

Framework Residential Travel Plan.

Land North of Swindon Road, Royal Wootton Basset.

On behalf of Gleeson Land.

Date: November 2025 | Pegasus Ref: P22-2466 TR04



Document Management.

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Contents.

- 1. Introduction..... 1
- 2. Aims and Objectives.....3
- 3. Site Context and Accessibility5
- 4. Measures and Initiatives10
- 5. Travel Plan Targets 13
- 6. Implementation, Dissemination, and Monitoring..... 15
- 7. Action Plan17

Figure.

Figure 3.1 Site Location, Facilities and Amenities Plan

Appendices.

Appendix A Census Data

1. Introduction

- 1.1. This Framework Residential Travel Plan (FTP) has been prepared by Pegasus Group on behalf of Gleeson Land, in order to address the transportation issues associated with an outline planning application for up to 135 residential dwellings at land north of Swindon Road, Royal Wootton Bassett.
- 1.2. The site is located approximately two kilometres northeast of Royal Wootton Bassett town centre and currently comprises open land which is served via an existing gated field access with the A3102 Swindon Road, around 120 metres east of Stoneover Lane junction.
- 1.3. Vehicular access to the site is proposed via a new ghost island priority right turn lane junction with Swindon Road, at the same location as the existing field access, east of the Stoneover Lane junction, and an emergency access point is proposed around 115 metres west of the Stoneover Lane junction. The two junctions will be connected via a three metre wide shared footway/cycleway on the northern side of Swindon Road and a controlled Toucan crossing point for pedestrians and cyclists is proposed around 52 metres west of the Stoneover Lane junction which will connect the site with existing infrastructure on the southern side of Swindon Road.
- 1.4. This FTP summarises the currently suggested measures, targets and monitoring regimes that will be brought forward, in order to encourage sustainable travel and reduce overall travel. It will form the basis for a Full Residential Travel Plan (RTP) to be implemented prior to occupation of the development and the RTP will set out full and final objectives in detail. In the interim, this FTP is envisaged to form the basis of a planning obligation to be secured as part of planning permission for the development proposal.

Policy and Guidance

- 1.5. The FTP has been prepared with consideration to the following guidance documents, as appropriate:
 - i. National Planning Policy Framework (2024).
 - ii. National Planning Practice Guidance (2021).
 - iii. Active Travel England: Planning Application Assessment Toolkit and Design Assistance Tools (2023).
 - iv. Good Practice Guidelines, Delivering Travel Plan through Planning Process, published by DfT (2009).
 - v. The Essential Guide to Travel Planning, published by DfT (2008).
 - vi. A Guide on Travel Plans for Developers (2006).
 - vii. Making Residential Travel Plans Work; Guidelines for New Development published by DfT (2005).
 - viii. Manual for Streets (2007).

- ix. Manual for Streets 2: Wider Application for the Principles (2010).
- x. Wiltshire Core Strategy (which covers the period up to 2026) (2015);
- xi. Wiltshire Council Third Local Transport Plan (LTP3) 2011 – 2026 (2011)

2. Aims and Objectives

Aims

- 2.1. The primary aims of this FTP are to:
- i. Set out the scope and objectives of the FTP.
 - ii. Set out currently anticipated initiatives and measures to promote accessibility by non-car modes by residents.
 - iii. Set out initial modal share targets.
 - iv. Set out the likely implementation and management regime, in broad detail; and
 - v. Set out requirements for monitoring and reviewing the initiatives and measures proposed through dissemination of information including surveys of resident's travel habits.

Objectives

- 2.2. The key objectives of the FTP are as follows:
- i. Reduce single occupancy car usage for the development site through encouraging more sustainable travel modes.
 - ii. Increase residents' awareness of the advantages and potential for travel by more environmentally friendly modes of transport therefore reducing traffic.
 - iii. Set in place the foundations and culture for a sustainable transport policy for the development, which will develop and grow with time to help reduce transport impact on the environment; and
 - iv. Promote a healthier lifestyle for future residents and the community.
- 2.3. This FTP contains a number of suggested initiatives and measures to ensure that the targets can be achieved, and the objectives listed above can be met.
- 2.4. Targets will be reviewed by the appointed Travel Plan Coordinator (TPC) and agreed with highway officers at Wiltshire Council (WC). 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 performing well or is not resulting in material improvements as expected.

Benefits

- 2.5. 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.

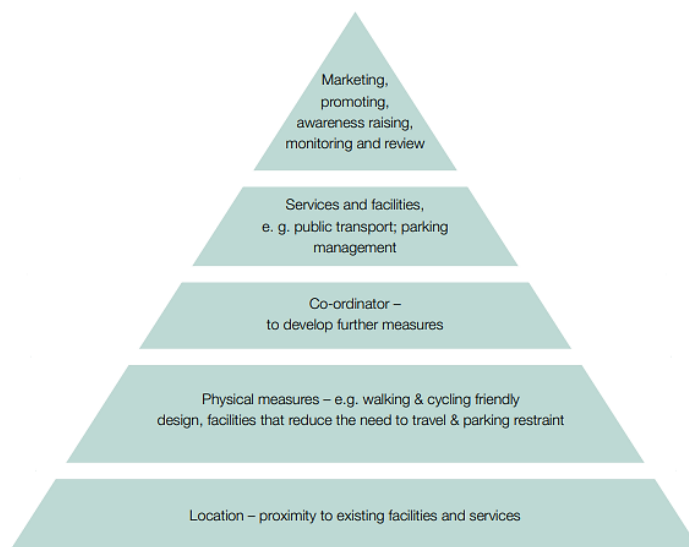
- iii. Improved environment through a reduction in CO² emissions.
- iv. Reduced time spent travelling.
- v. Potential cost savings for residents; and
- vi. Improved personal and community health and fitness levels.

2.6. 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.
- iii. To the community – through less traffic and congestion.

2.7. 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)



2.8. 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 allocated and is in an accessible location, close to existing residential areas and close to 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 appointed 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 two kilometres northeast of Royal Wootton Bassett town centre and is bound by the A3102 Swindon Road to the south, existing residential dwellings to the west, and open land to the north and east. The location of the site in the context of the local highway network is shown at **Figure 3.1**.
- 3.2. The site currently comprises open land which is served via an existing gated field access with the A3102 Swindon Road, around 115 metres to the west of Stoneover Lane junction.

Local Highway Network

The A3102 Swindon Road

- 3.3. The A3102 Swindon Road is a single carriageway road which generally measures around eight metres wide at the site frontage, widening to around ten metres wide to accommodate a right turn lane serving Stoneover Lane. It is subject to the National speed limit (60mph) along the site frontage, although the speed limit changes to 40mph to the immediate north of the site. A number of laybys are located at and within the vicinity of the site frontage. The purpose of these laybys is unknown. Swindon Road is not identified as a formal freight route.
- 3.4. There are currently no pedestrian or cyclist facilities located on Swindon Road with the exception of a short stretch of footway (around 115 metres) located on the southern side of the carriageway. The footway varies in width but generally measures around two metres wide and provides access between Stoneover Lane and Public Right of Way (PRoW) 'WBAS7A'. The PRoW is a surfaced, unlit footpath linking Swindon Road with Marlowe Way, where the closest bus stops to the site are located. Swindon Road does not currently benefit from street lighting within the vicinity of the site frontage.
- 3.5. Swindon Road forms the eastern arm of a roundabout junction with the B4042 Brinkworth Road, the A3102 and an unnamed road approximately 750 metres to the west of the site frontage; and it forms the western arm of a roundabout junction with the A3102 and an unnamed road approximately 450 metres to the east of the site.
- 3.6. On a wider scale, the A3102 provides access to Junction 16 of the M4 around three kilometres to the east of the site.

Stoneover Lane

- 3.7. Stoneover Lane is a single carriageway road which is predominantly residential in nature and is subject to a 30mph speed limit. It serves a number of residential streets, including Marlowe Way, and measures around 7.5 metres wide within the vicinity of its junction with the A3102 Swindon Road.
- 3.8. A footway which generally measures between 1.8 and two metres wide is located on the western side of the carriageway. It benefits from street lighting and is separated from the carriageway by a grass verge.

- 3.9. Stoneover Lane is served from Swindon Road via a ghost island priority right turn lane junction directly opposite the site. Access to Swindon Road (northwest) is served from Stoneover Lane via a dedicated left turn slip lane.

Public Rights of Way

- 3.10. There are no Public rights of Way (PRoWs) which route through or directly about the site. The PRoWs within the vicinity of the site are shown on **Figure 3.1**.

Accessibility

Guidance on Walking and Cycling Distances

- 3.11. 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.
- 3.12. The Chartered Institution of Highways and Transportation (CIHT) 'Planning for Walking' (2015) document states that around 80% of journeys under one mile are made on foot, and around 26% of journeys between one and two miles are made on foot. This indicates that walking up to two miles is a realistic choice for most people.
- 3.13. 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.
- 3.14. 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.
- 3.15. The CIHT 'Planning for Cycling' document sets out that the bicycle is a potential mode of transport for all journeys under five miles. The majority of cycling trips are for shorter distances, with 80% of all cycle trips being less than five miles. However, this is broadly reflective of trip lengths by all modes, with 67% of all trips being under five miles. It is considered that this should not be taken as a maximum, as some will choose to cycle further to facilities, work or for leisure.

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

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

Proximity to Local Facilities and Amenities

- 3.16. There is a mix of local facilities and amenities that are typically required on a daily basis located within walking and cycling distance of the site. A summary of the facilities and amenities with associated walking/cycling times is provided in **Table 3.1**. The distances are measured using existing pedestrian and cyclist facilities from the approximate site centre. It is accepted that the time it takes people to walk or cycle this distance will depend on the individual's level of health and fitness and will therefore vary from person to person.

Table 3.1 – Local Facilities and Amenities

Service / Facility	Distance (kilometres)	Location	Walking Time (minutes)	Cycling Time (minutes)
Employment				
Coped Hall Business Park	1.0	Swindon Road	13	3
Interface Business Park	1.3	Evening Star	16	4
Templars Way Industrial Estate	2.4	Marlborough Road	-	7
Bowman House Business Park	2.8	Whitehall Lane	-	9
Whitehall Industrial Park	2.9	Whitehall Lane	-	8
Clear Water Business Park	3.6	Frankland Road	-	10
Education				
Longleaze Primary School	0.8	Byron Avenue	9	2
Royal Wootton Bassett Children's Centre	0.8	Byron Avenue	10	2
St. Bartholomew's Primary Academy	1.4	The Rosary	18	4
Allsorts Pre-school & Nursery	1.4	High Street	19	4
Noremars Junior School	1.5	Clarendon Drive	19	4
Royal Wootton Bassett Secondary Academy	1.6	Showfield	22	6
Wootton Bassett Infant School	2.2	High Street	29	7
Personal Business				
Churchill Public House and Play Area	0.35	Swindon Road	5	1
The Sally Pussey's Inn Public House	0.85	Swindon Road	11	2
Golden City Takeaway	0.85	Longfellow Crescent	11	3
Doctor Surgery	1.6	Tinkers Lane	21	4
Lime Kiln Leisure Centre	1.6	Lime Kiln	22	6
Leisure/Retail				
Otter Way Playground	0.55	Blain Place	7	1
Aldi	0.75	Swindon Road	10	2
Tesco Express	0.95	Garraways	12	3
RWB Sports Association Sports Centre	1.4	Brinkworth Road	18	4
Royal Wootton Bassett High Street (including restaurants, post office,	1.7	High St	19	5

Service / Facility	Distance (kilometres)	Location	Walking Time (minutes)	Cycling Time (minutes)
takeaways, pharmacy, supermarkets etc.)				
Sainsbury's Supermarket	2	Borough Fields Shopping Centre	27	7
Public Transport				
Shelley Avenue Bus Stops	0.35	Marlowe Way	3	1

Existing Walking and Cycling Facilities

- 3.17. Royal Wootton Bassett benefits from a number of designated cycle routes shown on the Connecting Wiltshire Cycle Map included at **Appendix C**. Marlowe Way (which runs parallel on the south side of Swindon Road, to the west of Stoneover Lane) is designated as an on-road cycle route which links to a shared footway/cycleway along the A3102. The A3102 becomes High Street to the south and subsequently provides access to the amenities and facilities within Royal Wootton Bassett town centre. It is considered that the general topography of the area is suitable for confident cyclists.
- 3.18. It is understood that a cycle link between Royal Wootton Bassett and Swindon is currently being progressed by WC and National Highways using funding from WC, Swindon Borough Council and Sustrans. It is understood that the route is still subject to obtaining planning permission but at this stage is anticipated to be between the Interface Business Park to the south of Royal Wootton Bassett and the Lydiard Fields business/retail park to the southwest of Swindon. Within the vicinity of the site, the proposed cycle route crosses the Swindon Road arm of the A3102 roundabout to the east of the site. The approximate route of the proposals is shown at **Figure 3.1**.

Public Transport

Bus

- 3.19. The nearest bus stops are the Shelley Avenue bus stops located on Marlowe Way, approximately 350 metres to the southwest of the centre of the site. **Chapter 4** confirms that an appropriate link for pedestrians between the site and the bus stops will be provided. The Shelley Avenue bus stops serve the '55 Gold' bus route. A summary of the bus services and timetable information is provided at **Table 3.2** below.

Table 3.2 – Summary of Local Bus Services "Shelly Avenue Bus Stops"

Service	Bus Stop Location	Route	First Bus / Last Bus	Frequency (minutes)		
				Weekday	Saturday	Sunday
55 Gold	Marlowe Way	Swindon–Chippenham	04:50/23:36	20	30	60
		Chippenham–Swindon	05:09/00:04			

- 3.20. The first service to Swindon departs Marlowe Way at 05:09 and arrives in Swindon at 06:00. The final returning service departs Swindon Fleming Way Station at 23:15 and arrives at Marlowe Way at 23:36.
- 3.21. The first service to Chippenham departs Marlowe Way at 04:49 and arrives at Chippenham Railway Station at 05:40. The final returning service departs Chippenham Railway Station at 00:04 and arrives to Marlowe Way at 00:04.
- 3.22. It is considered that there is the opportunity that combined bus-rail journeys can be encouraged between the site and Swindon and other commuting destinations such as Cirencester, Chippenham and Bristol.

Rail

- 3.23. The nearest railway station to the site is Swindon Railway Station, located approximately 8.5 kilometres northeast of the centre of the site. The station can be accessed via the 55 Gold bus service which has a journey time of around 21 minutes from the Shelley Avenue bus stop.
- 3.24. Facilities at the station include approximately 197 cycle storage spaces and 591 parking spaces with CCTV coverage.
- 3.25. Swindon Railway Station provides connections with Cardiff Central, London Paddington, Westbury, Cheltenham Spa, Bristol Temple Meads, and Swansea. A summary of the rail services and timetable information is provided at **Table 3.3**.

Table 3.3 – Summary of Swindon Train Services

Destination	Average Journey Time	Approximate Frequency
London Paddington	55 minutes	30 minutes
Cardiff Central	57 minutes	30 minutes
Cheltenham Spa	60 minutes	30 minutes
Bristol Temple Meads	48 minutes	30 minutes
Swansea	150 minutes	60 minutes
Westbury	41 minutes	60 minutes

Community Transport

- 3.26. 'Link 6 & RWB' is a volunteer community transport operator which covers Royal Wootton Bassett. It is a volunteer transport and good neighbour service which offers local transport for those unable to access public or private transport. It is a free service (although donations are encouraged) that can be booked via phone.

4. Measures and Initiatives

Travel Plan Period

- 4.1. The Travel Plan Period will be defined as five years from baseline surveys, which will be carried out within three months of 80% occupation of the development. It is anticipated that the early implementation of the FTP will have a larger influence on residents' travel habits.

Travel Plan Coordinator

- 4.2. 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 and Action Plan. The TPC will have relevant experience and will be provided with an appropriate management budget. The TPC will designate an appropriate amount of time to implementing and monitoring the Travel Plan.
- 4.3. The TPC will be instructed at least three months prior to 80% occupation of the development until five years following final occupation. At this stage, it is anticipated that an independent TPC will be appointed by the Developer.
- 4.4. 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 Residents' Travel Information Packs.
 - v. acting as the liaison between the public transport, local authorities and other relevant groups.
 - vi. undertaking and monitoring residential questionnaire travel surveys; and
 - vii. monitoring the progress of the FTP.
- 4.5. At the end of the Travel Plan period, the roles and responsibilities of the Travel Plan will be considered and handed to a local resident's group or Travel Plan Officers at WC as considered appropriate at that time, who would then have dedicated responsibility for the ongoing implementation and monitoring of the Travel Plan if considered necessary.
- ### Measures and Initiatives
- 4.6. The currently anticipated measures and initiatives at **Table 4.1** will be implemented at the outset (where appropriate) before the new dwellings are occupied in order to maximise the opportunity to influence new residents travel patterns before they have become established.

Table 4.1 – Currently Anticipated Measures and Initiatives

Measures and Initiatives	
Walking & Cycling Measures	
1	Provision of walking and cycling routes within the site.
2	Walking and cycling maps will be contained within the Travel Information Packs.
3	Walking and cycling based websites will be promoted within the Travel Information Packs.
4	Covered cycle parking will be provided within the development providing secure storage for bicycles with consideration to WC parking guidance.
Public Transport Measures	
5	The provision of up to date public transport information will be provided within Travel Information Packs.
Promotional Measures	
6	Infrastructure for internet access in all homes giving residents easy access to local home delivery services and making it easier for residents to work from home.
7	The provision of a 'Travel Information Pack' for residents by the TPC, which will contain details of how trips to local leisure and employment facilities can be achieved by other means to the private car. It will give information on bus routes and frequency, local cycle routes and the location of local schools and amenities.
8	A residents' noticeboard will be located in the communal open spaces and will contain similar information to that in the 'Travel Information Pack' such as local cycle maps, details of local cycle retailers and cycle parking facilities at local communities.
Car Based Initiatives	
9	Car share database websites such as Liftshare will be promoted within the Travel Information Packs and on noticeboards.

Awareness and Marketing

- 4.7. The TPC will ensure that from the outset residents are aware that a Travel Plan is in operation for the site, and they will be informed of the initiatives and measures being implemented at the site.
- 4.8. 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. Information will also be available within the sales office on the opportunities to walk, cycle and use public transport to and from the site.
- 4.9. The following means of publicity may be used going forward:
- Newsletters circulated, as appropriate.
 - Marketing materials such as posters.
 - Travel Plan noticeboards will include the site-specific information leaflet identifying walking and cycling route maps and public transport information. The Travel Plan noticeboards will be strategically positioned within the residential development and updated by the TPC, as appropriate; and

- Resident's Travel Information Packs which will contain 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.

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

4.11. 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.

5. Travel Plan Targets

Targets

- 5.1. 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 Travel Plan are included in at **Chapter 2**. The targets are proposed to be achieved by the end of the five year lifespan of the Travel Plan.
- 5.2. It is considered that commuting trips are the key journeys for which the Travel Plan will target. It is considered that there is scope to target 10 percentage point reduction in single occupancy car travel and increase the percentage of residents travelling by bus, bicycle, foot and car sharing.

Base Travel Behaviour

- 5.3. For the purpose of this Travel Plan, information contained in the 2011 Census for the Wiltshire (006) Middle Super Output Area (MSOA) has been used to inform the existing modal split of travel, to estimate the base proportion of travel for residents and to inform the basis for the travel targets. The Census data is included at **Appendix A** and the base modal share and proposed targets are summarised at **Table 5.1**.
- 5.4. A survey will be carried out when the development is first occupied and then periodically to review the travel patterns.

Table 5.1 – Baseline Modal Share and Targets

Travel Mode	Baseline (2011 Census)	Year One (%)	Year Three (%)	Year Five (%)
Work from Home	4%	4%	4%	4%
Train	0%	0%	0%	0%
Bus	6%	8%	8%	8%
Taxi	0%	0%	0%	0%
Motorcycle, Scooter or Moped	1%	1%	1%	1%
Driving a car or van	69%	63%	61%	59%
Passenger in a car or van	5%	6%	7%	7%
Bicycle	2%	3%	4%	5%
On foot	12%	14%	14%	15%
Other	1%	1%	1%	1%

- 5.5. At this stage, it is anticipated that the ten percentage point reduction will be achieved by the end of the five-year monitoring period carried out by the TPC.
- 5.6. These targets are indicative as baseline surveys will determine the true baseline modal share, allowing for more accurate and informed targets to be set. If the initial outcome targets are not achieved or found to be realistic, the TPC will, working with WC, revisit the FTP to determine whether reasonable additional measures and revised targets may be desirable.
- 5.7. The baseline travel survey will be undertaken three months after occupation of 80% of the development, allowing a site-specific baseline to be established.

6. Implementation, Dissemination, and Monitoring

Sales Staff Training

- 6.1. In order to ensure that potential residents of the site are informed about the FTP and its goals from the earliest stage, it will have a significant presence within the sales suite of the development at the point of sale, which should include a display outlining the sustainable travel options for the site.
- 6.2. The sales staff will receive training by the TPC to promote the Travel Plan as an asset and a significant selling point of the development. Information and promotion of the Travel Plan from the outset ensures greater buy-in from future residents who will see it as an opportunity to plan changes in their lifestyle.

Monitoring

- 6.3. 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 for a period of five years following baseline surveys within three months of 80% occupation, 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.

Residential Travel Surveys

- 6.4. Baseline resident questionnaire travel surveys will be carried out within three months of 80% occupation of the development and annually thereafter for a period of five years. These surveys 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.
- 6.5. The surveys will collate information on changes in car travel, increases and/or decreases in walking and cycling and public transport use, and provide feedback on the level of awareness of the FTP in addition to providing data relating to journey types, distances and vehicle types.
- 6.6. The TPC will carry out monitoring the surveys. Travel Plan Officers will establish the content of the surveys in advance with WC and retain the results on completion. The TPC will be responsible for distributing the questionnaire surveys.

Monitoring Report

- 6.7. 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; and
- iv. Future targets/actions to be taken.

6.8. The monitoring reports will be prepared by the TPC and will be issued to and agreed with WC.

7. Action Plan

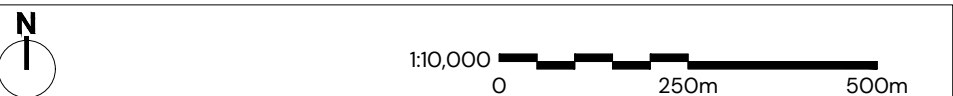
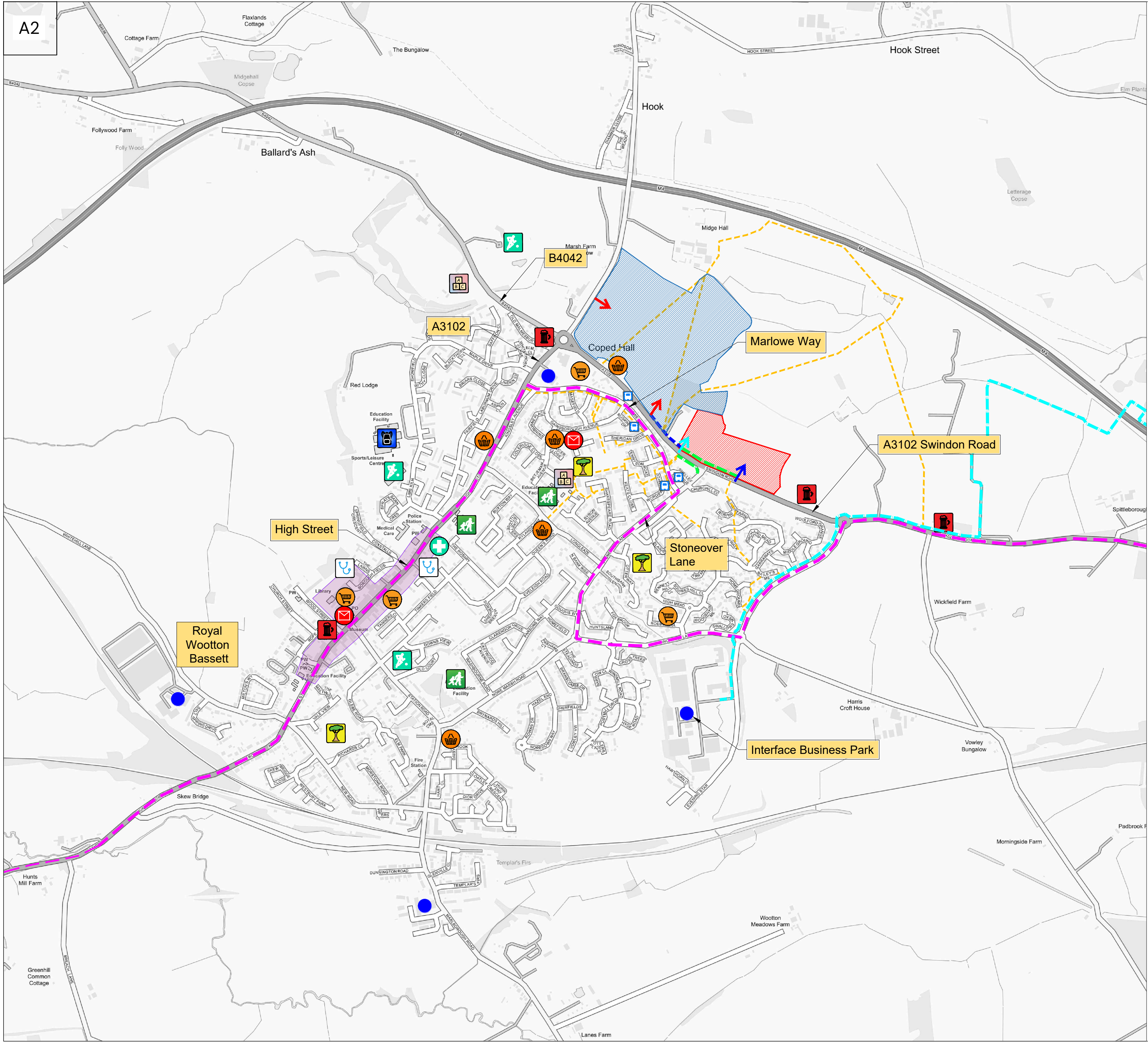
7.1. **Table 7.1** presents a draft timetable for implementing the FTP's administrative actions and activities.

Table 7.1 – 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 TP	Developer	Three months prior to first occupation of each phase.	Raise awareness and monitor progress over the lifespan of the TP.
Walking and Cycling			
Provision of walking and cycling routes within the site.	Developer	Throughout development construction.	Improve facilities for pedestrians and cyclists to encourage travel via this mode.
Walking and cycling based maps and websites included within Travel Information Packs.	TPC	Packs to be provided on first occupation of each dwelling.	Enhance awareness and encourage sustainable travel.
Cycle parking to be provided within the development.	Developer	Upon occupation of each dwelling.	Improve facilities for cyclists to encourage travel via this mode.
Public Transport			
Ensure service information is provided within the Travel Information Pack	TPC	Packs to be provided on first occupation of each dwelling.	Enhance awareness and encourage sustainable travel.
Promotional Measures			
Infrastructure for internet access in all homes.	Developer	Prior to first occupation of each dwelling.	Easy access to local home delivery services and making it easier for residents to work from home.
Provision of a Travel Plan noticeboard in communal open spaces.	Developer	TBC subject to available open space.	Enhance awareness and encourage sustainable travel.
Car Based Measures			
Promote car sharing within Travel Information Packs	TPC	Packs to be provided on first occupation of each dwelling.	Enhance awareness and encourage sustainable travel.
Monitoring			
Baseline resident travel survey.	TPC	80% occupation of the development.	To identify how the FTP is progressing towards the agreed targets.
Annual monitoring survey	TPC	Annually from 80% occupation of the development.	Review how the FTP is progressing /assess any further measures required.



Figure



- Key:
- Approximate Site Boundary
 - Public Right of Way
 - Proposed Footway/Cycleway
 - Swindon to Royal Wootton Bassett Cycleway (proposed by Sustrans)
 - Proposed Site Access
 - Proposed Emergency and Pedestrian/Cycle Access
 - Bus Route 55 Gold
 - Bus Stop
 - Post Office
 - Doctors
 - Pharmacy
 - Leisure Centre
 - Nursery
 - Primary School
 - Secondary School
 - Public House
 - Convenience Store
 - Supermarket
 - Playground
 - Employment/Industrial Areas
 - High Street Retail Area
 - Planning Application PL/2025/02340 Boundary
 - Planning Application PL/2025/02340 Proposed Pedestrian/Cycle Access
 - Potential Footway/Cycleway

DD.MM.YY					
REV	DATE	DESCRIPTION		REVISED BY	APPROVED BY

SITE LOCATION PLAN, FACILITIES AND AMENITIES PLAN

LAND NORTH OF SWINDON ROAD, ROYAL WOOTTON BASSETT

CLIENT: GLEESON LAND STATUS: INDICATIVE

DATE: 16/10/2025 SCALE: 1:10,000 DRAWN/CHECKED BY: JAN/LD APPROVED BY: TS

JOB No: P22-2466 DRAWING No: FIGURE 3.1 REVISION No: - PEGASUS GROUP



Appendix A

WU03EW - Location of usual residence and place of work by method of travel to work (MS
ONS Crown Copyright Reserved [from Nomis on 27 August 2025]

population	All usual residents aged 16 and over in employment the week b
units	Persons
usual residence	E02006649 : Wiltshire 006 (2011 super output area - middle lay
place of work	E02006649 : Wiltshire 006 (2011 super output area - middle lay

Method of travel to work	2011	
All categories: Method of travel to work (2001 specif	401	
Work mainly at or from home	0	0
Underground, metro, light rail or tram	0	0
Train	0	0
Bus, minibus or coach	3	1
Taxi	1	0
Motorcycle, scooter or moped	0	0
Driving a car or van	140	35
Passenger in a car or van	22	5
Bicycle	15	4
On foot	219	55
Other method of travel to work	1	0

In order to protect against disclosure of personal information, records have been swapped between different geogra|

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