

Framework Residential Travel Plan.

Land West of Westbury Road, Warminster, Wiltshire.

On behalf of BDW Trading Ltd.

Date: November 2025 | Pegasus Ref: P19-2831 TRO2



Document Management.

Version	Date	Author	Checked/ Approved by:	Reason for revision
Issue	November 2025	JC	AS/CMR	

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1. Introduction

- 1.1. This Framework Residential Travel Plan (FTP) has been prepared by Pegasus Group on behalf of BDW Trading Ltd (the Applicant) to promote the sustainable operation of the proposed development of land west of Westbury Road, Warminster. The scheme is the subject of an outline application which seeks permission for up to 205 dwellings.
- 1.2. This FTP sets out preliminary targets for travel to and from the development by all modes of transport. It also sets out initiatives and measure to support these targets. It follows the principles of the FTP agreed with Wiltshire Council as part of planning application PL/2021/O9013 for a similar scheme of up to 205 dwellings at the site.
- 1.3. This FTP should be read in conjunction with the Transport Assessment (TA) submitted as part of the wider planning application submission.
- 1.4. Measures, initiatives, targets, and monitoring regimes that will be brought forward in order to encourage sustainable travel to and from the site. It will form the basis for a Full Residential Travel Plan (RTP) in due course. 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.
- 1.5. The FTP has been prepared with consideration to the following guidance documents, as appropriate:
 - i. National Planning Policy Framework (December 2024).
 - ii. Planning Practice Guidance (2021).
 - iii. Good Practice Guidelines, Delivering Travel Plan through Planning Process, published by DfT (2009).
 - iv. The Essential Guide to Travel Planning, published by DfT (2008).
 - v. Wiltshire Council Development Related Travel Plan Guidance (2019).

2. Aims and Objectives

Aims

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

Objectives

- 2.2. The key objectives of the FTP are as follows:
- i. Reduce single occupancy car usage for the development site through encouraging more sustainable travel modes and target a reduction of SOV travel by 10%.
 - 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. These targets will be reviewed by the Travel Plan Coordinator (TPC) and the initiatives and measures can be monitored and updated where necessary if targets are not being met. Similarly, the targets may be adjusted if the Travel Plan is working well or particularly badly.

Benefits

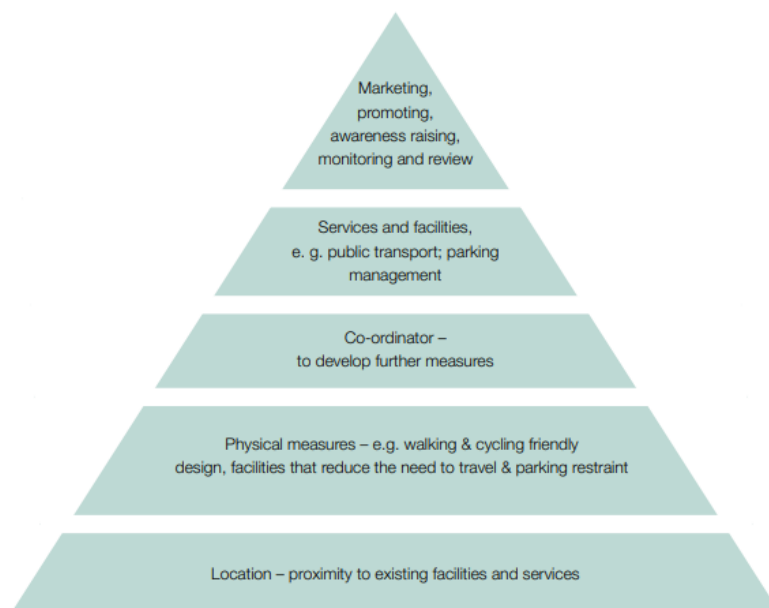
- 2.4. The potential benefits associated with the implementation of the FTP in due course are as follows:
- i. A reduction in traffic, congestion, and collisions.
 - ii. Reduced air and noise pollution.
 - iii. Improved environment through a reduction in CO² emissions.
 - iv. Reduced time spent travelling.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

2.5. The FTP can therefore bring the following benefits:

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

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

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



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

3. Site Context and Accessibility

Site Location and Context

- 3.1. The site comprises land to the west of Westbury Road, Warminster, bound by open land to the north, Westbury Road to the east, residential dwellings to the south and the Network Rail line to the west. The site in its wider geographical context is shown at **Figure 3.1**, and the site in its local context at **Figure 3.2**.

Guidance on Walking and Cycling Distances

- 3.2. 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.
- 3.3. 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.
- 3.4. 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.
- 3.5. The National Travel Survey (NTS) dataset NTS0303 identifies that the average journey time on foot in 2023 was 18 minutes, which is equivalent to 1.4 kilometres. Dataset NTS0308 'Average number of trips and distance travelled by trip length and main mode' for 2023 suggests that on average, 81% of trips under one mile (1.6 kilometres) and 36% of trips between one and two miles (1.6–3.2 kilometres) are made on foot. Dataset NTS0308a also confirms that 94% of all journeys on foot are up to 3.2 kilometres. This indicates that walking trips up to two miles are a realistic choice for members of the public.
- 3.6. 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.

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

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

- 3.7. 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.
- 3.8. The NTSO303 dataset identifies that the average journey time by cycle is 22 minutes, which is equivalent to 5.9 kilometres. Dataset NTSO308a also confirms that 85% of all cycle trips are over 1.6 kilometres and 54% of trips are over 3.2 kilometres.

Existing Pedestrian and Cyclist Facilities

- 3.9. There are existing pedestrian facilities provided on a minimum of one side of the local roads which provide direct and continuous routes between the site and local services and amenities. Dropped kerbs are provided at crossings, with street lighting provided between the site and Warminster town centre.
- 3.10. There is a pedestrian crossing with tactile paving provided, located on Portway. Batholomew Lane is a cut through, which connects from Portway to the town centre and Warminster Railway Station.
- 3.11. PRoW WARM16 is located approximately 200 metres south of the site and Westbury Road with Hollybush Lane. The route includes a footbridge with steps over the Network Rail line.
- 3.12. PRoW WARM21 provides a pedestrian and cycle connection between Copheap Lane and Warminster Railway Station. The route includes an underpass beneath the Network Rail line.
- 3.13. National Cycle Network (NCN) Route 24 is located approximately 2.5 kilometres southwest of the approximate centre of the site, accessed from Deverill Road. The route provides links locally to Frome and Salisbury.

Proximity to Local Facilities and Amenities

- 3.14. There is a mix of local facilities and amenities that are typically required on a daily basis located within the proximity of the site. A summary of the facilities and amenities with associated walking/cycling times is provided in **Table 3.1** below. 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 (metres)	Walking Time (minutes)	Cycling Time (minutes)
Employment			
Warminster Business Park	1000	13	4
Crusader Park	1600	20	6
Three Horseshoes Mall	1600	20	6
Woodcock Industrial Estate	2600	–	10
Education			
Barney Lodge Nursery School	800	10	3
The Avenue Primary School	1300	16	5
The Avenue Pre School	1300	16	5
Warminster School	1300	16	5
Kingdown School	2300	–	9
Bishopstrow College	3500	–	13
Health/ Personal Business			
Smallbrook Surgery	1300	16	5
Warminster Community Hospital	1300	16	5
Specsavers Opticians and Audiologists	1500	19	6
Bupa Dental Care	1600	20	6
Boots Pharmacy	1700	21	6
Well Pharmacy	2100	26	8
Warminster Family Health Centre	2100	26	8
Leisure/Retail			
Naga's Indian Restaurant	1000	13	4
Pestbury Sports Bar	1400	18	5
West Wilts Golf Course	1500	19	6
Three Horseshoes Mall	1600	20	6
Fairfield Road Retail Park	1600	20	6
The Bath Arms Public House	1700	21	6
Morrisons Superstore	1700	21	6
Warminster Lake Pleasure Grounds	1900	24	7
Warminster Skate Park	2000	25	7
St Deny's Church	2100	26	8
Community Centre	2200	–	8
Warminster Sport Centre	2600	–	10
Smallbrook Meadows Nature Reserve	2700	–	10
Public Transport			
Mendip Close Bus Stop	650	8	2
Warminster Train Station and Bus Stops	1300	16	5

Note: Walking/Cycling times rounded up to nearest whole number

Public Transport

Bus

- 3.15. The closest bus stops to the site are located adjacent to the south-eastern corner of the site on Westbury Road within an approximate 300 metres from the centre of the site. A summary of the local bus services is provided in **Table 3.2** below.

Table 3.2 – Local Bus Service Summary

Service	Route	First / Last Bus	Approximate Frequency (weekday)
D1	Bath – Salisbury	06:26/17:39	Hourly
	Salisbury–Bath	08:52/18:05	
50A	Warminster Market Place– Warminster the Mead	08:45/16:50	Hourly
X53	Frome – Warminster	13:05	Daily
56	Warminster – Salisbury	09:21	Tue and Fri only
	Salisbury– Warminster	13:15	
82	Warminster– Mere	12:30	Fri only
89	Mere –Trowbridge	9:10	Fri only

- 3.16. The D1 route also provides hourly services on both weekend days, with the 50A also operating an hourly service on a Saturday.
- 3.17. The first service towards Salisbury departs Warminster at 08:26 and arrives in Salisbury at 09:36. The final returning service departs at 18:05 and arrives in Warminster at 19:12.
- 3.18. The service towards Mere departs from Warminster at 12:30 and arrives at 13:20. There is no return service for this journey.
- 3.19. The bus journey time between the bus stop and the town centre ‘Market Place’ bus stops is approximately four minutes. The National Travel Survey 2024 dataset NTS 0303f ‘Average trip duration by main mode (minutes)’ for 2024 suggests that on average, local bus journey trip durations outside of London are around 38 minutes. On this basis, it is concluded that the bus journey time for residents who choose to use existing bus services is short, convenient and is lower than the national average.

Rail

- 3.20. The nearest railway station to the site is Warminster Railway Station, which is located approximately two kilometres to the south of the site on Station Road. Facilities at the station include 16 cycle storage spaces and 60 car parking spaces.

- 3.21. Warminster station provides regular direct services to Cardiff Central (approximately 1 hour 45 minute journey), Portsmouth (approximately 1 hour 35 minute journey), Worcester (approximately 2 hours 45 minute journey) and Yeovil (approximately 55 minute journey). These services also act as onward connections to Bristol, Bath, Birmingham, London Paddington, London Waterloo and other major destinations.

Community Transport

- 3.22. Warminster benefits from community transport options supported by Wiltshire Council's Community First scheme, including the Warminster & District Link Scheme and Shopmobility. The Warminster & District Link Scheme is a local charity offering transport for medical appointments, shopping, and social visits to those in need.

Conclusion on Accessibility

- 3.23. The site is situated within walking and cycling distance and suitable bus journey time from existing services and amenities typically used by future residents on a daily and weekly basis. It is concluded that the site's position and relative distance to these services will provide the opportunity for both trips by non-car modes and relatively short trips using car journeys.

4. Development Proposals

- 4.1. The proposal seeks outline permission for up to 205 residential dwellings, of which 30% would be affordable housing. An illustrative masterplan is provided separately as part of the wider planning submission.
- 4.2. Full details of the development proposals are set out in the Transport Assessment which has been prepared and submitted to support the planning application. A summary of the proposals is provided below.

Proposed Access Arrangements

- 4.3. Vehicular access to the site will be achieved via the introduction of two new priority junctions with ghost island right turn lanes on Westbury Road. A new Toucan crossing and a new uncontrolled crossing point will also be provided for crossing Westbury Road along the site's frontage, connecting to a proposed new shared footway/cycleway on the east side of Westbury Road between the site and its junction with Copheap Lane.

Parking Provision

- 4.4. Vehicle and cycle parking provision will be provided in accordance with The Wiltshire Design Guide document. A full parking provision assessment in accordance with the document will be provided within any Reserved Matters application.
- 4.5. Cycle parking is anticipated to be accommodated within the curtilage of dwellings, with provision and storage to be confirmed at the Reserved Matters stage of the application.

Off-Site Pedestrian Infrastructure Improvements

Footway/ Cycleway Provision on Westbury Road

- 4.6. A three metre wide shared footway/cycleway with 0.5 metre buffer from the carriageway edge is proposed to route between the site's frontage along the eastern side of Westbury Road, beginning adjacent to the southern site access and continuing along Westbury Road to its junction with Copheap Lane. This will provide a flat, surfaced route which is off-carriageway towards the town centre

Public Right of Way WARM16 Improvements

- 4.7. The Applicant is willing in principal to provide a reasonable contribution for the highway authority to implement improvements to lighting and surfacing on Public Right of Way WARM16, with specialised cycle ramps also to be provided on its footbridge over the railway line.

Proposed Westbury Road Speed Limit Reduction

- 4.8. The speed limit of Westbury Road within the vicinity of the site is proposed to be reduced from the existing 50mph speed limit to 40mph. The Applicant is willing in principal to provide a reasonable contribution for the highway authority to carry out the administrative processes for the speed limit reduction.

Mitigation Package

- 4.9. The includes the Applicant is also willing in principal to provide a reasonable contribution for the Council to implement footway/cycleway crossing facilities at the Elm Hill/Westbury Road junction following the implementation of new roundabout works associated with planning permission 15/1800/OUT (West Warminster Urban Extension), and a reasonable contribution for the highway authority to enhance local bus services on Westbury Road and other local public transport infrastructure.

5. Measures and Initiatives

Travel Plan Period

- 5.1. The Travel Plan Period will be defined as five years following 80% occupation.

Travel Plan Coordinator

- 5.2. A Travel Plan Coordinator (TPC) will be appointed by the Developer to oversee implementation and management of the FTP and act as a key contact for residents of the development. The TPC will be responsible for implementing the FTP and reporting against the Travel Plan targets. The TPC will 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.
- 5.3. The TPC will be instructed a minimum of three months prior to first occupation up until five years following 80% occupation.
- 5.4. The role of the TPC will comprise:
- i. overseeing the implementation of the site FTP.
 - ii. providing site specific marketing materials.
 - iii. promoting the FTP to residents.
 - iv. producing, explaining, and distributing residential 'Travel Information Leaflet'.
 - v. undertaking and monitoring residential questionnaire travel surveys; and
 - vi. monitoring the progress of the FTP.
- 5.5. At the end of the Travel Plan period, the roles and responsibilities of the Travel Plan will be handed to a local resident's group or travel plan officers at Wiltshire Council (WC), as considered appropriate at that time.

Measures and Initiatives

- 5.6. The currently anticipated measures and initiatives at **Table 5.1** below will be implemented at the outset before the new dwellings are occupied (where possible) in order to maximise the opportunity to influence new residents travel patterns before they have become established.
- 5.7. It is considered that measures identified are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets relating to the proposed reduction in single occupancy vehicle trips.

Table 5.1 – Measures and Initiatives

Measures and Initiatives	
Promotional Measures and Initiatives	
1	The provision of a 'Travel Information Leaflet' for residents, 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. The pack will also contain reference to the Connecting Wiltshire website and the benefits that it provides. Further detail regarding the website is included below.
2	Promotion of National and Local Travel Awareness Events (e.g. walk to work week in May, and bike to work week in June).
3	Travel Newsletters to be provided annually. Alongside postcards containing survey details.
4	The inclusion of sustainable travel information within the sales and marketing office.
5	Promotion of the Connecting Wiltshire website (www.connectingwiltshire.co.uk).
6	Internet access to be provided in all homes giving residents easy access to local home delivery services and making it easier for residents to work from home.
Walking and Cycling Measures	
7	The provision of walking and cycling maps (contained within the Travel Information Leaflet).
8	The promotion of walking and cycling based websites.
9	Covered cycle parking will be provided within the development providing secure storage for bicycles in accordance with parking standards.
Public Transport Measures	
10	The provision of up-to-date public transport information through leaflets and also via public transport website www.travelinesw.org.uk and available smart-phone applications.
11	The provision of central notice boards within the development. This will provide information on and promote sustainable modes of transport. The notice boards will be located in prominent locations within the development.
12	The provision of a Bus Freedom Ticket for the first occupants of each dwelling for three months. .
Car Based Initiatives	
13	The promotion of car share database website within Welcome Pack on noticeboards such as Liftshare and others promoted on the Travel West website. Residents will also be encouraged to register with Wiltshire's car sharing database CarShareWiltshire (www.wiltshire.liftshare.com).
Personal Travel Planning	
14	Personalised Travel Planning (PTP) will be provided at the development and will be undertaken by the TPC. This will be offered at first occupation for all residents in their 'Travel Information Leaflet'
15	As well as at first occupation PTP will be offered to all residents on an annual basis for the duration of the TP monitoring. Residents will be asked if they want to take part in the PTP scheme via doorstep interviews and via a PTP confirmation form.

Awareness and Marketing

- 5.8. 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.

- 5.9. 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. Travel Information Leaflets will also be available within the sales office.
- 5.10. The following means of publicity may be used going forward:
- Bus Freedom Ticket, as appropriate (see **paragraph 5.13**)
 - Newsletter circulated, as appropriate.
 - Postcards circulated, as appropriate (containing survey details).
 - Travel Plan notice boards.
 - Welcome Information Packs including a Sustainable Travel Leaflet 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.
- 5.11. During ongoing monitoring, for example when travel surveys are taking place, the TPC will promote measures and initiatives to residents.
- 5.12. 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.

Bus Freedom Ticket

- 5.13. The Applicant is willing in principal to provide a contribution to secure the provision of a Bus Freedom Ticket for the first occupants of each dwelling for three months. The tickets would be requested and distributed via the TPC. A form to claim these tickets will be included within Travel Information Packs.

6. Travel Plan Targets

- 6.1. Targets are the measurable goals that must be set to assess whether the objectives of the RTP are being achieved. The key objectives of this RTP are set out in **Chapter 1**.
- 6.2. Whilst it is the intention of this FTP to encourage residents to travel sustainably for all journeys, it is considered that commuting trips are the key journeys that the RTP will ultimately target.
- 6.3. Information contained in the 2011 Census dataset 'QS701EW – Method of travel to work' for the E02006693: Wiltshire 043 Middle Super Output Area (MSOA) – within which the site is located – has been used to provide a proxy for the baseline travel habits of future residents. This provides an initial estimate of the existing modal split based on other commuters in the local area. The Census data is included at **Appendix A** and the 'proxy baseline' is summarised at **Table 6.1**.

Table 6.1 – Method of Travel to Work

Mode of Transport	Baseline Percentage Share	Interim Modal Share (Year 3)	Final Modal Share (Year 5)
Work mainly at or from home	3.7%	3.7%	3.7%
Underground, metro, light rail, tram	0.1%	0.1%	0.1%
Train	2.2%	1.7%	2.5%
Bus, minibus, or coach	2.2%	4.3%	5.3%
Taxi	0.9%	0.5%	0.5%
Motorcycle, scooter or moped	1.1%	3.6%	4.5%
Driving a car or van	68.1%	63.8%	58.1%
Passenger in a car or van	6.5%	1.5%	2.0%
Bicycle	3.3%	5.4%	6.2%
On foot	11.3%	13.5%	14%
Other method of travel to work	0.7%	0.7%	0.7%
Total	100%	100%	100%

- 6.4. As can be seen from **Table 6.1**, 74.2% of existing residents within the MSOA travel to work within a vehicle (68.1% driving and 6.5% as a passenger). This is considered to be a high percentage, presenting the opportunity for the RTP to succeed in reducing SOV and car usage.
- 6.5. At this stage, it is anticipated that the 10% reduction will be achieved by the end of the five-year period carried out by the Travel Plan Coordinator.
- 6.6. **Table 6.1** also sets out the interim modal share targets for the third year of the TP period, and the final mode share targets at the end of the five-year TP period.
- 6.7. These targets are indicative as baseline surveys will determine the true 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 Wiltshire Council, revisit the RTP to determine whether reasonable additional measures and revised targets may be desirable.

- 6.8. The baseline travel survey will be undertaken three months after occupation of 80% of the development, allowing a site-specific baseline to be established.

7. Implementation, Dissemination and Monitoring

Monitoring

- 7.1. It will be important to monitor and review this TP to understand if the proposed targets and objectives are being met. Monitoring will be carried out using the following initiatives:
- I. Residents' questionnaire surveys will be carried out to obtain details of residents' travel habits at time to be agreed with a highways officer; and
 - II. awareness of the Travel Plan would be monitored through a question within the questionnaire.

Residential Travel Surveys

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

Monitoring Report

- 7.6. Monitoring reports will be produced in years one, three and five after the surveys have been carried out to determine whether the proposed objectives and targets have been met. The report structure may follow:

- I. Summary of the measures and targets;
- II. Monitoring methods used;
- III. Summary and analysis of results;
- IV. Future targets/ actions to be taken;
- V. The monitoring reports will be prepared by the TPC and will be issued and agreed with Wiltshire Council.

Dissemination of Travel Plan Surveys

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

Back up Measures

- 7.8. It is considered that the modal share targets are achievable based on the proposed package of measures. However, it may be considered necessary to have back-up measures if the targets are not met. In this instance, intensified Personal Travel Planning (PTP) may be undertaken by the TPC providing tailored advice. Future measures and initiatives will not be implemented without agreement from travel plan officers at Wiltshire Council.

8. Action Plan

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

Table 8.1 – Action Plan

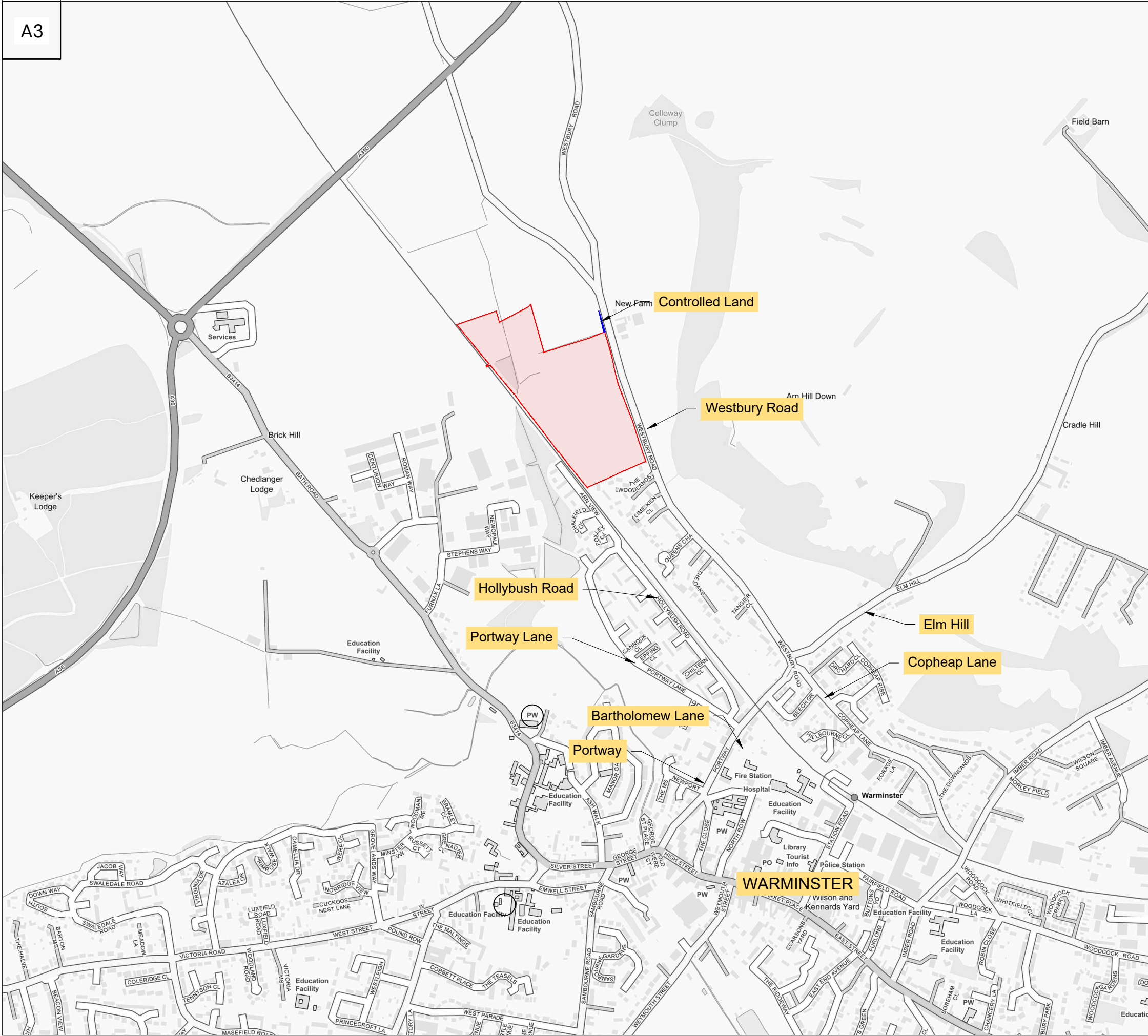
Action	By Whom	By When	Intended Outcome / Output
Travel Plan Co-Ordinator			
Appoint a TPC to manage and oversee the implementation of the FTP	Developer	Prior to first occupation.	Raise awareness and monitor progress over the lifespan of the TP.
Improve Travel Information			
Include travel information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

Car Based Measures			
Promote car sharing	TPC	First occupation.	Raise awareness of the opportunity to car share and the impact on reduction to traffic levels and positive effects on environment.
Car and motorcycle parking in line with WC parking standards	Developer	Prior to first occupation.	Provide adequate car and motorcycle parking.
Monitoring			
Baseline resident survey	TPC	Six months after 80% occupation of dwellings.	To identify how the FTP is progressing towards the agreed targets.
Annual monitoring survey	TPC	Annually for five years from six months after 80% occupation of dwellings.	Review how the FTP is progressing / assess any further measures.
Monitoring Report to be submitted to Wiltshire Council	TPC	Annually for five years.	Inform the Council of survey results in relation to targets set.
Targets			
Provision of current travel information to all residents	TPC	From first occupation and ongoing for five years.	To ensure residents have travel information to inform their travel decisions.
Full FTP availability to all residents	TPC	From first occupation and ongoing for five years.	To keep residents informed of the measures and targets set out within the FTP.
Increase proportion of residents travelling by sustainable modes	TPC	From first occupation and ongoing for five years.	To ensure residents have a choice of sustainable transport modes.



Figure

X:\Bristol Projects\Bristol - Live Projects\19\19-280\19-2831 - BARRATT - NEW FARM, WARMINSTER\Transport\2. Drawings\1b. Figures\2025\19-2831_Figure 3.1_SLD.dwg



A3



1:10,000
0 250m

Key:



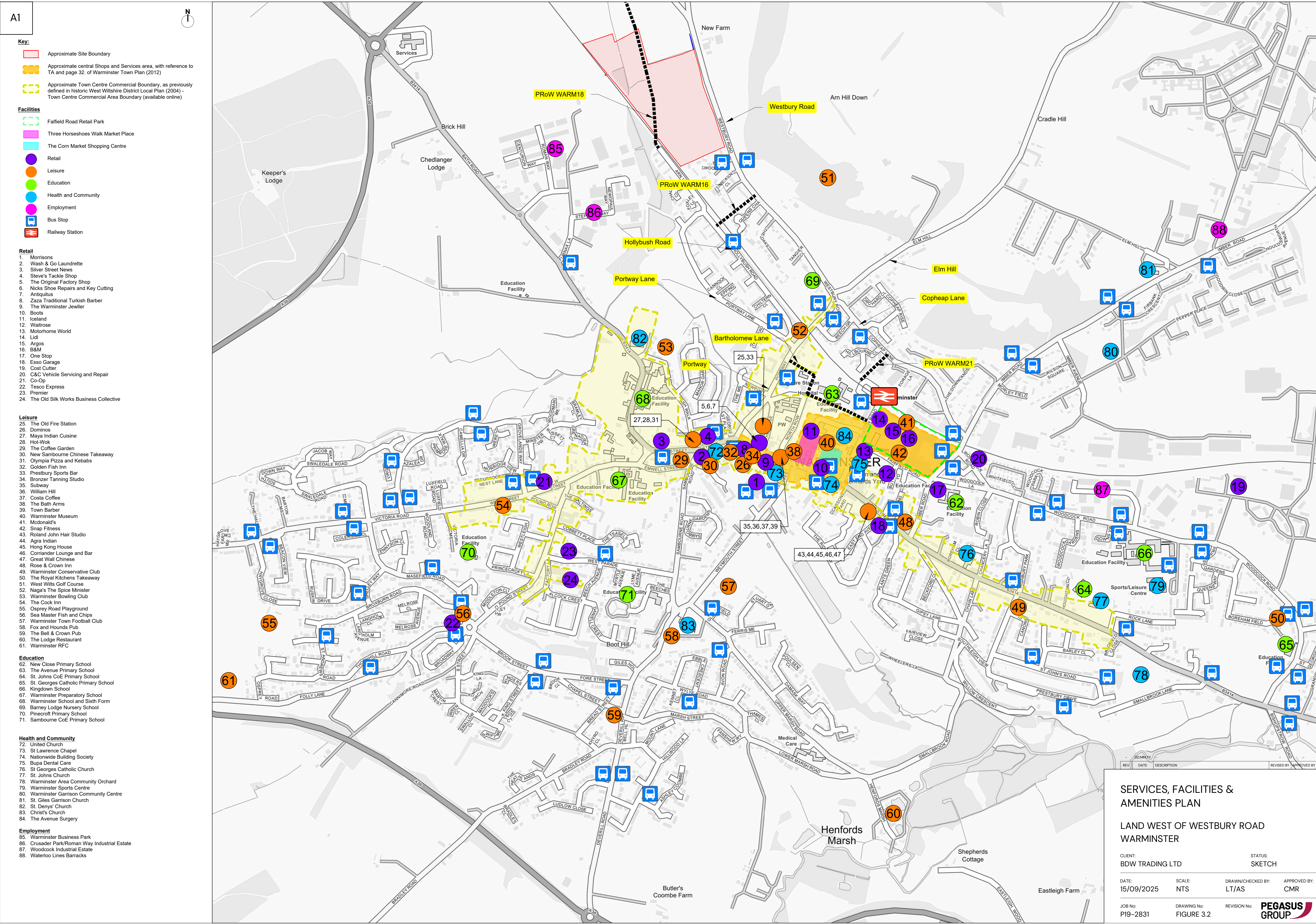
Approximate Site Boundary

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

SITE LOCATION PLAN

LAND WEST OF WESTBURY ROAD, WARMINSTER

CLIENT: BDW TRADING LTD		STATUS: INDICATIVE		
DATE: 22/09/2025	SCALE: 1:10,000	DRAWN/CHECKED BY: JAN/AS	APPROVED BY: CMR	
JOB NUMBER: P19-2831	DRAWING NUMBER: FIGURE 3.1	REVISION No:	PEGASUS GROUP	





Appendix A

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006693 : Wiltshire 043
rural urban	Total

Method of Travel to Work	2011	Baseline Percentage Share
All categories: Method of tr	4,206	
Work mainly at or from hom	110	3.7%
Underground, metro, light r	4	0.1%
Train	66	2.2%
Bus, minibus or coach	65	2.2%
Taxi	28	0.9%
Motorcycle, scooter or mop	32	1.1%
Driving a car or van	2,047	68.1%
Passenger in a car or van	196	6.5%
Bicycle	98	3.3%
On foot	341	11.3%
Other method of travel to w	21	0.7%
Not in employment	1,198	
Total Employed	3,008	100.0%

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

Bristol

First Floor, South Wing, Equinox North,
Great Park Road, Almondsbury, Bristol, BS32 4QL
T 01454 625945
E Bristol@pegasusgroup.co.uk
Offices throughout the UK & Ireland

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