

APPENDIX 2: COUNTRY PARK INDICATIVE PROGRAMME

IGS Country Park - HRA indicative phasing based on total IGS houses

Phase one (prior to occupation of residential units)

Accommodation (modular building) plus services

Temp path routes

Fencing and ditching

Sub-soil ploughing etc

Meadow sowing (7.5ha)

Tree planting (2 hectares, approx 3000 whips)

Dog area and exclusion fencing

Dog bins (establishment and year one emptying)

Phase 2 (occupation of 50th residential unit)

tree planting (3 ha; approx 4000 whips)

fencing for natural regeneration

meadow sowing (5ha)

community engagement, est Friends Group

Phase 3 (occupation of 200th residential unit)

Perimeter fencing, ditching

Establish 'yard/compound' with compost toilet,

temp/informal car park (Westerfield Road)

install dog friendly features, dog play area

Tree planting (including community orchard)3ha

fencing for natural regen

Meadow sowing (remainder - 2ha-4ha)

path surfacing approx 3km

events programme (materials etc)

Phase 4 (occupation of 400th residential units)

Pond creation in appropriate areas (additional to SUDs)

Wetland creation/restoration

Tree planting (with new residents) 1ha

Path construction (2km approx)

Temporary visitor facilities, toilets, shelters

Information boards, leaflets, artworks etc

Phase 5 (occupation of 600th residential unit)

Tree planting with new residents (approx .5ha)

Path improvements

Phase 6 (occupation of 800th residential unit)

Visitor centre design development

Plan visitor centre and related facilities (consultants)

Phase 7 (occupation of 1200th residential unit)

Build visitor centre, car park and play area

Appoint centre/reception staff

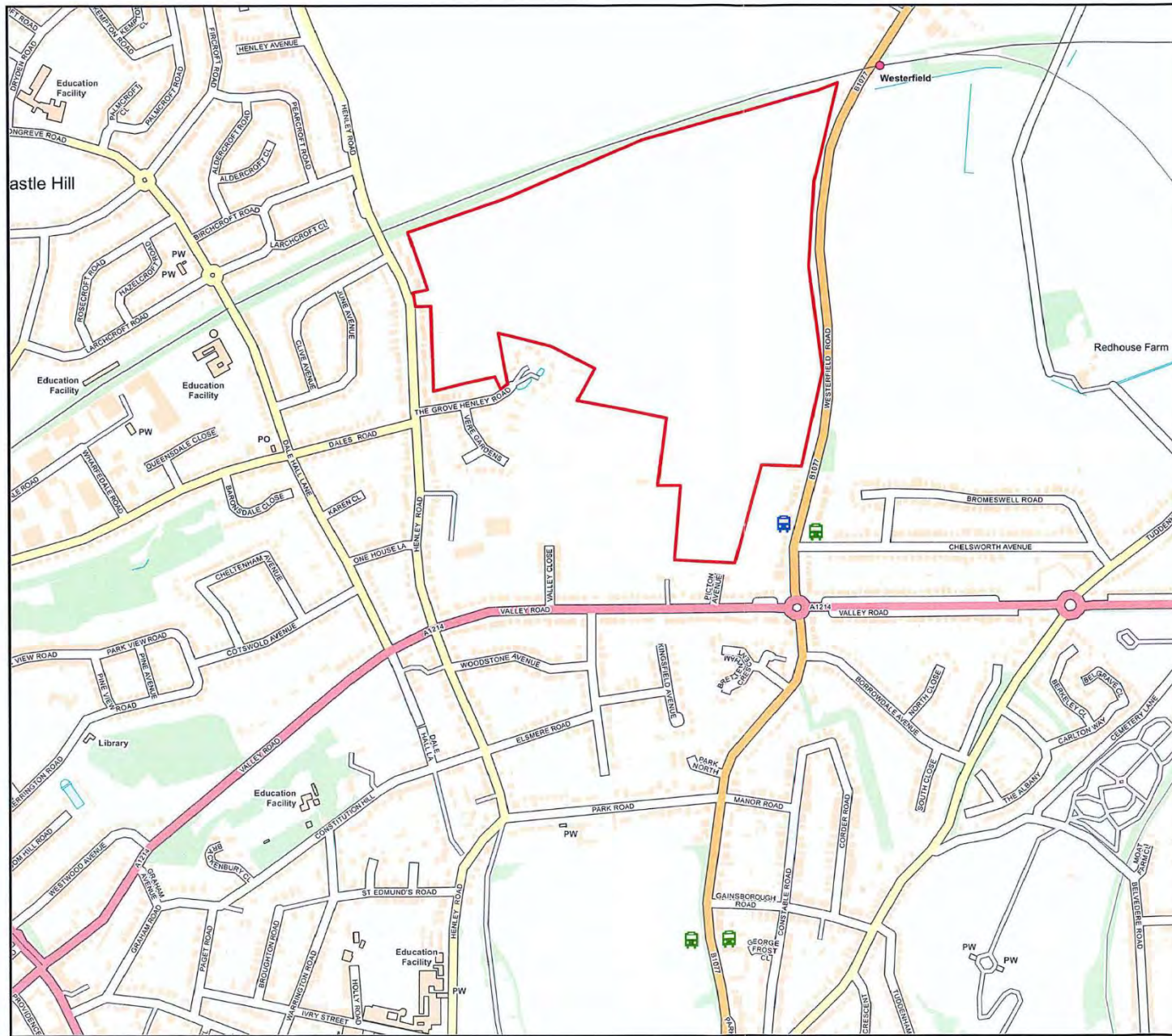
Tree planting (with new residents) <0.5 ha

Phase 8 (occupation of 1500th residential unit)

Main maintenance phase begins

Full events programme

APPENDIX 3: BUS STOPS TO BE IMPROVED (DRAWING NUMBER 447 – G116 REV A)




NOTES

Legend

- Site Boundary

Improvements to Existing Bus Stops - Subject of Section 106 Contribution

- Bus accessible kerbs
- Bus shelters (where practical)
- Real time passenger information



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**CBRE SPUK III (No 45) Ltd
& Mersea Homes (Ipswich) Ltd**

PROJECT:

Land West of Westerfield Road
Ipswich

DRAWING TITLE:


**Off-Site Bus Stop
Improvements**

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APPENDIX 4: INTERIM TRAVEL PLANS

**CBRE SPUK III (NO 45) LTD &
MERSEA HOMES (IPSWICH) LTD**

**LAND WEST OF WESTERFIELD ROAD,
IPSWICH**

Interim Residential Travel Plan

September 2018

REPORT CONTROL

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PLANS

Plan 1 – Site Location from a Strategic Perspective

Plan 2 – Site Location in a Local Context

Plan 3 – Proposed Master Plan: Development Framework

Plan 4 – Pedestrian Catchment Plan

Plan 5 – Cycle Catchment Plan

1 INTRODUCTION

1.1 Introduction

1.1.1 This Interim Residential Travel Plan has been prepared by Croft Transport Solutions with respect to the development known as Fonnereau Village in Ipswich. The purpose of this document is to identify the range of measures which could be included within a Final Residential Travel Plan for the development which will continuously evolve as the various development phases are brought forward.

1.1.2 This document relates to the residential development at Fonnereau Village, with a separate Interim Workplace Travel Plan having also been developed for the commercial elements of the development.

1.1.3 The masterplan for the development and an agreed package of funding and infrastructure works will ensure that access arrangements include excellent pedestrian and cycle infrastructure along with a bus service strategy. The purpose of the Travel Plan strategy is to encourage residents and people working on the site to favour the use of sustainable modes rather than the private car.

1.2 Travel Plan Structure & Objectives

1.2.1 The purpose of the Interim Residential Travel Plan is to set out the parameters for the long-term Full Residential Travel Plan. The Full Residential Travel Plan will be submitted to the Council following a Travel Plan survey which will be completed within 1 month of the occupation of the 100th residential dwelling. The Full Residential Travel Plan will then be written and submitted to the planning and highway authorities within 3 months of the completion of the survey.

1.2.2 It will be the responsibility of the Lead Developer through the appointment of a Travel Plan Co-ordinator of the site to ensure that the obligations of the Interim and Full Residential Travel Plans are defined and implemented as the development commences.

1.2.3 It will be the responsibility of the Travel Plan Co-ordinator to ensure that the Full Residential Travel Plan achieves the key objectives of the overall travel planning for the development, namely:

- Reduce the need to travel;
- Maximise the use of walking and cycling as the primary mode of travel;
- Maximise the use of public transport services as the primary mode of travel;
- Maximise opportunities for car sharing journeys;
- Promote healthy lifestyles and sustainable vibrant communities; and
- Reduce road danger and protect vulnerable road users.

1.2.4 The structure of this Interim Residential Travel Plan sets out a brief consideration of the location and transport credentials of the development. It then sets out the main elements that will be required to be included in the detailed Final Residential Travel Plan document to be submitted.

1.3 S106 Travel Plan Support

1.3.1 The developer has entered into an agreement with the highway and planning authorities, via a Section 106 agreement, to provide funding for transport infrastructure and various elements of the Travel Plan.

1.3.2 In terms of the Travel Plan, the developer has agreed to the following:

- Prepare and implement this Interim Residential Travel Plan and a future Full Residential Travel Plan;
- Agree to a monitoring and review strategy, including targets;
- Fund a Travel Plan Co-ordinator;
- Provide funding to allow the Council to evaluate and support the Travel Plan process;
- To respond satisfactorily to Travel Plan Notices issued by the County Council, if the implementation of the Travel Plan is deemed by them to be unsatisfactory;
- Provide a Travel Plans Implementation Bond which can be used by the Council to implement the travel Plan should they so need to; and

- Provide funding for public transport tickets or cycle equipment for each dwelling.

1.3.3 All of the above will provide surety that the Travel Plans will be implemented successfully.

1.4 Site Location

1.4.1 The application site is an area of land located between Westerfield Road (to the east), Henley Road (to the west) and the main Ipswich to Felixstowe / Lowestoft rail line (to the north). The site lies approximately 1.8km to the north of Ipswich town centre.

1.4.2 The application site consists of approximately 43 hectares of agricultural land and it is shown from a strategic perspective in **Plan 1**, with **Plan 2** displaying it in a local context. A masterplan is provided as **Plan 3**.

1.4.3 The application site is known as Fonnereau Village. This is part of a wider development area collectively known as the Ipswich Garden Suburb (IGS) and which also includes:

- Henley Gate (east of Henley Road and north of the railway line);
- Red House Farm (east of Westerfield Road); and
- Ipswich School site (immediately to the south west of the Fonnereau Village development).

1.4.4 This Interim Travel Plan focuses on the Fonnereau Village site. It is acknowledged that in the future it could be co-ordinated with the adjacent IGS sites to ensure a broadly consistent Travel Planning approach.

1.5 Existing Pedestrian Network

1.5.1 The development site is well served by existing pedestrian facilities. To the eastern side of the site, footway and street lighting are provided along the eastern channel line of Westerfield Road carriageway from Westerfield railway station to Valley Road. Directly south of the development site on Westerfield Road (where the speed limit changes from 40mph to 30mph), footway and street lighting are provided on both sides of the Westerfield Road from this point heading south until its junction with the A1156.

- 1.5.2 To the south of the site, Valley Road runs from the east to west linking Westerfield Road to Henley Road. There is a good level of pedestrian facilities provided along Valley Road with footways and street lighting provided along both sides of the carriageway. In addition, dropped kerbs and tactile paving are provided at numerous strategic locations along its length. Approximately 50m east of the existing Westerfield Road / Valley Road roundabout, a Toucan crossing is provided and pedestrian crossing facilities are also provided within the signalised junction at Henley Road / Valley road on all approach arms.
- 1.5.3 Henley Road is located along the western side of the development site, leading from Henley in the north, connecting to Valley Road to the southwest of the site before continuing south to the A1156. The pedestrian infrastructure and provision along Henley Road is also provided to a good standard with footways and street lighting provided along both sides of the carriageway as well as dropped kerbs and tactile paving being provided at strategic locations along its length.
- 1.5.4 A plan showing the 1km and 2km walking catchment areas from the development site is included as **Plan 4**. This plan also highlights the Public Rights of Way (PROW) in the vicinity, along with the location of local amenities.
- 1.5.5 As it can be seen from this plan, there are a number of Public Rights of Way which cross the development site linking it to The Grove (a small residential street off Henley Road), Westerfield Road, Valley Road and Westerfield village and railway station. The PROW route that passes through the site is referred to as 'Fonnereau Way' – this path begins at Ipswich railway station and crosses Christchurch Park before directly crossing the development site onto Westerfield. As a result, there is a pedestrian access to the site from the town centre which is already well established and has been incorporated into the final masterplan for the site.
- 1.6 Existing Cycle Network**
- 1.6.1 Cycling has the potential to replace short car journeys, particularly those under 5 kilometres. At a leisurely cycle speed of 10 miles per hour this would equate to a journey of around 25 minutes.

- 1.6.2 **Plan 5** demonstrates a 5km cycle catchment from the development site and also shows existing cycle routes surrounding the site. As can be seen from this plan, a 5km cycle catchment includes the entire Ipswich urban area, with the exception of some predominantly residential areas to the south of the town.
- 1.6.3 This plan also highlights that there is extensive cycle infrastructure within Ipswich and the areas surrounding the town centre, including in the vicinity of the development site
- 1.6.4 Westerfield Road is described as an 'advisory cycle route' along with several other streets in close proximity to the site. Valley Road currently has on-road cycle lanes with advance cycle stop lines being provided at the signalised junctions of Dale Hall Lane / Valle Road and Henley Road / Valley Road. Dale Hall Lane also has on-road signed cycle routes. A toucan crossing is also provided to the east of the Westerfield Road roundabout. Most of the Tuddenham Road corridor and the Dale Hall Road/Henley Road/Fonnereau Road corridor are signed on-road cycle routes.
- 1.6.5 To the north of the development site, the National Cycle Network on-road route 1 (NCN1) runs through Westerfield village, along Lower Road.
- 1.6.6 The section of 'Fonnereau Way' which passes through the development site is to be upgraded to a shared pedestrian/cycleway.
- 1.6.7 The topography of the area surrounding the site and Ipswich in general is conducive to cycling, and along with the existing facilities, it is considered that cycling will be an attractive mode of travel for residents / users of the development site.
- 1.7 Existing Bus Service**
- 1.7.1 The Chartered Institute of Highways and Transportation's (CIHT) document 'Planning for Public Transport in Developments' recommends that new developments should have a maximum walking distance of 400m to the nearest bus stop.

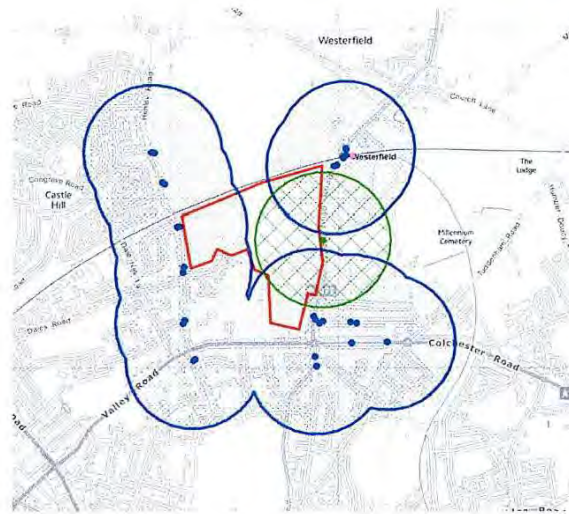


Figure 1.1: Existing bus stops within 400m of the site

- 1.7.2 Existing bus stop locations and 400m catchment areas are shown in **Figure 1.1** above. This Plan also shows the addition of the temporary bus stop on Westerfield Road proposed as part of the early development of the site. This shows that there are numerous bus stops within the vicinity of the site and that the vast majority of the proposed development is conveniently accessible by existing bus services. The accessibility will be further enhanced once the proposed dedicated bus service commences through the site.
- 1.7.3 The majority of these stops consist of a post and sign with some providing timetable information. Only one stop, the southbound stop to the north of Westerfield railway station on Westerfield Road, provides a shelter and seating. These stops provide access to existing bus services that operate along Westerfield Road, Chelsworth Avenue and Henley Road. **Table 1.1** provides route details and frequency for each of the main services operating from those bus stops.

| Route | From | To | Via | Frequency | Operator |
|-------|--------------------------|--------------------|-------------|-------------------------|---------------|
| 7 | Ipswich – Tower Ramparts | Anglia Retail Park | Henley Road | Every 60 mins (Mon-Sat) | Ipswich Buses |

| | | | | | |
|----------------|---|--------------------------|-------------------|---|-------------------|
| 59 | Ipswich – Tower Ramparts | Rushmere | Chelsworth Avenue | Every 60 mins 10.00 – 15.00 (Mon-Sat) | First Group |
| 115/116 | Ipswich – Old Cattle Market bus Station | Wetheringsett / Debenham | Henley Road | 5 services per day (Mon-Sat) | Galloway European |
| 118/119 | Ipswich – Old Cattle Market bus Station | Framlingham | Westerfield Road | 2 Buses during AM peak (Mon- Friday). Every 60-90 mins at all other times (Mon – Fri) | Galloway European |

Table 1.1: Existing Bus Services

1.7.4 In summary, Services 118/119 operate directly along Westerfield Road and provide an adequate level of existing bus service, including two services into Ipswich in the morning peak and two from Ipswich in the evening peak. The 59 route also provides additional services to/from Ipswich during the day from the southern part of Westerfield Road.

1.7.5 Services 19 and 115/116 provide a good level of service in the Henley Road corridor.

1.7.6 These services provide access between the development site and Ipswich town centre as well as the surrounding areas of Castle Hill, Rushmere, Wetheringsett and Framlingham.

1.8 Existing Rail Service

1.8.1 Westerfield railway station is located approximately 500m north of the development along Westerfield Road which is within the acceptable walking distance of 800m as stated within CIHT's guidance document 'Planning for Public Transport in Development'.

1.8.2 There is presently a continuous footway that runs along the eastern edge of the Westerfield Road carriageway, linking to the rail station and Westerfield Village. Westerfield Station also features disabled access and cycle parking facilities in the form of two Sheffield stands (four bicycle spaces).

1.8.3 Regular services operate from **Westerfield** which is predominantly served by the Ipswich to Felixstowe service though occasional Ipswich – Lowestoft services also call at the station. The service pattern can be described as follows:

- Early morning services start around 05:30 (1 hour later on Saturday) and are hourly or more frequent through the morning peak period;
- From around 09:00 there is a regular hourly frequency service until approximately 23:00 (Monday – Saturday);
- On Sundays, there is an hourly service between Felixstowe and Ipswich from around 09:30 until around 22:00. The Ipswich – Lowestoft service (1 per 2 hours) also calls at Westerfield.

1.8.4 Ipswich rail station offers a greater choice of destinations, including London, Norwich and Cambridge and the wider strategic rail service which could be incorporated as part of a train interchange journey or as part of a linked journey using other sustainable travel modes.

1.9 Existing Local Amenities

1.9.1 Fonnereau Village is a mixed-use scheme that will incorporate a number of amenities which will allow for internal trips to be made on foot and by cycle. The facilities provided within the development will include a primary school, food retail and community facilities.

1.9.2 Other facilities, including a secondary school, will come forward across the wider IGS as it is implemented.

1.9.3 Furthermore, the local area surrounding the site also provides numerous amenities which are highlighted in **Plan 4**. This shows that within a convenient walking catchment area from the site, there are numerous amenities that could be utilised by residents of the proposed development. These include:

- Leisure facilities and Sports Clubs;
- Post offices;
- Primary Schools;
- Secondary Schools;
- Convenience store;
- Dentists; and

- Doctors' surgeries.

1.9.4 Existing primary schools include Dale Hall Community Primary School and Castle Hill Infant and Junior School. Thomas Wolsey School provides education for 3-16 year olds with physical and sensory needs. All of these schools are located to the west of the site and could be accessed via proposed pedestrian routes onto Henley Road.

1.9.5 The Orminston Endeavour Academy provides the nearest secondary school, and again could be accessed via Henley Road. Northgate Secondary School can also be accessed from Westerfield Road.

1.9.6 Safe routes to all of the facilities will be included within the Residential Travel Pack.

1.10 Existing Accessibility Conclusion

1.10.1 The aforementioned highlights that the development site is well located in terms of pedestrian/cycle infrastructure, public transport services and in the provision of local amenities, all of which will help encourage and promote travel by means other than the private car.

2 MASTER PLAN PROPOSALS

2.1 Land Uses

2.1.1 It is proposed that the development site will include a mix of different land uses. In summary, the site is proposed to include the following schedule of development:

- residential development up to 815 dwellings;
- district centre, comprising food retail (up to 3,333 sqm), non-food retail (up to 2,033 sqm) and community facilities;
- primary school;
- green infrastructure.

2.1.2 The proposed scheme will be also be developed in a number of phases, with Phase 1 providing approximately 175 dwellings and the remaining phases increasing this to 815 dwellings together with the district centre uses.

2.1.3 The site is part of the wider Ipswich Garden Suburb. These additional proposed developments include the Henley Gate site, the Redhouse Farm site (which is proposed to include a secondary school) and the Ipswich School site. It is envisaged that a high level of infrastructure will be provided to ensure connectivity and permeability between these sites. An outline of the expected infrastructure is contained in the 'Ipswich Garden Suburb SPD Interim Guidance'.

2.2 Access Points

2.2.1 Several access points are proposed as part of the development scheme and these are depicted in **Figure 2.1**.

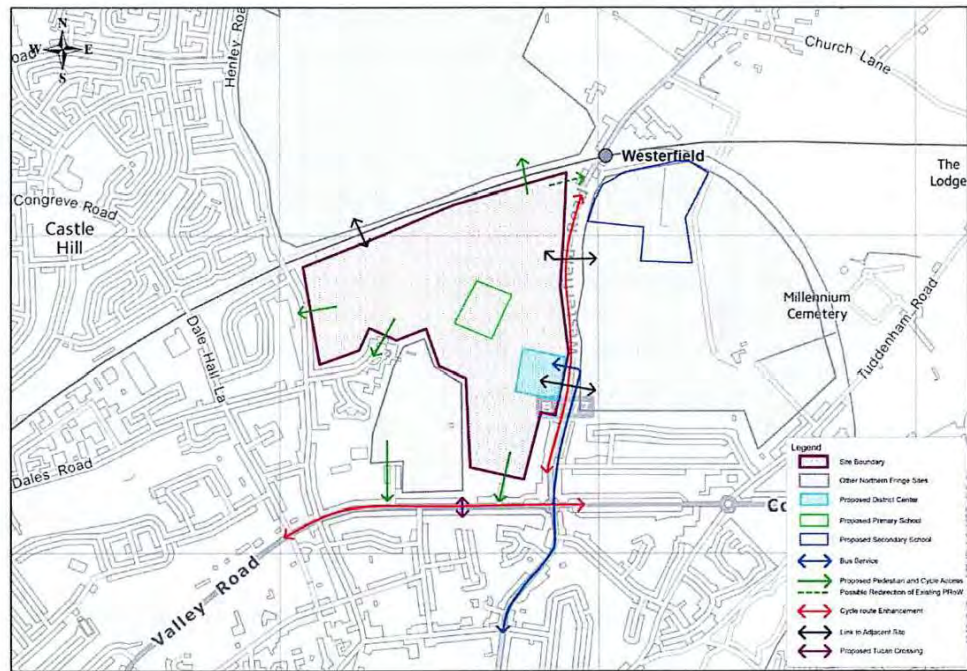


Figure 2.1 Site Access Arrangements

2.2.2 As it can be seen from Figure 2.1, Westerfield Road provides two vehicular access points. Additional pedestrian/cycle access points will also be provided to Westerfield Road, Henley Road, The Grove, Fonnereau Way (south) and Picton Avenue. Fonnereau Way also provides a link to the north and to Westerfield village.

2.2.3 As mentioned, as part of the wider IGS development, it is expected that a high level of connectivity and permeability between Fonnereau Village, Henley Gate and Red House Farm will be provided. This will include a vehicular bridge across the railway line, linking Fonnereau Village with Henley Gate. In addition, a pedestrian/cycle bridge over the railway line is proposed to the northeast to enhance connectivity between these two sites.

2.2.4 Moreover, the future development of Westerfield Road to include the proposed site accesses of Red House Farm (adjacent to Fonnereau Village) will help provide a high level on connectivity between these sites. It is expected that pedestrian/cycle crossing facilities and infrastructure will be provided at strategic locations along Westerfield Road to further enhance this connectivity with the Red House Farm site.

2.3 Section 106 Infrastructure

2.3.1 The developer has entered into an agreement with the highway and planning authorities, via a Section 106 agreement, to provide funding for transport infrastructure, including the following:

- Funding towards improvements to public rights of way including Bridleways 1 & 21;
- Funding towards off-site sustainable transport measures including pedestrian and cycle routes;
- Funding towards bus services to Ipswich town centre and bus stops;
- Funding towards improved infrastructure at Westerfield railway station, including shelters, information screens, cycle storage, security improvements and ticket machines; and
- Provide linkages and land to allow vehicular, pedestrian and cycle access across the railway line to the north.

2.4 Proposed Pedestrian and Cycle facilities

2.4.1 As highlighted by Figure 2.1, the proposals will allow for a high level of access to the development via numerous locations. The main enhancements to pedestrian and cycle provisions as part of the proposals are:

- Provide shared footways/cycleways within the development site, parallel with the western side of Westerfield Road and leading from the northern section of the development site to the southeast point before connecting to the existing footway on Westerfield Road;

- Provide pedestrian/cycle crossing facilities on Westerfield Road and improved linkages to Westerfield Station;
- Provide suitable pedestrian/cycle facilities at all access points;
- Provide pedestrian/cycle crossing facilities along Valley Road in the vicinity of Fonnereau Way and Picton Avenue;
- Provide access to the proposed bridge link over the railway line between Fonnereau Village and Henley Gate;
- Appropriate infrastructure to ensure permeability throughout the site for these modes of travel;
- Ensure appropriate pedestrian/cycle facilities are provided during the scheme construction;
- Give appropriate consideration to the needs of mobility impaired users, people with visual impairments and pushchair users during the scheme design; and
- Fund further enhancements through the S106.

2.5 Proposed Public Transport Improvements

2.5.1 The 'Ipswich Garden Suburb SPD Interim Guidance' outlines an anticipated service pattern. This has been used as the assumed service pattern for the purposes of this Travel Plan.

2.5.2 The expectation is to have two bus routes to/from Ipswich town centre which would both travel along the Westerfield Road corridor and then access the Ipswich Garden Suburb sites. One would travel into the Fonnereau Village site and continue to the Henley Gate site and the other would loop to the east to serve the Redhouse Farm site, though the latter would also pass close to the district centre adjacent to Westerfield Road. These are shown diagrammatically in **Figure 2.1**.

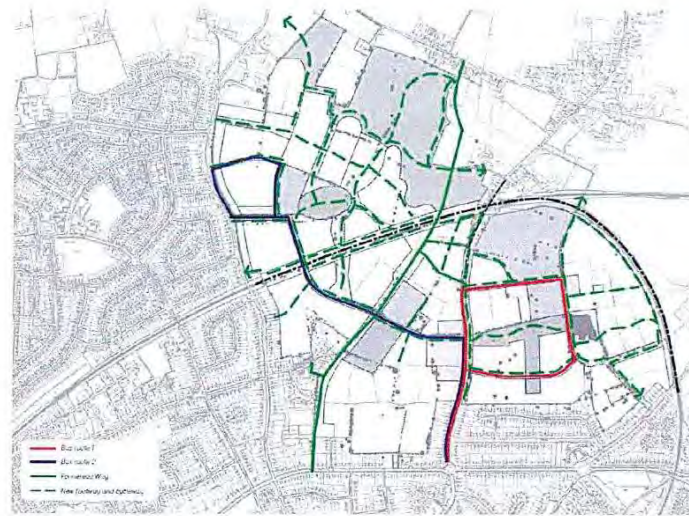


Figure 2.1: Bus Services Envisaged in SPD Guidance

- 2.5.3 This pattern of services has a number of advantages. Firstly, the use of two services avoids the potential long journey times which might be associated with attempting to serve all the development sites with a single service. Secondly, it concentrates on the Westerfield Road corridor which is presently less well served by existing bus services than the Henley Road corridor.
- 2.5.4 During the early stage of development, it will not be possible for a bus service to directly access the site and it is therefore proposed that a temporary bus stop is provided on Westerfield Road. This ensures that newly constructed dwellings will be within a 400m walking distance of the nearest bus stop.
- 2.5.5 The existing 118/119 services travel along Westerfield Road. These services currently provide an adequate level of service, including two or more services to/from Ipswich in the AM and PM peak periods.
- 2.5.6 Once the road infrastructure in the vicinity of the district centre is completed, it will be possible for bus services to directly enter the site.

- 2.5.7 During this stage of development, the bus service will operate between Ipswich town centre and the development site. The service will approach the site via Westerfield Road, entering and leaving by the southern signalised access onto the Westerfield Road. The internal road network of the site will ensure that there is a means for the bus service turning around.
- 2.5.8 Once the internal spine road and the new railway bridge is in place the internal spine road will provide a link to the Henley Gate site.
- 2.5.9 This link will enable the bus service to be extended to the Henley Gate site. This provides the opportunity to establish the final pattern of services for the Fonnereau Village and Henley Gate sites, which is presently assumed to be that set out in the 'Ipswich Garden Suburb SPD Interim Guidance'.
- 2.5.10 Funding for the bus service plus improvements to bus and rail infrastructure will be secured via the Section 106 agreement.

2.6 Proposed Parking Provisions

- 2.6.1 The masterplan will provide parking in accordance with Local parking standards for the various land uses in order to minimise the number of vehicles parked on the internal roads. Provision will also be made for mobility impaired users.
- 2.6.2 On-road parking restrictions along the main internal spine road will be implemented to avoid congestion and to assist bus operation through the site.
- 2.6.3 On-site cycle parking will be provided at strategic locations on site to promote cycling as a sustainable mode of travel. Cycle parking will be in accordance with local guidance.

3 PROPOSED TRAVEL PLAN MEASURES

3.1 Residential Travel Plan Structure

3.1.1 This Interim Residential Travel Plan sets out a broad set of measures to help encourage and promote sustainable travel at the development site. This set of travel planning measures will form the basis for the Full Residential Travel Plan, which will be submitted within 3 months of the initial Travel Plan Surveys having been completed. These surveys will occur at the time of the 100th residential occupation.

3.1.2 The Full Residential Travel Plan will be finalised following consultation with Suffolk County Council's Travel Plan Team. This will ensure that an approach is taken which is consistent throughout the Ipswich Garden Suburb sites.

3.1.3 An early focus of the Interim Residential Travel Plan will be:

- To ensure full delivery of the framework policies; and
- To promote the Framework Residential Travel Plan to residents.

3.1.4 Clearly, a number of these measures also have a wider benefit than to just the residents of the proposed development and would assist existing local residents and visitors.

3.1.5 Moreover, as the Henley Gate and Red House Farm developments are brought forward, liaison and consultation with their respective Travel Plan Co-ordinators is important to ensure consistency in travel planning approach as well as enhancing the effectiveness of travel planning for all sites.

3.1.6 The final measures and actions to be implemented will be determined by the Travel Plan Co-ordinator (discussed later in Section 4 of this report). However, the likely requirements for the Full Residential Travel Plan are summarised in the following paragraphs.

3.2 Walking

3.2.1 Measures to encourage journeys by foot will include:

- The promoting, publicising and providing information on walking (including health benefits), maps, information of local walking routes and distances as well as details on footpaths and networks being incorporated into the development site;
- Improvements and extensions to the local walking routes and crossing facilities; and
- Provision of welcome packs to residents within the development site which would include all the relevant walking information.

3.3 Cycling

3.3.1 Measures to encourage cycle travel will include:

- The promoting, publicising and providing information on cycling (including health benefits) and maps, as well as information on local cycle routes and distances;
- Provision of welcome packs to residents within the development site which would include all the relevant cycling information;
- Provision of safe and secure on-site bicycle parking;
- Marketing of local cycle shops;
- Provision of a fund to allow residents to purchase cycle equipment through the Section 106;
- Improvements and extensions to local cycle routes and crossing facilities;
- Providing information to residents in respect to potential cycle to work schemes;
- Investigate the feasibility of establishing a Bicycle User Group (BUG) to act as a representative forum on cycling and to assist the promotion of cycling; and
- Provide information to residents in relation to opportunities for cycle training.

3.4 Public Transport

3.4.1 Measures to encourage public transport as an alternative to private car use include:

- The provision of a new bus service around the site and surrounding area;
- New and enhanced bus facilities and infrastructure including bus stops, shelters, seating and information;

- Enhanced links to Westerfield Station and the funding of improvements at the station;
- Provision of a Welcome Pack providing information on local public transport timetables, routes and costs; and
- Funding of public transport ‘taster’ tickets through the Section 106.

3.5 Car Sharing & Car Club

3.5.1 Measures to encourage residents and visitors of the scheme to include:

- Promote car sharing by informing residents and staff of its benefits, initially directing them to www.suffolkcarshare.com;
- Investigate the feasibility of setting up a car scheme specifically for those within the development;
- Promote and encourage car hire for weekend and vacation periods so that residents are encouraged to use public transport for their primary trips; and
- Investigate opportunities for introducing a Car Club, such as Co-wheels.

3.6 Promotion

3.6.1 To ensure that residents are aware of all the measures being provided at the site and within Ipswich to encourage sustainable travel, promotion through varying forms will be considered. Examples include:

- Notice boards in prominent locations;
- Internet and Community Travel website;
- E-mail;
- Social media; and
- Production of leaflets/brochures.

3.6.2 In addition, travel information welcome packs for all residents will be provided on occupation of each dwelling. The information in these packs will be regularly updated by the appropriate Travel Plan Co-ordinator.

4 IMPLEMENTATION

4.1 Introduction

4.1.1 The detailed measures to be brought forward at each stage of the development will be clearly defined within the Full Residential Travel Plan submission.

4.2 The Travel Plan Co-ordinator and Responsibilities

4.2.1 The implementation of the Travel Plan will require the appointment of a Travel Plan Co-ordinator.

4.2.2 A Travel Plan Coordinator will be appointed by the Lead Developer of the proposed development, prior to the development being occupied. The Travel Plan Coordinator will be responsible for the Residential Travel Plans, and will also have an over-arching role in co-ordinating other Travel Plans and initiatives.

4.2.3 Until such time as a Travel Plan Co-ordinator is appointed, the role will be covered by:

Mr Tim Russell – Croft Transport Solutions

Contact: 0161 667 3746 tim@crofts.co.uk

4.2.4 The contact details of the Travel Plan Co-ordinator will be provided to the planning and highway authorities and updated as necessary.

4.2.5 The Residential Travel Plan Co-ordinator will be responsible for:

- Implementing the Interim and Full Residential Travel Plan documents;
- Liaison with the different operators and suppliers;
- Liaison with the Local Authority and County Council;
- The provision of information for residents including the travel information pack;
- Arranging any necessary induction system on site to explain, for example, the use of the potential car club or car share scheme; and
- The ongoing monitoring and review of the scheme.

4.2.6 The position of Travel Plan Coordinator is envisaged to remain in position until one year after occupation of the final dwelling (unless an alternative methodology for managing the Travel Plan is agreed).

4.3 Funding

4.3.1 A budget will be set aside for funding the Travel Plan Coordinator and the ongoing running costs of the Travel Plan and associated measures.

4.3.2 In terms of the Travel Plan, the developer has agreed to the following through the Section 106:

- Prepare and implement this Interim Residential Travel Plan and a future Full Residential Travel Plan;
- Agree to a monitoring and review strategy, including targets;
- Fund a Travel Plan Co-ordinator;
- Provide funding to allow the Council to evaluate and support the Travel Plan process;
- To respond satisfactorily to Travel Plan Notices issued by the County Council, if the implementation of the Travel Plan is deemed by them to be unsatisfactory;
- Provide a Travel Plans Implementation Bond which can be used by the Council to implement the travel Plan should they so need to; and
- Provide funding for public transport tickets or cycle equipment for each dwelling.

4.3.3 All of the above will provide surety that the Travel Plans will be implemented successfully.

5 MONITORING AND PERFORMANCE

5.1 Introduction

5.1.1 The primary objective of the Travel Plan is to:

‘ensure that vehicle trip rates do not exceed the vehicular trip rates that were contained in the development’s Transport Assessment, assuming the application of trip rates that allow for the introduction of additional sustainable infrastructure.’

5.1.2 In order to ascertain the effectiveness of the Travel Plan, it is proposed that the sites travel patterns are established in order that future changes in travel can be established. Due to the differing land uses, the process for monitoring these travel patterns and the times at which they are analysed will vary. The residential travel survey will take place as follows:

- Residential travel survey – within a month of the occupation of the 100th dwelling;
- The survey will be repeated annually for a period of 5 years, or until 1 year after the occupation of the final dwelling, whichever is the later.

5.1.3 Residential travel surveys are likely to be in the form of a questionnaire and should identify the existing travel mode splits of all residents of the site. Therefore, the travel survey should be formed to establish:

- Typical mode of transport used to make journeys, details of these journeys and frequencies;
- Attitudes towards walking and cycling, car sharing and public transport;
- Distance travelled to work or school through the use of postcode information, and;
- An indication of the type of measures that may encourage people to change their usual mode of transport.

5.1.4 In addition, other methods of data collection will be used in conjunction with these surveys, such as:

- Traffic/multimodal surveys at the entrances to the development;
- Usage statistics for the bus service;
- Monitoring the use of any car-share facility for residents, employees and the schools; and
- Monitoring any Car Club usage.

5.1.5 The traffic count data will be used to establish a trip rate against which the success of the Travel Plan will be measured.

5.1.6 The results of these surveys will be submitted to the Local Authority within 3 months of the surveys being undertaken. The data will be used to inform the Full Residents Travel Plan.

5.2 Targets

5.2.1 In view of the mix of land uses at the site, the most pragmatic means of monitoring is to set targets which are based on overall vehicle traffic to/from the site. This data can be easily gathered by means of a traffic survey at the site access locations.

5.2.2 As an initial target, it is appropriate to use the trip rates which were used in the analysis presented in the Transport Assessment.

5.2.3 The initial trip rates which were agreed are set out in **Table 5.1** below.

| Initial Vehicle Trip Rates | | | |
|-------------------------------|----|-------|-------|
| | | Arr | Dep |
| Residential | AM | 0.154 | 0.410 |
| | PM | 0.371 | 0.212 |
| Food Retail (3,333sqm) | AM | 3.772 | 2.579 |
| | PM | 6.788 | 7.518 |
| Non-Food Retail (2,033sqm) | AM | 2.279 | 2.279 |
| | PM | 3.152 | 2.775 |

Table 5.1: Vehicle Trip Rates

5.2.4 As the development progresses there will be an increasing level of 'sustainable travel' infrastructure in place. This will include pedestrian and cycle infrastructure and in particular, the presence of bus services directly to the site. As a consequence, it was

agreed to adjust the trip rates downwards to reflect the expected prevalence of sustainable modes of transport.

5.2.5 The adjustments made were agreed to be as set out in **Table 5.2** below.

| | | Reduction for Sustainable Measures | | |
|-----------------|----|------------------------------------|---------|---------|
| | | Phase 1 | Phase 2 | Phase 3 |
| Residential | AM | N/A | -6.0% | -8.3% |
| | PM | N/A | -6.0% | -8.3% |
| Food Retail | AM | N/A | -5.0% | -8.0% |
| | PM | N/A | -5.0% | -8.0% |
| Non-Food Retail | AM | N/A | -5.0% | -8.0% |
| | PM | N/A | -5.0% | -8.0% |

Table 5.2: Reduction in Agreed Trip Rates

5.2.6 The resultant vehicle trips associated with each phase of the development can be summarised in **Table 5.3** below.

| Phase | Homes | | Residential | | Food Retail | | Non-Food Retail | | Total | | |
|---------|-------|----|-------------|-----|-------------|-----|-----------------|-----|-------|-----|-------|
| | | | Arr | Dep | Arr | Dep | Arr | Dep | Arr | Dep | 2 Way |
| Phase 1 | 175 | AM | 27 | 72 | | | | | 27 | 72 | 99 |
| | | PM | 65 | 37 | | | | | 65 | 37 | 102 |
| Phase 2 | 475 | AM | 69 | 183 | 84 | 57 | 31 | 31 | 183 | 271 | 454 |
| | | PM | 166 | 95 | 150 | 167 | 43 | 38 | 359 | 299 | 658 |
| Phase 3 | 815 | AM | 115 | 306 | 81 | 55 | 30 | 30 | 226 | 392 | 618 |
| | | PM | 277 | 158 | 146 | 161 | 41 | 36 | 464 | 356 | 820 |

Table 5.3: Development Vehicle Trips

5.2.7 This level of vehicle trip activity, which is equal to an approximate 8% reduction in traffic, will be regarded as the ‘target’ for the Travel Plan.

5.3 Remedial Measures

5.3.1 In the event that any individual monitoring report identifies traffic levels appreciably greater than those predicted, the developer will be required to identify additional travel planning measures to be included within the Travel Plans for implementation.

- 5.3.2 If the Council considers that the Travel Plan is not being properly implemented, they may choose to issue a Travel Plan Notice to the Travel Plan Coordinator, noting that they have failed to properly comply with the Travel Plan strategy.
- 5.3.3 On receipt of a Notice, the Travel Plan Coordinator will be given 90 days to respond, either explaining their actions, implementing the Travel Plan to the satisfaction of the County Council or providing additional measures to influence travel behaviour further.
- 5.3.4 If no adequate response is forthcoming the County Council may choose to use the Travel Plan Implementation Bond to secure further remedial measures.

6 ACTION PLAN

6.1.1 **Table 6.1** below provides a summary of the initial actions that are required to implement the Interim Residential Travel Plan .

| Measure | Responsibility | Timescale |
|---|----------------|--|
| Appoint Residential Travel Plan Coordinator (TPC) | Lead Developer | Prior to occupation of any residential development |
| Prepare Residents Welcome Pack | TPC | Prior to occupation of any residential development |
| Prepare measures for implementation | TPC | Prior to occupation of any residential development |
| Undertake travel monitoring surveys | TPC | Within 1 month of occupation of the 100th dwelling |
| Submit monitoring report to Suffolk CC | TPC | Within 3 months of travel surveys |
| Submit Full Residential Travel Plan to Suffolk CC | TPC | Within 3 months of travel surveys |
| Update Resident Welcome Pack as necessary | TPC | As required (at least annually) |
| Undertake monitoring and complete report | TPC | Annually until 1 year after final occupation |
| Refresh Travel Plan and measures as required | TPC | Ongoing until 1 year after final occupation |

Table 6.1 Framework Travel Plan Delivery Process