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Kingston Wharf, Shoreham by Sea

Residential Travel Plan

PMC Construction and Development Services Ltd

Document Control Sheet

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1 Introduction

Report Brief

1.1 This Travel Plan (TP) has been prepared to accompany application Ref: AWDM/0204/20 for a proposed residential development of 255 flats and 8,391 sqm Commercial floorspace as part of the regeneration of Kingston Wharf, Shoreham-by-sea.

1.2 This TP has been produced to discharge part 'a' of planning condition 18 which states:

> *a. No part of the residential development shall be first occupied until a Residential Travel Plan has been submitted to and approved in writing by the Local Planning Authority.*
>
> *b. No part of the business centre development shall be first occupied until a Workplace Travel Plan has been submitted to and approved in writing by the Local Planning Authority.*
>
> *Each of the Travel Plans at a & b above, once approved shall thereafter be implemented as specified within the approved document including monitoring, reporting and subsequent updating in accordance with each Travel Plan thereby approved. The Travel Plans shall be completed in accordance with the latest guidance and good practice documentation as published by the Department for Transport or as advised by the Highway Authority.*

1.3 Whilst the development includes for commercial floorspace, this TP relates to the residential use only and a sperate TP will be prepared for the commercial development area.

1.4 This TP has been produced based upon the relevant information included in the Transport Assessment report prepared by MLM Group dated January 2020.

What is a Travel Plan?

1.5 A TP is a dynamic management tool which brings together transport and other land use issues in a co-ordinated strategy. The emphasis in a TP is on increasing the choice of methods of travel and encouraging their use whilst reducing single occupancy car usage. A TP involves the development of a set of measures which could bring a number of benefits to residents of the proposed residential development.

1.6 A Travel Plan is aimed at promoting environmentally friendly and sustainable travel choices and reducing reliance on the private car. The Travel Plan involves the development of a set of techniques and targets that, when properly managed and monitored, can enable a reduction in the impact of travel and transport on the environment and reduce the development's overall carbon footprint. In addition to the above, it will bring several benefits for this development.

1.7 It is acknowledged that to be successful the development should involve:

- Communication with residents as to the various methods of transport available.
- Involvement of other organisations, such as public transport companies, other local organisations as well as the Local Highway Authority, and
- Regular review and amendment of the TP as an on-going process.

1.8 The Site based Travel Plan Co-ordinator for the site is likely to be a member of the site management team and will be responsible for collating information for and from residents and will be the key point of contact with the Local Authority.

1.9 A successful TP can bring the following benefits to the proposed development:

- An effective pro-active approach to influence the travel behaviour of residents at the site.
- Promote social inclusion and accessibility.
- Demonstrate environmental responsibility.
- Contribute towards road safety targets.
- Contribute towards healthier lifestyles and residents.

Report Format

1.10 This Report includes the following:

- Section 2 – **Transport Policy**, reviewing both central and local planning polices that are relevant to Travel Plans
- Section 3 – **Existing Site & Development Proposal**, providing a brief description of the existing site and the development proposals.
- Section 4 – **Accessibility**, providing details of the site's accessibility to modes other than the private car.
- Section 5 – **Baseline Travel Behaviour**, details of the surveys to be carried out to determine the base line travel modes.
- Section 6 – **Travel Plan Objectives and Targets**, detailing the key objectives of this TP and the Targets that the TP will aim to achieve.
- Section 7 – **Travel Plan Strategy**. This section provides the how the Travel Plan will be implemented including the roles and responsibilities as well as the measures that will be undertaken.
- Section 8 – **Monitoring and Review**, details how the TP will be monitored and reviewed and includes an Action Plan.

2 Transport Policy

Introduction

2.1 Travel Plans have become an important tool for the delivery of national and local transport policy and commonly play an integral part in the planning process, fulfilling a role in encouraging more sustainable development. The relevant national and local policy and guidance are outlined below.

National Planning Policy Guidance (NPPF, 2023)

2.2 In September 2023 the National Planning Policy Framework (NPPF) was updated from the previous 2021 version.

2.3 The NPPF sets out a number of transport objectives designed to facilitate sustainable development and contribute to a wider sustainability by giving people a greater choice about how they travel.

2.4 The NPPF recognises that Travel Plans are a key tool in facilitating sustainable travel, stating that all developments which generate significant amounts of movement should be required to provide a Travel Plan.

2.5 Section 9 relates to Promoting Sustainable Transport and paragraph 112 states that Transport policies have an important role to play in facilitating sustainable development and applications for development should:

- Give priority first to pedestrian and cycle movements, and appropriate facilities that encourage public transport use.
- Address the needs of people with disabilities and reduced mobility in relation to all modes of transport.
- Create places that are safe, secure, and attractive – which minimise the scope for conflicts between pedestrians, cyclists, and vehicles, avoid unnecessary street clutter, and respond to local character and design standards.
- llow for the efficient delivery of goods, and access by service and emergency vehicles.
- Designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible, and convenient locations.

National Planning Practice Guidance (NPPG, 2014)

2.6 The National Planning Practice Guidance web-based resource for advice on Transport Assessments, Statements and Travel Plans was published on 6 March 2014 by the Department for Levelling up, Housing and Communities and Ministry of Housing, Communities & Local Government. The guidance covers all aspects and procedures of the planning process and supports the National Planning Policy Framework.

2.7 The NPPF sets out that all developments that generate significant amounts of transport movement should be supported by a Travel Plan. The NPPG states that 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.

2.8 The NPPG sets out what Travel Plans should evaluate and consider:

- Benchmark travel data including trip generation databases.
- Information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development.
- Relevant information about existing travel habits in the surrounding area.
- Proposals to reduce the need for travel to and from the site via all modes of transport.
- Provision of improved public transport services

Adur Local Plan 2017 - 2032 (December 2017)

2.9 The Adur Local Plan was adopted in December 2017. The new Local Plan sets the strategic development and land-use priorities for Adur (outside of the South Downs National Park) up to 2032 and contains the policies against which development management decisions within that area will be made. It replaces the saved policies of the Adur Local Plan 1996 as the Council's Local Plan.

2.10 Policy 28: Transport and Connectivity:

- In order to secure significant improvements to transport and mobility in Adur, new development should:
- Improve public transport and access to it where opportunities arise.
- Work with West Sussex County Council and Brighton & Hove City Council to promote a sustainable transport system along the coast to help in the regeneration of the area including Shoreham Harbour, ensuring that the A259 is improved.
- Provide for improvements to the road network, including the A259 and A27. Measures include junction improvements, traffic calming, and where necessary new roads. Appropriate mitigation measures to address capacity issues at a number of key junctions on the A259 and A27 will be sought.
- Encourage proposals to extend the existing cycle network and secure a network of cycle, pedestrian and bridleway facilities linking urban areas, key sites, open space, countryside and coast. These will include new and improved rights of way (suitable for a range of users, including those with mobility difficulties, where appropriate) as well as improved access across the A27.
- Ensure that new development is located and designed to minimise the need for travel, facilitates and promotes the use of sustainable alternatives to the private car, and provides or contributes to the necessary infrastructure to serve the development and to mitigate against any adverse impacts to an acceptable level. Travel plans and Transport Assessments will be required for certain developments in line with West Sussex County Council guidance and the National Planning Policy Framework.
- Ensure new development contributes to the mitigation of air pollution, particularly in Air Quality Management Areas. Air quality assessments may be required. Where practical, new development should be located and designed to incorporate facilities for electric vehicle charging points, thereby extending the current network.
- Implement a range of measures to address car parking issues in Shoreham town centre.
- Incorporate appropriate levels of car and cycle parking having regard to West Sussex County Council guidance, taking into consideration the impact of development upon on-street parking.
- Pursue with West Sussex County Council ways of managing the impact of HGVs in Adur and implement measures as appropriate.
- Implement an area-wide behaviour change programme to encourage sustainable modes of transport and reduce demand for the private car. This should include a package of travel behaviour initiatives.

West Sussex County Council Local Transport Plan 2011 - 2026

2.11 The West Sussex Local Transport Plan provides a strategic direction for transport within West Sussex, but aligns itself with other major strategies, such as the County Strategy and Local Communities Strategies. The key objectives of the plan are:

- Promoting economic growth;
- Tackling climate change;
- Providing access to services, employment and housing; and
- Improving safety, security and health.

2.12 In addition, the key measures that are identified that are applicable to the proposed development includes:

- Ensure an appropriate amount of parking is provided at new residential development and that parking space is provided at non-residential development in line with our agreed parking standards;
- Ensuring that new employment and residential developments are accessible by sustainable modes of transport;
- Continuing to secure travel plans for new residential and employment developments; and
- Encouraging home working and the promotion of home delivery services through SIDD, to design new facilities and services which meet customer needs.

3 Existing Site & Development Proposal

Introduction

3.1 This section of the TP considers the site and its context to the local area providing a brief description of the local highway network and describes the development proposal.

Site Location & Description

3.2 The site is located approximately 1.4km east of Shoreham-by-Sea High Street and is located directly south of the A259 Brighton Road. The site boundary is approximately outlined in **Figure 3.1.**

3.3 The site of the former Howard Kent warehouse, which has now been demolished, is located immediately to the east of the site. The River Adur borders the site to the south with a car scrapyard located to the west. Opposite the site is a Travis Perkins and a plumbing merchant. A residential area is located beyond this.

3.4 Until 2018 the site was used for open storage (land use categories B1 and B8). The previous tenants were Days Aggregates, an aggregates supplier located on the western parcel, and Stamco Building Supplies, a building materials supplier located on the eastern parcel. These tenants vacated the site in 2018 and the site is now owned by Hyde.

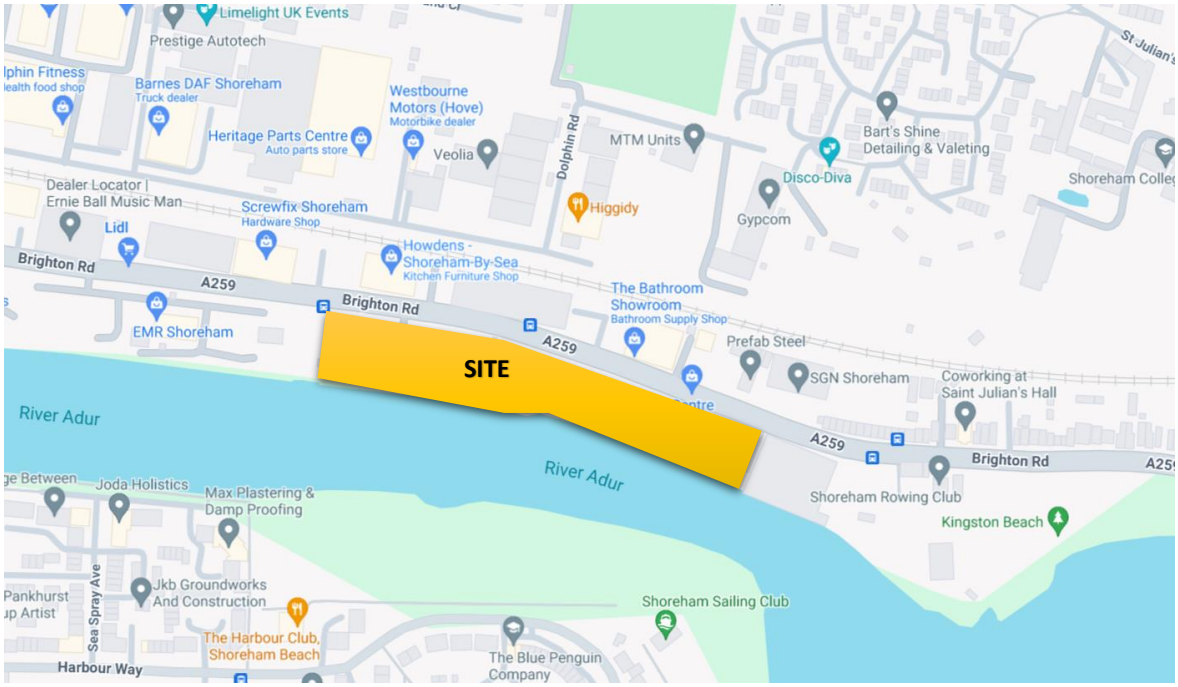


Figure 3-1: Site Location Plan

Highway Network

3.5 The A259 Brighton Road is a coastal route providing a link between Brighton and Worthing via Shoreham. It provides one of the main highway routes through Shoreham passing in an east-west direction and forms the southern boundary to the town. In the vicinity of the site, Brighton Road provides a single lane of traffic travelling in each direction with a number of ghost island right-turn lanes provided in the centre of the carriageway which allow access to the commercial/industrial units along Brighton Road without stopping the flow of traffic. A speed camera is located on the northern boundary of the site which helps control vehicle speeds which are subject to a 30mph speed limit.

3.6 To the west of the site, the A259 becomes High Street and provides access to a wide range of services and facilities. At the west end of High Street, it joins a bridge and the A283 Old Shoreham Road at a three-arm roundabout junction known as the 'Norfolk Bridge' roundabout.

3.7 Approximately 840m west of the site, Brighton Road forms a four-arm signal controlled junction with Eastern Avenue to the north and Humphrey's Gap to the south. Eastern Avenue is a two-way carriageway with a single lane of traffic travelling in each direction. This connects to a number of residential streets and Upper Shoreham Road to the north. The street passes over a railway level crossing which stops traffic when a train is approaching/leaving Shoreham-by-Sea railway station.

Development Proposal

3.8 The site forms part of the Western Harbour Arm Development Brief Area in Shoreham-by-Sea – although the proposed regeneration of Kingston Wharf forms part of a separate, stand-alone planning application.

3.9 The proposal is for a mixed-use redevelopment comprised of three blocks of residential dwellings (4 to 8 storeys) and mixed-use business centre (office, storage and café uses). Car and cycle parking for the residential development will be provided in a basement car park and a surface car park, loading bay and cycle parking spaces will be provided for the commercial floorspace. The application also incorporates the provision of a public riverside walk (which will eventually connect with a public riverside route along the entire Western Harbour Arm) and safeguarded land along the northern boundary of the site for the provision of a future cycle path.

3.10 The proposed commercial development also includes a small café (A3) at the south-eastern corner of the development.

3.11 The proposed layout of the new development proposal is provided in **Figures 3.2 & 3.3** below.



Figure 3-2: North Elevation

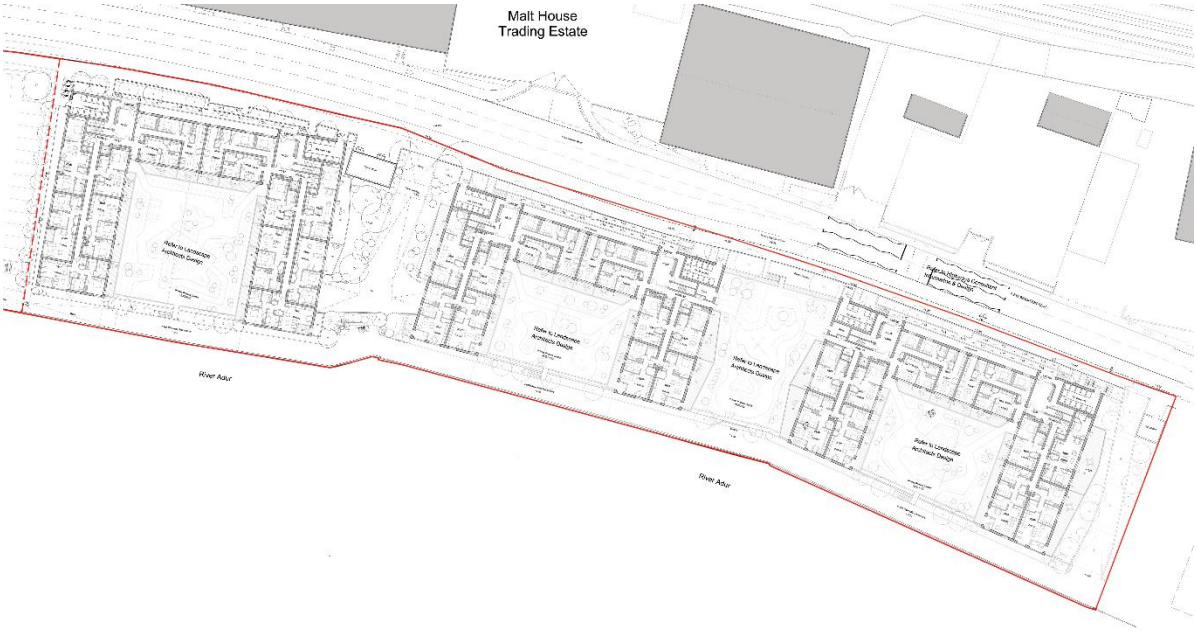


Figure 3-3: Ground Floor Plan

3.12 The vehicle access strategy is based on use of two of the existing site access junctions on Brighton Road and therefore makes best use of existing transport infrastructure in accordance with sustainable development principles. The residential and commercial developments would be accessed from separate junctions – both provide for all movements and are in the form of ghost island right turn lane priority junctions.

3.13 Pedestrians would benefit from very good access opportunities to the site from Brighton Road. The residential development would provide a pedestrian access point at each of the building cores. A pedestrian and cycle link would be provided between the residential and commercial developments connecting Brighton Road with the proposed pedestrian and cycle route along the riverside.

3.14 A new Puffin crossing would be provided on Brighton Road adjacent to the proposed residential development to facilitate pedestrian movement across Brighton Road.

3.15 Safeguarding the full 5.3m wide route along the entire site frontage to enable WSCC to implement a stepped and segregated pedestrian and cycle route along the south side of the A259 Brighton Road in the future.

Car Parking

3.16 Car parking for the residential development would be provided in a basement car park. A total of 205 car parking spaces are proposed for the residential development of which 10 will be wider spaces for disabled parking.

3.17 A total of 137 cycle parking spaces are proposed - meeting WSCC's minimum cycle parking standards.

3.18 WSCC's electric vehicle parking standards state that 20% active and 80% passive electric vehicle spaces should be provided. On this basis, 41 active electric vehicle charging bays will be provided from the outset together with passive provision for the remaining bays.

3.19 A designated short-stay service and delivery vehicle bay will be provided on the southern side of Brighton Road to serve the residential development. The bay would be subject to a maximum waiting time of 20 minutes with no return within 1 hour.

3.20 The development will also include a dedicated space for car club use which will be managed by Enterprise Car Club who have an existing presence in the local area. The car club provision will be promoted through the Travel Information Packs that will be issued to residents.

4 Accessibility

4.1 This section of the TP considers the sites accessibility to modes other than the private car including walking, cycling and Public Transport, this is also reviewed against the 2011 journey to work census data.

Accessibility by Walking and Cycling

4.2 The proposed development features a pedestrian footway which will connect to the existing footway network which has a good level of street lighting.

4.3 There are also a number of central refuge islands along Brighton Road which provide crossing opportunities. There are footways and street lighting on both sides with dropped kerbs at crossing locations.

4.4 Within Shoreham, there are a number of local facilities and essential services that will be accessible for the residents of the new development by foot. Whilst Manual for Streets suggests 800m as being the target distance to amenities in new developments it also advises that walking can be the most attractive alternative for short distance car trips up to 2km, and cycle for distances up to 5km.

4.5 The regional cycle network begins approximately 800m (3-minute cycle) east of the site located on Rectory Road/ Park Lane, accessed via Kingston Lane. Route 2 connects Shoreham to Route 223 and Worthing in the West and Route 20 and Brighton in the east. Sustrans details the local tourist attractions along the route, as well as pubs and restaurants within East and West Sussex. Vehicle speeds are limited to 30mph within Shoreham in residential areas, creating a comfortable walking/ cycling environment in and around the area.

4.6 **Figure 4.1** below details the location of the cycle network in respect to the site.



Figure 4-1: Cycle Network in Shoreham By Sea – Extract from Sustrans Cycle Network

4.7 Key destinations in the area and their proximity to the site are listed below in **Table 4.1**. The walk and cycle times are taken from Google Maps route choice which takes into consideration available routes and topography.

Destination	Distance from Centre of the Site	Walk Time	Cycle Time
Retail/ Community/ recreational Facilities			
Lidl Food store	290m	4min	1min
Kingston Beach	400m	5min	2min
B&Q Hardware Store	650m	9min	2min
Sussex Marine Water Sports	650m	9min	2min
Shoreham Football Club	1.7Km	24min	6min
Sussex Yacht Club	1.4Km	19min	4min
Post Office	1.5Km	21min	4min
Co-op	1.6Km	22min	5min
Three Sixty Fitness	1.3Km	18min	4min
East Street Shops	1.5Km	21min	5min
Health			
Greens Pharmacy	1.4Km	20min	5min
Harbour View Healthcare	1.6Km	22min	5min
Quality Dental – Dentist Surgery	1.5Km	21min	5min
Education			
Shoreham College	1Km	14min	3min
Shoreham Academy	1.4Km	20min	4min
Glebe Primary School	1.4Km	19min	4min
St. Peter's Catholic Primary School	1.5Km	21min	5min
St.Nicoloas and St.Mary CE Primary School	1.5Km	21min	5min
Public Transport			
Local Bus Stop (Brighton Road)	< 100m	1min	<1min
Shoreham by Sea Train Station	1.5Km	21min	5min

Table 4-1: Bus Routes & Frequencies

4.8 The above table shows that a wide range of facilities are available within 2km of the site which ensures that all are within easy walking and cycling distance.

Accessibility by Public Transport

Bus

4.9 The nearest bus stop (Travis Perkins) can be found opposite the site on Brighton Road providing access to bus route 700 Coastliner/ N700 Coastliner. The stop closest to the site is for eastbound services and approximately 150 metres to the west or east of the site is for westbound services.

4.10 The bus services near the site are listed in **Table 4.2** identifying the destinations served and also the frequency of the services available.

Route Number	Destinations Served	Weekday Frequency	Saturday Frequency	Sunday Frequency
700 (&N700)	Brighton – Hove - Worthing – Goriong – Littlehampton - Wick	Every 12mins	Every 10-20 mins	Every 20mins

Table 4-2: Bus Routes & Frequencies

Rail

4.11 The closest rail station is Shoreham-by-Sea Station which is managed by Southern. It is well served with regular services to Central London, Brighton, and Southampton. **Table 4.3** summarises the services at Shoreham-by-Sea Station.

Destination	Frequnecy in Peak Hours (AM & PM)	Average Duration of Travel
Brighton	4 per hour	20 mins
Hove	6 per hour	12 mins
Littlehampton	1 per hour	34 mins
London Victoria	2 per hour	1hr 25mins
Portsmouth Harbour	1 per hour	1hr 8mins
Southampton Central	1 per hour	1hr 26mins
Worthing	4 per hour	10 mins

Table 4-3: Train Times and Frequencies

4.12 The station is located approximately 1.5km (21-minute walk) from the centre of the site and provides 42 cycle spaces with CCTV. This means that commuting residents of the new development will be able to easily access the station and services.

4.13 The station provides 131 spaces in the car park, operated by APCOA Parking UK and includes 3 disabled spaces at the front of the station.

4.14 Station facilities include a ticket hall, seated waiting room, toilets and two refreshment kiosks. Step free access is also provided to both platforms via separate entrances.

Travel to work mode

4.15 To review the modes by which people travel to work the 2011 Census data has been used. Whilst there is more recent 2021 data, for the purpose of work-related trips the 2021 data is not considered to be typical as the trips made were affected by the COVID Pandemic.

4.16 Travel to Work data from the 2011 Census has therefore been reviewed to establish the mode of travel to work for existing residents in the area. This acts as a proxy for how the futures residents might travel. Super output areas (SOA) are geographical areas which are generally consistent in population size. Each SOA is further broken down into Middle Super Output Areas (MSOA), which is in turn broken down into Lower Super Output Areas (LSOA).

4.17 The Application Site is located within the Census MSOA 004, which represents the area of Shoreham by Sea. A comparison has also been made with the whole of the Adur district.

4.18 The method of travel to work data is summarised below in **Table 4-4**.

Method of travel	LSOA 004 (%)	Adur (%)
Driving a car or van	66%	62%
Passenger in a car or van	6%	5%
Motorcycle, scooter or moped	2%	1%
Train	4%	8%
Bus, minibus, or coach	6%	6%
Walking	11%	8%
Cycling	5%	4%
Other method of travel to work (inc. Working from Home)	0%	6%
Total	**100%**	**100%**

Table 4-4: Modal Split (%)

4.19 **Table 4-4** demonstrates that the most dominant mode of travel is by car, resulting in a local average of 66% for Single Occupancy and 72% of all trips. This is comparable with the district's car use, although there is a higher level of walking and cycling locally.

4.20 In relation to sustainable travel options, walking is the next preferred mode of travel with 11%, travel by Public Transport totals 10% (6% Bus & 4% Train) and cycling 5%. Overall, around 26% of residents use alternative modes of transport to access their place of work.

4.21 To determine why 72% of people travel by car to work, the 2011 Census data has been reviewed to establish the workplace destinations (Adur 004) for car modes, the results of which are provided in **Table 4-5** below.

Workplace Destination	Percentage (%) of Car Users
Brighton & Hove	39%
Adur	28%
Worthing	12%
Horsham	5%
Crawley	5%
Mid Sussex	4%
Lewes	3%
Chichester	1%
London	1%
Eastbourne	1%
Reigate & Bansted	1%
Total	100%

Table 4-5 Workplace Destinations

4.22 The above table shows that 79% of residents that travel to work by car work within the local districts of Adur and Brighton and Hove and Worthing many locations within these districts are accessible by bus or train. Therefore, it is considered that the sites location will enable residents to be able to easily use modes other than the private car to their workplace destination.

5 Baseline Travel Behaviour

Baseline Surveys

5.1 Baseline resident travel surveys will be undertaken within three months of 50% occupation of the development. The baseline survey will confirm the travel patterns of residents and provide an accurate benchmark for future monitoring.

5.2 The baseline surveys will record both data about resident trips and travel characteristics associated with the development. It will also explore barriers to sustainable travel use. This information will be used to build on the measures in this Travel Plan and ensure that the measures that have been installed assist with the actual requirements of the site.

5.3 It is proposed that the baseline surveys shall be in accordance with the TRICS UK Standard Assessment Methodology (TRICS SAM).

5.4 The surveys will seek to achieve a response rate amongst residents of over 50%. The results of the baseline surveys will be fed back to the local Travel Plan Officer at WSCC within two months of collection in a succinct baseline survey report. Thereafter and at the discretion of the Local Travel Plan Officer this Travel Plan may be updated to reflect the findings of this exercise.

5.5 The baseline survey data may suggest that some measures included in **Section 7** may not be suitable for the site or, alternatively, additional measures may be identified from the baseline survey data trends that would potentially enhance the plan. On that basis, it will be possible to modify targets and measures contained within the Travel Plan. Any changes to the plan will be agreed with the Local Travel Plan Officer prior to any amendments being made.

6 Travel Plan Objectives and Targets

Introduction

6.1 Once the development is occupied and the actual travel patterns and needs are known, more detailed and specific measures, incentives and targets based on recorded travel patterns will be tailored to the development across all uses and the subsequent individual land use travel plans.

Aims & Objectives

6.2 The principal aim of this Travel Plan is to promote travel by sustainable modes such as walking, cycling and public transport. The sustainable travel measures described within the travel plan aim to allow residents of the development to make informed travel and mode choices.

6.3 The development content and layout of the site aims to provide provision of walking and cycling facilities at the new development. Providing good quality amenities within the site and links to the surrounding area for pedestrians and cyclists aims to encourage travel by these modes before less sustainable travel patterns become established.

6.4 The key objective of the TP as discussed previously is to minimise the number of car trips to and from the site and to advise all residents of the site of alternative modes of travel available to them other than single occupancy car journeys.

6.5 The TP objectives will be achieved by introducing a package of bespoke measures that focus on promoting travel to and from the site by sustainable transport as an alternative to the private car. This will encourage active travel for residents and visitors, promote healthy lifestyles and reduce congestion on the highway network.

6.6 The aim of the TP will be achieved through the delivery of a series of objectives.

- **Objective 1:** Raise awareness of sustainable 'smarter travel' modes available to all site residents.
- **Objective 2:** Encourage active modes of travel, particularly walking and cycling, and to emphasise the health and financial benefits of these modes.
- **Objective 3:** Minimise the number of additional car traffic to and from the residential development.
- **Objective 4:** Provide adequately for those with mobility difficulties.
- **Objective 5:** Ensure that congestion on the local highway is not adversely affected by users of the site.

Targets

6.7 To achieve its objectives, the Travel Plan needs to set out clear targets. Targets are the measurable goals by which progress can be assessed. Indicators are the elements that will be measured to assess progress towards meeting the final and interim targets. The Travel Plan targets will be updated to more site-specific targets following the initial baseline travel survey.

SMART Targets

6.8 Targets are measurable goals by which the progress of the Travel Plan will be assessed. Targets are essential for monitoring the progress and success of the Travel Plan. Targets should be 'SMART':

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic, and
- **T**ime-bound.

6.9 The suggested targets for the site are based on a final reduction of vehicle trip rates over a 12-hour weekday by 15% over a five-year period. Multi-modal surveys will be undertaken upon 50% occupation of the site and then repeated three times over a five-year period. **Table 6.1** identifies the base line Trip Rate over a 12-hour period as advised in the Transport Assessment and the proposed 15% reduction target over a 5 year period.

Hours	Base Line		Year 1		Year 3		Year 5	
	Trip Rate	No. Trips	Trip Rate	No. Trips	Trip Rate	No. Trips	Trip Rate	No. Trips
12-hour Weekday (TRICS) Residential	2.594	661	2.5162	641	2.3605	602	2.2049	562

Table 6-1: Two-way Vehicular Trip Rate Reduction Targets (255 Dwellings)

6.10 The baseline modal split identified in **Table 4.4** indicates that, for the Arun 004 area 16% of residents are likely to travel to work by walking or cycling, 10% of residents are likely to use public transport and 72% travel as a private car driver (6% shared use) and 2% by Motorcycle.

6.11 Based on the 2011 Census data, the National Travel Survey data from the Department of Transport and the TRICS database the table below provides a typical daily profile of trips made by residents within England, by trip purpose and the modes used.

Main Mode / Trip Purpose	Walk	Cycle	Car Driver	Car Passenger	Bus	Rail	Taxi
Work	18%	61%	58%	13%	38%	55%	0%
Education	39%	9%	8%	23%	27%	11%	15%
Shopping	22%	8%	16%	18%	18%	5%	17%
Leisure	21%	22%	19%	46%	18%	29%	68%

Table 6-2: Daily Trip Proportions

6.12 The above table shows that over the day the trip purpose varies, and modes associated with those trips will also vary. Residents that cycle will do so more for work related trips and leisure than any other trip purpose. Similarly walking is highest for education trips, shopping and leisure.

6.13 The use of PT is primarily for work related trips although a relatively high number are also made for education and leisure purposes.

6.14 In order to encourage the use of the non-car modes the trip destinations need to be taken into consideration. It is considered that the sites location benefits from being accessible to a good range of

shopping, education and leisure uses and therefore the opportunity to see a lower level of car use is realistic.

6.15 To help achieve these targets, access to comprehensive sustainable travel information will be improved and it is envisaged that this will encourage a reduction in single occupancy car trips and promote modal shift.

7 Travel Plan Strategy

Introduction

7.1 This section sets out the TP strategy and key stages by which the TP will be developed and implemented containing these key elements:

- Securing the resources (including time) that are necessary to develop and implement the TP.
- Managing the TP including the roles and responsibilities of the TPC.
- Identifying and engaging with partners.
- Marketing the Plan and measures to encourage sustainable mode choice.

Travel Plan Funding

7.2 The funding and overall implementation of the TP will be the responsibility of the development management company. At the time of writing of this TP this is Hyde Housing Association Ltd.

Managing the Plan: Roles and Responsibilities

Travel Plan Co-ordinator

7.3 The success of travel plans is dependent on nominated individuals being given appropriate time and resources. A TPC will be appointed to manage the Travel Plan, introduce initiatives, ensure delivery of the Travel Plan and monitor its effectiveness.

7.4 The TPC will be required to allocate sufficient time to manage the TP. Whilst this will vary throughout the year, on average it is expected that the Co-ordinator will spend approximately one to two hours per month managing the Plan.

7.5 The TPC will be appointed prior to first occupation and contact details of the TPC will be provided to WSCC upon appointment.

Partners and stakeholders

7.6 The TPC will be a central figure in establishing partnerships and maintaining links and lines of communication. Partners may include West Sussex County Council and local resident groups/ Parish Councils.

Implementation: Marketing, Communication & Measures

Marketing and Communications Strategy

7.7 Marketing and awareness raising strategies form an important part of the TP. They raise awareness of travel options and the benefits of more sustainable and active travel. To be successful the TP will need promotion and marketing to highlight the benefits and opportunities it provides.

7.8 A communications strategy will be developed to actively promote the travel plan and its initiatives. The TPC will take responsibility for:

- Promotion of the Travel Plan to residents and visitors.
- The provision of local transport information in the form of a travel information pack for the proposed residential uses and also in the form of notice boards. The travel information pack should include the following items.
- A map of the local area marking local schools, shops, employment areas, hospitals and other local facilities and amenities.
- The locations of bus stops and rail stations and how to access them including approximate journey times and a cost comparison with car travel & parking
- Walking and cycling accessibilities to the local facilities including to the bus stops and rail stations.
- Details of the destinations served by the local rail station, including approximate journey times and a cost comparison with car travel.
- Details of grocery home delivery services provided by local shops, highlighting the benefits such services offer compared with car travel, such as reduced CO2.
- Details of local bike stores offering discounts to the residents of the development.
- Details of car sharing schemes such as www.westsussex.gov.uk/carsharing
- Links to West Sussex Cycle Journey Planner http://cyclejourneyplanner.westsussex.gov.uk
- Promotion of the Car Club with Enterprise, an example of the marketing leaflet is included in **Appendix A**.

7.9 The TPC will also promote events which aim to encourage sustainable travel among residents such as:

- 'National Bike Week'
- 'Bike2Work'
- 'Walk to School Week
- National Lift share Week.

Consultation

7.10 It is important that Travel Plans have the support of residents within the site. Residents will be able to contribute towards the identification and implementation of strategies that span across many areas of interest. Consultation and feedback with residents will be undertaken to secure their support for the Travel Plan. This will be an ongoing process throughout the lifetime of the Travel Plan. As part of the consultation process the following key actions will be carried out by the TPC:

- Consultation with WSCC with regards to the following:
- cycling, walking and public transport facilities as required, to ensure maximum advantage is being taken of sustainable initiatives for travel.
- annual review of the site's accessibility and reporting back to WSCC.
- review and monitoring updates of the Travel Plan following travel/parking surveys for the Council to review the progress of the TP; and
- Consultation local schools/ organisations to ensure the long-term success of the Travel Plan establishing partnerships and maintaining links and communication the providers of public transport.

Measures

7.11 Measures to encourage the use of alternative modes will include:

- Safe and secure cycle parking provision.
- Various pedestrian access routes which will be well lit and link with the existing footway network.
- £50 Enterprise car club membership per dwelling.
- £150 Travel Voucher per dwelling which could be used in exchange for the following:
    - A Season Ticket for local bus services
    - A rail season ticket or network card
    - Purchase towards a new bicycle / cycling equipment; or
    - Cycle training for up to 4 members of the household

8 Monitoring and Review

Introduction

8.1 The TP is a continuous process for improvement, requiring monitoring, review, and revision to ensure that it remains relevant to the organisation and those using this site. This document sets out the plans for monitoring and review of the TP over the five-year lifetime. The monitoring and review of the Travel Plan will be the responsibility of the TPC who will arrange travel surveys, collate the resulting information, review progress towards meeting targets, recommend new initiatives and submit the monitoring reports to West Sussex County Council.

Travel Surveys

8.2 Travel surveys will be undertaken following the 50% occupation on the site and also upon Full occupation. This will enable the Travel Plan to be monitored to see how successful it has been in inducing modal shift and enable a review of the current measures so they can be adjusted, and new measures introduced where necessary.

8.3 The surveys will include monitoring of the site access point to determine the modal split.

Reporting

8.4 The Travel Plan will be amended, with targets set, following the initial travel survey. This report will be submitted to West Sussex County Council.

8.5 Key surveys and/or monitoring findings and updates to the Travel Plan will be disseminated and publicised to residents where appropriate.

Action Plan

8.6 The Action Plan shown in **Table 8.1** provides a proposed timescale for how and when different elements of the TP will be implemented and by whom.

Action	By	By When	Outcome/ Output
Appointment of Travel Plan Co-Ordinator (TPC)	Developer	Prior to first Occupation	Details of TPC to be provided to WSCC.
Initial Baseline Travel Survey	TPC	Within 3 months of 50% occupation	Undertake initial multi modal residential travel survey
Travel Survey Reporting	TPC	Within 6 months of first survey being undertaken	Using the initial baseline travel survey data for the residents, check trip rates and measures are appropriate and realistic

Resident Travel Information	TPC	Within 3 months of 1st Occupation	Provide new residents with sustainable travel information
Cycle / Walking Events	TPC	Annually/ as and when events occur	Liaise directly with organisers to arrange annual events to increase cycling and walking.
Monitoring	TPC	Annual Review in years 1,3 & 5 post base line survey	Undertake the travel monitoring surveys (modal split surveys) at bi-annual intervals for 5 years following the initial base line survey.
Reporting	TPC	Within 6 months of monitoring surveys being carried out	Report the results of monitoring surveys to the WSCC travel planning officer
Evaluation	Developer	Within 9 months of monitoring surveys	Consider whether the TP targets are being achieved and whether any changes are required to be implemented to achieve those targets.

Table 8-1: Action Plan

Remedial Measures

8.7 Should the targets for mode shift identified within this Travel Plan not be met at the end of 5-year monitoring period, a review of the targets will be undertaken with the West Sussex Travel Plan officer with the following potential additional measures implemented:

- Provision of additional cycle parking provision
- Additional travel vouchers
- Additional car club membership.

Appendix A – Example of Car Club Leaflet

Example Marketing Leaflet



Your nearest car is:
Wallshut Wood,
Bristol, BS16 1GJ

Rent by the hour from
£2.50/hr* & 21p/mile

Fuel, taxes and
servicing included

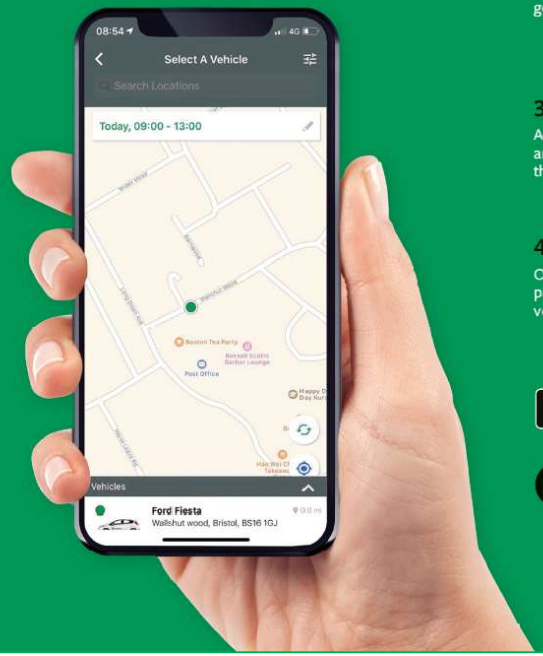
Access 1,400+
vehicles nationwide

24/7 access
year round

Book & Unlock

from the palm of your hand

Use our app to access cars and vans parked on streets, at train stations, car parks and Enterprise Rent-A-Car branches across the UK. Membership includes fuel, insurance and breakdown cover, meaning you only pay for a vehicle when you need it.



1. Join
Become a member
online or on the app

2. Reserve
Book in advance or on the
go, online or using the app

3. Unlock & Go
Access the vehicle via the app
and retrieve the keys using
the PIN-PAD in the glovebox

4. Return
Once back at the original
parking bay, lock the
vehicle via the app

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