

# Sustainable Travel Plans

## *Guidelines for Developers*

Updated by Buckinghamshire County Council  
2012



# Contents

## 1. Contacts, Further Advice and Acknowledgements

## 2. Summary

## 3. Introduction

- **Local Transport Plan**
- **Sustainable Community Strategy**
- **Buckinghamshire Corporate Plan**
- **National Policy**
  - **PPG3**
  - **Circular 2/07**
- **Regional Policy**

## 4. Travel Plans

- **Definition**
- **Benefits**
- **Template**

## 5. Threshold

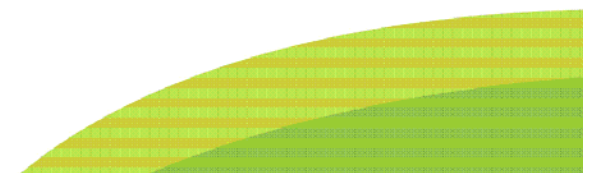
## 6. Structure

- **Local Government administration**
  - **County Council**
  - **District Council**
- **Development Control**
- **Tariffs**
- **CIL**
- **Section 106**

## 7. Fees

## 8. Appendices

- **Template Travel Plan**
- **Template Annual Report**
- **iTrace 'snapshot' questionnaire**
- **iTrace 'snapshot' site audit**
- **iTrace core survey**
- **iTrace core site audit**



## Contact

### Sustainability Team

County Hall  
Walton Street  
Aylesbury  
Buckinghamshire  
HP20 1UA

Web Site: [www.buckscc.gov.uk](http://www.buckscc.gov.uk)

Email: [travelchoice@buckscc.gov.uk](mailto:travelchoice@buckscc.gov.uk)

### Further Advice

The Sustainability Team can advise Developers on the requirements for a Travel Plan for a potential site at pre-planning stage.

Developers are recommended to complete a draft Travel Plan using the Template provided in this document and submit it to the team for review. This will help to ensure that it will meet with Buckinghamshire County Council's (BCC) requirements. Feedback will be given as a written assessment review and will be constructive to enable the final Travel Plan to become an active and sustainable living document.

When the final Travel Plan is sent in it will be reviewed and a copy of the written review will be sent to the Developer, Development Control and the Travel Plan Co-ordinator.

A support package to help Travel Plan Co-ordinators in their role at sustaining long term modal shift is provided by BCC for a fixed fee of £1000 per annum for a minimum of 5 years.

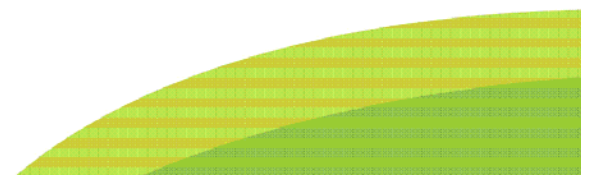
The following is included in the support package:

- One electronic newsletter per year
- Promotional material or links to a minimum of 6 campaigns per year
- Access to iTrace Travel Plan monitoring system
- Review of Travel Plan
- Review of Annual Report for at least 5 years

### Acknowledgements

Buckinghamshire County Council would like to acknowledge the support of the Travel Planning Team at Northamptonshire County Council in the production of the Travel Plan Template document.

Buckinghamshire County Council would like to acknowledge that ideas for this document have been generated from web sites from other Local Authorities across the country.



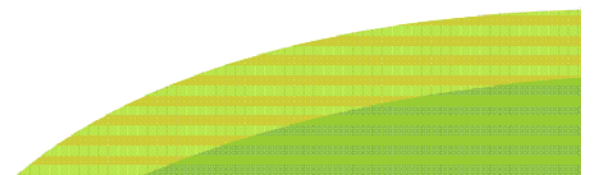
## Summary

This document will guide a developer through the process and policies surrounding Sustainable Travel Planning.

A detailed Travel Plan Template is provided to ensure that all the essential elements required for a Travel Plan to be approved for planning conditions is included.

A developer should provide contact details for a named Travel Plan Coordinator as soon as possible in order to ensure that the developer can access the iTrace management system as well as gain advice at an early stage.

The cost to a developer will be £1000 per annum for the first 5 years of occupation – a breakdown of charges is provided later in the document.



## Introduction

### Local Transport Plan 2011 - 2016

Buckinghamshire County Council's Local Transport Plan 2011 – 2016 has the following vision:

*To make Buckinghamshire a more successful, healthy and safe place to live, work and visit. Maintaining and enhancing the excellent environment, whilst ensuring that businesses thrive and grow the county's economy.*

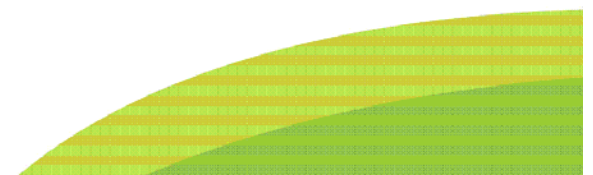
### Sustainable Community Strategy 2011 - 2026

The Buckinghamshire Sustainable Communities Strategy (SCS) sets the overarching long-term plan for the county up to 2026. This document was developed by the Buckinghamshire Strategic Partnership, which is an organisation that brings together all the local councils, health, police, fire and rescue, business sector and voluntary and community sector organisations, to identify the key challenges and priorities in the county.

The objectives of the Local Transport Plan link intrinsically with the five themes of the SCS, detailed below.

- Thriving Economy
  - Maintain or improve reliability of journey times on key routes
  - Improve connectivity and access between key centres
  - Deliver transport improvements to support and facilitate sustainable housing and employment growth
  - Ensure local transport networks are resilient and adaptable to shocks and impacts
- Sustainable Environment
  - Reduce the need to travel
  - Increase the number of people travelling by low emission modes of transport
  - Protect, improve and maintain the local environment
  - Reduce carbon emissions and waste associated with the Transport Authority
- Safe Communities
  - Reduce the risk of death or injury on the county's roads
  - Reduce crime, fear of crime and anti-social behaviour on the transport network
- Health and Well Being
  - Improve health by encouraging walking and cycling
  - Reduce the negative impact of poor air quality
- Cohesive and Strong Communities
  - Enable disadvantaged people to access employment sites and opportunities
  - Enable disadvantaged people to access key services and facilities
  - Encourage and support the delivery and planning of local transport services by local groups, communities and individuals

Buckinghamshire County Council is committed to upholding this vision for a sustainable community through gaining effective travel plans at new development sites across the county. This guidance will facilitate the developer in the production of consistent and high quality Travel Plans that will achieve and sustain long term modal shift away from car use.



## **Buckinghamshire Corporate Plan 2011 - 2013**

Buckinghamshire County Council has the following priority areas in its Corporate Plan. High quality, effective Travel Plans will feed into each priority as detailed below:

- Helping the most vulnerable
  - A sustainable travel plan increases the number of people walking, cycling and using public transport networks, effectively creating an environment where people feel safe within their own community
  - Helps to provide an opportunity for access via active travel and public transport therefore linking people to employment, leisure and amenities
- Keeping Bucks special
  - An effective Travel Plan will reduce the impact of a new development, hence retaining the beauty of the natural environment
  - Sustainable new developments can bring with them new opportunities such as jobs and prosperity
  - Developments provide opportunities to create new infrastructure to encourage active travel, such as footpaths, cycle ways and pedestrian crossings
- Helping people to help themselves and each other
  - High quality travel plans actively seek involvement within the local community to identify and solve local travel issues
  - Developments that improve local infrastructure will increase accessibility to local facilities, such as leisure centres. This will encourage and improve opportunities within all sectors of the community for a productive and active lifestyle.
- Working with you
  - Active travel solutions increase the number of people walking and cycling and therefore visibility within the community. This visibility is self-perpetuating encouraging more people to walk and cycle. Active communities feel safe and fear of crime can be reduced as a result.

## **National Policy**

### **Planning Policy Guidance Note 13 (PPG)**

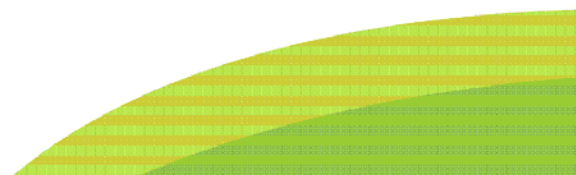
This was the original Department for Transport policy covering the requirement to produce Travel Plans nationally. This guidance provides government objectives covering development proposals and ensures the promotion of more sustainable transport choices for individuals and for moving freight. From April 2012 this is being superseded by the National Planning Policy Framework.

### **National Planning Policy Framework – Effective from April 1<sup>st</sup> 2012**

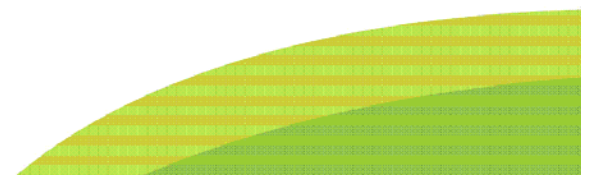
The Government is committed to cutting down pollution and congestion through the use of public transport. The Framework makes clear that local authorities should seek to ensure good access to high quality local public transport for new developments, with priority given to cyclists and pedestrians. It encourages decision-makers to provide charging points for electric cars and other low emission vehicles. Wherever possible, key facilities essential to local life such as schools and shops should be within walking distance of most properties

### **Circular 2/07**

This is the Department for Transport advice covering development proposals in relation to reduction of single occupancy car use, use of existing highway capacity and environmental impact of developments.



**A**n effective Travel Plan will have taken due consideration of the above policies to support the objectives.



# Travel Plans

## Definition

The Department for Transport's definition of a Travel Plan is "a package of measures produced by schools or employers to encourage parents or staff to use alternatives to single-occupancy car-use. Such a plan for example, could include: car sharing schemes; a commitment to improve cycling facilities; a dedicated bus service or restricted car parking allocations. It might also promote flexible-working practices such as remote access and video conferencing."<sup>1</sup>

## Framework Travel Plan

A Framework Travel Plan may be submitted for a new development. Ideally each element of a new development should be considered separately and a framework for each submitted. The developer must include in the framework document an agreement that each end-user will adopt the aims, objectives and targets of the Travel Plan. The developer is responsible for submitting a Final Travel Plan prior to occupation of each element of the development. The developer must confirm contact details for each end user Travel Plan Coordinator as well as confirmation of each occupation date.

## Benefits

An effective travel plan will provide many benefits for business, staff, visitors, suppliers, customers and residents. It will save money and reduce the impact of the development on the environment - for example, by reducing CO2 emissions. This is a significant consideration as regards the Carbon Reduction agenda and Climate Change Levy.

By managing work-related travel and promoting sustainable alternatives through a travel plan, is a way to demonstrate corporate responsibility and improve staff retention.

An effective Residential Travel Plan can be regarded as a valuable asset for prospective buyers.

Business Benefits potentially include:

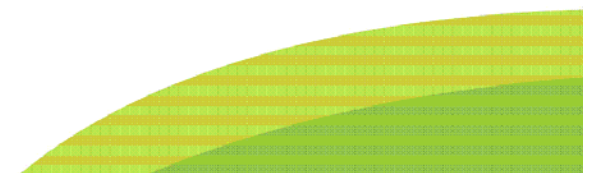
- savings on the cost of providing and maintaining parking spaces
- reduced demand for on site parking
- reduced mileage claims and other business travel costs
- reduced staff time spent travelling on business
- reduced fleet management costs
- improved delivery and customer access by reducing traffic congestion on site
- improved image with both customers and neighbours
- improved staff health
- reduced absenteeism
- improved recruitment and retention by making journeys to work easier and cheaper
- improved image as a responsible employer
- help meet shareholder demand for corporate social responsibility improvements, including meeting environmental targets, (eg the ISO 14001 standard)

Staff Benefits potentially include:

- reduced the cost of travel to work
- potential to reduce a household's need for multiple car ownership
- reduced journey times to work
- a better work-life balance through flexible working and less need to travel on business
- benefits to a wider range of people by shifting from travel perks based on seniority to incentives for sustainable travel available to all staff, including those without a car

---

<sup>1</sup> <http://www.dft.gov.uk/topics/sustainable/smarter-choices/>





- parking priority for those with most need of a vehicle
- providing less stressful options for travel to work
- giving an opportunity to build healthy exercise into daily life

Resident Benefits potentially include:

For the future residents of your development, a Residential Travel Plan can mean:

- reduced congestion
- reduced transport costs
- improved accessibility
- incentives, such as discounts on bike purchases, public transport etc
- choice of travel options

For your development and your business, a Residential Travel Plan can mean:

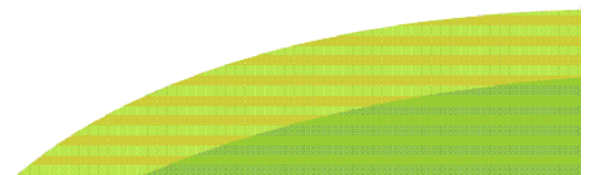
- a smoother transition through the planning process by improving public relations in the local community to reduce concerns for the scheme
- creating a more attractive environment with an increase in green space /open space enhances the overall appearance and hence saleability of the properties within the site
- positive impact on local regeneration
- potential to increase plot capacity and maximise profit through reducing need for excess parking spaces at each plot
- improved marketability through adding product value
- ensuring all modes of travel are accessible at the site

## Template

The Travel Plan template is contained in the Appendices. It has been produced by Buckinghamshire County Council as an exemplar for Developers who are required to write Travel Plans as part of the planning process in Buckinghamshire.

The template follows advice contained in this Sustainable Travel Plan Guidelines for Developers. This is the definitive guide to the expectations of Buckinghamshire County Council.

The template sets out the desired structure and expected content of Travel Plans in order to achieve agreement and approval for planning applications in Buckinghamshire.



## Threshold

Although the requirement to produce a Travel Plan specifically to gain planning permission is influenced by the size of the proposed development, an effective Travel Plan should be considered for all workplaces for the benefit of the business and staff as detailed above.

Threshold figures are provided in Table 1 below.

In cases of extensions to existing sites a Travel Plan will be required if the extension increases the total size of the site to above the threshold figure. The thresholds are consistent with the DfT guidance for the production of Transport Assessments as published in 2007. This guidance can be found at <http://www.dft.gov.uk/pgr/regional/transportassessments/guidanceonta>. A Travel Plan should reflect the travel outcomes estimated in the Transport Assessment for the development.

Land Use	Use/description of development	Threshold above which a Travel Plan is required (Gross Floor Area, unless otherwise stated)
A1 Food retail	Retail sale of food goods to the public – food superstores, supermarkets, convenience food stores	800 sq. m
A1 Non-food retail	Retail sale of non-food goods to the public; but includes sandwich bars – sandwiches or other cold food purchased and consumed off the premises, internet cafes.	1500 sq. m
A2 Financial and professional services	Financial services – banks, building societies and bureaux de change, professional services (other than health or medical services) estate agents and employment agencies, other services – betting shops, principally where services are provided to visiting members of the public.	2500 sq. m
A3 Restaurants and cafes	Restaurants and cafes – use for the sale of food for consumption on the premises, excludes internet cafes (now A1).	2500 sq. m
A4 Drinking establishments	Use as a public house, wine-bar or other drinking establishment.	600 sq. m
A5 Hot food takeaway	Use for the sale of hot for consumption on or off the premises.	500 sq. m
B1 Business	Offices other than in use within Class A2 (financial and professional services) Research and development – laboratories, studios Light industry	2500 sq. m
B2 General industrial	General industry (other than classified as in B1), The former 'special industrial' use classes, B3 – B7, are now all encompassed in the B2 use class.	4000 sq. m
B8 Storage or distribution	Storage or distribution centres –wholesale warehouses, distribution centres and repositories.	5000 sq. m
C1 Hotels	Hotels, boarding houses and guest houses, development falls within this class if 'no significant element of care' is provided,	100 bedrooms
C2 Residential institutions – hospitals,	Used for the provision of the residential accommodation and care to people in need of care	50 beds

nursing homes		
C2 Residential institutions – residential education	Boarding schools and training centres.	150 students
C2 Residential institutions – institutional hostels	Homeless shelters, accommodation for people with learning difficulties and people on probation.	400 residents
C3 Dwelling houses	Dwellings for individuals, families or not more than six people living together as a single household. Not more than six people living together includes – students or young people sharing a dwelling and small group, homes for disabled people living together in the community.	80 units
D1 Schools, Colleges and Universities	Educational establishments for young people and adults	All developments
D1 Other Non-residential institutions	Medical and health services – clinics and health centres, crèches, day nurseries, day centres and consulting rooms (not attached to the consultant’s or doctor’s house), museums, public libraries, art galleries, exhibition halls, training centres, places of worship, religious instruction and church halls.	1000 sq. m
D2 Assembly and leisure	Cinemas, dance and concert halls, sports halls, swimming bath, skating rinks, gymnasiums, bingo halls and casinos. Other indoor or outdoor sports and leisure uses not involving motorised vehicles or firearms.	1500 sq. m
Others	For example: stadium, retail warehouse clubs, amusement arcades, launderettes, petrol filling stations, taxi businesses, car/vehicle hire businesses and the selling and display of motor vehicles, nightclubs, theatres, hostels, builders’ yards, garden centres, Post Offices, travel and ticket agencies, hairdressers, funeral directors, hire shops, dry cleaners.	Pre-application discussion required to determine if a Travel Plan is required

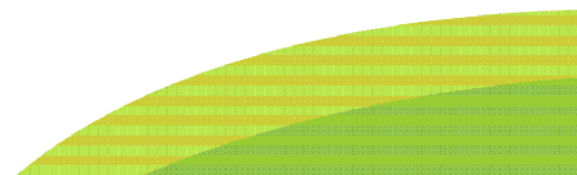
**Table 1**

These thresholds should be seen as guidance only as in some cases Travel Plans may also be requested for developments that have not reached the threshold. Travel Plans may be required for developments where significant amounts of travel will be generated in an area of or near to an area with a particular environmental problem or congestion. These could be for example:

- Air Quality Management Areas
- protected habitats
- areas covered by local initiatives or targets as set out in the Local Development or Transport Plan such as for promoting cycling or public transport

All Travel Plans, requested for sites meeting the thresholds or for other reasons will be subject to the same fees.

The production of an approved Travel Plan will not automatically ensure that a proposed development will be permitted if it is not acceptable to the planning authorities.



## Structure

### Local Government administration

The local government administration of Buckinghamshire is two-tier with one County Council and four District Councils; Aylesbury Vale, Wycombe, Chiltern and South Bucks. Below this at a more local level there are a further 165 Parish and Town Councils.

### County Council

The County Council has statutory duties under the Highways Act 1980 as a Highway Authority to ensure the highways network is maintained and safe.

The County Council is the Planning Authority for any applications made on County Council sites, such as schools, academies and waste sites.

### District Council

The four District Councils are the Planning Authorities for all other planning applications. Most development site applications will be submitted to the appropriate District Council.

The four District Councils each set out their planning policies in their own Local Development Frameworks (LDF), the key document of which is the Core Strategy. A core strategy document is the key compulsory document specified in United Kingdom planning law. These set out the principles for every other local development document produced regarding the development and use of land in a local planning authority's area. The principles take into account the local community strategy. South Bucks and Wycombe District both have their Core Strategy in place. Chiltern District Council's Core Strategy is under revision due to a change in proposed new housing numbers. Aylesbury Vale is currently scheduled to adopt a Core Strategy (The Vale of Aylesbury Plan) in early 2014.

The District Council Development Management teams can add a requirement for a Travel Plan as a planning condition where the development is at or above the thresholds set out in Table 1.

### Development Control

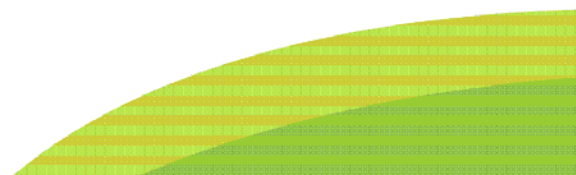
The Planning, Advisory and Compliance Services (PACS) receives planning applications from all five planning authorities. This team will assess the impact of any development in order to minimise congestion on the highway network. They have the responsibility to add a requirement for a Travel Plan as a planning condition for any application where they feel the development would adversely affect traffic movements. They will receive Transport Assessments for each development and will work closely with Travel Planning to make certain that new developments are sustainable. They will negotiate any planning obligations and confirm Section 106 agreements.

### Sustainability (Sustainable Travel)

The Sustainability Services team sits within the County Council. They will receive the Travel Plan documents and provide written assessment reviews to the developer. The review will indicate clearly whether the Travel Plan has been approved. The District Councils and PACS will only discharge the planning conditions when the Travel Plan has been approved.

### Tariffs

Wycombe District Council and Aylesbury Vale District Council both have a Tariff system in place to ensure developer contributions to their wider Transport Strategies. These tariffs (Wycombe Transport Strategy (WTS) and Aylesbury Land Use and Transport Strategy (ALUTS)) will need to be replaced by the Community Infrastructure Levy (CIL) by April 2014.



## **CIL**

The Community Infrastructure Levy (CIL) is a new levy that local authorities can choose to charge on new developments in their area. Any existing tariff system will need to be replaced by CIL before April 2014. A 'meaningful proportion' of the levy can be used to support development by funding infrastructure that the council, local community and neighbourhoods desire. CIL will replace the existing rule that S106 funding from developments can be 'pooled' in order to pay for wider improvements to highways infrastructure.

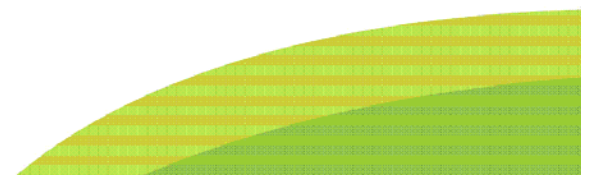
Preparing a CIL schedule is the responsibility of the District Councils. There are currently no firm plans for Chiltern or South Bucks District Councils to introduce CIL.

## **Section 106**

The planning authority can negotiate a legally binding obligation known as a Section 106 (S106) Agreement. These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are required to support the provision of services and highways infrastructure. They can also fund recreational facilities, education, health and affordable housing.

S106 is part of the Town and Country Planning Act 1990. The scope of S106 Agreements is set out in the government's Circular 05/2005.

The fees required by Sustainability Team are collected as part of S106 agreements in Aylesbury Vale and Wycombe Districts. It is not collected in this manner at Chiltern and South Bucks.



## Fees

Buckinghamshire County Council's Sustainability Team charge a flat rate annual fee of £1,000 to support and monitor developer travel plans.

The County Council use the iTrace monitoring software in order to gain a consistent record of travel behaviour across the county. Each new development and voluntary Business Travel Plan is set up to input travel data in the system. iTrace provides a database for future developers to set realistic targets for reduction of single occupancy vehicle use as it is constantly building up a good local baseline data source.

Named Travel Plan Coordinators are facilitated by the Sustainability Team to use iTrace so they can carry out meaningful travel surveys that are comparable over time. iTrace can be used for both the initial and annual surveys.

There are fees associated with this monitoring tool such as maintenance and licence fees. A proportion of these charges will be passed onto the developer to aid the travel planning process but will provide a substantial saving in the survey and analysis process usually undertaken by an outside consultant.

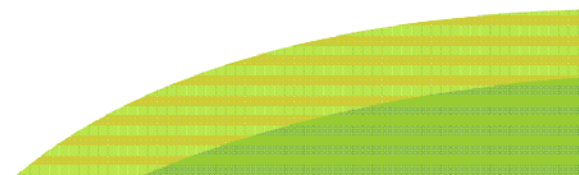
The Sustainability Officer's time to monitor and review initial framework travel plans and annual reports for at least the required 5 year life of the travel plan must be accounted for.

The Sustainable Services team offer support to the named co-ordinator at the new developments, giving information on local and national initiatives. Promotional material and newsletters are also provided - 1 newsletter per year and at least 6 campaigns per year.

The annual fees will be collected as part of the S106 Agreement for planning conditions set in Wycombe and Aylesbury Vale Districts. Arrangement for collection will be negotiated for other developments.

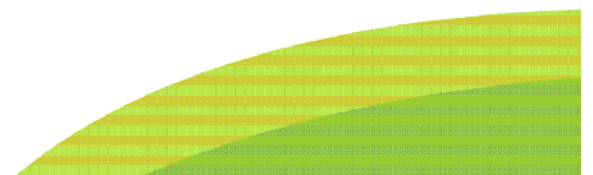
The annual travel planning fees of £1,000 is a contribution to the monitoring system and additional support, broken down as follows:

	Cost to Buckinghamshire	Developer
Itrace annual licence fee	£3,000.00	£200.00
Annual maintenance fee	£2,000.00	£150.00
Annual hosting fee	£480.00	£50.00
Officer time	£400.00	£400.00
Marketing material	£500.00	£200.00
<b>Total Cost</b>	<b>£6,380.00</b>	<b>£1,000.00</b>



## **Appendices**

- 1. Travel Plan Template**
- 2. Annual Progress Report Template**
- 3. iTrace general survey**
- 4. iTrace general site audit**





# Sustainable Travel Plans

— *A Template for Developers*

Name of Development  
Development Address  
Post code

Name of Developer  
Contact Details

Date of Travel Plan

Planning Application Number



# Contents

The recommended structure for the Travel Plan is given below:

## **Executive summary**

### **1 Introduction**

### **2 Scope of the Travel Plan**

### **3 Travel Survey**

### **4 Aims and Objectives**

### **5 Targets**

### **6 Ownership**

### **7 Measures**

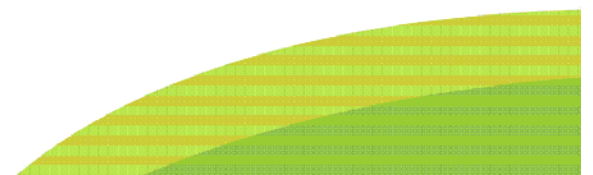
### **8 Marketing and Promotion**

### **9 Monitoring and Review**

### **10 Action Plan and Budget**

## **Checklist**

## **Appendices**



# Executive Summary

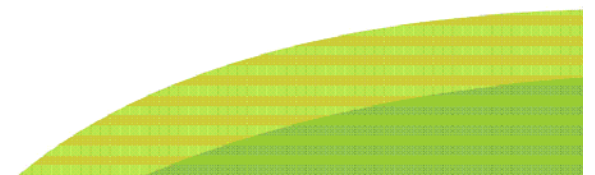
A succinct summary of the key points of the Travel Plan should be provided.

The summary should name the development organisation, the development site and its location within the County.

It should include aim and objectives, SMART targets and a summary of the measures to be introduced to encourage travel by different modes.

For a Framework Travel Plan it should be stated that the developer takes responsibility for ensuring that each end-user adopts the aim, objectives and targets set out in the framework and that full Travel Plan documents including the contact details for the TP Coordinator for each element of the development will be sent to the Sustainable Travel Team prior to occupation of the site.

*The Travel Plan must be regarded as a stand-alone document. It is not acceptable to be read in conjunction with another document. All the relevant information required for the travel plan must be contained within the document. (in Appendices if required)*



# I Introduction

The introduction should provide an overview of the development site and the developer organisation/s, set out reasons for the travel plan, outline relevant national and local policy relating to travel planning and explain the benefits of the Travel Plan.

## I.1 Give a detailed description of the Development site

- Location – site address and post code
- Size of Development – this should include an indication of potential traffic movements to be generated by the site, for example by including staff numbers at a Business development, or number of dwellings for a residential development
- Type of Development

## I.2 Site Audit

- Existing transport links
  - Bus and Train services, including timetables, stations and bus stops
  - Cycling and Walking Routes
  - Site access – detail if segregated or shared use for vehicle/vulnerable road users
  - List the current transport provisions and facilities already in place, e.g. number of car parking spaces, cycle storage, lockers, showers, specialised parking bays etc

Include (either in this section or the Appendices):

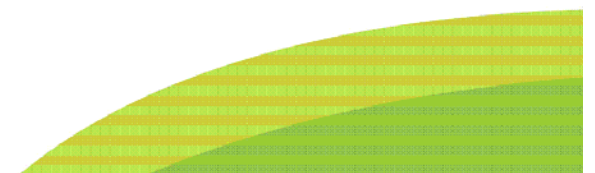
- Location maps and site plan
- Bus / rail service timetables accessing the site
- Cycle and Pedestrian routes
- Photographs (with relevance to transport links, roads, site entrances, car parks)
- Postcode plots (if suitable)

**I.3** Give a description of the nature of the organisation/s or company who will occupy the site. Include the number of full and part-time employees, hours of operation and shift patterns, and visitor numbers. (This data can be estimated)

## I.4 Explain the reasons for writing the Travel Plan. These could include:

- A response to oversubscribed parking provision
- A requirement of planning permission
- Fulfilling environmental commitments
- Improve access to site for staff, deliveries, customers
- Health and fitness policies for staff
- Any additional travel issues, e.g. recruitment and staff retention difficulties, illegal parking near site.

**I.5** Explain the benefits of the Travel Plan and identify the audience to which the Plan's objectives and measures will be promoted.



## 2 Scope of the Travel Plan

This section is an opportunity to identify all the elements of travel activity which will take place at the development site.

If the Travel Plan is in relation to a new site planning application it is understood that this information may be speculative.

Included in this section should be details of existing trip generation and any expected increase relating to the current development proposal by the following travel activities:

**2.1** Commuter journeys (How many people are travelling to the site? Are journeys during peak hours or do they incorporate shift patterns?)

**2.2** General travel to and from site, for example residents

**2.3** Business travel (How much travel will be generated during the working day to and from the site? What time of day does Business Travel take place?)

**2.4** Customer access (What are expected visitor/customer numbers? What provisions are there for visitors to the site? What time of day do visitors arrive and leave from the site?)

**2.5** Deliveries (What provision has been made for deliveries? What provision has been made for waste removal? What time of day will deliveries take place at the site?)

**2.6** Fleet management (Will there be a fleet of company vehicles? What is the provision for these vehicles? Is there provision for Driver Training?)

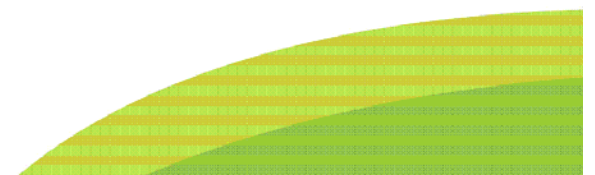
**2.7** Other issues

The scoping section is an opportunity to discuss how these travel elements have been identified, demonstrating evidence of the consultation (refer to Survey section).

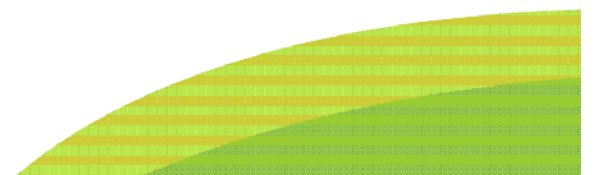
This section could discuss:

**2.8** What journeys are taken during the day? What time during the day are most journeys undertaken??

**2.9** What are the needs of visitors to the site?



**2.10** Are any future developments likely to increase traffic levels? What is the likelihood of further expansion?



## 3 Travel Survey

A comprehensive travel behaviour survey of staff, visitor, residents and freight/delivery will form the basis of the Travel Plan. This data will provide the focus and direction for the plan enabling realistic targets to be set for achieving modal shift.

It is recommended that the surveys are carried out using iTrace software available through Buckinghamshire County Council. This facility provides a choice of questionnaires from detailed to snapshot (short and simple). For new developments it is strongly recommended that the detailed survey is undertaken within three months of occupation to provide accurate baseline data. The snapshot survey can then be used for annual monitoring reports. The data is entered online and will provide a means for year on year monitoring of travel behaviour. The system will automatically analyse the data from the survey results. Annual reminders will be sent to the Travel Plan Coordinator.

If the site is a new development or unoccupied, the setting of specific baselines and modal shift targets will need to be provisional – preferably based on predictions in any Transport Assessment or based on data from a development of similar type and locality. A travel survey must be undertaken within 3 months of first occupation of the site. This will set the true baseline from which future targets will be measured.

The travel survey must be repeated annually for a minimum of 5 years and this data must be sent within an Annual Report to Buckinghamshire County Council.

### 3.1 Explain how the survey was collected, including:

- Number and scope of people surveyed
- Method of data collection and survey return rate.

### 3.2 How people **currently** travel to the site:

- Show the number and percentage of people travelling by each mode.  
This data will show 'single occupancy' vehicle user numbers which will act as a major factor in target setting.

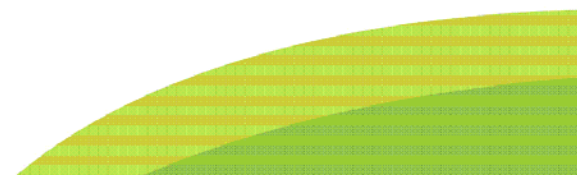
### 3.3 How people would **prefer** to travel to the site:

- Show the number and percentage of people choosing each preferred travel mode.
- Show what would encourage people to use sustainable modes of travel.  
This data will give a clear idea of potential modal shift objectives and targets. It will highlight where improvements can be made in order to facilitate sustainable travel.

Points 3.2 and 3.3 should be recorded as numbers and percentages so that year-on-year comparisons can be made when undertaking annual Travel Plan reviews.

### 3.4 Home location of staff:

Show the results data on a map if possible – ideally in a postcode plot format. This will help to highlight potential for influencing travel behaviour and which modes of travel will be most suitable for promotion.



### **3.5 Business Travel:**

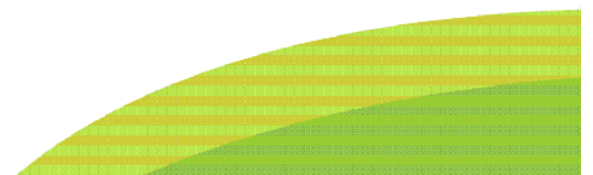
Show current business travel data and establish possible changes to current policies.

### **3.6 Provide a written analysis of survey, including:**

- Establish the most popular alternative modes of travel that people would prefer to be using and what would be likely to encourage modal shift.
- Identify which sustainable modes of travel could be targeted and promoted in light of the survey findings.
- Analyse travel on business data and any potential for modal shift.

The survey should be as detailed as possible and the scope of people surveyed should be as broad as possible in order to gain sufficient information to set Travel Plan targets.

Hard copies of the travel questionnaire and a breakdown of the results should be included in the Appendices section.



# 4 Aims and Objectives

## Aim

- The overall aim of the Travel Plan must show modal shift to sustainable forms of transport.

## Objectives

- The objectives must show how the aim is to be met.
- There must be an objective to reduce single occupancy vehicle use.
- The objectives will dictate the overall direction of the Travel Plan and will be used to determine the targets set for the Travel Plan. Therefore, the setting of objectives requires careful consideration for the short, medium and long-term success of the Travel Plan.
- It is essential that the objectives relate directly to the proposed development and locality, and that the most important local outcomes are understood and selected.

Examples of typical objectives are given below:

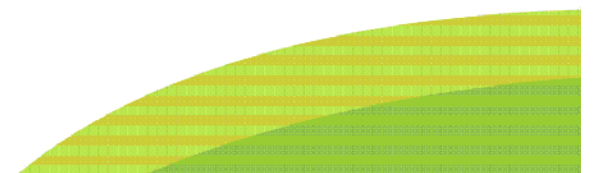
- Reduce to a minimum the number of single-occupancy vehicle movements to and from the development site (*This objective must be included in the Travel Plan.*)
- Reduce the need for travel to and from the development site
- Address the access needs of site users by supporting walking, cycling and the use of public transport
- Encourage good urban design principles that open up the site to walking and cycling
- Address specific transport problems identified at the site, e.g. walking or cycling links
- Encourage access solutions that are not dependant on 'hard' infrastructure measures
- Enable staff and visitors to have an informed choice about their travel options

Related positive effects of reducing vehicle traffic from a development include:

- Reducing pressure on highway capacity, particularly at peak travel times
- Cutting carbon emissions and their contribution to climate change
- Reducing parking / fleet management costs
- Improving local air quality and reducing noise pollution
- Encouraging more active travel to improve the health and well-being of staff

### 4.1 Detail of the overall aim

**4.2** Detail the objectives and explain how they relate directly to the development and the locality.





**4.22** Explain the why the objectives chosen are the most appropriate and will have the most important local outcomes and benefits.

## 5 Targets

Each objective must have a related target.

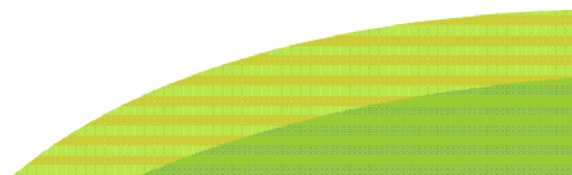
In accordance with County Council requirements and Local Policy guidelines, all new site developments must commit to a minimum reduction of **10%** in single occupancy vehicle journeys within the first five years of occupation.

The Travel Plan targets should be **'SMART'** which means they must be:

- **S**ite-specific
- **M**easurable
- **A**chievable
- **R**ealistic and
- **T**ime-specific

The table below illustrates examples of Travel Plan targets and indicators, which should be linked to a specific outcome objective and have a timescale.

<b>Objective 1: Reduce single-occupancy vehicle movements to and from site</b>				
<b>Targets</b>	<b>Indicators</b>	<b>Timescale</b>		
		<b>mm/yyyy</b>	<b>mm/yyyy</b>	<b>mm/yyyy</b>
Percentage of employees driving to work will not exceed X%	% of employee trips made by walking	14.0%	17.0%	20.0%
	% of employee trips made by cycling	11.0%	14.0%	18.0%
Number of weekday vehicle trips generated by the site when fully occupied will not exceed X.	% of employee trips made by bus	...%	...%	...%
	% of employee trips made by train	...%	...%	...%
Reduction in local peak hour travel	% of employee trips made by 'car as passenger'	...%	...%	...%
	% of employee trips eliminated by teleworking	...%	...%	...%
	Number of freight vehicle trips per day	...%	...%	...%



Some targets will be non-quantifiable, e.g. setting up a car club by a particular time, but will still relate to the overall outcome of reducing car trips.

## 6 Ownership

A clear strategy for ownership must be adopted as this will ensure that the Travel Plan will have long term sustainability.

**6.1** A Travel Plan Coordinator must be appointed. The coordinator will have overall responsibility for the day to day management of the Travel Plan. They must be in post for a minimum of 5 years. The coordinator will have responsibility for the implementation of the Travel Plan from the outset of development, during the actual construction phase and after any future handover to subsequent owners and occupiers of the site.

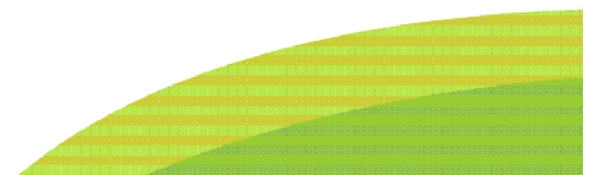
**6.2** Give details of the appointment of a Travel Plan Co-ordinator, including:

- Working time allocated to the position, e.g. full or part time hours.  
(For a new development this will largely depend on the scale and stage of the development.)
- When the Co-ordinator will be appointed (This must be prior to occupation)
- How they will be managed, including senior management support and internal reporting structure within organisation.
- How they will be funded for the full 5 year period
- Full contact details must be forwarded to Buckinghamshire County Council (in the event of a change of coordinator details must be updated)
- A detailed job description showing responsibilities including annual surveys, annual progress report and monitor and review of actions and targets, management of the implementation of the Travel Plan, marketing and promotion

**6.3** Give details of Travel Plan steering group, working group or community trust. This is essential for any development with multiple end users, such as residential, business parks etc.

**6.4** Give details of management handover arrangements to ensure effective transfer of Travel Plan responsibilities from development applicant to future occupier.

**6.5** Include details of the timetable of the development proposal under consideration. It is essential to inform the Sustainable Travel Team prior to the occupation of every element of the site.



# 7 Measures

A package of specific measures to encourage sustainable travel options should be included. Where measures to promote a particular mode of travel are not being pursued, the reasons for this exclusion should be explained.

The measures identified should consider the context of the development proposal (type and location) and must be relevant to the audience of the Travel Plan.

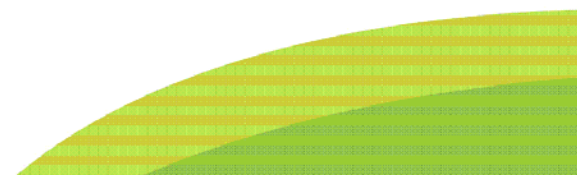
The proposed measures must be detailed in a table showing clear timescale and responsibility. Each measure must show estimated cost and funding source.

The table below illustrates examples of Travel Plan measures:

*(This list is designed to give examples and is not exhaustive. Only measures appropriate for the site should be included.)*

Strategy	Examples of measures to be considered (as appropriate)
<b>Site design</b>	<ul style="list-style-type: none"> <li>• Pedestrian and cycle friendly infrastructure – e.g. safe crossings, speed limits, good lighting, pedestrian signing, links to the wider walking and cycling network</li> <li>• Conveniently located bus waiting and drop off points</li> <li>• Parking restrictions or car-free site (with disabled parking)</li> <li>• Dedicated, conveniently located car club / pool club parking</li> <li>• Conveniently located, secure and lit cycle storage</li> <li>• Changing facilities for cyclists, including showers and lockers</li> <li>• Conveniently located car share spaces</li> <li>• Electric charge points for electric cars</li> </ul>
<b>Improvements to off-site infrastructure</b>	<ul style="list-style-type: none"> <li>• Improvements to local walking network, including links to bus and rail services – e.g. safer crossing points, pavement widening, better lighting</li> <li>• Improvements to wider cycle network</li> <li>• Improvements to bus and rail infrastructure serving the site</li> </ul>
<b>Reducing the need to travel</b>	<ul style="list-style-type: none"> <li>• Local recruitment strategy and incentives for staff to relocate closer to work</li> <li>• Policy to enable regular home-working</li> <li>• Homeworking facilities – laptops, remote access to IT</li> <li>• High Speed Broadband</li> <li>• Video-conferencing / audio-conferencing facilities</li> <li>• On-site services for employees, e.g. café, crèche, shop</li> </ul>
<b>Initiatives to support walking</b>	<ul style="list-style-type: none"> <li>• Distribution of maps showing suitable local walking routes</li> <li>• Promotional events and literature to encourage walking</li> <li>• On-site security patrols to help people feel safe</li> </ul>
<b>Initiatives to support cycling</b>	<ul style="list-style-type: none"> <li>• Distribution of maps showing safe local cycling routes</li> <li>• Promotional events and literature to encourage cycling</li> <li>• Pool bikes</li> </ul>

	<ul style="list-style-type: none"> <li>• Cycle mileage allowance</li> <li>• Bicycle User Groups</li> <li>• Free or cut price bikes and equipment for staff</li> <li>• Cycle training offered to inexperienced cyclists</li> </ul>
<b>Development of bus and rail</b>	<ul style="list-style-type: none"> <li>• Promotion of public transport with service information and advice</li> <li>• New or improved or subsidised services</li> <li>• Improvements to the waiting environment – lit, covered seats etc</li> <li>• Staff discounts and special offers for day and season tickets</li> <li>• Salary sacrifice schemes for season tickets for businesses</li> <li>• Provision of real time information at bus stops / rail stations</li> <li>• Provision of real time information for home use in residential developments</li> </ul>
<b>Support for car-sharing</b>	<ul style="list-style-type: none"> <li>• Promotion of Bucks CarShare highlighting the benefits</li> <li>• Car share matching service for travel to work</li> <li>• Car share promotion, including launch event with opportunities for finding a match</li> <li>• Preferential parking for car sharers</li> <li>• Incentives for regular car sharers, e.g. free car washes</li> <li>• Provision of (fuel efficient) pool vehicles for journeys in the course of work</li> </ul>
<b>Parking management</b>	<ul style="list-style-type: none"> <li>• Limited parking allocation on site</li> <li>• On-street parking controls in the vicinity of the site</li> <li>• Needs-based parking allocation scheme</li> <li>• Parking charges, with revenue ring-fenced to pay for sustainable travel measures</li> </ul>
<b>Freight and deliveries</b>	<ul style="list-style-type: none"> <li>• Policy of using local suppliers where possible</li> <li>• Co-operation with other site users on common purchasing and recycling policies to reduce vehicle movements</li> </ul>
<b>Promotion and communications*</b>	<ul style="list-style-type: none"> <li>• Personal travel advice offered to employees</li> <li>• Incentives for use of sustainable transport</li> <li>• Inclusion of sustainable travel information and incentives in induction packages</li> <li>• Sustainable travel directions for all visitors</li> <li>• Publication of Travel Plan and travel information on organisation's website (ensure information is provided for both staff and visitors/customers)</li> <li>• Prominent Notice Board which is regularly updated with posters, competitions, fliers, events and road shows to promote sustainable travel options</li> <li>• Promotion for specific initiatives and events</li> <li>• Engage staff and visitors with national campaigns e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week</li> </ul>



For further detail, refer to the Department for Transport (DfT) document 'The Essential Guide to Travel Planning.' (2007)

\* Buckinghamshire County Council will send the Travel Plan Coordinator promotional materials/web links for a minimum of 6 campaigns per annum.

## 8 Marketing and Promotion

The success of the Travel Plan will depend on the ability to market and promote the benefits of sustainable travel choices to new and existing staff.

There must be a range of communication tools and promotional techniques that will be used from the outset of the development and used on an on-going or phased campaign basis.

A clear time table showing responsibility, cost and funding must be provided.

**8.1** Raising awareness of sustainable travel options and the associated benefits to staff and visitors or residents e.g. health benefits, cost savings.

**8.2** Promotion of individual Travel Plan measures and initiatives to staff and visitors, or residents  
e.g. car share database, staff travel discounts resident travel incentives.

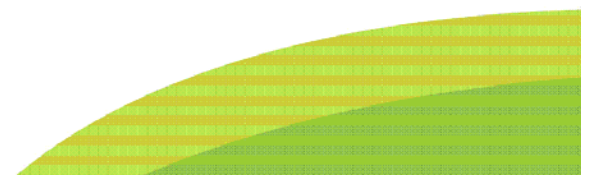
**8.3** Dissemination of sustainable travel information to staff and visitors, or residents  
e.g. bus and rail services timetables, cycle route maps. (Ideally all sustainable travel choices to be included on the same leaflet/publication)

Listed below are examples of communication tools and promotional techniques:

<b>Printed materials</b>	<ul style="list-style-type: none"><li>• Site / company / resident travel newsletter</li><li>• Travel Plan notice boards</li><li>• Poster campaigns</li><li>• Staff / visitor / resident travel information packs</li><li>• Summary of incentives for staff / residents</li><li>• Press releases</li></ul>
<b>Electronic media</b>	<ul style="list-style-type: none"><li>• Travel Plan website</li><li>• Travel information page on company / organisation website</li><li>• E-mail bulletins to staff / regular visitors / online ticket purchasers</li></ul>
<b>Activities</b>	<ul style="list-style-type: none"><li>• Initiative launch events</li><li>• Events supporting national campaigns, e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week</li></ul>

	<ul style="list-style-type: none"><li>• Travel road-shows</li><li>• Personalised travel planning</li><li>• Travel Plan news disseminated in staff meetings</li><li>• Media launches</li><li>• Competitions</li></ul>
--	--

*(This list is designed to give examples and is not exhaustive. Only methods appropriate for the site should be included. Campaign links will be provided by Buckinghamshire County Council.)*



# 9 Monitoring and Review

An Annual Review Report must be sent to Buckinghamshire County Council for a minimum of 5 years. This will include progress against targets and updated Travel Survey data. A template for the Annual Review is provided in the appendices.

A successful review process will provide the opportunity to make changes to the Travel Plan to achieve the agreed outcomes and ensure they are sustained long-term.

## 9.1 Explain how the Travel Plan will be monitored throughout the year, including:

- Proposed process for measuring progress towards targets and objectives, e.g. mode of travel surveys, monitoring extent of uptake of initiatives.
- How frequent monitoring will take place.
- Commitment to undertake an Annual Travel Survey (of staff and visitors or residents)
  - in order to make year-on-year modal shift comparisons against baseline data.
- Who is responsible for the annual survey distribution and collection of results e.g. Travel Plan Co-ordinator

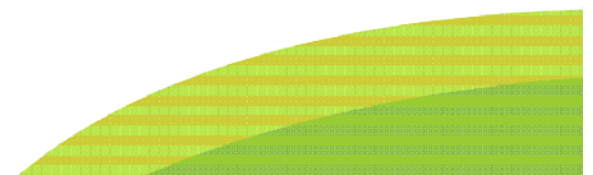
## 9.2 Describe how the Travel Plan will be reviewed, including:

- Who will be involved in the review process.
- Who will complete and return the template
- The timing of the Annual Travel Plan Review and the deadline for submission
- How often targets / measures will be revised

*Any revision to the Travel Plan detailed in the Annual Review Report as a result of monitoring must be undertaken in agreement with Buckinghamshire County Council and clearly recorded as an agreed amendment.*

## 9.3 Identify any potential issues that could arise and prevent the implementation of any of the Travel Plan measures and explain how these may be managed, e.g. change of development management or occupation.

## 9.4 Detail the appropriate remedial actions that will be taken if the Annual Review report shows that the Travel Plan targets have not been achieved, e.g. further funding allocated to provide support to the Travel Plan Co-ordinator.



# 10 Action Plan and Budget

A detailed action plan should be designed as a programme for the implementation of the measures proposed in the Travel Plan.

In conjunction with the Action Plan, determine the major cost implications associated with the Travel Plan measures and clarify who will meet the costs or how funding will be secured – this will identify whether cost poses a potential risk issue in implementing any of the actions.

A template for an Action Plan is provided below:

This is a suggested action plan template with some examples of the type of information you may include.

All tasks in the Travel Plan document should be included in the Travel Plan to ensure that nothing is overlooked by the Travel Plan Coordinator. It is helpful to organise the table by objectives. This will ensure that each objective has tasks and SMART Targets.

<b>Objective: Reduce single occupancy vehicle use</b>					
<b>Target</b>	<b>Action/Initiative</b>	<b>Tasks</b>	<b>Responsibility</b>	<b>Timescale</b>	<b>Cost and Funding Source</b>
Increase % of people using Public Transport	Notice board with timetables	Install notice board	Site Caretaker	Pre occupation	£80 - £150 Developer funding
	Staff induction pack /Residents Travel Pack with alternative travel choices	Prepare packs with bus and train timetables	TP Coordinator	Pre Occupation	
Increase % people using bikes	Cycle Training Schemes	Book Trainers	Travel Plan Coordinator		
	Installation of lockers				
	Showers <ul style="list-style-type: none"> <li>• Installation</li> <li>• maintenance</li> </ul>				
Increase % of people walking					
<b>Monitoring and Review</b>					
	Initial Survey	Input iTrace data		Pre-occupation/	



				At 3 months (provide actual date)	
	Annual Survey	Send out questionnaires and input data on iTrace		1 year after occupation and every year ongoing	
	Annual Report	Write report and forward to Sustainable Travel Team BCC		1 year after occupation and every year ongoing	

**10.1** Complete the action plan to outline the implementation of the proposed Travel Plan measures, including:

- Person or group responsible for each task
- Regularity / duration of each task
- Timescale for completion of each task

**10.2** Detail the major associated costs and financial implications of the implementation and delivery of the Travel Plan. (Ideally present costs in a table format so that relevant information may be easily extracted.)

**10.3** State the overall expected expenditure based on the resources required to implement the proposed measures.

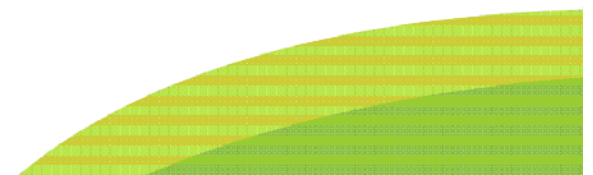
**10.4** Detail the sources of finance for the delivery of the Travel Plan.

Sources of funding may include:

- Facilities budget
- Human resources budget
- Grant from a public body

**10.5** State whether any income is expected to be generated from the actions of the Travel Plan and explain how any generated income will be spent.

**10.6** State that the fees for the ongoing support for the Travel Plan from Buckinghamshire County Council are £1000 per annum for 5 years.



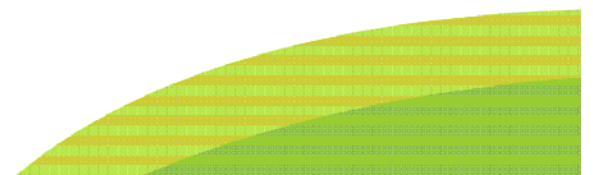
# Checklist

The following checklist should be used to ensure that each section of the Travel Plan has been completed according to the template.

**It is essential that all sections are fully completed prior to submission of the Travel Plan for assessment by Buckinghamshire County Council.**

Section		Tick
1	Introduction – description of development site and company, current travel provisions, location map, reasons for producing the Travel Plan.	
2	Scope of the Travel Plan – identifying the travel elements and trip generation of the activities of the organisation/company.	
3	Travel survey – how the travel survey was collected, how people currently travel and how they would prefer to travel to the site, home location postcode plot and written analysis of results.	
4	Aim and Objectives – high level aims of the Travel Plan and how the outcomes are locally beneficial, appropriate and relevant.	
5	Targets – SMART targets with appropriate timescales linked to specific Travel Plan objectives (preferably listed in table format for easy reference).	
6	Ownership – details of project management responsibility, Travel Plan Co-ordinator arrangements, steering/working groups and appropriate partner individuals or organisations.	
7	Measures – detailed package of specific and site-relevant actions intended to achieve the targets and objectives. Clear responsibility, cost, funding and time scale	
8	Marketing and Promotion – how the Travel Plan objectives and measures will be communicated and promoted to site occupiers and users.	
9	Monitoring and Review – arrangements for the on-going monitoring of targets and commitment to an annual review of the Travel Plan.	

<b>10</b>	Action Plan and Budget – programme for the implementation of Travel Plan measures, financial implications of the Travel Plan, predicted overall expenditure and list of finance sources. Presented in tabular format with clear responsibility, timescale, cost and funding source.	
-----------	---	--



# Appendices

The appendices section is for any information that is referenced in the Travel Plan but does not appear in full in the main body of the text.

Each individual section of the Travel Plan may have information or data that is too descriptive or bulky for the main text and could more appropriately be placed in the appendices for reference purposes.

Examples of information to include in the appendices:

## Introduction

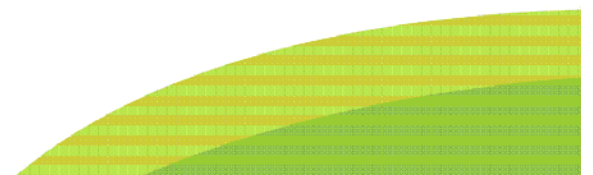
- Location map and site plan
- Photographs (of existing transport links, roads, car parks, entrances etc)
- Postcode plots
- Bus / Rail timetables accessing the site

## Travel survey section

- Copy of the travel survey questionnaire
- Tables / graphs showing the survey results

## Ownership section

- Timetable of the development proposal
- Contact details for Travel Plan Coordinator
- Contact details of partner organisations





# Annual Progress Report

## – A Template for Developers

Name of Development  
Development Address  
Post code

Name of Developer Travel Plan Coordinator  
Contact Details

Date of Original or Framework Travel Plan  
Date of Annual Report

Name and Contact address for invoice for Travel Plan fees

The Annual Report will provide details of progress made since submitting a Framework Travel Plan Document.

**For assistance with this Annual Progress Report please contact Julie Pickard at [jpickard@buckscc.gov.uk](mailto:jpickard@buckscc.gov.uk)**

This Annual Progress Report for *[developer name and address]* Travel Plan is a summary of the progress made over the past year. It provides an update of the Travel Plan status for each element of the development site.

An update for each element of the development must be provided to show the following detail:

### **Travel plan Co-ordinator**

Travel Plan Co-ordinator name	
Email address	
Phone number	
Date of first occupation	
Use of site eg business, residential, retail etc	
Set up on iTrace?	Yes/No
Survey data complete?	Yes/No
Full Travel Plan submitted*?	Yes/No

***\*For assistance with Workplace Travel Plans please contact Abigail Nichols on [adnichols@buckscc.gov.uk](mailto:adnichols@buckscc.gov.uk) For assistance with Residential Travel Plans please contact Julie Pickard on [jpickard@buckscc.gov.uk](mailto:jpickard@buckscc.gov.uk)***

### **Action Plan**

The action plan table contained in the original framework Travel Plan should be updated and included in the Annual Report. This will show tasks that have been completed over the past 12 months and should include new tasks for the coming year.

### **SMART Targets**

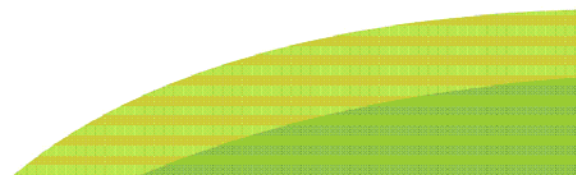
The SMART Targets set in the original framework Travel Plan should be discussed in the Annual Report. It is imperative to show what measures will be put in place if targets are not being met by the development. There may be agreed sanctions in place by the District Councils if SMART Targets are not met.

### **Monitoring**

iTrace surveys should be completed annually to assess progress against SMART Targets.

### **Fees**

The developer will be invoiced £1000 per annum for a minimum of 5 years post first occupation of the site. In the case of a major development site the developer will



continue to be invoiced until 5 years post last occupation of the last element of the site. Details of invoice address must be provided within the Annual Report

