr>
<tr>
<td>44D</td>
<td>Chippenham Town Service to Barrow Green</td>
<td>Mon-Sat Daytime: 30 mins, No service</td>
</tr>
<tr>
<td>75</td>
<td>Chippenham &gt; Burton &gt; Badminton &gt; Norton</td>
<td>Mon-Sat Daytime: 1 per day, school days only, No service Sat, No service</td>
</tr>
</tbody>
</table>

2.3.2 Prior to April 2014, services 234, X34 and 75 routed via Patterdown Road, along the western boundary of the site. Of these, two are considered to offer a good level of service: the 234 and X34.

2.3.3 Service X34 is operated by the Faresaver bus company, and service 234 is operated by First. The site is served by direct bus services to Chippenham town centre, Melksham, Trowbridge and Frome up to 3 times per hour during Monday to Saturday daytimes. Currently there are limited evening services on service 234 and no service on any route on Sundays. Faresaver tickets are accepted on the First 234 evening service.

2.3.4 In April 2014, in response to customer requests, Faresaver took the commercial decision to re-route X34 service away from Patterdown Road, in favour of a less direct route via Methuen Park and Sainsbury’s. However, discussions with Faresaver have indicated that they may be willing to return the service to its original route once the development is in place.

2.3.5 The nearest stops to the site are located at Patterdown for service 234, and at the Rowden Arms for the X34.

2.3.6 Chippenham railway station is served by routes 234 and X34, by buses towards Chippenham in the morning and buses from Chippenham in the afternoon. This provides a direct link to the National Rail network and regular First Great Western services to Swindon, Reading, London Paddington, Bath Spa, Bristol Temple Meads and Westbury.
2.3.7 Chippenham is served by a range of bus services provided by a number of operators, with frequent links to destinations outside of the town such as Melksham, Calne, Malmesbury, Bath, Devizes and Swindon, as well as the suburbs of the town itself.

2.3.8 Despite this relatively good level of provision, bus use in the town is relatively low. Currently only 1.6% (2011 census data) of the town’s population that travel to work currently use the bus as their primary mode of transport. The low level of bus use can be explained by a number of factors:

- The River Avon acts as a physical barrier with all primary routes merging at the heart of the historical town centre. This restricts the ability for transport infrastructure improvements, and therefore the bus services do not benefit from any bus priority or dedicated lanes to provide buses with an advantage over private car travel;

- ‘Commuter’ services to work are generally relatively infrequent and significant improvements in frequency will be required if the bus is to be seen as a credible alternative to the car for these journeys;
Quality of service, particularly on tendered operations, is also an issue, and the image of bus travel needs to be improved if more people are to be attracted to use it; and

High bus fares mean that one-off or infrequent travel is relatively expensive.

#### Rail

2.3.9 The closest railway station to the site is Chippenham Station, located approximately two kilometres to the north east of the site.

2.3.10 Chippenham station lies on the Great Western Mainline, linking London (Paddington) to the southwest of England. Two services stop here: a long distance service linking Bristol Temple Meads with London Paddington, and a local service that connects Chippenham with surrounding stations such as Swindon and Trowbridge. Both services are currently operated by The First Group.

2.3.11 **Table 2-2** summarises the rail services from Chippenham station.

**Table 2-2: Rail Services from Chippenham Station**

<table>
<thead>
<tr>
<th>Destination</th>
<th>Frequency (trains per hour)</th>
<th>Journey Time (minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Peak</td>
<td>Off-Peak</td>
</tr>
<tr>
<td>Bath Spa</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Swindon</td>
<td>4</td>
<td>2-3</td>
</tr>
<tr>
<td>Bristol Temple Meads</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>Didcot Parkway</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>Reading</td>
<td>3</td>
<td>2</td>
</tr>
<tr>
<td>London Paddington</td>
<td>3</td>
<td>2</td>
</tr>
</tbody>
</table>

Source: National Rail website, November 2014

#### Highways

2.4.1 The site is located to the east of Patterdown Road, to the south of the A4 Bath Road.

2.4.2 Access to the strategic road network is provided via the A350 to the south, and A4 to the north. The A350 provides connection to the north to the M4.

2.4.3 At present, the town experiences an over-reliance on private car use, with approximately 68% of trips to work (2011 Census data) from Chippenham made using the private car. This pattern of movement not only applies to regional trips for access to employment, but also local trips within Chippenham itself to access local employment, education facilities and day-to-day services.

2.4.4 The quantity of trips at peak times results in some traffic congestion on the A350 junction particularly to the north of Chippenham and within the town centre.

2.4.5 A study of the current travel patterns at Chippenham shows that a third of traffic on Chippenham’s roads arrives from within the town, i.e. internal trips, with another third travelling into the town in the morning and out of the town in the evening. Between 12% and 20% of...
traffic within Chippenham travels through the town in the peak periods. The high proportion of trips leaving and travelling through Chippenham causes detrimental effects on the operation of the northern section of the A350 passing Chippenham, i.e. A350 Cepen Way junction with Malmesbury Road, where congestion reaches significant levels during peak times.
3 Development Proposals

3.1 Proposals

3.1.1 The development proposals include the provision of up to 1000 homes (comprising up to 60 extra care units), a 1 form entry (1FE) primary school and local community facilities (likely to consist of up to six small shops and an express foodstore). A current illustrative masterplan is shown in Figure 3-1.

Figure 3-1: Rowden Park Illustrative Masterplan
3.2 Walking and Cycling Improvements

3.2.1 The following foot/cycle connections will be upgraded/provided:

- Foot/cycle connections linking to the town centre
- Financial contributions towards the improvement of the PRoW connecting northern and southern residential areas, including the footbridge over Pudding Brook
- Connection towards Showell Farm
- Connection towards the Queens Bridge signal junction, (to allow connection to Hunters Moon foopath proposals under Queens Bridge), thus providing a connection between the two developments
- Connection to the PRoW leading to Lackham College

3.2.2 These will encourage more sustainable means of travel to and from the site, therefore reducing vehicle trips and minimising increases in traffic congestion.

Cycle Parking

3.2.3 Cycle parking for the neighbourhood centre, and visitor cycle parking for the school will be located in areas with natural surveillance, as close to the building entrances as possible.

3.2.4 Residential cycle parking will be located either in an internal area or within a covered, lockable enclosure.

3.2.5 Cycle parking will be provided in accordance with the cycle parking standards shown in Tables 4-3 and 4-4, taken from the WC LTP3 Cycling Strategy (March 2014).

Table 3-1: Residential Cycle Parking Standards

<table>
<thead>
<tr>
<th>Bedrooms</th>
<th>Minimum Residential Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 3</td>
<td>1 space per bedroom</td>
</tr>
<tr>
<td>4</td>
<td>3 spaces per unit</td>
</tr>
<tr>
<td>5</td>
<td>4 spaces per unit</td>
</tr>
</tbody>
</table>

3.2.6 It has been agreed with WC that specific visitor cycle parking for the residential element of the development will not be provided, as visitor’s will be able to park their bicycles in private gardens and garages.

Table 3-2: Other Use Cycle Parking Standards

<table>
<thead>
<tr>
<th>Use</th>
<th>Maximum Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Retail (Food and Non-Food)</td>
<td>1 covered space per 10 employees, plus 1 visitor space per 15 car parking spaces</td>
</tr>
<tr>
<td>D1 Education Centres (Primary School)</td>
<td>1 covered space per 10 staff, plus 1 per 45 pupils for visitors, plus 1 covered space per 5 pupils</td>
</tr>
</tbody>
</table>
3.3 Public Transport

3.3.1 Two options are available for bus service provision at the site: the diversion and enhancement of the X34 service, or the extension of the 55 service, and will be agreed prior to occupation of the development. The options are discussed in detail as follows:

**Diversion and Enhancement of Service X34**

3.3.2 This option involves the diversion and enhancement of existing service X34, which currently operates every 30 minutes on Mondays to Fridays between Chippenham, Melksham, Trowbridge and Frome.

3.3.3 In April 2014, in response to customer requests, Faresaver took the commercial decision to re-route the service away from the B4634 through the site in favour of a less direct route via Methuen Park and Sainsbury’s. However, discussions with Faresaver have indicated that they may be willing to return the service to its original route once the development is in place.

3.3.4 Currently, there is no early morning, late evening, Saturday or Sunday service on this route, although Faresaver tickets are accepted on the First 234 evening service. The first service arrives in Chippenham at 0845, which is too late for the majority of commuters.

3.3.5 The potential improvements to service X34 could include:

- Restore the service to its original route via Rowden Park;
- Introduce two new early morning journeys on Mondays to Fridays from Melksham to Chippenham, and two new evening return journeys from Chippenham to Melksham;
- Increase the peak hour service frequency to every 15 minutes on Mondays to Fridays between Rowden Park and Chippenham, with the addition of one new vehicle (potential to extend to Sainsburys if recent changes to the current service are successful); and
- Possibility to introduce a weekend service.

**Extension of Service 55**

3.3.6 This option involves the extension of existing service 55, which currently operates every 20 minutes on Mondays to Saturdays between Swindon, Woodshaw, Royal Wootton Bassett, Calne and Chippenham. The 55A service operates with a 30 minute frequency on Sundays.

3.3.7 The service currently terminates at Chippenham rail station. However, Stagecoach has indicated that they would be keen to extend the service to serve Rowden Park once the development is in place.

3.3.8 The proposal for service 55 would be to extend the service from Chippenham rail station to serve the development.

3.4 Highways

3.4.1 Primary vehicular access will be provided via a new roundabout on Patterdown Road at the southwest edge of the site.

3.4.2 The roundabout will provide connection between the site, Patterdown Road, and Showell Farm, as shown in Figure 3-2.
3.4.3 Three additional access points will be provided, as illustrated in Figure 4-5. These are proposed to take the form of priority T-junctions.

- The northern junction will provide vehicle access from Coppice Close, through an existing Redcliffe Homes residential development, into the northern residential area only.
- The central northern junction on Patterdown Road will connect to the primary street through the development.
- The central southern junction on Patterdown Road will connect to a secondary street, which will meet the primary street in the vicinity of the local centre.

3.4.4 The primary street will route through the site between the new primary site access roundabout on Patterdown Road and the central northern priority T-junction.

**Car Parking**

3.4.5 Car parking provision on site will be in line with WC’s parking standards. Residential car parking standards are shown in Table 3-3. The development will at least meet the minimum requirements.
Table 3-3: Proposed Residential Car Parking Provision

<table>
<thead>
<tr>
<th>Bedrooms</th>
<th>Minimum Spaces</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Allocated Residential</td>
<td>Unallocated Visitor</td>
<td></td>
</tr>
<tr>
<td>1</td>
<td>1</td>
<td></td>
<td>0.2</td>
</tr>
<tr>
<td>2 to 3</td>
<td>2</td>
<td></td>
<td>0.2</td>
</tr>
<tr>
<td>4+</td>
<td>3</td>
<td></td>
<td>0.2</td>
</tr>
</tbody>
</table>

3.4.6 Table 3-4 shows the maximum car parking standards for other uses.

Table 3-4: Other Use Car Parking Standards

<table>
<thead>
<tr>
<th>Use</th>
<th>Maximum Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Food Retail</td>
<td>&gt;1000m²: 1 per 14m² &lt;1000m²: 1 per 35m²</td>
</tr>
<tr>
<td>A1 Non-Food Retail</td>
<td>&gt;1000m²: 1 per 20m² &lt;1000m²: 1 per 35m²</td>
</tr>
<tr>
<td>D1 Education Centres (Primary School)</td>
<td>2 per 3 staff, plus 1 per 7 staff for visitors, plus 1 per 20 pupils</td>
</tr>
</tbody>
</table>

3.4.7 Car parking provision for the school and neighbourhood centre will be in line with these standards.
4 Objectives and Targets

4.1 Overarching Aim

4.1.1 The primary aim of the FTP is to reduce the number of single-occupancy car trips generated by the development.

4.2 Objectives

4.2.1 There are a number of identifiable objectives which will contribute towards achieving the overarching aim. These include:

- Reducing the need to travel;
- Building upon good design principles that open up the permeability of the development, encouraging walking and cycling, as a preference, for local trips; and
- Promoting healthy lifestyles and sustainable vibrant communities, through the promotion and awareness of sustainable travel choices.

4.3 Targets

4.3.1 The DfT’s 2009 guidance entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process” sets out an ‘outcomes-based’ approach to Travel Plans, which specifies outcomes linked to specific targets. Any Travel Plan targets should be SMART: Specific, Measurable, Attainable, Realistic and Time-bound.

4.3.2 Given that the proposed development is expected to be delivered in phases from 2015/16 to 2026, baseline modal split will be confirmed through travel surveys, which will be undertaken at 10% occupation for the residential element of the development. These travel surveys will carried out in accordance with the national TRICS Standard Assessment Methodology (SAM), in line with current WC guidance, and will be the baseline against which any targets will be monitored.

4.3.3 The preliminary targets are set out within this FTP, but they may be reviewed when the baseline surveys are completed and agreed with WC.

4.3.4 Maximum impact on people’s travel patterns is likely to be achieved immediately following a lifestyle change – for example moving into a new home or changing jobs. Therefore, it is expected that the FTP will have the most influence as the new residents occupy the development and as the staff relocate to the new primary school facility. This is when the residents and staff are considering how they will travel to/from their new location. This is supported by WC residential travel plan guidance, which states that “people will establish habits of a lifetime from day one”, therefore “measures to promote sustainable travel must be in place before any units are occupied”. As such, the FTP focusses on raising awareness of travel choices and benefits of these choices before their journeys to/from the development become routine.

4.3.5 On this basis, it is proposed that the full Residential TP will set targets to ensure that car use is not beyond the levels tested in the Transport Assessment. Potential targets are set out in Table 4-1. The targets will be reviewed once the baseline travel surveys are completed. The baseline data from the surveys will provide a better understanding of what is achievable and what measures are likely to best suit the site.
Table 4-1: Potential Rowden Park Residential Mode Split Targets

<table>
<thead>
<tr>
<th>Land Use</th>
<th>FTP Target Car Driver Mode Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>72.4%*</td>
</tr>
</tbody>
</table>

*Note: Mode share at garden gate

4.3.6 School TP targets will be set at a later stage by the school following consultation with the WC School Travel Plan Advisor.
5 Motivation

5.1 Background

5.1.1 Since the early 1990s, there has been increasing global concern regarding the adverse effects of motorised transport. A number of issues at national and local levels have been driving the need for organisations to develop a sustainable transport strategy, and to encourage sustainable transport choices by providing better facilities, incentives and information. The developers take their corporate social responsibilities seriously and are well aware of the importance of travel planning.

5.2 Climate Change

5.2.1 Transport is responsible for approximately 25% of global carbon dioxide (CO$_2$). Every litre of petrol burnt produces about 2 kg CO$_2$ while every litre of diesel burnt produces 3 kg CO$_2$. Figure 5-1 illustrates that, over a distance of 50 miles, a large car (with one passenger) will emit the most CO$_2$ and a coach will emit the least per person. By reducing the CO$_2$ emissions arising from travel associated with the development, the proposal will help support local policy to reduce the contribution to climate change.

Figure 5-1: CO$_2$ Emissions for a 50 Mile Journey Per Person

5.3 Health and Well-Being

5.3.1 Walking and cycling can play an important role in healthy and active lifestyles. These sustainable travel modes offer an easy and convenient way to integrate physical activity into daily routines. Through the promotion of various measures making it easier to walk or cycle to the new development, residents, employees and visitors will have the opportunity to regularly engage in physical activity.

5.4 Financial

5.4.1 The implementation of an effective SWFTP can result in significant financial savings for individuals. The cost of petrol and diesel has risen significantly in recent years. In August 2014, the average cost of petrol was £1.29/litre and diesel £1.34/litre, which represents increases of approximately 24% and 29% respectively since 2009. The impact of this will influence travel mode choice.
6 Influencing Travel Behaviour

6.1 The ‘4i’ Approach

6.1.1 The initiatives presented within this SWFTP will focus on increasing awareness and the use of sustainable travel modes through the use of the 4i approach. The 4i approach considers the need to:

- Supply information - The provision of accurate sustainable travel information through a variety of means;
- Pursue initiatives - Instigating new or linking up with existing schemes to promote sustainable travel options, guidance or advice;
- Provide incentives - Encouraging participation in initiatives for example the provision of discounts or gifts to raise awareness of sustainable transport or providing external incentives such as tax benefits; and
- Continue to influence modal choice towards sustainable travel.

6.2 The ‘Seven Stages of Change’

6.2.1 Figure 6-1 below highlights the ‘Seven Stages of Behavioural Change’.

Figure 6-1: The ‘Seven Stages of Behavioural Change’

6.2.2 Figure 6-1 shows that once a resident, member of staff or visitor is aware of a problem (for example, the negative impacts of private car use), they generally go through five thought processes before they actually make a sustained change to a different mode of travel. These thought processes are listed as follows:
6.2.3 By understanding this process, it is possible to design measures that best influence residents, staff and visitors at each of the different stages of decision-making.
## 7 Potential Measures

### 7.1 Potential Travel Plan Measures

#### 7.1.1 Table 7-1 provides a non-exhaustive list of potential measures that could be implemented to support the residential element of the proposed development, depending upon the travel demands and influences.

<table>
<thead>
<tr>
<th>Phase</th>
<th>Measure</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Occupation</td>
<td>Appointment of a Travel Plan Coordinator</td>
<td>Cycle parking in line with WC parking standards</td>
</tr>
<tr>
<td></td>
<td></td>
<td>New and improved walk and cycle connections</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High-quality directional signing, including walk/cycle time as well as distance</td>
</tr>
<tr>
<td></td>
<td></td>
<td>High-speed broadband infrastructure to allow internet access to every household</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Highlight the opportunities for sustainable travel to and from the development in marketing literature</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Improved bus frequency and potentially bus priority improvements</td>
</tr>
<tr>
<td>During Occupation</td>
<td>Provide ‘Travel Packs’ for new occupants to ensure that they are fully aware of travel options, enabling them to plan their journey to and from their new home, ensuring that more sustainable travel options are considered. These could include:</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Location map of the site, highlighting the travel related facilities on, and close to, the site, such as bus stops, cycle stands and car club vehicles</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Site-specific public transport information including bus timetables and maps</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Links to relevant websites with travel information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Local walking and cycling maps showing local services and schools within an easy walk/cycle distance</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- A brief introduction in the pack to explain the RTP objectives, targets and how the residents can make a difference to increase the awareness of the RTP</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Details of car sharing schemes and car club information</td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Promotional material on the health and financial benefits of sustainable modes of travel</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Voucher for each household to offset against the cost of purchase of a bicycle at a local cycle store</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Voucher for each household to offset against the cost of purchase of a public transport season ticket for either bus or rail</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Promote car sharing by providing information about WC’s car share scheme (<a href="http://www.carsharewiltshire.com">www.carsharewiltshire.com</a>)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Investigate the feasibility of a car club</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Encourage residents to register with Walk-BUDi and Bike-BUDi, which provides a national travel database of registered users wishing to find someone to share daily journeys to work.</td>
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</tr>
<tr>
<td></td>
<td>Promotion of the use of online shopping, to reduce the need for travelling to the local shops by car</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Offer each household personal advice from the TPC to investigate specific travel opportunities and to provide information.</td>
<td></td>
</tr>
<tr>
<td>During formal monitoring period</td>
<td>Production of an annual newsletter containing news on local sustainable travel initiatives and updates regarding the Travel Plan</td>
<td></td>
</tr>
<tr>
<td>At end of formal monitoring period</td>
<td>Transfer of the TPs to the Travel Plan Steering Group</td>
<td></td>
</tr>
</tbody>
</table>
7.1.2 The list of potential travel plan measures outlined within this section represents a holistic view of possible measures that could be implemented. As the full Residential TP is developed and progressed, columns will be added to this table to define responsibility, timeframes and funding for the each of the measures identified.
8 Implementation

8.1 Best Practice

8.1.1 When considering the appropriateness of travel initiatives, the DfT (2009) guidance considers it to be helpful to view a FTP for a new development as a pyramid of measures and actions. This is to be constructed from the bottom upwards, with each new layer building on the previous within the context of the sought outcomes as detailed in Figure 8-1.

Figure 8-1: Travel Plan Pyramid

8.1.2 From Figure 8-8, it is evident that successful travel plans are built on the foundations of good location and site design. This will enable residents, staff and visitors to exploit local facilities and to maximise opportunities for sustainable travel.

8.1.3 The FTP measures can be broadly categorised as either: Infrastructure, Information, Innovation or Incentives.

8.1.4 Infrastructure measures are the physical measures that support alternative modes such as cycle parking. Information refers to provision of information about alternative modes, for example bus timetables or cycle maps. Innovation refers to technological measures that can help reduce car use, for example high-speed internet to encourage working from home. Incentives relate to obtaining discounts or give-aways to encourage sustainable transport use, such as subsidised public transport tickets and free bicycle maintenance.

8.2 Implementation Strategy

8.2.1 In order to successfully achieve the initial objectives of the FTP, a consistent and well-managed programme of actions needs to be implemented. Any implementation plan will need to be responsive, flexible and dynamic, as this could alter the context within which the FTP is delivered and assessed.

8.2.2 The FTP and its associated methodology will be secured through the S106. This will also include the requirement to produce a full Residential Travel Plan (TP). It is expected that a separate TP will be prepared by the school, as their travel demands and patterns will be significantly different and will be able to be managed more effectively with a separate, specific TP.
8.2.3 To further support this FTP and subsequent TP, a series of objectives as well as some potential travel planning measures have been identified; these are contained in Sections 4 and 7 respectively.

8.2.4 The principle behind this approach is to ensure that the subsequent package of measures, targets, management and monitoring are appropriate to the development.

8.3 Travel Plan Coordinator

8.3.1 All types of travel plan require an ‘implementer’, often referred to as a Travel Plan Coordinator (TPC).

8.3.2 Therefore, in order to ensure the success of the efforts towards encouraging sustainable transport use, the developer will appoint a TPC for the entire site prior to the first phase of the proposed development. After the Travel Plan formal monitoring period is completed, the developer will no longer be responsible for the employment of the TPC, however, a TPC role can continue, if necessary, to be undertaken as part of the management the overall FTP.

8.3.3 The TPC will be responsible for:

- Producing a residential TP;
- Explaining the FTP to new residents at the development;
- Preparing procurement of the TP measures, implementation, monitoring and review;
- Liaising with Travel Plan Steering Group (TPSG) and other stakeholders about the FTP and TP proposals and their implementation; and
- Undertaking formal monitoring surveys; and
- Actively promote sustainable travel measures and provide relevant information to residents and visitors as appropriate.

8.4 Travel Plan Steering Group

8.4.1 The TPC will be responsible for setting up and participating in a Travel Plan Steering Group (TPSG). The TPC will invite various key stakeholders such as public transport operators, WC, Chippenham Town Council (CTC) and the developer. The TPSG will be constituted before the commencement of the development, with meetings held annually. In preparing these meetings, the TPC will be responsible for the production and collation of relevant papers. The developer will provide appropriate meeting services.

8.4.2 The TPSG will be responsible for providing support to travel planning across the development, steering efforts towards greater sustainable travel, and monitoring and reviewing progress. Furthermore, if the FTP is not working sufficiently and there is an unacceptable level of vehicular traffic generated by the development, then the TPSG could be required to propose further mitigation measures.

8.4.3 The role of the TPC with respect to the TPSG is set out below:

- Promote partnership working amongst the TPSG;
- Manage and coordinate the TPSG;
- Arrange annual meetings of the TPSG including arranging an appropriate venue and notifying members of the time and date of the meeting;
- Subject to confidentiality, prepare and circulate an agenda and the necessary papers for the meeting;
- Prepare and circulate the minutes of TPSG meetings for approval by all members present at the meeting and make them available to the public;
- Produce an annual FTP update for review by the TPSG; and
- Act as temporary chair of the TPSG meeting if there is no agreement about who should be chair

8.5 Marketing

8.5.1 In order to deliver the kind of cultural and behavioural shift required, there will need to be a sustained and long-term commitment to communicating and marketing travel planning to residents, staff and visitors.

8.5.2 According to ‘The Essential Guide to Travel Planning’, the hallmarks of successful travel plan marketing are a lively presentation, persistence and a readiness to use a variety of marketing tools and techniques. As such, marketing of the travel plan and any associated measures will take place through electronic media, leaflets, posters, and displays.

8.5.3 Any marketing campaign will need to be appropriately updated and refreshed to ensure that interest in sustainable travel is maintained and that effects towards influencing travel behaviour remain effective.

8.5.4 It will be the responsibility of the TPC to ensure that residents and visitors are provided with sufficient information to allow them to use the public transport network. One of the most effective measures in developing sustainable travel patterns is personalised travel planning. Based upon the level of residential units proposed, this has the potential to significantly affect the way large volumes of people travel to and from the development.

8.5.5 Travel Information Packs could be provided to all new residents of the development, which could contain:
- Details of walking and cycling routes (including walk/cycle times to key destinations);
- Personal journey plans;
- Public transport service details, maps and timetables; and
- Suggestions of ways to reduce the need to travel, such as online shopping

8.5.6 Full details of the contents of the Travel Information Packs will be set out within the full Residential TP.

8.5.7 In addition to the above, the methods used to disseminate information regarding the FTP may include:
- The Rowden Park website will be updated to include public transport telephone enquiry numbers, and the development map on it will show the nearest bus stops to raise awareness of sustainable travel methods. There will be a dedicated FTP intranet page, which will include relevant information about the document and travel information;
- Notice/Bulletin Boards: there will be specific ‘Travel Choices’ boards with accompanying leaflet racks for public transport and cycling information. This will publicise the FTP, latest activity and progress;

8.5.8 Marketing Campaigns could be used to encourage sustainable travel methods, such as walking, cycling and using public transport. This will help to reduce the number of car journeys and therefore reduce the carbon footprint of the development.
- Newsletter: a newsletter will be produced annually. The first will explain the purpose of the FTP, main content and objectives and the results of the baseline and monitoring surveys, and will promote the measures; and

- Press releases may be issued to the local media/parish news. These will convey to the local community that the developer is committed to sustainable travel and mitigating their impact on the adjacent residential areas. Where feasible, sustainable transport events, such as Walk to Work Week, will be publicised.

### 8.6 Implementation Strategy Programme

8.6.1 In order to achieve the objectives and meet the future demands, the implementation of each TP needs to be planned prior to the occupation.
9 Monitoring and Review

9.1 Scope of Monitoring

9.1.1 Monitoring is an important part of a goal-oriented strategy. Monitoring offers the evidence-base to inform the review and evaluation of the various documents.

9.1.2 The FTP is designed to be a 'live' document and to be adapted as the development progresses. The role of this document is to act as a guide to the development of the TPs. The TPs will be monitored and reported through the TPSG and the TPC.

9.1.3 Although the TPs cannot be prepared at this time, they are likely to include the range of potential measures outlined within this FTP, together with any additional measures that are considered appropriate and feasible. Such measures will be reviewed by the TPC to ensure that they have a positive influence in achieving the aims of the FTP and TPs.

9.1.4 The monitoring strategy for the proposed development is based upon a formal monitoring programme. Formal monitoring will take place in Year One (baseline surveys) and then in Years Three and Five, with results reported to the TPSG throughout the duration of the formal monitoring period (defined in Section 9.2). Monitoring reviews could include the completion of a questionnaire, interview surveys and/or traffic counts. Any new targets set as a result of the monitoring process will be agreed through consultation with the TPSG and WC.

9.1.5 Through the annual monitoring programme, the TPC will be encouraged to develop a close relationship with residents and staff to be able to monitor the effectiveness of various travel planning measures throughout the year. It is proposed that any issues raised will be discussed and addressed during the TPSG meetings.

9.2 Formal Monitoring Period

9.2.1 The FTP and TPs will be implemented throughout the lifetime of the development to ensure lasting changes in travel patterns across the proposed development, however, a formal monitoring period has been established. The first phase is due to start in 2015/16.

9.2.2 Each monitoring report will be reviewed with the TPSG to ensure fully collaborative working, and will then be formally reviewed with WC. TRICS SAM compliant travel surveys will be undertaken as part of independent monitoring at Years 3 and 5. TRICS SAM surveys are the appropriate form of travel survey to the TPs as defined by WC. This will be split into the each of the different users of the site including residents, deliveries and visitors.

9.2.3 If the targets for each TP for Years 3 and 5 are not met, then the measures will be reviewed and amended in the context of the development to improve the effectiveness of the measures. Such measures would be agreed with WC to ensure that feasible and appropriate tools are used to achieve the target travel modal shift.
9.2.4 In the event that the targets for each TP are not achieved in Year 5, it is intended that efforts are continued with additional TRICS SAM compliant surveys undertaken in Year 7 as part of an extended monitoring programme to record the effectiveness of any revised measures. Any revised measures will be agreed through the TPSG, the developer and WC.

9.2.5 If the targets associated with each TP continue to be met in Year 5, it is assumed that the respective TPs will have been properly established and will become self-sustaining.

9.2.6 At the end of the formal monitoring period, the TPSG will subsequently continue to manage and maintain the FTP. The membership of the TPSG will be reviewed to include appropriate resident and primary school representatives and local stakeholders as appropriate to the long term management of the FTP.