

**LAND AT BLIND LANE, SOUTHWICK  
WILTSHIRE**

**RESIDENTIAL TRAVEL PLAN**

**PREPARED FOR**

**WAIN HOMES**



**KESTREL COURT**

**HARBOUR ROAD**

**PORTISHEAD**

**BS20 7AN**

**FEBRUARY 2026**

## DOCUMENT HISTORY

Project Number: 2107  
 Project Title: Land at Blind Lane, Southwick  
 Document Reference: Residential Travel Plan

| Issue    | Date                           | Prepared by | Checked by | Approved by |
|----------|--------------------------------|-------------|------------|-------------|
| D1       | 31 October 2025                | BJC         | MM         | BJC         |
| D2       | 9 December 2025                | BJC         | MM         | BJC         |
| F1       | 20 January 2026                | BJC         | MM         | BJC         |
| F2       | 12 February 2026               | BJC         | MM         | BJC         |
| Comments |                                |             |            |             |
| Issue D1 | Draft for project team comment |             |            |             |
| Issue D2 | Second Draft for Approval      |             |            |             |
| Issue F1 | Final for Planning Application |             |            |             |
| Issue F2 | Final Amended for Application  |             |            |             |

## NOTICE

This document and its contents have been prepared and are intended solely for information and use by Wain Homes in relation to an application for a proposed residential development on land at Blind Lane in Southwick, Wiltshire.

This document has been prepared for the titled project or named part thereof and should not be relied upon or used for any other project without an independent check being carried out as to its suitability and prior written authority of Condon Transport Ltd being obtained. Condon Transport Ltd accepts no responsibility or liability for the consequences of this document being used for a purpose other than the purposes for which it was commissioned. Any person using or relying on the document for such other purposes agrees and will by such use or reliance be taken to confirm this agreement to indemnify Condon Transport Ltd for all loss or damage resulting there from.

## **CONTENTS**

|          |                                            |           |
|----------|--------------------------------------------|-----------|
| <b>1</b> | <b>INTRODUCTION .....</b>                  | <b>1</b>  |
| <b>2</b> | <b>SITE DESCRIPTION .....</b>              | <b>2</b>  |
| <b>3</b> | <b>EXISTING TRANSPORT CONDITIONS .....</b> | <b>4</b>  |
| <b>4</b> | <b>OBJECTIVES .....</b>                    | <b>4</b>  |
| <b>5</b> | <b>MOTIVATION.....</b>                     | <b>16</b> |
| <b>6</b> | <b>MEASURES .....</b>                      | <b>18</b> |
| <b>7</b> | <b>TARGETS.....</b>                        | <b>22</b> |
| <b>8</b> | <b>MONITORING AND REVIEW .....</b>         | <b>23</b> |

## **FIGURES**

|            |                                          |
|------------|------------------------------------------|
| FIGURE 2.1 | SITE LOCATION                            |
| FIGURE 3.1 | SITE LOCATION IN LOCAL CONTEXT           |
| FIGURE 3.2 | EXTRACT OF WC'S PUBLIC RIGHTS OF WAY MAP |
| FIGURE 3.3 | LOCAL FACILITIES PLAN                    |
| FIGURE 3.4 | CYCLING DISTANCES FROM THE SITE          |
| FIGURE 3.5 | EXISTING BUS STOP LOCATIONS              |

## 1 INTRODUCTION

- 1.1 This document represents a Residential Travel Plan for a proposed development of 90 residential units at Blind Lane in Southwick, Wiltshire. The report is submitted in support of a planning application for the proposals.
- 1.2 This Residential Travel Plan is designed to set out the overarching Travel Plan strategies, objectives, measures and monitoring methods that will be applied for the residential development.
- 1.3 This Residential Travel Plan has been prepared to accompany the Transport Assessment (October 2025) and should be read alongside it for a full understanding of the site's transport implications.

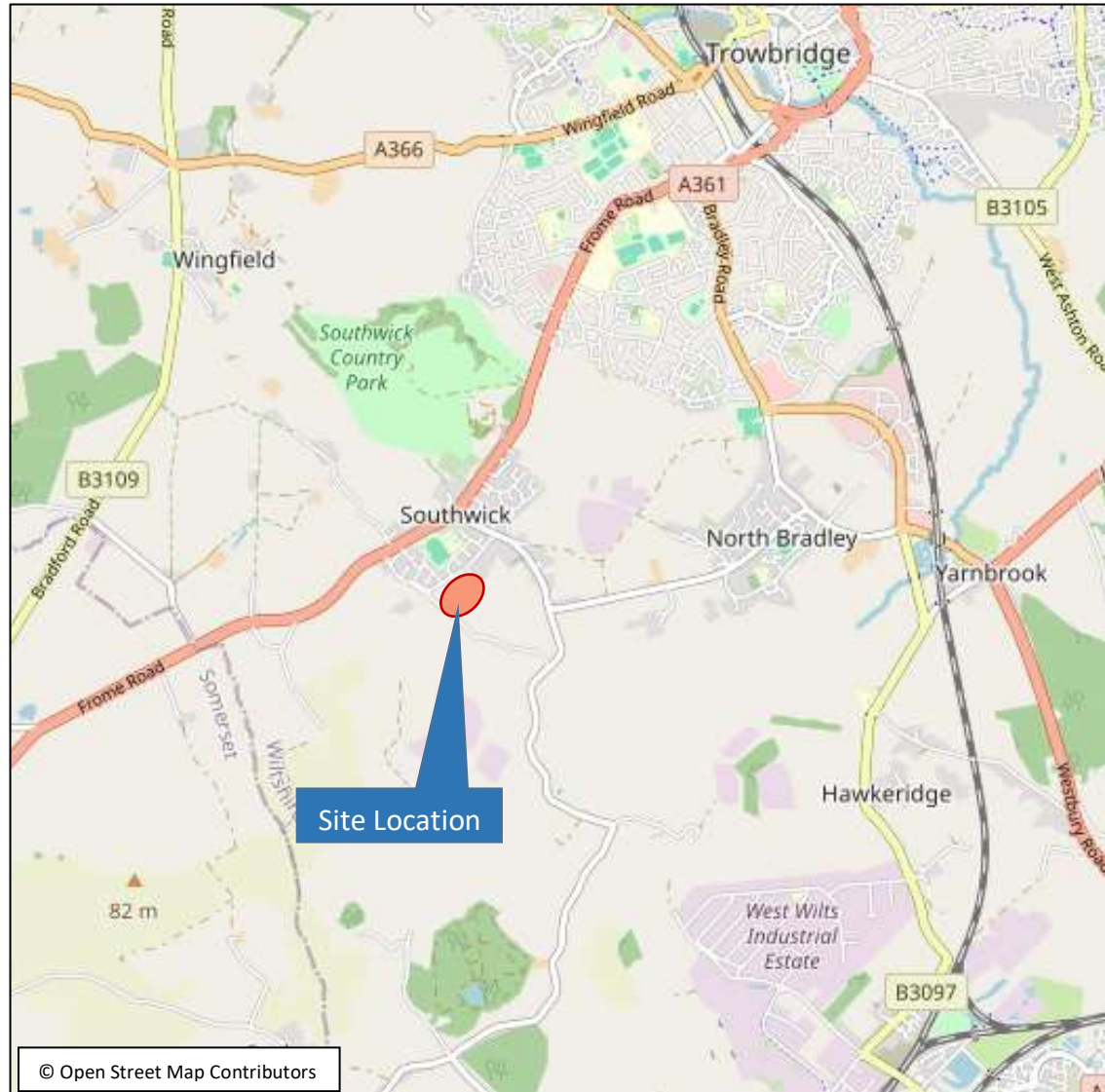
### **What is a Travel Plan?**

- 1.4 A Travel Plan is a package of measures designed to promote access to a site by sustainable modes of transport and to help reduce reliance on single-occupancy private car usage. Travel Plans are site specific and tailored to the individual requirements of the type of development and intended users of the site.
- 1.5 Travel Plans have a set of clear objectives which underpin the purpose for having a Travel Plan, with appropriate measures and monitoring techniques being identified to help achieve the stated objectives.
- 1.6 A robust Travel Plan can have a significant role in reducing the transport impacts of an operational site, though critical to its success is the commitment and participation of the senior management of the developer, the local authority, the future residents and other interested parties to ensuring its implementation and progress.

## 2 SITE DESCRIPTION

- 2.1 The proposed Blind Lane development comprises 90 residential units to the southeast of Blind Lane, to the south of the village of Southwick, Wiltshire.

**Figure 2.1: Site Location**



- 2.2 The development will be accessed from Blind Lane, between Hollis Way and Southfields via a simple priority T-junction.
- 2.3 Along with the vehicular access, two pedestrian access points will be provided, one at the northern end of the site frontage, and the other at the southern end of the site frontage near Wesley Lane.

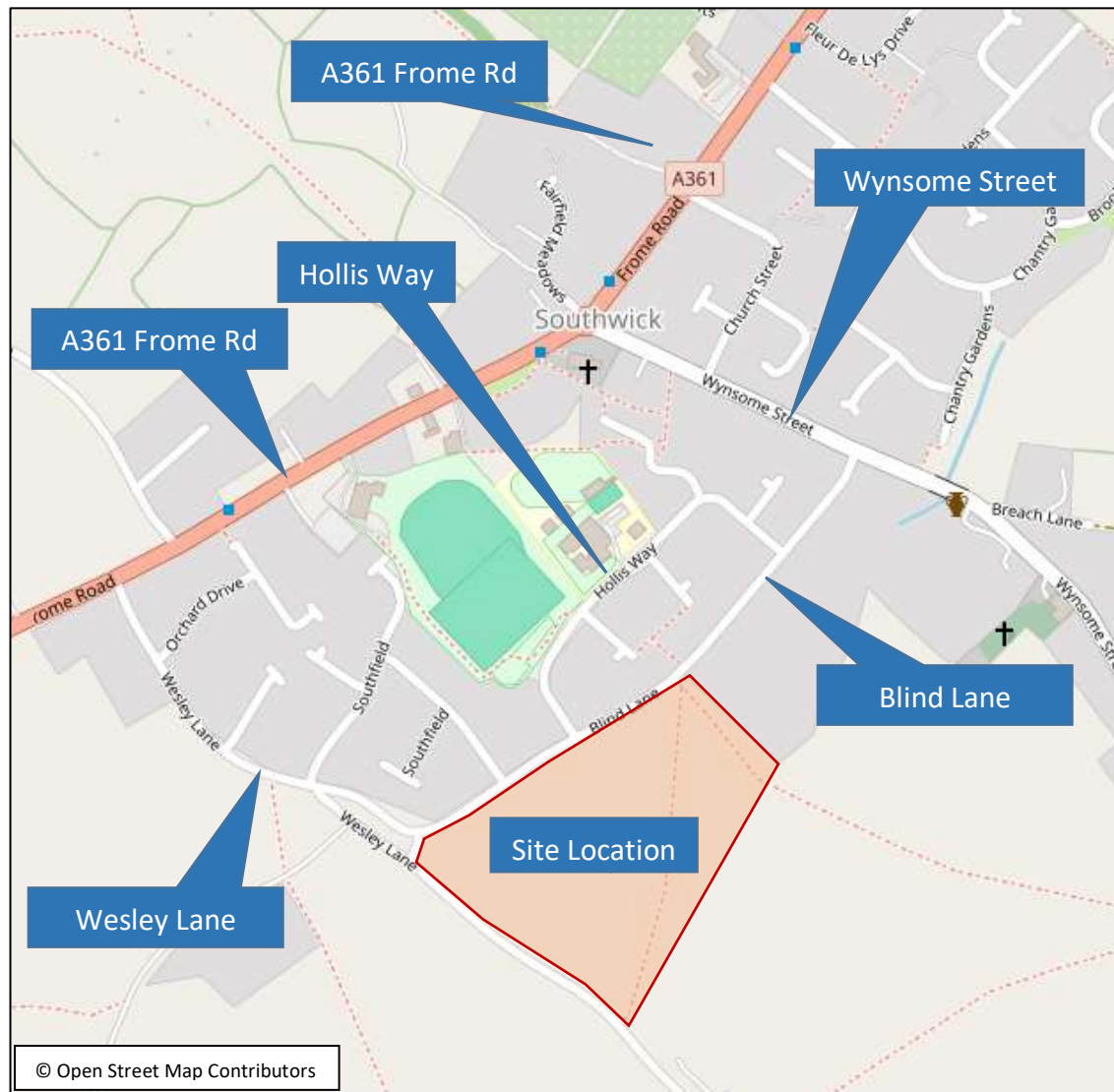
- 
- 2.4 The internal layout will be designed in accordance with Manual for Streets (MfS), ensuring a safe, attractive, and inclusive environment for all users. The principal internal spine road will comprise a 5.5m wide carriageway with 2.0m wide footways on both sides, providing two-way vehicle movement and continuous pedestrian connectivity throughout the site.
- 2.5 Many dwellings will gain direct frontage access from the spine road. Such access is typical of residential streets of this nature and consistent with MfS principles, which support a balance between movement and place functions on streets with low vehicle flows. Appropriate visibility splays will be maintained at each access, and on-street parking will be managed through the design to ensure that visibility and pedestrian inter-visibility are not compromised.
- 2.6 From the main spine road, a series of short cul-de-sac streets and private drives will provide access to individual dwellings. These areas will operate as shared surfaces, designed to promote low vehicle speeds and prioritise pedestrian movement. Shared-surface areas will incorporate contrasting surfacing materials or subtle level changes to define pedestrian and vehicular space while maintaining accessibility for all users, including those with mobility or visual impairments.
- 2.7 Given the residential scale of the development, the internal roads will be lightly trafficked, with vehicle movements limited to those generated by residents, visitors, and service vehicles. As such, the internal streets will be suitable for on-carriageway cycling, consistent with LTN 1/20 and MfS guidance, which encourages integration rather than segregation of cyclists within low-speed, low-volume environments.
- 2.8 The internal layout will accommodate access for refuse and emergency vehicles, with turning heads designed in accordance with Wiltshire Council's adoptable standards. Swept-path analysis will be undertaken at the detailed design stage to confirm manoeuvrability for a refuse collection vehicle (11.2 m) and fire tender (8.3 m).
- 2.9 Traffic calming will be achieved through horizontal alignment, junction geometry, and shared-surface design features to maintain typical vehicle speeds below 20 mph. Visibility at junctions and bends will be designed in accordance with MfS stopping sight distance (SSD) standards to ensure safe operation throughout the development.

### 3 EXISTING TRANSPORT CONDITIONS

#### Local Road Network

- 3.1 As shown in **Figure 3.1**, the site is located to the southeast of Blind Lane, to the south of the village of Southwick.

**Figure 3.1: Site Location in Local Context**



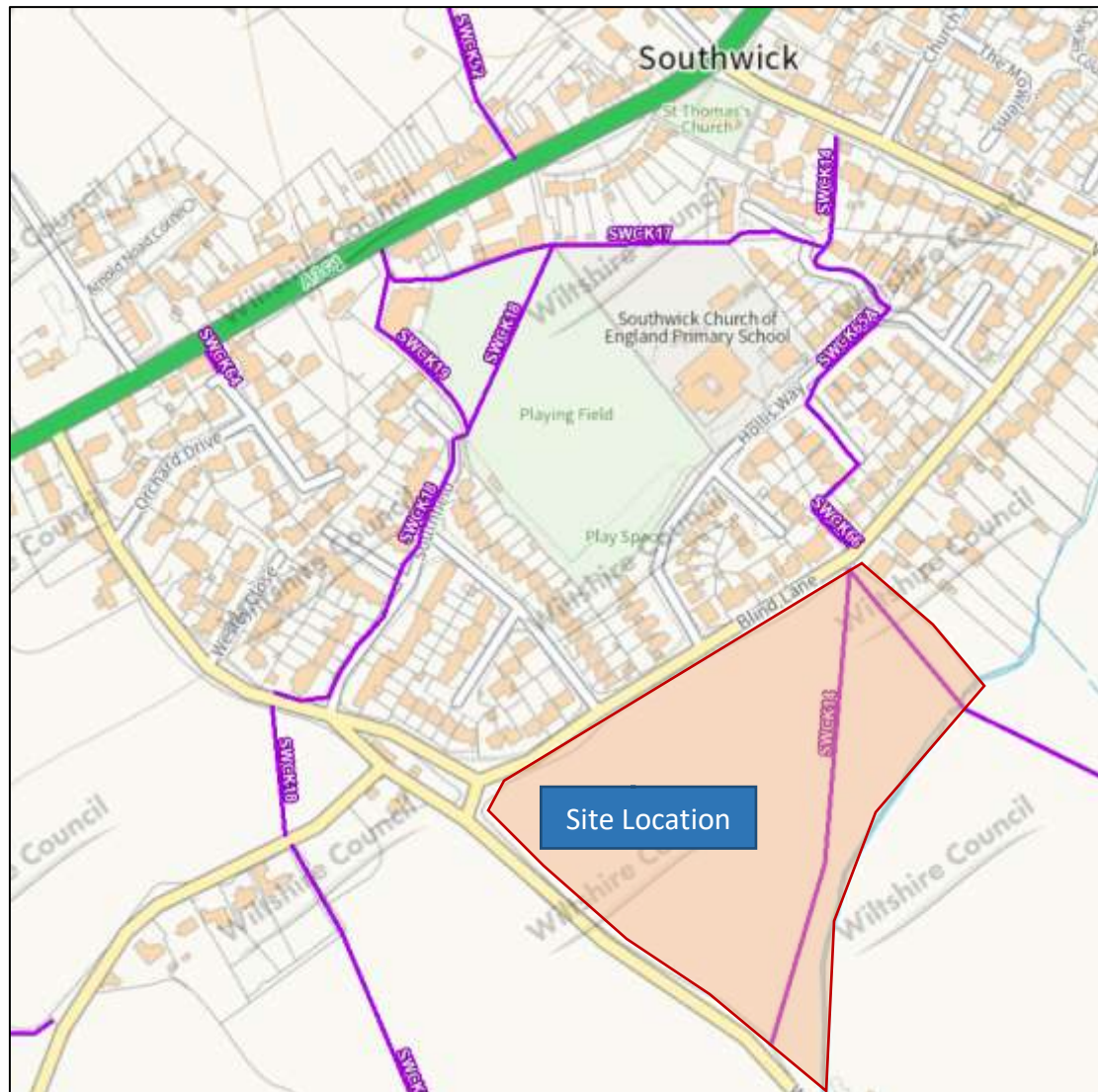
- 
- 3.2 Blind Lane forms an urban road along the southern edge of Southwick. Blind Lane, along with its footways and verges, is Highway Maintainable at Public Expense (HMPE), also known as an adopted highway.
- 3.3 Along the site frontage, the highway is bordered by an existing hedgerow. Opposite the site is an established residential development, with several dwellings having direct vehicular access onto the carriageway. To the north of the application site, further residential development lines both sides of Blind Lane, again with many properties having direct access.
- 3.4 Blind Lane typically varies in width between approximately 5.5 metres and 6.0 metres. It is subject to a 30mph speed limit and benefits from street lighting. A continuous footway is provided along the north-western side of the carriageway.
- 3.5 Blind Lane also provides access to several smaller residential roads, including Southfield and Hollis Way, the latter of which accommodates Southwick Primary School.
- 3.6 To the west of the site, Blind Lane curves north-westwards and becomes Wesley Lane.
- 3.7 To the south of Blind Lane, Wesley Lane forms the site's south-western boundary. This section of Wesley Lane is a single-track rural lane subject to the national speed limit. It primarily serves a small number of farms and continues south-eastwards into open countryside.
- 3.8 North of Blind Lane, Wesley Lane is of a more urban character, with residential properties fronting the northern side of the carriageway together with several short residential cul-de-sacs, and open fields to the south.
- 3.9 To the northwest of the site, Wesley Lane connects to the A361 Frome Road via a simple priority T-junction.
- 3.10 Frome Road forms the main route through Southwick, providing a direct connection to Trowbridge town centre (approximately 3.0 km to the north-east) and to the town of Frome (approximately 9.0 km to the south-west).
- 3.11 Wynsome Street is an urban road within Southwick characterised by continuous residential frontage on both sides. It is typically around 5.5 metres wide, benefits from street lighting, and has footways on both sides of the carriageway. The road is subject to a 30mph speed limit.
-

- 3.12 Approximately 240 metres north-east of the site, Blind Lane meets Wynsome Street at a simple priority T-junction, with Wynsome Street forming the major arm through the junction.
- 3.13 Around 250 metres north-west of this junction, Wynsome Street connects with the A361 Frome Road at a four-arm mini-roundabout. The fourth arm, Fairfield Meadows, is a short residential cul-de-sac.
- 3.14 To the south-east of Southwick, Wynsome Street continues as Bradley Road, linking the village with North Bradley on the southern edge of Trowbridge.

#### **Pedestrians and Cyclists**

- 3.15 As previously noted, a continuous footway is provided on the northern side of Blind Lane and Wesley Lane. These include the side roads such as Hollis Way and Southfield, which have footways on both sides of their carriageways.
- 3.16 Similarly, footways are provided along both sides of Wynsome Street and Frome Road through the urban extents of Southwick
- 3.17 A review of Wiltshire Council's online Public Rights of Way (PRoW) map confirms that two public footpaths cross the application site, as illustrated in **Figure 3.2** overleaf and as summarised below:
- SWCK14 is a public footpath that runs from Blind Lane in the northern corner of the site to Wesley Lane in the southern corner of the site.
  - SWCK15 is a public footpath that passes through the development site. It runs from Blind Lane in the northern corner of the site and broadly follows inside the northeast of the site. It links Blind Lane to Goose Street some 400m east of the site.
- 3.18 There are also a number of off-site PRoW within Southwick that provide pedestrian permeability throughout the village.

**Figure 3.2: Extract of WC's Public Rights of Way Map**



### Pedestrian Accessibility

- 3.19 Acceptable walking distances will vary considerably depending on various factors such as fitness and land topography. Guidelines by the Chartered Institution of Highways and Transportation (CIHT) state the acceptability of distances in metres to various attractions is as follows:

**Table 3.1: Suggested Acceptable Walking Distance**

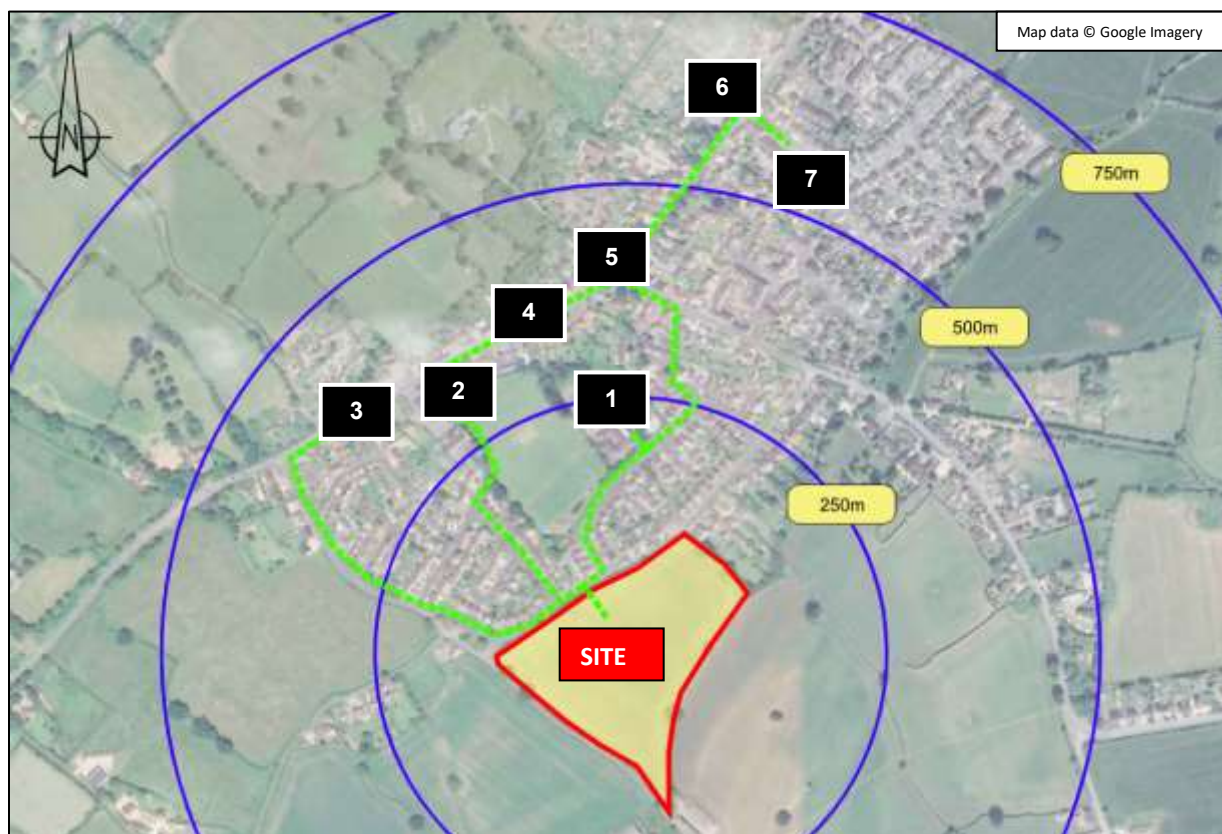
| Destination                           | Desirable           | Acceptable             | Preferred Maximum      |
|---------------------------------------|---------------------|------------------------|------------------------|
| Commuting / School / Sight-seeing (m) | 500m<br>(6 minutes) | 1,000m<br>(12 minutes) | 2,000m<br>(25 minutes) |
| Elsewhere (m)                         | 400m                | 800m                   | 1,200m                 |

3.20 As shown in **Figure 3.3** and based on a walking speed of 5.0 km/h (roughly 3.1mph), the following facilities, and the town centre, shown in **Table 3.2** below, are within a 15-minute walk from the centre of the site, which is well within the acceptable walking distance:

**Table 3.2: Walking Distances to and from the Proposed Development Site**

| Location | Service / Facility                          | Walking Distance<br>(Walking Time) |
|----------|---------------------------------------------|------------------------------------|
| 1        | Southwick C of E Primary School, Hollis Way | 300m<br>(4 minutes)                |
| 2        | Village Hall                                | 410m<br>(6 minutes)                |
| 3        | Post Office Bus Stops, Frome Road           | 630m<br>(8 minutes)                |
| 4        | Premier Convenience Store, Frome Road       | 780m<br>(12 minutes)               |
| 5        | St Thomas Church Bus Stops, Frome Road      | 720m<br>(11 minutes)               |
| 6        | The Farmhouse Inn, Frome Road               | 830m<br>(12 minutes)               |
| 7        | Ozutx Takeaway, Chantry Gardens             | 930m<br>(13 minutes)               |

**Figure 3.3: Local Facilities Plan**



- 3.21 The distance contours shown (250m, 500m, and 750m) equate to walking times of approximately 3, 6, and 9 minutes, respectively, based upon a walking speed of 1.4m/s as identified in Providing for Journeys on Foot (CIHT).
- 3.22 There is a wide range of key facilities within 1,000m (a 15-minute walk) of the site, which accords with the accepted walking distances as identified in Table 3.2 of Providing for Journeys on Foot (CIHT).

### **Cycle Routes**

- 3.23 It is noted from a review of the Walk Wheel Cycle Trust (WWCT) cycle route map and Wiltshire Council's Trowbridge Cycle Map that there are currently no dedicated cycle routes or shared-use paths within Southwick, nor any that directly connect the village with nearby settlements such as Trowbridge, North Bradley, or Frome.
- 3.24 Within Southwick, cycling generally takes place on the existing carriageway network. Blind Lane, which forms the northern boundary of the site, is an urban road subject to a 30 mph speed limit and benefits from street lighting and a continuous footway on the northern side. There is no separate cycle facility along Blind Lane, and cyclists share the carriageway with general traffic.
- 3.25 Wynsome Street and Frome Road provide the principal links between Southwick and Trowbridge to the north-east. These roads do not include dedicated cycle lanes or segregated cycleways. However, traffic speeds within the built-up area are limited to 30 mph, and the roads are of sufficient width to allow for on-carriageway cycling.
- 3.26 There are no formal cycle crossings within the village, and no cycle parking facilities were observed in the immediate vicinity of the site.
- 3.27 Wiltshire Council's Local Cycling and Walking Infrastructure Plan (LCWIP) for Trowbridge identifies the potential to improve connections between Trowbridge and surrounding settlements, including Southwick, although no specific schemes are currently in place.

### **Cycling Accessibility**

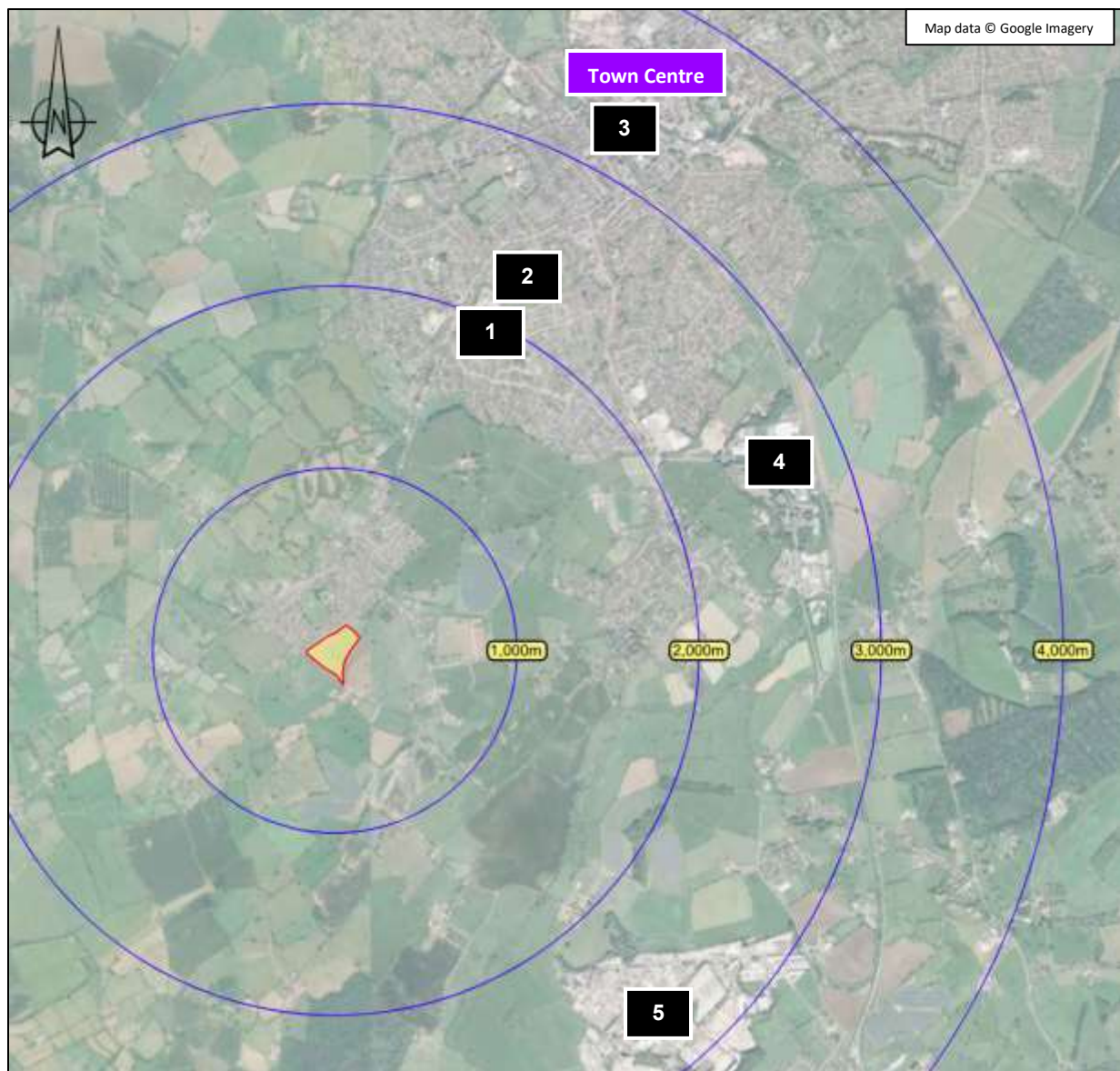
- 3.28 Given the above distances to key day-to-day services and facilities, the application site is also considered to offer good access by bicycle to other nearby destinations.

- 3.29 The Department of Transport (DfT) Local Transport Note 1/20 Cycle Infrastructure Design (July 2020) suggests that a trip distance of five miles (8.0km) is not unreasonable for cycling.

*“2.2.2 “....Two out of every three personal trips are less than five miles in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking.”*

- 3.30 As can be seen in **Figure 3.4**, all of Trowbridge town centre is within 4.0km of the site. This provides cycle access to a wider range of local facilities, including a secondary school, sports centre, and employment opportunities as well.

**Figure 3.4: Cycling Distances from the Site**



3.31 A summary of these additional local facilities is provided in **Table 3.3:**

**Table 3.3: Cycling Distances to and from the Proposed Development Site**

| Location | Service / Facility                                           | Cycling Distance<br>(Cycling Time) |
|----------|--------------------------------------------------------------|------------------------------------|
| 1        | Wiltshire College & University Centre, College Road          | 2.2km<br>(8 minutes)               |
| 2        | The Clarendon Academy and Trowbridge Sports Centre, Frome Rd | 3.0km<br>(11 minutes)              |
| 3        | Trowbridge Railway Station,                                  | 4.0km<br>(14 minutes)              |
| 4        | White Horse Business Park, Bradley Road                      | 4.0km<br>(14 minutes)              |
| 5        | West Wiltshire Trading Estate, Westbury                      | 6.4km<br>(21 minutes)              |

#### Bus Provision

3.32 The nearest bus stops are located on Frome Road near the Post Office, around 400m northeast from the centre of the site as shown in **Figure 3.5**. Further bus stops are located near St. Thomas Church which are around 430m from the centre of the site.

3.33 At both sets of stops, the north-eastbound stops include bus shelters, whilst the south-westbound stops are marked by flag and poles only.

3.34 These bus stops are served by the X34 bus route, providing connections to nearby Trowbridge and further afield to Frome and Chippenham. The service details are summarised in **Table 3.4:**

**Table 3.4: Summary of Local Bus Services**

| Greenacres Bus Stop |                                 |          |                  |       |          |        |     |
|---------------------|---------------------------------|----------|------------------|-------|----------|--------|-----|
| No.                 | Route                           | Operator | First / Last Bus |       | Mon-Fri  | Sat    | Sun |
| X34                 | Chippenham - Trowbridge - Frome | Faresave | Church (WB)      | First | 07:26    | 07:38  | nil |
|                     |                                 |          |                  | Last  | 18:38    | 17:41  | nil |
|                     |                                 |          | Frequency        |       | ½ Hourly | Hourly | nil |
|                     | Frome – Trowbridge - Chippenham |          | Church (EB)      | First | 07:07    | 07:27  | nil |
|                     |                                 |          |                  | Last  | 17:48    | 17:26  | nil |
|                     |                                 |          | Frequency        |       | ½ Hourly | Hourly | nil |

**Figure 3.5: Existing Bus Stop Location**



- 3.35 The bus travel time from Southwick to Sainsburys, Conigre in Trowbridge is 13-minutes. In the opposite direction, the bus travel time to Market Place, Frome, is 14-minutes.
- 3.36 During the week, the first buses in each direction depart Southwick between 07:00 and 07:30. The last buses from Chippenham and Frome both depart at 17:30.
- 3.37 Based on the information above, there is a genuine public transport commuting opportunity from Southwick to Trowbridge and Frome town centres or other nearby towns. This can be used for either work or education purposes.

### Train Provision

- 3.38 Trowbridge Railway Station is located just north of the town centre, some 3.3km as the crow flies from the proposed development site. It is situated on the Wessex Main Line and is operated by Great Western Railway (GWR). Bus service X34 stops directly outside the station.
- 3.39 The Railway Station offers cycle storage and a car park of 117 spaces, and step-free access throughout the station. There is disabled parking and a taxi set-down point.
- 3.40 There are a number of train services from and to Trowbridge, as shown in Table 3.5.

**Table 3.5: Train Key Destinations, Journey Times, and Frequencies**

| Destination                                | Journey Time        | Frequency                            | Operator(s) | Notes                                     |
|--------------------------------------------|---------------------|--------------------------------------|-------------|-------------------------------------------|
| <b>Bath Spa</b>                            | 20-30 minutes       | Frequent (about half-hourly Mon-Sat) | GWR         | Direct services available                 |
| <b>Bristol Temple Meads</b>                | 45 minutes          | Frequent (about half-hourly Mon-Sat) | GWR         | Direct services available                 |
| <b>Cardiff Central</b>                     | 60 minutes          | Hourly                               | GWR         | Requires a change at Bristol Temple Meads |
| <b>Southampton Central</b>                 | 1h 30m              | Hourly                               | GWR         | Direct services available                 |
| <b>London (e.g. Paddington / Waterloo)</b> | From 1hr 50m to 2hr | Limited direct services              | GWR         | Typically requires 1 change               |

*Note: approximate times only*

- 3.41 The main operator at Trowbridge Railway Station is Great Western Railway (GWR), which provides frequent services to key regional hubs. Some longer-distance and less frequent journeys, particularly those towards London, are also available but generally require a change of train.
- 3.42 Hourly or better services operate to major destinations such as Bristol and Bath, while longer journeys to cities like London are served by fewer direct trains and typically involve at least one interchange.

- 
- 3.43 Travel times vary depending on the destination, with relatively short journeys to nearby centres such as Bath and Bristol, and longer travel times to national hubs further afield. Overall, Trowbridge Railway Station offers a good mix of frequent local connections and access to longer-distance routes, enhancing both regional and national rail connectivity.

---

## **4 OBJECTIVES**

4.1 The main objective of this Residential Travel Plan is to:

- Seek to minimise the number of single-occupancy car journeys made from the site, to promote travel by the more sustainable modes of transport, and to manage the overall transport impacts of the development.

4.2 Beneath this headline objective, several other related objectives have been identified as follows:

- To ensure that the pre-construction predicted vehicular trip rates remain worst case, with a reduction achieved over time;
- To achieve increases in the number of trips to and from the site undertaken by walking, cycling and public transport over time; and
- To promote healthy lifestyles and sustainable, vibrant communities.

4.3 These objectives have been used to guide the types of measures that are implemented and the targets that are set.

## 5 MOTIVATION

### **Sustainability**

- 5.1 Current studies indicate that carbon dioxide (CO<sub>2</sub>) is one of the significant greenhouse gases and that its emission from the combustion of fossil fuels is one of the major causes of global warming. It is also argued that transport is the fastest growing source of climate change gases in the UK.
- 5.2 Everyone can play a part in reducing these greenhouse gas emissions, especially when choosing a sustainable mode of travel in lieu of a Single Occupancy Vehicle (SOV). For instance:
- Walking and cycling – by far the greenest modes of travel;
  - Bus or train – mass transit systems offer a greener mode of travel per passenger than SOVs; and
  - Car sharing – two or more people sharing a car generates half or less of the emissions from a SOV.
- 5.3 The Chartered Institution of Highways and Transportation (CIHT) states that three quarters of journeys by all modes are less than five miles (8km) and half are less than two miles (3.2km). These are distances that can be cycled comfortably by a reasonably fit person. Based on an average cycling speed of 4.0m/s (14.4kph), 8 kilometres can be cycled in just over half an hour and 3.2 kilometres can be cycled in less than 15 minutes. All the local services and facilities available within the Trowbridge area are within these distances with Westbury, Bradford on Avon and parts of Melksham also being within the 8 kilometres distance.

### **Personal Health and Fitness**

- 5.4 Choosing to walk or cycle to the local services and facilities will have positive benefits to an individual's health, fitness and wellbeing. The Government, through the National Health Service, recommends that everyone should exercise to:
- Reduce the risk of heart attack and increase chances of survival;
  - Reduce the risk of developing long-term diseases;
  - Increase life expectancy and improve quality of life in later years;

- Increase confidence;
- Improve appearance – body fat is reduced, muscle definition is improved, and skin improves in appearance;
- Improve posture; and
- Have a positive effect on breathing, blood supply, stamina, muscles and bones.

#### **Financial**

- 5.5 There are also significant financial benefits associated with green travel modes. For a number of years, fuel prices have been steadily increasing. This, coupled with increased parking charges, increased vehicle excise duty, increased car insurance, vehicle maintenance and vehicle depreciation, means the cost of owning and using the private car as the commuting mode of choice is high.
- 5.6 With the exception of purchasing a bicycle, cycling and walking do not have any significant cost implications.

---

## 6 MEASURES

- 6.1 As part of the development proposals, Travel Plan measures will be introduced to encourage the use of more sustainable modes of transport and minimise the need to travel.
- 6.2 The key to a successful Travel Plan is to identify which transport alternatives residents and visitors will be prepared to use, and to make these more attractive than driving alone. Although a Travel Plan should seek to facilitate long term changes in travel behaviour, it is important to make sure that some of the measures put in place have an immediate effect. This helps to inspire confidence in the Travel Plan making it easier to implement other measures in the future.
- 6.3 A range of Travel Plan measures are outlined below together with the reason for their implementation and the desired outcome.

### **Travel Plan Co-ordinator**

- 6.4 A Travel Plan Co-ordinator (TPC) will be appointed to promote, implement and monitor the Travel Plan. The role will include offering Travel Plan information and advice to all residents and the promotion of Travel Plan measures.
- 6.5 A contact name for the nominated TPC will be provided to the Travel Plan Officer at Wiltshire Council as soon as it is known. The TPC will have committed time set aside each week to dedicate to Travel Plan work although the role is not considered to be 'full time' and is therefore likely to be performed by a person with other professional duties (for instance a member of the sales team while the show house is open).
- 6.6 The responsibilities of the TPC are many and varied and include:
- Liaison with the Council's Travel Plan officer to obtain literature promoting sustainable travel;
  - Overseeing the development and implementation of the Travel Plan;
  - Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan;
  - Coordinating the necessary data collection exercises required to develop the Travel Plan;
  - Acting as a point of contact for all residents requiring information; and

- Coordinating the monitoring programme for the Travel Plan, including target setting.
- 6.7 The TPC will also be responsible for initiating a travel survey of new residents to understand existing travel behaviour and mode splits. The results of the survey will inform the Travel Plan by enabling appropriate long-term targets to be set. The travel survey will be undertaken following the occupation of the 75<sup>th</sup> residential unit and then annually for the next five years.

#### **Travel Information**

- 6.8 If the message is to be conveyed that sustainable forms of transport are preferred to the private car, then it is essential that adequate transport information is available on the site.
- 6.9 Travel Information Packs will be provided to all new residents to ensure that they are fully informed of the travel choices available from the outset. The information pack will include:
- Bus and Rail timetable information;
  - Local pedestrian and cycle routes;
  - Contact details of the TPC;
  - Contact details of the Council's cycling, public transport, and Travel Plan officers;
  - Details of the Council's car share scheme;
  - Contact details / website address of Sustrans – the national cycling charity;
  - Contact details of local reputable taxi firms; and
  - Information on the benefits of sustainable transport on health and the environment.
- 6.10 The TPC will also be responsible for regularly reviewing this information and updating the information packs for new residents accordingly.
- 6.11 The information pack will include full details of public transport timetables and route maps, local cycle networks and a map detailing the provision and location of local services and amenities. This will ensure all residents will have the necessary information to choose more sustainable modes of transport and make full use of local services from the outset. Sales staff will be fully informed about the sustainable characteristics of the site and be able to promote the site's non-car accessibility to

prospective purchasers. Sustainable travel information for the site will also appear on the Developer's marketing website.

- 6.12 Information on national sustainable travel events will be provided within the Travel Information Pack, i.e. Walk to Work week (April), Bike week (June) and Car free day (September).

### **Walking**

- 6.13 Each household will be provided with an umbrella in order to encourage walking during inclement weather, and with high visibility accessories to encourage walking trips at all times of the day.
- 6.14 Each household will be provided with information promoting the health and environmental benefits of walking as opposed to driving a car. Maps showing local walking routes to key facilities will be provided as part of the Travel Information Packs.

### **Cycling**

- 6.15 The TPC will seek to negotiate a discount at a local cycle store entitling residents to discounted purchase of cycling equipment. Each household will be provided with a £100 voucher redeemable on the purchase of a new bicycle from the local cycle store (potentially Halfords, Bradley Road).
- 6.16 The voucher would need to be redeemed within 6 months of first occupation in order to encourage cycle use from the outset and there would be no cash alternative or change given.
- 6.17 The ability to accommodate cycle parking has been included within the overall design of the site with maps of the local cycle routes being provided within the Travel Information Pack.

### **Public Transport**

- 6.18 The TPC will seek to negotiate a discount with the local bus operators entitling residents to discounted purchase of season tickets. Each household will be provided with a £100 voucher redeemable on the purchase of public transport season tickets (3 monthly or greater). The voucher would need to be redeemed within 6 months of first occupation in order to encourage public transport use from the outset and there would be no cash alternative or change given.
- 6.19 Local bus service timetables and route maps will be included within the Travel Information Pack.

---

### **Car Sharing**

- 6.20 In order to promote car sharing, information about Wiltshire Council's car share scheme (liftshare.com) will be included within the Travel Information Pack.
- 6.21 Additionally, residents who state on their travel surveys that they are interested in car sharing will be contacted by the appointed TPC who will endeavour to match people up depending on the types of journeys they regularly make and the destinations travelled to. Regular car share meetings will also be promoted and arranged by the TPC to enable potential sharers to meet, become acquainted and discuss travel arrangements.

### **Personalised Travel Planning Initiative**

- 6.22 Each household will be offered one personal visit from the TPC (free of charge) to discuss any particular travel issues that they may have and provide advice on the various modes of transport available locally. The coordinator will endeavour to deal with all reasonable requests from residents and try to obtain any information necessary.

### **Site Masterplan**

- 6.23 The site has been designed in accordance with the Manual for Streets, ensuring a holistic transport network which encourages low vehicular speeds and is conducive towards the movements of pedestrians and cyclists. Appropriate connections have been made to the local pedestrian network and appropriate facilities are provided for cycle parking.

---

## 7 TARGETS

- 7.1 In order to establish whether a Travel Plan is working successfully it is necessary to identify a set of targets. The Transport Energy Best Practice Guide for Travel Plans identifies that they should be 'SMART', i.e. Specific, Measurable, Achievable, Realistic and Timebound.
- 7.2 In identifying suitable Travel Plan targets, use has again been made of the Transport Energy Best Practice Guide together with guidance from the Wiltshire Council website on the development of Residential Travel Plans.
- 7.3 A number of 'Action type' targets can be identified without detailed knowledge of future travel patterns. These include:
- Implementation of the approved pedestrian links and cycle parking provision – prior to first occupation;
  - Appointment of a Travel Plan Coordinator – prior to first occupation;
  - Producing a Travel Information Pack detailing available walking, cycling and public transport links for distribution to all new residents – prior to first occupation;
  - Undertake initial travel survey – after 75<sup>th</sup> occupation.
- 7.4 Once the development has been completed and residents travel surveys have been undertaken and analysed, a number of 'Aim type' targets can be identified. These will have a quantifiable result and will be realistic and achievable while still being challenging.
- 7.5 Depending on the actual results of the travel survey, precise mode share targets for the various modes of travel will be identified. However, in the short term, an overarching target of reducing the proportion of single occupancy car trips by five percentage points within five years of the initial travel survey is considered appropriate. This reduction in single occupancy car use will be accompanied by proportional increases in car sharing, walking, cycling and public transport use.

---

## 8 MONITORING AND REVIEW

- 8.1 It is important to recognise that Travel Plans are live documents and, as such, develop over time with changing conditions. It will be necessary to monitor and review the effectiveness of the Travel Plan and the associated initiatives on a regular basis. This will ensure that progress towards meeting the Travel Plan objectives and targets is measured and will help identify those areas of the Travel Plan that may not be working particularly well, and conversely, those aspects which are performing better than expected. Monitoring and review are an integral part of a good Travel Plan, and their results can help recognise success and generally raise awareness.
- 8.2 An initial survey of the travel habits of the new residents of the Blind Lane site will be undertaken immediately following occupation of the 75<sup>th</sup> unit and annually thereafter for 5 years. The TPC will coordinate the surveys and review the information obtained.
- 8.3 The travel survey will be either paper based or alternatively web-based via an appropriate survey website. A minimum response rate of 40% is considered necessary to ensure reliable data. If this is not initially achieved, additional encouragement will be provided by entering those who do complete the survey into a draw for a suitable prize (gift voucher or similar). The results of this survey will be summarised and made available for consideration by Wiltshire Council.
- 8.4 Any discrepancy between the recorded modal splits and the progress towards the long term targets will be identified and discussed in detail with Wiltshire Council. This may require additional travel planning measures to be introduced should the modal splits be falling behind the targets set, or alternatively, the setting of new targets should progress be ahead of schedule. Any new targets will however need to consider the feasible extent of changes in travel habits, taking into account the site's location and the availability of alternative travel choices. Any changes in targets will feed through to an update of the Residential Travel Plan which itself will then be submitted to, and agreed with Wiltshire Council.