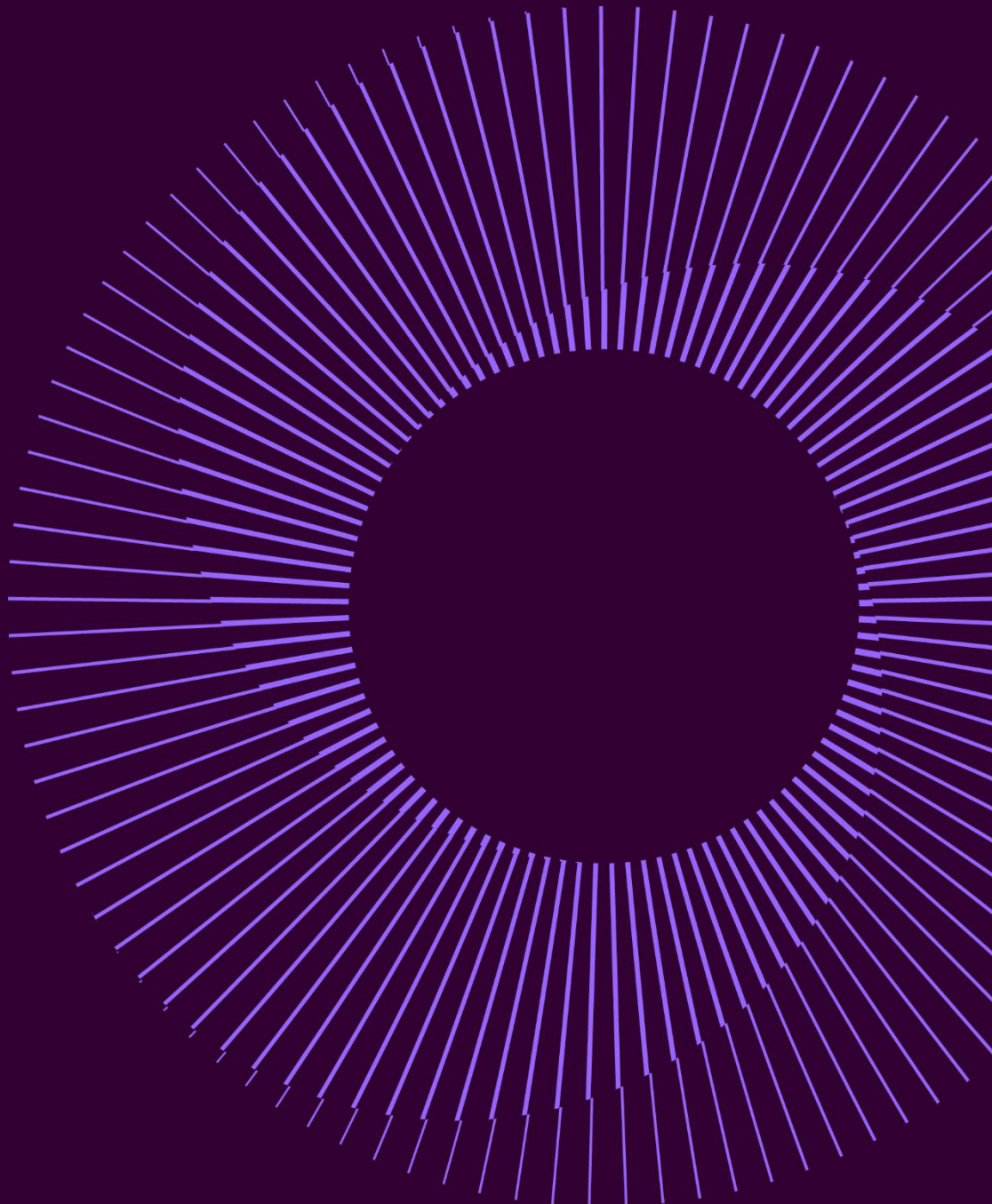


Land at Townsend Farm, Melksham



Project Reference

Ref: TW/SM/SPH/AJ/ITB200590-006

Date: 20 July 2026

Client: Bellway Strategic Land

Quality Management

Report	Comment	Date	Author	Authorised
ITB200590-006	Draft	20/07/2026	AJ	SM/TW

File Ref: T:\Projects\200000 Series\200590ITB - Townsend Farm Melksham\Admin\Report and Tech Notes\ITB200590-006 - Framework Travel Plan.docx

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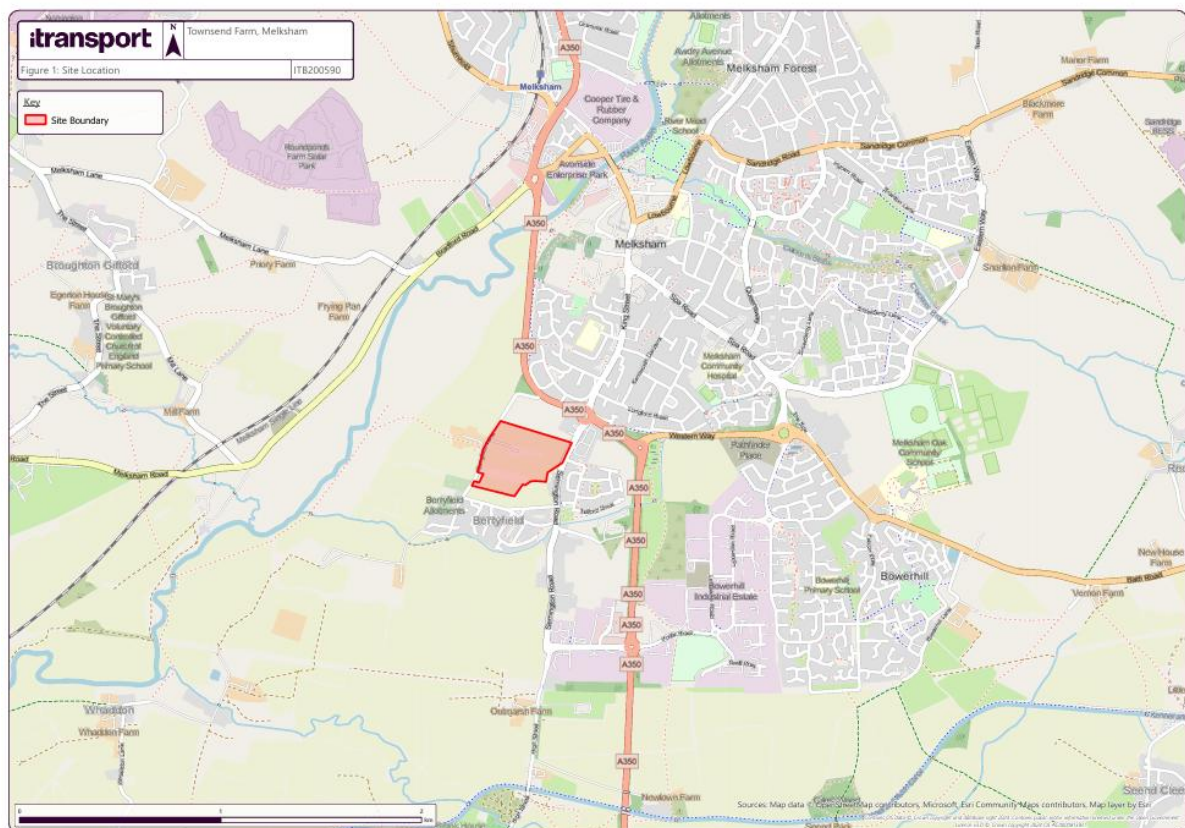
Drawings

ITB200590-GA-004	Site Access
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1 Introduction

- 1.1.1 Bellway Strategic Land has appointed i-Transport LLP to provide transport and highways advice in relation to a proposed residential development of up to 225 dwellings on Land at Townsend Farm, Melksham. The proposal is for an outline planning application with all matters reserved except access.
- 1.1.2 The site is located south-west of Melksham town centre, bounded by agricultural fields to the north and south and local highway connections Semington Road and Berryfield Lane to the east and west respectively. The site location is shown in **Image 1.1 (Figure 1)**.

Image 1.1 (Figure 1): Site Location Plan



- 1.1.3 This Framework Travel Plan (FTP) has been prepared in accordance with relevant national and local policies, outlined in Section 1.2. It should be read in conjunction with the Transport Assessment (TA) prepared for the application (*report ref. ITB200590-003*).
- 1.2 **Relevant Policy**
- 1.2.1 There is a requirement for new residential developments to be supported by a Travel Plan in a range of local and national policy, a summary of the requirement for this FTP is outline in Table 1.1 below.

Policy Document	Requirement for a TP	Key considerations
National Planning Policy Framework (NPPF)	<i>“All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed.”</i>	Developments should ensure that: <i>“a) sustainable transport modes are prioritised taking account of the vision for the site, the type of development and its location;</i> <i>b) safe and suitable access to the site can be achieved for all users;</i> <i>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</i> <i>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.”</i>
Planning Practice Guidance (PPG)	<i>“Travel Plans should where possible, be considered in parallel to development proposals and readily integrated into the design and occupation of the new site rather than retrofitted after occupation.”</i>	Paragraphs 003 – 012 with particular consideration of Paragraph 11 (What information should be included in Travel Plans) & 12 (How should Travel Plans be monitored). <i>“Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling)”</i>
Wiltshire Local Transport Plan	A travel plan is required for planning applications of development sites	Policy measure SU1.2 and digital information featured on https://www.connectingwiltshire.co.uk/

1.3 FTP Delivery

- 1.3.1 This Travel Plan has been prepared as a Framework Travel Plan (FTP). This will be used by the applicant as a basis to develop a full and detailed Travel Plan in discussion with Wiltshire Council (WC). The Full Travel Plan will be prepared post application in line with agreed planning conditions.

1.4 Structure of Travel Plan

- 1.4.1 The remainder of this FTP is structured as follows:
- **Section 2** describes the vision, objectives and benefits of the Travel Plan
 - **Section 3** summarises the development proposal
 - **Section 4** considers the existing accessibility of the site by non-car modes

-
- **Section 5** sets the targets for the Travel Plan
 - **Section 6** sets out the 'soft' and 'hard' measures that will be provided to encourage sustainable travel to the site and manage travel demand
 - **Section 7** provides a strategy for Travel Plan implementation and promotion
 - **Section 8** outlines how the Travel Plan will be monitored
 - **Section 9** provides the action plan

2 Vision, Objectives and Benefits

2.1 Transport Vision and Scope

- 2.1.1 The TA prepared in conjunction with this FTP to support the application includes a sustainable transport vision for the site, which is as follows:

“To deliver a sustainable new development in southern Melksham which integrates seamlessly to the consented growth in the area and provides strong multi-modal connectivity to encourage travel by sustainable modes and for it to be an obvious choice for residents. The scheme will support the reduction of carbon emissions through providing access to more sustainable modes of transport and strongly promoting low emission vehicles. The local plan aspiration to provide a new canal link is safeguarded in the parameter plans”

- 2.1.2 To aid in the delivery of this vision the FTP looks to support the key principles outlined in the TA (ITB200590-003) which are as follows:



- 2.1.3 The proposal aims to contribute toward these objectives by implementing the measures outlined in **Section 6** of this FTP.

2.2 Aims

- 2.2.1 The overarching aims for this FTP are:

- 1 To improve and promote accessibility to the site by non-car modes of transport.
- 2 To reduce the number of single occupancy car journeys to the site, particularly in the peak hours.

- 2.2.2 The plan includes the following additional objectives:

- To deliver a permeable and well connected site to facilitate active transport, providing realistic opportunities for modal shift.
- To promote and raise awareness of walking, cycling, car sharing and public transport as the first choice travel modes for local journeys, with safe, efficient and affordable alternatives to the private car.
- To provide on-site facilities, brought forward with development, to support cycling, online services and EV charging.

2.3 Benefits of the Framework Travel Plan

2.3.1 A residential travel plan has a number of benefits for future residents, as well as existing local community and surrounding environment.

Residents

- Improved health and fitness through increased levels of walking and cycling.
- The social aspect of sharing transport with others.
- A better living environment and reduced vehicular movements.
- Flexibility through wider travel choices.



Promote low emission vehicles



Prioritise and encourage healthy living



Provide an attractive environment to live, improving well-being

Local Community

- Reduced impact on the wider highway network.
- Reduced emissions and support for local public transport, contributing to both local air quality management and national targets.
- Improvements to local public rights of way routes and an expansion of the footway network.
- Reduced impact on transport related noise pollution.



Provide much needed housing



To promote and increase accessibility to sustainable transport modes



Integrate and contribute to a vibrant local community

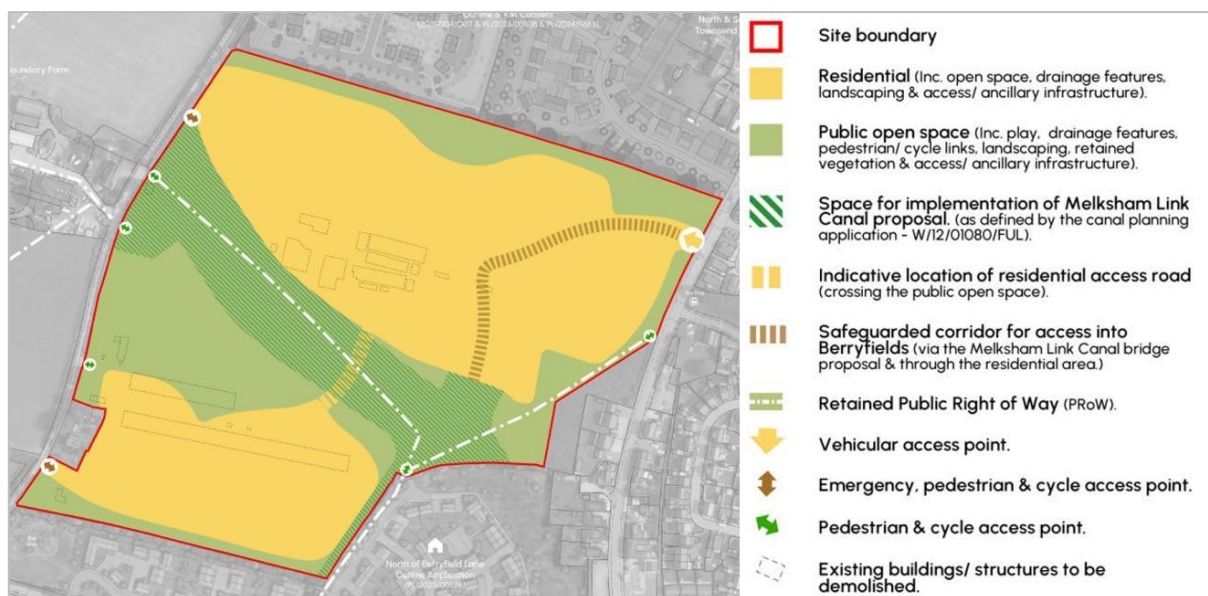
3 Development Proposal

3.1 Overview

3.1.1 This section of the FTP summarises the development proposal and access arrangements for the site. The application is for outline only, so internal matters will be addressed in the revision of this FTP, on submission of the Full Travel Plan. The full development proposal can be found in **Section 4** of the TA.

3.2 Proposal

3.2.1 An access parameter plan has been produced to demonstrate how the site would be brought forward to accommodate the proposed development and retain existing footpaths, whilst safeguarding an area for the Melksham Link Canal proposal.



3.3 Vehicular Access

3.3.1 The primary access is proposed via Semington Road, which was discussed with the highway's authority at a pre-application stage. This access will cater for vehicular traffic and active travel, supported by two emergency, pedestrian and cycle accesses and three new active travel access points.

3.3.2 The proposed vehicular access, depicted in **Drawing ITB200590-GA-004** comprises a simple priority junction with pedestrian and cycle infrastructure alongside. It has the following characteristics:

- 5.5m wide carriageway with 2m wide footway.
- Visibility splays of 2.4m x 51.1m to the north and 2.4m x 53m to the south.
- Removal of the existing traffic calming.

Pedestrian Facilities on Semington Road

- 3.3.3 The proposal will provide connections to the existing footway, situated on the western side of Semington Road. From Semington Road, all key local facilities can be accessed via the existing footway network and identified on-road cycling routes.
- 3.3.4 The Melksham Local Cycling and Walking Infrastructure Plan (LCWIP) outlines a series proposed improvements to the most important routes from the site into central Melksham. The improvements, summarised in the TA would aid in creating a more attractive active travel route on Semington Road.

Existing PRow Network

- 3.3.5 Public footpaths MELW1 (Semington Road to Berryfield Lane south of the site) and MELW2 (MELW1 to Berryfield Lane west of the site). Will be retained and improved as walking routes, providing three additional active travel access points into the development.

Site Layout Considerations

- 3.3.6 The proposed development will be the subject of an outline planning application and therefore future reserved matters applications will deal with internal layout matters such as the provision of car and cycle parking as well as internal arrangements for servicing, refuse collection and emergency vehicles. These will be provided with regard to current standards or any other subsequent standards that may be adopted at that time.

4 Site Accessibility and Existing Travel Opportunities

- 4.1.1 This section of the FTP identifies the current transport opportunities and accessibility of the site. It serves as a summary of the full existing transport conditions, which is presented in **Section 3** of the Transport Assessment (ITB200590-003a).

Walking and Cycling Opportunities

- 4.1.2 The key routes that were reviewed are set out below in **Table 4.1** and this provides a summary of their pedestrian and cycle facilities. These routes have been selected based on the location of local services and facilities, which are the likely key destinations for local trips from the site.

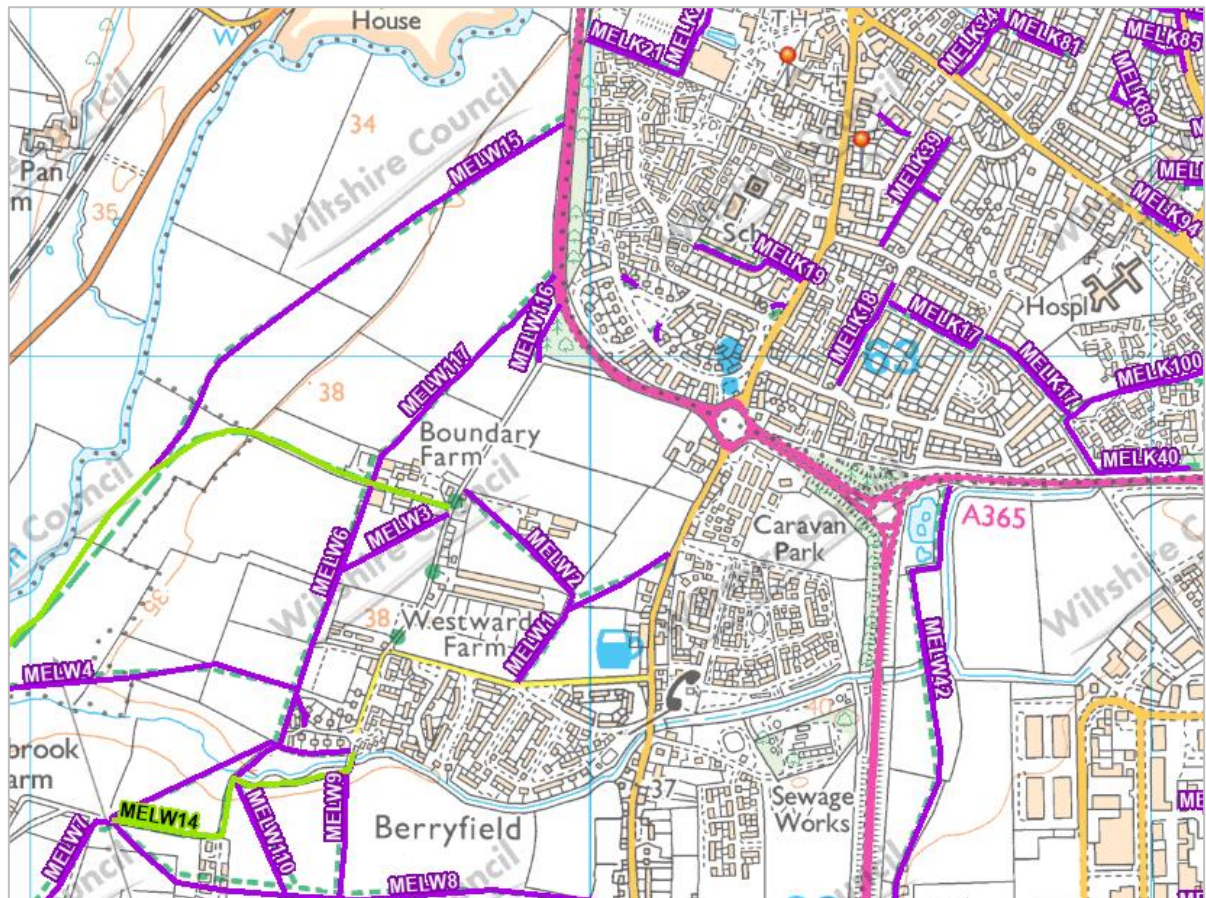
Table 4.1: Local Walking and Cycling Opportunities

Highway Section	Characteristics	Walking Opportunities	Cycling Opportunities
Semington Road	30mph, two-way single lane carriageway	Footway on the western side of the carriageway and the C	On-carriageway cycling. National Cycle Network Route 403
Semington Road / Western Way Roundabout		Footway on all arms, uncontrolled splitter island crossing on western arm.	Footway/cycleway on southern and eastern arms, cyclists rejoin carriageway on Semington Road
Berryfield Park	Two-way access from Semington Road to berryfield Lane, residential development vehicular access street; 30mph.	Location of “new inn” bus stops, footways on both sides of the carriageway and connections onto Semington Rd and Berryfield Ln	On-carriageway cycling
King Street / High Street	30mph two-way residential roads	Footways are continuous on both sides of the carriageway throughout	On-carriageway cycling

Public rights of Way

- 4.1.3 Public footpaths pass through the site, MELW1 which routes from Semington Road to Berryfield Lane (to the south) and MEWL2 which connects Berryfield Lane to the west with MELW1. **Image 4.1** shows the PROW network in the vicinity of the site.

Image 4.1: Local Public Right of Way Network



Source: Wiltshire Council Public Rights of Way Explorer

4.2 Public Transport

Bus

- 4.2.1 There are existing bus stops located on Semington Road, at the site boundary. These “Telford Drive” stops can be identified by shelters with seating, and an attached flagpole. Timetable information is provided in the shelters and an uncontrolled pedestrian crossing with dropped kerbs and tactile paving facilities crossing between the northbound and southbound stops. From these stops, faresaver service X34 offers connections to Chippenham, Melksham, Trowbridge and Frome.
- 4.2.2 Additional stops can be found to the south of the site. The New Inn stops, situated near Berryfield Park, are served by the additional route 15 (a Fromebus service). A summary of the nearby services is provided at **Table 4.2**.

Table 4.2: Bus timetable summary

Service	Destinations	Service frequency		
		Weekday	Saturday	Sunday
X34	Chippenham – Frome	Every 40 minutes from 6:54 – 17:55	Hourly from 07:10 – 18:07	Hourly from 08:57-17:58
15	Melksham and Berryfield	Outbound services at 10:23 & 12:23. Returning at 13:59, 16:49 and 17:54.	Outbound services at 10:23 & 12:23. Returning at 13:59, 15:04, 16:04, 16:44 and 17:24.	N/A

Rail

- 4.2.3 The closest station to the proposed development is the Melksham Railway Station, situated in north-west Melksham. The station lies within the maximum walking distance of 3.2km, accessible on foot and by cycling via the high street. **Table 4.3** provides a summary of services at Melksham Railway Station.

Table 4.3: Railway service summary

Destination	Journey duration	Peak	Off peak
Swindon	27 minutes	Every 2 hours	
Westbury	17 minutes	Every 2 hours	

- 4.2.4 The station features eight cycle parking spaces, in the form of stands which are sheltered and covered by CCTV in addition to 10 vehicle parking spaces. Regarding accessibility, the station has step free access to all platforms, sheltered waiting and seating areas.

Local facilities and journey times

- 4.3 The site is located to the southwest of Melksham Town Centre, benefiting from a wide range of facilities and services. Other notable areas include Bowerhill and Semington. A summary of some key local facilities and areas is presented in **Table 4.4** and **Image 4.2**.

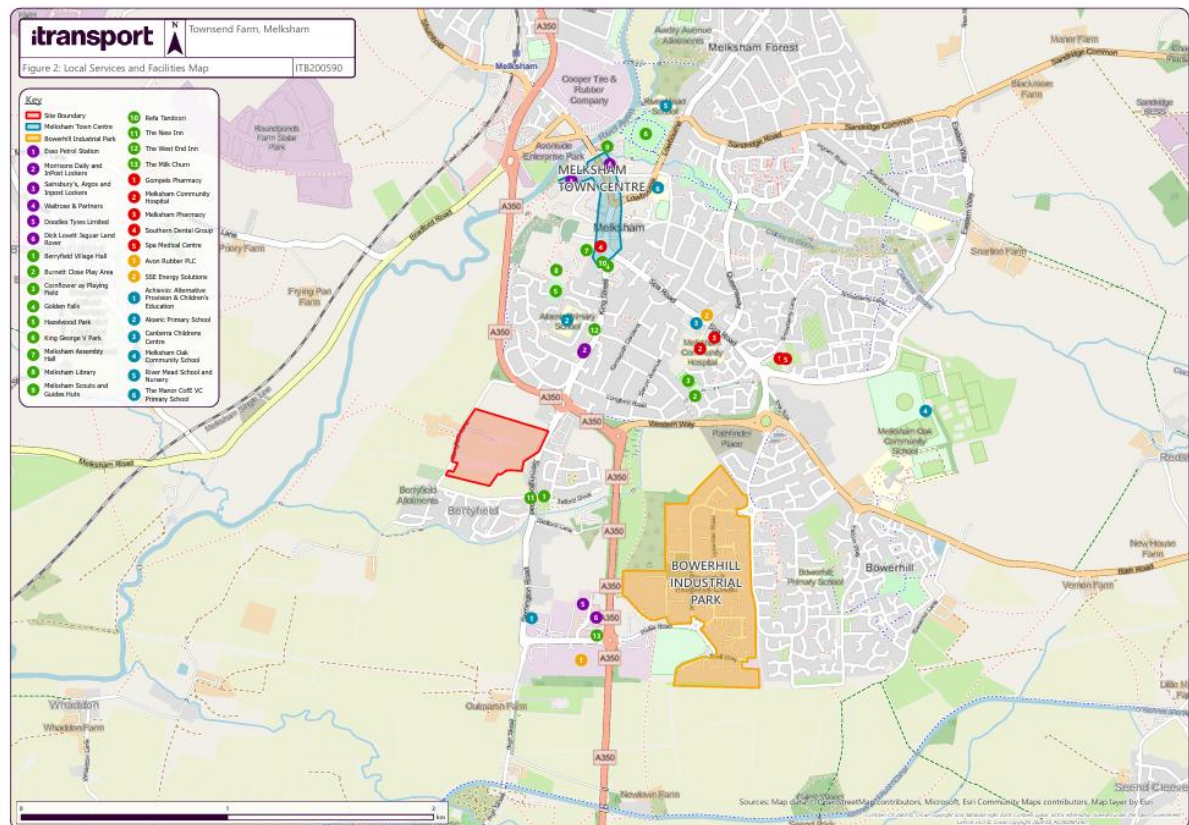
Table 4.4: Local facilities and journey times

Purpose	Destination	Distance (m)	Walking Journey Time (mins)	Cycling Journey Time (mins)
Leisure	The New Inn	470	6	2
	Berryfield Village Hall	530	6	2
	The West End Inn	780	9	3
	Golden Falls	1,130	13	4
	Burnett Close Play Area	1,180	14	4
	Refa Tandoori	1,180	14	4
	Melksham Assembly Hall	1,180	14	4
	Hazelwood Park	1,280	15	5
	Cornflower ay Playing Field	1,380	16	5
	Melksham Library	1,380	16	5
	The Milk Churn	1,580	19	6
	Melksham Scout Group	1,780	21	7
	King George V Park	1,880	22	7
Retail	Esso Petrol Station	630	8	2
	Morrisons Daily	830	10	3
	Melksham Town Centre	1,380	16	5
	Dick Lovett Land Rover	1,580	19	6
	Waitrose	1,580	19	6
	Doodles Tyres Limited	1,680	20	6
	Sainsbury, Inpost and Argos	1,780	21	7
Education	Aloeric Primary School	930	11	3
	Achievio: Alternative Provision & Children's Education in Melksham, Wiltshire	1,480	18	6
	Canberra Childrens Centre	1,480	18	6
	St Mary's CofE School	1,780	21	7
	River Mead School and Nursery	2,080	25	8
	Melksham Oak Community School	2,380	28	9
Health	Southern Dental Group	1,180	14	4
	Melksham Community Hospital	1,580	19	6
	Melksham Pharmacy	1,580	19	6
	Spa Medical Centre	1,680	20	6
	Gompels Pharmacy	1,680	20	6
Employment	SSE Energy Solutions	1,480	18	6
	Avon Technologies	1,780	21	7
	Bowerhill Industrial Park	2,180	26	8
Transport	Caraven Park Bus Stop	204	2	1
	Melksham Station	2,280	27	9

Key

	Within 800m - a comfortable walking distance / Within 8km cycling distance
	Within 1,600m - a reasonable walking distance
	Within 3,200m - a realistic / maximum walking distance

Image 4.2: (Figure 2): Local Services and Facilities



4.3.1 As demonstrated above, the site is well located to employment, education, retail, health and leisure facilities. Future residents would benefit from direct active travel connections to the heart of Melksham, Bowerhill and Semington.

5 Targets

5.1.1 The key aim of this FTP is to reduce the number of single occupancy car journeys to and from the site and improve and promote accessibility to the site by non-car modes of transport. The use of targets will enable effective monitoring of the progress against the objectives of the Travel Plan.

5.2 The SMART principles are applied in formation of the FTP targets, which requires them to be:

- Specific
- Measurable
- Achievable
- Realistic
- Time constrained

5.3 Action Based Targets

5.3.1 It is important to identify a number of actionable targets to ensure the commitments made by the developer are fulfilled. The action targets are as follows:

- Nominate a Travel Plan Co-ordinator (TPC) prior to sales and marketing phase of development, and retain the TPC for the duration of the FTP (five years)
- Undertake first phase of monitoring following 12 months post first occupation
- Following the first phase of monitoring, review measures and targets to ensure that they remain appropriate. This will be repeated following the monitoring periods in years 1, 3 and 5 (See monitoring strategy in **Section 8**)

5.4 Aim Based Targets

5.4.1 A key aim of the FTP, as identified in **Section 2**, is to reduce the number of single occupancy car journeys to the site, particularly in the peak hours.

5.4.2 The TA provides the following baseline trip generation forecast:

Table 5.1: Multi-Modal Trip Generation Forecast

Mode	%	AM Peak Hour (08:00 – 09:00)			PM Peak Hour (17:00-18:00)		
		Arr	Dep	Total	Arr	Dep	Total
Public Transport	5.3%	5	11	16	10	4	14
Car Driver / Motorcycle	46.6%	40	93	133	85	37	122
Car Passenger	21.3%	18	43	61	39	17	56
Cycling	2.0%	2	4	6	4	2	6
Walking	24.8%	21	50	71	45	20	65
Total	100%	86	200	287	183	79	263

Source: Temprow Growth Rates and Multi-Modal data for the Wiltshire 020 and 022 MSOA

- 5.4.3 The Temprow based multi-modal trip rates suggest a baseline non-car mode share of 32.1%.
- 5.4.4 The proposed transport vision and therefore key target for the site is to increase sustainable transport mode share for pedestrians, cyclists and public transport users to a minimum increase of 10 percentage points, split proportionally.
- 5.4.5 On this basis, interim targets have been calculated for years 1,3, and 5 of the monitoring period. These targets will be in place until the baseline survey is completed and are presented in **Table 5.2**.
- 5.4.6 Following receipt of the baseline data, the targets will be updated through the first monitoring report. These will be reflective of the sites individual travel characteristics, and the targets will be agreed with WC.

Table 5.2: Interim Mode Shift Targets

Mode	Baseline	Year 1	Year 3	Year 5
Public Transport	5.3%	5.3%	6.2%	7.2%
Car Driver / Motorcycle	46.6%	46.6%	44.3%	41.9%
Car Passenger	21.3%	21.3%	21.7%	22.2%
Cycling	2.0%	2.0%	2.5%	3.0%
Walking	24.8%	24.8%	25.3%	25.7%
Total	100.0%	100.0%	100.0%	100.0%

6 Measures

6.1.1 This section of the FTP describes the ‘hard’ infrastructure and ‘soft’ non-infrastructure Travel Plan measures that will be developed and promoted for the residents of the new development. It covers:

- Design measures to encourage active travel.
- Internal accessibility and desire lines.
- Infrastructure to support the developments vision and sustainable transport strategy.
- Measures to encourage residents to walk and cycle.
- Measures to encourage the use of public transport.
- Measures to support sustainable car use, including car sharing.
- Information provision, including a dedicated travel plan website.

6.1.2 The strategy for implementation of the FTP including Travel Plan Coordinator (TPC), funding, and management is also provided in **Section 7**.

6.2 Hard Measures

6.2.1 As set out in the TA and Section 3 in this report, some of the sustainable travel measures are intertwined with the development proposal. These attempt to physically influence movement and are set out in Table 6.1.

Table 6.1: Hard Measures

Hard Measures	Responsibility	Timescale
Provision of cycle and EV parking within each unit	Developer	Phased with Development
Pedestrian connection to Semington Road	Developer	Phased with Development
Pedestrian, cycle and emergency service access connections	Developer	Phased with Development
Retained PRow alignment and active travel accesses with improvement to routes	Developer	Phased with Development
Connections to the broadband network	Developer	Prior to Occupation
Delivery of a policy compliant layout with a permeable, interconnecting network	Developer	Phased with Development

6.3 Soft Measures

- 6.3.1 Soft measures are those that attempt to influence the attitudes behind their travel choices and includes the dissemination of travel information and the implementation of incentives to travel sustainably.
- 6.3.2 To support physical infrastructure identified in **Table 6.1**, 'soft' measures have been identified to encourage people to use more sustainable modes of travel.

Travel Plan Information Website and Leaflet

- 6.3.3 As set out in some of the measures, the information to encourage sustainable transport will be promoted through the Travel Plan website. This will include information on the following:

Proposed Development and local area

- 6.3.4 This is to include information on the development itself such as the masterplan, and walking and cycling opportunities within and associated with the site, and plans showing local services and facilities will be provided to demonstrate the walking and cycling distances to each location.

Walking and Cycling

- 6.3.5 **Information on Walking and Cycling Routes** – information on local walking and cycling routes to local services and facilities as well as leisure routes and the public rights of way network will be made available. Information will also be provided on walking and cycling routes to the local schools.
- 6.3.6 **Applications** – smart phone applications and useful websites will be promoted, such as Strava, All Trails and the Walk Wheel Cycle Trust.
- 6.3.7 **Cycling Equipment Negotiations** – The TPC will look to negotiate a discount from any local cycle store to encourage the purchase of cycle equipment. If obtained this will be promoted through the Travel Plan Website.
- 6.3.8 **Bikeability** - The TPC will also promote 'Bikeability' cycle training courses to residents will attempt to organise group training sessions if enough residents are interested.

Public Transport

- 6.3.9 **Information on Bus and Rail Services** – information on public transport options will be presented on the Travel Plan website or pack. This will include information on bus services (including school services), location of bus stops and how to purchase tickets online. For rail, information on services, how to access timetable information will also be available as well as Travelcards. Other public transport discounts will be researched by the TPC and made available when identified.
- 6.3.10 On an ongoing basis, the availability of regular and direct public transport services to local destinations will be emphasised. Residents and staff will be kept up to date through social media pages within the development and via a Travel Plan website of changes to public transport timetables, events/issues/works potentially affecting public transport journeys, and the cost of season tickets.

Sustainable Car Use

- 6.3.11 **Car Sharing** – The use of car sharing will be promoted amongst residents of the development, with particular emphasis on car sharing for journeys to work. Car sharing not only cuts the costs of travelling to work for the individual, but also reduces the number of residents making similar journeys at the same time, thereby reducing the impact of the development at peak hours on routes between the site and local destinations. This, in turn, contributes to reducing congestion, as well as vehicular emissions.
- 6.3.12 Measures will be taken to promote car sharing to new residents by providing regular information found on WC's website about their car sharing scheme (<https://wiltshire.liftshare.com/>). This provides an accessible and safe way for potential car sharers to identify people undertaking similar journeys and for matched trips to be established.
- 6.3.13 **Electric Vehicle Charging** – EV charging will be provided for all new dwellings in line with building regulations requirements. Information will be made to residents about any car charging facilities provided.

Sales Staff Training

- 6.3.14 The sales staff working on the development will be offered training by the TPC. In addition, every member of sales staff will be provided an FAQ sheet which will include questions and answers to likely Travel Plan questions.
- 6.3.15 Alongside the website, a hard copy of the contents will be available upon request of the resident. At the time each household move onto the development, a link to the website will be provided. In line with the monitoring timescale, the website will be promoted in conjunction with the questionnaire surveys in the form of a leaflet.

7 Implementation and Promotion

7.1 Travel Plan Coordinator

7.1.1 It is proposed that the developer will provide a Travel Plan Co-ordinator (TPC) for the site who will be responsible for the Travel Plan. In terms of timing, the TPC will be appointed prior to the occupation of any dwelling on the site and upon appointment. The TPC's contact details will be provided to WC at least three months prior to the first occupation.

7.1.2 The TPC will be funded for an agreed five-year period by the developer after first occupation of the site. The TPC will provide continuity and a common point of interest for residents.

7.1.3 The TPC will undertake the following functions:

- Manage the delivery of the measures contained in the Action Plan (**Section 9**).
- Market the Travel Plan to encourage interest and involvement of residents at the site.
- Manage the dissemination of sustainable transport information to help promote travel by sustainable modes.
- Liaise with residents and monitor any communication made by residents.
- Liaise with any TPC's at local schools and businesses.
- Liaise with WC as appropriate.
- Producing a Travel Plan website which would be regularly updated with facilities within walking/cycling distance as they change; bus times, train times, journey planning services, travel news and links to the social media groups.
- Give a 'human face' to the Travel Plan.
- Ensuring the final Full Travel Plan has been submitted to WC for approval in accordance with the requirements of any planning obligation.

7.2 Involvement of Residents

7.2.1 Involvement of all users of the site will be key to the success of the sustainable transport measures. The first occupier of each dwelling will be provided with Travel Plan information on the website.

7.2.2 The TPC will be encouraged to liaise regularly with residents of the site, to understand their particular needs and concerns and to examine ways of addressing them. An electronic version of the Travel Plan will be made widely available to all residents to ensure that they are fully aware of the objectives of the Plan and of the full range of measures proposed.

7.3 Promotion of the Travel Plan

- 7.3.1 To help encourage sustainable travel from the development, the TPC will ensure that up to date information is provided and residents are aware of the Travel Plan. A flyer / leaflet will be produced on an annual basis and distributed to residents either online (via the developer/management company) or via a hard copy. This will provide updates on the monitoring through the five year period.

7.4 Funding

- 7.4.1 The applicant / developer will fund the following:

- The transport infrastructure outlined in Section 6.
- The Travel Plan Co-Ordinator (TPC) role for a period of 5 years from first occupation.
- The relevant WC monitoring and approval fees for the Travel Plan.
- The site wide monitoring surveys outlined in Section 8.

- 7.4.2 The aim will be to take steps to enable the Travel Plan to become self-sufficient by the time that the development is complete.

7.5 Delivery and Enforcement

- 7.5.1 The Travel Plan would be secured within the Section 106 agreement tied to any planning consent for the development or planning condition. This will provide an enforcement mechanism for the Local Planning Authority and Local Highway Authority to ensure the successful delivery of the agreed measures and actions in the travel plan.

7.6 Framework for Handover at end of the Developer Involvement

- 7.6.1 At the end of the five-year monitoring period, the developer will no longer be responsible for the management of the Travel Plan.
- 7.6.2 The Travel Plan Co-ordinator will offer residents the opportunity to set up a Travel Plan working group to which the Local Authority's sustainable travel co-ordinator will be invited to attend and provide guidance. The Travel Plan Co-ordinator will seek to 'hand-over' the Travel Plan Co-ordinator role to this group at the end of year five to encourage longevity of the Travel Plan.
- 7.6.3 In the event of the site being sold on and the developer ceasing involvement, or a change in TPC, WC will be informed of the new TPC contact details. The current coordinator will operate until handover to ensure the site is not unmanaged during the changeover process.

8 Monitoring

8.1 Programme

8.1.1 The total monitoring programme of the development will be during the development build until five years after first occupation. The first Multi Modal (or TRICS SAM) survey will be undertaken

- 12 months after first occupation of the first dwelling.
- Annually for the 5-year duration of the Travel Plan i.e. in years 2, 3, 4 and 5. The developer's involvement in the Travel Plan will end at year 5, assuming that the targets have been met.

8.1.2 **Table 8.1** outlines the proposed monitoring strategy for the 5 year period.

Table 8.1: Travel Plan Monitoring Strategy

Year	Survey Type	Monitoring Report
Baseline (12 Months after occupation of 1 st dwelling)	Multi Modal Survey	✓
Year 2	N/A	
Year 3	Multi Modal Survey	✓
Year 4	N/A	
Year 5	Multi Modal Survey	✓

8.2 Reporting

8.2.1 Monitoring reports will be submitted to the WC Travel Plan Officer to evaluate progress after the surveys. The TPC will liaise with the Travel Plan Officer during each auditing period to review performance. Monitoring reports will be provided to WC within 3 months of data being received. During the baseline monitoring period new targets will be proposed to reflect the development and will replace the interim targets set out at Section 5.

8.3 Review

8.3.1 The effectiveness of the various measures within a Travel Plan in meeting the stated objectives cannot always be predicted accurately. Additionally, changes in outside influences, such as public transport accessibility and government policy can manifest over time. Therefore, a regular review of the travel plan is necessary in order to ensure that the measures/targets are adjusted where necessary.

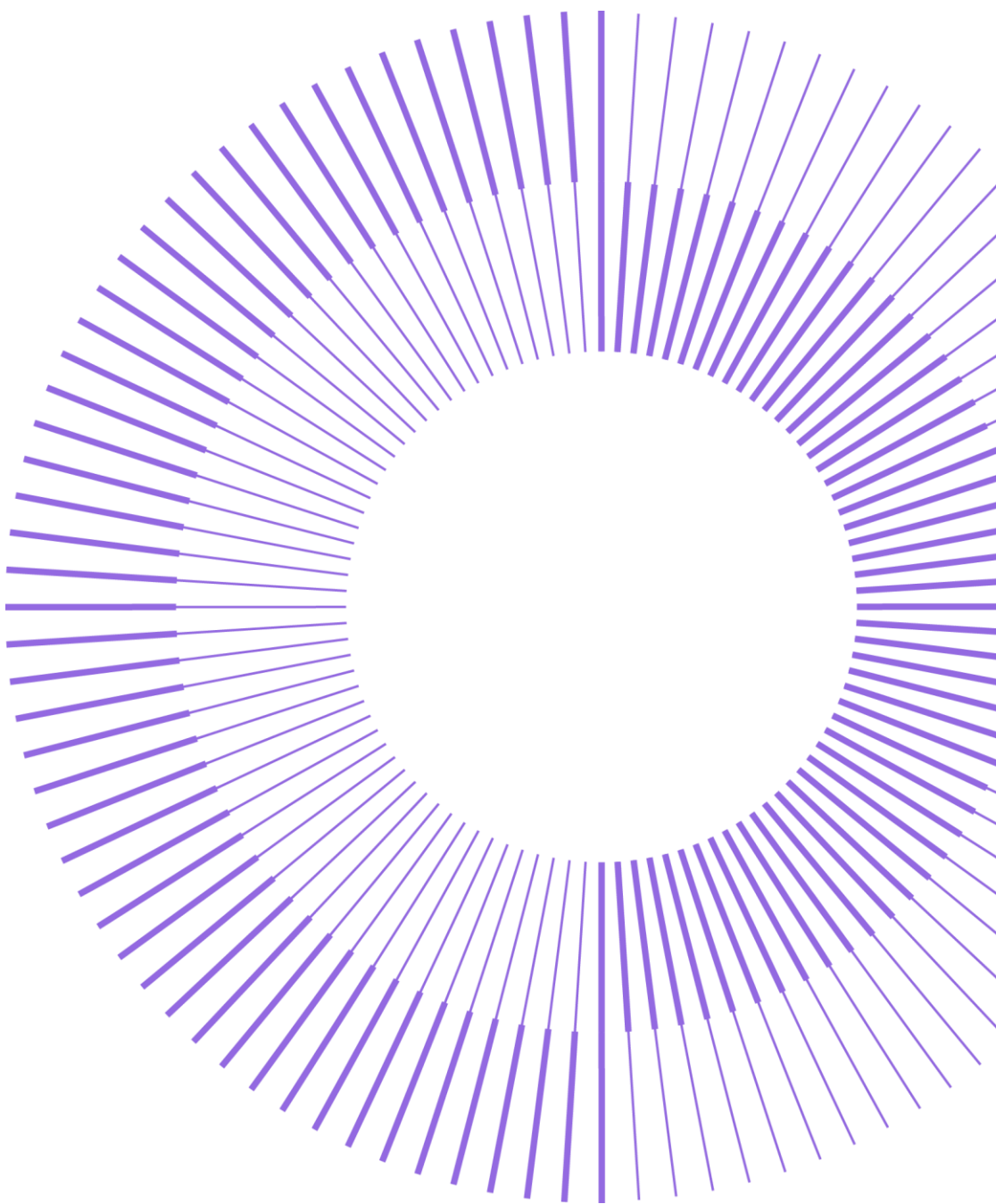
9 Action Plan

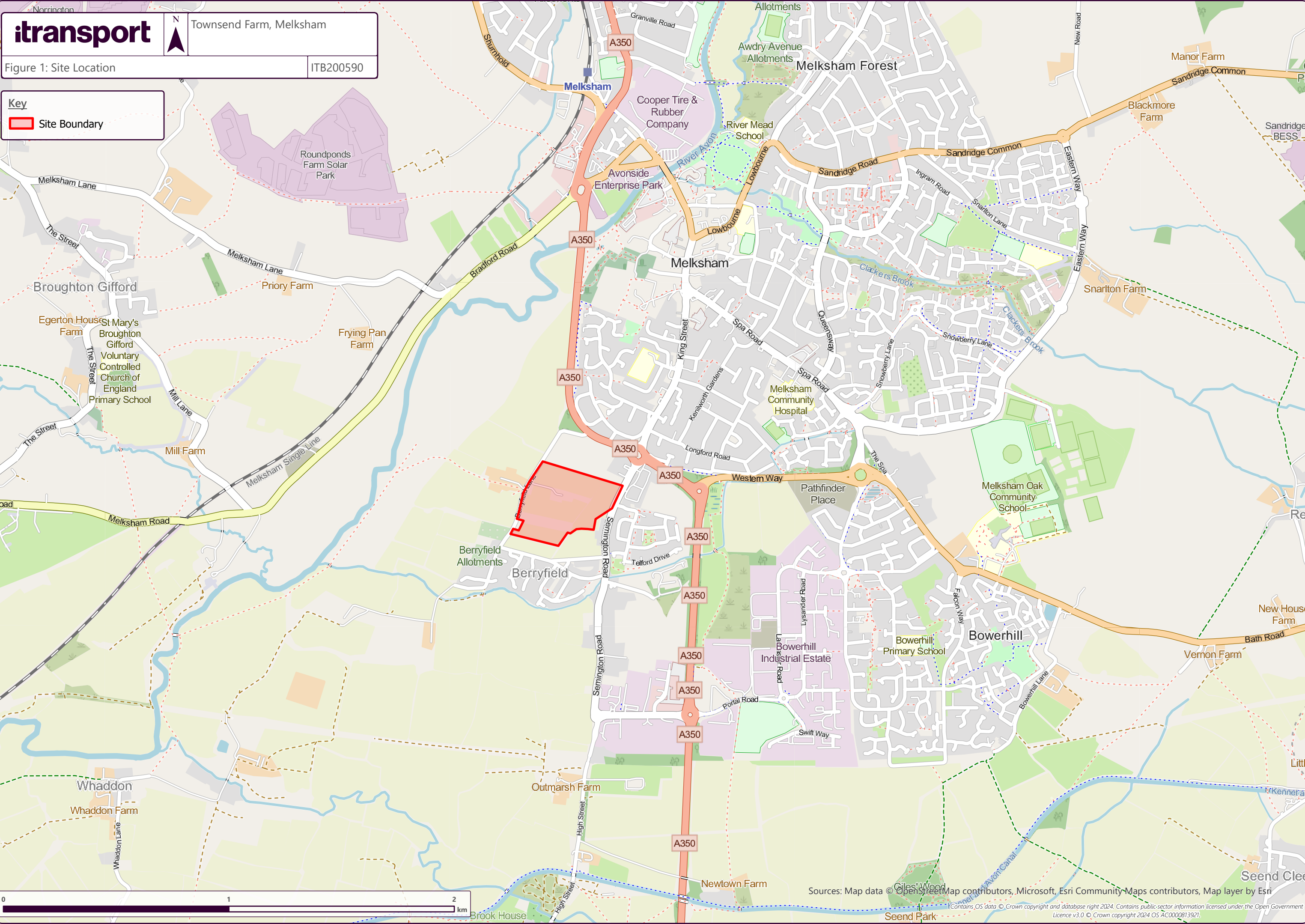
9.1.1 Following the measures which are presented as part of this Travel Plan and the associated monitoring, which is required through this period. The following action plan is proposed:

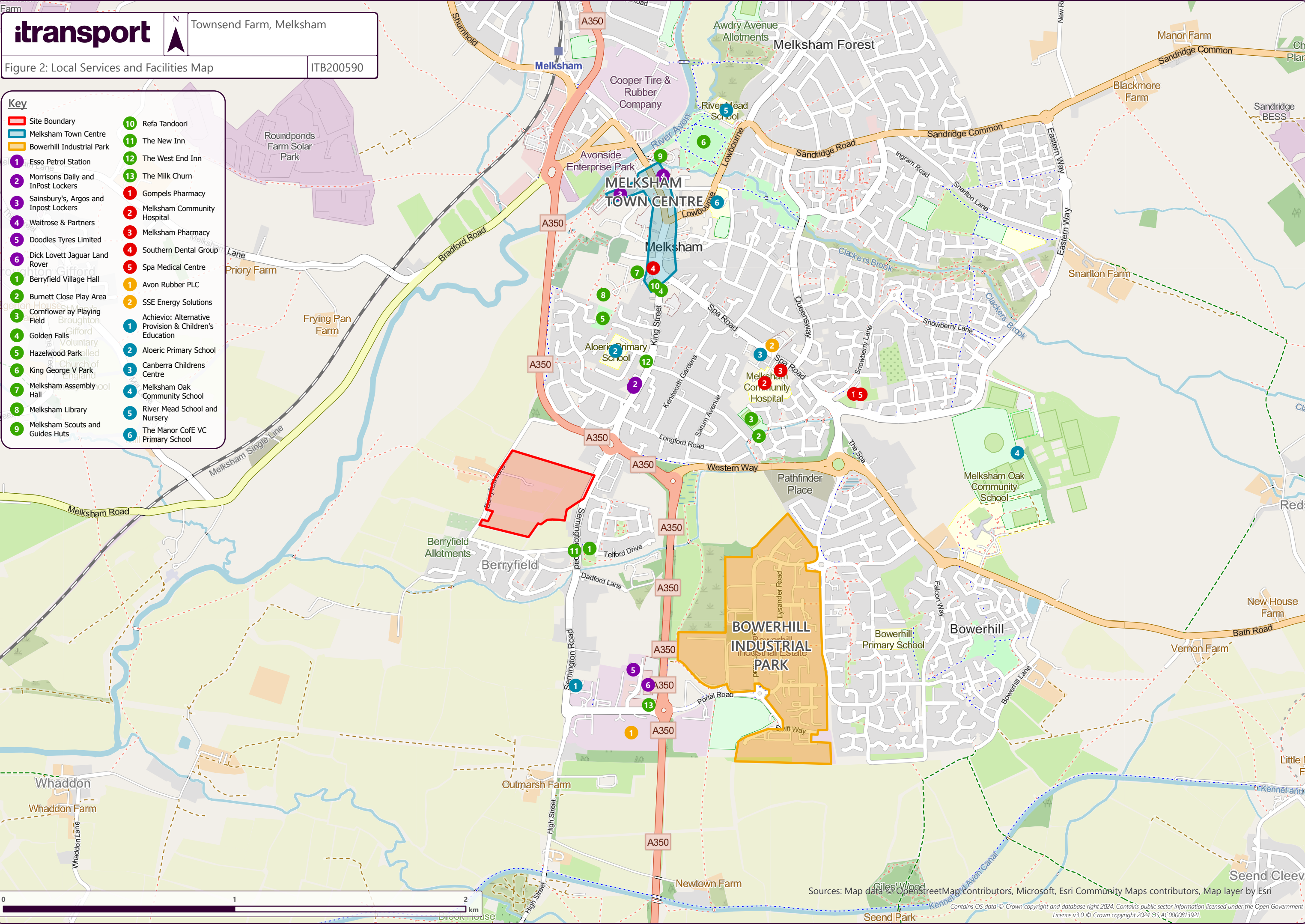
Table 9.1: Action Plan

Measure / Action		Setup / Year 1	Year 2	Year 3	Year 4	Year 5
Travel Plan Coordinator	Provide WC with TPC contact details (3 months prior to occupation)					
	Dedicated email address to be created for the development					
	Production of Travel Plan website. To include:					
	<i>Proposed Development</i>					
	<i>Local Area</i>					
	<i>Travel Incentives</i>					
	<i>Public Transport</i>					
	<i>Walking and Cycling</i>					
	<i>Car Sharing</i>					
	Updating Travel Plan website / pack throughout monitoring period					
Other Soft Measures	Cycle equipment negotiations					
	Bus ticket negotiations					
	Sales Staff Training / FAQ's					
Promotion	Annual leaflet / flyer to promote the Travel Plan					
Monitoring	Multi Modal or TRICS SAM Survey					
	Monitoring Report					

FIGURES







Key

Site Boundary

Melksham Town Centre

Bowerhill Industrial Park

1 Esso Petrol Station

2 Morrisons Daily and InPost Lockers

3 Sainsbury's, Argos and Inpost Lockers

4 Waitrose & Partners

5 Doodles Tyres Limited

6 Dick Lovett Jaguar Land Rover

7 Berryfield Village Hall

8 Burnett Close Play Area

9 Cornflower ay Playing Field

10 Golden Falls

11 Hazelwood Park

12 King George V Park

13 Melksham Assembly Hall

14 Melksham Library

15 Melksham Scouts and Guides Huts

10 Refa Tandoori

11 The New Inn

12 The West End Inn

13 The Milk Churn

1 Gompels Pharmacy

2 Melksham Community Hospital

3 Melksham Pharmacy

4 Southern Dental Group

5 Spa Medical Centre

1 Avon Rubber PLC

2 SSE Energy Solutions

1 Achievio: Alternative Provision & Children's Education

2 Aloeric Primary School

3 Canberra Childrens Centre

4 Melksham Oak Community School

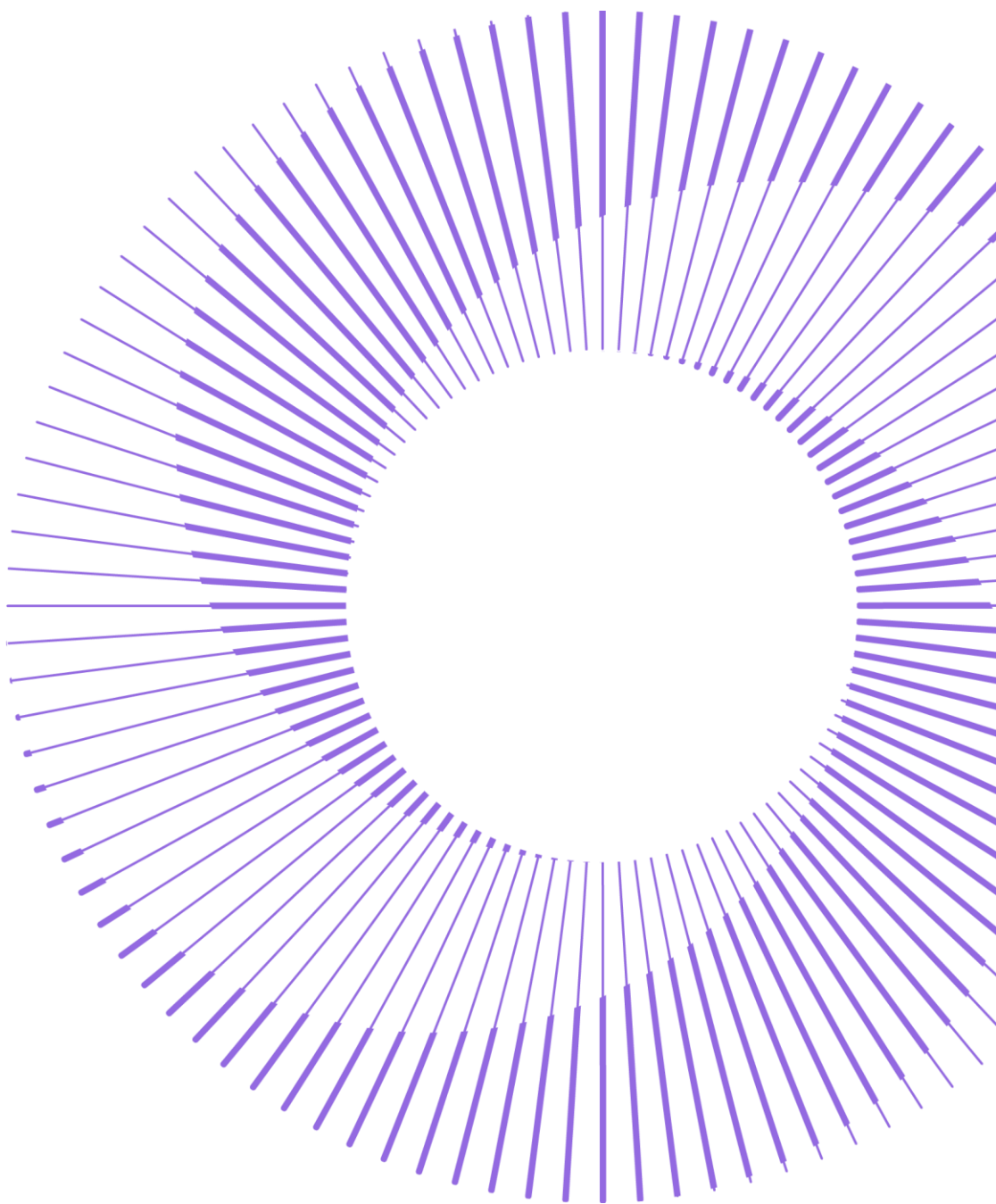
5 River Mead School and Nursery

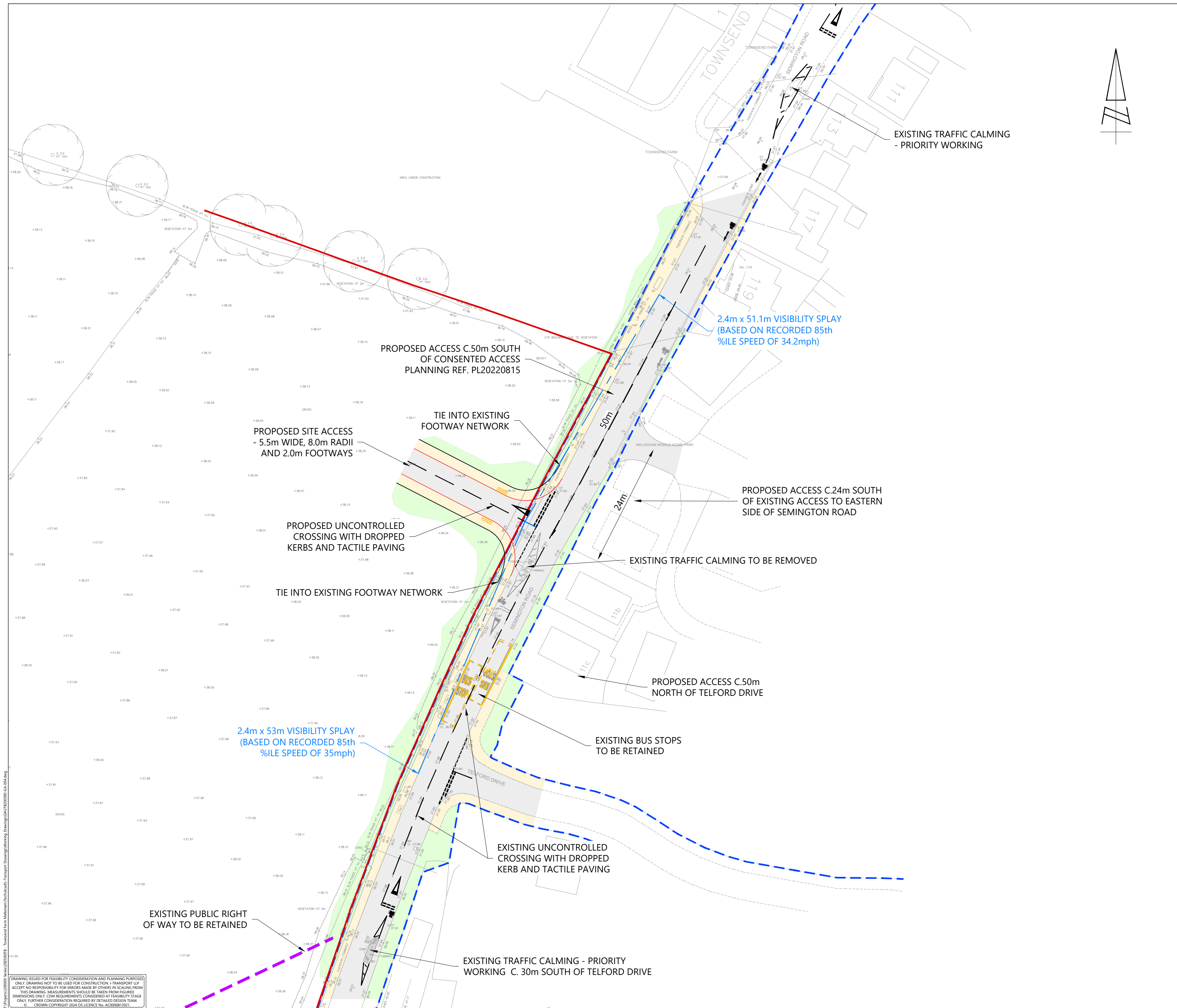
6 The Manor CofE VC Primary School

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DRAWINGS





KEY:

- SITE BOUNDARY
- HIGHWAY BOUNDARY (BASED ON OS MAPPING)
- PUBLIC RIGHT OF WAY

SCALE BAR @ 1:500

0 5 10 25 50

REV	DATE	BY	DESCRIPTION	CHK	APD
STATUS: FOR INFORMATION					
 The Square, Basing View, Basingstoke, Hampshire, RG21 4EB www.i-transport.co.uk Tel: 01256 898366					
TITLE: PROPOSED SITE ACCESS ARRANGEMENTS					
PROJECT: TOWNSEND AND WESTWARD FARMS, MELKSHAM					
CLIENT: BELLWAY HOMES LIMITED					
DRAWN: MC		CHECKED: SM		APPROVED: TW	
PROJECT No: ITB200590		SCALE @ A2: 1:500		DATE: 27.05.26	
DRAWING No: ITB200590-GA-004					REV: -

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