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Land off Trowbridge Road, Bradford-on-Avon, Wiltshire

Waddeton Park Ltd

Framework Travel Plan
May 2026





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- Appendix C – Active Travel Access Strategy Plan
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1 Introduction

- 1.1 Rappor have been instructed by Waddeton Park Ltd to prepare a Framework Travel Plan (FTP) to support an outline planning application for a residential-led mixed use development located on land to the northeast of Trowbridge Road, Bradford-on-Avon, Wiltshire. The development description is as follows:

“Outline application (with all matters reserved except for access) for the erection of up to 224 residential dwellings (Class C3), 72-bed care home (Class C2), with sports pitch, allotments, country park, landscaping and open space.”

- 1.2 The application site is located on the southeastern edge of Bradford-on-Avon, adjoining existing residential areas to the west, fronting Trowbridge Road to the southwest, forming a natural extension to the town. Wiltshire Council (WC) form the Local Planning Authority (LPA) and Local Highway Authority (LHA) for the application.
- 1.3 An extract of the site location plan is presented at **Figure 1.1** to illustrate the location of site and its relationship with the existing Bradford-on-Avon settlement. The full location plan is presented at **Appendix A**.



Figure 1.1 Site Location

- 1.4 This FTP has been prepared to support both the residential and employment component of the development proposals, which comprises circa 224 dwellings and an employment area which will be occupied by a 72-bed care home.



- 1.5 This FTP has been prepared to assist the promotion of sustainable travel modes, primarily amongst the residents and employees of the site, but it will also prove beneficial in encouraging visitors to the site to use sustainable modes as well.
- 1.6 This FTP therefore sets out the principles and suggested management mechanisms for adoption across the development to reduce the number of single-occupancy car trips to and from the site.
- 1.7 A Transport Assessment (TA) has also been prepared in support of the development and should be read in conjunction with this FTP.

Development Proposals

- 1.8 The residential element of the development will comprise up to circa 224 residential units, which will consist of 50% privately-owned and 50% affordable housing. The residential parcels will adjoin the existing Bradford-on-Avon urban area.
- 1.9 The proposed care-home will be located adjacent to the south-western boundary of the site to ensure residents and employees are well connected to local active travel and public transport infrastructure.
- 1.10 Lastly, the proposed community sports pitch will comprise a football pitch with a possible seasonal use for cricket and other sports, and a clubhouse / changing room facility.
- 1.11 The illustrative layout plan is attached at **Appendix B**.

Access Strategy

- 1.12 Vehicular access will be achieved via a new priority junction arrangement, incorporating a ghost island right turn lane.
- 1.13 The vehicular access will also provide multi-modal access to the development site through new 2m pedestrian footways on either side of the access road.
- 1.14 Active travel connectivity will be key to deliver an integrated, sustainable community and will ensure that the range of local facilities presented in the previous section are easily accessible from the site by active travel modes.
- 1.15 The key desire line for future residents, staff and visitors to access local facilities and amenities is primarily to the north and west of the development site. To ensure the site is well connected to the existing local active travel network, a mixture of on-site and off-site pedestrian and cycling facilities are proposed.
- 1.16 The proposed active travel access strategy is presented at **Appendix C**.

Travel Plans

- 1.17 Travel planning has the ability to create more sustainable developments, which will assist the development proposal to comply with national and local planning policies. They detail the means by which sustainable travel to / from the site by residents, staff and visitors are encouraged and facilitated. This may be achieved through a reduction in the number of individual private vehicle trips and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of



additional traffic generated by the proposed development, reducing the carbon footprint, reducing transport related air pollution and encourage travel in a more sustainable way.

- 1.18 The main objective of the FTP is to promote and provide alternative sustainable modes of transport and to ensure future residents, staff and visitors of the site are fully aware of the sustainable travel options available to them. It also looks to provide a clear set of achievable objectives, and a means by which these can be achieved over the Travel Plan (TP) period.

Aim and Structure of the Travel Plan

- 1.19 An FTP is the first stage of the Travel Planning process for a site that includes unconfirmed end occupiers. It includes basic principles for the entire site and a list of potential measures that could be implemented to effect modal shift.
- 1.20 This FTP applies to the residential and employment elements of the proposed development and sets out the initiatives and measures to be provided before the development is occupied, as well as during the lifetime of the FTP, in order to influence future residents, staff and visitor travel behaviour at the outset, and therefore minimise single occupancy car journeys, and encourage staff and visitors to use other sustainable modes of travel.
- 1.21 The main aim of an FTP is to deliver sustainable transport objectives, including:
- a) To reduce the overall amount of single occupancy car travel to/from the site;
 - b) To increase the use of public transport;
 - c) To increase walking and cycling;
 - d) To minimise the impact of the development on the local area and transport infrastructure; and
 - e) To achieve a high awareness of the FTP within one year following implementation.

Structure of the Travel Plan

- 1.22 The structure of the remainder of the TP is as follows:
- a) **Section 2:** TP Context - sets the scene and details the policy context;
 - b) **Section 3:** Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
 - c) **Section 4:** Objectives and Targets - provides detailed objectives and targets of this FTP;
 - d) **Section 5:** TP Management and Measures - details the management structure in place to deliver the FTP;
 - e) **Section 6:** Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this FTP;
 - f) **Section 7:** Monitoring and Review - details the monitoring and review of the FTP; and
 - g) **Section 8:** Funding - provides detail of the funding of the FTP.



2 Travel Plan Context

Introduction

- 2.1 A TP is a long-term management strategy built on a package of site-specific measures that seeks to deliver sustainable transport objectives, with an emphasis on reducing reliance on single occupancy car journeys and facilitating travel by sustainable modes, which is articulated in a document that is regularly reviewed.
- 2.2 A FTP is often produced for larger developments that comprise a range of land uses. It sets the overarching strategy and wider development targets but will require subsidiary Travel Plans to be produced for the individual, non-residential land uses. This is to ensure that the targets and measures implemented at any particular workplace or facility within the development reflects the travel characteristics of staff and visitors.
- 2.3 To be successful, it is crucial that the FTP acts as a dynamic process that grows and develops with time. The plan will need to be flexible to allow for changes to be made in line with its performance, changing circumstances of the site and environment in which it works and to tailor it to the needs of the future residents and visitors of the site. The flexibility of the FTP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.

Benefits of a Travel Plan

- 2.4 FTPs help to reduce the cost of travel for individuals and reduce the impact of travel on the local highway network as well as the environment. They also help to:
 - a) Inform the design and operation of development;
 - b) Improve the health of all users on-site through promoting walking and cycling measures;
 - c) Create improvements for public transport, pedestrians and cyclists;
 - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
 - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
 - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO₂; and
 - g) Save energy through reduced fossil fuel use.
- 2.5 In summary, FTPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate to the scale of the development. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.

Policy, Legislation and Guidance

- 2.6 In developing this FTP, care has been taken to ensure that full regard has been given to best UK practice methods and these have been applied. A number of national and local policy documents have been taken into account to help deliver the maximum possible uptake of sustainable transport modes.



National Planning Policy Framework (December 2024, updated February 2025)

- 2.7 National planning policy is set out in the National Planning Policy Framework (NPPF) (December 2024, updated version February 2025). At the heart of the NPPF is a presumption in favour of sustainable development.
- 2.8 Chapter 9 of the NPPF deals with ‘Promoting sustainable transport’ and Paragraph 109 of the NPPF states:

“Transport issues should be considered from the earliest stages of plan-making and development proposals, using a vision-led approach to identify transport solutions that deliver well-designed, sustainable and popular places. This should involve:

- a) Making transport considerations an important part of early engagement with local communities;*
- b) Ensuring patterns of movement, streets, parking and other transport considerations are integral to the design of schemes, and contribute to making high quality places;*
- c) Understanding and addressing the potential impacts of development on transport networks;*
- d) Realising opportunities from existing or proposed transport infrastructure, and changing transport technology and usage – for example in relation to the scale, location or density of development that can be accommodated;*
- e) Identifying and pursuing opportunities to promote walking, cycling and public transport use; and*
- f) Identifying, assessing and taking into account the environmental impacts of traffic and transport infrastructure – including appropriate opportunities for avoiding and mitigating any adverse effects, and for net environmental gains.”*

- 2.9 Paragraph 110 states:

“The planning system should actively manage patterns of growth in support of these objectives” [the objectives outlined in paragraph 109]. “Significant development should be focused on locations which are or can be made sustainable, through limiting the need to travel and offering a genuine choice of transport modes. This can help to reduce congestion and emissions and improve air quality and public health. However, opportunities to maximise sustainable transport solutions will vary between urban and rural areas, and this should be taken into account in both plan-making and decision-making.”

- 2.10 Paragraph 115 states:

“In assessing sites that may be allocated for development in plans, or specific applications for development, it should be ensured that:

- a) Sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;*
- b) Safe and suitable access to the site can be achieved for all users;*
- c) The design of streets, parking areas, other transport elements and the content of associated standards reflects current national guidance, including the National Design Guide and the National Model Design Code; and*



- d) *Any significant impacts from the development on the transport network (in terms of capacity and congestion), or on highway safety, can be cost effectively mitigated to an acceptable degree through a vision-led approach.”*

2.11 Paragraph 116 states:

“Development should only be prevented or refused on highways grounds if there would be an unacceptable impact on highway safety, or the residual cumulative impacts on the road network following mitigation, would be severe, taking into account all reasonable future scenarios.”

2.12 Paragraph 117 states that within the context of Paragraph 116 *“applications for 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 areas 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 services 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.”*

2.13 The NPPF states in ‘Annex 2: Glossary’ at Page 79 that sustainable transport modes are:

“Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra-low and zero emission vehicles, car sharing and public transport”.

2.14 Paragraph 118 of the NPPF states that *“All developments that will generate significant amounts of movement should be required to provide a travel plan”.*

National Planning Practice Guidance (March 2014)

2.15 The National Planning Practice Guidance (NPPG) provides the link between the NPPF and relevant planning practice guidance as well as between different categories of guidance.

2.16 The Government’s planning practice guidance to the NPPF was launched as a web-based resource by the Department for Communities and Local Government (DCLG) on 6th March 2014. Guidance on transport assessments falls within the category ‘Travel Plans, Transport Assessments and Statements’ (Reference ID: 42 Revision date: 06 03 2014).

2.17 In respect to transport, the NPPG provides advice on what Transport Assessments (TA), Transport Statements (TS) and Travel Plans (TP) are, when they are required, and the information that should be included when preparing the document. The key overarching principles included in the NPPG for TPs, TAs, and TSs state that documents should be:



- a) Proportionate to the size and scope of the proposed development to which they relate and build on existing information wherever possible;
- b) Established at the earliest practicable possible stage of a development proposal;
- c) Tailored to particular local circumstances (other local determined factors and information beyond those which are set out in this guidance may need to be considered in these studies provided there is robust evidence for doing so locally); and
- d) Brought forward through collaborative ongoing working between the Local Planning Authority/Transport Authority, transport operators, Rail Network operators, Highways England where there may be implications for the strategic road network and other relevant bodies. Engaging communities and local businesses in Travel Plans, Transport Assessments and Statements can be beneficial in supporting higher levels of walking and cycling (which in turn can encourage greater social inclusion, community cohesion and healthier communities).

2.18 Paragraph 002 (Reference ID: 42-002-20140306) states that Transport Assessments, Statements, and Travel Plans are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments that generate significant amounts of movements.

2.19 Paragraph 006 (Reference ID: 42-006020140306) of the guidance considers that Travel Plans, Transport Assessments and Statements can positively contribute to:

- a) Encouraging sustainable travel;
- b) Lessening traffic: generation and its detrimental impacts;
- c) Reducing carbon emissions and climate impacts;
- d) Creating accessible, connected, inclusive communities;
- e) Improving health outcomes and quality of life;
- f) Improving road safety; and
- g) Reducing the need for new development to increase existing road capacity or provide new roads.

2.20 Significant research has been undertaken by DfT on the impacts of travel planning and smart choice measures on reducing the number of car trips made. This FTP includes measures which have been proven to maximise returns in terms of car trip reductions.

Wiltshire Council Local Transport Plan (March 2025)

2.21 WC have developed a Local Transport Plan 4 (LTP4) which covers the period from 2025 – 2038. It has the overarching visions to ensure *“a safe and connected transport system which protects the county’s unique built, natural and historic environment making this accessible for all, supports sustainable economic growth across Wiltshire’s communities and contributes to a low carbon future”*.

2.22 The plan covers the following objectives:

- a) *“To decarbonise private vehicles, and to tackle social isolation by improving multi-modal and digital connectivity across the whole county, especially within and beyond the rural settlements.*



- b) *To provide a safe transport network which improves quality of life, health and wellbeing in Wiltshire, promoting more equal and inclusive access to opportunities.*
 - c) *To provide a reliable and efficient transport network which maximises sustainable economic growth opportunities across Wiltshire's varied localities.*
 - d) *To ensure that Wiltshire has a resilient transport network that is prepared for continuing maintenance, technological, environmental and societal changes and will meet the needs of future generations.*
 - e) *To expedite the reduction of the total carbon emissions in the country that are due to transport, contributing to making Wiltshire Council carbon neutral by 2023, and leading to county towards net zero."*
- 2.23 WC are directly responsible for supporting the implementation of these objectives. The Council shall collaborate with appropriate and various partners to deliver the measures.
- 2.24 The WCLTP4 focuses on what actions, interventions and changes are needed over the next five years. The WCLTP4 also sets out what is needed in the medium and longer term, ensuring policies and ambitions are working together and effectively toward the 2038 vision.
- 2.25 There are four key policy areas outlined within the LTP4, these being Avoid, Shift, Improve and Support. These four sub-strategies sit above three place-based sub strategies: Principal Settlements, Market Towns and Rural Areas. This place-based approach enables WC to tailor the Avoid, Shift, Improve framework to Wiltshire's particular circumstances, considering the vast diversity of places in the county.
- 2.26 The delivery plan for the measures outlined within the LTP4 have been categorised into short, medium and long term. These timescales demonstrate the potential deliverability of the measures and are dependent on securing sufficient funding.
- 2.27 It is outlined that WC is directly responsible for implementing these measures, in addition to being open to collaboration with various partners to ensure the scheme's success. It is also stated that options to support the implementation of these measures will be market-led.
- 2.28 The policies and objectives outlined within Table 2-1 of the LTP4 encompass all aspects of the transport challenges and opportunities faced across Wiltshire and the surrounding areas. A number of key policies have been summarised below.
- 2.29 **'Policy A1:** Reduce the need to travel as often' states the need to improve local safety and air quality. In order to achieve this, it is highlighted that more options to access essentials remotely can open up new opportunities, such as education, training, employment, online community services, and travel information.
- 2.30 **Policy A2:** Enabling access to services, jobs and other destinations within closer reach', therefore making active travel modes more accessible and attractive. In doing so, this has the potential to improve local safety and air quality, in addition to supporting economic opportunities without the need to run a car.
- 2.31 **'Policy S1:** Enable active travel to be the preferred choice for shorter journeys (or as part of a longer journey) by improving journey safety, access and quality. This key policy highlights the importance for active travel for shorter journeys or for 'last mile' portions of a larger journey. For there to be a positive uptake of this, active travel modes should be



suitably promoted, in addition to being easily accessible and attractive to all, forming a genuine alternative to private car usage.

Summary

- 2.32 This FTP has been produced in line with and to support the objectives set out in the policy and practice guidance discussed above.

3 Site Accessibility and Opportunities for Sustainable Travel

Introduction

- 3.1 This section presents the context of the site in terms of non-car accessibility. It is very well located to utilise a wide range of existing walking, cycling and public transport facilities and services. There are also extensive facilities and destinations in proximity to the site that would be utilised regularly by future residents and visitors, many of which would not require access to a private car.
- 3.2 When considering the overall sustainability of the site with regards to transport and highways, it is important that a site can be demonstrated to be accessible for all potential users without resulting in reliance on travelling by car, particularly single occupancy journeys. Within the local context of the site, this can be assessed having regard to the proximity to local services and amenities, that residents, staff and visitors may require access to on a daily basis.
- 3.3 The following section, therefore, reviews the location of these amenities, sustainable transport services and facilities for which future journeys to and from the application site could be utilised.

Proximity to Local Services and Amenities

- 3.4 There are a wide range of local services and amenities available in Bradford-on-Avon, which includes employment, education, leisure and retail facilities that are within a short walking and cycling distance of the development.
- 3.5 **Table 3.1** provides details of the local service and amenities that may be accessed from the application site via walking or cycling and identifies the approximate distances and journey times by these travel modes. For robustness, the distances and their corresponding journey times have been measured from the centre of the residential element of the site, calculated via the Google Maps Journey Planner, which accounts for the gradient of the route when undertaking such journeys.



Service / Amenity	Approx. Distance	Approx. Journey Time (minutes)	
		Walking	Cycling
Education			
Fitzmaurice Primary School	1.2km	16 mins	4 mins
Westview Day Nursery	1.4km	18 mins	5 mins
St Laurence School	2.8km	42 mins	16 mins
Recreational / Leisure			
Widbrook Wood (Wiltshire Wildlife Trust)	Adjacent to the site		
Bradford-on-Avon Sailing Club			
St Aldhems Play Area	500m	6 mins	2 mins
Spencer Moulton Bowls Club	550m	8 mins	3 mins
Bradford Town FC	650m	9 mins	3 mins
Poulton Recreation Ground	950km	13 mins	6 mins
Bradford-on-Avon Youth & Community Centre	1.3km	18 mins	5 mins
Bradford-on-Avon Cricket Club	1.6km	21 mins	7 mins
Bradford-on-Avon Swimming Pool	1.7km	22 mins	9 mins
Health			
Vee the Vet	475m	6 mins	2 mins
St Margarets Surgery	1.4km	18 mins	8 mins
Bradford-on-Avon Health Centre	1.6km	21 mins	9 mins
Restaurants / Food Outlets / Public Houses			
The Boathouse	575m	8 mins	2 min
The Plough	1.1km	14 mins	4 mins
Domino's Pizza	1.3km	17 mins	3 mins
Canal Trust Cafe	1.5km	20 mins	5 mins
The Three Horseshoes	1.5km	20 mins	8 mins
The Bridge Tea Rooms	1.5km	20 mins	9 mins
Supermarkets / Convenience Store			
Texaco, Central Convenience Stores	1.0km	14 mins	4 mins
Sainsbury's	1.3km	18 mins	5 mins
Employment Centres			
Treenwood Industrial Estate	1.3km	17 mins	5 mins
Bradford-on-Avon Town Centre	1.4km	18 mins	5 mins
Trowbridge Town Centre	4.2km	-	15 mins

Table 3.1 Local Facilities within Walking Distance

- 3.6 **Table 3.1** demonstrates that the development site is within walking distance of a wide range of services that would typically be used by residents, employees and visitors on a daily basis. This provides a high-quality foundation upon which the sustainable credentials of the proposed development can be based.



- 3.7 In addition, the development proposals include a new mobility hub, community sports pitches and allotments, which are within easy walking distance of new residents on the site, as well as the wider community.
- 3.8 Bradford-on-Avon town centre is located approximately 1.4km from the centre of the development site, which has a range of employment, recreational and other amenities. Furthermore, Trowbridge town centre is located approximately 5km from the site, which is within an acceptable cycling distance, for additional amenities and services.
- 3.9 Furthermore, all local amenities identified at **Table 3.1** are located within a suitable walking distance (stipulated as 2km with reference to Manual for Streets) and cycling distance from the development site.

Walking and Cycling

Walking Guidance

- 3.10 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within ten minutes walking distance (around 800m). However, it states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips, particularly those under 2km.
- 3.11 The Institution of Highways and Transportation (now the: Chartered Institution of Highways and Transportation (CIHT)) guidance document 'Providing for Journeys on Foot' (published 2000) suggests an acceptable walking distance of 1km for commuting purposes and a preferred maximum walking distance of 2km.
- 3.12 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car journeys, particularly those under 2km. This is supported by the DfT NTS which found that over the past six years 80% (2019), 82% (2020), 82% (2021), 83% (2022), 81% (2023) and 81% (2024) of trips under a mile (1.6km) are undertaken on foot (NTS0308a).
- 3.13 The information set out within **Table 3.1** demonstrates that there are a wide range of key facilities located within 1.6km of the application site, which presents opportunities for future residents to conveniently walk to / from the application site in accordance CIHT and MfS guidance.

Pedestrian Infrastructure

- 3.14 Bradford-on-Avon has an extensive pedestrian network which the development site seeks to provide a connection to. This will ensure walking or cycling become the natural modal choice for future residents to access local facility and amenities set out at **Table 3.1**.
- 3.15 High-quality pedestrian footways are in place on both sides of Trowbridge Road within vicinity of the development site. The footway of the eastern side of the carriageway provides a continuous route to the centre of Bradford-on-Avon, likely forming the primary desire line for future residents and staff to travel to and from the site.
- 3.16 An informal crossing facility in the form of dropped kerbs and tactile paving is located on Trowbridge Road on the site frontage, immediately north of the Moulton Drive / Trowbridge Road access. As part of the development proposals, an additional pedestrian crossing

facility will be provided on Trowbridge Road between the site access and the Moulton Drive junction.

- 3.17 Moulton Drive is initially flanked with footways at the location of the Trowbridge Road junction, which reduces to a single northern footway when the southern footway terminates 130m west of the junction. There is an existing informal crossing arrangement at the Moulton Drive give-way line supported by dropped kerbs.
- 3.18 To the south of the development site, the eastern Trowbridge Road footway provides a route onto the Kennet and Avon Canal path, located 70m from the site access. The Kennet and Avon Canal path provides a western route to Bath and Bristol, with eastern connections to Trowbridge and Devizes. The canal path provides an excellent leisurely walking and cycling route for future residents, although it is noted that it is not lit or surfaced in places.
- 3.19 The eastern Trowbridge Road footway also provides a continuous route over the canal bridge onto a shared-use facility approximately 90m from the site access. The shared-use facility provides a traffic free connection to Trowbridge for pedestrians and cyclists.
- 3.20 **Images 3.1** and **3.2** illustrates the existing pedestrian footways conditions of Trowbridge Road and Moulton Drive.



Image 3.1 Pedestrian Footways on Trowbridge Road



Image 3.2 Pedestrian Footways on Moulton Drive

Public Rights of Way (PRoW)

- 3.21 PRoW information has been extracted from the WC online website, which demonstrates the local PRoW network adjacent to the development site, as presented at **Figure 3.1** below.

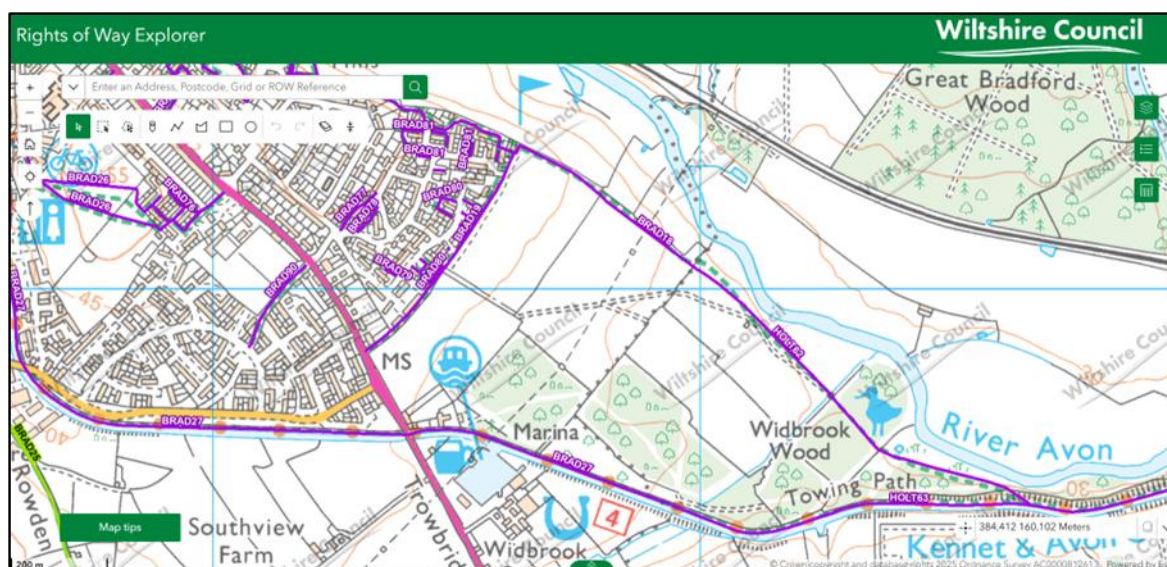


Figure 3.1 WC Public Rights of Way Extract

- 3.22 As illustrated at **Figure 3.1**, the BRAD19 footpath routes along the western site frontage, which is accessible to the south on Trowbridge Road and provides a connection to the BRAD80 and BRAD19 footways.
- 3.23 The BRAD18 footpath broadly routes in an east-to-west alignment, with the eastern sections routing through the northern portion of the development site, providing a connection to Wildbrook Wood and the canal path.
- 3.24 The western section of the BRAD18 routes through the existing residential settlement, providing a route towards the centre of Bradford-on-Avon. The PROW footpath routes are a combination of quiet residential streets or traffic-free. This provides an additional walking and cycling route from the site to the centre of Bradford-on-Avon.
- 3.25 The local PROW network provides an excellent provision of routes for future residents, staff and visitors.

Walking Wheel

- 3.26 In 2016, Bradford-on-Avon introduced the 'Walking Wheel' concept, which comprises a 46-mile network of inter-connected walks. It is an innovative collaboration between Bradford-on-Avon Walkers are Welcome, West Wiltshire Ramblers, and the Bradford-on-Avon Area Board (WC).
- 3.27 The 46-mile waymarked network of walking routes inter-connects Bradford-on-Avon and the nine satellite villages of Atworth, Holt, Limpley Stoke, Monkton Farleigh, South Wraxall, Staverton, Westwood, Wingfield and Winsley. The routes are on rights of way footpaths, quiet country lanes, the Kennet and Avon Canal towpath and a few, short sections of road.
- 3.28 The Bradford-on-Avon Walking Wheel 'Inner Circle' is a 6.5-mile loop around Bradford-on-Avon. The route runs adjacent to Moulton Drive, partly along Trowbridge Road, and along the northwest boundary of the site connecting to the northern public right of way, before heading northwards towards the town centre. On this route, pedestrians are never more than a mile from Bradford-on-Avon town centre. This provides pedestrians safe and accessible routes for walking around the town and local areas.

3.29 The Inner Circle route is presented at **Figure 3.2**.



Figure 3.2 Bradford-on-Avon Walking Wheel Inner Circle Route

Cycling

Cycling Guidance

3.30 Cycling has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (8km) and trips of 30 - 40 mins are considered acceptable for commuting purposes. The Department for Transport (DfT) National Travel Survey (NTS) 2024 (Table NTS0303d) notes that the average cycle trip is approximately 3.3 miles (5.3km) whilst the growth of electric bikes is also increasing the propensity to cycle, the distances people are cycling and reducing journey times.

3.31 The Local Transport Note 1/20: Cycle Infrastructure Design, (LTN 1/20) produced by the DfT in July 2020, states the following at paragraph 2.2.2:

Two out of every three personal trips are less than five miles (8km) in length, an achievable distance to cycle for most people.

3.32 It is therefore considered, and substantiated by DfT findings, that facilities and amenities within five miles, or 8km, of the application site are within acceptable cycling distance.

3.33 From the development site, the entirety of Bradford-on-Avon is well within a 8km cycling distance, providing future residents, staff and visitors the opportunity to cycle to/from the site, and to local services and amenities

Cycle Infrastructure

3.34 The development site is located within proximity of national and regional cycling infrastructure, as illustrated at **Figure 3.3**.

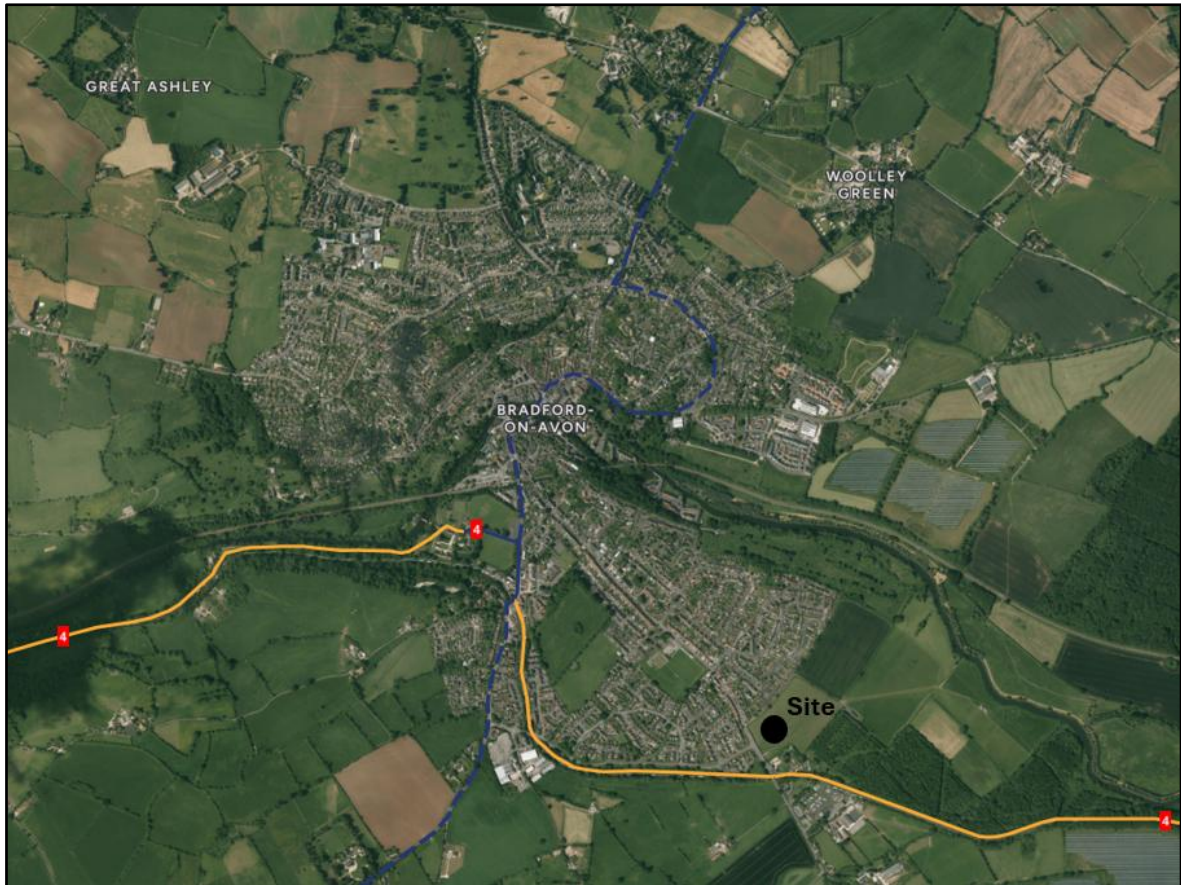


Figure 3.3 Local Cycle Infrastructure

- 3.35 As illustrated at **Figure 3.3**, National Cycle Route 4 (NCR4) routes through the southern sections of Bradford-on-Avon via the Kennet and Avon canal path. The route provides a western connection to Bath and Bristol, and an eastern route to Trowbridge and Devizes. The nearest connection to the NCR4 is to the south of the site via Trowbridge Road, some 120m from the site access.
- 3.36 **Figure 3.3** also illustrates a regional cycle route that routes through the centre of Bradford-on-Avon. The route, which is presented on the plan via a dashed blue line, mostly utilises on-road facilities within Bradford-on-Avon.
- 3.37 WC have produced a 'Bradford-on-Avon Active Travel Map' which details all the cycling infrastructure and recommended cycling routes within Bradford-on-Avon. **Figure 3.4** provides an extract of the plan, with the full plan appended at **Appendix D**.



Figure 3.4 WC 'Bradford-on-Avon Active Travel Map'

Strava Heatmap

- 3.38 To substantiate the assertion that the local highway network is suitable for cycling, a heatmap has been sourced from the online exercise platform STRAVA that illustrates the level and preferred route of cycling in the local area.
- 3.39 Evidence of cycling activity is demonstrated by the STRAVA heatmap in **Figure 3.5**, which highlights popular cycling routes based on GPS activity tracking. STRAVA is an internet service that tracks physical exercise, predominantly cycling and running, using GPS data. The GPS data is stored in a database which allows STRAVA users to visually see the extent that routes and roads are used by other users in the form of heatmaps. The data is updated monthly
- 3.40 The STRAVA heatmap indicates the more frequently used routes by STRAVA users, on a red (frequently used) to blue (scarcely used) scale, as shown in **Figure 3.5**.

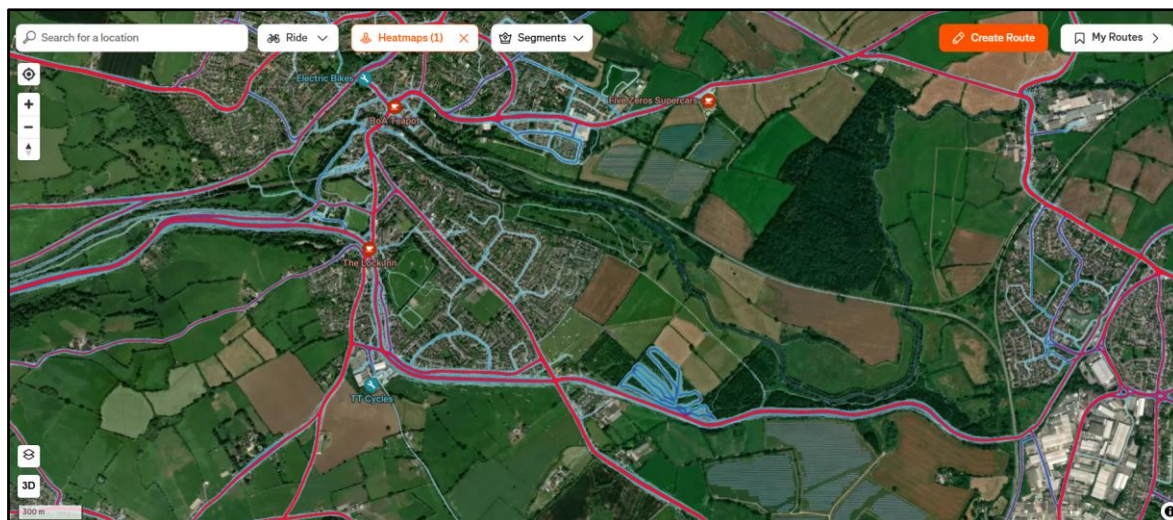


Figure 3.5 Strava Heatmap

- 3.41 **Figure 3.5** illustrates that Trowbridge Road, Moulton Drive and the NCR4 are frequently used by cyclists.
- 3.42 It should be noted that although STRAVA data is often associated with leisure and exercise trips, this is not entirely accurate. STRAVA also tracks commuting journeys, and they state that commuting activities have been growing on the service since 2019.
- 3.43 STRAVA offers a Metro package to organisations which provides data on commuting to subscribers and allows them to understand necessary data for transport planning purposes. Therefore, this demonstrates that STRAVA users record leisure, exercise and commuting trips on the service and not one or the other specifically. Furthermore, STRAVA state that one in seven adults (approximately 14%) in the UK are on the service and 'We are Cycling UK' state that in 2024, 12% of adults cycled more than once a week in England.
- 3.44 The proportion of adults using STRAVA in the UK is therefore comparable to the number of adults who cycle in England on a regular basis and thus STRAVA data in England will be both capturing commuting trips and be representative of wider cycling data, including demographics, in the country.

ATE Route Audit

- 3.45 In addition to the description of the existing cycle and pedestrian infrastructure set out in this section, an Active Travel England (ATE) Route Audit has been conducted to assess the facilities in more detail. This has helped to identify opportunities to deliver enhancements and improvements
- 3.46 The ATE Route Audit comprises a more analytical approach to reviewing the infrastructure and facilities, and provides scores for a range of categories, as listed below:
- a) Safety;
 - b) Accessibility;
 - c) Comfort;
 - d) Directness;
 - e) Attractiveness; and
 - f) Cohesion.



- 3.47 An overall score is then calculated for each route considered, with the identification of gaps or issues that could subsequently be resolved.
- 3.48 The ATE Route Assessment has been undertaken along Trowbridge Road and Moulton Drive, resulting in a Level of Service score of 46% and 60% respectively, indicating the infrastructure in the vicinity of the site is suitable to accommodate local active travel journeys. The audit indicated that the existing active travel provision for pedestrians and cyclists in the local area is considered good, and the provision of on-site and off-site infrastructure improvements could further enhance the pedestrian environment in Bradford-on-Avon for existing and future residents.

Public Transport

Bus Services

- 3.49 Future residents, staff and visitors of the development site will benefit from a well-connected and frequent public transport services that currently utilise bus stops within close proximity of the site.
- 3.50 The nearest southbound bus stop to the site is the 'Canal Bridge' stop, which is located on the site frontage immediately south of the site access, whilst the nearest northbound bus stop is the 'Moulton Drive' stop, which is located immediately adjacent to the north-western site boundary.
- 3.51 Both the Canal Bridge and Moulton Drive bus stops are sheltered with live and printed bus time information.
- 3.52 Both bus stops are served by the 98, D1 and D1X bus services, which provides direct bus connections to prominent local destinations, such as Bradford-on-Avon, Bath, Trowbridge, Westbury and Warminster.
- 3.53 A summary of the bus services that route via these bus stops is provided at **Table 3.2**



Service Number	Operator	Route	Days	First Service	Approx. Frequency	Last Service
98	FromeBus	Bradford-on-Avon Town Service (N-bound)	Mon - Fri	07:52	Hourly	15:57
			Saturday	09:17	Five per day (hourly when running)	13:07
			Sunday	No Services		
		Bradford-on-Avon Town Service (S-bound)	Mon - Fri	08:44	Hourly	15:33
			Saturday	10:03	Hourly	11:03
			Sunday	No Services		
D1	First in Bristol Bath & the West	Warminster – Westbury – Trowbridge – Bradford-on-Avon - Bath	Mon - Fri	06:38	Hourly	22:27
			Saturday	07:30	Hourly	22:29
			Sunday	08:40	Hourly	21:52
		Bath – Bradford-on-Avon – Trowbridge – Westbury - Warminster	Mon - Fri	05:43	Hourly	23:52
			Saturday	05:40	Hourly	00:01
			Sunday	07:37	Hourly	21:08
D1x	First in Bristol Bath & the West	Trowbridge – Bradford-on-Avon - Bath	Mon - Fri	06:22	Hourly	00:14
			Saturday	06:17	Hourly	00:24
			Sunday	18:25 only		
		Bath – Bradford-on-Avon - Trowbridge	Mon - Fri	05:56	Hourly	19:34
			Saturday	05:49	Hourly	18:40
			Sunday	07:58 only		

Table 3.2 Local bus information

- 3.54 The bus service information presented at **Table 3.2** demonstrates that the site is well served by frequent bus services that provide connections to prominent local destinations which offer additional range of employment, education and retail facilities.
- 3.55 The combination of the D1 & D1X buses provide half-hourly buses to Bradford-on-Avon Town Centre, Bath and Trowbridge.
- 3.56 The journey times to Bath and Trowbridge are comparable with journeys undertaken by car, without considering the time and cost associated with parking or the congestion often experienced during peak times within the city centre. The range of services would therefore provide a real and attractive alternative for residents undertaking this journey.
- 3.57 Furthermore, the D1 & D1X services operate from early morning until late evening, offering a genuine alternative to travel by car for commuting purposes.
- 3.58 Due to the attractive nature of the local bus services, it is considered that the local bus services are likely to be frequently used by future residents, visitors and employees at the site. The proposed development will therefore further support the long-term viability of these local bus services.

Rail Services

- 3.59 Bradford-on-Avon Railway Station is located approximately 1.2km from the site and is situated on the Wessex Main Line between Avoncliff and Trowbridge stations. The station offers frequent and direct services to prominent locations, such as Bath Spa, Bristol Temple Meads, Gloucester and Cardiff Central, with further connections to London Paddington.
- 3.60 The Bradford-on-Avon railway station is well connected on the Great Western Railway rail network, offering a range of routes and connections to local, regional and national destinations, as illustrated at **Figure 3.6**.



Figure 3.6 Rail Network (sourced from the Great Western Railway website)

- 3.61 **Table 3.3** sets out a summary of destinations, frequency and journey times from the Bradford-on-Avon Railway Station.

Destination	Frequency	Fastest Journey Time
Bristol Temple Meads	Three per hour	26 minutes
Bath	Three per hour	12 minutes
Trowbridge	Three per hour	6 minutes
Cardiff Central	Hourly (Half hourly in the AM and PM peaks)	1h 22 minutes
London Paddington	Twice per hour	1h 33 mins (1 change)

Table 3.3 Train Services Information from Bradford-on-Avon Train Station

- 3.62 All three bus services detailed at **Table 3.2** provides a direct route to Bradford-on-Avon station, which is a 4–6-minute journey from the Moulton Drive bus stop. Alternatively, Bradford-on-Avon station is an approximately 21-minutes walking or 6-minutes cycle journey from the centre of the development.

- 3.63 Based on the above, multi-modal journeys via Bradford-on-Avon Railway Station would likely form an attractive alternative to driving via car for future residents, visitors and employees at the site.

DfT Connectivity Tool Assessment

- 3.64 The DfT Connectivity Tool 'Lite' was released for public use in December 2025. The Connectivity Tool Lite combines transport and land use data to generate a national measure of connectivity of any location in England and Wales.
- 3.65 The website states that the overall connectivity score is the primary guide to understanding how connected a particular place or development site is. This takes into account access to all destinations included in the connectivity score by public transport, walking and cycling.
- 3.66 The Connectivity Tool Lite does not currently take into account the quality of walking, cycling or public transport routes, e.g., aspects such as footway presence, footway width, surface type, and lighting. The outputs of the score therefore should always be contextually appraised using local knowledge / evidence and having regard to other material considerations, as set out in detail within the Sections above.
- 3.67 The Connectivity Tool Lite also establishes the relative connectivity within the local authority area, showing the Local Authority Band. As set out within the Guidance Glossary, the Local Authority Band presents *"a method of better understanding score differences across a local or combined authority area, by dividing each local authority into ten bands from A (high scoring) to J (low scoring)... Each band represents approximately one-tenth of that local authority or combined authority's area"*.
- 3.68 The Connectivity scores are extracted and shown in **Figure 3.7** (Connectivity Score) and **3.8** (Local Authority Band) below, with the grid square associated with the site's primary access highlighted.



Figure 3.7 DfT Connectivity Score

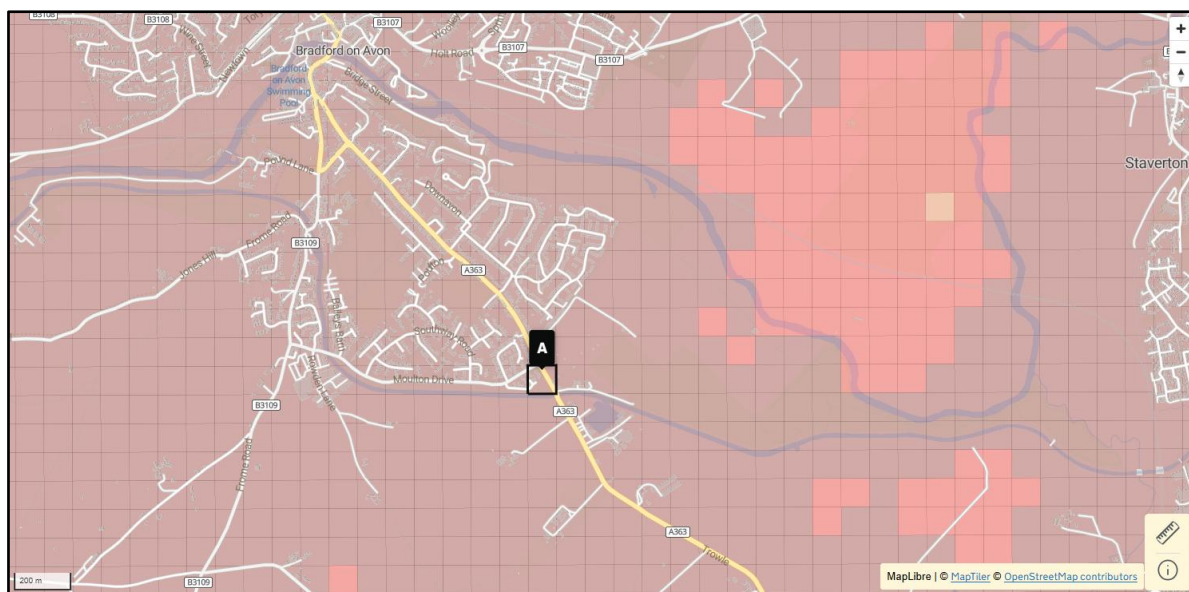


Figure 3.8 DfT Connectivity Score - Local Authority Band

3.69 Comparing the grid squares and tiles with the proposed residential area of the masterplan, the site lies entirely within **Local Authority Band A**, with Connectivity Scores ranging between 44 – 58.

3.70 Taking the primary access tile (highlighted above, Square ID: 383350_159750) as an indication for the site, the downloaded score breakdown report can be found at **Appendix E**. The connectivity analysis demonstrates that the site:

- a) Lies within an area that scores 'slightly above average' nationally for overall connectivity;
- b) It is in the top 40% (Band D) nationally for travelling via public transport and cycling;
- c) Is in the top 10% (Band A) in the Wiltshire Local Authority for connectivity by walking, public transport, and cycling; and
- d) It is also in the top 10% (Band A) in the Wiltshire Local Authority for connectivity to all types of destinations (Education, Leisure, Health, Shopping, Residential and Workplaces).

3.71 To summarise, from a national perspective the site has an above average connectivity score to travel via active travel modes and public transport. Furthermore, when compared with other locations within the Wiltshire Local Authority area the site is within the top 10% for connectivity to travel via active travel modes and public transport. This demonstrates that the application site is one of those most sustainable locations within the Wiltshire Local Authority for connectivity to all types of destinations via active travel and public transport modes. The development site is therefore considered to be one of the most sustainable locations within Wiltshire from a transport perspective.

Summary

3.72 The site is sustainably located with a wide range of services, facilities, and amenities within acceptable walking and cycling distance from the site. Prospective residents, staff and visitors of the application site will be afforded the opportunity to travel by active and



sustainable methods (i.e., public transport, cycling, walking, etc.) for leisure activities and other necessary trips required on a day-to-day basis.

- 3.73 The site's proximity to local public transport links also presents prospective residents, staff and visitors with more sustainable travel options to connect to nearby prominent locations such as Bath and Trowbridge for further education, employment and retail opportunities. Multi-modal trips via Bradford-on-Avon Railway Station also forms an attractive and realistic option, which is accessible via walking, cycling and public transport.
- 3.74 The ATE route audit demonstrates a good level of service along the assessed routes.
- 3.75 In assessing the site's connectivity, using the DfT Connectivity Tool, the site lies within the top 10% for walking, cycling and public transport within Wiltshire. This illustrates the sustainable nature of the development location from a transport perspective.
- 3.76 In summary, the application site is considered to be well located in terms of being able to offer a range of active and sustainable travel choices to future residents, employees, and visitors, as an alternative to travel from the site by private car.

4 Objectives and Targets

Introduction

- 4.1 It is important that the FTP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of objectives, which are realistic and site specific.
- 4.2 It is essential that there is an agreed set of objectives which can be adopted and thereby influence all actions arising from the FTP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

Objectives

- 4.3 The aim of this FTP is to determine a range of actions and targets to encourage employees and visitors of the proposed development to use more sustainable transport modes to access the site. The principal objectives of this FTP are set out below:
 - a) To encourage a lower car ownership at the development through the provision of sustainable travel information to residents;
 - b) To maintain a high awareness of the sustainable transport options available amongst residents and visitors, which will be maintained for the duration of the FTP;
 - c) To increase the health of all users of the site by increasing the proportion of active travel (i.e., walking and cycling);
 - d) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, which could practically be undertaken by walking and cycling; and
 - e) To engage residents in critical thinking regarding their travel choices.
- 4.4 These objectives will be achieved through the introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, with the aim of resulting in modal shift to more sustainable modes of walking, cycling and public transport use. The package of measures proposed are discussed in **Section 6**.

Targets

- 4.5 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The TP will need to be monitored to ensure it is still relevant, up-to-date and influencing sustainable travel use on the site, which is discussed in **Section 7**.
- 4.6 Monitoring of the TP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply WC with updated statistical data showing how residents travel to and from the site, along with details of the measures to encourage sustainable travel.
- 4.7 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will aim to result in modal shift to more sustainable modes of walking, cycling and public transport use.



- 4.8 Targets for the scale of modal shift against which the success of the TP can be measured will accord with the following SMART principles:
- a) **Specific** (identify what is to be achieved);
 - b) **Measurable** (over the target period);
 - c) **Achievable** (linked to overall objectives and aims);
 - d) **Realistic** (must be achievable over time allocated); and
 - e) **Time-bound** (a defined action plan including dates for achievement).
- 4.9 The following sets out details of the targets for each of the land uses proposed at the site. These are only indicative, based on the current travel behaviour of employees and residents who live or work within the area. Once the site is occupied, new surveys will be undertaken that provide a reflective baseline, considering travel of the residents and employees of the site.
- 4.10 Whilst the figures here are indicative, the overall objective of a 10% reduction in the proportion of single occupancy car travel will be applied.

Residential Travel Surveys

- 4.11 For the residential element of the development, a baseline travel survey will be undertaken within six months of the first occupation of the development site (Year 1). Monitoring surveys will then be conducted annually - a total of five travel surveys (including the Year 1 baseline survey) over a five-year period. These surveys will ascertain modal splits to determine if the targets and objectives of this FTP are being met.
- 4.12 The format, content and response rate of the baseline travel survey will be agreed with WC before issuing to residents.
- 4.13 An example travel survey has been attached at **Appendix F**.
- 4.14 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will result in modal shift.
- 4.15 Accurate modal split targets will be identified once the baseline travel survey has been undertaken. Interim targets have been set based on an indicative 10% reduction in trips made by a car driver, as determined by 2011 Census travel to work data for the 'Wiltshire 027' super output area, taken from NOMIS Census data. Targets will be updated once the baseline travel survey has been undertaken.
- 4.16 **Table 4.1** sets out initial modal split targets based on a 10% reduction in car driver journeys. The modal splits and targets will be reviewed when the baseline travel survey is undertaken to reflect what is occurring at the site.



Mode of Travel	Baseline / Year 1 %	Year 2 Target	Year 3 Target	Year 4 Target	Year 5 Target
Car (Driver)	66.6%	64.9%	63.2%	61.6%	59.9%
Car (Passenger)	4.5%	4.8%	5.0%	5.2%	5.5%
Train	10.4%	10.9%	11.4%	12.0%	12.6%
Bus	2.2%	2.3%	2.4%	2.6%	2.7%
On Foot	12.4%	13.1%	13.7%	14.3%	15.0%
Bicycle	2.4%	2.5%	2.6%	2.8%	2.9%
Taxi	0.1%	0.1%	0.1%	0.1%	0.1%
Metro / Underground / Tram	0.1%	0%	0%	0%	0%
Moped / Motorbike	1.1%	1.1%	1.1%	1.1%	1.1%
Other	0.2%	0.2%	0.2%	0.2%	0.2%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.1 Percentage Modal Split Interim Targets

- 4.17 It should be noted that these are only to be considered to be indicative targets. Once the baseline travel survey has been undertaken, these targets will be updated and used in the monitoring process. Furthermore, once the baseline survey has been undertaken, numerical targets will also be set.

Employment Target

- 4.18 In order to monitor travel habits amongst staff, travel surveys will be undertaken regularly to establish by what mode staff travel to work and their reasons for doing so.
- 4.19 A baseline survey is to be conducted within six months of each end user occupying the development. The information gathered will be analysed to confirm the baseline for modal shift targets and to act as a benchmark against which progress in meeting targets will be measured.
- 4.20 Surveys will be conducted annually thereafter following the date of the first survey, for a five-year period (five surveys in total including the baseline survey), in order to ascertain modal shifts to see if the targets of this FTP are being met and allow adjustment of the measures accordingly. Occupier-specific modal splits and targets will be identified once the baseline travel survey for each occupier has been conducted.
- 4.21 The surveys will establish the following:
- Origin locations of travel;
 - Mode of transport used;
 - Car ownership levels amongst staff;
 - Willingness to car share;
 - Ideas from staff that would encourage use of non-car modes, and existing barriers faced by staff to travelling sustainably; and
 - Views on sustainable transport and environmental issues.



- 4.22 Carrying out the surveys will be the responsibility of the TPC.
- 4.23 The format, content and response rate of the baseline travel survey will be agreed with WC before issuing to staff. An example travel survey is attached at **Appendix G**.
- 4.24 The initial modal split targets have been set based on the Census 2011 travel to work data for the Middle Super Output Area (MSOA) Wiltshire 027. Modal split targets will be reviewed and updated once the baseline travel survey has been undertaken (Year 1).
- 4.25 **Table 4.2** sets out initial modal split targets based on a 10% reduction in car driver journeys. The modal splits and targets will be reviewed when the baseline travel survey is undertaken to reflect the travel behaviour of employees working at the site.

Mode of Travel	Baseline / Year 1 %	Year 2 Target	Year 3 Target	Year 4 Target	Year 5 Target
Car (Driver)	65.2%	63.6%	61.9%	60.3%	58.7%
On Foot	20.5%	21.5%	22.4%	23.4%	24.4%
Car (Passenger)	5.6%	5.9%	6.1%	6.4%	6.7%
Train	3.3%	3.4%	3.6%	3.7%	3.9%
Bicycle	3.1%	3.3%	3.4%	3.6%	3.7%
Bus	1.5%	1.6%	1.7%	1.7%	1.8%
Moped / Motorbike	0.8%	0.8%	0.8%	0.8%	0.8%
Taxi	0.1%	0.1%	0.1%	0.1%	0.1%
Total	100.0%	100.0%	100.0%	100.0%	100.0%

Table 4.2 Indicative Modal Split Target: Care Home

- 4.26 It should be noted that these are only to be considered to be indicative targets, as they are based on the MSOA census data, rather than the development itself. Once the baseline travel survey has been undertaken, these targets will be updated and used in the monitoring process.



5 Travel Plan Management and Measures

Introduction

- 5.1 In order for the targets set out in the previous section to be achieved, a range of measures will be implemented at the development, and the FTP will be managed and adjusted over time. For best results, the FTP will be implemented and managed by a TPC. The TPC will be appointed prior to occupation to guarantee the most effective implementation of the FTP.
- 5.2 This section sets out details of the measures to be implemented at the development, alongside the key roles and responsibilities of the TPC.

Travel Plan Co-ordinator

- 5.3 The key to any effective FTP is to have an identified person responsible for its implementation and the operation and monitoring of any subsequent Travel Plan which replaces the FTP. In order for the FTP to be effective and responsive, they must be kept up to date and relevant, otherwise they may become ineffective.
- 5.4 The TPC should be in post no later than three months prior to the date of first occupation of the residential dwellings or employment units. This is to ensure that the TPC has the required time to establish the FTP ahead of the first occupants moving into the development.
- 5.5 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC, in order to ensure compliance with the TP. A TPC shall be appointed at least three months prior to first occupation.
- 5.6 It is considered that the role of the TPC could be undertaken either by a professional transport consultant, on behalf of the operator, or by a suitably qualified member of staff, alongside their daily duties. It is acceptable for one TPC to manage multiple occupiers, and in this case travel surveys for each occupier could be undertaken at the same time and the results pooled to provide a larger sample size for analysis.
- 5.7 The TPC shall make themselves known to WC to share annual progress reports.
- 5.8 The TP will be actively managed by the TPC for a period of five-years following first occupation.
- 5.9 The responsibilities of the TPC will include the following:
 - a) Implementation of the FTP;
 - b) Effectively market the TP;
 - c) Produce and circulate Travel Information Packs (TIP) to all new residents and staff;
 - d) Liaise with residents, staff, the local highway authorities and local transport operators;
 - e) Undertake annual travel surveys to monitor the effectiveness of the FTP;
 - f) Being the point of contact for TP-related queries;
 - g) Ensuring measures in the action plan are implemented to encourage active and sustainable travel to and from the site; and
 - h) Providing monitoring reports and updates to WC.



- 5.10 The FTP will be implemented and managed by a TPC, who will work to deliver the content of this FTP and ensure the FTP and measures are carried out effectively. The TPC will coordinate the ongoing development and management of the TP, raising awareness, monitoring and review.

Marketing and Promotion

- 5.11 The TPC will be responsible for marketing and promotion of the FTPs and sustainable travel opportunities and benefits and will establish communication between those who are responsible for delivery and those who benefit from the implementation of the FTP, for residents, staff and visitors.
- 5.12 The provision of information to staff, which is both accessible and available in varied formats, is an important measure of a FTP.
- 5.13 This would be achieved through a co-ordinated marketing and communications strategy including staff noticeboards and a Travel Information Pack (TIP) for staff on commencement of their employment.

Travel Plan Measures

- 5.14 The FTP is effectively a set of measures, directed at residents and visitors and intended to maximise sustainable travel for journeys to / from the site. The proposed TP measures focus on maximising the site's accessibility and sustainability as part of the development proposals.
- 5.15 The TPC will be responsible for all 'soft' measures, such as producing a TIP, whilst the developer will be responsible for 'hard' measures, such as appropriate infrastructure being provided on-site for cycle parking.

Travel Information Pack

- 5.16 A TIP will be provided on first occupation for each dwelling by the TPC. The TIP will include various travel information, which will identify means of sustainable travel for residents. Specifically, the TIP will contain the following:
- a) A map illustrating the location of local facilities and amenities;
 - b) Contact details of the TPC;
 - c) Details of the most recent bus timetables;
 - d) Details of public transport discounted fares / season tickets;
 - e) Details of the site facilities including EV charging spaces;
 - f) Links to relevant sustainable travel websites and mobile apps;
 - g) Information on local taxi and hire car companies; and
 - h) Information on marketing and promotional events at a national and local level.
- 5.17 The TPC will keep the TIP up to date to reflect changes. For example, when revised bus timetables are issued and maintain records of distribution.

Travel Information Board

- 5.18 An information board will be displayed in a staff area for each occupier with up-to-date travel information and promotional material, including walking and cycling routes, health and



financial benefits of reduced car use, and local sustainable travel initiatives (e.g. car sharing groups, local cycle groups).

Green Travel Vouchers

- 5.19 Green Travel Vouchers to the value of up to £250 per dwelling will be offered to each dwelling upon first occupation. Only one voucher per dwelling will be provided.
- 5.20 Vouchers will allow for residents to obtain reimbursement on purchases of sustainable travel items, up to the value stated. An appropriate retailer will be identified at the inception stage and residents will be able to utilise their voucher to obtain sustainable travel items.

Personal Journey Planning

- 5.21 Personal Journey Planning (PJP) encourages people to make sustainable travel choices and promotes sustainable transport modes. PJP will be offered to all first occupants of each dwelling to help improve their travel habits. Sales staff will be made aware of this service, so they can advertise it to residents.

Walking and Cycling Measures

- 5.22 All pedestrian and cycle infrastructure included as part of the development will be completed to the required standard. Details of walking and cycling routes will be included as part of the TIP for new residents as well as the health benefits of active travel, will be included in the TIP.
- 5.23 The TPC will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to cycle.
- 5.24 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 5.25 Information on cycling routes, local area cycle maps, cycle training and local cycle shops will be included in the TIP and located on the noticeboard within the sales office.
- 5.26 Details of walking and cycling routes will be included as part of the TIP for new residents, and they will be made aware of walking and cycling initiatives they can get involved with, such as livingstreets.org.uk and <https://www.walkwheelcycletrust.org.uk>.
- 5.27 Residents and staff will be encouraged to ask their managers about cycle to work schemes. Such initiatives can make cycle purchase much more affordable and will help positively influence cycle ownership at the development
- 5.28 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 5.29 Safe, secure, sheltered, accessible and convenient cycle parking will be provided at the development for residents, staff, and visitors.



Public Transport Measures

- 5.30 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.
- 5.31 Bus use will be encouraged by the introduction / promotion of the following measures by the TPC and which will be promoted through the TIP:
- a) The provision of current information on bus routes, bus times and location of bus stops to residents;
 - b) Provision of information on tickets;
 - c) Details of current promotions and discounted tickets from local bus operators;
 - d) Promotion of local bus services as attractive access options; and
 - e) Regular review of any changes to timetables, routes or fares.
- 5.32 Train use will be encouraged by the introduction / promotion of the following measures by the TPC and which will be promoted through the TIP:
- a) Provision of current information on rail services from Bradford-on-Avon Railway Station;
 - b) Provision of information on tickets, including season tickets and Railcards;
 - c) Promotion of train services as attractive access options; and
 - d) Regular review of any changes to timetables, routes or fares.

Car Sharing

- 5.33 The most unsustainable mode of transport is single occupancy car travel. Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.
- 5.34 Residents and staff will be made aware of car sharing websites such as liftshare.com and blablacar.co.uk, which allow drivers and other commuters to share their journeys with others travelling in similar directions.
- 5.35 The TPC will encourage car sharing amongst resident and staff, and will assist in finding suitable car share partners for those who wish to participate. Subject to feasibility depending on the nature of the end occupier, the TPC will liaise with managers and staff to explore setting up a hub/group to allow staff to co-ordinate and arrange lifts.
- 5.36 Information regarding the disadvantages and negatives of car use will be disseminated to staff in the TIP, including financial forecasts of the cost of car ownership within the TIP.
- 5.37 The TPC will ensure that all staff are advised of the financial savings that can be achieved through car sharing and will ensure that all staff are provided with details of the car sharing websites.

Electric Vehicle Charging

- 5.38 Each residential and employment unit will be provided with access to electric vehicle (EV) charging facilities, which will seek to proliferate EV use at the development, thereby mitigating the environmental impact of the development.



- 5.39 The benefits and potential cost savings of owning an EV, as well as information on the government's plug-in vehicle grant scheme (www.gov.uk/plug-in-vehicle-grants), which offers discounts on electric motorbikes, mopeds, vans and wheelchair-accessible vehicles, will be advertised to staff.

Key Travel Resources

- 5.40 Sustainable travel opportunities are supported locally. **Table 5.1** provides a summary of the key travel resources available for residents and visitors.

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Street	Online cycling journey planner	www.cyclestreets.net
Better by Bike	Cycle information	https://betterbybike.info
Walk, Wheel, Cycle Trust	The national sustainable transport charity	https://www.walkwheelcycletrust.org.uk/
Traveline	Online Journey Planner	www.traveline.info
National Rail	National Rail Services Information	www.nationalrail.co.uk
Wiltshire Cycleway	Cycling routes around Wiltshire	Wiltshire Cycleway - Wiltshire Council
Bikeability	Bikeability cycle training	Road safety education - Wiltshire Council
Bradford-on-Avon Sustainable Travel Group	Sustainable travel group within Bradford-on-Avon	Active Travel Group – Climate Friendly Bradford-on-Avon

Table 5.1 Key Travel Resources

Journey Planning

- 5.41 The journey planner <http://www.traveline.com> is an excellent tool in helping to provide journey planning information for travel to/from the site. The journey planner will be promoted to residents by the TPC.

Working from Home

- 5.42 Single occupancy car travel can also be reduced by removing the need to travel in the first place. Given the shift in thinking on working patterns, residents will be encouraged where possible to include working from home within their working week.

6 Action Plan

Introduction

- 6.1 Key to the success of the FTP is the identification of viable transport alternatives and these can be identified through the TP Action Plan. This is the package of site-specific measures that will encourage a shift away from single occupancy car use and increase accessibility to and from the site.
- 6.2 This section outlines measures that will be implemented as part of this TP. These measures will include making the best use of the current facilities, as well as creating further incentive for residents to use sustainable transport modes of travel. The implementation of the TP and the measures contained within it will be flexible.

Action Plan

- 6.3 A comprehensive set of initiatives and measures are set out on the following pages. The recommended residential measures have been drawn from best practice, TP guidance and case studies throughout the UK.
- 6.4 Empirical evidence has shown that the optimum time for introducing people to alternative travel modes is when they experience a major life change or transition period, such as moving to a new house. The success of this FTP will therefore depend on establishing a Travel Plan 'culture' of low car use among residents the moment they occupy their new homes.
- 6.5 The Action Plan has been broken down into four main strategy sections relating to the scope of the FTP including:
 - a) Walking and cycling,
 - b) Public transport,
 - c) Car users; and
 - d) TP support measures.
- 6.6 The measures and initiatives are identified to directly influence residents of the site, furthermore, some of the measures could also have an influence on visitor trips to the site and where this is the case, this has been identified in each strategy section.
- 6.7 Measures contained within the Action Plan also indicate where the responsibility lies for their completion, a timeframe, and estimated costs.



Walking and Cycling Strategy

	Measure	Action	Residents	Staff	Visitors	Timeframe / Frequency	Responsibility	Cost
WC1	Implement Active Travel Infrastructure	All proposed active travel infrastructure both internal to the site and off-site will be completed to a high standard	✓	✓	✓	Prior to Occupation	Developer	As part of build costs
WC2	Implement Cycle Parking Facilities	The quantum of cycle parking is proposed in line with local planning guidance	✓	✓	✓	Prior to occupation	Developer	As part of build costs
WC3	Walking and Cycling Route Maps	Walking and cycling route maps and key information to be provided to residents and visitors in the TIP	✓	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
WC4	Promotion of Local Cycling Shops	Promote cycle shops / repair shops to residents to make them more aware of cycling as an option for sustainable travel	✓	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
WC5	Promotion of Walking and Cycling Events / Websites	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as www.livingstreets.org.uk/ and www.sustrans.org.uk that will be promoted to residents through the TIP	✓	✓		Included in TIP / Prior to occupation	TPC	TPC 's Time
WC6	Promotion of Cycle to Work Scheme	Residents and staff will be encouraged to take up the Cycle to Work Scheme.	✓	✓		Included in TIP / Prior to occupation	TPC	TPC 's Time

Table 6.1 Walking and Cycling Strategy Action Plan

**Public Transport Strategy**

	Measure	Action	Residents	Staff	Visitors	Timeframe	Responsibility	Cost
PT1	Promotion of Bus Services	Up to date bus information to be provided to residents and visitors in the TIP	✓	✓	✓	Included in TIP / Prior to occupation	TPC	TPC's Time
PT2	Promotion of Long-Term Tickets	Provide links to allow the purchasing of long-term bus tickets	✓	✓		Included in TIP Prior to occupation	TPC	TPC's Time
PT3	Promotion of Rail Services	Up to date rail information to be provided to residents, staff and visitors in the TIP	✓	✓	✓	Included in TIP Prior to occupation	TPC	TPC's Time
PT4	Promotion of Travel Apps	Public transport apps such as www.traveline.info will be promoted through the TIP	✓	✓		Included in TIP Prior to occupation	TPC	TPC's Time

Table 6.2 Public Transport Strategy Action Plan

**Car Users Strategy**

	Measure	Action	Residents	Staff	Visitors	Timeframe	Responsibility	Cost
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓	✓		Included in TIP	Number of people registered on site and feedback from residents	TPC's Time
CU2	Electric Vehicle Charging	Electrical vehicle charging to be provided	✓	✓		During construction phase	Developer	Construction costs
CU3	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓	✓		Included in TIP / Prior to occupation	TPC	TPC's Time

Table 6.3 Car Users Strategy Action Plan

**Travel Plan Support Measures**

	Measure	Action	Residents	Staff	Visitors	Timeframe	Responsibility	Cost
TP1	TPC	Appoint TPC prior to occupation	✓	✓	✓	3 months prior to occupation, for five years following first occupation	Developer	TPC
TP2	Travel Information Pack (TIP)	A TIP is to be created and distributed to residents of the development	✓	✓		On first occupation of each dwelling / car home.	TPC	TBC
TP3	Promote Working from Home	Residents will be made aware of the benefits of working from home. Suitable broadband connection will be available at the development to allow for this	✓	✓		On-going	TPC	TPC's Time
TP4	Promotion of Local Delivery Services	Promotion of delivery services from supermarkets to reduce frequent travel, details of supermarkets with delivery services will be included in the TIP	✓	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
TP5	Personal Journey Planning	PJP will be made available to all first-time residents at the development	✓	✓		On-going	Uptake in PJP	TPC

Table 6.4 Travel Plan Support Measures

7 Monitoring and Review

- 7.1 An effective monitoring and review process is important to establish how successful the TP has proved to be. Monitoring involves collecting data and information, and the review process involves the consideration of these details to determine whether or not the TP targets have been met. All survey programmes for each land use, will be discussed and agreed with WC before commencement. Based on the monitoring and review process, it will then be necessary for the TPC in conjunction with WC, to decide what, if any, amendments are required to the FTP.
- 7.2 As set out in **Section 5**, the TPC will be appointed at least three months prior to occupation of the proposed development and will liaise with the relevant officers at WC. Based on the monitoring and review process, it will then be necessary for the TPC, in conjunction with WC, to decide what, if any, amendments are required to the FTP. As part of the monitoring process, it is important to establish the baseline conditions.
- 7.3 The FTP will be actively managed and monitored by the TPC for a period of five-years, following occupation. On appointment, at least three months prior to occupation, contact details would be provided to WC to ensure that clear dialogue is possible from inception of the TP.

Travel Plan Monitoring

- 7.4 For the on-going management of the FTP to be successful and to deliver the desired outcomes, it is important that the parties involved in the delivery of the TP, which means the Developer / TPC and WC, work effectively in partnership to achieve the desired results.
- 7.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the FTP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 7.6 It is proposed that biennial monitoring will be undertaken as part of the TP for five years following the baseline survey.
- 7.7 At this stage it is proposed that a baseline residential and staff travel survey will be undertaken within six months of occupation (Year 1) for each end user. Follow-up monitoring surveys will then be conducted annually thereafter. The results of the initial surveys will be used to inform targets, objectives and measures and the monitoring surveys will be used to assess the progress of the FTP objectives and targets. Following each monitoring survey a monitoring report will be produced and submitted to WC detailing the results of the survey and any remedial measures implemented as a result.

Review

- 7.8 Monitoring Reports will be prepared after each survey and provided to WC within one month of the surveys being undertaken. These will be based on the latest survey data collected and will include analysis of survey data as well as progress made in meeting TP targets.
- 7.9 Following each monitoring period and analysis of travel surveys, a review of the travel characteristics of the development in comparison with the FTP targets will be undertaken.



Progress reports setting out the results of the travel surveys and comparison with targets will be provided by the TPC to WC.

- 7.10 Should the FTP targets not be met, in liaison with WC and the HA, if considered necessary targets may be amended or further measures introduced agreed and implemented to encourage a reduction in single occupancy journey trips.

Implementation Plan

- 7.11 An implementation plan sets out the commitments and timescales required to effectively implement the TP. This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the FTP.
- 7.12 The implementation plan covers the lifetime of the FTP, which is five years from first occupation.
- 7.13 **Table 7.1** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.

Task	Details	Proposed Timescale for Implementation
Appointment of TPC	Responsible for promoting and marketing the TP and implementing measures.	At least 3 months prior to first occupation
Travel Plan Action Plan	Implement all measures as set out in the Action Plan.	As per the timescales set out in the Travel Plan Action Plan
Surveys and Monitoring	Travel surveys will be undertaken to determine the travel patterns of residents / visitors on the site, which will influence any amendments or refinements to be made to the Travel Plan.	Baseline survey in Year 1 (6 months after occupation). Follow up monitoring surveys annually in Years 2 - 5
Review of TP Performance	Following completion of the surveys, the TPC will be required to provide a review report to WC.	Within one month of the data being made available. A final, overall summary report will be provided in Year 5 following the final travel survey.

Table 7.1 Implementation Plan



8 Funding

- 8.1 Infrastructure for the proposed development, including the on-site pedestrian and cycle facilities and links, will be secured through appropriate mechanisms within the planning process.
- 8.2 The funding of all aspects of the future TPs, including the introduction of measures, employing the TPC(s), monitoring and reporting will be the responsibility of the end occupier(s). This responsibility will be maintained for the full life of the future FTP, which will be from 3 months prior to occupation, and up to 2 months following the Year 5 Travel Survey.



Appendix A – Site Location Plan



Key

Site area



Bradford on Avon Location Plan		B
		MS / DE
200323 L 02 02	---	November 2023

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Drawing Status FOR INFORMATION

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Appendix B – Illustrative Layout Plan



- Legend
- Application boundary
 - Existing pipeline
 - Access from Trowbridge Road
 - Proposed mobility hub
 - Residential care facility
 - Primary access route
 - Proposed community allotments
 - Local Area of Play (LAP)
 - Local Equipped Area of Play (LEAP)
 - Changing facilities and associated pitches
 - Pedestrian connection
 - Proposed woodland buffer
 - Central green street
 - Community garden i.e orchard
 - Higher density core
 - Lower density periphery
 - Wetland and marginal planting
 - Proposed attenuation pond
 - Proposed swales
 - Drainage outfall
 - Public Right of Way

Trowbridge Road, Bradford-on-Avon		E
Illustrative Layout		CW / DH
250310 L 02 03	NTS @ A2	Feb 2026

CliftonEmerydesign

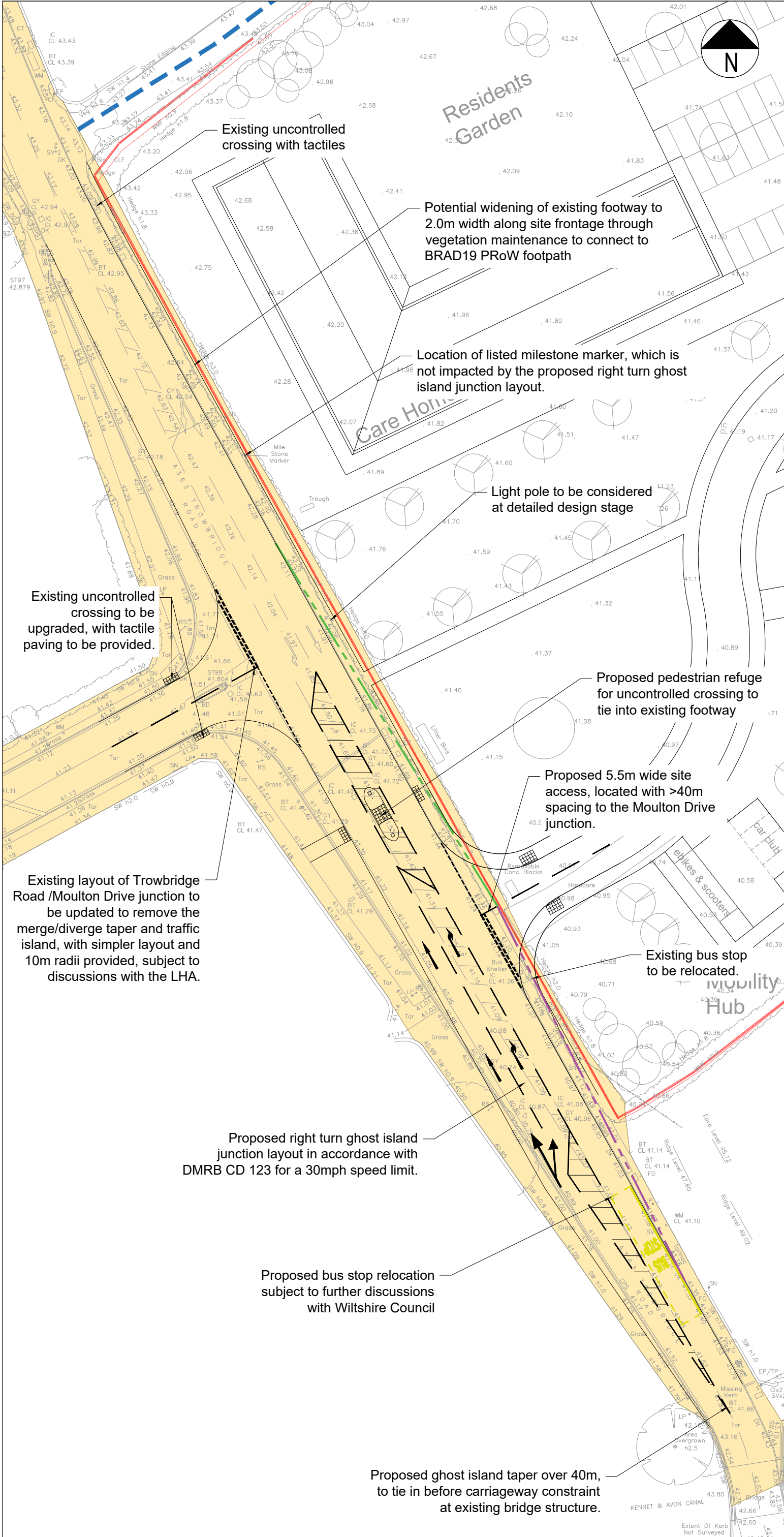
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Drawing Status PLANNING

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Appendix C – Active Travel Access Strategy Plan



- Notes:**
1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
 2. This drawing is based on the Topographical Survey by Lewis Brown Ltd, G25114_2DSX, dated June 2025.
 3. Drawing to be read in conjunction with all other drawings. Any discrepancies are to be reported to the engineer 5 working days in advance of undertaking any work.
 4. Work to be undertaken in accordance with the Wiltshire County Council Specification.
 4. Highway boundary information has been provided by Wiltshire Council, dated 05.09.25, and has been overlaid by Rappor onto the Topographical Survey on a best fits basis.
 5. The application site boundary has been taken from Stantec drawing, drawing number 332310098-STN-HGN-XX-DR-H-5502.
 6. The layout is subject to detailed design, capacity testing, ground investigations & earth modelling, road safety audit, utilities & services and confirmation of land ownership.
 7. Use of the drawing does not absolve the client from their responsibilities in regards to health & safety and CDM regulations.
 8. The applicant should undertake all necessary checks to ensure all visibility plays and necessary works can be accommodated within the adopted highway or land controlled by the applicant.

- Key:**
- Indicative Site Boundary
 - Indicative Adopted Highway Boundary
 - BRAD19 PRoW
 - 2.4m x 55.3m Visibility Splay (Based on recorded 85th percentile speeds of 33.9mph and a -1.5% gradient)
 - 2.4m x 54.5m Visibility Splay (Based on recorded 85th percentile speeds of 33.5mph and a -1.8% gradient)

P03	09.03.26	Updated Annotation	SB	LH	JH
P02	26.09.25	Updated Highway Boundary	LJ	PC	PC
P01	09.07.25	First Issue	JL	PC	NT
Rev	Date	Details	By	Chkd	Appd



CLIENT:

Waddeton Park Ltd

PROJECT:

Trowbridge Road,
Bradford-on-Avon

TITLE:

Proposed Access Arrangement

STATUS:	For Information	Scale @ A3 1:500
DRAWING NO:	250372-RAP-XX-XX-DR-TP-3200	REVISION: P03



Appendix D – Bradford on Avon Active Travel Map

walking · cycling
public transport



Bradford on Avon Active Travel Map



Climate Friendly
BRADFORD ON AVON



Made possible with the support of:

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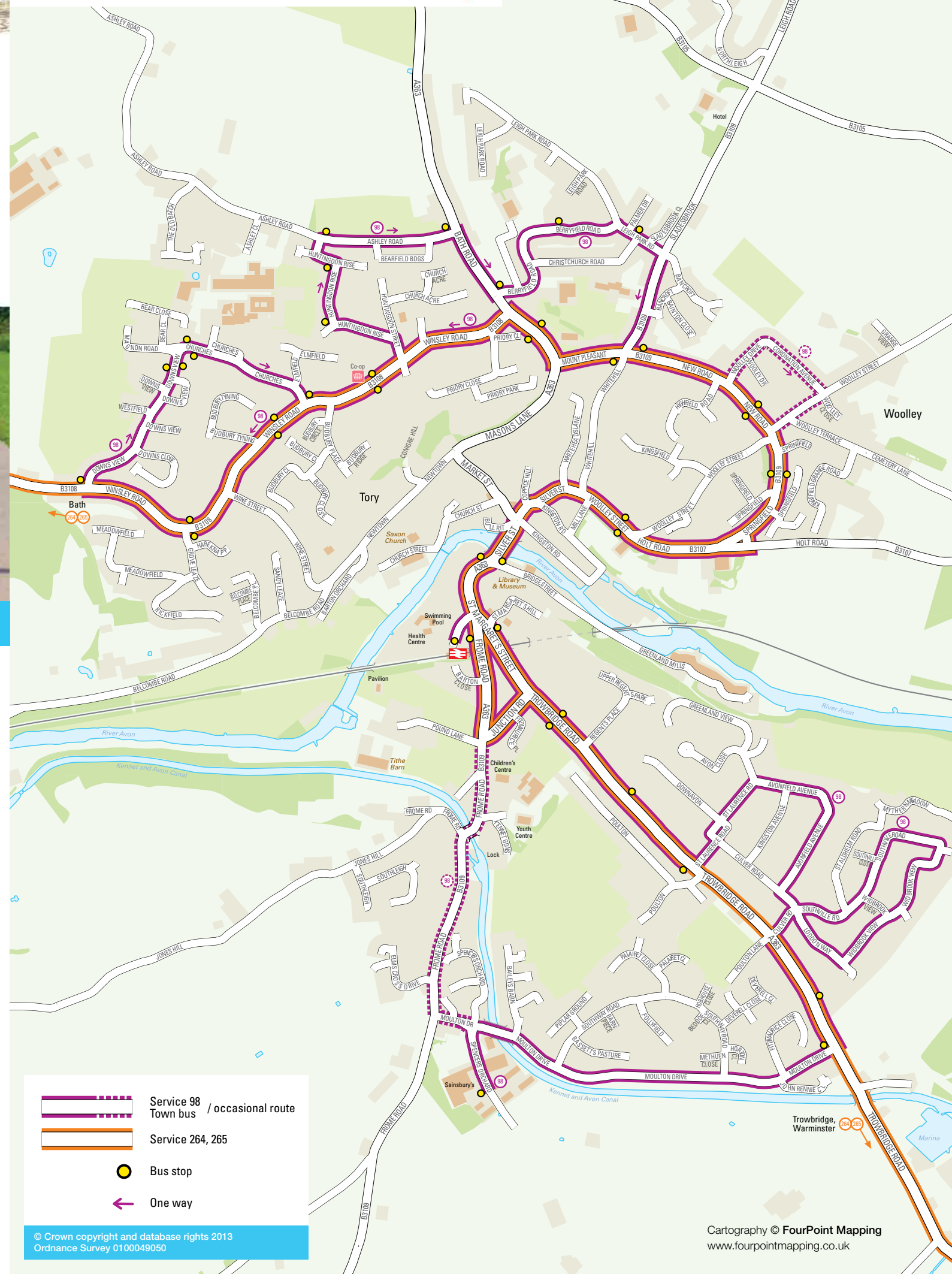
The co-operative
good with food

SLSA St Laurence School
Association

Linden
HOMES



Bradford on Avon Bus Map



- Service 98 / occasional route
- Service 264, 265
- Bus stop
- One way

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Ordnance Survey 0100049050

Cartography © FourPoint Mapping
www.fourpointmapping.co.uk

Now you can explore Bradford on Avon
in an exciting new way...

This Active Travel Map has been designed to encourage you to discover new footpaths and cycle routes that you probably didn't even realise existed in town.

All footpaths and cycle routes are highlighted, rather than main roads. This will help you spot places that are much closer than you think and hopefully encourage you to do the journey by foot or bike, than by car. It often takes less time to do the same journey without a car than it might seem at first. Walking or cycling lets you see this beautiful town differently and it's also so much better for your health than driving!

To make the map clear and simple to use we have limited the places shown. The Tourist Information Centre has several detailed maps available, along with other useful information on what Bradford on Avon has to offer.

We hope you find this map useful and enjoy exploring Bradford on Avon in a new way.



Buses & trains...

The two main bus routes around the town are bus No. 98 and route 264/5 linking BoA, Winsley and Limley Stoke to Bath, Trowbridge and Warminster.

Other villages in the area are served by bus and passengers should check routes and times. Timetables are available from the Tourist Information Centre.

For trains there is a simplified timetable, produced by volunteers of the BoA Traffic & Transport's Open Forum with support of First Great Western. This shows the times and destinations of all passenger trains stopping at the Bradford on Avon railway station. The station holds a number of other timetables.



Bradford on Avon Active Travel Map



To South Wraxall and Quoins Organic Vineyard

BOACA

Frankleigh House

To Bath

Nursery

254 To Corsham



Woolley Green

Woolley

To Holt Cemetery

To Hartley Farm

To Winsley

To Bath

To Devizes

Widbrook

To Trowbridge

Elms Cross

To Westwood

To Frome

- Recommended cycle route
- Shared traffic-free route
- Signed cycle route on-road / traffic-free
- National Cycle Network route number
- Footpath or urban alleyway / Steps
- Path
- Rough track
- Railway with station / Level crossing
- One way / Steep hill (arrow points downhill)
- Bike shop / repairs
- Crossing
- Cycle parking
- Stile, Kissing-Gate or other difficult access
- School
- Park & Stride for schools
- Public toilets
- Post office
- Place of worship
- Visitor attraction
- Allotments
- Playground
- Convenience store
- Borough boundary

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www.fourpointmapping.co.uk



How long will it take?

3 minutes cycling will take you this far or this far
If you cycle at about 6 miles an hour If you cycle at about 10 miles an hour

10 minutes walking will take you about this far
If you walk at about 3 miles an hour



Appendix E – DfT Connectivity Tool

Cookies on Connectivity Tool

We use some essential cookies to make this service work.

We'd like to set additional cookies so we can remember your settings, understand how people use the service and make improvements.

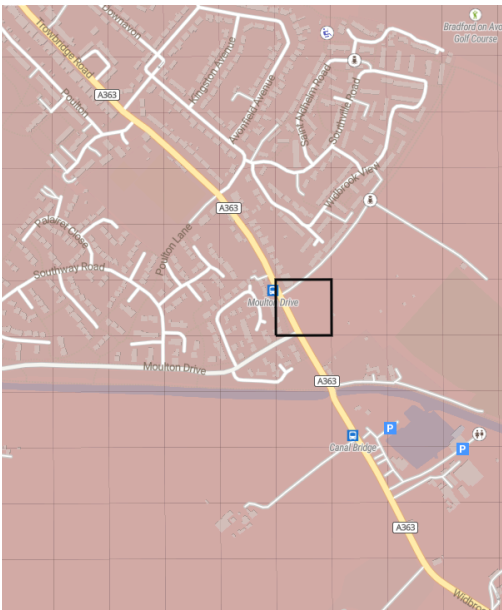
[Accept additional cookies](#)

[Reject additional cookies](#)

[View cookies \(/help/cookies\)](/help/cookies)

Explore the score

Square ID	383350_159850
Local authorities	Wiltshire
Latitude	51.337492
Longitude	-2.240400



Overall

Type	National score	National distribution	Wiltshire
Overall (except driving)	58	Slightly above average (50-60%)	A
Public transport	62	Above average (60-70%)	A
Walking	52	Slightly above average (50-60%)	A
Cycling	62	Above average (60-70%)	A
Driving	85	Very high (80-90%)	A

Education

Type	National score	National distribution	Wiltshire
Overall (except driving)	49	Slightly below average (40-50%)	A
Public transport	62	Above average (60-70%)	A
Walking	38	Below average (30-40%)	A
Cycling	58	Slightly above average (50-60%)	A
Driving	80	Very high (80-90%)	A

Leisure

Type	National score	National distribution	Wiltshire
Overall (except driving)	59	Slightly above average (50-60%)	A
Public transport	63	Above average (60-70%)	A
Walking	52	Slightly above average (50-60%)	A
Cycling	71	High (70-80%)	A
Driving	86	Very high (80-90%)	A

Health

Type	National score	National distribution	Wiltshire
Overall (except driving)	49	Slightly below average (40-50%)	A
Public transport	58	Slightly above average (50-60%)	A
Walking	36	Below average (30-40%)	A
Cycling	57	Slightly above average (50-60%)	A
Driving	84	Very high (80-90%)	A

Shopping

Type	National score	National distribution	Wiltshire
Overall (except driving)	67	Above average (60-70%)	A
Public transport	70	High (70-80%)	A
Walking	62	Above average (60-70%)	A
Cycling	75	High (70-80%)	A
Driving	91	Highest (90-100%)	A

Residential

Type	National score	National distribution	Wiltshire
Overall (except driving)	59	Slightly above average (50-60%)	A
Public transport	57	Slightly above average (50-60%)	A
Walking	60	Above average (60-70%)	A
Cycling	64	Above average (60-70%)	A
Driving	80	Very high (80-90%)	A

Workplaces

Type	National score	National distribution	Wiltshire
Overall (except driving)	51	Slightly above average (50-60%)	A
Public transport	54	Slightly above average (50-60%)	A
Walking	40	Slightly below average (40-50%)	A
Cycling	54	Slightly above average (50-60%)	A
Driving	73	High (70-80%)	A



Appendix F – Example Residential Travel Survey

Example Residents Survey

We are currently researching existing travel behaviour within your area to establish travel patterns and encourage more sustainable travel choices.

This survey should take around five minutes to complete.

1. If you are in employment, please choose your main mode of travel to work (i.e. the mode of travel you use for most of the week)

- | | |
|--|---|
| ☐ Car | ☐ Bus |
| ☐ Car Share | ☐ Train |
| ☐ On foot | ☐ Motorbike / moped |
| ☐ Pedal bike | ☐ N/A |
| ☐ E-Bike | |
| ☐ Other (please specify) | |

2. If you have school age children, how do they travel to school?

- | | |
|--|---|
| ☐ Car, with you | ☐ E-Bike |
| ☐ Car, with peers | ☐ Bus |
| ☐ Car, on their own | ☐ Train |
| ☐ On foot | ☐ Motorbike / moped |
| ☐ Pedal bike | ☐ N/A |
| ☐ Other (please specify) | |

3. How do you typically travel around your local area? (i.e. for leisure purposes etc.)

- | | |
|--|---|
| ☐ Car | ☐ Bus |
| ☐ Car share | ☐ Train |
| ☐ On foot | ☐ Motorbike / moped |
| ☐ Pedal bike | ☐ N/A |
| ☐ E-Bike | |
| ☐ Other (please specify) | |

4. How many cars are owned by your household?

- | | |
|-------------------------|--------------------------|
| ☐ 0 | ☐ 3 |
| ☐ 1 | ☐ 4+ |
| ☐ 2 | |

5. Roughly, how far do you travel to work? (One-way)

☐ Less than 1 mile

☐ Over 20 miles

☐ 1 to 5 miles

☐ N/A

☐ 6 to 20 miles

6. Are there any obstacles that prevent you from travelling sustainably? e.g. lack of cycle lanes, no direct bus routes where you need to go, you do not own a bike etc.

7. Is there anything that would encourage you to travel more sustainably? e.g. better lit routes, cheaper public transport, bicycle training etc.

8. Do you have any further transport related comments or concerns you would like to raise? For example are there any issues you would like to raise regarding a journey you regularly make, or are there any issues relevant to the development you would like to raise?



Appendix G – Example Employment Travel Survey

1. Do you have a disability which affects your travel arrangements?

- ☐ Yes
- ☐ No
- ☐ Prefer not to say

2. What is your primary mode of travel to work?

- | | |
|--|---|
| ☐ Car Driver (alone) | ☐ Bicycle |
| ☐ Car driver (with passenger(s)) | ☐ E-Bike |
| ☐ Car Passenger | ☐ On Foot |
| ☐ Train | ☐ Motorbike / Moped |
| ☐ Bus | ☐ Work from Home Mostly |
| ☐ Other (please specify) | |

3. How far do you travel to work?

- | | |
|---|--|
| ☐ Up to 1 mile | ☐ Over 5 miles to 10 miles |
| ☐ Over 1 mile to 2 miles | ☐ Over 10 miles |
| ☐ Over 2 miles to 5 miles | |

4. Would any of the following changes encourage you to cycle to work?

- | | |
|--|---|
| ☐ YES - Improved cycle paths on the journey to work | ☐ YES - Cycle training |
| ☐ YES - Improved cycle parking at work | ☐ YES - Discounts on bike equipment and accessories |
| ☐ YES - Improved cycle changing facilities & lockers at work | ☐ NO |
| ☐ Other (please specify) | |

5. Would any of the following changes encourage you to use public transport to get to work?

- | | |
|--|--|
| ☐ YES - More direct bus routes | ☐ YES - Cheaper bus tickets |
| ☐ YES - More frequent bus services | ☐ YES - More information on public transport information i.e. routes/timetables etc. |
| ☐ YES - Better lighting at bus stops and on footpaths between work | ☐ NO |
| ☐ YES - Bus stops closer to work | |
| ☐ Other (please specify) | |

6. What is your main reason for using a car to get to work? Please tick one box only

- | | |
|--|---|
| ☐ Additional stops to / from work i.e. dropping children at school | ☐ Convenience |
| ☐ Get a lift | ☐ Public transport is not frequent enough |
| ☐ Health reasons | ☐ No direct public transport routes |
| ☐ Takes the least amount of time | ☐ I don't use the car to get to work |

7. Would you be prepared to car share?

- ☐ Yes - as the driver
- ☐ Yes - as the passenger
- ☐ Yes - both
- ☐ No

8. Would any of the following changes encourage you to car share?

- | | |
|--|--|
| ☐ YES - Help finding car share partners with similar work patterns | ☐ YES - More information on the benefits of car sharing? |
| ☐ YES - Free lift home if let down by car sharer | ☐ NO |
| ☐ YES - Reserved parking for car sharers | |
| ☐ Other (please specify) | |

9. Do you have any further comments regarding commuting and other work related journeys?

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