



BLENHEIM ESTATES

**37-41 BRIGHTON ROAD,
SHOREHAM-BY-SEA**

Framework Residential Travel Plan



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WSP

Matrix House
Basing View
Basingstoke, Hampshire
RG21 4FF

Phone: +44 1256 318 800

WSP.com



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Prepared by	Charlie Wisdom	Adam Coleman		
Signature				
Checked by	Adam Coleman	Adam Coleman		
Signature				
Authorised by	Ian Fielding	Ian Fielding		
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APPENDIX A

INDICATIVE MASTERPLAN

1 INTRODUCTION

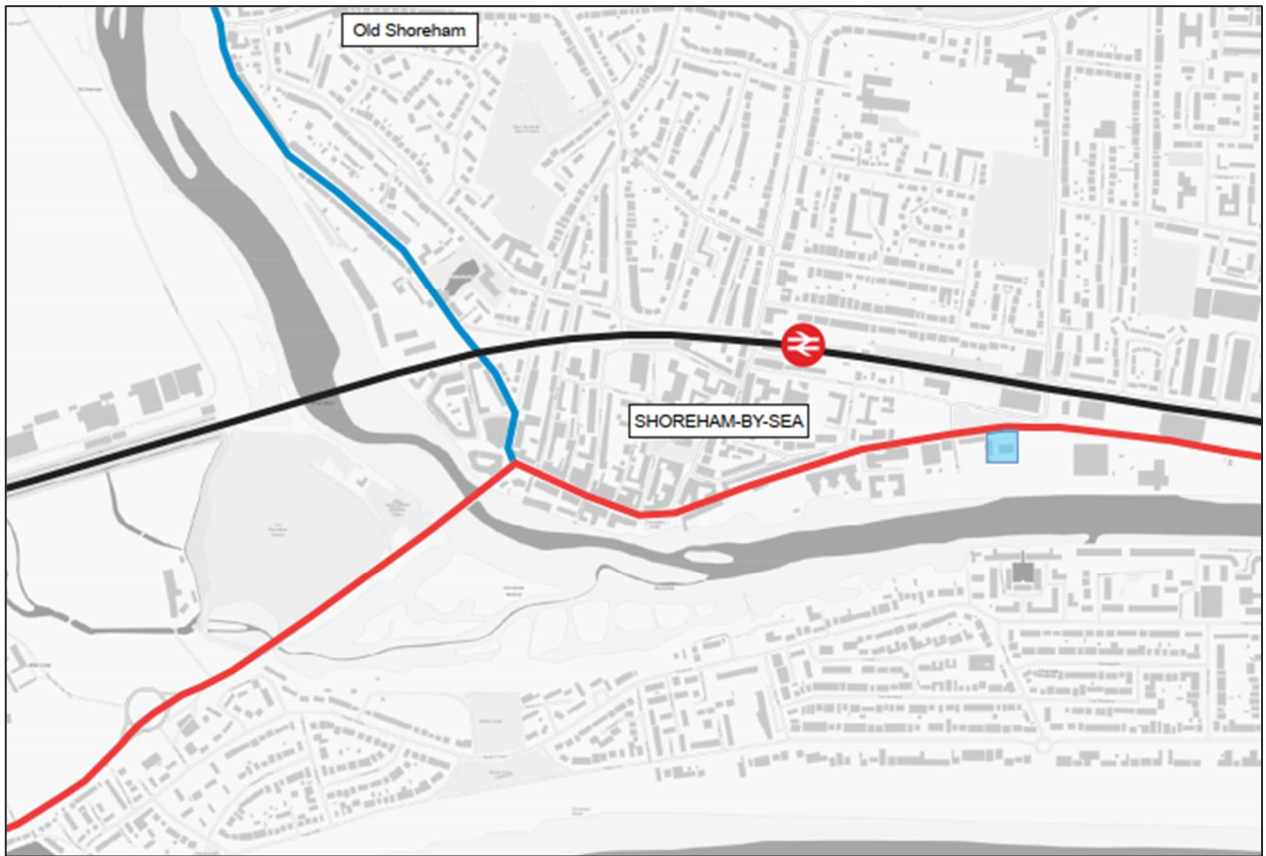
1.1 BACKGROUND

- 1.1.1. WSP has been appointed by Blenheim Estates to provide transportation and highways advice in support of an outline planning application for the redevelopment of 37-41 Brighton Road, Shoreham-by-Sea.
- 1.1.2. This Framework Residential Travel Plan considers the transportation issues in relation to the proposed development and has been prepared as a supporting document to the separate Transport Assessment report.
- 1.1.3. The Travel Plan has been produced in accordance with the Planning Practice Guidance (PPG) (DCLG March 2014) entitled 'Travel Plans, Transport Assessments and Statements in Decision Taking' which sets out the parameters for such reports. It should be noted that WSP supported the planning application for the neighbouring Free Wharf development, including the production of a Travel Plan. The same structure and methodology has been adopted in the preparation of this Travel Plan.

1.2 SITE LOCATION

- 1.2.1. The site is located approximately 500m south-east of Shoreham-by-Sea town centre in West Sussex. The site is bordered by the A259 Brighton Road to the north, the Free Wharf Development site to the east and south and the Humphrey's Gap industrial area to the west. The site location is shown on Figure 1-1, an excerpt of which is provided below.

Figure 1-1 – Site Location



1.3 EXISTING SITE USE

- 1.3.1. The site is currently occupied by a single storey industrial unit with Kwik-Fit as a tenant. The unit area is approximately 420sqm.
- 1.3.2. Immediately west of the site is a car wash facility which has right of way across the application site, with entrance via the southern site boundary and egress via the north. The car wash and access through the application site is to be retained.

1.4 BENEFITS OF A FRAMEWORK RESIDENTIAL TRAVEL PLAN

1.4.1. A Travel Plan can provide a number of specific benefits that can be extended to residents and visitors of a new development as well as the wider local area. Some of the benefits that can be achieved are set out below and illustrated at Figure 1-2:

- Improved quality of life for residents through adopting healthier lifestyles, for example replacing short car journeys with walking and cycling;
- Improved air quality through reduced traffic congestion in the community as a result of the use of alternative travel modes to the private car;
- Less vehicle congestion on local roads as a result of fewer cars attempting to depart and access the development;
- Cost savings for car sharers – by sharing journeys with friends or colleagues, residents can benefit from sharing the financial cost of making journeys.

1.4.2. Through identifying an appropriate package of measures and ensuring a joined-up approach to the delivery of the Travel Plan, it is possible that all these benefits can be achieved for the proposed development.

Figure 1-2 - Benefits of a Residential Travel Plan



- 1.4.3. Implementing the package of measures set out within this Travel Plan will provide residents with better information on the alternative travel options available when planning journeys to and from the development and the associated benefits. Consequently, reduced vehicular traffic on the highway network, particularly during peak periods, will provide improved access to the proposed development.

1.5 REPORT STRUCTURE

The structure of this Travel Plan is as follows:

- Section 2 – Policy Context
- Section 3 – Existing Conditions
- Section 4 – Site Accessibility
- Section 5 – Development Proposals
- Section 6 – Travel Plan Objectives and Targets
- Section 7 – Travel Plan Measures
- Section 8 – Implementation and Management and Action Plan
- Section 9 – Review and Approval

2 POLICY CONTEXT

2.1 INTRODUCTION

- 2.1.1. Travel Plans are an important tool in supporting national, regional and local transport policy of encouraging sustainable travel.

2.2 NATIONAL POLICY AND GUIDANCE

NATIONAL PLANNING POLICY FRAMEWORK (2024)

- 2.2.1. The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. The document supports the promotion of sustainable transport.
- 2.2.2. The NPPF paragraph 10 states that “*so that sustainable development is pursued in a positive way, at the heart of the Framework is a presumption in favour of sustainable development.*”
- 2.2.3. Specifically, from a highways and transportation perspective, Chapter 9 (paragraphs 109 to 118) of the NPPF is concerned about “*Promoting Sustainable Transport*”.
- 2.2.4. The NPPF, at paragraph 115, states that when assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:
- a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;
 - b) safe and suitable access to the site can be achieved for all users;
 - c) the design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code⁴⁸; and
 - d) any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.
- 2.2.5. Paragraph 116 of the NPPF states that “*Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network, following mitigation, would be severe, taking into account all reasonable future scenarios.*”
- 2.2.6. Lastly, paragraph 118 of the NPPF sets out how all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.

PLANNING POLICY GUIDANCE: TRAVEL PLANS, TRANSPORT ASSESSMENTS AND STATEMENTS (2014)

2.2.7. The web-based Planning Practice Guidance, the section titled ‘*Travel Plans, Transport Assessments and Statements*,’ was published in March 2014. The PPG clarifies the role, function and structure of the Transport Assessments and Travel Plans.

2.2.8. The guidance states:

"In determining whether a Travel Plan will be needed for a Site, the local planning authorities should take into account the following considerations:

- *The Travel Plan policies (if any) of the Local Plan;*
- *The scale of the site and its potential for additional trip generation (smaller applications with limited impacts may not need a Travel Plan);*
- *Existing intensity of transport use and the availability of public transport;*
- *Proximity to nearby environmental designations or sensitive areas;*
- *Impact on other priorities/ strategies (such as promoting walking and cycling);*
- *The cumulative impacts of multiple developments within a particular area;*
- *Whether there are particular types of impacts around which to focus the Travel Plan (e.g. minimising traffic generated at peak times); and*
- *Relevant national policies, including the decision to abolish maximum parking standards for both residential and non-residential Development."*

2.3 REGIONAL AND LOCAL POLICY AND GUIDANCE

WEST SUSSEX LOCAL TRANSPORT PLAN 2022-2036

2.3.1. The West Sussex Transport Plan (WSTP) is the County Council’s main policy on transport and supports delivery of their Council Plan and its priorities. It was adopted on 1st April 2022.

2.3.2. A number of key issues have been identified that the Plan seeks to address:

- Climate change
- Local environmental impacts
- Spatially variable economic performance
- Development and regeneration pressures and opportunities
- Growing and ageing population
- Public health and well-being
- Access to services
- Transport network performance issues

2.3.3. The vision of the LTP is as follows:

“A West Sussex transport network in 2036 that works for communities in the Coastal West Sussex, Gatwick Diamond and Rural West Sussex economic areas by helping to address

the spatial economic challenges of the County, level up the coastal economy and provide access to employment and services countywide.

The transport network will be on a pathway to achieve net zero carbon emissions by 2050 through more local living, increased use of electric vehicles and reduced use of fossil-fuels. It will also be safer, more efficient and resilient overall with more walking, cycling and use of public or shared transport and less congestion on major routes that connect West Sussex towns with Gatwick Airport, London and nearby cities.

The transport network will connect communities and allow residents to live healthy lifestyles with good access to the West Sussex coast and the protected South Downs, High Weald and Chichester Harbour.

Active travel modes, public or shared transport will be attractive options in built up areas and between towns, and rural communities will have access to the services they need.

Transport impacts such as air pollution, noise and rat-running on adjacent communities and the environment will be minimised to protect a quality of life that reflects the characteristics of the County.”

2.3.4. The LTP transport strategy for the Adur area (in no particular order) is to:

- improve the performance of the A27;
- facilitate the introduction of on-street electric vehicle charging infrastructure, initially in Shoreham followed by other areas;
- increase space for active travel through infrastructure improvements on priority routes such as A259;
- use traffic signal technology to give priority to shared transport where services operate frequently;
- use on-street parking and traffic management techniques to manage demand;
- deliver Air Quality Action Plans in Shoreham and Southwick;
- tackle inappropriate use of unsuitable routes using behavioural initiatives; and,
- work with strategic partners to deliver faster rail services to Worthing, Chichester, Brighton and the Solent cities in the long term

SHOREHAM HARBOUR JOINT AREA ACTION PLAN

2.3.5. The Shoreham Harbour Joint Area Action Plan (JAAP) sets out a plan to guide the regeneration of Shoreham Harbour and surrounding areas. The JAAP sets a planning policy framework to guide development and investment decisions within the Shoreham Harbour Regeneration Area up to 2032.

2.3.6. The JAAP area has been broken down into seven distinct character areas, with the 37-41 Brighton Road site being located in Character Area 7: Western Harbour Arm (CA7). Policy CA7 for Western Harbour Arm includes the delivery of a minimum of 1,100 new homes and 12,000sqm of

employment floorspace plus the addition of smaller scale retail outlets, food and drink, and marine-related leisure facilities. The following highway and transport measures are identified:

- Development proposals for sites to the south of Brighton Road (A259) should not unduly prejudice the potential future development of sites to the north of Brighton Road (A259) and vice versa.
- Where appropriate, proposals will be expected to enhance townscape around key linkages and junctions, in particular Shoreham High Street / Norfolk Bridge (A259), Old Shoreham Road (A283), Brighton Road (A259), New Road, Surrey Street and Ham Road;
- A setback from the waterfront is safeguarded to enable delivery of a waterfront pedestrian and cycle route between Shoreham town centre and Kingston Beach;
- Developments should be set back sufficiently from the A259 corridor in agreement with the highways and planning authorities, to provide space for a high-quality segregated cycle route which provides stepped separation from road vehicles and pedestrian facilities, to deliver green infrastructure improvements, and to prevent a canyoning effect to ensure that residents are protected from noise and air quality impacts.
- The partnership will work with developers and stakeholders to deliver a package of transport measures for the Western Harbour Arm as set out in the Shoreham Harbour Transport Strategy.

2.3.7. With regards to sustainable travel and this Travel Plan, Policy SH5: Sustainable Travel states,

- New development in the regeneration must demonstrate how it intends to reduce the need to travel by car and should help to deliver sustainable transport improvements as identified in the Shoreham Harbour Transport Strategy.’
- Development will be required to contribute towards implementation of the area-wide travel behaviour change and travel choice programme set out in the Shoreham Harbour Transport Strategy.

2.3.8. This Travel Plan will help support a reduction in the need to travel by car, bring about travel behaviour change and inform residents of their travel choices.

SHOREHAM HARBOUR JOINT AREA ACTION PLAN: TRANSPORT STRATEGY (SHOREHAM HARBOUR REGENERATION PARTNERSHIP, 2016)

2.3.9. Prepared alongside the Shoreham Harbour JAAP, a Transport Strategy has been prepared to inform planning policies that will support the regeneration and development of Shoreham Harbour. The Transport Strategy is underpinned by technical evidence, proposing a package of transportation infrastructure improvements and initiatives that are vital factors in the delivery of the vision for the Harbour area as a sustainable mixed use development.

2.3.10. With regards to the Travel Plan the Strategy states that an area-wide travel behaviour change and travel choice programme (TBC) will be developed and will cover the Shoreham Harbour area. The aim will be to make people aware of the options available. The TBC will be incorporated into an area-wide Shoreham Harbour Travel Plan.

- 2.3.11. The Strategy notes that “the TBC programme will be incorporated into an area-wide Shoreham Harbour Travel Plan, which identifies the initiatives and sets out what they are expected to achieve. It is expected that developer(s) will make contributions to the provision of a JAAP-wide Travel Plan Coordinator (TPC) to be responsible for coordinating development and implementation of the Shoreham Harbour Travel Plan. Site occupiers will each nominate a Travel Plan Manager (TPM), to develop and deliver each site-specific Travel Plan in addition to submitting this to the TPC. Each initiative will be expected to achieve specific performance targets and the area-wide Travel Plan will be refreshed periodically in response to changing circumstances”.
- 2.3.12. This Travel Plan supports this policy.

3 EXISTING CONDITIONS

3.1 INTRODUCTION

3.1.1. This section sets out the existing conditions in the vicinity of the site. More specifically, it describes the existing site location, including a review of existing walking, cycling and public transport facilities, as well as a description of the existing highway network and a review of the existing highway safety records.

3.2 SITE LOCATION

3.2.1. The development site is located approximately 500m south-west of Shoreham-by-Sea town centre. The site is enclosed by the Free Wharf Development site to the south and the east, the A259 Brighton Road to the north, and existing industrial units to the west.

3.2.2. The A259 provides a link to Brighton to the east (six miles) and Worthing to the west (five miles). The A27 is located approximately two miles north of the site and provides access to locations further afield such as Chichester (26 miles), Eastbourne, (32 miles) and Crawley (25 miles) via the A23. Shoreham-by-Sea Railway Station is located 600m north-west of the site.

3.3 LOCAL HIGHWAY NETWORK

3.3.1. The highway network within the vicinity of the development is of a mixed variety, with the A259 Brighton Road forming part of the primary road network and other links, such as Ham Road and Eastern Avenue being residential in nature. This section provides summary detail on the local roads.

A259 BRIGHTON ROAD

3.3.2. The A259, which borders the site to the north is a single carriageway road running almost parallel to the A27 from Emsworth in Hampshire along the coast through West and East Sussex to Folkestone in Kent. The Shoreham-by-Sea section of the A259 Brighton Road provides access in to the site and connects to the A283 Old Shoreham Road, which provides access to the A27.

3.3.3. The A259 Brighton Road through Shoreham-by-Sea is subject to a 30mph speed limit due to its town centre location and the number of existing access junctions, many of which serve industrial or commercial premises. Footways are provided on both sides of the carriageway except for a 250m section on the southern side outside of Sussex Yacht Club, approximately 400m west of the site. The footways vary in width between 1.8 to 3.0m, with the surface quality improving towards the town centre. Street lighting is provided approximately every 15m on either side of the carriageway.

3.3.4. A number of pedestrian crossings are provided on the A259, including immediately to the east of the site access. At the Eastern Avenue / Humphrey's Gap junction there are signalised pedestrian crossing facilities, including dropped kerbs and tactile paving.

3.3.5. Further to the west of the site, signal controlled pedestrian crossing are located in the vicinity of the New Road junction (c. 300m from the site) and at the junction with Adur Ferry Bridge (c. 600m from

the site). These, along with other crossing facilities, provide good pedestrian access across the local area.

- 3.3.6. As set out within the previous chapter, as part of the harbour regeneration / JAAP and the wider West Sussex Local Transport Plan aspirations, improvements to the cycling facilities along the A259 have been identified. To support this, land along the northern site boundary with the A259 has been safeguarded to support the improvements.

HUMPHREY'S GAP / EASTERN AVENUE

- 3.3.7. Approximately 60m to the west of the site is the A259 Brighton Road / Eastern Avenue / Humphrey's Gap signalised junction. Humphrey's Gap provides one of the access points to the Free Wharf development and is approximately 8.5m wide, with footways on each side of the carriageway.

EASTERN AVENUE

- 3.3.8. Eastern Avenue is a single carriageway road connecting the A259 to Upper Shoreham Road, with a number of residential properties and roads accessed from it. The road is bisected by the West Coast railway line and level crossing, approximately 200m to the north of the site and is subject to a 30mph speed limit.
- 3.3.9. There is a pedestrian refuge island on Eastern Avenue, directly north of the proposed development site. This provides a convenient crossing facility for pedestrians walking onto Eastern Avenue from the site and to the local bus stops.
- 3.3.10. Further north, there are three other formal pedestrian crossings points along Eastern Avenue in addition to a number of locations where informal crossing is possible. The only controlled crossing is located at the signal controlled junction with Middle Road (part of National Cycle Network 2), where signal controlled crossings are provided on Eastern Avenue either side of the junction, with dropped kerbs and tactile paving provided on all arms. The other two crossing facilities are located on either side of the level crossing and are refuge islands, with drop kerbs and tactile paving.

HAM ROAD

- 3.3.11. Ham Road is a mixed use street that features a number of residential buildings, a Co-Operative store, as well as a number of smaller retail and commercial outlets. The road connects the site to Brunswick Road (town centre) and Shoreham railway station. Ham Road is a two-way single carriageway road. Time restricted on street parking is provided on each side of the road at points to the west of Surrey Street. There are three bus stops located along the length of Ham Road. Street lighting is provided on either side of the carriageway.
- 3.3.12. Ham Road is subject to a 30mph speed limit, and there are footways on both sides of the carriageway which vary between 2m and 3m in width. Footway surface quality on this link is of a high standard. There are no formal cycling facilities on Ham Road but due to the width of the road and the low traffic flows, the road is conducive for use by cyclists.



NEW ROAD

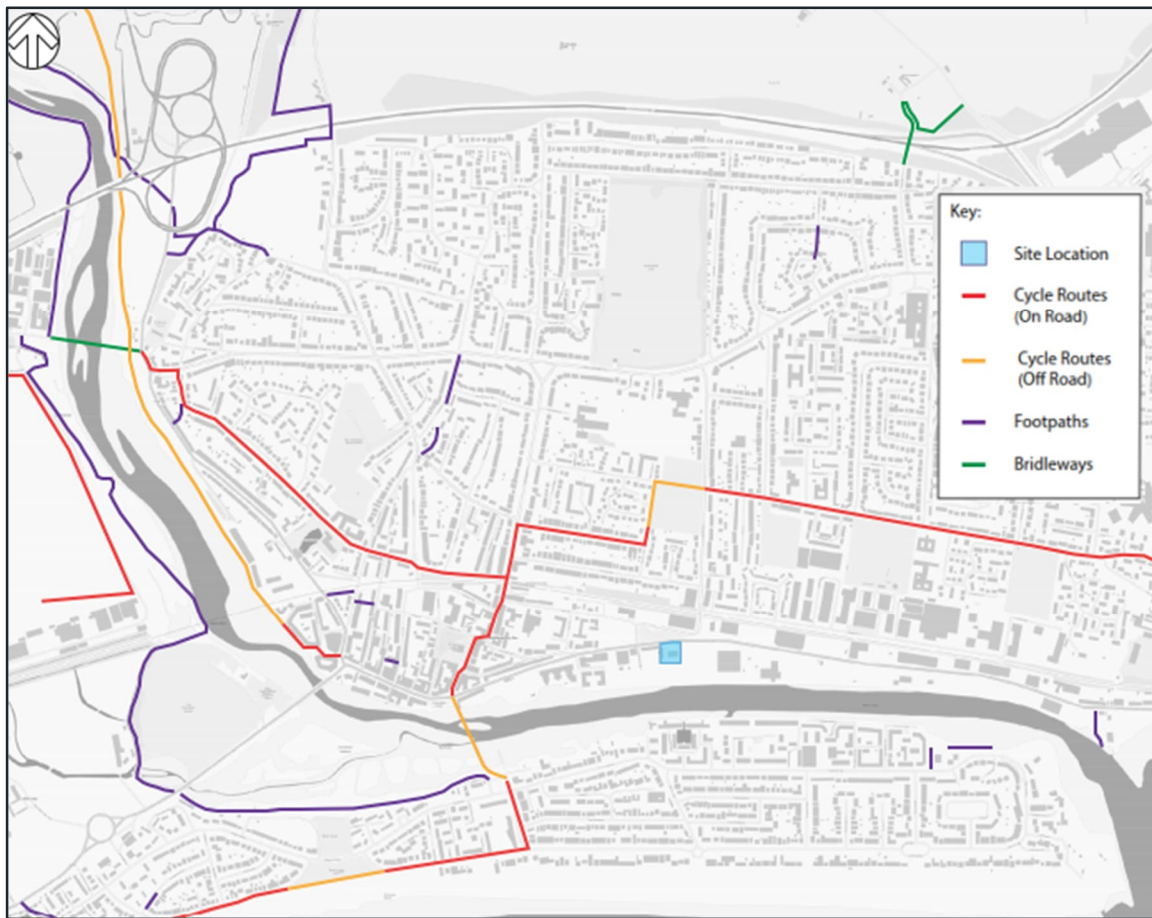
- 3.3.13. New Road is a residential street providing access from the A259 Brighton Road with East Street and Tarmount Lane, which form part of the town centre network. The road is subject to a 30mph speed limit, and features on-street parking on both sides of the carriageway. Footways are provided on both sides of the carriageway, with these have a width of approximately 1.5m.

4 SITE ACCESSIBILITY

4.1 LOCAL HIGHWAY NETWORK AND PROW NETWORK

4.1.1. The local cycle and Public Rights of Way (PRoW) network surrounding the site is discussed below and illustrated on Figure 4-1, an excerpt of which is provided below.

Figure 4-1 – Local Cycle Routes & Public Rights of Way



NATIONAL CYCLE NETWORK ROUTE 2

4.1.2. National Cycle Network (NCN) Route 2 traverses the local area from east to west on quiet roads which are conducive for cycling. It is located a short distance from the site, providing a link to Brighton to the east and Worthing to the east. At the junction of A259 Albion Street / Grange Road, NCN2 runs along Grange Road and then west along Park Lane before it doglegs north up Kingston Lane and then continues west along Rectory Road and Middle Road. At the junction with Rosslyn Avenue it turns south for a short distance before continuing west along Rosslyn Road. It then turns south along Buckingham Road and then Shoreham town centre Brunswick Road, before doglegging

south to East Street where the route continues south and crosses A259 Brighton Road (to the west of the site) and continues along Adur Ferry Bridge.

NATIONAL CYCLE NETWORK ROUTE 223

- 4.1.3. NCN 223 runs from Shoreham to Chertsey via Guildford. It follows both main and quiet roads, although the first section north from Shoreham follows the Downs Link until it reaches Steyning, where it passes onto local roads. It has a total length of approximately 45 miles.

REGIONAL CYCLE ROUTE 79

- 4.1.4. Regional Cycle Route 79 links NCN Route 2 with Route 223. It runs west from NCN Route 2 at Buckingham Road along Queens Road, onto Hebe Road and then northwest along Swiss Gardens and Connaught Avenue. At the junction with Upper Shoreham Road, it heads west and then north along the A283 Steyning Road, where it connects with Route 223 at the Old Toll Bridge.

LOCAL ROAD NETWORK.

- 4.1.5. Further to the above routes, it is considered that the local highway network in the area surrounding the proposed development beyond the A259 and A283 provides excellent opportunities for cycling, with low vehicle speeds and flat terrain helping to promote use of this sustainable mode. The residential streets to the north of the site, as well as its proximity to the town centre and railway station assist in enhancing the likelihood of bicycle use for short to medium length local trips.

4.2 PUBLIC TRANSPORT

- 4.2.1. This section provides detail on the public transport services available within the vicinity of the site.

BUS SERVICES

- 4.2.2. The proposed development is well served by buses. Nearby stops offer services east towards Brighton and west towards Littlehampton and Arundel at a frequency of approximately ten minutes on both weekdays and on Saturdays.
- 4.2.3. The nearest bus stops are located on Brighton Road to the northeast of the site, within a 100m / 2 minute walking distance of the site. These bus stops provide shelter, seating and Real-Time-Passenger-Information (RTPI), showing arrival times for the next three services. An additional bus stop is located on Ham Road, approximately 200m from the site, providing services towards Steyning, Rottingdean, Brighton and Shoreham Beach.
- 4.2.4. A summary of the bus services available in the immediate vicinity of the site is provided in the following table.

Table 4-1 Local Bus Services

Service Number (Operator)	Bus Stop Location	Route	Service Frequency		
			Monday - Friday	Saturday	Sunday
700 (Stagecoach)	A259 Brighton Road (Eastern Avenue)	Arundel – Littlehampton – Worthing – Shoreham - Brighton	First Bus 04:59 Last Bus 23:17 Frequency: Every 10 minutes from 05:59 to 19:04	First Bus 06:04 Last Bus 23:17 Frequency: Every 10-12 minutes 0700 to 1900	First Bus 06:52 Last Bus 21:58 Frequency: Every 20 minutes 0700 to 1835
N700 (Stagecoach)	A259 Brighton Road (Eastern Avenue)	Brighton – Shoreham – Worthing (circular)	Fri only First Bus: 23:57 Last Bus: 04:01 Frequency: Every 60 minutes	First Bus: 23:57 Last Bus: 04:01 Frequency: Every 60 minutes	No Service
2 & 60 (Brighton & Hove)	Ham Road (Shoreham-by-Sea Station)	Steyning – Shoreham – Hove – Brighton – Woodingdean – Rottingdean	First Bus 05:25 Last Bus 00:24 Frequency: Every 20 minutes from 05:25 to 22:47	First Bus 06:16 Last Bus 00:24 Frequency: Every 20 minutes 07:22 to 19:30	First Bus 07:46 Last Bus 23:21 Frequency: Every 30 minutes 07:46 to 23:21
19 (Compass Bus)	Ham Road (Shoreham-by-Sea Station)	Shoreham Beach – Shoreham – Holmbush Centre	First Bus 07:48 Last Bus 17:07 Frequency: Every hour from 07:48 to 15:36	First Bus 08:41 Last Bus 17:07 Frequency: Every hour from 08:41 to 15:36	No Service

- 4.2.5. The average journey time from Shoreham to the centre of Brighton and Worthing during the peak periods is approximately 30 minutes and 20 minutes respectively.
- 4.2.6. The above table shows that a good frequency of service is available from the local bus stops, with up to nine buses per hour running between the site and Shoreham town centre and Brighton, with between three to six buses per hour to other destinations such as Arundel, Littlehampton and Rottingdean. The local buses run throughout the day, from early in the day until late at night.

TRAIN

- 4.2.7. The closest railway station to the site is Shoreham-by-Sea, located approximately a 600m (8 minute) walk to the north-west, accessed via Eastern Road and Ham Road. The station is managed by Southern trains and the services operate between London, Brighton, Littlehampton, Chichester, Portsmouth and Southampton.
- 4.2.8. The ticket office is open Monday to Friday from 05:40-19:55, on Saturday between 06:10-19:45 and on Sunday from 06:25-19:30; in addition self-service ticket machines are in operation when the ticket office is closed. The station provides 131 car parking spaces including three accessible spaces. The station also provides 16 Sheffield stands which equates to 32 cycle spaces, of which 20 are covered. There are also 18 two-tier cycle parking stands which equates to 36 cycle spaces, with all of these spaces covered. There is step free access provided to both platforms.

4.2.9. A summary of train services departing from Shoreham-by-Sea, including journey time and frequency of service, is provided in the following table.

Table 4-2 Direct Train Services from Shoreham

Destination	Approximate Journey Time (Minutes)	Peak Frequency (Trains per Hour)	Off-peak Frequency (Trains per Hour)	First Train / Last Return
Worthing	10	7	6	05:14 / 00:37
London Victoria / Bridge	80	2	2	05:43 / 00:02
East Croydon	57	2	2	05:43 / 00:24
Gatwick Airport	42	3	2	05:43 / 00:44
Brighton	15	4	4	05:36 / 01:26
Hove	10	4	6	05:36 / 01:38
Littlehampton	30	2	2	05:30 / 11:53
Chichester	40	3	3	05:14 / 11:23
Portsmouth Harbour	70	3	1	05:14 / 10:52

4.2.10. The above table shows that a number of key destinations can be reached by train in less than 80 minutes including London Victoria, East Croydon, Gatwick Airport, Brighton, Chichester and Portsmouth, therefore making the site a good location for a range of commuting, business or leisure trips by rail. Furthermore, numerous destinations can be easily reached from London Victoria and East Croydon.

4.2.11. In the AM peak hour it is possible to access Brighton City Centre within approximately 22 minutes via foot and rail, as compared to a predicted journey time by car of 18-35 minutes. Similarly, Worthing can be reached in 17 minutes by foot and rail, compared with 16- 26 minutes by car. This shows that the proximity of Shoreham railway station offers an attractive alternative to travel by private car. Having such good public transport connections means that residents who travel to destinations such as Brighton for work or leisure, will not need to plan for car parking, which is generally expensive and of low availability.

4.3 WALKING AND CYCLING ACCESSIBILITY TO LOCAL FACILITIES

ACCESSIBLE FACILITIES

- 4.3.1. A significant number of facilities are accessible on foot or by bicycle from the site. A primary school, a convenience store, and a post office can be walked to in under 15 minutes (based on an assumed walking speed of 4.8kph¹) and cycled to in less than five minutes (based on an assumed cycling speed of 16kph¹). The town centre is approximately a 650m / 8 minute walk away and offers a range of shops and services. As previously discussed, Shoreham railway station is approximately 600m away from the site.
- 4.3.2. The following table lists the nearest examples of several types of facility that are within 2km of the site, a distance which can be covered in approximately 25 minutes on foot or eight minutes by bicycle.

¹ Department for Transport Journey Time Statistics: Notes and Definitions
(<https://assets.publishing.service.gov.uk/media/5dfa46f2ed915d54ab87c859/notes-and-definitions.pdf>)

Table 4-3 Local Facilities

Facility Name	Location	Facility Type	Walk / Cycle Distance
The Co-operative	Ham Road	Food Store	500m
Sunshine Day Nursery	Tarmount Lane	Nursery School	550m
Happy Hours Pre- School	Brunswick Road	Nursery School	600m
Edminson Butler Optician	St Mary's Road	Opticians	600m
Shoreham-by-Sea Town Centre	Brunswick Road / East Street	Town centre facilities, including cafes, bars, restaurants, stores, Post Office, etc	650m
Greens Pharmacy	St Mary's Road	Pharmacy	650m
Day Lewis Pharmacy	Brunswick Road	Pharmacy	650m
Bakhai Pharmacy	East Street	Pharmacy	680m
Shoreham Dental Centre	East Street	Dentist	700m
St Peter's Catholic Primary School	Sullington Way	Primary School	700m
Shekinah Pre-School	Western Road	Nursery	750m
St Nicolas & St Mary C of E Primary School	Eastern Avenue	Primary School	750m
Church House Dental Practice	Church Street	Dentist	800m
Boots	A259 High Street	Pharmacy	800m
Shoreham NHS Health Centre	Pond Road	GP Surgery	800m
Swiss Gardens Primary	Swiss Gardens	Primary School	1,100m
Buckingham Park Primary School	Buckingham Road	Primary School	1,200m
Southlands Hospital	Upper Shoreham Road	Hospital	1,500m
Shoreham College	Sullington Way	Secondary School	1,800m

4.3.3. It can be seen from the information presented above that the site has good accessibility to a wide range local facilities, with these accessible by both foot or by bicycle and some, including the town



centre, via the local bus service that runs past the site (detail on local public transport services is provided at section 3.8).

- 4.3.4. The topography of the local area is generally flat and this will aid access between the site and the local facilities and public transport services. The growth in the ownership and use of electric bikes, along with the planned improvements to local cycle facilities will further assist in accessibility.

5 DEVELOPMENT PROPOSALS

5.1 INTRODUCTION

5.1.1. As previously discussed, the development proposal is for 49 apartments and 57.6sqm of commercial / retail use. A copy of the indicative masterplan is attached within **Appendix B**.

5.2 SITE ACCESS

- 5.2.1. The existing access arrangement from Brighton Road is to be retained, with a simple priority controlled junction provided via the eastern boundary of the site.
- 5.2.2. Consideration was given to the reconfiguration of the junction, to reduce the width of the access in order to assist pedestrian movement.
- 5.2.3. However, in order to provide suitable access for the largest vehicles that are expected to access the site, it is not possible to make amendments to the junction. This is due to the pedestrian refuge island that has recently been installed on Brighton Road immediately east of the site access, with this delivered as part of the Free Wharf development.

5.3 CYCLE PARKING

5.3.1. The level of cycle parking to be provided at the site will be in accordance with the West Sussex County Council Guidance on Parking at New Developments (August 2019).

Residential

5.3.2. The minimum cycle parking standards for apartments are set out in the following table:

Table 5-1 Minimum Cycle Parking Standards for Flats (WSCC, 2019)

Dwelling Size	Cycle Provision (per unit)
Up to 3 rooms (1 & 2 bed)	0.5 space (if communal storage, otherwise 1 space)
4+ rooms (3+ bed)	1 space

- 5.3.3. Based on the above standards, a total of 27 long-stay cycle spaces would be required to meet the minimum requirement.
- 5.3.4. From the indicative masterplan it can be seen that 34 long-stay spaces are to be provided in a store room adjacent to the main entrance, with this including 2 spaces for a cargo / adapted bike.
- 5.3.5. Following the pre-application discussions with WSCC Highways, the following amendments were made to the site layout:
- An area for the maintenance of cycles has been provided within the main store, with this including tool storage, a floor pump and a wall mounted repair stand;

- Two spaces for cargo / adapted bicycles is provided.

Commercial

5.3.6. The minimum cycle parking standards for the retail / commercial element is set out in the following table:

Table 5-2 Minimum Cycle Parking Standards for Retail Use (WSCC, 2019)

Land Use	Cycle Provision
A1 Shops	1 space per 100sqm for staff and 1 space per 100sqm for customers

5.3.7. For the staff parking, a single space is required and staff will be provided with access to the main store.

5.4 CAR PARKING

RESIDENTIAL USE

- 5.4.1. It was originally proposed that 18 car parking spaces were to be provided at the site. However, following the public consultation, the indicative layout for the site was amended, with a total of 24 car parking spaces provided.
- 5.4.2. The parking provision includes 2 car club parking spaces and this will provide residents with access to a car when / if required, without the need to own their own car. Research by the Centre for Mobility shows each car club vehicle replaces 22 private vehicles (CoMoUK Annual Car Club Report (2022)).
- 5.4.3. This level of parking is considered sufficient based on the sustainable location of the site, with it being within walking distance of Shoreham town centre and Shoreham train station. The site is also served by local bus routes that run directly past the site on Brighton Road.
- 5.4.4. Also, there is no viable on-street / local unrestricted parking available to future residents of the proposed development who do not have access to one of the on-site parking spaces. It is therefore considered that the proposed development would not be attractive to residents wishing to own a car who do not have access to on-site parking.

COMMERCIAL USE PARKING

- 5.4.5. Within their pre-application response, WSCC requested that some parking be provided for the commercial use.
- 5.4.6. However, due to the small scale of the proposed commercial element (57.6sqm), the sustainable and accessible location of the site and that the future use will most likely be targeted towards residents of the development and other local residents, it is not proposed to allocate any car parking spaces to the commercial use, either for staff or customers. This is because staff will be able to travel to the site by sustainable modes and customer parking is not considered appropriate as only



one or two spaces would be provided and, if customers were encouraged to drive onto the site, there would no doubt be occasions when cars would need to wait for the space(s) to be free and this, along with the associated risk of inappropriate parking, would compromise safety.

5.5 ELECTRIC VEHICLE CHARGING

5.5.1. The WSCC design standards require the following set levels of active EV charging to be provided at the year of construction:

- 2025: 49%
- 2026: 53%

5.5.2. This level of active charging will be provided, with the remaining spaces provided with passive provision.

6 OBJECTIVES AND TARGETS

6.1 OBJECTIVES

6.1.1. The objectives of this Travel Plan (and the subsequent full Travel Plan) are as follows:

- To reduce the impact and frequency of single-occupancy car travel;
- To encourage greater use of sustainable transport by residents; and
- To promote a lifestyle to residents which includes healthy and sustainable living.

6.1.2. Meeting these objectives will result in;

- Reduced pressure on local highway capacity;
- Cutting carbon emissions;
- Improving air quality and reducing noise pollution; and
- Encouraging more active travel to improve the health and well-being of residents.

6.1.3. These objectives reflect local, regional and national policy guidance.

6.2 TARGETS

6.2.1. Travel Plan guidance states that targets should always be SMART (Specific, Measurable, Achievable, Realistic and Time-bound).

6.2.2. At the time that WSP prepared the Travel Plan for the neighbouring Free Wharf site, WSCC guidance stated that all new development sites should achieve a 12 hour weekday vehicle trip rate that is 15% lower than that predicted for the site in the Transport Assessment assuming a Travel Plan were not implemented.

6.2.3. This target is proposed for this Travel Plan and will be achieved with an increase in the proportion of walking, cycling, public transport and car sharing travel modes and also an overall reduction in travel to and from the development (i.e. increased proportion of home-working and home deliveries).

RESIDENTIAL TRIP RATE TARGETS

6.2.4. Table 6-1 shows the predicted 12-hour daily residential trip generation using the trip rates from the accompanying Transport Assessment.

Table 6-1 – Predicted Daily Residential Trip Generation (49 Units)

	ARRIVALS	DEPARTURES	TWO-WAY
Residential Trip Generation (0700 – 1900)	54	57	111

6.2.5. By applying WSCC guidelines that the predicted development trip generation should be reduced by 15% over five years, the following interim trip generation target can be set.

Table 6-2 – Residential Trip Generation Targets

	ARRIVALS		DEPARTURES		TOTAL TWO-WAY	
	OPENING YEAR	YEAR 5 TARGET	OPENING YEAR	YEAR 5 TARGET	OPENING YEAR	YEAR 5 TARGET
Residential Trip Generation (0700 – 1900)	54	46	57	48	111	94

6.2.6. The precise modal split for the development will be established through residential travel surveys to be undertaken after first occupation, as detailed in the following Monitoring Section. The results from the survey will inform the targets and determine which measures and incentives should be implemented within the development.

ACTION TARGETS

6.2.7. In addition to trip rate targets, a set of Action targets have been set within this Travel Plan. Table 6-3 summarises the Action Targets which show at which stage specific measures will be introduced, who will take responsibility for their delivery (The Developer or the Travel Plan Manager (TPM)), and how these reflect the objectives.

Table 6-3 – Action Targets

TRIGGER	MEASURE	DELIVERY RESPONSIBILITY
Prior to occupation	Install 27 long-stay cycle parking spaces	The Developer
	Appoint site TPM	The Developer
	Train residential sales staff	The Developer
	Prepare Travel Information Pack (TIP)	TPM / WSCC / The Developer
	Prepare site specific walking and cycling maps	TPM / WSCC
	Develop site specific travel information website	TPM / The Developer
	Install EVCPs	The Developer
Following first occupation	Identify car club parking bay(s)	The Developer
	Distribute TIPs within 6 weeks of first occupation	TPM

7 MEASURES

7.1 INTRODUCTION

- 7.1.1. The following section outlines a selection of measures that will be implemented at the site to ensure that a variety of suitable, easily accessible alternatives to single-occupancy vehicle (SOV) use are available and attractive to residents and visitors.
- 7.1.2. The measures presented in this chapter are considered relevant to the scale and nature of the development and have the greatest potential for encouraging the use of sustainable transport options amongst residents.
- 7.1.3. This Travel Plan will evolve in response to new travel and transport issues that may arise locally, therefore a future review of proposed measures will be necessary to ensure this plan continues to achieve the overarching vision.

7.2 CAR CLUB

- 7.2.1. Two of the parking spaces will be allocated as Car Club spaces.

7.3 PROVISION OF TRAVEL INFORMATION

- 7.3.1. An essential component of a Travel Plan is to provide residents with the necessary information to help them make informed decisions about their journeys and to encourage them to use the sustainable transport options available to them. It will also be necessary to promote any success of and changes to the Travel Plan to evoke a sense of involvement and ownership among residents.
- 7.3.2. The measures set out below will be provided / promoted to residents.

SALES STAFF TRAINING

- 7.3.3. Training will be provided to all sales staff that will be responsible for meeting with prospective residents. The training will focus on ensuring all sales staff are familiar with the objectives of the Travel Plan and are able to communicate to a prospective buyer the sustainable travel opportunities available.
- 7.3.4. Sales and marketing literature aimed at prospective buyers will highlight the sustainable nature of the development in terms of its location and connectivity to the surrounding local area.

TRAVEL INFORMATION WEBSITE

- 7.3.5. The Developer will produce a dedicated 'Travel Plan' website for residents and this will focus on providing up-to-date and clear information on sustainable travel options for access to and from the development.
- 7.3.6. The website will serve as a one-stop-shop for disseminating site-wide sustainable travel information to residents. Information on the website will include details of local public transport routes, local amenities and facilities, walking and cycling maps and a link to online car sharing opportunities.

7.3.7. Links will also be provided to WSCC's local travel information portals such as the West Sussex Journey Planner and West Sussex Car Share Scheme to further promote an area wide approach to travel planning.

7.3.8. Apps that provide relevant on-the-go information will also be promoted to residents.

ON-SITE PROMOTION AND MARKETING

7.3.9. A Travel Plan information board will be located within the main sales office and later in the entrance / communal area of the development. This will help raise awareness to residents of the alternative travel choices available and highlight the associated benefits of sustainable travel.

TRAVEL INFORMATION PACKS

7.3.10. Upon first occupation, residents will be provided with a Travel Information Pack (TIP). Through the information provided in the TIP, residents will be in a better position to make informed choices about how they choose to travel to and from the development. The TIP will include:

- An overview of the objectives and structure of the Travel Plan, why the Travel Plan is in place and what advice is available with regards to sustainable travel options;
- The benefits that having a Travel Plan brings, to individuals, to the wider community and to the local environment;
- What incentives are being offered through the Travel Plan to encourage sustainable travel;
- Contact details of the TPM, should residents have any transport or travel queries, or ideas they wish to share;
- Information on access by public transport including maps, journey times and timetables;
- How to access the West Sussex Journey Planner tool and cycle journey planner;
- Pedestrian and cycle route maps from the development to the surrounding area, including access to the nearest facilities (such as schools, doctors, bus and rail stations, etc);
- Information on adult cycle training;
- Location of local EV charging points;
- Details of local retail outlets that provide home delivery services;
- Details of the West Sussex Carshare scheme; and
- Details of local taxi companies.

PERSONAL JOURNEY PLANNING

7.3.11. All residents will be offered the opportunity for a Personal Journey Planning (PJP) session with the TPM throughout the initial five-year lifetime of the Travel Plan. This will be aimed at helping residents make informed decisions about their travel options. This will be particularly important for new residents moving into the area, who have yet to establish their travel habits from their new home.

PROMOTIONAL EVENTS

- 7.3.12. The promotion of cycling and walking throughout the year will be undertaken through involvement in national activities including:
- National Bike Week;
 - Walk to Work Week; and
 - National Liftshare Week.
- 7.3.13. Residents will receive publicity of these events via notice boards, newsletters and leaflet drops to actively encourage their participation. Residents will be able to provide email addresses via the website for email updates. Coordination of events will be facilitated by the TPM.

7.4 PROMOTING WALKING AND CYCLING

- 7.4.1. Using the results from the baseline travel survey the TPM will investigate establishing a Bicycle User Group (BUG) for the development. This group will comprise of residents who are interested in taking forward initiatives to promote and facilitate cycling. An online forum will be created for sharing information on cycle routes, cycling best practice, and to cover issues relating to cycling or cycle safety. The BUG will also enable less experienced cyclists to interact with established cyclists and obtain information, guidance and potential 'cycle buddies' to accompany them on journeys.
- 7.4.2. Measures to actively promote walking and cycling amongst residents to be delivered through the Travel Plan will include:
- The provision of local pedestrian and cycle route maps and details of local cycle shops provided within the TIP. These maps will provide clear information on how local services, facilities and employment areas can be accessed on foot or by bicycle, walking times and distances. These routes will also be displayed on the community notice board;
 - The offer of a £50 cycle store voucher per household on first occupation;
 - 'Dr Bike' will be asked to attend annual sustainable travel events at the development; and
 - WSCC cycle training opportunities will be promoted to residents.

7.5 PROMOTING PUBLIC TRANSPORT USE

- 7.5.1. The TPM will ensure that all residents are provided with public transport timetables and maps for the local area. This will include the timetables and route maps for local services and also rail services operating through Shoreham-by-Sea Railway Station.
- 7.5.2. This information will be provided within the TIP and will ensure that residents will have access to information to encourage use of public transport.
- 7.5.3. Taster travel vouchers are an excellent way of encouraging people to use different forms of public transport that they would not ordinarily consider. Trial travel vouchers may alter people's perceptions of public transport for the better, leading them to continue using public transport beyond the end of the trial period.

- 7.5.4. The TPM will offer upon first occupation one taster travel voucher per household that will provide free travel for one month.
- 7.5.5. The uptake of the travel vouchers will be recorded and monitored. To be eligible for the vouchers, residents will be required to complete and return a form provided by the TPM. These forms will be included with the TIP, along with details of the offer.

7.6 PROMOTING EFFICIENT CAR USE

ELECTRIC VEHICLES

- 7.6.1. By providing EV charging points at the development, residents who feel that they need a vehicle may be encouraged to choose an electric car. This also offers a social benefit of zero emissions from the vehicle.
- 7.6.2. The TPM will monitor and respond to observed demand for electric vehicle changing point infrastructure post occupation.

CAR SHARING

- 7.6.3. To ensure the most efficient use of cars that travel to and from the development, residents will be encouraged to car share wherever possible. This will help to reduce the overall number of car journeys being made in the first instance, whilst encouraging a pattern of more efficient car use.
- 7.6.4. Car sharing schemes encourage individuals to share private vehicles for particular journeys.
- 7.6.5. Material promoting the existing car share scheme www.westsussexcarsharescheme.co.uk will be disseminated to residents through letter drops, TIPs and notice boards. This will allow residents to register with an established scheme as soon as they take up residence.

FACILITIES FOR HOME WORKING / HOME SHOPPING

- 7.6.6. Each dwelling will be provided with broadband connection points. This will help to encourage residents to use on-line journey planning tools such as Traveline as well as to help facilitate home shopping and working from home to reduce car trips from the development.

8 IMPLEMENTATION AND MANAGEMENT

8.1 INTRODUCTION

8.1.1. The Developer will retain overall responsibility for the implementation of the Travel Plan and will ensure implementation and monitoring is undertaken in accordance with the respective planning obligations.

8.2 TRAVEL PLAN MANAGER (TPM)

8.2.1. In accordance with WSCC Transport Strategy guidelines, The Developer will ensure that a TPM is appointed before occupation of the site.

8.2.2. The TPM is likely to be a part time role of up to 5 days per year and will be funded by The Developer. The roles and responsibilities of the TPM will include, but not be limited, to:

- Liaising with WSCC;
- Ensuring the structures for the on-going management of the plan are set up and running effectively;
- Running promotional campaigns;
- Producing residential Travel Information Packs;
- Offer Personal Journey Planning (PJP) sessions;
- Establishing a travel website;
- Overseeing and monitoring the regular surveys and questionnaires, which will inform the on-going development of the Plan;
- Monitoring and, where necessary, revising Travel Plan targets; and
- Administer the Travel Plan by implementing the necessary systems/protocols, data and paperwork, consultation and promotion.

8.2.3. Full contact details for the TPM will be provided to WSCC upon their appointment.

FUNDING

8.2.4. All measures to be implemented as part of the Travel Plan will be funded by The Developer. This includes:

- Employment of TPM;
- Travel Information Packs;
- Website;
- Notice boards;
- Events;
- Promotional material; and
- Reporting.

8.2.5. The Developer will provide funding for a TPM who will take forward the various travel plan initiatives and measures over the initial 5 years of the Plan.

8.3 ACTION PLAN

8.3.1. The Action Plan is detailed in the following table, with this setting out how and when the various elements of the Travel Plan will be implemented.

Table 8-1 – Action Plan

ACTION	OBJECTIVE	TIMESCALE	RESPONSIBILITY
Provide connected on-site walking and cycling routes	Increase travel by sustainable modes	During construction	The Developer
Installation of cycle parking	Increase travel by sustainable modes		
Installation of active EVCP bays	Increase travel by sustainable modes		
Provision of internet broadband connections	Reduce reliance on private vehicles		
Training of sales and marketing staff	All	Prior to sales	
Appoint TPM	All	Three months prior to occupation	
Design and produce residential TIPs	All	One month prior to occupation	TPM
Establish a Travel Plan notice boards	All	Upon occupation	
Offer of PJP sessions	All	As requested by residents throughout the lifetime of the Travel Plan	
Provision of cycle / travel taster vouchers	All	Upon first occupation	
Hold at least 1 travel event each year to promote sustainable travel and road safety	All	Ongoing	
Promotion of local facilities to residents	Reduce reliance on private vehicles		
Promotion of the benefits of active travel to residents	Promotion of health and fitness		
Promote and encourage car sharing to residents	Reduce reliance on private vehicles		
Review provision of cycle facilities on site	Increase travel by sustainable modes	Annually	
Arrange for an annual Bike Dr session	Increase travel by sustainable modes	Annually	
Investigate the feasibility of a private car share scheme	Increase travel by sustainable modes	Annually	

9 REVIEW AND APPROVAL

9.1 INTRODUCTION

Monitoring the Travel Plan is important in understanding the changing nature of resident's travel behaviour and effectiveness of measures. Existing measures should be reviewed and alternative methods introduced where necessary in order to achieve the Travel Plan targets.

9.1.1. This section sets out a process by which the Travel Plan will be monitored and reviewed.

9.2 MONITORING AND REVIEW PROCESS

9.2.1. WSCC requests that monitoring accords with the TRICS UK Standard Assessment Methodology (TRICS SAM).

9.2.2. Where required by WSCC, residential travel surveys will be conducted three months after first occupancy. The survey will seek to ascertain the following information:

- Travel behaviour – to establish the overall travel patterns associated with the development and to allow the TPM to understand the 'modal split' for journeys to and from the development for on-going comparison;
- Attitudes towards travel – to establish attitudes towards using different transport options available to access the development. This will help identify any issues, or barriers (perceived or actual) that may reduce the desirability of low carbon transport options.

9.2.3. The travel survey will be agreed with WSCC prior to issue. The surveys will be conducted online or by hand over a two week period. A response rate of 40% will be aimed for.

9.2.4. The interim targets set out in this Travel Plan may be revised based on the results of the initial travel survey if the traffic generation / modal split is found to be considerably different from those predicted. The targets will be discussed with WSCC prior to being finalised.

9.2.5. Monitoring reports will be submitted to WSCC in Years 1, 3 and 5 of the Travel Plan. The reports will follow WSCC's Monitoring Report template and will include the results of any travel surveys, updates to targets, an updated Action Plan and details of any new measures / initiatives introduced.

9.2.6. All costs associated with distributing, collecting, analysing and reporting the travel surveys will be met by The Developer, and all aspects of undertaking the survey will be administered by the TPM.

9.3 ENFORCEMENT

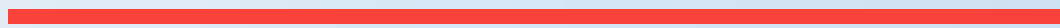
If the Travel Plan targets are not met, additional measures may be considered by the TPM in liaison with WSCC. Remedial measures may include:

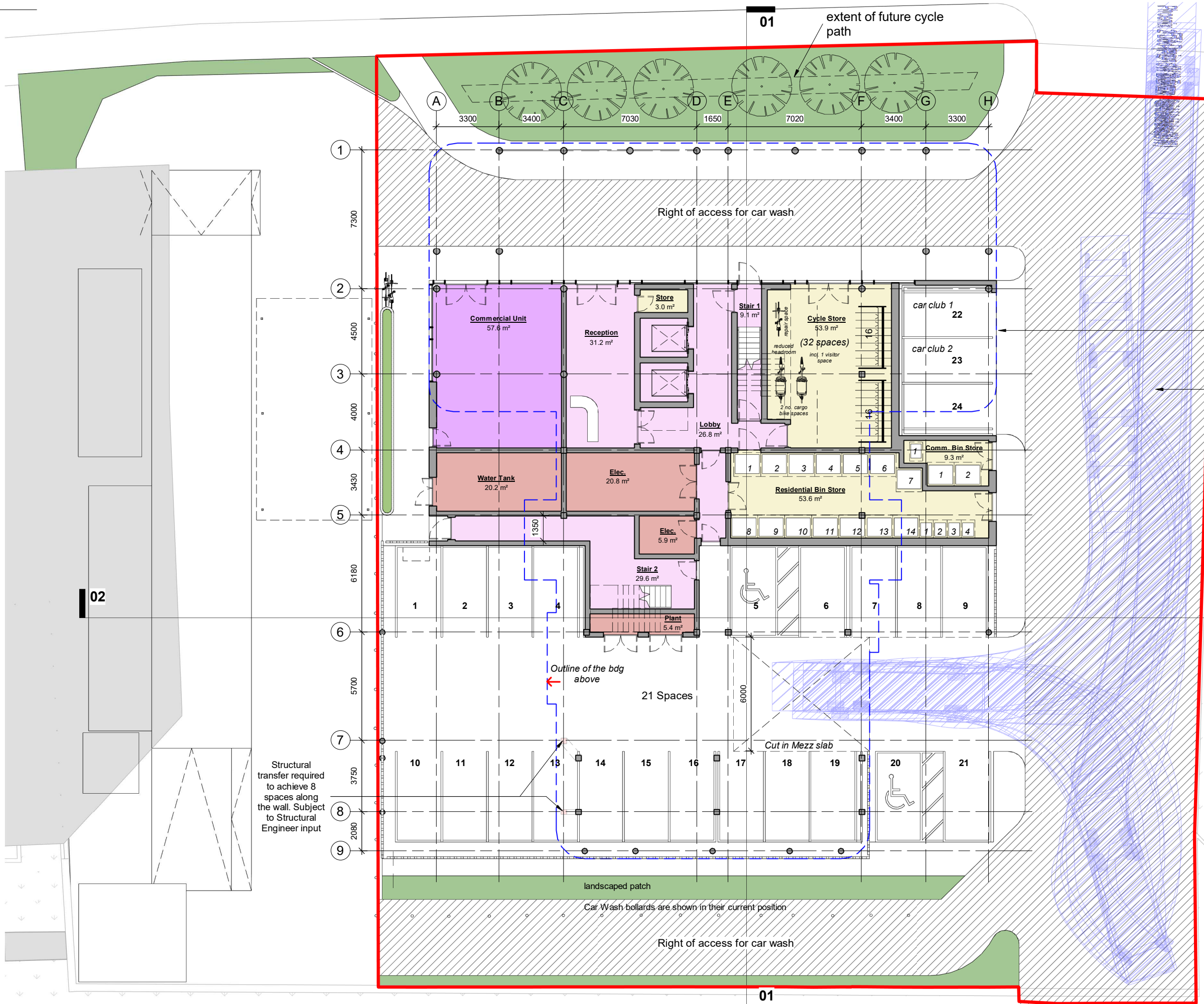
- Additional funding for the TPM;
- More focussed advertising of travel information;
- Intensified PJP sessions; and
- The provision of further travel taster tickets.

9.3.1. Any potential remedial measures and / or possible revision of targets will be discussed and agreed with WSCC.

Appendix A

INDICATIVE MASTERPLAN





Note:
 1. The site plan within the site boundary is based on survey drawings completed in March 2024.
 2. The Free Wharf plan is indicative only, relying on the latest publicly available drawings.
 3. Structural, M&E and Landscape elements are only illustrative at this stage and will be developed by the relevant consultants at a later stage.

- BOH
- Circulation
- Commercial
- M+E

Outline of Building Above (Upper Ground - Level 4)

Vehicle Tracking provided by WSP

Rev	Status	Date	Check	Description
P06	S0	28.04.25	NC	Ground Floor layout amended, parking numbers increased, the main core mirrored.
P05	S0	12.12.24	NC	Undercroft extended
P04	S0	06.12.24	NC	Surrounding building heights added
P03	S0	25.09.24	NC	Landscape strip and bin stores amended
P02	S0	10.09.24	NC	General Amendments
P01	S0	29.08.24	NC	First Issue

HolderMathiasarchitects

T +44 (0) 20 7287 0735
 www.holdermathias.com
 London Cardiff Munich

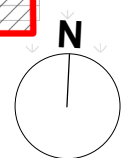
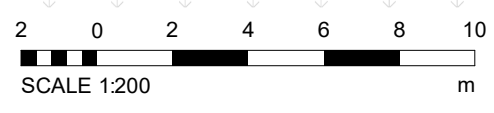
Project
 Shoreham-by-Sea
 37-41 Brighton Road
 Blenheim Estates

Title
 (+4.40) Ground Floor Plan

Job No Scale at A3 Classification Status Revision
 4713 As indicated PM_40_40_34 S0 P06

Project - Originator - Functional Breakdown - Spatial Breakdown - Form - Discipline - Number
KFSH-HMA-ZZ-00-D-A-00004

1 +4.40 (00) - Ground Floor
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Matrix House
Basing View
Basingstoke, Hampshire
RG21 4FF

wsp.com

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