

N WOODROFFE & SONS
CREASE DROVE, CROWLAND
TRAVEL PLAN

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EXECUTIVE SUMMARY

The applicant, N Woodroffe & Sons, commissioned ADC Infrastructure Limited to provide transport and highways advice in support of an outline planning application for up to 100 houses on land west of Crease Drove in Crowland. A Transport Assessment has been produced to accompany the planning application. This report is the Travel Plan and builds on the information in the Transport Assessment.

A Travel Plan is *“a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed.”*

The development is in a sustainable location that is accessible by all modes of transport. It would be within walking distance of the town's numerous facilities, including South View Primary School, Crowland Medical Centre and the amenities in the town centre where there is a post office, pharmacy, Spar convenience store with cash point, Co-op foodstore, Crowland News and Food, a butcher, baker, greengrocer and hardware store, various cafes, pubs, restaurants and takeaways. The local pedestrian infrastructure is good with street lit footways beside all the roads and on the desire lines to the local amenities. These facilities would be enhanced by the development, with the provision of footways along Crease Drove linking the development to all locations. The development would generate a demand for four pedestrian trips in a peak hour, which could be accommodated by the existing and proposed infrastructure.

There is some dedicated cycle infrastructure nearby with National Cycle Route 12 running through Crowland. A number of the surrounding roads are deemed useful for cyclists as they are quiet roads. Apart from Crowland there isn't a significant population within cycling distance. The development would create a demand for one additional cycle trip in a peak hour.

Crowland is on the route of the InterConnect bus service 37 that runs hourly from Spalding to Peterborough. Bus stops are on Peterborough Road, which is about 660m from the site. The development would generate a demand for one additional bus trip in a peak hour, which could be accommodated by this existing service.

The following initial targets are proposed that will be included in subsequent Travel Plans:

- Target 1 – Residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
- Target 2 - The opportunities and benefits of sustainable modes of travel will be promoted, with the aim to achieve a 10% reduction in the residents' single occupancy vehicle modal share by the end of the monitoring period.

Various measures and incentives are proposed to achieve these targets. They include the appointment of a Travel Plan Co-ordinator to implement and monitor the Travel Plan process and the funding of Travel Packs.

A monitoring regime is proposed to ensure that the Travel Plan achieves its targets. It includes annual resident travel surveys and the preparation of annual monitoring reports using LCC's iTrace system. A contribution will be made to allow this monitoring to take place.

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1.0 INTRODUCTION

- 1.1 N Woodroffe & Sons commissioned ADC Infrastructure to provide transport advice on their outline planning application for a residential development of 100 houses on land west of Crease Drove in Crowland (**Figure 1**).

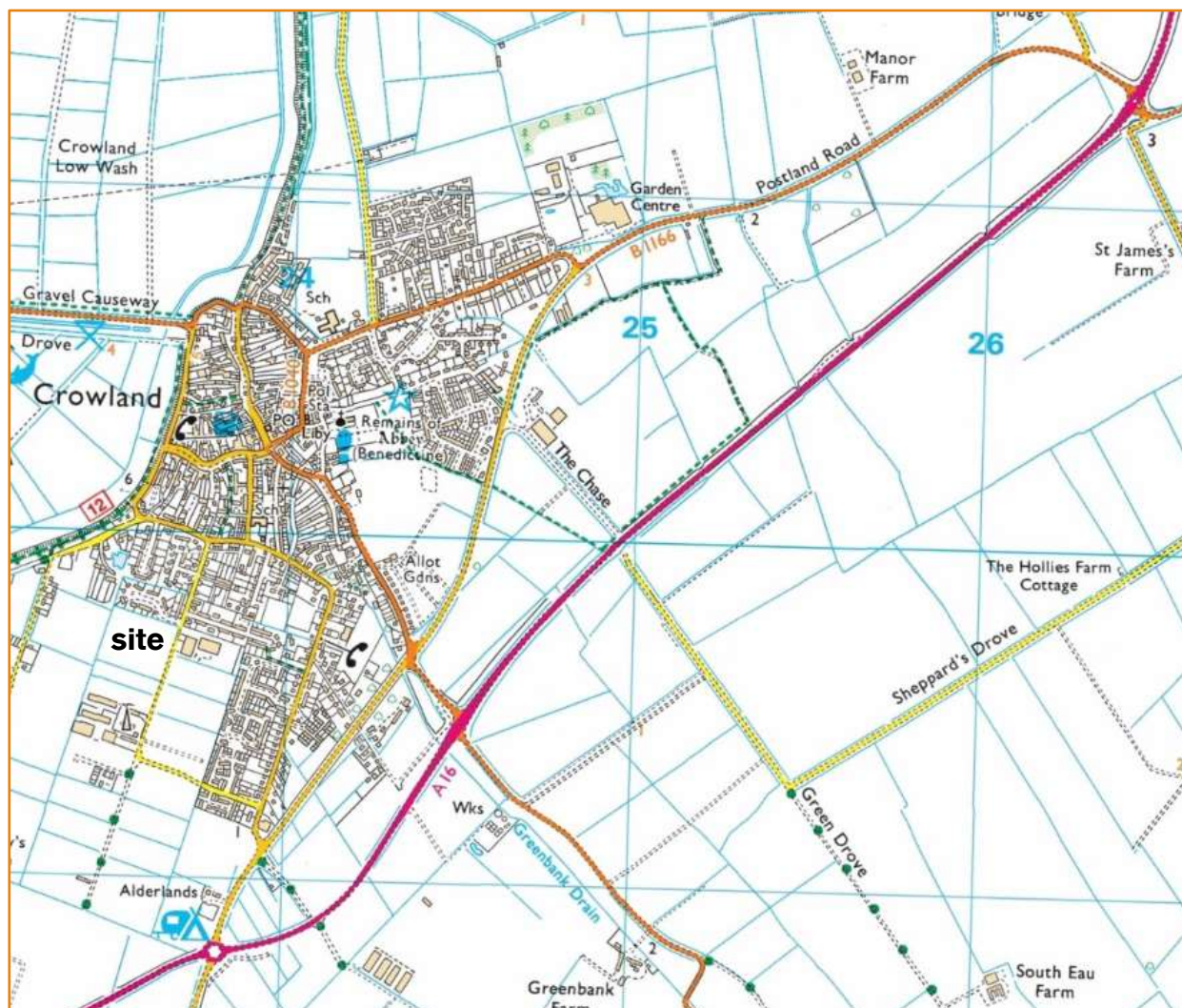


Figure 1: Crowland and the site's location (the town centre, around North Street, is indicated by the PO label)

- 1.2 The site is an agricultural field that fronts on to Crease Drove, a narrow road and public highway maintained by LCC. Surrounding the site are residential properties and industrial premises (**Figure 2**).
- 1.3 Neighbouring the site are two areas of land that are the subject of undetermined planning applications:
- H02-0723-16, applicant Mrs Hunter Shaw, 45 houses on a greenfield site
 - H02-0554-16, applicant Adcocks, 45 houses on a previous employment site.
- In January 2015 Wheatley Homes submitted a planning application for 100 dwellings on Land at Harvester Way (H02-1087-15). That application was refused in September 2016.
- 1.4 A Travel Plan is required to support the planning application. A Travel Plan is defined as “a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action, and is articulated in a document that is regularly reviewed”¹.

¹ Good Practice Guidelines: Delivering Travel Plans through the Planning Process, DfT April 2009



Figure 2: aerial view of the neighbouring development plots (refer to red line plan for precise boundaries)

- 1.5 A Travel Plan is therefore a living document that sets out ways to reduce the number of vehicle trips generated by a site. It involves the development of agreed targets and outcomes which are linked to an appropriate package of measures aimed at encouraging the use of more sustainable travel modes, whilst also reducing both the need to travel, and single occupancy car use, for all trips to and from the development. The Travel Plan process also includes continuous monitoring, review, and refinement over time, as travel survey data is collected to determine trends in travel patterns.

2.0 OBJECTIVES AND BENEFITS

- 2.1 The overall aim of this Travel Plan is to reduce the environmental impact of transport associated with travel to and from the development on Crease Drove. This general aim has been expanded to develop three interlinked objectives that are summarised as follows:
- 1) to ensure all residents are aware of the sustainable travel options, including walking, cycling, public transport and car sharing.
 - 2) to progressively reduce single occupancy car usage by residents when travelling to and from the development by promoting and supporting the use of sustainable modes of travel
 - 3) to monitor the effectiveness of the Travel Plan initiatives and modal share of all residents.
- 2.2 These objectives actively tie in with Lincolnshire County Council's *Local Transport Plan*², which aims to encourage more active and sustainable travel. In addition, *Making Residential Travel Plans Work*³ details potential benefits that can be achieved when a Travel Plan is designed into a residential development from the beginning. For example:
- a focused approach to influence the travel behaviour of residents and visitors
 - the introduction of safe and viable alternatives to single-occupancy car travel, increasing the choice of travel modes, reducing the number of vehicle trips, and reducing vehicle mileage
 - increased awareness of the potential for, and advantages of, travelling by sustainable modes of travel, including walking, cycling, public transport, and car sharing
 - increased awareness of the social, environmental, and economic costs of travel choices
 - a positive change in attitude towards the use of alternative travel modes
 - provision of practical information on how to travel by more sustainable transport modes, with integration between different modes
 - provision of practical initiatives, based on regular appraisal of resident's travel patterns
 - improved accessibility, safety, and security for people travelling to, from, and within the site, particularly vulnerable road users such as children, the elderly, and disabled.
- 2.3 In line with *Delivering Travel Plans through the Planning Process – Good Practice Guidelines*, this Travel Plan will also seek the following outcomes:
- reduction in the overall need for travel to and from the development
 - reduction in the need for car use, with associated benefits in terms of reduced traffic, congestion, air pollution, and accidents
 - supporting the viability of local public transport services and helping reduce social exclusion
 - increased usage and safety of neighbourhood cycling and walking routes
 - opportunities provided to build healthy exercise into daily life
 - represent good practice and provide an educational tool to help change perceptions about the convenience and benefits of not using the car where alternatives exist
 - increased marketability of the development as more households seek to change their travel behaviour.

² Local Transport Plan 4 – 2013/14-2022/23, Lincolnshire County Council

³ Making residential Travel Plans work: good practice guidelines for new development, Department for Transport, September 2005

3.0 PROPOSED DEVELOPMENT

Development proposal

- 3.1 An extract from the illustrative masterplan of the development proposal is below (**Figure 3**). The development will include 100 dwellings, accessed from Crease Drove via a new priority controlled T-junction. Crease Drove will be widened along its length from Monks Meadow to Harvester Way with footways provided.



Figure 3: extract from the illustrative masterplan by Robert Doughty Consultancy

Car parking

- 3.2 At this outline stage the exact provisions for car parking have not been determined. However, any house builder applying for the reserved matters will be keen to provide their residents with sufficient off-street car parking to meet their needs. They will also need to satisfy LCC's requirements. Hence, the demand for on-street parking would be minimised and in that way vehicles will not block roads and footways and inconvenience pedestrians and cyclists.
- 3.3 The illustrative masterplan shows that the development could expand around a Y shaped spine road with cul-de-sacs and private drives. Turning heads will be provided to allow refuse and delivery vehicles to turn and exit in forward gear. The internal network of roads would be overlooked by the fronting houses that have direct driveway access and would be designed to restrain vehicle speeds to 20mph. An internal network of footways would be provided adjacent to the internal highways that connect to the off-site network.

4.0 ACCESSIBILITY

Site location, existing use, and highway network

- 4.1 As shown in **Figure 1**, the development is in the southern part of Crowland and comprises undeveloped land. Crease Drove provides a route north to the town centre, and also south to Harvester Way, Peterborough Road and then the A16.

Accessibility for pedestrians

- 4.2 Government advice is that
*"The mean average length for walking journeys is approximately 1 km (0.6 miles) and for cycling, it is 4 km (2.4 miles), although journeys of up to three times these distances are not uncommon for regular commuters. ... Useful guidance on desirable, acceptable and preferred maximum walking distances for different purposes is included in Tables 3.2 and 3.3 of Providing for Journeys on Foot, IHT 2000."*⁴
 For commuters and school pupils, walking distances of up to 0.5km are desirable, 1km is acceptable, and up to 2km is the preferred maximum⁵
- 4.3 The *statutory walking distance* is used in the UK to determine if a pupil qualifies for free school transport, or if they're considered to live close enough to walk to school. The distance is calculated as the shortest route along which the pupil – accompanied if necessary – can walk with reasonable safety, so it includes pedestrian footpaths as well as roads. The distance is calculated from the child's permanent home to school. For children aged 8 or under the statutory walking distance is 2 miles. For children over 8 years old, the distance is 3 miles.
- 4.4 According to the National Travel Survey, 46% of 5 to 10 year olds walk to school, with an average trip length of 1.6 miles. For 11 to 16 year olds, 38% walk and the average journey length is 3.4 miles (**Figure 4**).

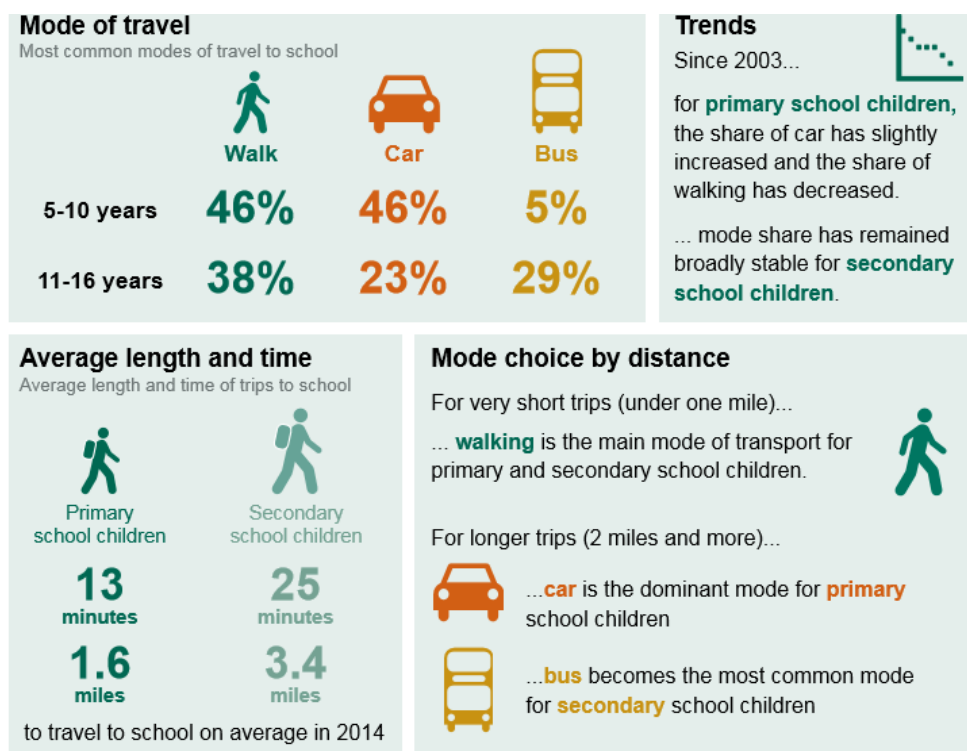


Figure 4: extract from the DfT's National Travel Survey 2014, Travel to school

⁴ Department for Transport LTN1/04 – Policy, Planning and Design for Walking and Cycling, para 3.10.3

⁵ Guidelines for Providing for Journeys on Foot, Institution of Highways and Transportation, 2000

- 4.5 **Figure 5** shows crow fly catchments from the development. They show that all of Crowland is within walking distance of the development, with the numerous facilities in the town centre around North Street being about 750m from the development.



Figure 5: walking catchment of 0.5km, 1.0km and 2km from the entrance to the site.

- 4.6 There is no secondary school in Crowland, but South View Primary School on Postland Road is within walking distance. In the town centre there is a post office, pharmacy, Spar convenience store with cash point, Co-op foodstore, Crowland News and Food, a butcher, baker, greengrocer and hardware store, various cafes, pubs, restaurants and takeaways. There are other facilities, shops, leisure and employment destinations such as Wyevale Garden Centre, Crowland Cranes on Crease Drove, Crowland Medical Centre on Thorney Road, and Crowland Abbey.
- 4.7 Beyond Crease Drove, there is a network of street lit footways to all these locations. On the desire line to the town centre the footways start opposite Monks Meadow. To the south they start at Harvester Way.
- 4.8 New footways will be introduced on Crease Drove to fill the missing gaps.

Accessibility for cyclists

- 4.9 Paragraph 4.2 above refers to an average length of 4km for cycling journeys, although journeys of up to three times these distances are not uncommon for regular commuters. Of course, an average means 50% of people are travelling further. Nevertheless, a 4km catchment from the site includes all of Crowland but not much else (**Figure 6**).
- 4.10 Within this area there is some dedicated cycle infrastructure. National Cycle Route 12 runs through Crowland, connecting to Route 21 to the west. A number of the surrounding roads are deemed useful for cyclists as they are quiet roads (**Figure 7**).

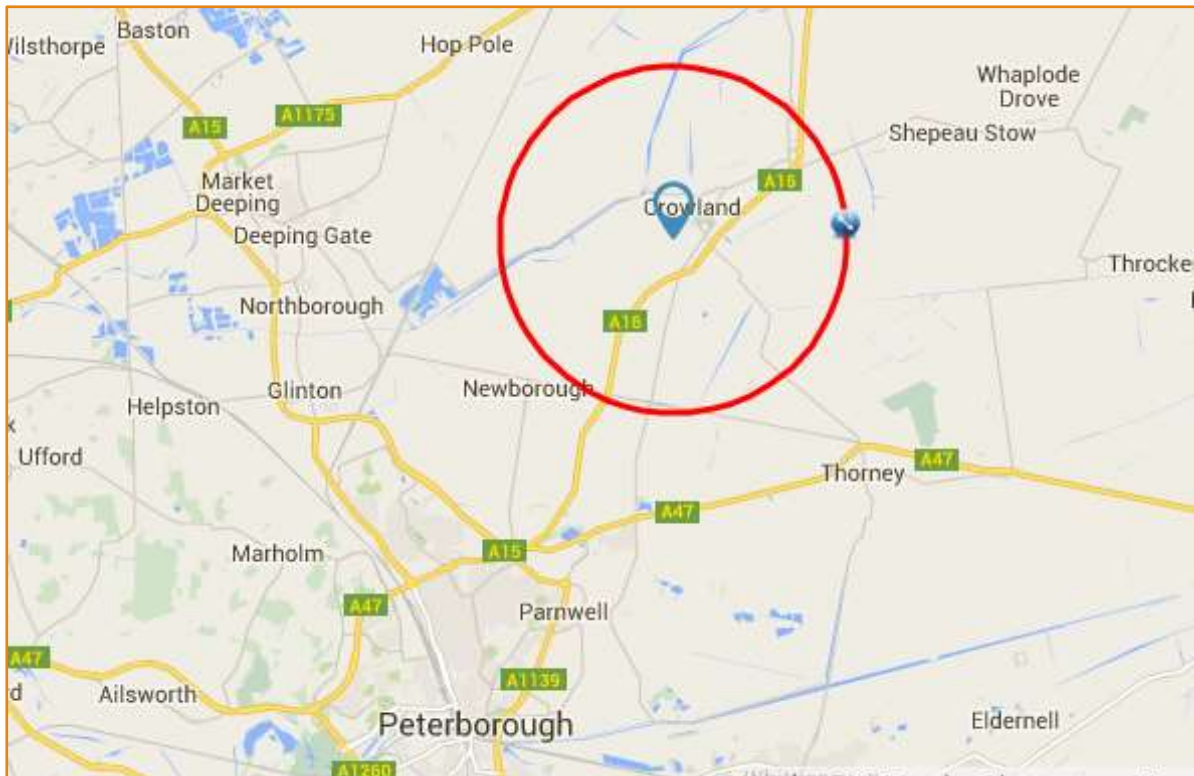


Figure 6: 4km cycle catchment.



Figure 7: local cycle infrastructure.

Accessibility by bus

- 4.11 Crowland is on the route of the InterConnect bus service 37 that runs hourly from Spalding to Peterborough. Bus stops are on Peterborough Road, which is about 660m from the site.
- 4.12 For those heading to Peterborough Monday to Friday, a first bus leaves Crowland around 640am and takes around 40 minutes to reach Queensgate Bus Station. The last bus back from Peterborough is at 8.25pm. A similar service is provided on Saturdays, with a reduced service on Sundays. Buses also run on Saturday and Sundays (**Figure 8**).

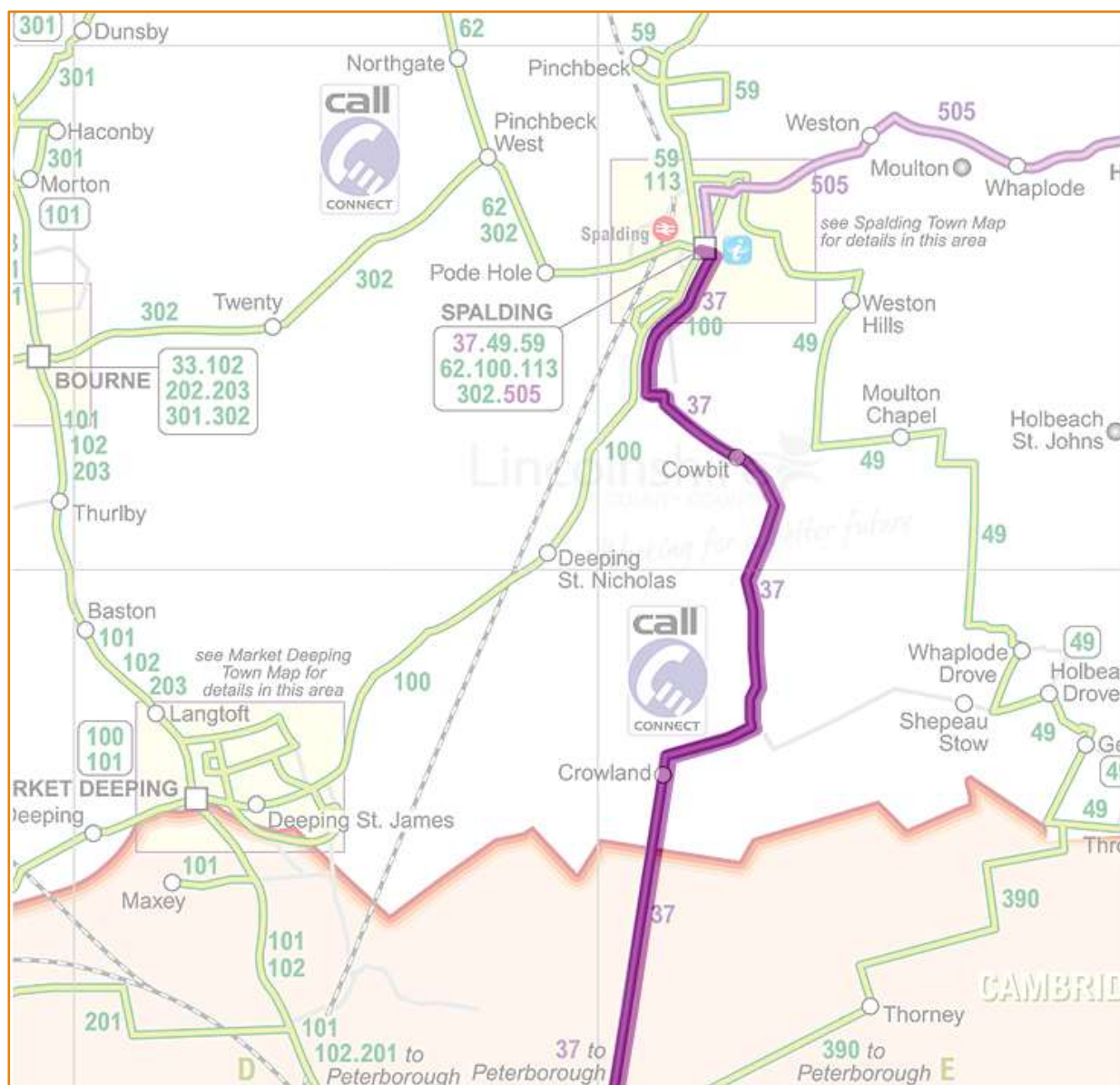


Figure 8: bus services in Crowland



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Spalding - Peterborough

Stagecoach in Peterborough - InterConnect

The information on this timetable is expected to be valid until at least 6th July 2016. Where we know of variations, before or after this date, then we show these at the top of each affected column in the table.

Direction of stops: where shown (eg: W-bound) this is the compass direction towards which the bus is pointing when it stops

Mondays to Fridays

| | | | | | | | | | |
|---|------|------|------|---------|----|------|------|------|------|
| Spalding, Bus Station (Bay 4) | — | 0710 | 0910 | then at | 10 | 1510 | 1615 | 1745 | 1945 |
| Cowbit, adj Church | — | 0727 | 0927 | these | 27 | 1527 | 1632 | 1802 | 2002 |
| Crowland, opp The Gardens | 0639 | 0739 | 0939 | mins | 39 | 1539 | 1644 | 1814 | 2014 |
| Crowland, adj Jareys Close | 0641 | 0741 | 0941 | past | 41 | 1541 | 1646 | 1816 | 2016 |
| Eye, adj St Matthews Church | 0656 | 0756 | 0956 | each | 56 | 1556 | 1701 | — | 2031 |
| Peterborough, Queensgate Bus Station (Bay 16) | 0719 | 0819 | 1019 | hour | 19 | 1619 | 1724 | — | 2054 |

Saturdays

| | | | | | | | | |
|---|------|------|---------|----|------|------|------|------|
| Spalding, Bus Station (Bay 4) | — | 0910 | then at | 10 | 1510 | 1615 | 1745 | 1945 |
| Cowbit, adj Church | — | 0927 | these | 27 | 1527 | 1632 | 1802 | 2002 |
| Crowland, opp The Gardens | 0739 | 0939 | mins | 39 | 1539 | 1644 | 1814 | 2014 |
| Crowland, adj Jareys Close | 0741 | 0941 | past | 41 | 1541 | 1646 | 1816 | 2016 |
| Eye, adj St Matthews Church | 0756 | 0956 | each | 56 | 1556 | 1701 | — | 2031 |
| Peterborough, Queensgate Bus Station (Bay 16) | 0819 | 1019 | hour | 19 | 1619 | 1724 | — | 2054 |

Sundays

| | | | | |
|---|------|------|------|------|
| Spalding, Bus Station (Bay 4) | 0935 | 1205 | 1405 | 1605 |
| Cowbit, adj Church | 0952 | 1222 | 1422 | 1622 |
| Crowland, opp The Gardens | 1004 | 1234 | 1434 | 1634 |
| Crowland, adj Jareys Close | 1006 | 1236 | 1436 | 1636 |
| Eye, adj St Matthews Church | 1021 | 1251 | 1451 | 1651 |
| Peterborough, Queensgate Bus Station (Bay 16) | 1044 | 1314 | 1514 | 1714 |



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Peterborough - Spalding

Stagecoach in Peterborough - InterConnect

The information on this timetable is expected to be valid until at least 6th July 2016. Where we know of variations, before or after this date, then we show these at the top of each affected column in the table.

Direction of stops: where shown (eg: W-bound) this is the compass direction towards which the bus is pointing when it stops

Mondays to Fridays

| | | | | | | | | | | | |
|---|------|------|------|---------|----|-------|------|------|------|------|------|
| Peterborough, Queensgate Bus Station (Bay 16) | — | 0725 | 0855 | then at | 55 | | 1455 | 1625 | 1725 | 1825 | 2025 |
| Eye, opp St Matthews Church | — | 0746 | 0916 | these | 16 | | 1516 | 1646 | 1746 | 1846 | 2046 |
| Crowland, adj Jareys Close | 0631 | 0801 | 0931 | mins | 31 | | 1531 | 1701 | 1801 | 1901 | 2101 |
| Crowland, adj The Gardens | 0633 | 0803 | 0933 | past | 33 | until | 1533 | 1703 | 1803 | 1903 | 2103 |
| Cowbit, opp Church | 0644 | 0814 | 0944 | each | 44 | | 1544 | 1714 | — | 1914 | — |
| Spalding, Bus Station (Bay 4) | 0704 | 0834 | 1004 | hour | 04 | | 1604 | 1734 | — | 1934 | — |

Saturdays

| | | | | | | | | | | |
|---|------|------|---------|----|-------|------|------|------|------|------|
| Peterborough, Queensgate Bus Station (Bay 16) | — | 0855 | then at | 55 | | 1455 | 1625 | 1725 | 1825 | 2025 |
| Eye, opp St Matthews Church | — | 0916 | these | 16 | | 1516 | 1646 | 1746 | 1846 | 2046 |
| Crowland, adj Jareys Close | 0801 | 0931 | mins | 31 | | 1531 | 1701 | 1801 | 1901 | 2101 |
| Crowland, adj The Gardens | 0803 | 0933 | past | 33 | until | 1533 | 1703 | 1803 | 1903 | 2103 |
| Cowbit, opp Church | 0814 | 0944 | each | 44 | | 1544 | 1714 | — | 1914 | — |
| Spalding, Bus Station (Bay 4) | 0834 | 1004 | hour | 04 | | 1604 | 1734 | — | 1934 | — |

Sundays

| | | | | | |
|---|------|------|------|------|--|
| Peterborough, Queensgate Bus Station (Bay 16) | 1050 | 1250 | 1450 | 1720 | |
| Eye, opp St Matthews Church | 1111 | 1311 | 1511 | 1741 | |
| Crowland, opp Jareys Close | 1126 | 1326 | 1526 | 1756 | |
| Crowland, adj The Gardens | 1128 | 1328 | 1528 | 1758 | |
| Cowbit, opp Church | 1139 | 1339 | 1539 | 1809 | |
| Spalding, Bus Station (Bay 4) | 1159 | 1359 | 1559 | 1829 | |

Car sharing, electric vehicles, and digital connectivity

- 4.13 Car sharing will be encouraged, and some of the measures explained in Section 5 are designed to enable such journeys. Electric vehicles will become more prevalent in coming years and housebuilders will respond, for example by providing easily accessible charging points (electric sockets) to reach parked cars.
- 4.14 Broadband connections will be built in to every house. In this way, internet shopping and deliveries will be possible, as well as access to travel information websites. It will also enable home working and remote communications, thus reducing the need to travel.

5.0 TRIP GENERATION AND MODAL SPLIT

Traffic generation

- 5.1 The Transport Assessment identified that the development would generate the peak hour traffic generation shown in the table below. This represents the external trips, and does not include internal trips within the site.

| vehicles trips | arrive | depart | two-way |
|----------------|--------|--------|---------|
| AM peak hour | 15 | 46 | 61 |
| PM peak hour | 41 | 2 | 43 |

Modal split and person trip generation

- 5.2 The Transport Assessment identified that the proposed development would generate the modal split and person trip generation shown in the table below.

| Ward: Crowland and Deeping St Nicholas | 2011 Census figures | Census figures adjusted | modal split | applied to proposed development |
|--|---------------------|-------------------------|-------------|---------------------------------|
| work mainly at or from home | 433 | | | |
| underground, metro, light rail, tram | 2 | 2 | 0.1% | 0 |
| train | 55 | 55 | 2.0% | 1 |
| bus, minibus or coach | 46 | 46 | 1.7% | 1 |
| taxi | 1 | 1 | 0.0% | 0 |
| motorcycle, scooter or moped | 17 | 17 | 0.6% | 0 |
| driving a car or van | 2,237 | 2,237 | 82.7% | 61 |
| passenger in a car or van | 156 | 156 | 5.8% | 4 |
| bicycle | 54 | 54 | 2.0% | 1 |
| on foot | 136 | 136 | 5.0% | 4 |
| other method of travel to work | 9 | | | |
| not in employment | 1,350 | | | |
| all categories: Method of travel to work | 4,496 | 2,704 | 100.0% | 72 |

- 5.3 The above modal split and person trip generation does not take into account the effects of this Travel Plan. The Transport Assessment sets out infrastructure requirements necessary to cater for this demand. This Travel Plan uses these figures to give context to the measures that may be implemented to achieve its targets.

6.0 TARGETS

Introduction

- 6.1 Section 5 detailed the likely modal split and person trip generation of the development. The modal split shows a car driver proportion of 82.7%, and a single occupancy car driver proportion of 76.9% (= 82.7% - 5.8% passengers).
- 6.2 *Guidance on the Assessment of Travel Plans*⁶ states that once the baseline modal split has been established, ie. if there was no Travel Plan in place - as shown in the table at paragraph 5.2, the next step is to establish how the Travel Plan could reduce car use. The guidance notes that a strong relationship exists between the potential for modal change and the measures and incentives proposed in the Travel Plan:
- a plan containing only marketing and promotion is unlikely to achieve any modal shift
 - a plan with the above plus car sharing and cycle measures could achieve a 3-5% reduction in drive alone commuting
 - a plan with the above measures plus discounts on public transport, works buses, additional public transport links, could achieve around a 10% reduction
 - the combination of all of the above measures plus disincentives to car use could achieve a 15-30% reduction in drive alone commuting.
- 6.3 *The Effects of Smarter Choice Programmes in the Sustainable Travel Towns*⁷ reported on a programme of measures implemented between 2004 and 2009 that aimed to reduce car use in Darlington, Peterborough, and Worcester. Car driver trips per resident fell by 9% between 2004 and 2008.

Proposed targets

- 6.4 In line with the above research, the following targets are proposed:
- **Target 1** – Residents and potential purchasers will be aware of the Travel Plan prior to occupation or within two weeks of occupation.
 - **Target 2** - The opportunities and benefits of sustainable modes of travel will be promoted with the aim to achieve a 10% reduction in the residents' single occupancy vehicle modal share by the end of the monitoring period.
- 6.5 With regards to Target 1, every resident between the age of 16 and 74 years is to be aware of the objective of the Travel Plan, how to contact the Travel Plan Co-ordinator, and that the Travel Plan Co-ordinator can advise residents on alternative travel options for all types of journeys.
- 6.6 With regards to Target 2, the 10% reduction in the single occupancy vehicle trips will be complimented by an increase in the proportion of walking, cycling, public transport and car sharing travel modes, and also by a reduction in overall travel.
- 6.7 To quantify, a 10% reduction in the 76.9% single occupancy vehicle car driver modal share will equate to a 7.7% reduction, and thus a single occupancy car driver modal share of 69.2%. From the tables in Section 5 it is equivalent to shifting 6 peak hour car journeys.

⁶ Guidance on the Assessment of Travel Plans, Department for Transport, December 2005

⁷ The Effects of Smarter Choice Programmes in the Sustainable Travel Towns, February 2010

7.0 MEASURES AND INCENTIVES

Introduction

- 7.1 As determined in Sections 3 and 4, the development will be in a sustainable location with good opportunities for travel by all modes. The masterplan will introduce infrastructure to allow localised travel by sustainable modes.
- 7.2 In addition to these 'hard' measures, further 'soft' measures will be implemented by the house builder prior to and during occupation, in order to promote and further support the use of sustainable travel modes, including walking, cycling, bus, and car sharing. As detailed in Section 1, the measures focus on providing residents with the appropriate information to empower them to make informed decisions about their travel choices.

House builder's commitments

- 7.3 The following measures will be funded and implemented by the house builder during the construction process and prior to occupation of the houses.
- A Travel Plan Co-ordinator will be appointed to co-ordinate the implementation and monitoring of the Travel Plan. The role will be undertaken by the sales team resident on site, with senior management support. The role will start when construction begins and continue until one year after the occupation of the final dwelling. The Travel Plan Co-ordinator will therefore be involved throughout the construction, marketing, sale/rent, and occupation processes.
 - The house builder will provide the opportunity for the Travel Plan Co-ordinator to train all other sales and marketing staff associated with the development about the Travel Plan. This will allow all staff to promote the travel opportunities and Travel Plan process, and answer any questions. This will ensure that residents are aware of the Travel Plan when they buy/rent their house.
 - The Travel Plan will be highlighted in the marketing and promotion of the development, on the website and in sales literature. Alternative means of travel will be sold as an attractive benefit for new residents.
 - Funding will be provided for Travel Packs for each household, containing walking, cycling and public transport information, to promote the use of these modes. The Travel Packs will be compiled by the Travel Plan Co-ordinator prior to first occupation, or purchased from LCC, and issued to residents on occupation.

Travel Plan Co-ordinator commitments

- 7.4 The Travel Plan Co-ordinator will undertake the following measures, to maintain Travel Plan promotion and awareness raising:
- provide induction sessions for new households:
 - each newly occupied home will receive a voluntary induction visit, when the Travel Plan Co-ordinator makes contact, takes the householders through the travel opportunities of the site, and explains the Travel Plan
 - issue Travel Packs to residents upon occupation.
- 7.5 The Travel Packs will be funded by the house builder and produced by the Travel Plan Co-ordinator in consultation with the Travel Plan Officer at LCC. They will include the following information:
- Promotional information on the benefits of walking, cycling, public transport use, and car sharing, and the social, environmental and economic costs of each mode.
 - A pedestrian route map to key destinations, such as local shops and schools, with distances and journey times.

- A cycle route map to key destinations, with distances and journey times. The map will also show the location of any public cycle parking facilities.
- Public transport information, including a bus route map, and the latest bus timetables. The Travel Pack will also include details of the range of tickets available and their cost. Contact details where further information can be obtained will be included.
- Contact details and a location map showing local car hire firms, and taxi companies, based on postcode information.
- Details of car share schemes, including LCC's car share database accessed via www.lincshare.co.uk.
- Contact details of local supermarkets and retail outlets that provide a home delivery service.
- Information about home working and home shopping.
- Contact details of the Travel Plan Co-ordinator, and LCC's Travel Plan Officer.

7.6 To facilitate continued promotion and awareness raising, the Travel Plan Co-ordinator will also act as a point of contact for all residents and visitors requiring information. The Travel Plan Co-ordinator will promote national events, such as national bike to work week and walk to work day, and to local events. The Travel Plan Coordinator would be encouraged to work with local schools and employers to promote local events and initiatives such as a walking buses, safe routes, and a cycle buddy scheme. Adult cycle course may also be available through Lincolnshire County Council for residents who would like to refresh or gain cycling skills.

8.0 IMPLEMENTATION AND MONITORING

Implementation

- 8.1 The Travel Plan Co-ordinator will be responsible for introducing the Travel Plan to the prospective/confirmed residents. Full contact details of the Travel Plan Co-ordinator, including their name, address (postal and email), and telephone number will be supplied to LCC as soon as they are appointed. LCC will be informed of any changes to the contact details.
- 8.2 The role of the Travel Plan Co-ordinator will begin from the date construction first begins until one year after the occupation of the final dwelling. They will:
- secure and manage a budget for the implementation of the Travel Plan measures and monitoring of the Travel Plan
 - promote the Travel Plan to potential and confirmed residents
 - act as a point of contact for all residents and visitors requiring information
 - represent the human face of the Travel Plan, explaining the purpose and the opportunities on offer
 - liaise with local transport operators and other stakeholders such as cycling organisations, to ensure that the Travel Plan and the information contained within the Travel Packs remains up to date
 - take a key role in the monitoring and review of the Travel Plan.
- 8.3 The Travel Plan Co-ordinator will also need to:
- liaise with sales and marketing staff regarding the Travel Plan, so that they can promote it as a positive extra benefit for new residents
 - liaise with sales and marketing staff so that they are fully informed each time a dwelling is sold/rented on their phase, and when the new household will move in, in order to arrange the induction session.
- 8.4 To assist in the management of a successful Travel Plan, the transition of ownership and responsibility should be planned prior to site occupation. The individual house builder may not remain involved in the day to day operation of the Travel Plan following final occupation. Therefore, towards the end of their role, the Travel Plan Co-ordinator will seek to establish a Travel Plan Steering Group, to demonstrate ongoing community responsibility for sustainable travel. The Steering Group will allow the residents to continue to pursue the sustainable travel objectives after the Travel Plan Co-ordinator role ceases. The Steering Group will comprise local residents, and a representative from LCC will be invited to join. Their role will mainly be to co-ordinate the monitoring and review strategies, and produce the Annual Monitoring Reports.

Monitoring

- 8.5 LCC use iTrace to monitor Travel Plans, and this approach will be used to allow appropriate monitoring of Target One (Travel Plan awareness), and Target Two (reduction in single occupancy trips). A monitoring contribution will be made to allow for this. The iTrace system will allow the Travel Plan Coordinator to create online and paper based surveys and will generate automatic reports. The system also acts as a resource and can provide updated local sustainable travel information and initiatives.
- 8.6 To monitor the Travel Plan, travel surveys will be undertaken at each household within three months of their occupation subject to the requirement of iTrace. The surveys will be produced by the Travel Plan Co-ordinator using iTrace, and will determine the baseline modal split and travel behaviour/patterns of each household, and thus on the phase as a whole. It will also identify the uptake of any measures and incentives proposed in this Travel Plan, including the induction visits, and help identify any further measures that need to be investigated and proposed.

- 8.7 A monitoring report will be compiled by the Travel Plan Co-ordinator, and issued to LCC within three months of the travel surveys being completed using iTrace.
- 8.8 The surveys and monitoring report will then be completed again in a neutral month the following year and on an annual basis for the entire monitoring period. The results will be summarised and issued to LCC. The monitoring period will be described in the conditions on the planning consent, but are likely to be for at least one year after the last dwelling is occupied.
- 8.9 The monitoring report will include an introduction, the annual survey results including analysis of trends against previous years, and brief details of measures implemented throughout the year. The annual monitoring reports will therefore identify Travel Plan progress and effectiveness. The results of the monitoring reports will be used to update the Travel Plan, so that it remains a valid, living document.
- 8.10 The Monitoring Reports and hence details of the survey results will be issued to the residents by the Travel Plan Co-ordinator to ensure residents are aware of the progress being made by the Travel Plan. This will also help to ensure that residents are engaged in the plan and encouraged to take on increasing responsibility for its delivery.

Remedial measures

- 8.11 Remedial measures will be implemented in the event of a shortfall in the progress towards the targets. These could include: extending the role and responsibilities of the Travel Plan Co-ordinator; relaunching the Travel Plan; and providing additional promotional activities to promote sustainable travel.
- 8.12 Such measures should be avoided because the Travel Plan is a living document. Therefore, in accordance with DfT's guidance, *"effective review mechanisms should enable the plan to be adjusted and avoid the need for invoking any default mechanisms or resorting to enforcement action"*.

9.0 SUMMARY

- 9.1 This Travel Plan is a living document that sets out ways to reduce the number of vehicle trips generated by the proposed development. It presents a package of measures aimed at encouraging sustainable travel, whilst also reducing both the need to travel and single occupancy car use, for all residents within the proposed development.
- 9.2 The Travel Plan process includes continuous monitoring, review, and refinement over time, as travel survey data is collected using LCC's iTrace system to determine trends in travel patterns. It includes the commitment to appoint a Travel Plan Co-ordinator and provide Travel Packs to enable residents to make informed travel choices.