Land south of Burford Road, Minster Lovell

Framework Travel Plan



Transport Planning Consultants

Land south of Burford Road, Minster Lovell

Framework Travel Plan

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1.0 INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by David Tucker Associates (DTA) on behalf of Catesby Strategic Land to support a planning application for a residential development on Land south of Burford Road, Minster Lovell, West Oxfordshire. The Illustrative Masterplan is attached at **Appendix A**.
- 1.2 The development proposes the delivery of up to 140 residential dwellings.
- 1.3 A TP is a term used for a package of measures aimed at promoting sustainable transport, with the main aim of reducing travel by single occupancy vehicles. TPs are site specific and are dependent upon not only the location of the site, but the size and type of development located there. They also require continuous monitoring and refinement in order to be successful.
- 1.4 The TP includes:
 - A strategy for setting target modal share for access to the site.
 - A strategy for achieving the target.
 - A process for monitoring progress towards achieving the target.
 - Public transport initiatives.
 - Cycling incentives and facilities.
 - Walking incentives.

Land south of Burford Road, Minster Lovell

Travel Plan

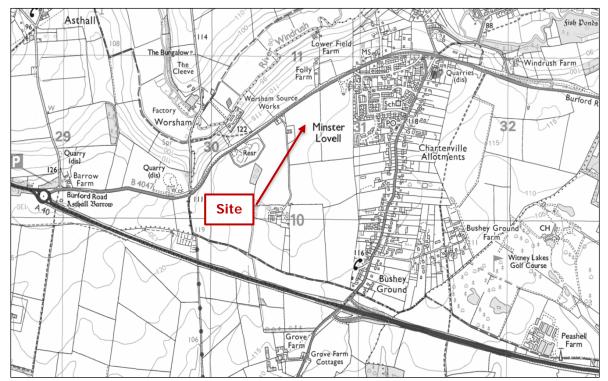


2.0 EXISTING CONDITIONS

2.1 Site Location

2.1.1 The site is located within the western area of Minster Lovell and extends to approximately 10.07Ha. The northern boundary is set by the B4047 Burford Road, where the east boundary is made up from the residential construction site and extends round to the existing residential area. The southern boundary consists of agricultural fields enclosed by intermittent hedgerows and occasional trees and to the west by White Hall Cottages and Repeater House. The location of the proposed development is shown on **Figure 1**.

Figure 1 – Site Location



2.2 Local Highway Network

2.2.1 The B4047 Burford Road is a single carriageway subject to the national speed limit, it is ~7m wide with no street lighting, and a footway located on the north side. Burford Road connects to Witney heading east and the A40 west of the site. As highlighted in the local policy, the A40 is an important through route linking Gloucestershire and South Wales with London via M40, it is also critical in linking West Oxfordshire.



2.2.2 The B4477 Brize Norton Road is ~5m wide with street lighting and paved footways, it provides access on to the A40 heading eastbound and access to Carterton to the south of Minster Lovell through the junction with Burford Road, giving access to a larger local centre and more amenities.

2.3 Walking and Cycling

- 2.3.1 The site is located within walking and/ or cycling distance of a range of local facilities and services including education, health, and leisure facilities as well as bus stops served by regular services to larger local centres including Witney, Carterton, Burford, and Oxford.
- 2.3.2 The Bovis development consent on land adjacent to the development will provide a new footway link at the north-eastern corner of the development connecting to the Burford Road/ Upper Crescent junction. A lit hogging path will also be provided from the south-eastern corner of the Bovis development to Ripley Avenue play area.
- 2.3.3 There is an existing narrow footway on the northern side of the B4047 which it appears that due to low use has become overgrown narrowing the available space.
- 2.3.4 The site also benefits from being in the vicinity of national cycle route 57 that connects Farmington in Gloucestershire and Welwyn Garden City in Hertfordshire, the route being only 1km to the east of the site
- 2.3.5 The need to travel by car outside of Minster Lovell is reduced by the facilities already available within close proximity of the site on foot and by cycling.

2.4 Public Transport Provision

Bus

- 2.4.1 The nearest bus stops are located on the B4047 Burford Road approximately 950m to the east, this provides access to the 853, 233, V20 and V25 bus services.
- 2.4.2 The 853 provides access to Gloucester, Cheltenham and Oxford providing three services per day during the week and a reduced service on the weekend. The 233 gives access to Burford, Witney, Woodstock and Long Hanborough hourly during the week and



Saturday. The V20 and V25 provide limited services on Wednesday and Thursday to Oddington, Bedington, Milton under Wychwood, Shipton, Burford and Witney.

Rail

- 2.4.3 The nearest train station is Hanborough Train Station accessible by the 233 bus. The station provides access to Worcester and Great Malvern through to Oxford and London Paddington, with connections in oxford up to Coventry and Birmingham.
- 2.4.4 Hanborough Train Station has a range of facilities including bicycle parking, seating, ticket machines and waiting areas and step free access. There is also parking provision for up to 246 vehicles (including accessible spaces). Parking is chargeable. A summary of the train frequencies is set out in **Table 2**.

Table 1 – Train Services and Frequencies

Destination	Frequency	Journey Time
Worcester	1 hour	1 hour
London Victoria	1 hour	1 hour 5 mins

2.5 Local Amenities

Essential Facilities

- 2.5.1 Within walking distance of the site, there are local facilities and services including a SPAR convenience store, post office, florist, hairdressers, furniture store, car garage, a primary school, bus stops and two pubs.
- 2.5.2 The SPAR convenience store is located 1km east of the site and the post office 1.2km east of the site, both on Brize Norton Road.
- 2.5.3 The hospital and local pharmacies are in Witney to the east of the site, accessible by bus 233 & 853, in addition to dental facilities and a range of eateries, pubs and retailers. The local primary school is within walking and cycle distance, being only 1km east of the site.

Education

2.5.4 The proposed residential development will most likely increase the demand for education with the resulting trips to access the local schools. Given the timing for educational trips, these will overlap with the network AM peak hour, education trips are significant



factors influencing the vehicle trip generation of a residential site particularly given the apparent sensitivity to distance.

2.5.5 As shown by the 2020 NTS, for primary school trips, pupils are over four times more likely to travel to school by private car if their journey to school is 1.6 to 3.2 km compared to those whose journey is under 1.6 km as shown in **Table 3**. A similar relationship is also apparent for secondary school pupils although they are more likely to take the bus rather than be driven for the furthest journey lengths as shown in **Table 4**.

Table 2 – School trips by age	e, mode and length, 2020) Primary school: (5-10 years)
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Main mode	Under 1.6km	1.6km to 3.2km	3.2km to 8.0km	8.0km	Total
Walk	80	24	1	0	50
Bicycle	2	0	0	0	1
Car/van	17	74	95	83	47
Bus	0	1	4	11	2
Other	-	1	0	6	1
Total	100	100	100	100	100

Table 3 – Secondary school:	2020 (11-16 years)
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Main mode	Under 1.6km	1.6km to 3.2km	3.2km to 8.0km	8.0km	Total
Walk	93	69	10	0	44
Bicycle	2	3	9	0	4
Car/van	4	27	49	30	28
Bus	0	1	32	50	20
Other	1	0	-	20	5
Total	100	100	100	100	100

- 2.5.6 The nearest primary school to the site is St Kenelm's C of E School located 1km east of the site on Wenrisc Drive. As can be seen from the above table the door-to-door walking distance is well within the national average, and within the under 1.6 km category. Therefore, the propensity to walk should be high. The most direct route from the site to the primary school will be via the new lit hogging path from the south-eastern corner of the Bovis development into Ripley Avenue play area.
- 2.5.7 The nearest secondary school is Burford School, accessible off the A40 in Burford, 6.5km west of the site. Students could travel to school by bus, accessible via the 233 bus service, the 2020 NTS suggests 32% would take the bus. Other secondary school options are available in Witney also accessible via the 233 bus running every 30 minutes. A sixth form college is also available in Carterton 7.2km southwest from the site also accessible



via the 233 service.

Employment

- 2.5.8 There are employment opportunities within walking or cycling distance of the site. The closest concentrated employment area is the Bromag Industrial Estate, 2.7km east of the site.
- 2.5.9 The 2011 Census Journey to Work data suggests that of those who live and work in the 'West Oxfordshire 007' Middle Super Output Area, 7.2% walk, 1.3% use the train, and 78.5% are car drivers. **Table 5** summarises the mode share for 'West Oxfordshire 007'.

Table 4 – Travel to Work Modal Splits

Method	Percentage
Driving a Car or Van	78.5%
On Foot	7.2%
Train	1.3%
Passenger in a Car or Van	4.7%
Bicycle	3.4%
Bus, minibus, or coach	2.4%
Other Method of Travel to Work	2.5%

2.5.10 In addition to local employment opportunities within Minster Lovell, good quality public transport links provide opportunities to access towns such as Witney, Carterton, Burford and Oxford, as well as direct train services linking to London Paddington.

2.6 Accessibility

- 2.6.1 Minster Lovell has good access to bus and rail links to adjacent communities and good road links to the principal road network. The need to travel is reduced by the local facilities available within walking and cycle distance of the site, this could further reduce with the addition of a footpath and cycle route to connect the site to the existing network.
- 2.6.2 The site is very well located with respect to accessing primary education. Perhaps more than any other category, the journey to school shows a high degree of sensitivity between distance and mode share. The proximity of the local primary school to the site affords residents and their children the flexibility and independence to travel to and from school without reliance on the private car.
- 2.6.3 Retail, health and leisure accessibility has been considered. Accessibility by all modes is



viable for retail with a convenient grocery store and public houses are well within the average trip lengths from the NTS.

2.6.4 Access to health and leisure facilities can be accessed by trips to Witney or Carterton via cycling or public transport. After an initial cycle on Burford Road, an off-carriageway cycle route is available a short distance east of the junction with Brize Norton Road, which extends all the way to Witney to the east. Whilst Carterton is accessible within cycling distance of the site to the south, these two local centres provide a wider range of facilities to the local area around the site.



3.0 EXISTING TRANSPORT DATA

3.1 Transport Data

3.1.1 DTA has extracted the trip rates from the Transport Assessment undertaken by Glanville which were agreed with Oxfordshire County Council highways for the Land of Burton Road site adjacent to the proposed site. The vehicle trip rates and the resulting vehicle trips for 140 dwellings are presented in **Table 6** below.

Time Range	Vehicle Trip Rates			Vehicle Trips		
	Arrivals	Departures	Total	Arrivals	Departures	Total
08:00-09:00	0.156	0.412	0.568	22	58	80
17:00-18:00	0.375	0.149	0.525	53	21	74
Daily Trip Rates:	2.384	2.341	4.725	334	328	662

Table 6 – Vehicle Trip Rates and Vehicle Trips – 140 dwellings



4.0 TRAVEL PLAN MANAGEMENT

4.1 Introduction

4.1.1 A principal aim of the TP is to achieve more sustainable travel from the outset in preference to cutting car use incrementally once residents are in occupation. Therefore, the initiatives implemented from the onset will be funded by and instigated by the developer via the marketing organisation and the maintenance company.

4.2 Travel Plan Co-ordinator

- 4.2.1 In order to implement the TP, a TP Co-ordinator (TPC) will be appointed by the developer of the site. The contact details of the TPC will be provided to Oxfordshire County Council, once known. As the Travel Plan develops it is likely that the time commitment required from the Travel Plan Co-ordinator will vary considerably with periods of limited activity between monitoring periods as such the Co-ordinator role may be undertaken by an external consultant in order to achieve greater flexibility. A budget will be allocated for the TPC to implement the TP.
- 4.2.2 The TPC's responsibilities will include:
 - Taking responsibility for the delivery of the TP.
 - Marketing the TP to residents and distributing the Sustainable Travel Pack and promotional material.
 - Training the people selling or letting the residential units in respect of the TP so that it is marketed as an integral part of the site.
 - Ensuring that structures for the ongoing management of the plan are set up and running effectively.
 - Organisation of travel surveys and provision of regular monitoring reports to Oxfordshire Council on the basis of timescales set out below.
 - Review and revision of the TP as appropriate arising from annual surveys.
 - Reporting progress to Oxfordshire Council Travel Plan Officer and develop future initiatives working with sustainable transport organisations.



4.2.3 The TPC will be allocated an annual budget for the implementation of the plan.

5.0 TRAVEL PLAN MEASURES

5.1 Introduction

- 5.1.1 The Department for Transport 'Good Practice Guidelines' refers to 'hard measures' as the "provision of infrastructure and improvements to highways and public transport networks, including those to benefit pedestrians, cyclists and other road users", and 'soft measures' as the "provision of services and information to encourage the use of sustainable transport. These include new public transport services, changes to working practices, provision of information and/or a travel plan co-ordinator to promote a travel plan for a particular use".
- 5.1.2 This section of the TP details the 'hard' and 'soft' measures to be implemented for the site.

5.2 **Pedestrian and Cycle**

- 5.2.1 As can be seen on the illustrative masterplan, various pedestrian connections will be provided through the site into the adjacent Bovis development. A 3m footway/ cycleway is provided from the north-eastern corner of the Bovis development connecting into the existing footway on Burford Road/ Upper Crescent junction.
- 5.2.2 This includes a new uncontrolled crossing point with dropped kerbs and tactile paving has been provided on Burford Road near to the Upper Crescent junction.
- 5.2.3 In addition to this, the development proposes a new 3m footway along Burford Road as shown on **Drawing 23178-02-2**. Discussions will be held with OCC on whether this link is provided as a 3m footway/ cycleway or a wide footway. The internal layout has allowed for a 3m combined use link throughout the development in a north to south alignment along the eastern side of the main access road.
- 5.2.4 A mix of cycle parking facilities will be provided at the development to comply with local standards and will be designed and tailored to the likely needs of future occupants. Cycle parking will be provided within the confines of a dwelling/ garage, or alternatively



provided in secure, well lit, covered cycle storage facilities.

- 5.2.5 The following sets out potential measures and supporting events that would encourage greater walking and cycling levels to and from the site.
 - Form a residents Bicycle Users Group (BUG) to encourage cycling and organise promotional events.
 - Provide free cycle training for children and adults.
 - Promotion of national campaigns, for example Walk to Work and Walk to School Weeks, National Bike Week, and Cycle to Work Day.
 - Negotiate discounts for residents on bikes and equipment with local cycle outlets
 - Voucher provided for the purchase of a bicycle and associated safety equipment

5.3 Vehicular Access

- 5.3.1 It is proposed that the site will be accessed in the form of a simple priority junction taken from the B4047, as shown on **DTA Drawing 23178-02-1**. The access, which accords with Manual for Streets will be in the form of a 5.5m wide access road, with 8m entry/exit radii.
- 5.3.2 As part of the Bovis development scheme located next to the site, the existing 40mph speed limit was extended to a point approximately in line with the western Bovis site boundary. The extension of the 40mph speed limit included relocating the gateway feature, coloured surfacing at the start of the 40mph zone, an extension to the central hatch markings, which visually narrow the road, alongside additional 40mph carriageway roundels and two Vehicle Activated Signs (VAS).
- 5.3.3 It would be reasonable therefore, to extend the 40mph speed limit to the south of the proposed site access so that it extends along the site frontage.

5.4 Car Parking Provision

- 5.4.1 Car and cycle parking provision will be provided in accordance with the local standards. The specific levels of car and cycle parking will be considered at reserved matter stage.
- 5.4.2 Dwellings will also be fitted with electric vehicle charging points.



5.5 **Refuse Collection and Deliveries**

5.5.1 The site has been designed to accommodate refuse collection vehicles. The site would be expected to receive deliveries from food shopping vans, and general household deliveries. It is not anticipated that the site would require any deliveries by large articulated lorries.

5.6 Initial Marketing

- 5.6.1 Residents need to be made aware of the available travel and access options at the site from the onset. The accessibility benefits of the site in terms of the availability of public transport and the proximity of facilities alongside the provision of personalised travel planning advice will be actively marketed within sales literature and by sales staff.
- 5.6.2 This initial marketing will help potential residents consider their travel options with knowledge of the wider choices available to them.

5.7 Sustainable Travel Pack

- 5.7.1 Each household is to be provided with a Sustainable Travel Pack which contains site specific information on the location of facilities, bus services and walking/ cycling routes. This is to be presented in a clear and concise format with the aim of providing an initial overview of travel choices available to residents and an ongoing reference guide.
- 5.7.2 The information will include:
 - Bus network map with details of bus number, hours of operation and frequency.
 - Bus timetables.
 - Information on rail services and timetables and provision of journey planning websites, for example: www.traveline.info, www.nationalrail.co.uk.
 - Pedestrian and cycle routes to the site indicating shared and dedicated facilities.
 - Car sharing information liftshare.com.
 - Details of walking websites, for example, www.livingstreets.org.uk.
 - Details of cycling websites, for example, www.sustrans.org.uk.



5.7.3 This information will be kept up-to-date by the TPC and circulated as and when services change.

5.8 Travel Voucher

5.8.1 It is proposed to provide a travel voucher to the sum of £50 per household which could be used for a bus pass or cycle equipment.

5.9 Car Sharing

- 5.9.1 Information will be provided to residents through the Travel Pack and notice board on Oxfordshire County Councils branded car share scheme <u>www.oxfordshirecarshare.com</u> which enables people to join for free and search for potential car share matches. Car sharing helps:
 - Reduce the costs of travelling.
 - Undercuts the cost of nearly all forms of motorised transport.
 - Cuts congestion and pollution; and
 - Reduces parking problems.

5.10 Personalised Travel Planning

- 5.10.1 Sales staff will offer each household the opportunity to receive personalised travel advice soon after moving into the new house with the understanding that further sustainable travel incentives will be provided.
- 5.10.2 This will be undertaken by the TPC with a questionnaire to be completed and personal travel options and benefits researched and supplied in return with the aim of influencing resident's travel habits in view of meeting the long-term targets for the site.

5.11 Household Broadband

5.11.1 Each household will be fitted with broadband connections to promote working from home and online shopping. Working from home and home shopping helps save money on fuel and parking, saving wear and tear on the car, and saved time on travelling and finding a car parking space at work or at the shops.



5.12 Notice Board

5.12.1 A notice board will be placed in the site providing travel information and information on local events.



6.0 OBJECTIVES AND TARGETS

6.1 Introduction

6.1.1 It is important that all parties are clear from the outset as to the objectives being sought through the TP. These requirements will drive the form and content of the TP, including the targets chosen.

6.2 **Objectives**

- 6.2.1 The overarching objectives of this TP are to:
 - 1) Reduce the need for unnecessary travel to and from the development and assist those who need to travel to do so by sustainable modes.
 - 2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.
 - Encourage those travelling to and from the development to use public transport, cycle, walk and car share; and
 - 4) Provide adequately for those with mobility difficulties.
 - 5) Monitor Travel Patterns and identify further opportunities to encourage travel by walking, cycling and public transport.

6.3 Targets

- 6.3.1 Setting targets is essential in assessing whether or not the TP has been successful and where, if necessary, improvements / amendments could be made. These targets should be SMART:
 - Specific.
 - Measurable.
 - Achievable.
 - Realistic.
 - Time-bound.



6.3.2 A review of 2011 Census data for the Middle Super Output Area (MSOA) of West Oxfordshire 007 in which the site is located shows that 80% of people drive to work and 13% walk, cycle or us public transport. **Table 7** sets out the targeted modal shares for the five-year monitoring period following completion of the development.

Table 7	/ _]	Fravel	to	Work	Modal	Sp	olits	

Modal Choice	Baseline Modal Split %	Year 3	Year 5
Driving a Car or Van	79.77%	74.77%	69.77%
Passenger in a Car or Van	4.67%	5.67%	6.75%
On Foot	5.48%	6.48%	7.70%
Cycle	3.90%	4.90%	6.50%
Train	1.42%	2.40%	2.45%
Bus	2.48%	3.50%	4.55%
Other	2.27%	2.27%	2.27%

6.3.3 Travel surveys will be undertaken upon occupation to determine the baseline modal split. The above targeted modal split will be adjusted accordingly. Survey form will be sent out with the Sustainable Travel Packs.

Land south of Burford Road, Minster Lovell

Travel Plan



7.0 MONITORING

7.1 Surveys

- 7.1.1 The effectiveness of the TP at encouraging sustainable travel will be monitored within a travel survey to be conducted by the Travel Plan Co-ordinator for a period of five years following the development's completion. Initial survey forms will be sent out with the Smarter Travel Information Pack.
- 7.1.2 Travel Surveys will be undertaken at Years 1, 3 and 5 of the monitoring period. Residents not part of the original response will be sent forms by post. The surveys will be based on Oxfordshire County Council's survey templates and the TPC will ensure that the correct template is used. Oxfordshire County Council require an 80% response rate for developments of between 80 and 160 dwellings, and the TPC will try to achieve this response rate where possible. Results of the surveys should be forwarded to the Travel Plans Team at OCC within one month of completion.
- 7.1.3 In addition, a survey of peak hour vehicle movements will be undertaken at the same time as the travel surveys to monitor the impact of the TP and to assess the targets. The survey will be undertaken using automatic traffic counters collecting one week's worth of data from which the five-day average flows will be taken.

7.2 Plan Performance Audits

7.2.1 The results will be submitted to OCC biannually in years 1,3 and 5 and will be reported within one month of the survey date to the Council. The report will take the following format:

Chapter 1 – Introduction and Background. This will detail the site to which the report relates and provide details of occupier, name, date of occupation, number of staff employed, working hours, number of parking spaces etc.

Chapter 2 – Results of Surveys. This section will detail the results of the surveys that have been undertaken against the indicators set out above. It will include details of current travel situation and target levels. The original data from the surveys will



be included as an appendix.

Chapter 3 – Initiatives Undertaken. This will provide details of the work and initiatives undertaken over the previous 12 months, with supporting evidence a necessary.

Chapter 4 – Problems and Issues. This section will detail any problems encountered in implementing the Travel Plan and any issues which remain unresolved or require progress in future.

Chapter 5 – Specific Measures from Travel Plan. This section will detail how all measures from the travel plan have been implemented in terms of infrastructure, policy and promotion of each specific travel mode and strategy (walking, cycling public transport, car sharing, general measures, working practises, etc). This will include evidence of how each measure has been implemented and completed checklist of measures agreed at the planning application stage.

Chapter 6 – Summary. This will set out whether the Travel Plan is on track to meet targets and if not why not.

Chapter 7 – The Plan for the next 12 months. This will include any specific outcomes and desired results and any additions to the Travel Plan.

7.2.2 The Council will respond within one month of receipt, either approving the report or requiring a review of current practices.

7.3 Failsafe Mechanisms

7.3.1 Discussions will be held as to how any failed targets might be better achieved. Through consultation with Oxfordshire County Council, the Plan and its targets will be readdressed annually. It may be, for example, that the targets are made less ambitious on one mode, while tightened up on another to compensate.



7.4 Monitoring Fee

7.4.1 Oxfordshire County Council requires a TP monitoring fee to be payable to the Council by the developer and should be submitted in one payment on signing the Section 106 agreement. For this development a monitoring fee of £1,426 is required.



8.0 SUMMARY ACTION PLAN

8.1.1 **Table 8** below summarises the key actions based on the above.

Objective	Measures	Target	Action By	Timeframe
	A new 3m footway along Burford Road.		Developer	
	Information on walking and cycling in the local area	To increase walking	Developer	Prior to occupation. To
 Reduce the need for unnecessary travel to and from the development and 	Cycle parking to be provided for all dwellings	and cycling from	Developer	be completed at site construction stage
assist those who need to travel to do so by sustainable modes.	Site Notice Boards Electric Charging for dwellings	9.4% to 14%	Developer Developer	
2) Achieve a minimum number of additional single occupancy car traffic movements to and from the development.	Provision of Smarter Travel Information Packs	To increase public transport use from 3.9% to 7%	TPC / Developer	Packs to be prepared in advance of first completion. To be handed to occupant on occupation.
3) Encourage those travelling to and from the development to use public	Travel Voucher	To reduce single	Developer	When residents move into property.
transport, cycle, walk and car share.	Sustainable Travel Events	occupancy car driver	TPC	Ongoing
	Personalised Travel Planning	trips from 79.7% to 69.7%	TPC / Sales Staff	After occupation (2 – 3 weeks and then after two years).
	Car share database		TPC	From occupation
 Provide adequately for those with mobility difficulties. 	Dropped kerbing with tactile paving to be provided at junctions. Provision of disabled parking bays where appropriate.	-	Developer	Prior to occupation. To be completed at site construction stage
5) Monitor Travel Patterns	Travel Plan Co- ordinator	To reduce single occupancy car driver	Developer	Prior to occupation and throughout lifetime of monitoring
	Initial Marketing On-going Marketing	trips from 79.7% to	TPC TPC	As above Two years from completion
	Other Measures	69.7%	TPC	From first occupation

Table 8 – Travel Plan Action Plan

Land south of Burford Road, Minster Lovell

Travel Plan



Monitoring	TPC	As set out in Chapter 7.0 above

Appendix A



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