

Application for Residential Development at
Mitton Road, Whalley

Travel Plan Framework

July 2012



Where quality lives

David Wilson Homes

INTERIM TRAVEL PLAN**PROPOSED RESIDENTIAL DEVELOPMENT
MITTON ROAD
WHALLEY****DAVID WILSON HOMES****MAY 2012****Document Control**

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1.0 INTRODUCTION

- 1.1 This report has been prepared by SCP on behalf of David Wilson Homes to support the proposed residential development for up to 137 dwellings as part of the planning process accompanying the planning application.
- 1.2 A travel plan is an important tool for delivering sustainable access to a development. It provides a long-term strategy that seeks to deliver sustainable transport objectives through positive action.
- 1.3 There are a number of challenges that travel plans can significantly contribute towards meeting. Firstly, local authorities need to provide residential development in areas that benefit from good levels of sustainable transport, while reducing congestion in urban areas. Travel plans can help to minimise the potential increase in traffic resulting from such development.
- 1.4 Climate change is also becoming an increasingly important aspect of planning policy and the need to reduce carbon emissions, of which transport accounts for a quarter. Travel plans can help reduce use of private transport and assist in meeting stringent targets.
- 1.5 In addition, there is a need to promote more healthy lifestyles and travel plans can help through increased walking and cycling. As a result, a travel plan forms a key stage in the forward planning process and is a 'living document' that needs to be regularly reviewed to ensure its effectiveness.
- 1.6 The travel plan seeks to establish clear outcomes to be achieved in relation to access and sets out all the measures to be implemented in detail, with an action plan, timescales, targets and responsibilities for implementation, monitoring and review. Residential travel plans focus on a single origin (home) where journeys are made to a variety of destinations for a range of purposes.
- 1.7 The development of this travel plan has been prepared based on the following objectives:
- Not to exceed the maximum number of single car occupancy car traffic movements to and from the development;
 - Address the access needs of site users, by supporting walking, cycling and public transport; and
 - Promote healthy lifestyles and sustainable, vibrant communities;

- 1.8 This travel plan has been based on the above objectives and outcomes for which a variety of measures will be considered in order to achieve them over the lifetime of the travel plan. The travel plan will therefore focus primarily on commuter travel and travel to schools, but will also address journeys for other purposes such as health and leisure to make these more sustainable. By successfully promoting these types of travel via sustainable modes the above objectives can be achieved.

2.0 TRAVEL PLAN BACKGROUND

2.1 Travel plans are dynamic, living documents that should be updated regularly to ensure that the aims and objectives represent the current situation in respect of travel and access. A travel plan will normally be prepared alongside the transport assessment, which will provide the evidence to support the outcomes sought and the measures needed in a travel plan. The plan then continues for the life of the development, requiring commitment from occupiers.

2.2 Travel plans are designed to be flexible to suit an individual site and the local characteristics. Similarly, they should be developed with consideration for the scale of the development and the likely impact on travel behaviour as a result of any potential measures. On this basis, travel plans should be evaluated against three tests, set out as the acronym **CAT**. These tests are to ensure that the travel plan:

C overs all key elements	Does the travel plan document contain all the key elements that are expected to be included in a travel plan, with appropriate content in each case?
A ddresses site specific issues	Does the travel plan address all the issues identified in the transport assessment and respond to the specific barriers and opportunities that are presented by the site?
T ips the balance in favour of sustainable transport	Does the travel plan contain measures that can be expected to make a real difference – i.e. does it make access to the site by sustainable transport more attractive when compared to access by car, in terms of cost, journey times and convenience?

2.3 The first test can be assessed on the basis of a checklist approach while the other two tests rely on a judgement about the individual travel plan that needs to be made, particularly in the light of the local context.

Travel Plan Benefits

2.4 Travel plans can result in a variety of benefits to the occupiers of a development and the wider community, as well as address a range of issues, including:

- Promote healthy lifestyles and sustainable, vibrant communities;
- Reduce demand for car parking, thereby enabling more efficient land use;
- Reduce pressure on highway capacity, particularly at peak times;
- Improve social inclusion;
- Cut carbon emissions and their contribution to climate change;

- Reduce road danger and protecting vulnerable road users; and
 - Improve local air quality, while reducing noise pollution.
- 2.5 A travel plan should provide benefits to all parties, including the developer, the site occupants and the local authority, which can help in gaining widespread commitment to its implementation and continuing operation.
- 2.6 Travel plans can also play a role in helping residents mitigate their transport contribution towards climate change and help adapt to the impacts of climate change.

Policy Context

- 2.7 Travel plans are secured through a policy framework that extends from national through to local level when dealing with new development proposals.
- 2.8 The key policy document for travel plans was published by the Department for Transport in April 2009 entitled “Good Practice Guidelines: Delivering Travel Plans through the Planning Process”. This document updates previous guidance published in 2002 following significant changes in travel planning and an increased awareness of how transport affects other aspects of life, such as climate change and health.
- 2.9 These guidelines offer further impetus to the use of travel plans as a means of promoting sustainable transport. They offer assistance in the preparation of a travel plan, including when a travel plan is required and what it should contain, as well as how travel plans should be evaluated, secured, implemented and then monitored and managed long term.
- 2.10 “Guidance on Transport Assessment” provides an important framework for securing travel plans, identifying them as the principal output of the assessment process. The hierarchy set out in this document puts sustainable modes at the top with road improvements as mitigation measures last.
- 2.11 The government requires Local Transport Plans (LTPs) to demonstrate a contribution to delivering “shared priorities” and places emphasis on outcome indicators relating to accessibility, road casualty reduction, public transport patronage, congestion reduction and air quality. Local authorities must show that their LTPs contribute to the achievement of their broader policy aims and service delivery as set out in their community strategies.

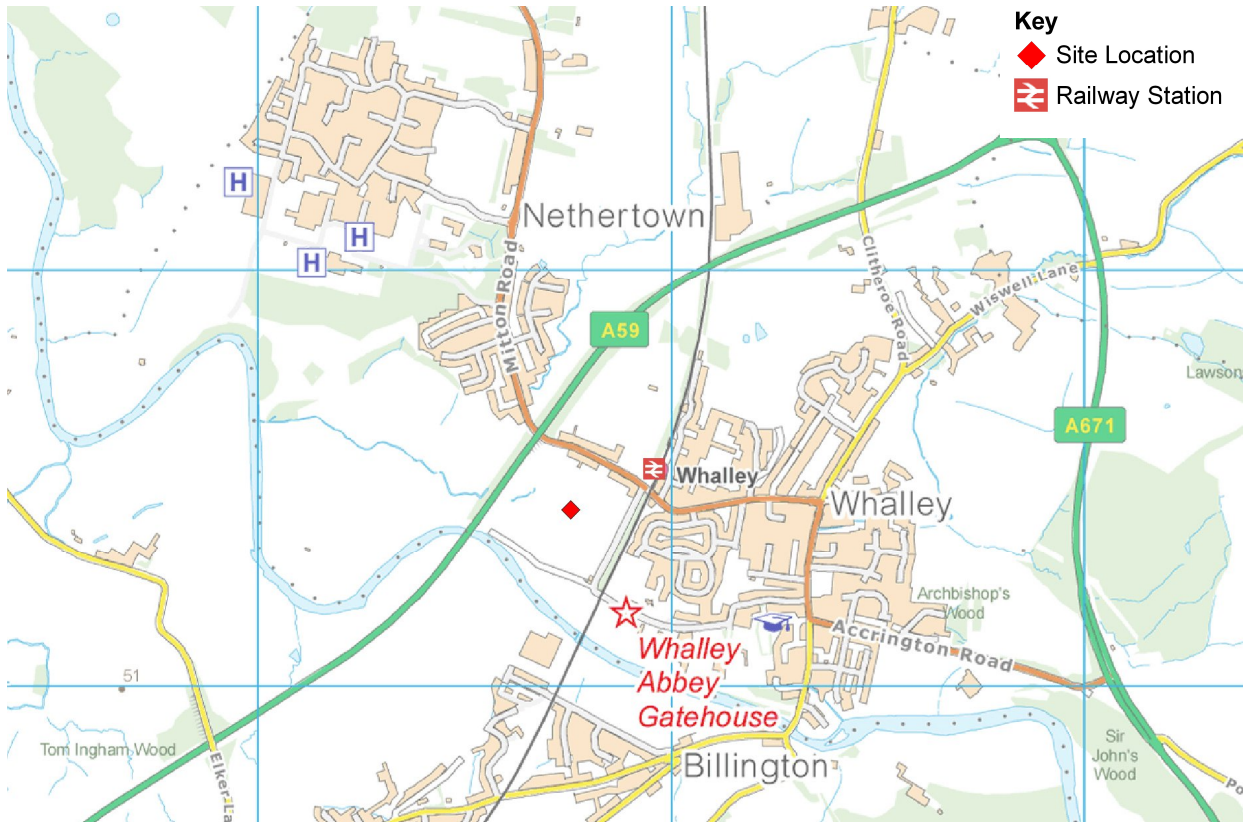
2.12 “Planning Policy Statement 1 – Delivering Sustainable Development” (PPS1) is national planning policy which places emphasis on the achievement of sustainable development and directly supports the use of travel plans as a means of achieving environmental and social objectives. The supplement to PPS1 entitled “Planning and Climate Change”, published in 2007, recognises the role of the planning system in reducing greenhouse gases, such as through the location of development to reduce the need to travel, making walking and cycling accessible, and supporting integrated transport.

3.0 SITE AUDIT

Existing Site

3.1 The development site is located on Mitton Road, which is illustrated below:

Site Location



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3.2 The development site is located to the west of Whalley village centre and is bordered by the A59 to the west and a railway line to the east of whilst the River Calder runs along the southern boundary.

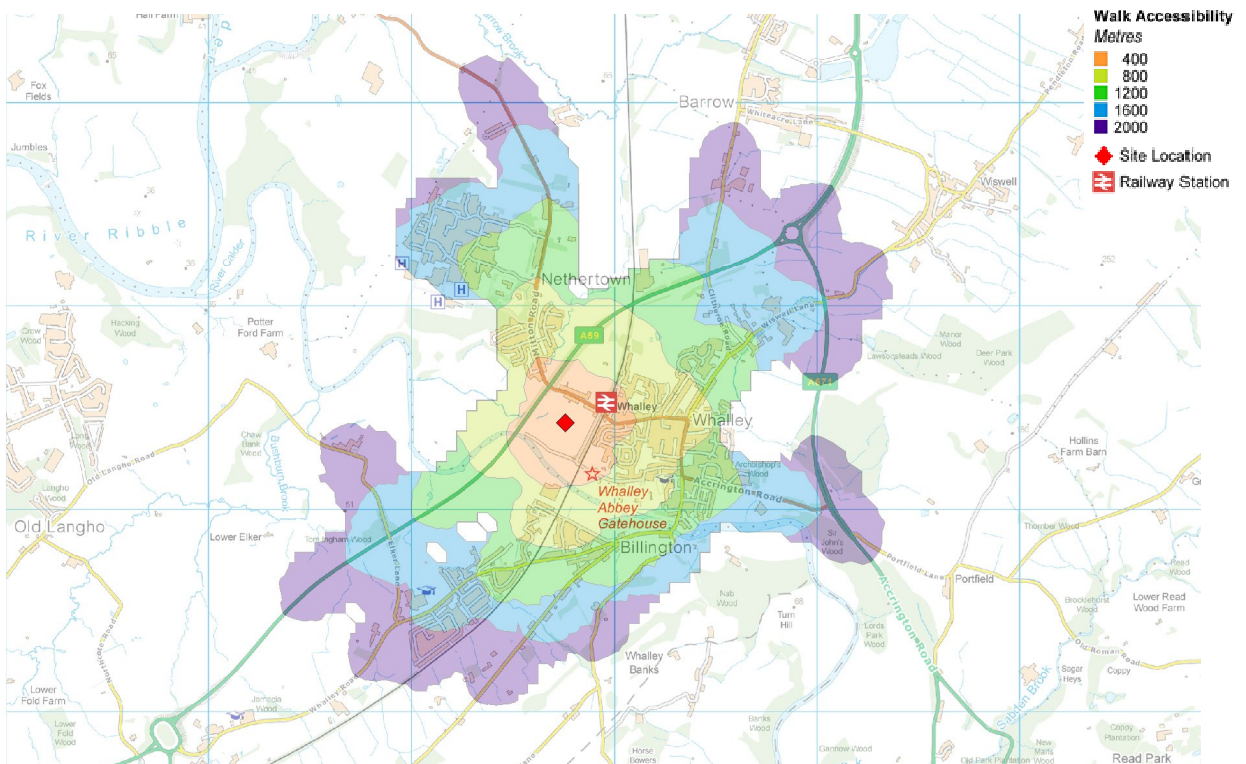
3.3 The development proposals for the site include provision for up to 137 residential dwellings and open space including associated car parking. Access into the site will be taken from Mitton Road and will be appropriate to the scale of the proposed residential development.

Access by Non Car Modes



- 3.4 Walking within Whalley is convenient due to its flat topography and the surrounding footways are well surfaced and lit. The village centre, which offers a range of everyday facilities, is within 800m of the Application Site, equivalent to a 10 minute walk.
- 3.5 Ridding Lane, located to the south of the site, is a Public Right of Way (FP20) and, continuing as The Sands / Church Lane, provides an east-west link between King Street and the Application Site. To the west of the A59, FP20 links onto other footpaths FP14, 16, 17, 18 and 19. There is a short section of footpath FP23 found to the north of Mitton Road that runs between the entrance to the train station and the entrance to Whalley Sports Club.
- 3.6 The DfT recommended Accession software has been used to plot the potential walk accessibility for residents living at the development site within a 2km walk. This is the preferred maximum walk distance set out in the Institute of Highways & Transportation (IHT) guidelines 'providing journeys on foot'.
- 3.7 Based on a 2km walk distance (equivalent to 25 minutes), the output is shown below.

Walk Accessibility



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3.8 Based on the ideal maximum walk distance of 2km, the plan demonstrates that the centre of Whalley is available within an 800m walk distance from the development site. Bus stops and Whalley train station can also be accessed within a 400m walk distance, or less than 5 minutes, which can be easily utilised by residents living at the site.



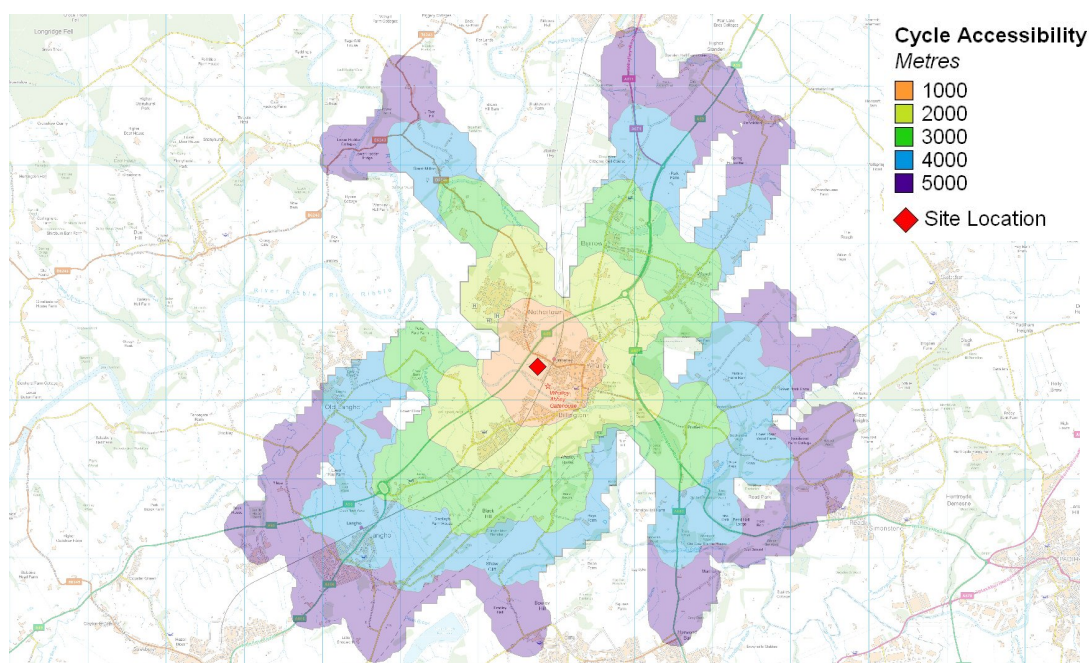
3.9 Cycling within the local area is good for residents because Mitton Road and Clitheroe Road / King Street are designated as on-road cycle routes and are collectively known as Regional Route 90, which forms part of the National Cycle Network (NCN).

3.10 Regional Route 90 forms part of the Lancashire Cycleway which is two circular routes (northern loop and southern loop) following minor roads and links together at Whalley. Regional Route 90 assists with providing connections to other NCN designated routes within the area, notably linking to Regional Route 91 just to the south of Whalley in Billington.

3.11 Further to this, a number of other local on-road cycle routes and traffic-free routes can be found in Whalley allowing for quick and easy connections into the village centre.

3.12 Using the DfT recommended Accession software, a 5km cycle journey has been plotted from the development site for which it is widely recognised that cycling for up to 5km can substitute for short car journeys. The plan is shown below.

Cycle Accessibility



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- 3.1 As the plan shows, the development site is within easy cycling distance of the whole of Whalley while Clitheroe and Great Haywood are slightly beyond 5km of the Application Site.
- 3.2 Overall, the cycle accessibility of the development provides a good opportunity for short trips to be made by cycle from the application site.



Public Transport – Bus

- 3.3 Buses 5 and C25 pass along Mitton Road, each on a 2 hour frequency, collectively providing an hourly frequency. These services can be accessed from bus stops found within a 5 minute walk distance of the site, next to Whalley railway station.
- 3.4 Other bus services are available at Whalley bus station, within a 10 minute walk of the site. The bus station is located on King Street in the centre of the village and serves the following additional services: 225, 231, 241, 280 and X80. A summary of the bus services are highlighted below.

Bus Route Summary

Number	Route Description	Maximum Frequency	
		Monday to Saturday	Sunday
5	Longridge – Ribchester – Hurst Green – Whalley - Clitheroe	Every 2 hours	No service
C25	Clitheroe – Whalley – Brockhall – Blackburn	Every 2 hours	No service
X80	Preston – Clitheroe – Gisburn – Skipton	Every 2 hours	Every 2 hours
225	Clitheroe – Whalley – Langho – Wilpshire – Blackburn	30 minutes	Hourly
231	Accrington – Whalley – Clitheroe	Every 2 hours	No service
241	Royal Blackburn Hospital – Accrington – Clitheroe	Every 2 hours	No service
280	Preston – Clitheroe – Gisburn – Barnoldswick – Skipton	Every 2 hours	No service

Source: Lancashire County Council

- 3.5 Each of the above services provide connections to Clitheroe, offering up to 5 buses per hour, while the 225 service offers 2 further buses per hour to Blackburn in addition to the C25 that passes the development site.



Public Transport – Train

- 3.6 The Application Site is located within 400m of Whalley train station which offers train services between Manchester Victoria (1 hour 10 minutes) and Clitheroe (13 minutes) with other stops including Bolton and Blackburn. There is one train in each direction per hour available.
- 3.7 The station is within a 5 minute walk from the development site and it is considered that the train offers a realistic option to use instead of the private car.

Summary

- 3.8 Overall, the development is well catered for by public transport within its village locality, with bus services directly passing the site and train services serving local destinations, which can all be found within a very short walk. These modes of transport provide realistic alternatives to using the private car.

Local Facilities

- 3.9 The surrounding area offers many essential facilities for residents at the development site, with many conveniences being available within this 2km walk distance. Whalley village centre accommodates a vast range of shops, which can be typically found within a town centre and highlights that the area is very well served for the local population.
- 3.10 Health provision in the village is extensive with a health centre, dentists, pharmacy and several opticians being located within a 2km walk distance. A post office and newsagent is also located within this walk distance, found on King Street, as well as a spar shop (on George Street) and Whalley library.
- 3.11 Other local facilities found within the town centre are found below:
- Florist;
 - Delicatessen;
 - Sandwich shop;
 - Wine shop;
 - Butchers;
 - Takeaways – fish and chips and Chinese;
 - Several clothes shops including shoe shops;
 - Barber;

- Several hairdressers;
- Public Houses;
- Ironmongers; and
- Spa.

3.12 Whalley C of E Primary School can be found within a 10 minute walk from the site when utilising The Sands and an adult learning centre is accessible within 15 minutes from the development site. Secondary schools and further education are reachable when using the local bus or train services.

3.13 For employment opportunities, the site is located within a very short walk to The Sidings Business Park, located adjacent to the railway station. Further to this, Whalley railway station provides connections to Clitheroe as well as Manchester city centre, which is a very large employment hub in the North-West. Also, local bus services passing the site connect with Blackburn and Preston which demonstrates that many areas in the region could be accessible for employment opportunities.

3.14 Overall, the site benefits from good levels of accessibility by foot, cycle and public transport with a range of facilities being within easy walking distance alone. These characteristics offer a realistic opportunity for residents to choose alternative modes of travel to the car.

4.0 TRAVEL PLAN ADMINISTRATION

4.1 This interim travel plan forms a framework for future development of a detailed travel plan once the development is occupied. This framework will be incorporated into any sale / lease agreement drawn up between the developer and future owners / tenants.

Travel Plan Co-ordinator

4.2 Management of the travel plan process will be achieved through the identification of a suitable person or organisation as the Travel Plan Co-ordinator (TPC). The TPC will provide a key role in delivering a successful travel plan. This role could be undertaken by a Management Company for the site, although in time this role would benefit from ownership by the residents of the site, as key stakeholders to the travel plan.

4.3 The TPC role will be established prior to the occupation of the site and will act as the fulcrum for the development of the travel plan measures and the day to day operation of the Plan. Once appointed, the TPC will act as the main contact for the travel plan and will be responsible for implementing measures, maintaining a database and monitoring the effects of implementation. The TPC will be encouraged to use the online facilities offered by ACT Travelwise which offers expert travel plan advice to members.



4.4 The TPC will exchange contact details with the Local Planning Authority and Travel Plan officers. The TPC will be the first point of contact in all matters regarding travel to and from the site. The TPC will be responsible for setting up and launching the travel plan in accordance with the following schedule, which will be agreed with the Local Planning Authority.

1 month prior to first occupation

- Exchange contact details with relevant officers;
- Set up travel plan working file; and
- Research travel information.

2 weeks prior to first occupation

- Obtain up-to-date public transport timetables and literature;
- Review walking and cycling routes within the site; and
- Prepare welcome packs for all new residents.

Within 3 months of 75% occupation

- Distribute travel plan survey to all residents;
- Collect travel plan surveys and analyse results; and
- Submit survey report to Local Council.

Annually

- Monitor resident travel patterns through new surveys;
- Undertake travel plan audit and modify where appropriate;
- Liaise with Travel Plan Officer and other groups where appropriate; and
- Update travel plan targets and issue progress update to all residents.

Funding

- 4.5 Initial funding will be allocated for the launch and implementation of the travel plan, while an annual budget will be set for the day to day operation of the travel plan, including monitoring and reviewing. In addition, a separate budget will provide funding for specific measures to be implemented, which will be allocated at the time of the annual review.
- 4.6 The developer will provide the initial funding for the launch and implementation of the travel plan along with the costs for the first 5 years. This funding stream will allow the travel plan to operate for a minimum of five years with the option to continue in perpetuity, subject to the local authority's requirements.

5.0 TRAVEL PLAN TARGETS

- 5.1 The setting of targets is essential to ensure that the objectives of the travel plan are met. Targets should therefore be linked to the objectives and be SMART (Specific, Measurable, Achievable, Realistic and Time-related). Targets will be measurable through the use of indicators, which represent the results of monitoring. Indicators may also be used to highlight the progress of the travel plan without necessarily having a linked target.
- 5.2 The two types of target are **Aims**, which consider modal share and **Actions** which are non-quantifiable and represent milestones.

Aims – Modal Share Targets

- 5.3 The proposed development is located in the Whalley electoral ward. The table below indicates the current modal share in Whalley ward compared with Ribble Valley, based on 2001 census data, while setting out the initial targets for the development along with the relevant indicators and monitoring methods that will be used to establish the progress towards these targets.

Target Type	Baseline (Whalley Ward)†	Ribble Valley District	Target	Indicator	Monitoring Method
% of trips made by single car occupancy	73.9%	67.6%	Maximum of 68%	Number of single car occupancy trips	Travel surveys
% of trips made by car sharing	12.2%	13.0%	Minimum of 13%	Number of car sharing trips	Travel surveys
% of trips made by non-car modes	12.3%	17.7%	Minimum of 18%	Number of walk trips Number of cycle trips Number of public transport trips	Travel surveys

† Source: Office for National Statistics

Note: the baseline figures do not equal 100% as the census data includes taxi and motorcycle

- 5.4 If the initial travel survey results demonstrate that the existing single occupancy car travel is greater than 74%, in line with the Whalley ward, then the initial short term targets will be to reduce the single occupancy vehicle travel to that level. Once car usage is at 74% then the short term annual targets will be reassessed to bring levels down further in line with the Ribble Valley District level of 68%.

- 5.5 In addition to single occupancy car travel targets, if the travel survey questionnaires demonstrate that the number of existing trips by non-car modes is less than the 12% for the Whalley Ward, then the initial short term targets will be to increase travel by non-car modes to that level. Once public transport usage from the development site is at 12%, the short term annual targets will be reassessed to try and increase public transport usage levels further in line with Ribble Valley District levels of 18%.
- 5.6 The targets will be revised accordingly, in agreement with the local highway authority, to ensure that they remain SMART. In subsequent years, the results of further monitoring will allow the targets to be reviewed and identify where further initiatives could be implemented to increase the effectiveness of the travel plan in order to reach the objectives.

Actions – Milestone Targets

- 5.7 The TPC will be responsible for implementing measures at the development, which will be set out in an action plan and be reviewed annually following the results of monitoring to identify if further measures could be introduced to promote sustainable travel. Implementation of any new measures would be set out in the action plan with specific timescales as a milestone target.
- 5.8 The initial milestone target will be to ensure that all new residents receive a travel plan information pack.

6.0 TRAVEL PLAN MEASURES

- 6.1 The development of a successful travel plan will require consultation with residents at the site as time progresses to establish which measures will be the most effective, which may prove difficult to implement and which may be unpopular.
- 6.2 The following sections in this travel plan outline the measures to be promoted by the TPC. They are set out under the following general headings:
- Travel awareness;
 - Travel database;
 - Public transport information;
 - Walking;
 - Cycling;
 - Car sharing scheme; and
 - Personalised Journey Planners.

Travel Awareness

- 6.3 Good accurate information on the range of services and travel initiatives available at the site will be a critical element of a successful travel plan.
- 6.4 The TPC will make new residents aware of the existence of the travel plan by providing them with an information leaflet summarising the travel plan as part of a welcome pack when residents move to the site. The promotional sales material for the site would include the fact that the site has a travel plan and list the associated benefits.
- 6.5 The welcome pack, which would be jointly promoted by Transport for Lancashire, could include the following:
- A map showing the location of key local facilities within easy walking distance of the site, including bus stops;
 - Bus timetables of existing local services from nearby bus stops;
 - Train timetables relating to services which stop at the nearest rail station, this being Whalley;
 - A map showing local cycle routes, which would also indicate the locations of cycle parking and cycle shops in the area;

- Details of “Routes to School” and details outlining Walk to School, which is a joint campaign run by ACTTravelwise and Living Streets and is encouraged by LCC (www.walktoschool.org.uk);
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Information relating to traffic-related environmental concerns, congestion problems and car sharing to raise awareness.

6.6 The TPC will ensure that any changes to the travel plan or any relevant information are passed on to residents on a biannual / annual basis in the form of leaflets.

6.7 In addition, the TPC will ensure that off-site information is provided in the form of adequate signing for walking and cycling routes as well as timetable information at bus stops.

Travel Database

6.8 The TPC will undertake an initial travel survey, following 75% occupancy being achieved at the site, to enable a residential travel database to be set up. The TPC will prepare and distribute a questionnaire to each resident, to collect the following details:

- Resident profile, including age, gender etc;
- Normal working hours;
- Workplace postcode;
- Mode of travel to work;
- Car ownership / usage;
- Details of any social activities undertaken including mode of travel;
- Reasons for not using public transport and other modes;
- The anticipated take-up of a car sharing scheme for work journeys as well as use of public transport or other non-car modes of travel to work and for leisure activities; and
- Information relating to potential areas for sustainable travel improvement, upon which the TPC could act and draw up measures to improve the travel plan.

6.9 On receipt of the completed questionnaires the TPC will set up the travel database within 1 month.

6.10 All data collected from the travel survey in connection with the travel plan will be subject to the provisions of the Data Protection Act. In the interests of confidentiality, the TPC alone will hold

the database and be responsible for the release of information, with all data held being used solely for the purposes of the travel plan.

- 6.11 The TPC will ensure that all new residents are entered into the database within one month of residency (if possible) with all residents who move away from the site having their details removed from the database.
- 6.12 The TPC will submit the results of the survey data to the Local Planning Authority for their information within 3 months of 75% occupancy. However, in the interests of security, names and addresses of residents will not be provided.
- 6.13 Information contained within the database and the travel patterns derived from the data will inform the annual review process which will be carried out in conjunction with the Local Planning Authority.



[Public Transport Information](#)

- 6.14 The TPC will ensure that public transport is promoted, with the following initiatives being employed:
- Residents are provided with information to allow ease of use of public transport by providing up-to-date public transport route and timetable information in the welcome packs, and updating by leaflet drop, as necessary. Contact details for local taxi firms will also be provided by the TPC;
 - The TPC will liaise regularly with the local public transport operators to ensure that information remains valid; and
 - The TPC will provide details of the websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Transport Direct website and Traveline (Tel: 0871 200 2233).





Walking

6.15 The TPC will encourage walking as a mode of travel to the site by implementing the following initiatives:

- Raise awareness of the health benefits of walking through promotional material;
- Provide a map showing walking routes, indicating distances and times to key local facilities near to the site; and
- Ensure that footpaths on site are well maintained and lit with any defects reported to the highway authority.



Cycling

6.16 In conjunction with the pedestrian initiatives, the TPC will do the following:

- Promote the availability of cycling information, including route maps and useful tips and guidance, on the Sustrans website and Lancashire County Council's website; and
- In order to assist in improving conditions for cycling locally, the TPC will establish contact with the senior cycling officer of the Local Planning Authority to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site.



Car Sharing Scheme

6.17 The TPC will set up a car sharing scheme / register within 3 months of receiving the initial residents travel surveys. Residents will be contacted by the TPC to allow potential car sharers to register an interest and provide details of their journey to and from work along with their contact phone number and work location. The TPC will then identify suitable matches for residents that may be able to share their journeys to and from work or for shopping trips.

6.18 This could be achieved via the online car sharing scheme 'Liftshare' (www.liftshare.com), which is Britain's largest car sharing network or via Shared Wheels (www.sharedwheels.co.uk) which is a subsidiary site to Liftshare and has been established specifically for people living and working within Lancashire.



Personalised Journey Planners

6.19 Targeting individual journeys can be the most effective way of reducing car travel and encouraging use of sustainable modes. This initiative is most effective for those who currently travel by car and have no constraints to travel by sustainable modes.

6.20 The personalised journey planners could include:

- Maps showing the location of the correct bus stops to use at either end of the journey along with the accompanying walk route to their origin and destination;
- Details of how and where to buy tickets, including the current cost for travel; and
- Timetable information for public transport services used on their journey.

6.21 This initiative would initially use the Transport Direct journey planning service, which could be integrated into a community website, with an improved package following positive feedback from residents.

7.0 PLAN MONITORING AND REVIEW

7.1 To establish the success of the travel plan, an effective monitoring and review process must be in place. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review.

Monitoring

7.2 The TPC will monitor travel patterns associated with the site on a regular basis over a five period, commencing at first occupation of the site. Monitoring will take place for the first 5 years with the potential for residents to continue monitoring thereafter on a voluntary basis.

7.3 The monitoring of the plan is important for the following reasons:

- It will demonstrate to the local authority the effectiveness of the measures implemented and the progress being made towards the aims and objectives of the travel plan;
- It justifies the commitment of the TPC and of other resources;
- It maintains support for the travel plan by reporting successes;
- It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- The data can be shared with any other nearby employment travel plans as well as inform the local authority and public transport operators of local travel patterns.

7.4 Questionnaires will be distributed to all households to monitor travel to and from the site and gain an understanding of travel habits. These surveys can be used to monitor the number of residents walking, cycling, travelling by car and public transport to the site. The results can then be compared with the mode share targets identified earlier in this travel plan.

7.5 The TPC will agree the monitoring programme with the local authority to ensure that the monitoring procedures are appropriate. The TPC will maintain a monitoring table of progress to key travel plan targets based on the results of the travel surveys. This table will be published and distributed by leaflet to all residents.

Reviewing

- 7.6 The TPC will undertake a review of the travel plan following the results of each monitoring stage. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 7.7 When reviewing the effectiveness of the travel plan, the following questions will be asked:
- Which areas offer the greatest potential for change / improvement?
 - Was the initiative implemented by the target date?
 - How well used is each scheme / initiative?
 - How much did it cost to introduce?
 - Is the review process itself effective?
- 7.8 The TPC will compare the mode share statistics obtained from the annual monitoring to the targets set for the development. The TPC may choose to revise these targets, with agreement with the local authority, in order to maintain a realistic goal for the aims and objectives of the travel plan.
- 7.9 The TPC will also investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards the aims and objectives of the travel plan. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 7.10 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review, providing input for travel planning at a strategic level.

8.0 ACTION PLAN

8.1 The measures and initiatives summarised earlier will be implemented in order to target specific objectives of the travel plan within particular timescales. These have been included with the action plan, as set out below.

Action	Target Date	Responsibility	Funding
Initial Setup			
Exchange contact details with local authority	1 month prior to occupation	TPC	n/a
Set up travel plan working file	1 month prior to occupation	TPC	n/a
Obtain public transport timetables	2 weeks prior to occupation	TPC	n/a
Setup resident database	2 weeks prior to occupation	TPC	n/a
Objective #1 - Address the access needs of site users, by supporting walking, cycling and public transport			
Prepare travel information packs	2 weeks prior to occupation	TPC	Developer
Issue travel information packs to new residents	Upon appointment	TPC	Developer
Promote car sharing in travel information packs	Upon implementation of producing packs	TPC	n/a
Promote journey planning via the Transport Direct website	Upon implementation of producing packs	TPC	n/a
Monitoring & Review			
Distribute travel plan survey to all residents	Upon each anniversary of implementation	TPC	Developer
Collect travel plan surveys and count data and analyse results	Within 3 weeks of issue	TPC	Developer
Submit progress report to Council	Within 3 months of anniversary	TPC	Developer
Undertake travel plan audit and modify where appropriate	Within 3 months of anniversary	TPC	Developer
Issue progress update to all residents	Within 3 months of anniversary	TPC	Developer