



Forest Farm, Chippenham

Travel Plan

Client: Gleeson Land

i-Transport Ref: BH/DE/ITB19912-002a

Date: 15 July 2026

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Quality Management

Report No.	Comments	Date	Author	Authorised
ITB19912-002	Draft	29/06/2026	BH / DE / AJ	BH
ITB19912-002a	Client Comments	15/07/2026	BH / DE / AJ	BH

File Ref: B:\Projects\19000 Series\19912ITB - Forest Farm, Chippenham\Admin\Report and Tech Notes\ITB19912-002a Forest Farm, Chippenham Travel Plan.docx

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SECTION 1 Introduction

1.1 Overview

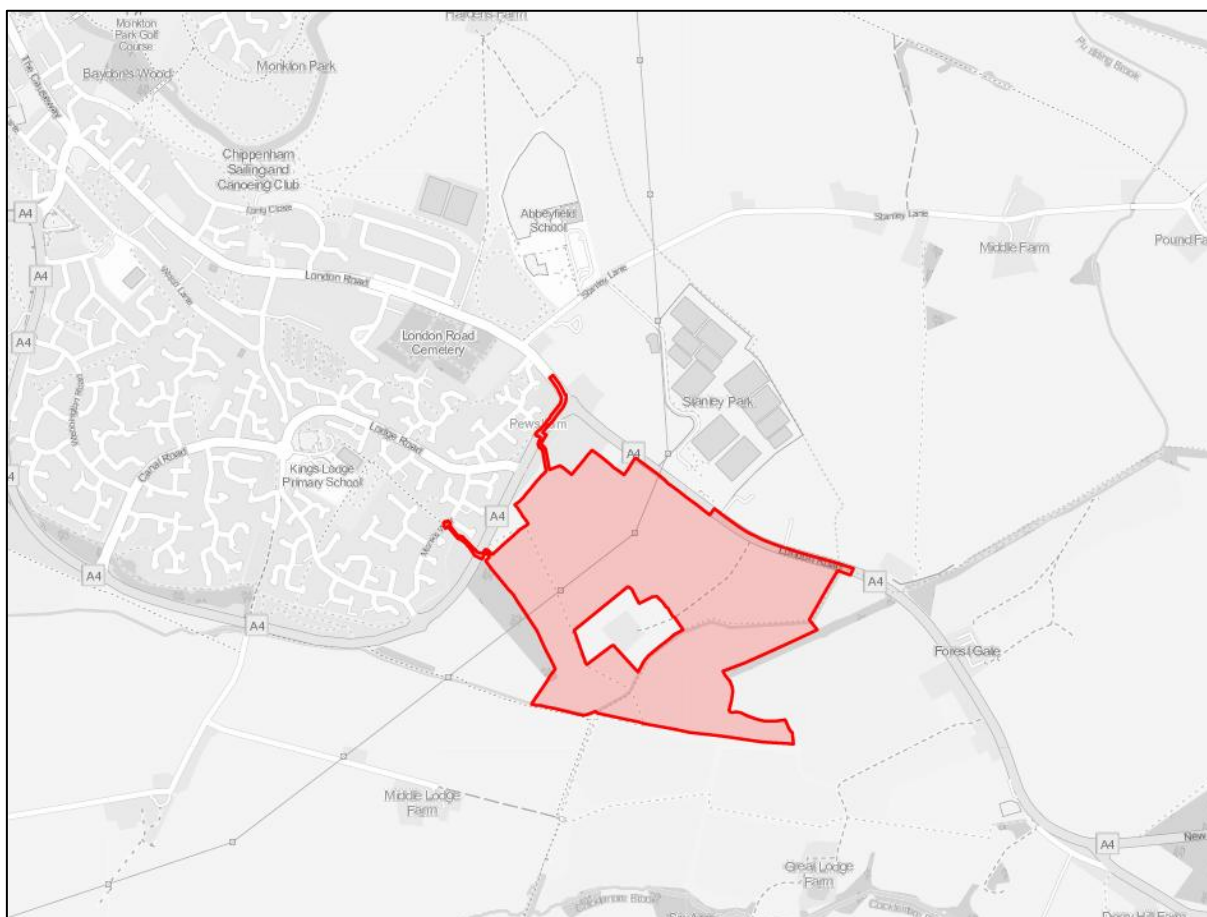
1.1.1 Gleeson Land has appointed i-Transport LLP to provide transport and highways advice in respect to a proposed residential led development at Forest Farm, Chippenham ('the Application Site').

1.1.2 The development proposal comprises:

Outline planning application with all matters reserved except access from the A4/London Road for up to 600 dwellings, together with land for a local centre (Use Classes E and F), areas of open space and landscaping, associated infrastructure.

1.1.3 The site location is shown in **Image 1.1**, which is an extract of **Figure 1**.

Image 1.1: Site Location Plan



Source: i-Transport Figure 1

1.1.4 The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east, A4 Pewsham Way to the west and agricultural land to the south and east.

1.2 Development Proposal

- 1.2.1 The development proposal comprises an outline planning application for up to 600 new homes, a local centre, a new access roundabout from A4 London Road and the initial length of road within the site. The proposed roundabout and initial length of road are submitted in detail, while the remaining development components are submitted in outline.
- 1.2.2 The Illustrative Masterplan for the development is provided at **Appendix A** which demonstrates how the proposed development could be delivered. An extract is provided at **Image 1.2** below.

Image 1.2: Illustrative Masterplan



Source: tor&co

1.3 The Transport Vision

- 1.3.1 The Transport Vision for the development is:

To deliver a sustainable, well-connected, and inclusive community at Forest Farm served by a sustainable transport network that prioritises and encourages residents to travel sustainably for most journeys. The development will form a sustainable extension to the south of Chippenham.

The development will prioritise access for active modes and public transport onto the A4 and London Road corridors, providing connectivity towards local schools, shops, services and facilities and towards the centre of Chippenham. This will reduce reliance on private cars for local journeys and promote healthier lifestyles, while also supporting climate change objectives through reducing vehicle emissions. Uptake of active and public transport will be promoted through the Travel Plan.

Within the site, parking provisions will be balanced to meet residents' needs while encouraging modal shift and the layout and design of the site will facilitate safe and secure movement, with streets designed for people rather than vehicles. The proposed local centre will provide for some day-to-day needs of residents.

For journeys where residents do need to use private vehicles, they will be encouraged to car share through the Travel Plan and electric vehicle charging points will be provided in accordance with the Building Regulations for all homes to encourage use of electric and hybrid vehicles.

1.4 Local Planning Context

- 1.4.1 Wiltshire Council (WC) submitted a draft Local Plan for examination in November 2024. Following examination hearings in 2025, the Inspectors raised fundamental concerns regarding the soundness of the plan, including in relation to insufficient housing allocations, uncertainty over the deliverability of the plan's major housing proposals, and the risk that the plan would become out of date shortly after adoption.
- 1.4.2 Following further discussions, the draft Local Plan was withdrawn at Full Council on 19 May 2026.
- 1.4.3 Notwithstanding its withdrawal, the draft plan previously identified the Application Site as forming part of the South Chippenham allocation (Policy 7), which proposed a mixed-use development comprising approximately 2,520 dwellings, approximately 15ha of employment land, a district and local centre, education provision, and a transport corridor linking the A4 and the A350 (the Southern Distributor Road).
- 1.4.4 The withdrawal of the draft Local Plan was not attributable to any specific concerns relating to Policy 7 but instead reflected wider issues concerning the overall soundness and deliverability of the plan as a whole. The initial feasibility and technical work undertaken by the Council and the landowners confirm both the need, availability, and general acceptability of development at Forest Farm and the wider site for development.
- 1.4.5 This outline planning application has been prepared to bring forward development at Forest Farm, previously identified and assessed by WC in the withdrawn Local Plan Review as suitable for development.

- 1.4.6 Land has been safeguarded within the Application Site to accommodate a section of the potential Southern Distributor Road. The safeguarded corridor has been retained to ensure that the proposed development would not prejudice its future provision.

1.5 Transport Planning Policy Context

- 1.5.1 The National Planning Policy Framework (December 2024) sets the policy background for the development of a Travel Plan. Paragraph 110 states that applications for development should demonstrate that ***“sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location”***.
- 1.5.2 The Wiltshire Core Strategy (2015) also identifies in Core Policy 61 that ***“travel plans will be required to encourage the use of sustainable transport alternatives and more sustainable freight movements”***. Core Policy 64 relates to demand management measures and identifies that a number of measures should be promoted in new developments where appropriate to reduce reliance on the car and to encourage the use of sustainable transport alternatives. This includes promoting smarter travel choices and implementing Travel Plans to help influence people's travel behaviour towards more sustainable travel options.

1.6 Travel Plan Scope

- 1.6.1 In line with national and local guidance, in particular the National Planning Policy Framework (NPPF) and the Planning Practice Guidance (PPG), this Full Travel Plan (TP) has been prepared to identify a comprehensive and robust strategy for reducing the single occupancy vehicle travel demand through the encouragement and incentivisation of sustainable travel options. This TP has also been developed in accordance with the WC's Development Related Travel Plan Guidance' document and 'Develop a Residential Travel Plan' online resource which outlines that TPs are required for schemes equal to or more than 40 homes.
- 1.6.2 A Transport Assessment (TA) for the development has also been prepared to accompany the planning application (document reference **ITB19912-001**). The TA includes details of the access proposals, the impacts of traffic generated by the site and the accessibility of the site and demonstrates that the proposal is acceptable in transport terms. This TP should be read in conjunction with the TA.

1.7 Structure of Travel Plan

- 1.7.1 The remainder of this TP is structured as follows:
- **Section 2** summarises the objectives and benefits of the TP;

- **Section 3** considers the existing accessibility of the site by walking, cycling and public transport as well as the existing travel characteristics of the local area;
- **Section 4** outlines the targets for the TP;
- **Section 5** provides information on the development proposal and access strategy;
- **Section 6** sets out the 'soft' measures that will be provided to encourage sustainable travel to the site and to manage travel demand;
- **Section 7** identifies an implementation and management strategy for the TP;
- **Section 8** outlines how the TP will be monitored; and
- **Section 9** provides a summary of the Travel Plan.

SECTION 2 Objectives and Benefits

2.1 Objectives

2.1.1 The overarching objective of any TP is to influence behaviour change towards sustainable modes of travel. In this context, the primary purpose of this TP is to put forward a framework to ensure measures are provided to promote walking, cycling, public transport and shared car use as alternatives to single occupancy car travel.

2.1.2 In line with current national and local government guidance, the main objectives for the TP are:

- 1 To reduce the number of car journeys generated by the site; and
- 2 To promote the accessibility of the site for non-car modes of transport for local journeys.

2.1.3 The TP has the following additional objectives:

- i To provide residents with realistic options for travel to and from the site by supporting a range of sustainable transport alternatives;
- ii To promote walking, cycling, car sharing and public transport as safe, efficient, and affordable alternatives to the private car by highlighting the health and environmental benefits of using sustainable travel modes;
- iii To minimise the impact of car-based travel to the site on the local and strategic highway network and environment; and
- iv To develop an awareness of the options for sustainable travel opportunities to and from local services and facilities within and around Chippenham.

2.1.4 The TP promotes measures which will help to deliver the objectives. The measures will assist in minimising car travel to and from the site and will help bring environmental benefits to local residents.

2.1.5 All the measures will look to reduce the dependence on the private car for travel to work and enable smarter travel choices, where this is feasible.

2.2 Benefits

2.2.1 The development of a TP has a range of direct benefits, not only for future residents and visitors of the proposed development, but also for the existing local community and the surrounding environment.

Benefits to Residents

- Improved health and fitness through increased levels of walking and cycling through the encouragement to walk and cycle and provision of incentives and infrastructure;
- Increased travel flexibility offered through wider travel choices; and
- A better environment within the site and its immediate environs with vehicular movement minimised and parking pressures reduced.

Benefits to Local Community and Environment

2.2.2 The TP will provide the following benefits to the local community and environment:

- It will help to reduce the impact of traffic generated by the development on the local highway network;
- It will help to reduce the impact of the site on the environment by reducing emissions through fewer car journeys. This will help to contribute to both local air quality management and national climate change reduction targets;
- The measures contained within this TP will also help to reduce the impact of transport related noise from vehicular movements into and out of the site and to improve public transport connectivity in the area; and
- It will deliver improved community connectivity by facilitating sustainable travel through the site and access to public rights of way.

2.2.3 Overall, it is anticipated that the TP will result in benefits for residents of the site and the wider community in the vicinity of the development.

2.2.4 The environmental benefits that can be delivered by the TP include:

- Reduced use of fossil fuels through a reduction in vehicular travel and an increase in non-car use, contributing to national climate change reduction targets; and
- Reduced vehicle emissions resulting in reduced pollution levels and improved local air quality management.

2.2.5 Overall, it is anticipated that the TP, combined with the package of measures designed to promote sustainable transport presented within the TA, will result in benefits for residents of the site and the wider community in the vicinity of the development.

SECTION 3 Existing Conditions and Travel Characteristics

3.1 Introduction

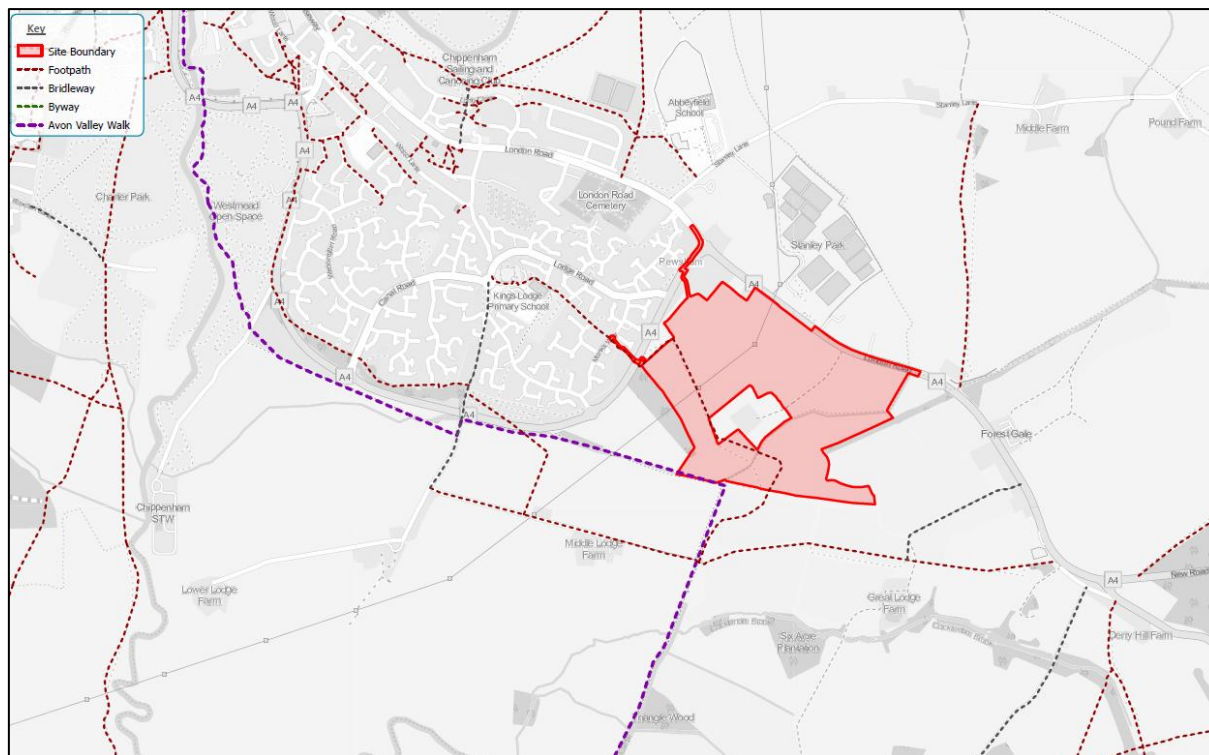
- 3.1.1 This section of the TP provides a description of the existing transport conditions in the vicinity of the site including opportunities for walking, cycling and using public transport.

3.2 Walking and Cycling Opportunities

Walking Opportunities

- 3.2.1 A footway is provided to the north of the A4 London Road along the majority of the site frontage, however, the footway then terminates outside the Stanley Park Sports Ground. A footway is then provided to the south of the A4 London Road approximately 270m east of the A4 London Road/A4 Pewsham Way/London Road roundabout. The footway varies in width and at some points the effective width is less than 1.0m.
- 3.2.2 Within the site boundary there are two Public Rights of Way (PROW) – CHIP16 and CALW83. CHIP16 provides an east to west connection through the site and onwards to / through Pewsham and the Primary School and district centre. CALW83 provides a north to south connection which provides a link to the wider PROW network.
- 3.2.3 In addition to the A4 footway and PROW network, the Avon Valley Walk can be accessed from the southern site boundary via the proposed internal walking and cycling infrastructure which are presented in Section 4 of this TA.
- 3.2.4 The Avon Valley Walk provides a traffic-free route with an all-weather surface through Westmead Open Space, connecting to Avenue La Fleche, north of the junction with Gladstone Road. Pedestrian and cycle access to the High Street can be achieved via Gladstone Road, Timber Street and Market Place or via the River Street car park.
- 3.2.5 North of Gladstone Road, the Avon Valley Walk becomes Lovers Walk which connects to Bath Road to the east of the Bridge Centre Gyratory – this provides pedestrian access to the High Street, services and facilities within the wider town centre and towards the Railway Station.
- 3.2.6 At Forest Lane, the Avon Valley Walk connects to PROW Bridleway CHIP40 which routes north as an alternative route to Pewsham district centre via Blackthorn Mews.
- 3.2.7 **Figure 2** identifies the local PROW network and the Avon Valley Walk, an extract is provided as **Image 3.1**.

Image 3.1: Local PROW Network and Avon Valley Walk

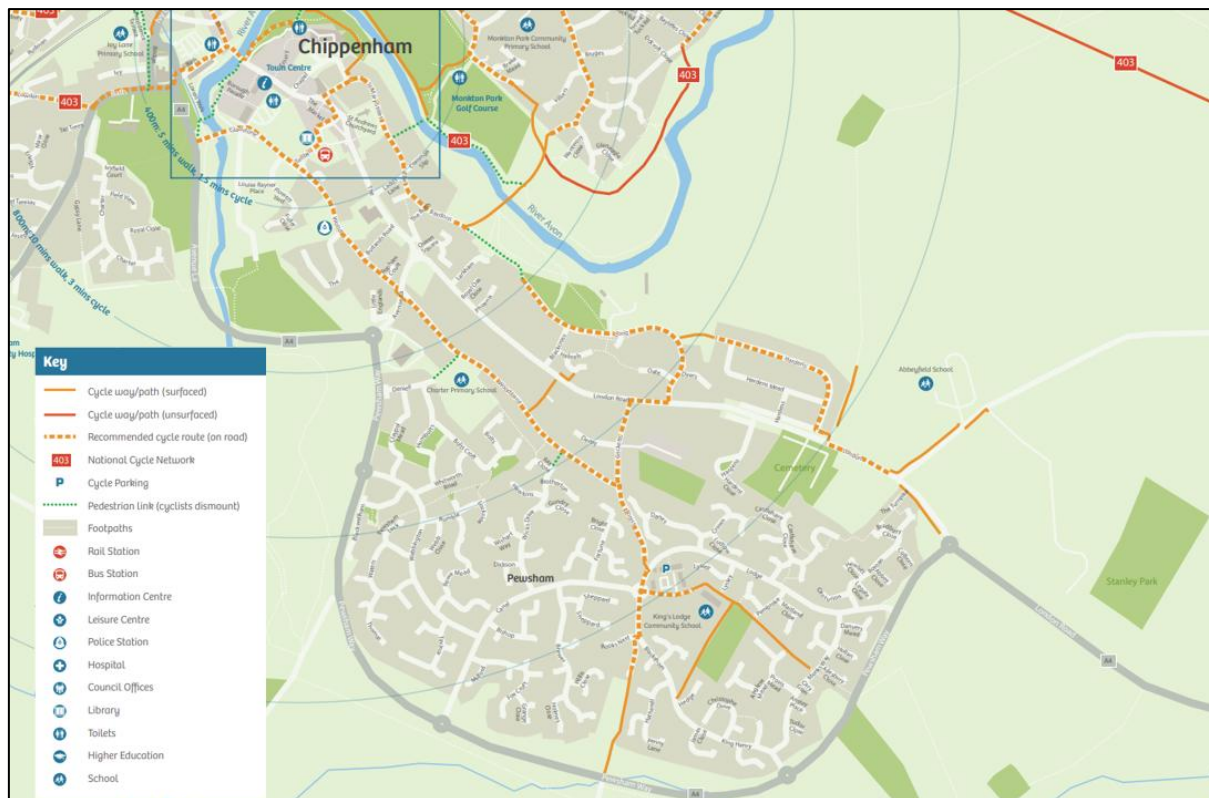


Source: i-Transport Figure 2

Cycling Opportunities

- 3.2.8** On the southern side of London Road, there is a section of shared footway / cycleway provided between the A4 London Road / A4 Pewsham Way / London Road roundabout and the junction of London Road / Stanley Lane. An onward cycleway connection to Abbeyfield School is provided to the north of London Road via Stanley Lane.
- 3.2.9** Between Monks Way and Pewsham Local Centre, CHIP 16 is a shared use route for walking and cycling. The route is street lit and site observations suggest it is well used.
- 3.2.10** As described above, the Avon Valley Walk provides a traffic-free route to Chippenham Town Centre and Pewsham district centre via CHIP 40.
- 3.2.11** Many local residential streets within Pewsham and towards Chippenham Town Centre are suitable for cycling on-carriageway, as they are residential in nature with low traffic flows and vehicle speeds.
- 3.2.12** The above routes are demonstrated on WC's published Chippenham Cycling Map. The map is provided at **Appendix B** with an extract provided at **Image 3.2**.

Image 3.2: Chippenham Walking Map



Source: Wiltshire Council

3.2.13 WC's cycling map demonstrates existing cycling routes connecting Pewsham to King's Lodge Community School, Abbeyfield School, Charter Primary School, Pewsham Local Centre and Chippenham town centre and railway station via the promoted cycling route on Wood Lane.

3.2.14 In addition to the promoted local routes, National Cycle Network Route 403 traverses the town centre linking Chippenham to Marlborough and the Kennet & Avon Canal.

3.3 Public Transport

Bus Services

3.3.1 Chippenham benefits from an extensive bus network which provides connectivity within the town while also linking to surrounding settlements including Trowbridge and Frome, Bath, Bristol, Malmesbury, Swindon and Devizes. Services between Chippenham, Calne, Swindon and Devizes route via the site frontage on the London Road corridor, with existing bus stops provided adjacent to Stanley Park, at the site frontage. Both the northbound and southbound bus stops provide laybys and basic timetable information.

3.3.2 In addition, the Faresaver 44P service routes between Chippenham Town Centre and Pewsham district centre via London Road, Lodge Road, Pewsham Way, Blackthorn Mews, King Henry Drive and Monk's Way.

3.3.3 The bus services are summarised in **Table 3.1** below.

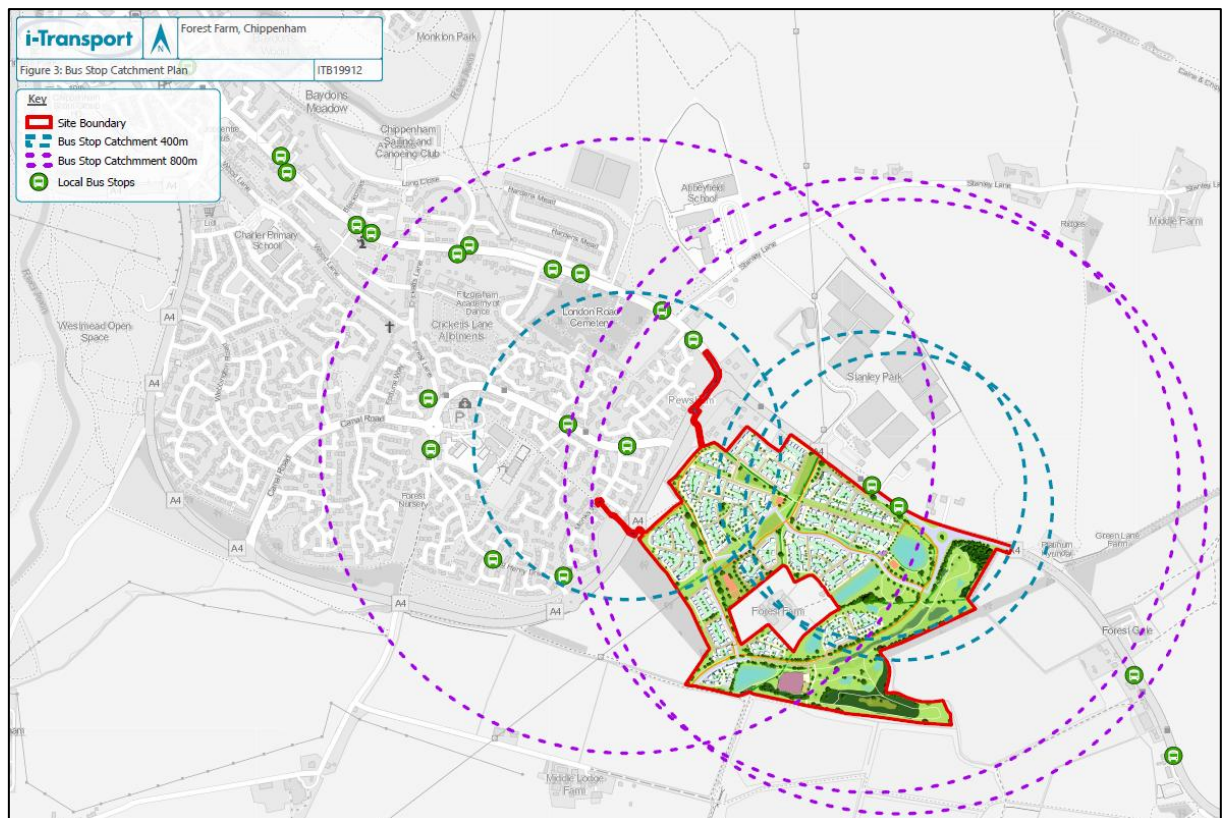
Table 3.1: Bus Service Summary

Service	Route	Service Frequency		
		Weekdays	Saturdays	Sundays
55 / 55A (Stagecoach West)	Chippenham – Calne – Lyneham – Royal Wootton Bassett – Swindon	Broadly every 20-30 minutes. First departure from Chippenham 05:45, last departure from Swindon 23:30.	Broadly every 20-30 minutes. First departure from Chippenham 06:45, last departure from Swindon 23:15.	Broadly every 30 minutes. First departure from Chippenham 08:34, last departure from Swindon 21:10.
33 / X33 (Faresaver)	Chippenham – Calne – Bromham – Rowde – Devizes	11 Services per day. First departure from Chippenham 06:54, last departure from Devizes 18:15.	7 Services per day. First departure from Chippenham 07:10, last departure from Devizes 17:10.	5 Services per day. First departure from Chippenham 09:32, last departure from Devizes 16:55.
44P (Faresaver)	Chippenham – Pewsham – Chippenham (town service)	9 services per day. First departure from Pewsham 08:30, last departure from Chippenham Bus Station 17:10.	5 services per day. First departure from Pewsham 09:10, last departure from Chippenham Bus Station 14:10.	-

Source: Bustimes.org

3.3.4 **Figure 3** provides walking catchments to the identified bus stops on A4 London Road and at Monk's Way. An extract of Figure 3 is provided at **Image 3.3**.

Image 3.3: Bus Stops and Walking Catchments



Source: i-Transport Figure 3

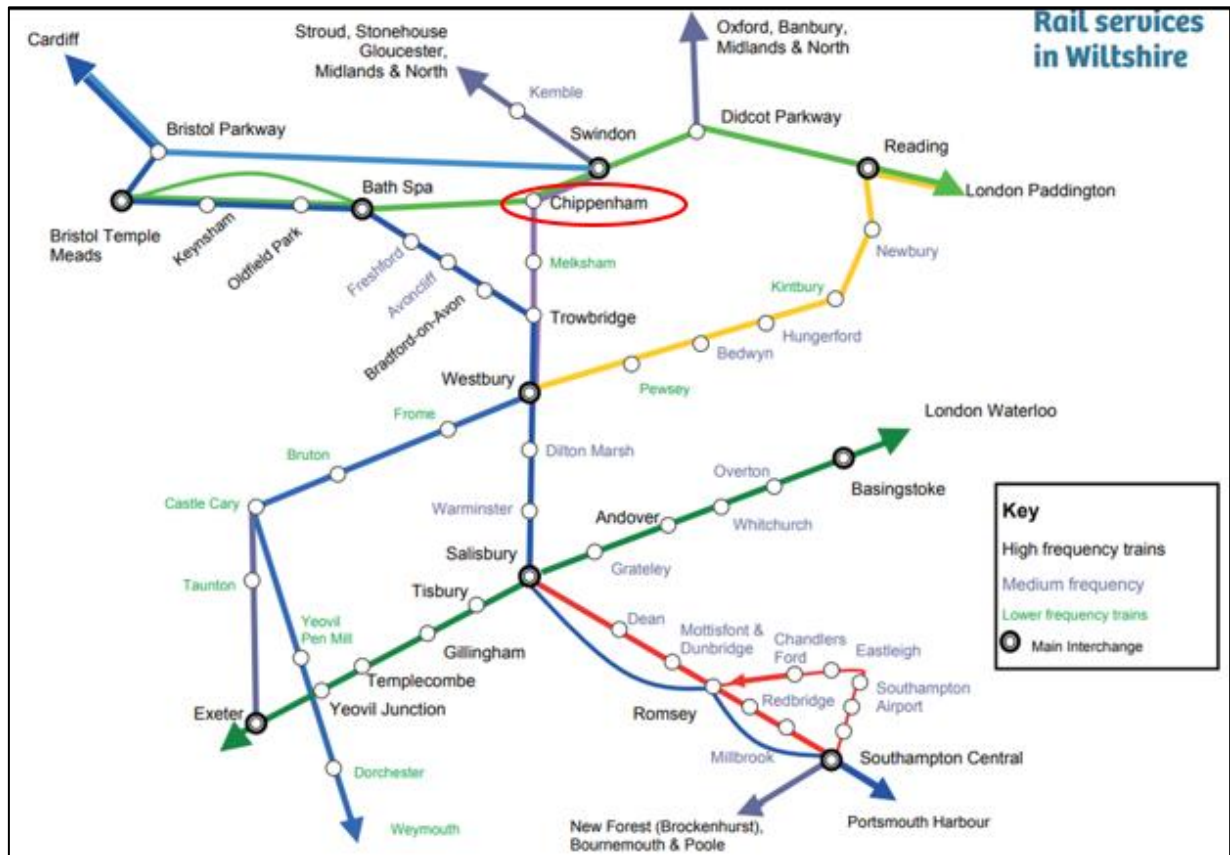
3.3.5 In addition to the above public bus services, the X10 service operated by Faresaver routes via the A4 corridor to Sheldon School in Chippenham.

Train Services

3.3.6 Chippenham Railway Station is located between Cocklebury Road and Union Road / Old Road to the north of the town centre. The station can be accessed via a 14-minute cycle (from the centre of the site, via the Avon Valley Walk) or the 55 and X33 bus services (approximately a 10-minute journey by bus).

3.3.7 The station is located on the Great Western Main Line between Swindon and Bath Spa and is managed by Great Western Railway. The rail network is shown in **Image 3.3** below which demonstrates the broad range of destinations which can be reached by train from Chippenham.

Image 3.3: Rail Network



Source: Connecting Wiltshire

3.3.8 Timetable information for key destinations during the peak and off-peak periods are summarised in **Table 3.2** below.

Table 3.2: Rail Service Summary

Destination	Service Frequency and Journey Time		
	Peak	Off-Peak	Journey Time (mins)
Bristol Temple Meads via Bath Spa	1 per hour	1 per hour	22
London Paddington via Swindon, Didcot Parkway and Reading	2-3 per hour	1-2 per hour	80
Taunton via Bath Spa, Bristol Temple Meads, Nailsea & Backwell, Weston-super-Mare and Bridgewater	1 per hour	1 per hour	105
Westbury via Melksham and Trowbridge	1 per hour	1 per hour	43
Weston-super-Mare via Bath Spa, Bristol Temple Meads and Nailsea & Backwell,	1 per hour	1 per hour	75

Source: Trainline

3.3.10 Chippenham is well connected to the rail network, with frequent services available to major regional and national destinations.

3.4 Existing Travel Characteristics

- 3.4.1 A summary of the 2011 Census dataset 'Method of Travel to Work' (ref: Table Qs701ew) for residents of the Middle Super Output Area (MSOA) Wiltshire 014 (in which the proposed development is located) is outlined in **Table 3.3**. This excludes those who work from home.

Table 3.3: Modal Split of Journeys to Work (excluding work from home) – 'Wiltshire 014' Residents

Mode	% Split from Census Data
Car or Van Driver	70%
Train	4%
Passenger in a car or van	7%
On foot	12%
Bicycle	3%
Bus, minibus or coach	2%
Motorcycle, scooter or moped	2%
Other	0%
Taxi	0%
Total	100%

Source: 2011 Census

- 3.4.2 **Table 3.3** demonstrates that the majority of journeys to work in Chippenham are undertaken by private car. People travelling on foot is the second most popular mode of transport to work, representing 12% of all work journeys while 6% of people travelled by public transport, and 3% cycle.

3.5 Propensity to Travel by Non-Car Modes

- 3.5.1 To consider the potential for trips to be made by walking, cycling and public transport, consideration needs to be given to the distances that people are likely to travel.

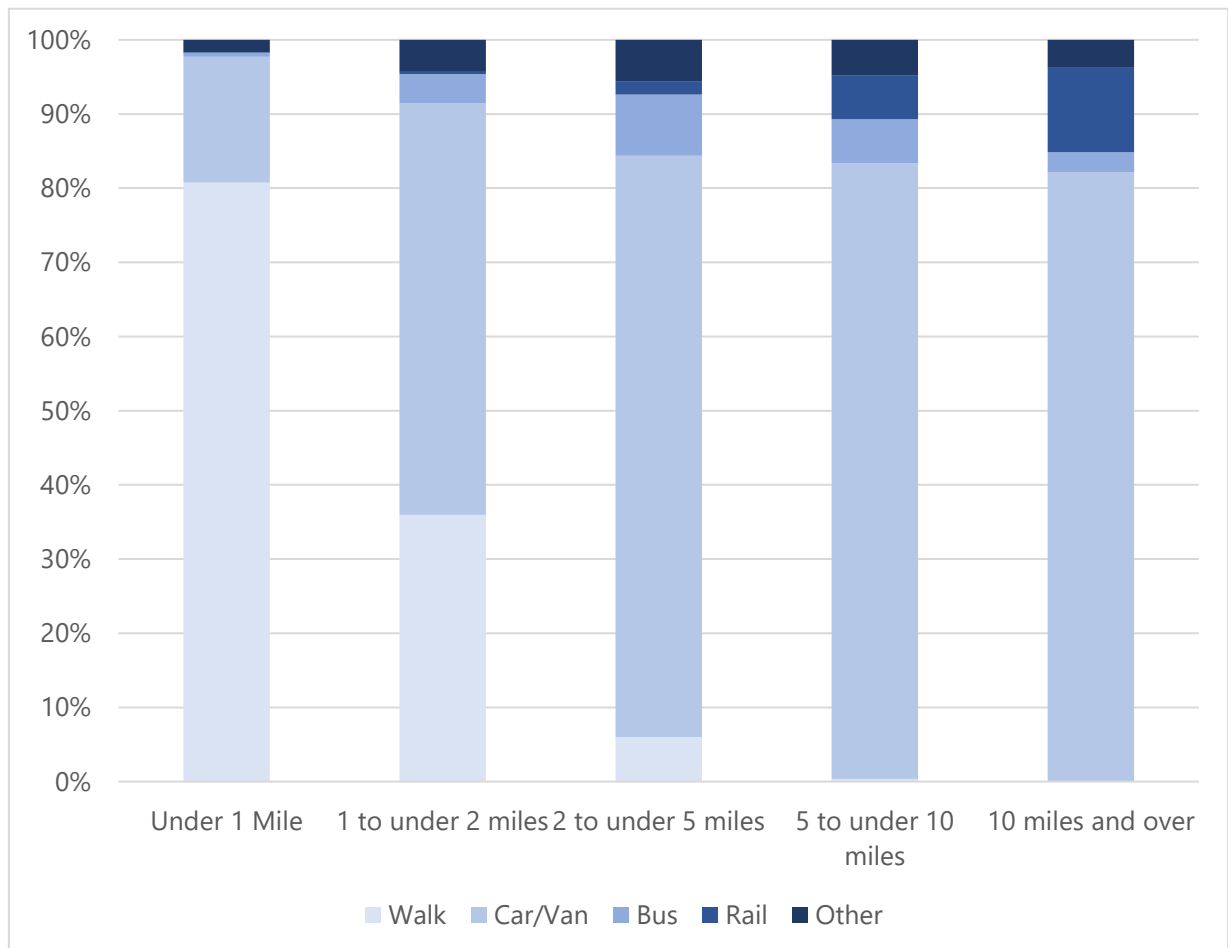
Walking Distances

- 3.5.2 Manual for Streets identifies that walkable neighbourhoods comprise those locations where facilities and services can be accessed within an 800m (10 minute) walk.

"4.4.1 Walkable neighbourhoods are typically characterised by having a range of facilities within 10 minutes' (up to about 800 m) walking distance of residential areas which residents may access comfortably on foot. However, this is not an upper limit and PPS134 states that walking offers the greatest potential to replace short car trips, particularly those under 2 km."

3.5.3 This is further shown by the National Travel Survey (NTS) 2023 which identifies the mode share of journeys of different lengths and is presented in **Image 3.4**. This confirms that the vast majority (80%) of trips of up to one mile (1.6km) are undertaken on foot.

Image 3.4: Proportion of Trips Per Year by Journey Purpose (all modes)



Source: National Travel Survey, England 2023

3.5.4 Therefore, facilities and services within one mile (1.6km) will provide the greatest opportunity for trips to be made by walking.

3.5.5 It is important to note that neither 1.6km or 2km are the maximum walking distance. Historically, the Design Manual for Roads and Bridges (DMRB) TD91/05 "Provision for Non-Motorised Users" at paragraph 2.3 has stated that:

"Walking is used to access a wide variety of destinations including educational facilities, shops, and places of work, normally within a range of up to 2 miles. Walking and rambling can be undertaken as a leisure activity, often over longer distances."

3.5.6 Whilst TD91/05 has been superseded, there is no evidence to suggest that is not still the case. On this basis, it is reasonable to consider a journey of 2 miles / 3.2km as a 'maximum' walking distance for most day-to-day journeys.

3.5.7 Against this background research, the following distances will be used in the TA for assessing the likelihood of walking journeys to and from the site:

- Up to 800m – comfortable walking distance;
- Up to 1.6km – reasonable walking distance; and
- Up to 3.2km – maximum walking distance.

Cycling Distances

3.5.8 The Department for Transport's Cycling and Walking Investment Strategy (2017) states at paragraph 1.16 that:

"... there is significant potential for change in travel behaviour. Two out of every three personal trips are within five miles - an achievable distance to cycle for most people, with many shorter journeys also suitable for walking. For school children, the opportunities are even greater. Three quarters of children live within a 15-minute cycle ride of a secondary school, while more than 90% live within a 15-minute walk or bus journey from a primary school."

3.5.9 The DfT's Gear Change A bold vision for cycling and walking states (page 11) that:

"In particular, there are many shorter journeys that could be shifted from cars, to walking, or cycling. We want to see a future where half of all journeys in towns and cities are cycled or walked. 58% of car journeys in 2018 were under 5 miles. And in urban areas, more than 40% of journeys were under 2 miles in 2017-18. For many people, these journeys are perfectly suited to cycling and walking."

3.5.10 There is a wealth of guidance on cycling distances, with 8km (5 miles) considered to be a reasonable cycle distance.

3.6 Local Services and Facilities

3.6.1 A new local centre, public open space and play areas will be provided on site. These will fulfil some new residents' requirements without them needing to travel further afield. Should the development on Land to the South of Pewsham Way come forward, this would also provide further public open space and subject to demand, may provide a new primary school with land being safeguarded as part of the planning application.

3.6.2 The primary destinations for future residents of the proposed development within Pewsham and Chippenham are presented in **Table 3.4**. This includes facilities for education, leisure, retail, employment, and healthcare.

3.6.3 It is noted that there are a wide range of further facilities within Chippenham town centre.

3.6.4 Distances from the centre of the site to the local facilities and services have been measured based on actual walking routes, using the proposed accesses onto A4 London Road and A4 Pewsham and Avon Valley Walk.

3.6.5 In addition, the identified services and facilities are shown on **Figure 4**, with an extract provided at **Image 3.4**.

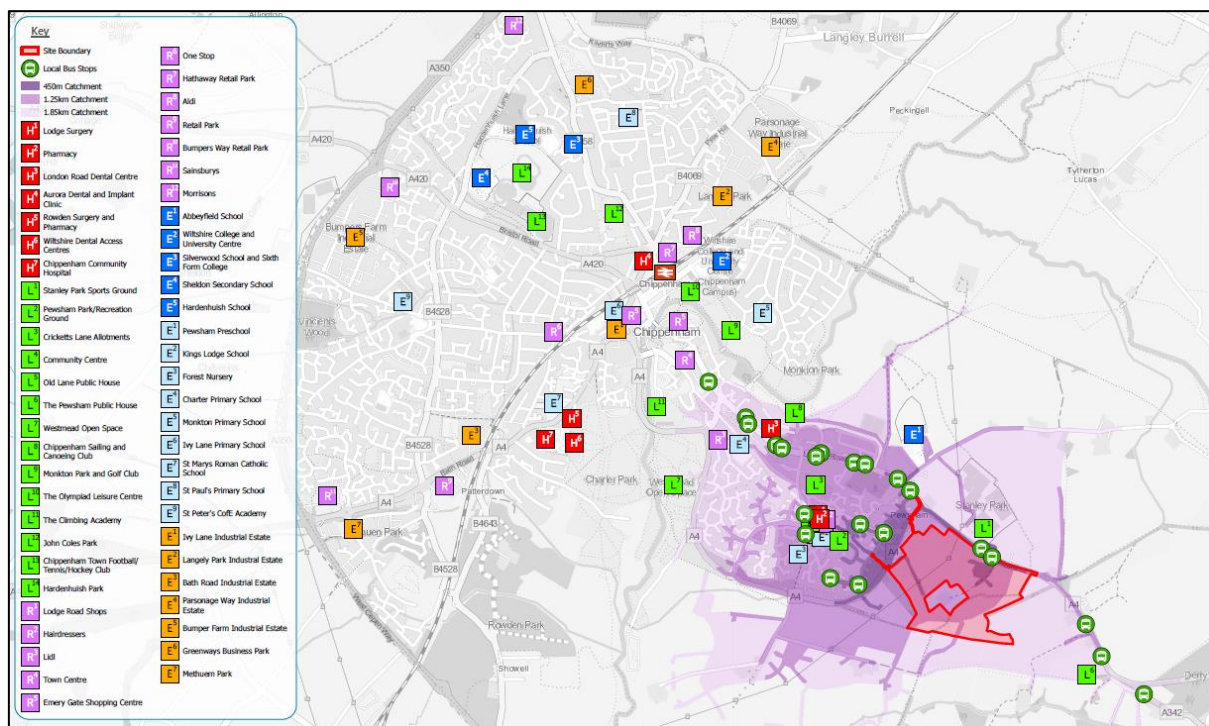
Table 3.4: Local Facilities and Services

Purpose	Destination	Distance from Centre of the Site (m)	Walk Time (minutes)	Cycle Time (minutes)
Leisure	Proposed Play and Recreation Provision	On-site		
	Stanley Park Sports Ground	400m	5	2
	Pewsham Playground / Recreational Area	700m	8	3
	The Pewsham Public House	975m	11	4
	Old Lane Public House	1,300m	15	5
	Pewsham Community Centre	1,300m	15	5
	Chippenham Sailing Club	1,600m	18	6
	Westmead Open Space	1,770m	20	7
	Riverside Country Park	1,950m	23	7
	The Climbing Academy	2,800m	32	11
Retail	Proposed Local Centre	On-site		
	Tesco Express	880m	10	3
	Lidl	1,900m	22	7
	Little Waitrose	2,300m	27	9
	Tesco Superstore	2,600m	30	10
Employment	Forest Lodge Business Park	1,000m	12	4
	Cricketts Lane Industrial Park	1,750m	20	7
	Chippenham Town Centre (local employment)	2,700m	31	10
Education	King's Lodge Community School (Primary)	850m	10	3
	Pewsham Preschool	850m	10	3
	Abbeyfield School (Secondary)	990m	11	4
	Forest Nursery	1,250m	14	5
	Charter Primary School	1,850m	21	7

Purpose	Destination	Distance from Centre of the Site (m)	Walk Time (minutes)	Cycle Time (minutes)
	Land South of Pewsham Way Primary School	On adjacent site		
Healthcare	Lodge Surgery	1,300m	15	5
	Well Pharmacy	1,300m	15	5
	London Road Dental Practice	1,750m	20	7
Transport	A4 London Road Bus Stops	380m	4	1
	Monks Way Bus Stops	480m	6	2
	Chippenham Railway Station	3,200m	375	122
	Within 800m 'MfS Walkable Neighbourhood' – Comfortable Walking Distance / Within 8km 'Acceptable Cycling Distance'			
	Between 800m and 1,600m 'Reasonable Walking Distance'			
	Between 1,600 and 3,200km 'Acceptable Walking Distance'			

Source: Consultants Estimates (using walk distance from the centre of the site via the most direct pedestrian / cycle access)

Image 3.4: Local Facilities and Services



Source: Figure 4

SECTION 4 Baseline Travel Patterns and Targets

4.1 Overview

- 4.1.1 The key aim of the TP is to reduce car use for travel to and from the site, and the use of targets will enable monitoring of progress against the objectives.

4.2 Targets

- 4.2.1 Until the new homes are occupied, it will not be possible to provide survey data to determine baseline travel patterns. However, it is sensible to set some interim mode share targets that can then be reviewed to ensure that they are SMART (Specific, Measurable, Achievable, Realistic and Time Related) following the first round of travel surveys. For the purpose of the TP, the Census data summarised at **Table 3.3** are therefore proposed to be utilised as the baseline modal shares.
- 4.2.2 The overarching target will be to achieve a year-on-year reduction in single occupancy car trips of by 10% by the end of the TP period. As such the following car driver mode shares are proposed, with a corresponding increase in walking, cycling and public transport use (subject to review following the first travel survey).

Table 4.1: Mode Share Targets

Mode	Baseline	Year 1	Year 3	Year 5
Car or Van Driver	70.0%	68.0%	64.0%	60.0%
Train	4.0%	4.2%	4.6%	5.0%
Passenger in a car or van	7.0%	7.4%	8.2%	9.0%
On foot	12.0%	12.8%	14.4%	15.5%
Bicycle	3.0%	3.3%	3.9%	4.5%
Bus, minibus or Coach	2.0%	2.3%	2.9%	4.0%
Motorcycle, scooter or moped	2.0%	2.0%	2.0%	2.0%
Other	0.0%	0.0%	0.0%	0.0%
Taxi	0.0%	0.0%	0.0%	0.0%
Total	100.00%	100.00%	100.00%	100.00%

Source: TRICS Data and Consultant's Estimates

4.2.3 Once the first monitoring surveys at the development have been undertaken and analysed this will update the baseline position and the interim and mode shift targets will be reviewed by trip purpose.

4.2.4 In addition to mode share targets, it is important to identify a number of action targets to ensure that the commitments made through this Travel Plan, are delivered.

4.2.5 The action targets are as follows:

- Appoint a Travel Plan Coordinator (TPC) prior to development commencing;
- TPC to become familiarised with the monitoring process and begin contact with local bike shops and public transport providers;
- Undertake resident travel surveys;
- Review Travel Plan measures to ensure that they remain appropriate; and
- Once agreed with WC, update the TP with any necessary revisions to measures.

SECTION 5 Proposed Development and Access Strategy

5.1 Proposed Development

5.1.1 The proposed development is for the provision of up to 600 new homes with a mix of affordable and open market homes. The new homes will include houses and flats, arranged across the site in several parcels. A local centre is also proposed adjacent to the proposed A4 London Road roundabout (but accessed from the internal road / street network). In addition to the housing and local centre, the following ancillary land uses are proposed:

- Play Areas;
- Allotments; and
- Recreational walking and cycling routes through open spaces.

5.1.2 The proposed housing, local centre and above land uses are submitted in outline, with all matters reserved. The Illustrative Masterplan at **Appendix A** demonstrates how the development could come forward.

5.1.3 The proposed A4 London Road roundabout and initial length of road within the site are submitted in detail, along with the proposed pedestrian and cycle connections and infrastructure on A4 London Road, A4 Pewsham Way and London Road.

5.1.4 The roundabout and initial length of road within the site have been designed in a way in which they could provide access to the wider South Chippenham site in the future. The submitted parameter plan includes a safeguarded corridor whereby the initial length of road could be continued to the south-west - becoming the Southern Distributor Road or SDR - as envisaged within the withdrawn Local Plan.

5.2 The Transport Vision

5.2.1 In accordance with the NPPF, a transport vision has been prepared to support the site. The main aims of the transport vision are:

- To set the strategy for access and movement across the site;
- To frame the technical assessment with respect to modelling the traffic impact of the development;
- To justify design decisions with respect to the access strategy and connectivity for active travel and public transport;

- To support mitigation, where required; and
- To be policy compliant.

5.2.2 As such, the Transport Vision is:

To deliver a sustainable, well-connected, and inclusive community at Forest Farm served by a sustainable transport network that prioritises and encourages residents to travel sustainably for most journeys. The development will form a sustainable extension to the south of Chippenham.

The development will prioritise access for active modes and public transport onto the A4 and London Road corridors, providing connectivity towards local schools, shops, services and facilities and towards the centre of Chippenham. This will reduce reliance on private cars for local journeys and promote healthier lifestyles, while also supporting climate change objectives through reducing vehicle emissions. Uptake of active and public transport will be promoted through the Travel Plan.

Within the site, parking provisions will be balanced to meet residents' needs while encouraging modal shift and the layout and design of the site will facilitate safe and secure movement, with streets designed for people rather than vehicles. The proposed local centre will provide for some day-to-day needs of residents.

For journeys where residents do need to use private vehicles, they will be encouraged to car share through the Travel Plan and electric vehicle charging points will be provided in accordance with the Building Regulations for all homes to encourage use of electric and hybrid vehicles.

5.2.3 The Transport Vision for the development site has been developed in combination with the proposed site layout, access strategy, TA and engagement with WC.

5.3 Vehicular Access Arrangements

Proposed A4 London Road Vehicular Access

5.3.1 Vehicular access to the development is proposed via a new roundabout on the A4 London Road. The proposed roundabout is shown on **Drawing ITB19912-GA-102** with an extract provided at **Image 5.1** below.

[illegible]

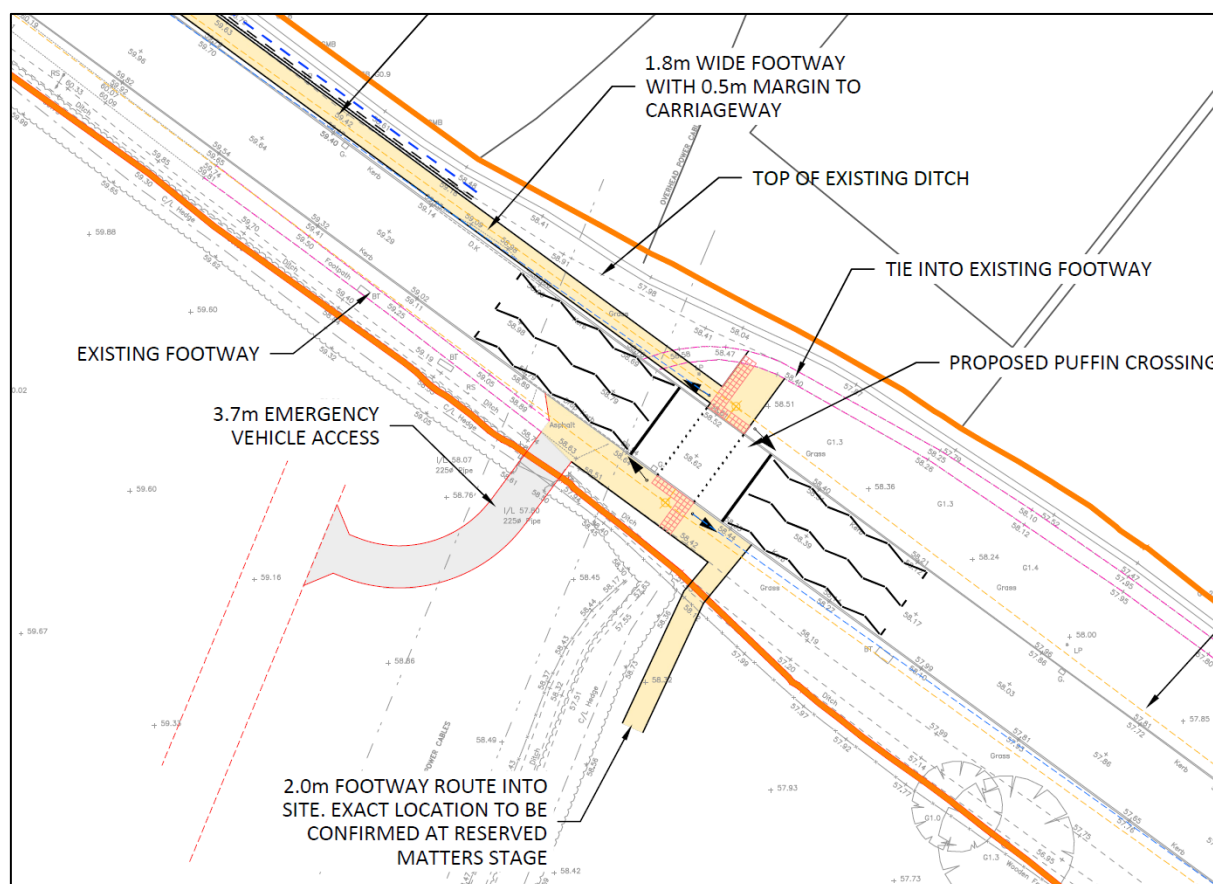
5.3.2 The roundabout has been designed with the following parameters:

- 5.3.3** As part of the access strategy, the existing farm access from A4 London Road to the retained Forest Farm will be stopped up, with access re-provided via the proposed internal road network.

Emergency Vehicle Access

- 5.3.4 A separate 3.7m wide emergency vehicle access point is proposed from A4 London Road, broadly opposite Stanley Park at the location of the proposed Puffin Crossing. This arrangement is shown on **Drawing ITB19912-GA-103**, with an extract provided at **Image 5.2** below.

Image 5.2: Proposed A4 London Road Emergency Access



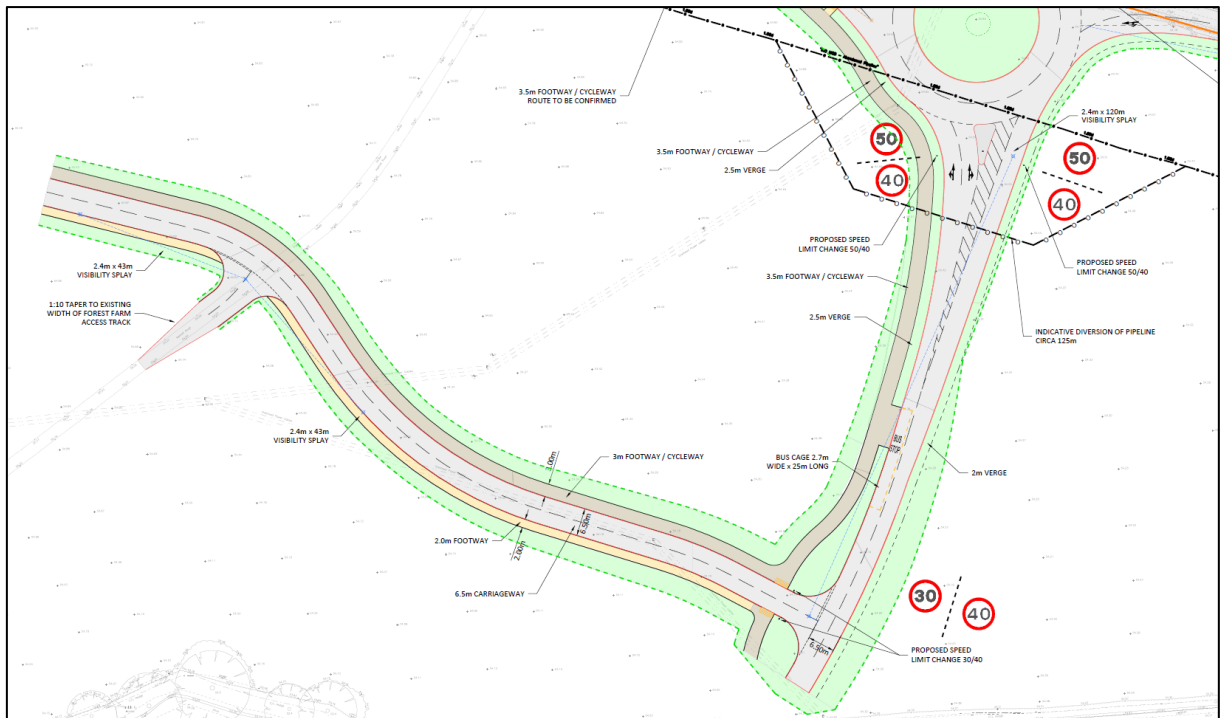
Source: i-Transport Drawing ITB19912-GA-103

- 5.3.5 The emergency access will then connect to the internal site road network, with the detail of the connection to be confirmed at the reserved matters stage.

Internal Roads

- 5.3.6 The application comprises the initial circa 150m of the main internal site road and the initial 200m of the primary street which will provide access to the new homes proposed as part of this planning application and the retained Forest Farm. The submitted parameter plan includes a safeguarded corridor whereby the initial length of road could be continued to the south-west - becoming the SDR - as envisaged within the withdrawn Local Plan.
- 5.3.7 The main internal site road and primary residential street is shown on **Drawing ITB19912-GA-102**, with an extract provided at **Image 5.3**.

Image 5.3: Proposed Internal Road Network



Source: i-Transport Drawing ITB19912-GA-102

5.3.8 The internal road network has been designed with the following parameters:

- 6.5m carriageway widths – suitably wide to accommodate buses;
- A design speed of 40mph for the main road, reducing to 30mph for the primary street;
- Provision of one bus stop, provided with a bus cage, space for a shelter, raised kerbs and timetable information; and
- Provision of a 3.5m wide active travel route on the western side of the main road, 3m wide active travel route on the northern side of the primary street and 2m footway on the southern side of the primary street. The 3.5m wide active travel route is separated from the carriageway by a grass verge.

5.4 Proposed Pedestrian and Cycle Access and Connectivity

5.4.1 Pedestrian and cycle access will be achieved at the proposed A4 London Road roundabout in addition to the following points of access:

A4 London Road

- 5.4.2 Pedestrian access is proposed on A4 London Road adjacent to Stanley Park and existing bus stops, north-west of the proposed A4 London Road roundabout. Within the site, the connection is provided via a shared use footway / cycleway. On A4 London Road, a Puffin Crossing is proposed to assist pedestrians to access the south-east bound bus stop, Stanley Park and to cross to the east side of A4 London Road towards the centre of Pewsham and Chippenham and towards the Abbeyfield School. At the same location, an emergency access is proposed to the north of the proposed Puffin Crossing. To the south, an uncontrolled pedestrian crossing is provided on the western arm of the proposed A4 London Road roundabout. These arrangements are shown on **Drawings ITB19912-GA-102** and **GA-103**.
- 5.4.3 To the north of the Puffin Crossing, the southbound A4 London Road bus stop can be accessed by the existing footway while a new footway connection is proposed to the north within the adopted highway verge which provides access to Stanley Lane, Abbeyfield School and towards the centre of Chippenham via London Road – this is shown on **Drawing ITB19912-GA-103**.

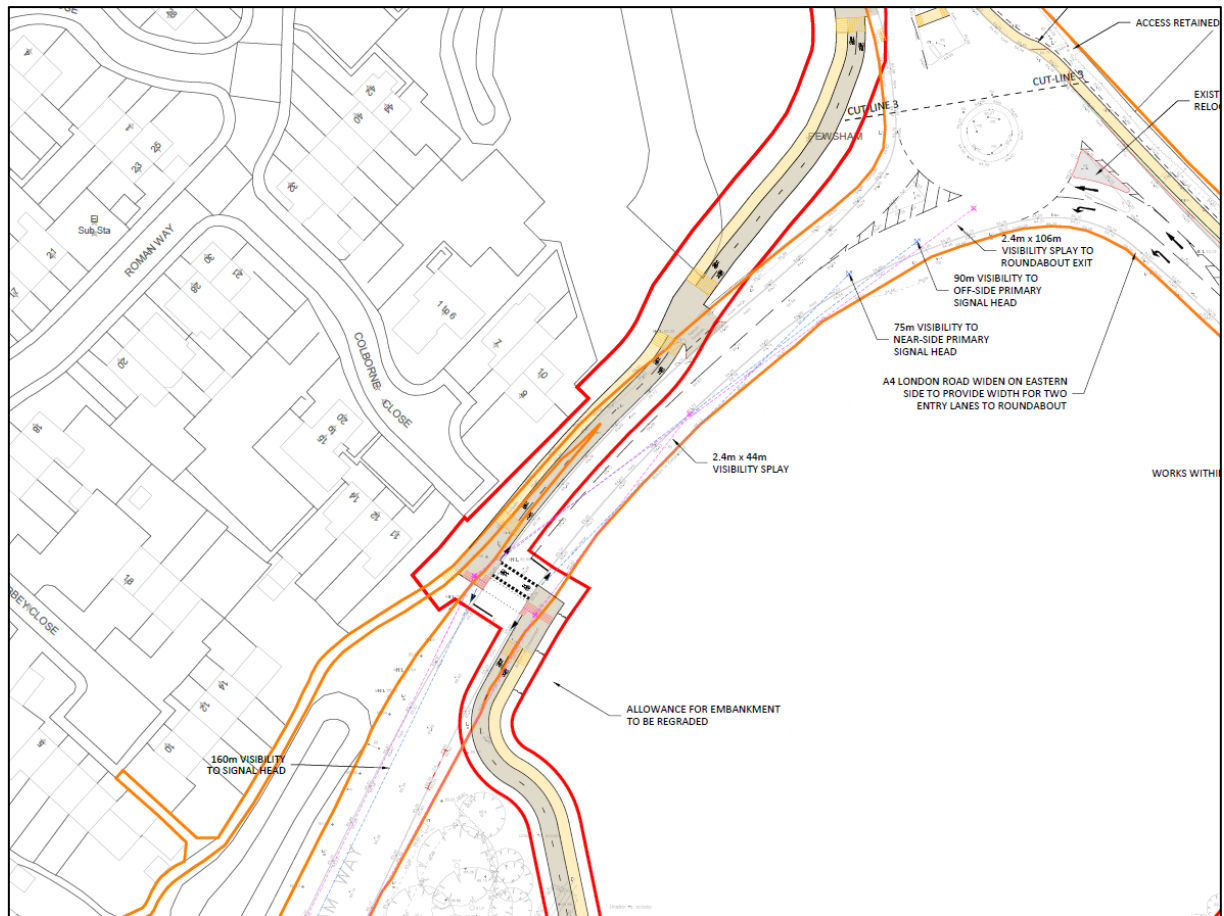
A4 Pewsham Way

- 5.4.4 Two further points of pedestrian and cycle access and proposed from the site to A4 Pewsham Way which are shown on **Drawings ITB19912-GA-104** and **GA-105**.

A4 Pewsham Way North-Eastern Pedestrian and Cycle Connection

- 5.4.5 The proposed north-eastern connection to A4 Pewsham Way comprises a segregated footway / cycleway provision and a new controlled crossing. This arrangement utilises land owned by Wiltshire Council on both sides of the carriageway (which is not currently highway). This connection routes towards London Road and Abbeyfield School, where further provisions are proposed on London Road (described below). The proposed arrangement is shown on **Drawing ITB19912-GA-104**, with an extract provided at **Image 5.4**.
- 5.4.6 This link can be provided if Wiltshire Council are prepared to make land available to improve walking and cycling connectivity between the proposed development and London Road. This will not only benefit the development but would provide improved connectivity to the wider development that was being promoted by Wiltshire Council as part of the Local Plan Review. In the event that Wiltshire Council are not prepared to make this land available, then no connection would be provided for pedestrians and cyclists in this location and an alternative route would be provided within the highway verge on the northern side of the A4 London Road.

Image 5.4: A4 Pewsham Way Eastern Pedestrian and Cycle Connection



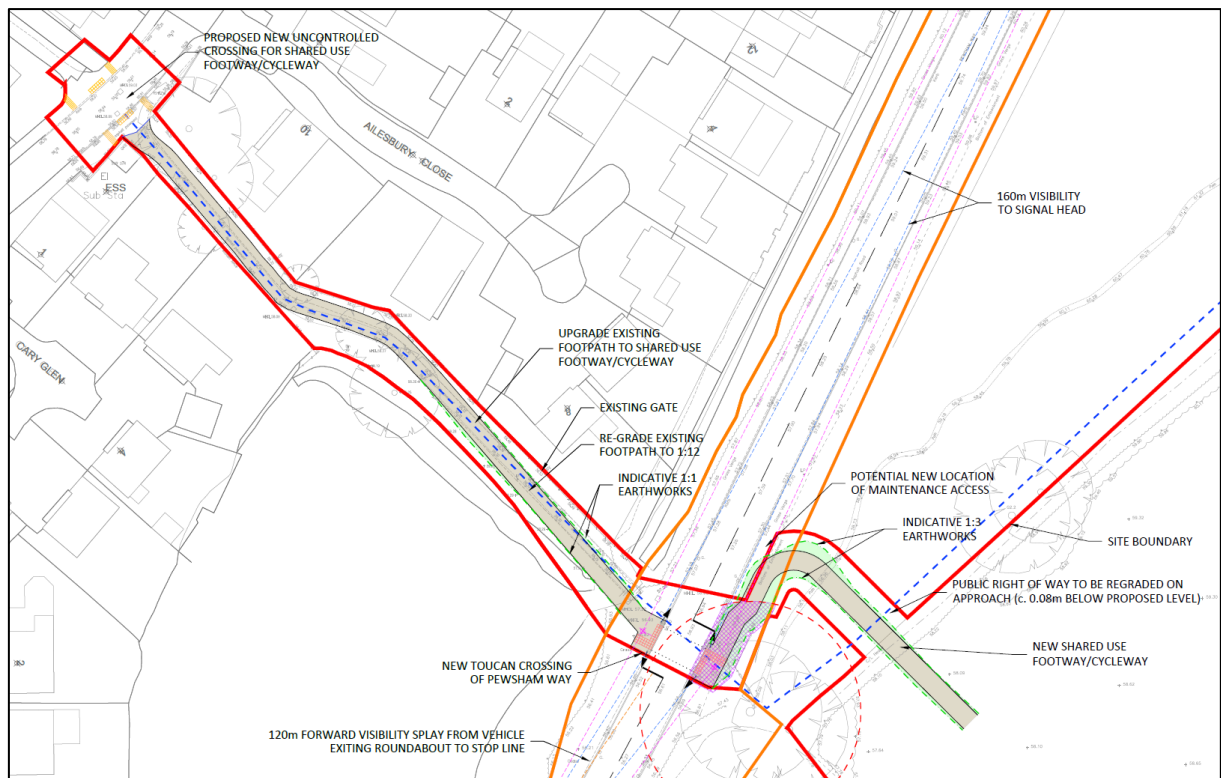
Source: i-Transport Drawing ITB19912-GA-104

A4 Pewsham Way South-Western Pedestrian and Cycle Connection

5.4.7 The proposed south-western connection to A4 Pewsham Way comprises a new shared use footway / cycleway on the eastern side of the carriageway and widening of the existing PROW CHIP16 to form a shared use footway / cycleway on the western side of the carriageway. A new Toucan Crossing is proposed to cross A4 Pewsham Way towards Pewsham local centre and the primary school and nursery. This utilises land owned by Wiltshire Council on both sides of the carriageway. The proposed arrangement is shown on **Drawing ITB19912-GA-105**, with an extract provided at **Image 5.5**.

5.4.8 Improving the link to this standard can only be achieved if Wiltshire Council are prepared to make land available. This improvement will not only benefit the development but would provide improved connectivity to the wider development that was being promoted by Wiltshire Council as part of the Local Plan Review. In the event that Wiltshire Council are not prepared to make this land available, then improvements could still be provided to provide connectivity in this location, but they would be to a lesser standard.

Image 5.5: A4 Pewsham Way Western Pedestrian and Cycle Connection



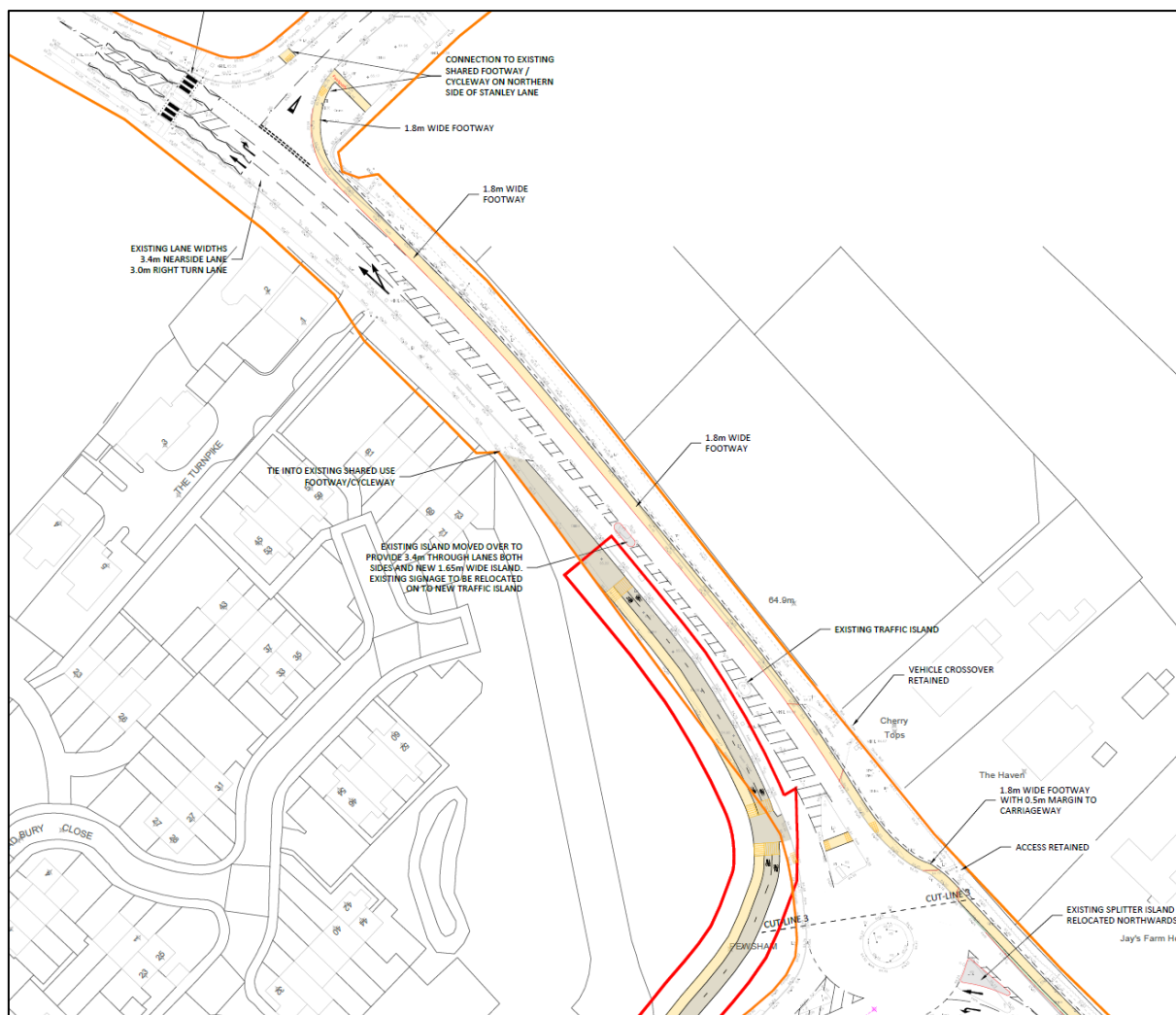
Source: i-Transport Drawing ITB19912-GA-105

London Road

5.4.9 North of the A4 London Road / A4 Pewsham Way roundabout, a new section of segregated footway / cycleway is proposed on the western side of the carriageway, connecting to the existing shared use footway / cycleway some 100m north of the roundabout which in turn connects to the existing Zebra Crossing (north of Stanley Lane) and the existing shared use footway / cycleway on the northern side of Stanley Lane - this is shown on **Drawing ITB19912-GA-104** with an extract provided at **Image 5.6**.

5.4.10 This provision provides a continuous, off-road pedestrian and cycle route between the site and Stanley Lane which provides access to Abbeyfield School. A footway is also proposed on the northern side of London Road connecting the new footway proposed along the northern side of the A4 London Road with Stanley Lane.

Image 5.6: London Road Pedestrian and Cycle Connection



Source: I-Transport Drawing ITB19912-GA-104

5.5 Access and Movement Parameter Plan

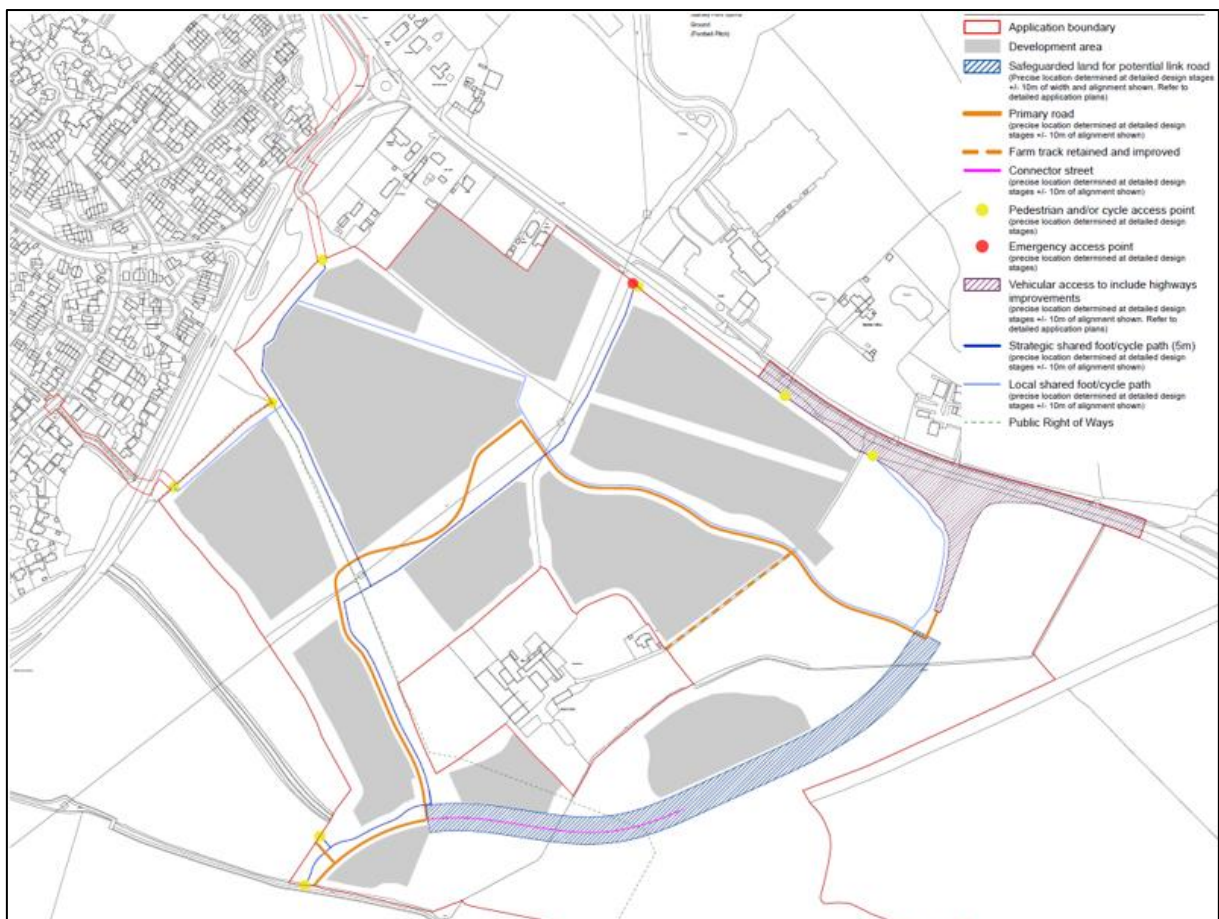
5.5.1 The access and movement parameter plan is shown in **Image 5.7** (and included in **Appendix C**). The parameter plan is submitted for determination and includes:

- A strategic active travel route (which will be a 5m wide segregated pedestrian and cycle route) providing a connection between the southern boundary of the site and the northern boundary of the site linking to Pewsham Way to the north of the Lodge Road junction. This provides a connection to London Road for residents of the proposed development;
- A local footway / cycleway connection to the northern boundary of the site to the south of the A4;

- A local footway / cycleway route connecting the strategic cycle route to Pewsham Way and the route to Pewsham Local Centre via CHIP 16. This will be a shared use footway / cycleway providing consistent provision between the site, wider allocation and Pewsham District Centre; and
- A local footway / cycleway route along the primary street within the site.

5.5.2 This network of routes provides opportunities for new residents to travel across the site to the pedestrian and cycle connections proposed into Pewsham and Chippenham. It also provides opportunities for residents to access the local centre and for people to travel across the site into the wider South Chippenham site, should it come forward in the future.

Image 4.7: Access and Movement Parameter Plan



Source: tor&co

5.5.3 This network of routes provides opportunities for new residents to travel across the site to the pedestrian and cycle connections proposed into Pewsham and Chippenham. It also provides opportunities for residents to access the local centre and for people to travel across the site into the wider strategic development on Land South of Chippenham and East of Showell Farm, should it come forward in the future, maximising opportunities for active modes.

5.1 Internal Site Layout Matters

- 5.1.1 As an outline planning application, the internal site layout is not for determination at this stage. However, to demonstrate that the scheme has / will be designed in accordance with the prevailing policy and guidance, the following matters are confirmed.

Parking Strategy

- 5.1.2 Car and cycle parking will be provided for the proposed new homes with due regard to WC's LTP 3 minimum parking standards (or more recent standards which have been adopted at the time of a reserved matters application). As outline permission only is sought for the new homes, parking will be addressed during the reserved matters stage.

Electric Vehicle Charging

- 5.1.3 Each dwelling with associated parking will be provided with a dedicated 7kw fast charging point in line with the Building Regulations. This will help promote the use of Electric Vehicles and support the update of low carbon travel.

SECTION 6 Measures

6.1 Overview

- 6.1.1 This section of the TP describes the measures that will be developed and promoted for the residents of the development.

6.2 Travel Plan Management

Travel Plan Co-ordinator

- 6.2.1 The developer will appoint an individual or company to act as the Travel Plan Co-ordinator (TPC) for the site. Contact details will be supplied to WC prior to first occupation of the development proposal.
- 6.2.2 The TPC will be supported by a steering group, comprising a representative of the housing associations, the Highway Authority (WC), the local sustainable travel co-ordinator and other local authority officers as needed (e.g. cycling, public transport and voluntary residents' representatives).
- 6.2.3 The steering group will meet every 6 months during the first two years and annually thereafter until 5 years after first occupation. This extensive period will enable the TP to be well established by the time the developer leaves the site. A framework for the continuation of the TP post developer involvement is set out below.
- 6.2.4 The role of the TPC will be as follows:
- To manage the day-to-day delivery of the measures contained in this section of the TP;
 - To set up and act as chairperson to the steering group, through which the progress of the TP will be monitored and key decisions taken as necessary;
 - To market the TP to encourage interest and involvement of residents;
 - To maintain a good level of knowledge of sustainable travel opportunities in the vicinity of the site, so as to provide a basic journey planning service for residents, i.e. how to access schools, workplaces and local facilities by non-car modes;
 - To liaise with both public transport operators and local authorities on appropriate measures such as negotiating possible discounted bus tickets or obtaining information on any local Travel Plan measures and networks;

- To organise the annual monitoring of the TP in line with the strategy outlined in Section 8 of this document; and
- To provide monitoring feedback to residents and the steering group and to liaise with the local authority as necessary.

Involvement of Residents

- 6.2.5 Involvement of residents will be key to the success of the sustainable transport measures. The first owner of each dwelling will be provided with TP information by the sales office and provided with a residents' travel information pack on completion of their purchase as well as the offer of personalised journey planning advice.
- 6.2.6 The TPC will be encouraged to liaise regularly with residents to understand their particular needs and concerns and to examine ways of addressing them. Copies of the TP will be made widely available to all residents and users of the site, to ensure that people are fully aware of the objectives of the TP and of the full range of measures proposed.
- 6.2.7 The TPC will also aim to maintain interest amongst residents through the following means:
- Occasional leaflet drops providing information about the Travel Plan, advertising the website and reporting the results of the annual monitoring; and
 - Involvement of resident volunteers in the steering group (to be recruited by the TPC).
- 6.2.8 The steering group will review and develop other methods of involving residents as and when necessary.

Promotion of Walking and Cycling

- 6.2.9 As described in Section 5, the development will facilitate walking and cycling, in particular for local journeys to key destinations, through the delivery of extensive infrastructure both on and off-site. In addition, all dwellings will be provided with cycle parking having regard to local parking standards. Information on the walking and cycling routes and local facilities, including public rights of way, will be made available to new residents through the resident's travel information pack and the other measures described below.
- 6.2.10 Where possible, the TPC will attempt to negotiate discounts or promotions for residents at local cycle stores and will also inform residents of any discounts with local cycle stores.
- 6.2.11 The TPC will also promote 'Bikeability' cycle training courses to residents and will attempt to organise group training sessions if enough residents are interested.

Promotion of Public Transport

- 6.2.12 Information on the public transport routes and facilities serving the new development will be made available to new residents through the residents' travel information pack (see below) and the other means described below.
- 6.2.13 The direct public transport services to local destinations will be emphasised.
- 6.2.14 Bus vouchers will be made available to residents of the site.

Car Sharing Scheme

- 6.2.15 Car sharing will be promoted amongst new residents of the development, particularly in relation to journeys to work. Not only does car sharing cut the costs of travel to work for the individual, but it reduces the number of residents making similar journeys at the same time, thereby reducing peak hour congestion on routes between the site and local employment areas. This in turn helps to reduce vehicle emissions, contributing to meeting local air quality targets.
- 6.2.16 Residents will be provided with information about car sharing via the Wiltshire car share website (www.liftshare.com/uk/community/wiltshire) and a leaflet explaining the benefits of the car share scheme and how to register will be included in the residential travel information packs. This provides an easy way for potential car sharers to identify people undertaking similar journeys.

Information Provision and Marketing

- 6.2.17 New residents will be provided with travel information during the purchase of their property. The initial sales pack will include a leaflet about the sustainability credentials of the development and sales staff will be trained in personal journey planning in order that this service can be offered to new residents during the purchase process.
- 6.2.18 The first occupier of each household will be provided with a residents' travel information pack. The pack will pull together information on the above listed measures and contain information about the objectives of the TP, non-car mode travel options and provide a range of incentives to encourage use of non-car modes of transport. It is proposed that the following items will be included in the resident's travel information pack:
- Details of the TP website;
 - Details regarding the provision of broadband to enable easy access to local home delivery services and home working;

- An information leaflet about the TP, its aims and objectives, how to get involved and how travel will be monitored and reported back to residents;
- Information about the community travel website and the locations of community notice boards providing local travel information;
- A plan of the new development, highlighting local facilities and the nearby key destinations, the walking and cycling routes to these, locations of public cycle parking within the development, and public transport routes (including any new provision) and the location of bus stops;
- Information about opportunities to travel to local schools in the vicinity of the site by sustainable modes, local school travel plans, and schemes;
- Travel Plan mapping leaflets showing location of key services and facilities and walking / cycling time isochrones to demonstrate to residents how long it will take to walk or cycle to these destination;
- Bus and rail maps and timetable information;
- Information about journey planning services, e.g. www.connectingwiltshire.co.uk;
- Information about car sharing through the Wiltshire car share website (www.liftshare.com/uk/community/wiltshire);
- Information about the home delivery services offered by supermarkets in the local area, and potentially a voucher for free home delivery on first use; and
- The offer of personalised journey planning for residents.

6.2.19 A site specific website will be developed and maintained by the TPC and residents will be offered the use of personalised travel planning. The website will ensure access to up-to-date information for residents

6.2.20 Noticeboards will be made available within the development containing up to date bus and rail timetable information, and information on car sharing. The boards will also provide walking and cycling facilities maps. This information will additionally be provided on the travel plan website.

6.2.21 Residents will be kept informed of travel options and the success of the TP through the monitoring surveys which will be undertaken at least once a year for the duration of the TP.

Summary

6.2.22 Measures are proposed to promote the use of walking, cycling and public transport amongst new residents for local journeys and to make more efficient use of the private car through the development of car sharing initiatives. The proposed measures aim to ensure that the objectives and targets set out in Sections 2 and 4 are met and to minimise single occupancy car travel to and from the site. A range of information and marketing initiatives are also put forward to encourage awareness and participation in the TP amongst residents from the outset.

SECTION 7 Implementation

7.1 Introduction

7.1.1 This section summarises the implementation framework and funding of the TP. In addition, a framework for handover of the TP at the end of the developer involvement is provided.

7.2 Framework

7.2.1 The TPC will be appointed three months before the first occupation at the development, to commence the initial TP measures in time for the first occupations. **Table 7.1** provides an initial framework for implementation of the proposed measures.

Table 7.1: Framework for Implementation

Measure		Timescale
Infrastructure Measures as per Section 5		To be phased in line with the development.
Travel Plan Co-ordinator		Appointed at least 3 months prior to 1 st occupation. Contact details to Wiltshire Council before 1 st occupation.
Steering Group		1 st meeting one month after appointment of TPC. Subsequent 6 monthly meetings for first two years after first occupation, annual meetings thereafter until 5 years after first occupation.
Information Development and Provision	Training of sales team about the Travel Plan and personal journey planning	Training as part of induction process.
	Production of Travel Plan information for sales packs	To be developed before 1 st occupation.
	Production of residents' travel information packs	To be developed before 1 st occupation. Initial occupations to have simplified version of pack, with club/bicycle user group information to be provided at a later date in line with implementation of these schemes.

Measure		Timescale
	Website	To be developed before 1 st occupation.
	Community Notice Board	By 50 th occupation.
Promote car share schemes		With resident's travel information pack and on website/community notice boards.
Walking/cycling/local facilities maps		With resident's travel information pack and on website/community notice boards.
Develop bicycle user group		By 50 th occupation.

Source: Consultants' Estimates

7.3 Funding

7.3.1 The developer will fund the following items:

- The transport infrastructure outlined in Section 5;
- Wiltshire Council's Travel Plan monitoring and evaluation fee;
- The TPC role until five years after first occupation;
- The initial implementation of the measures outlined in Section 6 and **Table 7.1**; and
- The monitoring surveys outlined in Section 8 including setting aside an amount of money to undertake the surveys two years after full occupation.

7.3.2 The aim will be to take steps to enable the TP to become self-funding by the time that the development is complete. The Steering Group will be responsible for delivering this objective.

SECTION 8 Monitoring

8.1 Overview

8.1.1 The total monitoring programme of the development will be during the development build until some five years after first occupation. Monitoring will be undertaken in two ways:

- Standard Assessment Methodology (SAM) Surveys; and
- The issue of a travel questionnaire.

8.2 SAM Surveys

8.2.1 It is proposed that formal monitoring will be undertaken in line with the TRICS SAM. The TPC will supply WC with observed statistical data showing how the residents travel from the development and details of the measures employed to encourage sustainable travel.

8.2.2 The first TRICS SAM survey will be carried out one year after the first occupation on the site. This will ensure that the survey captures information about an established critical mass of residents and will allow time for the measures contained within the TP to take effect.

8.2.3 Subsequent TRICS SAM surveys will be undertaken every two years until one year after the final occupation of the development.

8.3 Travel Questionnaires

8.3.1 Questionnaire surveys will also be used to determine the effectiveness of the TP measures, and enable residents to remain involved in the TP process. An example questionnaire is provided at **Appendix D**.

8.3.2 The first questionnaire survey will be undertaken one year after occupation of the first dwelling and then every two years until five years after first occupation.

8.3.3 The results of the traffic surveys and the analysis will be included in an updated TP, or the first monitoring reports, with the TP targets revised or updated accordingly.

8.3.4 The monitoring reports will be issued to WC for review within one month of publication.

8.4 Use of Surveys

8.4.1 The results of these surveys and statistical analysis will form the basis of discussions with the local planning and highway authorities to examine how the TP is continuing to influence travel behaviour and to discuss alternative measures that could be incorporated within the plan to achieve further success.

- 8.4.2 The TPC will monitor and review the progress and success of the TP and make all users aware of the progress made and the effectiveness of the sustainable travel solutions. The review will involve WC as well as the TPC. The use of newsletters distributed to all users will assist in informing users of any new measures and give them an understanding of how the TP is operating.

8.5 Remedial Measures

- 8.5.1 Should the TP targets not be met by the end of the monitoring period outlined above, the developer will use reasonable endeavours to work with WC to identify a strategy and to agree further reasonable actions to get the TP back on track.
- 8.5.2 The assessments carried out in the Transport Assessment are based upon a 'without Travel Plan' situation and demonstrate that, on the basis that a 10 percent reduction in single occupancy traffic flows is not achieved, the impact of the development on the local highway network after highway improvements is still acceptable in highway and safety terms. On this basis, the development is not dependent on the success of the TP in making the development acceptable in terms of traffic impact on the local highway network.
- 8.5.3 The proposed sustainable transport strategy and all of the associated measures will provide a genuine opportunity for the 10 percent reduction in single occupancy car trips associated with the development to be achieved.

8.6 Framework for Handover at End of the Developer Involvement

- 8.6.1 After five years after first occupation, the developer will no longer be responsible for the management of the TP. At this time the management of the TP will revert to a residents' committee, to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance.

SECTION 9 Summary

- 9.1 Gleeson Land has appointed i-Transport LLP to provide transport and highways advice in respect to a proposed residential development at Forest Farm, Chippenham. The site is located to the south of Chippenham and is bordered by A4 London Road to the north / east, A4 Pewsham Way to the west and agricultural land to the south and east.
- 9.2 The development proposal comprises an outline planning application for up to 600 new homes, a local centre, a new access roundabout from A4 London Road and the initial length of road within the site. The proposed roundabout and initial length of road are submitted in detail, while the remaining development components are submitted in outline.
- 9.3 The Travel Plan aims to promote sustainable lifestyles amongst new residents, through reducing the need for travel by private car and in particular reducing single occupancy car journeys; providing non-car mode travel options for local journeys and influencing modal choice.
- 9.4 In line with current national and local government guidance, the main objectives for the TP are:
- 1 To reduce the number of car journeys generated by the site; and
 - 2 To promote the accessibility of the site for non-car modes of transport for local journeys.
- 9.5 The following measures are proposed to seek to achieve a 10% reduction in vehicle trips and 5% increase in trips by active modes, a 3% increase in trips by public transport and a 2% increase in trips by car passenger (i.e. car sharing):
- Travel Plan Co-Ordinator – a Travel Plan Co-ordinator will be appointed to oversee the implementation of the Travel Plan and promote the Travel Plan to new residents;
 - Welcome Pack – a welcome pack will be provided for new residents. This will include information and maps to make sure that new residents are well informed of the opportunities to travel by active modes and public transport. It will also include information about car sharing;
 - New walking and cycling infrastructure – new walking and cycling infrastructure will be provided as part of the proposed development. This includes new on-site infrastructure and improvements to the walking and cycling routes to key local destinations;
 - Cycle parking – cycle parking will be provided for all new homes with due regard to Wiltshire Council's standards contained within the Local Cycling & Walking Infrastructure Plan (LCWIP) (or subsequent guidance available at the time of a Reserved Matters application);

- Improvements to local bus stops – the nearest bus stops to the site will be improved to encourage the use of the Stagecoach Service 55 on A4 London Road;
- Public transport discounts – vouchers will be provided to enable new residents to purchase discounted public transport travel;
- Car sharing – car sharing will be promoted by the Travel Plan Co-ordinator with information provided in the welcome pack; and
- EV Charging Infrastructure – new homes will be provided Electric Vehicle charging infrastructure in accordance with the Building Regulations.

9.6 Some five years after first occupation, the developer will no longer be responsible for the management of the Travel Plan. At this time the management of the Travel Plan will revert to a residents' committee, to which the WC sustainable travel co-ordinator will be invited to attend and provide guidance.

9.7 The total monitoring programme of the development will be during the development build until some five years after first occupation. Monitoring will be undertaken in two ways:

- SAM Surveys; and
- The issue of a travel questionnaire.

FIGURES



Figure 1: Site Location Plan

ITB19912

Key

 Site Boundary

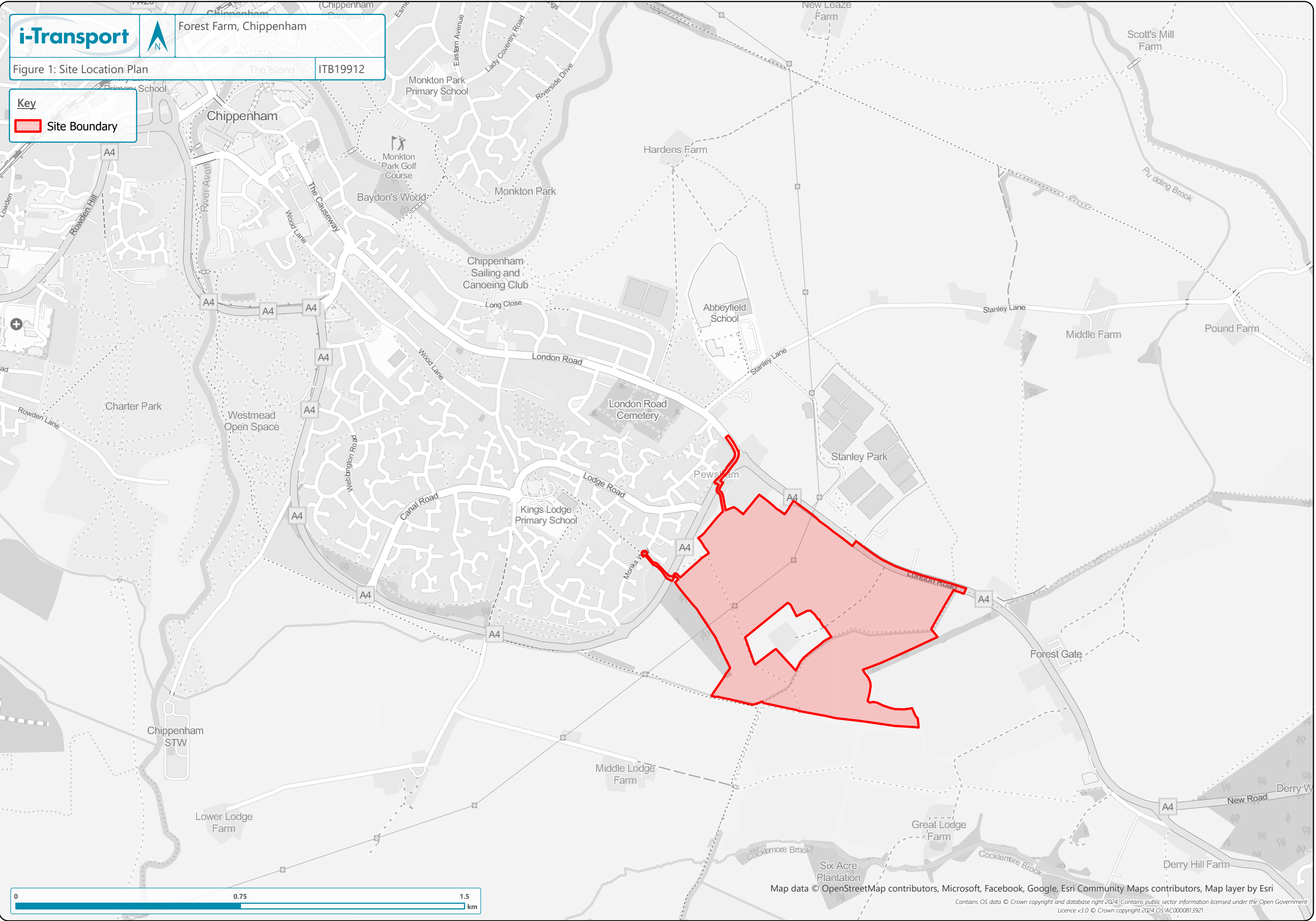
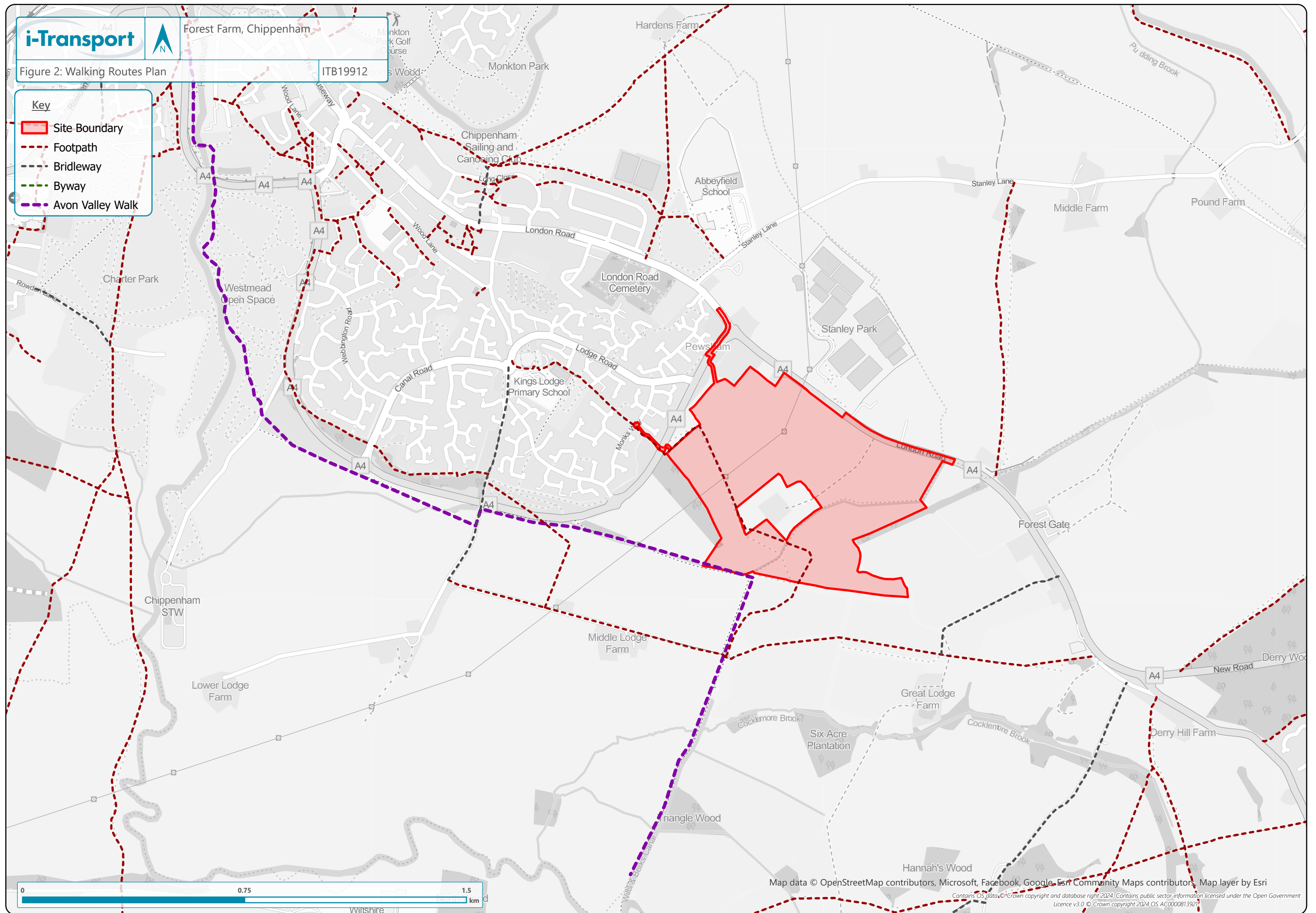




Figure 2: Walking Routes Plan

Key

- Site Boundary
- Footpath
- Bridleway
- Byway
- Avon Valley Walk



Key

- Site Boundary
- Bus Stop Catchment 400m
- Bus Stop Catchment 800m
- Local Bus Stops



