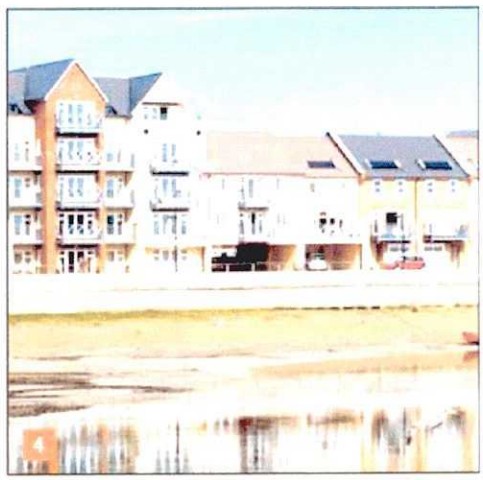
ROPETACKLE DEVELOPMENT – FINAL PHASE

SHOREHAM-BY-SEA

TRAVEL PLAN







DECEMBER 2010

Berkeley

SEEDA

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1. INTRODUCTION

1.1 Background

The need for a Travel Plan for the Ropetackle Site Final Phase was established and agreed during the planning process with Adur District Council and West Sussex County Council. The objective of a Travel Plan is to develop a set of practical measures and initiatives to reduce the negative impacts of travel and to promote sustainable transport by encouraging cycling, walking and public transport use by residents, the employed, and visitors to the site.

The agreed Section 106 Document for the development contains specific requirements and targets for the Travel Plan, and its implementation and maintenance. These are expounded in Section 4 of this Travel Plan.

1.2 The Ropetackle Site Development

SEEDA is working closely with partners to help realise major economic development opportunities through the redevelopment of the Shoreham Port area. The long-term vision for the project is to create over 7,000 new jobs and up to 10,000 new homes, with an emphasis on economic development of the wider coastal area resulting in new business investment.

The Ropetackle waterfront development in the centre of Shoreham-by-Sea, Sussex, has become a pioneering model for the sustainable redevelopment of derelict sites throughout the South East. Developed by SEEDA in partnership with Berkeley Homes, this flagship venture is an integral feature of the wider regeneration strategy for the entire Shoreham Maritime area.

Situated in a key location within the heart of the town centre, Berkeley Homes and SEEDA wanted to create a visually aesthetic, sustainable waterside development where outstanding new homes and a natural environment co-exist harmoniously. The resulting mixed use scheme comprised 177 residential homes, a community centre, arts and education space, business conference facilities, offices and a SEEDA-run Enterprise Gateway to assist new business start-ups in the area.

This Travel Plan relates to the Final Phase of the Ropetackle Development and is for 48 homes and 380m^2 of retail space at the western end of Shoreham High Street, in Shoreham, West Sussex.

1.3 Scope of Travel Plan

This document sets out the aims and objectives, and outlines a range of potential measures, that could be undertaken by the future occupiers of the site.

The proposed development offers the opportunity to influence the accessibility of the site by various modes of travel as well as the travel patterns for residents, staff and visitors.

This Travel Plan identifies initiatives relating to local journeys and encourages walking and cycling amongst residents, employees and visitors to the site.

For a Travel Plan to be successful its measures must ensure that individuals:

- appreciate that a change in their travel behaviour will benefit them, e.g. raising awareness, providing information
- are enabled to change their behaviour by providing realistic alternatives to the car e.g. by improving accessibility for alternative travel choices

Post occupation, the Travel Plan will be managed by a Travel Plan Co-ordinator in conjunction with a Travel Plan Steering Group with the aim of tailoring the Travel Plan to satisfy the varied requirements of the development.

2. THE DEVELOPMENT

2.1 Site Location



Location of site in Shoreham-by-Sea

2.2 Development Proposals

The proposed development will comprise the following:

- 11 one bedroom apartments
- 34 two bedroom apartments
- 3 three bedroom apartments
- 380m^2 of retail space (retail, offices or restaurant)



Aerial view of site looking west (car sales building now demolished)

Control and limiting car parking is a key factor in this development. The units have only one car parking space each, numbering 52 spaces in total (48 residential and 4 employment). Therefore potential purchasers or renters will be advised that more than

one car per household for these units will not be feasible, and that sustainable travel will be part of the life of a Ropetackle resident.



New application coloured site layout

3. EXISTING TRANSPORT NETWORK

3.1 Existing Pedestrian Network

There are good pedestrian connections between the site and the Town Centre which is based around The High Street to the east. The Railway Station is about a 9 minute walk to the east.

Footways are provided on both sides of Old Shoreham Road, with a crossing point close to the roundabout to gain access to The High Street.

3.2 Existing Cycle Network

The development will provide 94 secure internal cycle parking spaces for residents on the ground floor, and 21 external spaces for retail users and visitors.

There are designated cycle ways from the site entrance on the A283 Old Shoreham Road which join the South Coast national Cycle Route at Shoreham railway station via Victoria Road and Hebe Road to the north of the site.

The cycle route on the A283 Old Shoreham Road also provides a link into the cycle route on the South Downs via Victoria Road, Connaught Avenue and the off-highway cycle path on the eastern bank of the River Adur.

Information on the local cycle network will be contained in the Resident's Travel Pack.

3.3 Bus Services

The closest bus stops are located in Old Shoreham Road and The High Street. These are served by local bus services Route 2, 20 and 700. Up to 4 buses per hour serve the site during the AM peak hour and up to 4 buses per hour serve the site during the PM peak hour.

Details of the current bus services, their routes and timetables will be given in the Resident's Travel Pack.

3.4 Rail Services

Shoreham Railway Station is located at Station Approach off Brunswick Road and located approx 0.8km (1/2 mile) east of the site.

Example direct journeys include London Victoria 1 hr 20 mins, Chichester 35 mins, Portsmouth 1 hr 10 mins, and Brighton 15 mins.

The station has a car park of 138 spaces (open 24/7), and some covered cycle storage. Platforms are accessible step free from separate entrances, with a lift between platforms via a subway.

Details of the train services, their routes and timetables, and any travel offers will be given in the Resident's Travel Pack.

3.5 Highway Network and Hierarchy

Shoreham is at the centre of the local area road network. It lies off the main A27 south coast route linking Brighton to Southampton. Brighton is about 20 minutes away to the east, while to the west Chichester is 45 minutes and Portsmouth is just over the hour. To the north, Horsham and Haywards Heath are both just over half an hour away.

4. THE SECTION 106 TRAVEL PLAN INITIATIVES AND MEASURES FOR ENCOURAGING SUSTAINABLE TRAVEL

4.1 Timescales

The S106 Document signed in August 2009 gives the general scope for the Travel Plan and itemises a few specific initiatives to be included and introduced as part of the Travel Plan process.

For the purposes of this issue of the Travel Plan, the first residential occupation on the land is deemed to be April 2011.

4.2 S106 Requirements

The table below lists the measures contained in Section 9 of the Section 106 Agreement, the actions or outcomes to be undertaken, and the timescales for them. Within the table: FOR = First Occupation of Residential of the development,
FOD = First Occupation of an individual Dwelling unit,
FOE = First Occupation of Employment for an employment unit.

Para No.	Outcome	Timescale
9.1	Prior to Occupation of any of the Dwellings on the Land to submit to and obtain the written approval of the County Council of a Travel Plan in accordance with the provisions of Clause 9.4 of this Deed.	By FOR
9.2	To implement the Approved Travel Plan prior to Occupation of any of the Dwellings on the Land.	By FOR
9.3	To implement the Approved Travel Plan for a period of not less than 5 years after occupation of all of the Dwellings on the Land.	Until end 2016
9.4	The Travel Plan shall be developed in accordance with the Department for Transport Guidance document "Making Travel Plans Work Good Practice for New Development (October 2005)" and shall include:	
9.4.1	Appoint a Travel Plan Co-ordinator (TPC) for the duration of the Travel Plan	By Mar 2011
9.4.2	Multi-modal TRICS surveys to be conducted on an annual basis for a period of not less than 5 years after initial occupation of the Development.	May 2012 first survey
9.4.3	Such multi-modal surveys to be conducted by an approved TRICS enumerating company in accordance with Standard Assessment Methodology.	
9.4.4	An annual monitoring report to be submitted to the County Council to highlight progress towards the target and any remedial actions required.	
9.4.5	Payment of £100 per Dwelling towards bike purchase/bus travel amounting to a total of £4,800	By FOD

4.3 Sustainable Travel Options

The table below lists measures that will be introduced or promoted by the Travel Plan Co-ordinator in order to promote sustainable travel options:

GENERAL MANAGEMENT		
M1	TPC to visit residents/occupiers/employers/employees either individually or by organising group meetings to discuss the Travel Plan and its objectives	As occupying
M2	Establish the Travel Plan Steering Group (TPSG) ensuring that the residents, employers and tenants put forward a representative. Progress meetings between the Travel Plan Co-ordinator and TPSG are held twice a year. *TPSG to include Travel Plan Co-ordinator, a representative from Downland Housing Association, and a representative(s) from the Residents and a representative from the Employment Units*	FOR + 3 months
M3	TPC to set up and maintain communal notice boards within the development in respect of the Travel Plan	By FOR
M4	TPC to prepare & distribute Resident's Travel Packs. *These will be handed to residents within one month of occupation of a unit, coinciding with a visit by the Travel Plan Co-ordinator.*	FOD + 1 month
M5	TPC to research any events that may assist implementation of the Travel Plan objectives and provide information of such events on communal notice boards	Ongoing
M6	TPC to make sales and marketing staff aware of the objectives of the Travel Plan, including any relevant local public transport that may serve the development. *A Master Travel Pack will be held by the Housing Association for showing to potential purchasers/renters.*	FOR – 1 month
TRAVEL OPTIONS		
T1	TPC to establish contact with local bike retailers, taxi firms, cycle training courses, car share data base providers, with a view to including any information in the Resident's Travel Pack. *It is hoped to obtain discounts from bike shops for purchase of cycle equipment.*	By FOR
T2	Promote cycle hire *Details of local companies that hire bikes will be given in the Resident's Travel Pack.* *The TPSG will monitor the need to set up a dedicated on-site cycle hire scheme using secure/covered storage*	Prior to FOR
T3	Set up a priority service agreement with a hire car operator in order to provide hire cars for the use (at cost to the hirer) of	By FOR

	Residents *A priority service agreement will be set up using a local hire car company, with discount for the Residents. Details in Resident's Travel Pack.*	
T4	Advertise (at a cost to the participants) cycle training courses for any residents that may be interested *A Training course provider will be selected , and courses for both children and adults will be advertised on the Communal notice boards by the Travel Plan Co-ordinator.*	Ongoing
T5	Encourage and advertise the use of car sharing *Westsussexcarshare.com will be promoted in order to link residents with local people offering or requiring shared journeys.*	FOR
EMPLOYMENT		
E1	TPC to distribute Employee information packs to employers for distribution amongst their employees, which shall include a preferred taxi supplier list	FOE
E2	TPC to provide information to proposed employers of Government's cycle to work scheme and loans that may be offered to employees to purchase bicycles	Prior to FOE of any unit
E3	TPC to provide information to proposed employers of the ability to provide interest free loans up to £5,000 per year per employee without NI or tax implications for public transport season tickets	Prior to FOE of any unit
E4	Establish an emergency taxi ride home scheme for employees who would normally walk/cycle/use public transport/car share in order to get home from work for such times that they are prevented from doing so by their normal means *First employment scheduled for April 2011*	Prior to FOE of any unit
E5	To inform each employer of the benefits of providing (shared) lockers, showers and changing facilities, to encourage cycling to work *Retail units will be let as a shell – occupier to fit out. Architect design teams to be informed of this measure*	By occupation

5. TRAVEL PLAN MONITORING AND REVIEW

5.1 Baseline Trip Generation and Modal Split

Appendix 11 of the Transport Assessment produced by the Civil Engineering Practice dated May 2009 contained tables giving an indication of the predicted modal split and trip generation of the various components of the development, based on the TRICS 2007 (a) database and 2001 Census Journey to Work data. The table below gives the baseline trip generation compiled from these data sources, based on 48 residential units and 380m^2 of retail space.

Table 5.1 – Baseline Trip Generation

	AM Peak Hour		PM Peak Hour		Daily Total (24 hr)	
	In	Out	In	Out	In	Out
Residential per unit	0.115	0.229	0.263	0.149	1.777	1.824
Total No. of trips	5	10	12	7	85	88
Retail per 100m^2	1.55	1.13	2.37	2.46	0.029	0.037
Total No. of trips	6	4	9	9	127	127
Total No. of Trips	11	14	21	16	212	215

Table 5.2 – Local Area Modal Split for travel to work	
Car Driver	58%
Car passenger	5%
Bus	5%
Train	12%
Pedestrian	12%
Cycles	3%
Motorcycles	2%
Other	2%

5.2 Target Trip Generation and Modal Split

As a consequence of the proposed implementation of a travel plan, it was agreed with WSCC that a 15% reduction in the predicted 12 hour weekday vehicle flow of private vehicle trips would be appropriate within 5 years of initial occupation of the Development. This then gives the following Modal Split and Trip TARGETs:

Table 5.3 – Target Trip Generation

	AM Peak Hour		PM Peak Hour		Daily Total (24 hr)	
	In	Out	In	Out	In	Out
Residential per unit	0.098	0.195	0.224	0.127	1.510	1.550
No. of trips	5	9	11	7	72	74
Retail per 100m^2	1.55	1.13	2.37	2.46	0.029	0.037
No. of trips	6	4	9	9	127	127
Total No. of Trips	11	13	20	16	199	201

Table 5.4 – Target Modal Split for travel to work	
Car Driver	49%
Car passenger	9%
Bus	6%
Train	15%
Pedestrian	12%
Cycles	5%
Motorcycles	2%
Other	2%

5.3 Monitoring of the Travel Plan

An important part of the Travel Plan is the monitoring and review of its effectiveness. It is essential that a Travel Plan is not a one-off event, but a continually evolving process. Regular monitoring and reviewing will help to gauge progress towards targets and objectives, and, if necessary, enable the Travel Plan to be refined and adapted in order to improve its progression.

The Travel Plan Steering Group will be responsible for undertaking this monitoring, while the Travel Plan Co-ordinator will be able to act on a daily basis to address any travel issues.

5.4 Travel Survey

As part of the annual review, a travel survey will be undertaken among the residents and employees of the development, in accordance with the TRICS UK Standard Methodology. This will comprise a questionnaire distributed by the Travel Plan Co-ordinator to establish such factors as car and bicycle ownership, and a visual survey to record actual movements.

The first survey will be undertaken one year after initial occupation.

5.5 Life of the Travel Plan

Travel surveys will be undertaken for a minimum of 4 further years from the date of the first monitoring survey and the results reported to the Travel Plan Officer at West Sussex County Hall.

TRAVEL PLAN OCCUPATION STAGE

DRAFT 1	FOR INITIAL COMMENT	SEPTEMBER 2010
DRAFT 2	FOR INITIAL COMMENT	OCTOBER 2010
DRAFT 3	FOR FINAL COMMENT	NOVEMBER 2010
ISSUE 1	**TO ADUR DISTRICT COUNCIL**	**DECEMBER 2010**



Signed: M.Brownsey BSc DIPEM MCIHT

Date: 15th December 2010

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