

Framework Residential Travel Plan.

Redevelopment for Erection of 167no. dwellings, public open space, access, infrastructure and associated works.

On behalf of Taylor Wimpey Bristol.

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Document Management.

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Figure.

Figure 3.1 Site Location, Facilities, Amenities & Two Kilometre Isochrone Plan

Figure 3.2 Eight Kilometre Cycling Isochrone Plan

Appendices.

Appendix A Census Journey to Work Data

1. Introduction

- 1.1. This Framework Residential Travel Plan (FTP) has been prepared by Pegasus Group on behalf of Taylor Wimpey Bristol (the Applicant). It addresses the travel plan issues associated with the proposed redevelopment of RAF Rudloe No.2 site for 167 dwellings. The scheme is the subject of a detailed planning application.
- 1.2. The site is located approximately three kilometres southwest of Corsham and is bound by Westwells Road to the northwest, existing Ministry of Defence (MOD) buildings and land to the east and south, and Bradford Road to the west.
- 1.3. This F RTP should be read in conjunction with the Transport Assessment (TA) submitted as part of the wider planning application submission.
- 1.4. This F RTP summarises the currently suggested measures, targets and monitoring regimes that will be brought forward in order to encourage sustainable travel to and from the site. It will form the basis for a Full Residential Travel Plan (F RTP) in due course. In the interim, this F RTP is envisaged to form the basis of a planning obligation to be secured as part of planning permission for the development proposal.

Policy and Guidance

- 1.5. The F RTP has been prepared with consideration to the following guidance documents, as appropriate:
 - i. National Planning Policy Framework (NPPF) (2024).
 - ii. Draft National Planning Policy Framework (December 2025).
 - iii. Planning Practice Guidance (first published 2014).
 - iv. Better Planning, Better Transport, Better Places (CIHT, 2019).
 - v. Wiltshire Core Strategy (which covers the period up to 2026) (2015).
 - vi. Wiltshire Council Local Transport Plan 4 2025–2038 (2025).
 - vii. Wiltshire Council Local Plan (2021).
 - viii. Wiltshire Local Plan Draft (to 2038); and
 - ix. Wiltshire Council Development Related Travel Plan Guidance (2020)

2. Aims and Objectives

Aims

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

Objectives

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

Benefits

- 2.5. The potential benefits associated with the implementation of the FTP in due course are as follows:
- i. A reduction in traffic, congestion and collisions.
 - ii. Reduced air and noise pollution.
 - iii. Improved environment through a reduction in CO₂ emissions.

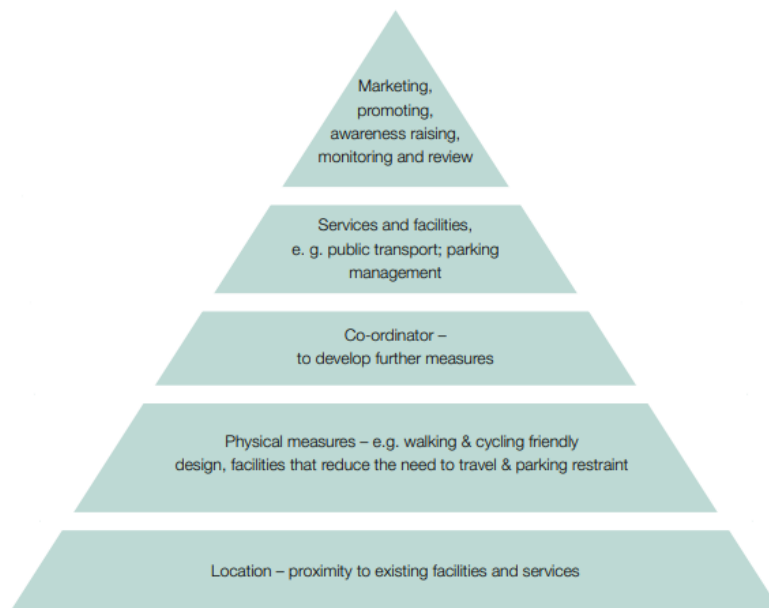
- iv. Reduced time spent travelling.
- v. Potential cost savings for residents; and
- vi. Improved personal and community health and fitness levels.

2.6. The FTP can therefore bring the following benefits:

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

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

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



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

3. Site Context and Accessibility

- 3.1. The site is located approximately three kilometres southwest of Corsham and approximately 2.5 kilometres northeast of Box. It comprises decommission land at the former RAD Rudloe No.2 site. It is bound by Westwells Road to the northwest, existing Ministry of Defence (MOD) buildings and land to the east and south, and Bradford Road to the west. The location of the site in its wider geographical context is shown in **Figure 3.1**.

Local Highway Network

Westwells Road

- 3.2. Westwells Road comprises a lit single carriageway that measures between approximately 5.5 and seven metres wide. It is subject to a speed limit of 40mph within the vicinity of the site which changes to 20mph to the east of the junction with Rowan Lane. The carriageway serves Fiveways Trading Estate, MOD buildings and residential properties. It provides a connection between the B3109 Bradford Road to the west and Moor Green to the east.
- 3.3. Westwells Road forms a four arm roundabout with Park Lane and the primary site access points. Access to the site is currently served via the southern arm of the roundabout. Pedestrian refuge islands are provided on all arms of the roundabout which include dropped kerbs and tactile paving.
- 3.4. Continuous footways measuring between one and three metres wide are provided on the southern side of the carriageway, and a footway measuring approximately 1.5 metres wide is provided on the northern side of the carriageway except for a section along the frontage of Fiveways Trading Estate. Dropped kerbs are typically provided at junctions, and a Puffin crossing is provided approximately 20 metres east of the site's boundary.
- 3.5. Advisory cycle lanes are provided on both sides of Westwells Road between the Park Lane roundabout and Moor Green to the east. Approximately 180 metres east of the site boundary, the cycle lane becomes a shared footway/cycleway on the southern side of the carriageway for approximately 130 metres.
- 3.6. A Traffic Regulation Order (TRO) comprising double yellow lines on both sides of the carriageway is in place for the length of Westwells Road.

Park Lane

- 3.7. Park Lane comprises a lit single carriageway that measures approximately 5.5 wide, widening to accommodate ghost island right turn lanes at a number of junctions. It is subject to a speed limit of 40mph within the vicinity of the site. It provides a connection between the site access roundabout and the A4 Bath Road to the northeast.
- 3.8. A continuous shared footway/cycleway is provided on the eastern side of Park Lane between the site access roundabout up to its junction with the A4 Bath Road, measuring between approximately two and three metres wide. Dropped kerbs and tactile paving are provided at all crossings and junctions along this route.
- 3.9. Two pedestrian refuge island crossings are provided within the vicinity of the Allard Avenue junction, one approximately 15 metres to the south and the other approximately 115 metres

north of the junction. A footway is provided on the western side of Park Lane from the north of the junction with Allard Avenue, measuring approximately two metres wide. Northeast of the roundabout with Freestone Way, footways are intermittent along the western side of the carriageway.

B3109 Bradford Road

- 3.10. The B3109 Bradford Road comprises a partially lit single carriageway which measures approximately six metres wide. It is subject to a speed limit of 40mph which changes to 50mph northeast of the junction with Leylands Road. It connects to Westwells Road via a double mini-roundabout approximately 220 metres to the west of Park Lane roundabout. To the south of the double mini-roundabout, the speed limit changes to the National Speed Limit (60mph). It provides a connection between the A365 Devizes Road in the south to the A4 Bath Road in the northeast.
- 3.11. A continuous footway measuring between 1.5 and two metres wide is provided on the western side of the B3109 Bradford Road north of the double mini-roundabout, up to the junction with the A4 Bath Road. A footway measuring approximately 1.5 metres wide is provided on the eastern side of the carriageway for approximately 800 metres south of the double mini-roundabout. There is a signalised pedestrian crossing approximately 15 metres west of the Leylands Road junction.

Leafy Lane

- 3.12. Leafy Lane comprises a partially lit single carriageway measuring approximately 5.5 metres wide. It is subject to a 40mph signed speed limit and provides a connection between the B3109 Bradford Road in the south and the A4 Bath Road in the north. Continuous footways measuring between 0.5 and two metres wide are provided on at least one side of the carriageway along the length of the road.

Guidance & Data on Walking, Cycling and Bus Journey Times

Walking

- 3.13. The Department for Transport (DfT) document Manual for Streets (2007) states at paragraph 4.4.1 that walking offers the greatest potential to replace short car trips, particularly those under two kilometres. This equates to approximately a 25 minute walk based upon an average walking speed of 80 metres per minute. It is acknowledged that this is not an upper limit to the distance which people will travel on foot.
- 3.14. The Chartered Institution of Highways and Transportation (CIHT) 'Planning for Walking' (2015) document states that around 80% of journeys under one mile (1.6 kilometres) are made on foot, and around 26% of journeys between one and two miles (1.6–3.2 kilometres) are made on foot. This indicates that walking up to two miles is a realistic choice for most people.
- 3.15. The National Travel Survey 2024 dataset NTS 0308 'Average number of trips and distance travelled by trip length and main mode' for 2023 suggests that on average, 81% of trips under one mile (1.6 kilometres) are made by foot and 36% of trips between one and two miles (1.6–3.2 kilometres) are made on foot. This indicates that walking trips up to two miles are a realistic choice for many members of the public.

3.16. The Department for Education suggests a statutory walking distance to school of 3.2 kilometres (two miles) for children aged up to eight years old and 4.8 kilometres (three miles) for children aged between eight and 16¹. Wiltshire Council provide free school transport to those that are eligible if a school is beyond two miles (3.2 kilometres) for primary school children under eight years old and beyond three miles (4.8 kilometres) for older children and on this basis, it is reasonable to expect a significant proportion of children will walk and cycle in connection with school travel.

3.17. The DfT also produces national transport statistics, which are set out in the 'National Travel Survey: 2024 (NTS) Report' (2025 dataset unavailable at the time of writing). The NTS0308 dataset indicates that 81 percent of all journeys under one mile are made on foot, the NTS0303 dataset indicates that the average walking trip length is 18 minutes.

Cycling

3.18. The DfT Local Transport Note 1/20 Cycle Infrastructure (July 2020) states at paragraph 2.2.2 that *'two out of every three personal trips are less than five miles (eight kilometres) in length – an achievable distance to cycle for most people, with many shorter journeys also suitable for walking'*. This distance equates to approximately a 30-minute cycle journey, based upon an average cycling speed of 270 metres a minute². All of Corsham is within cycling distance of the site.

3.19. The CIHT 'Planning for Cycling' document sets out at page four that the bicycle is a potential mode of transport for all journeys under five miles. It also states at page four the majority of cycling trips are for shorter distances, with 80% of all cycle trips being less than five miles. However, this is broadly reflective of trip lengths by all modes, with 67% of all trips being under five miles. It is considered that this should not be taken as a maximum, as some will choose to cycle further to facilities, work or for leisure.

3.20. The NTS0303 dataset identifies that the average journey time by cycle is 24 minutes, which is equivalent to 6.5 kilometres. Dataset NTS0308a also confirms that 87% of all cycle trips are over 1.6 kilometres and 57% of trips are over 3.2 kilometres.

Public Transport

3.21. The Bus Services & New Residential Developments document (2025) suggests that where there are a significant number of homes over 500 metres from an existing bus service, cycle access to local bus stops can be *'more appropriate'* than diverting an existing bus route (page 21).

3.22. LTN 1/20 suggests at paragraph 11.6.5 that *'high-quality interurban bus routes or limited stop express routes'* can draw users from further than a 10-minute walking distance (800 metres, assuming 80 metres per minute).

¹ Travel to School for Children of Compulsory School Age (January 2024)

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

- 3.23. Public Transport Access Levels (PTAL) provide Transport for London (TfL) with a preferred measure of the accessibility of an area to the public transport network. A maximum of 640 metres is typically used for access to buses, equating to around an eight minute walk. Although the proposed development is not in London, this demonstrates that shorter distances are not necessarily achievable in all places, even in London.
- 3.24. The National Travel Survey 2024 dataset NTS 0308 'Average number of trips and distance travelled by trip length and main mode' suggests that on average, 64% of local bus trips outside London are up to five miles (eight kilometres) and that 88% of local bus trips are under 10 miles (16 kilometres). This indicates that the majority of local bus journeys are contained within a 10 mile radius, on average.

Existing Pedestrian and Cycle Facilities

- 3.25. The pedestrian provision within the vicinity of the site is set out in **paragraphs 3.2–3.12**.
- 3.26. There are no PRoW routes which intersect or abut the site. However, there are a number of PRoWs to the south of the site including BOX49, BOX106, CORM139, and CORM135. These surrounding routes to the south are shown on **Figure 3.1**. These routes provide connections between Westwells Road in the east and Bradford Road to the west. Several of these routes intersect to provide a connection to Wadswick Green to the south of the site.
- 3.27. Isochrones showing the services, facilities and amenities available with a two kilometre walking distance and an eight kilometre cycle distance from the approximate centre of the site are shown in **Figure 3.1** and **Figure 3.2** respectively.

Non-Motorised User Audit

- 3.28. An informal Non-Motorised User (NMU) audit has been conducted for three routes which have been identified as the most likely to be used by future residents. The three routes covered in the audit serve destinations including Corsham Primary School, Corsham Town Centre, and Leafield Industrial estate. The audit concludes that existing NMU infrastructure within the vicinity of the site is generally provided to a reasonable standard. It is therefore considered that residents of the proposed redevelopment site will make use of the existing infrastructure. However, the audit also identifies a number of improvements to the infrastructure that could be brought forward, including footway widening, the provision of dropped kerbs and the provision of tactile paving at existing crossing points. The provision of the improvements is proposed to be secured via a suitably worded planning condition.
- 3.29. The full NMU audit is included within the Transport Assessment included as part of the wider submission.

Public Transport Provision

Bus

- 3.30. The closest bus stops to the site are the 'Fiveways' (northwest) and Basil Hill Barracks (southeast) bus stops.

- 3.31. The Fiveways bus stop is located approximately 450 metres walking distance from the centre of the site using existing pedestrian facilities. This stop is provided with a bus shelter, seating, and timetable information. It serves both northbound and southbound services of the 231 bus route.
- 3.32. The Basil Hill Barracks bus stop is located approximately 600 metres walking distance from the centre of the site using existing pedestrian facilities. This stop is provided with a flagpole and timetable information. It is served by the 10 and 10A services which operate northbound services only.
- 3.33. A summary of the bus service provision available is provided in **Table 3.1**.

Table 3.1 – Bus Service Summary

Service	Route	First Bus/Last Bus	Frequency		
			Weekday	Saturday	Sunday
231	Bath – Chippenham	06:23 / 23:32	20-120 minutes	30-60 minutes	60 minutes
	Chippenham – Bath	06:13 / 22:42			
10	Corsham Town Service (circular)	07:22 / 17:55	30-60 minutes	60-120 minutes	–
10A	Corsham Town Service (circular)	10:07 / 14:07	60-120 minutes	120 minutes	–

- 3.34. The first bus towards Chippenham departs the Fiveways bus stop at 06:23 and arrives to Chippenham Bus Station at 06:57. The last returning service departs from Chippenham Bus Station at 22:15 and arrives to the Fiveways bus stop at 22:47
- 3.35. The first bus towards Bath departs the Fiveways bus stop at 06:32 and arrives to Bath Hilton Hotel stop at 06:51. The last returning service from Bath departs from the Bath Hilton Hotel stop at 23:23 and arrives to the Fiveways bus stop at 23:45.
- 3.36. The first bus towards Corsham town centre departs from the Basil Hill Barracks bus stop at 07:22 and arrives at Corsham Newlands Road Co-Op bus stop at 07:38. The last returning service from Corsham town centre departs the Newlands Road Co-Op bus stop at 17:55 and arrives to the Basil Hill Barracks bus stop at 18:10.

Rail

- 3.37. Chippenham Railway Station is the closest railway service provider, located 10.6 kilometres northeast of the site centre. The station provides 640 car parking spaces, with 11 accessible spaces. Additionally, there are 306 sheltered and secure cycle parking spaces. Daily, Off Peak, Saturday, Sunday, Weekly, Monthly and Annual tickets available.

- 3.38. The railway station is served by the Great Western Railway line, which provides regular direct services to and from London Paddington, Reading, Swindon, Bath Spa, and Bristol Temple Meads, Gloucester, Worcester, and the destinations in between, at 30 to 60 minute intervals.
- 3.39. The 231 bus service provides connection between the site and Chippenham Railway Station. This service departs from the Fiveways bus stop on Leafy Lane and stops directly outside the railway station. The average journey time for this connection is 40 minutes and typically departs every 30 minutes on weekdays.

Community Transport

- 3.40. The site is covered by the Box, Colerne and Rudloe Link Scheme Transport service which a volunteer-led service provided by Community First. It provides demand-responsive transport for the residents to access medical appointments, shopping, or social meetings. Transport is arranged via telephone bookings and door-to-door pick up and drop off services are available. Corsham Link Scheme offers a similar service which also covers residents in the area.

Proximity to Local Service and Amenities

- 3.41. There is a mix of services, facilities, amenities and public transport opportunities generally required on a daily basis located within walking and cycling distance of the site. It is accepted that the time it takes people to walk or cycle to these distances will depend on the individual's level of health and fitness and will therefore vary from person to person. A summary of the local services and facilities, including distance, walking and cycling times from the centre of the site is provided shown in **Table 3.2**, with the locations shown in **Figure 3.1**.

Table 3.2- Local Facilities and Amenities

Service/Facility	Distance (metres)	Walking Time (minutes)	Cycling Time (minutes)
Employment			
Fiveways Trading Estate	400	5	1
Ministry of Defence Corsham	800	10	3
Babcock International Aerospace Group	900	11	3
Ark Data Centres Spring Park	950	12	4
Leaffield Industrial Estate	2450	-	9
Education			
Snapdragons Nursery	950	12	4
Corsham Primary School	950	12	4
The Corsham School	3050	-	11
Personal Business			
Corsham Car Doctor Vehicle Repair	400	5	1
The Porch Surgery	2950	-	11
Shaunaks Pharmacy Corsham	2950	-	11

Service/Facility	Distance (metres)	Walking Time (minutes)	Cycling Time (minutes)
Corsham Post Office	3450	-	13
Retail and Leisure			
Corsham Outdoor Gym	500	6	2
Leafy Lane Playing Fields	750	9	3
Dandelion Coffee House	950	12	4
Leafy Lane Woods	950	12	4
Mousehole Bar	1100	14	4
Westwells Playground	1150	14	4
Rudloe Community Centre	1250	16	5
Toby Valentine Golf Centre	1650	21	6
The Greenhouse Coffee Shop and Restaurant	1650	21	6
Co-Operative Corner Shop	2150	-	8
Corsham Hockey Club	2650	-	10
Corsham Library	2850	-	11
Corsham High Street Shops	3350	-	12
Padel Club Corsham	3450	-	13

- 3.29. A number of major supermarkets also provide an online shopping and home delivery service, including Sainsbury's, Marks and Spencer, and Morrisons, which deliver to the site postcode. Use of these services will reduce the need for residents to travel.

Conclusions

- 3.30. The existing footway and cycle networks are considered to provide safe, appropriate, and convenient pedestrian and cycle routes between the site and the local amenities and facilities, including bus stops and connections onto Corsham town centre, Chippenham, and Bath.
- 3.31. It is concluded that the site is accessibly located providing a realistic choice of alternative sustainable transport options to single occupancy car travel.

4. Redevelopment Proposals

- 4.1. The redevelopment proposal is for the erection of 167 dwellings on the former RAF Rudloe No.2 site. A proposed masterplan is provided as part of the wider planning submission.
- 4.2. The site comprises two development areas, one to the west and one to the east. The western development area will comprise 59 dwellings, and the eastern development area will comprise 108 dwellings.
- 4.3. Full details of the development proposals are set out in the Transport Assessment which has been prepared and submitted to support the planning application. A summary of the proposals is provided below.

Proposed Access Arrangements

- 4.4. Access to the western development area will be served from the existing southern arm of the Westwells Road/ Park Lane roundabout. The central island is proposed to be removed from the arm, with tactile paving and two metre wide footways proposed on both sides of the carriageway which will route into the site.
- 4.5. Access to the eastern development area is proposed via a new simple priority junction arrangement onto Westwells Road approximately 180 metres east of the Park Lane roundabout. The junction will measure 6.5 metres wide with six metre junction radii. Footways measuring two metres wide on the eastern side of the access carriageway and three metres on the west side of the carriageway will be provided to tie into the existing provision on Westwells Road.

Internal Layout

- 4.6. It is currently anticipated that the primary and secondary roads within the layout will be offered for adoption. Swept path assessments of the layout are provided as part of the wider planning submission.
- 4.7. Footways measuring two metres wide are proposed on both sides of the carriageways within the site. A three metre wide footpath will be provided to connect the eastern and western development areas, which can be used as an emergency access route.

Parking Arrangements

- 4.8. The proposed redevelopment provides car and cycle parking levels generally in accordance with the Wiltshire Council Car Parking Strategy and the Wiltshire Council Cycling Parking Strategy. Cycle parking will be provided within the curtilage of each plot, either within garages or sheds at this stage.
- 4.9. One Electric Vehicle Charging (EVC) points will be provided per dwelling. Any flats provided on site will be serviced by joint feed pillars, or similar.

Off-site Highway Improvements

B3109 Bradford Road/ Leafy Lane

- 4.10. A scheme of off-site highway improvements is proposed for the southern arm of the B3109 Bradford Road mini-roundabout. The improvements include the provision of tactile paving on both sides of the carriageway and within the existing refuge island, due to third party land constraints restricting wider improvements.

Contribution Towards Off-Site Improvements

- 4.11. As set out in the NMU audit contained within the Transport Assessment included as part of the wider submission, a number of off-site improvements that could be brought forward to the existing NMU infrastructure have been identified. The provision of the improvements is proposed to be secured via a suitably worded planning condition.

5. Measures and Initiatives

Travel Plan Period

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

Travel Plan Coordinator

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

Measures and Initiatives

- 5.6. The currently anticipated measures and initiatives at **Table 5.1** below will be implemented at the outset before the new dwellings are occupied (where possible) in order to maximise the opportunity to influence new residents travel patterns before they have become established.
- 5.7. It is considered that measures identified are SMART (Specific, Measurable, Achievable, Realistic and Time-bound) targets relating to the proposed reduction in single occupancy vehicle trips. It includes 'soft' measures such as the provision of Travel Information Packs to increase awareness of sustainable travel options available to future residents. It is anticipated that this would be more effective at encouraging non-motorised user travel than providing Travel Vouchers to future residents, for example.

Table 5.1 – Measures and Initiatives

Measures and Initiatives	
Promotional Measures and Initiatives	
1	The provision of a 'Travel Information Pack' for residents, which will contain details of how trips to local facilities and amenities can be achieved by other means to the private car. It will give information on bus routes and frequencies, local cycle routes and the benefits of sustainable travel.
2	Provision of Green Travel Vouchers to residents of each dwelling for the first occupiers (and if not claimed, one subsequent occupier) for the lifetime of the Travel Plan.
3	Promotion of National and Local Travel Awareness Events (e.g. walk to work week in May, and bike to work week in June).
4	The inclusion of sustainable travel information within the sales and marketing office.
5	Internet access to be provided in all homes giving residents easy access to local home delivery services and making it easier for residents to work from home.
6	Appointment of a Travel Plan Coordinator prior to commencement and implementation of the Travel Plan for its lifetime.
7	Newsletters and leaflets periodically circulated with Travel Plan updates, information relating to sustainable travel events and measures and initiatives available to residents.
Walking and Cycling Measures	
8	The provision of local walking and cycling maps (contained within the Travel Information Packs).
9	The promotion of walking and cycling based websites within the Travel Information Packs.
10	Bicycle parking will be provided for all residents with consideration to Wiltshire Council guidance.
11	Site layout designed to prioritise pedestrian and cycle movements. This is shown on the proposed masterplan included as part of the wider planning application submission.
Public Transport Measures	
12	The provision of up-to-date public transport information through leaflets and also via promotion of public transport websites and available smart-phone applications.
Car Based Initiatives	
13	The promotion of car share databases website within Travel Information Packs.
14	Vehicle parking spaces will be provided with an Electric Vehicle Charging point.

Awareness and Marketing

- 5.8. The TPC will ensure that from the outset residents are aware that a Travel Plan is in operation for the site, and they will be informed of the initiatives and measures being implemented at the site.
- 5.9. Sales staff involved in the marketing of the residential properties will also be aware of the FTP so they can explain the benefits to prospective buyers. Travel Information Packs will also be available within the sales office.
- 5.10. The following means of publicity may be used going forward:
- Newsletters circulated, as appropriate.
 - Postcards circulated, as appropriate (containing survey details).

- Travel Information Packs containing information such as bus and rail timetables, walking and cycling route maps, and educational information on the health and environmental benefits of alternative modes to single occupancy car travel to local facilities and amenities. The leaflet will also contain the contact details of the TPC.

- 5.11. During ongoing monitoring, for example when travel surveys are taking place, the TPC will promote measures and initiatives to residents.
- 5.12. It will be for the TPC to decide the best methods to promote sustainable travel and implement the FTP at the site. However, the measures and initiatives above will be reviewed as the Travel Plan progresses and as monitoring highlights which measures have been successful against those that have not. At this stage, measures and/or targets will be subject to change during the lifetime of the Travel Plan to ensure it continues to achieve its goal and target influential areas of travel behaviour change.

6. Travel Plan Targets

- 6.1. Targets are the measurable goals that must be set to assess whether or not the objectives of the plan are being achieved. The key objectives of this FTP are included at **Chapter 2**.
- 6.2. Whilst it is the intention of this F RTP to encourage residents to travel sustainably for all journeys, it is considered that commuting trips are the key journeys for which the F RTP will target. It is considered that there is scope to target a reduction of 15 percentage points in single occupancy car travel and increase the percentage of commuters travelling by bus, bicycle, foot, rail and car sharing.
- 6.3. Information contained in the 2011 Census datasets 'QS701EW- Method of travel to work' for the E02006659: Wiltshire 017 Middle Super Output Area (MSOA) – within which the site is located – has been used to provide a proxy for the baseline travel habits of future residents. This data provides an initial estimate of the existing modal split based on other commuters in the local area. However, the true baseline modal share will be confirmed further to site-specific baseline surveys. The Census data is included at **Appendix A** and the 'proxy baseline' and indicative targets are summarised at **Table 6.1**.

Table 6.1 – Method of Travel to Work Modal Share and Targets

Mode of Travel	2011 Census Data	Year 1	Year 2	Year 3	Year 4	Year 5
Work From Home	9.0%	10.00%	11.00%	12.00%	13.00%	14.0%
Train	1.4%	1.6%	1.9%	2.1%	2.3%	2.5%
Bus	2.8%	3.2%	3.7%	4.1%	4.6%	5.0%
Taxi	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
Motorcycle	0.9%	0.9%	0.9%	0.9%	0.9%	0.9%
Car Driver	66.1%	63.1%	60.1%	57.1%	54.1%	51.1%
Car Passenger	4.0%	4.4%	4.8%	5.2%	5.6%	6.0%
Bicycle	4.4%	5.0%	5.5%	6.0%	6.5%	7.0%
On Foot	10.5%	11.0%	11.5%	12.0%	12.5%	13.0%
Other	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%
Total	100	100	100	100	100	100

Note: Minor inaccuracies due to rounding.

- 6.4. It is considered with reference to **Table 6.1** that currently there is scope to target a 15 percent reduction in single occupancy car travel and increase the percentage of people working from home, trips by train, bus, as a passenger, by cycle and on foot.
- 6.5. At this stage, it is anticipated that the 15 percent reduction will be achieved by the end of the five-year period of monitoring from 80% occupation that will be carried out by the Travel Plan Coordinator.
- 6.6. A survey will be carried out within three months of 80% occupation of the site to confirm the site-specific baseline travel habits. Long term targets for the monitoring of the development will be set following the survey.

- 6.7. The TPC will liaise with Travel Plan Officers at WC to draft appropriate baseline surveys detailing the modes of transport used by residents. The results will be closely analysed to determine site specific targets in agreement with WC.

7. Implementation, Dissemination and Monitoring

Monitoring

- 7.1. It will be important to monitor and review the FTP to understand if the proposed targets and objectives are being met. Monitoring will be carried out on a biennial basis for a period of five years following baseline surveys carried out within three months of 80% occupation of the site using the following initiatives:
- i. Residents' questionnaire surveys will be carried out to obtain details of residents' travel habits; and
 - ii. Awareness of the Travel Plan would be monitored through a question within the questionnaire.

Resident Travel Surveys

- 7.2. Resident questionnaire travel surveys will be carried out within six months after 80% occupation and biennially thereafter for five years. These will confirm travel habits and will also quantify proportions of travel by the various modes of transport (the modal share). A question on what would influence residents to use alternatives to driving alone will also be included.
- 7.3. The surveys will collate information on changes in car travel, increases and/or decreases in walking and cycling, and provide feedback on the level of awareness of the TP in addition to providing data relating to journey types, distances and vehicle types.
- 7.4. The TPC will carry out monitoring the surveys. The content of the surveys will be established with the input of Travel Plan Officers at WC in advance and the results analysed and submitted to WC on completion. The TPC will be responsible for distributing the questionnaire surveys.
- 7.5. The surveys will include information that can focus the measures and initiatives contained in the TP, on the residents most likely to change from private car use to more sustainable travel. Useful information may include:
- i. Duration of travel.
 - ii. Travel patterns.
 - iii. Where residents work.
 - iv. Any barriers to particular types of travel.
 - v. Residents who are most willing to change their travel habits; and
 - vi. The popularity of the various incentives and measures that residents may consider changing their methods of transport.

Monitoring Report

- 7.6. Monitoring reports will be produced after the surveys have been carried out to determine whether the proposed objectives and targets have been met. The report structure may follow:
- i. Summary of the measures and targets.
 - ii. Monitoring methods used.
 - iii. Summary and analysis of results; and
 - iv. Future targets / actions to be taken.
- 7.7. The monitoring reports will be prepared by the TPC and will be issued to and agreed with WC.
- 7.8. An initial travel survey will be undertaken within six months after 80% occupation of the development and then biennially for five subsequent years. The surveys would gather baseline data from which performance against the targets can be reviewed.

Dissemination of Travel Plan Surveys

- 7.9. It is essential to maintain interest in the Travel Plan. Once operational, the scheme will need regular new publicity drives to attract interest from new residents. As a result, residents will be kept informed of the results of the surveys, as it will keep them actively involved and because it will act as a useful promotional material to retain interest in the objectives. Means of publicity are considered in detail in **Chapter 6**.

8. Action Plan

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

Table 8.1 – Action Plan

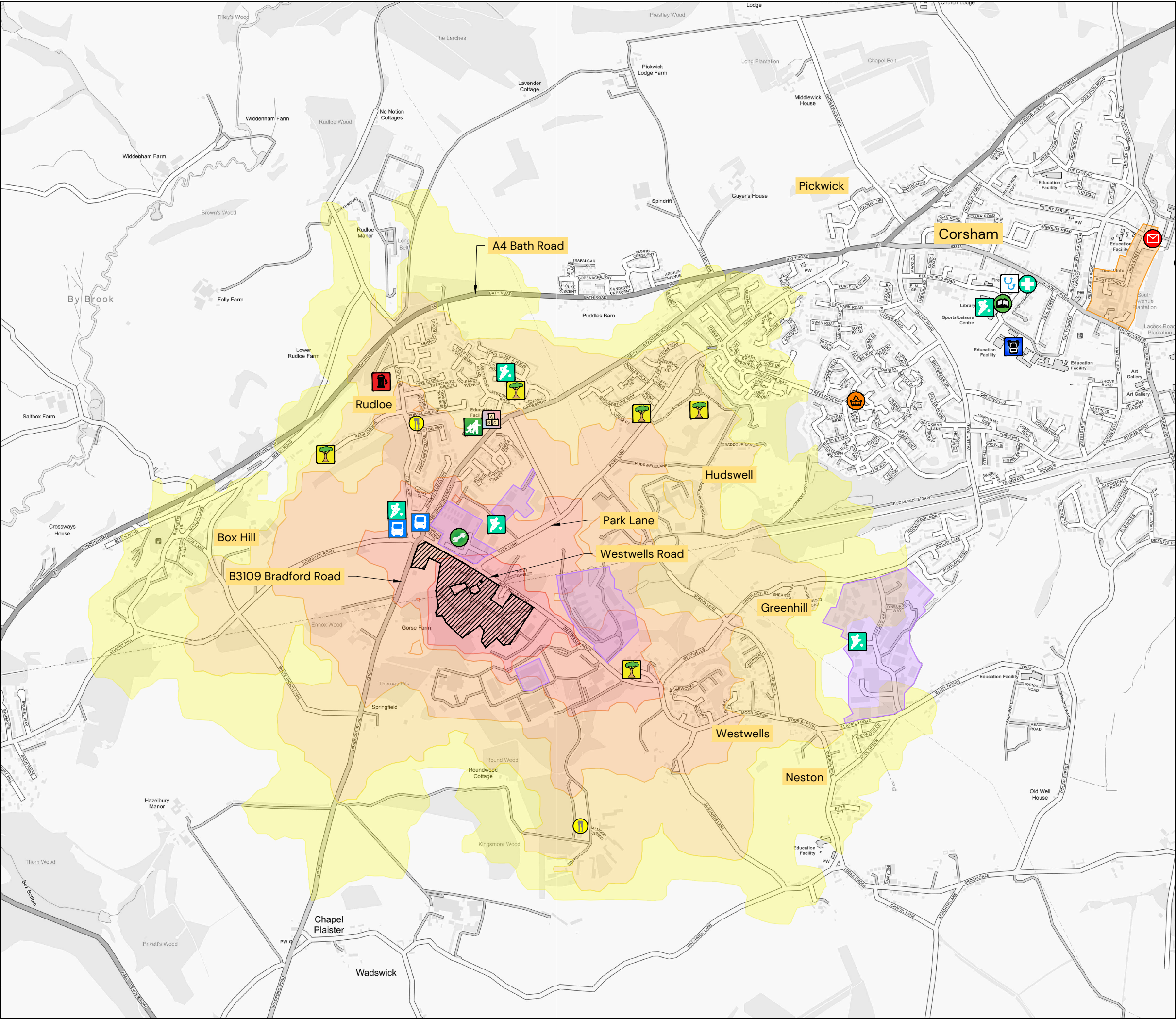
Action	By Whom	By When	Intended Outcome / Output
Travel Plan Co-Ordinator			
Appoint a TPC to manage and oversee the implementation of the FTP	Developer	Prior to first occupation	Raise awareness and monitor progress over the lifespan of the TP
Improve Travel Information			
Include travel information in the Travel Information Pack	TPC	Prior to first occupation	All new residents made aware of Travel Plan and alternative modes of travel
Promote Public Transport			
Ensure service information is provided within the Travel Information Pack	TPC	Prior to first occupation	Enhance awareness and encourage sustainable travel
Provide route maps and details of local bus and railway services	TPC	From first occupation	Enhance awareness of journeys and encourage sustainable travel
Promote Walking			
Provide plans of safe pedestrian routes to local facilities and amenities	TPC	Prior to first occupation and ongoing	Enhance resident's knowledge and awareness
Promote Cycling			
Cycle parking spaces provided generally in accordance with WC parking standards for dwellings	Developer	Prior to first occupation	Improve facilities for cyclists to encourage travel via this mode
Provide plans of local cycle routes in the area and details of local cycle shops	TPC	Prior to first occupation and ongoing	Enhance knowledge and increase awareness, encouraging cycling
Car Based Measures			
Promote car sharing	TPC	First occupation	Raise awareness of the opportunity to car share and the impact on reduction to traffic levels and positive effects on environment

Action	By Whom	By When	Intended Outcome / Output
Car and motorcycle parking in line with WC parking standards	Developer	Prior to first occupation	Provide adequate car and motorcycle parking
Monitoring			
Baseline resident survey	TPC	Six months after 80% occupation of dwellings	To identify how the FTP is progressing towards the agreed targets
Biennial monitoring survey	TPC	Biennially for five years from six months after 80% occupation of dwellings	Review how the FTP is progressing / assess any further measures
Monitoring Report to be submitted to Wiltshire Council	TPC	Annually for five years	Inform the Council of survey results in relation to targets set
Targets			
Provision of current travel information to all residents	TPC	From first occupation and ongoing for five years	To ensure residents have travel information to inform their travel decisions
Full FTP availability to all residents	TPC	From first occupation and ongoing for five years	To keep residents informed of the measures and targets set out within the FTP
Increase proportion of residents travelling by sustainable modes	TPC	From first occupation and ongoing for five years	To ensure residents have a choice of sustainable transport modes



Figures

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Key

Site Boundary

Corsham High Street Shops

Employment

Bus Stop

Post Office

Library

Doctors Surgery

Pharmacy

Leisure

Pre School

Primary School

Secondary School

Public House

Garage Services

Convenience Store

Playground

Cafe

Isochrone Key:

400m

800m

1200m

1600m

2000m

REV

DATE

DESCRIPTION

REVISED BY

APPROVED BY

SITE LOCATION, FACILITIES, AMENITIES & TWO KILOMETRE WALKING ISOCRONE PLAN

FORMER RUDLOE NO.2 SITE

CLIENT:

TAYLOR WIMPEY BRISTOL

DATE:

24/06/2026

SCALE:

NTS@A3

DRAWING STATUS

INDICATIVE

REVISION

DRAWING NUMBER:

P25-2742_SK03

DRAWN BY:

JAN/RB

APPROVED BY:

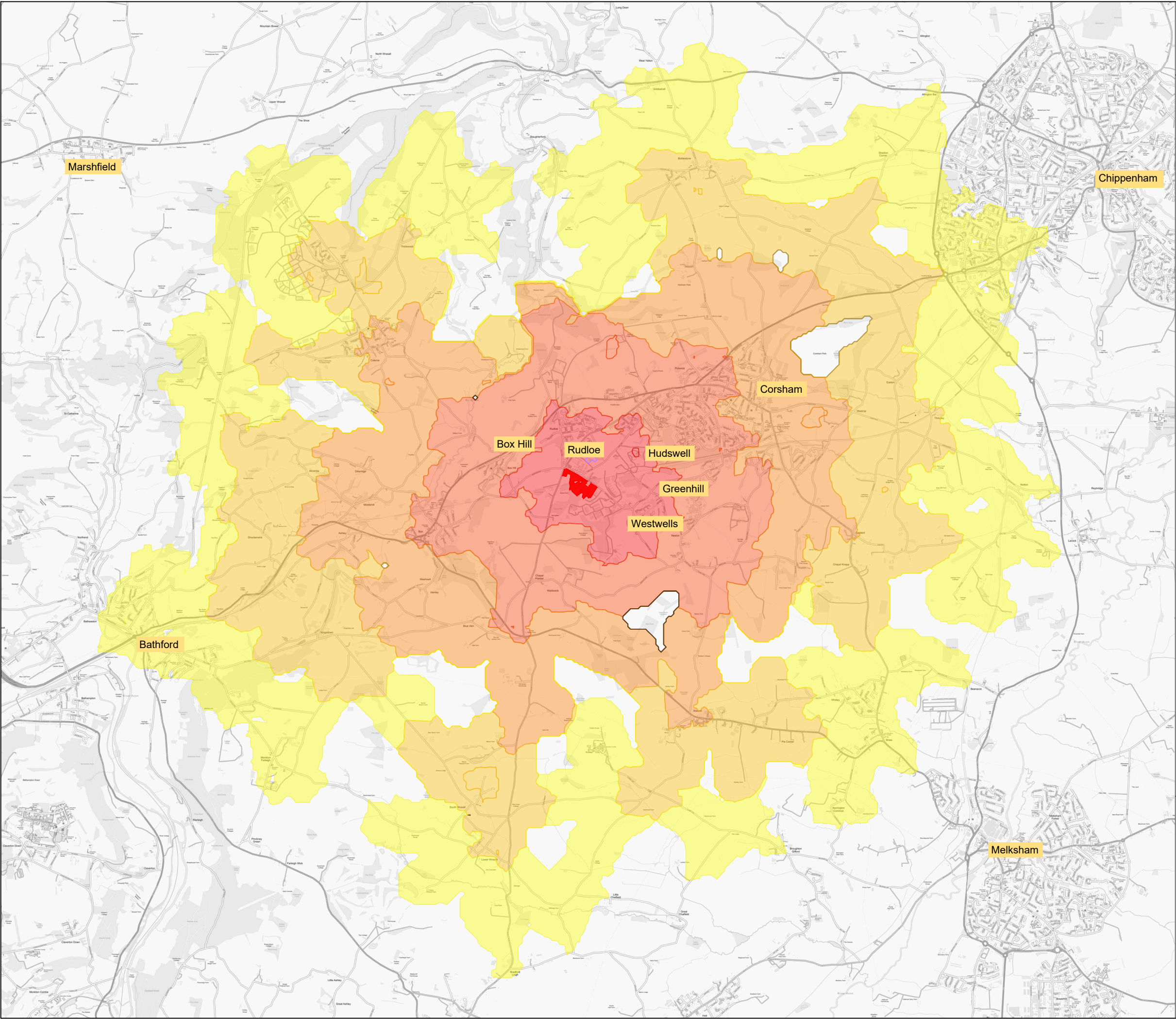
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N

Key:

Approximate Site Boundary

Isochrone Key:

1600m

3200m

4800m

6400m

8000m

DO.MM.YYYY

REV	DATE	DESCRIPTION	REVISED BY	APPROVED BY
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EIGHT KILOMETRE CYCLING
ISOCHRONE PLAN
FORMER RUDLOE NO.2 SITE

CLIENT:
TAYLOR WIMPEY BRISTOL

DATE:
24/06/2026

SCALE:
NTS@A3

DRAWING STATUS
INDICATIVE

REVISION

DRAWING NUMBER:
P25-2742 _FIGURE 3.2

DRAWN BY:
JAN/RB

APPROVED BY:
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Appendix A

QS701EW - Method of travel to work

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population	All usual residents aged 16 to 74
units	Persons
area type	2011 super output areas - middle layer
area name	E02006659 : Wiltshire 017
rural urban	Total

Method of Travel to Work

2011

All categories: Method of transport	5,527	
Work mainly at or from home	366	9.0%
Underground, metro, light rail	6	0.1%
Train	52	1.3%
Bus, minibus or coach	114	2.8%
Taxi	6	0.1%
Motorcycle, scooter or moped	36	0.9%
Driving a car or van	2,682	66.1%
Passenger in a car or van	161	4.0%
Bicycle	180	4.4%
On foot	424	10.5%
Other method of travel to work	28	0.7%
Not in employment	1,472	
Within employment	4,055	

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

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