

Travel Plan

Butterfly Park Redevelopment at Long Sutton

Moor Solar Ltd

05 November 2012
Final Report
9X0917 A

ROYAL HASKONING
Enhancing Society

ROYAL HASKONING
Enhancing Society

HASKONING UK LTD.
TRANSPORT UK

Rightwell House
Bretton
Peterborough PE3 8DW
United Kingdom
+44 1733 334455 Telephone
Fax
info@peterborough.royalhaskoning.com E-mail
www.royalhaskoning.com Internet

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Drafted by	Sam Taylor	
Checked by		
Date/initials check	A. Ross	05.11.2012
Approved by		
Date/initials approval	A. Ross	05.11.2012

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1 INTRODUCTION

1.1 Preamble

1.1.1 Royal Haskoning have been commissioned by Moor Solar Ltd to produce a Travel Plan in support of an application for a residential development in Long Sutton, Lincolnshire.

1.1.1 The Travel Plan compliments a separate Transport Assessment which provides information on the traffic and transportation impacts of the development, and together form part of the planning application for the development.

1.1.2 The Travel Plan sets out a comprehensive strategy for encouraging more sustainable methods of travel, and promoting travel modes other than single occupancy car trips.

1.1.3 It is intended that the Travel Plan will be an evolving document that will be reviewed and modified to achieve the primary objectives set out in Travel Plan.

1.1.4 A scoping opinion in regard to highways matters was provided by Lincolnshire County Council (LCC) which confirmed that a Transport Assessment would be required. Further pre-application discussions with LCC have confirmed that the scale of the development will require the production of a full Travel Plan.

1.2 Guidance

1.2.1 This Travel Plan has been produced in accordance with the Department for Transport Residential Guidance[1] and Good Practice Guidelines[2] In addition the LCC guidance on preparing travel plans has been utilised in preparing the Travel Plan.

[1] Department for Transport, Making Residential Travel Plans Work - Good Practice Guidelines for New Developments October 2005
[2] Department for Transport Residential 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process, April 2009

1.3 Scope of Report

1.3.1 Following this introduction the report will be structured as follows:

- **Section 2** examines the national and local transport policy and guidance;
- **Section 3** describes the existing situation of the site and its surroundings;
- **Section 4** sets out the accessibility of the development by sustainable transport;
- **Section 5** sets out the development proposals;
- **Section 6** sets out the general aims, and objectives of the Travel Plan;
- **Section 7** sets out the primary target;
- **Section 8** describes the proposed measures that will be implemented in order to achieve the set targets;
- **Section 9** details how the Travel Plan will be administered;
- **Section 10** details how the Travel Plan will be communicated and promoted;
- **Section 11** sets out the formal monitoring and reviewing procedures; and
- **Section 12** sets out the action plan for the implementation and maintenance of the Travel Plan.

2 POLICY FRAMEWORK

2.1 National Policy

Creating Growth, Cutting Carbon – Making Sustainable Local Transport Happen*, *DfT, 2011

2.1.1 Published in January 2011 the 'White Paper' sets out the Coalition Government's vision for the transport system in England and Wales and focuses on promoting economic growth and developing greener and safer solutions. The document sets out the mechanisms by which the vision could be achieved and outlines the following headline objective:

"Encourage sustainable local travel and economic growth by making public transport and cycling and walking more attractive and effective, promoting lower carbon transport and tackling local road congestion."

2.1.2 The White Paper reaffirms that statutory Local Transport Plans are the mechanism for planning and implementing local transport and recognises it is vital that transport planning has early engagement in development plan preparation.

2.1.3 The White Paper also sets the transport agenda for the Draft National Planning Policy Framework.

National Planning Policy Framework

2.1.4 The National Planning Policy Framework (NPPF) was published in March 2012 by the Department for Communities and Local Government and is now the primary source of national planning guidance in England.

2.1.5 The NPPF contains the Coalition Government's strategies for economic, environmental and social planning policies in England and it is designed to be a single, tightly focused document setting out national planning priorities. It replaces existing national planning policy documents including all Planning Policy Statements (PPSs), all Planning Policy Guidance notes (PPGs) and all ministerial planning Circulars.

2.1.6 At the heart of the NPPF is a "presumption in favour of sustainable development", which for decision making means:

- approving development proposals that accord with the development plan without delay; and
- where the development plan is absent, silent or relevant policies are out of date, granting permission unless:
  - any adverse impacts of doing so would significantly and demonstrably outweigh the benefits, when assessed against the policies in the NPPF taken as a whole; or
  - specific policies in the NPPF indicate development should be restricted.

2.1.7 In terms of transport the NPPF states; "All developments that generate significant amounts of movement should be supported by a Transport Statement or Transport Assessment. Plans and decisions should take account of whether:

- the opportunities for sustainable transport modes have been taken up depending on the nature and location of the site, to reduce the need for major transport infrastructure;
- safe and suitable access to the site can be achieved for all people; and
- improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe."

2.1.8 The NPPF also stipulates "All developments which generate significant amounts of movement should be required to provide a Travel Plan."

2.1.9 This Travel Plan and accompanying Transport Assessment have been undertaken in compliance with NPPF objectives.

2.2 Local Policy

Lincolnshire County Council: 3rd Local Transport Plan

2.2.1 The local context for planning for transport is provided by Local Transport Plans. The Lincolnshire County Council (LCC) 3rd Local Transport Plan (LTP3) was adopted in May 2011. With the current uncertainty around national transport policy and funding LCC took a 'light touch' approach and rolled forward the LTP2 policies and strategies to cover 2011 to 2013. A longer term LTP will be produced during this time which will be adopted from 2013/14.

2.2.2 The LTP3 transport objectives are set out below:

- assist sustainable economic growth through transport network improvements;
- increase public transport usage;
- improve access to key services by widening non-car travel choices;
- make all modes of travel safer to reduce casualty numbers and severity;
- remove unnecessary HGV movements;
- maintain the transport system to allow the safe and efficient movement of people and goods;
- protect the environment through reducing adverse impacts of traffic;
- improve quality of public spaces through a safe, attractive and accessible environment; and
- enhance air quality.

2.2.3 Of particular relevance to the development planning process, the LTP3 states that a more robust approach for travel planning in Lincolnshire is being taken through the development control process for residential developments of more than 20 dwellings. It is stated that:

"…the need to minimise additional single occupancy car journeys is a major consideration during the planning process."

South Holland District Local Development Framework Core Strategy and Local Plan

2.2.4 The South Holland Core Strategy is not scheduled for adoption until 2013. In the interim the Local Plan (adopted in July 2006) and associated 'saved' policies remain policy consideration for development planning.

2.2.5 Chapter 8 of the Local Plan covers Transport and Communications and is closely aligned to the objectives set out in the Lincolnshire LTP. The imperative is on the need to widen travel choices and reduce reliance on the private car; however, it is acknowledged that in rural areas the scope for reducing the reliance on private car usage is hindered by the limited availability of public transport and high levels of car ownership.

3 EXISTING SITUATION

3.1 The Site

3.1.1 The site is set in a rural location on the north-east edge of the 12th Century market town of Long Sutton in Lincolnshire (population listed as 6,461 in the 2001 census). Long Sutton is located between Spalding and King's Lynn, close to the borders with Norfolk and Cambridgeshire.

3.1.2 Currently the site is occupied by the Long Sutton Butterfly & Wildlife Park. The Park comprises a number of amenity and animal housing buildings together with various outdoor recreational areas, paddocks, habitat areas, an un-surfaced car parking area and an orchard.

3.1.3 The total site area is approximately 6.4 hectares.

3.1.4 The site lies to the west of the existing local distributer road known as 'Little London'. The western side of Little London is occupied by residential properties giving way to arable farmland. The north the site is bounded by the sports pitches and playing fields of the Peele Community College and to the south and east by arable farmland and orchards. The land bounding the site immediately to the east has received planning permission for the construction of solar energy parks.

3.1.5 The site's internal road layout is not adopted highway.

3.1.6 A site location plan is contained within **Figure 1**.

3.2 Site Access

3.2.1 The site's existing access is off Little London between numbers 54 and 64. Further residential properties extend to both north and south of this access.

3.3 Local Highways Network

3.3.1 The site is located off Little London which runs north to become 'Lutton Gowts' and link with the nearby settlement of Lutton, and south to become 'Roman Bank' at the junction with 'Woad Lane'. Just north of the site, 'Back Lane' extends west to link with 'Daniel's Gate'.

3.3.2 Little London is subject to a 30mph speed limit in both directions past the site, however approximately 175m north of the site entrance there is an advisory 20mph speed limit 'School Zone' outside Peele Community College.

3.3.3 Little London visually appears to be in generally good condition with 1.2-1.8m wide footway, and a kerb-line on its western side. The footway runs immediately beside the carriageway without a separating verge but provides a pleasant walking environment for pedestrians. Positive drainage is provided in the form of road gullies. On the eastern side the carriageway abuts against grass verges and gardens. There is no kerb-line. The carriageway varies in width from 5.8m to 6.0m.

3.3.4 The main road through Long Sutton (comprising: Wisbech Road, London Road, High Street, Market Street, Gedney Road and Main Road) is classified as the B1359 and has wider links with the A17 (King's Lynn and Sleaford) and A1101 (Wisbech and the A47). The B1359 provides a local link to the nearby settlements of Sutton Bridge and Gedney.

3.3.5 A local highway network plan is contained within **Figure 1**.

3.4 Local Amenities

3.4.1 The majority of Long Sutton is within 2km (accepted) walking distance from the site. Long Sutton comprises of a wide variety of local amenities (see **Figure 2.0**), these include:

Health Care

3.4.2 Long Sutton is served by the 'The Suttons Medical Group' practice. In addition there are a number of pharmacies, dental surgeries and opticians located within Long Sutton.

Education

3.4.3 Within Long Sutton, there are two main schools, the Long Sutton primary school (with a nursery for children aged three and above) and the Secondary Peele Community college for year's seven to eleven. There are also a number of nurseries for preschool children.

Shopping

3.4.4 Within Long Sutton there are a number of local shops including, a post office, off-licences, convenience stores, bakers, butches, florists, banks and hardware stores.

Leisure and Community

3.4.5 Within Long Sutton there is a wide range of leisure and community facilities including a library, leisure centre, and pubs, restaurants and takeaways.

4 SUSTAINABLE TRANSPORT OPTIONS

4.1.1 In order to develop an effective Travel Plan it is necessary to establish the current level of sustainable transport provision in order to inform the Travel Plan strategy going forward.

4.1.2 LCC Third Local Transport Plan states that:

"An important part of the overall strategy to reduce congestion in the urban areas is to encourage more people to walk and cycle, particularly for short trips (less than 2 miles) which typically make up almost half (46%) of all trips"

4.1.3 It is considered that in more rural areas such as Long Sutton there is a greater willingness to walk and cycle longer distances, and the nationally recognised thresholds of 2km for walking trips and 5km for cycling trips are considered appropriate.

4.2 Accessibility by Walking

4.2.1 A 2km walking isochrone is shown in **Figure 3**. By this 2km benchmark the proposed site is within walking distance of a wide range of amenities in Long Sutton as discussed within **Section 3.4.** Walking therefore, offers the potential to reduce local trips to amenities.

4.3 Accessibility by Cycling

4.3.1 It has been demonstrated that a wide range of amenities can be accessed by foot (within a 2km walking range); accessibility is further enhanced by cycling with the entirety of Long Sutton and the villages of Gedney, Chapel Gate, Lutton, Sutton Crosses and Sutton Bridge being with a 5km cycle ride.

4.3.2 The site is not located near any designated national or local cycle routes but there is the opportunity for on-road cycling around Long Sutton and the neighbouring villages on relatively low traffic routes.

4.4 Accessibility by Bus

4.4.1 LCC runs the largest demand responsive bus service in the country 'CallConnect'. The services are a key element of the Local Transport Plan accessibility strategy for rural Lincolnshire providing a link to the 'InterConnect' primary inter-urban services at the key interchange locations of Gainsborough, Grantham, Sleaford, Boston and Spalding.

4.4.2 There is an unmarked bus stop opposite the Butterfly Farm on Little London serving the site directly. This is served by bus service number 505L part of the demand responsive 'CallConnect' service.

4.4.3 The CallConnect is a regular six days a week service operating between 07:00 – 19:00 Monday – Friday and 08:00 – 18:00 on Saturday. The service requires pre-booking by phone or online at least one hour in advance of travel.

4.4.4 InterConnect is a rural bus service scheme providing local bus services, improving transport links through Lincolnshire and beyond, the nearest stop is located on London

Road served by services 505 and 50. The stop and is approximately 1.2km from the site, which exceeds the recommended 400m CIHT Guidelines[3] for walking distances to bus stops. Notwithstanding, 400m is considered a general indicator and rural communities are likely to be more accepting of longer journeys.

4.4.5 The bus service 505 provides links to Spalding and Kings Lynn with an approximate 15 minute frequency and service 50 provides four services a day to Wisbech.

4.4.6 The locations of the bus stops within the vicinity of the site are shown in **Figure 3** and a summary of the bus timetabled services are provided in **Table 3.1**.

Table 3.1 Scheduled bus services and frequencies

Service Number	Route	Approximate frequencies		
		Weekday	Saturday	Sunday
50	Long Sutton - Tydd St Mary - Wisbech	4 services a day	2 services a day	n/a
505	Spalding - Terrington - King's Lynn	6 / hour	6 / hour	3 / hour

4.5 Accessibility by Rail

4.5.1 There is no rail provision within Long Sutton. The nearest railway stations are located in Kings Lynn, Spalding and Peterborough.

4.5.2 Kings Lynn provides connections to London, whilst Spalding provides connections to Lincoln, Doncaster and Peterborough. Peterborough provides wider connections to London, Leeds, Edinburgh and Birmingham.

4.5.3 It is considered that rail provides opportunities for longer distance travel, however commuting opportunities are likely to be minimal as the bus or car will be more direct and convenient in most situations, this is support by census data.

4.6 Accessibility by Car-share

4.6.1 With Long Sutton being well located for employment opportunities in Peterborough, Norfolk, Cambridgeshire and Lincolnshire, there are a number of formal car sharing schemes within the area that are available, they are:

- Lincolnshire County Council operates the Lincshare service that provides free travel-matching for individuals in and around Lincolnshire, http://www.lincshare.co.uk;

[3] The Chartered Institute of Highways and Transportation 'Guidelines for Planning for Public Transport in Developments' 1999

- Peterborough City Council operates a car share database that provides opportunities for individuals and business to car-share in and around the Peterborough area, http://www.carsharepeterborough.com;

- Cambridgeshire County Council operates the CamShare service that provides free travel-matching for individuals in and around Cambridgeshire, http://www.camshare.co.uk; and

- Norfolk County Council operates the Norfolk car share service that provides free travel-matching for individuals in and around Norfolk, http://www.carsharenorfolk.com.

4.7 Other Services

4.7.1 'Wheels to Work' is a social enterprise in partnership with LCC which can loan a scooter to people living in rural areas to help then access work and training.

4.7.2 Home delivery grocery services are available by the larger supermarkets in the area including, ASDA, Sainsbury's and Tesco.

4.7.3 Long Sutton has broadband access via the telecoms network and the proposed development will be connected to this service to provide home working opportunities. In addition, the main mobile telecoms providers have good 3G coverage within Long Sutton.

5 DEVELOPMENT PROPOSALS

5.1 Proposed Development

5.1.1 The proposed development will comprise of 87 new homes as well as eight small wind turbines and planted and landscaped areas.

5.1.2 The 87 homes are made up of 6 five bed detached houses, 18 four bed detached houses, 22 three bed semi-detached houses, 8 two bed semi-detached houses, 18 two bed terrace houses, 10 three bed terrace houses and 5 one bed terraces houses..

5.1.3 **Appendix A** shows the layout of the proposed development.

5.2 Proposed Access

5.2.1 Access to the site for vehicles and pedestrians will be from a new junction with Little London approximately 25m north of the existing site access.

5.2.2 The internal road layout will comprise of a 5.5m wide shared surface. The internal circle will have footways linking the amenity spaces and providing links to the larger circle.

5.3 Parking Management

5.3.1 The South Holland Guidance[4] notes that Spalding and Area Centres of which Long Sutton is identified should have a lower maximum parking standard than the rest of the District, stipulating a maximum of 1.5 spaces per dwelling when averaged over the whole site.

5.3.2 The developments proposed car parking provision exceeds the 131 parking spaces stipulated by the guidance for 87 dwellings. Off street parking will be 200% (174 spaces) for the site as a whole. Two hundred percent off-street parking ensures a minimum parking provision on shared drives, freeing up the street for recreational and pedestrian use in accordance the 'Living Streets' design approach.

5.3.3 Cycle parking will be provided as part of the development either in the form of a garage or as covered communal spaces.

5.4 Development Trips

5.4.1 **Table 5.1** shows the predicted number of vehicle trips for the development based upon TRICS analysis of similar types of development. Further details are contained within the Transport Assessment.

Table 5.1 Peak hour vehicle trips

am Peak (08:00 – 09:00)			pm Peak (17:00 – 18:00)			Daily Total
Arrivals	Departures	Total	Arrivals	Departures	Total	
13	34	47	36	17	53	443

[4] South Holland District Council (SHDC) Local Plan July 2006 Appendix 2

5.4.2 It is demonstrated that the proposed development will generate approximately 47 two-way car trips in the am peak hour and 53 during the pm peak hour. Throughout the whole day the development is forecast to generate up to 443 movements.

5.4.3 The daily total of 443 trips represents 5.1 vehicle trips per home per day, based upon 87 homes.

6 AIMS AND OBJECTIVES

6.1 Aims

6.1.1 This Travel Plan is a transparent and documented strategy that aims to reduce the dependence of residents travelling by private car, thereby reducing overall traffic generation and promoting more sustainable and cleaner travel choices.

6.1.2 The Travel Plan also aims to achieve associated benefits for residents such as improved health benefits and reduced travel costs.

6.2 Objectives

6.2.1 The specific objectives of this Travel Plan are therefore:

- to reduce the number of single occupancy car trips per household;
- increase cycling and walking for local trips; and
- to increase awareness amongst residents of the potential for and advantages of travel by more sustainable transport modes.

7 TARGETS

7.1 Methodology

7.1.1 In accordance with DfT guidance the targets adopt the 'outcomes approach' by focussing on mode shift rather than the measuring the inputs required to achieve the modal split.

7.1.2 In order to ensure that targets are ambitious and correspond to the best estimate of the maximum number of trips that can be made by non-car modes, census and TRICS data has initially been used to determine the likely number of daily trips and travel patterns to the development and establish a baseline of preliminary targets.

7.1.3 This data has been augmented by national DfT research on 'Smarter Choices' (intensive travel planning)[5] to facilitate the derivation of challenging outcome targets.

7.1.4 Going forward, once the development has reached pre-defined occupation levels, existing travel habits will be established via an annual stated preference Residents Travel Survey. This will serve as a 'reality check' for the adopted targets and allow for a phased set of outcomes to be developed supported by the monitoring regime outlined in **Section 11**.

7.2 Preliminary Targets

7.2.1 The 3rd Lincolnshire LTP outlines the backdrop of challenges facing transport planning in the county. The pertinent issues are:

- large highway network of almost 9,000 kilometres with no motorway and little dual carriageway (just 66 kilometres);
- majority of the county lies remote from main national transport corridors, with the A1 and East Coast Main Line skirting the western edge;
- number of vehicle kilometres travelled in Lincolnshire has risen by 30.3% between 1993 and 2008, greater than both that for the East Midlands (26.0%) and England (22.8%) over the same period;
- bus passenger journeys in Lincolnshire grew by almost 31% between 2005/06 and 2008/09. The growth in England over the same period was just 8%. However, growth between 2007/08 and 2008/09 slowed considerably at just 0.5%. This is in line with that experienced nationally outside of London;
- vehicles licensed in the county has grown by 20.9% between 2001 and 2008, higher than that both nationally (16.7%) and in the East Midlands (15.1%);
- proportion of households in Lincolnshire without a car was 20.0% in 2001, compared with 24.3% regionally and 26.8% nationally demonstrating reliance on car in large rural shire;

[5] The Effects of Smarter Choice Programmes in the Sustainable Travel Towns: Summary Report, DfT 2010

- the proportion of households in the county with 2 or more cars rose from 17.0% to 32.5% between 1981 and 2001.

7.2.2 These transport trends are reflected in the latest available census data (2001) for the Long Sutton area for travel to work, **Table 7.1** refers.

Table 7.1 Preliminary travel to work targets

Area	Percentage traveling by each mode								
	Work from home	Rail	Bus	Motor cycle	Car	Car passe-nger	Cycle	On foot	Ave. distance to work (km)
Long Sutton	9.6	0.3	2.8	1.1	66.7	8.3	4.2	6.5	14.9
England & Wales Ave.	9.2	7.1	7.4	1.1	55.2	6.3	2.8	10.0	11.5
Target	**9.6**	**0.3**	**2.8**	**1.1**	**66.7**	**8.3**	**4.2**	**6.5**	**14.9**

7.2.3 The preliminary targets for the development have been developed in context of County wide and local transport evidence base thereby representing a challenging but pragmatic approach.

7.2.4 There is no doubt that the car will continue to be the primary source of transport for travel to work journeys. It is recognised that the County has an excellent demand responsive network of bus services and the local authority actively promotes car share, which can contribute to a mode shift for commuting journeys. However, it is considered that the greater potential for influencing travel behaviour lies with the shorter trips to local amenities that for the majority will not be travel to work motivated.

7.2.5 Therefore a target covering all journey types is considered appropriate with a package of measures that are primarily focused on promoting the availability of travel choice.

7.3 National Research

7.3.1 In order to develop realistic Travel Plan targets reference has been made to the findings of the DfT Smarter Choices programme which researches the impact raising awareness of sustainable travel options has on people's mode choice.

7.3.2 Following a competition, three settlements were designated 'Sustainable Travel Towns', and received DfT funding to implement a programme of measures from 2004 to 2009, intended to reduce car use.

7.3.3 The research is considered particularly relevant for the proposed development as one of the settlements chosen was Peterborough (Darlington and Worcester being the others) which borders Lincolnshire and acts as a trip attractor for a number of journeys originating from the South Holland District.

7.3.4 The funding was spent on an intensive programme of personal travel planning (from a third to nearly half of revenue spending), followed by travel awareness campaigns, promoting walking and cycling, and public transport marketing.

7.3.5 The main period for assessment of impacts was 2004 to 2008, taking care, as far as possible, to avoid confusion with the first impacts of recession at the end of 2008.

7.3.6 The key finding of the research (and of relevance to the proposed development) was that reduction in car trips is proportional to journey distance. **Table 7.2** details average reduction in car trips per household recorded.

Table 7.2 Average reduction in car trips per household

Reduction in household trips (%)	Distance travelled (km)
20	< 1
15	1-3
10	3-5
5	5-10
3	10-50

7.4 Derivation of Targets

7.4.1 The census data reveals that Long Sutton has higher than national average commuter distances at 14.9km. Therefore, utilising Smarter Choices output, it would be reasonable to adopt a baseline target of 3% reduction in overall site generated household vehicle trips. However, recognising the excellent walking and cycling access the site has to local amenities and the availability of public transport, a target reduction of 5% is considered appropriate. It is intended to milestone this targets to the 45th and 90th occupancy to ensure statistically sound data set can be captured.

7.4.2 **Table 7.3** details the adopted targets expressed in terms of total household trips generated.

Table 7.3 Targeted reduction in total daily vehicle trips

Development Occupancy	Total daily vehicle trips	Target total daily vehicle trips (5% reduction)	Target total daily reduction in vehicles
50% of houses occupied (44)	229	218	10
100% of houses occupied (87)	458	435	23

8 MEASURES AND MAINTENANCE

8.1 Introduction

8.1.1 In order to achieve the aims, objectives and targets that the Travel Plan sets out, a range of measures will be implemented, and these are detailed within this section.

8.2 Increasing Travel Awareness

8.2.1 The Travel Plan will set out how residents can be encouraged to travel by more sustainable modes and promote choice by introducing a package of measures that raise awareness of travel choice and provide the mechanisms for change.

8.3 Proposed Measures

8.3.1 To encourage the take up of sustainable travel and reduce single occupancy car trips the following measures (**Table 8.1**) are proposed.

Table 8.1 Proposed Travel Plan measures

Measures	Comments
Provide Travel Packs to residents	*To be provided upon occupation.*
Appoint a Travel Plan co-ordinator	*Appoint a competent professional to develop the Travel Plan and implement the mechanism to transfer ownership to the residents and the Parish Council.*
Minimum Parking Provision	*By adopting South Holland District Council maximum parking standards rigorously, more area is set aside for amenity.*
Provide cycle parking	*Cycle parking provision to be provided for each home.*
Allotments and amenity spaces	*Allotments and amenity areas provided to reduce the need to travel and reduce overall vehicle millage through the county.*
Provide financial resources to fund Travel Plan measures	*A sum will set aside by Moor Solar Ltd towards any reasonable constraints identified by the residents Travel Survey and provide a succession strategy to ensure that the Travel Plan continues to be implemented after full occupation*

8.3.2 The proposed measures are complimented by an action plan contained within **Section 12**.

9 ADMINISTRATION

9.1 Travel Plan Coordinator

9.1.1 A Travel Plan Coordinator (TPC) will initially be appointed by Moor Solar Ltd. The TPC will be suitably qualified and will be responsible for the implementation and initiation of the Travel Plan.

9.1.2 As the homes are sold to individual house-holders the mechanism for the promotion and monitoring of the Travel Plan will shift towards a Community Trust (CT) bringing the aims of the Travel Plan 'home' by engagement with local stakeholders and interest groups.

9.1.3 The TPC will remain for one year post full occupancy to ensure the CT are in a position to be able to fully take responsibility for the Travel Plan. The overall responsibility of the Travel Plan in achieving its objects will continue to be the responsibility of the Moor Solar Ltd until the point that CT is able to take full responsibility.

9.2 Travel Plan Administration

9.2.1 The TPC/CT will oversee the management of a filing system for all correspondence relating to the Travel Plan for the site and be a key link between the various stakeholders.

9.2.2 The TPC/CT will ensure that new residents will be made aware of the existence of the Travel Plan and are included within the CT.

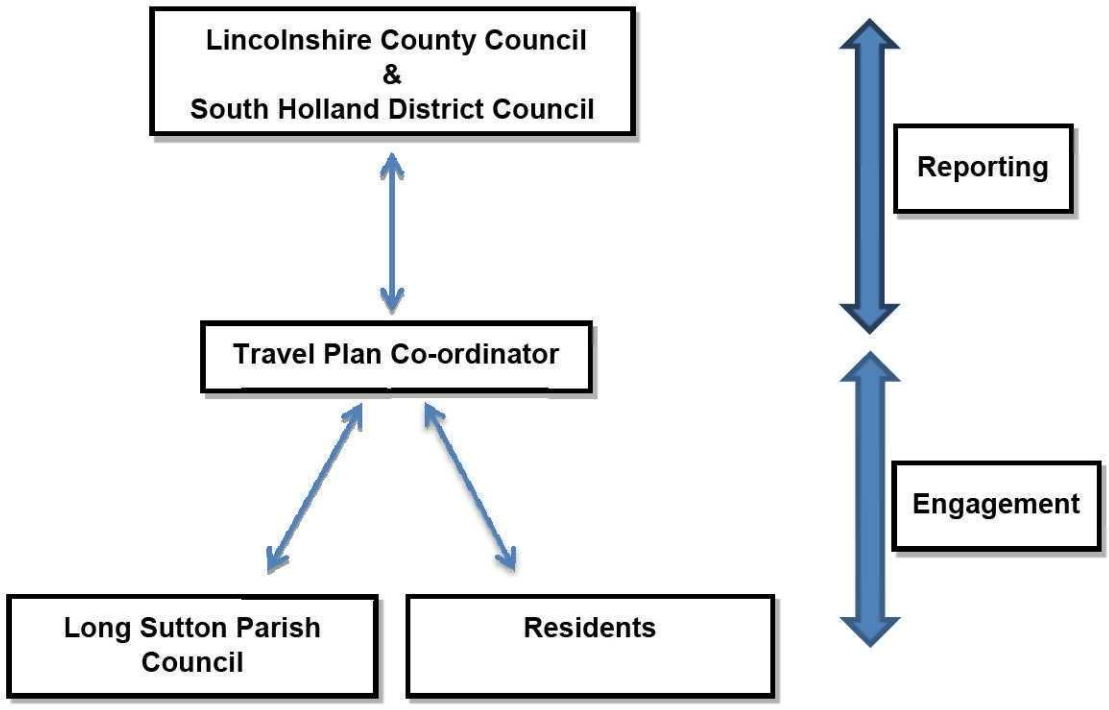
10 COMMUNICATION AND PROMOTION

10.1 Travel Plan Communication

10.1.1 The TPC/CT will be a key link between the various stakeholders and will be the fulcrum for communication from residents regarding the Travel Plans objectives benefits and available measures and support.

10.1.2 The TPC/CT will also act as a contact point for external stakeholder engagement and reporting regarding the Travel Plan, recording comments and feeding back with any corrective measures. **Plate 10.1** details the communication strategy.

Plate 10.1 TPC reporting and engagement structure



10.2 Travel Plan Promotion

10.2.1 All residents will be made aware of the existence, objectives and potential benefits of the Travel Plan.

10.2.2 New residents will be provided with a copy of the Travel Pack upon occupation, as new residents move in, in the future the CT will ensure that new residents are provided with up to date information on the Travel Plan.

10.2.3 The Travel Pack will include the following:

- objectives of the Travel Plan;
- environmental and economic benefits of travelling using sustainable travel modes;
- a map of walking/cycling routes to local amenities (including distances);
- details of the Travel Plan Co-ordinator initially;
- details of the bus services; and
- information on the car-share schemes available.

10.2.4 In addition, e-mail and letter drops will be utilised as appropriate by the CT to provide information, updated details on the Travel Plan and any transport initiatives.

11 MONITORING AND REVIEW

11.1 Travel Plan Monitoring

11.1.1 Monitoring of the Travel Plan will be carried out annually up until 100% occupancy and for one year thereafter, to assess how the Travel Plan has performed against adopted targets.

11.1.2 The monitoring will collect the following data:

- baseline conditions including the number of residents and homes occupied;
- any changes to public transport provision;
- traffic patterns to and from the development (established through a Travel Survey);
- informal comments made regarding the operation of the Travel Plan; and
- formal comments from stakeholders regarding the Travel Plan.

11.2 Travel Plan Review

11.2.1 Upon completion of the surveys the TPC and CT will be required to produce an Annual Performance Report and put forward any required remedies where appropriate.

12 ACTION PLAN

12.1.1 An Action Plan has been prepared that provides guidance to the TPC/CT and Moor Solar Ltd on the key milestones for the implementation of the Travel Plan and the milestones for future maintenance and reporting.

12.1.2 The Action Plan is provided in **Table 12.1**, which shows the key measures and milestones that the TPC / CT will follow.

Table 12.1 Travel Plan Action Plan and key dates

Action	Responsibility	Time Scale
Appoint the Travel Plan Co-ordinator	Moor Solar Ltd	Prior to first occupation
Prepare Welcome Packs	TPC	Prior to first occupation
Undertake a residents Travel survey	TPC	No later than 1 year after 100% occupancy
Update the Travel Plan with survey details	TPC	No later than 1 year after 100% occupancy
Establish the Community Trust	TPC	No later than 1 year after 100% occupancy
Undertake a residents Travel Survey	TPC	2 years after 100% occupancy
Report survey results	TPC	2 years after 100% occupancy
Provide updates on travel initiatives	TPC/CT	On-going

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