

South West Milton Keynes

Updated Framework Travel Plan

Author: WSP

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South West Milton Keynes Consortium

SOUTH WEST MILTON KEYNES

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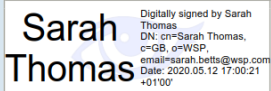
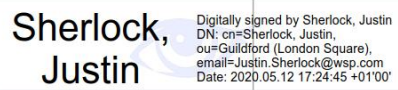
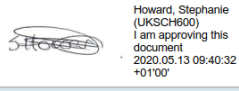
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QUALITY CONTROL

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1 INTRODUCTION

1.1 BACKGROUND

- 1.1.1. This Framework Travel Plan (FTP) has been prepared by WSP on behalf of the South West Milton Keynes Consortium to accompany an outline planning application with all matters reserved (except access) for a mixed-use sustainable urban extension to the south west of Milton Keynes (hereinafter referred to as 'the Site').
- 1.1.2. Planning permission for South West Milton Keynes (SWMK) was originally sought in 2015 from both Aylesbury Vale District Council (AVDC) (15/00314/AOP) and Milton Keynes Council (MKC) (15/00619/AOP). Since then, discussions with both authorities continued and in June 2017 AVDC resolved to grant planning consent subject to the signing of the S106 Agreement. Negotiations have progressed between all parties to finalise the S106 agreement, and although the document has not yet been engrossed, it is in an advanced position. The parallel planning application made to MKC was subsequently refused planning permission in November 2019 in relation to the impact on the highway network.
- 1.1.3. The transport evidence that accompanied the revision submission in August 2016 used data from the Milton Keynes traffic model (MKTm), which has since been superseded by the new Milton Keynes Multi Modal Model (MKMMM). A process has been undertaken to update the transport evidence base that accompanied the planning application.
- 1.1.4. This FTP therefore represents an updated document reflecting the changes made to the Transport Assessment (TA) and Environmental Statement (ES) that accompany the planning application.
- 1.1.5. It should be noted that the development proposals that were the subject of the previous planning application and originally submitted in January 2015 have not substantially changed, and are as follows:
- 1,855 mixed tenure residential dwellings, including 60 extra care units;
 - 2.07-hectare employment area (B1 land use);
 - 0.67-hectare neighbourhood centre accommodating retail (A1/A2/A3/A4/A5) and community land uses (D1/D2);
 - A Primary School with 630 pupil places; and
 - A Secondary School with 600 pupil places.

1.2 DOCUMENT PURPOSE

- 1.2.1. The purpose of this FTP is to set out the detail regarding indicative targets, management strategy, measures and proposed monitoring methodologies to facilitate the production of a Full Residential Travel Plan, Full Employment Travel Plan and School Travel Plans after the baseline monitoring surveys have been undertaken.
- 1.2.2. This FTP has been prepared in accordance with Buckinghamshire Council's (BC) 'Sustainable Travel Plans - Guidelines for Developers', updated in 2020 and Planning Practice Guidance (PPG) on the production of Travel Plans.

- 1.2.3. It is considered that a two-tier approach is appropriate for this size of development with the suggested approach as follows:
- The preparation of this FTP that sets out the overarching strategy for the Proposed Development and provides a framework for the preparation of detailed Travel Plans for residential, employment and school uses; and
 - Individual detailed Travel Plans relating to the individual uses to be prepared and submitted within an agreed timescale.
- 1.2.4. This FTP provides a strategic framework for the promotion of sustainable travel and it sets out a co-ordinated approach to be employed across the Proposed Development. A structure is set out for individual Travel Plans required for each land-use and guidance is provided which includes:
- Potential initiatives to deliver more sustainable travel choices;
 - Monitoring and review requirements and practices; and
 - Setting of modal shift targets, from private car travel to more sustainable modes.

1.3 TRAVEL PLAN

- 1.3.1. A Travel Plan is a dynamic management tool which brings together transport and other land use issues in a co-ordinated strategy. The emphasis in a Travel Plan is on increasing the choice of methods of travel and encouraging their use whilst reducing single occupancy car usage. A Travel Plan involves the development of a set of measures which could bring a number of benefits to residents, employees, pupils and users of the proposed development. It should be an evolving, working document that will grow and develop in time in accordance with the changing circumstances of the environment in which it works.
- 1.3.2. In summary, a Travel Plan aims to:
- Encourage the use of more sustainable modes of transport, such as walking, cycling and using public transport;
 - Reduce the need to travel; and
 - Encourage the use of sustainable travel by improving facilities and providing information.
- 1.3.3. It is considered easier to develop Travel Plans at the planning permission stage of new developments, rather than for existing sites, because:
- Residents / employees / users of the site will not have developed their own travel patterns and will therefore be more willing to try alternatives modes of travel to the car; and
 - Infrastructure to accommodate walking, cycling and passenger transport can be incorporated into the design of the site.
- 1.3.4. A successful Travel Plan could bring the following benefits to the proposed development:
- An effective proactive approach to influence the travel behaviour of residents, employees, pupils and users of the site;
 - Promote social inclusion and accessibility;
 - Demonstrate environmental responsibility;
 - Contribute towards road safety targets; and
 - Contribute towards healthier lifestyles.

1.4 TRAVEL PLAN PROCESS

1.4.1. The overall broad objectives of the SWMK Travel Planning process are:

- To minimise the need to travel long distances through carefully designed land-use provision and location;
- To reduce reliance on the private car with a long-term strategy of mode shift away from single occupancy car use;
- To build upon good urban design principles that maximise the permeability of the development for promoting walking, cycling and public transport use;
- To promote the use of car sharing where appropriate;
- To reduce costly road traffic congestion and further damage to the environment in the context of sustainable development which is consistent with Government policy; and
- To encourage a high level of community involvement in travel behaviour change initiatives.

1.4.2. This FTP aims to inform future occupiers of the Proposed Development about the requirements for their individual Travel Plans and how sustainable travel can be encouraged. In order that travel planning is ingrained within the development process from the outset, the FTP that is submitted as part of the outline planning application establishes the requirements for future occupiers of the Proposed Development and guide the production of individual Travel Plans. Hence, the implementation of Travel Plans would be progressed in three phases:

- Phase A – preparation of the Framework Travel Plan (this document);
- Phase B – resident, employee and pupil/student travel surveys, analysis and reporting; and
- Phase C – development of detailed, individual Travel Plans and implementation.

PHASE A

1.4.3. This FTP outlines a site-wide strategy for sustainable travel, it sets out the requirements for a Travel Plan Manager who will take overall responsibility for travel planning at the Proposed Development as well as setting out principles that will be applied in the individual, detailed Travel Plans, which each occupier/developer will be obliged to prepare as part of Reserved Matters planning applications. Occupiers/developers will undertake baseline travel surveys (Part B) and implement a full Travel Plan within a timeframe set out later in this document.

PHASE B

1.4.4. Home builders/occupiers/schools will be required to conduct resident, employee, pupil/student and visitor surveys (depending on type of land use) within an agreed timeframe. This process will be overseen by the Travel Plan Manager (TPM) assisted by the Sustainability Team at BC in conjunction with a Transport Planner (Smarter Choices) from MKC.

1.4.5. The questionnaire format will be discussed and agreed with BC in conjunction with MKC to ensure that the information obtained provides a thorough understanding of the travel patterns of residents, staff, pupils/students and visitors to the Proposed Development in order that the most appropriate measures can be employed to achieve the required modal shift to sustainable forms of transport. Both BC and MKC use iTRACE monitoring software in order to gain a consistent record of travel behaviour.

PHASE C

1.4.6. Home builders/occupiers/schools will be responsible for ensuring that prior to the occupation of any element of the Proposed Development, individual Travel Plans are implemented that adopt the aim,

objectives and targets set out in the FTP submitted with the planning application. Each Travel Plan will contain the name and contact details of the Travel Plan Co-ordinator for that Travel Plan.

1.5 REPORT STRUCTURE

1.5.1. This Framework Travel Plan is structured as follows:

- Section 2 provides a review of existing conditions regarding the transport network in the vicinity of the proposed development, with reference to road links, walking, cycling, buses and trains. Information relating to the accessibility of local facilities in the vicinity of the site is also provided.
- Section 3 provides an overview of key national, regional and local policies relating to travel planning;
- Section 4 outlines the development proposals for the site;
- Section 5 summarises the survey methods used, and provides information about the anticipated mode shares;
- Section 6 details the primary aims and objectives of the Travel Plan;
- Section 7 outlines the Travel Plan targets for each element of the development site;
- Section 8 provides an overview of how the Travel Plan will be managed;
- Section 9 outlines the requirements for the Residential Travel Plan;
- Section 10 outlines the requirements for the Workplace Travel Plans;
- Section 11 outlines the requirements for the School Travel Plans;
- Section 12 summarises the approach to marketing and promotion of the Travel Plans;
- Section 13 describes the approach to monitoring and review of the Travel Plans; and
- Section 14 sets out the action plans for each of the Travel Plans and sets out how the Travel Plans will be funded.

2 EXISTING CONDITIONS

2.1 SITE DESCRIPTION

- 2.1.1. The area of land that will accommodate the proposed development comprises a 'green field' Site, north-west of Newton Longville and immediately west of Far Bletchley and south west of the centre of Milton Keynes. The Site, which covers an area of approximately 144 hectares, is bounded to the north by A421 Standing Way, to the east by the existing built up area of Far Bletchley, to the south by the disused railway line and to the west by Whaddon Road. The entirety of the site is located within the district of Aylesbury Vale, with the exception of the proposed site access points on the A421 and Buckingham Road which are located within the Milton Keynes district.
- 2.1.2. A plan showing the location of the Site in relation to the surrounding area is provided in **Figure 2-1**. This plan is reproduced at a larger scale in **Appendix A**.

Figure 2-1 - Site Location Plan



- 2.1.3. There is currently no formal means of vehicular access into the Site that could be used to serve the proposed development. Weasel Lane crosses the Site in a north easterly direction from Whaddon Road to B4034 Buckingham Road. Weasel Lane is a restricted byway, a highway over which the public has a right of way on foot, bicycle, horseback, and with non-mechanically propelled vehicles. Notwithstanding its status, Weasel Lane is accessible by motor vehicles from both Whaddon Lane and Buckingham Road by means of 'simple' priority junctions at both ends and provides access from Whaddon Road to an existing residential property which is currently outside the Site.

2.2 LOCAL ROAD NETWORK

- 2.2.1. The Site is well connected on a local, sub-regional and regional scale. A421/H8 Standing Way runs in a north easterly direction towards the A5, providing connections to the Bletchley, Emerson Valley and Furzton areas. A roundabout at the junction of H8 Standing Way and V6 Grafton Street (Bleak Hall Roundabout) allows access to Redmoor Roundabout which interchanges with A5. To the east of A5, A421 Standing Way provides access through the Beanhill, Netherfield, Monkston, Kents Hill and Brinklow areas to Junction 13 on the M1 Motorway and also north into Bedford.
- 2.2.2. To the west, A421 provides links to Buckingham and A43. A421 extends west from Bottle Dump Roundabout in the north-west corner of the Site and has a number of junctions along its length providing links to minor roads that serve the surrounding villages. A421 continues west and meets A413 at a roundabout to the east of Buckingham, some 12.5km west of the Site, before continuing to the south of Buckingham, north of the Buckingham Industrial Estate. A421 continues west from Buckingham, bypassing Tingewick to the south before joining the A43 approximately 4km south of the centre of Brackley.
- 2.2.3. Whaddon Road runs in a south easterly direction along the western edge of the Site, over the disused railway, and into the village of Newton Longville. Within the village, Whaddon Road gives way to Bletchley Road/Drayton Road at a four-arm priority junction before continuing as Stoke Road. Stoke Road provides access to A4146 Stoke Hammond bypass to the south, of which A4146 provides a southern bypass to Leighton Buzzard before joining A505. A505 joins A5 Watling Street at a roundabout junction to the north west of Houghton Regis.
- 2.2.4. The location of the Site in relation to the local and strategic highway network is shown on **Figures 2-2** and **2-3** respectively.

Figure 2-2 - Local Highway Context

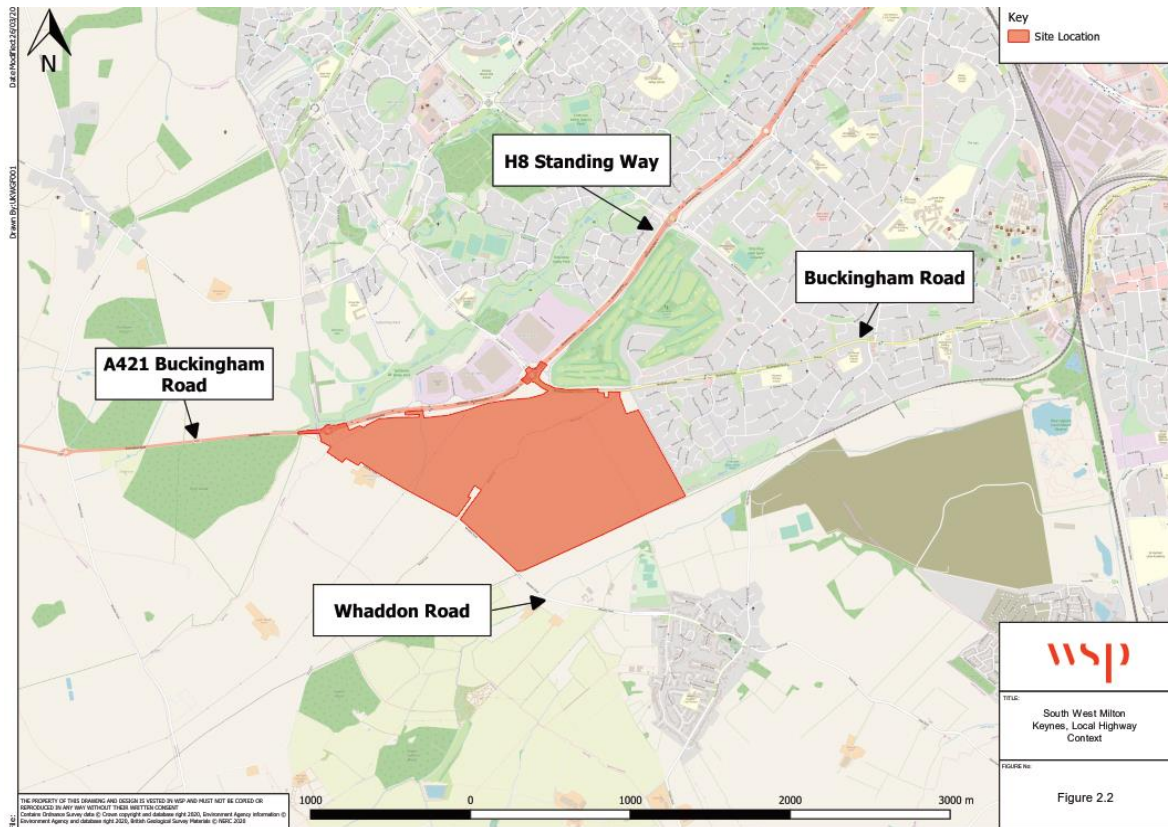
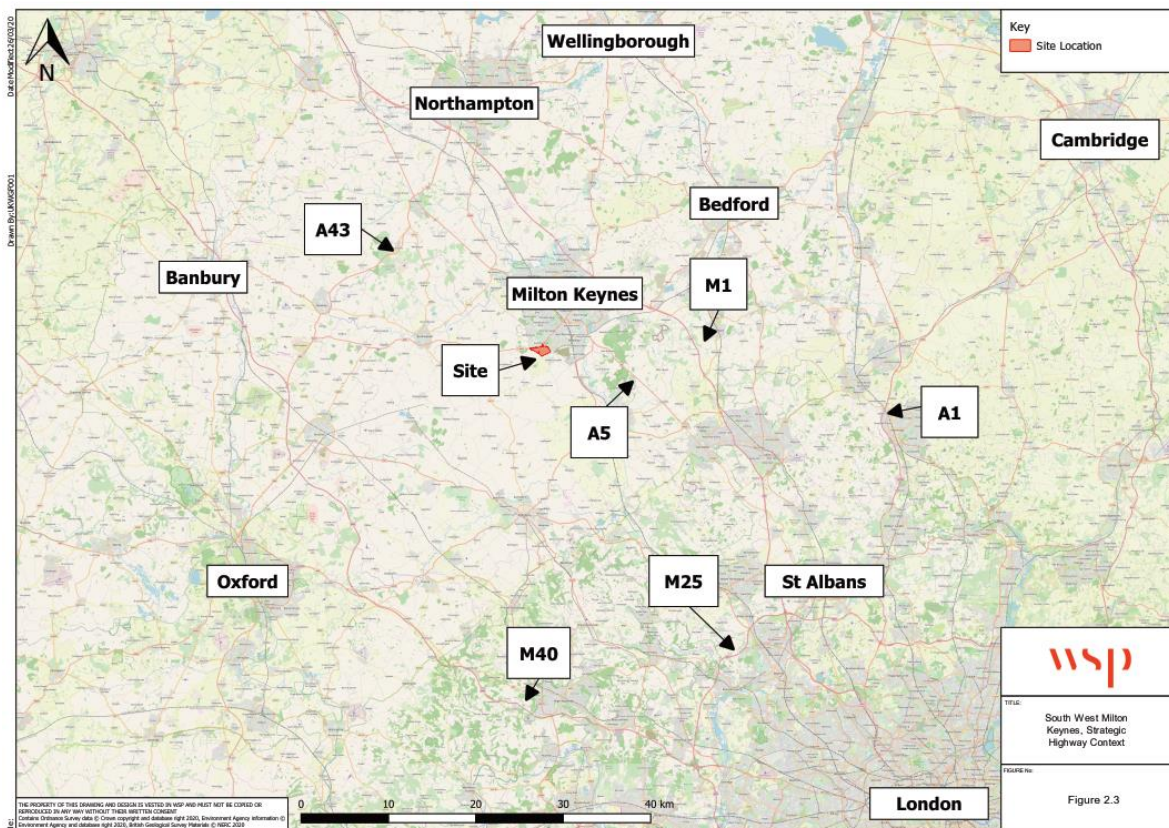


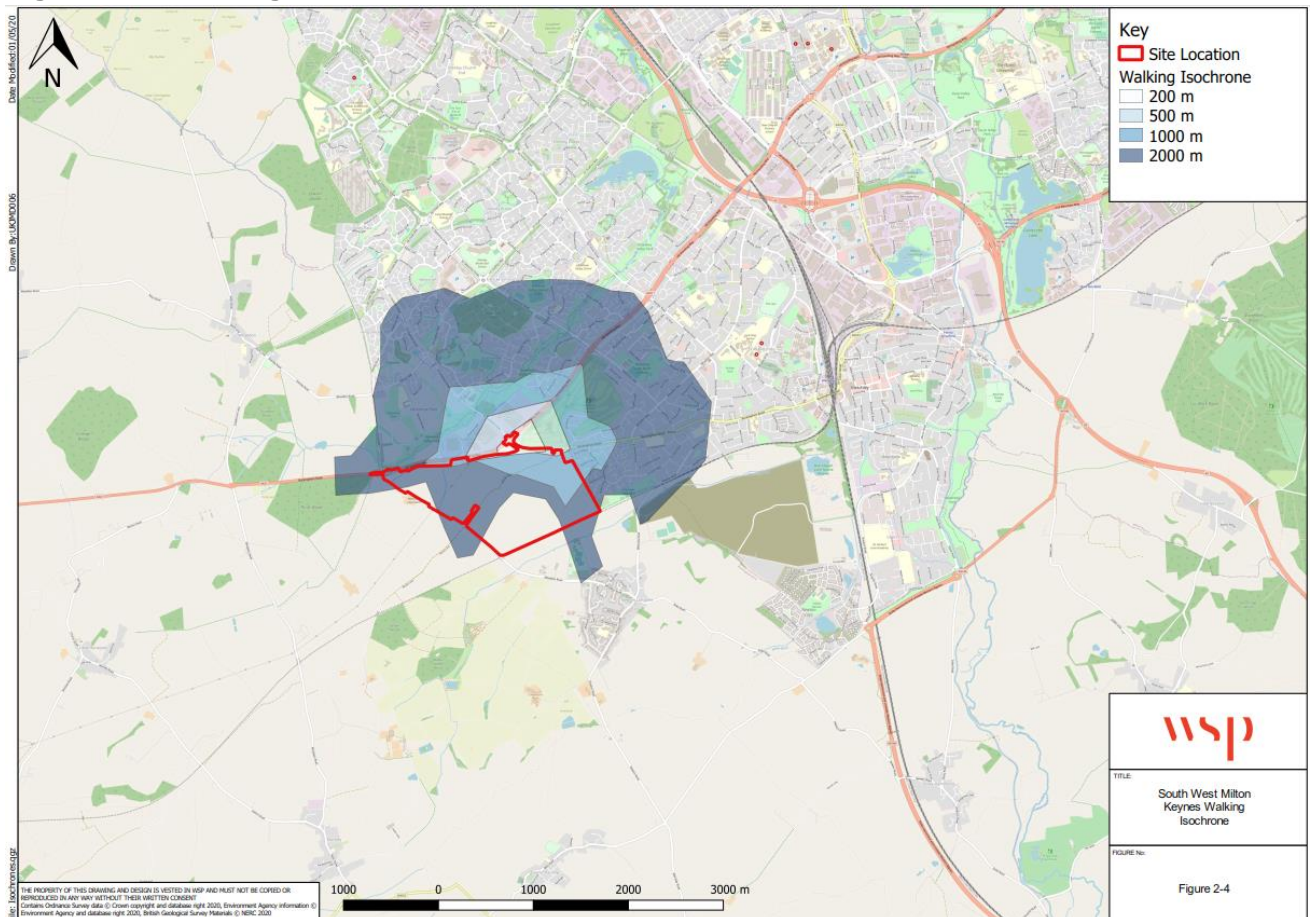
Figure 2-3 - Strategic Highway Context



2.3 PEDESTRIAN NETWORKS

- 2.3.1. The existing site is served by a limited network of existing pedestrian footways and public rights of way. Walking isochrones showing the areas accessible within 500m, 1km and 2km distances of the site are shown in **Figure 2-4**. This plan is reproduced at a larger scale in **Appendix B**.

Figure 2-4 - Walking Isochrone

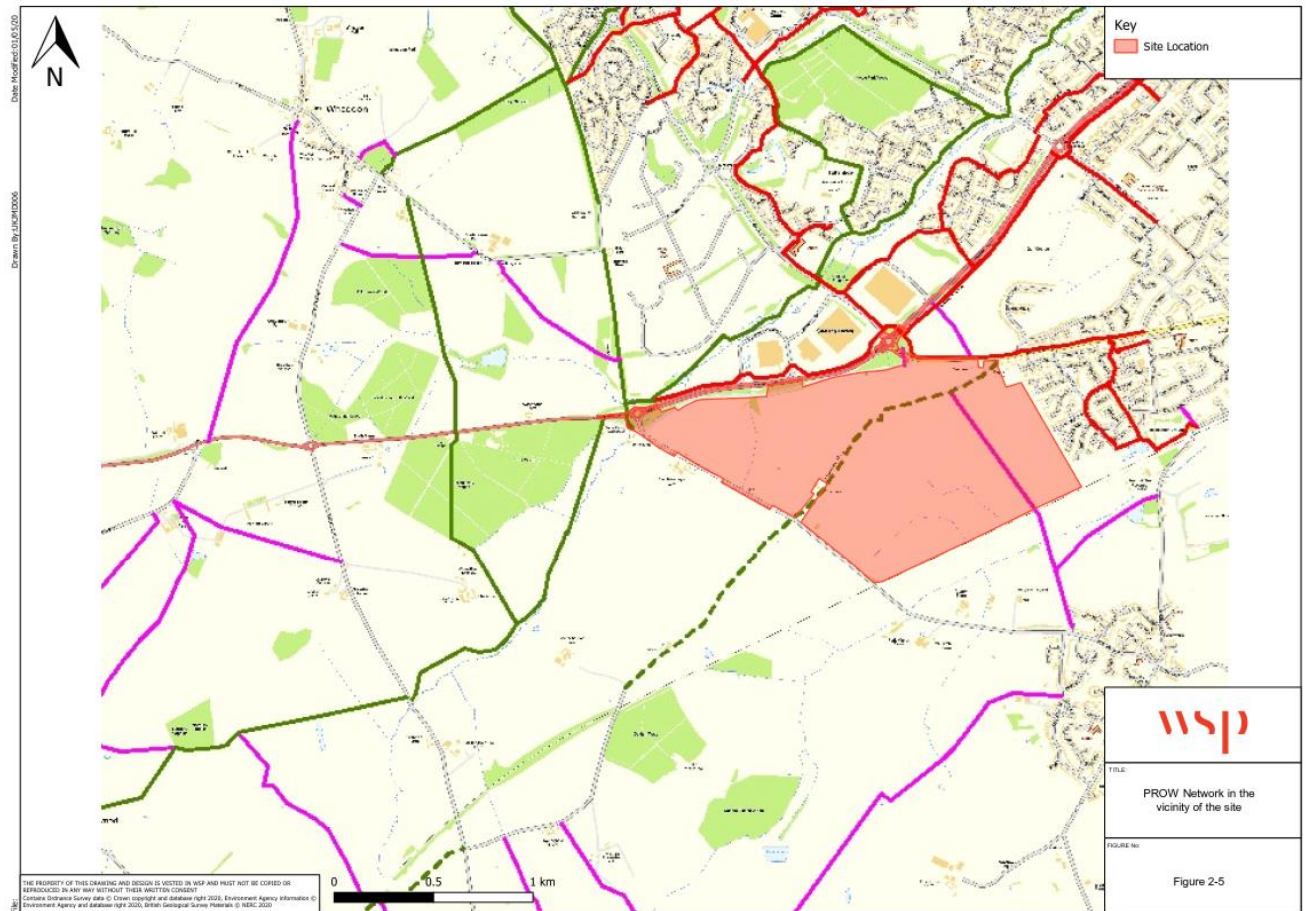


- 2.3.2. **Figure 2-4** demonstrates that the areas of Snelshall West, Tattenhoe and Bletchley are all within reasonable walking distance of the site.
- 2.3.3. Whilst Whaddon Road to the west of the site does not feature any formal pedestrian infrastructure both Standing Way and Buckingham Road do provide pedestrian and cycle facilities. Standing Way features a shared cycle/footway to the north of the carriageway segregated by a wide grass verge. The path forms part of Milton Keynes' Redway Network, a network of pedestrian and cycle across the Borough. A subway is provided adjacent to Steinbeck Crescent that provides access to the southern side of the carriageway where a lay-by is provided. The subway also provides a connection to a disused carriageway that runs parallel and to the south of Standing Way along the northern boundary of the site.
- 2.3.4. The 'Redway' on Standing Way runs between the Bottledump roundabout and the urban centre of Milton Keynes. Grade separated provision is provided at the Buckingham Road roundabout providing a safe connection to a further 'Redway' route that runs along Buckingham Road to Caernarvon

Crescent where Chestnuts Primary School is located. The 'Redway' on Standing Way continues into Milton Keynes along the southern side of the carriageway with subway connections to Tattenhoe and other residential areas to the north.

- 2.3.5. Buckingham Road features a shared cycle/ footway on the northern side of the carriageway segregated from the carriageway by a grass verge.
- 2.3.6. The following Public Rights of Way (PROW) (also shown in **Figure 2-5**) run through or adjacent to the site:
- Bridleway WHA/16 extends south from A421 (approximately 150m west of Bottle Dump Roundabout) to Whaddon Road (Mursley) and beyond Whaddon Road to the west as LHO/19.
 - Weasel lane, a restricted byway runs through the site on a south west to north east axis between Whaddon Road and Buckingham Road where it terminates. In the west it continues across Whaddon Road and connects with Salden Lane.
 - Footpath NLO/19 extends from Weasel Lane (250m west of Buckingham Road) south to Whaddon Road, Newton Longville, opposite Westbrook End. The footpath passes under the currently disused route of the East West rail line via an existing underbridge.
 - There are two recreational footpath routes in the vicinity of the Site:
 - The Midshires Way is a long-distance footpath and bridleway that runs from Bledlow in Buckinghamshire, to Stockport in Greater Manchester. Near the Site, it runs along Bridleway WHA/16 from Whaddon Road (Mursley) under the subway at Bottle Dump Roundabout, and north along the western boundary of Tattenhoe Park; and.
 - The Milton Keynes Boundary Walk is a circular route around Milton Keynes. It runs through Newton Longville, north along footpath NLO/19 to Weasel Lane, along Weasel Lane, north along Whaddon Road to Bottle Dump Roundabout and north along the western boundary of Tattenhoe Park. The route is a 'walk' and is not designated as a Public Right of Way (PROW).

Figure 2-5 - PROW Network in the vicinity of the site



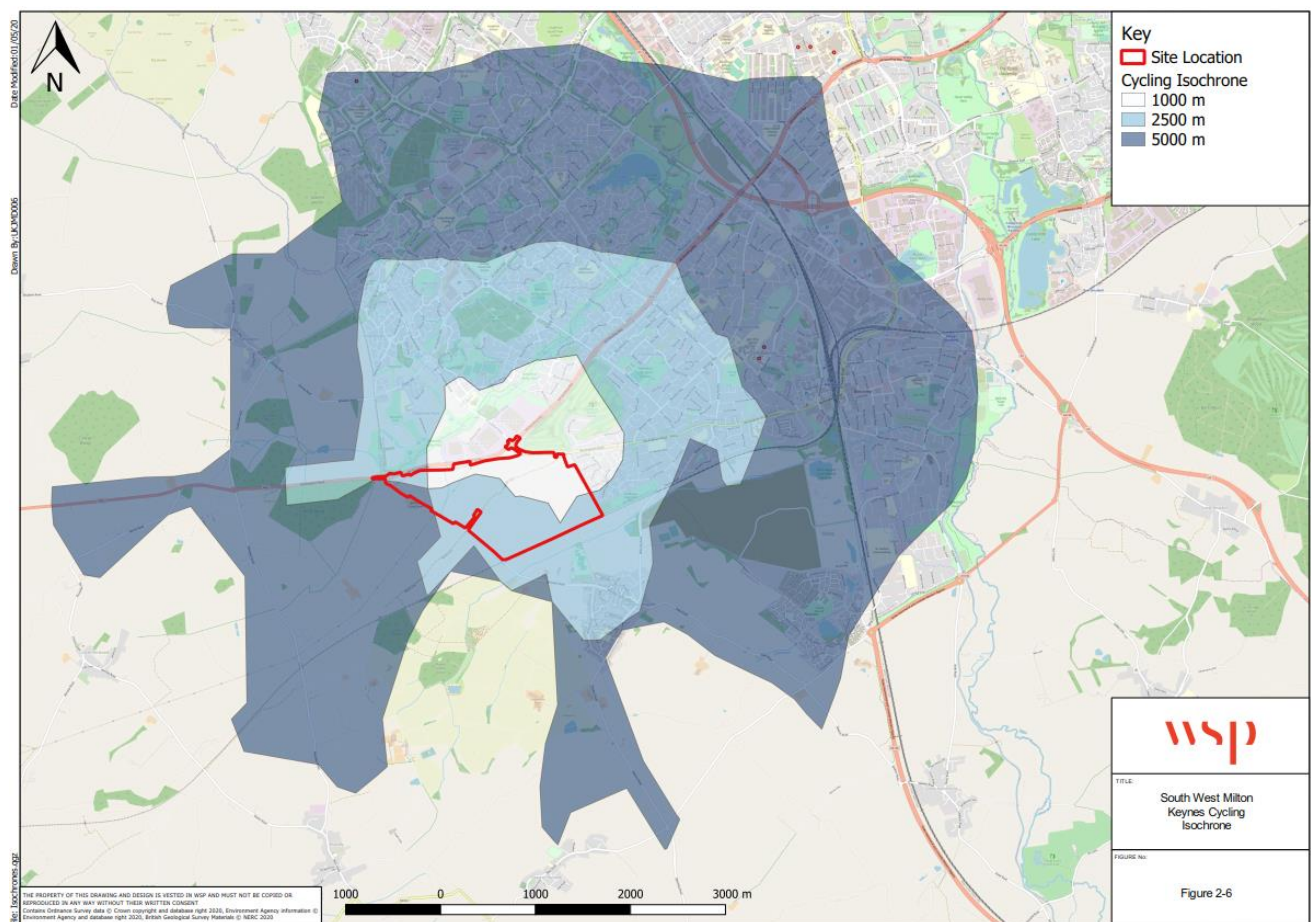
2.4 CYCLING NETWORK

- 2.4.1. National Cycle Route (NCR) 51 runs south-west through the Site, along Weasel Lane from Buckingham Road, crossing Whaddon Road before re-joining the road network on a small farm track, east of Lower Salden Farm. Weasel Lane is a restricted byway, with the following public right of way (PROW) classifications:
- NLO/25 at the north eastern end (between Buckingham Road and footpath NLO/19 – around 250metres) with a metalled surface around 4m in width and with verges both sides;
 - NLO/20 between footpath NLO/19 and the parish boundary – around 1150m in length generally metalled and with a similar width of around 4m and verges to both sides; and
 - MUR/15 between the parish boundary and the track to Lower Salden Farm – around 550m, with width and surface generally as for NLO/20.
- 2.4.2. The route is sign-posted throughout as NCR51, providing connections to Bicester and Oxford to the south-west, and Bedford and Huntingdon to the north-east.
- 2.4.3. The Milton Keynes cycle network (i.e: the Redway system) commences west of Bottle Dump roundabout before continuing eastbound, north of A421 Standing Way, reaching Tattenhoe Roundabout where it passes under the Snelshall Street and A421 Standing Way arms of the roundabout via subways. At this point, the Redway splits in three. A route can either be followed

north-east alongside A421 Standing Way towards the City Centre and Central Milton Keynes Railway Station, or to the south east alongside Buckingham Road, and to the north alongside Snelshall Street.

- 2.4.4. The Redway network can be accessed from the Site via:
- Whaddon Road, immediately south of Bottle Dump roundabout;
 - The subway under A421, east of Steinbeck Crescent; and
 - Buckingham Road, south east of Tattenhoe Roundabout.
- 2.4.5. Isochrones showing the areas accessible within a 5km cycling distance of the Site are provided in **Figure 2-6**. This plan is reproduced at a larger scale in **Appendix C**. Within a 5km cycling distance the areas of Bletchley, Water Eaton, Tattenhoe, Oxley park, Emerson valley, Furzton and Shenley Lodge are accessible including Bletchley Railway Station.

Figure 2-6 - Cycle Isochrone



2.5 LOCAL BUS SERVICES

- 2.5.1. Access to public transport is measured with reference to the number of services accessible within a reasonable walking distance. For bus based public transport a reasonable level walking distance between a home/place of employment and a bus stop is generally regarded to be around 400m.
- 2.5.2. The nearest bus stops that are served by a regular bus service are on Chepstow Drive in Far Bletchley to the east of the Site. The existing bus stops on Chepstow Drive are currently served by Route 28 operated by Red Rose Travel. Between Monday and Saturday, an hourly service operates between Central Milton Keynes and Bletchley Bus Station.

- 2.5.3. The nearest bus stops to the Site that provide a more frequent level of service are around 950 metres walking distance from the Site boundary on Whaddon Way. These stops are currently on Route 4, operated by Arriva which provides a 10-minute frequency service from 6am to midnight between Milton Keynes City Centre and Bletchley. Routes 30 and 604 also service at this stop but only for school travel.
- 2.5.4. An extract from the Milton Keynes Urban Bus Map showing the existing bus routes in the vicinity of the Site is provided in **Figure 2-7**, also contained at **Appendix D**.

Figure 2-7 - Bus Map of Milton Keynes



- 2.5.5. A summary of the local bus services available is provided in **Table 2-1**.

Table 2-1 - Bus Services in the vicinity of the Site

Service No.	Nearest Bus Stop	Route	First Bus (Mon - Fri)	Last Bus (Mon - Fri)	Daytime Frequency		
					Mon - Fri	Sat	Sun
28	Chepstow Drive	Westcroft Shopping Centre - Bletchley	07:27	19:30	1 per hour	1 per hour	No service
7A	Buckingham Road	Wolverton - Bletchley	05:46	17:41	Twice per day	Twice per day	Twice per day
4	Whaddon Way	Central Milton Keynes - Bletchley	06:21	23:49	Every 10 mins	Every 15 mins	Every 15 mins
30	Whaddon Way	Bletchley - Newport Pagnell	07:30	16:42	Twice per day	No service	No service
604	Whaddon Way	Bletchley - St Pauls School	08:20	15:54	Three per day	No service	No service

2.6 RAIL SERVICES

- 2.6.1. Bletchley Railway Station is located approximately 3.4km to the east of the site and accessible by bicycle or by Bus Route 4.
- 2.6.2. Bletchley Railway Station has 628 parking spaces with 29 for use by the mobility impaired. There is also sheltered parking for 58 bicycles at the station.
- 2.6.3. The station, operated by London Northwestern Railway, is located on the West Coast Main Line, providing connections to Milton Keynes Central and Birmingham New Street to the north, and Watford and Euston to the south. The station also provides links to local stations, including Leighton Buzzard.
- 2.6.4. Southern Trains operates an hourly service which terminates at east Croydon. **Tables 2-2 and 2-3** below provide details of the services from Bletchley Railway Station for Monday to Friday and Saturday and Sunday respectively.

Table 2-2 - Rail Services from Bletchley Railway Station (Monday to Friday)

Monday to Friday							
Route	Origin	Destination	First train	Last train	Total trains	08:00-09:00	17:00-18:00
Croydon and Clapham Jn. To Watford Jn. And Milton Keynes	Euston /East Croydon / Clapham Junction	Birmingham/ Northampton/ Milton Keynes	06:34	02:29	39	4	3
	Birmingham / Northampton / Milton Keynes	Euston/East Croydon/Clapham Junction	03:35	02:30	40	7	3
Bletchley - Bedford	Bletchley	Bedford	05:16	21:01	16	1	1
	Bedford	Bletchley	06:12	22:00	16	1	1

Table 2-3 - Rail Services from Bletchley Railway Station (Saturday and Sunday)

Saturday and Sunday							
Route	Origin	Destination	Saturday			Sunday	
			First train	Last train	Total trains	First train	Last train
Croydon and Clapham Jn. To Watford Jn. And Milton Keynes	Euston / East Croydon / Clapham Junction	Birmingham / Northampton / Milton Keynes	06:30	00:02	39	09:48	23:55
	Birmingham / Northampton	Euston / East Croydon / Clapham Junction	04:40	22:26	40	08:14	22:16
Bletchley - Bedford	Bletchley	Bedford	05:34	21:01	16	No service	
	Bedford	Bletchley	06:29	22:00	16		

2.6.5. Milton Keynes Central is located approximately 6.4km from the site via the 'Redways' network on bicycle, or via Snelshall Street, Childs Way and Elder Gate by car. The station provides sheltered storage for 900 bicycles. Car parking is available at the station although this is more costly than the provision at Bletchley and therefore may be a less attractive option for drivers wishing to access rail services.

2.6.6. The train operators serving Milton Keynes Central are London North Western, Southern Trains and Virgin Trains. **Table 2-4** below provides details of the services from Milton Keynes Central.

Table 2-4 - Rail Services from Milton Keynes Central Railway Station

Service	Frequency		
	Monday-Friday	Saturday	Sunday
West Midlands Trains Bletchley – Milton Keynes	4 per hour	4 per hour	2 per hour
Southern Trains Croydon and Clapham Jn. to Watford Jn. and Milton Keynes (connections to Northampton and Birmingham New Street)	Hourly	Hourly	Hourly
Virgin Trains/West Midlands Trains Milton Keynes - London Euston	8 per hour	8 per hour	6 per hour
Virgin Trains London & West Midlands - North West & Scotland	5 per hour	5 per hour	4 per hour

2.7 ACCESSIBILITY TO LOCAL FACILITIES

- 2.7.1. In line with national planning policy, namely the updated NPPF, the site should be accessible by a variety of transport modes allowing a reduction in the reliance on the private car.
- 2.7.2. Access to local amenities has been considered by examining the number of services and facilities available within a reasonable walking and cycling distance of the site. The distances that are typically considered acceptable by these modes of travel are as follows:
- Walking - up to 2km (equivalent to a 25-minute walk); and
 - Cycling - up to 5km (equivalent to a 20-minute cycle).
- 2.7.3. The range of amenities and facilities available are shown in **Figure 2-8** and **Table 2-5**. **Figure 2-8** is also reproduced in **Appendix E**.

Figure 2-8 - Amenities Plan

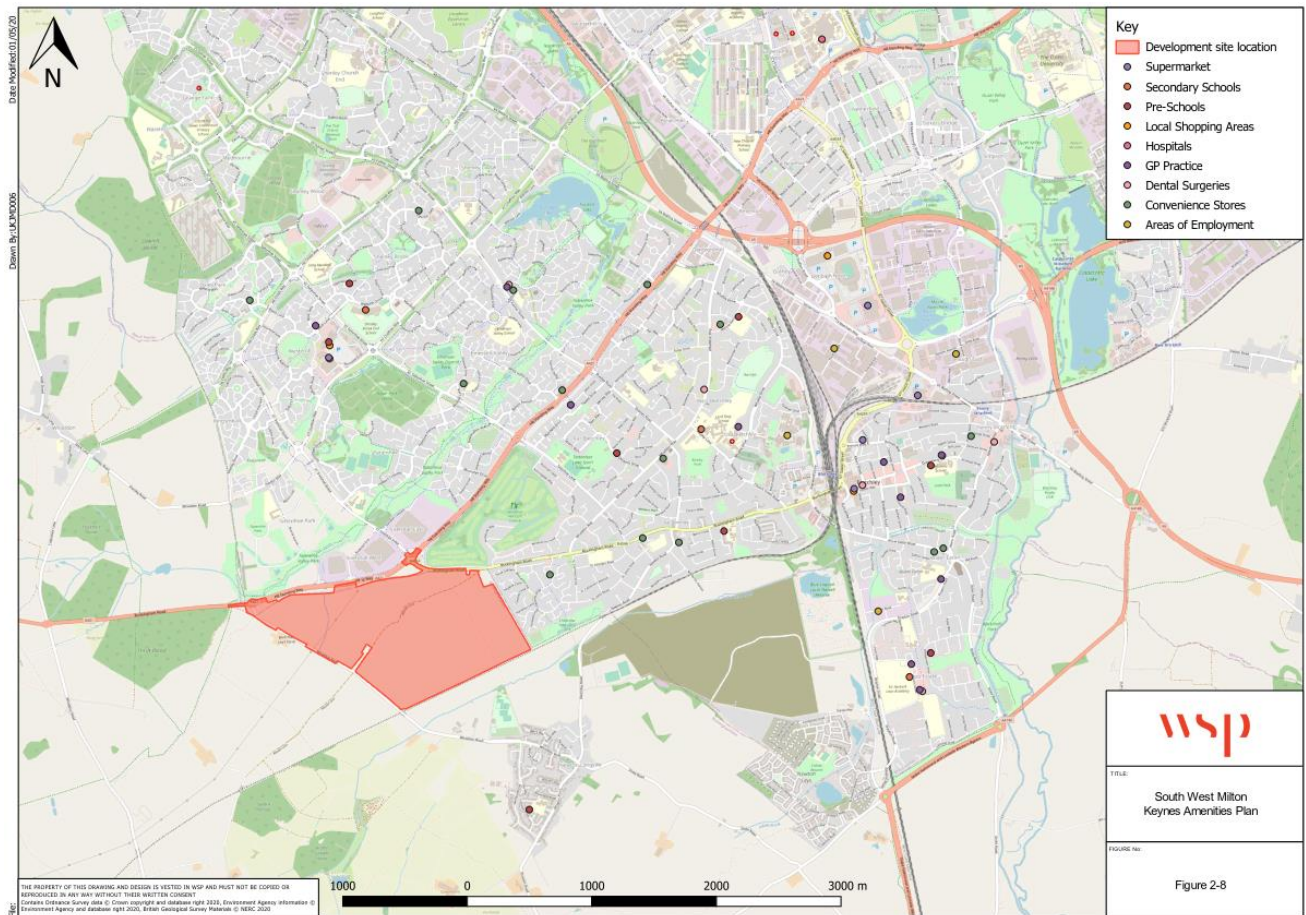


Table 2-5 – Amenities and facilities in the Vicinity of the Site

Amenity	Distance from Site Access Point	Walking Time*	Cycling Time**
Premier Store, Chepstow	1km	12 minutes	4 minutes
Chepstow Community Centre	1km	12 minutes	4 minutes
Whaddon House GP Surgery	2.1km	25 minutes	8 minutes
All Smiles Dental Care	2.5km	31 minutes	10 minutes
Bilep Chemist	1.7km	19 minutes	7 minutes
Milton Keynes University Hospital	6.25km	79 minutes	25 minutes
Westcroft District Centre (Local Shopping Centre)	2.7km	34 minutes	11 minutes
Giles Brook Primary School	1.2km	15 minutes	5 minutes
Priory Rise Primary School	1.8km	23 minutes	7 minutes
Lord Grey Academy (Secondary School)	2.6km	32 minutes	10 minutes
Morrisons	2.7km	34 minutes	11 minutes
Bletchley Leisure Centre	4km	48 minutes	16 minutes

*Walking time based on an average walking speed of 80m per minute (3mph)

**Cycle time based on an average cycling speed of 250m per minute (9.3mph)

2.8 SUMMARY

- 2.8.1. The Site is well located to make use of existing highway connections. The number of bus services accessible from the site is limited and therefore a public transport strategy will be required to ensure that sustainable connections are available to all users of the site.
- 2.8.2. There is good access to local footways / footpaths and the local cycle network. The pedestrian network provides connections to local places of interest and public transport facilities.
- 2.8.3. The facilities and amenities surrounding the site are largely beyond a reasonable walking and cycling distance and therefore providing facilities on site will be an integral part of the development proposals.
- 2.8.4. Development of the Site therefore offers an excellent opportunity to influence travel behaviour and encourage sustainable travel options.

3 PLANNING POLICY CONTEXT

3.1 INTRODUCTION

- 3.1.1. Travel Plans are an important tool for the delivery of national, regional and local transport policy and play an integral aspect within the planning process, fulfilling a role in encouraging more sustainable development. As a result, Travel Plans are required in association with all significant planning applications. Nevertheless, a new development and the transport obligations which are associated with it (to make it acceptable) are not the only motivation for introducing a Travel Plan.
- 3.1.2. Building on the Government's commitment to sustainable development, the Department for Transport (DfT) is actively working to deliver the sustainable development objectives by:
- Tackling congestion (which damages economic competitiveness, worsens local air quality and adds to the stress of our daily lives);
 - Reducing the environmental and health impacts of transport (including transport's impact on air quality, greenhouse gas emissions, noise pollution and public safety); and
 - Integrating transport and land-use planning to produce more sustainable patterns of development.

3.2 LOCAL POLICY

AYLESBURY VALE DISTRICT LOCAL PLAN, JANUARY 2004

- 3.2.1. The Aylesbury Vale District Local Plan was adopted in January 2004, covering the period from 2001 to 2011. The Local Plan proposes land for development and provides a framework of policies within which other proposals will be considered. After 27 September 2007, legislation meant that policies in the Local Plan ceased to have effect unless 'saved' by a Direction from the Secretary of State (SoS). The purpose of this was to ensure that local planning authorities brought forward their Local Development Frameworks quickly. Following an application from Aylesbury Vale District Council, the SoS issued a direction on 24 September 2007 to save specified policies.
- 3.2.2. Section 4 of the Local Plan includes general policies, with paragraphs 4.57 to 4.91 relating specifically to transport planning. These paragraphs include the general transport policies which apply across the District, including Buckingham. However, the majority of these policies were not saved due to similar guidance being found within PPG13 Transport.
- 3.2.3. Paragraph 4.62 relates specifically to travel planning, and states that "*Travel plans provide an opportunity for difficulties associated with increased traffic levels to be addressed prior to development. The requirement for a travel plan will depend on the scale and type of development but such a plan will be expected in support of planning applications for all proposals with significant transport implications or to tackle a particular local traffic problem.*"

PLAN: MK 2016 - 2031, MARCH 2019

- 3.2.4. Plan: MK 2016 - 2031 was adopted in March 2019 and sets out the Council's approach and policies for the Borough of Milton Keynes for the period up to 2031.
- 3.2.5. Chapter 8 of the Local Plan relates to transport and connectivity, with Part B of Policy CT2 (Movement and Access) relating specifically to travel planning and development:

“Development proposals that generate significant amounts of movement or impact on level crossings must be supported by a Transport Statement or Transport Assessment and will normally be required to provide a Travel Plan, with mitigation implemented as required.”

BUCKINGHAMSHIRE COUNTY COUNCIL LOCAL TRANSPORT PLAN 4 (LTP4) 2018 - 2036, MARCH 2016

- 3.2.6. Buckinghamshire’s LTP4 was adopted in March 2016 and sets out how transport can play its part in realising the Council’s vision to make Buckinghamshire a great place to live and work. LTP4 covers all modes of transport and looks ahead to 2036.
- 3.2.7. Policies 1, 2, 10, 12 and 13 relate to travel planning and development, and are detailed below.
- 3.2.8. Policy 1: Efficient and effective transport provision, states that:
- “We will work to deliver our services in the most efficient way; to reduce the need to travel; and to help reduce demand for Council services.”*
- 3.2.9. Policy 2: Travelling in Buckinghamshire and beyond, states that:
- “We will work to improve the connectivity and reliability of Buckinghamshire’s transport network, stimulate economic growth and promote safer, more sustainable travel.”*
- 3.2.10. Policy 10: Improving our environment, states that:
- “We will protect Buckinghamshire’s unique countryside and other special environments, working with partners to manage air quality, take advantage of opportunities to encourage more sustainable travel choices and reduce noise pollution. We will do this through the transport investments we promote, by managing the impact of new development and transport schemes, by promoting the use of Travel Plans, and by working with businesses and researchers to develop lower emission technologies.”*
- 3.2.11. Policy 12: Walking, states that:
- “Walking should be the best option for more of our short journeys. We will look to develop the walking network and encourage walking, to help ensure it becomes one of the most convenient ways to make short journeys.”*
- 3.2.12. Policy 13: Encouraging cycling, states that:
- “We will look to develop the cycling network through a combination of new infrastructure, maintenance and promotion. We will support initiatives to help cycling become one of the most convenient and well used forms of transport for short journeys.”*

MILTON KEYNES LOCAL TRANSPORT PLAN 3 (LTP3) - 2011 TO 2031: A TRANSPORT VISION FOR MILTON KEYNES, APRIL 2011

- 3.2.13. The Milton Keynes LTP3 sets out the borough’s policies and programme for delivering local, sub-regional and national policy objectives between 2011 and 2031. The LTP builds on the borough’s Sustainable Community Strategy (SCS) and the spatial planning policies in the Core Strategy as well as policy and guidance at an international, national and local level.
- 3.2.14. The following policies relate to travel planning:
- SCo2: More effective management and enforcement of development-related travel plans;

- SCo6: Continued promotion of Safer Journeys to School programme including school travel planning, walking buses and expansion of “Walk and Roll” scheme;
- SCo7: Increased delivery of travel awareness campaigns and promotions
- SCo10: Introduction of personalised travel planning

3.2.15. SCo2: More effective management and enforcement of development-related travel plans states that:

“All significant new developments across all land uses will be required to develop travel plans to ensure that the design of the development facilitates sustainable travel and also to ensure that residents have the information they require to travel by non-car modes, fully supported by promotional activities. Interventions will include working with developers and estate agents for the provision of welcome packs containing public transport, cycling and walking information; free or subsidised travel; provision of car / bike / scooter and other vehicle pools; and a visit from a travel planning officer within one week of moving in.

Travel plans are required for all significant new development in Milton Keynes, including expansion of existing sites. The council will ensure that local policy is strengthened to support development-related travel planning, and officers will work with developers to ensure that travel plan considerations are incorporated from the earliest stage of the planning process. Travel Plans will be monitored and enforced through legal and financial mechanisms (such as bonds) to ensure that new developments meet their sustainable travel targets. Effective car park management will be a key travel plan measure required for all new developments.”

3.2.16. SCo6: Continued promotion of Safer Journeys to School programme including school travel planning, walking buses and expansion of “Walk and Roll” scheme, states that:

“The Council will continue to work with schools to help them effectively implement and monitor their travel plans. A school travel plan sets out a package of practical measures aimed at improving safety on the journey to school and encouraging use of more healthy and sustainable modes of travel. We will also continue to encourage schools to incorporate Sustainable Travel and Road Safety into their school curriculum and we will adapt to relevant national government policy and the direction of the curriculum.”

3.2.17. SCo7: Increased delivery of travel awareness campaigns and promotions, states that:

“Focused awareness raising campaigns will be undertaken to increase the public’s understanding of the problems caused by traffic growth, promote the benefits of sustainable travel and encourage people to think about their own travel behaviour. A wide range of media will be used e.g. online cycle journey planners. Targeted materials will also be used to raise awareness of infrastructure improvements once completed, to maximise the benefit realised. Partnership working with local bus and rail operators will also ensure effective marketing of public transport improvements and information, and the council will also continue to support national travel awareness projects in order to raise the profile of sustainable travel.”

3.2.18. SCo10: Introduction of personalised travel planning, states that:

“A programme of personalised travel planning focussing on new residential developments will be developed and implemented throughout the borough.”

3.3 NATIONAL POLICY

NATIONAL PLANNING POLICY FRAMEWORK (NPPF), FEBRUARY 2019

- 3.3.1. The revised National Planning Policy Framework was updated in February 2019, replacing the previous National Planning Policy which was published in March 2012 and revised in July 2018.
- 3.3.2. The National Planning Policy Framework (NPPF) sets out the Government's planning policies for England and how these should be applied. Chapter 9 (paragraph 102 to 111) of the document sets out the policies relating to transport and the promotion of sustainable transport.
- 3.3.3. Paragraph 111 states that:
"All developments that will generate significant amounts of movement should be required to provide a travel plan, and the application should be supported by a transport statement or transport assessment so that the likely impacts of the proposal can be assessed."
- 3.3.4. The NPPF describes a Travel Plan as:
"A long-term management strategy for an organisation or site that seeks to deliver sustainable transport objectives and is regularly reviewed."
- 3.3.5. The proposed development is considered to fully accord with the principles of NPPF. The site is in a sustainable location and benefits from having good access to local bus stops, walking and cycling routes which will assist in influencing travel behaviour at source. In addition, the development will facilitate the implementation of various improvements to local infrastructure.

3.4 EMERGING POLICY

DRAFT VALE OF AYLESBURY LOCAL PLAN 2013 - 2033 (PROPOSED SUBMISSION), NOVEMBER 2017

- 3.4.1. The Vale of Aylesbury Local Plan Submission Version is the latest stage in the preparation of the Local Plan. The document sets out the long-term vision and strategic context for managing and accommodating growth within the district until 2033.
- 3.4.2. The overall vision of the Vale of Aylesbury Council is:
"To secure the economic, social and environmental wellbeing of the people and businesses in the area."
- 3.4.3. Chapter 7 of the Local Plan relates to transport planning and development, with Policy T4 (Delivering transport in new development), part 'f' focusing specifically on Travel Plans:
"Transport and new development will only be permitted if the necessary mitigation is provided against any unacceptable transport impacts which arise directly from that development. This will be achieved, as appropriate, through:
f. The provision of a travel plan to promote sustainable travel patterns for work and education related trips."

3.5 GUIDANCE

BUCKINGHAMSHIRE'S SUSTAINABLE TRAVEL PLANS: GUIDELINES FOR DEVELOPERS, 2020

- 3.5.1. The BC 'Sustainable Travel Plans: Guidelines for Developers' document guides developers through the process and policies surrounding Sustainable Travel Planning.
- 3.5.2. The guidance sets out the potential benefits of a Travel Plan and provides a template for developers who may be required to submit a Travel Plan as part of the planning process in Buckinghamshire.
- 3.5.3. The guidance is intended to 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. This Travel Plan has been prepared in accordance with the BC guidance.

PLANNING PRACTICE GUIDANCE (PPG) (MINISTRY OF HOUSING, COMMUNITIES AND LOCAL GOVERNMENT, MARCH 2014)

- 3.5.4. The PPG provides advice on when Travel Plans, Transport Assessments and Transport Statements are required, and what they should contain. The PPG is a supporting document to the NPPF and further reinforces the importance of implementing Travel Plans.

- 3.5.5. The PPG states that:

"Travel Plans, Transport Assessments and Statements are all ways of assessing and mitigating the negative transport impacts of development in order to promote sustainable development. They are required for all developments which generate significant amounts of movement."

- 3.5.6. In defining a Travel Plan, the PPG states that:

"Travel Plans are long-term management strategies for integrating proposals for sustainable travel into the planning process. They are based on evidence of the anticipated transport impacts of development and set measures to promote and encourage sustainable travel (such as promoting walking and cycling). They should not, however, be used as an excuse for unfairly penalising drivers and cutting provision for cars in a way that is unsustainable and could have negative impacts on surrounding streets."

- 3.5.7. The PPG considers that:

"The primary purpose of a Travel Plan is to identify opportunities for the effective promotion and delivery of sustainable transport initiatives, e.g walking, cycling, public transport and tele-commuting, in connection with both proposed and existing developments and through this to thereby reduce the demand for travel by less sustainable modes."

GOOD PRACTICE GUIDELINES, DELIVERING TRAVEL PLANS THROUGH THE PLANNING PROCESS (DEPARTMENT FOR TRANSPORT, 2009)

- 3.5.8. The DfT guidelines are intended to assist all stakeholders, in both the public and private sectors, to secure an effective policy framework, determine when a Travel Plan is required, how it should be prepared and what it should contain within the context of an integrated planning and transport process. They also set out how Travel Plans should be evaluated, secured, implemented and then also monitored and managed in the longer term as part of this process. The document comprises technical guidelines and does not set out any new policy or legal requirements.

3.5.9. It recognises that the planning process provides the key opportunity to ensure that new development can be effectively accessed by everyone who needs to get to and from a site, to minimise the impact of developments on the transport infrastructure and help to reduce CO₂.

3.5.10. Travel Plans are important for major new developments in order to:

- Support increased choice of travel modes;
- Promote and achieve access by sustainable modes;
- Respond to the growing concern about the environment, congestion, pollution and poverty of access; and
- Promote a partnership between the authority and the developer in creating and shaping 'place'

MAKING RESIDENTIAL TRAVEL PLANS WORK: GUIDELINES FOR NEW DEVELOPMENT (DEPARTMENT FOR TRANSPORT, 2005)

3.5.11. The DfT Residential Travel Plans guidance for new development recognises that the actual content of a Residential Travel Plan will be tailored to the site in question, however it should address all aspects of life that create a need to travel and result in a reduction in the number of car journeys.

The guidance describes how Residential Travel Plans “focus on travel by residents in housing developments and are designed to encourage more sustainable travel from the origin of journeys and across the full range of journey purposes.”

3.5.12. The document recognises that Residential Travel Plans “place a strong emphasis on the choice of location and on the design of the development to reduce the need to travel. This can be achieved through the provision of local facilities and by ensuring high levels of connectivity with good public transport. Residential Travel Plans may also incorporate personalised travel planning, car clubs and improved public transport. Travel awareness is integrated into the marketing and occupation of the site.”

3.5.13. The guidance notes that residential Travel Plans can release land for housing that would otherwise be used for parking and make sites more accessible to those without access to a car as well as improve the quality of the design and layout.

3.6 POLICY SUMMARY

3.6.1. National, regional and local planning policies work together to promote successful Travel Plans which strive for consistency between the 'hard' development proposals and the 'soft' initiatives which accompany it, together with a commitment to monitor travel behaviour and promote sustainable practices throughout the life of the Travel Plan.

4 DEVELOPMENT PROPOSALS

4.1 CURRENT SITE USE

- 4.1.1. The area of land that will accommodate the proposed development comprises a 'green field' Site, north-west of Newton Longville and immediately west of Far Bletchley and south west of the centre of Milton Keynes. The Site, which covers an area of approximately 144 hectares, is bounded to the north by A421 Standing Way, to the east by the existing built up area of Far Bletchley, to the south by the disused railway line and to the west by Whaddon Road. A plan showing the location of the Site in relation to the surrounding area is provided in **Figure 2-1**.

4.2 PROPOSED SITE USE

- 4.2.1. The development proposals include a mixed-use sustainable urban extension on of land to the south west of Milton Keynes. The framework parameter plan is included as a separate drawing as part of the application package.
- 4.2.2. The development proposals will provide for the following:
- 1,855 mixed tenure residential dwellings, including 60 extra care units;
 - 2.07-hectare employment area (B1 land use);
 - 0.67-hectare neighbourhood centre accommodating retail (A1/A2/A3/A4/A5) and community land uses (D1/D2),
 - A Primary School with 630 pupil places; and
 - A Secondary School with 600 pupil places.
- 4.2.3. The residential component of the proposed development includes up to 1,855 new dwellings including 60 extra care units, the precise mix of which will be fixed through subsequent reserved matters planning applications pursuant to any outline planning permission. There will be a range of residential densities from up to 50 dwellings per hectare abutting the Neighbourhood Centre to 20-25 dwellings per hectare on the southern edge of the development where it meets the open countryside.
- 4.2.4. The proposed development makes provision for a range of employment uses. Principally, employment uses will be provided within an Employment Zone set around a mixed-use Neighbourhood Centre located close to the northern gateway to the Site, adjacent to the north western edge of the planning application boundary.
- 4.2.5. The Employment Zone is likely to accommodate small 'starter' office units that would provide appropriate space for small local businesses but will not preclude larger single buildings / businesses.
- 4.2.6. The proposed mix of uses, to include both primary and secondary school provision, will encourage internalisation of trips and therefore satisfies key local and national policy requirements to reduce the impact of development on the wider highway network and to encourage greater use of sustainable modes of travel, in particular walking and cycling.

ILLUSTRATIVE MASTERPLAN

- 4.2.7. An Illustrative Masterplan that forms the basis of the planning application for the proposed development has been prepared by CSA Environmental. The Masterplan has evolved from that which was submitted with the outline planning applications in 2015 and which was formally revised in 2016.

The current framework parameter plan is submitted as a separate drawing with the planning application.

4.2.8. The development and details of the Revised Masterplan are described in detail in the updated Design and Access Statement. The extent of the proposed highway improvements is discussed and explained in more detail later in this TP but broadly includes the following:

- Weasel Lane and National Cycle Route 51 to be retained and enhanced as an important route through the new development, new homes set back from Weasel Lane and existing landscape features are orientated to provide overlooking of public routes, and provision of appropriately designed, at-grade, road crossings;
- An extensive linear park running alongside Whaddon Road, incorporating new landscape planting, trees, footpaths and cycleway links to 'Redway' standard to enhance the northwest section of MK Boundary Walk;
- Highway improvements to Bottle Dump Roundabout, including a new combined equestrian/pedestrian/cycle crossing across Whaddon Road just to the south of the existing roundabout;
- Access improvements along Whaddon Road, A421 and Buckingham Road to facilitate all travel modes, including combined 'at grade' crossing facilities for pedestrians and cyclists with connections to the wider existing network;
- Potential highway improvements across the wider higher network; and
- Improvements to the Public Rights of Way Network (PROW) to create permeability across the Site and strengthen connections with the existing network.

4.2.9. The design of the proposed development and its location in close proximity to Milton Keynes' established network of Redways, will encourage walking and cycling as an alternative method of travel to the private car. Pedestrian and cycling facilities within the proposed development will be designed as high quality, convenient and direct routes to both internal and external destinations.

4.2.10. The provision of the Grid Road reserve is an important element to be accommodated by the proposals in order to satisfy aspirational local planning policies. Whilst the proposed development requires only provision of a single carriageway road for access, the Illustrative Master Plan seeks to protect the corridor, such that a dual carriageway could be provided by MKC/BC at some point in the future subject to the prevailing Development Plan policies.

4.3 TRANSPORT STRATEGY

INTRODUCTION

4.3.1. The underlying principle of the Transport Strategy for the proposed development is to provide the future community with a sustainable travel network which will influence behaviour to reduce the need to travel and thereby minimise the impact on the external transport network. A key priority is given to pedestrian and cycle movements, and accessibility to high quality public transport facilities.

4.3.2. At the heart of the overall Transport Strategy is the implementation, monitoring and management of Travel Plans for the residential, commercial/employment and school uses. Travel Plans under the umbrella of the approved FTP will be the key tool for developing a sustainable Travel Demand Management Strategy for all land uses.

ACCESS STRATEGY

4.3.3. The Access Strategy has evolved in line with the illustrative masterplan. Pedestrian access to the proposed development will be achieved as follows with all but the recreational footpaths being available for use by cyclists:

- A connection with the existing Redway on the northern side of A421 Standing Way as well as other recreational routes, and via the existing pedestrian / cycle route running along the line of the old Buckingham Road route south of the current A421 dual carriageway:
 - across A421 close to Bottle Dump Roundabout via the existing subway;
 - across A421 to Snelshall West via the existing subway; and
 - via Tattenhoe Roundabout;
- A connection to the existing Redway network via a new pedestrian/cyclist/equestrian route along Whaddon Road, including a new 'Pegasus' combined crossing to the south of Bottle Dump Roundabout and the access to Pearce Recycling;
- A connection to Buckingham Road, approximately 600m to the south of Tattenhoe Roundabout, via NCR 51 on Weasel Lane, and via a new access to the Site between this point and Tattenhoe Roundabout;
- A connection to Hamilton Lane, Far Bletchley, on the eastern boundary of the Site, via a cycleway / footway; and
- Connections at four locations to the south and west of the Site, via existing bridleways / footpaths NLO/19, MUR/15, WHA/15 and WHA/16.

4.3.4. Three vehicular means of access will be provided to the proposed development via:

- Whaddon Road – by means of a priority 'T'-junction with a 'ghost island' right turn lane;
- An extension to Buckingham Road into the proposed development – by means of a four-arm roundabout junction; and
- A421 Standing Way – by means of 'left in only' junction.

4.3.5. The principle of gaining vehicle access to the proposed development from these three roads remains unchanged from the original planning application as submitted in January 2015.

4.3.6. The access onto Whaddon Road joins the public highway under the control of BC, whilst A421 Standing Way access point joins the highway network controlled by MKC. The Buckingham Road access joins the existing public highway controlled by MKC, but the majority of the new highway layout is located within Buckinghamshire.

4.3.7. Three access points were selected to ensure the efficient distribution of traffic around the local highway network and to provide route choice options for new residents and Site users. The access points (and internal road layout) are designed to discourage through trips, i.e. rat running through the development. The provision of three access points also provides ease of access for local residents onto the highway network and allows for appropriate place-making through design and frontage activity on all three public sides to the Site.

STREET HIERARCHY

4.3.8. The key strategic route within the proposed development is the allocation of space for a future Grid Road. This is aligned from the Tattenhoe Roundabout south to the existing disused railway line that will be converted for use by east-west rail. A new primary street will be sited within the reserved

corridor such that a dual carriageway could be accommodated and extended as a future bypass to the south of Bletchley.

- 4.3.9. A network of Primary Streets will form the principal circulation route for all vehicular traffic through the proposed development. This route will connect with the existing highway network at the three proposed points of access. Primary Streets will be designed to achieve three aims:
- to accommodate vehicular capacity without compromising character;
 - to provide a network of legible, direct streets design in accordance with the principles set out in Manual for Streets (MfS) and Manual for Streets 2 (MfS2);
 - to complement and enhance the local network of public footpaths, cycle ways and bridleways.
- 4.3.10. Providing a 'connector' function, linking the primary streets through the development areas, will be secondary streets from which will lead a network of tertiary streets. Tertiary streets will provide a very low speed environment with shared space and 'home zone' principles applied to their design in accordance with MfS and MfS2. Throughout the proposed development on all streets, speeds will be limited to 30mph or less providing a safe and attractive environment to all road users.

MOVEMENT STRATEGY

Public Transport

- 4.3.11. The principal objective of the strategy is to provide a high quality, fast, frequent and reliable bus service between SWMK and CMK via the rail station. As well as serving the social and accessibility needs of those future residents and employees without access to a car, it is also expected that, with the help of effective marketing and initiatives included within this Framework Travel Plan (FTP), people who would otherwise use a private car will be encouraged to use the proposed bus service for many of their work, school and leisure based journeys.
- 4.3.12. Previous discussions with MKC and the operator Arriva indicate that there could be potential to extend either service 8/8A/8X (i.e: currently operating between Oxley Park, Westcroft, CMK, Kingston and Walnut Tree) further south into the Site. An alternative would also potentially include extending service 300 (i.e: currently operating between Tattenhoe Park, Westcroft, CMK, Coachway, Kingston, Magna Park and Eagle Farm). At this stage, the potential viability for extending either the 8 series/300 service would be subject to a further review prior to commencing the tendering process for the new service.
- 4.3.13. The preferred option to extending either the series 8 or 300 services, would be to start a completely new high frequency service between SWMK, CMK, the rail station and potentially Milton Keynes hospital. Ideally, the target would be to provide a journey time between SWMK and CMK of circa 30 minutes, although this would be subject to further discussion and agreement with MKC, BC and the selected operator.
- 4.3.14. The phasing and anticipated 'build-out' of SWMK is shown within the timetable requirement section of this Framework. The first occupation of dwellings is likely to occur in 2022, although this is entirely dependent on the rate of build and sales. The intention would be to ensure that there is a critical mass of occupied dwellings prior to the commencement of the service.
- 4.3.15. The proposed bus service between SWMK and CMK would commence no later than the occupation of the 100th dwelling, although the exact timing will be dependent upon the overall phased 'build out' period. As dwellings become occupied, the route into the development will be extended further and the service frequency increased.

- 4.3.16. The initial phase of the development will include the construction of a Primary and Secondary school. It is therefore proposed to ensure that the new/extended bus service should be available prior to the schools opening and becoming fully operational. It is proposed that the service would be funded initially by way of a financial contribution secured as a section 106 planning obligation. The level of the initial subsidy required would reduce as patronage and revenue increase once further homes and areas of employment are occupied in subsequent development phases.

Proposed Route

- 4.3.17. Within SWMK the Service will run on the principal development access roads designed to allow a dedicated route for bus services. Bus stops within the proposed development will be located at intervals no greater than 400 metres and would include raised boarding platforms (220mm high), together with weather proofed shelters equipped with Real Time Passenger Information (RTPI) displays.
- 4.3.18. Between SWMK and CMK, the proposed bus service will operate using existing grid roads, primary roads and bus stops. The overall description of the agreed route is to be defined and agreed between MKC, BC and the preferred operator and as a minimum, would link the Site with key social infrastructure, CMK and Milton Keynes rail station.

Proposed Timetable

- 4.3.19. The estimated house completions by year and the required frequency are shown in **Table 4-1**. The required hours of operation of the Service is shown in **Table 4-2**.

Table 4-1 – Estimated housing completions and required service frequency

	House Completions		Bus Frequency	
	In Year	Running Total	Daytime	Eve/Sun
2021/22	25	25	-	-
2022/23	100	125	60	60
2023/24	200	325	30	60
2024/25	250	575	30	60
2025/26	250	825	30	60
2026/27	250	1075	30	60
2027/28	250	1325	20	30
2028/29	250	1575	20	30
2029/30	250	1825	20	30
2030/31	30	1855	20	30

Table 4-2 – Required hours of operation

	Monday to Friday	Saturday	Sunday
Full daytime frequency to start with first journey arriving in CMK no later than:	0605	0705	0905
Full daytime frequency to end with last journey departing CMK no earlier than:	2005	2005	1905

Evening service to end with last journey departing CMK no earlier than:

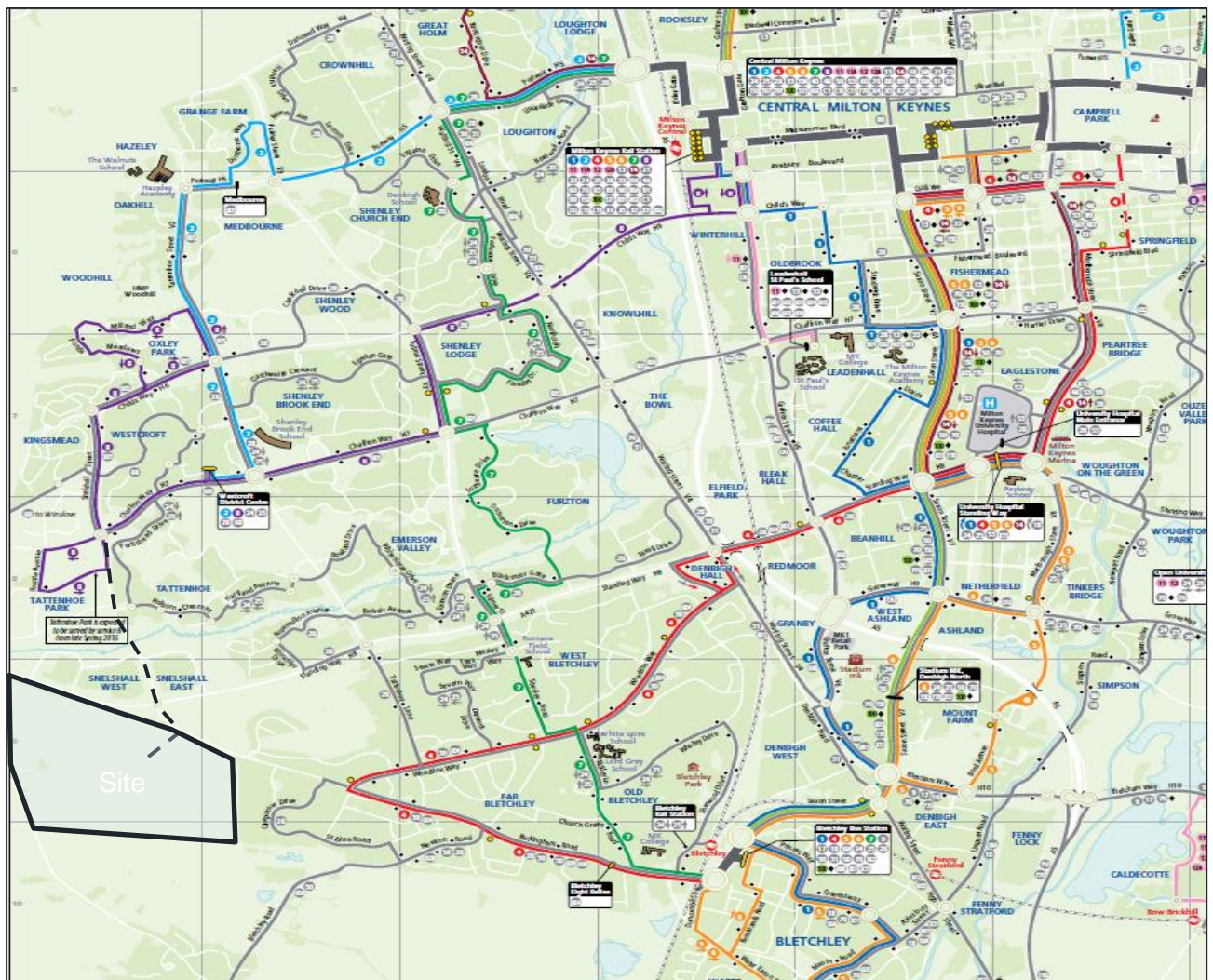
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4.3.20. The wider connections for bus travel, including the extended service are shown on **Figure 4-1**.

Figure 4-1 Wider Bus Route Connections



4.3.21. Access to Milton Keynes Central Station by public transport would be via the extended Route 8, with an approximate travel time of 18 minutes from the Site.

4.3.22. Access to Bletchley Rail Station would be via Route 4 which operates with a frequency of every 20 minutes. The nearest bus stop for Route 4 is at Whaddon Way in Bletchley, a 950m walk from the Buckingham Road access to the Site. Bus users would alight at Sherwood Road, from where it is a 300m walk into the Rail Station. The total journey time for this route would be 20 minutes (11-minute walk, 5 minutes bus, 4-minute walk).

- 4.3.23. Alternatively, access to Bletchley Rail Station would be available to cyclists, via Buckingham Road. There is an existing Redway along Buckingham Road for cyclists to Caernarvon Crescent, from where the route would be on-road to the station. The route is 3.2km long, equivalent to a 13-minute cycle (based on an average cycling speed of 15kph¹). An alternative route would be via the Redway on Buckingham Road initially, then using the quieter on-road routes of Whaddon Way, Shenley Road, Church Green Road, Wilton Avenue and a short cycle path to the station. The route on quieter roads is 4km; equivalent to a 16-minute cycle.
- 4.3.24. The Applicant is committed to providing a financial contribution towards additional cycle parking at Bletchley Rail Station, to encourage trips by bicycle from the Site.

Travel Demand Management

- 4.3.25. Travel Demand Management is an important part of the proposed development. Sustainable development principles are accorded with and a number of key objectives which ensure consistency with relevant policy provisions are met. The design:
- minimises the need to travel by providing a mix of land uses that are within acceptable walking and cycling distances of each other;
 - maximises the opportunity for travel by non-car modes of transport, particularly by the design of the urban form itself, by maximising priority to pedestrians and other non-car users;
 - minimising the impact of traffic associated with the development; and
 - maximising integration with adjacent development areas.
- 4.3.26. Furthermore, the Public Transport Strategy is designed to encourage people living and working at the proposed development to use alternative modes of transport than the private car.
- 4.3.27. It is recognised that communication is a key factor in influencing modal choice and in order to maximise communication to everyone living and working at the proposed development a series of Travel Plans will be implemented, maintained and monitored. As well as assisting in communicating the availability and benefits of non-car modes, the Travel Plans will contain the details of a number of measures and initiatives designed to encourage, promote and maintain mode shift from use of private vehicles, in particular single-occupancy car use, to more sustainable means such as walking, cycling, use of public transport, car sharing and taxis.
- 4.3.28. The FTP is provided as a separate document. Following receipt of permission for the first reserved matters planning application, the South West Milton Keynes Consortium will appoint a Travel Plan Co-ordinator who will be the main point of contact for all travel planning matters.

Summary

- 4.3.29. Current national and local planning policy in respect of transportation matters requires that development should be sustainable and best use should be made of existing infrastructure. Development proposals should therefore encourage the use of sustainable modes of transport and

¹ TfL, December 2010, *Analysis of Cycling Potential*, Page 14

give priority to pedestrian and cycle movements and provide access to high quality public transport facilities. This enables best use to be made of existing infrastructure.

- 4.3.30. The proposed development is in a sustainable location, in close proximity to existing pedestrian and cycle facilities. The provision of suitable routes across the Site will influence travel behaviour and encourage greater use of these sustainable modes of travel. The Public Transport Strategy is designed to ensure that future residents and employees have access to high quality public transport facilities both in terms of service and infrastructure provision.

4.4 PARKING PROVISION

- 4.4.1. Car and cycle parking for the proposed development will be provided in accordance with Buckinghamshire's Countywide Parking Guidance, published in 2015.

4.5 SUMMARY

- 4.5.1. The proposed development will provide 1,855 residential units, education facilities, employment space, commercial space and a neighbourhood centre. Access will be via Buckingham Road, Whaddon Road and A421 Standing Way. Parking within the proposed development will be in line with policy at the time of completing the detailed design of the development. The proposed development will be designed to include permeability for pedestrians and cyclists to ensure the best opportunity to influence travel behaviour.

5 TRAVEL SURVEY

5.1 INTRODUCTION

- 5.1.1. A baseline iTRACE compliant travel behaviour survey of residents, employees, pupils/students, visitors and freight delivery will form the basis of the Travel Plans that will be implemented at the proposed development site.
- 5.1.2. The survey will be undertaken within 3 months of the occupation of the 100th dwelling, educational facilities and employment facilities. This will enable verification of the baseline targets which shall be adjusted if necessary.

5.2 EXISTING RESIDENTIAL TRAVEL MODE SHARE

- 5.2.1. The modal split proportions for the following Mid-Layer Super Output Areas (MSOAs) have been obtained from the 2011 census and used to determine the existing residential travel modal split for the area:
- E02003486: Milton Keynes 028
 - E02003487: Milton Keynes 029
 - E02003489: Milton Keynes 031
 - E02003490: Milton Keynes 032
 - E02003654: Aylesbury Vale 003
- 5.2.2. **Table 5-1** provides the combined residential mode share for the five MSOAs selected (excluding categories not in employment, works from home and other method of travel).

Table 5-1 - Residential Mode Share (2011 Census)

Mode	Number of trips across MSOAs MK028, 029, 031, 032 and AV003	Percentage (%)
Underground / Light Rail	24	0%
Train	816	5%
Bus / Minibus / Coach	889	6%
Taxi	142	1%
Motorcycle	84	1%
Car Driver	11,687	73%
Car Passenger	1,080	7%
Bicycle	339	2%
On Foot	763	5%
Total	15,824	100%

Source: nomisweb.co.uk - Census Table QS703EW - Method of Travel to Work (2001 specification)

5.3 EXISTING EMPLOYMENT TRAVEL MODE SHARE

5.3.1. The modal split proportions for the following MSOAs have been obtained from the 2011 census and used to determine the existing employment travel modal split for the area:

- E02003486: Milton Keynes 028
- E02003487: Milton Keynes 029
- E02003489: Milton Keynes 031
- E02003490: Milton Keynes 032
- E02003654: Aylesbury Vale 003

5.3.2. **Table 5-2** provides the combined employment mode share for the five MSOAs selected (excluding categories not in employment, works from home and other method of travel).

Table 5-2 - Employment Mode Share (2011 Census)

Mode	Number of trips across MSOAs MK028, 029, 031, 032 and AV003	Percentage (%)
Underground / Light Rail	4	0%
Train	191	3%
Bus / Minibus / Coach	274	4%
Taxi	67	1%
Motorcycle	37	1%
Car Driver	5,267	74%
Car Passenger	519	7%
Bicycle	129	2%
On Foot	541	8%
Total	7,029	100%

Source: nomisweb.co.uk - Census Table QS703EW - Method of Travel to Work (2001 specification)

5.4 EXISTING SCHOOL TRAVEL MODE SHARE

5.4.1. The pupil education mode share has been taken from the approved Transport Assessment produced by Mouchel in 2016, as provided in **Table 5-3**.

Table 5-3 - Education Pupil Mode Share (2016 TA)

Mode	Percentage (%)
Underground / Light Rail	0%
Train	2%
Bus / Minibus / Coach	42%
Taxi	0%
Motorcycle	0%
Car Driver	0%
Car Passenger	24%

Mode	Percentage (%)
Bicycle	2%
On Foot	30%
Total	100%

Source: Mouchel TA, 2016

5.5 EXISTING DISTANCE TRAVELLED TO WORK

- 5.5.1. The distance travelled to work by the workday population within Milton Keynes 028, 029, 031, 032 and Aylesbury Vale 003 has been obtained from the 2011 Census and is set out in **Table 5-4**.

Table 5-4 - Distance travelled to work - Workday population (2011 Census)

Distance travelled to work	% Workday Population (Combined MK028, 029, 031, 032 and AV003)
Work mainly at or from home	20.2%
Less than 2km	13.1%
2km to less than 5km	13.8%
5km to less than 10km	17.0%
10km to less than 20km	8.9%
20km to less than 30km	6.2%
30km to less than 40km	2.3%
40km to less than 60km	1.3%
60km and over	2.1%
No fixed place of work	15.1%
Total	100.0%

Source: nomisweb.co.uk - Census Table WD702EW - Distance travelled to work (Workday population)

- 5.5.2. **Table 5-4** illustrates that 13% of the workday population travel less than 2km to work, and 27% travel less than 5km to work. As indicated in the CIHT 'Planning for Walking' document, published in 2015², and the 2014 'Planning for Cycling' guidance³, walking and cycling have the potential to substitute short car trips which are less than 2km and 5km respectively.

5.6 BASELINE DEVELOPMENT SURVEY

- 5.6.1. The Travel Plan Co-ordinator (TPC) for each individual Travel Plan (Residential, Employment, Education) will be responsible for organising and undertaking a baseline iTRACE compatible travel

² https://www.ciht.org.uk/media/4465/planning_for_walking_-_long_-_april_2015.pdf

³ https://www.ciht.org.uk/media/4461/ciht_-_planning_for_cycling_proof_v2_singles.pdf

survey. Survey responses will be required from all residents, employees, pupils/students within 3 months of occupation of the site/100th occupation for the residential land use.

- 5.6.2. The travel survey will include questions about work postcode, main mode of transport to work, distance travelled, arrival / departure times, whether the resident is interested in car sharing, whether they would prefer to travel by an alternative mode to their existing mode, which would identify suppressed demand for other modes of travel.
- 5.6.3. The travel survey will ask the residents to rank a series of options to indicate the most important factors in influencing public transport use, walking, cycling and car sharing. It will also assess whether users of the site (residents, employees, pupils / students) have found any shortfalls or issues with the existing transport infrastructure that need to be raised or addressed.
- 5.6.4. If the response rate to the travel survey is below 50%, then the TPC should extend the closing date of the survey and encourage users of the site who have not completed the survey to do so, explaining the importance of the travel survey to them.

5.7 POST BASELINE DEVELOPMENT SURVEY

- 5.7.1. The results of the baseline survey will allow each TPC to update each Travel Plan and its targets accordingly and feedback the results together with any issues raised to the travel plan manager, developer, local authority and stakeholders.
- 5.7.2. Each TPC will thereafter undertake annual travel surveys for each site use and will complete a subsequent annual review for a period of five years either on or near to each anniversary of each baseline survey. Each TPC will produce and submit a Travel Plan Annual Performance Report (which shall include, as appropriate, the remedies as set out in this Framework Travel Plan) for approval in writing by BC.

6 AIMS AND OBJECTIVES

6.1 INTRODUCTION

- 6.1.1. Having covered the definition of a Travel Plan, the baseline conditions and the policy context, this section sets out the primary aims and objectives of the Travel Plan.

6.2 PRIMARY AIM

- 6.2.1. The overall / primary aim of this Travel Plan is to bring about a modal shift from the private car to sustainable forms of transport.
- 6.2.2. The aim of the Residential Travel Plan is to reduce the overall resident and visitor single car occupancy travel by at least 12% points within the first five years of occupation.
- 6.2.3. The aim of the Employment Travel Plan is to reduce the overall employee and visitor single car occupancy travel by at least 12% points within the first five years of occupation.
- 6.2.4. The above aims both exceed the BC requirement whereby all new developments must commit to a minimum reduction of 10% points in single occupancy journeys within the first five years of occupation.

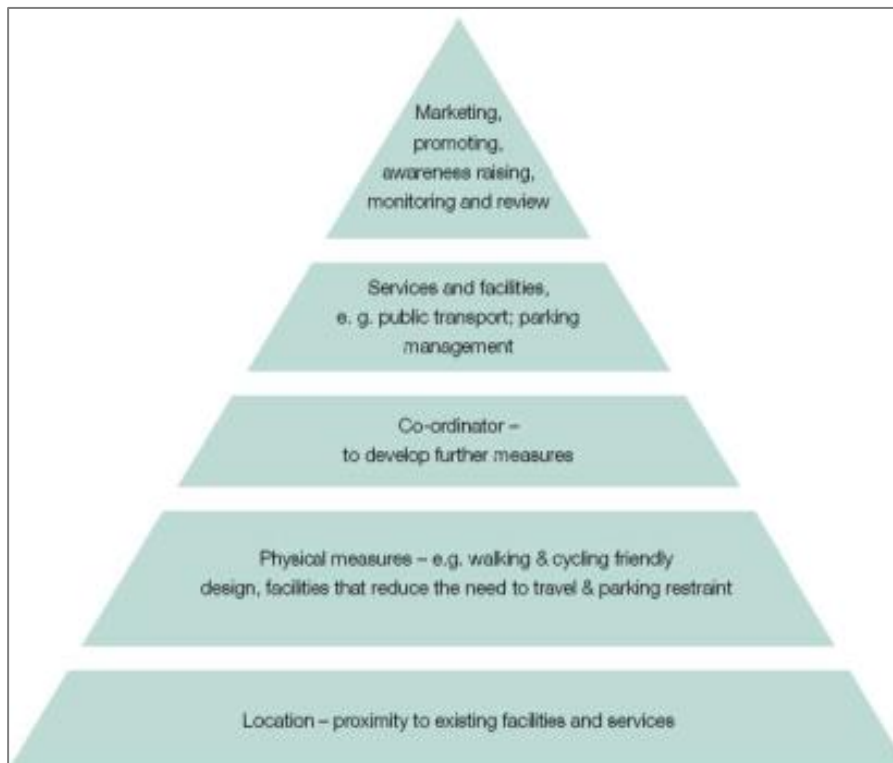
6.3 PRIMARY OBJECTIVES

- 6.3.1. The main objectives of this Travel Plan are to encourage travel by sustainable modes of transport by:
- Reducing the number of single occupancy vehicle movements to and from the development site;
 - Promoting car-sharing;
 - Promoting sustainable transport choices; and
 - Promoting and encouraging healthier lifestyles through walking and cycling.
- 6.3.2. The success of these objectives is dependent on a partnership approach between the developers, the tenants, the Local Authority and other relevant stakeholders.
- 6.3.3. Related positive benefits of implementing effective Travel Plans that achieve a reduction in vehicle trips to and from the proposed development by a modal shift to sustainable transport include:
- Reduced pressure on highway capacity particularly during peak travel times;
 - Significant health and wellbeing benefits from walking and cycling;
 - A reduction in carbon emissions and their contribution to climate change; and
 - Improved air quality and a reduction in noise pollution.

6.4 STRATEGY AND MEASURES

- 6.4.1. The following paragraphs set out the strategy and measures which will help to achieve the objectives set out above.
- 6.4.2. This Travel Plan has been prepared in accordance with Department for Transport (DfT) 'Good Practice Guidelines: Delivering Travel Plans through the Planning Process (2009)' which encourages the use of 'The Travel Plan Pyramid' to ensure that all aspects required in the formulation of a Travel Plan are addressed to encourage sustainable travel modes for a development.
- 6.4.3. The guidance suggests that it can be helpful to view a Travel Plan for a new development as a pyramid of measures, which is constructed from the ground up, with each new layer building on the last, all set within the context of the outcomes sought. The 'Travel Plan Pyramid' is illustrated in **Figure 6-1**.

Figure 6-1 - The Travel Plan Pyramid



6.4.4. As per the levels presented in the pyramid, the following sets out the suitability of the site for sustainable development:

- At Level 1 - the base of the pyramid, the choice of location for development, provides the foundation for good accessibility by ensuring proximity to existing facilities and services, including shops, health facilities, schools and public transport;
- At Level 2 - are all the physical aspects of the development that can be expected to influence travel, such as cycle paths, crossing points;
- At Level 3 - is the input of a Site Travel Plan Co-ordinator to facilitate the ongoing development and management of the plan, including further measures, raising awareness and monitoring and review;
- At Level 4 - are the services and facilities to be delivered as part of the Travel Plan to help meet transport needs appropriate; and
- At Level 5 - the top of the pyramid is raising awareness, marketing and information. These are measures designed to ensure that people know about the services and facilities provided through the Travel Plan and to encourage more sustainable travel.

6.4.5. The following measures are proposed using DfT's pyramid structure specified above.

6.5 LEVEL 1 - LOCATION

6.5.1. Walking has a major role to play in transport in the local environs, particularly for short distance trips up to 2km. Walking is essential for local journeys and is an integral part of public transport journeys and some private car journeys. For this reason, anything that makes these journeys easier, more pleasant and safer is beneficial.

- 6.5.2. 2011 Census data illustrates that 13% of individuals live under 2km from their place of work which identifies that this is a realistic alternative to the private car.
- 6.5.3. The encouragement of cycling is an important aspect of any Travel Plan, particularly for trips up to 5km in length. The potential for cycling is greatest where a large number of people wish to commute 5km or less and where the terrain is relatively flat. This mode of travel will be particularly useful for individuals who work within 5km of the site. 2011 census data indicates that 27% of people live within 5km of their place of work, representing a large proportion of which to target.

6.6 LEVEL 2 - PHYSICAL ASPECTS

- 6.6.1. The following physical measures will encourage sustainable travel behaviour on site.

VEHICLE PARKING PROVISION

- 6.6.2. The car parking provision on site will be in accordance with Buckinghamshire's County Wide Parking Guidance (2015).
- 6.6.3. Vehicle parking will be designed to accord with the guidance provided within Manual for Streets.

CYCLE STORAGE PROVISION

- 6.6.4. The cycle parking provision on site will be in accordance with Table 3 of Buckinghamshire's County Wide Parking Guidance (2015).
- 6.6.5. In accordance with Buckinghamshire's County Wide Parking Guidance, a minimum of two cycle spaces must be provided at all non-residential developments. Within residential developments, space for cycles could be in the form of suitable garage space, shed space or separate cycle space. Cycle parking which is provided in back gardens must be easily accessible.
- 6.6.6. Cycle parking should be sited in a manner that encourages the use of cycling as a first choice for short trips. It should be placed as close as possible to the main entrance and exit points on ground level. It should not be sited where it will be obstructed by pedestrians or vehicles.
- 6.6.7. Cycle parking should be easily accessible, visible and in locations where it will be well used. They should be covered, and where possible and appropriate, in specially constructed cycle sheds (particularly for workplaces and educational institutes where bikes are likely to be left for long periods of time).

SITE AND LAYOUT DESIGN

- 6.6.8. At this stage, the exact internal layout of the site is not fixed and will be subject to reserved matters planning applications. The illustrative masterplan proposes high quality, fully permeable footways and footpath / cycle ways, following key desire lines. Footways within the site allow for the safe movement of pedestrians and the inclusion of raised tables and shared surfaces will help reduce vehicle speeds.

6.7 LEVEL 3 - SITE TPM AND TPCS

- 6.7.1. In order for the Travel Plan to be a success, a TPM and a number of TPCs will be appointed. They will be primarily responsible for implementing and organising the individual measures contained in the plan. The TPM will be responsible for all aspects of travel planning across the whole of the proposed development. The TPM will also be responsible for ensuring that Travel Plans for each element of the site are prepared, implemented, managed and monitored by each Travel Plan Co-ordinator in accordance with the requirements of BC in conjunction with MKC.

6.8 LEVEL 4 - SERVICES AND FACILITIES

- 6.8.1. Key services and facilities to complement the location and physical design of the development will also be implemented to further encourage the use of sustainable modes. The Site will provide funding for public transport improvements as part of the s106 contributions. Research suggests that marketing initiatives for public transport are at least as important as service improvements in attracting passengers and influencing travel behaviour.
- 6.8.2. The development mix encourages a level of internalisation, which will reduce the number of trips going to and from the development site. The following internalisation reductions have been applied:
- A 10% reduction in employment and business trips has been assumed to reflect the presence of employment land uses on site;
 - All primary school trips have been assumed to be fully internalised;
 - A 50% reduction in secondary school pupil trips;
 - A 20% reduction in secondary school staff trips;
 - A 20% reduction in shopping trips has been assumed to reflect the presence of a local centre on site.
- 6.8.3. Other facilities will include the provision of high-speed broadband access which will give residents easy access to local home delivery services and to travel information provided via community websites, as well as making it easier for residents to work at home.

6.9 LEVEL 5 - MARKETING AND PROMOTION

- 6.9.1. A marketing and communications strategy is essential and critical to the success of a Travel Plan. The strategy adopted needs to involve engagement with all users of the site at an individual level.

PERSONAL TRAVEL PLANNING

- 6.9.2. 'Personal Travel Planning' (PTP) is an approach to delivering customised travel advice tailored to an individual's journey needs. A new development provides an opportunity to offer personal travel advice to residents, employees and users of the site when they have just moved into / started working at the site, or even prior to this. At this point, new travel habits are being established and information about the services and facilities in the area are essential to achieving sustainable travel choices.
- 6.9.3. PTP has been shown to encourage more sustainable travel patterns and had been demonstrated to bring about up to 11% modal shift away from the private car (Making Smarter Choices, IHT (Appendix 1))⁴.

PUBLICITY

- 6.9.4. Information relating to the Travel Plan will be publicised on a 'Community Travel Website' and via printed promotional material. The website will inform users of the site on how to access the site by

⁴ https://www.ciht.org.uk/media/4399/smarter_travel.pdf

means other than the car. Information should include pedestrian and cycle route maps and links to public transport information and timetables. Information will be collated by each individual TPC.

- 6.9.5. Publicity can also include involvement in special travel awareness events such as Bike Week, Walk to Work Week and Car Free Days.

TRAVEL PACK

- 6.9.6. Every new resident and each employee in the development will be made aware of the Travel Plan, with each new resident / employee receiving a welcome pack on occupation. The pack will contain the following information:
- Maps showing local bus stops / routes, cycle routes and walking routes to the local facilities and services to encourage public transport and other sustainable travel (walking / cycling) use;
 - Bus timetables including information on connecting bus services;
 - Detailed information aimed specifically at identifying means to access railway stations in the area;
 - Discounted bus travel and cycle vouchers to encourage a culture of sustainable travel from the outset;
 - Information to raise awareness of the time periods of congestion in the local area and its impact on queuing and delay to bring about peak spreading;
 - Contact numbers / website addresses for the nearest amenities; and
 - Information regarding the health benefits of walking and cycling.
- 6.9.7. The Travel Pack will be submitted to BC for comment prior to being finalised and distributed.
- 6.9.8. In order to ensure that Travel Plan objectives continue to be met several years after the occupation of the site, the individual TPCs will need to provide Travel Packs to any new occupiers as any original occupiers move on.
- 6.9.9. After the survey information has been included in the Travel Plans, the TPCs should consider organising a 'green travel' launch event to bring together all of the elements of the Travel Plan and re-advertise it to residents, employees and users of the site.

COMMUNITY TRAVEL WEBSITE

- 6.9.10. Information relating to the Travel Plan will be made available and a letter circulated to users of the site following the commencement of the plan. The letter will announce the launch of the Travel Plan and the website.
- 6.9.11. The website will hold information about the Travel Plan, its objectives, public transport links, bus timetables and contact information and cycle and pedestrian access. There may also be scope for general information on the environmental costs / benefits of different modes of transport. All information will be collated by the relevant TPC.
- 6.9.12. Each TPC will publish regular newsletters and provide updates about the Travel Plan and upcoming initiatives.

SOCIAL MEDIA DEVELOPMENT PAGE

- 6.9.13. It is recognised that at the present time, social media is one of the most effective forms of communication and marketing, and there is the potential to harness this to promote and encourage sustainable travel within the development.

- 6.9.14. It is proposed that a bespoke Facebook 'page' is created for the development. This would primarily be used as a dynamic and engaging source of real-time travel updates as well as a medium to actively promote sustainable travel initiatives such as Bike Week, Walk to Work Week and Car Free Days to users of the site.
- 6.9.15. Users of the site would be made aware of the 'page' through a welcome pack and website and be encouraged to 'like' it and register for notifications when an update is posted.
- 6.9.16. Primarily, the 'page' content would be controlled by the administrator (the TPM), however non-administrative Facebook users (e.g. residents and employees of the development) would be able to submit posts that must be approved for public viewing prior to being widely viewable, thus ensuring no mis-use or abuse of the facility.
- 6.9.17. The 'page' has the potential to become a community hub, encouraging communication between residents and enabling walkers and cyclists to identify likeminded individuals with whom tips and routes could be shared, and possible groups formed. It could also be used by drivers wishing to identify potential car share companions.

6.10 POSSIBLE 'SOFT' MEASURES

- 6.10.1. Key measures / initiatives to complement the location and physical design of the development will also be implemented to further encourage the use of sustainable transport modes. Some examples of possible measures are detailed below. It is important to note that this list is not exhaustive:
 - Formation of a Bicycle Users Group (BUG);
 - Provide free cycle training to residents / employees / users of the site;
 - Disseminating ways of accessing information about safe cycling, appropriate clothing, local cycle routes etc;
 - Provide a site map detailing the locations of cycle parking;
 - Provide a local area map detailing public transport links and cycle routes;
 - Provide public transport information / timetables, available direct from the local operators or the council;
 - Identify safe walking routes; and
 - Consider the need to provide facilities for those who travel by motorcycle / moped.

6.11 OTHER RECOMMENDATIONS

- 6.11.1. Travel planning measures will play an important role in reducing travel demand, especially if applied to all land uses both existing / consented (where participants are willing) and proposed developments. The application of more area-wide initiatives by BC would benefit all road users and the local environment.

7 TARGETS

7.1 INTRODUCTION

7.1.1. Travel Plans should have measurable outputs or targets against which the progress of the Travel Plans can be monitored. With consideration to the nature of the development, the main objectives of the Travel Plan are as follows:

- To inform residents, employees, visitors and users of the proposed development of their travel options;
- To support car free lifestyles;
- To increase the attractiveness and use of cycling for day-to-day journeys;
- To raise awareness of sustainable modes of transport available within the vicinity of the site;
- To promote sustainable travel modes as a convenient alternative to car travel; and
- To encourage healthy and active journeys.

7.2 TRAVEL PLAN TARGETS

7.2.1. Travel Plan targets can be used to assess the effectiveness of a Travel Plan and identify which areas require attention in terms of prioritising resources such as time, cost and labour. Targets will need to be monitored and reviewed on an annual basis for a minimum of five years.

7.2.2. Targets are set out to achieve the objectives outlined in Section 6 and enable the progress and success of the Travel Plan to be measured. Section 5 of BC's 'Sustainable Travel Plans, Guidelines for Developers' (2020) emphasises that targets set should:

- Be SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic and **T**imebound), and appropriate to the specific development and land use to which they apply; and
- Be linked to a specific objective of the plan and have a timescale.

7.2.3. All targets will be agreed with BC in conjunction with MKC.

7.3 RESIDENTIAL TARGETS

7.3.1. As already stated, it is not possible at the present time to carry out surveys of the travel behaviours of the future residents of the proposed development and local 2011 census data (for MSOAs: MK028, 029, 031, 032 and AV 003) is therefore being used as a starting point. It is currently anticipated that the baseline modal split for the residential element of the proposed development will be as follows:

- Train = 5%
- Bus, minibuss or coach = 6%
- Taxi = 1%
- Motorcycle, scooter or moped = 1%
- Driving a car or van = 73%
- Passenger in a car or van = 7%
- Bicycle = 2%
- On Foot = 5%

7.3.2. The above modal split relates to peak hour 'generated' traffic and does not take account of those working from home or those who are not in employment and may not choose to travel at peak times. Whilst it will be important to obtain accurate survey data as soon as possible following first occupation,

the above percentages have been used to propose the first targets for modal shift as a result of the implementation of the Residential Travel Plan.

- 7.3.3. **Table 7-1** shows the existing modal share and the Travel Plan target for the Residential element of the site. It is expected that the greatest mode share change will occur in years 1 to 3, before travel behaviour becomes entrenched, and in years 3 to 5, the change in mode share will be slower as residents become more resistant to changing their existing mode of travel.

Table 7-1 - Residential Travel Plan Targets

Mode	Baseline Percentage Split	Percentage Split after 5 Years Occupation
Train	5%	5%
Bus, minibus or coach	6%	12%
Taxi	1%	1%
Motorcycle, scooter or moped	1%	1%
Driving a car or van	73%	61%
Passenger in a car or van	7%	7%
Bicycle	2%	5%
On Foot	5%	8%
Total	100%	100%
Vehicular Total*	75%	63%

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

- 7.3.4. **Table 7-1** shows a baseline vehicular percentage split of 75%. With the Travel Plan measures in place, the vehicular percentage split falls by 12% points to 63%. This 12%-point reduction has been distributed between public transport (6%), cycling (3%) and walking (3%).
- 7.3.5. **Tables 7-2 and 7-3** illustrate the residential trip generation based on 1,855 dwellings with the baseline and target modal split for the AM peak and PM peak respectively.

Table 7-2 - Residential Trip Generation (1,855 residential dwellings (AM Peak - 08:00 - 09:00))

Mode	Baseline Mode Share			Target Mode Share		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	9	40	49	9	40	49
Bus, minibus or coach	11	48	59	22	96	119
Taxi	2	8	10	2	8	10
Motorcycle, scooter or moped	2	8	10	2	8	10
Driving a car or van	137	592	729	115	495	609
Passenger in a car or van	13	56	69	13	56	69
Bicycle	4	16	20	9	40	50
On Foot	9	40	49	15	64	79
Total	187	807	995	187	807	995
Vehicular Total*	143	610	752	120	513	633

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

7.3.6. In **Table 7-2**, it can be seen that with the baseline mode share applied, two-way vehicular trips total 752 in the AM peak. With the implementation of the Travel Plan measures and initiatives, it is anticipated that two-way vehicular trips will fall to 633, illustrating a decrease of 119 two-way vehicular trips during the AM peak.

Table 7-3 - Residential Trip Generation (1,855 residential dwellings) (PM Peak - 17:00 - 18:00)

Mode	Baseline Mode Share			Target Mode Share		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	51	22	73	51	22	73
Bus, minibus or coach	61	27	88	123	53	176
Taxi	10	4	15	10	4	15
Motorcycle, scooter or moped	10	4	15	10	4	15
Driving a car or van	753	328	1081	630	274	904
Passenger in a car or van	71	31	102	71	31	102
Bicycle	20	9	29	51	22	73
On Foot	51	22	73	82	36	117
Total	1028	448	1476	1028	448	1476
Vehicular Total*	776	339	1114	652	285	937

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

7.3.7. In **Table 7-3**, it can be seen that with the baseline mode share applied, two-way vehicular trips total 1114 in the PM peak. With the implementation of the Travel Plan measures and initiatives, it is anticipated that two-way vehicular trips will fall to 937, illustrating a decrease of 177 two-way vehicular trips during the PM peak.

7.4 EMPLOYMENT TARGETS

7.4.1. Based on the 2011 census data (for MSOAs: MK028, 029, 031, 032 and AV 003), it is anticipated that that the baseline modal split for the employment element of the proposed development will be as follows:

- Train = 3%
- Bus, minibus or coach = 4%
- Taxi = 1%
- Motorcycle, scooter or moped = 1%
- Driving a car or van = 74%
- Passenger in a car or van = 7%
- Bicycle = 2%
- On Foot = 8%

7.4.2. The above modal split relates to peak hour 'generated' traffic and does not take account of those working from home or those may work flexibly and may not choose to travel at peak times. Whilst it will be important to obtain accurate survey data as soon as possible following first occupation, the above percentages have been used to propose the first targets for modal shift as a result of the implementation of the Employment Travel Plan.

- 7.4.3. **Table 7-4** shows the existing modal share and the Travel Plan target for the Employment element of the site. It is expected that the greatest mode share change will occur in years 1 to 3, before travel behaviour becomes entrenched, and in years 3 to 5, the change in mode share will be slower as employees become more resistant to changing their existing mode of travel.

Table 7-4 - Employment Travel Plan Targets

Mode	Baseline Percentage Split	Percentage Split after 5 Years Occupation
Train	3%	3%
Bus, minibus or coach	4%	10%
Taxi	1%	1%
Motorcycle, scooter or moped	1%	1%
Driving a car or van	74%	62%
Passenger in a car or van	7%	7%
Bicycle	2%	5%
On Foot	8%	11%
Total	100%	100%
Vehicular Total*	76%	64%

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

- 7.4.4. **Table 7-4** shows a baseline vehicular percentage split of 76%. With the Travel Plan measures in place, the vehicular percentage split falls by 12% points to 64%. This 12%-point reduction has been distributed between public transport (6%), cycling (3%) and walking (3%).
- 7.4.5. The development proposes a 2.07-hectare employment area (B1 land use) and a 0.67-hectare neighbourhood centre accommodating retail (A1/A2/A3/A4/A5) and community land uses (D1/D2. **Tables 7-5 and 7-6** illustrate the employment trip generation, with the baseline and target modal split for the AM peak and PM peak respectively.

Table 7-5 - Employment Trip Gen. (Baseline and Target Mode Share) (AM Peak - 08:00 - 09:00)

Mode	Baseline Mode Share			Target Mode Share		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	10	2	12	10	2	12
Bus, minibus or coach	14	2	16	34	5	39
Taxi	3	1	4	3	1	4
Motorcycle, scooter or moped	3	1	4	3	1	4
Driving a car or van	256	38	294	215	32	246
Passenger in a car or van	24	4	27	24	4	27
Bicycle	7	1	8	17	3	20
On Foot	27	4	31	38	6	43
Total	345	51	396	345	51	396
Vehicular Total*	263	39	302	221	33	254

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

- 7.4.6. In **Table 7-5**, it can be seen that with the baseline mode share applied, two-way vehicular trips total 476 in the AM peak. With the implementation of the Travel Plan measures and initiatives, it is anticipated that two-way vehicular trips will fall to 401, illustrating a decrease of 75 two-way vehicular trips during the AM peak.

Table 7-6 - Employment Trip Gen. (Baseline and Target Mode Share) (PM Peak - 17:00 - 18:00)

Mode	Baseline Mode Share			Target Mode Share		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	1	7	8	1	7	8
Bus, minibus or coach	1	10	11	2	25	27
Taxi	0	2	3	0	2	3
Motorcycle, scooter or moped	0	2	3	0	2	3
Driving a car or van	15	187	202	12	157	169
Passenger in a car or van	1	17	19	1	17	19
Bicycle	0	5	5	1	13	14
On Foot	2	20	22	2	27	30
Total	20	252	272	20	252	272
Vehicular Total*	15	192	207	13	162	174

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

- 7.4.7. In **Table 7-6**, it can be seen that with the baseline mode share applied, two-way vehicular trips total 207 in the PM peak. With the implementation of the Travel Plan measures and initiatives, it is anticipated that two-way vehicular trips will fall to 174, illustrating a decrease of 33 two-way vehicular trips during the PM peak.

7.5 EDUCATION TARGETS

- 7.5.1. It is anticipated that the modal split for the education element of the proposed development is as follows:
- Train = 2%
 - Bus, minibus or coach = 42%
 - Taxi = 0%
 - Motorcycle, scooter or moped = 0%
 - Driving a car or van = 0%
 - Passenger in a car or van = 24%
 - Bicycle = 2%
 - On Foot = 30%
- 7.5.2. The proposed primary school trips have been assumed to be fully internalised. For the secondary school, it was assumed that 20% of staff trips and 50% of student trips were internal.
- 7.5.3. At present, no mode share targets have been developed for the education element of the site. This shall be addressed within the Full Education Travel Plans developed individually for the proposed Primary School and Secondary School.
- 7.5.4. **Table 7-7** sets out the baseline trip generation for the proposed education development.

Table 7-7 - Education Trip Generation

Mode	AM Peak (08:00 - 09:00)			PM Peak (17:00 - 18:00)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	8	0	8	0	1	1
Bus, minibus or coach	129	0	129	0	1	1
Taxi	0	0	0	0	0	0
Motorcycle, scooter or moped	0	0	0	0	0	0
Driving a car or van	98	73	171	0	13	13
Passenger in a car or van	89	0	89	0	1	1
Bicycle	7	0	7	0	0	0
On Foot	94	0	94	0	2	2
Total	425	73	498	0	18	18
Vehicular Total*	101	76	177	0	13	13

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

7.6 TOTAL TRIP GENERATION

7.6.1. **Table 7-8** illustrates the total trip generation with the baseline mode share applied. The total trip generation includes the following elements:

- 1,855 residential dwellings;
- 2.07-hectare employment area (B1 land use);
- 0.67-hectare neighbourhood centre accommodating retail (A1/A2/A3/A4/A5) and community land uses (D1/D2),;
- Primary School with 630 pupil places; and
- Secondary School with 600 pupil places.

Table 7-8 - Total Trip Generation (Baseline Mode Share)

Mode	AM Peak (08:00 - 09:00)			PM Peak (17:00 - 18:00)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	27	41	69	51	31	82
Bus, minibus or coach	153	50	203	62	37	99
Taxi	6	8	14	10	7	17
Motorcycle, scooter or moped	6	8	14	10	7	17
Driving a car or van	473	688	1161	759	520	1278
Passenger in a car or van	126	59	185	73	49	122
Bicycle	17	17	34	21	14	35
On Foot	131	44	175	52	44	96
Servicing	18	14	32	9	8	17
Total	957	931	1888	1948	717	1765
Vehicular Total*	504	721	1226	791	544	1335

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

7.6.2. **Table 7-8** illustrates that with the baseline mode share used, during the AM peak hour, it is anticipated that there will be a total trip two-way trip generation of 1888, with vehicular trips accounting for 721 of these. During the PM peak, it is anticipated that there will be a total trip two-way trip generation of 1765, with vehicular trips accounting for 1335 of these.

7.6.3. **Table 7-9** sets out the total trip generation following the implementation of the travel planning measures. This assumes a decrease of 12% points in vehicular trips to/from the residential and employment developments, and no change to the education mode share.

Table 7-9 - Total Trip Generation (Target Mode Share)

Mode	AM Peak (08:00 - 09:00)			PM Peak (17:00 - 18:00)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	27	41	69	51	31	82
Bus, minibus or coach	185	101	287	125	79	204
Taxi	6	8	14	10	7	17
Motorcycle, scooter or moped	6	8	14	10	7	17
Driving a car or van	410	585	995	633	436	1069
Passenger in a car or van	126	59	185	73	49	122
Bicycle	33	43	76	52	35	87
On Foot	147	70	217	84	65	149
Servicing	18	14	32	9	8	17
Total	957	931	1888	1048	717	1765
Vehicular Total*	440	618	1059	665	460	1125

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

7.6.4. **Table 7-10** illustrates the difference in mode share resulting from the travel plan measures.

Table 7-10 - Total Trip Generation (Difference in trips resulting from Travel Plan Measures)

Mode	AM Peak (08:00 - 09:00)			PM Peak (17:00 - 18:00)		
	Arrivals	Departures	Total	Arrivals	Departures	Total
Train	0	0	0	0	0	0
Bus, minibus or coach	+32	+52	+83	+63	+42	+105
Taxi	0	0	0	0	0	0
Motorcycle, scooter or moped	0	0	0	0	0	0
Driving a car or van	-64	-103	-167	-126	-84	-210
Passenger in a car or van	0	0	0	0	0	0
Bicycle	+16	+26	+42	+31	+21	+52
On Foot	+16	+26	+42	+31	+21	+52
Servicing	0	0	0	0	0	0
Total	0	0	0	0	0	0
Vehicular Total*	-64	-103	-167	-126	-84	-210

*Vehicular total is the sum of 'Taxi', 'Motorcycle, scooter or moped' and 'Driving a car or van'.

- 7.6.5. **Table 7-10** shows that following the implementation of the travel plan measures, it is anticipated that during the AM peak hour, the development site will generate 167 fewer two-way vehicular trips, and during the PM peak hour there will be a reduction of 210 vehicular trips.

8 MANAGEMENT

8.1 INTRODUCTION

- 8.1.1. The management and implementation of the Framework Travel Plan (FTP) will form an integral part of the development process. The FTP will be delivered through individual Travel Plans linked with each phase of development:
- Residential Travel Plan;
 - Workplace Travel Plans; and
 - School Travel Plans
- 8.1.2. An important aspect of a successful Travel Plan is allocation of sufficient resources to enable it to happen. This can in part be achieved by the recognition from the outset of the roles and responsibilities of those who will be involved. From this will lead the appropriate allocation of time and resources to those charged with managing the process.
- 8.1.3. The SWMK Consortium will appoint a Travel Plan Manager (TPM) who will be responsible for all aspects of travel planning across the whole of the proposed development. The TPM will also be responsible for ensuring that Travel Plans for each element of the site are prepared, implemented, managed and monitored by each Travel Plan Co-ordinator in accordance with the requirements of BC in conjunction with MKC.

8.2 TRAVEL PLAN MANAGER

- 8.2.1. The Travel Plan Manager will be appointed prior to the first occupation of the proposed development and will be employed in the role for a 12-month period. It is anticipated that the TPM will initially be employed on a full-time basis until the point at which all of the Travel Plans are implemented and the main elements of the development occupied. At this point it may be appropriate to reduce to a part-time basis.
- 8.2.2. The TPM will be responsible for initiating joint working with occupiers, the TPCs and other third-party interests (e.g. officers from BC and MKC, public transport operators and car club contacts).
- 8.2.3. The key responsibilities of the TPM are as follows:
- Being the main point of contact with BC and MKC;
 - The initial development and promotion of all Travel Plans;
 - Being chair of the Travel Plans Steering Group;
 - Setting up a car share scheme for the proposed development in conjunction with national / local schemes;
 - Establishing a sustainable transport website for the proposed site for use by all elements of the development;
 - Liaising with public transport operators and cycle retailers to secure discounts on tickets and equipment for occupiers of the proposed development;
 - Supporting each TPC in the development of their individual Travel Plan;
 - Ensuring that monitoring of each Travel Plan is undertaken and a co-ordinated reporting system (iTrace) is established for provision of data to BC and MKC;
 - Keeping an up-to-date list of occupiers and Travel Plan contacts; and

- Organising and promoting sustainable transport events for all at the proposed development (BC will provide promotional material / web links for a minimum of 6 campaigns per annum).
- To establish a Travel Plan forum group to discuss the Travel Plans and develop initiatives and measures to relieve any barriers to using alternative modes of travel with BC Travel Plan officers, MKC, bus operators, rail operators and other interested parties;

8.2.4. The SWMK Consortium may propose that the TPM also acts as the Residential TPC and subject to supporting an expanded role, this is considered to be an acceptable approach.

8.3 INDIVIDUAL TRAVEL PLAN CO-ORDINATORS

8.3.1. Each individual land use Travel Plan will be implemented through the appointment of a Travel Plan Co-ordinator (TPC). The TPC will be appointed on a part-time basis for a five-year period and will liaise with the Local Authority, relevant users of the site (e.g. residents, employees, pupils / staff), and other interested parties and will operate the day-to-day delivery of the Travel Plan.

8.3.2. The role of the TPC is typically fulfilled by either someone within the site management company or by an external specialist. The individual / company appointed as each TPC should be appointed prior to occupation of the development site and should be a named person agreed with officers at BC. Once appointed, full contact details of the TPC, including name, postal address, telephone number and email address will be provided to BC. If the positions have not been filled at the time of submission, a statement of commitment to supply the details at the earliest point will need to be included.

8.3.3. The TPC will be the person responsible for the day-to-day management of the Travel Plan. The role of each TPC will include:

- To liaise with the TPM;
- To provide Full Residential, Employment and School Travel Plans after the baseline monitoring surveys have been undertaken;
- To confirm each Travel Plan which sets out agreed aims and targets for the sites;
- To provide co-ordinated feedback to users of the site and develop further opportunities for the promotion and development of initiatives and schemes within the County Council and other interested parties;
- To promote and encourage the use of sustainable travel modes;
- To promote the Travel Plans alongside national events (e.g walk to work week);
- To provide a point of contact and travel information for users of the site;
- To ensure that up-to-date information is clearly displayed on the Travel Plan notice boards and within the induction packs;
- To promote car sharing and direct residents to www.liftshare.com/uk/community/bucks
- To arrange for travel surveys to be undertaken on an annual basis for the life of the plan;
- To provide a point of contact for the transport operators and officers of the council and work with other local businesses and the other TPCs to pursue joint plans and initiatives where relevant;
- To undertake personalised travel planning with residents and investigate incentives that will achieve the required level of modal shift.

8.3.4. Each TPC will provide details for links to websites such as journey planning and bus companies as well as sites directed by the local authority. These links could include:

- Google maps (distance calculator for walking and cycling and bus stop location details):
<https://www.google.co.uk/maps>

- Cycle maps and cycle information: <https://www.sustrans.org.uk> or <https://www.cyclestreets.net/>
- Bus and rail information via 'Intalink': <https://www.intalink.org.uk/plan-your-journey/>
- Rail information via 'National Rail': <https://www.nationalrail.co.uk/>
- Bus information via 'Traveline': <https://www.traveline.info/>
- Walking information via 'Walkit': <https://www.walkit.com/>
- Car sharing: <https://www.liftshare.com/uk> or www.liftshare.com/uk/community/bucks

8.3.5. The websites listed above will provide links to up-to-date cycle maps, bus maps / timetables and the ability to calculate distances when walking and cycling to the site.

8.4 TRAVEL PLAN STEERING GROUP

- 8.4.1. Prior to the occupation of the development, and therefore prior to the completion of the Travel Plans, a 'pre-Steering Group' meeting will need to be held to allow key stakeholders to influence the content of the Travel Plans. Likely attendees would be BC, MKC and Highways England as well as the TPM and representatives from the SWMK Consortium of developers.
- 8.4.2. The TPM will form and chair a Travel Plans Steering Group at the Proposed Development. Other members of the Steering Group will be the Travel Plan Coordinators from the employment / commercial elements of the Proposed Development and those at the schools. Representatives of BC and MKC will also be invited to join the Steering Group as will representatives from other key organisations such as residents' groups, car clubs, and public transport operators, walking and cycling groups.
- 8.4.3. The Steering Group will first meet at the time of the initial travel survey and following this will have quarterly meetings.

9 RESIDENTIAL TRAVEL PLAN

9.1 INTRODUCTION

- 9.1.1. This section outlines the requirements for the Residential Travel Plan which will be implemented for the residential phases of the Proposed Development. Given the quantum of residential development proposed and the membership of the SWMK Consortium, it is envisaged that there will be a number of house builders at the Proposed Development. It will however be more efficient if there is one Residential Travel Plan that is adopted by all house builders, with one Residential TPC jointly appointed by all house builders. This will ensure consistency of information and particularly a consistent approach to management, maintenance and monitoring.

9.2 PREPARATION OF THE RESIDENTIAL TRAVEL PLAN

- 9.2.1. The Residential Travel Plan (RTP) will be used to promote sustainable travel to residents of the Proposed Development and it will outline initiatives to facilitate more sustainable travel choices, targets and associated deliverables (implementation and monitoring of initiatives) for both the Developers and the Local Authorities.
- 9.2.2. Identifying and setting objectives and targets for the RTP will give it focus and help measure its success. The main objectives of the RTP will be to:
- Address residents' needs for access to a full range of facilities for work, education, health, leisure, recreation and shopping;
 - Reduce car traffic generated by the development to significantly lower levels than the baseline;
 - Promote healthy lifestyles and sustainable, vibrant local communities; and
 - Encourage good urban design principles that open up the permeability of the development for walking and cycling.
- 9.2.3. In order to ascertain if the RTP is being successful in meeting its objectives, it is important that they can be measured. Travel Plan targets most often relate to reducing the proportion of single occupancy car travel.
- 9.2.4. Realistic modal shift targets are best set once baseline modal split data is available (i.e. from surveys that establish what mode of transport people are currently using). A baseline residents' travel survey will be conducted within three months after the occupation of the 100th dwelling at the Proposed Development. Once the baseline travel surveys have been conducted and baseline modal split data is available along with information on what may be required to encourage greater use of sustainable modes, initial targets can be set and the initial RTP updated.

9.3 RESIDENTIAL TRAVEL PLAN INITIATIVES

MARKETING AND COMMUNICATION STRATEGY

- 9.3.1. If the RTP that will be implemented at the Proposed Development is to be effective, all residents should have easy access to a range of information that allows them to make an informed decision on the way they travel. They must also be made fully aware as to why the RTP has been developed and subsequently the range of benefits it can deliver. This is particularly important in respect of residential travel planning where the destinations are much more diverse and therefore the most effective means

of influencing travel behaviour is through the proactive promotion and encouragement of existing opportunities.

- 9.3.2. Marketing and communication will start prior to any occupation of the site and therefore sales staff will from the outset advise potential residents of the travel arrangements and the access options serving the site. This can be achieved using sales brochures, information at the sales office and on any developer website where this is available. A key form of communication within a RTP is personal travel planning as research shows that simply providing individuals with promotional literature and offers is not as effective as engaging with people on an individual basis and encouraging them to actively select the information and incentives they need.
- 9.3.3. The RTP Co-ordinator (RTPC) will organise a programme of Personal Travel Planning that will adopt the following approach:
- Households will be offered a home visit by a trained travel advisor;
 - Residents will be offered advice on the range of travel options available for the site;
 - The initial travel to work survey will be carried out; and
 - Information and incentives will be compiled into a Travel Welcome Pack which will be delivered to that household shortly after the initial visit.
 - Information and incentives available for inclusion with the Travel Welcome Pack will include:
 - Relevant cycling/walking maps;
 - Relevant public transport information, including details any preferential ticketing schemes, maps and timetables;
 - Details of the Central Milton Keynes car share permit;
 - Milton Keynes Council website details for information about the electric vehicle charge point network and green car bays;
 - One free personal journey plan per household; and
 - Attendance at a free cycle safety training course.
- 9.3.4. Households that decide not to participate in the Personal Travel Planning programme will be still provided with a generic Travel Welcome Pack which will contain more general information relating to the development as a whole and the sustainable travel measures/initiatives that are on offer.
- 9.3.5. In conjunction with the TPM, the RTPC will implement a programme of on-going promotion which might include regular updating of the Proposed Development web-site, organisation of community travel events such as cycle or walking promotion days, the distribution of a quarterly travel newsletter providing details of the on-going operation of the Residential Travel Plan and updating of any community notice boards.
- 9.3.6. The RTPC will also devise an effective system of ensuring that existing residents are kept fully up-to-date with regard to any changes in information relating to matters such as public transport services as this may need to be provided more quickly than can be achieved through even regular newsletters.

WALKING

- 9.3.7. Walking is one of the most sustainable methods of travel, has a number of proven health benefits and is an important source of personal freedom. Walking is important for the vast majority of people, including those using public transport or without access to a car. Walking is free and offers predictable journeys; furthermore, it does not cause negative impacts in the same manner as vehicular travel (e.g.

emissions, pollutants, severance etc). As for cycling, walking is a form of active travel, which can offer a range of physical and psychological benefits to the individual.

9.3.8. At this stage, the exact internal layout of the site is not fixed and will be subject to reserved matters planning applications. However, an Illustrative Master Plan has been prepared and this proposes high quality footways and footpath/cycle ways to ensure good connectivity to facilities and public transport provision within the Proposed Development and with Milton Keynes existing 'Redway' system. The Redways will be accessed from the Proposed Development via:

- Whaddon Road, immediately south of Bottle Dump roundabout;
- The subway under the A421, east of Steinbeck Crescent; and
- Buckingham Road, south east of Tattenhoe Roundabout.

9.3.9. Residents will be encouraged to identify to the TPC where they consider there are deficiencies in the local pedestrian infrastructure so that it may be raised with the Local Planning Authority through the annual monitoring process. The TPC will promote and provide the following incentives:

- Advise residents and visitors on safe and convenient pedestrian routes to the Site;
- For residents with issues of personal safety, the provision of personal alarms upon request;
- Make residents aware of the health benefits associated with regular exercise, such as walking, through the use of posters and leaflets; and
- Create partnerships with local retailers/stockists to encourage them to provide discounted walking shoes and clothing and provide student discount where possible.

CYCLING

9.3.10. Cycling is cheap, offers reliable journey times and is environmentally friendly. Encouragement of cycling can lead to a healthier, more productive lifestyle.

9.3.11. Travel Plans can promote substantial health benefits to individuals who are motivated to complete more journeys on foot or by cycle. In turn, people can benefit through increased productivity and reduced absence through illness.

9.3.12. All dwellings will provide for safe, weather-proof cycle storage. Communal areas of the development (such as the local centre) will also provide well lit, secure, covered cycle parking and storage.

9.3.13. The Site will support cycling in a range of ways. The TPC will promote and provide the following incentives:

- Making residents aware of the health benefits of cycling via the Community Travel website and through the use of posters, leaflets and promotion by the on-Site coordinator;
- Making residents and visitors aware of local cycle routes to and from the Site to encourage further cycle use;
- Making residents and visitors aware of the 'on-site' measures to encourage cycle use;
- Taking action to link into existing cycling groups or establish a Bicycle User Group, as a forum for promoting interest in cycling. Such a forum could also offer less experienced cyclists help with repairs, and offer advice on safety equipment etc;
- Potential for discounts at a local cycle shop(s);
- Offering Cycle Training to residents;
- Operating regular group cycle trips into the countryside or town to build up the confidence of individuals in cycling on the roads;

- Working with local cycle shops to negotiate a discount for residents of the development for purchasing bicycles and accessories, possibly in return for advertising on the Proposed Development website.
- Encouraging residents to investigate and join any Employer Cycle Purchase Schemes that may be available to them; and
- Monitor the demand for cycling facilities and discuss improved cycling measures with residents and visitors as necessary.

9.3.14. High quality cycle routes will be provided as an integral part of the Proposed Development to ensure efficient connectivity with local facilities both within the development and within the wider community. The cycle routes will connect with the Milton Keynes existing Redway system. A copy of various cycle maps are available on Milton Keynes Council's website (<http://www.miltonkeynes.gov.uk/streets-transport-and-parking/cycling/advice-and-information/cycleroutes-and-maps>). Copies of maps relevant to the Proposed Development will be made available within the Travel Welcome Pack and on the Proposed Development website.

MOTORCYCLES

- 9.3.15. Motorcycles have lower energy requirements than cars, as they use less fuel and emit less CO₂. Fuel cell and electric motorcycles are becoming more widely available and are often more affordable than zero emission cars. Furthermore, the road space taken up by one single-occupancy car can accommodate three to four motorcycles due to their smaller footprint, which results in a more efficient use of road space therefore helping to alleviate congestion. Motorcyclists also generally spend less time in congestion, contributing to a healthier population through reduced levels of stress.
- 9.3.16. In order to achieve a shift from car use to motorcycle use it is essential that there is training and provision of guidance to those new to motorcycling. Residents will be offered subsidised beginner motorcycle training by way of a discount voucher for a local registered motorcycle school.
- 9.3.17. The RTPC will assist the TPM in promoting the annual 'Ride to Work Day' and/or similar motorcycling initiatives. Riders are asked to use their motorcycle or scooter to commute to work and demonstrate the benefits of commuting on two wheels. The TPM will also promote the 'Get On' initiative (www.geton.co.uk) which also offers free motorcycling taster sessions around the country.

PUBLIC TRANSPORT

- 9.3.18. Increased use of public transport is a fundamental aspect of the Government's sustainable transport strategy. The benefits of travelling by public transport can include:
- No need to park;
 - Traffic free routes (with rail or bus priority); and
 - Being able to relax or read.
- 9.3.19. It is important to recognise that, where possible, walking and cycling are usually favourable to public transport because they have fewer environmental impacts and offer health benefits. Nevertheless, public transport remains an important aspect of more sustainable travel.
- 9.3.20. WSP has consulted with Arriva with regard to the provision of bus services for the Proposed Development. Arriva has advised that the most feasible option will be to extend the Oxley Park to Brownswood via Kingsmead, Westcroft, Kingston and CMK Route 8.

- 9.3.21. At the present time, Route 8 travels from CMK in a south westerly direction and follows Childs Way and V3 Fulmer Street to Furzton Roundabout, then turns right on to H7 Chaffron Way. At Kingsmead Roundabout the route currently turns to the right towards Oxley Park.
- 9.3.22. The service into the Proposed Development will be a diversion at Kingsmead Roundabout to the south along Snelshall Street, through Tattenhoe Roundabout and into the Buckingham Road access. Once within the Proposed Development it will follow a circular route, exiting at the Buckingham Road access, through Tattenhoe Roundabout and along Snelshall Street to re-join its existing route at Kingsmead Roundabout.
- 9.3.23. Arriva envisages that there will be three buses per hour to the Proposed Development and three per hour to Oxley Park. The total vehicle requirement for this provision will be six buses of which Arriva considers three will be developer funded; 1.5 as part of the Proposed Development and 1.5 as part of the Oxley Park development.
- 9.3.24. Within the Proposed Development the bus route will be provided with new high-quality shelters complete with seating and real time passenger information.
- 9.3.25. In order to increase the bus mode share above the baseline the RTPC will liaise with Arriva to negotiate discounts on season tickets on their services. If season ticket discounts cannot be negotiated with Arriva by the RTPC then the developer would offer financial incentives to future residents to encourage them to use bus services.
- 9.3.26. The RTPC will also liaise with Arriva to encourage them to coordinate bus services with train arrivals / departures from the station as the train operator will not be able to amend their timetable.
- 9.3.27. The RTPC will also promote the journey planning website and 'smart phone' applications for dynamic journey planning and integrated ticketing between modes and across operators.
- 9.3.28. Details of local taxi companies will be provided within the Travel Welcome Pack and on the Proposed Development website.
- 9.3.29. The RTPC will liaise regularly with local public transport operators to ensure that information remains valid and up to date and ensure that website information provided to residents is correct and up-to-date.

CAR-SHARING AND CAR CLUBS

- 9.3.30. Some residents may live near colleagues, or may work in the vicinity of another resident, and could be encouraged to car-share. Car-sharing websites advertising local journeys, such as www.buckscarshare.co.uk and <http://www.miltonkeynes.gov.uk/streets-transport-and-parking/parking/parking-per-mits/carshare/milton-keynes-council-car-share> will be promoted and advertised in the Travel Welcome Pack and in the local community facilities.
- 9.3.31. Milton Keynes has an Electric Car Club in the Wolverton area. This is run by Ecar and was facilitated by Milton Keynes Council, Hertz on Demand and Chargemaster. The TPM will investigate the implementation of a similar scheme at the Proposed Development (potentially within the local centre). A car club scheme will be implemented if the investigations show that such a measure would be viable.
- 9.3.32. Electric vehicle charging points will also be provided in central locations at the proposed development, and within garages as required by BC/MKC standards.

- 9.3.33. A Parking Management Strategy for the proposed development will be provided with the Residential Travel Plan to ensure parking around the Site is appropriate. Issues surrounding Traffic Regulation Orders and their enforcement will be included within the Strategy. The Strategy will be reviewed annually and will include any issues arising within the previous year.

PERSONALISED TRAVEL PLANNING

- 9.3.34. Personalised Travel Planning will be offered to all new residents of the development. Residents would be able to meet with the TPC or TPM to discuss their own travel requirements, and to investigate alternative methods of travel other than the private car.
- 9.3.35. Financial incentives would be offered to the residents using the Personalised Travel Planning service. A full list of incentives will be included within the Travel Plans, and could include:
- Discounted bus tickets;
 - Discounts at local bicycle shops; and
 - Car club discounted 'miles'.

10 WORKPLACE TRAVEL PLAN

10.1 PREPARATION OF WORKPLACE TRAVEL PLANS

10.1.1. In accordance with BCs 'Sustainable Travel Plans – Guidelines for Developers', updated in 2020, Workplace Travel Plans will be prepared for all workplaces that fall above the thresholds set out in Table 1 of that document, as replicated below:

- B1 Business: Above 2,500 sq.m;
- B2 General Industrial: 4,000 sq.m; and
- B8 Storage or Distribution: 5,000 sq.m.

10.1.2. Qualifying workplaces (i.e. those that fall above the threshold in Table 1 of the document referred to above) may prepare individual Travel Plans or, with the agreement of the local authority, may group together to prepare a Travel Plan for a particular use or for a multi-occupancy building or area. The main objectives of Workplace Travel Plans will include:

- Reducing the need to travel by car (to and from employment areas);
- Reducing the number of vehicles travelling to and from the site (particularly single occupancy car trips);
- Improving the safety and security of people who travel to the Proposed Development;
- Promoting healthier living through the increased use of cycling, walking and public transport;
- Promoting integration between different transport modes;
- Providing clear information to all employees, customers and visitors regarding sustainable transport; and
- Improving accessibility for non-car users and the disabled.

10.1.3. These Workplace Travel Plans will promote travel choice for the occupiers and visitors to these elements of the Proposed Development with the aim of increasing the use of sustainable transport. They will contain targets which will relate to specific measures as well as mode shift such as increasing the use of bicycle use through information and infrastructure provision. Targets will be agreed with BC and MKC prior to the submission of individual Workplace Travel Plans.

10.2 WORKPLACE TRAVEL PLAN CO-ORDINATORS

10.2.1. Each occupier or group of occupiers that join together for Travel Planning purposes shall nominate a member of staff to be the TPC. The TPC should have a direct reporting line to senior management and ideally should be a person with financial responsibility to allow decisions to be made quickly and measures implemented in a timely manner. The TPM will provide support to individual TPCs and will also lead in the co-ordination of Travel Plan initiatives across the Proposed Development as a whole.

10.2.2. The key roles and responsibilities for the TPCs will be to:

- Attend Travel Plan Steering Group meetings and provide any necessary assistance to the TPM;
- Develop and implement a Travel Plan specific to their organisation or group of organisations;
- Ensure that sustainable travel information is disseminated to staff and visitors in appropriate formats;
- Offer and provide personalised journey planning to all staff;
- Be the first point of contact for all staff on Travel Plan matters;
- Promote the Travel Plan to all staff; and

- Conduct the annual staff and visitor survey and monitor performance of the Travel Plan.

10.3 WORKPLACE TRAVEL PLAN INITIATIVES

- 10.3.1. This section outlines a number of initiatives that could be implemented for both staff and visitors to workplaces within the Proposed Development. This list is by no means exhaustive but provides a starting point for individual TPCs and occupiers to review and implement if suitable for their particular organisation and staff/visitor requirements.
- 10.3.2. Walking and cycling infrastructure will be provided throughout the Proposed Development during the construction of the project. Proposed infrastructure includes cycle parking; footpaths and cycleways both within the Proposed Development and linking to the Milton Keynes 'Redway' system and way finding signage. Public transport provision will be as described in Section 7. The initiatives outlined in this section are for individual occupiers to apply.
- 10.3.3. Staff travel is easier to influence as the origin and destination of staff is more consistent than those of visitors. Therefore, these initiatives look to influence staff travel behaviour in the both short and longer term.

CYCLING

- 10.3.4. The site will support cycling in a range of ways. The TPC will promote and provide the following measures and initiatives:
- Providing secure, convenient, undercover storage for bicycles at the workplace;
 - Providing additional stands to be provided at Bletchley Railway Station;
 - Providing shower / changing / storage / drying facilities for employees to use;
 - Taking action to create a Bicycle User Group – there is potential for this to be on a Proposed Development-wide basis organised by the TPM with assistance from all TPCs;
 - Developing a Bike Buddy scheme to encourage inexperienced/nervous cyclists to gain experience and confidence;
 - Providing information about any Employer Cycle Purchase Schemes that may be available to them; Making puncture repair kits available free of charge to all staff; and
 - Providing cycle maps to all employees.

MOTORCYCLING

- 10.3.5. The site will support those who wish to travel to work by motorcycle. The TPC will promote and provide the following measures and initiatives:
- Providing changing / storage / drying facilities for employees to use;
 - Providing secure, convenient, undercover storage for motorcycles;
 - Organising subsidised beginner motorcycle training for employees;
 - Promoting motorcycle focused events such as 'Ride to Work Day' and 'Get On'.

WALKING

- 10.3.6. The site will support walking in a range of ways. The TPC will promote and provide the following measures and initiatives:

- Advising employees and visitors to the site on safe and convenient pedestrian routes to and from the Site;
- Providing all employees with walking maps;
- Organising a Walk Buddy scheme to encourage walking participation;
- Promotion of 'Walk to Work Week', 'Walking for Health' and other initiatives; and
- Organise for umbrellas to be available for loan.

PUBLIC TRANSPORT

10.3.7. The TPC will promote and provide the following measures and initiatives relating to public transport:

- Providing personalised journey planning to all employees who wish to take it up;
- Providing information regarding the location of local bus stops and rail stations;
- Providing service timetables and maps;
- Liaising with the local public transport operators to assess the potential of providing reduced cost travel for new employees;
- Providing any available real time journey information; and
- Providing interest free loans for season tickets.

CAR-SHARING

10.3.8. Some employees may live near colleagues and could be encouraged to car-share. Car-sharing websites advertising local journeys, such as www.buckscarshare.co.uk and <http://www.miltonkeynes.gov.uk/streets-transport-and-parking/parking/parking-permits/carshare/milton-keynes-council-car-share> will be promoted and advertised amongst employees by the TPC.

10.3.9. The TPC will also promote the following measures to encourage car sharing:

- Allocation of priority car parking spaces for staff who car-share;
- Free ride home for all car-sharers if lift falls through or an emergency occurs; and
- Information made available on existing lift sharing websites and any scheme set up at the Proposed Development by the TPM.

VISITORS

10.3.10. Visitors to the retail and employment areas will have different travel patterns and frequency to permanent staff. Marketing therefore plays a larger part in influencing visitors by providing more information on the sustainable travel options available.

11 SCHOOL TRAVEL PLANS

11.1 INTRODUCTION

- 11.1.1. This section provides guidance for the preparation of a School Travel Plan (STP) which will be the responsibility of the schools at the Proposed Development to deliver. If a plan is to be successful it must be supported by the whole school community i.e. parents, teachers/staff, pupils/students, governors and the local community. A School TPC (STPC) will be appointed at each school to champion the Travel Plan and its initiatives, organise monitoring and liaise with both the TPM and the Local Authorities.

11.2 PREPARATION OF SCHOOL TRAVEL PLAN

- 11.2.1. The Primary School and Secondary School will be required to implement STPs to ensure that pupils/students and their parents/carers are fully aware of the sustainable travel initiatives and facilities available as well as all staff. The STPs will contain targets for modal split which will be equally applicable to staff as to pupils/students.

11.3 BASELINE SURVEY

- 11.3.1. The preparation of the STPs will involve the conducting of baseline travel surveys to understand the travel behaviour of staff and pupils/students. The surveys will be completed within one month of the school being at least 75% occupied. Following the surveys, mode-shift targets will be set, and school-specific initiatives implemented to encourage more sustainable travel.

11.4 TRAVEL PLAN INITIATIVES

- 11.4.1. One of the main aims for the STPs are to encourage walking and cycling from within the Proposed Development and nearby. School trips by car form a large proportion of morning peak period travel, lesser so in the evening peak period and it is important that this is reduced as far as possible.
- 11.4.2. Specific initiatives that will assist in this include:
- Implementation of an awareness strategy detailing information on safe, healthy, sustainable travel to school⁵)
 - Sustainable travel events organised in conjunction with the TPM;
 - Cycle proficiency training for staff/pupils/students;
 - Development of a 'Walking Bus';
 - Sustrans 'Safer Routes to Schools' project – includes infrastructure, education and information provision; and
 - Cycle/Scooter parking and storage facilities for pupils/students/staff;

⁵ information available online to assist the School Travel Plan Co-ordinators in developing their STPs
<http://www.bucksc.gov.uk/education/schools/school-transport/schooltravel-plans/>

12 MARKETING AND PROMOTION

- 12.1.1. Marketing and awareness raising strategies form an important part of all Travel Plans. They cover the involvement / engagement of residents / employees / users of the Site, and raise their awareness about travel options that are available to them from the Site and also the benefits (e.g. health and/or cost savings) of more sustainable or efficient travel.
- 12.1.2. The Travel Plan will be publicised on the Community Travel website and where appropriate in writing through newsletters and emails. All residents, employees, and visitors will be made aware of the initial baseline and annual travel surveys through publicised methods as set out above and will be requested to fill in a travel questionnaire at the appropriate times. These activities are the responsibility of each TPC.
- 12.1.3. The means by which this Travel Plan will be marketed include:

Printed Materials:

- Site / resident / employee travel newsletter;
- Travel Plan web-based notice boards / Poster campaigns;
- Visitor / resident / employee travel information packs;
- Summary of incentives for residents / employees / users of the site; and
- Press releases.

Electronic media:

- Travel Plan website;
- Travel information page on company / organisation website;
- Facebook 'Page'; and
- E-mail bulletins to residents / regular visitors / employees / users of the site.

Activities:

- Initiative launch events and residents / employer meetings;
- Events supporting national campaigns, e.g. Car Share Day, Bike Week, 'Walk to Work' Week; and
- PTP.

13 MONITORING AND REVIEW

13.1 INTRODUCTION

- 13.1.1. A successful Travel Plan must be a long-term management strategy that is constantly monitored, updated and its performance reviewed. DfT state that

“The plan continues for the life of the development and requires commitment from occupiers and partners. It is not simply a means of securing planning permission.”

- 13.1.2. It is essential to monitor how people are travelling to and from a site in order to see if the initiatives set out are having an impact on how people are travelling. Monitoring provides the basis on which remedial measures related to unsatisfactory progress will be applied. Each Travel Plan needs to be evaluated and revised annually as a minimum.
- 13.1.3. Each TPC will be responsible for undertaking monitoring of their individual Travel Plan. Within a timescale that is reasonably practicable (as agreed with the local highway authority) an iTRACE compatible survey will be undertaken. This survey will include all residents, employees, pupils / students and visitors to the site. The design of the questionnaire will be the responsibility of the TPM, and the distribution of the survey as well as any required analysis and reporting will be the responsibility of each TPC.
- 13.1.4. The iTRACE compatible survey is intended to collect key ‘baseline’ data to facilitate an in-depth analysis of how residents, employees, pupils / students and visitors to the site. Accurate baseline data will ensure that the measures adopted as part of the travel planning process have the greatest positive influence upon existing and future travel patterns. The survey should seek to obtain the following information:
- The mode of travel most frequently used for trips to and from the site;
 - The reasons behind that travel choice;
 - Distance between origin and destination trips; and
 - The time of travel.
- 13.1.5. General attitudes to travel including views on which measures would be the most effective in changing travel behaviour and what the perceived barriers to sustainable travel are, will be obtained.
- 13.1.6. Annual monitoring travel surveys will be undertaken thereafter for a period of 5 years. Each Travel Plan and its targets will be reviewed on an annual basis (or sooner if required) and will set new objectives, targets and measures as and where appropriate.
- 13.1.7. Each TPC will submit a Travel Plan Annual Performance Report to BC for approval for a period of four years from the date of implementing each Travel Plan.
- 13.1.8. In the event that the submitted Travel Plan Annual Performance Report does not, in the reasonable opinion of BC, achieve the objectives / targets of the Travel Plan, revised proposals and / or remedies in accordance with the Travel Plan will be submitted to BC for its reasonable approval in writing. This process would be repeated until the submitted revised proposals / remedies are agreed by all the major stakeholders. Examples of corrective measures that could be taken in this instance include:
- Further and active marketing of the Travel Plan objectives and measures;
 - Further promoting personal travel planning;
 - Dedicated Travel Plan meetings with residents / employees / users of the site; and

- Flyers.

13.1.9. Each monitoring report to be submitted to BC shall contain the following information:

- Site name and address;
- Recap of the Travel Plan's objective and agreed targets;
- Monitoring methodology (how and when information was gathered, i.e. through the travel survey);
- Summary of results presented in relation to agreed targets;
- Progress against agreed measures;
- Corrective measures to get the plan back on track, if targets are not being met; and
- Proposals to further develop the Travel Plan for the future.

13.1.10. Each TPC will organise review meetings to assess the progress of the Travel Plan for years one, three and five. The review meetings will involve representatives of the occupier, the Local Planning Authority, BC (Development Control Highways and/or the Travel Plan team) and other relevant stakeholders. Should it be deemed necessary, discussions regarding remedial measures would be held to ensure the Travel Plan targets are met.

13.2 REVIEW OF INITIATIVES

13.2.1. Each TPC will also monitor and review the uptake of initiatives offered by the Travel Plan. This information will also be provided within each Travel Plan Annual Performance Report to BC.

13.3 MONITORING OF THE RESIDENTIAL TRAVEL PLAN

13.3.1. Two potential methods of monitoring for the residential element of the Proposed Development are:

- Residential travel survey; and
- Fully classified traffic counts at access points (this may be more appropriate for monitoring targets for the Proposed Development as a whole).

13.3.2. The residential travel survey will be used to set a baseline for the residential part of the Proposed Development against which modal shift targets can be set; as well as for comparison with future year data to establish if the RTP is successfully delivering its mode shift target and associated initiatives.

13.3.3. The initial residential travel survey will be conducted within three months following the occupation of the 100th dwelling at the Proposed Development and thereafter on an annual basis until all houses are occupied with a further additional year following completion. All survey results will be provided to BC and MKC within an Annual Monitoring Report which will be available within one month of the completion of the surveys.

13.3.4. Traffic surveys will also be conducted on an annual basis, the first three months from the occupation of the 100th dwelling and continuing until a year after full occupation of the Proposed Development. The results of the traffic surveys will also be summarised within the Annual Monitoring Report.

13.4 MONITORING OF THE WORKPLACE TRAVEL PLAN

13.4.1. Annual staff and visitor surveys will be carried out following the occupation of units. An initial baseline travel survey is to be carried out within three months of occupation or prior to occupation if the company is relocating to the Proposed Development. Annual surveys will be carried out on the anniversary of the baseline survey until such a time as the Proposed Development is fully occupied.

- 13.4.2. The results of the surveys will be provided to BC and MKC in an annual monitoring report which will be submitted within one month of the end of the survey. The results will also be used to update Workplace Travel Plans, review initiatives, and update the Action Plans.

13.5 MONITORING OF SCHOOL TRAVEL PLAN

- 13.5.1. A programme will be included within the STP outlining in detail the methods and frequency of monitoring. Monitoring will include annual travel surveys enabling comparison of travel choices to identify any increases in sustainable travel. The monitoring programme and length of monitoring period will be agreed with the local authority.
- 13.5.2. The STP will set out that annual travel surveys are to be conducted of all staff, students and visitors at the school at the beginning of each autumn school term. This will ensure that travel behaviour, particularly of the new intake of students, is obtained early in the school year so that sustainable travel behaviour can be encouraged before travel by private car becomes entrenched. The travel survey results will provide information to the TPC so that they know which initiatives / incentives to concentrate on to influence travel behaviour change during the remainder of the school year.
- 13.5.3. Information about travelling sustainably and the initiatives / incentives on offer will be provided to staff and students during assemblies, as required.
- 13.5.4. Annual monitoring reports detailing the results of the travel surveys shall be submitted by the STPC to BC. The TPM will also require a copy in order that the progress of Travel Planning for the overall development can be monitored.

14 ACTION PLANS AND FUNDING

14.1 ACTION PLAN

- 14.1.1. This section provides a detailed action plan for the implementation of the measures proposed within this FTP. Tables 14-1, 14-2 and 14-3 set out draft Action Plans for each of the main land use types on the proposed development. The final Action Plans included within the Full Travel Plans will encompass all measures and initiatives within that Travel Plan.

Table 14-1 - Draft Action Plan for Residential Travel Plan

Timescale	Action	
Prior to first occupation	Appoint a Residential Travel Plan Co-ordinator (RTPC). The role of the RTPC is to gather the necessary documents for the promotion of sustainable travel. The RTPC will also act as liaison officer between residents and the TPM and ultimately BC in conjunction with MKC.	
	Personal Travel Planning	RTPC to implement a programme of Personal Travel Planning to all interested residents at which time the initial travel survey is to be carried out.
	Public Transport	RTPC to provide a Travel Welcome Pack to new residents with information on Public Transport, including any relevant initiatives. This information should also be on the Proposed Development website.
	Walking	The benefits of walking to work should be promoted within the Travel Welcome Pack. This information should also be on the Proposed Development website.
	Cycling	RTPC to circulate information to residents on available facilities for cyclists.
	Car Share	RTPC to promote existing car share schemes on the Proposed Development website.
	Car Club	TPM to investigate the implementation of an Electric Car Club at the Proposed Development.
Within 3 months of occupation of the 100 th dwelling	Travel Surveys	Travel survey to be issued in the Travel Welcome Pack to any residents not taking up Personal Travel Planning to determine their current and intended travel arrangements.
	Finalise Travel Survey Collection and Analysis	Initial travel survey responses to be collected and analysed to generate the baseline modal split for residents. Information to be provided to the BC and MKC by input on to iTrace.
At the time of the baseline survey	TPM to set up first meeting of the Travel Plans Steering Group to discuss initial survey results, targets to be set from the first annual travel survey and any alterations to or additional measures required.	
Annually until a year after full occupation	Follow up travel surveys to assess performance of Residential Travel Plan and the introduction of any new targets.	
	Production of Monitoring Report detailing travel survey results, Action Plan including any additional new measures to be included (to be approved by BC in conjunction with MKC).	
Ongoing	The RTPC will continue with the promotion of sustainable travel from the site and also continue to report the progress to BC and MKC at agreed intervals.	

Table 14-2 - Draft Action Plan for Workplace Travel Plans

Time	Action	
Prior to first occupation	Appoint a Workplace Travel Plan Co-ordinator (WTPC). The role of the WTPC is to gather the necessary documents for the promotion of sustainable travel. The WTPC will also act as liaison officer between businesses and the TPM and ultimately BC in conjunction with MKC.	
	Personal Travel Planning	WTPC to implement a programme of Personal Travel Planning to all interested businesses and employees at the time the initial travel survey is to be carried out.
	Public Transport	WTPC to provide a Travel Welcome Pack to new employees with information on public transport, including any relevant initiatives. This information should also be on the Proposed Development website.
	Walking	The benefits of walking to work should be promoted within the Travel Welcome Pack. This information should also be on the Proposed Development website.
	Cycling	WTPC to circulate information to businesses and employees on available facilities for cyclists.
	Car Share	WTPC to promote existing car share schemes on the Proposed Development website.
	Car Club	TPM to investigate the implementation of an Electric Car Club at the Proposed Development.
	Travel Surveys	Travel survey to be issued in the Travel Welcome Pack to any employees not taking up Personal Travel Planning to determine their current and intended travel arrangements.
Within 3 months of occupation of 75% of approved floorspace	Finalise Travel Survey Collection and Analysis	Initial travel survey responses to be collected and analysed to generate the baseline modal split for Employees on the Site. Information to be provided to BC and MKC by input on to iTrace.
At the time of the baseline survey	TPM to set up first meeting of the Travel Plans Steering Group to discuss initial survey results, targets to be set from the first annual travel survey and any alterations to or additional measures required.	
Annually until a year after full occupation	Follow up travel surveys to assess performance of Workplace Travel Plans and the introduction of any new targets.	
	Production of Monitoring Report detailing travel survey results, Action Plan including any additional new measures to be included (to be approved by BC in conjunction with MKC).	
Ongoing	The WTPC will continue with the promotion of sustainable travel from the site and also continue to report the progress to BC and MKC at agreed intervals.	

Table 14-3 - Draft Action Plan for School Travel Plans

Time	Action	
Prior to first occupation	Appoint a School Travel Plan Co-ordinator (STPC). The role of the STPC is to gather the necessary documents for the promotion of sustainable travel. The STPC will also act as liaison officer between residents and the TPM and ultimately BC in conjunction with MKC.	
	Personal Travel Planning	STPC to implement a programme of Personal Travel Planning to all interested staff at which time the initial travel survey is to be carried out.
	Public Transport	STPC to provide a Travel Welcome Pack to new pupils and staff with information on Public Transport, including any relevant initiatives. This information should also be on the Proposed Development website.
	Walking	The benefits of walking to work/school should be promoted within the Travel Welcome Pack. This information should also be on the Proposed Development website.
	Cycling	STPC to circulate information to staff/pupils on available facilities for cyclists.
	Car Share	STPC to promote existing car share schemes on the Proposed Development website.
	Car Club	TPM to investigate the implementation of an Electric Car Club at the Proposed Development.
	Travel Surveys	Travel survey to be issued in the Travel Welcome Pack to any staff not taking up Personal Travel Planning to determine their current and intended travel arrangements.
Within 3 months of full occupation of the school	Finalise Travel Survey Collection and Analysis	Initial travel survey responses to be collected and analysed to generate the baseline modal split for staff and pupils. Information to be provided to the BC and MKC by input on to iTrace.
At the time of the baseline survey	TPM to set up first meeting of the Travel Plans Steering Group to discuss initial survey results, targets to be set from the first annual travel survey and any alterations to or additional measures required.	
Annually until a year after full occupation	Follow up travel surveys to assess performance of the School Travel Plan and the introduction of any new targets.	
	Production of Monitoring Report detailing travel survey results, Action Plan including any additional new measures to be included (to be approved by BC in conjunction with MKC).	
Ongoing	The STPC will continue with the promotion of sustainable travel from the site and also continue to report the progress to BC and MKC at agreed intervals.	

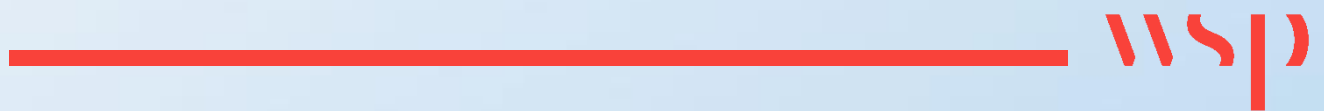
14.2 FUNDING

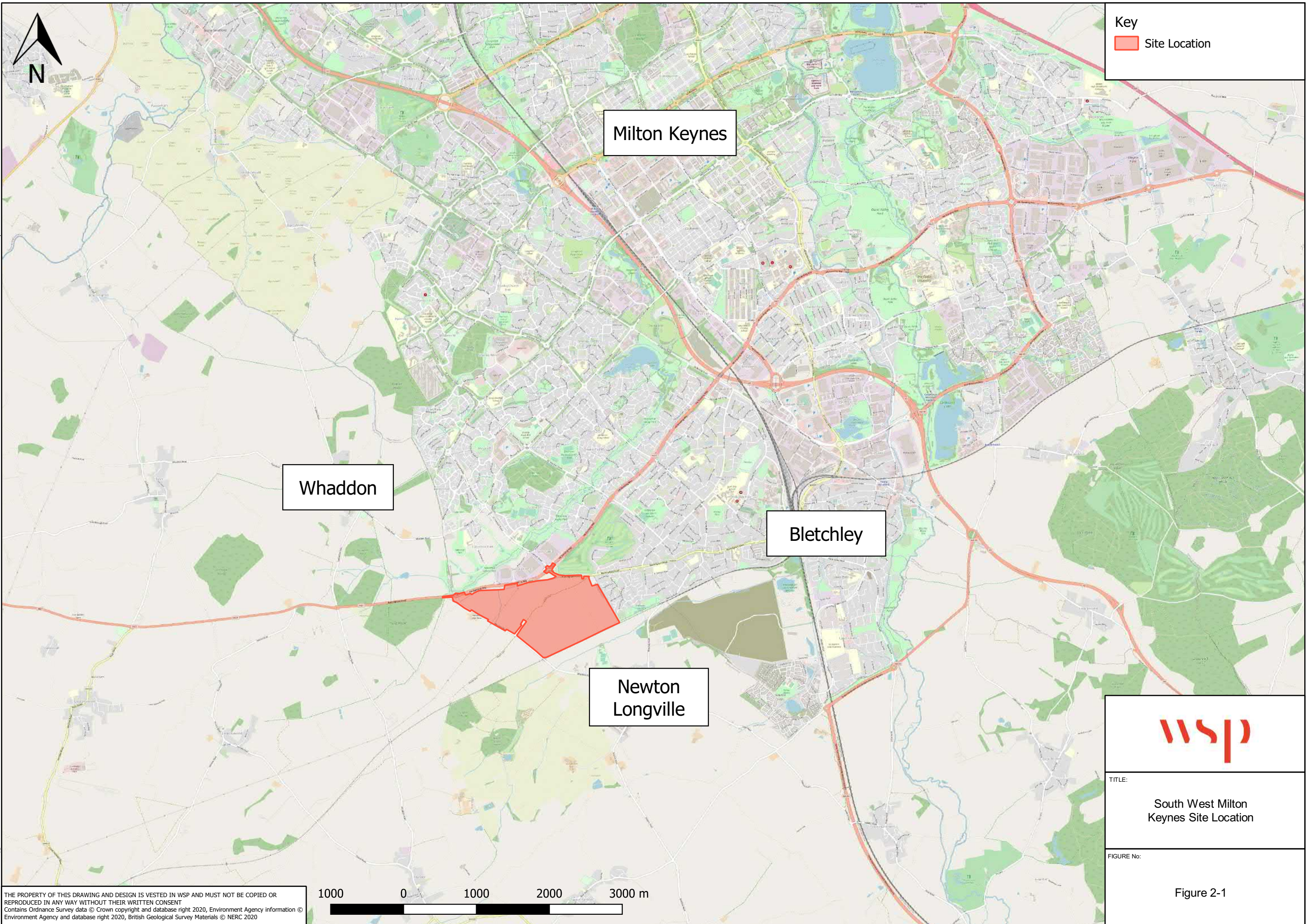
- 14.2.1. The Consortium will provide a budget for the length of the TPMs post. The budget will fund the actual cost of the TPM and is also necessary to implement the initiatives and incentives within the FTP that have been discussed and agreed with BC and MKC. These will include establishing and maintaining a sustainable travel information webpage, involvement in sustainable travel activities such as bike week, overview of regular monitoring and traffic counts including a survey prize draw, liaison with all TPCs at the Proposed Development and chairing the Travel Plans Steering Group.

- 14.2.2. The budget will be flexible to reflect the changing requirements of the FTP over the agreed time span. The budget will include for the potential requirement for additional measures to be implemented or existing measures to be amended, as deemed reasonable. This budget does not include the contribution to the improvements to public transport that are described in Section 7.2; improvements to public transport will be included within a Section 106 Obligation for the Proposed Development
- 14.2.3. If the agreed targets within the Travel Plan are not being met, then the TPC will review the Travel Plan survey questionnaire responses to determine if there are any shortfalls or issues that need to be addressed. The TPC will also organise meetings with residents, employees, staff and students to determine what measures / incentives are required. Following these meetings, the TPC will meet with the developer/management company, BC and MKC to agree what measures / initiatives should be implemented and additional funding will be sourced for those schemes that are considered reasonable and will have a positive impact to increase travel by sustainable modes. The agreed measures / initiatives will then be implemented as soon as is practicable.
- 14.2.4. The Consortium will also provide fees to BC for the ongoing support of the FTP. These fees are £1,000 per annum for a period of 5 years after first occupation (of the residential element of the Proposed Development) and will be secured through the S106 Agreement for the Proposed Development.
- 14.2.5. Funding for the RTP, WTP and STPs including the appointment of the TPCs and BC support of these plans will be secured through agreement of the full details of those Travel Plans as part of Reserved Matters planning approvals. The Section 106 Agreement for the Proposed Development will contain details of travel planning commitments.

Appendix A

SITE LOCATION PLAN





Key

Site Location



TITLE:

South West Milton
Keynes Site Location

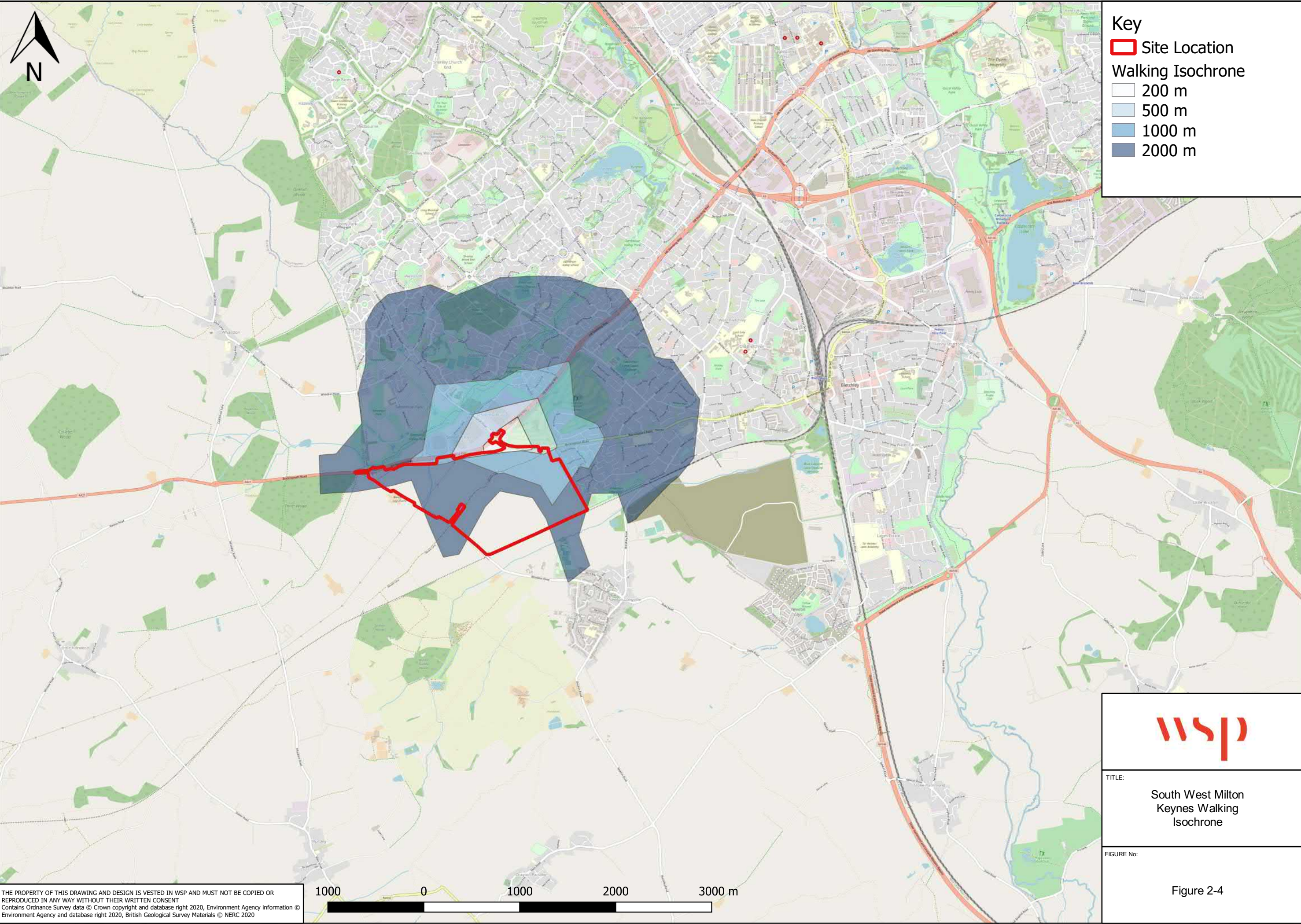
FIGURE No:

Figure 2-1

Appendix B

PEDESTRIAN ISOCHRONE





Key

Site Location

Walking Isochrone

200 m

500 m

1000 m

2000 m



TITLE:

South West Milton
Keynes Walking
Isochrone

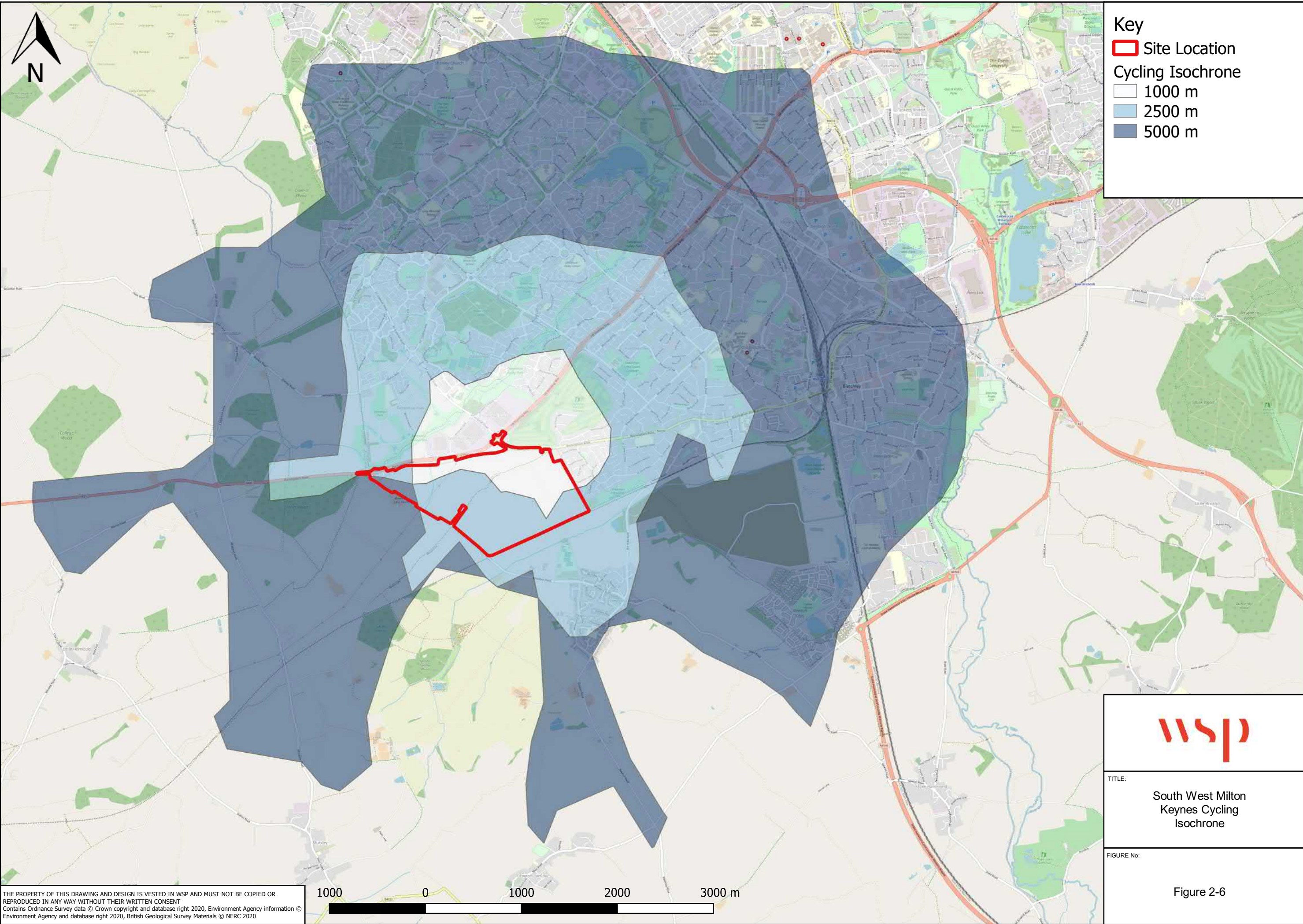
FIGURE No:

Figure 2-4

Appendix C

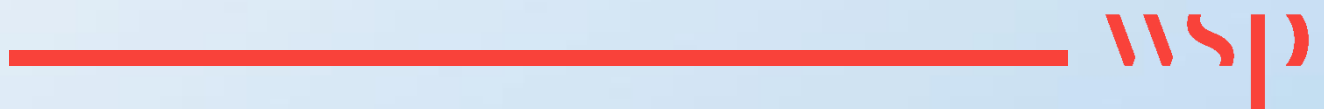
CYCLING ISOCHRON

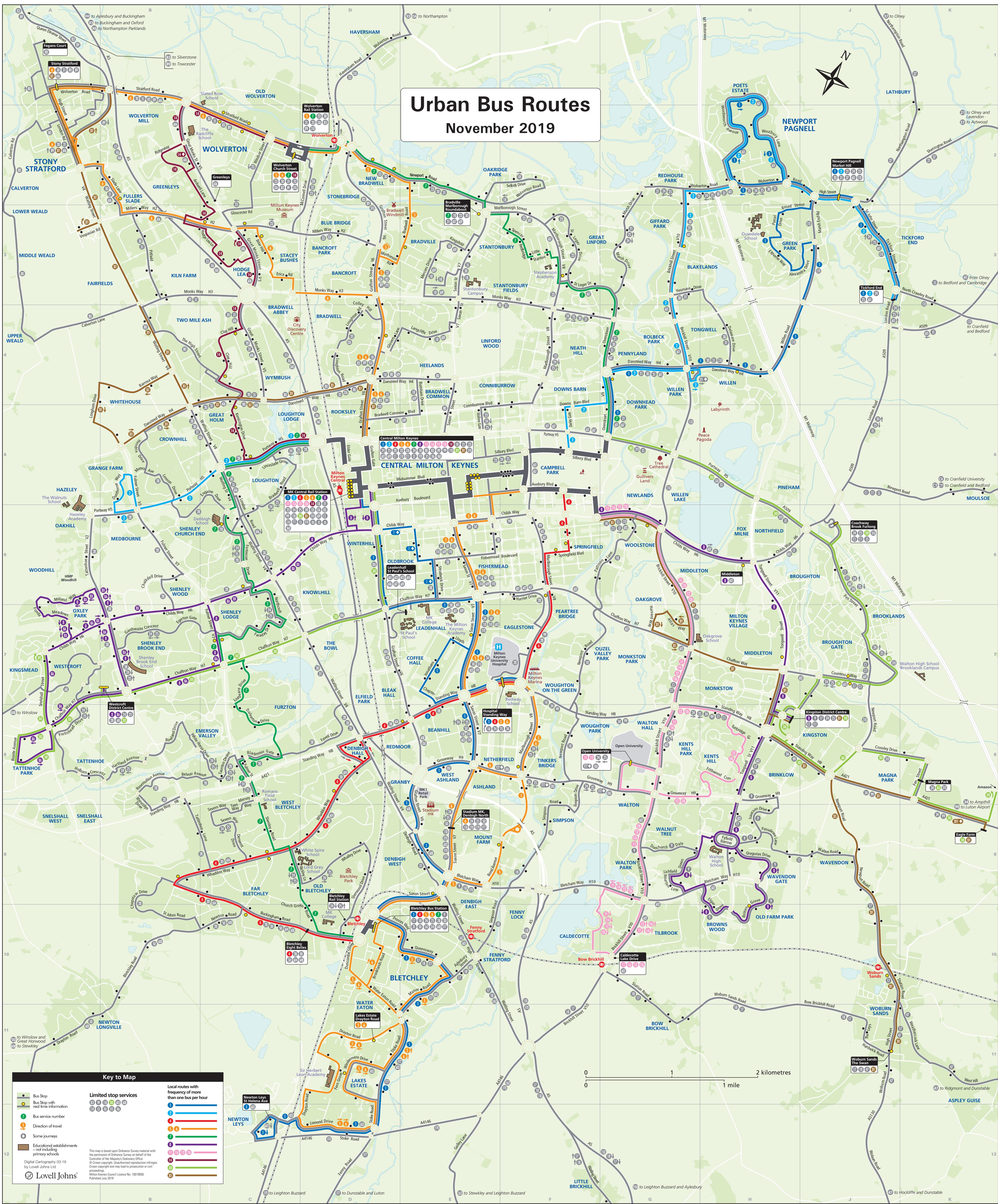




Appendix D

MILTON KEYNES URBAN BUS ROUTE MAP



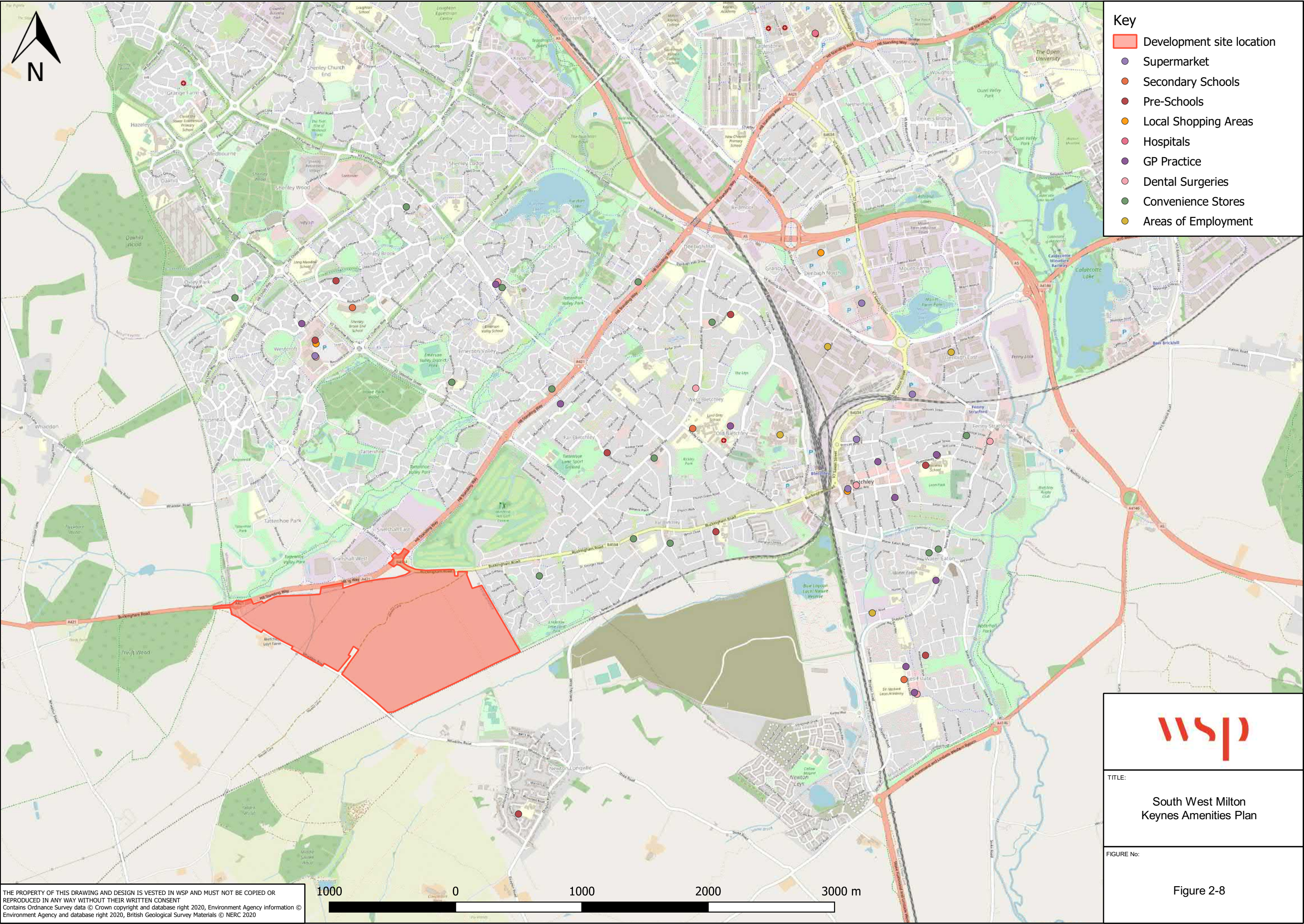


INDEX TO PLACES SERVED											
Grid	Destination	Service	Grid	Destination	Service	Grid	Destination	Service	Grid	Destination	Service
E8	Ashland	1, 5, 6, 24, 25, 150, 310, F70	J6	Coachway	24, 25, 300, 310, C1, C11, X5	B2	Greenleys	1, 4, 5, 6, 18, 24, 25, 28, 34, 310	G9	Walnut Tree	8, 9, 11/11A, 12/12A, 17, 602
D3	Bancroft	5, 6, 33/33A, 89, 310	E7	Coffee Hall	1, 4, 5, 6, 34, 50, 150, 310, F70	D1	Haversham	33/33A	G2	Redhouse Park	2, 21, 24, 25, 30, 31, 601
E8	Beanhill	1, 4, 24, 25, 28, 50, 150, 310, F70	E4	Heelands	5, 6, 18, 33, 33A, 80, 89, 310, 609	H7	Monkston	8, 11/11A, 12/12A, 24, 25, 34, 301, 602, C1, C11	G8	Walton Hall	11/11A, 12, 24, 25, 602, F77, OU
G3	Blakelands	2, 21, 24, 25, 30, 31, 601	B5	Crownhill	2, 28, 30, 31, 301, 606	G7	Monkston Park	11/11A, 12/12A, 24, 25, 30, 31, 607	D5	Redmoor	4, 28, 604
D7	Bleak Hall	4, 28	E10	Denbigh East	5, 6, 9, 17, 18, 150, F70	K5	Moulsoe	C1, C11, CX	B7	Shenley Brook End	8, 24, 25, 28, 30, 31, 606
D10	Bletchley	1, 4, 5, 6, 7, 9, 17, 18, 24, 25, 28, 30, 31, 50, 162, 310, 608, F77	E9	Denbigh West	1, 31	E8	Mount Farm	5, 6, 9, 17, 24, 25, 50, 150, 310, F70, F77	B6	Shenley Church End	2, 7, 8, 24, 25, 28, 30, 31, 606
G4	Blue Bridge	33/33A	E4	Downhead Park	1, 2, 7, 21, 301, 601, 607	F4	Neath Hill	2, 7, 21, 23, 24, 25, 30, 31, 607	C7	Shenley Lodge	7, 8, 24, 25, 28, 30, 31, 606
D3	Bolbeck Park	1, 2, 21, 30, 31, 601	K9	Eagle Farm	300, 301	E8	Netherfield	1, 4, 5, 6, 24, 25, 34, 50, 310, F70	B6	Shenley Wood	8, 28
G11	Bow Brickhill	5, 7, 18, 23, 30, 31, 33/33A, 310, 607, 609	F7	Eaglestone	1, 4, 5, 6, 18, 28, 34, 50, 150, 310, 601, F70	D2	New Bradwell	5, 7, 23, 30, 31, 89, 310	F9	Simpson	18, 24, 25, 150
E3	Bradville	5, 7, 18, 23, 30, 31, 33/33A, 310, 607, 609	C8	Emerson Valley	7, 8, 24, 25, 28, 30, 31	J2	Newport Pagnell	1, 2, 21, 24, 25, 30, 31, 37, 601, C10	C3	Stacey Bushes	6, 14, 23, 606
E4	Bradwell Common	5, 6, 18, 33/33A, 80, 89, 301, 310, 609	A3	Fairfields	301	F12	Newton Leys	1, 603	E8	Stadium MK (MK Dons FC)	1, 6, 24, 25, 50, 150, 310, F70, F77
D4	Bradenhoe	5, 6, 18, 23, 33/33A, 89, 301, 310, 609	B9	Far Bletchley	4, 7, 24, 25, 28, 30, 31, 604	H6	Northfield	8, 300, 602, C10	E3	Stantonbury	7, 18, 23, 30, 31, 607, 609
H8	Brinklow	8, 9, 17, 34, 300, 301, 602	E10	Fenny Stratford	1, 5, 17, 18, 603	A8	Oakridge Park	11/11A, 12/12A, 301, 602, C1, C11	A2	Stony Stratford	6, 30, 31, 80, 89, 301, 606
J7	Broughton Gate	24, 25, 300, 310, 602, C1, C11	E6	Fishermead	4, 5, 6, 28, 34, 50, 150, 310, 601, 602, 609, F70	A8	Tattenhoe Park	6, 30, 31, 80, 89, 301, 606	A8	Tattenhoe Park	8, 24, 25, 28
H10	Browns Wood	8, 9, 602	C8	Furton	7, 28, 30, 31	E10	Oldbrook	1, 5, 6, 28, 34, 50, 150, 300, 310, 609, F70	A8	Tattenhoe Park	8
F10	Caldecotte	9, 11/11A, 12/12A, 602	D3	Giffard Park	2, 21, 24, 25, 30, 31, 601	G6	Open University	11/11A, 12/12A, 24, 25, F77, OU	G13	Tickford End	1, 2, 24, 25, 601, C10
F5	Campbell Park	1, 2, 4, 5, 6, 7, 8, 11/11A, 12/12A, 18, 21, 300, 301, 310, 602, C1, C10, C11	D8	Granby	1, 2, 4, 5	A7	Oxley Park	8, 28	J0	Tilbrook	11/11A, 12/12A, 602
E5	Central Milton Keynes	1, 2, 4, 5, 6, 7, 8, 11/11A, 12/12A, 14, 18, 21, 23, 24, 25, 28, 33/33A, 34, 50, 80, 89, 99, 150, 300, 301, 310, 602, 609, C1, C10, C11, CX, F70, X5, X6, X60	C5	Great Holm	2, 7, 14, 24, 25, 28, 30, 31, 301, 606	F7	Peartree Bridge	4, 28	F8	Tinkers Bridge	5, 6, 24, 25
			F3	Great Linford	7, 21, 23, 24, 25, 30, 31, 607	G4	Pennyland	1, 2, 7, 21, 30, 31, 601, 607	H4	Tongwell	1, 2, 21, 30, 31
			H3	Green Park	1				B4	Two Mile Ash	14, 30, 31, 80, 301, 606

Appendix E

LOCAL AMENITIES PLAN





Key

- Development site location
- Supermarket
- Secondary Schools
- Pre-Schools
- Local Shopping Areas
- Hospitals
- GP Practice
- Dental Surgeries
- Convenience Stores
- Areas of Employment



TITLE:

South West Milton
Keynes Amenities Plan

FIGURE No:

Figure 2-8



2 London Square
Cross Lanes
Guildford, Surrey
GU1 1UN

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