

**Land off the A363 White Horse Business Park,
Trowbridge**

Proposed Care Home & Residential Development

Framework Travel Plan

Client: Castlewood Properties.

16th April 2020

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CONTENTS

	<u>Page No</u>
TEXT	
SECTION 1	INTRODUCTION 1
SECTION 2	POLICY REVIEW 5
SECTION 3	SITE AUDIT 15
SECTION 4	PROPOSED DEVELOPMENT 24
SECTION 5	OBJECTIVES, TARGETS AND INDICATORS 29
SECTION 6	TRAVEL PLAN STRATEGY 34
SECTION 7	PACKAGE OF MEASURES 39
SECTION 8	IMPLEMENTATION AND MANAGEMENT 48
SECTION 9	MONITORING AND REVIEW 52
SECTION 10	SUMMARY 55
APPENDICES	
Appendix A	Highways Response
Appendix B	Trowbridge Cycling Map
Appendix C	Preliminary Access Design
Appendix D	Parameters Plan
Appendix E	Illustrative Masterplan

SECTION 1: INTRODUCTION

General

- 1.1 This Framework Travel Plan (FTP) has been prepared on behalf of Castlewood Properties Ventures Ltd in support of an Outline Planning Application (OPA) for the proposed development of up to 100 residential dwellings and a care home of up to 64 beds on land to the south of the A363 Bradley Road, Trowbridge. The site forms part of policy H2.2 - Land off the A363 at White Horse Business Park as an allocation within the Wiltshire Housing Site Allocation Plan (WHSAP) for approximately 175 dwellings. The contact details for the person responsible for preparing this Framework Travel Plan have been provided below:

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Existing Site

- 1.2 The site is located approximately 2.4km south of Trowbridge Town Centre and 700m to the north west of North Bradley. The existing site comprises approximately 8.37ha of greenfield land, which is currently used for agricultural purposes. The site is bordered to the north by the A363 Bradley Road, to the east by the White Horse Business Park, to the south by the Linden Homes site and Westbury Road beyond and to the west by North Bradley and Woodmarsh.
- 1.3 Access to the site is currently provided along the northern boundary in the form of a gated field access onto the A363 Bradley Road. An additional access is provided to the south of the wider site via Little Common Lane also taking the form of a gated field access.

Development Proposals

- 1.4 The proposed development will seek to deliver up to 100 residential dwellings (layout reserved) in addition to a care home of up to 64 beds in the northern part of the site. Vehicular access will be provided in the form of a priority T-junction to the north of the site via the A363 Bradley Road. The priority junction will be supported by a ghost island right-turn arrangement on the A363, providing a reservoir into the site for eastbound traffic without impeding the free flow of traffic on the A363.

Planning Context

- 1.5 The site is identified under policy H2.2 - Land off the A363 at White Horse Business Park as an allocation within the adopted Wiltshire Housing Site Allocation Plan (WHSAP, February 2020). The 'site', which is the subject of this Travel Plan, comprises an area of approximately 8.37ha and forms the northern section of this allocation. This site is referred to as 'Site A' throughout this Travel Plan.
- 1.6 As part of the H2.2 allocation, an additional site is being promoted by Linden Homes for the residential development of up to 100 dwellings to the south of the Castlewood Commercial Properties site. This site is referred to as 'Site B' throughout this Travel Plan.

Pre-Application Discussions

- 1.7 On behalf of Castlewood Properties and Linden Homes, Vectos and Badingham Limited submitted a Transport Scoping Note (TSN) to Wiltshire Council on 21st November 2019. The TSN outlined the key parameters and anticipated scope for assessing the highways and transport implications resulting from the development of the allocated site. Whilst the Castlewood Properties site and Linden Homes site will submit standalone planning applications, the key parameters outlined within the TSN will be used across both applications.
- 1.8 Following submission of the TSN, an email response was issued from Wiltshire Council Highways on 3rd January 2020. The full Highways response has been included at Appendix A and a Framework Travel Plan (FTP) was requested for submission at application stage.

Purpose of Travel Plan

- 1.9 This FTP has been prepared alongside the Transport Assessment (TA) for the formal outline application for the site. The TA should be read alongside this document.
- 1.10 It is therefore intended that this FTP is a starting point for the travel plan process and that a Full Travel Plan should be prepared at the Reserved Matters stage, to be reviewed and updated on an annual basis once the scheme is operational.
- 1.11 The approach and measures set out in this FTP will accord with national and local objectives and seek to:
- Reduce the impact of traffic on surrounding roads and local communities;
 - Promote equal opportunities to residents by offering wider travel choices;
 - Improve personal and wider community health;
 - Reduce air and noise pollution; and
 - Accord with national, regional and local Government objectives.

Scope of Travel Plan

- 1.13 This report sets out the objectives of the FTP and describes a package of measures to promote and provide for the use of sustainable modes as an alternative to single occupancy car use. A strategy for implementation, target setting, and monitoring is also discussed. The plan is divided into nine further sections:
- **Section 2 – Policy and Guidance** – Details national and local transport planning policies in the context of the site and travel planning;
 - **Section 3 – Existing Situation** – Describes the existing transport conditions prevailing at the site and the surrounding area;
 - **Section 4 – Proposed Development** – Outlines the development proposals and the future condition for the development, including trip generation and pedestrian and cycle access;
 - **Section 5 – Objectives, Targets and Indicators** – Sets out the objectives for the site and provides a framework for setting realistic and measurable targets;
 - **Section 6 – Travel Plan Strategy** – Sets out the strategy for the travel plan including who will implement the plan and the consultation and engagement strategies which will be used;

- **Section 7 – Package of Measures** – Sets out the sustainable travel improvements included in the development proposals and potential strategies and measures for the travel plan;
- **Section 8 – Implementation and Management** – Provides information on the implementation and management, and provides an example Action Plan for the travel plan with regard to proposed measures and initiatives for the site;
- **Section 9 – Monitoring and Review** – Provides information on the monitoring and review of the TP including a timetable; and
- **Section 10 – Summary** – Provides a summary of the key aims, objectives and measures outlined within this travel plan.

SECTION 2: POLICY REVIEW

Introduction

- 2.1 This section of the Travel Plan reviews the current and emerging transport planning policies and design guidance at national and local government levels and summarises how the proposed development should comply.

National Policy and Design Guidance

National Planning Policy Framework (February 2019)

- 2.2 In February 2019 the revised National Planning Policy Framework (NPPF) was published, setting out a number of transport objectives designed to facilitate sustainable development and contribute to a wider sustainability by giving people a wider choice about how they travel.
- 2.3 At the heart of the NPPF is a presumption in favour of sustainable development. At paragraph 101 it notes that developments should;
- *‘Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use.’*
- 2.4 The NPPF states at paragraph 111 that all developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport assessment so that likely impacts of the proposal can be assessed.
- 2.5 In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that (paragraph 108):
- Appropriate opportunities to promote sustainable transport modes can be – or have been – taken up, given the type of development and its location;
 - Safe and suitable access to the site can be achieved for all users; and

- Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree.

2.6 Notably, at paragraph 109 the NPPF states that development should only be refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network would be severe. Within this context, applications for development should:

- Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;
- Address the needs for 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;
- Allow for the efficient delivery of goods, and access by service and emergency vehicles; and
- Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.

2.7 Paragraph 104 states that planning policies should:

- Support an appropriate mix of uses across an area, and within larger scale sites, to minimise the number and length of journeys needed for employment, shopping, leisure, education and other activities;
- Be prepared with the active involvement of local highways authorities, other transport infrastructure providers and operators and neighbouring councils, so that strategies and investments for supporting sustainable transport and development patterns are aligned;

- Identify and protect, where there is robust evidence, sites and routes which could be critical in developing infrastructure to widen transport choice and realise opportunities for large scale development;
- Provide for high quality walking and cycling networks and supporting facilities such as cycle parking (drawing on Local Cycling and Walking Infrastructure Plans); and
- Provide for any large-scale transport facilities that need to be located in the area, and the infrastructure and wider development required to support their operation, expansion and contribution to the wider economy. In doing so they should take into account whether such development is likely to be a nationally significant infrastructure project and any relevant national policy statements.

2.8 The NPPF states that local authorities should consider the accessibility of a development alongside the type, mix and use of the development as well as looking at local car ownership and the need to ensure an adequate provision of spaces for charging plug-in and other ultralow emission vehicles when determining planning applications.

2.9 The revised NPPF still requires the need for a Travel Plan, Transport Statement or Transport Assessment should a development generate 'significant' amounts of movement, so that the likely impacts can be assessed.

Planning Practice Guidance (PPG) – Travel Plans, Transport Assessments and Statements (March 2014)

2.10 This guidance was updated in March 2014 and sets out the positive contributions that Transport Assessments / Statements and Travel Plans have. At paragraph 7, It also states that these documents should be proportionate to the size and scope, be tailored to particular local circumstances and be established at the earliest practicable stage of a development proposal through collaborative ongoing working between Local Planning Authorities, developers, relevant transport authorities and neighbourhood planning organisations.

Local Policy

Wiltshire Local Transport Plan (LTP3) 2011-2026

- 2.11 Wiltshire Council's third Local Transport Plan (LTP3) was published in March 2011 and sets out the Council's objectives, strategies and implementation plans for transport within Wiltshire to work towards a sustainable transport system that aids economic growth across communities, allowing people to safely access essential services whilst being sensitive to the built and natural environment, and reducing carbon emissions.
- 2.12 The LTP outlines the council's approaches to the five national transport goals:
- Support economic growth;
 - Reduce carbon emissions;
 - Contribute to better safety, security and health;
 - Improve quality of life and a healthy natural environment; and
 - Promote equality of opportunity.
- 2.13 The strategic objectives associated with reaching these goals include, but are not limited to:
- SO2: To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail;
 - SO4: To minimise traffic delays and disruption and improve journey time reliability on key routes;
 - SO5: To improve sustainable access to a full range of opportunities particularly for those people without access to a car;
 - SO8: To improve safety for all road users and to reduce the number of casualties on Wiltshire's roads;
 - SO11: To reduce the level of air pollutant and climate change emissions from transport;
 - SO12: To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts;
 - SO13: To reduce the need to travel, particularly by private car;

- SO14: To promote travel modes that are beneficial to health;
- SO15: To reduce barriers to transport and access for people with disabilities and mobility impairment; and
- SO17: To improve sustainable access to Wiltshire's countryside and provide a more useable public rights of way network.

2.14 In order to achieve these objectives, the Council aims to:

- Ensure there is a 'whole authority' approach on transport and access issues;
- Work in partnership with other service providers, and the community and voluntary sectors;
- Encourage and support local communities to deal with their transport challenges; and
- Make transparent decisions and consult appropriately with stakeholders, partners and the public.

2.15 Relating to active travel, the LTP states that the "Council will prioritise walking and cycling network improvements on key links in the market towns where the potential for walking and cycling is higher and where they can be combined with supporting measures." The LTP also aims to make journeys taken by foot more enjoyable, encourage the uptake of walking, provide young people with the opportunities and confidence to independently walk and improve awareness and knowledge of the public realm and streetscenes in their local area.

2.16 The LTP focuses on reducing the need to travel and working towards a modal shift away from private car use. Strategic transport investment priorities are highlighted; showing that buses, the walking network, car parking management and sustainable transport packages are among the highest priority, the cycle network and parking, passenger rail, rights of way, travel plans and smarter travel choices fall within the medium priority category and urban traffic control and road/user hierarchy are amongst the options of low investment priority.

Wiltshire Core Strategy

2.17 The Wiltshire Core Strategy was adopted in January 2015 and provides an overarching planning policy framework for Wiltshire up to 2026. The vision of the Core Strategy is to “create stronger, more resilient communities” through:

- Providing for the most sustainable pattern of development that minimises the need to travel and maximises the potential to use sustainable transport;
- Creating the right environment to deliver economic growth;
- Managing development to ensure that jobs and the right infrastructure are delivered at the right time to ensure that out commuting, in particular to areas outside of Wiltshire, is not increased and development does not have a detrimental impact on infrastructure;
- Working towards lowering Wiltshire’s carbon footprint;
- Protecting and planning for the enhancement of the natural, historic and built environments;
- Providing high quality, well designed development; and
- Providing the framework to deliver appropriate community-led planning policy documents.

2.18 Strategic Objective 6 aims to ensure that adequate infrastructure is in place to support our communities. Key outcomes of this objective include:

- Providing essential infrastructure (including transport) within all new development;
- Protecting existing infrastructure services, providing new infrastructure with no detrimental impact on the environment;
- Progressing towards reducing greenhouse gas emissions from transport;
- Providing a range of viable and efficient transport alternatives to reduce reliance on private car use;
- Implementing a safer, more integrated transport system that focuses on a major shift towards sustainable transport, including walking, cycling and public transport, and the use of bus and rail networks in Trowbridge;
- Reducing traffic delays and disruption and improving journey time reliability on key routes;

- Optimising existing transport infrastructure through effective design, management and maintenance;
 - Improving safety for all road users;
 - Removing barriers to transport and access for people with disabilities and mobility impairment; and
 - Safeguarding and improving strategic transport corridors in a sustainable way.
- 2.19 A number of core policies relating to transport are included within the Core Strategy that have been informed by detailed topic papers on transport. These policies are described below.
- 2.20 **Core Policy 60: Sustainable Transport** highlights that “the council will use its planning and transport powers to help reduce the need to travel particularly by private car, and support and encourage the sustainable, safe and efficient movement of people and goods within and through Wiltshire.” This is planned to be achieved through planning developments in accessible locations, promoting sustainable transport alternatives to the private car, maintaining and improving the local transport network, promoting appropriate demand measurement measures, and assessing and mitigating impacts of developments on transport users, local communities and the environment.
- 2.21 **Core Policy 61: Transport and New Development** states that “new development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.”
- 2.22 CP61 goes on to state that safe access to the highway must be achievable from the development proposals and that loading/unloading facilities are required for the normal functioning development that are safe and “fit for purpose”. Furthermore, “where appropriate, contributions will be sought towards sustainable transport improvements, and travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements.”

Wiltshire Housing Site Allocations Plan (February 2020)

2.22 Wiltshire's Housing Site Allocations Plan was adopted on 25 February 2020 and will support the delivery of new housing as set out in the Wiltshire Core Strategy. Two key matters will be addressed within the plan and are as follows:

- "Revise, where necessary, settlement boundaries in relation to the Principal Settlements of Salisbury, Trowbridge, Market Towns, Local Service Centres and Large Villages; and
- Allocate new sites for housing to ensure the delivery of homes across the plan period in order to maintain a five-year land supply in each of Wiltshire's three Housing Market Areas over the period to 2026."

2.23 Policy H2.2 states that Land off the A363 at White Horse Business Park is suitable for accommodating approximately 175 residential dwellings with vehicular access from the A363 and that development here should include improvements to cycling and walking routes through the site to link to the existing network.

2.24 The document highlights that this area of land is "reasonably well located with regard to services and facilities" and that development proposals would need to retain the visual separation of the town's urban area from North Bradley Village by focusing development in the north-east of the site and screening the development with new planting.

North Bradley Neighbourhood Plan: Referendum Version (January 2020)

2.25 The referendum version of the North Bradley Neighbourhood Plan (NBNP) covers the whole parish of North Bradley and runs from 2018 – 2026, coinciding with the end date of the Wiltshire Core Strategy. The intention of the NBNP is not to repeat higher level policy but to address gaps or provide further detail to add local context to the Wiltshire Core Strategy.

2.26 At paragraph 5.42, the NBNP states that public transport provision in North Bradley is better than in more remote villages, citing a reasonable bus service which provides links to other villages and into Trowbridge, including Trowbridge rail station. The NBNP mentions that there is a reasonable network of paths and bridleways, however there

are no dedicated cycleways. It goes on to state that the lack of drop kerbs raises safety and practicality concerns especially for the elderly, children and the disabled.

2.27 At paragraph 6.3, the NDP Vision states that 'there will be an improved and better maintained transport network including foot and cycle paths and speeding vehicles will have been reduced and pedestrian safety improved'.

2.28 Policy 6 of the NBNP outlines the local infrastructure priorities for North Bradley, in which new housing and employment development proposals in the area will be expected to contribute. With regards to transport and highways, the local priorities include:

- Improvement of existing footpaths including the introduction of crossings, dropped curbs and smoother surfaces suitable for electric buggies as well as pedestrians.
- The installation of cycle paths linking the parish with Trowbridge.
- Improvement of local bus services.

*Care must be taken when creating new infrastructure not to impact adversely on the bats of the nearby SAC – for example through the effects of the lighting of footpaths or cycleways.

2.39 The policy was designed to help deliver sustainable development by ensuring good sustainable transport links between Ashton Park and North Bradley parish and between North Bradley and Trowbridge, thereby reducing the need to travel.

Summary

2.40 This chapter has provided a summary of the relevant national, regional and local policies and has shown that the key policies with which the proposed development should comply are:

- Proposed developments should be highly accessible by public transport, walking and cycling, and the use of these forms of transport by residents and visitors to travel to the site should be encouraged;
- The scheme should be designed to provide improved accessibility for pedestrians and cyclists where practical; and
- Policy H2.2 states that Land off the A363 at White Horse Business Park is suitable for accommodating approximately 175 residential dwellings with vehicular access

from the A363. The site is described as “reasonably well located with regard to services and facilities”.

SECTION 3: SITE ASSESSMENT

Introduction

- 3.1 This section of the FTP describes the baseline transport conditions at the site and in the surrounding area, including site location, existing junctions, local highway network and sustainable modes of transport on offer. This section also takes into account improvements that are occurring as a result of other Committed Developments in the vicinity of the site.

Site Location

- 3.2 The site is located approximately 700m to the north west of North Bradley and 2.4km south of Trowbridge Town Centre. The existing site comprises approximately 8.37ha of greenfield land which is currently used for agricultural purposes. The site is bordered to the north by the A363 Bradley Road, to the east by the White Horse Business Park, to the south by the Linden Homes site and beyond that Westbury Road and to the west by North Bradley and Woodmarsh.

Walking

- 3.3 To enable an assessment of the viability of walking between the site and key destinations in the local area it is appropriate to establish the maximum walking distance that people are generally prepared to walk and the destinations that exist within these distances.
- 3.4 The IHT's guidance, Guidelines for Providing for Journeys on Foot (2000) states that in paragraph 3.32 and Table 2 that preferred maximum walking distances to facilities and local services is circa two kilometres. The distances for various land uses, are summarised in Table 1.

Table 1: IHT Walking Distances

Destination	Town Centres	Commuting / Schools	Elsewhere
Desirable	200m	500m	400m
Acceptable	400m	1,000m	800m
Preferred	800m	2,000m	1,200m

- 3.5 Pedestrian and cycle isochrones, demonstrating the range of amenities, facilities and public transport connections that can be reached within a 30-minute walk and 30-minute cycle of the site have been included within Figure A. Based upon the existing pedestrian infrastructure outlined below, the site is within the 'preferred' maximum distance to North Bradley Primary School (1,350m equating to an 18-minute walk), and within 'acceptable' walking distance to a range of employment opportunities within White Horse Business Park (550m equating to a six-minute walk). As detailed within the Wiltshire Housing Site Allocations Plan (February 2020), the site is "reasonably well located with regard to services and facilities".
- 3.6 A footway is provided along the A363 Bradley Road to the north of the site, providing a connection between the A363 / Woodmarsh roundabout and White Horse Business Park. The footway benefits from street lighting and is approximately 1.4 – 1.6m in width along the entirety of the route, above the desirable minimum standards.
- 3.7 Approximately 155m to the west of the site access, a pedestrian refuse island is provided on the southern arm of the A363 / Woodmarsh Lane roundabout, providing a formal crossing facility for pedestrians to access the footways along the A363 Bradley Road (North) for routes to local bus stops and retail facilities along the A363.
- 3.8 To the north of the roundabout, the A363 Bradley Road (North) is provided with wide, well-lit footways on both sides of the carriageway, providing a pedestrian route between the site and Trowbridge Town Centre. To the south, footways are provided to the west of the carriageway on Woodmarsh, providing a connection to North Bradley Village, local bus stops, North Bradley Primary School and local amenities.
- 3.9 Public Footpath (NBRA7) provides a route from Westbury Road to White Horse Business Park, routing through Site B along the southern border of the H2.2 allocated site. NBRA7 extends west to east across the business park, providing access to Newmarket Avenue, Towcester Road and Aintree Avenue before routing north adjacent to the rail line and connecting to the wider PROW network (NBRA9 and NBRA11). There is an extensive network of PROW routes within the vicinity of the site which provide a range of leisure routes for potential residents.

- 3.10 The existing pedestrian infrastructure provides pedestrians with comprehensive and safe connections to a number of local facilities, public transport connections and amenities. Further to this, there are no existing barriers for the movement of pedestrians within the vicinity of the site. This ensures that walking is a viable mode to and from the site and can readily form part of a multi-modal trip.

Cycling

- 3.11 Cycling is considered an important mode of sustainable travel and is generally considered suitable for distances of up to 3 miles (4.8km) for regular journeys in urban areas, and 5 miles (8.0km) for commuting journeys (source: LTN 2/08, Cycle Infrastructure Design).
- 3.12 Whilst there are currently no formal cycle facilities along the A363 or Woodmarsh, the wide carriageway widths and topography provide favourable cycling conditions for cyclists. Further to this, a recommended cycle route is located approximately 150m to the west of the existing access, providing direct access to Trowbridge Town Centre and Trowbridge Rail Station via Drynham Lane and Dursley Road. A detailed map containing the network of quiet streets and formal cycling routes within Trowbridge is attached at Appendix B.
- 3.13 In addition to the existing infrastructure, a number of new cycle links and routes are being proposed within the vicinity of the site through developments such as Elm Park to the north of the site and Ashton Park to the east of the site. Further details of these proposals have been outlined below.
- 3.14 The existing and future cycle infrastructure and recommended routes in the vicinity of the site highlight that cycling is a viable mode of transport to and from the site and can readily form part of a multi-modal journey.

Public Transport

- 3.15 The closest bus stops to the site are located on the A363 Bradley Road (North), approximately 220m (Spitfire Retail Park Southbound) and 240m (Spitfire Retail Park Northbound) north west of the existing site access. As detailed above, a footway is provided along the A363 together with a pedestrian refuge island, providing a suitable route to these bus stops. These bus stops are provided with a bus flag and timetable information.
- 3.16 Additional bus stops are located on Woodmarsh, approximately 330m (northbound) and 350m (southbound) south west of the existing site access off the A363. These bus stops can be accessed by the footway to the south of the A363 and the footway provided along Woodmarsh. Both bus stops on Woodmarsh are provided with shelter, seating and timetable information with the northbound bus stop also provided with a bus cage. A summary of the bus stop locations within the vicinity of the site is attached at Figure B.
- 3.17 The bus stops mentioned above are served by the D1 Discover service, providing frequent connections to Bath, Bathampton, Winsley, Bradford-on-Avon, Trowbridge, Warminster, Wilton and Salisbury. Additional services, including the 67, 88 and X47, also operate from these stops providing connections to Chippenham, Frome, Westbury and Dilton Marsh. A summary of services available from these bus stops and their destinations and frequencies has been outlined below in Table 2.

Table 2: Bus Services

Service	Route	Mon-Fri	Saturday	Sunday
67A	Trowbridge – North Bradley	Hourly	n/a	n/a
67Z	Trowbridge – Hawkeridge - Frome	Hourly	One Service (17:47)	n/a
88	Trowbridge – North Bradley - Westbury	School Service	n/a	n/a
D1	Salisbury – Trowbridge – Bath	30 mins	Hourly	Hourly
X47	Westbury – Dilton Marsh - Frome	One Service	n/a	n/a

- 3.18 Table 2 above demonstrates that the site is well served by buses with approximately two-to-three services per hour across a standard weekday. Further to this, the bus routes on offer provide a viable route to a range of employment and retail opportunities in addition to National Rail stations for further onwards travel. With regards to the key commuter travel patterns, early morning and evening services are provided, ensuring that bus travel can form part of a sustainable multi-modal trip to and from key places of employment including Trowbridge, Salisbury, Warminster and Bath.

Local Highway Network

- 3.19 The A363 Bradley Road borders the site to the north, taking the form of a single carriageway two-way road which is subject to a 40mph speed restriction. The A363 provides a route between Yarnbrook and the A350 to the south east of the site to Bathford and the A4 to the north west. Locally, the A363 provides a bypass route around the village of North Bradley, providing local connections to White Horse Business Park, Trowbridge and Bradford-on-Avon.
- 3.20 Approximately 135m to the west of the existing site access junction, the A363 Bradley Road forms the eastern arm of a three-armed roundabout with Woodmarsh and the A363 Bradley Road (North). Woodmarsh is a two-way single carriageway road which is subject to a 30mph speed limit and has a 7.5t weight restriction for HGVs. Woodmarsh provides access to North Bradley Village in addition to Southwick Road for access to Southwick Village.

Census Analysis

- 3.21 Analysis of Census 2011 Data on car/van availability data for the resident populations of the Middle Level Output Area (MSOA) in which the site is located (Wiltshire 037) shows that 93% of residents have access to at least one car. A summary of this data is provided in Table 3. The average household has approximately 1.69 cars per dwelling.

Table 3: Car Ownership Data

Mode	Percentage
No cars or vans	7%
1 car or van	37%
2 cars or vans	39%
3 cars or vans	12%
4 cars or vans	4%

3.32 Census 2011 Journey to Work data for the Wiltshire 037 MSOA has also been used to estimate the modal share of the local area. It is of note that Census data is now nine years old and with the introduction of the various committed developments in the area there will be a greater number of amenities and services in addition to greater availability of routes for pedestrians and cyclists to encourage a greater proportion of sustainable trips, the information presented is therefore as a guide only.

3.33 A summary of the Census 2011 modal share has been provided below in Table 4, however as detailed above this is considered to be extremely robust for the local area with the proportion of trips undertaken on foot and by bicycle expected to be much higher now than in 2011.

Table 4: Wiltshire 037 Modal Split

Mode	Percentage
Work from home	0.0%
Train	2.8%
Bus	1.6%
Taxi	0.1%
Motorcycle	0.8%
Car Driver	83.0%
Car Passenger	4.8%
Bicycle	2.2%
On Foot	4.7%
Total	100.0%

- 3.34 Table 4 demonstrates that 11.3% of journeys to work are undertaken by sustainable modes of transport such as walking (4.7%), cycling (2.2%) and public transport (4.4%) with 1.6% by bus and 2.8% by rail. However, it is of note that Wiltshire 037 MSOA is largely built up of rural settlements including Southwick, Steeple Ashton and West Ashton where car dependency is anticipated to be higher. Given that the site is located on the northern fringe of the MSOA, within walking distance of the business park and public transport stops, it is likely that the proportion of trips undertaken by car will be lower.
- 3.35 The MSOA located directly to the north of the site, Wiltshire 035, covers a much smaller area including residential areas off Wiltshire Drive, Dursley Road and County Way. Journey to work data for Wiltshire 035 indicates that 66.8% of people travel to work by car with over 20% travelling by active modes (16.6% on foot and 4.0% by bicycle), indicating a greater proportion of sustainable trips. Whilst the site is located within the Wiltshire 037 MSOA, it is within 200m of the Wiltshire 035 MSOA which equates to less than three-minute walk; the site characteristics and location are more likely to reflect the travel behaviours in 035 than 037 with a higher proportion of active travel modes used. The figures outlined in Table 4 are likely to under-estimate the proportion of sustainable trips anticipated for future site users. As detailed below, the provision of planned pedestrian and cycling improvements is likely to further increase the propensity to walk and cycle.

Committed Developments and Transport Improvements

- 3.36 The site is allocated in the Wiltshire Council Housing Site Allocations Plan, as 'Land off the A363 White Horse Business Park' (under policy H2.2). This site is appropriate for residential development, and delivery of these homes would be important to meeting identified local needs. As demonstrated above, the site lies in a sustainable location, with good access to local services and facilities. In addition to H.2.2, a total of five other sites have been allocated within the Trowbridge area:
- **H2.1 Elm Grove, Trowbridge:** Allocation for approximately 250 dwellings;
 - **H2.3 Elizabeth Way, Trowbridge:** Allocation for approximately 355 dwellings;
 - **H2.4 Church Lane, Trowbridge:** Allocation for approximately 45 dwellings;
 - **H2.5 Upper Studley, Trowbridge:** Allocation for approximately 45 dwellings;
 - **H2.6 Southwick Court, Trowbridge:** Allocation for approximately 180 dwellings.

- 3.37 Further details regarding the pedestrian and cycle improvements being provided as part of this application have been considered below in Section 4. In short, the proposals will provide improved pedestrian and cycle links from within the site boundary, connecting to the Drynham Lane pedestrian and cycle route via improved 2.0m footways and a crossing facility on the A363 Bradley Road.
- 3.38 In addition to this, the Elm Grove development to the north of the site, has proposed to downgrade Drynham Lane carriageway to a Restricted Byway, enhancing the safety and priority of the route for pedestrians and cyclists. Pedestrians are currently able to access Drynham Lane via the footways on Woodmarsh, however there is currently no direct route from the site. The proposed development will seek to improve this connection through the provision of a pedestrian crossing facility together with a new section of footway. These improvements in combination will provide a connection from the site to Trowbridge Town Centre amongst other local amenities and key facilities.
- 3.39 A summary of the site allocations and the associated transport and highways improvements being proposed as part of these allocations is outlined in Figure C.

Summary

- 3.40 This section has evaluated the existing and emerging transport conditions in the vicinity of the site. The site is allocated for residential development and therefore the principle of development on the site is accepted. To support this, this chapter has demonstrated that the site is in a suitable and accessible location which includes existing provision as well as substantial improvements which are being brought forward by committed developments and other site allocations, in particular the cycle and pedestrian infrastructure improvements as part of the Elm Grove Application. The site is well connected by a range of frequent bus services to higher order settlements and benefits from key cycle routes in the site vicinity.

- 3.41 The site is already accessible by a range of transport options and sustainable modes of travel. These will be further enhanced by improvements delivered by other site allocations and committed developments. However, it is important to note that the delivery of the site would not be dependent upon wider improvements coming forward and the site is in a sustainable and is 'reasonably well located with regard to services and facilities', as outlined within the adopted WHSAP. Further to this, whilst the use of Census journey to work data has been used to establish the potential uptake of sustainable trips; it is anticipated that the proportion of trips undertaken by active modes will be greater than the results state for 2011.

SECTION 4: PROPOSED DEVELOPMENT

Development Details

- 4.1 The proposed development seeks to deliver up to 100 residential dwellings (layout reserved) with access taken from the A363 Bradley Road to the north of the site. As detailed above, it was noted in Policy H2.2 that the wider site is suitable for accommodating approximately 175 residential dwellings with vehicular access from the A363. The proposed accommodation is expected to provide a mix of 1, 2, 3 and 4 bed units.
- 4.2 In addition to the provision of residential units, the proposed development will also provide a care home of up to 64 beds to the north of the site. Discussions are currently ongoing with care home operators and the exact number of rooms and nature of the care home operation is yet to be confirmed. The parameters plan for the proposed development has been attached at Appendix D.

Proposed Access Junction

- 4.3 Vehicular access will be provided in the form of a priority T-junction to the north of the site via the A363 Bradley Road. The priority junction will be supported by a ghost-right turn arrangement on the A363, providing a route into the site for eastbound traffic without impeding the free flow of traffic on the A363. The ghost island right-turn arrangement and priority junction have been designed in accordance with DMRB guidance.

- 4.4 The A363 is currently subject to a 40mph speed limit, reducing to 30mph on the westbound approach to the A363 / Woodmarsh roundabout junction. The proposed development seeks to extend the 30mph speed restriction along the site frontage, ensuring that the proposed access, crossing facility and pedestrian refuge island are located within the 30mph zone. Given that the A363 Bradley Road is bordered to the north and south by allocated residential sites, the extension of the 30mph restriction would provide a safer and more pleasant environment for pedestrians and cyclists within the vicinity.
- 4.5 In addition to the primary vehicular access outlined above, it is expected that a secondary access will be proposed to the south west of the wider allocated site via Little Common under the planning application for Site B. This access will take the form of an emergency access and will be open to use by pedestrians and cyclists. It is of note that this access routes through Site B, therefore the indicative masterplan for Site A has been incorporated as part of the proposals to ensure a through route is provided across both sites from the A363 in line with WHSAP Policy H2.2.

Internal Highway Layout

- 4.6 The illustrative Masterplan has been provided to demonstrate that the number of dwellings envisaged on site can be delivered whilst meeting relevant policy and local guidance. As such, an examination of the Masterplan is outlined below to provide clarity of what is proposed. The final layouts and other development features, including the internal road layout, vehicle and cycle parking will be subject to reserved matters applications.
- 4.7 The internal carriageway widths measure between 5.5m - 6.0m in width and have been provided to adoptable standards, including footways of 2.0m on at least one side of the carriageway.
- 4.8 The internal site layout is therefore considered to provide a high level of permeability and connectivity which caters for pedestrians and cyclists within the development whilst also ensuring key vehicular routes are safe and suitable for use. This includes:

- A street pattern that generates natural surveillance where entrances and frontages face public routes;
- An internal layout that encourages low vehicle speeds and therefore creates an environment where pedestrians and cyclists are not intimidated by motor traffic;
- A permeable hierarchy of direct routes within the development area comprising shared, segregated and recreational links which will connect all internal areas of the development to the points of access; and
- Road geometries which are safe and suitable to accommodate all road users.

4.9 The current application is submitted in Outline with an illustrative masterplan. As such, a swept path analysis of the internal highway layout has not been undertaken in its current form. As detailed above, the internal highway layout may change through subsequent reserved matters applications. Therefore, swept path analysis will be undertaken at this stage to ensure that servicing vehicles and emergency vehicles are able to route around the site in forward gear and have sufficient space to manoeuvre as required.

Pedestrian Access

- 4.10 Pedestrian access to the site will be provided along the site frontage via the A363 in the form of a 2.0m footway routing into the site. As detailed above, widening of the carriageway is proposed along the A363 to accommodate the ghost island right-turn lane and visibility splays. The widening will provide sufficient space within the highway boundary and application boundary to accommodate a 2.0m footway to the south of the carriageway.
- 4.11 In addition to the provision of a 2.0m footway, the proposed junction design will provide a controlled crossing facility, complete with dropped kerbs and tactile paving, approximately 110m to the west of the proposed access. In order to provide a continuation of the Drynham Lane pedestrian link, a new section of footway will be provided to the north-east of the A363 / Woodmarsh roundabout. Further to this, a pedestrian refuge island is being proposed to the east of the site access, providing a formal crossing facility to the Elm Grove site to the north of the carriageway. Initial designs of the access junctions are attached within Appendix C

- 4.12 In addition to the footways provided off the A363, it is understood that a separate emergency / pedestrian and cycle access is being proposed via Little Common by Linden Homes. Whilst the delivery of the site is not reliant on the provision of this additional access, should this be delivered, this will provide a footway / cycle link through the wider allocated site to North Bradley to the south.

Car and Cycle Parking

- 4.13 The exact parking provision and overall layout will be considered as part of a future reserved matters application. However, for the purpose of this OPA it has been assumed that residential car parking provision will be provided in accordance with the adopted Wiltshire Council Car Parking Strategy which requires the following:

- 1-bed property: Minimum of one parking space;
- 2-bed / 3-bed property: Minimum of two parking spaces; and
- 4-bed property: Minimum of three parking spaces.

- 4.14 Car parking for visitors should also be provided at a rate of 0.2 spaces per dwelling.

- 4.15 With regards to the proposed care home, the following standards are outlined with Wiltshire's Car Parking Strategy:

- Sheltered Accommodation: One space per two units + One space per five units;
- Other 'Retirement' Homes: One space per unit + One space per five units.

- 4.16 Parking provision for the care home element of the scheme will be provided in accordance with the standards outlined above.

- 4.17 Cycle parking will be provided in accordance with the adopted Wiltshire Council Cycling Strategy. For the residential element of the scheme, this equates to:

- 1-3 bed property: Minimum of one covered space per bedroom;
- 4-bed property: Minimum of three covered spaces per unit; and
- 5-bed property: Minimum of four covered spaces per unit.

- 4.18 Cycle parking for visitors should also be provided at a rate of one space per 20 bedrooms.
- 4.19 The proposed development will provide car and cycle parking in accordance with WCC standards with a mixture of on-plot driveway parking, garages and communal parking areas. This application is for outline only and therefore the level of parking will be further analysed as part of the reserved matters stage, taking into account the relevant WCC guidance.
- 4.20 The illustrative Masterplan for the proposed development outlining the indicative parking arrangements has been provided at Appendix E.

SECTION 5: OBJECTIVES, TARGETS AND INDICATORS

Introduction

- 5.1 This section discusses the FTP approach which will be developed further as part of the Reserved Matters stage in consultation with Wiltshire Council. At this stage the objectives of the Travel Plan and potential targets and indicators are presented.
- 5.2 The objectives of the FTP are in accordance with Wiltshire Council's Development Related Travel Plans Guidance document which states that the overriding target for a Travel Plan will be a reduction year-on-year of single occupancy car use.

Travel Plan Potential

- 5.3 The benefits of a well-managed Travel Plan will extend beyond site users and contribute to local air quality, noise and vibration reduction, congestion and journey times. A reduction in car usage, especially single occupancy vehicles, has a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles.
- 5.4 The objectives set therefore relate to all these benefits associated with the development of a Travel Plan.

Benefits

Personal Health Benefits

- 5.5 The objectives, targets and measures implemented within the Travel Plan will raise awareness and support residents to become more active and through this to be healthier, fitter and more productive by encouraging physical exercise as part of residents' day-to-day travel behaviour. This is of particular relevance and importance in view of health and obesity concerns for the population as a result of sedentary lifestyles.
- 5.6 Active travel, encouraged as part of a Travel Plan, enables people to enjoy health benefits as part of their daily routine.

Local Economic Benefits

- 5.7 Encouraging residents to travel by sustainable modes in turn encourages people to investigate local facilities and services which they can access on foot or by bike, rather than relying on larger centres and driving by car. Accordingly, encouraging sustainable modes can encourage residents to shop and use services locally and thus contribute to the local economy.

Personal Financial Benefits

- 5.8 The cost of running a car, particularly for short journeys, can be excessive. Car owners often do not realise the true cost of owning their vehicle once fuel, insurance, maintenance, breakdown cover, car tax and (the least noticed) depreciation is taken into account. For a small petrol car (up to £13,000 when new) driving 5,000 miles per year, the AA calculates the overall cost at 56.34 pence per mile (Automobile Association, 2014). This is before any cost associated with destination parking is taken into consideration.
- 5.9 Walking is free of charge and also delivers additional health benefits. Cycling can be undertaken at a very modest cost in comparison with car ownership. Even with the cost of cycle purchase along with wet/cold weather clothing, in comparison with the petrol car owner driving 5,000 miles per year described above, the cost of a £500 bike and £200 worth of equipment would be paid for in less than 3 months' worth of car ownership.

Local Environmental Benefits

- 5.10 Increasing car usage results in higher volumes of traffic during peak hours, which can give rise to localised congestion where capacity is limited, such as locations in town and key routes within Trowbridge, on radial routes and around employment centres. In turn, this congestion contributes to poorer air quality as a result of slow-moving vehicles in proximity to pedestrians and demand for car parking at destinations.
- 5.11 Encouraging residents to choose sustainable modes of travel can reduce the volumes of traffic resulting from a development during peak hours and accordingly reduce the associated emissions and wider traffic impacts that would have resulted if these journeys had been undertaken by car.

Objectives

5.12 Objectives are the high-level aims of the FTP. They help to give the Travel Plan direction and provide a clear focus. The specific objectives that focus the FTP are:

- Reduce the need to travel at all;
- Achieve a shift away from single-occupancy car use towards more sustainable forms of transport;
- Reduce the environmental impact of travel;
- Promote and achieve access by sustainable modes of travel;
- Provide a strategic view of the public transport network and where links can be made to increase mode share;
- Embrace demand management through area network groups;
- Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'.

Targets

5.13 Targets are measurable goals by which the progress of the Full TP will be assessed. Targets are essential for monitoring progress and success of the Full TP. The objectives and targets in Table 5 are presented for the residents of the proposed development as an indication only for the purpose of this FTP and should be tailored following completion of the baseline surveys.

Table 5: Objectives and Targets

OBJECTIVE	TARGETS
To raise awareness of sustainable 'smarter travel' modes available to all Site users.	Ensure all residents are made aware of the TP through a Sustainable Travel 'Welcome' Information Pack and on-going marketing.
To promote healthy lifestyles and a sustainable, vibrant residential community.	Ensure Sustainable Travel Information Pack has a cost calculator and health calculator for walking, cycling and public transport.

OBJECTIVE	TARGETS
To reduce the amount of single occupancy car trips to / from the Site.	Reduce single occupancy vehicle to 78.0% from its current mode share of 83.0% (based on census data).
To encourage active modes of travel, particularly walking and cycling, and to emphasise the health benefits of these modes.	Increase cycling levels from 2.2% and increase walking levels from 4.7%.
To encourage use of sustainable transport measures, particularly bus travel, and to emphasise the financial and congestion benefits of these modes.	Increase bus travel levels from 1.6% to 2.4% and increase rail use from 2.8% to 3.0%.
To encourage car-sharing or use of car clubs in order to reduce single vehicle occupancy.	Increase or maintain car sharing from 4.8%.
To encourage good urban design that increases the permeability and vitality of the Site in order to improve the environment for walking and cycling.	Improve accessibility to the Site through site design and secure cycle storage in order to encourage walking and cycling.

- 5.14 The indicative targets for the Site indicated in Table 5 have been based on the 'Travel to Work' Census data presented in **Section 3**. The actual baseline mode share will be determined following residents travel surveys that will take place within six months of full occupation and as previously described may differ from the predicted split due to the various improvements to walking, cycling and public transport connections as part of neighbouring Committed Developments. The targets will need to be revised in light of these surveys and agreed with WCC's Travel Planning Officer.
- 5.15 The format and timing of the travel surveys will be agreed in advance with WCC's Travel Planning Officer and this will be the responsibility of the Travel Plan Co-ordinator (TPC). Further information on monitoring is outlined in **Section 9**.

Table 6: Modal Split Targets

MODE	WILTSHIRE 037 MODAL SPLIT (CENSUS DATA)	FINAL MODAL SPLIT
Work from home	0.0%	0.0%
Train	2.8%	3.0%
Bus	1.6%	2.4%
Taxi	0.1%	0.1%
Motocycle	0.8%	0.8%
Car Driver	83.0%	78.0%
Car Passenger	4.8%	4.8%
Bicycle	2.2%	4.2%
On Foot	4.7%	6.7%
Total	100.0%	100.0%

- 5.16 The indicative targets focus on the reduction of single-occupancy car travel by 5% (from 83% to 78%). The modal shift away from single occupancy car will be replaced with an increase in bus travel by 0.8%, in bicycle travel by 2.0%, in on-foot travel by 2.0% and by rail travel by 0.2%.
- 5.17 The increase in on-foot travel by 2.0% reflects the improvements to the pedestrian and cycle routes within the vicinity of the site, further helping to promote the use of active travel as opposed to private car use.
- 5.18 Ultimately, the proposed development has been designed to encourage the use of all sustainable modes of transport as described in **Section 4**.

SECTION 6: TRAVEL PLAN STRATEGY

Introduction

- 6.1 The aim of the TP is to provide an initial strategy which can be built upon as the scheme develops to provide information and to increase awareness of the options for travel available to residents; and to provide an indication of potential incentives that could be secured and promoted as part of the full Travel Plan to encourage people to actively choose sustainable travel wherever practical.
- 6.2 The benefits of a well-managed Travel Plan will extend beyond Site users and contribute to improvements to local air quality and reductions in noise, vibration, congestion and journey times in and around Trowbridge, North Bradley and surrounding developments. Travel plans also have a role in the wider health agenda to reduce public obesity levels and associated illnesses caused by sedentary lifestyles.
- 6.3 The TP identifies various measures below which could be implemented at the site to help contribute toward the TP goals. It is recognised that the detail of each measure will be developed as part of the Reserved Matters application and following the initial Travel Plan survey at the site.
- 6.4 The following paragraphs provide an overview of the management roles and responsibilities which will be required.

Senior Management Support

- 6.5 The TP will have the support of the developer and their appointed Travel Plan Coordinator (TPC). The developer and on-site management company (if applicable) will be fully aware of the importance and significance of this TP and will allocate adequate resource to ensuring it is fully implemented and therefore achieves maximum impact.

Travel Plan Co-ordinator

- 6.6 All Travel Plans are dependent on a nominated individual(s) being given time and resources for success to occur.
- 6.7 The developer will consult with Wiltshire Council's Travel Plan Officer at the Reserved Matters stage to establish the most appropriate route for implementing the Travel Plan. It is likely that the TPC for the residential element of the Site is likely to be either:
- An individual(s) from the developer's designated management company; or
 - An externally appointed TPC (a private consultant).
- 6.8 The TPC will act as the day-to-day point of contact for enquiries, helping to develop and implement the measures proposed in this TP and the Full TP, and taking a lead role in the monitoring process.
- 6.9 Key duties of the TPC include:
- Liaison with Wiltshire Council Travel Plan Officer;
 - Submission of relevant reports to Wiltshire Council Travel Plan Officer, including survey results summary reports within 4 weeks of the survey;
 - Delivering TP initiatives across the Site;
 - Carrying out regular monitoring and collating up to date travel pattern data;
 - Reviewing data such as use of cycling facilities; and
 - Arranging for the submission of the Full TP.
- 6.10 It is anticipated that the amount of time spent by the TPC will vary according to the period of occupation, the organisation of travel planning activities and monitoring. It is not expected that the time dedicated will be uniform throughout the life of the TP.
- 6.11 The provision of ongoing support and management are critical, and the provision of information and guidance to support sustainable travel choices will be an important element of the Site.

Consultation & Engagement

- 6.12 In order for the TP to be successfully implemented, it is essential to have the support of those who would be affected by its measures/key to securing is to engage and consult with residents of the Site.

Marketing

- 6.13 Marketing and awareness raising strategies form an important part of all Travel Plans. They cover both the involvement/engagement of residents and awareness raising about travel options and the benefits of more sustainable or efficient travel. Marketing material will be specifically developed to target those in all stages of behaviour change.
- 6.14 The primary means by which the TP will be marketed is envisaged to be either through the Sustainable Travel Information Packs, newsletters, online communication platforms, and through integration within the development, e.g. infrastructure and facilities such as cycle parking. Again, the marketing strategy will be developed as part of the Full TP at the Reserved Matters stage.

Promotion – Website/ Social Media

- 6.15 The TPC will investigate the opportunity to provide a social media page for the Site and a possible wider Travel Plan website with the other Committed Developments in the area. These could be linked to car-sharing opportunities and/ or general updates. The social media page could be updated more regularly by the TPC than other marketing tools and could also be contributed to by residents which would further integrate the Travel Plan within the local community.

Training of Sales Staff

- 6.16 The TPC will look to meet with the sales staff to introduce themselves and to provide training and relevant transport information. This would then be passed onto prospective residents to educate them on the sustainable transport modes available within the area, and would encourage them from the offset to explore other options.

Resident Sustainable Travel 'Welcome' Information Packs

- 6.17 A Resident Sustainable Travel 'Welcome' Information Pack containing travel information could be provided by the TPC to each household prior to moving into the new development (i.e. upon purchase of the property). Providing this information at the earliest opportunity ensures that residents become aware of the various modes of transport and existing services that are available to them from the outset and have less opportunity to fall into negative travel habits.
- 6.18 The Sustainable Travel Information Packs could include the following information:
- Awareness of the health, economic and environmental benefits of walking and cycling;
 - Safe and secure walking and cycling route maps: a residents' guide to local facilities within 2km (walking) and 5km (cycling) of the Site;
 - Promotion of local cycle shops: information about the availability of local cycle shops, and any discounts or offers that may be available;
 - Information on third party car share schemes and links to websites;
 - Information on bus routes, timetables and nearest bus stops
 - A cost and health comparison table, comparing private car use to walking, cycling, public transport and car sharing;
 - Details of the Travel Plan Coordinator;
 - Details of Sustrans (national sustainable transport charity); and
 - Details of any sustainable travel incentives.
- 6.19 A link to the Site's website/ social media account(s) should also be provided in the Sustainable Travel Information Packs, as would any relevant sustainable travel websites (detailed in Section 7) that residents could visit to gain further information.

Newsletters

- 6.20 The TPC could investigate annual or bi-annual newsletters, which could keep residents up-to-date with sustainable travel information. These newsletters could be distributed via e-mail to reduce paper waste. Examples of newsletter content that could be used includes:

- Site 'league table' for incentives and survey completion;
- Dates for your diary section including national sustainable travel events which can be linked in the area with other developments e.g. walk to work week, bike to work week and car-free day;
- 'Reminders of services available to residents e.g. Personal Travel Planning;
- Safety advice for cyclists and pedestrians;
- Make residents aware of our travel targets and encourage challenges to meet targets, with updated statistics in each newsletter;
- Provision of information on up-to-date travel information, such as changes in bus timetables for example; and
- Details of the Travel Plan Coordinator.

SECTION 7: PACKAGE OF MEASURES

Introduction

Behaviour Change

- 7.1 The aim of the Travel Plan is to provide information and increase awareness of the travel options available to residents, to ensure that appropriate and high quality infrastructure is included in the Site design for all relevant modes, and to secure and promote incentives that encourage people to actively choose sustainable travel wherever practical.
- 7.2 Travel behaviour is embedded in routine and therefore the TP provides a unique opportunity to encourage people to travel more sustainably by using the fact that moving to a new home will inevitably require new travel patterns. If new inhabitants are given information and facilities upon moving; this will encourage more positive travel choices to be formulated and embedded.
- 7.3 In order to do this the TP needs to affect peoples' behaviour. It needs to create a long-term behaviour change that results in residents using sustainable/active travel and maintaining this usage.

Site Design Measures (Hard Measures)

- 7.4 All physical measures within the site will be secured through planning conditions or the Section 106 obligation. They are summarised as:
- The new access junction to the Site onto A363 and roads within the Site have been designed to a high standard, with suitable pedestrian provision that encourage the uptake of sustainable modes in safe manner;
 - The provision of pedestrian crossing facilities on the A363 to provide a continuous link between the site and the Drynham Lane pedestrian and cycle link;
 - The site has been designed with a mixture of suitably wide footways and appropriate pedestrian and cycle routes; thus increasing non-motorised users up the road-user hierarchy;
 - Appropriate cycle storage would be provided across the site

Preliminary Measures (Soft Measures)

- 7.5 It is essential that the TP is kickstarted at an early stage to help to embed the TP in the community and encourage local awareness and involvement. Prior to first occupation, the TP should, as a minimum, complete the preliminary tasks below:
- Developer(s) to appoint a TPC;
 - TPC to make contact with Wiltshire Council's for information on local travel events and to confirm Action Plan;
 - TPC to make contact with other local TPCs/ resident groups or schools;
 - TP identity (to be used within marketing material) to be established;
 - Prepare a Travel Sustainable Travel 'Welcome' Information Pack to provide to residents on occupation;
 - Undertake a site visit and liaise with Sales Staff to ensure that they are aware of the Travel Plan and its objectives; and
 - Prepare a database for logging and recording survey responses.
- 7.6 The TP would be updated and would become fully active upon occupation of the site and would remain active for five years following that date.

Walking

- 7.7 Walking is an easy way to keep fit and active whilst also saving on transport costs. It is a great form of exercise to improve energy levels, reduce stress and minimise carbon emissions.
- 7.8 **Section 3** demonstrates that walking is likely to materialise as a significant modal option for residents and visitors, particularly due to the substantial accessibility improvements incorporated into nearby Committed Developments including the enhancement of the Drynham Lane pedestrian and cycle link to Trowbridge town centre.

Walking Route Planner

- 7.9 The 'Map My Walk' walking route planner is a useful tool which highlights all walking trails within the vicinity (<https://www.mapmywalk.com/gb/trowbridge-eng/>). Route maps also include journey time, distance and elevation. Information on this service would be provided via the Residential Welcomes Packs.
- 7.10 Links to other sites which provide information on the benefits of walking and walking routes could also be promoted.

Walking Maps

- 7.11 Residents could be provided with a map / guide to local facilities within 2km (walking) distance to help to encourage more walking to and from the Site within their Residential Sustainable Travel 'Welcome' Information Packs.
- 7.12 Any updates to walking routes/ maps should be provided in regular newsletters and residents should be encouraged to share photographs with the TPC for use within communication platforms.

Pedestrian Links

- 7.13 All pedestrian routes within the Site will link to the pedestrian footway being provided to the south of the A363 which will provide a continuous and high-quality route to the Drynham Lane pedestrian and cycle link and other local amenities and services.
- 7.14 Pedestrian links will have good quality signage, appropriate crossing points and will be provided with high quality lighting. These methods will encourage pedestrian trips within the Site, and beyond the Site.
- 7.15 Pedestrian routes will be provided through the site providing access to neighbouring developments (i.e. the Linden Homes site and Elm Grove to the north). This again will increase pedestrian links to and from the Site.

Vouchers/ Discounts

- 7.16 The Travel Plan Coordinator should liaise directly with local companies to obtain promotional discounts for residents of the site. Options to encourage walking could include outdoor/ high visibility clothing, pedometers or personal alarms.

Cycling

- 7.17 Cycling is an efficient, cheap, healthy and non-polluting mode of transport. Encouraging cycling can help to improve mobility, reduce traffic congestion and improve health within the vicinity of the site.

Cycle Parking

- 7.18 A key issue for cyclists is the safe and convenient storage of bicycles. Secure cycle parking will be provided at the Site with cycle parking quantities being provided in line with Wiltshire policy standards. Dwellings will be designed to include secure cycle parking in the form of either allocated garages or secure sheds, depending on the housing type.

Cycle Links

- 7.19 As part of the neighbouring developments, cycle routes and links in the area are undergoing significant improvement which include the aforementioned Drynham Lane route to Trowbridge.

Cycle Training

- 7.20 Wiltshire Council offers a variety of cycle training courses at different levels to suit all cycling needs through the Bikeability scheme. The courses can be done in small groups or on one-to-one basis and can be organised for schools, community groups, businesses or individuals.
- 7.21 Information regarding the cycle training should be provided in the Residential Sustainable Travel Information Packs and newsletters.

Cycle Maps

7.22 Wiltshire Council has created a cycleway route map for all journeys within the region. It provides information on the terrain and landscape of the route (<http://www.wiltshire.gov.uk/leisure-wiltshire-cycle-ways>).

7.23 This information should be included in the Resident Sustainable Travel Information Packs. Any updates to cycling routes/maps should be provided in regular newsletters and residents should be encouraged to share photographs with the TPC for use within communication platforms.

Cycle Buddy Scheme

7.24 As part of the potential Travel Plan website and/ or social media platforms, the TPC could explore the potential for a cycle buddy scheme to be introduced, which could be incorporated across the multiple developments. There could be an online message board where residents can either offer or request a cycle buddy for a specific route to work/school/shops. This message board would enable cyclists to swap tips on quieter routes, good value cycle shops in the area, for example.

Bicycle User Group (BUG)

7.25 A BUG is a group of people who aim to support cycling measures, and wish to improve facilities whilst encouraging others to cycle. A BUG can also provide a communications channel for cyclists to meet up socially and discuss any cycling issues.

7.26 The appointed Travel Plan Co-ordinator could consult with residents and the TPCs from the nearby Committed Developments to ascertain whether there is sufficient interest to set up a BUG and advertise the BUG through the website/ social media platforms and newsletters. Meetings could be held on a bi-annual basis, whilst the cyclist's message board (discussed above) could also be used to raise any cycling-related issues.

7.27 Details on how to set up a BUG can be found at www.cyclinguk.org/article/campaigns-guide/bicycle-user-groups-bugs.

Bike Week, Cycle/Walk to Work Week

- 7.28 The appointed TPC could run an annual event to coincide with Bike Week. The purpose will be to promote active travel (cycling and walking) during Bike Week (via email, intranet, and posters). Bike / Walk to Work Week events could also include competitions with incentives and cycling / walking matching events.
- 7.29 At these events a Dr Bike session could be provided to allow residents to have their bikes checked to enhance safety for cyclists and encourage usability.

Discounts / Vouchers

- 7.30 Either discounts or vouchers could be provided for discounted bikes, cycling equipment and services (including repairs and training classes). These are designed to encourage those who want to cycle, and therefore increase future uptake by reducing potential costs. The precise nature/cost of such discounts or vouchers should be discussed with Wiltshire Council at the Full TP stage.
- 7.31 The Travel Plan Coordinator could liaise directly with local companies to obtain promotional discounts for residents of the site. Options to encourage cycling could include outdoor/ high visibility clothing, helmets/ safety gear and bicycle lights.

Public Transport

- 7.32 Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:
- No need to park;
 - No need to pay for the maintenance of a car, and;
 - Being able to relax, read or work (particularly for business travel during the day).
- 7.33 It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains important, particularly for journeys to work of more than 8km.

- 7.34 One of the main objectives of the TP is to encourage sustainable travel patterns. The following measures are proposed to maximise the potential uptake of public transport services within walking distance of the Site.

Public Transport Map

- 7.35 Sustainable Travel Information Packs. Any updates to routes/ maps should be provided in regular newsletters and on online platforms.
- 7.36 Wiltshire's website (<http://www.wiltshire.gov.uk/transport-public-transport-bus>) provides a range of information of public transport routes, maps and timetables. Further information is also provided on <https://www.connectingwiltshire.co.uk/>.
- 7.37 Information can also be found at Traveline (<http://www.traveline.info/>) on all public transport facilities. Traveline also provide a website (www.nextbuses.mobi) for bus users which can be accessed to find the next bus times for a specific bus stop.

Bus Passes

- 7.38 Wiltshire Council offer a range of bus passes, for concessionary travel (pensioners and people with disabilities). The TPC should familiarise themselves with the various bus passes available (as well as any other promotions and/or discounts offered by public transport operators) and residents can liaise with them directly for further details through the Personal Travel Planning initiative.

Discounts / Vouchers

- 7.39 Residents could be provided with discounted tickets or vouchers for public transport to encourage the use of bus or rail services. The precise nature/cost of such discounts or vouchers should be discussed with Wiltshire Council at the Full TP stage.
- 7.40 The TPC may liaise directly with local bus companies and train operators to potentially obtain promotional discounts for residents of the site. These could include a week's free bus pass or discounted travel on certain routes, for example.

Managing Car Use

- 7.41 Whilst the use of sustainable modes of transport will be encouraged as much as possible, it is recognised that there are instances where vehicle travel cannot be avoided. There are, however, a range of options that can be explored and implemented through the Travel Plan to discourage the use of single-occupancy vehicles in particular, to reduce emissions, congestion and create a sustainable community.

Car Park Management

- 7.42 For each dwelling on site car parking will be provided in accordance with Wiltshire Councils residential car parking standards.

Car Sharing

- 7.43 The TPC could encourage residents to sign up to Liftshare (<https://liftshare.com/uk/community/wiltshire>) by providing information within the Residents Sustainable Travel Information Packs. The communication platforms (welcome packs, social media website and newsletters) should continue to promote car sharing and include a cost-comparison compared with single-occupancy travel.
- 7.44 The TPC could also consider setting up a dedicated lift-share page for the site and the neighbouring developments, which could utilise social media platforms to encourage discussion between residents. Alternatively, the TPC could consider setting up a coffee morning/ resident meeting to get potential car sharers together to find a match.

Reducing the Need to Travel

Home Shopping Delivery

- 7.45 It is envisaged that some residents may complete their shopping trips on foot, utilising the Aldi store along the A363, however there will be instances where residents will be unable to do so. The TPC could promote home delivery within the Sustainable Travel Information Packs, on online platforms and in newsletters. This would ensure that residents who require large shopping deliveries, are less mobile, or require large items, will be able to have these delivered without relying on their own vehicle.

Measures for Visitors

- 7.46 It is also important that the TP aims to address visitor travel to the Site and encourages the use of sustainable modes. Online platforms are likely to provide the main portal of information about access to the Site. Any new facilities to promote active travel, such as cycle parking (both internal if available to visitors and community), will be featured on this website. Residents will be encouraged to pass on knowledge to visitors to encourage them to travel to and from the site in a sustainable manner.

Summary

- 7.47 The measures outlined above are provided in order to encourage mode shifts towards walking, cycling and public transport use. The TP will also help to minimise the number of single occupancy vehicle trips through promoting alternative modes of transport.

SECTION 8: IMPLEMENTATION AND MANAGEMENT

Introduction

- 8.1 This section draws together the proposals for the TP implementation. The actions which will be undertaken are summarised in the Action Plan, which indicates how the various elements of the plan will be drawn together and how actions will be prioritised.

Funding

- 8.2 The developer will fund the implementation of the Travel Plan for the initial five-year monitoring period from first occupation. This will include the implementation of Travel Plan measures and initiatives, the monitoring of the Travel Plan and the funding of the Residential TPC role.
- 8.3 The funding for the Travel Plan will be secured through a Section 106 agreement. The amounts will be discussed with the LHA before being agreed.

Implementation

- 8.4 The TPC will implement and monitor the plan, and have responsibility for:
- Delivering Sustainable Travel Information Packs to new residents;
 - Implementing and monitoring the initiatives within the Travel Plan;
 - Seeking to achieve the Travel Plan targets;
 - Regularly monitoring usage of initiatives;
 - Managing the Travel Plan budget; and
 - Liaising with the local authorities, transport operators, local retailers and residents.

Action Plan

- 8.5 The TP Indicative Action Plans below provide details of the initiatives that form part of the TP, split between pre-occupation, on occupation and post occupation. Included is the name of those responsible for each action and the timescale it is due to be implemented.

- 8.6 The Action Plan should be reviewed at the Reserved Matters Stage and revised if necessary, as part of the Full TP for the Site.

Table 7: Pre-Occupation Action Plan

ACTIVITY			WHEN	BY WHOM
MODE	MEASURE	TASK		
Walking & Cycling	Internal Layout	Internal layout to prioritise pedestrians and cycles	Pre-Occupation	Developer
Walking & Cycling	Site access junctions (crossings)	Site access to be provided with suitable pedestrian provision	Pre-Occupation	Developer
Cycling	Cycle parking	Cycle parking spaces provided on Site in line with Wiltshire policy standards	Pre-Occupation	Developer
All	Travel Plan Coordinator	Identify and appoint Travel Plan Coordinator (TPC) to carry forward all tasks within action plan.	Pre-Occupation	Developer
All	Site Visit	Undertake a site visit and liaise with Sales Staff to ensure that they are aware of the Travel Plan and its objectives	Pre-Occupation	TPC
All	Wiltshire Liaison	Make Contact with Wiltshire TPO for information on local travel events and to confirm Action Plan	Pre-Occupation	TPC
All	Local Liaison	Make contact with other local TPCs, resident groups or schools	Pre-Occupation	TPC
All	Welcome Pack	Prepare a Sustainable Travel Information Pack to provide to residents on occupation	Pre-Occupation	TPC
All	Organisation	Prepare a database for logging and recording survey responses	Pre-Occupation	TPC

Table 8: Upon Occupation Action Plan

ACTIVITY			WHEN	BY WHOM
MODE	MEASURE	TASK		
All	Website/ Social Media	Set up social media pages for the site and explore the potential to provide a wider TP website in coordination with other Committed Developments to provide up-to-date information to residents.	Upon Occupation	TPC
All	Welcome Packs	Provide all residents with an updated welcome pack containing all relevant local and transport information including cycle maps, walking maps and time tables	Upon Occupation	TPC
Cycling	Cycle maps	Ensure all residents and visitors have free Cycle route maps within Welcome Pack and online platforms	Upon Occupation	TPC
Pedestrians	Walking maps	Ensure all residents and visitors have free walking route maps within Welcome Pack and online platforms	Upon Occupation	TPC
Public Transport	Bus and rail timetables	Ensure all residents and visitors have access to the local bus and rail timetables within Welcome Pack and online platforms.	Upon Occupation	TPC
Car Sharing	Car Sharing Schemes	Ensure all residents have information on third party car share schemes within Welcome Packs and online platforms	Upon Occupation	TPC
All	Promotion	Promote local cycle shops and information of any local promotions and offers	Upon Occupation	TPC
All	Local Information	Ensure all residents have access to local and national online platforms to provide travel information and updates as well as local promotions and offers	Upon Occupation	TPC

All	Bicycle and pedestrian user groups	Encourage the creation and integration with local walking and cycling groups	Upon Occupation	TPC
All	Communication	Ensure that all residents are aware of the TPC and how to contact them to gain further information, by providing details within Welcome Packs and online platforms	Upon Occupation	TPC

Table 9: Post Occupation Action Plan

ACTIVITY			WHEN	BY WHOM
MODE	MEASURE	TASK		
All	Baseline monitoring	Undertake baseline monitoring survey and report and revise TP targets if necessary.	In Year 1 Post-occupation (6 months post full occupation)	TPC
All	Maintain Social Media Platforms/ Website	Ensure that all online platforms are kept up to date with most recent travel and events information for the Proposed Development and surrounding areas.	Ongoing	TPC
All	Newsletters	Prepare bi-annual newsletters with up-to-date information, reminders for local events, details of any incentives or promotions and any safety advice	Bi-Annually	TPC
All	Interim and final monitoring	Undertake interim and final monitoring as outlined in the monitoring strategy. Report the results to Wiltshire Council. Revise TP targets in agreement with Wiltshire if appropriate.	Annual Interim Surveys Year 2,3 and 4. Full Survey Year 5	TPC

SECTION 9: MONITORING AND REVIEW

Introduction

- 9.1 An important part of a TP is the monitoring and review of its effectiveness. Regular monitoring will help to gauge progress towards targets and objectives, and, if necessary, enables the TP to be refined and adapted in order to improve its effectiveness.
- 9.2 Monitoring and review of the TP will be in line with the approach as specified in Wiltshire's Travel Plan Guidance Document.
- 9.3 This section sets out the specific monitoring proposals associated with the Proposed Development and the means by which progress towards targets will be assessed.

Monitoring Plan

- 9.4 In line with the Wiltshire's Travel Plan Guidance, monitoring surveys will be undertaken in years one, three and five following the initial baseline survey. These surveys will be used to monitor the Travel Plan with the document being reviewed and revised as necessary.
- 9.5 In year one (post-occupation), at a time to be agreed with Wiltshire Council, full baseline monitoring of the site will take place. This will provide accurate, site-specific modal split figures for the Site. It is anticipated that the estimated modal split targets provided within **Section 5** of the TP will be reviewed and refined following the results of this baseline residential travel survey.
- 9.6 In addition to this formal monitoring the Travel Plan Co-ordinator should keep an informal record concerning the usage of TP initiatives and measures, for example the usage of online platforms through the number of webpage hits.
- 9.7 It is anticipated that a sufficient sum will be allocated to instruct a consultant to carry out the surveys in the years outlined above.

Travel Plan Monitoring Timetable

- 9.8 In order to determine the success of the Travel Plan in achieving the desired aims, a defined, regular programme of monitoring will be required. The objective of the monitoring process is to regularly assess the residential travel patterns to work, education, retail and leisure destinations, and identify when/if the Plan, or elements of the Plan strategy, are not working and may need to be changed.
- 9.9 Table 10 suggests a timetable for implementing and monitoring the Travel Plan's administrative actions and activities.

Table 10: Travel Plan Monitoring Timetable

	ADMINISTRATIVE	ACTIVITY
Prior to occupation	Appoint a Travel Plan Co-ordinator	Ensure Travel Plan measures are in place from the outset
After Occupation	Conduct an iTrace online residential travel survey at full occupation; and set up a Travel Plan database	Provide a Sustainable Travel Information Packs; and Display public transport, walking, cycling and car share information on all communication platforms (online, bi-annual newsletters).
On-going	Update the residential database; and Liaise with the Wiltshire Travel Plan Officer and other local TPCs as appropriate for travel information updates	Consistently updating newsletters; Consistently updating online platforms; Consistently liaising with Wiltshire TPO and TPCs from nearby Committed Developments; and Consistently raise awareness of the Travel Plan and its importance
Monitoring	Regular assessment of residential travel patterns to work, education, retail and leisure destinations; and Conduct further ITrace Residential Travel Survey in years 1, 3 and 5 after the Initial survey	Review and update Travel Plan as required

Reporting

- 9.10 The results of travel surveys and of any review of the TP will be reported annually to Wiltshire with the submission of a survey summary report issued within 4 weeks of receiving the survey results. As appropriate, key surveys and/or monitoring findings and associated sustainability messages will also be disseminated amongst residents.

Securing and Enforcing

- 9.11 The TP will be secured through the Section 106 agreement for the development to ensure that implementation of the measures outlined is upheld.

Overview

- 9.13 An important part of the TP is the continual monitoring and review of its effectiveness. It is essential that the TP 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 TP to be refined and adapted in order to improve its progression.
- 9.14 The success of the TP will be determined by whether it succeeds in meeting its stated targets. The estimated modal split targets have been discussed in **Section 5**; however, these targets should be explored further as part of the Full TP and are therefore subject to change.

SECTION 10: SUMMARY

- 10.1 This Framework Travel Plan (FTP) has been prepared on behalf of Castlewood Commercial Properties in support of an Outline Planning Application (OPA) for the proposed development of up to 100 residential dwellings and a care home of up to 64 beds on land to the south of the A363 Bradley Road, Trowbridge.
- 10.2 The overarching objectives of the Framework Travel Plan are to:
- Promote more sustainable transport choices for residents and visitors;
 - Promote accessibility to site, education, health, leisure, retail and other facilities by walking, cycling, passenger transport and car sharing; and
 - Reduce the need to travel, especially alone by car.
- 10.3 The approach and measures set out in the Travel Plan accord with national, regional and local Government objectives and seek to:
- Reduce the impact of traffic on surrounding roads and local communities;
 - Promote equal opportunities to residents by offering wider travel choices;
 - Improve personal and wider community health;
 - Reduce air and noise pollution; and
 - Accord with national, regional and local Government objectives.
- 10.4 The development site is located within acceptable walking and cycling distance of a variety of services and facilities, including frequent bus services providing direct routes to Trowbridge, Salisbury, Warminster and Bath Southampton.
- 10.5 There are also a wide array of sustainable infrastructure improvements which are being/ will be constructed as part of nearby Committed Developments. Residents of this proposed development will be able to significantly benefit from these local improvements which will provide residents and visitors with further options for sustainable travel to and from the Site.

- 10.6 This Framework Travel Plan is an evolutionary document that will be updated regularly. A Full TP will be finalised, reviewed and tailored to take account of ongoing changes in travel patterns. Any significant changes to the Travel Plan will be agreed with Wiltshire Council.
- 10.7 All residents will be made aware of the existence of the Travel Plan when they move in. This will include an explanation of the details of the plan, its objectives and the roles of individuals in achieving its aims. Copies of the Travel Plan will be made available to all residents and they will be made aware of the existence and role of their Residential TPC. Essentially, the TPC will where necessary:
- Provide the main Travel Plan / Transportation contact for all residents;
 - Liaise with Wiltshire Council, TPCs from nearby Committed Developments and local sustainable transport businesses;
 - Provide a Welcome Pack for new residents detailing the local transport and walking / cycling routes to the site;
 - Keep up-to-date information on transport choices for display in the Resident Welcome Packs, on online platforms and in newsletters;
 - Monitor resident travel patterns on a regular basis ensuring initiatives adopted are meeting requirements; and
 - Promote the health and environmental benefits of non-car use.
- 10.8 Realistic targets for 1, 3 and 5 years after occupancy will be set for the performance of the travel plan based upon the initial Residential Travel Survey.

FIGURES

APPENDIX A

Highways Response

APPENDIX B

Trowbridge Cycle Routes

APPENDIX C

Preliminary Access Design

APPENDIX D

Parameters Plan

APPENDIX E

Illustrative Masterplan