

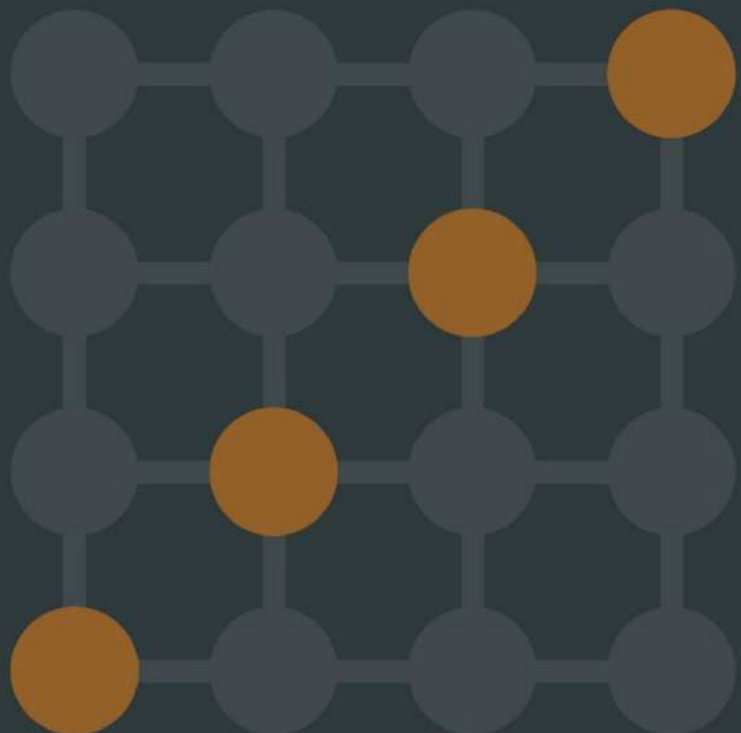
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Land at Malmesbury Road, Cricklade

Mac Mic Strategic Land Limited

Travel Plan
March 2026





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- Appendix A – Site Location Plan
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- Appendix C – Bus Timetables
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1 Introduction

- 1.1 Rappor have been instructed by Mac Mic Strategic Land Limited to prepare a Travel Plan (TP) in support of an outline planning application for a residential development at Land off Malmesbury Road, Cricklade, Swindon, SN6 6EZ.
- 1.2 Mac Mic Strategic Land Limited is applying for outline planning permission for up to 315 dwellings with associated access and infrastructure including Suitable Alternative Natural Greenspace with all matters reserved except for access.

Site Location and Composition

- 1.3 The site is located approximately 1km to the west of Cricklade town centre, in north Wiltshire.
- 1.4 Cricklade is located approximately 11km northwest of Swindon, and it 1.5km from the A419 to provide convenient access to the wider strategic highway network. The site is bordered by the B4040 to the south, the Horsey Down Bloor Homes site to the east, with Cricklade Leisure Centre beyond, Common Hill Farm to the west and Stones Lane and the dismantled railway line (now a National Cycle Route) to the north.
- 1.5 The site lies in the county of Wiltshire with the Unitary Authority (UA) for this area being Wiltshire Council (WC).
- 1.6 The site is split into two parcels of land, known as the 'southern parcel' and the 'northwest parcel'. The southern parcel is located on the northern side of the B4040, and the northwest parcel is located north of Stones Lane, with residential development located on only the southern parcel.
- 1.7 The overall site covers an area of approximately 20.72 hectares, with the southern parcel comprising an area of approximately 17.22 hectares and the northwest parcel comprising approximately 3.5 hectares.
- 1.8 The site location and its relationship with immediate adjoining areas is illustrated in the site location plan provided at **Appendix A**.

Development Proposals

- 1.9 Outline planning permission for up to 315 dwellings with associated access and infrastructure including Suitable Alternative Natural Greenspace. All matters are reserved except for access.
- 1.10 The southern parcel of land is proposed for residential dwellings suitable to accommodate up to 315 units (based on a dwelling density of 40 dwellings per hectare) with greenspace to include public open space, a suitable alternative natural greenspace (SANG), and existing and proposed landscaping.
- 1.11 The northwest parcel is to be used for a SANG area with no residential dwellings proposed.
- 1.12 The proposed framework plan is attached at **Appendix B**.
- 1.13 Overall, the proposed site will benefit from the following:



- a) A mix of market and affordable housing, with 40% affordable provision;
- b) Public open space including LEAPs, LAPs, informal recreation areas, and potential MUGA;
- c) Sustainable drainage systems;
- d) Biodiversity Net Gain of at least 10%;
- e) Access to the south from Common Hill / Malmesbury Road, with pedestrian and cycle connectivity;
- f) Landscape and visual impact mitigation;
- g) Ecological protection and enhancement;
- h) Arboriculture considerations; and
- i) Provision of Strategic Access Management and Monitoring (SAMM) and Suitable Alternative Natural Green Space (SANG).

1.14 The site neighbours a proposed residential development (planning ref: PL/2021/10404) and further information on these proposals are provided in the Transport Assessment (TA) submitted under separate cover. As part of the development proposals there is the potential for active travel links into this neighbouring site and beyond into Cricklade town centre. These include:

- a) A proposed pedestrian / cycle route encircling the scheme providing a safe and attractive off-road network.
- b) A footway accompanying the vehicular access shall route from the B4040 eastwards and connect into the footway proposed as part of the adjacent application (REF: PL/2021/10404) which connects into the existing pedestrian infrastructure to the east providing access to Cricklade town centre;
- c) The framework plan also confirms potential connections into the neighbouring application (REF PL/2021/10404). Two active travel connections are proposed along the site's eastern boundary to help promote active travel; and
- d) Finally, the active travel connections onto Stones Lane provides a more direct route for pedestrians / cyclists to join the existing cycleway (NCR 45) along the dismantled railway which provides a route towards Cirencester and Swindon.

1.15 Vehicular access to serve the southern parcel will be delivered through the construction of a simple priority junction onto the B4040 and the following potential traffic calming measures have been proposed:

- a) Relocate the change in speed limit west from its existing location to reduce vehicle speeds prior to the proposed site access and upon entering the west of Cricklade; and
- b) The reduction in speed limit can be supported by a gateway feature and associated traffic calming works.

1.16 Further details on the developments proposals are provided in the TA submitted under separate cover to support the planning application.

Travel Plans

1.17 Travel planning has the ability to create more sustainable developments, which will assist the development proposal to comply with national and local planning policies.



- 1.18 TPs for residential sites detail the means by which sustainable travel to / from the site by residents and visitors is encouraged and promoted. This may be achieved through a reduction in the number of individual private vehicle trips and / or the encouragement of public transport, walking and cycling as travel alternatives. Success in this respect will help to mitigate the impact of additional traffic generated by the proposed development, reducing the carbon footprint, reducing transport related air pollution and encourage travel in a more sustainable way.
- 1.19 The main aim of the TP is to promote and provide alternative sustainable modes of transport and to ensure future residents are fully aware of the sustainable travel options available to them.

Aim and Structure of the Travel Plan

- 1.20 The aim of a TP is to deliver sustainable transport objectives, including:
- a) Manage the expectations of residents in terms of private car use;
 - b) To increase the use of public transport;
 - c) To increase walking and cycling;
 - d) To minimise the impact of the development on the local area and transport infrastructure; and
 - e) To achieve widespread awareness of the TP within one year following implementation.
- 1.21 The structure of the remainder of the TP is as follows:
- a) **Section 2:** TP Context - sets the scene and details the policy context;
 - b) **Section 3:** Baseline Sustainability Audit - provides a site assessment in relation to sustainable transport modes;
 - c) **Section 4:** Objectives and Targets - provides detailed objectives and targets of this Travel Plan;
 - d) **Section 5:** TP Management and Measures - details the management structure in place to deliver the TP;
 - e) **Section 6:** Travel Plan Action Plan - detailed list of measures and initiatives that will be implemented to achieve the objectives and targets of this TP;
 - f) **Section 7:** Monitoring and Review - details the monitoring and review of the TP; and
 - g) **Section 8:** Funding - provides detail of the funding of the TP.

2 Travel Plan Context

- 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 the future residents 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.

Benefits of a Travel Plan

- 2.3 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 measures;
 - c) Create improvements for public transport, pedestrians and cyclists;
 - d) Reduce reliance on the car through facilitating and promoting sustainable transport initiatives;
 - e) Reduce the cost of travelling to and from the site through promotion of car sharing or alternative travel modes;
 - f) Reduce congestion by minimising car use - thereby reducing local noise pollution and harmful vehicle emissions such as CO₂; and
 - g) Save energy through reduced fossil fuel use.
- 2.4 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 to the scale of the development.

Policy

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

National Policy

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

- 2.6 National planning policy is set out in the National Planning Policy Framework (NPPF) (December 2024, updated version February 2025). At the heart of the NPPF is a presumption in favour of sustainable development.
- 2.7 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."*

- 2.8 Paragraph 110 states:

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

- 2.9 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.”*

2.10 Paragraph 116 states:

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

2.11 Paragraph 117 states that within the context of Paragraph 116 *“applications for development should:*

- a) *Give priority first to pedestrian and cycle movements, both within the scheme and with neighbouring areas; and second – so far as possible – to facilitating access to high quality public transport, with layouts that maximise the catchment areas for bus or other public transport services, and appropriate facilities that encourage public transport use;*
- b) *Address the needs of people with disabilities and reduced mobility in relation to all modes of transport;*
- c) *Create places that are safe, secure, and attractive – which minimise the scope for conflicts between pedestrians, cyclists and vehicles, avoid unnecessary street clutter, and respond to local character and design standards;*
- d) *Allow for the efficient delivery of goods, and access by services and emergency vehicles; and*
- e) *Be designed to enable charging of plug-in and other ultra-low emission vehicles in safe, accessible and convenient locations.”*

2.12 The NPPF states in ‘Annex 2: Glossary’ at Page 79 that sustainable transport modes are *“Any efficient, safe and accessible means of transport with overall low impact on the environment, including walking and cycling, ultra-low and zero emission vehicles, car sharing and public transport”*.

2.13 The Government published the draft updated NPPF on 16th December 2025, with a consultation period running until 10th March 2026. This latest update is likely to represent the most significant update to the NPPF since its introduction in 2012. The NPPF shall be finalised following the consultation period.

National Guidance

National Planning Practice Guidance (March 2014)

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

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



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

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

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

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

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

Manual for Streets (March 2007)

2.19 Manual for Streets (MfS) is a Department for Transport (DfT) publication which provides guidance for planning and designing new streets. It aims to increase the quality of life through good design, which creates more people-orientated streets. The guidance contains principles in the design of suitable pedestrian and cyclist facilities to encourage and facilitate travel via these modes. Making the local environment convenient and attractive to walk in can help prioritise walking and cycling and reduce reliance on motor transport.

Manual for Streets 2 (September 2010)

- 2.20 Manual for Streets 2 (MfS2) takes the principles set out in MfS and demonstrates through guidance and case studies on how they can be extended beyond residential streets to encompass both urban and rural situations. MfS2 does not supersede MfS, rather it explains how the principles of MfS can be applied more widely, exploring in greater detail how and where its key principles can be applied to busier streets and roads.

Local Policy

Wiltshire Local Transport Plan 4 (LTP4) (March 2025)

- 2.21 The Wiltshire LTP4 is the statutory strategic transport plan for WC covering the period 2025 – 2038. It replaces the previous LTP3 and sets out the vision, objectives, policies and delivery framework of all aspects of transport across the county. It is aligned with the Wiltshire Local Plan Review to ensure coordinated planning between land-use and transport policy.
- 2.22 The vision of the LTP4 is to establish a sustainable, resilient and integrated transport network for Wiltshire that meets the needs of residents and supports economic and community wellbeing. The plan recognises that transport needs vary across Wiltshire and it shall adopt a place-based approach to reflect the differences.
- 2.23 LTP4 sets out strategic outcomes that will guide transport planning and investment throughout Wiltshire. The strategic outcomes cover:
- a) Sustainable and inclusive travel;
 - b) Integration with land use and growth;
 - c) Network resilience and safety;
 - d) Climate, environment and decarbonisation; and
 - e) Rural transport challenges.
- 2.24 While the full LTP4 document includes detailed policies and sub-strategies, some of the key priorities relevant to new development and transport assessments include:

Accessibility and Active Travel

- a) Encourage development to support safe walking and cycling connections to local schools, shops, services and transport hubs; and
- b) Expect developments to consider and plan for active travel infrastructure enhancements where appropriate.

Public Transport Integration

- a) Promote better public transport availability and integration with new housing, with an emphasis on bus services that can serve rural and small-town sites.

Network Impact and Mitigation

- a) Assess the transport impacts of new development on the highway network and identify measures to address adverse effects (e.g., junction improvements, traffic calming);



- b) Consider provision of travel planning to support behaviour change towards sustainable travel; and
- c) These outcomes support the assessment and mitigation requirements set out in national policy and the Wiltshire Local Plan.

Summary

2.25 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

- 3.1 When considering the overall sustainability, with regards to highways, it is important that a site be accessible for all potential users without resulting in a heavy reliance on travel by car, particularly single occupancy journeys. Within the local context of the site, this can be assessed against the proximity to local services and amenities that residents / visitors may require access to on a daily basis. Equally, it can be assessed based on the access to sustainable (non-car) transport modes, which provide alternative options for travelling to any services or amenities located further afield.
- 3.2 The site is located within walking and cycling distance of a selection of facilities and amenities in Cricklade. **Table 3.1** provides details of the services and amenities that may be accessed from the site via walking and cycling and demonstrates the approximate distances and journey times.
- 3.3 To ensure a robust assessment the walking and cycling distances and corresponding journey times have been measured from the centre of the site via the following methods: firstly, in accordance with the Chartered Institution of Highways and Transportation (CIHT) and Cycle Infrastructure design (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		Approx Cycling Time	
		CIHT	Google	LTN 1/20	Google
Potential Bus Stop	190m	2 mins	2 mins	1 min	1 min
Proposed Car Club Facility	200m	2 mins	2 mins	1 min	1 min
Proposed Allotments	250m	3 mins	3 mins	1 min	1 min
Proposed Community Orchard	250m	3 mins	3 mins	1 min	1 min
Bishopsfield Bus Stops	500m	6 mins	6 mins	2 min	1 min
Cricklade Leisure Centre	650m	8 mins	9 mins	2 mins	2 mins
Spar Store	800m	10 mins	10 mins	3 mins	2 mins
Cricklade Town Football Club	800m	10 mins	10 mins	3 mins	2 mins
St Sampson's C.E. Primary School	850m	10 mins	11 mins	3 mins	2 mins
Cricklade Jenner Hall	1km	12 mins	14 mins	4 mins	3 mins
Cricklade Playground	1km	12 mins	14 mins	4 mins	3 mins
Thames Pre-School	1km	12 mins	14 mins	4 mins	4 mins
Jigsaw Restaurant	1.1km	13 mins	14 mins	4 mins	3 mins
Hitchings Play Park	1.2km	14 mins	16 mins	4 mins	3 mins
High Street Bus Stops	1.2km	14 mins	16 mins	4 mins	4 mins
Cricklade Dental Practice	1.2km	14 mins	15 mins	4 mins	4 mins
Cricklade Library	1.2km	14 mins	16 mins	4 mins	4 mins
Cricklade Town Hall	1.2km	14 mins	16 mins	4 mins	4 mins
Cricklade Town Council	1.2km	14 mins	16 mins	4 mins	4 mins
The Cricklade Club	1.2km	14 mins	16 mins	4 mins	4 mins
Green Gable Surgery	1.2km	14 mins	16 mins	4 mins	4 mins



Service / Amenity	Approx. Distance	Approx. Walking Time		Approx Cycling Time	
		CIHT	Google	LTN 1/20	Google
Cricklade Surgery	1.2km	14 mins	16 mins	4 mins	4 mins
Boots Pharmacy	1.2km	14 mins	16 mins	4 mins	4 mins
Tesco Express	1.2km	14 mins	16 mins	4 mins	4 mins
The Old Bear Public House	1.2km	14 mins	16 mins	4 mins	4 mins
The White Hart Public House	1.2km	14 mins	16 mins	4 mins	4 mins
C & R Family Grocers	1.2km	14 mins	16 mins	4 mins	4 mins
Cricklade Manor Prep School & Nursery	1.4km	17 mins	18 mins	5 mins	5 mins
Meadow Bridge School	1.5km	18 mins	19 mins	6 mins	4 mins
Cricklade Manor Sports Hall	1.6km	19 mins	21 mins	6 mins	5 mins
Cricklade Cricket Club	1.7km	20 mins	23 mins	6 mins	5 mins
Cricklade Rugby Pitch	1.7km	20 mins	23 mins	6 mins	5 mins

Table 3.1 Facilities and Amenities Within Walking and Cycling Distance

- 3.4 **Table 3.1** confirms that the site benefits from being within convenient walking and cycling distances to a range of services, amenities and facilities. Prospective occupiers of the site will be afforded the opportunity to travel sustainably (i.e. walking, cycling, etc.) to facilities required on a regular basis.

Walking and Cycling

Walking

- 3.5 Paragraph 4.4.1 of Manual for Streets (MfS) states that walkable neighbourhoods are typically characterised as having a range of facilities within ten minutes walking distance (around 800m). However, it states that this is not an upper limit, and that walking offers the greatest potential to replace short car trips.
- 3.6 Walking is the most important mode of travel at the local level and offers the greatest potential to replace short car journeys, particularly those under 2km. This guidance is supported by the DfT National Travel Surveys (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). 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.
- 3.7 TravelTime.com has been used to calculate the walking journey times in real time. TravelTime.com provides accurate and scalable multi-modal journey times. **Figure 3.1** below displays the walking isochrones from the site for a 20-minute journey. This confirms that the majority of Cricklade is within a 20-minute walk from the site.

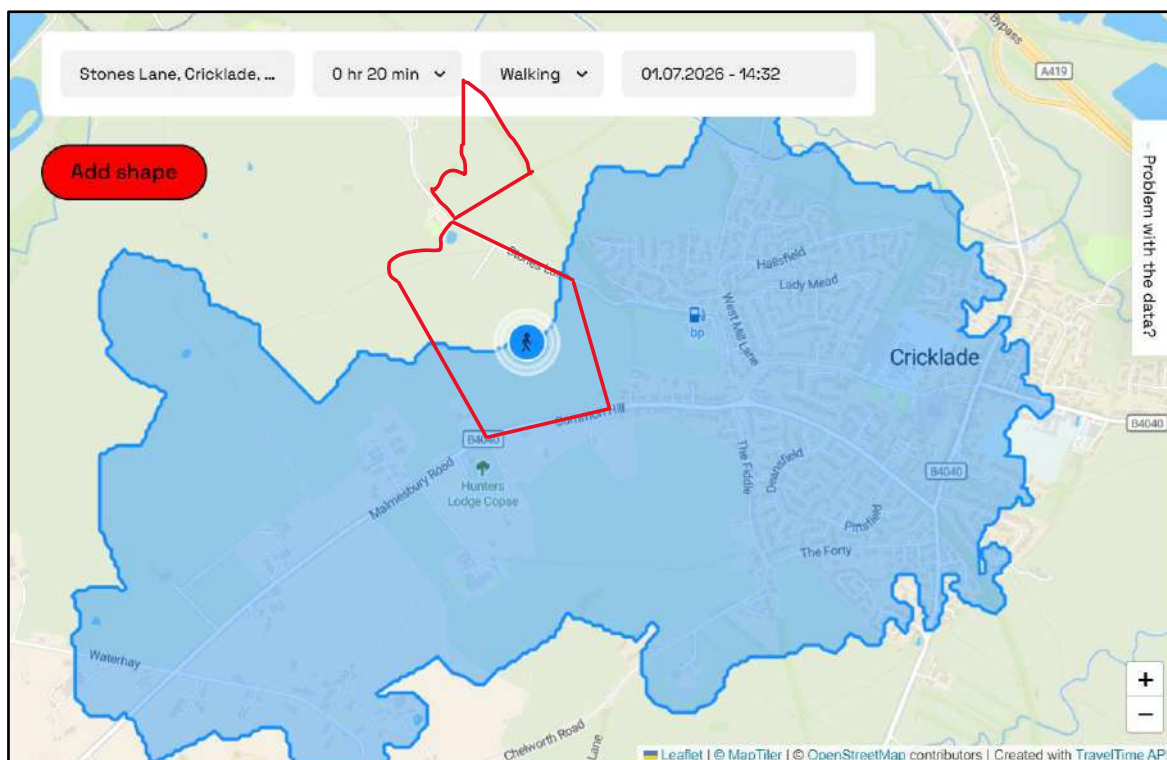


Figure 3.1 TravelTime 20-minute Walking Isochrone

Cycling

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

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

- 3.9 Cycling has the potential to substitute for short car trips, further facilitating sustainable travel, particularly those trips under five miles (8km) and trips of 30 - 40 mins are considered acceptable for commuting purposes. The Department for Transport (DfT) National Travel Survey (NTS) 2024 (Table NTS0303d) notes that the average cycle trip is approximately 3.3 miles (5.3km) whilst the growth of electric bikes is also increasing the propensity to cycle, the distances people are cycling and reducing journey times.
- 3.10 From the development site, the entirety of Cricklade is within 8km, providing future residents the opportunity to cycle to the services and amenities located therein.
- 3.11 TravelTime.com has also been used to calculate the cycling journey times in real time. **Figure 3.2** below displays the cycling isochrones from the site for a 30-minute journey. This confirms that the entirety of Cricklade is within a 30-minute cycle from the site.

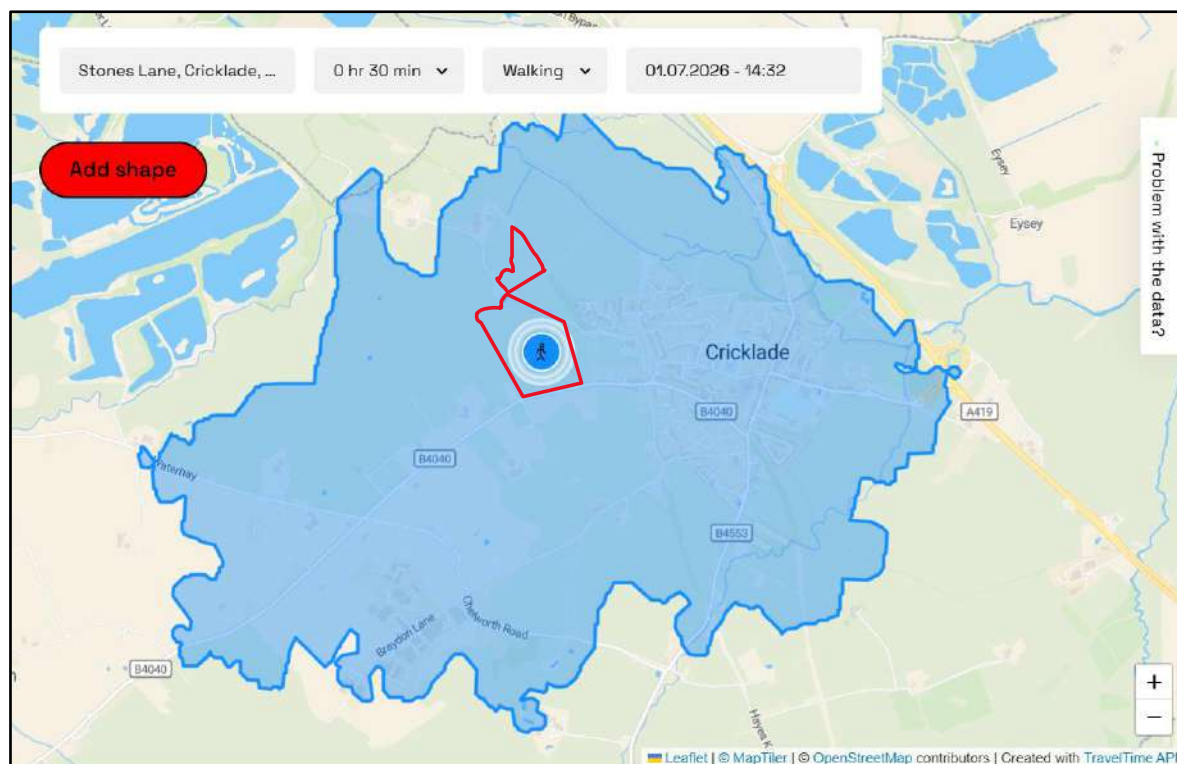


Figure 3.2 TravelTime 30-minute Cycling Isochrone

Pedestrian Infrastructure

- 3.12 There are no existing pedestrian footways adjacent to the site's immediate frontage along the B4040. The nearest footway is present at the junction of Horsey Down along the northern side of the carriageway approximately 40m east of where the speed limit reduced to 30mph upon entering Cricklade. The footway is of approximately 1.5m width, widening out to 2m at the roundabout of the B4040 Common Hill Road and West Mill Lane.
- 3.13 Regarding Stones Lane, there are no formal footways on either side of the carriageway, however due to the low flow of vehicles, serving a small number of existing properties and agricultural uses, it operates as a shared surface.
- 3.14 Finally for the High Street, pedestrian routes from the site are via the B4040, whereby the footway along the B4040 is situated along the northern side of the road only, as such pedestrians are more likely to utilise existing pedestrian footways along West Mill Lane and Bath Road.

Local Infrastructure Proposed By Others

- 3.15 As part of the application on the adjacent site (REF: PL/2021/10404) the footway to the north of the B4040 carriageway is to be extended west, providing connections into the adjacent site alongside their vehicular access. This provides a connection which the proposed development can connect into ensuring that pedestrian to/from the site have continuous access to appropriate footway provision.

Cycling Infrastructure

- 3.16 National Cycle Route (NCR) 45 passes through Cricklade, providing a key link in the UK National Cycle Network (NCN) and offering cyclists an accessible and scenic route through the town. This route connects Cricklade with other nearby towns and villages, running through picturesque landscapes, including views of the Cotswolds and the River Thames. It primarily utilizes a mix of traffic-free paths, quiet roads, and some more challenging sections, catering to a range of cycling abilities. The route is well-signposted, encouraging sustainable travel options and enhancing local connectivity, while promoting cycling as an alternative transport mode within the region.
- 3.17 National Cycle Route (NCR) 45 is located to the northeast of the site and runs along a section of Stones Lane between Cricklade Leisure Centre to the High Street, via Bath Road, and continues north along the disused railway line towards Cirencester and the north of Swindon to the south.
- 3.18 **Figure 3.3** illustrates the location of NCR 45 in relation to the site.

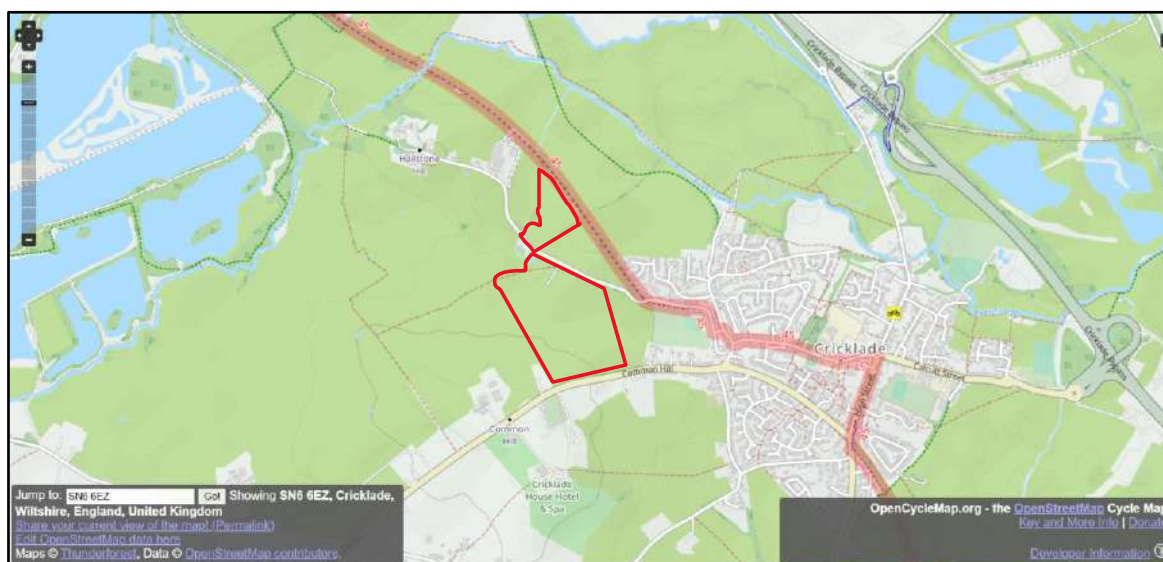


Figure 3.3 National Cycle Network Map Extract

Strava Heatmap

- 3.19 Further to the above, STRAVA is an internet service that tracks physical exercise, predominantly cycling and running, using GPS data. The GPS data is stored in a database which allows STRAVA users to visually see the extent that route and roads are used by other users in the form of heatmaps. The data is updated monthly.
- 3.20 The STRAVA heatmap indicates the more frequently used routes, by STRAVA users, on a red (frequently used) to blue (scarcely used) scale, as shown in **Figure 3.4**.

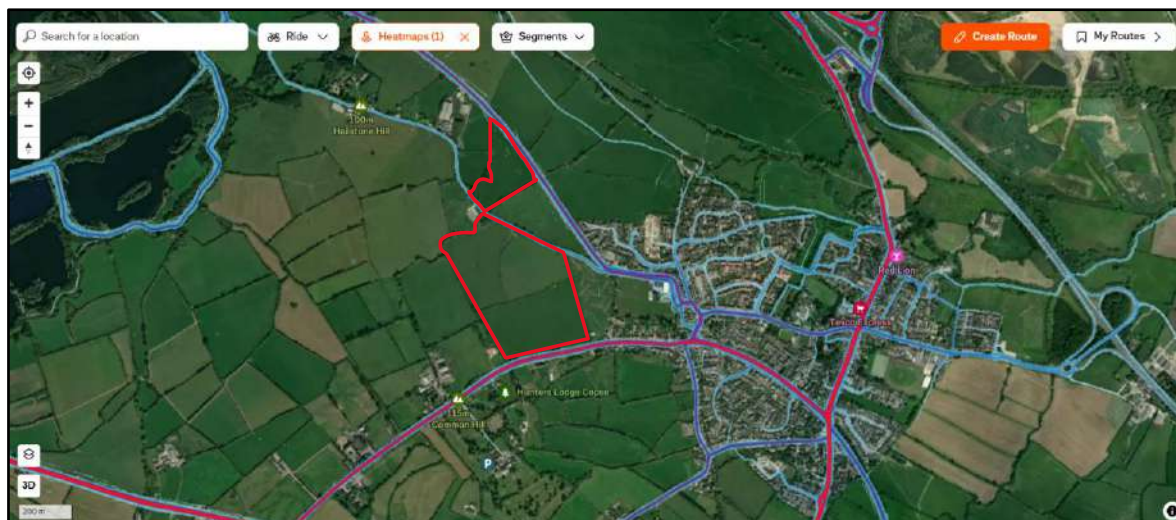


Figure 3.4 STRAVA Heatmap

- 3.21 **Figure 3.4** illustrates that the B4040 and the NCR 45 are frequently used by cyclists using STRAVA. Alongside these routes, the town centre is frequently which demonstrates that despite the lack of formal cycle routes in some places, the carriageway is frequently used and considered suitable by cyclists.

Public Rights of Way

- 3.22 Inspection of WC's online mapping tool confirms that there are PRow within the vicinity of the site. An extract of the map is shown below in **Figure 3.6**.

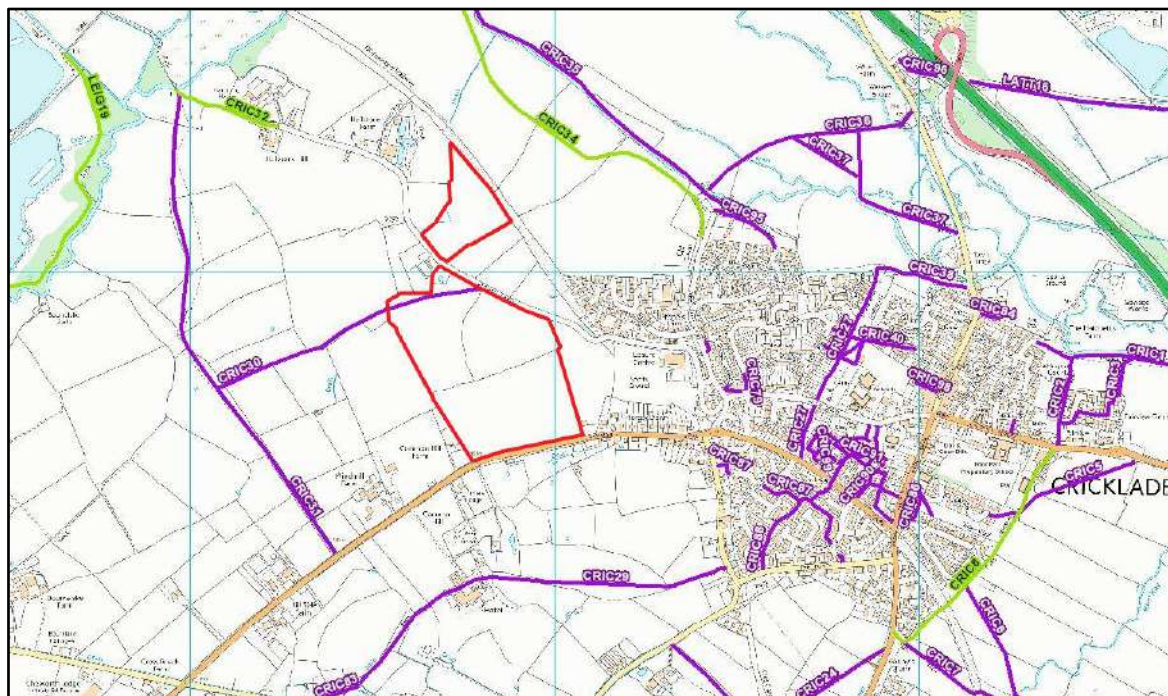


Figure 3.6 WC's Public Rights of Way Extract

- 3.23 PRow CRIC30 routes through the northwestern section of the southern parcel of the site and joins Stones Lane, whilst linking through to CRIC31 to the west of the site.



- 3.24 The wider network of PROWs surrounding the site provide access generally in all directions to the existing built-up area in the east, as well as the wider countryside to the west.

Public Transport Accessibility

Bus Services

- 3.25 The nearest bus stops are located along the B4040, known as the 'Bishopsfield' bus stops, which are located approximately 800m east from the centre of the site. The eastbound stop comprises a flag and pole, shelter with seating and printed timetable information, whilst the westbound stop comprises a flag and pole only.
- 3.26 The bus stops are served by the 53 Stagecoach West bus service, which operates between Cricklade, Purton and Swindon.
- 3.27 Further bus stops are located along Cricklade High Street known as the 'High Street' bus stops which are additionally served by the 51 Stagecoach West bus service which provides access to Cirencester and Swindon.
- 3.28 A summary of the bus services is provided in **Table 3.2**, with full timetable information provided in **Appendix C**.

Service	Operator	Route / Destinations Served	Days	Timetable Summary		
				First Service	Approx. Frequency	Last Service
53	Stagecoach West	Cricklade – Purton - Swindon (towards Park North, New College)	Mon - Sat	06:22	Every hour	18:29
			Sun	08:12	Every 2 hours	16:12
		Swindon – Purton - Cricklade (towards Haydon Wick, Orbital Shopping Park)	Mon - Fri	09:39	Every hour	15:39
			Sat	09:39	Every hour	14:39
			Sun	09:39	Every 2 hours	15:39
51	Stagecoach West	Cirencester - Swindon	Mon - Fri	06:21	Every hour	20:32
			Sat	08:02	Every hour	20:31
			Sun	08:40	Every 2 hours	18:30
		Swindon - Cirencester	Mon - Fri	05:50	Every hour	18:33
			Sat	06:09	Every hour	18:33
			Sun	07:36	Every 2 hours	17:38

Table 3.2 Bus Services and Frequencies

- 3.29 As demonstrated by **Table 3.2**, the 53 and 51 Stagecoach West bus services provide a regular service Monday to Sunday into Purton, Swindon and Cirencester, with a journey time of less than an hour to the furthest stop on these services.
- 3.30 These services are suitable for both commuters to use for work and leisure / social purposes. As these services operate at weekends, residents would also be able to utilise it for leisure purposes outside the typical working week.
- 3.31 In addition to the above, the site has been designed to ensure the site is capable of accommodating a future bus loop, subject to future discussions with the bus operator and Wiltshire Council. This would enable a bus to enter the site and route through an internal



loop arrangement, before continuing the remainder of its current service. Further details of any future bus provision will be determined post-application and as part of any future reserved matters application, at which point potential bus stop locations can be identified as appropriate.

Rail Services

- 3.32 The nearest largest railway station is Swindon Railway Station which is located approximately 15km to the southeast of the site. This is accessible via the 53-service bus into Fleming Way, Swindon which is located 450m from the railway station.
- 3.33 Swindon Railway Station is on the Great Western Main Line and lies between Didcot Parkway and Chippenham. It is managed by Great Western Railway, which operates all of the services from the station.
- 3.34 The station is served by frequent intercity trains to London Paddington eastbound, and westbound to Bristol and Cardiff. There are services to Cheltenham via Gloucester on the Golden Valley Line, and a local service to Westbury via the Wessex Main Line. Additional services run during the peak periods, and some existing services are extended further afield. Some trains are extended beyond Swansea to Carmarthen, and a number of trains are extended beyond Bristol Temple Meads to Weston-Super-Mare, Taunton, Exeter, Plymouth and Penzance.
- 3.35 Swindon Railway Station offers car and cycle parking, along with a drop-off / pick-up point. It also has CCTV security, public Wi-Fi, refreshments and shops available for passengers. Additionally, there is a sheltered waiting area and seating area, all of which encourage the use of railway station and therefore train services.

Opportunities for Sustainable Travel

- 3.36 As part of the development proposals, a range of measures are projected to increase the uptake of sustainable travel. These measures are shown on the framework plan attached at **Appendix B** and summarised below:

Pedestrian / Cycle Opportunities

- 3.37 A pedestrian / cycle route shall encircle the scheme providing a safe and attractive off-road network for residents and visitors.
- 3.38 The above pedestrian / cycle route shall link into the existing PRow footpath (CRIC30). Please refer to TA Section 3 for further detail on PRow within the vicinity of the site.
- 3.39 In addition to the above, the pedestrian / cycle route can be accessed via Stones Lane in two locations along the site's boundary with Stones Lane. Alongside this, it can be accessed from the proposed site access from the B4040 which extends eastwards and connects into the footway proposed as part of the adjacent application (REF: PL/2021/10404) which connects into the existing pedestrian infrastructure to the east providing access to Cricklade town centre.
- 3.40 The framework plan also confirms potential connections into the neighbouring application (REF PL/2021/10404). Two active travel connections are proposed along the site's eastern boundary to help promote active travel.



- 3.41 Finally, the active travel connections onto Stones Lane provides a more direct route for pedestrians / cyclists to join the existing cycleway (NCR 45) along the dismantled railway which provides a route towards Cirencester and Swindon.

Public Transport Opportunities

- 3.42 The site has been designed to ensure the site is capable of accommodating a future bus loop, subject to future discussions with the bus operator and Wiltshire Council. This would enable a bus to enter the site and route through an internal loop arrangement, before continuing the remainder of its current service. Further details of any future bus provision will be determined post-application and as part of any future reserved matters application, at which point potential bus stops can be identified in greater detail, however at the moment two potential indicative bus stops are shown on the masterplan.

Car Club

- 3.43 It is proposed that the scheme will include a car club to support sustainable travel modes. The car club will be located along the site's main access route and shall be used to help reduce the overall car miles driven and local congestion, contributing to the TP aims. Discussions with a future operator have been undertaken, with the operator confirming they see the potential for at least 2 car club cars, with potential for a third space in due course. Space for these vehicles will therefore be provided.

Summary

- 3.44 The application site is located within walking and cycling distance to a number of local facilities and amenities located within Cricklade. Pedestrian footways are provided for the majority of the route into Cricklade; as well as the NCR 45 located to the northeast of the site.
- 3.45 The site benefits from being in close proximity to the 'Bishopsfield' and 'High Street' bus stops which provide a regular service to Swindon, Purton and Cirencester. However, two new proposed bus stops shall be included on the development's main route through the site.
- 3.46 The closest largest railway station is Swindon Railway Station. The railway station is accessible via the 53-service bus from the 'Bishopsfield' bus stops.
- 3.47 The proposals include a range of opportunities to improve active travel connectivity for the site, as well as the neighbouring Bloor Home's proposed development.
- 3.48 The proposed development will prioritise sustainable transport modes as per paragraph 115 of the NPPF (December 2024, updated version February 2025).

4 Objectives and Targets

- 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 encourage a lower car ownership at the development through the provision of sustainable travel information to residents;
 - b) To maintain a high awareness of the sustainable transport options available amongst residents and visitors, which will be maintained for the duration of the TP;
 - c) To increase the health of all users of the site by increasing the proportion of active travel (i.e., walking and cycling);
 - d) To encourage less reliance on the car, wherever practical, particularly for drive alone journeys and short distance journeys, which could practically be undertaken by walking and cycling; and
 - e) To engage residents in critical thinking regarding their travel choices.
- 4.4 These objectives will be implemented through a package of measures that are discussed in **Section 5**.

Targets

- 4.5 Targets enable progress to be measured against aims and objectives and will be challenging to ensure continual improvement in managing development travel demand. The TP will need to be monitored to ensure it is still relevant, up-to-date and influencing sustainable travel use on the site, which is discussed in **Section 7**.
- 4.6 Monitoring of the TP will be the responsibility of the Travel Plan Co-ordinator (TPC). The TPC will supply WC with updated statistical data showing how residents travel to and from the site, along with details of the measures to encourage sustainable travel.
- 4.7 The introduction of a range of measures to support sustainable travel in favour of travel by private car, in particular single occupancy car journeys, will aim to result in modal shift to more sustainable modes of walking, cycling and public transport use.
- 4.8 Targets for the scale of modal shift against which the success of the TP can be measured will accord with the following SMART principles:
 - a) **Specific** (identify what is to be achieved);
 - b) **Measurable** (over the target period);
 - c) **Achievable** (linked to overall objectives and aims);



- d) **Realistic** (must be achievable over time allocated); and
- e) **Time-bound** (a defined action plan including dates for achievement).

Travel Surveys

- 4.9 A baseline travel survey will be undertaken within three months of first occupation of the development or once a certain percentage of the site is occupied which shall be agreed with WC (Year 1). Monitoring surveys will then be conducted biennially, following the baseline survey in Year 1 (Years 3 & 5) over a five-year period. This will be the lifetime of the TP. These surveys will ascertain modal splits to determine if the targets and objectives of this TP are being met.
- 4.10 The format and content of the baseline travel survey will be agreed with WC before issuing to residents.
- 4.11 An example travel survey has been attached at **Appendix D**.

Modal Shift Targets

- 4.12 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 be proposed to encourage modal shift.
- 4.13 Accurate modal split targets will be identified once the baseline travel survey has been undertaken in Year 1. Interim targets have been set based on an indicative 10% reduction in trips made by a car driver, as determined by 2011 Census travel to work data for the 'Wiltshire 001' super output area, taken from NOMIS Census data. Targets will be updated once the baseline travel survey has been undertaken.
- 4.14 Sustainable travel modes have been increased based on the likelihood of their uptake by residents.



Mode of Travel	Baseline / Year 1	Year 3 Target	Year 5 Target
Car (Driver)	79.25%	75.29%	71.33%
Car (Passenger)	5.23%	6.27%	7.32%
Train	0.78%	0.94%	1.09%
Bus	3.04%	3.64%	4.26%
On Foot	8.35%	10.01%	11.69%
Bicycle	2.15%	2.57%	3.01%
Taxi	0.16%	0.16%	0.16%
Metro / Underground / Tram	0.08%	0%	0%
Moped / Motorbike	0.7%	0.7%	0.7%
Other	0.27%	0.27%	0.27%
Total	100.0%	100.0%	100.0%

Table 4.1 Percentage Modal Split Interim Targets

- 4.15 It should be noted that these are only to be considered to be indicative targets, as they are based on the local census middle super output area, rather than the development itself. Once the baseline travel survey has been undertaken, the baseline position will be updated and numerical targets will be set and used in the monitoring process.

5 Travel Plan Management and Measures

- 5.1 The TP will be implemented and managed by a Travel Plan Co-ordinator (TPC), who will work to deliver the content of this TP and ensure the measures are carried out effectively. The TPC will co-ordinate the ongoing development and management of the TP, raising awareness, monitoring and review.

Travel Plan Co-ordinator

- 5.2 It will be the responsibility of the developer to ensure the appointment and funding of a suitably qualified person to perform the role of the TPC, in order to ensure compliance with the TP. A TPC shall be appointed at least three months prior to first occupation.
- 5.3 The TPC shall make themselves known to WC to share annual progress reports.
- 5.4 The TP will be actively managed by the TPC for a period of five-years following first occupation.
- 5.5 The TPC will be responsible for:
- a) The operation of the plan;
 - b) Acting as a point of contact;
 - c) Marketing and promoting the TP;
 - d) Providing sustainable travel information to residents;
 - e) Monitoring and reviewing the TP;
 - f) Liaison with WC, transport operators and specialist groups, where appropriate; and
 - g) Arranging resident travel surveys to be undertaken.

Marketing and Promotion

- 5.6 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 those who benefit from the implementation of the TP (i.e., residents).
- 5.7 The provision of information to residents, 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 including information within the sales office, and a Travel Information Pack (TIP) for new residents on first occupation of each dwelling.

Travel Plan Measures

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



Travel Information Pack

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

Personal Journey Planning

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

Walking and Cycling Measures

- 5.13 All pedestrian and cycle infrastructure included as part of the development will be completed to the required standard. Details of walking and cycling routes will be included as part of the TIP for new residents as well as the health benefits of active travel, will be included in the TIP.
- 5.14 The TPC will be responsible for promoting events such as National Bike Week and European Mobility Week to encourage residents to cycle.
- 5.15 The TIP will contain information that will actively promote the use of bicycles as a regular and reliable transport mode and illustrate the physical health benefits of regular exercise to all site users.
- 5.16 Information on cycling routes, local area cycle maps, cycle training and local cycle shops will be included in the TIP and located on the noticeboard within the sales office.
- 5.17 Details of walking and cycling routes will be included as part of the TIP for new residents, and they will be made aware of walking and cycling initiatives they can get involved with, such as livingstreets.org.uk and walkwheelcycletrust.org.uk.
- 5.18 In addition, residents will be encouraged to take up cycle to work schemes, provided they are made available to them by their employers.
- 5.19 Secure and covered cycle parking will be provided at the development for each dwelling.



Public Transport Measures

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

Car Sharing

- 5.23 Car sharing can result in considerable cost savings and other benefits. Car sharing not only reduces an individual's transport costs, by fuel costs being shared, but also reduces the number of cars on the roads and reduces the need for a private car.
- 5.24 Residents will be made aware of the benefit of car share schemes, e.g. <https://liftshare.com/uk> and all residents will be encouraged to access the scheme. The information is free to access and helps to facilitate car-sharing. The scheme can benefit anyone who regularly travels by car by trip matching drivers or passengers with others undertaking similar trips. Furthermore, the TPC will encourage the undertaking of car sharing amongst residents at the site.
- 5.25 The TPC will ensure that residents are advised of the financial savings, which can be achieved through car sharing and will ensure that residents are provided with details of the car share scheme.

Car Club

- 5.26 A car club offers residents a cost-effective, flexible alternative to car ownership. Instead of dealing with the costs and responsibilities of owning a car, residents can rent vehicles as needed, paying only for what they use. This promotes sustainability by reducing the number of cars on the road, leading to less congestion and pollution. This can create a cleaner, more community-friendly environment.



- 5.27 Discussions with a future operator have been undertaken, with the operator confirming they see the potential for at least 2 car club cars, with potential for a third space in due course. Space for these vehicles will therefore be provided. Residents will be made aware of the car club through marketing and social media, and a future operator shall offer discounted benefits for residents.

Electric Vehicle Charging

- 5.28 Electric vehicle charging facilities are to be provided for residents.
- 5.29 The benefits and potential cost savings of owning an EV, as well as information on the government's plug-in grant scheme, which offers discounts for low-emissions motorcycles, mopeds and wheelchair-accessible vehicles, will be communicated to residents.

Key Travel Resources

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

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

Table 5.1 Key Travel Resources

Journey Planning

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

Working from Home

- 5.32 Single occupancy car travel can also be reduced by removing the need to travel in the first place. Given the shift in thinking on working patterns as a result of the COVID-19 Pandemic, residents will be encouraged where possible to include working from home within their working week.



6 Action Plan

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

Action Plan

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



Walking and Cycling Strategy

	Measure	Action	Residents	Visitors	Timeframe / Frequency	Success Monitoring / Evaluation	Responsibility	Cost
WC1	Implement Cycle Parking Facilities	The quantum of cycle parking is proposed in line with local planning guidance	✓	✓	Prior to occupation	Usage of cycle facilities observed by TPC / feedback	Developer	Construction costs
WC2	Walking and Cycling Route Maps	Walking and cycling route maps and key information to be provided to residents and visitors in the TIP	✓	✓	Included in TIP / Prior to occupation	Number of leaflets requested / handed out	TPC	TPC's Time
WC3	Promotion of Local Cycling Shops	Promote cycle shops / repair shops to residents to make them more aware of cycling as an option for sustainable travel	✓		Included in TIP / Prior to occupation	Feedback from residents	TPC	TPC's Time
WC4	Promotion of Walking and Cycling Events / Websites	There are a number of walking and cycling events throughout the year such as 'walk to work week' and 'cycle to work week' and websites such as www.livingstreets.org.uk/ and www.walkwheelcycletrust.org.uk that will be promoted to residents through the TIP	✓		Included in TIP / Prior to occupation	Feedback from residents	TPC	TPC 's Time

Table 6.1 Walking and Cycling Strategy Action Plan

**Public Transport Strategy**

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

Table 6.2 Public Transport Strategy Action Plan

**Car Users Strategy**

	Measure	Action	Residents	Visitors	Timeframe	Responsibility	Cost
CU1	Promoting Car Sharing Websites	Information included in the TIP and online with details on car sharing	✓		Included in TIP	Number of people registered on site and feedback from residents	TPC's Time
CU2	Electric Vehicle Charging	Electrical vehicle charging to be provided	✓		During construction phase	Developer	Construction costs
CU3	Promotion of Local Taxi Companies	Taxi companies will be promoted in the TIP	✓		Included in TIP / Prior to occupation	TPC	TPC's Time
CU4	Car Club Facility	A new Car Club located within the scheme	✓		During construction phase	Developer / Operator	Construction and operation costs

Table 6.3 Car Users Strategy Action Plan

**Travel Plan Support Measures**

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

Table 6.4 Travel Plan Support Measures

7 Monitoring and Review

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

Monitoring

- 7.4 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.
- 7.5 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.
- 7.6 It is proposed that biennial monitoring will be undertaken as part of the TP for five years following the baseline survey.
- 7.7 A baseline travel survey will be undertaken within three months of occupation of the development or once a certain percentage of the site is occupied which shall be agreed with WC (Year 1). Follow up monitoring surveys will then be conducted in the same month biennially (in Year 3 and Year 5) for the remainder of the TP's lifetime, which is 5 years (a total of three surveys).

Review

- 7.8 Monitoring Reports will be prepared after each survey and provided to WC within one month of the surveys being undertaken. These will be based on the latest survey data collected and will include analysis of survey data as well as progress made in meeting TP targets.

Implementation Plan

- 7.9 An implementation plan sets out the commitments and timescales required to effectively implement the Travel Plan. This includes timescales to appoint a TPC, deliver proposed measures, commission surveys for monitoring and a schedule for the effective monitoring and review of the TP.



7.10 The implementation plan covers the lifetime of the TP, which is five years from first occupation.

7.11 **Table 7.1** sets out the implementation plan for the proposed residential development. The plan indicates which measures and actions are required prior to first occupation and during the construction of the development.

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

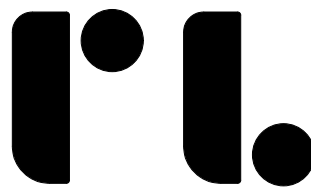
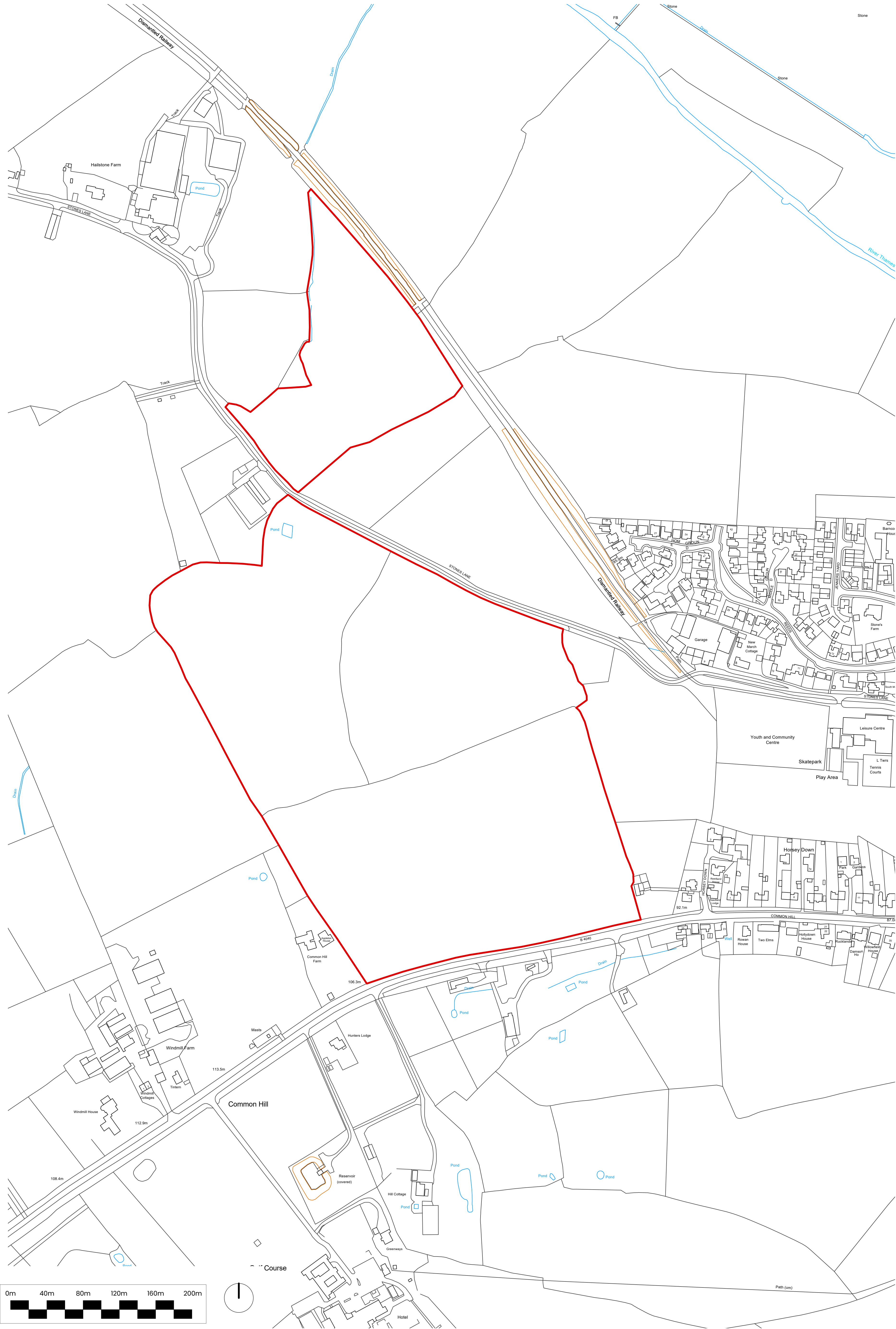
Table 7.1 Implementation Plan



8 Funding

- 8.1 The funding of all aspects of the TP, including the introduction of measures, employing the TPC, monitoring and reporting will be the responsibility of the developer. This responsibility will be maintained for the full life of the TP, which will be 3 months prior to first occupation and up to 5 years after first occupation.

Appendix A – Site Location Plan



Roberts Limbrick
03333 405 500
mail@robertslimbrick.com
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Registered Office England No. 06858029

Project Name
MALMESBURY ROAD CRICKLADE

Client Name
Mac Mic Group

Drawing Title
Site Location Plan

Scale 1:2000 • A1 **Origin. No** 10542

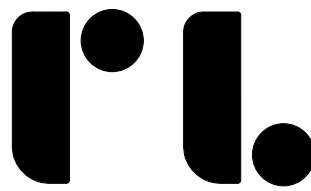
Status - **Purpose Of Issue** -

Project	Org	Vol	Level	Form	Role
10542	RL	XX	ZZ	DR	MP

Number	Revision
001	P01

Appendix B – Framework Plan





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Project Name
MALMESBURY ROAD CRICKLADE

Client Name
Mac Mic Group

Drawing Title
Framework Plan

Scale 1:1500 • A1	Origin. No 10542
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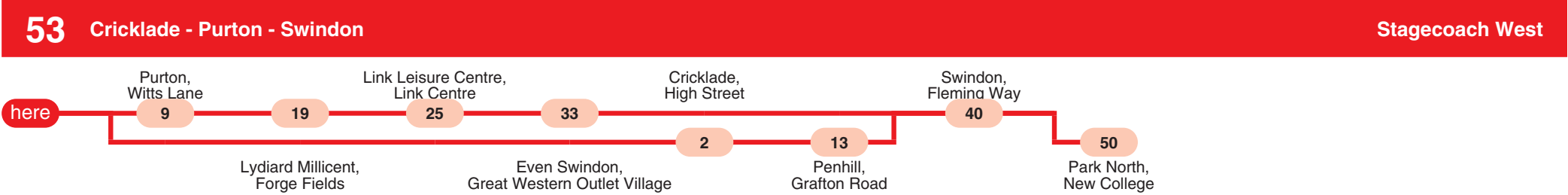
Status -	Purpose Of Issue -
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Project	Org	Vol	Level	Form	Role
10542	• RL	• XX	• ZZ	• DR	• MP

Number 0002	Revision 05
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Appendix C – Bus Timetables

Bus departures from this stop
Cricklade
Bishopsfield (E-bound)



The numbers circled indicate approximate timings in minutes from Cricklade, Bishopsfield

Mondays to Fridays

Bus times as at 7th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0622	53	P	0939	53	H	1112	53	P	1239	53	H	1412	53	P	1539	53	H
0727	53	2,P,Sch	1012	53	P	1139	53	H	1312	53	P	1439	53	H	1719	53	1,P
0912	53	P	1039	53	H	1212	53	P	1339	53	H	1512	53	P	1829	53	1,P

Saturdays

Bus times as at 10th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0622	53	P	0939	53	H	1112	53	P	1239	53	H	1412	53	P	1612	53	P
0727	53	P	1012	53	P	1139	53	H	1312	53	P	1439	53	H	1719	53	1,P
0912	53	P	1039	53	H	1212	53	P	1339	53	H	1512	53	P	1829	53	1,P

Sundays

Bus times as at 11th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0812	53	P	1012	53	P	1212	53	P	1412	53	P	1612	53	P
0939	53	H	1139	53	H	1339	53	H	1539	53	H			

Notes:

Sch - Wiltshire School Days

1 - serves also from Cricklade, High Street to Penhill, Grafton Road

2 - terminates at Park North, New College

H - towards Haydon Wick

P - towards Park North

BY SMS

Bus times by text message



Get the times of the next four buses from this stop on your phone

Scan the QR code or send the stop code below to:

84268

Return texts are free, plus normal text messaging charge. Normal mobile internet charges apply.

Code for this stop: wilawtwd

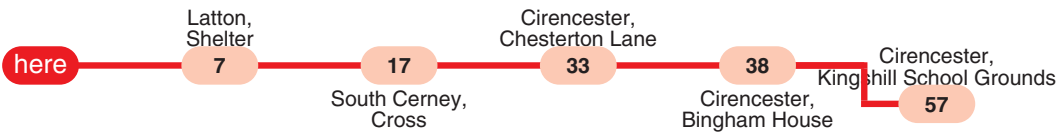
NextBuses

Bus times by mobile browser



Bus departures from this stop
Cricklade
High Street (E-bound)

51 Cirencester - Swindon Stagecoach West



51 Swindon - Cirencester Stagecoach West



53 Cricklade - Purton - Swindon Stagecoach West



53 Swindon - Purton - Cricklade Stagecoach West



The numbers circled indicate approximate timings in minutes from Cricklade, High Street

Mondays to Fridays Bus times as at 7th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0550	51	C	0757	51	S	1005	51	S	1204	51	C	1341	53	H	1522	51	C	1729	51	S
0621	51	S	0902	51	S	1041	53	H	1205	51	S	1404	51	C	1541	53	H	1751	51	C
0647	51	C	0904	51	C,Sch	1104	51	C	1241	53	H	1407	51	S	1622	51	C	1831	53	S
0727	51	1,C,Sch	0941	53	H	1105	51	S	1304	51	C	1441	53	H	1634	51	S	1833	51	C
0747	51	C,SH	1004	51	C	1141	53	H	1305	51	S	1507	51	S	1721	53	S	1841	51	S

Saturdays Bus times as at 10th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0609	51	C	0904	51	C	1104	51	C	1241	53	H	1409	51	C	1634	51	C	1831	53	S
0709	51	C	0941	53	H	1107	51	S	1304	51	C	1441	53	H	1711	51	S	1833	51	C
0802	51	S	1004	51	C	1141	53	H	1307	51	S	1507	51	S	1721	53	S	1931	51	S
0804	51	C	1007	51	S	1204	51	C	1341	53	H	1524	51	C	1734	51	C	2031	51	S
0902	51	S	1041	53	H	1207	51	S	1407	51	S	1607	51	S	1831	51	S			

Sundays Bus times as at 11th January 2026

Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note	Time	Service	Note
0736	51	C	0936	51	C	1030	51	S	1141	53	H	1336	51	C	1430	51	S	1541	53	H
0840	51	S	0941	53	H	1136	51	C	1230	51	S	1341	53	H	1536	51	C	1630	51	S
																		1738	51	C
																		1830	51	S

Notes: Sch - Cirencester College Days SH - Wiltshire School Holidays C - towards Cirencester H - towards Haydon Wick S - towards Swindon
Sch - Wiltshire School Days 1 - terminates at Cirencester, Kingshill School Grounds
Times shown in italics are approximate times

BY SMS

Bus times by text message



Get the times of the next four buses from this stop on your phone

Scan the QR code or send the stop code below to:

84268

Return texts are free, plus normal text messaging charge. Normal mobile internet charges apply.

Code for this stop: wildadtg

NextBuses

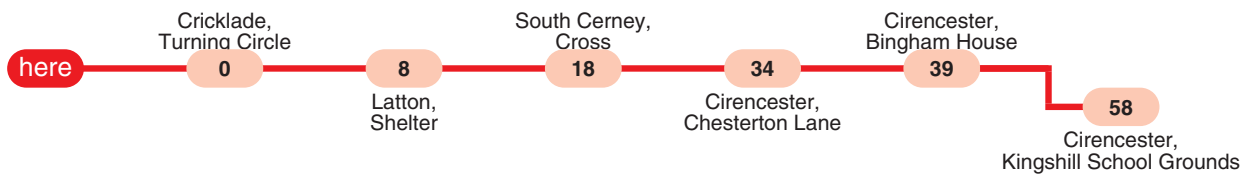
Bus times by mobile browser



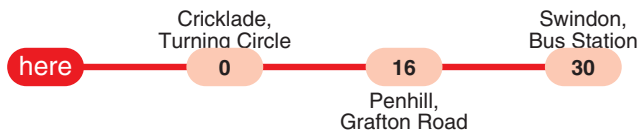
Bus departures from this stop

Cricklade High Street (W-bound)

Stagecoach West



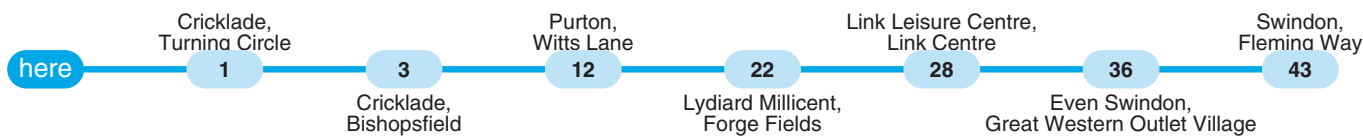
Stagecoach West



Stagecoach West (Swindon)



Stagecoach West



The numbers circled indicate approximate timings in minutes from Cricklade, High Street

Bus times as at 7th January 2026

Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note					
0549	51	C	0756	51	S	1009	53		1204	51	S	1403	51	C	1521	51	C	1750	51	C
0620	51	S	0901	51	S	1103	51	C	1209	53		1406	51	S	1549	51S	Sch	1832	51	C
0646	51	C	0903	51	C,Sch	1104	51	S	1303	51	C	1409	53		1621	51	C	1840	51	S
0726	51	1,C,Sch	1003	51	C	1109	53		1304	51	S	1506	51	S	1633	51	S	1931	51	S
0746	51	C,SH	1004	51	S	1203	51	C	1309	53		1509	53		1728	51	S	2031	51	S

Bus times as at 10th January 2026

Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note					
0608	51	C	0903	51	C	1106	51	S	1303	51	C	1409	53		1609	53		1832	51	C
0708	51	C	1003	51	C	1109	53		1306	51	S	1506	51	S	1633	51	C	1930	51	S
0801	51	S	1006	51	S	1203	51	C	1309	53		1509	53		1710	51	S	2030	51	S
0803	51	C	1009	53		1206	51	S	1406	51	S	1523	51	C	1733	51	C			
0901	51	S	1103	51	C	1209	53		1408	51	C	1606	51	S	1830	51	S			

Bus times as at 11th January 2026

Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note			Time Service Note					
0735	51	C	0935	51	C	1029	51	S	1209	53		1335	51	C	1429	51	S	1609	53		1737	51	C
0839	51	S	1009	53		1135	51	C	1229	51	S	1409	53		1535	51	C	1629	51	S	1829	51	S

Notes: **Sch**-Cirencester College Days **SH**-Wiltshire School Holidays **1**-terminates at Cirencester, Kingshill School Grounds **C**-towards Cirencester **S**-towards Swindon
Sch-Wiltshire School Days
Times shown in italics are approximate times

Bus times by text message



Get the times of the next four buses from this stop on your phone

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84268

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Normal mobile internet charges apply.

Code for this stop: **wildadtj**

Bus times by mobile browser



Appendix D – Example Travel Survey

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

This survey should take around five minutes to complete.

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

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

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

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

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

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

4. How many cars are owned by your household?

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

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

☐ Less than 1 mile

☐ Over 20 miles

☐ 1 to 5 miles

☐ N/A

☐ 6 to 20 miles

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

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

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

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