

Full Travel Plan.

Land at Biddestone Lane, Yatton Keynell.

On behalf of Cotswold Homes Ltd.

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1. Introduction

- 1.1. This Full Travel Plan (FTP) has been prepared by Pegasus Group on behalf of Cotswold Homes Ltd to address the transportation issues associated with the detailed planning application of a residential development comprising 55 dwellings at land east of Biddestone Lane, Yatton Keynell.
- 1.2. The site is located approximately 500 metres from the centre of Yatton Keynell, which is around seven kilometres northwest of Chippenham, Wiltshire. The site is bound by Biddestone Lane to the west, playing fields to the north and open land to the east and south.
- 1.3. This FTP has been prepared in order to promote sustainable travel at the site and should be read in conjunction with the Transport Statement (TS) that forms part of the wider planning submission.
- 1.4. This FTP summarises the suggested measures, targets and monitoring regimes that will be brought forward in order to encourage sustainable travel to and from the site. It is anticipated that this document will be secured via an appropriately worded planning condition.

Policy and Guidance

- 1.5. The FTP has been developed with consideration to the following documents as appropriate:
 - i. National Planning Policy Framework (December 2024).
 - ii. National Planning Practice Guidance (2019).
 - iii. Good Practice Guidelines, Delivering Travel Plan through Planning Process, published by DfT (2009).
 - iv. The Essential Guide to Travel Planning, published by DfT (2008).
 - v. Wiltshire Council Local Transport Plan 2011–2036 (2011).
 - vi. Wiltshire Core Strategy (2015).
 - vii. Wiltshire Development Related Travel Plan Guidance (2019); and
 - viii. Wiltshire Local Cycling and Walking Infrastructure Plan (LCWIP): Active Travel Parking Standards and Design Guide – Consultation Draft (2022).

2. Aims and Objectives

Aims

- 2.1. The primary aim of this FTP is to minimise Single Occupancy Vehicular (SOV) trips associated with future residents of the site by promoting and encouraging the use of sustainable travel alternatives. This FTP aims to positively influence the travel patterns and behaviours of residents from the outset through the encouragement of travel by walking, cycling, public transport and car sharing.

Objectives

- 2.2. The key objectives of this FTP are as follows:
- i. Reduce reliance on resident SOV trips for the development site through encouraging more sustainable travel modes and target a reduction of SOV travel by 10%.
 - i. Reduce the traffic generated by the development to a lower level of car trips than would be predicted for the site without the implementation of a Travel Plan.
 - ii. Increase awareness amongst residents about the health, environmental and safety benefits of active forms of travel such as walking and cycling; and
 - iii. Raise awareness of alternative modes of transport to SOV travel and therefore encourage a modal shift towards more sustainable travel modes.
- 2.3. This FTP contains a number of initiatives and measures to ensure that the targets can be achieved, and the objectives listed above can be met. These targets will be reviewed annually by the Travel Plan Coordinator (TPC) and the initiatives and measures will be monitored and updated where necessary if targets are not being met. Similarly, the targets may be adjusted if the Travel Plan is working well or particularly badly.

Benefits

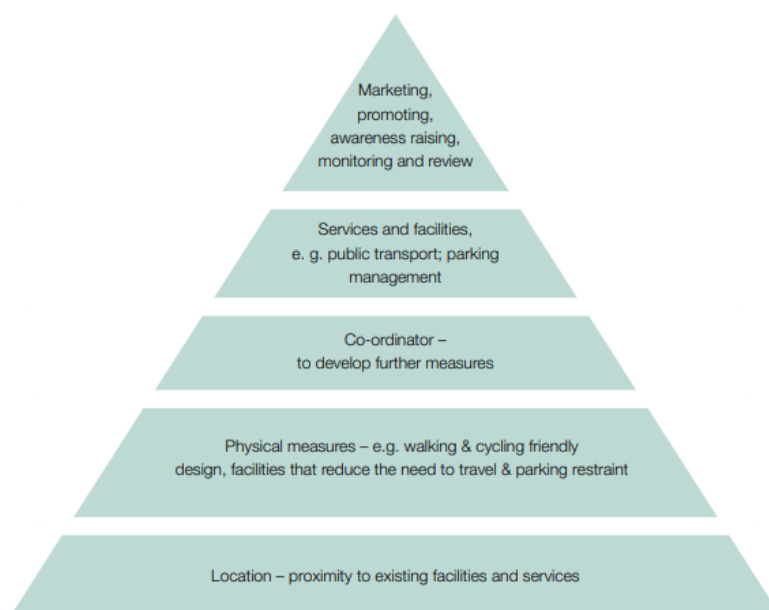
- 2.4. The potential benefits associated with the implementation of the FTP in due course are as follows:
- i. A reduction in traffic, congestion and collisions.
 - ii. Reduced air and noise pollution.
 - iii. Improved environment through a reduction in CO² emissions.
 - iv. Reduced time spent travelling.
 - v. Potential cost savings for residents; and
 - vi. Improved personal and community health and fitness levels.

2.5. The FTP can therefore bring the following benefits:

- i. To the individual – through improved health, reduced stress and cost savings; and
- ii. To the environment – through improved air quality, less noise.

2.6. Good Practice Guidelines, Delivering Travel Plan through Planning Process, published by DfT (2009) identifies at paragraph 4.17 that the ‘choice of location for the development provides the foundation for good accessibility by ensuring proximity to existing facilities and services including shops, health facilities, schools and public transport. This is demonstrated in the diagram at **Plate 2.1**.

Plate 2.1 – Travel Plan Pyramid (DfT Good Practice Guidelines Pg.53)



2.7. This FTP has been prepared to help ensure that each of the five tiers of the TP pyramid are considered. The FTP meets the bottom tiers of the pyramid as the site is located in a location within walking and cycling distance of a mix of facilities and amenities that may be required on a daily basis. The proposed development of the site promotes walking and cycling, in line with the pyramid’s second tier. The third tier will be met through the delivery of the FTP. The TPC will deliver the measures and initiatives to influence resident's travel behaviour (as per the fourth tier). The TPC will raise awareness of the FTP through ongoing promotion and marketing in due course, as required by the fifth tier.

3. Site Context and Accessibility

Site Context

- 3.1. The site is located approximately 500 metres from the centre of Yatton Keynell, around seven kilometres northwest of Chippenham, Wiltshire. It is bound by Biddestone Lane to the west, playing fields to the north and open land to the east and south.
- 3.2. The site in its local geographical context is shown at **Figure 3.1**.

Local Highway Network

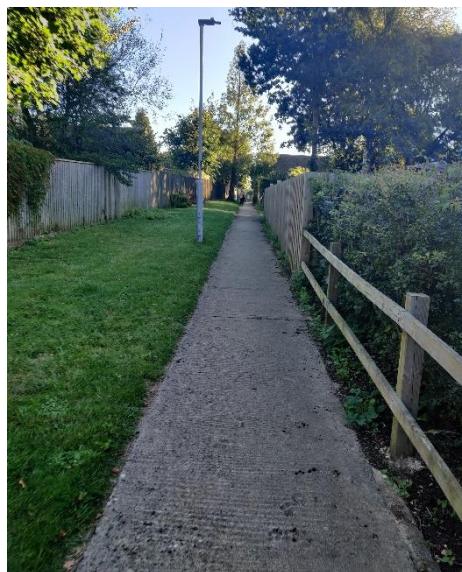
Biddestone Lane

- 3.3. Biddestone Lane currently comprises an unlit single carriageway that measures around 5.5 metres wide within the vicinity of the site. It is subject to the National Speed Limit (60mph) along the site boundary, reducing to 30mph just to the north of the site. Biddestone Lane predominantly serves as a connection between The Street in the north and the A420 in the south, but also provides access to Yatton Keynell Village Hall and some residential dwellings.
- 3.4. Public Right of Way (PRoW) footpath YKEY15 routes along the verge on the southern side of the carriageway for around 100 metres between the site to the south and PRoW footpath YKEY16 to the north.
- 3.5. YKEY16 comprises a paved, partially lit footpath that provides a connection between Biddestone Lane and The Street, and runs along the northern boundary of the Village Hall. It is surfaced with hoggins at the western end. The indicative alignment of the local PRoW routes are shown on **Figure 3.1**, and the existing condition of PRoW route YKEY16 is shown in **Plate 3.1** below.

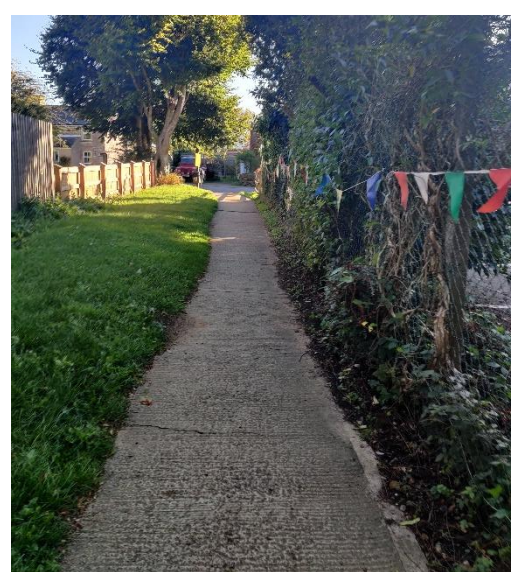
Plate 3.1 – PRoW Footpath YKEY16



Southwestern End



Central Section



Northeastern End

The Street

- 3.6. The Street comprises a partially lit single carriageway road that measures around 5.5 metres wide and is subject to a 30mph speed limit. It serves as the main route through Yatton Keynell and provides a connection between Tiddleywink and the A420 in the south, and Upper Castle Combine in the north.
- 3.7. Footways are provided on a minimum of one side of the carriageway that typically measure between around one and two metres wide. Dropped kerbs are typically provided at crossing points, as appropriate. There are no segregated cyclist facilities.
- 3.8. The Wiltshire Cycleway is a county-wide circular route that links with the National Cycle Network and the South West Historical National Byway. Within the proximity of the site, the Wiltshire Cycleway routes along Biddestone Lane to The Street and provides a connection with Biddestone and Corsham to the south, and with Grittleton and Malmesbury to the north. The topography within the vicinity of the site is considered suitable for confident cyclists to be able to cycle within the vicinity of the site.

A420

- 3.9. The A420 comprises a single carriageway road that measures around seven metres wide and is subject to the National Speed Limit (60mph). It provides a connection into central Chippenham to the east and to the A46 to the west.

Public Transport Opportunities

Bus

- 3.10. The nearest bus stops to the site are the 'Farrells Field' stops located on The Street, approximately 550 metres walking distance from the approximate centre of the site. These are provided with a flag, pole and timetable information and are served by two local circular bus routes between Chippenham, Castle Coombe and Grittleton.
- 3.11. Bus route 95 departs the Farrells Fields bus stop at 15:22 and arrives in Acton Turnville at 15:33, equating to an approximate journey time of 11 minutes. This service is provided on weekdays and Saturdays.
- 3.12. Bus route 95A departs the Farrells Fields bus stop at 16:55 and arrives at Chippenham Bus Station at 17:35, equating to an approximate journey time of 30 minutes. This service is operational on weekdays and Saturdays.
- 3.13. Both bus routes 95 and 95A can be used to access Sheldon School in Chippenham.
- 3.14. Additional bus stops are located at the Biddestone Lane/The Street junction that are named 'Post Office'. These are located around also around 650 metres walking distance from the approximate centre of the site, using existing pedestrian facilities (ie via PRoW YKEY16, not along Biddestone Lane). The northbound stop is provided with a flag and pole and the southbound stop is provided with a flag, pole, shelter and timetable information. These stops are provided with a higher frequency of services to Chippenham via the 95 and 95A bus routes, at around four times a day on weekdays and Saturdays.

Community Transport

- 3.15. Village Link is a local community transport scheme that operates in Yatton Keynell and the surrounding area. It is run by volunteers and provides transport for those would be unable to access public transport, and is typically used to help access health appointments, attend luncheon clubs or friend/family visits. Services can be booked over the phone around 48 hours in advance.

Rail

- 3.16. The nearest railway station to the site is located in Chippenham approximately 7.5 kilometres southeast of the site. The station is provided with 640 car parking spaces and 106 sheltered, secure cycle parking spaces. Direct rail services are provided to Bristol Temple Meads, London Paddington and Swindon approximately twice every hour.
- 3.17. Bus route 95 provides a connection between Yatton Keynell and Chippenham Railway Station, with a journey time of approximately 15 minutes.
- 3.18. It is therefore considered that combined sustainable travel modes can be used by future residents to travel to and from the site and destinations further afield.

Accessibility

Guidance on Walking, Cycling and Bus Stop Distances

- 3.19. The Department for Transport (DfT) document Manual for Streets (MfS) published in 2007 states at paragraph 4.4.1 that walking offers the greatest potential to replace short car trips, particularly those under two kilometres. This equates to approximately a 25 minute walk based upon an average walking speed of 80 metres per minute¹. It is acknowledged that this is not an upper limit to the distance which people will travel on foot.
- 3.20. The Department for Education (DfE) "Travel to School for Children of Compulsory School Age" document (2024) suggests that school children will only be eligible for free school transport if a scheme is beyond a walking distance of 3.2 kilometres (two miles) for those aged up to eight years old, and 4.8 kilometres (three miles) for children aged between eight and 16 years old. On this basis, it is typically reasonable to consider that a number of children will walk to schools within these distances.
- 3.21. The National Travel Survey 2023 dataset NTS 0308 'Average number of trips and distance travelled by trip length and main mode' for 2023 suggests that on average, 81% of trips under one mile (1.6km) are made by foot and 36% of trips between one and two miles (1.6–3.2 kilometres) are made on foot. This indicates that walking trips up to two miles are a realistic choice for walking.

¹ 'Providing for Journeys on Foot' IHT (2000)

- 3.22. The July 2020 DfT Local Transport Note 1/20 Cycle Infrastructure states at paragraph 2.2.2 that 'two out of every three personal trips are less than five miles (eight kilometres) in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking'. This distance equates to approximately a 30 minute cycle journey, based upon an average cycling speed of 270 metres per minute².
- 3.23. The 2015 Chartered Institution of Highways and Transportation (CIHT) report '*Planning for Cycling*' further states that the majority of cycling trips (80%) are less than five miles and around 40% of cycling trips are under two miles. The majority of trips by all modes are also shorter distances (ie 67% less than five miles and 38% less than two miles), meaning that the bicycle is an option for many of these trips. The same document also states that electric bicycles can extend the range that can be cycled comfortably and that combined cycle-rail or cycle-bus journeys offer an alternative to cars for many longer trips.
- 3.24. The 2025 document 'Bus Services & New Residential Development' produced by GoAhead and Stagecoach states and page 21 that there should be some degree of flexibility on walking distances to bus stops in suburban setting and smaller settlements.
- 3.25. It is considered that the thresholds set out above are not to be taken as maximum distances, as there will be some who walk or cycle longer distances to access facilities and amenities, as well as those who walk or cycle for leisure.

Proximity to Local Facilities and Amenities

- 3.26. There is a mix of facilities and amenities that are typically required on a daily basis within a two-kilometre walking distance or an eight-kilometre cycling distance from the site. The existing facilities and approximate walking/cycling times are summarised in **Table 3.1** below. The walking distances are measured using existing pedestrian infrastructure from the approximate site centre. The cycling distances are measured using the existing carriageways from the approximate site centre, as cyclists would not be able to use the pedestrian infrastructure without dismounting. It is accepted that the time it takes people to walk or cycle will depend on the individual's level of health and fitness and will therefore vary from person to person.

² Local Transport Note 1/20 'Cycle Infrastructure Design' (July 2020).

Table 3.1 – Summary of Local Facilities and Amenities

Trip Purpose	Facility / Amenity	Approximate Distance From Site (metres)		Approximate Travel Time (minutes)		
		Walking	Cycling	Walking (Up to 25 Minutes)	Cycling (Up to 30 Minutes)	Bus ³
Commuting	Uniserve – Flexistowe Mega D	2700	2400	-	9	17 (7+4+6)
	Bumpers Farm Industrial Estate	4800	5100	-	19	17 (7+4+6)
	Langley Park	7300	7600	-	28	34 (7+11+16)
Education	By Brook Pre-School	300	300	4	1	-
	By Brook Valley C of E Primary School	400	850	5	3	-
	Sheldon Secondary School	5500	5900	-	22	18 (7+9+2)
Retail	Yatton Keynell Village Store	800	500	10	2	-
	Premier Convenience Store	3100	3500	-	13	16 (7+3+6)
	Allington Farm Shop	3700	4200	-	16	12 (7+3+2)
	Morrisons	5700	6100	-	23	28 (7+9+12)
	Lidl	5400	5900	-	22	18 (7+9+2)
	Chippenham Town Centre	6500	7000	-	26	29 (7+22)
	Tesco Superstore	7200	7800	-	29	35 (7+22+6)
Personal Business	Jubilee Field Surgery	450	750	6	3	-
	Yatton Keynell Post Office	800	500	10	2	-
	Allied Pharmacy	4700	5000	-	19	15 (7+7+1)
	Hathaway Dental Practice	4700	5000	-	19	15 (7+7+1)
	Brignall Opticians	6400	6700	-	25	26 (7+15+4)

³ Bus travel time calculated as the sum of the time taken to walk to the bus stop, journey time and time taken to walk to facility or amenity from the nearest bus stop to the destination. The bus travel times are not reported on Table 2.2 if it is quicker or more direct to walk or cycle to the destination.

Entertainment / Sporting Activities	Yatton Keynell Village Hall	300	300	4	1	-
	Yatton Keynell Play Area	300	300	4	1	-
	Yatton Keynell Tennis Courts	300	300	4	1	-
	The Greenbean Café	750	450	9	2	-
	The Bell Inn	700	500	9	2	-
	St Margarets Church	750	500	9	2	-
	Chippenham Golf Centre	1300	1700	16	5	12 (7+1+4)
	Chippenham Rugby Football Club	5600	5900	-	22	37 (7+5+25)

3.27. **Table 3.1** confirms that the site is within a 25 minute walking distance and a 30 minute cycling distance of a variety of facilities and amenities that would typically be required on a daily basis by future residents.

3.28. **Table 3.1** also confirms that residents would be able to access facilities and amenities in the wider local area by local bus services within a travel time of around 40 minutes. As a comparator, the 2023 dataset of NTS0308 confirms that average trip duration via local buses outside of London is around 37 minutes. This includes travel and waiting time but not necessarily the walking time to and from the bus stops. It is considered that the journey time using local bus facilities within the vicinity of the site is reasonable.

Conclusion on Accessibility

3.29. Yatton Keynell is like any established settlement, in that there will be some parts of the existing highway network with geometries that accord with modern guidelines and some that don't because they are more historic, yet still function well. The site is located within walking and cycling distance and public transport journeys of a range of existing services and amenities that may be required by future residents on a daily and weekly basis. The existing highway network is considered to operate safely within the vicinity of the site for all users including pedestrians, cyclists and motor vehicle users and there is no material existing highway accident pattern or recorded problem. Improvements are proposed on Biddestone Lane as part of the development proposals, as set out in **Chapter 4**.

3.30. It is concluded that the site's position and relative distance to these services will provide the opportunity for both trips by non-car modes and relatively short trips using car journeys.

4. Development Proposals

4.1. The development proposal comprises the construction of 55 residential dwellings, including a new vehicular access from Biddestone Lane. The site layout is provided separately as part of the wider planning submission. The accommodation schedule is summarised below:

- i. 2 x one bed dwelling.
- ii. 10 x two bed dwelling.
- iii. 16 x three bed dwelling.
- iv. 27 x four bed dwelling.

Proposed Access Arrangements

4.2. Primary vehicular access to the scheme is proposed via a new priority junction from Biddestone Lane. This would comprise a six metre wide carriageway with nine metre radii on both sides. Visibility splays have been derived using the 85th percentile speeds calculated using Manual for Streets guidance adjusted with DMRB TD 9/93 criteria, as set out at Table 2.1 of the TS. As such, visibility splays of 2.4 x 116.93 metres can be achieved to the nearside kerb to the southwest and 2.4 x 105.65 to the nearside kerb to the northeast, commensurate with the recorded speeds in this location. The access arrangement is shown in **Figure 4.1**.

4.3. As part of the access strategy, it is proposed to reduce the speed limit to 40mph approximately 300 metres further south on Biddestone Lane. This will be the subject of a separate Speed Order application. **Figure 4.1** also shows 2.4 x 120 metres commensurate with a 40mph speeds, reflective of trunk road guidelines for illustrative purposes, noting that measures speeds are currently slightly higher than this.

4.4. It is also proposed that a footway will be provided on the northern side of the access, measuring two metres wide. The footway will continue onto the southern side of Biddestone Lane and will provide a link between the site and the existing infrastructure around 120 metres north of the site at PRow route YKEY16. Dropped kerbs and tactile paving will be provided at the Village Hall junction.

Internal Layout

4.5. The internal site layout is designed with reference to Wiltshire Council's Design Guide (2024). The carriageway will measure 5.5 metres wide and footways will be provided on both sides of the carriageway that measure two metres wide.

4.6. It is proposed that PRow footpath YKEY15 will be retained as existing within the site layout, and a new surfaced footpath will be provided alongside the PRow.

Parking Provision

Car Parking

- 4.7. Local car parking guidance is set out in the Wiltshire Local Transport Plan 2011 – 2026 Car Parking Strategy (March 2015). It suggests the following minimum provisions for residential dwellings:
- i. 1 bedroom dwelling = 1 car parking space.
 - i. 2 to 3 bedroom dwellings = 2 car parking spaces.
 - ii. 4+ bedroom dwellings = 3 car parking spaces.
- 4.8. The guidance also suggests that unallocated visitor parking is to be provided at a ratio of 0.2 spaces per dwelling, and that garages will count towards the allocated parking provision if they exceed the minimum internal dimensions of six metres by three metres.
- 4.9. There is no suggested guidance for double garages. However, it is considered that the principle of garages used for allocated parking is reflected in local guidance, subject to appropriate dimensions.
- 4.10. With reference to the accommodation schedule at **paragraph 4.1**, local guidance would typically expect a minimum of 135 allocated car parking spaces and a total of 11 unallocated parking spaces to be provided on site.
- 4.11. There are 102 car parking spaces, 22 single garages and 11 double garages provided on site. The single garages have an internal dimension of six metres by three metres, and the double garages have an internal dimension of six metres by six metres. It is therefore considered that these are suitable to accommodate vehicle parking, and should contribute towards the total allocated parking provision. On this basis, a total of 146 allocated car parking spaces are provided on site (assuming two cars per double garage), which exceeds the minimum threshold suggested in local guidance. The carriageways will measure 5.5 metres wide, which is also considered appropriate to enable an element of on-street parking, if necessary.
- 4.12. There are also nine unallocated visitor parking spaces provided on site. This is considered to be appropriate on the basis that the allocated car parking provided exceeds the minimum guidance.
- 4.13. Electric Vehicle Charging (EVC) points will be provide within the curtilage of each dwelling.

Cycle Parking

- 4.14. Local cycle parking guidance is set out in the draft Local Cycling and Walking Infrastructure Plan (LCWIP): Active Travel Parking Standards and Design Guide (2022). The document suggests the following guidance for residential dwellings:
- i. 1,2 and 3 bedroom dwellings = one covered cycle space per bedroom.
 - ii. 4 bedroom dwellings = three covered cycle parking spaces per dwelling.

- 4.15. The guidance also suggests that one visitor cycle parking space is to be provided per 20 bedrooms.
- 4.16. Based on the accommodation schedule at **paragraph 4.1**, around 148 covered cycle parking spaces and around nine visitor cycle parking spaces are to be provided according to local guidance.
- 4.17. Appropriate cycle parking will be provided within the curtilage of each dwelling, either within garages or sheds.

5. Measures and Initiatives

Travel Plan Period

- 5.1. The Travel Plan Period will be defined as five years following 75% occupation.

Travel Plan Coordinator

- 5.2. A Travel Plan Coordinator (TPC) will be appointed by the Developer to oversee the implementation and management of the FTP and act as a key contact for residents of the development. The TPC will be responsible for implementing the FTP and reporting against the Travel Plan targets. The TPC will designate an appropriate amount of time to implementing and monitoring the Travel Plan. At this stage, it is envisaged that either Cotswold Homes or Travel Plan Officers at Wiltshire Council will be appointed to undertake the TPC role.
- 5.3. The TPC will be instructed a minimum of three months prior to first occupation up until five years following 75% occupation.
- 5.4. The role of the TPC will comprise:
- i. overseeing the implementation of the site FTP.
 - ii. providing site specific marketing materials.
 - iii. promoting the FTP to residents.
 - iv. producing, explaining and distributing residential 'Travel Information Packs'.
 - v. undertaking and monitoring residential questionnaire travel surveys.
 - vi. monitoring the progress of the FTP.
- 5.5. At the end of the Travel Plan period, the roles and responsibilities of the Travel Plan will be handed to a local resident's group or travel plan officers at Wiltshire Council (WC), as considered appropriate at that time.

Connecting Wiltshire

- 5.6. The Travel Plan Coordinator will actively promote the Connecting Wiltshire website, advising residents of the benefits it provides. These include the following:
- i. Journey planning facility.
 - ii. Personalised travel planning.
 - iii. Travel shift calculator.
 - iv. Cycle maps, routes, parking, groups and hire.
 - v. Walking routes, groups and events.
 - vi. Rail fares, locations and updates; and

vii. Bus timetables, maps, fares and park & rides.

5.7. Connecting Wiltshire provides a centralised hub for all travel information, routes and news, therefore making it easy for residents to plan journeys in advance by sustainable transport.

Measures and Initiatives

5.8. The currently anticipated measures and initiatives at **Table 5.1** below will be implemented at the outset before the new dwellings are occupied (where possible) in order to maximise the opportunity to influence new residents travel patterns before they have become established. These initiatives and measures may be subject to change as the FTP evolves.

Table 5.1 – Measures and Initiatives

Promotional Measures and Initiatives	
1	The provision of Travel Information Packs for residents that will contain site specific material on local travel links to employment, education, shops and services. It will also contain local bus and rail service details and the contact details of the Travel Plan Coordinator.
2	Promotion of National and Local Travel Awareness Events (e.g. walk to work week in May and cycle to work week in June).
3	The inclusion of sustainable travel information within the sales and marketing office.
4	Internet access to be provided in all homes giving residents easy access to local home delivery services and making it easier for residents to work from home.
5	Appointment of a Travel Plan Coordinator prior to commencement and implementation of the Travel Plan for its lifetime.
Walking & Cycling Measures	
6	Internal network of walking and cycling routes through the site as well and off-site improvements that connect to existing infrastructure to the north of the site.
7	The provision of walking and cycling maps within the Travel Information Pack.
8	Promotion of walking and cycling based websites within the Travel Information Pack.
9	Covered cycle parking will be provided within the curtilage of each dwelling providing secure storage for bicycles in accordance with local parking standards.
Public Transport Measures	
10	The provision of up-to-date public transport information through Travel Information Packs and via public transport websites such as https://www.connectingwiltshire.co.uk/ and available smart-phone applications.
Car Based Initiatives	
11	The Connecting Wiltshire car share weblinks will be publicised within the Travel Information Pack.
12	Electric Vehicle charging facilities will be provided on each plot.

Awareness and Marketing

5.1. Residents will be made aware from the outset that a Travel Plan is in operation for the site by the TPC and will be informed of the initiatives and measures.

5.2. Sales staff involved in the marketing of the residential properties will also be aware of the FTP so they can explain the benefits to prospective buyers. Welcome Information Packs will also be available within the sales office.

5.3. The following means of publicity may be used going forward:

- Postcards circulated, as appropriate (containing survey details).
- Welcome Information Packs containing information such as bus and rail timetables, walking and cycling route maps, and educational information on the health and environmental benefits of alternative modes to single occupancy car travel to local facilities and amenities. The leaflet will also contain the contact details of the TPC.

5.4. During ongoing monitoring, for example when travel surveys are taking place, the TPC will promote measures and initiatives to residents.

5.5. It will be for the TPC to decide the best methods to promote sustainable travel and implement the FTP at the site. However, the measures and initiatives above will be reviewed as the Travel Plan progresses and as monitoring highlights which measures have been successful against those that have not. At this stage, measures and/or targets will be subject to change during the lifetime of the Travel Plan to ensure it continues to achieve its goal and target influential areas of travel behaviour change.

6. Travel Plan Targets

- 6.1. Targets are the measurable goals that must be set to assess whether or not the objectives of the plan are being achieved. The key objectives of this FTP are included at **Chapter 2**.
- 6.2. Whilst it is the intention of this FTP to encourage residents to travel sustainably for all journeys, it is considered that commuting trips are the key journeys for which the FTP will target. It is considered that there is scope to target a reduction of 10 percentage points in single occupancy car travel and increase the percentage of commuters travelling by bus, bicycle, foot, rail and car sharing.
- 6.3. Information contained in the 2011 Census datasets 'QS701EW- Method of travel to work' for the EO2006651: Wiltshire 008 Middle Super Output Areas (MSOA) – within which the site is located – has been used to provide a proxy for the baseline travel habits of future residents. This data provides an initial estimate of the existing modal split based on other commuters in the local area. However, the true baseline modal share will be confirmed further to site-specific baseline surveys. The Census data is included at **Appendix A** and the 'proxy baseline' and indicative targets are summarised at **Table 6.1**.

Table 6.1 – Method of Travel to Work Modal Share and Targets

Mode of Travel	2011 Census Data (%)	Year 1 (%)	Year 3 (%)	Year 5 (%)
Work From Home	14	14	15	15
Train	3	3	3	4
Bus	1	2	3	3
Taxi	0	0	0	0
Motorcycle	1	1	1	1
Car Driver	63	61	57	53
Car Passenger	3	4	5	6
Bicycle	1	2	3	4
On Foot	12	12	12	13
Other	1	1	1	1
Total	100	100	100	100

- 6.4. It is considered with reference to **Table 6.1** that currently there is scope to target a 10 percentage point reduction in single occupancy car travel and increase the percentage of commuters working from home and travelling by bus, bicycle and on foot.
- 6.5. At this stage, it is anticipated that the 10 percentage point reduction will be achieved by the end of the five-year period of monitoring from 75% occupation that will be carried out by the Travel Plan Coordinator.
- 6.6. A survey will be carried out within three months of 75% occupation of the site to confirm the site-specific baseline travel habits. Long term targets for the monitoring of the development will be set following the survey.
- 6.7. The TPC will liaise with Travel Plan Officers at WC to draft appropriate baseline surveys detailing the modes of transport used by residents. The results will be closely analysed to determine site specific targets in agreement with WC.

7. Implementation, Dissemination and Monitoring

Monitoring

- 7.1. It will be important to monitor and review the FTP to understand if the proposed targets and objectives are being met. Monitoring will be carried out on a biennial basis for a period of five years following baseline surveys carried out within three months of 75% occupation of the site using the following initiatives:
- i. Residents' questionnaire surveys will be carried out to obtain details of residents' travel habits; and
 - ii. Awareness of the Travel Plan would be monitored through a question within the questionnaire.

Resident Travel Surveys

- 7.2. Resident questionnaire travel surveys will be carried out within three months after 75% occupation and biennially thereafter for five years. These will confirm travel habits and will also quantify proportions of travel by the various modes of transport (the modal share). A question on what would influence residents to use alternatives to driving alone will also be included.
- 7.3. The surveys will collate information on changes in car travel, increases and/or decreases in walking and cycling, and provide feedback on the level of awareness of the TP in addition to providing data relating to journey types, distances and vehicle types.
- 7.4. The TPC will carry out monitoring the surveys. The content of the surveys will be established with the input of Travel Plan Officers at WC in advance and the results analysed and submitted to WC on completion. The TPC will be responsible for distributing the questionnaire surveys.
- 7.5. The surveys will include information that can focus the measures and initiatives contained in the TP, on the residents most likely to change from private car use to more sustainable travel. Useful information may include:
- i. Duration of travel.
 - ii. Travel patterns.
 - iii. Where residents work.
 - iv. Any barriers to particular types of travel.
 - v. Residents who are most willing to change their travel habits.
 - vi. The popularity of the various incentives and measures that residents may consider changing their methods of transport.

Monitoring Report

- 7.6. Monitoring reports will be produced after the surveys have been carried out to determine whether the proposed objectives and targets have been met. The report structure may follow:
- i. Summary of the measures and targets.
 - ii. Monitoring methods used.
 - iii. Summary and analysis of results.
 - iv. Future targets / actions to be taken.
- 7.7. The monitoring reports will be prepared by the TPC and will be issued to and agreed with WC.
- 7.8. An initial travel survey will be undertaken within three months after 75% occupation of the development and then annually for five subsequent years. The surveys would gather baseline data from which performance against the targets can be reviewed.

Dissemination of Travel Plan Surveys

- 7.9. It is essential to maintain interest in the Travel Plan. Once operational, the scheme will need regular new publicity drives to attract interest from new residents. As a result, residents will be kept informed of the results of the surveys, as it will keep them actively involved and because it will act as a useful promotional material to retain interest in the objectives. Means of publicity are considered in detail in **Chapter 5**.

8. Action Plan

8.1. **Table 8.1** presents a draft timetable for implementing the FTP's administrative actions and activities.

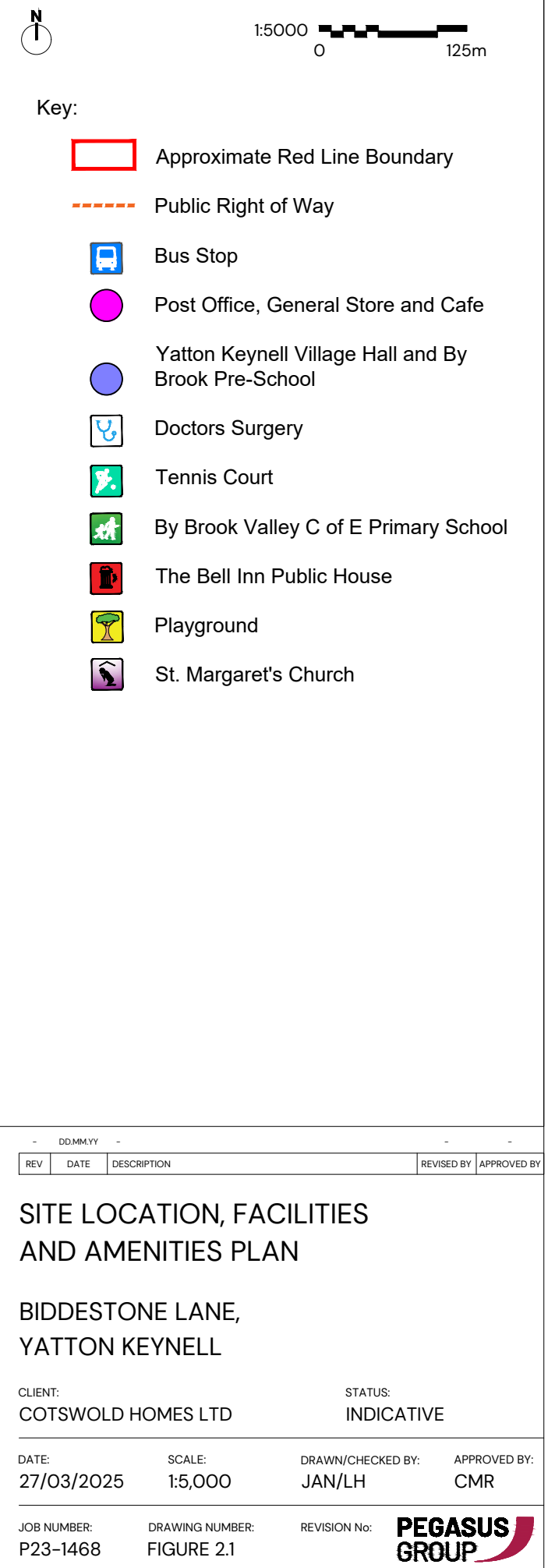
Table 8.1 – Action Plan

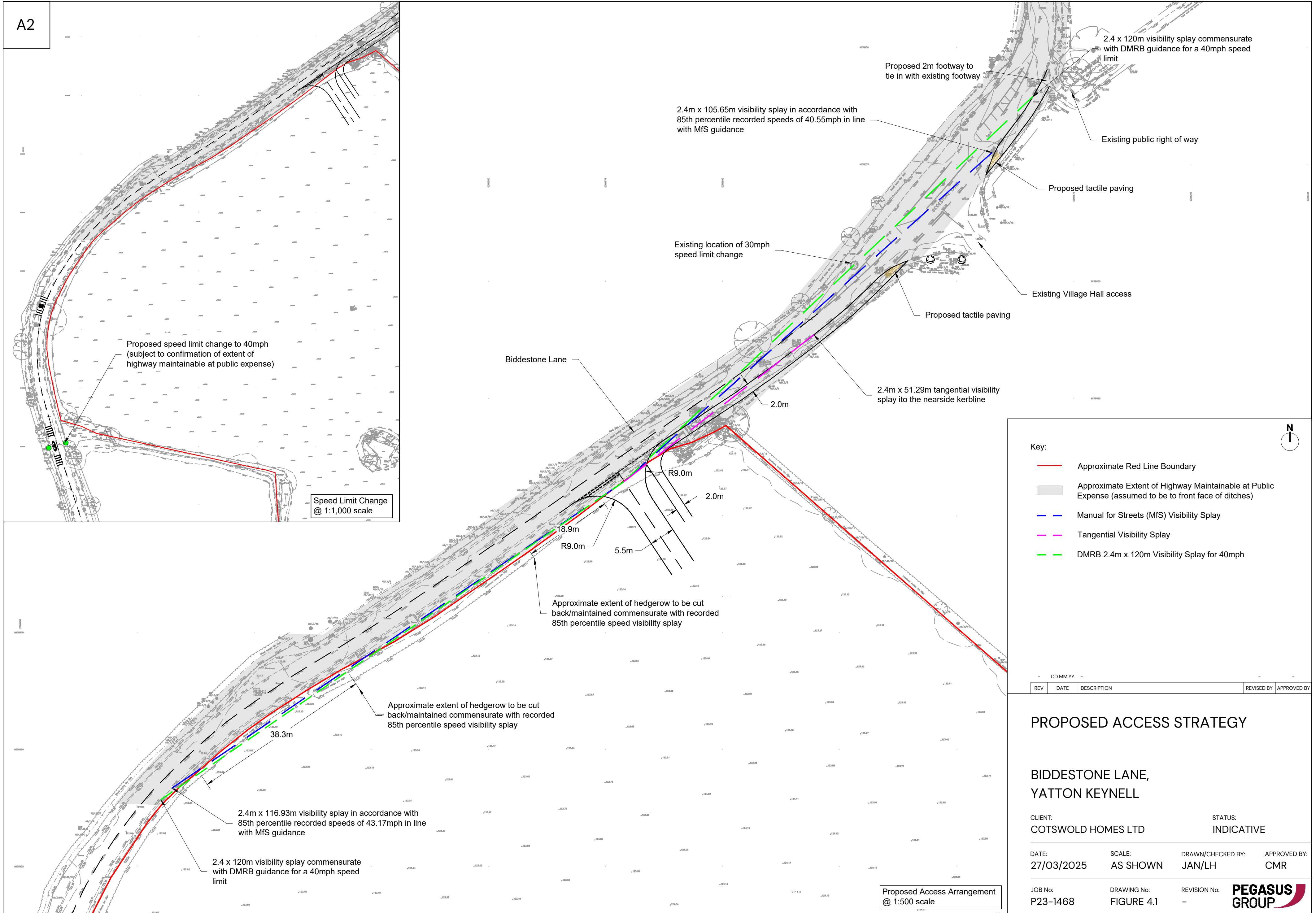
Action	By Whom	By When	Intended Outcome / Output
Travel Plan Co-Ordinator			
Appoint a TPC to manage and oversee the implementation of the FTP	Developer	Prior to first occupation	Raise awareness and monitor progress over the lifespan of the TP
Improve Travel Information			
Include travel information in the Travel Information Pack	TPC	Prior to first occupation	All new residents made aware of Travel Plan and alternative modes of travel
Promote Public Transport			
Ensure service information is provided within the Travel Information Pack	TPC	Prior to first occupation	Enhance awareness and encourage sustainable travel
Provide route maps and details of local bus and railway services	TPC	From first occupation	Enhance awareness of journeys and encourage sustainable travel
Promote Walking			
Provide plans of safe pedestrian routes to local facilities and amenities	TPC	Prior to first occupation and ongoing	Enhance resident's knowledge and awareness
Provision of off-site footway to connect with existing pedestrian infrastructure to the north	Developer	Prior to first occupation	Encourage walking to and from the site
Promote Cycling			
Cycle parking spaces provided in line with WC parking standards for dwellings	Developer	Prior to first occupation	Improve facilities for cyclists to encourage travel via this mode
Provide plans of local cycle routes in the area and details of local cycle shops	TPC	Prior to first occupation and ongoing	Enhance knowledge and increase awareness, encouraging cycling

Action	By Whom	By When	Intended Outcome / Output
Car Based Measures			
Promote car sharing	TPC	First occupation	Raise awareness of the opportunity to car share and the impact on reduction to traffic levels and positive effects on environment
Car and motorcycle parking in line with WC parking standards	Developer	Prior to first occupation	Provide adequate car and motorcycle parking
Monitoring			
Baseline resident survey	TPC	Three months after 75% occupation of dwellings	To identify how the FTP is progressing towards the agreed targets
Biennial monitoring survey	TPC	Biennially (Years 1, 3 and 5) for five years from three months after 75% occupation of dwellings	Review how the FTP is progressing / assess any further measures
Monitoring Report to be submitted to Wiltshire Council	TPC	Biennially for five years	Inform the Council of survey results in relation to targets set
Targets			
Provision of current travel information to all residents	TPC	From first occupation and ongoing for five years	To ensure residents have travel information to inform their travel decisions
Full FTP availability to all residents	TPC	From first occupation and ongoing for five years	To keep residents informed of the measures and targets set out within the FTP
Increase proportion of residents travelling by sustainable modes	TPC	From first occupation and ongoing for five years	To ensure residents have a choice of sustainable transport modes



Figures







Appendix A

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006651 : Wiltshire 008
rural urban	Total

Method of Travel to Work	2011	Excluding Underground and Not in Employment	%
All categories: Method of travel to work	5,312		
Work mainly at or from home	545	545	14%
Underground, metro, light rail, tram	6		
Train	121	121	3%
Bus, minibus or coach	31	31	1%
Taxi	3	3	0%
Motorcycle, scooter or moped	31	31	1%
Driving a car or van	2,416	2,416	63%
Passenger in a car or van	132	132	3%
Bicycle	54	54	1%
On foot	455	455	12%
Other method of travel to work	26	26	1%
Not in employment	1,492		
TOTAL		3,814	100%

In order to protect against disclosure of personal information, records have been swapped between different geographic areas. Some counts will be affected, particularly small counts at the lowest geographies.

Town & Country Planning Act 1990 (as amended)
Planning and Compulsory Purchase Act 2004

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