

Ashley Coombe,
Warminster

TRAVEL PLAN

Report prepared for
Latimer Developments Ltd

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Report Reference 1971/3/B



ASHLEY HELME
ASSOCIATES



Travel Plan

Ashley Coombe, Warminster

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Travel Plan

Ashley Coombe, Warminster

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1 Introduction

- 1.1 Ashley Helme Associates Limited (AHA) are appointed by Rubix Land Limited to prepare a Travel Plan (TP) report to support the planning application for residential development on land off Ashley Coombe, Warminster (henceforth referred to as the Site). The location of the Site is indicated on Figure 1.1, in the context of the local highway network.

1.2 Proposed Development

- 1.2.1 The Site is presently agricultural/field land. The proposed development comprises a residential development of up to 77 dwellings. All matters are reserved, except access.

1.3 Overview

- 1.3.1 This Framework TP applies only to the residential aspect of the proposed development, and provides the context for, any and all future TPs prepared for the residential aspect of the application Site; requirements of the Framework TP must relate to all dwellings constructed on the application Site.
- 1.3.2 The Framework TP is informed by a separate Transport Assessment (TA) report prepared and submitted in support of the planning application. There is consistency between the Framework TP and the corresponding TA report.
- 1.3.3 The access strategy for the development is founded on the fundamental principle of encouraging travel by residents of the Site to be made by sustainable travel mode choices. The TP provides the context and means of achieving the development access strategy. The TP proposals ensure that, from the outset, sustainable travel choices are available for occupants and visitors of the development.
- 1.3.4 The proposed Site access arrangements comprise the extension of Ashley Coombe into the Site and will provide for vehicles, cyclists and pedestrians. The access arrangements are shown on Drg Nos 1973/04 (refer TA report).

1.4 Travel Plan Objectives

- 1.4.1 The TP provides the context and means of achieving the development access strategy and objectives, and its formulation is ongoing and dynamic, in accordance with best practice.
- 1.4.2 The key objectives of the TP are to:



- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
- Improve accessibility of the Site by sustainable modes of transport and address traffic and parking issues,
- Widen choice of travel mode for all those travelling to/from the Site.

1.4.3 It is imperative that the TP measures are effective and efficient.

1.4.4 The 2014 Planning Practice Guidance (PPG) 'Travel Plans, transport assessments and statements in decision taking' provides the most up-to-date national guidance.

1.4.5 PPG states that Travel Plans are a way of *"mitigating the negative impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movements."* (Reference ID: 42-002-20155306)

1.5 Scope of Travel Plan

1.5.1 It is established and acknowledged that there are two broad types of TP:

- 'Destination': designed to increase sustainable travel to a particular location, and
- 'Origin': residential Travel Plans where journeys are made to varied locations.

The development is for residential use, and hence this TP is an 'origin' TP.

1.5.2 The Framework TP sets out how the developer(s) will progress the TP, progressing from this Framework TP to the preparation and submission to the local authority of a Full TP, which is to be agreed with the local authority.

1.5.3 The outcomes approach is an established TP approach and is adopted for this TP. In the outcomes approach, the focus is on securing the performance of the TP through ensuring targets are met. To work, the approach needs the developer to commit to achieving specific targets/outcomes and agree to a review and monitoring process. The advantage of this approach is that it is objective led. The outcomes sought should relate to the local situation and individual Site requirements. The approach provides scope for adjusting the means of achieving the outcomes over time in relation to experience at the Site.

1.5.4 The underlying purpose of a residential TP is to reduce car travel and encourage alternative modal choices that are more sustainable, such as walk, cycle and public transport, as well as car share.



1.6 Comprehensive Strategy

- 1.6.1 It is essential to recognise that, in order to achieve the optimal benefits from a TP, there is more required than ensuring provision of facilities for sustainable modes of travel. What is required, to meet the TP outcomes objectives (refer Chapter 4), is a shift in behavioural attitudes, leading consequently to a change in behaviour when choosing the mode for making journeys.
- 1.6.2 Achieving changes to behavioural attitudes to travel, and the achievement of the associated TP targets, requires a considered approach comprising many strands. For example, for some people the highlighting of health benefits and/or environmental benefits may 'do the trick', but for others this will not be as successful, for a variety of reasons.
- 1.6.3 The role of the Travel Plan Coordinator (TPC refer to Chapters 5 & 8) in addressing this is critical to the degree of success of the TP. The TPC must explore and identify these 'other reasons', and recognise that there is a need for a range of strategies to be employed to achieve the TP target result of people actually choosing to not make a journey driving alone, but rather to plan their travel needs in a more sustainable way.
- 1.6.4 It is imperative to understand and accept that behavioural change is for many people only achieved via a series of 'small steps'. In other words, there is a substantial body of people that will not take an 'overnight' decision to stop making journeys by driving alone (eg to work), but who can be gradually and positively influenced to change their attitudes and choices (to and for travel). The 'small steps' approach forms a key part of the TP comprehensive strategy, and is discussed further in Chapter 5. This is wholly consistent with the strategies being pursued nationally for travel behavioural change.
- 1.6.5 The success of the TP is dependent upon the TP strategy proposals of the TPC. There is not a 'one size fits all formula' for a successful TP. Within the context of the overall principles that apply for any TP, the operation of a specific TP must be responsive to the specifics of individual sites. This approach is adopted for the development TP.



2 Policy Context

2.1 National Policy

- 2.1.1 The Government's sustainable development strategy aims to reduce the need to travel, influence the rate of traffic growth and reduce the environmental impacts of travel overall.

2.2 National Planning Policy Framework (December 2024)

- 2.2.1 The National Planning Policy Framework (NPPF) explicitly refers to travel planning and the need for TPs in the context of promoting sustainable travel. In paragraph 117, NPPF sets out that development should:

- "a) give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment area for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) allow for the efficient delivery of goods, and access by service and emergency vehicles; and*
- e) be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations."*

- 2.2.2 NPPF sets out the documents that should be prepared for major developments. In paragraph 118, NPPF advises:

*"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." (AHA emphasis)."*



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

2.3.1 The Department for Communities and Local Government (DCLG) launched the Planning Practice Guidance (PPG) web-based resource on 6 March 2014. The PPG includes advice on when transport assessments and transport statements are required, and what they should contain.

2.3.2 The PPG states that:

“Travel Plans, Transport Assessments and Statements can positively contribute to:

- *encouraging sustainable travel;*
- *lessening traffic generation and its detrimental impacts;*
- *reducing carbon emissions and climate impacts;*
- *creating accessible, connected, inclusive communities;*
- *improving health outcomes and quality of life;*
- *improving road safety; and*
- *reducing the need for new development to increase existing road capacity or provide new roads.”*

2.3.3 With respect to Transport Assessments and Statements, PPG sets out that:

“The key issues to consider at the start of preparing a Transport Assessment or Statement may include:

- *the planning context of the development proposal;*
- *appropriate study parameters (i.e. area, scope and duration of study);*
- *assessment of public transport capacity, walking/ cycling capacity and road network capacity;*
- *road trip generation and trip distribution methodologies and/or assumptions about the development proposal;*
- *measures to promote sustainable travel;*
- *safety implications of development; and*
- *mitigation measures (where applicable) – including scope and implementation strategy.”*

2.3.4 With respect to Travel Plans, PPG sets out that:



“Travel Plans should set explicit outcomes rather than just identify processes to be followed (such as encouraging active travel or supporting the use of low emission vehicles). They should address all journeys resulting from a proposed development by anyone who may need to visit or stay and they should seek to fit in with wider strategies for transport in the area.

They should evaluate and consider:

- *benchmark travel data including trip generation databases;*
- *information concerning the nature of the proposed development and the forecast level of trips by all modes of transport likely to be associated with the development;*
- *relevant information about existing travel habits in the surrounding area;*
- *proposals to reduce the need for travel to and from the site via all modes of transport; and provision of improved public transport services.”*

2.4 Wiltshire Core Strategy

2.4.1 The Wiltshire Core Strategy was adopted in January 2015.

2.4.2 Core Policy 60: Sustainable Transport

2.4.2.1 Core Policy 60 sets out the Council's position with respect to sustainable transport and states:

“1. 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:

- planning developments in accessible locations*
- promoting sustainable transport alternatives to the use of the private car*
- 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*
- promoting appropriate demand management measures*
- influencing the routing of freight within and through the county*
- assessing and, where necessary, mitigating the impact of developments on transport users, local communities and the environment.”*



2.4.3 Core Policy 61: Transport and New Development

2.4.3.1 Core Policy 61 of the Core Strategy sets out the Council's position with regards to transport and new developments. Core Policy 61 states:

“New development should be located and designed to reduce the need to travel particularly by private car, and to encourage the use of sustainable transport alternatives.

As part of a required transport assessment, the following must be demonstrated:

i. That consideration has been given to the needs of all transport users, where relevant, according to the following hierarchy:

- a. Visually impaired and other disabled people*
- b. Pedestrians*
- c. Cyclists*
- d. Public transport*
- e. Goods vehicles*
- f. Powered two-wheelers*
- g. Private cars.*

ii. That the proposal is capable of being served by safe access to the highway network.

iii. That fit for purpose and safe loading/unloading facilities can be provided where these are required as part of the normal functioning of the development.

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.”

2.5 Wiltshire Local Transport Plan 2011-2026

2.5.1 Wiltshire Council is the local highway authority, and has responsibility for the development and delivery of the Local Transport Plan (LTP). It covers the period between 2011 and 2026 and replaces Somerset's Second Local Transport Plan (LTP 2).

2.5.2 The vision of the LTP is:



“To develop a transport system which helps support economic growth across Wiltshire’s communities, giving choice and opportunity for people to safely access essential services. Transport solutions will be sensitive to the built and natural environment, with a particular emphasis on the need to reduce carbon emissions.”

2.8.3 The document sets out the goals of the LTP based on the national transport goals, which are to:

- *Support economic growth;*
- *Reduce carbon emissions;*
- *Contribute to better safety, security and health;*
- *Promote equality of opportunity;*
- *Improve quality of life and a healthy natural environment.*

2.8.4 The document also sets out the Council's approach to the five national transport goals. A number of local strategic transport objectives have been developed to sit underneath the goals to more clearly reflect local circumstances and these are set out in the LTP.



3 Existing Conditions: Key Information from TA

3.1 Site Location

- 3.1.1 The location of the Site is indicated on Figure 1.1 in the context of the local highway network.

3.2 Accessibility by Walk

- 3.2.1 It is established and acknowledged that walking is the most important mode of travel at the local level, and offers the greatest potential to replace short car trips, particularly under 2km.

3.2.2 National Travel Survey (2023)

- 3.2.2.1 The National Travel Survey of 2024 (NTS 2024) is the latest available data. NTS 2024 confirms that 29% of **all** trips are undertaken on foot. However, for trips up to 1 mile (1.6km), 81% of journeys are carried out on foot.

- 3.2.2.2 The NTS establishes that:

- (i) 25% of all trips were under 1 mile (1.6km) and 70% were under 5 miles (8km);
- (ii) 81% of all trips under 1 mile are made by foot;
- (iii) The average number of walk trips per person 2024 was 267;
- (iv) Walking accounts for 29% of all trips and 4% of distance travelled;
- (v) Education and Shopping trips account for 36% of all walk trips;
- (vi) For children aged 5 to 10, 83% of trips less than a mile to school are made by foot. For children aged 11 to 16, this figure is 91%.

3.2.3 Manual for Streets

- 3.2.3.1 The 'walkable neighbourhood' concept is set out in MfS1 and endorsed in MfS2. MfS1 explains that:

*"Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is **not an upper limit** and PPG13 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km."* (MfS para 4.4.1, AHA emphasis)



3.2.4 Walk Isochrones and Local Amenities

3.2.4.1 A 400m distance corresponds to a walk time of 5 minutes, based upon a typical normal walking speed. Figures 3.1 presents the development 400m, 800m, 1200m, 1600m and 2000m walk isochrones, (ie reflecting 5, 10, 15, 20 and 25-minute walk journeys), and taking account of the pedestrian infrastructure.

3.2.4.2 The walk isochrones presented in Figures 3.1 are created using Basemap TRACC software, a digital mapping and transport data program. The TRACC software enables installation of maps to create a road network. Amendments have been made to the road network to allow for the inclusion of public rights of way and pedestrian access points.

3.2.4.3 The TRACC software adopts the Department for Transport speeds and hence, a walk speed of 4.8km/h is automatically assumed across the road network. However, it is possible to alter the walk speed on all roads to reflect for example, changes in gradient or no accessibility by footway. The walk isochrones presented in Figures 3.1 take into account the absence of footway on certain roads and the walk speed on these routes has been adjusted to 0km/h.

3.2.4.4 Indicated on Figures 3.1 are examples of local facilities near to the Site. This illustrates that there are a number of amenities within 1200m of the Site, including:

Category	Amenities
Travel	Bus stops;
Leisure	Playgrounds, Public Houses, Sports Facilities;
Community	Place of Worship.

3.2.4.5 There are additional amenities within a 1600m walk of the Site and these include:

Category	Amenities
Travel	Bus stops;
Education	Primary School;
Shopping	Convenience Stores, ATM, Bakery;
Leisure	Playgrounds, Sports Facilities, Hair Salon, Food Outlets.

3.2.4.6 Most of the town centre is within a 2000m walk of the Site and additional amenities within this walk distance include:

Category	Amenities
Travel	Bus stops;



Leisure	Playgrounds, Food Outlets, Public Houses, Hair Salons;
Education	Primary Schools, Nursery;
Shopping	ATM, Supermarkets, Butcher, Post Office, Bakery, Banks;
Community	Place of Worship, Library, Community Centre;
Health	Health Centre, Dentist, Pharmacy, Opticians.

3.2.4.7 Figure 3.1 demonstrates that most of the amenities in Warminster town centre are located within a 2000m (ie a 25 minute) walk of the Site and that there are a number of amenities and services accessible within shorter distances. The train station is marginally beyond a 2km walk of the Site.

3.2.5 Public Rights of Way

3.2.5.1 Figure 3.3 presents the existing public rights of way (PROWs) in the vicinity of the Site. This shows that there are numerous PROW in Warminster providing alternative routes to the footways along the roads, which some PROW offering more direct routes to the town centre.

3.2.6 Walk Routes to Local Amenities

3.2.6.1 The majority of amenities are located to the north of the Site in the town centre and it is likely that the following routes will be those most attractive to the residents of the proposed development:

Route 1: Ashley Coombe – Ashley Place – Deverill Road – Weymouth Street – B3414.

Route 2: Ashley Coombe – Ashley Place – Hillwood Lane - Deverill Road – Weymouth Street – B3414.

3.2.6.2 There is footway on both sides of Ashley Coombe along Route 1. There is initially footway on both sides of Ashley Place, but the footway on the south side of road terminates circa 30m east of Deverill Road. The footway on the north side of Ashley Place continues to the junction and there is a short section on the east side of Deverill Road before it terminates.

3.2.6.3 There is footway on the west side of Deverill Road. Footway continues on the west side of Deverill Road only until the junction with Marsh Street, where there is footway on both sides for a short distance. However, the footway on the east side terminates again and footway on the west side only continues until the junction with Fore Street, when footway recommences on the east side. Footway on both sides continues until Giles Hollow where the footway on the west side of the road terminates.



3.2.6.4 Footway on the east side of Deverill Road only continues until the Fox & Hounds public house where footway on the west side of the road commences. Footway on both sides of the road continues until Deverill Road changed name to Weymouth Street.

3.2.6.5 There are pedestrian crossings facilities along the route as follows:

- Zebra crossing on Deverill Road north of Fore Street;
- Zebra crossing on Deverill Road near to the junction with Marsh Street;
- Pedestrian crossing at the spitter islands at the Morrisons Store access roundabout;
- Pedestrian island on Weymouth Street in the vicinity of the public car park;
- Pedestrian crossing facilities at the B3414/Weymouth Street traffic signal junction.

3.2.6.6 Footway on the east side of Deverill Road only continues until the Fox & Hounds public house where footway on the west side of the road commences. Footway on both sides of the road continues until Deverill Road changed name to Weymouth Street. The route is then the same as described for Route 1.

3.2.6.7 The only difference between Route 2 and 1 is the section between Ashley Coombe and the Hillwood Lane/Deverill Road junction. The rest of Route 2 is the same as Route 1.

3.2.6.8 There is footway on both sides of Ashley Place and footway on the south side of Hillwood Lane. At the junction with Deverill Road there is a very short stub of footway that allows pedestrians to cross to/from the footway on the west side of Deverill Road.

3.2.7 Walk Routes to Nearest Primary School

3.2.7.1 The nearest school to the Site is Sambourne Church of England Primary School. The most likely routes to the School are via Routes 1 or 2 and then along Sambourne Road and The Beeches

3.2.7.2 There is footway on both sides of Sambourne Road, though the footway on the east side is separated by a large grassed area. There is footway on both sides of The Beeches.

3.2.8 Proposed Walk Measures

3.2.8.1 Measures to promote walking as part of the development proposals are outlined in Section 7.1, Chapter 7.



3.3 Accessibility by Cycle

- 3.3.1 It is recognised that cycling also has potential to substitute for short car trips, particularly those under 5km, and to form part of a longer journey by public transport.

3.3.2 National Travel Survey (2024)

- 3.3.2.1 The NTS 2024 sets out that, on average, people:

- (i) undertake 15 cycle trips per year;
- (ii) cycle a total of 53 miles per year.

- 3.3.2.2 Based on the total cycle distance of 53 miles and 15 trips per year, this means that the average cycle trip is 3.5 miles (5.7km).

3.3.3 DfT Guidance

- 3.3.3.1 Gear Change, A Bold Vision for Cycling and Walking (DfT, 2020) states:

"58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking." (Page 11)

3.3.4 Cycle Isochrones and Local Amenities

- 3.3.4.1 The cycle isochrones presented in Figure 3.3 were created using Basemap TRACC software. The cycle isochrones presented in Figure 3.3 discount footpaths which do not permit cyclists.

- 3.3.4.2 Figure 3.3 indicate the 2km and 5km cycle isochrones for the Site. Review of these highlight that a large part of Warminster, including most of the town centre, is within a 2km cycle ride of the Site. All of Warminster, Bishopstrow, Upton Scudamore, Crockerton and Longbridge Deverill are within a 5km cycle ride of the Site.

3.3.5 Cycle Access to the Site

- 3.3.5.1 Cycle access to the Site will be available via the two Site access points on Ashley Coombe and Fanshaw Way. Cyclists will also be able to travel between the two residential areas of the Site.



3.3.6 Proposed Cycle Measures

3.3.6.1 Measures to promote cycling as part of the development proposals are outlined in Section 7.2, Chapter 7.

3.4 Accessibility by Public Transport

3.4.1 Existing Bus Stops

3.4.1.1 Figure 3.1 shows the location of existing bus stops near to the Site. The closest bus stops to the Site are located as follows

Location	Distance
Ashley Place	310m;
Deverill Road (Northbound)	460m;
Deverill Road (Southbound)	450m.

3.4.1.2 The 50 bus service calls at the stops on Ashley Place and Deverill Road. In addition to the 50 service, the 55, 57 and 82 services call at the Deverill Road bus stops.

3.4.2 Bus Services & Frequencies

3.4.2.1 The routes and frequency of the bus services that call at the stops on Ashley Place, Deverill Road and Wylle Road are set out below:

Service	Route	Mon-Sat	Frequency	
			Evenings	Sundays
50	Warminster Town Service	60	-	-
55	Kingston Deverill – Warminster-Devizes	1 trip ⁽¹⁾	-	-
57	Warminster – Deverills – Mere	2 trips ⁽²⁾	-	-
82	Mere-Kilminster-Warminster	1 trip ⁽³⁾	-	-

Notes

1. One trip in each direction on Thursdays only.
2. Two trips in each direction Monday to Fridays.
3. One trip in each direction on Fridays only.

3.4.2.2 The 50 service is the town service that provides an opportunity for residents to travel to/from the town centre. This also allows them to access the additional bus services that call at stops in the town centre. These include the D1 bus service that travels between Bath and Warminster, operates seven days a week and has an hourly frequency. There are also services to Frome, London and Taunton that call at stops in the town centre.



- 3.4.2.3 There are bus stops within a short walk of the Site that provide opportunity to travel to/from the centre of Warminster and access the amenities and facilities in this location. It also provides an opportunity to access additional bus services to a range of destinations.

3.4.3 Rail

- 3.4.3.1 Warminster railway station is located just above a 2km walk or cycle ride of the Site and there are 16 cycle stands at the station. The 50 bus service also calls at stops on the B3414 that are a circa 250m walk of the Station entrance.

- 3.4.3.2 The station is located on the Wessex Main Line and is operated by Great Western Railway. A summary of some of the destinations, approximate journey times and frequencies (for direct trains) of the services calling at Warminster station are set out below:

Destination	Journey Time (mins)	Frequency (per hour)
Bristol Temple Meads	52-70	2
Keynsham	47-62	2
Bath Spa	33-51	2
Bradford-on-Avon	24-34	2
Trowbridge	15-28	2
Westbury	8-11	2
Salisbury	21-22	2
Southampton Central	51-65	1.

- 3.4.3.3 It is demonstrated that there is opportunity for residents of the Site to undertake journeys by rail to a good range of destinations, including Bristol, Bath, Salisbury and Southampton.

3.4.4 Proposed Public Transport Measures

- 3.4.4.1 Measures proposed to improve public transport infrastructure, as part of the development proposals, are outlined in Section 7.3, Chapter 7.



4 Objectives & Outcomes

- 4.1 The underlying objectives of the TP are to:
- Contribute to traffic reduction and other sustainable transport objectives set out in national and local policies,
 - Promote accessibility to the development by sustainable modes of transport.
- 4.2 A key objective is that the TP measures are effective and efficient.
- 4.3 Specific outcomes sought from the development TP are to:
- Achieve the minimum number of car traffic movements to/from the development,
 - Address the access needs of Site users, by supporting walking, cycling and public transport and other sustainable transport options,
 - Reduce the need for travel to/from the Site.
- 4.4 These outcomes are consistent with the underlying objectives of the TP (refer para 4.1).
- 4.5 It is important that, as far as possible, measures are in place that provide good active encouragement for sustainable transport choices, from the commencement of people residing at the Site. Thus, emphasis is placed on achieving, from the outset, a development 'culture' oriented to offering sustainable transport choices that are attractive to residents.
- 4.6 The TP seeks to influence the choices made by people travelling to/from the Site, to favour selection of sustainable travel modes for journeys. Emphasis is to be placed on promoting all sustainable modes of travel.



5 Targets & Indicators

5.1 The term 'targets' is used in relation to a TP to cover any measurable aim that will be monitored and is agreed with the local authority to be an important indicator to the TP's effectiveness.

5.2 The TP is a tool identified by the local authority to be employed to assist in supporting and promoting identified policies to reduce car travel. Similarly, at national level the TP is an identified instrument for pursuing sustainable transport policies. A general target for what such sustainable transport policies must achieve is represented by the SMART criteria. The SMART criteria adopted for this TP are:

Specific	there must be no ambiguity in the output,
Measurable	the policy target(s) can be set against directly observable output(s),
Achievable	the policy must be feasible,
Realistic	target should be within reasonable bounds and not too optimistic,
Time bound	the output of the policy should be observable over a pre-determined time frame.

The TP provides a mechanism for implementing the above SMART criteria.

5.3 Benchmarking: Census Data

5.3.1 At present, prior to occupancy, there is no recorded information about modal choices for the residents of the proposed development. However, there is recorded/published information that provides a context for considering the setting of targets within the TP. The primary source of available information is the 2011 Census data.

5.3.2 The Census provides travel to work data for people living in an area and travelling to work at a variety of end destinations.

5.4 Census Data

5.4.1 Census modal split journey to work statistics is available for the scenario of 'Middle Super Output Area (MSOA)/District is the 'origin' of work trips': ie residents travel to work **from** here. This is applicable to the proposed residential use.

5.4.2 The 2011 Census is interrogated for recorded journey to work modal split for:



- Wiltshire (District),
- Wiltshire 044 (MSOA).

5.4.3 The reason for selecting the above Census interrogations is as follows:

- The Site is located within Wiltshire District.
- The Site is located in Middle Super Output Area (MSOA) Wiltshire 044.

5.4.4 This information is relevant to informing the selection of a suitable value for the TP targets.

5.4.5 The results of the Census journey to work interrogations are presented in Table 5.1.

5.5 Residents Travelling From The Output Area/District

5.5.1 The reporting of the Census journey to work interrogations (presented in Table 5.1) includes people working 'at home'. These are included in the Census data, and clearly represent sustainable travel behaviour choices, in that the need to make a journey is removed.

5.5.2 Review of Table 5.1 identifies the following key information:

- Car driver: 60.7% of Wiltshire 044 MSOA journeys to work, and slightly higher for Wiltshire as a whole (64.7%),
- Car passenger: slightly higher for Wiltshire 044 MSOA journeys (6.3%) than Wiltshire as a whole (4.9%),
- 'Car driver + car passenger': 67.0% of Wiltshire 044 MSOA journeys to work, and slightly higher for Wiltshire as a whole (69.6%),
- Cycle: 3.0% of Wiltshire 044 MSOA journeys and very slightly lower being 2.9% of journeys in Wiltshire as a whole,
- Walk: higher in Wiltshire 044 MSOA being 18.7% and 13.0% for Wiltshire as a whole,
- Bus: 1.1% of Wiltshire 044 MSOA journeys and higher for Wiltshire as a whole (2.7%).



- Train: higher for Wiltshire 044 MSOA being 2.9% and 2.6% of Wiltshire journeys as a whole.
- Working from Home: lower in Wiltshire 044 MSOA (5.4%) than in Wiltshire as a whole (7.4%).

5.5.3 In summary, the Census modal split interrogations and analysis for journey to work for people residing in Wiltshire 044 MSOA and North Somerset, as a whole, highlights that:

- A lower percentage of people living in Wiltshire 044 MSOA drive to work as people living in Wiltshire as a whole,
- A slightly higher percentage of people living in Wiltshire 044 MSOA travel to work as a car passenger as people living in Wiltshire as a whole,
- Walk is the most popular sustainable mode of travel to work at MSOA and district level and is higher in Wiltshire 044 MSOA,
- Train is slightly more popular in the MSOA than the district level,
- Working from home is more popular at the district level,
- Bus is the least popular sustainable transport mode in Wiltshire 044 MSOA (excluding tram).

5.5.4 As well as providing information to inform the setting of the TP target, the above provides a valuable starting point for identifying the TP strategy for encouraging residents to adopt more sustainable travel choices.

5.6 Trip Rates

5.6.1 The residential trip rates adopted in the TA are:

	ARR	DEP	2-WAY
AM (0800-0900)	0.141	0.369	0.510
PM (1700-1800)	0.384	0.169	0.553.

5.7 Trip Generation

5.7.1 These vehicle trip rates are used to estimate the number of car trips generated by the proposed residential development. For example, for the application of up to 77 dwellings, there is estimated to be 28 vehicle Departures in the AM peak hour.



5.8 TP Target Methodology

- 5.8.1 Benchmarking information has been investigated and analysed, to assist in informing the setting of targets and indicators for the Framework TP.
- 5.8.2 Established approaches for setting the residential TP target include:
- 'Number of car vehicle trips per occupied unit per weekday will not exceed X',
 - 'Number of peak hour trips'.
- 5.8.3 The Census data does provide information of assistance in setting a residential TP target on a basis reflecting 'Number of peak hour trips'. The Census data relates to journeys to work (which primarily take place during the peak hours). Some other journey purpose trips may also be undertaken during the peak hour(s), for example trips to school.
- 5.8.4 The approach/philosophy adopted for the TP target setting is to:
- Set the Framework TP target in terms of the 'Number of peak hour trips' taking account of the benchmarking information and the SMART criteria (refer para 5.2),
 - Explicitly set out that, as part of the Monitoring & Review regime (refer Chapter 9), the Framework TP target for percentage of resident trips will be reviewed in the light of development-specific modal split data becoming available, to ensure that the target is appropriately challenging.

5.9 TP Residential Target

- 5.9.1 Clearly, the 'number' of car trips is a direct function of the number of dwellings. As explained in Chapter 1, this Framework TP is prepared to set the context and requirements for the application development proposal of up to 77 residential dwellings.
- 5.9.2 The detailed Site layout must be the subject of a reserved matters application(s). It is possible that, arising out of this, less than 77 dwellings might be constructed. Therefore, if the Framework TP target is set in terms of 'number' of peak hour car trips derived on an assumption of the maximum 77 dwellings (for which permission is sought), and the actual number of dwellings built proved to be less than 77, then the Framework TP target may not be sufficiently challenging.



- 5.9.3 The approach agreed within the Framework TP is to set the TP target in terms of 'peak hour vehicle trip rate'. As explained above, this is easily converted into a corresponding target 'number' of vehicle trips, (by multiplication of the trip rate and the number of dwellings). By adopting this target setting approach of trip rate, the TP target can apply to the Site irrespective of the final number of dwellings that are constructed.
- 5.9.4 Furthermore, a practical and pragmatic advantage of setting the TP target, in terms that relates to peak hour vehicle trips, is that this can be conveniently (and hence economically) measured, thereby providing an inherent assistance to the efficient and effective monitoring of the TP progress towards the TP target.
- 5.9.5 The residential TP target is set as **maximum AM peak hour 2-way vehicle trip rate of 0.459 vehicles/hour/dwelling.**
- 5.9.6 The explanation of how this is derived is as follows:
- 2-way AM peak hour vehicle trip rate, as adopted for TA estimate of traffic generated by the proposed residential development is 0.510 vehicles/hour/dwelling: this represents the 'business as usual' situation,
 - Apply reduction factor of 10% to the 2-way peak hour trip rate of 0.510, ie $0.9 \times 0.510 = 0.459$; the Framework TP target 2-way peak hour vehicle trip rate.
- 5.9.7 One of the varied advantages of setting the Framework TP target in this manner is that it obviates the need for setting interim TP targets. This is because there is an implicit interim target applying at any point in time/level of dwellings occupied, ie the interim target is the same as the 'ultimate' target, that the total number of peak hour car trips generated should correspond to an equivalent trip generation rate of no more than the Framework TP target rate of maximum peak hour 2-way vehicle trip rate of 0.496 vehicles/hour/dwelling.
- 5.9.8 An illustration of how the Framework TP target represents/is converted to 'number of vehicle trips' for the residential aspect of the proposed development is set out below for the application and assuming 77 dwellings:
- TP target for residential: 0.459×77 dwellings = 35 vehicles (total 2-way) in AM peak hour,
 - The TA estimates of peak hour traffic (total 2-way) generated by the proposed 77 dwellings (and that is used in all the TA modelling of junctions) are 39 vehicles in the AM peak hour,
 - Hence, the TP target represents a reduction of 4 vehicles in the AM peak hour.



- 5.9.9 The above target is set so as to be less than 'business as usual' scenario, being a significant reduction in the AM peak hour.
- 5.9.10 There is no need, or requirement, to set associated TP targets for other mode choices. This is because the limiting of car driver mode in itself requires alternative more sustainable modes to be selected.
- 5.9.11 The TP promotion of sustainable travel choices, and facilitating sustainable transport measures provided with the development, provides a basis for it being concluded that the TP target complies with the SMART criterion of being 'realistic'.

5.10 Timescale

- 5.10.1 A specified timescale is required to provide the context for aiming to achieve the TP targets. This is in accordance with the SMART criterion of 'time bound' (refer para 5.2 above). The initial TP target timescales are set out below. This can be kept under review with the Council on an ongoing basis as part of the TP monitoring and review regime (refer Chapter 9).
- 5.10.2 The Framework TP sets a timescale of 5 years from first occupation, for achievement of the TP residential target. For the avoidance of doubt, the TP residential target applies to **all** residential developers at the Site.

5.11 Indicators

- 5.11.1 TP indicators will also be recorded through the monitoring process (refer para 9.12), including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.



6 Management Strategy

6.1 Over-Arching Strategy

- 6.1.1 For the avoidance of doubt, if it transpires that there is more than a single residential developer at the Site, the Framework TP and targets apply to all residential development at the Site.

6.2 Pre-Occupation

- 6.2.1 PPG highlights that:

"Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new Site rather than retrofitted after occupation." (Reference ID: 42-003-20140306)

6.3 Travel Plan Co-Ordinator (TPC)

- 6.3.1 A TP must have an appointed Travel Plan Coordinator (TPC). It is the responsibility of the developer of the Site to ensure that the TPC is appointed and remains in post.
- 6.3.2 It is a good practice requirement that the TPC is appointed and in-post prior to first occupation. This is necessary so that there is someone responsible for undertaking tasks prior to first occupation, to ensure that sustainable travel choices and information are available and people made aware of this. The TPC acts as the promoter of the TP to the residents, and provides a key point of contact.
- 6.3.3 The TPC will be appointed by the developer three months in advance of first occupation, to produce induction packs and work with the sales staff.
- 6.3.4 It is further required that the TPC details are provided in writing to the local authority 3 months prior to first occupation. The details to be provided include:
- Name,
 - Telephone contact number,
 - Email contact details,
 - Date of taking up post.



- 6.3.5 There are a range of tasks that the TPC should undertake prior to first occupation, and this is why the TPC must be in post some months beforehand. Prior to first occupation the TPC will work in partnership with the local authority and others to undertake the following:
- Manage the implementation of measures set out in the Framework TP,
 - Collect data and other information relevant to the implementation and future monitoring of the TP,
 - Prepare and produce marketing material for residents and for the residential sales and marketing team, eg residents welcome/induction packs,
 - Set up appropriate management arrangements, eg contact arrangements with local authority.
- 6.3.6 A key objective of the early stages of the TPC being in post is to provide the optimal platform for the TPC to work with the new residents before their travel habits are set.
- 6.3.7 In general terms, the duties of the TPC include:
- Identifying transport initiatives, including information and marketing, (refer Chapter 8),
 - Arranging questionnaire Travel Surveys and statistical analysis of findings,
 - Arranging other travel/monitoring surveys,
 - Monitoring and review of TP,
 - Preparation of annual Monitoring & Review report for submission to the Council,
 - Liaison with the residents, local authority and other key stakeholders.
- 6.3.8 More specifically, the TPC responsibilities include inter alia:
- Day to day operation of the TP,
 - Maintaining all public transport and database records up-to-date,
 - Promotion of car sharing & ongoing promotion of the car share scheme,
 - Liaison with local public transport operators,
 - Promotion of bus and rail travel,
 - Promotion of walking and cycling to work,
 - Liaison with the local authority,
 - Liaison with residents of the development, including for example promotional activities,
 - Undertaking and analysing questionnaire Travel Surveys,
 - Monitoring car and cycle usage,
 - Preparing and maintaining information/promotional material for the TP,
 - Managing TP social media,
 - Undertaking annual Monitoring and Review of the TP and preparing the annual Monitoring & Review report for submission to the Council, including review of the TP targets.



- 6.3.9 As part of the ongoing management of the TP, the TPC will maintain a dialogue with the Council, and monitor emerging best practice information, to provide the most efficient platform for maximising the effectiveness of the TP.

6.4 Financial Arrangements

- 6.4.1 It is the responsibility of the developer to ensure that the TPC is appointed and remains in post. This will be a requirement of all sale agreements with residential developer(s).
- 6.4.2 The TPC should be in post for a period of 5 years after first occupation of the development. This means that the developer must identify a sufficient revenue budget to employ the TPC for a period of 5 years after first occupation of the development. This is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.

6.5 Community Interaction

- 6.5.1 The management strategy of the TP will include liaison with other interested parties and relevant bodies, eg local authority, local residents, bus operators, to seek to work with and support travel initiatives being developed for the wider community.



7 Measures to Encourage Sustainable Travel

7.1 Walk

- 7.1.1 The existing pedestrian infrastructure near the Site is described in Chapter 3.
- 7.1.2 The existing pedestrian facilities are complemented by the network of pedestrian infrastructure to be provided within the development Site, as part of the development. This is illustrated on the architect's masterplan layout; the details will be the subject of reserved matters approval from the Council.
- 7.1.3 All pedestrian routes within the Site will have good natural surveillance, with proposed dwellings overlooking all pedestrian footways and on-site pedestrian routes.
- 7.1.4 The works outlined above offer positive encouragement to residents to elect to walk to nearby amenities, which is in accordance with both local and national policies.
- 7.1.5 Promotional events and literature will be arranged by the TPC, to encourage walking, and emphasising the health benefits.
- 7.1.6 The TPC will prepare and arrange for distribution of maps showing safe local walking routes.

7.2 Cycle

- 7.2.1 Information about the existing cycle infrastructure and opportunities is provided in Chapter 3.
- 7.2.2 Residents of the development will have opportunity to park cycles at their homes, and similarly for their visitors.
- 7.2.3 Within the development, the infrastructure provided will accommodate cycling. The details will be the subject of reserved matters application.
- 7.2.4 Awareness of cycling as a travel choice, for essential (eg work) as well as other journey purposes (eg leisure) is to be promoted to residents by the TPC from the outset, and indeed in advance, of their taking up occupation of the new dwellings.
- 7.2.5 The TPC will establish a cycling action plan that identifies a range of measures to be explored/pursued. This includes, for example but not exclusively:
- Promotion of National Bike Week,



- Bike buddy scheme, for those not confident about cycling.

7.2.6 Promotional events and literature will be arranged by the TPC, to encourage cycling and emphasise the health benefits.

7.3 Public Transport

7.3.1 The information and marketing aspects of the opportunity to make journeys by public transport to/from the development are important, and are discussed in Chapter 8. The Induction Pack prepared by the TPC, and issued to all new residents will include information on bus and rail services. This will include bus stop locations, station locations, routes & destinations, and frequency of services.

7.4 Car Share

7.4.1 Car sharing is proven as an effective means of reducing the number of car trips generated by a Site, especially for commuting trips to work, and is thus an established sustainable travel choice. It is concluded that modal shift to passenger, from car driver travelling alone, ie single occupancy vehicle (SOV), is an important component of the TP strategy. This is supported by evidence of successful car share schemes achieving significant modal shift and reducing car traffic.

7.4.2 The TPC will identify a car share scheme to be promoted to residents. For example, Liftshare, a well-established 'market-leader' in operating successful car share schemes throughout the country, is suitable. The car share scheme matches up car drivers and passengers who travel on similar routes at similar times. There is no fee for registering or using the website. There is no cost to the developer. This proposal has the advantage of the 'pool' of potential car sharers being able to also include existing residents of Warminster, and indeed residents at other locations that may share a route for journey to work with residents of the development.

7.4.3 The car share scheme will be promoted by the TPC through a variety of means (refer Chapter 8), including for example sales literature, Induction Packs, online resources.

7.4.4 Car sharers do not necessarily need to work for the same company, or even be based in the same building. In order to maximise this potential, the strategy is that, from initial occupation:

- A car share scheme is to be promoted to residents;
- Information about this scheme is to be included in Induction Packs;
- The benefits of car sharing are to be highlighted in the Induction Pack. This is to provide information to appeal to the widest range of reasons for deciding to car share, including for example, environmental, cost saving, potential to not need a car.



- 7.4.5 The car share scheme is available to, and valuable for, all those travelling to/from the Site.

7.5 Electric Vehicles

- 7.5.1 To encourage residents of the proposed development to operate Electric Vehicles (EV), the development will include the provision of an individual electric car charging point for each property.

7.6 Work at Home

- 7.6.1 The 2011 Census data records that 5.4% of employed residents in Wiltshire 044 MSOA work at home. It is likely that the number of people working from home has increased since that census.
- 7.6.2 The development will include provision of infrastructure for broadband service to be delivered to the new houses.
- 7.6.3 The TPC will further highlight to residents the benefits of working at home, including teleworking on a part-time basis, thereby reducing travel to work for a portion of the working week.

7.7 Behavioural Strategies

- 7.7.1 If the optimal benefits of the TP are to be achieved in respect of the identified TP outcomes objectives and targets, it is essential that the TP is operated in a way that recognises that, for many, substantial behavioural changes in attitudes to travelling choices are required. The role of the TPC is crucial to success in this endeavour.
- 7.7.2 A transformation of some peoples' behaviour may be achieved with simple strategies such as, for example, highlighting health or environmental benefits. However, it is certain that more sophisticated strategies will be needed for others.
- 7.7.3 An example of this is promoting the concept that travel choice for the journey to work can have inbuilt flexibility of mode choice, with not a single mode choice all of the time. The role of the TPC is essential in assisting people to understand this, and to empower them to find the means to achieve it in practice.
- 7.7.4 A 'small steps' (nudge) approach is a key part of the TP strategy for changing residents' attitudes to favour and make sustainable travel to work choices, as well as similarly for other journey purposes. This is especially important for people who have been choosing to travel to work as a car driver on their own for some considerable time (to/from a different location than the new development).



- 7.7.5 Information gathering from residents is important to inform the 'small steps' strategy, and to ensure that residents feel 'engaged with', rather than the objects of a 'big brother/nanny' style approach that endeavours to tell them what they 'should do'. The TPC role in developing and overseeing this is critical.

7.8 Summary

- 7.8.1 A comprehensive TP strategy is needed for encouraging and achieving sustainable travel choices for people living at the development. This must recognise that a sustainable journey can be made by a variety of options, and one sustainable mode choice should not be promoted at the expense of another. It is a crucial task of the TPC to ensure this strategy is taken forward. A key aspect of this is identifying strategies and initiatives to address the issue of behavioural change of attitudes that is required; in which the 'small steps' approach has a key role to play.



8 Marketing Strategy

- 8.1 The information and marketing aspects of the TP are crucial to its success. It is of little use having TP initiatives if people are not adequately informed of them and persuaded to try them. The marketing strategy for the TP aims to:
- Raise awareness of sustainable travel options,
 - Promote individual measures and initiatives,
 - Disseminate travel information from the outset of first occupation, and indeed in advance of occupation (through the residential sales and marketing literature), and on an ongoing basis.
- 8.2 The first step is to ensure that good quality information is readily available and well disseminated, and this will be administered by the TPC. Information will be provided by a variety of means including:
- At the residential sales marketing suites,
 - Occasional promotional initiatives,
 - Residents Induction 'Travel Pack',
 - Website/social media.
- 8.3 It is the responsibility of the TPC to set up and oversee arrangements for every new household to receive an Induction 'Travel Pack' prior to their residency commencing.
- 8.4 The Induction Packs will be prepared and kept up-to-date by the TPC, who will maintain a stock. These can be available in hard copy and/or electronic format.
- 8.5 The objective of the Induction pack is twofold: to inform and to promote. The latter aspects of the Induction Pack are aimed at promoting and achieving sustainable travel choices for trips to/from the development. It is anticipated that the TP Induction Pack will include items such as, but not exclusively:
- TP objectives,
 - TPC: description of role and contact details,
 - Walk: health benefits of walking,
 - Cycle: health benefits of cycling, information about secure cycle parking, sources of cycle route information, bike buddy schemes,
 - Public Transport: information about bus and rail services,
 - Car share scheme: information about the financial benefits/incentives, and the environmental benefits. Details of registering,
 - Information sources: eg residential sales office, websites, social media, etc.



- 8.6 Targeted promotional events and literature will be arranged by the TPC, to promote sustainable travel initiatives and options. This will include, inter alia, encouraging walking and cycling, and emphasising the health benefits, taking advantage of the platform of national and local initiatives, such as National Bike Week, as well as arranging development specific events. Similarly, events/promotional activities will be aimed at promoting public transport and car sharing.



9 Monitoring & Review

- 9.1 Implementation of the TP must be monitored and reviewed if the intended and optimum benefits are to be secured.
- 9.2 Key points about the TP monitoring and review regime are that this:
- Is essential to ensure that the TP objectives are being met,
 - Assesses the effectiveness of the TP measures and provides opportunity for review,
 - Must be done over time, and hence requires action and resources.
- 9.3 The monitoring and review process needs to be systematic and planned. The role of the TPC in leading this is crucial.
- 9.4 The monitoring and review process provides the mechanism for identifying amendments to the TP that are agreed with the Council. The optimal approach for the effectiveness of the TP, in achieving the agreed TP outcomes, is that the ongoing management process (throughout the year) led by the TPC includes liaison with the relevant local authority officer.
- 9.5 The key objective of the monitoring of the TP is to measure the effectiveness and to ensure that it remains relevant over time. It is also important that flexibility is retained to amend the TP to respond to changing/emerging circumstances, and that the monitoring and review process provides the mechanism for this.
- 9.6 Monitoring of the TP is to employ two types of survey:
- Traffic count surveys: recording the morning peak hour vehicle trip generation of the residential development,
 - Residential questionnaire survey: recording travel mode choices and exploring factors that may influence residents to make more sustainable travel choices.
- 9.7 The survey methodology must be submitted to the local authority for approval prior to first occupation.
- 9.8 The initial travel surveys will:
- Be the vehicle traffic counts during the AM peak hour,
 - Be undertaken at the development access,



- Establish the baseline travel characteristics of the residential development,
 - Be undertaken within 3 months of the occupation of 50 dwellings at the development; (this is to ensure that there is a sufficient development occupancy to yield worthwhile survey results).
- 9.9 Subsequently, AM peak hour vehicle traffic count surveys will then be undertaken annually on the anniversary of the initial survey, until 5 years after first occupation of the development.
- 9.10 The residential questionnaire travel surveys will be undertaken:
- First survey within 9 months of first occupation of 50 dwellings at the development (ie 6 months after the vehicle peak hours traffic count survey, thereby providing complementary 'follow-on' up-to-date information),
 - Subsequently, biennially on the anniversary of the initial survey until 5 years after first occupation of the development.
- 9.11 Details of the questionnaire content will be discussed and agreed with the local authority, but may include, inter alia, the following:
- Residents' work journey distance and/or location,
 - Travel mode choice,
 - Time taken for journey,
 - Number of car owners and cars per household,
 - Resident parking habits on Site,
 - Any barriers (perceived/real) to particular modes of travel,
 - Number of primary school children who walk to school,
 - Factors influencing willingness to consider/change of travel mode choices.
- 9.12 TP indicators will also be recorded through the monitoring process, including, but not necessarily exclusively:
- Pedestrian movements to/from the development,
 - Cycle movements to/from the development.
- 9.13 Data collected from all the surveys will comply with the data protection regulations. Residents will be identified only by numbers in the database, and data will not be used or disclosed except for the purpose it was collected.



- 9.14 The residential travel surveys will not only provide information about residents' travel choices and habits, but also, and importantly, about attitudes to change in choice of travel mode. This is vital information for optimising the effectiveness of the targeting of the TP marketing strategy.
- 9.15 The monitoring process is not something that is done at a single point in time annually, albeit there is a requirement for a single formal report (refer para 9.16). TP monitoring is a dynamic process led by the TPC, that must be undertaken on an ongoing manner throughout the year. This is so that the effectiveness of the TP measures and financial resources can be optimised. The ongoing monitoring process throughout the year includes elements such as the promotional activities and mechanisms - if a particular form of promotion is not yielding benefits, then alternatives should be considered and employed. The key to all this is that the TP measures, be it promotion and/or services/facilities, are not an end in themselves, they are only the means to reach the TP target, and if a measure/activity is not yielding positive results, then the reasons for this should be examined and changes to the strategy and measures implemented to address this, in agreement with the local authority.
- 9.16 An annual 'Monitoring & Review' report will be prepared by the TPC and submitted to the local authority. This will set out the way in which the TP has been operated throughout the year, providing, inter alia:
- A record of key information collected throughout the year, including results of monitoring surveys and analysis (if applicable),
 - A schedule of meetings held throughout the year, and other key contact information,
 - A record of TP initiatives introduced/operated during the year, and information about initiatives considered but not implemented (if applicable),
 - A record of promotional activities,
 - Assess efficacy of TP measures that have been pursued throughout the year and, on the basis of this, reach conclusions about measures to be taken forward for the coming year. This may reflect positive results and/or the need to revise the TP measures/strategy in pursuit of the TP target.



10 Action Plan & Budget

- 10.1 It is essential that key tasks in connection with the TP are commenced (and some completed) prior to first occupation. This is so that TP measures are in place prior to the travel habits of the residents being set. It is also important that there is ongoing TP activity that seeks to influence the modal choice of residents to achieve the residential TP target of: **maximum AM peak hour 2-way vehicle trip rate of 0.459 vehicles/hour/dwelling.**

10.2 Action Plan

Key elements of the Action Plan for the development's TP are set out below, as well as some examples of specific measures to be pursued. This is **not** an exhaustive list, but is intended to confirm that the intention is for the TP to deploy a variety of measures and strategies:

Prior to occupation:

- Residential TPC appointed by the developer 3 months prior to first occupation. TPC contact information to be provided to local authority 3 months prior to first occupation,
- TPC establishes contact with relevant Council officer,
- Resident Induction Travel Pack prepared by TPC and stock readied for distribution to each household prior to taking up residence at the Site,
- TPC to prepare and provide information for residential sales marketing team, and to hold an induction meeting for sales staff, informing them about the TP and the TP measures,
- Provisional date for peak hours vehicle traffic count survey, based upon residential sales projections. This will need to be kept under ongoing review in the light of actual sales and occupancy data,
- TPC to liaise with bus operators,
- Car share scheme arrangements, and in particular promotional strategy, to be established by TPC.

Upon occupation and subsequently:

- Each new household to have been provided with an Induction Pack prior to moving in. TPC to ensure suitable arrangements in place,
- TPC to consider arranging an online TP resource, Twitter feed, etc.
- Promotional activities to residents, by a variety of means (and ongoing),
- TPC to pursue and promote to residents cycle incentives, eg bike buddy scheme, etc;

Within 3 months of occupation of 50 houses:

- AM peak hour vehicle traffic count survey at the development access to be undertaken and subsequently analysed,



Within 1 month of first year's anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Within 9 months of occupation 50 houses:

- Questionnaire Travel Survey to be undertaken and subsequently analysed,
- Ongoing monitoring, by a variety of means, of TP indicators,
- Ongoing promotional activities arranged by the TPC,

Annually, within 1 month of anniversary of first occupation:

- TPC to prepare and submit Annual Monitoring & Review report to Council,

Subsequent **traffic count surveys** as follows:

- Annually on the anniversary of the initial survey, until five years after first occupation of the development,

Subsequent residential **questionnaire travel surveys**:

- Biennially until 5 years after first occupation of the development.

Thereafter the operation of the TP will continue in a similar manner, guided by the evidence that accrues through operation of the TP and the contributions of the local authority. The timing of subsequent monitoring surveys is as set out in paras 9.8-9.10. An Annual Monitoring & Review report is to be prepared by the TPC and submitted to the Council.

10.3 Funding/Budget

- 10.3.1 The residential developer(s) is responsible for the appointment of the TPC and other monetary aspects of the funding of the TP. It will be a requirement of all sale agreements with residential developer(s) that they either appoint their own TPC, or contribute financially to a joint/shared TPC post.
- 10.3.2 A sufficient revenue budget must be identified by the developer(s) to employ the residential TPC for a period of 5 years after first occupation of the development, and commencing minimum 3 months prior to first occupation. The budget is to be on a sufficient basis to cover employment costs of the TPC as well as to introduce and manage the TP initiatives, and thereafter as required to manage the initiatives, finance the measures identified in this and subsequent TP Monitoring and Review reports, and enable the TPC postholder to carry out the duties identified above.
- 10.3.3 In practice, if there is more than a single residential developer, then:
- The '5 years after first occupation of the development' relates to their specific development, and



- That developer's TP financial liabilities relate to a timeframe based on the occupation of their first dwelling for the commencement of their period of '5 years after first occupation of the development'.

10.4 Summary

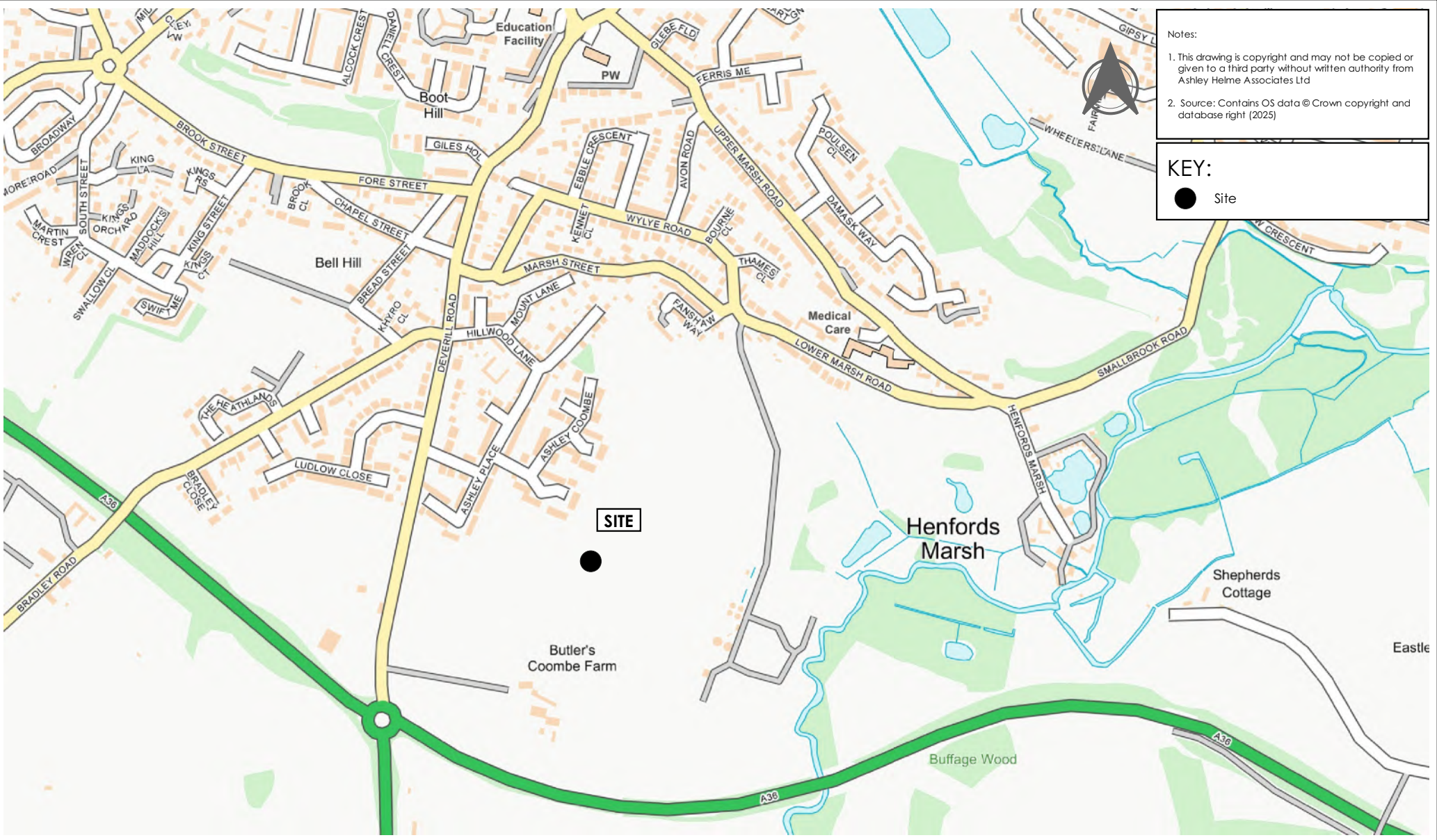
- 10.4.1 Table 10.1 presents a summary of the proposed residential TP measures with associated timescale, responsibility and funding/budget information.



11 Conclusions

- 11.1 A Travel Plan (TP) promotes sustainable travel awareness and encourages sustainable travel choices. This TP is prepared taking account of currently available best practice and experience, and the 2014 national guidance (PPG).
- 11.2 This Framework TP report is prepared to support residential aspect of the proposed development for up to 77 dwellings. For the avoidance of doubt, this Framework TP relates to all residential dwellings at the Site and, if there is more than one, each and every developer.
- 11.3 The TP will be managed and operated by the Travel Plan Coordinator (TPC) to be appointed by the residential developer(s), and to be in post 3 months prior to first occupation of a house at the Site.
- 11.4 The outcomes approach is adopted for the TP.
- 11.5 A residential TP target is set of: **maximum AM peak hour 2-way vehicle trip rate of 0.459 vehicles/hour/dwelling.**
- 11.6 Chapter 10 sets out the Action Plan and Funding/Budget arrangements for the TP. This summarises identified measures that are proposed, and indicates the timing for the measures. This illustrates the holistic approach adopted for the TP, aimed at encouraging from the outset a positive sustainable transport awareness and culture for the development. The TP measures will be reviewed and amended as appropriate as part of the ongoing dynamic monitoring and review process for the TP.

Figures



Notes:

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KEY:

● Site

Project:
ASHLEY COOMBE, WARMINSTER

Client:
RUBIX LAND LTD

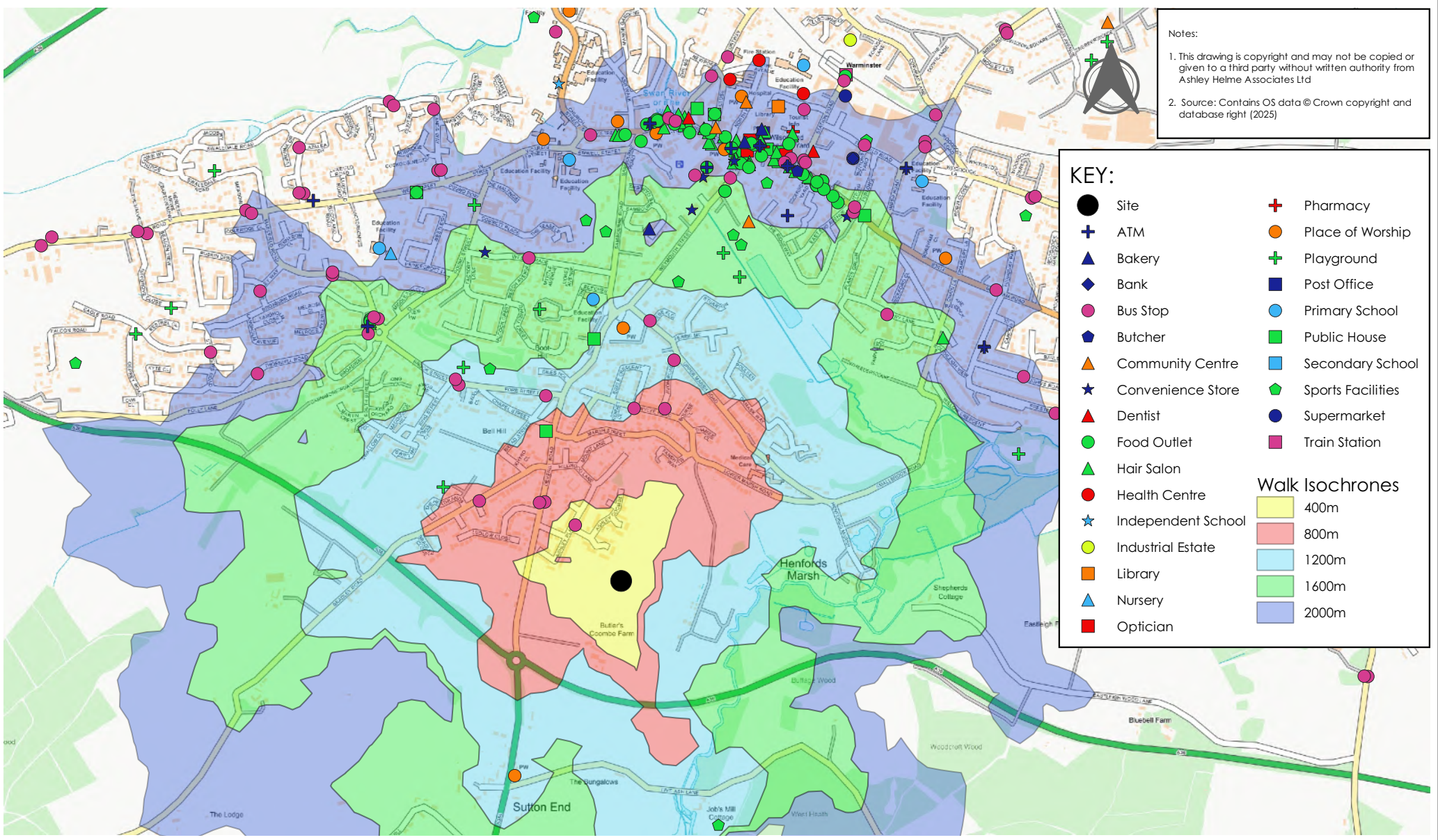
Title:
LOCATION PLAN

FIGURE 1.1

Date:
DEC 2025

Scale:
NTS





Project:
ASHLEY COOMBE, WARMINSTER

Client:
RUBIX LAND LTD

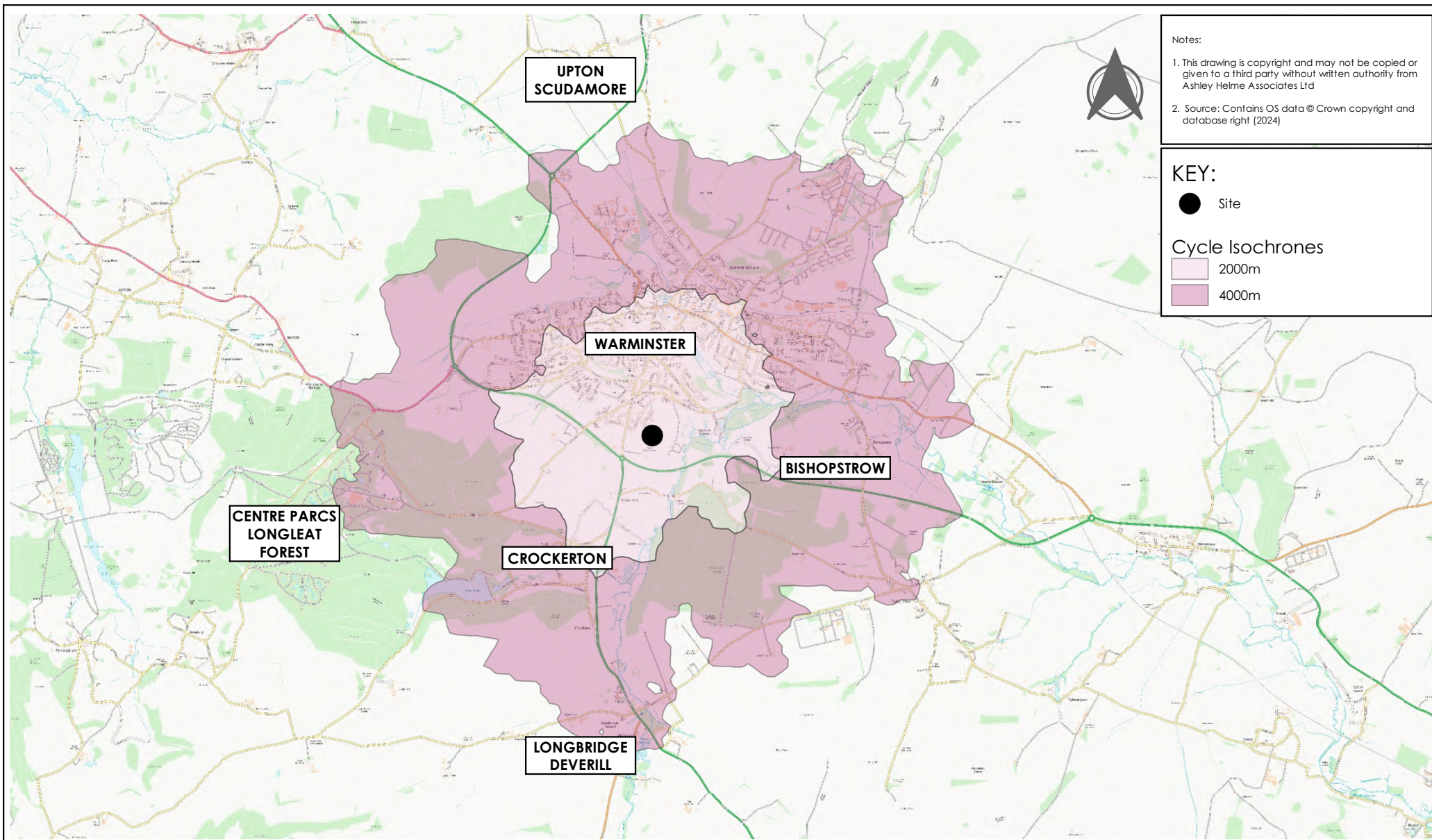
Title:
WALK ISOCHRONES AND AMENITIES

FIGURE 3.1

Date:
DEC 2025

Scale:
NTS





Project: ASHLEY COOMBE, WARMINSTER	Title: CYCLE ISOCHRONES	FIGURE 3.3		
Client: RUBIX LAND LTD		Date: DEC 2025	Scale: NTS	

Tables

MODE OF TRAVEL	DISTRICT		MIDDLE SUPER OUTPUT AREA (MSOA)	
	No.	%	No.	%
	Wiltshire		Wiltshire 044	
Work at Home	17,608	7.4	159	5.4
Tram etc	385	0.2	6	0.2
Train	6,233	2.6	84	2.9
Bus	6,412	2.7	33	1.1
Taxi	595	0.2	12	0.4
Motorcycle	1,942	0.8	22	0.7
Car Driver	154,808	64.7	1,787	60.7
Car Passenger	11,725	4.9	187	6.3
Cycle	6,906	2.9	87	3.0
Walk	31,113	13.0	552	18.7
Other	1,489	0.6	16	0.5
TOTAL	239216	100.0%	2945	100.0%

Notes:

1. Source: 2011 Census

Table 5.1 **Travel to Work (Resident Population)**
Employed Persons Aged 16-74

MEASURE	TIMESCALE	RESPONSIBILITY	FUNDING/ BUDGET
Public Transport			
Provision of bus and rail timetable information to residents as part of the residential Induction Pack	Prior to first occupation	TPC	TPC staff time
Walk/ Cycle			
TPC to prepare and arrange for distribution of maps showing safe local walking routes	Prior to first occupation	TPC	TPC staff time/Developer funding
TPC to establish cycle action plan	Prior to first occupation	TPC	TPC staff time/Developer funding
Car Share			
Liftshare car share arrangements and promotional strategy to be established	Prior to first occupation	TPC	TPC staff time
Electric Vehicles			
Provide an electric charging point at each dwelling.	Prior to first occupation	Developer	Developer funding
Management			
Residential TPC to be appointed	3 months prior to first occupation	Developer	Developer funding. Sufficient revenue budget for 5 years from first occupation
TPC establishes contact with relevant Council officer	Prior to first occupation	TPC	TPC staff time
Provision of broadband to each dwelling to facilitate home working	Prior to first occupation	Developer	Developer funding
Monitoring and Review			

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY

Provisional date for peak hour vehicle traffic count survey based on sales projections	Prior to first occupation	TPC/ sales team	TPC/ sales staff time
AM peak hour vehicle traffic count survey to be undertaken and subsequently analysed	Within 3 months of occupation of 50 houses. Annually until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Preparation of Annual Monitoring and Review report to Council	Within 1 month of first year's anniversary of first occupation, then annually for 5 years from first occupation	TPC	TPC staff time/ Developer funding
Questionnaire travel survey to be undertaken and subsequently analysed	Within 9 months of occupation of 50 houses, biennially until 5 years after first occupation	TPC	TPC staff time/ Developer funding
Ongoing monitoring of TP indicators	Start within 9 months of occupation of 50 houses	TPC	TPC staff time/ Developer funding

Promotion and Marketing			
Resident Welcome/ Induction Pack prepared	Prior to first occupation	TPC	TPC staff time/ Developer funding
TP sales marketing information	1 month from TPC appointment	TPC/sales team	TPC staff time/ Developer funding
Induction meeting for sales staff	Prior to first occupation	TPC	TPC staff time
Each household to be issued with Welcome/ Induction pack	Upon first occupation	TPC/sales team	Developer funding
Promotional activities to residents by a variety of means	Upon first occupation and ongoing	TPC	TPC staff time/Developer funding

Table 10.1 RESIDENTIAL TP ACTION PLAN SUMMARY