

- Undertaking cycle and car parking surveys; and
- Uptake of the various measures, including interest in car sharing.

6.7 Further milestones are programmed into the implementation timescale and will be reviewed on an ongoing basis.

7.0 TRAVEL PLAN MEASURES

7.1 A travel plan is the management tool for implementing measures that promote sustainable transport. A successful and cost effective travel plan is one that implements measures that are relevant and realistic to the development.

7.2 The following sections outline the measures to be promoted by the TPC.

Travel Awareness

7.3 Good accurate information on the range of services and travel initiatives available will be a critical element of a successful travel plan.

7.4 At the outset of the development, the promotional sales material for the site will include reference to the travel plan and list associated benefits. As properties are sold, all residents will be made aware of the travel plan and the key measures to be implemented through their welcome packs.

7.5 The welcome pack will include, though not exclusively, the following:

- An introductory leaflet to the travel plan providing a summary of the contents, as well as the contact details of the TPC;
- A map showing the location of the development in relation to the local area, highlighting the nearby bus stops and key local facilities within easy walking distance of the site;
- Public transport information, including:
 - Bus timetables covering services from nearby bus stops;
 - Information on how to obtain concessionary bus travel passes;
 - Contact details for bus service providers.
- Active travel information, including:
 - Map indicating local walk and cycle routes;
 - Details of local bike repair shops/retailers, along with available training and maintenance sessions;
 - Health information and details of local walk buddy and bike buddy groups.
- A car cost calculator, providing information on the full cost of car use (i.e. financial, environmental, health, etc.); and
- Details of local taxi firms.

7.6 The welcome pack will be made available to residents upon occupation of the dwellings and regularly kept up to date.

- 7.7 The TPC will ensure that any changes to the travel plan or any relevant information such as timetable seasonal changes are passed on to residents on a biannual basis in leaflet form or via noticeboards.
- 7.8 The TPC will promote and encourage residents to participate in national and local events, organised by others, aimed at promoting awareness of sustainable transport. The range of events that will be promoted will be agreed and co-ordinated with DCC.

Walking

- 7.9 The TPC will encourage walking as a mode of travel by implementing the following initiatives:
- Raise awareness of the health benefits of walking through promotional material in the welcome pack;
 - Provide a map showing walking routes as part of the welcome pack, showing all walking access points from the site to local roads, and indicating distances and times to key local facilities near to the site;
 - Liaise with local schools in relation to their travel plans and identify any opportunities for implementing a “walking bus”;
 - Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the regular walking journey.

Cycling

- 7.10 The TPC will encourage cycling as an alternative mode of travel by implementing the following initiatives:
- Promote the available cycle access points from the site to local roads;
 - Provide information on any local cycle proficiency ‘Bikeability’ or maintenance courses;
 - Promote the availability of cycling information, including route maps and useful tips and guidance on the Derbyshire County Councils website (<https://www.derbyshire.gov.uk/leisure/countryside/access/cycling/bicycles.aspx>); and
 - Liaise with a local taxi firm to provide competitive rates for residents in case of emergency to replace the regular cycle journey.
 - Promote Bike to Work Week in June (<http://bikeweek.org.uk/>);
 - Establish contact with the DCC cycling officer to ensure that up-to-date information is available regarding cycle routes and other facilities for cyclists in the vicinity of the site;

Public Transport Information

7.11 The TPC will encourage use of public transport as a mode of travel by implementing the following initiatives:

- Residents will be provided with public transport locations (including bus stops), together with route and timetable information in the welcome packs;
- The TPC will provide details of websites and telephone advice services to enable residents to obtain details on their individual journey requirements, including the Traveline website (<http://www.traveline.info/>);
- Provide details of routes and destinations served by trains from the nearby railway stations;
- Details of community transport options and concessionary ticket availability; and
- Liaise with a local taxi firm to provide competitive rates for residents.

Car Sharing Scheme

7.12 The TPC will ensure that residents are provided with information within the travel plan information packs promoting car sharing. The information will highlight the benefits of car sharing and the costs savings which may be had.

7.13 Several websites will be suggested for any residents who may wish to register this interest in car sharing. This would include the national online car sharing scheme 'Liftshare' (www.liftshare.com), which is Britain's largest car sharing network.

Marketing Summary

7.14 The TPC will be responsible for providing residents with an overview of the travel plan in order to promote the use of a range of modes of transport and work towards increasing awareness of the alternative modes of transport available.

7.15 As noted above, the following marketing tasks will be undertaken as part of the travel plan implementation:

- Development of an introductory leaflet for the travel plan, to be disseminated to residents;
- Welcome packs will be populated with a range of sustainable transport information and distributed to all residents; and
- Regular updates will be sent to the residents, to promote new and ongoing measures.

8.0 ACTION PLAN

8.1 The action plan follows, and includes measures, monitoring and marketing actions to be implemented, timescales for implementation, responsibilities and an indication of the budget required in order to deliver each action.

Action	Target Date	Responsibility	Budget Indication
Initial Setup – Prior to Occupation			
Provide all highway and transport measures as agreed with DCC	As per planning agreements with DCC	Developer / DCC	Developer
Appointment of TPC	At least 1 month prior to site completion	Developer	Staff time
Exchange contact details with relevant officers	At least 1 month prior to site completion	TPC	Staff time
Obtain public transport timetables, maps, car sharing information, route plans etc. to provide to staff and visitors and residents	At least 1 month prior to site completion	TPC	Staff time
Procure and produce information to populate welcome packs	2 weeks prior to site completion	TPC	Staff time + materials
Negotiate with local taxi firm for reduced price travel	2 weeks prior to site completion	TPC	Staff time
Upon Occupation			
Issue travel welcome packs to residents.	Upon occupation	TPC	Staff time + printing
Ensure resident travel noticeboards are erected and populated, and further leaflets/info are available	Upon occupation	TPC	Staff time + noticeboards
Within 3 Months of 50% Occupation			
Prepare resident baseline travel survey	Within 3 Months of 50% occupation	TPC	Staff time + printing
Issue surveys to residents	Within 3 Months of 50% occupation	TPC	Staff time + printing
Collect travel plan surveys and analyse responses	Within 3 weeks of issue	TPC	Staff time

Review travel plan objectives and confirm mode share targets on the basis of survey data	Within 3 months of survey completion	TPC	Staff time
Produce full travel plan document and submit to DCC	Within 3 months of survey completion	TPC	Staff time
Liaise with DCC to agree final travel strategy, objectives and targets	Within 3 months of survey completion	TPC / DCC	Staff time
Ongoing Tasks			
Update residents with regard to any service or provision changes with regard to local transport on annual basis	Annually	TPC	Staff time
Implement measures in line with staff requirements / interest, including promotion of e.g. Bike Week, Walk to Work Week etc.	Ongoing	TPC	Staff time
Annual Monitoring / Review			
Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to DCC	Within 3 months of receipt of responses	TPC	Staff time
Report updates to residents	Within 1 month of analysis taking place	TPC	Staff time + printing
Continue regular monitoring as set out and agreed with DCC	As agreed with DCC	TPC	Staff time
Conduct repeat travel survey one year after the baseline survey, annually for 5 years	For five years after baseline surveys	TPC	Staff time + printing
Analyse responses, produce progress report and submit to DCC	Within 3 months of receipt of responses	TPC	Staff time

9.0 MONITORING AND REVIEWING

- 9.1 To establish the success of the travel plan, an effective monitoring and review process must be agreed. Monitoring will ensure that there is compliance with the travel plan, assess the effectiveness of the measures and provide the opportunity for review of targets.

Monitoring

- 9.2 Monitoring of the plan is important for the following reasons:
- It demonstrates to the local authority the effectiveness of measures implemented and the progress being made towards travel plan objectives;
 - It justifies the commitment of the TPC and of other resources;
 - It maintains support for the travel plan by reporting successes;
 - It helps to identify any deficiencies within the travel plan, including any measures that are not effective; and
- 9.3 The TPC will monitor travel patterns associated with the site on an annual regular basis over a five year period, commencing within three months of 50% site occupation.
- 9.4 As part of the annual monitoring, surveys will be distributed to all occupied households to monitor travel to and from the site, and gain an understanding of travel habits.
- 9.5 The TPC will agree the monitoring programme with DCC to ensure that the monitoring procedures are appropriate.

Reviewing

- 9.6 The TPC will undertake a review of the travel plan annually following monitoring, in conjunction with DCC. This review will be important in assessing the effectiveness of measures implemented, to identify areas where modification may be necessary. In particular the following will be assessed:
- The level of car / non-car usage at the site; and
 - Comments received from residents.
- 9.7 The TPC will use data collected during the survey to set targets for the development. The TPC may choose to revise the targets on an annual basis, with agreement with the local authority, in order to maintain a realistic travel plan goal.

- 9.8 The TPC will also use spot check data regarding usage of facilities such as cycle and car parking, to investigate the effectiveness of the measures and initiatives being promoted and the contribution they make towards travel plan objectives. The TPC may choose to remove ineffective measures and/or initiatives and implement new measures, in agreement with the local authority.
- 9.9 The TPC will prepare a progress report to include the results of monitoring, details and success of measures implemented and an action plan for the forthcoming period. This will be submitted to the local authority for their review and agreement.

10.0 CONCLUSION

- 10.1 This travel plan reviews the existing transport facilities at the development site and identifies a range of measures for implementation by the travel plan coordinator to reduce overall car usage and promote the use of sustainable transport modes.
- 10.2 Through the delivery of the measures discussed within this travel plan, the objectives identified will be fulfilled. These include:
- Reduce reliance upon the car and improve awareness and usage of alternative modes by both staff and visitors;
 - Promote walking, cycling, public transport and car sharing;
 - Minimise the total travel distance of staff and visitors;
 - Reduce the transport impact of the development upon the environment;
 - Promote healthy lifestyles and sustainable, vibrant communities, accessible by all.
- 10.3 This document therefore ensures that sustainable access to the development is facilitated.

S|C|P

APPENDIX A