

7 OBJECTIVES, MEASURES & TARGETS

Mission Statement

- 7.1 The main aim of this Travel Plan is to put in place the management tools deemed necessary to enable people to make informed decisions about travel, which at the same time minimises the adverse impacts of travel on the environment. This is achieved by setting out a strategy for eliminating barriers that prevent people from making use of sustainable modes and providing encouragement for them to do so. Use of such modes will reduce single-occupancy vehicle use.
- 7.2 Improving the transport choices available to people, rather than focusing on providing for the private car, will lead to a more sustainable development that provides travel options for all regardless of whether or not they own a car.

Objectives

- 7.3 The transport principles for the proposed development reflect the following sustainable objectives:
- 7.4 Reduced level of car use, particularly single occupancy car use;
- Encouragement to use alternative modes of transport to the private car; and
 - Increased awareness of the environmental and social benefits of using alternative modes of transport.
- 7.5 The more detailed objectives of the Travel Plan are to:
- Increase awareness of the advantages and availability of sustainable modes of travel, but particularly active modes (walking and cycling);
 - Actively promote sustainable transport options for travel to and from the proposed development, to enable informed decisions about how to travel to be made;
 - Increase the use of active and sustainable travel modes (particularly for shorter trips), and to encourage people to build active travel into their everyday routines to support and contribute to wider health benefits;

- Enhance as far as is practical the accessibility of the proposed development by active modes at all times; and
- Raise awareness of the impacts of travel choices on health, the local environment etc.

Targets

- 7.6 In order to assess whether the Travel Plan is successful in achieving its objectives, a set of targets have been set.
- 7.7 All targets need to be SMART; that is Specific, Measurable, Achievable, Realistic and Time related.
- 7.8 There are two types of targets, namely: 'Action' and 'Aim' targets. Action targets set out specific commitments to implement measures to ensure delivery. Aim targets provide numerical goals for mode shift.

Action Targets

- 7.9 The key action targets are set out below:
- A Travel Plan Co-ordinator (TPC) will be appointed by Crest Nicholson prior to first occupation of the proposed development;
 - The first travel plan survey will be undertaken on occupation of the 100th dwelling;
 - A finalised Travel Plan will be agreed within 6 months of this first travel survey being undertaken.

Aim Targets

- 7.10 The target mode split for the Travel Plan for all journeys made externally from the Proposed Development is summarised in in **Table 7.1**. The only target is car drivers, with the targets for individual sustainable travel modes indications only of what one might expect the approximate split of journeys to be, but not specific targets in their own right (i.e. all non-car driver modes of travel are 'sustainable travel modes').

7.11 Provided the overall contribution of sustainable travel modes helps deliver the car driver target, variations from the targets for sustainable travel modes are acceptable. Indeed, in some instances it is hoped they are exceeded.

Table 7.1 – Final development modal split

Mode	AM Peak	PM Peak
Walk	14.0%	13.0%
Cycle	3.3%	5.9%
Car Driver	43.4%	50.2%
Passenger	33.0%	20.5%
Rail	1.7%	2.9%
Bus	4.6%	7.6%

7.12 The sustainable transport improvements delivered as part of the development of both the Henley Gate site and the wider IGS are also expected to contribute to some modal shift of existing local residents.

7.13 The baseline survey will be undertaken to establish baseline travel patterns upon occupation of the 100th dwelling. The results of the baseline travel survey will be used to develop a Full Travel Plan.

7.14 Targets, or outcomes can be reviewed and once achieved will be maintained at not less than that level, subject to review as part of the annual monitoring programme.

Benefits

7.15 The achievement of the objectives will bring about a wide range of benefits for residents, businesses and the wider community.

7.16 The resident benefits will be:

- Health benefits associated with walking and cycling, including reduced levels of stress;
- The opportunity to save money by using alternative modes of travel to the car; and,
- Improved quality and reliability of journeys.

7.17 The benefits to businesses and the wider community will be:

- A step-change in travel attitudes which should lead to reductions in vehicular generated traffic on the local highway network and a contribution towards overall reduction in travel emissions, and improved journey time reliability.

8 SUSTAINABLE TRANSPORT MEASURES

- 8.1 This section details the measures which the Interim Travel Plan considers.
- 8.2 These measures are not exhaustive and the exact nature of the measures is dependent on the results of monitoring activity.
- 8.3 All of these measures are considered achievable because of proximity to relevant facilities and availability of suitable routes.
- 8.4 Importantly, a Travel Plan should be a 'living document', which is continually updated and reviewed.

Measures – Development Proposals

- 8.5 As detailed in Section 4, the physical design and layout of the site, together with the proposed off-site improvements to the pedestrian, cycle and public transport connections will encourage residents to undertake journeys by sustainable modes.
- 8.6 In summary, these sustainable travel measures are:
- Provision of controlled pedestrian and cyclist crossing facilities across Henley Road as part of the two site access junctions;
 - Access to two new bridges over the railway line to link with the land south of Westerfield Road which forms part of the IGS;
 - Provision of improved pedestrian and cyclist crossing facilities at the Valley Road / Henley Road junction;
 - Provision of a pedestrian link with Westerfield Road to provide access to rail services at Westerfield Station;
 - Improvements to the Fonnereau Way Public Right of Way;
 - Improvements to other Public Rights of Way within the wider IGS site;
 - Improvements and signage on the Henley Road / Dale Hall Lane route between the site and Town Centre;
 - Improvements and signage on the route from Picton Avenue to the Town Centre; and
 - Provision of a new Toucan Crossing on Valley Road between the Henley Road and Westerfield Road junctions.

- A new bus service will be introduced that will create a route between the site and Tower Ramparts Bus Station within the Town Centre. Initially this bus service will operate via Henley Road serving the Henley Gate site independently. Following completion of the vehicle bridge over the railway this bus service would then operate via Westerfield Road and through the land west of Westerfield Road;
- New bus stops within the site will include the provision of passenger information, shelters and high level kerbs; and
- Bus priority measures at the site access junctions on Henley Road and junctions on Valley Road.

Committed Measures

- 8.7 This Interim Travel Plan commits the developer to investigating and promoting the following measures.

Travel Plan Co-ordinator

- 8.8 The Travel Plan Coordinator (TPC) will be in post and take responsibility for the Travel Plan when the development is first marketed. The TPC post will remain for ten years following first occupation. At the end of that period, the TPC will train members of the local community to continue with the Travel Plan management and initiatives in association with the Travel Plan officers at the relevant local authorities.
- 8.9 A dedicated TPC will be appointed from the start. At this stage it has not been agreed who will take responsibility for the TPC role. This will follow as detailed design of the scheme is progressed. It may be that a separate Management Company or a suitably qualified transport planning consultant or similar is appointed to take on this role. The TPC, and the necessary costs for administering the Travel Plan, will be funded by the Developer.
- 8.10 In this interim period before a TPC is appointed, the main contact for any queries relating to the Travel Plan will be Vectos.

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8.11 The primary functions of the TPC could include:

- Liaison with the local community;
- Development of transport initiatives;
- Liaison with the local planning and highway authorities;
- Liaison with public transport operators;
- Identifying beneficial arrangements with cycle shops;
- The incorporation of sustainable travel options into marketing material for the development;
- Organisation of travel surveys;
- Promotion of sustainable transport measures to residents through a range of media; including for example newsletters, emails and websites;
- Organisation and administration of a car sharing scheme;
- Organisation and marketing of Walking Buses;
- Organisation and administration of Cycle Trains;
- Organisation of Bike Buddy participation;
- Monitoring of car parking within the development if communal parking areas are provided;
- Promoting the benefits of home delivery services;
- Production, distribution and monitoring of Residents Travel Packs;
- Scheduling of a Green Travel Users Forum or similar;
- Maintenance of all necessary systems, data and paperwork for the development;
- Promotion and organisation of taxis and taxi minibuses;
- Providing development residents, and others within the local community, with details on how they can travel, including accessing their place of work, schools, shops and others in a sustainable manner; and
- Acting as a single point of contact for all transport, access and travel related issues for residents units within the development.

8.12 Increasing travel awareness so that people can make informed travel choices is a key role of the TPC. The TPC will work closely with IBC and SCC Officers as necessary to promote any initiatives the Councils may have.

- 8.13 The TPC will work with all stakeholders to ensure that occupiers of the development equally receive sustainable travel information and benefits from travel plan incentives.
- 8.14 The TPC will set up a Travel Plan Review Group for residents and occupiers, to discuss travel issues and to facilitate ownership of the plan, with expertise being provided by the TPC. At the end of the funded TPC post, the aim is that this group will then be responsible for the ongoing management of the Travel Plan, fostering the idea of people in the community working for the community.
- 8.15 It is envisaged that the residents and occupiers of the site will eventually take full ownership of the Travel Plan, with one or more individuals taking the role of TPC. The Travel Plan will be updated accordingly when this transition has taken place. The objective is to encourage people in the community to work for the community. However, until the transition is complete the appointed TPC will have the responsibility of promoting and organising the Travel Plan.
- 8.16 An annual budget will be set aside for the ongoing running costs of the Travel Plan during the life of the Developer's responsibility for this, aside from the cost of the TPC, a number of other initiatives will also be funded that will include Travel Vouchers.

Marketing & Consultation

- 8.17 Prospective residents and occupiers will, where possible, be encouraged to access the site via sustainable transport modes when attending viewings. Information will be provided to those enquiring as to how to get to the site.
- 8.18 People will be made aware of the Travel Plan on the commencement of their residence on the site. The details of the Travel Plan, its objectives in enhancing the environment, and the role of individuals in achieving these objectives will be explained.
- 8.19 A 'Resident Travel Pack' will be provided. This will contain the key elements of the Travel Plan and sustainable transport information and other relevant travel information.
- 8.20 The TPC will utilise the information which IBC and SCC are able to provide in terms of websites, posters, leaflets and timetables for display on relevant web sites for the development, notice boards, or display units in communal areas.

- 8.21 Contact details of the TPC or the appointed Management Company will be advertised for residents who wish to discuss specific measures directly.

Resident Travel Pack

- 8.22 A Resident Travel Pack will be distributed to each household upon occupation, and will include:

- The name and contact details of the TPC;
- An explanation of the purpose and benefits of the Travel Plan;
- Details of how residents can claim Travel Vouchers;
- Maps of walking and cycling routes to key destinations;
- Timetables, route maps and ticketing information for public transport;
- Contact numbers and website details;
- Car Share Scheme information;
- Contact details for local taxi companies, and details of any special arrangements brokered by the TPC;
- Bike Buddy information;
- Information about working from home;
- Promotion of the benefits of home delivery; and
- Location and contact details of nearby services.

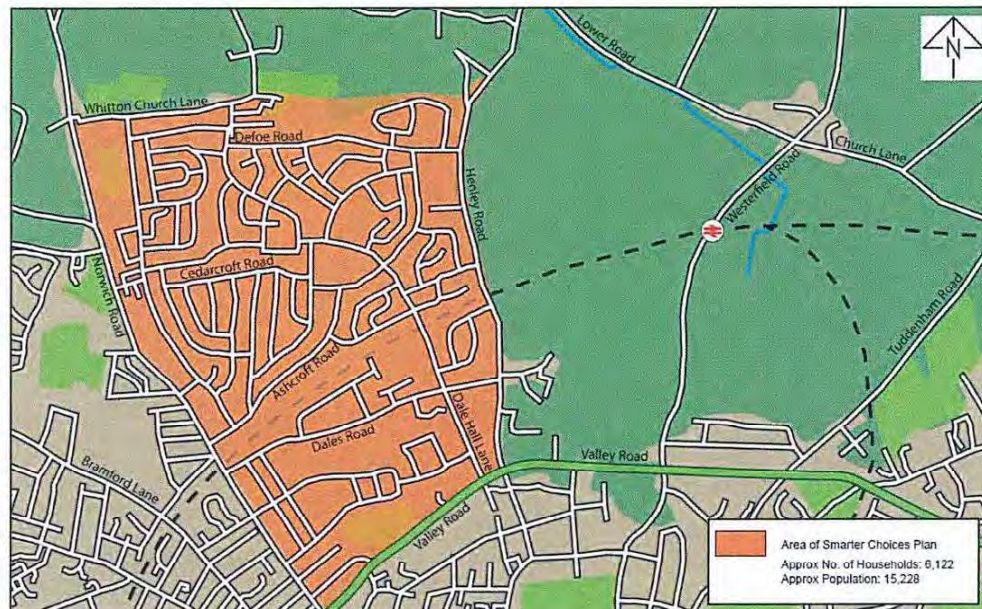
- 8.23 Travel Plan notice boards will be located at suitable locations within the development. Pedestrian and cycle route information, timetables for walking buses, cycle trains, buses and rail, and details of car free days organised either by IBC or the TPC, will be displayed. These will be updated on a regular basis by the TPC.

Smarter Choices Plan

- 8.24 As part of the proposed development, it is proposed to fund a Smarter Choices Plan for existing residents within North Ipswich. Smarter Choices involves a team of travel advisors undertaking home visits to discuss residents everyday travel habits, providing travel information such as maps and bus timetables, discussing the alternative options to use of the car and the associated benefits in terms of health, costs etc. There are often follow up visits to answer queries and provide additional information.

- 8.25 Through this one-to-one approach, previous projects have demonstrated significant reductions in the number of trips undertaken by single occupancy private car, with corresponding increases in the use of walking, cycling and public transport. As a result, reductions in traffic flows on local roads are achieved which will then have the direct benefit of mitigating the impact of additional trips generated by the development.
- 8.26 It is proposed to undertake this Smarter Choices Plan for existing households in the area notionally bounded by Valley Road, Norwich Road and Henley Road. This area is illustrated in **Figure 8.1** and contains approximately 6,000 existing households.

Figure 8.1- Smarter Choices Plan



On-Site Walking & Cycling Facilities

- 8.27 In terms of layout and design within the site, a network of high quality signposted pedestrian and cycle routes will offer direct, safe and convenient access around and through the site by foot and bicycle.
- 8.28 The design of residential roads will be in accordance with Manual for Streets and other relevant guidance so that the road system is not the dominant feature within the new communities. By undertaking this approach car speeds will be kept low.

Walking Buses

- 8.29 A walking bus is a group of children (usually of primary school age), walking to or from school with at least two parent volunteers. Parents take it in turns, on a rota basis, to walk with the children. There is always a 'driver' who leads the bus, and a 'conductor' who walks at the back. The more children there are on the bus, the more adults walk with them.
- 8.30 A Walking Bus provides a way of making walkers (or their parents) feel more comfortable, whilst providing perceived safety in numbers, as well as making walking fun. It allows groups to organise and walk together, increasing visibility and reducing the feeling of vulnerability which some may otherwise feel.
- 8.31 Its greatest potential is for schoolchildren. It allows the supervision of children by a minimum number of adults, whilst providing a fun and perceptibly safer means of getting to and from school by the most sustainable means.
- 8.32 It will be made available for members of the existing community as well as residents of the new development.
- 8.33 The TPC will set up, and organise, walking buses. This will include setting out routes, times, stops and training adults to supervise the 'buses'.

Travel Vouchers

- 8.34 For every dwelling there will be up to two travel vouchers provided up to the value of £50 each (based on the price of a 4 week bus ticket). The travel vouchers can be used to purchase bus tickets, rail tickets or can be used towards the purchase of a bicycle.
- 8.35 A form will be included within the Resident Travel Pack for residents to specify how they would like to use their travel vouchers.
- 8.36 This is a financial incentive that will promote the use of sustainable transport.

On-Site Car Club

- 8.37 The provision of an on-site car club will be considered for this site. Co-wheels has expressed an interest in providing a car club vehicle at the proposed development. Co-wheels is an independently owned national car club, providing low emission, hybrid and electric cars for

organisations and communities in the UK, on a pay-as-you-go basis. Co-wheels provide a cheaper, greener and more convenient alternative to owning and using your own car.

- 8.38 Co-wheels have indicated that the proposed development is ideal for car club provision, and that the location offers significant car club potential.
- 8.39 Members of a Co-wheels car club scheme are able to book a car online or by telephone and are able to book a car for a minimum of 30 minutes. The cars then need to be returned to their original bays at the end of the booking.
- 8.40 Car clubs help provide better travel options for people and are ideal for people who only occasionally need access to a car.
- 8.41 The Carplus Annual Survey for England and Wales 2016/2017 demonstrates that car club schemes have the following benefits:
- 63% of longer-term member households travelled 500 miles or fewer in car club vehicles;
 - 12% of respondents joined because they had sold or disposed of their private car. These members require access to cars occasionally but find it preferable to have access to a car club vehicle rather than keep their own.
 - 27% of members said they would have bought a car if they had not joined a car club;
 - Car club vehicles typically produce 29% less CO₂ than the national average car; and
 - Car club members saved 49,220 tonnes of CO₂ in the past 12 months.

Cycle Train

- 8.42 A cycle train provides a way of making cyclists (or their parents) feel more comfortable when cycling on the road. It allows people to form a train of cyclists, increasing visibility and reducing the feeling of vulnerability which inexperienced cyclists may feel.
- 8.43 This has the potential to materially change travel habits within this community, both for schoolchildren and commuters.
- 8.44 The TPC will set up and encourage the use of cycle trains. This will include setting out routes, stops and training 'train drivers' and 'guards'.

- 8.45 Cycle trains are becoming more popular, with trains currently operated in Brighton and Hertfordshire, for example.
- 8.46 'Bike It' is a Sustrans initiative aimed at encouraging children to take up cycling and view it as a viable mode of transport, particularly for the journey to and from school.
- 8.47 The TPC will liaise with the local 'Bike It' representative to see how this Travel Plan can support School Travel Plans and increase the number and type of trips undertaken by children by bike.

Broadband

- 8.48 Each house will be provided with a facility for broadband connection which will allow access to online resources including car sharing websites, car club schemes and public transport information.

Home Deliveries

- 8.49 The TPC will promote and raise awareness of the potential time, cost and environmental savings of home deliveries, including supermarket deliveries. Three of the big four supermarkets, Sainsbury's, Asda and Tesco, all offer home delivery services, as does Waitrose via Ocado. The majority of online retailers also now offer home delivery services.
- 8.50 There is potential within the IGS generally to introduce home delivery hubs, to collate deliveries in a central place, reducing the need for additional journeys to collect deliveries made when nobody was at home to receive them.

Information Technology Systems

- 8.51 There is potential for the introduction of app based buddy schemes, car sharing schemes and taxi sharing schemes, to promote these methods of travel and make them more accessible to more people.

9 MONITORING & REVIEW

9.1 It is important a thorough Travel Plan monitoring system is put in place. The two main reasons for monitoring of the Travel Plan are:

- To provide feedback so the Travel Plan can be refined; and,
- To measure the level of success in meeting identified targets using key performance indicators.

9.2 A framework for the monitoring and review strategy is outlined in this section.

Monitoring Strategy

9.3 In general, and in accordance with the Department for Transport (DfT) Good Practice Guide 'Delivering Travel Plans through the Planning Process', an effective monitoring and review programme is set out below.

9.4 The Travel Plan will be a living document, allowing for continuous development and refinement, which will ensure it remains relevant.

Traffic Counts

9.5 Access to the site will be provided via two new signalised junctions with Henley Road. In addition, a vehicular road bridge will also be situated over the railway line to provide a link with the Fonnerau Village site to the south. It is proposed that automatic traffic counters are placed on all three of these roads to quantify the volume of vehicle movements travelling into and out of the site.

9.6 The counters will be left in situ for a full week. The automatic traffic count surveys will take place during the typical term time period to account for usual traffic conditions. The surveys will initially take place on occupation of the 100th dwelling and then annually.

Residents' Travel Survey

9.7 In addition to the above, an initial development travel survey will also be undertaken upon occupation of the 100th dwelling to ensure that there is a reasonable sample of residents to undertake the initial monitoring. Households and residents will be requested to complete a questionnaire in order to provide baseline travel data. The TPC will administer and collect the questionnaire, which will monitor the mode splits being achieved for single occupancy

car trips, and those made by sustainable (other) modes, for journeys to work, journeys to school and other journeys that are statistically significant.

- 9.8 The initial development survey represents Year 0 in terms of the monitoring programme.
- 9.9 The initial monitoring will be used to develop a Full Travel Plan.
- 9.10 Following submission of the Full Travel Plan, further traffic and residents travel surveys will be carried out annually to monitor progress towards the interim and final targets.
- 9.11 The Full Travel Plan will be implemented and monitored annually until one year after occupation of the final (1,100th) dwelling.
- 9.12 Monitoring of the following is also useful to judge whether the implementation or proportion of certain measures needs to be modified. These factors will be monitored on a constant basis:
- Monitor the level and uptake of walking bus, cycle train initiatives;
 - Monitor usage of footways, footpaths and cycle facilities;
 - Monitor parking spaces and the level of on-street parking within the development area;
 - Monitor Bus patronage;
 - Monitor rail patronage;
 - Monitor take up of car sharing amongst the community;
 - Monitor the quality of routes;
 - Record comments received from residents relating to the operation and implications of the Travel Plan.

Review

- 9.13 The Travel Plan will be reviewed annually by the TPC and the appropriateness and success of travel targets will be reviewed as necessary, with any additional measures identified if the Travel Plan is failing to meet its targets.

Remedial Measures

- 9.14 Should monitoring and review activity identify that the travel plan is failing to meet its targets, a series of remedial measures will be implemented in agreement with IBC and SCC. Remedial measures could include the following:

- Extend monitoring period of the development;
- More active marketing and promotion of the travel plan and sustainable travel information;
- Further personalised travel planning (Smarter Choices Plan) to residents;
- Promotion of active travel events such as [Bike Week](#) and [National Walking Month](#); and
- Further incentives for residents to travel sustainably to/from the development by way of subsidised travel vouchers.

9.15 The remedial measures are different to the Travel Plan measures and the exact nature of what, if any, remedial measures are required will be identified through the monitoring and review process in conjunction with SCC.

Reporting

9.16 Following the annual review of the progress of the Travel Plan a report will be prepared, outlining the results of the monitoring in the preceding period, measures that have been implemented and any suggested changes to targets and measures as a result of the survey data.

9.17 The monitoring report will include the following aspects:

- Site name and address;
- A summary of the Travel Plan;
- How and when monitoring information was gathered;
- Whether travel patterns are meeting objectives and targets; and
- Proposals to further develop the Travel Plan and make revisions to measures and targets if targets are not being met.

9.18 A full comprehensive report will be issued at the last year of the Travel Plan.

Mitigation

9.19 The aim of the Travel Plan is to achieve the appropriate modal shift targets within the dates defined.

9.20 In the event that the monitoring and review process finds any aspect of the Travel Plan is underperforming and targets are not being achieved, the possible reasons for the failure will be discussed along with what further improvements that could be implemented at the site in order to meet the targets. An action plan will be drawn up in order to get the Travel Plan back on track.

10 ACTION PLAN

- 10.1 The Action Plan outlined below in **Table 10.1** sets out the measures included within the Travel Plan that are directed at influencing residents.
- 10.2 The action plan will be revised every year following each Annual Travel Plan Review

Table 10.1- Action Plan for Travel Plan Measures

Measures	Notes	Target Date	Method of Monitoring	Responsibility
General				
Appointment of Travel Plan Coordinator (TPC)	Part-time role	Upon Development	N/A	Developers
Information Provision				
Sustainable travel notice board	Public transport timetables and walking/cycle routes.	Upon Development	N/A	TPC
Residents Travel Pack	Detail of TPC, map, timetables and travel vouchers	On Occupation	N/A	TPC
Smarter Choices Plan	Offer and provide personalised travel advice to existing households	Prior to Occupation of 500 th Unit	Subject to separate reporting process	Developer
Walking / Cycling				
Provision of secure cycle parking	Cycle parking to be provided for residents	Provided as part of development process	Spot checks as part of maintenance rounds	TPC
Establish a resident Bicycle User Group	Group of interested cyclists to promote and improve cycling.	Within first year of development	Report back to TPC	TPC
Encourage walking and cycling through awareness events such as National Bike Week	Events to be promoted throughout the TPC	Annual event	TPC to monitor participation levels	TPC
Vehicles				
Establish car share scheme		Upon Development	TPC responsible for database	TPC

11 SUMMARY

11.1 This Interim Travel Plan forms the framework within which management of travel will occur for the proposed development. The purpose of travel management is to maximise an energy efficient and socially inclusive environment in the context of the development of the site, and enhance and promote connectivity, amenity, and sustainable travel.

11.2 To support this, Crest, have committed to consider measures that include:

- Provision of a TPC, with funding for day to day management of the Travel Plan;
- Significant walking and cycling infrastructure improvements, management and funding;
- An internal layout which places walking and cycling at the top of the transport hierarchy;
- Travel Vouchers that can be exchanged for public transport tickets or put towards the cost of a bicycle;
- Public transport improvement schemes;
- Walking buses, cycle trains and other initiatives to encourage active modes of travel;
- Significant integration with the neighbouring communities, and with the Council's sustainability officers;
- Targets and Monitoring; and
- Remedial Measures.