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Lake 62, Cotswold Water Park

Quinque Stella Holdings Limited

Travel Plan
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Prepared By	Rebecca Inglis-Taylor	April 2026
Checked By	Jamie Mattock / Grace Hancock	April 2026
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Rappor Consultants Ltd

A: Pressworks, 7-9 Ambrose Street, Cheltenham, Gloucestershire, GL50 3LH

W: www.rappor.co.uk

T: 01242 523696

E: hello@rappor.co.uk

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Appendices

Appendix A – Site Location Plan

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1 Introduction

- 1.1 Rappor have been instructed by Quinque Stella Holdings Ltd to prepare a Travel Plan (TP) in support of a planning application concerning a development on land at Lake 62, Cotswold Water Park, Derryfields, Ashton Keynes, Wiltshire, SN6 6QT.
- 1.2 Outline planning permission is sought for the development of land at Lake 62 to provide 38 holiday lodges, a bicycle-hire facility, a gym/fitness studio and additional Class E uses, together with associated parking and landscaping.
- 1.3 This TP has been prepared for all of the proposed uses of the development. It sets out the initiatives and measures to be provided upon occupation of the development, to influence employee and visitor travel behaviour at the outset and therefore minimise single occupancy car journeys and encourage employees to use other sustainable modes of travel.
- 1.4 A Transport Statement (TS) is submitted in support of the planning application under separate cover.

Site Context

- 1.5 The application site is located to the north of Spine Road West and to the north of the village of Ashton Keynes within Wiltshire. It lies within the Cotswold Water Park, approximately 1.5km north of Ashton Keynes, approximately 2.5km southwest of South Cerney and approximately 7km west of Cricklade. The site is designated as a Site of Special Scientific Interest (SSSI) and is a legally protected area for wildlife, recognised for its important habitats and biodiversity.
- 1.6 It currently comprises a private recreational lake where various leisure and recreational activities have been taking place for over 20 years, including water-skiing, fishing, triathlon events / training and open water swimming. It is bound by agricultural land to the north and west, Spine Road West to the south and Ashton Road to the east.
- 1.7 Vehicular access is currently achieved via the existing gates in the east of the site onto Ashton Road.
- 1.8 The site and its relationship with immediately adjoining areas are illustrated on the site location plan provided at **Appendix A**.

Travel Plans

- 1.9 Travel planning has the ability to create more sustainable developments, which will assist the development to achieve the transport strategy and comply with national, regional, and local planning policies.
- 1.10 This TP sets out the initiatives and measures to be provided before the development is occupied, and on-going monitoring, in order to influence future travel behaviour at the outset and therefore minimise single occupancy car journeys and encourage staff and visitors to use other sustainable modes of travel.
- 1.11 A TP generally details how sustainable travel to and from the site is encouraged. This may be achieved through the reduction in the number of individual single occupancy 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 carbon footprint, and contributing to a healthier community.

- 1.12 The TP is intended to reduce environmental, social, and community impacts by reducing journeys by single occupancy vehicles and raising awareness of travel choices available locally to the site.

Aims and Scope of the Travel Plan

- 1.13 The main aims of this TP are:

- a) To reduce the overall amount of car travel associated with the site;
- b) To encourage walking and cycling, as well as travel by ; and
- c) To minimise the impact of the development on the local area and transport infrastructure.

- 1.14 The structure of the remainder of the report 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 - provides detailed objectives of this TP;
- d) **Section 5:** Travel Plan Management and Measures - details the management structure in place to deliver the TP;
- e) **Section 6:** TP Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of the TP;
- f) **Section 7:** Monitoring and Review - details the monitoring and review of the TP; and
Section 8: Funding - provides detail of the funding of the TP.



2 Travel Plan Context, Policy and Guidance

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 To be successful, it is crucial that the TP be a dynamic process that grows and develops with time. The TP will need to be flexible to allow for changes to be made in line with the performance of the plan, changing circumstances of the site and environment in which it works and to tailor it to the needs of future staff and visitors of the site. The flexibility of the TP will ensure that the targets and measures at any one time reflect and respond to current travel patterns.
- 2.3 Whilst the TP is primarily targeted at encouraging sustainable travel behaviours among staff; visitors and participants attending events, activities, and educational programmes will also benefit from a range of supporting initiatives and measures, which are detailed later in this document.

Benefits of a Travel Plan

- 2.4 TPs 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;
 - 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, TPs should identify the specific required outcomes, targets and measures, and set out clear future monitoring and management arrangements all of which should be proportionate. They should also consider what additional measures may be required to offset unacceptable impacts if the targets should not be met.



Policy and Guidance

- 2.6 In developing this TP, care has been taken to ensure that full regard has been given to key policy documents, national and local, and best UK practice methods and these have been applied to maximise the uptake of sustainable transport modes.

National Policy

- 2.7 The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these are expected to be applied. At the heart of the NPPF is a presumption in favour of sustainable development.

- 2.8 Chapter 2 "Achieving sustainable development" of the NPPF states at paragraph 7:

"The purpose of the planning system is to contribute to the achievement of sustainable development, including the provision of homes, commercial development and supporting infrastructure in a sustainable manner. At a very high level, the objective of sustainable development can be summarised as meeting the needs of the present without compromising the ability of future generations to meet their own needs. At a similarly high level, members of the United Nations – including the United Kingdom – have agreed to pursue the 17 Global Goals for Sustainable Development in the period to 2030. These address social progress, economic well-being and environmental protection."

- 2.9 Paragraph 8 states that "Achieving sustainable development means that the planning system has three overarching objectives, which are interdependent and need to be pursued in mutually supportive ways (so that opportunities can be taken to secure net gains across each of the different objectives):

a) an economic objective – to help build a strong, responsive and competitive economy, by ensuring that sufficient land of the right types is available in the right places and at the right time to support growth, innovation and improved productivity; and by identifying and coordinating the provision of infrastructure;

b) a social objective – to support strong, vibrant and healthy communities, by ensuring that a sufficient number and range of homes can be provided to meet the needs of present and future generations; and by fostering well-designed, beautiful and safe places, with accessible services and open spaces that reflect current and future needs and support communities' health, social and cultural well-being; and

c) an environmental objective – to protect and enhance our natural, built and historic environment; including making effective use of land, improving biodiversity, using natural resources prudently, minimising waste and pollution, and mitigating and adapting to climate change, including moving to a low carbon economy".

- 2.10 Paragraph 85 states that "Planning policies and decisions should help create the conditions in which businesses can invest, expand and adapt. Significant weight should be placed on the need to support economic growth and productivity, taking into account both local business needs and wider opportunities for development. The approach taken should allow each area to build on its strengths, counter any weaknesses and address the challenges of the future. This is particularly important where Britain can be a global leader in driving innovation, and in areas with high levels of productivity, which should be able to capitalise on their performance and potential".



2.11 Paragraph 87 states that *“Planning policies and decisions should recognise and address the specific locational requirements of different sectors. This includes making provision for:*

- a) clusters or networks of knowledge and data-driven, creative or high technology industries; and for new, expanded or upgraded facilities and infrastructure that are needed to support the growth of these industries (including data centres and grid connections);*
- b) storage and distribution operations at a variety of scales and in suitably accessible locations that allow for the efficient and reliable handling of goods, especially where this is needed to support the supply chain, transport innovation and decarbonisation; and*
- c) the expansion or modernisation of other industries of local, regional or national importance to support economic growth and resilience.”*

2.12 Paragraph 88 states that *“Planning policies and decisions should enable:*

- a) the sustainable growth and expansion of all types of business in rural areas, both through conversion of existing buildings and well-designed, new buildings;*
- b) the development and diversification of agricultural and other land-based rural businesses;*
- c) sustainable rural tourism and leisure developments which respect the character of the countryside; and*
- d) the retention and development of accessible local services and community facilities, such as local shops, meeting places, sports venues, open space, cultural buildings, public houses and places of worship”.*

2.13 Paragraph 89 states that *“Planning policies and decisions should recognise that sites to meet local business and community needs in rural areas may have to be found adjacent to or beyond existing settlements, and in locations that are not well served by public transport. In these circumstances it will be important to ensure that development is sensitive to its surroundings, does not have an unacceptable impact on local roads and exploits any opportunities to make a location more sustainable (for example by improving the scope for access on foot, by cycling or by public transport). The use of previously developed land, and sites that are physically well-related to existing settlements, should be encouraged where suitable opportunities exist”.*

2.14 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.”*

2.15 Paragraph 110 states that *“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”.*

2.16 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.”*



2.17 Paragraph 116 states that *“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”*.

2.18 Paragraph 117 states 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 area for bus or other public transport services, and appropriate facilities that encourage public transport use;

b) address the needs of people with disabilities and reduced mobility in relation to all modes of transport;

c) create places that are safe, secure and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;

d) allow for the efficient delivery of goods, and access by 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.”

National Guidance

2.19 The government’s detailed guidance on Travel Plans is set out in the online Planning Practice Guidance (PPG), within the category “Travel Plans, Transport Assessments and Statements” (Reference ID: 42). This guidance, issued by the Department for Levelling Up, Housing and Communities (DLUHC), remains current and highlights the importance of such tools in achieving sustainable development.

2.20 Paragraph 002 (Reference ID: 42-002-20140306) confirms that Travel Plans, Transport Assessments, and Statements are essential tools for assessing and mitigating the transport impacts of development. They are required for developments expected to generate significant levels of movement and aim to ensure that sustainable travel is embedded from the outset.

2.21 Further, Paragraph 006 (Reference ID: 42-006-20140306) identifies that Travel Plans 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.



Local Policy

2.22 The Wiltshire Local Transport Plan (2011-2026) sets out transport objectives for the county up to 2026, to produce a more sustainable and robust transport network.

2.23 The Local Transport Plan states in paragraph 6.51:

“The focus of Wiltshire’s smarter choices strategy will be on: [...]

- *Using the planning system to develop, monitor and enforce mandatory residential and business travel plans.”*

Summary

2.24 In summary, the requirement for a TP is recognised within both national and local policy and it is within this context that this TP is prepared.



3 Baseline Sustainability Audit

Introduction

- 3.1 When considering the overall sustainability of a site, with regards to highways, it is important to consider the available travel options for employees and visitors to travel to and from the application site. Indeed, reducing single occupancy car journeys is considered to be of particular importance for the type of development that is proposed. The NPPF recognises that not all new development can be situated in locations that are readily accessible on foot, bicycle, or by public transport. Paragraph 110 of the NPPF states that *“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.”*
- 3.2 To ensure that the proposed development can operate sustainably in terms of minimising the overall level of daily vehicular trips to and from the site, particularly single-occupancy vehicle trips, it is necessary to identify what local services and amenities are located nearby.
- 3.3 It is anticipated that the majority of trips to and from the site will be undertaken by private car, reflecting the proposed use of the development as a holiday destination. This is consistent with patterns observed at similar leisure and tourism developments, where visitors often travel from locations that are not directly served by frequent public transport services. While alternative travel modes, such as walking, cycling, or public transport, may be viable for some local trips, the nature of the site’s use means that private vehicle travel is likely to remain the predominant mode for the majority of visitors and staff.
- 3.4 Nevertheless, the development can encourage sustainable travel behaviours by providing appropriate infrastructure and information for walking, cycling, and public transport options, particularly for shorter, local trips, staff journeys, and repeat visitors familiar with alternative modes.
- 3.5 **Table 3.1** provides details of the local services and amenities that may be accessed from the site via walking or cycling and identifies the approximate distances and journey times by these travel modes.
- 3.6 The distances and their corresponding journey times have been measured from 50-metres back from the proposed new pedestrian / cycle access and along actual walking and cycling routes (and not as ‘the crow flies’). For robustness, they have been measured using two methods; firstly, in accordance with the Chartered Institution of Highways and Transportation (CIHT) and Local Transport Note (LTN) 1/20 guidelines for walking speed (1.4m/s) and cycling speed (4.5m/s) respectively, and secondly, via Google Maps, which additionally accounts for the gradient of the route when undertaking such journeys.



Service / Amenity	Approx. Distance	Approx. Walking Time (mins)		Approx. Cycling Time (mins)	
		CIHT	Google	LTN 1/20	Google
Whitefriars Sailing Club	850m	10 mins	11 mins	3 mins	2 mins
White Hart Inn	1400m	17 mins	20 mins	5 mins	5 mins
Combat Splat Paintball Wiltshire & Gloucestershire	1500m	18 mins	20 mins	5 mins	5 mins
Cirencester Water Ski Club	1900m	23 mins	25 mins	7 mins	6 mins
Waterside Kitchen and Bar	2300m	27 mins	30 mins	8 mins	7 mins
Cotswold Country Park and Beach	2700m	33 mins	36 mins	10 mins	9 mins

Table 3.1: Distances and Journey Times to Services and Amenities

- 3.7 **Table 3.1** demonstrates that a range of services and leisure amenities are located within approximately a 30-minute walking distance or a 10-minute cycling distance of the site. This level of accessibility provides realistic opportunities for visitors and staff to undertake short local trips by sustainable modes, particularly walking and cycling, rather than relying on the private car. The proximity of these facilities supports the overall sustainability of the development by reducing the need for car travel for ancillary and recreational journeys during visitors' stays.

Walking

- 3.8 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhood are typically characterised as having a range of facilities within a 10-minute walking distance (around 800-metres). 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 2-kilometres.
- 3.9 This guidance 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).
- 3.10 It should be noted that the NTS for 2020 which was undertaken during the COVID-19 pandemic had less than half the response rate and experienced substantial missing data, the highway conditions could not be classed as 'normal' which is likely to have impacted on how people travel. However, the 2020 NTS journeys on foot under a mile is validated by the 2021 – 2024 NTS and the recorded number of trips in recent years demonstrates that the percentage of trips under a mile undertaken by foot is stable.
- 3.11 The information presented in **Table 3.1** confirms that several facilities are located within two kilometres of the site. This distance falls within accepted thresholds for walkable journeys set out in CIHT and MfS guidance, particularly for leisure-based trips where journey time rather than distance is often the determining factor. As such, the site offers a reasonable opportunity for visitors and staff to access nearby amenities on foot, thereby encouraging sustainable travel choices for shorter trips associated with the proposed development.

Cycling

- 3.12 The LTN 1/20: Cycle Infrastructure Design, produced by the Department for Transport (DfT), states the following at paragraph 2.2.2:

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

- 3.13 In this context, cycling represents a realistic and practical alternative to the private car for many local trips associated with the proposed development. Journeys of up to approximately five kilometres (around 20 minutes) are widely considered suitable for everyday cycling, with longer journeys of up to 30–40 minutes generally accepted, particularly where attractive and low-stress routes are available.
- 3.14 Although there is no dedicated on-carriageway or segregated cycling infrastructure immediately adjacent to the site, the surrounding local highway network operates with speed limits that are generally compatible with safe cycling. This allows cyclists to share the carriageway with motor vehicles without compromising highway safety, in accordance with the principles set out in LTN 1/20 for low-speed environments.
- 3.15 In addition, established cycle routes are available to the east and north of the site, as identified on the National Cycle Network (NCN). These routes provide safer and more attractive cycling options for visitors and staff, particularly for leisure-based trips and connections to nearby destinations. Furthermore, as discussed in the TS, the development proposals include an extension of the existing shared footway / cycleway along the B4696 Spine Road East, which will provide a direct and convenient connection between the site and the NCN.
- 3.16 NCN Route 45 is located to the east and north of the site and forms a strategic cycle corridor, providing connections to Swindon and a range of surrounding settlements and attractions. The proximity of this route enhances the site’s accessibility by bicycle and supports the use of cycling as a sustainable mode of travel for trips associated with the proposed development. The location of NCN Route 45 relative to the site, marked with an ‘X’, is illustrated in **Figure 3.1**.

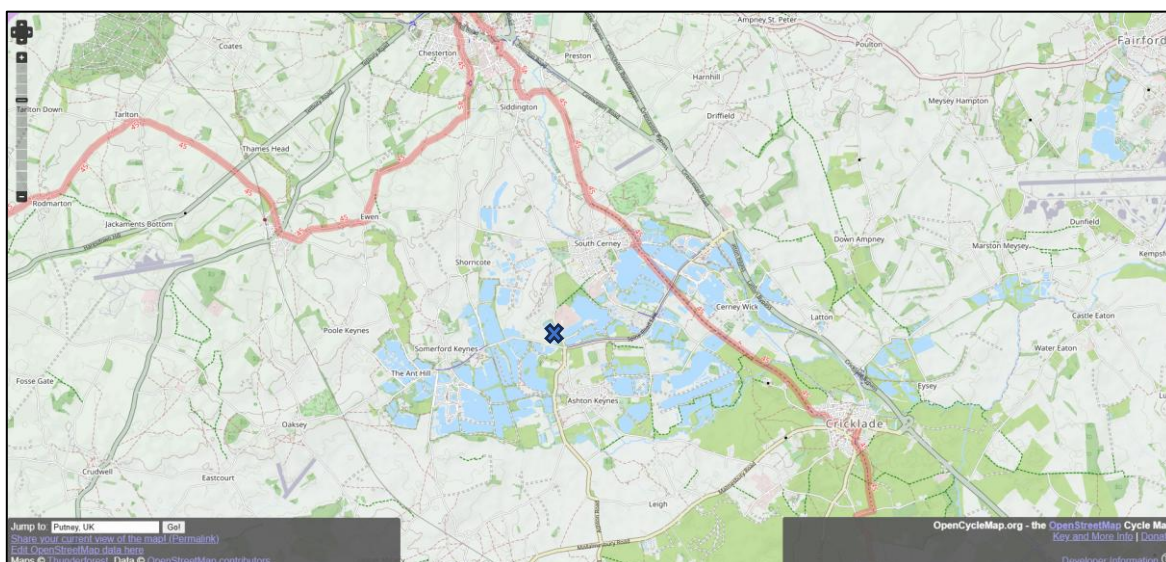


Figure 3.1: NCN Route 45

Bus Services

- 3.17 The nearest bus stops to the site are located along High Village in Ashton Keynes. They are approximately 1.5km from the site and are named ‘Village Hall Garage’.



- 3.18 The northbound stop operates as 'hail and ride', whilst the southbound stop is provided with a flag and pole as well as bus time information, located next to the village shop. It provides access to the 93A bus Monday to Friday, which operates between Malmesbury and Cirencester. A school service is also in operation from this stop (PA2) but is unlikely to be used by future users of the proposed development. Full bus timetable information is provided at **Appendix B**.

Summary

- 3.19 The site is located within a rural setting where the availability and frequency of walking, cycling and public transport options are naturally more limited than would typically be expected in urban areas. Notwithstanding, this context is still consistent with national planning policy, which recognises that opportunities to maximise sustainable transport solutions will vary between rural and urban locations. Given the nature of the proposed leisure and event-based development, it is reasonable to expect that the majority of trips to and from the site will be undertaken by private car.
- 3.20 However, the travel characteristics of the proposed development are such that a high proportion of vehicle trips are anticipated to be made with multiple occupants. Visitors are expected to arrive predominantly in shared private vehicles or taxis, which will inherently reduce the level of single-occupancy car trips associated with the site.
- 3.21 Overall, it has been demonstrated that, whilst the site is located within a rural context with limited opportunities for day-to-day access by public transport on foot, it benefits from a range of leisure facilities within reasonable walking and cycling distances that can be accessed for short local trips. When considered alongside the leisure-based nature of the development, the expected high levels of trip sharing, and the promotion of sustainable travel choices where practicable, the proposed development represents an appropriate and proportionate transport solution.



4 Aims and Objectives

- 4.1 It is important that the TP has a focus and direction in what it is trying to achieve. This can be accomplished through the identification of TP 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 TP. The following objectives are informed by best practice guidance but also reflect local circumstances and stakeholder requirements.

Objectives

- 4.3 The main objectives of the TP are set out below:
 - a) To achieve and maintain a high level of awareness among staff and visitors of the sustainable transport options available for travelling to and from the site;
 - b) To improve health and wellbeing outcomes for users of the site by increasing the proportion of journeys made on foot or by bicycle; and
 - c) To reduce reliance on the private car, particularly single occupancy car use, wherever practicable, with an emphasis on shifting short trips to more sustainable modes.
- 4.4 These objectives will be implemented through a package of measures that are discussed in **Section 6**.



5 Targets

Modal Shift Targets

- 5.1 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 6**.
- 5.2 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.
- 5.3 Targets for the scale of modal shift against which the success of the TP can be measured will accord with the following Specific, Measurable, Achievable, Realistic, and time-bound (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

Travel Surveys

- 5.4 A baseline staff travel survey will be undertaken in the form of a questionnaire within 12 months of completion of the development (Year 1). Monitoring surveys will then be conducted annually for a period of years (five surveys). These surveys will ascertain modal splits to determine if the targets and objectives of this TP are being met.
- 5.5 Given the short-term nature of the holiday accommodation, where there will be a regular rotation of visitors, it is not suitable to carry out visitor surveys,
- 5.6 Undertaking the surveys will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply WC with updated statistical data showing how staff travel to and from the site, along with details of the measures employed to encourage sustainable travel.
- 5.7 The format and content of the baseline travel survey will be agreed with WC before issuing to employees.

Modal Shift Targets

- 5.8 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**.
- 5.9 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, should result in modal shift.
- 5.10 Comprehensive modal splits and targets will be identified once the baseline travel survey has been undertaken.



6 Travel Plan Management and Measures

Travel Plan Management

- 6.1 The key to any effective TP is to have an identified person responsible for its operation and monitoring. In order for the TP to be effective and responsive, it must be kept up to date and relevant, otherwise it may become ineffective.
- 6.2 The TP will be managed and monitored by a TPC who will work to deliver the content of this TP and ensure the measures are carried out effectively.
- 6.3 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 opening, and their role will continue for a period of five years following its opening.
- 6.4 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 anticipated that the TPC will act as the TPC for all uses on the site given their relatively small size.
- 6.5 The responsibilities of the TPC will include the following:
 - a) The operation of the TP;
 - b) Being the point of contact for TP-related queries;
 - c) Ensuring monitoring is undertaken at appropriate times, in line with the TP;
 - d) Arranging and undertaking of travel surveys;
 - e) Ensuring measures in the action plan are implemented to encourage active and sustainable travel to and from the site; and
 - f) Providing monitoring updates to WC.

Marketing and Promotion

- 6.6 Marketing and promotion of the TP and sustainable travel opportunities and benefits will establish communication between those who are responsible for delivery (i.e., TPC and TPR) and those who benefit from the implementation of the TP (i.e. employees and visitors).
- 6.7 The provision of information to employees and visitors, which is both accessible and available in varied formats, is an important measure of the TP. This would be achieved through a co-ordinated marketing and communication strategy.

Travel Plan Measures

- 6.8 The TP is effectively a set of measures, directed at employees and intended to maximise sustainable travel for journeys to / from the site. The proposed interim TP measures focus on maximising the site's accessibility and sustainability.



Travel Information Pack (TIP)

- 6.9 Two Travel Information Packs (TIP) will be created and distributed, one to all staff on commencement of their employment and to visitors of the uses. The TIP will include various travel information, with the intention of encouraging staff to engage with sustainable transport modes. The TIPs will contain the following:
- a) Locations of cycle parking and EV parking on-site;
 - b) Contact details of the TPC;
 - c) Details of nearby bus stops and the most recent bus timetables;
 - d) Details of the health benefits of active travel;
 - e) Details of public transport ticketing and any discounts, if available;
 - f) Benefits of car sharing; and
 - g) Links to relevant sustainable travel apps.
- 6.10 The TPC will keep the TIPs up to date to reflect changes, for example when revised bus timetables are issued.

Walking and Cycling Measures

- 6.11 All on-site and off-site pedestrian and cyclist infrastructure included as part of the development will be completed to a good standard. Details of walking and cycling routes, as well as information on the health benefits of walking, will be included in the TIP.
- 6.12 Secure and covered cycle parking will be provided at the development as shown on the site layout plan at **Appendix A**. Additionally, lockers, shower and changing facilities will be provided within the fitness facility for those who choose to cycle into work, which could be accessed by staff of the wider site during opening hours.
- 6.13 The TPC will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage staff to cycle.
- 6.14 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.
- 6.15 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.
- 6.16 Furthermore, staff will be made aware of walking and cycling initiatives they can get involved with, such as www.livingstreets.org.uk and www.sustrans.org.uk.

Public Transport Measures

- 6.17 Public transport provision is important to help towards achieving sustainable transport targets. By encouraging staff and visitors to use existing bus services, additional revenue could be generated, and the quality of services could improve and also allow 'at risk' services to be maintained.
- 6.18 The use of public transport will be promoted through the TIP. This will include information on local bus routes, timetables and location of stops.



6.19 Public transport use will be encouraged by the introduction / promotion of the following measures by the TPC:

- a) Provision of current information on bus routes, bus times and location of bus stops to staff and visitors;
- b) Provision of information on tickets;
- c) Details of current promotions and discounted tickets from local bus operators, if available;
- d) Promotion of local bus services as attractive access options;
- e) Dedicated space on the noticeboard within the suitable area for bus maps, timetables and fare information; and
- f) Regular review of any changes to timetables, routes or fares.

Car Measures

6.20 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.

6.21 The TPC will ensure that all staff are advised of the financial savings and other benefits of car sharing or going car-free.

6.22 Staff will be made aware of car sharing websites such liftshare.com, which is free to access and helps to facilitate car-sharing amongst anyone that lives in the surrounding area. The scheme can benefit anyone who regularly commutes to work by trip matching drivers, pedestrians, cyclists and taxi users.

6.23 A suitable proportion of car parking spaces will be equipped with EV charging points with passive provision for future expansion.

Key Travel Resources

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

Resource	Description	Details
Living Streets	National organisation for supporting pedestrians	www.livingstreets.org.uk
Cycle Streets	Online cycling journey planner	www.cyclestreets.net
Better by Bike	Cycle information	https://betterbybike.info
Sustrans	The national sustainable transport charity	www.sustrans.org.uk
Traveline	Online Journey Planner	www.traveline.info

Table 5.1 Key Travel Resources

Personal Journey Planning

6.25 Personal journey planning will be offered to each staff member. It will be the responsibility of the TPC to provide relevant information to staff members.



6.26 The offer of personal journey planning will be advertised within the TIP.



7 Action Plan

Introduction

- 7.1 Key to the success of the TP is the identification of viable transport alternatives and these can be identified through the 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.
- 7.2 This section outlines measures that will be implemented as part of the TP. These measures will include making best use of the current facilities, as well as creating further incentive for employees to use sustainable transport modes of travel. The implementation of the TP and the measures contained within it will be flexible.

Action Plan

- 7.3 A comprehensive set of initiatives and measures is set out on the following pages. The recommended measures have been drawn from best practice, Travel Plan guidance and case studies throughout the UK.
- 7.4 The Action Plan has been broken down into four main strategy sections relating to the scope of the TP, which comprise the following:
- a) Walking and cycling strategy;
 - b) Car user strategy;
 - c) Public transport strategy; and
 - d) Additional TP support measures.
- 7.5 The measures and initiatives identified in the strategy section aim to directly influence staff of the site. Furthermore, some of the measures have an influence on visitor trips to the site, and where this is the case, this has been identified in each strategy section.
- 7.6 Measures contained within the Action Plan also indicate where the responsibility lies in relation to each measure, timeframe and estimated cost.



Walking and Cycling Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
WC1	Implement Cycle Parking facilities	Cycle parking will be secure and well-lit	✓	✓	During construction phase	As part of construction costs	Developer
WC2	Showers and storage facilities	Shower facilities within the fitness facility will be made available to staff of the wider site	✓		Ongoing	As part of construction costs	Developer
WC3	Walking and Cycling Route Maps to Facilities	Walking and cycling route maps will be available within the TIP	✓	✓	Prior to opening / ongoing for the lifetime of the TP (updated as required)	Designer's time and printing costs / TPC's time	TPC
WC4	Promotion of Walking and Cycling Events / Websites	Promotion of events such as 'Cycle to Work Day' and websites such as livingstreets.org.uk , sustrans.org.uk	✓		Ongoing	TPC's Time	TPC
WC5	Implement on-site pedestrian facilities	New pedestrian facilities to be provided within the site	✓	✓	During construction phase	As part of construction costs	Developer
WC6	Pedestrian / Cycle Offsite Improvements	Improvements to the B4696 Ashton Road / Spine Road East junction through the extension of ped / cycle route and uncontrolled crossing	✓	✓	During construction phase	As part of construction costs	Developer

Table 6.1 Walking and Cycling Action Plan



Car User Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
CU1	Electric Vehicle Charging	EV charging points to be provided in accordance with Building Regulations	✓	✓	During construction phase	As part of construction costs	Developer
CU2	Promoting Car Sharing	Information on car sharing included in the TIP and on noticeboards within the offices and/or on the company's intranet	✓	✓	Prior to opening (TIP) / ongoing for the lifetime of the TP (updated as required)	Designer's time and printing costs / TPC's time	TPC
CU3	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓	✓	Included in TIP / Prior to occupation	Designer's time and printing costs / TPC's time	TPC

Table 6.2 Car User Action Plan



Public Transport Strategy

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
PT1	Promoting Bus & Rail Services	Information included in the TIP	✓	✓	Prior to opening (TIP) / ongoing for the lifetime of the TP (updated as required)	Designer's time and printing costs / TPC's time	TPC
PT2	Promotion of Travel Apps	Public transport apps will be promoted through the TIP	✓	✓	Prior to opening (TIP) / ongoing for the lifetime of the TP (updated as required)	Designer's time and printing costs / TPC's time	TPC

Table 6.3 Public Transport Action Plan



Travel Plan Support Measures

	Measure	Action	Staff	Visitors	Timeframe	Cost	Responsibility
TP1	Appoint a TPC	A TPC to be appointed for the lifetime of the TP	✓	✓	Prior to occupation	TBC	Developer
TP2	TIP	A TIP is to be created and distributed to staff and visitors	✓	✓	Prior to opening / updated as required for lifetime of TP	Designer's time and printing costs	TPC
TP2	Personal Journey Planning	Offer personal journey planning to each staff member to promote sustainable travel	✓		Offered to each new staff member upon occupation / on commencement of employment	TPC's Time	TPC

Table 6.4 Additional Support Action Plan



8 Monitoring and Review

- 8.1 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.
- 8.2 As set out in **Section 5**, the TPC will be appointed three months prior to occupation of the proposed development and will liaise with the relevant officers at WC. The TP will be actively managed and monitored by the TPC for a period of five years, following the opening of the development. On appointment, contact details will be provided to WC to ensure that clear dialogue is possible from inception of the TP.
- 8.3 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 TP. As part of the monitoring process, it is important to establish the baseline conditions.

Monitoring

- 8.4 For the on-going management of the TP 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.
- 8.5 Monitoring of travel patterns over time, to ascertain whether the initiatives of the TP are proving successful and whether there has been a shift to more sustainable modes of transport, requires on-going travel surveys to be undertaken.
- 8.6 A baseline staff travel survey will be undertaken within 12 months of occupation (Year 1). Follow-up monitoring surveys will then be conducted annually after that in Years 2, 3, 4 and 5, as shown in **Table 8.1**. 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 TP against the objectives and targets.

	Baseline / Year 1	Year 2	Year 3	Year 4	Year 5
Travel Survey	✓	✓	✓	✓	✓
Monitoring Report	✓	✓	✓	✓	✓

Table 8.1: Programme for Monitoring

- 8.7 Monitoring reports will be issued to WC within six weeks of the survey results, to demonstrate how the TP has been implemented for the year. The reports will outline future monitoring strategies, a confirmation and revision of targets if necessary and also discuss the travel surveys and analyse the responses.
- 8.8 The final monitoring report will be issued to WC after the Year 5 survey, reviewing the TP's objectives and targets over the five years and summarising the overall findings.



Implementation Plan

- 8.9 An implementation plan sets out the commitments and timescales required to effectively implement the **TP**. This includes timescales to deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the TP.
- 8.10 The implementation plan covers the lifetime of the TP, which is five years from first opening.
- 8.11 **Table 7.2** sets out the implementation plan for the Garden Centre. The plan indicates which measures and actions are required prior to first opening 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.	3 months prior to first occupation and for a period of five years from first opening
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 staff on the site, which will influence any amendments or refinements to be made to the Travel Plan.	Year 1 baseline surveys (within 12 months of opening) Follow up monitoring surveys in Years 2, 3, 4 and 5
Review of TP Performance	Following completion of the surveys, the TPC will be required to provide a review report to WC	Within six weeks of the data being made available

Table 8.1 Implementation Plan



9 Funding

- 9.1 Infrastructure for the proposed development, including the on-site cycle parking and EV charging facilities, will be secured through appropriate mechanisms within the planning process.
- 9.2 The funding of all aspects of the TP, including the introduction of measures, employing of the TPC, monitoring and reporting will be the responsibility of the developer and/or the occupier. This responsibility will be maintained for the full life of the TP, which will be 3 months prior to first occupation, up to 5 years after occupation.



Appendix A – Site Location Plan

I3, BLACK BARN
MANOR FARM
MANOR ROAD
WANTAGE
OXON
OX12 8NE

T: 01235 766 825
E: info@bluestoneplanning.co.uk
W: www.bluestoneplanning.co.uk

CLIENT
Quinque Stella Holdings Ltd

PROJECT
Lake 62 Cotswold
Water Park

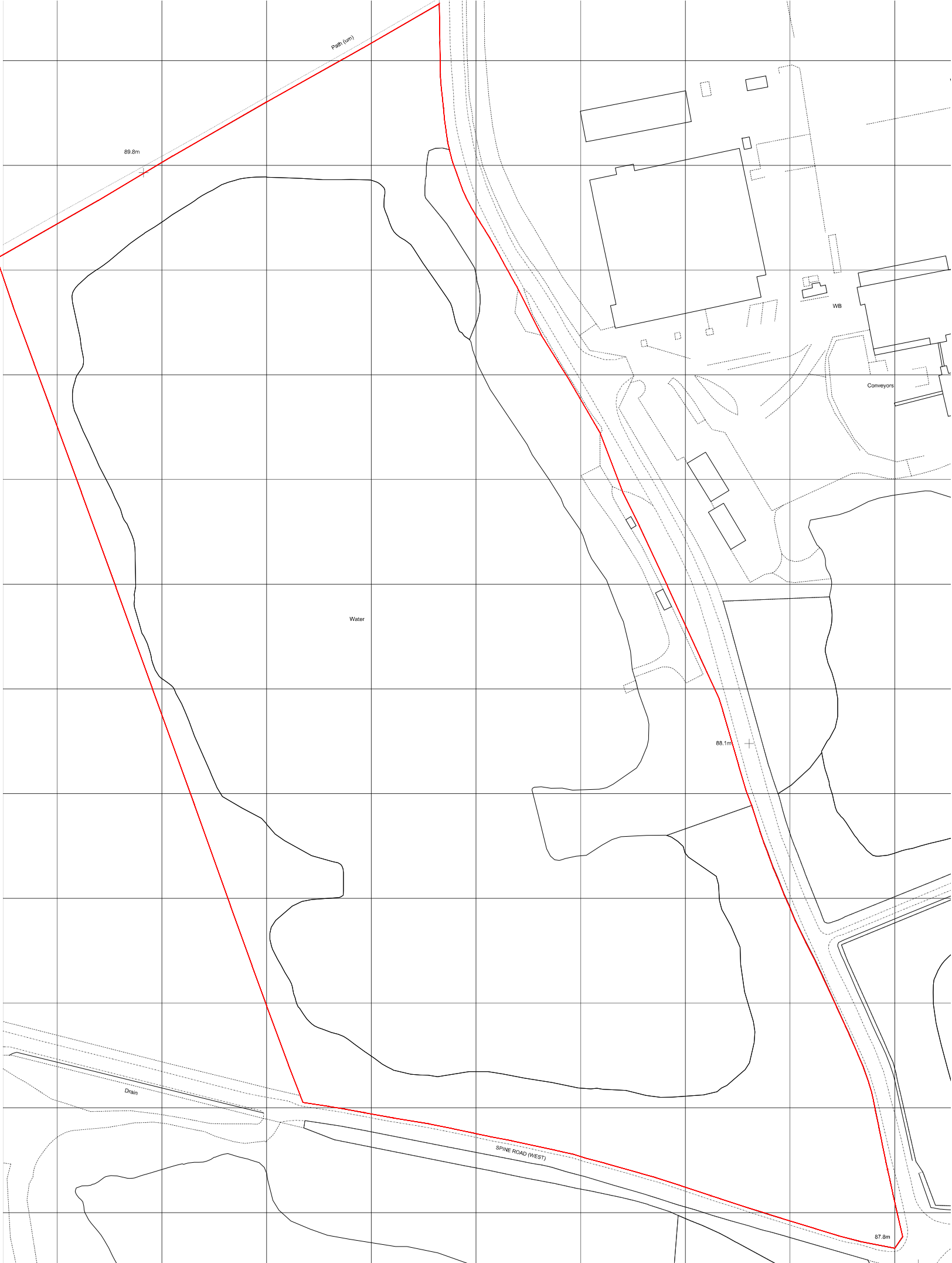
DRAWN BY CHECKED BY
SEB | JF

ISSUE
09.04.21

DESCRIPTION
Site Location Plan

DWG NO. REV
376/0321/JF_001

0m 1cm = 12.5m 62.5m
Scale 1:1250





Appendix B – Bus Timetables

Malmesbury - Charlton - Crudwell - Somerford Keynes - Cirencester

○ Timing points ● All stops

Malmesbury Library (S-bound)	10:50
Malmesbury Burton Hill (SW-bound)	10:51
Malmesbury Manor Cottages (SE-bound)	10:51
Malmesbury Cowbridge Crescent (SE-bound)	10:53
Malmesbury Cowbridge Mill (SE-bound)	10:54
Lea Crescent (SE-bound)	10:55
Lea, o/s Church of St Giles	10:56
Lea Old Bakery Close (N-bound)	10:57
Lea The Chestnuts (E-bound)	10:57
Lea Primary School (NE-bound)	10:58
Charlton Pike House (N-bound)	11:02
Charlton Vicarage Lane (E-bound)	11:03
Hankerton Telephone Box (N-bound)	11:06
Murcott The Farm (W-bound)	11:09
Crudwell, o/s Wheatsheaf Inn	11:10
Crudwell, o/s Old Post Office	11:11
Chelworth The Village (NE-bound)	11:15
Oaksey Bendy Bow (E-bound)	11:18
Oaksey, nr All Saints Church	11:18
Upper Minety Village Bus Shelter (SE-bound)	11:25
Lower Minety, opp C of E Primary School	11:28
Lower Minety The Crossroads (SE-bound)	11:28
Ashton Keynes Swan Lane (N-bound)	11:31
Ashton Keynes, opp Village Hall Garage	11:34
Chesterton, before Berkeley Road	11:46
Chesterton, after Oaklands	11:48
Chesterton Lane (nr)	11:48
Chesterton, by Somerford Court	11:48
Cirencester, opp Phoenix Way	11:49
Cirencester, o/s Waitrose Store	11:49
Cirencester, opp Chesterton Lane sR	11:52
Cirencester, o/s The Forum	11:56

R Only visits this place by request to driver

Cirencester - Somerford Keynes - Crudwell - Charlton - Malmesbury

● Timing points ○ All stops

Cirencester, o/s The Forum	13:48	17:10
Chesterton, nr Somerford Court	13:51	17:13
Somerford Keynes, by The Bakers' Arms	13:58	17:17 sR
Ashton Keynes, o/s Village Hall Garage	14:05	17:24 sR
Lower Minety The Crossroads (NW-bound) sR	14:12	
Upper Minety Village Bus Shelter (NW-bound) sR	14:14	
Oaksey Bendy Bow (W-bound)	14:20	17:32
Chelworth The Village (SW-bound)	14:23	17:36 sR
Crudwell, opp Old Post Office	14:27	17:39
Murcott, opp Park Cottages	14:29	17:40 sR
Hankerton Telephone Box (S-bound)	14:33	17:44 sR
Charlton Pike House (SW-bound)	14:37	17:47 sR
Malmesbury, opp Co-Op Supermarket sR	14:41	17:54
Malmesbury Cross Hayes (S-bound)	14:44	17:59

R Only visits this place by request to driver

s “set down only” – the bus will only stop to drop passengers off

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