



Land at Junction 17 M4, Chippenham

TRAVEL PLAN

January 2025

D K Barnsley & Sons Ltd

COMMERCIAL DEVELOPMENT
LAND AT JUNCTION 17 M4
CHIPPENHAM

TRAVEL PLAN

CONTROLLED DOCUMENT

<i>Document No:</i>	259.0001/TP/1	
<i>Status:</i>	Original	
	<i>Name</i>	<i>Date</i>
<i>Prepared by:</i>	Tom Purnell	January 2025
<i>Checked by:</i>	Kim Hammonds	January 2025
<i>Approved by:</i>	Shannon Betteridge	January 2025

Revision Record

<i>Rev.</i>	<i>Date</i>	<i>By</i>	<i>Summary of Changes</i>	<i>Aprvd</i>

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D K Barnsley & Sons Ltd
Unit 2 Hercules Way
Bower Hill Industrial Estate
Melksham
SN12 6TS

Paul Basham Associates Ltd
The Bothy
Cams Hall Estate
Fareham
PO16 8UT

COMMERCIAL DEVELOPMENT
LAND AT JUNCTION 17 M4
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1. INTRODUCTION

- 1.1 This Travel Plan (TP) has been prepared by Paul Basham Associates on behalf of D K Barnsley & Sons Ltd to support a full planning application for a *'B8 facility for the relocation of a haulage business'* at land south of the B4122, J17 M4, Chippenham. The site location is demonstrated in **Figure 1**, with the proposed site layout included in **Appendix A**.

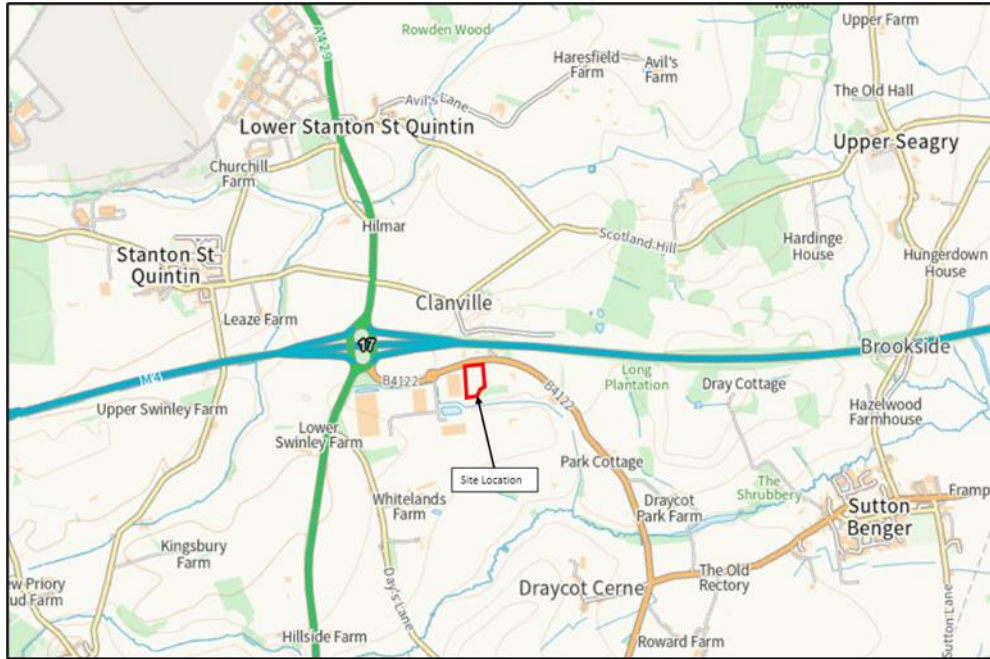


Figure 1: Site Location

- 1.2 This Travel Plan will target staff and visitors to the site to encourage sustainable travel behaviour choices. It is noted that the location and business operation are such that car travel will be the primary travel mode, however this document looks to highlight those opportunities where alternative travel choices can be promoted.
- 1.3 In addition to this Travel Plan, a Transport Statement has been prepared which outlines the anticipated impacts of the development in relation to transportation and highways. Therefore, this Travel Plan should be read in conjunction with that document.
- 1.4 The site has been the subject of a pre-application submission which is referenced within the Transport Statement.

Purpose of the Travel Plan

- 1.5 A TP is a strategy for managing travel demand to a development site by addressing the travel needs of its future users, reducing the impact of car travel by promoting and facilitating the use of sustainable modes of transport, encouraging a reduced need to travel and increasing sustainable travel practices where appropriate. This TP supports access to a full range of local facilities and activities for future site users, whilst encouraging good design principles.
- 1.6 A TP is an evolving process initiated by a front-loading exercise through site visits, the completion of a TP, and frequent meetings and conversations between its authors (Paul Basham Associates), the client (D KI Barnsley & Sons) and the Local Authorities (Wiltshire Council). As such the TP will develop over time following feedback received from monitoring exercises, local developments in sustainable transport and other external factors.

Travel Plan Principles

- 1.7 A successful TP must follow a set of principles to be determined acceptable and create a sustainable development. A TP must be Transparent, Realistic, Achievable, Committed, Enforceable and Sustainable (TRACES). This TP therefore aims to demonstrate that there are sustainable local travel options available, and measures proposed, along with an implementation and monitoring strategy.

Travel Plan Structure and Approach

- 1.8 This TP will follow the following structure:
- Chapter 2 – Travel Plan Policy
 - Chapter 3 – Existing Conditions and Local Accessibility
 - Chapter 4 – Proposed Development
 - Chapter 5 – Indicative Baseline and Targets
 - Chapter 6 – Travel Plan Strategy
 - Chapter 7 – Implementation and Monitoring

2. TRAVEL PLAN POLICY

2.1 This TP has been produced in accordance with relevant national, regional and local policy. For reference this includes:

- National Planning Policy Framework (NPPF);
- Wiltshire Core Strategy (2015);
- Wiltshire Local Transport Plan (2011 – 2026); and
- Wiltshire Council's revised Development Related Travel Plan Guidance (2021)

National Planning Policy Framework (NPPF)

2.2 The NPPF (December 2024) acts as the central guidance for development planning. As defined in NPPF Annex 2: Glossary, a Travel Plan is '*a long-term management strategy for an organisation or site that details how agreed sustainable transport objectives are to be delivered, and which is monitored and regularly reviewed*' and is a requirement for developments which generate a significant amount of movement. The following NPPF paragraphs are relevant to the Travel Plan:

Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) making transport considerations an important part of early engagement with local communities;
- b) ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;
- c) understanding and addressing the potential impacts of development on transport networks;
- d) realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;
- e) identifying and pursuing opportunities to promote walking, cycling and public transport use; and
- f) identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains **(NPPF Para.109)**

The planning system should actively manage patterns of growth in support of these objectives. Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions, and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.

(NPPF Para.110)

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 vision-led transport statement or transport assessment so that the likely impacts of the proposal can be assessed and monitored.

(NPPF Para. 118)

Wiltshire Core Strategy (2015)

2.3 The Wiltshire Core Strategy (2015) sets out to create stronger, more resilient communities, and to contribute to the achievement of sustainable development. In order to so, the document presents a vision for Wiltshire, this vision has been summarised below.

‘By 2026, Wiltshire will have stronger, more resilient communities based on a sustainable pattern of development...

Employment, housing and other development will have been provided in sustainable locations in response to local needs as well as the changing climate and incorporating exceptional standards of design...

Partnership working with communities will have helped plan effectively for local areas and allow communities to receive the benefit of managed growth, where appropriate’.

2.4 In order to achieve this vision, the document produces strategies developed to address the challenges for this region. The strategies include the following:

- Delivering a thriving economy;
- Addressing climate change;
- Providing everyone with access to a decent, affordable home;
- Helping to build resilient communities;
- Protecting and enhancing the natural, historic and built environment; and
- Ensuring that adequate infrastructure is in place to support our communities.

2.5 The site specific and highways related strategies of particular relevance to this TP include the following policies:

Core Policy 60: Sustainable transport

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 will be achieved by:

- i. planning developments in accessible locations
- ii. promoting sustainable transport alternatives to the use of the private car
- iii. maintaining and selectively improving the local transport network in accordance with its functional importance and in partnership with other transport planning bodies, service providers and the business community
- iv. promoting appropriate demand management measures
- v. influencing the routing of freight within and through the county
- vi. assessing and, where necessary, mitigating the impact of developments on transport users, local communities and the environment.

(Wiltshire Core Strategy pg. 295)

- 2.6 Core Policy 61: Transport and New Development also requires ‘...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.’ , which is the purpose of this Travel Plan.

Wiltshire Local Transport Plan (2011 – 2026)

- 2.7 The Wiltshire Local Transport Plan (LTP) sets out an accessibility vision to help ensure contribution to the national transport goals. The vision has been detailed below.

‘To help reduce social exclusion and provide good sustainable access to employment, health care, education, leisure and social activities as well as other vital goods and services so that wherever possible people can satisfy their needs locally and without the need to travel by car.’

- 2.8 In order to meet this vision, goals and objectives have been produced. The goals of the LTP have been summarised below:

- Supporting economic growth;
- Reducing carbon emissions;
- Better safety, security and health;
- Promote equality of opportunity; and
- Improve quality of life and a healthy, natural environment.

- 2.9 The objectives of the LTP have been summarised below:

- To provide, support and/or promote a choice of sustainable transport alternatives including walking, cycling, buses and rail;
- To reduce the impact of traffic on people’s quality of life and Wiltshire’s built and natural environment;
- To minimise traffic delays and disruption and improve journey time reliability on key routes;
- To improve sustainable access to a full range of opportunities particularly for those people without access to a car;
- To reduce the level of air pollutant and climate change emissions from transport;
- To support planned growth in Wiltshire and ensure that new developments adequately provide for their sustainable transport requirements and mitigate their traffic impacts;
- To reduce the need to travel, particularly by private car;
- To promote travel modes that are beneficial to health;
- To improve the resilience of the transport system to impacts such as adverse weather, climate change and peak oil; and

- To enhance the journey experience of transport users.

Wiltshire Council's Development Related Travel Plan Guidance (2021)

2.10 Wiltshire Council (WC) provides 'Development Related Travel Plan Guidance' (2019), revised in 2021. The guidance has been produced to support developers during Travel Plan preparation. The document states that *'a Travel Plan is a package of measures designed to encourage safe, healthy and sustainable travel options. By reducing car travel, travel plans can improve health and wellbeing, free up car parking space, and make a appositive contribution to the community and the environment'*. The document incorporates the following elements:

- The policy context;
- What a Travel Plan is and what benefits it can deliver;
- When an applicant or developer will be required to submit a Travel Plan in conjunction with a planning application;
- What type of Travel Plan is appropriate;
- How a Travel Plan is best prepared;
- What the Travel Plan should include and where suggested resources can be found;
- How Travel Plans can be delivered and secured; and
- How Travel Plans will be monitored and enforced.

2.11 This Travel Plan has been informed by and seeks to meet the guidelines set out within the document.

2.12 This TP has been written in accordance with the above policies to meet the sustainable requirements for new developments within WC and increase the modal share of alternative transport options for the benefit of the proposed development and wider community.

3. EXISTING SITE CONDITIONS AND LOCAL ACCESSIBILITY

Site and Surroundings

- 3.1 The site, which is currently greenfield, is bound by the B4122 to the north, greenfield land and a field access to the east, greenfield land to the south and commercial uses within Indurent Park to the west. In addition, Public Right of Way (PRoW) KLAN 29 also borders the site to the west, for which further consideration is given later within this section. The site and its surroundings are demonstrated in **Figure 2**.



Figure 2: Site Context

Local Road Network

B4122

- 3.2 The B4122 is a single carriageway road subject to a 40mph speed limit and measures circa 6.5m across the site frontage. The road runs in a west to east alignment beginning at J17 of the M4, heading eastwards past the site access, before heading south. The B4122 adjoins the B4069 south of Draycot Cerne. The road currently provides access to a large number of commercial uses, including Indurent Park Chippenham and the Household Recycling Centre. The existing conditions of the B4122 outside the site are demonstrated in **Photograph 1**.



Photograph 1: B4122 Existing Conditions

Strategic Road Network

- 3.3 The site is very well located in relation to the strategic road network, with the M4, A350 and A429 all within 1km. The M4 proves a key strategic route between Wales to the west and London to the east, the A350 connects the M4 to the A36 at Warminster to the south and the A429 connects the M4 to the A433 near Cirencester to the north.
- 3.4 From a review of the current live planning application at Indurant Park (formally St Modwen Park) (planning reference: PL/2023/09891), it is understood that a junction improvement scheme is coming forwards at J17, which will result in the signalisation of the A350 and B4122 arms of the junction.
- 3.5 The location of the site, with great connections to the strategic road network, therefore lends itself to the proposed B8 haulage nature of the business, as amplified given the siting of the B8 uses at Indurent Park and the current application to the north of it.

Local Accessibility

- 3.6 It is noted that the highway comments received as part of the pre-application state that the location for the site presents a challenge in that *‘once on site there are few facilities available within walking and cycling distance, on dedicated routes. External trips for any purpose would be limited for staff’*.

- 3.7 The site is situated primarily in an area suitable for the B8 land use being applied for, with the excellent connections to the strategic road network. However, there are a small number of facilities and amenities in the locale which could encourage staff to walk/cycle for external trips.
- 3.8 Specifically, the site is situated circa 350m (4 minute walk/1 minute cycle) west of the Chippenham Pit Stop, which provides a convenience store, showers, restaurant, outdoor gym, EV charging bays and petrol station.

Pedestrian and Cycle Network

- 3.9 Chippenham Pit Stop is located on the site side (south) of the B4122. A footway flanks the southern side of the carriageway, which continues to the Pit Stop to the east and to the roundabout at Indurent Park to the west. The existing footway conditions are demonstrated in **Photograph 2**.



Photograph 2: B4122 Existing Footpath Conditions

- 3.10 It is also noted that the site is well located in relation to Public Rights of Way (PRoW). The extract from the Wiltshire Council website shown in **Figure 4** demonstrates that a series of PRoW connect the site to Kington Langley in the south and thus could provide walking routes to/from the site.

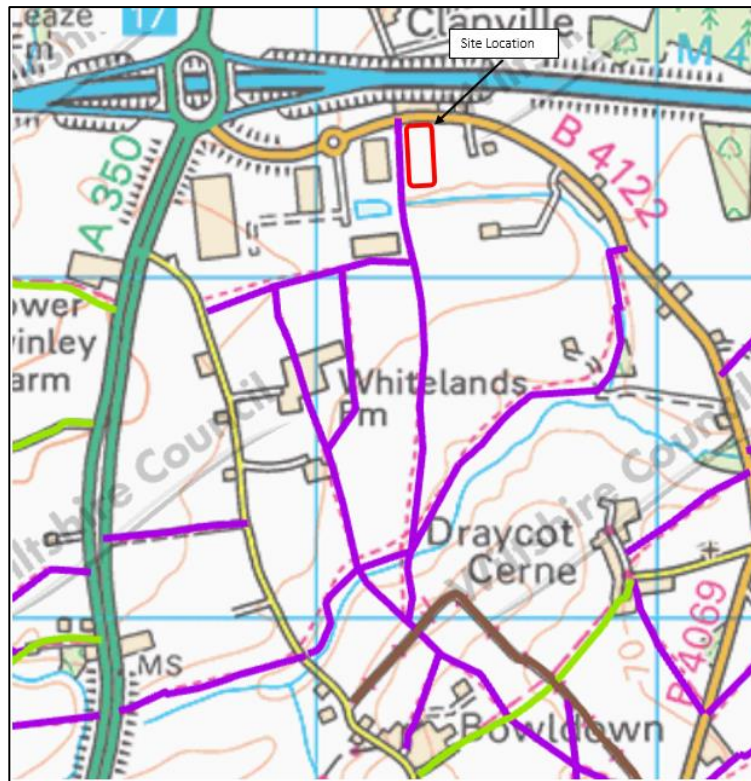


Figure 4: PRoW (Source: Wiltshire Council)

- 3.11 It should also be noted that PRoW KLAN29 currently lies within the area proposed for the site access. As such, a footpath diversion application will be made to relocate the footpath to the west of the access. As shown on the site layout included in **Appendix A**, this is proposed to be provided at 2m in width and with a Hoggin surfacing.
- 3.12 Whilst there is no formal cycle infrastructure in the vicinity of the site, the gentle topography lends itself to encouraging cycling. In addition, as a result of the Indurent Park development, walking and cycling improvements are being provided. This includes a new footway/cycleway onto Day's Lane which would provide an alternative route to the A350 for (predominantly) cyclists between the residential area of Kington Langley and the development site.

Bus Services

- 3.13 At present there are no bus stops currently in operation in the immediate site vicinity, with the nearest bus stops to the site, known as Buckley Barracks, situated at the eastern end of Church Lane in Lower Stanton St Quintin, an approximate 1.9km walk from the site. Bus stops are present on both sides of the carriageway, serving both the eastbound and westbound directions.

- 3.14 These stops serve the 99-bus route, which routes through Stanton St Quintin, and links Chippenham Town Centre with Malmesbury Town Centre, via Stanton St Quintin, Hullavington, and Corston. The route continues eastwards from Malmesbury Town Centre, connecting to Little Somerford, Brinkworth, Royal Wootton Bassett, and Swindon. The 99 bus provides an approximate hourly service from Monday to Saturday, between 08:00 and 19:00.
- 3.15 As part of the 17/03417/OUT application, a new bus stop is being provided adjacent to the Indurent Park development (c.270m west of the site access). The bus stop, situated on the southern side, to the west of the roundabout, comprises a sheltered waiting area and is shown in **Photograph 3**.



Photograph 3: Bus Stop Conditions

- 3.16 The S106 agreement associated with 17/03417/OUT application requires a supported shuttle bus service between the Indurent Park development and Chippenham bus station. The service is to operate for either a period of 10 years, one year following final occupation, or until a commercially viable third-party service can be provided, whichever is shortest. If the shuttle bus service does come forward, the opportunity to support this service would be investigated by the client.

- 3.17 Discussions have been held between the Indurent Park developers and WC regarding the potential diversion of the 99-bus service as an alternative to the shuttle bus. At this stage it is not confirmed where those discussions have got to, but this bus stop would either be served by the shuttle bus or diverted 99 bus service.

Rail Services

- 3.18 The nearest railway station to the site is Chippenham Railway Station, located approximately 6.5km to the south of the site and which is accessible via the 99 bus service. Destinations from Chippenham include Swindon, Bristol Temple Meads, Westbury, and London Paddington. These services all have an approximate frequency of 2 trains per hour.

Summary

- 3.19 The site location supports the proposed development in regard to the proximity to the local and strategic network and within an existing commercial area. There are a number of facilities and amenities in proximity to the site, and the provision of a new bus stop to the west of Indurent Park presents opportunities to encourage travel by alternative modes to the private car.

4. DEVELOPMENT PROPOSALS

Client Specific Information – Existing

- 4.1 DK Barnsley & Sons are a haulage company, distributing across the UK and Europe. The company are currently based on the Bowerhill Industrial Estate, Melksham (some 22km south of the proposed site).
- 4.2 The company currently employ circa 25 permanent staff, comprising circa 20 lorry drivers and 5 full time office and administrative staff, as well as outsourcing work to an additional 20 drivers. The existing site on the Bowerhill Industrial Estate has 9no. car parking spaces and 0no. cycle parking spaces, whilst also being suitable in accommodating 17no. vehicles and 20no. trailers. The existing car parking spaces serve both staff and visitors. Given the constraints of their existing site, further expansion is not possible and has led the applicant to consider alternatives.

Client Specific Information – Proposed

- 4.3 The proposal seeks to provide a B8 facility comprising the erection of a workshop, office and hardstanding to facilitate the re-location of DK Barnsley & Sons Ltd. The workshop and office will be ancillary uses to the business and would be single storey, measuring a total of 700m², alongside additional hardstanding for staff parking and lorry storage. The redline boundary for the site measures 12,260m².
- 4.4 The office and workshop would operate Monday – Saturday between 08:00 and 18:00 and the HGV operation would remain as 24-hours Monday – Saturday. The hours can change, depending on circumstances including breakdowns and customer requirements. Information from the client has suggested that the new site would see an increase of staff members to 40no. and be able to accommodate circa 47no. articulated vehicles. Car parking is assessed later in this section but provides a much better ratio to the existing provision.

Parking Provision

Car Parking

- 4.5 Consideration has been given to the parking standards set out within the Wiltshire Local Transport Plan Car Parking Strategy 2011-2026. The parking standards are shown in **Table 1**.

Land Use Class	Land Use	Maximum Car Parking Standard
B8 Storage and Distribution	Storage and Distribution	1 per 30m ² (less than 235m ²) 1 per 200m ² (More than 235m ² minimum 8 spaces)

Table 1: Wiltshire Car Parking Standards

- 4.6 Based on the maximum car parking standards, and applying this to the 700sqm office/depot, the development would require 4 car parking spaces. If the 1 parking space per 30m² was applied, the proposed development would be required to provide 23 car parking spaces. A total of 30 car parking spaces are proposed, of which 26no. are provided for staff, 2no. for visitors and 2no. are disabled car parking spaces available for all uses. Two EV charging ports are to be provided which will serve 4 of the car parking spaces.
- 4.7 Therefore, while the number of car parking spaces are above the standards, this would ensure that there would be no overspill parking onto the local highway network, which given the location of the site and the number of HGV movements in the locale would be crucial in ensuring the carriageways are left unobstructed and does not raise a highway safety issue.
- 4.8 The Car Parking Strategy notes under Policy PS4 states:

“The actual parking provision for new developments will be negotiated between the council and developers taking account of a range of issues including the accessibility of the development, mix of land uses, ancillary uses, scale of development, approach to design, availability of and opportunities for public transport use, local car ownership levels and opportunities for sharing parking.”

- 4.9 The development would provide parking at a ratio of 1 space per 25sqm, which is in-line with the understanding of the occupier requirements, reflecting potential overlap between staff at shift changeover periods and the location of the site adjacent to M4 J17. This Travel Plan has also been produced to set out measures to help reduce the need to travel by private car and thus reducing the need for car parking.

Cycle Parking

- 4.10 Wiltshire Council does not provide specific standards for cycle parking; however, a secure covered cycle storage unit is proposed which can store up to 6no. bicycles. The cycle storage unit is located next to the bin store as shown on the site layout in **Appendix A**.

Access Arrangements

- 4.11 The proposed development would be served by a new access arrangement in the form of a bellmouth junction on the B4122. The new access measures approximately 12m in width with 10m radii on the eastern side and 10m radii with a taper of 1:5 over a distance of 30 metres on the western side of the access, designed in line with DMRB CD123 guidance for corner radii tapers. Further information on the site access and its suitability is included within the TS.

Pedestrian Access

- 4.12 As part of the proposals, the PRow footpath KLAN29 is being improved and relocated c.20m to the west. Footpath KLAN29 now forms an important link to the north and the B4122 as the two former footpaths to the east have been extinguished/diverted. It is proposed that the footpath will measure 3m in width, 2m of which is to be constructed as a hoggin path. Whilst remaining segregated from the site itself, the path will be included within the landscape maintenance programme of the site to make sure that it is clear for public use and that the hedge doesn't encroach on to the footpath.
- 4.13 As shown on the site plan in **Appendix A**, the diverted footpath KLAN29 will be separate from the access road with fencing included along the footpath. A direct pedestrian connection between the office and the footpath is to be provided which is shown on the site plan. Footpath KLAN29 provides a connection to the existing pedestrian infrastructure on the B4122 to the north and PRow footpaths KLAN26 and SBEM31 to the south.

5. INDICATIVE BASELINE AND TARGETS

Travel Plan Aim

5.1 The overall aim of the TP is:

To support a sustainable development by reducing the need for single occupancy vehicle trips associated with staff travelling to and from the site, through highlighting and promoting the use of more sustainable travel methods.

Travel Plan Objectives

5.2 Specific to this TP, the objectives are:

- Reduce single occupancy vehicle trips and their subsequent impact on the local road network;
- Maximise the opportunities for travel by alternative means;
- Promote pedestrian and cycle routes both on and off-site;
- Promote local public transport; and
- Ensure safe and easy access for all site users

5.3 Meeting these objectives will help achieve a development that has a high standard of sustainable travel practices and a decreased reliance on the private car, thus reducing the impact of car travel on the local road network.

Baseline Travel Patterns

5.4 Before setting specific targets, understanding how employees currently travel to work is essential. Therefore, to determine the travel habits of existing staff, and predict the likely travel modes for staff, a travel survey has been undertaken by the admin staff who are aware about the possible move. The drivers are not aware of the potential move; however, the client has provided travel information for the drivers outlining their current commute and their commute to the proposed development. A copy of the questionnaire sent to staff with the survey responses is included in **Appendix B**.

5.5 The staff questionnaires completed by the admin team demonstrate that currently 100% of staff travel to work by car. The information provided on the drivers confirmed that quite a few come from similar locations. Therefore, this information can be used to tailor information about public transport routes to destinations including Chippenham, Weston, Sodbury and Yute. As multiple drivers commute from the same locations, promoting the benefits of car sharing to these staff members could be beneficial in getting staff to move away from single occupancy car journeys.

- 5.6 Of the respondents, two expressed that if the location of their work moved to the proposed site, they would be closer and therefore be able to change their main travel mode. One respondent explained that they would cycle and the other explained that they would car share.
- 5.7 It is proposed that to determine the 'actual' travel patterns surveys would be completed within 3 months of the development opening.
- 5.8 Once the 'actual' baseline modal splits have been established, the Travel Plan Coordinator (TPC) and Wiltshire Council Travel Plan Officer (TPO) should discuss the acceptability of the indicative modal share targets.

Travel Plan Targets

- 5.9 To enable the progression and assessment of the success of the travel plan, it is key that SMART targets (Specific, Measurable, Achievable, Realistic and Time-bound) are implemented.
- 5.10 This Travel Plan proposes two targets which should be met over the lifetime of the TP, which we would expect to be implemented for the site. These aims are set out in **Table 2** and represent the overarching goals of this TP.

Target	Timescale
Decrease the proportion of non-operational trips made by staff travelling to and from the site by single occupancy vehicle by 5%	End of Year 3
Increase the proportion of non-operational trips made by staff travelling to and from the site by non-car modes by 5%	End of Year 3

Table 2: Travel Plan Targets

- 5.11 The suitability of the TP targets and the lifetime of the TP have been assessed further in the subsequent sections of this report.

6. TRAVEL PLAN STRATEGY

- 6.1 A Travel Plan is a useful tool produced to encourage staff to use alternative modes of transport to single occupancy vehicle journeys. The following provides a summary of the measures available to target users of the development site.

Measures Package

- 6.2 In addition to onsite Infrastructure such as cycle racks, and the enhancements to the footpath KLAN29, the following section proposes a package of soft measures to be implemented and refined by the TPC over the lifetime of the TP. The measures proposed are strongly influenced by the site location, the TP aim, objectives and targets and the local and national policy.
- 6.3 The measures set out in this section will be determined based on the final levels of occupancy and the potential for achieving a 5% modal shift, which will help reduce greenhouse gas emissions. These measures have been identified through the master planning process, the Transport Statement and Travel Plan submitted as part of the application and by drawing upon community transport solutions.

Key Stages: Preliminary

- 6.4 In order to meet the objectives of the TP it is essential that a number of tasks are completed prior to the first occupation, as outlined within the site's Action Plan (**Table 3**). These include:
- Appoint a Travel Plan Coordinator (developer)
 - Produce Staff Welcome Pack (TPC) including:
 - Walking and cycling routes;
 - Bus stop locations, prices and times;
 - Rail Station information;
 - Electric charging information;
 - Car sharing information and benefits; and
 - Details of the TPC.
 - Produce a site specific travel page on <https://tpc-paulbashamassociates.com/>

Key Stages: Three Years Following Site Opening

- 6.5 It is proposed that the TP period would become fully active upon the site opening and would remain active for 3 years following that date. After the 3 years of official monitoring has ended and WC have signed off the TP, ownership would pass to D K Barnsley & Sons Ltd .

- 6.6 During these three years, the Action Plan set at the preliminary stage would evolve to reflect the needs of the staff. Such measures would be determined by the TPC in dialogue with occupants of the site, Wiltshire Council and other key players as necessary. These measures are discussed in further detail in the remainder of this section and are included in the Action Plan which is included in **Table 3**.

Modal Measures: Walking and Cycling

- 6.7 This TP has summarised the local walking and cycle networks and the facilities which this TP would promote to staff. These will be detailed to staff in their welcome pack and through the biannual newsletters (as discussed later in the report).
- 6.8 Whilst the baseline modal splits do not indicate that cycling is a key travel mode for existing staff, it is hoped that the proposed improvements to the infrastructure will help this become a more favourable travel mode.
- 6.9 The TPC would work with walking and cycling campaigns and support local and national campaigns and events (i.e. Cycle to Work Day and local bike doctor events). To incentivise walking and cycling the TPC will investigate the option of discounts at local stores to maximise potential for staff to habituate walking and cycling as part of healthy lifestyle practices, whether for daily commuting or occasional leisure.

Modal Measures: Public Transport

- 6.10 The attractiveness of the bus services, particularly those from the new bus stop adjacent to the Indurent Park development (c.270m west of the site access), would be supported and promoted through tailored promotions and it is considered that the development provides an opportunity to promote bus travel as an alternative mode.
- 6.11 Maximising staff use of public transport would also be supported through highlighting costs and benefits in comparison to single occupancy vehicle use through the use of the Welcome Pack and regular newsletters.
- 6.12 The TPC will promote rail services from Chippenham station as well as the potential link-trip afforded by the potential new bus service or the re-routed 99 bus service which operates between Chippenham station and the new bus stop adjacent to the Indurent Park development.

Modal Measures: Car Sharing

- 6.13 Car sharing is a simple yet effective way of quickly reducing the number of single occupancy car trips, whilst bringing reductions in transport costs, congestion and pollution as well as social benefits including increasing staff interaction and creating a sense of community.
- 6.14 Liftshare is a well-established scheme and would be promoted to staff through newsletters, welcome packs and the TPC website, to help them find potential lift sharing partners in the local area. The TPC will also look to promote the savings brought about through car sharing.

Modal Measures: Sustainable Private Vehicle Use

- 6.15 On occasions when single occupancy vehicle use is unavoidable or where alternative travel options are significantly limited in comparison, opportunities to promote sustainable driving practices would be promoted.
- 6.16 A wider network of electric charging points is being explored across the County, encouraging the greater uptake of electric and hybrid vehicles. Altering the perceptions on hybrid vehicles, and in particular electric vehicles, is fundamental for creating a more sustainable development. The TPC will therefore promote both the on-site charging infrastructure but also charging locations found locally.
- 6.17 Should monitoring exercises and communication with staff identify a strong interest in other travel modes (such as motorcycle/taxi), measures (and associated targets) will be explored by the TPC through dialogue with the relevant groups/individuals such as operators and the Wiltshire Council Travel Plan Officer.

Personalised Travel Planning

- 6.18 Upon moving /starting their new job, staff will be offered free personalised Travel Planning advice as part of their Welcome Pack. This will be provided by the TPC and will inform staff on how they can travel to destinations more sustainably in support of achieving the longer-term targets for the site. The literature provided will contain up to date information regarding public transport facilities, walking and cycling routes within the local area.

Marketing and Communication - Travel Plan Website/Newsletters/Posters

- 6.19 To ensure the ongoing promotion of the Travel Plan to staff, over its life a number of marketing and communication elements would be implemented.

- 6.20 Firstly, a dedicated Travel Plan webpage (e.g. <https://tpc-paulbashamassociates.com>) will be established prior to occupation, which provides staff with up to date information and latest changes to travel services, news and events. This would be reviewed biannually and updated as required, to ensure the latest travel information is suitably reflected.
- 6.21 The TPC would also produce biannual newsletters for the three years of the Travel Plan, providing staff with updated sustainable travel information, details of any national events and offer personalised travel planning information, to their door.

Local Area and Other Site Users

- 6.22 The TP will promote the local area's facilities whilst actively engaging with neighbouring local businesses. Engagement with any other local active staff Travel Plans would provide an opportunity for a 'joined up working' approach to maximise resources and share best practice.

Visitors and Deliveries

- 6.23 As well as co-ordinating the promotion and practice of sustainable travel with the wider local community, the TP should be encouraging and extending sustainable travel opportunities to any visitors travelling to and from the site. Staff's positive sustainable travel experiences should have a knock-on effect to visitors.

Action Plan

6.24 To accompany this TP a proposed Action Plan has been developed which sets out the measures to be implemented by the Travel Plan Coordinator over the lifetime of this TP and are outlined in **Table 3**.

	Action	Timescale/Responsibility
Preliminary	Travel Plan Coordinator (TPC) to be instructed and confirmed with WC	Prior to Lorry Depot opening (responsibility of TPC)
	Hard infrastructure to be implemented (e.g. cycle parking)	
	Relevant TP logo and identity established	
	Contact WC's TPO for information on local travel events and confirm Action Plan	
	Confirm communication strategy, noticeboard posters and webpage	
	Prepare TP Welcome Packs, and webpage	
Walking/Cycling	Provide staff with information on local walking and cycling routes, adding further information and photographs	Ongoing (responsibility of TPC)
	Promote local cycle stores	
	Publicise local and national events and campaigns such as Walk to Work Week and Bike Week	
Public Transport	Provide information on the local bus networks and rail options by publicising maps and timetables. Adding further information and photographic contributions from staff	Ongoing (responsibility of TPC)
	Prepare a cost comparison table for public transport verses single car travel	
Car Sharing	Promote the benefits of car sharing and websites such as Liftshare	Ongoing (responsibility of TPC)
	Provide information on fuel efficient and sustainable driving practices	
	Provide information on the local EV charging network and the benefits of electric and hybrid vehicles	

Table 3: Proposed Action Plan

7. IMPLEMENTATION AND MONITORING

Implementation

- 7.1 The Travel Plan would be secured through a Section 106 agreement, which would confirm the proposed measures as well as any monitoring costs, required by Wiltshire Council.
- 7.2 The Travel Plan has been prepared on behalf of D K Barnsley & Sons Ltd to help encourage sustainable development and support the planning application.

Travel Plan Coordinator

- 7.3 This section covers the implementation and monitoring of the development. The TPC position would be part-time over the life of the TP which at this stage is anticipated to be the Preliminary period followed by three years of full implementation, beginning on the site opening.
- 7.4 The TPC role and contact details will be finalised with Wiltshire Council prior to occupation and following their appointment by the developer. The TPC would be responsible for the day-to-day implementation and monitoring of the TP to ensure targets are met. The early stages of the TP are relatively time intensive, and the budget should be 'front-loaded' to consider the work that is required to establish the TP.
- 7.5 More specifically, the role of the TPC requires:
- Overseeing the development and implementation of the TP and maintaining support:
 - Liaising with public transport operators, local interest groups, Wiltshire Council:
 - Designing and implementing an effective marketing strategy and raising awareness:
 - Acting as the point of call for all TP enquiries: and
 - Co-ordinating the monitoring and evaluation programme for the TP including organisation of surveys.

Surveys and Feedback

- 7.6 It is important that a consistent approach to data collection and feedback is implemented in order to ensure that the following outcomes are delivered:
- Collect a representative and informative data account in accordance with the development timescales:
 - Develop an accurate understanding of local travel modal shares, perceptions and influencing factors:
 - Adoption of the TP by local employers beyond the TP's active period: and

- The successful delivery of the TP in co-ordination with other local developments and communities.

Monitoring

- 7.7 This TP's approach to monitoring acknowledges the above and is based on our experience of being TPC's on a number of sites within Wiltshire.
- 7.8 The resultant monitoring structure for the TP is therefore set out within **Table 4** and summarised in the subsequent paragraphs.

Preliminary Period (3 months after opening)	End of Year 1	End of Year 2	End of Year 3
Staff Questionnaire	Staff Questionnaire	Staff Questionnaire	Staff Questionnaire

Table 4: Monitoring Strategy

- 7.9 A staff questionnaire is proposed to be undertaken within 3 months of the site opening, and at the end of Years 1, 2 and 3. It is proposed that the survey will be completed electronically, although paper surveys may also be used. If response rates prove to be low, further incentives may be considered such as a prize draw for a voucher.
- 7.10 The results of the survey will be available for staff to view on the development's dedicated Travel Plan webpage and also included within newsletters, when appropriate.
- 7.11 An annual monitoring/progress report will be produced and submitted to Wiltshire Council within 3 months of surveys taking place. This report will outline how the TP has been implemented for the year, along with a presentation of the survey results, analysis of the responses and information of measures implemented. The report will then conclude with an outline of the future monitoring strategy and a confirmation of targets and revisions where necessary/applicable.

Overcoming Barriers to Success

- 7.12 Mismanagement can become a potential barrier to the successful implementation of TP's. Whilst the TPC is responsible for the overarching management of the TP, ongoing co-ordination with Wiltshire Council TPO will ensure that mismanagement does not occur.

- 7.13 Whilst specific remedial measures have not been identified within the Travel Plan, such remedial measures would be identified through discussions with Wiltshire Council Travel Plan Officers. The 3-year budget for implementing the Travel Plan would be sufficient to ensure that remedial measures could be implemented. Such as if one measure is not working in year 1, there would be budget in year 2 to rectify this and change to new measures if needed.
- 7.14 If the three-year target is not achieved, the requirement for remedial measures would be explored with Wiltshire Council and would reflect the level of work already undertaken on the site.

Community Embedding and Handover

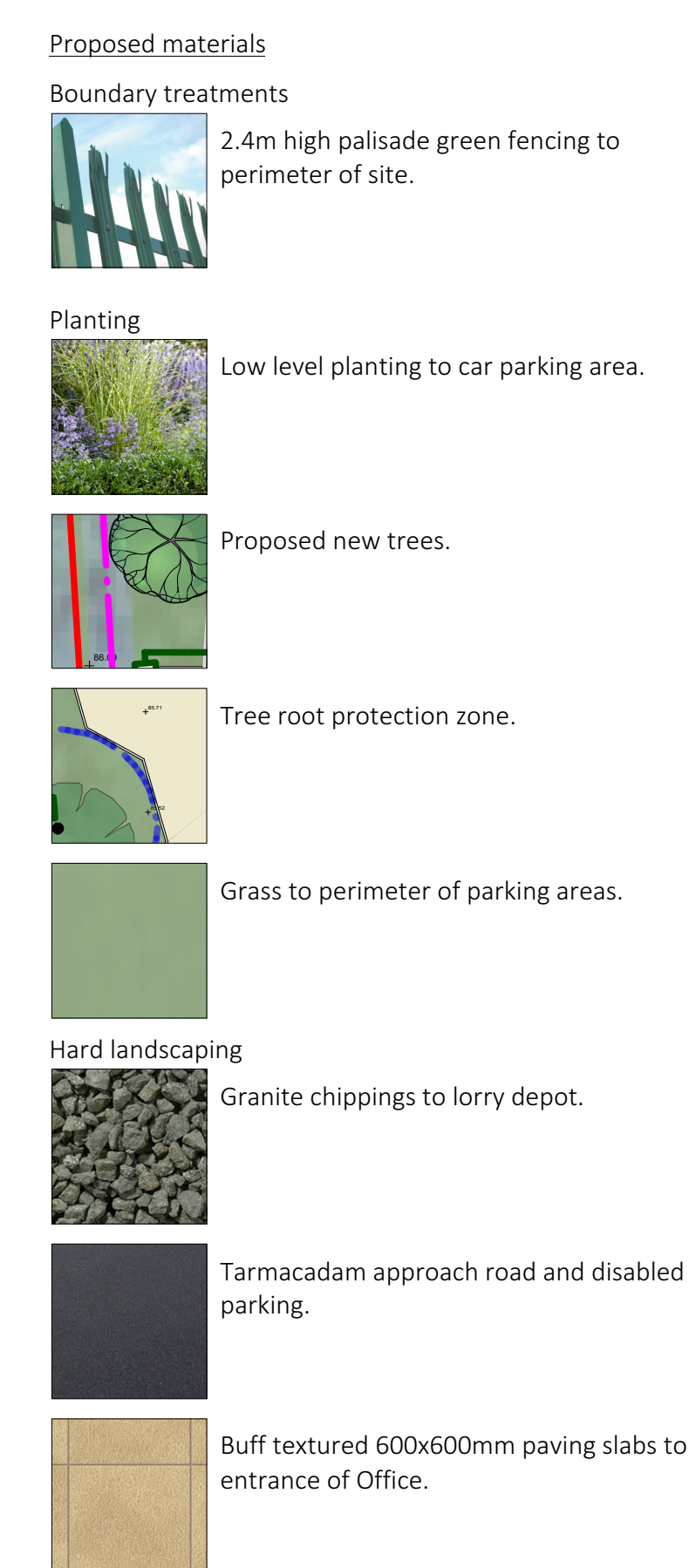
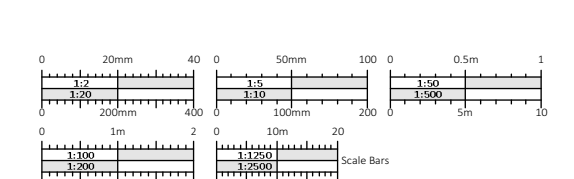
- 7.15 Following the successful completion of the TP's 3-year strategy, the site should be operating more sustainably than if a TP were not implemented. Through liaison with staff over the course of the TP it is hoped that champions would stand out and be able to continue promoting the ideals of the TP/ maintain the website etc.
- 7.16 Site engagement and a gradual handover is embedded within the proposed TP strategy and should form a key subject in annual liaison with Wiltshire Council TPO as the TP draws to an end.

Appendix A

Site Name, Location
Travel Plan

Paul Basham Associates Ltd
Report No 259.0001/TP/1



[illegible]

We will send this drawing, which shows dimensions in size, only if this drawing is only to be used on the site for work setting out and not for construction. Please note that this information is only to be used for the purpose of Positioning a structure and is not for construction. Please note that this information is only to be used for the purpose of Positioning a structure and is not for construction. Please note that this information is only to be used for the purpose of Positioning a structure and is not for construction.

This drawing is Copyright © _____

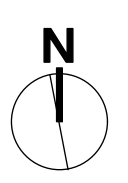
PRELIMINARY	☒	TENDER
PLANNING	☐	CONSTRUCTION

Revision Description:
 Rev. 01 12.2012 site area for pedestrians added. Existing buildings.



Poulson
 Architectural Design
 and Planning
 10000 Highway 100
 Suite 100
 Telephone: (773) 778-7871
 email@poulsonpa.com

Client Name:	Rev.:
Site:	324/103
Scale:	1:3000 A0
Date:	May 2014
Drawn by:	
Drawing Title:	Proposed site plan, Chicago Park, Illinois



Appendix B

Site Name, Location
Travel Plan

Paul Basham Associates Ltd
Report No 259.0001/TP/1



#1

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Tuesday, October 22, 2024 1:16:03 PM
Last Modified: Tuesday, October 22, 2024 1:23:26 PM
Time Spent: 00:07:22
IP Address: 86.172.79.103

Page 1

Q1 **Car Alone**

What is your current main mode of travel to work?

Q2 **Car Alone**

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Q3 **15-20km**

How far is your current commute from home to work?

Q4 **6-10km**

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5 **Respondent skipped this question**

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below.
Further information is subject to planning approval.

Q6

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

to travel to sn12 6ts i have to travel through saltersford lane onto the a350 south through the village of beanacre and the town of melksham this takes approx 30mins in peak traffic it is horrific traffic most of the time and as it is only single carriageway it is slow moving

Q7

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.

I live in chippenham from my house i can join onto the a350 north (mainly dual carriageway all the way) this would take 5-10mins , it is a lot easier drive keeping costs to a minimum and also the vehicle emissions and traffic volumes down

#2

COMPLETE

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Started: Tuesday, October 22, 2024 1:43:24 PM
Last Modified: Tuesday, October 22, 2024 2:03:47 PM
Time Spent: 00:20:23
IP Address: 86.172.79.103

Page 1

Q1

Car Alone

What is your current main mode of travel to work?

Q2

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Other (please specify):
Some car share and cycle

Q3

15-20km

How far is your current commute from home to work?

Q4

Between 0-5km

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5

Respondent skipped this question

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below.
Further information is subject to planning approval.

Q6

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

The main route to work is along the A350 to Melksham which is frequently congested with the sheer volume of traffic and prone to accidents.

Q7

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.

Relocation to the site would cut my time to travel to work by 80% and the road to the site less prone to accidents

#3

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 23, 2024 9:07:22 AM
Last Modified: Wednesday, October 23, 2024 9:11:45 AM
Time Spent: 00:04:23
IP Address: 86.172.79.103

Page 1

Q1 **Car Alone**

What is your current main mode of travel to work?

Q2 **Car Alone**

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Q3 **11-15km**

How far is your current commute from home to work?

Q4 **6-10km**

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below. Further information is subject to planning approval.

It'll take 10 minutes to get to SN15 site however it takes 25 minutes to get to SN126TS. Regular heavy traffic in Melksham & Beanacre.

Q6

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

Regular heavy traffic through Melksham & Beanacre.

Q7

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.

Much quicker and easier to access.

#4

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 23, 2024 9:00:58 AM
Last Modified: Wednesday, October 23, 2024 9:30:05 AM
Time Spent: 00:29:06
IP Address: 86.172.79.103

Page 1

Q1 **Car Alone**

What is your current main mode of travel to work?

Q2 **Car Alone**

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Q3 **11-15km**

How far is your current commute from home to work?

Q4 **6-10km**

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5 **Respondent skipped this question**

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below.
Further information is subject to planning approval.

Q6

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

at 8 -9 am it take me 25 -35 mins to get to work to the a350 being a very congested road and 5.30 -6.30 pm on the way home its even worse some times it takes 45mins to get back to chippenham trying to get around melksham etc

Q7

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.

if we relocated to sn15 5bd it would take 10 mins i would be out on to the chippenham by pass that is mostly dual carriageway to the motorway junction.

#5

COMPLETE

Collector: Web Link 1 (Web Link)
Started: Wednesday, October 23, 2024 9:45:39 AM
Last Modified: Wednesday, October 23, 2024 9:48:43 AM
Time Spent: 00:03:03
IP Address: 86.172.79.103

Page 1

Q1 **Car Alone**

What is your current main mode of travel to work?

Q2 **Car Alone**

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Q3 **11-15km**

How far is your current commute from home to work?

Q4 **6-10km**

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below. Further information is subject to planning approval.

much quicker to get to SN15 5BD, approx 5-10 mins

Q6 **Respondent skipped this question**

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

Q7 **Respondent skipped this question**

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.

#6

COMPLETE

Collector: Web Link 1 (Web Link)
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Last Modified: Thursday, October 24, 2024 11:20:09 AM
Time Spent: 00:01:35
IP Address: 90.202.163.135

Page 1

Q1

Car Alone

What is your current main mode of travel to work?

Q2

Cycle

If the location of your place of work moved to Land south of Junction 17, M4, Chippenham, SN15 5BD which mode of travel would you use to get to work?

Q3

21-30km

How far is your current commute from home to work?

Q4

6-10km

If the location of your workplace changed to SN15 5BD how far would your commute be?

Q5

Respondent skipped this question

Is there any travel information you would like to receive to support a move to SN15 5BD? If so, please state below. Further information is subject to planning approval.

Q6

Respondent skipped this question

Is there anything you want to let us know about travel to/from your current place of work? If so please state below.

Q7

Respondent skipped this question

Is there anything you want to let us know about travel to/from SN15 5BD? If so please state below.
