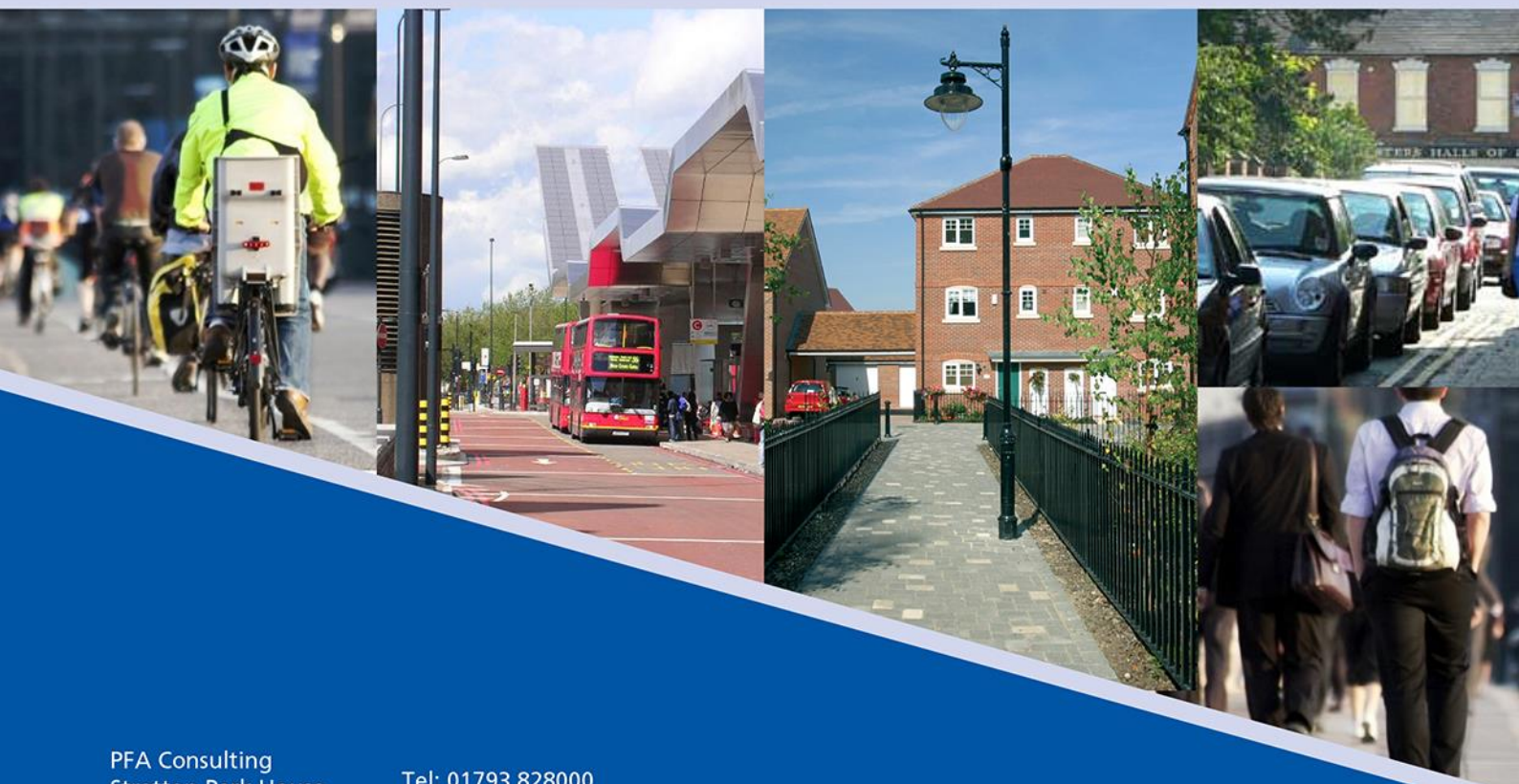


# LAND AT OAKLEY FARM, BATTLEDOWN, CHELTENHAM

## RESIDENTIAL TRAVEL PLAN

### ROBERT HITCHINS LIMITED

OCTOBER 2020





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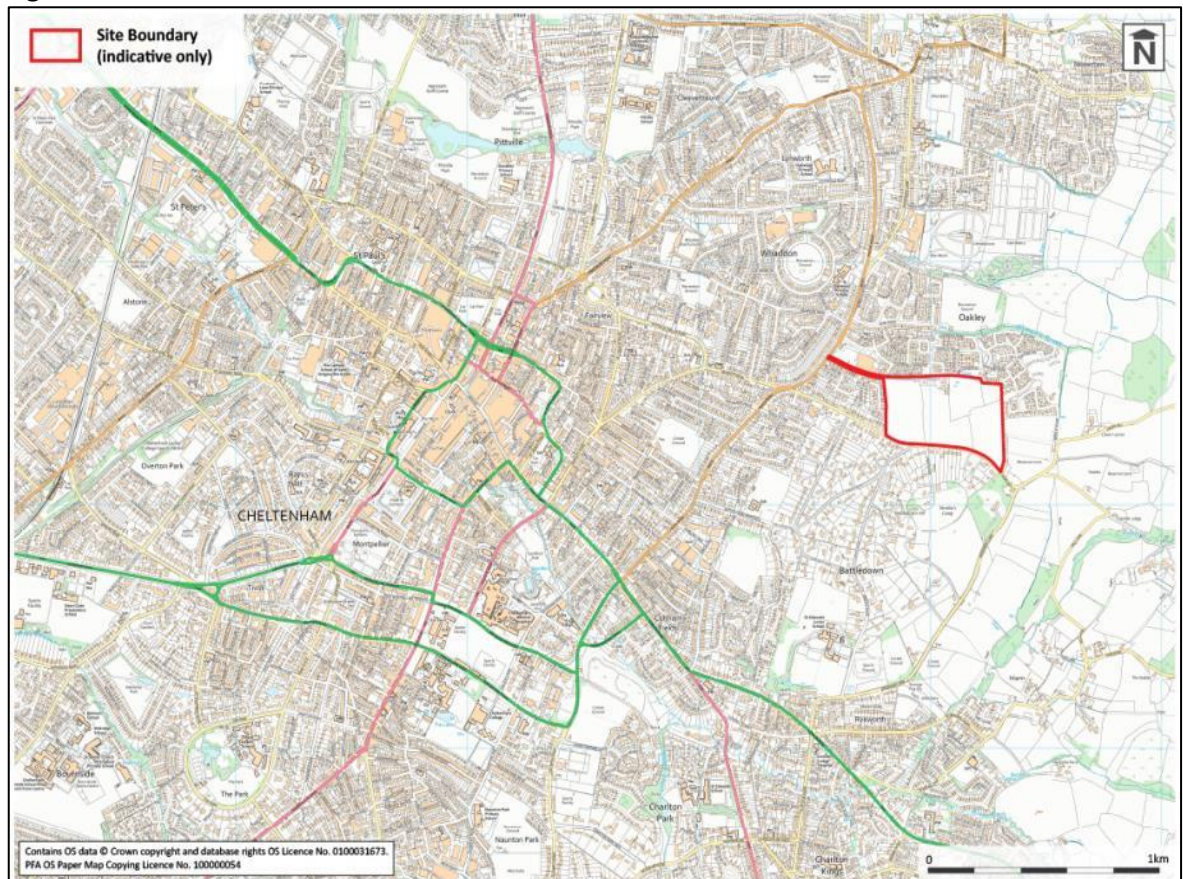
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## 1. INTRODUCTION

- 1.1. This Residential Travel Plan has been prepared by PFA Consulting on behalf of Robert Hitchens Limited (RHL) and its successors in title to the land. It has been prepared to support an outline planning application for a residential development of up to 250 dwellings including infrastructure, ancillary facilities, open space and landscaping on Land at Oakley Farm, Battledown, Cheltenham.
- 1.2. The location of the land at Oakley Farm which is the subject of the planning application is shown in **Figure 1.1** below. The site is approximately 3km east of Cheltenham town centre and lies within the administrative area of Cheltenham Borough Council. A copy of the Illustrative Masterplan, produced by RHL, is reproduced at **Appendix A**.

**Figure 1.1: Site Location Plan**



### Guidance

- 1.3. Travel Plans are a way of promoting sustainable travel behaviour through a range of mechanisms, initiatives and targets that when combined can help to reduce unnecessary travel and encourage travel in less environmentally damaging ways. For a new development it is important that sustainable travel habits, such as walking, cycling and public transport use are established from the outset as opposed to unsustainable travel habits such as private car use.
- 1.4. The 'National Planning Policy Framework' (NPPF) published in February 2019 promotes achieving sustainable development. Travel Plans are a key tool for facilitating the protection and exploitation of opportunities for use of sustainable transport. Paragraph 111 of the NPPF requires all development that generates significant amounts of movement to be required to provide a Travel Plan.

- 1.5. The Department for Communities and Local Government's Planning Practice Guidance sets out the requirements for Travel Plans. The guidance states that (Reference ID: 42-011-20140306):
- "Travel Plans should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met."**
- 1.6. This Travel Plan has been prepared in accordance with the Planning Practice Guidance and the latest local guidance, including Gloucestershire County Council's (GCC's) 'Travel Plan Guide for Developers', published in July 2011, and GCC's Advice Sheet No. 7 'Residential Travel Plans'.
- 1.7. It is the intention of Robert Hitchins Ltd to follow Option 2 of GCC's Advice Sheet No.7 in which a financial contribution is made to GCC who will take on the responsibility of implementing the Travel Plan.



## 2. BASELINE SUSTAINABILITY AUDIT

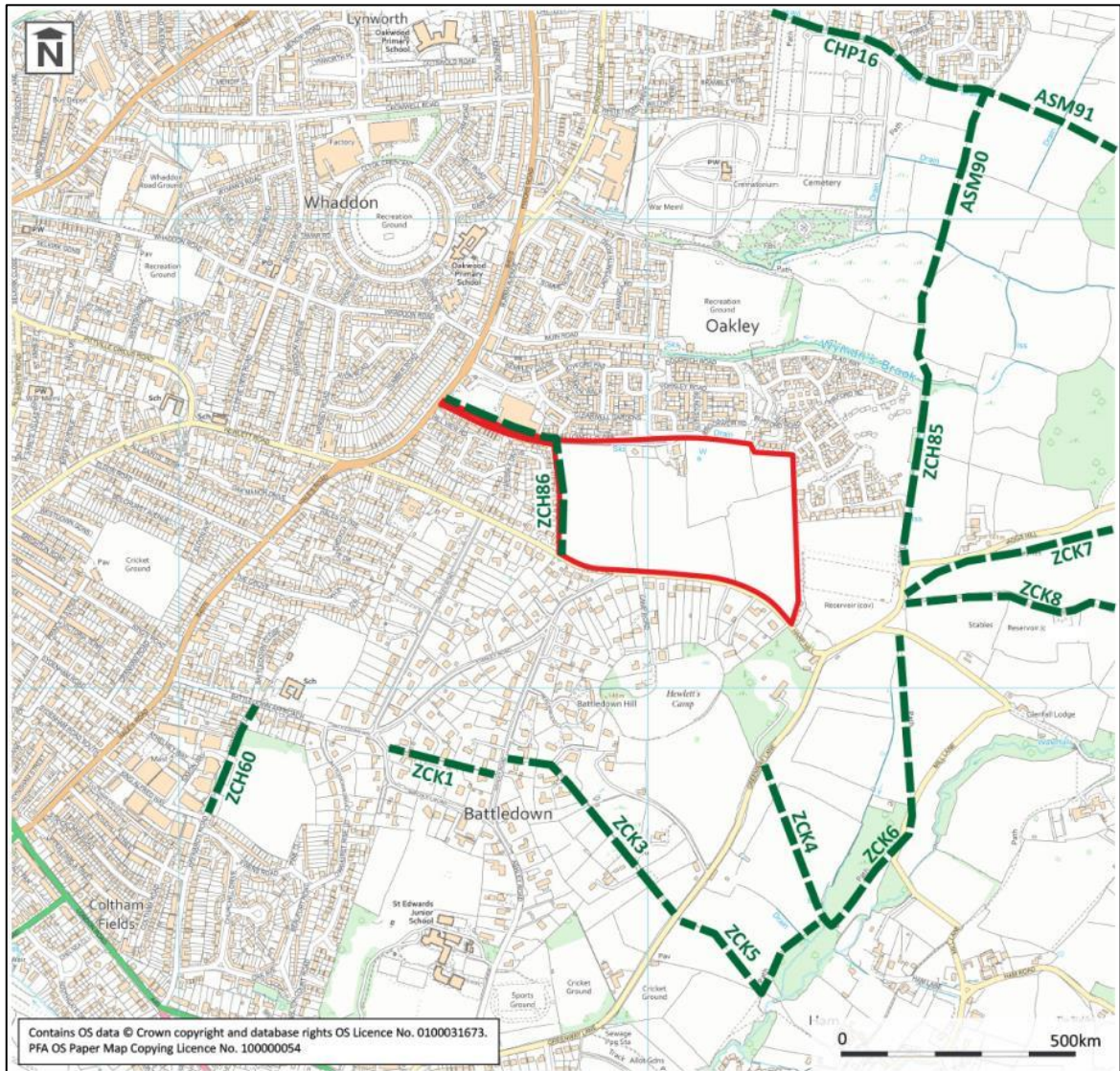
- 2.1. A baseline sustainability audit has been undertaken to assess the provision for and accessibility of travel by foot, cycle and public transport. The existing pedestrian and cycle facilities, public transport services, and local facilities are set out below.

### Walking and Cycling

#### Pedestrian Facilities

- 2.2. Public rights of way in the vicinity of the site are shown in **Figure 2.1**, with reference to the GCC Rights of Way online map.

**Figure 2.1: Public Rights of Way**



Source: Gloucestershire County Council Rights of Way online map

- 2.3. Cheltenham Footpath 86 (ZCH86), an existing public right of way, routes along the western edge of the site, from Harp Hill to the north-western corner of the site, and continues west to link with Priors Road. There is no provision for pedestrians along the majority of the site's Harp Hill frontage, although an informal path appears to have been formed along the verge on the southern side of the carriageway in front of the existing residential properties.

- 2.4. There is a footway on the southern side of Harp Hill, to the west of the junction with Stanley Road, which continues westwards towards the B4075 Priors Road / Hales Road / Harp Hill / Hewlett Road double roundabout. A further 230m to the west of Stanley Road, there are footways on both sides of Harp hill leading towards the double roundabout and Cheltenham town centre.
- 2.5. To the west of the site, there are footways on both sides of the B4075 Priors Road and Toucan crossing facilities at the Priors Road / Redmarley Road signal controlled junction, to the north west of the site.
- 2.6. Cheltenham Footpath 86 offers opportunities for access from the site towards Priors Road, to the west, and Harp Hill, to the south. Connection to Priors Road provides access to local facilities, including bus stops and a Sainsbury's supermarket. At the south-western corner of the site, where Cheltenham Footpath 86 connects to Harp Hill, there is currently no footway present on the northern side of Harp Hill; pedestrians must cross the carriageway to join the footway on the southern side of Harp Hill. There is no existing formal or informal crossing at this point.
- 2.7. There are no existing formal connections between the site and Pillowell Close, part of the GCHQ development to the north of the site. However, there is an informal connection to the existing farm access track from Pillowell Close, towards the northwestern corner of the site, in the vicinity of Cheltenham Footpath 86. This link has presumably been formed by existing residents of the GCHQ development wishing to access both the public footpath and Priors Road via the existing farm track.
- 2.8. The Battledown Estate is a private residential estate located to the southwest of the site. No public rights of way are afforded through the estate from Harp Hill.
- 2.9. Cheltenham town centre is within 3km of the site. From Priors Road and Harp Hill towards the town centre, the network of pedestrian facilities is comprehensive with lit footways and pedestrian crossing points.

#### **Cycling Facilities**

- 2.10. There is no specific provision for people travelling by cycle on Harp Hill, however, the Cheltenham Cycle Map classes the road as a route which is suitable for people with a moderate level of experience/confidence (see **Appendix B**). Other residential streets surrounding the site are generally considered as quiet roads suitable for most people to cycle on.
- 2.11. There is a signposted route for cycles from Priors Road to the town centre via Whaddon Road, Prestbury Road and Winchcombe Street. This route is direct but has limited cycle-specific infrastructure. There are Toucan crossing facilities at the B4075 Priors Road / Redmarley Road junction plus a section of shared footway / cycleway on the Redmarley Road approach to the junction and a short section on Priors Road to the south of the junction, to allow cyclists travelling southbound to rejoin the carriageway. However, on the west side of Priors Road, there is no specific provision for cyclists and therefore the route via the Toucan crossing appears to terminate at the junction, without a connection to Whaddon Road for cyclists. Currently, the existing cycle infrastructure on Priors Road does not provide a continuous route for cyclists between the site and the existing signposted route to the town centre via Whaddon Road.

#### **Review of Routes**

- 2.12. A review of routes to key facilities has been carried out as part of the Transport Assessment with the aim of identifying locations within the transport network where improvements would be desirable for pedestrians and cyclists. The routes to the following facilities have been reviewed:

- Sainsbury's (Priors Road)
- Priors Road and Whaddon Road Bus Stops
- Oakwood Primary School
- Pitville School (secondary)
- Cheltenham Town Centre

2.13. The routes and locations on the routes where improvements would be desirable are shown in two plans reproduced at **Appendix C**. The review of routes will assist discussions with GCC to reach agreement over an appropriate financial contribution towards enhancements to the routes to encourage walking and cycling.

### Public Transport

2.14. The nearest bus stops to the site are located in the existing built up area to the north west of the site in the vicinity of Sainsbury's on Priors Road and in the vicinity of the Community Centre on Whaddon Road.

2.15. The Sainsbury's bus stops on Priors Road are approximately 650m walk from the centre of the site. There are currently no waiting facilities at these stops, with the location of the stop demarked by a flagpole only.

2.16. Bus routes Q and P, which serve the Sainsbury's bus stops, provide a regular circular town route, via the town centre. These routes, which operate in opposite directions, currently both run on a 120 minute frequency.

2.17. The northbound stop serves Pulham Coaches service 'Q', whilst the southbound stop serves Pulham Coaches service 'P'. A summary of the bus services are set out below in **Table 2.1**.

**Table 2.1: Summary of Bus Services from Sainsbury's Bus Stops**

Service	Route	Days	First Service	Approximate Frequency	Last Service
Q (Circular Route)	Cheltenham - Charlton Kings - Ewens Farm - Little Cleevemount - Cheltenham	Mon - Sat	10:08	Every 120 minutes	16:08
		Sunday	No service		
P (Circular Route)	Cheltenham - Little Cleevemount - Ewens Farm - Charlton Kings - Cheltenham	Mon - Sat	08:46	Every 120 minutes	14:46
		Sunday	No service		

Information taken from Traveline South East, August 2019

2.18. The 'Community Centre' bus stops on Whaddon Road are located approximately 800m walk from the centre of the site. The eastbound bus stop has a flagpole, shelter, bus information and bench. The westbound bus stop is demarked by a flagpole only.

2.19. Bus route A offers a more frequent service, which also serves Cheltenham town centre, but also provides longer distance travel options to destinations including GCHQ, a key employment site. The service operates at a frequency of approximately every 12 minutes during the week and every 15 – 20 minutes at weekends. A summary of this service is provided below in **Table 2.2**.



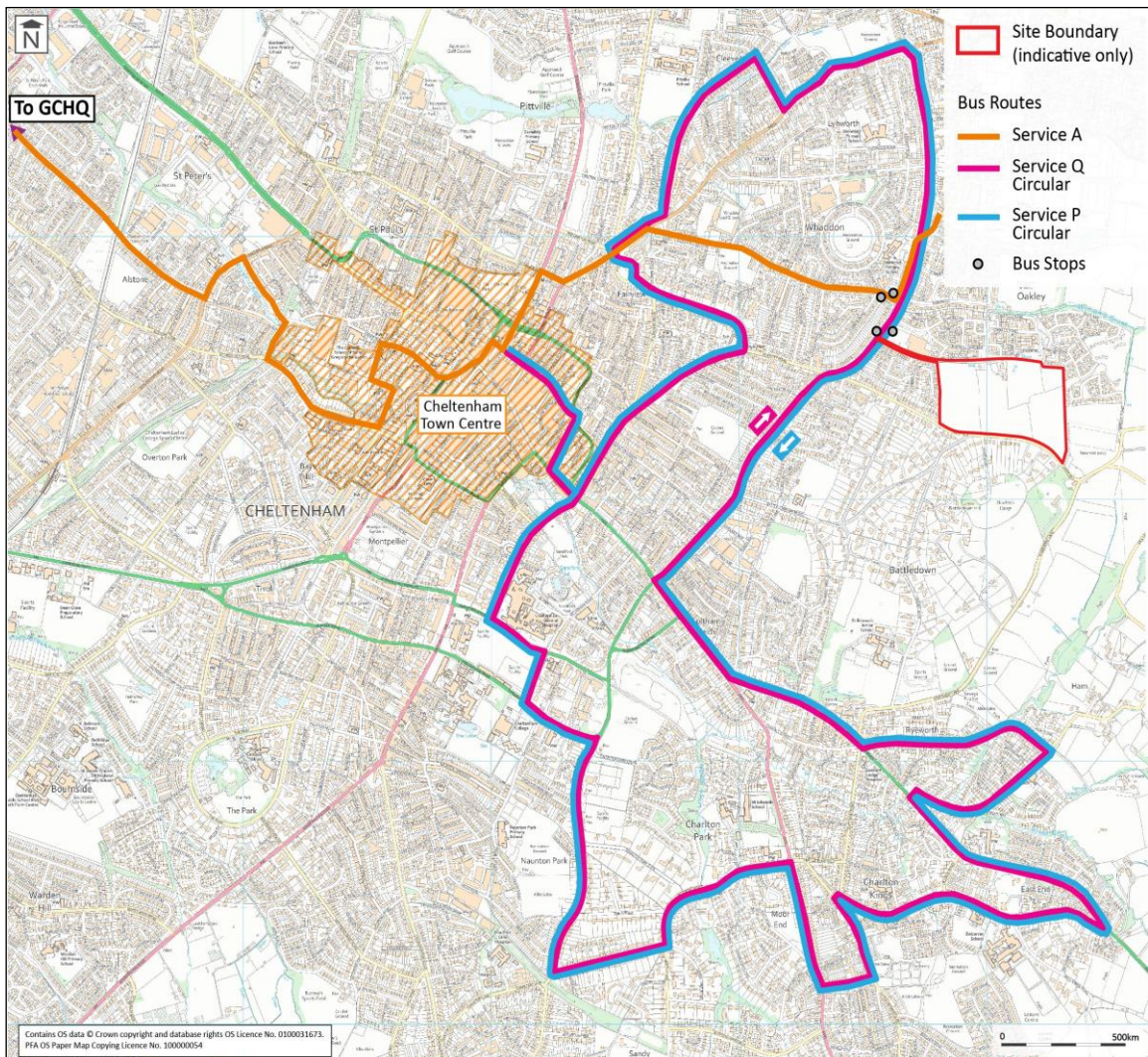
**Table 2.2: Summary of Bus Services from 'Community Centre' Bus Stop (eastbound)**

Service	Route	Days	First Service	Approximate Frequency	Last Service
A	Prestbury - Whaddon - Cheltenham - Hester's Way - Benhall	Mon - Fri	06:44	Every 12 minutes	23:22
		Saturday	07:40	Every 20 minutes	23:22
		Sunday	09:12	Every 15- 20 minutes	18:32

Information taken from Traveline South East, August 2019.

N.B. Westbound services not shown as service terminates at following stop.

- 2.20. There are existing frequent and attractive bus services available in the vicinity of the site. These services provide access to Cheltenham town centre and GCHQ, a key employment site. Regular services are available to suit commuters and shoppers and services run until late in the evening. Service A takes approximately 12 minutes to get from the Community Centre bus stop to Cheltenham High Street and approximately 40 minutes to reach GCHQ.
- 2.21. A plan showing the location of bus stops and the routes of services in the vicinity of the site is included below in **Figure 2.2**.



**Figure 2.2: Bus Services**



## Train Services

2.22. Cheltenham Spa Railway Station is located approximately 4.6 km from the centre of the site. Cheltenham Spa Station has excellent rail links to destinations across the country. CrossCountry, GWR, Transport for Wales and West Midlands Trains all operate from the station providing hourly services to destinations including Cardiff Central, London Paddington, Birmingham and Nottingham, as well as Bristol Temple Meads and Manchester Piccadilly. Services to Gloucester operate at a typical frequency of 2-4 services per hour. A summary of key services is shown in **Table 2.3** below.

2.23. The approximate journey time to key locations is shown below:

- Gloucester – 10 minutes
- Bristol Temple Meads – 45 minutes
- Birmingham New Street – 45 minutes
- Cardiff Central – 80 minutes
- London Paddington – 125 minutes

**Table 2.3: Summary of Key Services from Cheltenham Spa Station**

Route	Weekday Frequency		
	Morning Peak (07:00-10:00)	Daytime	Evening Peak (16:00-19:00)
Cheltenham Spa – Gloucester – Swindon – Reading – London Paddington	2 direct trains (plus 4 services with a change)	Direct services every 2 hours	2 direct trains (plus 5 services with a change)
Cardiff – Cheltenham Spa – Birmingham – Derby - Nottingham	3 services	Every hour	3 services
Manchester – Stoke-on-Trent – Birmingham – Cheltenham Spa – Bristol Temple Meads	3 services	Every hour	3 services

Source: GWR and CrossCountry, August 2019

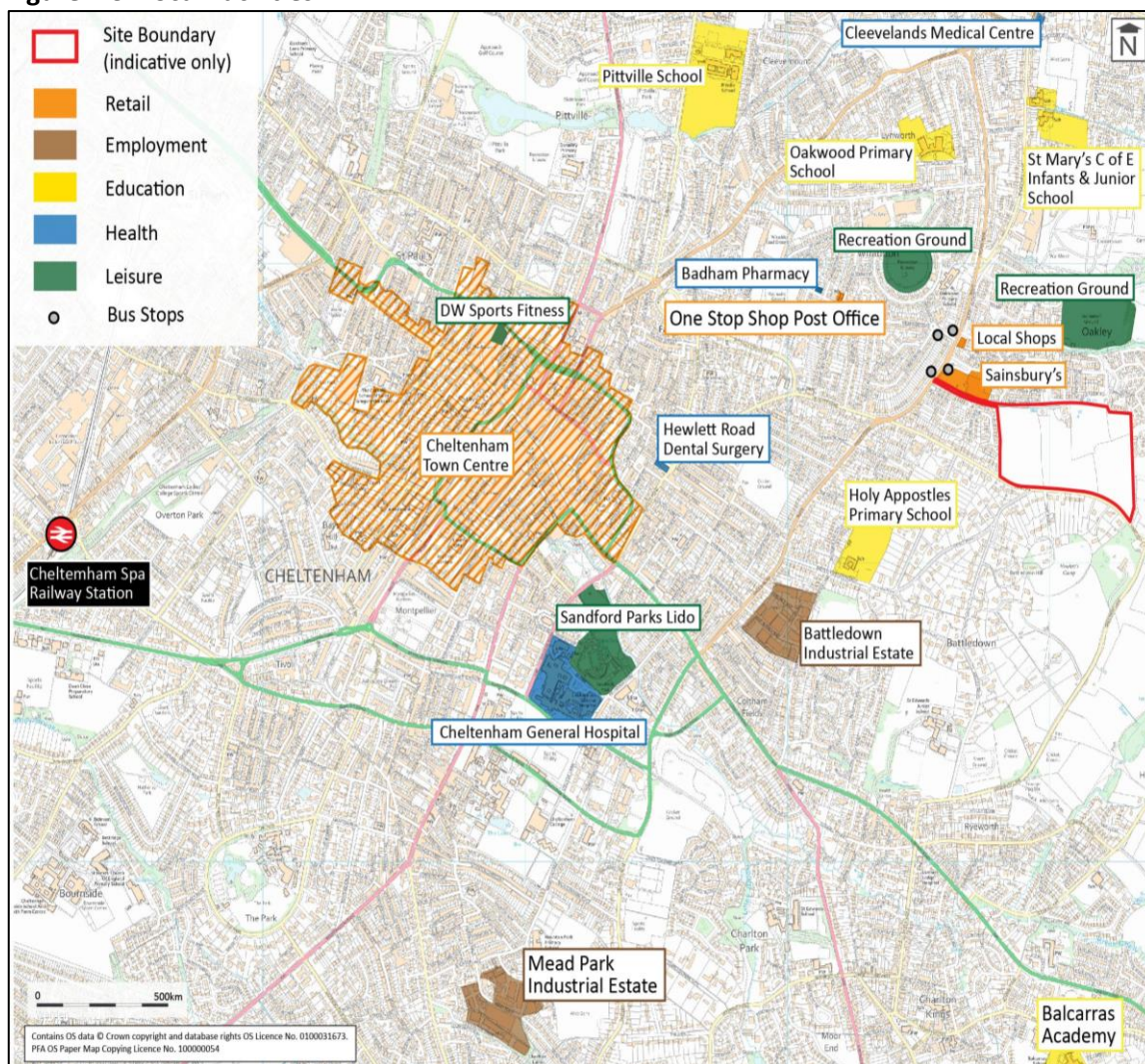
2.24. Cheltenham Station offers good connections to destinations across the country. The station is accessible by cycle, and sheltered cycle parking is available outside the station. Bus route A stops on Arle Road, which is approximately 1km walk from the station.

## Local Facilities

2.25. The presence of a wide range of local facilities within close walking and cycling distance from a site facilitates journeys by sustainable modes. Advice on walking distances is set out in *Guidelines for Providing for Journeys on Foot*, published by the Institution of Highways and Transportation (IHT) in 2000. It suggests preferred maximum walking distances of 2km. Cycling distances of 5km are generally considered acceptable.

2.26. The location of the local facilities which are within the vicinity of the site are shown in **Figure 2.3** below.

**Figure 2.3: Local Facilities**



2.27. **Table 2.4** below shows the walking/cycling distance from the site to the local facilities displayed above in **Figure 2.3**.

**Table 2.4: Local Facilities**

Local Facilities	Location	Distance from Site Centroid (m)
Bus Stops	'Sainsbury's' bus stops	650m
	'Community Centre' bus stops	800m
Supermarket (inc. ATM)	Sainsbury's, Priors Road	750m
Local Shops	Priors Road (takeaway food and hairdressers)	800m
Primary School	Oakwood Children's Centre, Clyde Crescent	1,100m
	Oakwood Primary School	1,600m
	Holy Apostles (CofE) Primary School, Battledown Approach	1,600m
Secondary School	Prestbury St Mary's C of E Infants/Junior School	1,700m
	Pitville School, Albert Road	2,600m
	Balcarras Academy, E End Road	3,800m
Leisure	Clyde Crescent Playground	1,200m
	Sandford Parks Lido, Keynsham Road	2,200m

Local Facilities	Location	Distance from Site Centroid (m)
	DW Sports Fitness, St Margret's Road	2,500m
Dentist	Hewlett Road Dental Surgery	1,800m
Pharmacy	Badham Pharmacy, Whaddon Road	100m
Doctor	Cleavelands Medical Centre	1,800m
Post Office	OneStop Shop, Whaddon Road	1,300m
Hospital	Cheltenham General Hospital, Sandford Road	2,600m
Town Centre	Cheltenham Town Centre	2,500m
Employment	Battledown Industrial Estate	1,600m
	Mead Park Industrial Estate	3,500m
	Kingsditch Trading Estate	4,500m
	GCHQ	6,000m
Railway Station	Cheltenham Spa Railway Station	4,600m

Table Notes: Distances are by foot or cycle on the most direct routes

- 2.28. **Table 2.4** shows that there are a number of local facilities within realistic walking and cycling distances of the site. Routes to these locations will be made as direct and attractive as possible so that residents are encouraged to travel by foot and cycle rather than drive.
- 2.29. Cheltenham Town Centre is also within approximately 30 minutes' walk or 15 minutes cycle from the site. A wide range of further amenities are available to residents in this location.

### 3. OBJECTIVES AND TARGETS

#### Objectives

- 3.1. This Travel Plan combines an 'outcomes' approach, where specific outcomes are linked to specific targets, together with the establishment of site-specific measures to encourage sustainable travel. The focus is on securing the performance of the Travel Plan through ensuring that travel mode share targets for single occupancy vehicles are met when the development is complete.
- 3.2. The objectives and outcomes of this Travel Plan are to:
- To minimise the volume of car traffic generated by the development, particularly single occupancy vehicles;
  - To minimise the need to travel to/from the development by private vehicle;
  - To influence travel choice and promote the increased use of cycling, walking and public transport as alternative modes of travel; and
  - To detail the delivery of long-term targets against which the success of this Travel Plan will be measured.

#### Targets

- 3.3. For new developments outcome targets are best expressed in terms of maximum end levels of car use by setting a target maximum mode share of car use when the development is complete.
- 3.4. Prior to completion of the development the actual travel patterns of the residents of the proposed development are not known. A baseline travel survey is proposed between 3-6 months following a level of occupation to be agreed with GCC. This will establish the baseline travel patterns of the development in order to set maximum mode share targets. The baseline travel survey will ask how residents generally travel and will also seek their views about what improvements could be made to encourage them to use more sustainable modes of travel. A minimum response rate of 40% to the travel survey will be required to ensure that the data is representative of the site occupiers, with further reasonable endeavours being required if this is not achieved. An incentive could be offered to encourage responses.
- 3.5. Smarter Choices' report 'Changing the way we travel' (2004) states that basic Travel Plans can expect to achieve a 6-10% reduction in car use. Once the results of the resident travel survey are available, the target for an annual reduction in the proportion of residents driving on their own will be determined with reference to the Smarter Choices' report.
- 3.6. As has already been identified, the exact mode share for users is not known until the baseline survey is carried out. GCC's 'Travel Plan Guide for Developers' states that in the interim, TRICS mode share data or Census journey to work data should be used to gauge the likely mode share.
- 3.7. As part of the Transport Assessment, the trip generation of the proposed development has been predicted based on TRICS data. The resulting mode share is set out in the Transport Assessment and has been reproduced in **Tables 3.1 & 3.2** below.

**Table 3.1: Two-Way Trips by Mode and Mode Share – AM Peak Hour**

	Walk	Cycle	Public Transport	Vehicle Passenger	Vehicle Driver	Total
Two-Way Trips	38	5	6	68	124	240
Mode Share	16%	2%	3%	28%	52%	100%

**Table 3.2: Two-Way Trips by Mode and Mode Share – PM Peak Hour**

	Walk	Cycle	Public Transport	Vehicle Passenger	Vehicle Driver	Total
Two-Way Trips	26	7	4	52	124	212
Mode Share	12%	3%	2%	25%	58%	100%

- 3.8. To minimise the proportion of vehicular trips, in particular single occupancy car trips, is a key objective of this Travel Plan. **Tables 3.3 & 3.4** provides a breakdown of the SMART target for the reduction of car trips, based on vehicle driver trips.

**Table 3.3: Target Mode Share of the Proposed Development for Car Trips (Vehicle Driver Trips)  
AM Peak Hour (08:00 – 09:00)**

	Car Trips (Vehicle Driver Trips) - Target Modal Share %					
	Opening	Year 1	Year 2	Year 3	Year 4	Year 5
AM Peak Hour (08:00-09:00)	52%	50%	48%	46%	44%	42%

**Table 3.4: Target Mode Share of the Proposed Development for Car Trips (Vehicle Driver Trips)  
PM Peak Hour (17:00 – 18:00)**

	Car Trips (Vehicle Driver Trips) - Target Modal Share %					
	Opening	Year 1	Year 2	Year 3	Year 4	Year 5
PM Peak Hour (17:00-18:00)	58%	56%	54%	52%	50%	48%

- 3.9. The Travel Plan aims for a 10% reduction in the proportion of total trips made by car (vehicle driver trips) over 5 years from the first occupancy with interim targets of a 2% reduction every year. Following each of the annual travel surveys, this target can be confirmed or adjusted as appropriate, following discussions with GCC and the Travel Plan Co-ordinator.

## **4. TRAVEL PLAN MANAGEMENT**

### **Travel Plan Co-ordinator**

- 4.1. The Travel Plan will be implemented and managed by a Travel Plan Co-ordinator who will be appointed by GCC prior to occupation of the development.
- 4.2. The Travel Plan Co-ordinator has a critical role in ensuring that the Travel Plan is implemented, managed, monitored and reviewed over time. The Travel Plan Co-ordinator will co-ordinate the on-going development and management of the Travel Plan, including further measures, raising awareness, monitoring and review.
- 4.3. It will be the responsibility of GCC to ensure the appointment and funding of a suitably qualified person to perform the role of the Travel Plan Co-ordinator.
- 4.4. The role of the Travel Plan Co-ordinator will include:
  - Acting as a point of contact;
  - Marketing and promoting the Travel Plan;
  - Providing sustainable travel information to residents;
  - Monitoring and reviewing the Travel Plan;
  - Liaison with GCC, transport operators and specialist groups;
  - Arranging for travel surveys to be undertaken of residents on the site; and
  - Arranging Personalised Travel Planning.

### **Marketing and Promotion**

- 4.5. Marketing and promotion of the Travel Plan and sustainable travel opportunities and benefits, will establish communication between those who are responsible for delivery (Travel Plan Co-ordinator) and those who benefit from the implementation of the Travel Plan (residents).
- 4.6. Details of the Travel Plan will be provided in the Developer's marketing brochure. Therefore residents will be informed of alternative modes of travel to the site, other than by private car, prior to moving in.
- 4.7. The provision of information to residents, which is both accessible and available in varied formats, is an important measure of the Travel Plan package. Specific items of information and promotional activities that will be delivered by the Travel Plan Co-ordinator are set out in this Travel Plan.

### **Partnership Working**

- 4.8. The Travel Plan Co-ordinator will endeavour to work in partnership with other TPCs in the area and make contact with local resident groups and councillors to help promote the measures and incentives included in the Travel Plan.
- 4.9. After the Travel Plan period has ended the Travel Plan Co-ordinator will encourage a local residents group to be ambassadors of sustainable travel on the site and continue the legacy of the Travel Plan. This could be as simple as displaying bus timetable information on a site noticeboard or linking to the availability of cycle maps and resources on the resident's group website.

## 5. TRAVEL PLAN MEASURES

- 5.1. Measures included within the Travel Plan will largely focus on promoting and raising awareness of how to access local facilities by sustainable means and reducing the need to travel by private car.

### Travel Information Pack

- 5.2. A Travel Information Pack will be distributed to all new residents of the development. Travel Information Packs will include travel information, with the intention of encouraging new residents to travel in more sustainable ways, such as by foot, cycle and public transport. The Travel Information Pack would include for example:

- Local Facilities map;
- Maps and information on walking and cycling routes to local facilities (particularly to Cheltenham Town Centre);
- Potential discounted offers from local cycling stores;
- Details of local cycle hire schemes;
- Details of the most recent bus and rail timetables;
- Details of public transport discounted fares / season tickets;
- Information on CarShareGloucestershire;
- Information on local taxi and hire car companies;
- Information on marketing and promotional events at a national and local level; and
- Provide link to Gloucestershire's Thinktravel website.

- 5.3. The Travel Plan Co-ordinator will keep the Travel Information Pack up to date to reflect changes, for example when revised bus timetables are issued, and maintain records of distribution.

### Walking and Cycling

- 5.4. The internal site layout and site access arrangements will be designed in a manner which facilitates walking and cycling, providing direct pedestrian and cycle connections to the wider area.
- 5.5. Cheltenham Footpath 86, will be upgraded to provide a formally surfaced and lit shared footway / cycleway between the site and Priors Road, with a connection through to Pillowell Close also to be investigated.
- 5.6. To improve access to the existing signed cycle route to Cheltenham town centre along Whaddon Road, it is proposed to provide a new toucan crossing across Priors Road, in the vicinity of Cheltenham Footpath 86, and widen the existing footway on the western side of Priors Road to provide a shared footway / cycleway link to Whaddon Road.
- 5.7. Each residential property will include secure, covered cycle parking provided in accordance with GCC standards, understood to be one space per dwelling. This is likely to be provided within garages, sheds or other secure storage areas.
- 5.8. Details of existing and proposed walking and cycling routes will be included as part of the Travel Information Pack for new residents. As would details of any local cycling clubs.
- 5.9. The Travel Plan Co-ordinator would be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to consider leaving their cars at home. The Travel Plan Co-ordinator would also liaise with local cycle shops to negotiate discount vouchers for bicycle purchases.

### **Public Transport**

- 5.10. Good public transport provision is important to achieving sustainable transport targets. By encouraging new residents to use existing bus services, additional revenue will be generated and the quality of services should improve.
- 5.11. There are regular bus services which operate bus stops on Priors Road and Whaddon Road in the vicinity of the site.
- 5.12. Public transport use would be encouraged by the introduction / promotion of the following measures by the Travel Plan Co-ordinator:
- Provision of current information on bus and rail routes, bus and rail times and location of bus stops to residents; and
  - Current promotions and potential discounted tickets for local bus and rail operators.
- 5.13. A Sustainable Travel Voucher scheme will be offered for first occupation of each dwelling that would provide each household with a contribution towards utilising non-car travel modes. This might for example help towards the purchase of a bus pass to help establish more sustainable travel patterns from the outset.

### **Car Sharing**

- 5.14. The most unsustainable mode of transport is the single occupied car. Car sharing, when two or more people share a car and travel together, can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads, provides a real solution to transport problems of rural areas and reduces the need for a private car.
- 5.15. GCC has teamed up with the car share company 'Liftshare' to launch the website, [Carsharegloucestershire.com](http://Carsharegloucestershire.com), to help people find suitable matches for potential car sharers. [Carsharegloucestershire.com](http://Carsharegloucestershire.com) currently has over 1,000 members and a call centre, operated by [Liftshare.com](http://Liftshare.com). The service is free to join.
- 5.16. The Travel Plan Co-ordinator will ensure that all residents are advised of the financial savings which can be achieved through car sharing and will ensure that all new residents are provided with details of GCC's car share scheme. This approach helps form a partnership between the development and the local highway authority.

### **Working Practices**

- 5.17. Measures to encourage home working, and thus reduce commuter journeys by car, will be incorporated within the design of homes. Reasonable endeavours would be made to ensure the provision of broadband internet connections, home networking facilities and flexible layouts to accommodate a home/office culture. This is considered important given the current Covid-19 pandemic with more employees working from home.

### **Personalised Travel Planning**

- 5.18. Personalised Travel Planning (PTP) will be offered as free service by the Travel Plan Co-ordinator to any resident of the proposed development. This will provide them with a better understanding of the travel options available to them for journeys they make in and around Cheltenham.



### **Sustainable Travel Voucher**

- 5.19. Sustainable Travel Vouchers will be offered to each new household to encourage sustainable travel. A Sustainable Travel Voucher of £100 per residential unit will be offered to households to use on sustainable travel solutions, which may be used towards the purchase of bicycles or equipment from a local cycle shop or use on public transport. Details of the voucher scheme will be provided in the Travel Information Pack.

### **Promotional Events**

- 5.20. An annual event to promote sustainable travel to residents will be organised in connection with a National Travel Awareness Day such as 'Cycle to Work Day' or 'Walk to School Month'. The event could be used to boost the awareness of the 'Green Travel Vouchers', with a local bike shop invited to offer free bike checks to residents as well as maps and resources. The event could also provide an opportunity to offer residents Personalised Travel Planning advice.

### **Newsletter**

- 5.21. An annual newsletter will be produced by the Travel Plan Co-ordinator and distributed to each household. The newsletter will contain information about any new infrastructure and services available locally. It will also act as a reminder of the availability of the Sustainable Travel Vouchers, free bus taster tickets and other information and incentives related to the Travel Plan. It will also serve to advertise any promotional events which are organised on site.

## 6. MONITORING AND REVIEW

- 6.1. In order to establish the effectiveness of the Travel Plan a monitoring regime will be established. Monitoring will take place on an annual basis via an annual travel survey which will be distributed to all households with an incentive to complete the survey such as the chance to win shopping vouchers. The survey will aim to receive a minimum response rate of 40% to ensure that the results can be representative of site-wide travel habits.
- 6.2. An example household travel survey is provided in **Appendix D**. The precise format of the baseline travel survey and annual monitoring survey will be agreed between the Travel Plan Co-ordinator and GCC. The travel survey will be used to establish reasons why people drive and to identify barriers to sustainable travel that could be addressed.
- 6.3. The Travel Plan Co-ordinator will consolidate results of the travel survey and compile a monitoring report summarising the results and any actions which have taken place that year regarding the Travel Plan (such as promotional events and uptake of Green Travel Vouchers). The report will also review whether the Travel Plan is meeting the targets and whether incentives are working, with any proposed changes to the Travel Plan being outlined. The annual report will be submitted to GCC within 1 month of receiving the travel survey results.
- 6.4. It is proposed that annual monitoring would extend for a minimum of 5 years commencing at the time of first occupation.
- 6.5. The results of the travel surveys will be analysed and the factors influencing travel behaviour will be investigated. If the target mode share of car use is not met then it will be necessary to review what remedial measures need to be implemented to mitigate the impact of any under achievement. The Travel Plan Co-ordinator, in conjunction with GCC, will decide what, if any, amendments are required to the Travel Plan.

## **7. REMEDIAL MEASURES**

- 7.1. In the event that the Travel Plan is shown to be underachieving a remedial strategy needs to be outlined, which considers measures to help get the Travel Plan 'back on track'. Remedial measures are intended to achieve modal shift and mitigate the impact of any under achievement in meeting targets.
- 7.2. A set of potential remedial measures, to be triggered in the event that measures mentioned above fail to meet the required Travel Plan targets, could include the following:
- Extend appointment of Travel Plan Co-ordinator and monitoring for up to a further 2 years;
  - More active marketing and promotion of sustainable travel information – such as further promotional events;
  - Offer door-to-door Individualised Travel Marketing to provide personalised travel planning advice to residents
- 7.3. 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 GCC. At this stage, remedial measures such as: continued monitoring, Personal Travel Planning and additional publicity and marketing could be considered.

## **8. FUNDING**

- 8.1. A planning condition / obligation will be completed that secures the funding of the Travel Plan. The funding will include for the services of the Travel Plan Co-ordinator, as well as provision for 'remedial' funds to cover the cost of measures required in the event of the Travel Plan not meeting the required targets.
- 8.2. It is the intention of Robert Hitchins Ltd to follow Option 2 of GCC's funding options, which are set out in GCC's Advice Sheet No.7 'Residential Travel Plans'.
- 8.3. With Option 2 GCC would absorb all risk and be responsible for the implementation of the Travel Plan, incentives, the appointment of a Travel Plan Co-ordinator, remedial measures etc. This option requires a non-refundable monitoring fee and a contribution, repayable only on expiry of planning permission with no building having started. The premium for GCC to deliver the Travel Plan is to cover the additional risk the organisation incurs and to plan for remedial measures. This option removes any responsibility from the Developer for the implementation of the Travel Plan.

## 9. ACTION PLAN

- 9.1. An action plan is set out in **Table 9.1** below for the purposes of summarising the actions to be taken to implement the Travel Plan, identifying the person responsible for doing so and when this should be achieved by.

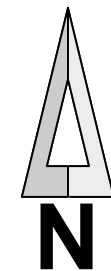
**Table 9.1: Action Plan**

Action / Objective	Measure	Indicator	Responsibility	Timescale
Manage Travel Plan	Appoint a Travel Plan Co-ordinator (TPC)	Co-ordinator appointed	GCC	At least 3 months before occupation for period of at least 5 years
Support walking, cycling and public transport trips	Provide pedestrian and cycle links within development	Planning condition/S106 agreement	Developer	Before occupation
	Developer contribution towards enhancements to pedestrian/cycle routes surrounding site	S106 agreement	Developer	Before occupation
	Provision of cycle parking within residential dwellings	Planning condition/S106 agreement	Developer	Before occupation
Marketing and promotion of sustainable travel to residents	Travel Information Pack created for all new residents	Travel Information Pack created and agreed with GCC	TPC	Prior to first residents moving in, updated annually
	Produce annual newsletter	Newsletter distributed to residents	TPC	On an annual basis from occupation
	Sustainable Travel Voucher	Sustainable Travel Voucher scheme agreed with GCC	TPC	Before occupation
	Personalised Travel Planning	Offered to residents in Travel Information Pack	TPC	Available to residents following occupation
	Annual promotional event	Event organised and undertaken	TPC	On an annual basis for at least 5 years
Monitoring and Review	Monitor travel patterns through annual surveys	Annual Resident Travel Surveys undertaken	TPC	On an annual basis for at least 5 years
	Annual monitoring report	Report submitted to GCC on annual basis	TPC	On an annual basis for at least 5 years
Remedial measures	To be agreed with GCC	TBC	TPC	According with monitoring results



# Appendix A





- Key:**
- Existing Public Right of Way
  - Principal Access
  - Pedestrian Access
  - Possible Emergency Access
  - Existing Trees Retained
  - Existing Hedgerow Retained
  - Proposed Trees
  - Proposed New Native Hedgerows
  - Residential
  - Garages
  - Proposed Indicative Landscaped Drainage Pond
  - Primary Street (with road narrowing to avoid Root protection Zones)
  - Re-graded land with new tree planting
  - Proposed Bound Gravel footpaths should be designed to minimise the section of hedgerow to be removed.
  - Proposed 3m cycle link to Prior's Road
  - Root Protection Areas

Site Name: Land at Oakley Farm		Drawing Number: 333.P.3.9		Revision: E
Drawing Title: Illustrative Masterplan		Drawn By: POK	Date: 01.08.2019	Scale: 1:2000@A3



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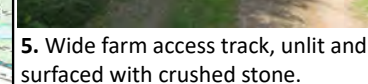
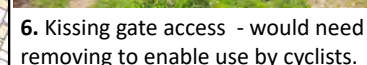
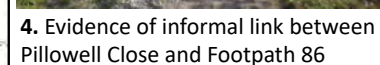
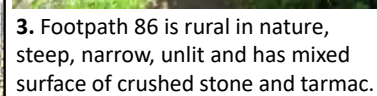
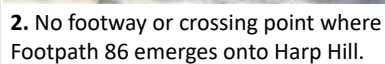
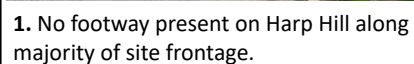




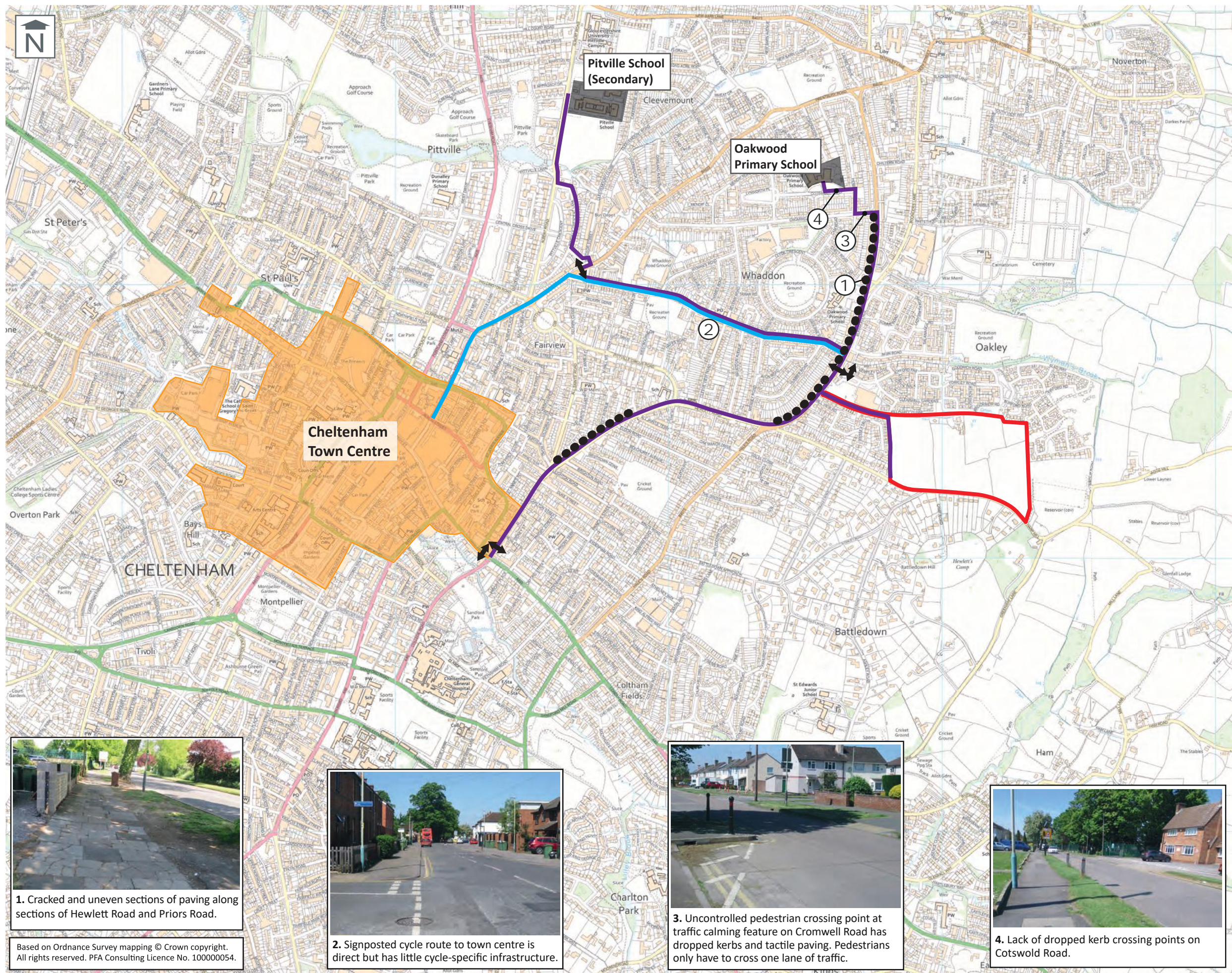


# Appendix C









- Site Boundary (indicative only)
- Assessed Route
- School
- Cheltenham Town Centre
- Signposted Cycle Route to Town Centre
- Signalised Crossing Point
- Cracked Paving

0 500m

Client  
**Robert Hitchins Ltd**

Project  
**Land at Oakley Farm, Battledown, Cheltenham**

Figure Title  
**Review of Routes - Plan 2**

Figure No  
**Figure RoR 2**

Date	November 2019
Drawn By	EN
Checked By	ECS
Scale	See Scale Bar
File Ref	H628/Figures/FigRoR2.ai
Doc Ref	H628





## Household Travel Survey

*This survey has been designed to help us understand how you travel to and give you a chance to feedback on what could be done to help encourage you to travel in greener and healthier ways.*

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1. How do you normally travel to work (for the longest part of your journey)?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By train
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

2. How do you normally travel for the purposes of taking children to school?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

3. How do you normally travel when you visit Cheltenham Town Centre?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)



☐ Not Applicable

4. How do you normally travel for the purposes of shopping (weekly shop)?

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By scooter/motorcycle
- ☐ Driving (with another passenger)
- ☐ Driving (alone)
- ☐ Not Applicable

5. For what reasons do you travel this way?

- ☐ Cost
- ☐ Convenience
- ☐ Safety
- ☐ Environment
- ☐ Health
- ☐ Need to make additional journeys before/after work
- ☐ Other, please specify .....

6. Would you like to travel in any other way for some/all of the above journey purposes?  
(please tick all appropriate)

- ☐ By foot
- ☐ By bicycle
- ☐ By bus
- ☐ By train
- ☐ By scooter/motorcycle
- ☐ By car share (sharing the journey with a colleague)

- ☐ None of the above
- ☐ Other, please specify.....

7. What would encourage you to reduce your car use and travel in greener/healthier ways?

- ☐ Personalised journey planning advice
- ☐ Secure cycle parking at my destination
- ☐ Discounts on bikes and cycle equipment
- ☐ Safer routes for walking
- ☐ On-road cycle training confidence courses
- ☐ Off-road routes for cycling
- ☐ Safer on-routes for cycling
- ☐ Improved signage of walking and cycling routes
- ☐ Organised local cycle rides
- ☐ Information on cycling/cycle map
- ☐ Improved bus services
- ☐ Improved facilities at bus stop
- ☐ Improved access from train station
- ☐ Information on bus services/ timetables
- ☐ Information on car sharing
- ☐ Discounts on purchasing electric vehicles
- ☐ More e-vehicle charging points
- ☐ Other, please specify .....

8. What is your home address?

.....

---

*Thanks for taking part in this survey! We will use this information to help improve your travel to options. If you'd like to provide any feedback or ask any further questions please get in touch with the Travel Plan Coordinator: .....(TBC).....*