

**EMPLOYMENT AND RESIDENTIAL DEVELOPMENT
NORTH OXFORD GATEWAY
FRAMEWORK TRAVEL PLAN**

CLIENT DRAFT

Kier Property Developments Ltd
and
Goodman UK Ltd

ADL/LER/1501/20C

August 2008

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1.0 INTRODUCTION

1.1 Background

1.1.1 Goodman UK Ltd, Kier Property Development Ltd and Worcester College are promoting safeguarded land located in North Oxford for development.

1.1.2 This area is approximately 20 hectares and is designated as 'safeguarded land' in both the adopted and emerging Local Plans. Most of the land is bounded by the A34 Oxford Ring Road to the north, a railway line (Oxford to Bicester) to the east and the A40 to the west. The location of the land is shown in Appendix 1.0.

1.1.3 To the east and south of the main part of land there is primarily residential development. To the northwest there is the A34(T), ring road, to the northeast is a roadside service area and the Pear Tree park and ride site and to the southwest is the A40.

1.2 Description of the development

1.2.1 The proposed is for a mixed use development comprising residential and employment uses (B1/B2/B8). The proposal could also include some ancillary facilities such as local shops and cafes.

1.2.2 Goodman's proposal aims to secure planning permission for a B1 office development and ancillary uses on land between the A40, A34 and A44. The vision is to create a high quality business park.

1.2.3 The gross floor area (gfa) of the development has been provisionally set at 1.16million sqft (107,770m²), allowing a maximum of 11,600 employees to be employed working on the basis of 100sqft per employee or 7,733 employees on the basis of one employee to each 150sqft, which is the preferred basis.

1.2.4 Goodman UK Ltd has a good reputation for providing business parks; the Oxford Business Park is an example of this which is now over 70% developed and occupied (or committed). A new site in Oxford will maintain Goodman's presence and investment in the local market.

- 1.2.5 The Kier Property Development/Worcester College proposal is to develop the land to the east of the A44 and west of the railway for a mixed use scheme comprising residential and employment uses. The proposal also allows for extending the Pear Tree Park & Ride.
- 1.2.6 The land could also accommodate up to 200 dwellings, thereby avoiding the need to develop green field land in Bicester, Witney and other dormitory towns within the Oxford catchment area. An employment and residential mixed land use development would provide greater opportunity for a more 'self sustaining' community.
- 1.2.7 The location is an ideal situation for employment and residential use, being adjacent to the park & ride with good access by public transport, including frequent bus services and a nearby rail station serving local and national areas, creating a sustainable location. The site also has excellent road links, located close to the A34, a major north-south route.
- 1.2.8 It is proposed that access to the site will be via a signalised junction opposite the existing Pear Tree Park and Ride, on the A44 Woodstock Road. It may also be viable to locate an entrance to the site from the A40. This will need to be investigated to ensure that no issues arise, as there may be the potential for people to use the development as a "rat run".

1.3 Purpose and aims of the travel plan

- 1.3.1 Over the next 20 years traffic in the UK is predicted to increase by over a third (National Road Traffic Forecasts). In addition 62% of all journeys between 1 and 2 miles are made by car' (National travel survey DETR).
- 1.3.2 This document has been developed in the context of government planning policy regarding travel plans and their delivery of sustainable transport objectives including:
- Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
 - Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists and;
 - More environmentally friendly delivery and freight movements including home delivery services.

- 1.3.3 The Travel Plan is a strategy for monitoring multi modal access to the workplace and home focusing on sustainable modes. The Travel Plan will form an agreement between Oxford City Council, Oxfordshire County Council, the developer of the scheme and the occupants to promote and provide facilities to encourage a modal shift of employees and residents towards alternative non-car modes of transport.
- 1.3.4 A TP will help to ensure that new development is sustainable and integrated with local transport strategies. TPs also provide wider social and community benefits, such as helping to improve air quality, widening social inclusion through promoting greater travel choice, and promoting healthier lifestyle habits.
- 1.3.5 ADL Traffic Engineering have (on behalf of Goodman UK Ltd, Kier Property Developments Ltd and Worcester College) prepared a this Framework Travel Plan (FTP) that sets out a strategy for reducing vehicle traffic associated with the development proposal and outlines the measures which will be implemented by the occupants and developers. It also sets out the targets, monitoring procedures and potential timescales. This complies with the DfT's Guidance on Transport Assessment of March 2007 and Policy TR2.0 of Oxford Local Plan.
- 1.3.6 The TP considers the various modes of transport that are available and seeks to implement measures to achieve the overall aims and objectives. The TP will be aimed at four main groups:
- Pedestrians
 - Cyclists
 - Public transport user
 - Car users
- 1.3.7 A range of measures to meet the aim of the travel plan will need to be developed for each of the four groups above. The measures to be included within a travel plan can only be decided upon once the travel needs of the four groups are understood. Therefore research will be required before for the full development of the Travel Plan.

1.3.8 This FTP contains reference to “Hard” and “Soft” measures, the definition of which are provided below:

- Hard measures: Physical works to assist with the execution of the FTP, for example, provision of cycle stands.
- Soft measures: These are incentive based or written measures to assist with the execution of the TP, for example, the formation of a cyclist user group.

1.3.9 Regular marketing and advertising is extremely important to ensure awareness of the Travel Plan. These initiatives will include providing leaflets, posters, travel information boards and a possible intranet site.

1.4 Focus of the travel plan

Travel plan audience

1.4.1 The Travel Plan has been prepared for the employees working within the Business Park development and the majority of measures proposed are intended to encourage staff to reduce their reliance on private car travel. This travel plan also considers measures designed for the residents living within the development to also encourage a reduction in their reliance on the private car.

1.4.2 It is envisaged that each occupant of the business park will be required to prepare and submit a travel plan in compliance with this Travel Plan Framework plan where appropriate. A Management Company could prepare and submit a Travel Plan in compliance with this Framework Travel Plan for small businesses.

1.4.3 A TP is also likely to deliver tangible benefits to the employer, such as:

- Making the most economic use of development land, by reducing the space needed for employee and visitor car parking;
- Easing access and parking congestion, so cutting travel delays and stress;
- Saving money on the physical maintenance and administration of car parking spaces;
- Improving the environmental credentials of the employer;

- Improving relationships with local communities.

1.4.4 The residential TP will be prepared in accordance with the 'Making Residential Plans Work: Good Practice Guidelines for new development 2005'. The employee Travel Plan will be prepared in accordance with the DfT Travel Plan Resources Pack for Employees.

1.4.5 A residential travel plan (RTP) aims to reduce private car use associated with a specific residential development proposal, and increase accessibility by other, more sustainable modes. RTPs promote sustainable and inclusive communities, and can reduce the environmental impact of residential development. They can also aid good urban design, through requiring less private parking, encouraging good site accessibility and improving safety.

Benefits to the individual

1.4.6 In order to involve employees and residents and successfully promote the Travel Plan it is important to outline the benefits to the individual. The use of non-car modes can bring several benefits including:

- Improved health - walking and cycling can bring about a number of health benefits, according to the British Heart Foundation, half an hour of cycling or walking a day can reduce the risk of heart disease by 50%.
- Cost benefits - the travel plan will highlight the comparison of car borne trips with walking or cycling. Cost benefits can also be gained by car sharers.
- Time savings - for short journeys, there may be little difference in journey time.
- Convenience - more choice of transport can make travelling to and from work and home more convenient,
- Improved lifestyle - the awareness that travel choice has an impact on the local and global environment will enable staff and residents to appreciate their surroundings and contribute to its protection.
- Equal opportunities - improved travel choices benefit all staff

Benefits to the commercial occupier and residents

1.4.7 Benefits to the office occupiers and residents include:

- Reduced sickness of employees - as staff either walk or cycle more, there will be improved health and reduced absenteeism,
- Reduced site congestion - less trips by car and a reduction in the number of single occupancy trips travelling to and from work and home will lessen traffic levels, particularly at peak times around both sites.
- Reduced need for car parking - full capacity car parks would lead to proportions of staff members, some of whom may find it necessary, being denied the opportunity to drive to work. There would also be a reduction in the need for on street parking around the residential development, which would improve the safety of the roads for pedestrians.
- Improved recruitment and staff retention - making the work place more accessible by non-car modes increases the potential for more people to be able to work at the commercial development, whether or not they have access to a car. It can also help to promote social inclusion and reduce the likelihood that people will leave employment due to experiencing travel difficulties.

Benefits to the community

1.4.8 The travel plan is aimed at bringing benefits to the community as a whole including:

- Improved air quality - less vehicles will result in less pollution and improved air quality.
- Reduced traffic levels - any reduction in cars, whether as a primary aim (e.g. staff and residents changing to non-car modes) or as a secondary effect such as a reduction in traffic levels resulting in a corresponding reduction in accident risk.

Benefits to the environment

- 1.4.9 A successful travel plan will lead to a change in modal shift and a reduction in the use of the car. Cars are a major generator of pollutants, according to the Department of the Environment, Transport and the Regions, emissions from road transport now constitute over 70% of all emissions of carbon monoxide. A reduction in car use will therefore lead to improvements in both local and global air quality and climate.

2.0 TRAVEL PATTERNS IN OXFORD

2.1 Background

2.1.1 The sustainable location of the site means that it has considerable potential to avoid dependence on the car for access to services and jobs.

2.1.2 The following sections 2.2 to 2.4 outline the typical travel patterns in Oxford and the surrounding districts to illustrate this point.

2.2 Oxford's Resident Travel Patterns

2.2.1 Information from the 2001 Census published by Oxfordshire County Council Environment and Economy Department for the 2016 Oxfordshire Structure Plan EIP (Background Information), estimated that the total resident workforce in Oxford was 61,267 persons.

2.2.2 The information provided in respect of their travel to work patterns is summarised in Table 2A below:

Table 2A Work place for Oxford's residential workforce

	Residents	Percentage of total
Work at home	5,016	8.2%
No fixed work place	4,063	6.6%
Travel within Oxford	37,276	60.8%
Travel to other Oxon Districts	9,474	15.5%
Travel outside Oxon	5,438	8.9%
Total	61,276	100%

2.2.3 Table 2A illustrates that the majority of Oxford's workforce travel to work in Oxford and not to other areas either within or outside of the County. This shows that as the majority of people living within Oxford also work within the City, it is the most sustainable location for a mixed use development.

2.3 Commuting into Oxford

2.3.1 This report produced by OCC also demonstrates that there are 61,277 resident workers and 88,240 jobs, i.e. 1.44 jobs for every resident and hence, a significant number of people are travelling to Oxford to work.

2.3.2 Table 2B below illustrates from where these workers are originating.

Table 2B **Origins of workers in Oxford**

	Workers	Percentage total
Work at home (i.e. in Oxford)	5,016	5.7%
No fixed work place	4,063	4.6%
Travel from Oxford	37,276	42.2%
Travel from other Oxon Districts	34,020	38.6%
Travel from outside Oxon	7,863	8.9%
Total	88,240	100%

2.3.4 Table 2B demonstrates that roughly 50% of the people employed within Oxford (and travelling to work), live in Oxford and the 50% originate from outside of Oxford. A very significant 39% live in Oxfordshire Districts and commute into Oxford.

2.3.5 This analysis demonstrates that there will be an equal demand for travel to the site from other areas in Oxford and from the Districts.

2.3.6 Oxford provides better opportunity for more sustainable modes of transport, such as walking, cycling and public transport, having good public transport linkages with the Districts and an excellent, well used Park and Ride system.

2.4 Mode choices

2.4.1 Oxford has a lower car ownership than the Districts. Approximately a third of households in Oxford do not have a car, whereas in the Districts only 13% - 17% of households do not have a car. The commuting patterns by mode also reveal the same picture. This information is illustrated in Table 2C.

Table 2C Travel to work by mode

	Car driver	Car passenger	Train	Bus	Cycle	Walk	Work at home/other
Cherwell	61%	7%	2%	5%	4%	11%	10%
South Oxon	62%	5%	4%	3%	4%	9%	13%
Vale	60%	6%	2%	5%	7%	8%	12%
West Oxon	62%	6%	2%	5%	5%	9%	11%
Oxford	38%	4%	2%	16%	15%	15%	10%

2.4.2 Table 2C shows clearly that residents based in Oxford are more likely to use sustainable modes of transport such as buses, cycling and walking. Only 38% of the City's population chooses to travel to work by car, compared to the 60 - 62% in the Districts.

2.4.3 It is therefore more sustainable to locate development in Oxford because the employment opportunities available in the City are more accessible by sustainable modes of transport.

3.0 TRAVEL PLAN IMPLEMENTATION

3.1 Strategy

3.1.1 Travel Plans (TP's) are new ways of managing the travel of residents, employees and visitors to and from developments. They allow individual organisations to promote more sustainable travel behaviour without reducing mobility or accessibility.

3.1.2 To achieve these aims, staged approach will be adopted, as summarised below:

Stage 1: ADL Traffic Engineering will (on behalf of Goodman UK Ltd and Kier Property Developments Ltd) prepare and submit for the Council's approval this FTP that sets out the measures that will be implemented by the occupants and by the Management Company for the employment and/or residential development. It also sets out targets, monitoring procedures and proposed time scale.

Stage 2: Following approval of the FTP and occupation of the development, the business park occupants will undertake a questionnaire survey of staff to determine their mode of travel and attitude towards travel. A Management Company appointed by the developer will act as the Travel Plan Co-ordinator (TPC) for the residents and will also undertake an initial survey of their travel patterns.

Stage 3: Monitoring will be carried out within six months of opening and on an annual basis thereafter to measure the success of the TP initiatives.

3.2 Stage 1: Framework Travel Plan

3.2.1 The aim of this document is to satisfy the Stage 1 criteria stated above by identifying those measures that will be undertaken by the developers from implementation of the scheme and their sustainable transport objectives. This TP also sets out the timescale for the monitoring process.

3.2.2 This TP covers specific initiatives in order to:

- comply with planning conditions;
- be consistent with the Government White Paper by offering wider travel choices;
- comply with government policy as set out in PPG13;
- promote equal opportunities by offering wider travel choices;

3.2.3 The TP aims to benefit the local community with respect to:

- reduced congestion;
- reduced air and noise pollution;
- safer travel.

3.3 Stage 2: Employee and residents survey

3.3.1 This stage involves the commercial unit occupiers carrying out a survey of their employees and the Management Company will commission a survey of the residents to determine their travel patterns. These surveys will be undertaken within six months of initial occupation of the development and specifically address:

- car ownership
- employee and residents preferences to their current modes of transport;
- employee and residents attitude to changing their preferred mode of transport, if necessary;
- cost effective measures to encourage the shift from private car usage to other sustainable modes of transport;

3.3.2 This stage also includes setting targets for mode shift, and any further measures considered necessary to achieve these targets.

3.3.3 A sample of the commercial staff questionnaire form is provided in Appendix 2.1 and a sample of the residents questionnaire form is provided in Appendix 2.2.

3.4 Stage 3: Monitoring

3.4.1 It is essential that TPs, once submitted and approved, are implemented effectively, unlike a TA, a TP will be expected to develop over time. How it develops will depend on monitoring and review, to reflect changing local circumstances and speed of progress towards targets. Monitoring will include:

- Staff and visitor travel surveys (to determine modal splits and time/purpose of travel);
- Parking or traffic/pedestrian surveys;
- Review of measures implemented;
- Progress measured against an agreed timetable of measures and outcomes.

3.4.2 The final stage will be monitoring progress to identify if the targets that have been set have been achieved. An initial review would be undertaken within a year of opening and an annual review thereafter in order to measure the success or failure of the TP.

3.4.3 Where appropriate, the TP will be amended or updated and issued to Oxford City Council and Oxfordshire County Council for their approval.

4.0 TRAVEL PLAN CO-ORDINATION

4.1 Travel Plan Co-ordinators

4.1.1 A key element of a successful and durable TP is likely to be the appointment of a TP co-ordinator (whether full or part time), with appropriate resources.

4.1.2 Travel plan co-ordinators (TPC's) will be appointed by individual businesses, a management company and/or housing association, as appropriate for each type of use. The TPC will retain a copy of the TP, and is fully briefed in its aims and strategies. The TPC will have the necessary authority to promote the plan.

4.1.3 The interim TPC's details are:

[To be advised - ADL acting as TPC in the interim]

01454 332100

Contact: Lorna Randall-Jones

4.1.4 ADL Traffic Engineering (or another consultant) will on behalf of Goodmans UK Ltd and Kier Property Developments as a travel plan co-ordinator (TPC) for the overall site until the TPC's are appointed and will retain a copy of the TP. Some of the occupants may appoint a TPC from within their own staff and they will be consulted by the overall TPC.

4.1.5 The principal issues allocated to the Business Park TPC('s) are as follows:

- setting up and maintaining a staff travel database, (based upon the information obtained in the survey);
- maintaining up to date travel information on the staff noticeboard;
- liaising with the local planning authority and bus operators to promote alternative means of transport;
- liaising with adjacent occupiers for car sharing trips etc.;
- briefing staff with respect to the aims of strategies of the TP.

4.1.6 The principle issues allocated to the residential TPC are as follows:

- maintaining up to date travel information on the residents' noticeboards;
- making employees aware of alterations to single occupancy private car use and car sharing schemes, such as liftshare.com and 234 car;
- liaising with the occupants of the development regarding travel issues;
- providing residents with a travel information pack;
- providing residents and employees a summary of the results of the finalise TP.

4.1.7 The TPCs will arrange for the review and amendment of the TPs annually. This would involve the circulation of questionnaires to employees and residents, as well as ensuring they are completed and returned. Any changes to the TPs will be submitted to Oxford City Council/Oxfordshire County Council for their approval.

4.1.8 Liaison with the local planning authority and bus operators will be communicated to employees and residents via Transport Information Boards maintained by the TPC.

4.2 Travel database

4.2.1 The level of travel patterns will be determined by an employee and residents questionnaire surveys. Copies of the sample questionnaires are shown in Appendices 2.1 and 2.2 for the employee and residential occupants respectively.

4.2.2 The questionnaire will be circulated amongst employees and residents and the results will form the basis of the travel database.

4.2.3 The TPC's will maintain the travel database. The travel database will be subject to the provisions of the Data Protection Act. To maintain confidentiality only generalized address details have been recorded.

4.2.4 The TPC's have a responsibility to maintain their respective travel databases and update them annually.

5.0 CYCLING AND WALKING

5.1 Introduction

5.1.1 Cycling and walking offers both personal health benefits as well as wider community benefits. Trips under five kilometres can be readily made by bicycle by most people. Therefore, this mode of travel offers a realistic travel choice for those living within five kilometres of the development.

5.1.2 Walking is the most sustainable travel mode of all as it is available to everyone, it offers personal health benefits as well as wider benefits to the individual and community, brought about by lower pollution, reduced congestion and cost savings. Most people walk at some stage of their journey to and from work, whether it is to get a bus, train or just to walk as far as the car which will take them home.

5.1.3 The main advantages of cycling or walking to work are:

- speed, convenience and reliability,
- cheap method of transport,
- fitness and enjoyment,
- pollution free,
- no parking problems,
- avoids congestion.

5.1.4 The principle reasons that discourage people from walking and cycling are:

- lack of safe cycle routes and fear of accidents,
- discomfort in bad weather,
- lack of changing facilities at work,
- lack of secure cycle parking.

5.1.5 The following sections 4.2 to 4.6 set out the existing facilities available to cyclists and pedestrians and the measures proposed by the developer, Oxford City Council and Oxfordshire County Council to improve accessibility.

Cyclists

- 5.2.7 The site for the proposed development is served by a number of cycle routes. Information supplied by Sustrans shows both the A44 and the A40 to have traffic free cycle routes running along one side of the carriageway between the A34 and Wolvercote Roundabout. The route continues south from the Wolvercote Roundabout along Woodstock Road as part of the National Cycle Network Route 5. A plan illustrating the existing cycleways in north Oxford is included as Appendix 3.2.
- 5.2.8 The bus lane on the southbound carriageway of the A44 can also be used by cyclists.
- 5.2.9 Oxford City Centre and Rail Station can be reached by a continuous cycle path, with a mixture of on-road and off-road paths. This shows the excellent links that are already in place in order to access the site by this mode of transport.
- 5.2.10 Planning Policy Guidance 13 (PPG13) states that cycling has the potential to substitute short car trips, particularly those under 5km, as well as forming part of a longer journey by public transport. The railway station is situated approximately 5km from the site which is at the maximum acceptable distance. Owing to the nature of the city and the excellent provision for cyclists, this mode does offer a real alternative to the private car.
- 5.2.11 Appendix 3.3 shows the 5km zone (as the crow flies) around the centre of the proposed site, highlighting the distance that cycling can offer a real alternative to car travel. Many residential areas lie within this threshold, including Kidlington to the north and Oxford city centre to the south.

5.3 Developer measures to improve accessibility

- 5.3.1 There is the potential to use part of the development site to provide a better 'off road' shared pedestrian/cycle route along both sides of the A44 and the A40 and connecting between the two roads.

5.3.2 The proposals will include a number of hard measures to overcome existing deficiencies including the following:

- Shared cycle/footways on both sides of the A40 and A44;
- Safe cycle and pedestrian routes across the A44 to link the employment and residential uses;
- Cycle and pedestrian routes from the A40 to the A44;
- Dedicated new cycle/pedestrian links through the Wolvercote Roundabout onto Woodstock Road.

5.3.3 Pedestrian linkages will be created between the new residential area to integrate the proposal with the employment area to the west of the site. These routes will be well lit and designed to be used safely by pedestrians.

5.3.4 Footways and cycle routes will be provided throughout the sites to an adoptable standard.

5.3.5 Cycle parking will be provided throughout the development. Secure caged areas will be provided for residential cycle parking. Rates are based on the Oxford Local Plan and Supplementary Planning Guidance. Table 5A below gives the minimum required level of cycle parking space. A minimum provision of 1200 cycle spaces will be made for the proposed business park development.

Table 5A Cycle parking provision

Use	Area	Standard	Spaces
B1 offices	107,720m ²	1 space per 90m ²	1,200
Flats/Houses	200 units	1 per unit	200

5.4 Oxford City and County Council measures to improve accessibility

5.4.1 The land in North Oxford will benefit in terms of its improved accessibility by a number of transport proposals being developed by OCC some of which are set out in the Local Transport Plan 2006-11 (LTP).

5.4.2 The LTP outlines the following programmed improvements to improve the A40 approach to the City and Woodstock Road, as shown in Table 5B.

Table 5B Extract from LTP: Proposed solutions

Scheme	Cost	Expected Completion	Details and expected Impact on problem
<i>Within Oxford</i>			
North Summertown Controlled Parking Zone	£ 137,000	2007 / 08	This will help to manage demand for car travel and encourage more use of alternative modes on this approach to Oxford and the employment sites in the area therefore reducing the congestion.
Woodstock Road Premium Route and corridor improvements	£ TBC	2011-16	This will include measures to increase priority for buses, upgrades to bus stop infrastructure and cycle / pedestrian improvements. This is expected to reduce delays to buses and relieve general pressure on the road increasing bus use, walking and cycling.
A40 North of Oxford – Wolvercote Roundabout improvements	£ TBC	2011-16	Redesign of key ring road roundabout to reduce congestion on A40 and smooth flow of traffic and between A34, A40 and A44 and Woodstock Road and improve bus priority. Expected to help alleviate northbound queuing on Woodstock Road.
<i>Outside Oxford</i>			
Eynsham Premium Route	£ 465,000	2007 / 08	This will help to reduce pressure on Woodstock Road (used by some as a route into Oxford from west Oxfordshire) by encouraging local journeys from Eynsham and Witney to Oxford to be made by bus

5.5 Cycling and walking initiatives for employees

5.5.1 In order to overcome the main concerns that discourage people from cycling, it is important that a more positive attitude to cycling is adopted, backed by the provision of secure parking, showering and changing facilities.

5.5.2 The business park occupiers will undertake the following measures to promote cycling. The initiatives identified below for employees should be seen as being complementary to those identified to encourage walking trips to work:

- Secure lockers, showers and changing facilities would be provided for those staff wishing to walk or cycle to and from work;
- Information will be provided regarding cycle route networks within the local area. Information leaflets describing health benefits, or promotional campaigns will also be provided for staff;
- Secure cycle parking will have been provided on the site by the developer.

5.5.3 The following measures will be implemented to encourage staff to walk to and from work:

- Secure lockers and changing facilities would be provided;
- Information regarding pedestrian routes within the local area will be provided to enable an informed route choice to be made.

5.6 Cycling and walking initiatives for residents

5.6.1 The following measures will be undertaken to promote cycling. The initiatives identified below for residents should also be seen as being complementary to those identified to encourage walking trips.

- Secure cycle parking will be provided on the site by the developer;
- A map of the local cycle network is provided as part of the 'travel pack', which would be issued to new residents on occupation.

5.6.2 Information regarding pedestrian routes within the local area would be provided in the 'travel pack', which would be issued to residents on occupation.

6.0 PUBLIC TRANSPORT SERVICES

6.1 Audit of existing facilities

6.1.1 There are a minimum of five regular bus routes running along the A40 and A44 corridors, into Oxford, including the Stagecoach service 18, 18A, X1, X2 and X3.

6.1.2 The timetable showing the frequency and route descriptions of the regular services is provided in Appendix 3.3. This illustrates that there are 19 buses per hour Monday to Saturday, travelling pass the site in each direction along Woodstock Road during a weekday. A summary is provided in Table 6A below.

Table 6A Bus services

Service	Daytime frequency	Route
300 Park and Ride	10 per hour	Redbridge - City Centre - Pear Tree
20/20A	2 per hour	Chipping Norton - Woodstock - Oxford
18/18A	1 per hour	Standlake - Stanton
200	2 per hour	Carterton - Witney - Oxford
X1/2	2 per hour	Harcourt - Botley
X2/3	2 per hour	Carterton - Oxford - Witney - Oxford

6.1.3 In addition to these services, there are 8 buses per hour including route number 6 to Wolvercote running between the city centre and Wolvercote, that are within an easy walking distance of the southern part of the site.

6.1.4 The site therefore has the potential to be well served by public transport. However not all of the routes on the A40 and A44 stop in North Oxford at present and hence some additional bus stops and public transport services may need to be provided to further enhance the accessibility of the land and this would be feasible for a potential development on land of this size.

6.2 Developer measures to facilitate public transport

6.2.1 The proposals will incorporate a number of improvements from the outset to encourage public transport.

6.2.2 The hard measures will include:

- The provision and extension of bus lanes to serve the Pear Tree Park and Ride site;
- The introduction of bus gates and contra flow bus lanes (as appropriate) to ensure that the Park and Ride buses have priority over other traffic;
- Investigation of the extension of the bus route number 6 to serve the development, including the introduction of additional buses to maintain the existing headways (by way of S106 Agreement);
- Subsidies toward providing enhanced circular bus routes to connect the employment uses with the main residential suburban areas of Oxford (by use of S106 Agreement);
- The provision of new bus stops with seating, shelters and bus boarder. RTI (real time information) can also be provided, if appropriate.

6.2.3 Specific measures for the employment and residential occupants are identified as follows.

6.3 Public transport initiatives for employees

6.3.1 For employees travelling to work the following initiatives have been identified to encourage the use of public transport:

- Up to date information regarding bus and rail services within the surrounding areas will be displayed on a travel information board allowing them to make an informed choice. The Travel Plan Co-ordinator will provide an advisory service to assist in identifying the most suitable public transport route for employees;
- Where practical, staggered/flexible working hours may be considered where appropriate to allow better co-ordination with public transport timetables;
- Employers would be encouraged to provide subsidies for staff using public transport.

6.4 Public transport initiatives for residents

6.4.1 The following measures will be considered to encourage use of public transport by residents:

- up to date information regarding bus and rail services within the surrounding area within the 'travel packs', which can be issued to residents on occupation.
- a subsidy can be provided for an annual bus pass for the first year for all residents.

7.0 CAR TRAVEL

7.1 Introduction

7.1.1 Oxford, as a location for development, provides better opportunity for reducing car travel compared to the Districts. Table 7A below summarises the levels of car ownership in the District Councils and Oxford City.

Table 7A Car ownership

District	No. cars	One Car	More than one car
Cherwell	16.6%	43.0%	40.4%
South Oxon	12.8%	40.3%	46.9%
Vale White Horse	13.8%	41.5%	44.7%
West Oxon	13.1%	42.4%	44.5%
Oxford	32.8%	46.0%	21.2%

7.1.2 Table 7A illustrates a lower car ownership for residents in Oxford. Approximately a third of households in Oxford do not have a car, whereas in the Districts only 13% - 17% of households do not have a car. The commuting patterns by mode also reveal the same picture. This information is illustrated in Table 7B.

Table 7B Travel to work by mode

	Car drivers	Car passengers	Total
Cherwell	61%	7%	68%
South Oxon	62%	5%	67%
Vale	60%	6%	66%
West Oxon	62%	6%	68%
Oxford	38%	4%	42%

7.1.3 Table 7B shows that residents based in Oxford are more likely to use sustainable modes of transport such as buses, cycling and walking. Only 42% of the City's population chooses to travel to work by car, compared to the 66 - 68% in the Districts.

7.2 Parking strategy

- 7.2.1 Car parking provision forms part of the strategy towards minimising car travel. Oxford City's Parking Standards are detailed in the Oxford Local Plan 2001 – 2016 and further clarified in the recent Supplementary Planning Document Parking Standards, Transport Assessments and Travel Plans. The City Council is aiming to reduce the reliance on the private car, particularly for journeys to work. The Oxford Local Plan Policy TR.12 seeks to restrict the supply of non-residential and non-operational parking in Oxford.
- 7.2.2 For a B1 office development the maximum parking standard is set at 1 space per 35m² or at a level of 1 space per 2 members of staff. However, if a site is well served by shops and services and has good access or potential for good access by walking, cycling and public transport lower levels of parking will be sought.
- 7.2.3 Reducing the capacity of parking on the site should be attempted as this would be in line with central and local Government policy. Using the standard provided by the Local Plans given an approximate number of parking spaces to not exceed 3079 for the development. Oxford City Council seeks for 5% of parking to be designated for disabled people (Local Plan 2001-2016). Taking the figure 3079 will suggest approximately 150 spaces to be designated for disabled use.
- 7.2.4 In line with the parking standards, there will be a reduction in parking compared to the maximum that can be derived from application of the standards, due to the opportunity for shared trips and use of the same spaces at different times of day.
- 7.2.5 Car parking for the residential development would be accommodated through a mix of on-street, off-street and private courtyard solutions. It is envisaged that this will be allocated at 1 space per dwelling and be in accordance Policy TR.3 of OLP. However, this could vary slightly with demand and any variation would be reported in the first Travel Plan as part of the monitoring procedure.

7.2.6 Various factors are likely to influence how many cars a household owns, and these must be considered when designing parking for new development. Research has suggested the most important influences in Oxford are size and type of dwelling, and location. Hence, car ownership is typically lower in the city centre and inner area of Oxford. Household in flats and houses that contain few rooms will tend to own fewer cars than those in larger houses.

7.2.7 The proposal is expected to provide parking less than the maximum standards required by Oxford City Council/Oxfordshire County Council. The shortfall will be addressed by a range of measures outlined in the following sections 7.3 to 7.4.

7.3 Car sharing initiatives for Business Park

7.3.1 A formal car-sharing scheme will be organised, run and maintained by the TP Coordinators free of charge to encourage those who drive to work to offer lifts to other colleagues, if viable.

7.3.2 The main benefits of car sharing are as follows:

- Reduction in travel costs.
- Reduction in wear and tear on vehicles.
- An opportunity to socialise with other employees/residents.
- Shared driving and reduced stress.
- Saves time not having to drive some days.
- Less cars on the road, so less congestion and pollution.

7.3.3 The main reasons for not wanting to car share are often found to be as follows:

- Fear of not being able to get home.
- Reduced flexibility to meet job requirements.
- Less freedom to combine trips to and from the destination with other journeys.
- Difficulties in keeping to agreed schedules.

7.3.4 The Travel Plan Co-ordinator will set up a register of staff interested in car sharing which would allow staff journeys to be matched and the names of potential sharers given out. The role of the co-ordinator would be to act as a broker and staff themselves would decide with whom they would want to share with. The database will be subject to the Data Protection Act.

7.3.5 The car-sharing scheme will be well publicised through posters on the staff noticeboards. New staff members will be made aware of the scheme's existence as part of their induction process. The scheme will continue to be promoted and monitored by the Travel Plan Co-ordinator. The TPC's would make staff aware of the car sharing scheme via a website.

7.3.6 Car sharers should decide between themselves how they wish to split the cost of the journey. Costs should be agreed in advance and could be split as follows:

- sharers take turns to drive to and from work and no financial transaction would take place;
- the driver charges for a share of the cost of petrol; or,
- the driver charges on the basis of a shared mileage rate to cover fuel, depreciation, wear and tear, insurance, etc.

7.3.7 Table 7C provides an indication of the annual costs that a driver would incur and the savings they could make just on fuel by car sharing. It is envisaged that staff employed would be from quite a wide area and the fuel costs and savings would be at the higher end of the range of those set out below:

Table 7C Fuel costs per annum

Distance from Work	Driver Only*	Sharing with One*	Sharing with Two
10 km (6 miles)	£600	£300	£200
20 km (12 miles)	£1200	£600	£400
30 km (20 miles)	£1800	£900	£600
40 km (25 miles)	£24800	£1200	£800

*Based on a 1600cc engine with petrol at 120p per litre doing 10km to the litre working 250 days per annum.

7.4 Car sharing initiatives for residents

- 7.4.1 Evidence suggests a clear link between cars owned per household and the number of trips made per household by car. There is also strong evidence that people who decide to give up their private car in favour of a car club are likely to reduce their car mileage by around 60 – 70%.
- 7.4.2 Any shortfall in residential parking can be addressed by setting up or using a car club scheme. The streetcar scheme (see www.streetcar.co.uk) or similar scheme will be used to provide this service. The Management Company could arrange a scheme and provide any on site spaces required by the operator. The success of the scheme would be reported in the annual review of the TP.
- 7.4.3 This type of car club will be easier to operate and overcomes the difficulties that may arise in respect of legal implications of shared car ownership (e.g. insurance liabilities and traffic offences) and maintenance responsibilities. It will also avoid the need for permanent on site parking.
- 7.4.4 The car club could be for residents without parking space and also those that have a space, but occasionally require use of another vehicle. The TPC's could also arrange a discount with a local car hire company for residents. A local company can be contacted and details will be provided in the travel pack.
- 7.4.5 A typical small saloon car costs about £5,000 to run, insurance and tax (i.e. about £100 per week or £14 per day). A car can be hired for about £30 per day or £130 per week and with a discount it makes car hire an attractive alternative for residents that occasionally need a car.

8.0 OBJECTIVES AND TARGETS

8.1 Objectives

8.1.1 There are a number of objectives that the implementation of the travel plan for the proposals would help fulfil and these include:

- Fostering a partnership approach between the commercial unit occupier and its staff and between the appointed travel plan co-ordinator and the residents to influence travel behavior;
- Generating fewer single occupancy car trips by staff and residents than would otherwise be the case, by encouraging a modal shift in travel;
- Improving the attractiveness of, and encourage safe and viable alternatives for accessing the development;
- Improving the health of staff and residents;
- Accommodating those journeys that need to be made by car.

8.2 Targets

8.2.1 *“Research into 20 travel plan test practice case studies in UK indicated that on average, there were at least 14 fewer car journeys per 100 staff representing a reduction of at least 18% in the proportion of commuter journeys being made by car drivers. The guidance based on this research suggests a modal shift target between 10% and 20% reduction in employee car use over three years is reasonable”.*
(Department for Transport: Using the planning process to secure travel plans, best practice guide 2002, Section 9.16).

8.2.2 The target for reducing the number of single occupancy car trips by employees would be assessed based on the results from the initial travel questionnaire surveys which would be undertaken within an agreed period of opening of each element.

8.2.3 The target for reducing the number of single occupancy trips by residents would be similarly assessed based on the results from the initial residents travel questionnaire surveys.

8.2.4 The overall target aims to achieve a reduction of 10% over a period of three years, but this will be dependent upon initial survey results. Appendix 4.0 illustrates the mode shifts that have been achieved at other large employment sites.

9.0 PLAN MONITORING AND ASSESSMENT

9.1 Implementation

9.1.1 The business park occupants will commit to the principle this framework travel plan prior to the occupation of the site and the agreement to appoint a Travel Plan Co-ordinator. The travel plan will be instigated within twelve months of the first occupation of the development.

9.1.2 ADL Traffic Engineering (or another consultant) will on behalf of Goodman UK Ltd, Kier Property Developments Ltd and Worcester College act as a travel plan co-ordinator (TPC) until a TPC is appointed and instigate the travel plan within twelve months of the first occupation of the development.

9.1.3 To enable the success of the Travel Plan to be established, the business park TPC(s) will be responsible for the following:

- Promotion and encouragement towards the use of travel modes other than the car by staff, including publicity;
- Ensuring that all relevant information is provided to all members of staff and that all information is provided on the information boards identified within this report;
- Ensuring that information is made available to staff via a staff travel notice board and updated as necessary;
- Co-ordinating and promoting a car sharing scheme;
- Providing an initial point of contact for any transport related issues that staff may have;
- Providing information for new staff within standard company induction packs to encourage them to commute to the site, where possible, by alternative modes of transport to the private car.

9.1.4 The residential TPC will be responsible for the following:

- Promotion and encouragement towards the use of travel modes other than the car by residents, including publicity;

- Ensuring that all new residents are provided with a 'travel pack' containing information on alternative modes of transport;
- Co-ordinating and promoting a car club scheme;
- Providing an initial point of contact for any transport related issues that residents may have.

9.1.5 A 'toolkit' of measures is provided in Appendix 5.0, as an example of measures promoted at other Goodman and Kier sites.

9.2 Monitoring

9.2.1 The TPCs will be responsible for the annual monitoring of employee and residents travel patterns. The travel survey databases will be reviewed annually by sample survey with the travel database being updated accordingly.

9.2.2 The monitoring will include items such as:

- Staff levels and number of residential occupants;
- Modal split by questionnaire;
- Review of transport initiatives;
- Response to car sharing;
- Comparison of actual and predicted travel modes;
- Staff and residents response, participation and views;
- Content and effectiveness of information supplied to staff and residents;
- Development of fresh initiatives.

9.2.3 The monitoring program will be developed in conjunction with Oxford City Council/Oxfordshire County Council to ensure that the monitoring procedures are appropriate.

9.3 Review

9.3.1 An annual review of the travel plans will be undertaken and arranged by the TPCs. This review will be important in assessing the effectiveness of the measures implemented and to identify areas where modification may be necessary. In particular the following will be assessed:

- modal split for staff and residents;
- demand for car and cycle parking occupancy;
- recommendations for future use and user satisfaction.

9.3.2 Following the annual review, the commercial and residential Travel Plan co-ordinators would prepare reports setting out the effectiveness of the plans over the previous twelve months and the actions proposed in the coming year.

9.3.3 The report will be issued to Oxford City Council, Oxfordshire County Council and the Highways Agency for their information.

10.0 MARKETING AND COMMUNICATION

10.1 Employee and residents feedback

10.1.1 Information on the travel plans, for example new initiatives, will be discussed and distributed by the commercial and residential TPCs who will be responsible for ensuring awareness amongst fellow staff and residents respectively. The TPC will be the first point of contact for any transport related issues which staff and residents may have.

10.1.2 The business park travel plan will also require that information be provided for new staff within standard company induction packs to encourage them to commute to the site, where possible, by alternative modes of transport to the private car.

10.1.3 New residents will be provided with a 'travel pack' which will contain information on alternative modes of transport to the private car.

10.2 Promotion of the travel plan to employees

10.2.1 Marketing material will explain the need to encourage sustainable travel choices to staff.

10.2.2 Findings from discussions will be communicated to those working within the commercial development on notice boards as well as attaching them to revised versions of the travel plan.

10.2.3 Information on the success of the plan will also be made available to the commercial TPC and distributed to their respective colleagues also based at the development.

10.3 Promotion of the travel plan to residents

10.3.1 Marketing material will explain the need to encourage sustainable travel choices to residents.

10.3.2 Residents would be updated by the TPC for the initial period of the travel plan by letter/new letter.

10.4 Liaison with local authority

10.4.1 There will be an on-going improvement process including periodic monitoring, as necessary by the TPCs. This will include monitoring use of facilities, uptake of incentives, ascertaining the impact on staff and residents travel behavior and collecting staff and residents feedback.

10.4.2 The commercial TPC will be responsible for the specific staff initiatives within their respective companies and consulting with the local authority on a regular basis through the Travel Plan Group. The residential TPC will be responsible for the initiatives designed for the residential development.

10.5 Partnerships

10.5.1 Through the TPCs the commercial occupants will make available space on information boards to promote appropriate travel initiatives organized by local and national transport groups including:

- Bike Week and Bike to Work Day
- Green Transport Week
- National Lift-Share Day
- European e-work Week

11.0 SUMMARY

- 11.1 This Framework Travel Plan sets out a series of practical steps for reducing car use by staff travelling to work and residents at the commercial and residential development at North Oxford Gateway. The final TP will be developed working with Oxford City Council and Oxfordshire County Council in order to help promote a programme of sustainable transport measures.
- 11.2 The aims of the Travel Plan are to encourage more sustainable travel to work and home by encouraging walking, cycling, bus and car sharing. Each year this plan will be updated after the annual surveys and the revised plans can include new proposals or ideas as well as a review of targets.
- 11.3 The Travel Plan will benefit, employees, businesses, the residents and the wider community by reducing congestion on local roads and parking problems, especially during the peak hour traffic flows on the highway network. It will make travelling to work and home safer with less traffic and slower traffic.
- 11.4 The aim of the plan is to reduce the number of single occupancy car trips by staff and residents. The targets for car trip reduction will be assessed based on the results from the travel questionnaires.
- 11.5 An annual review of the travel plan will be undertaken by the TPCs to assess the effectiveness of the measures implemented and to identify areas where modification may be necessary. Following the annual review, the TPCs will prepare reports setting out the effectiveness of the plans over the previous twelve months and the actions proposed in the coming year.
- 11.6 The monitoring and review procedure will be carried out in conjunction with Oxford City Council and Oxfordshire County Council and any modifications to the Travel Plan will be submitted to these parties for their information.