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1. Introduction

1.1 Contact
Transport Strategy Team
Walton Street
Aylesbury
Buckinghamshire
HP20 1UA
Web Site: www.buckinghamshire.gov.uk
Email:travelplanning@buckinghamshire.gov.uk

1.2 Acknowledgements
Buckinghamshire Council would like to acknowledge that ideas for this document have been generated from web sites from other authorities.

1.3 Executive Summary
This guidance sets out Buckinghamshire Council’s conditions for travel plans when working in partnership with developers throughout the planning process.

This document governs the travel planning process for prospective and existing developments, upholding Buckinghamshire’s Councils commitment towards sustainable transport. It is designed to guide a developer through the process and policies surrounding Developer Travel Planning. It draws on underpinning guidance and highlights the benefits of securing high quality travel plans. It clarifies what travel plans are, when they should be used, how they should be prepared and measured.

The purpose of this guidance is to ensure developers view their site specific travel plan as a living document that improves sustainable transport by promoting behavioural change and improving infrastructure.

2. Policy Context

2.1 National Policy
Planning Practice Guidance (2014)
Planning Practice Guidance Travel Plans, transport assessments and statements in decision-taking (2014).

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

Good Practice Guidelines: Delivering Travel Plans through the Planning Process, Department for Transport (DfT, April 2009)

This document provides governance on the delivery of travel plans within all stages of the planning process. The benefit of a well maintained travel plans is emphasised within the guidance as being a key component in achieving national, regional and local objectives to manage the demand for movement and improve accessibility for everyone.

Highways England - Circular 02/2007
This policy identifies the role Travel Plans can have in offsetting the impact a development may have on its strategic road network. The government provide advice covering development proposals in relation to reduction of single occupancy car use, use of existing highway capacity and environmental impact of developments. DfT Circular encourages Local Planning Authorities to deliver this aim by partaking in the preparation of regional and local sustainable development policy.

An effective Travel Plan will have taken due consideration of the above policies to support its objectives.

2.2 Local Policy

Local Transport Plan 3 2011 - 2016
Buckinghamshire Council’s Local Transport Plan 2011 – 2016 has the following vision:
To make Buckinghamshire a more successful, healthy and safe place to live, work and visit. Maintaining and enhancing the excellent environment, whilst ensuring that businesses thrive and grow the county’s economy.

Local Transport Plan 4 2016-2036

Sustainable Community Strategy 2011 - 2026
The Buckinghamshire Sustainable Communities Strategy (SCS) sets the overarching long-term plan for the county up to 2026. This document was developed by the Buckinghamshire Strategic Partnership, which is an organisation that brings together all the local councils, health, police, fire and rescue, business sector and voluntary and community sector organisations, to identify the key challenges and priorities in the county.

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

- **Thriving Economy**
  - Maintain or improve reliability of journey times on key routes
  - Improve connectivity and access between key centres
  - Deliver transport improvements to support and facilitate sustainable housing and employment growth
  - Ensure local transport networks are resilient and adaptable to shocks and impacts

- **Sustainable Environment**
  - Reduce the need to travel
  - Increase the number of people travelling by low emission modes of transport
  - Protect, improve and maintain the local environment
  - Reduce carbon emissions and waste associated with the Transport Authority

- **Safe Communities**
  - Reduce the risk of death or injury on the county’s roads
  - Reduce crime, fear of crime and anti-social behaviour on the transport network

- **Health and Well Being**
  - Improve health by encouraging walking and cycling
  - Reduce the negative impact of poor air quality

- **Cohesive and Strong Communities**
  - Enable disadvantaged people to access employment sites and opportunities
  - Enable disadvantaged people to access key services and facilities
  - Encourage and support the delivery and planning of local transport services by local groups, communities and individuals

Buckinghamshire Council is committed to upholding this vision for a sustainable community through gaining effective travel plans at new development sites across the county. This guidance will facilitate the developer in the production of consistent and high quality Travel Plans that will achieve and sustain long term modal shift away from car use.
Buckinghamshire County Council Strategic Plan 2015-2017

Buckinghamshire County Council has the following priority areas in its Strategic Plan. High quality effective Travel Plans will feed into each priority listed below:

Safeguarding Our Vulnerable

Travel plans support children to fulfil their potential by ensuring access to schools, training and employment opportunities is properly provided for.

Travel plans encourage residents to walk, cycle and use public transport; this can help reduce social isolation and improve health prospects especially within elderly groups.

Travel plans connect families to local amenities by utilising and developing existing transport infrastructure to improve journeys.

Creating Opportunities & Building Self Reliance

Travel plans should increase the visibility of people walking and cycling; active communities can lead to a reduced fear of crime.

Travel plans actively seek involvement within the local community to identify and solve travel issues.

Sustainable developments bring with them prosperity and opportunity, stimulating local communities through the promotion of local services.

Keeping Buckinghamshire Thriving and Attractive

An effective travel plan will reduce the impact of new developments, preserving the County’s cultural heritage.

Developments provide opportunities to maximise external investment in the County’s highway infrastructure; improving transport links within county.

Travel Plans promote and encourage sustainable transport solutions within the development design process; meeting the current and future needs of our residents.
3. Travel Plans

3.1 What is a travel plan?

According to Department for Transport guidance ‘A travel plan is a long-term management strategy for an occupier or site that seeks to deliver sustainable transport objectives through positive action and is articulated in a document that is regularly reviewed’.

Travel plans should be unique to each development and should focus on improving site access and travel by sustainable modes of transport. A travel plan should encourage positive physical and behavioural attitudes towards sustainable transport; and reduce reliance surrounding single-occupancy car travel. A successful travel plan should aim to achieve its objectives via a package of actions designed to promote safe, healthy and sustainable travel options. Travel Plans should be created in partnership with other organisations and businesses, building a site that provides real alternative transport choices. A travel plan is a living document and thus requires monitoring to assess how well it is meeting its aims objectives. Surveys are an effective way of capturing baseline travel data and reporting on modal shifts.

A travel plan may be accompanied by a Transport Assessment, but these are two distinctly different documents. A Transport Assessment forecasts site movement and predicts the impact of all new travel. A Transport Assessment gives an overarching evidence base which warrants the measures referred to specifically in a detailed travel plan.

3.2 Definition of Terms

3.21 Transport Statement
A document that supports the planning application by considering the impact of a proposed small scale development; and agrees on a plan to mitigate any adverse consequences.

3.22 Transport Assessment
A document that supports the planning application by considering the impact of a proposed large scale development; and agrees on a plan to mitigate any adverse consequences.

3.23 Framework Travel Plan
A Framework Travel Plan may be submitted for a new development when the site is unoccupied or a speculative build. The plan should consider each element of a new development separately and a framework for each submitted. A framework plan is a commitment that each end-user will adopt the aims, objectives and targets of the Plan. The developer is responsible for submitting a Final/Full Travel Plan prior to occupation of the development. The developer must confirm contact details for each end user Travel Plan Coordinator as well as confirmation of each occupation date.

3.24 Full Travel Plan
A full travel plan is a long term strategy informed by the transport assessment based on actual site data as opposed to speculative. It is a package of measures focussed on sustainable modes of transport and improving access to and from the site. It should enable opportunities for residents to use alternative modes of transport other than car. Review and monitoring of the plan must take place within agreed time scales and conditions set out through a section 106 agreement. A travel plan coordinator takes ownership of the travel plan and is appointed as the responsible representative for delivering pre-agreed actions that promote sustainable transport.

3.25 Areawide travel Plan
An area travel plan is an overarching plan for a set of sites. The plan can be linked to increase efficiency of individual travel plans by bringing together organisations or businesses in a specific geographical area. An areawide travel plan helps consolidate mutual benefits by sharing ideas or resources to help improve the overall effectiveness of a larger programme.

3.3 Benefits of Travel Plans
A comprehensive Travel Plan will provide a multitude of benefits for your development. It may improve the likelihood of securing planning permission. A list of benefits can be found below:

Benefits include:
- Reduce CO2 + NO2 air pollution
- Reduced traffic congestion
- Reduced transport costs for residents
- Improved accessibility to site
- Resident incentives, such as discounts on bike purchases, public transport etc
- Choice of travel options for residents
- A smoother transition through the planning process
- Opportunity to mitigate concerns for the scheme
- Can enhance overall appearance of site
- Positively impacts on local regeneration
- Potential to increase plot capacity and maximise efficiency through reducing need for excess parking spaces
- Improved marketability through adding product value

When you need a travel plan?

4.1 The planning process

Travel Statements and Travel Plans are an intrinsic part of the planning process in Buckinghamshire. They can be an essential requirement in order to secure planning permission. A travel plan should be included early within planning applications and generally accompany a travel assessment.

The local government administration of Buckinghamshire was two-tier with one County Council and four District Councils; Aylesbury Vale, Wycombe, Chiltern and South Bucks.
The four District Councils are the Planning Authorities for all other planning applications. Most development site applications will be submitted to the appropriate District Council. The four District Councils each set out their planning policies in their own Local Development Frameworks (LDF), the key document of which is the Core Strategy. A core strategy document is the key compulsory document specified in United Kingdom planning law. These set out the principles for every other local development document produced regarding the development and use of land in a local planning authority's area.

Developers undertaking pre planning scoping will need to establish whether or not they need to submit a travel plan by referring to threshold

Structure

Local Government administration

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

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

District Council

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

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

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

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

**CIL**

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

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

**Section 106**

The planning authority can negotiate a legally binding obligation known as a Section 106 (S106) Agreement. These agreements are a way of delivering or addressing matters that are necessary to make a development acceptable in planning terms. They are required to support the provision of services and highways infrastructure. They can also fund recreational facilities, education, health and affordable housing. S106 is part of the Town and Country Planning Act 1990. The scope of S106 Agreements is set out in the government’s Circular 05/2005.

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

**Fees**

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

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

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

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

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

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

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

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

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

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

Threshold figures are provided in Table 1 below.

In cases of extensions to existing sites a Travel Plan will be required if the extension increases the total size of the site to above the threshold figure. The thresholds are consistent with the DfT guidance for the production of Transport Assessments as published in 2007. This guidance can be found at [http://www.dft.gov.uk/pgr/regional/transportassessments/guidancecontent](http://www.dft.gov.uk/pgr/regional/transportassessments/guidancecontent). A Travel Plan should reflect the travel outcomes estimated in the Transport Assessment for the development.
<table>
<thead>
<tr>
<th>Land Use</th>
<th>Use/description of development</th>
<th>Threshold above which a Travel Plan is required (Gross Floor Area, unless otherwise stated)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1 Food retail</td>
<td>Retail sale of food goods to the public – food superstores, supermarkets, convenience food stores</td>
<td>800 sq. m</td>
</tr>
<tr>
<td>A1 Non-food retail</td>
<td>Retail sale of non-food goods to the public; but includes sandwich bars – sandwiches or other cold food purchased and consumed off the premises, internet cafes.</td>
<td>1500 sq. m</td>
</tr>
<tr>
<td>A2 Financial and professional services</td>
<td>Financial services – banks, building societies and bureaux de change, professional services (other than health or medical services) estate agents and employment agencies, other services – betting shops, principally where services are provided to visiting members of the public.</td>
<td>2500 sq. m</td>
</tr>
<tr>
<td>A3 Restaurants and cafes</td>
<td>Restaurants and cafes – use for the sale of food for consumption on the premises, excludes internet cafes (now A1).</td>
<td>2500 sq. m</td>
</tr>
<tr>
<td>A4 Drinking establishments</td>
<td>Use as a public house, wine-bar or other drinking establishment.</td>
<td>600 sq. m</td>
</tr>
<tr>
<td>A5 Hot food takeaway</td>
<td>Use for the sale of hot for consumption on or off the premises.</td>
<td>500 sq. m</td>
</tr>
<tr>
<td>B1 Business</td>
<td>Offices other than in use within Class A2 (financial and professional services) Research and development – laboratories, studios Light industry</td>
<td>2500 sq. m</td>
</tr>
<tr>
<td>B2 General industrial</td>
<td>General industry (other than classified as in B1), The former 'special industrial' use classes, B3 – B7, are now all encompassed in the B2 use class.</td>
<td>4000 sq. m</td>
</tr>
<tr>
<td>B8 Storage or distribution</td>
<td>Storage or distribution centres – wholesale warehouses, distribution centres and repositories.</td>
<td>5000 sq. m</td>
</tr>
<tr>
<td>C1 Hotels</td>
<td>Hotels, boarding houses and guest houses, development falls within this class if ‘no significant element of care’ is provided,</td>
<td>100 bedrooms</td>
</tr>
<tr>
<td>C2 Residential institutions – hospitals, nursing homes</td>
<td>Used for the provision of the residential accommodation and care to people in need of care</td>
<td>50 beds</td>
</tr>
<tr>
<td>C2 Residential institutions – residential education</td>
<td>Boarding schools and training centres.</td>
<td>150 students</td>
</tr>
<tr>
<td>C2 Residential institutions – institutional hostels</td>
<td>Homeless shelters, accommodation for people with learning difficulties and people on probation.</td>
<td>400 residents</td>
</tr>
<tr>
<td>C3 Dwelling houses</td>
<td>Dwellings for individuals, families or not more than six people living together as a single household. Not more than six people living together includes – students or</td>
<td>100 units</td>
</tr>
</tbody>
</table>
young people sharing a dwelling and small group, homes for disabled people living together in the community.

<table>
<thead>
<tr>
<th>D1 Schools, Colleges and Universities</th>
<th>Educational establishments for young people and adults</th>
<th>All developments</th>
</tr>
</thead>
<tbody>
<tr>
<td>D1 Other Non-residential institutions</td>
<td>Medical and health services – clinics and health centres, crèches, day nurseries, day centres and consulting rooms (not attached to the consultant’s or doctor’s house), museums, public libraries, art galleries, exhibition halls, training centres, places of worship, religious instruction and church halls.</td>
<td>1000 sq. m</td>
</tr>
<tr>
<td>D2 Assembly and leisure</td>
<td>Cinemas, dance and concert halls, sports halls, swimming bath, skating rinks, gymnasiums, bingo halls and casinos. Other indoor or outdoor sports and leisure uses not involving motorised vehicles or firearms.</td>
<td>1500 sq. m</td>
</tr>
<tr>
<td>Others</td>
<td>For example: stadium, retail warehouse clubs, amusement arcades, launderettes, petrol filling stations, taxi businesses, car/vehicle hire businesses and the selling and display of motor vehicles, nightclubs, theatres, hostels, builders’ yards, garden centres, Post Offices, travel and ticket agencies, hairdressers, funeral directors, hire shops, dry cleaners.</td>
<td>Pre-application discussion required to determine if a Travel Plan is required</td>
</tr>
</tbody>
</table>

Table 1

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

- air quality management areas
- protected habitats
- areas covered by local initiatives or targets as set out in the Local Development or Transport Plan such as for promoting cycling or public transport

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

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

Further Advice

The Transport Strategy Team can advise Developers on the requirements for a Travel Plan for a potential site at pre-planning stage. Developers are recommended to complete a draft Travel Plan using the Template provided in this document and submit it to the team for review. This will help to ensure that it will meet with Buckinghamshire Council’s requirements. Feedback will be given as a written assessment review and will be constructive to enable the final Travel Plan to become an active and sustainable living document.

When the final Travel Plan is sent in, it will be reviewed and a copy of the written review will be sent to the Developer, Development Management and the Travel Plan Co-ordinator.
A support package to help Travel Plan Co-ordinators in their role at sustaining long term modal shift is provided by Buckinghamshire Council for a fixed fee of £1000 per annum for a minimum of 5 years.

The following is included in the support package:

- One electronic newsletter per year
- Promotional material or links to a minimum of 6 campaigns per annum
- Access to iTrace Travel Plan monitoring system
- Review of Travel Plan
- Review of Annual Report for at least 5 years
- A detailed Travel Plan Template is provided to ensure that all the essential elements required for a Travel Plan to be approved for planning conditions is included within this guidance.
- A developer should provide contact details for a named Travel Plan Coordinator as soon as possible in order to ensure that the developer can access the iTrace management system as well as gain advice at an early stage.
- The cost to a developer will be £1000 per annum for the first 5 years of occupation – a breakdown of charges is provided later in the document.

**Template**

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

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

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

1. Travel Plan Template
2. iTrace ‘snapshot’ questionnaire
3. iTrace ‘snapshot’ site audit
4. iTrace core survey
5. iTrace core site audit
Sustainable Travel Plans

— A Template for Developers

Name of Development
Development Address
Post code

Name of Developer
Contact Details

Date of Travel Plan

Planning Application Number
Contents

The recommended structure for the Travel Plan is given below:

Executive summary

1 Introduction

2 Scope of the Travel Plan

3 Travel Survey

4 Aims and Objectives

5 Targets

6 Ownership

7 Measures

8 Marketing and Promotion

9 Monitoring and Review

10 Action Plan and Budget

Checklist

Appendices
Executive Summary

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

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

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

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

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

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

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

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

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

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

1.4 Explain the reasons for writing the Travel Plan. These could include:
- A response to oversubscribed parking provision
- A requirement of planning permission
- Fulfilling environmental commitments
- Improve access to site for staff, deliveries, customers
- Health and fitness policies for staff
- Any additional travel issues, e.g. recruitment and staff retention difficulties, illegal parking near site.
1.5 Explain the benefits of the Travel Plan and identify the audience to which the Plan’s objectives and measures will be promoted.

2 Scope of the Travel Plan

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

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

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

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

2.2 General travel to and from site, for example residents

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

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

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

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

2.7 Other issues

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

This section could discuss:

2.8 What journeys are taken during the day? What time during the day are most journeys undertaken?
2.9 What are the needs of visitors to the site?

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

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

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

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

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

3.1 Explain how the survey was collected, including:
- Number and scope of people surveyed
- Method of data collection and survey return rate.

3.2 How people currently travel to the site:
- Show the number and percentage of people travelling by each mode.
This data will show ‘single occupancy’ vehicle user numbers which will act as a major factor in target setting.

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

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

3.4 Home location of staff:
Show the results data on a map if possible – ideally in a postcode plot format. This will help to highlight potential for influencing travel behaviour and which modes of travel will be most suitable for promotion.
3.5 Business Travel:
Show current business travel data and establish possible changes to current policies.

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

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

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

Aim

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

Examples of typical objectives are given below:

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

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

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

4.1 Detail of the overall aim

4.21 Detail the objectives and explain how they relate directly to the development and the locality.
4.22 Explain the why the objectives chosen are the most appropriate and will have the most important local outcomes and benefits.

5 Targets

Each objective must have a related target.

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

The Travel Plan targets should be ‘SMART’ which means they must be:

- **Site-specific**
- **Measurable**
- **Achievable**
- **Realistic and**
- **Time-specific**

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

<table>
<thead>
<tr>
<th>Objective 1: Reduce single-occupancy vehicle movements to and from site</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Targets</strong></td>
</tr>
<tr>
<td>% of employee trips made by walking</td>
</tr>
<tr>
<td>% of employee trips made by cycling</td>
</tr>
<tr>
<td>% of employee trips made by bus</td>
</tr>
<tr>
<td>% of employee trips made by train</td>
</tr>
<tr>
<td>% of employee trips made by 'car as passenger'</td>
</tr>
<tr>
<td>% of employee trips eliminated by teleworking</td>
</tr>
<tr>
<td>Number of freight vehicle trips per day</td>
</tr>
</tbody>
</table>
Some targets will be non-quantifiable, e.g. setting up a car club by a particular time, but will still relate to the overall outcome of reducing car trips.

6 Ownership

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

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

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

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

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

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

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

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

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

The table below illustrates examples of Travel Plan measures:

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

<table>
<thead>
<tr>
<th>Strategy</th>
<th>Examples of measures to be considered (as appropriate)</th>
</tr>
</thead>
</table>
| **Site design**                 | • Pedestrian and cycle friendly infrastructure – e.g. safe crossings, speed limits, good lighting, pedestrian signing, links to the wider walking and cycling network  
• Conveniently located bus waiting and drop off points  
• Parking restrictions or car-free site (with disabled parking)  
• Dedicated, conveniently located car club / pool club parking  
• Conveniently located and secure and lit cycle storage  
• Changing facilities for cyclists, including showers and lockers  
• Conveniently located car share spaces  
• Electric charge points for electric cars                                                                                                                                                  |
| **Improvements to off-site infrastructure** | • Improvements to local walking network, including links to bus and rail services – e.g. safer crossing points, pavement widening, better lighting  
• Improvements to wider cycle network  
• Improvements to bus and rail infrastructure serving the site                                                                                                                                 |
| **Reducing the need to travel** | • Local recruitment strategy and incentives for staff to relocate closer to work  
• Policy to enable regular home-working  
• Homeworking facilities – laptops, remote access to IT  
• High Speed Broad  
• Video-conferencing / audio-conferencing facilities  
• On-site services for employees, e.g. café, crèche, shop                                                                                                                                 |
| **Initiatives to support walking** | • Distribution of maps showing safe local walking routes  
• Promotional events and literature to encourage walking  
• On-site security patrols to help people feel safe                                                                                                                                                 |
| **Initiatives to support cycling** | • Distribution of maps showing safe local cycling routes  
• Promotional events and literature to encourage cycling  
• Pool bikes                                                                                                                                                                                                                                           |
| **Development of bus and rail** | • Promotion of public transport with service information and advice  
• New or improved or subsidised services  
• Improvements to the waiting environment – lit, covered seats etc  
• Staff discounts and special offers for day and season tickets  
• Salary sacrifice schemes for season tickets for businesses  
• Provision of real time information at bus stops / rail stations  
• Provision of real time information for home use in residential developments |
| **Support for car-sharing** | • Promotion of Bucks CarShare highlighting the benefits  
• Car share matching service for travel to work  
• Car share promotion, including launch event with opportunities for finding a match  
• Preferential parking for car sharers  
• Incentives for regular car sharers, e.g. free car washes  
• Provision of (fuel efficient) pool vehicles for journeys in the course of work |
| **Parking management** | • Limited parking allocation on site  
• On-street parking controls in the vicinity of the site  
• Needs-based parking allocation scheme  
• Parking charges, with revenue ring-fenced to pay for sustainable travel measures |
| **Freight and deliveries** | • Policy of using local suppliers where possible  
• Co-operation with other site users on common purchasing and recycling policies to reduce vehicle movements |
| **Promotion and communications** | • Personal travel advice offered to employees  
• Incentives for use of sustainable transport  
• Inclusion of sustainable travel information and incentives in induction packages  
• Sustainable travel directions for all visitors  
• Publication of Travel Plan and travel information of organisation’s website (ensure information is provided for both staff and visitors/customers)  
• Prominent Notice Board which is regularly updated with posters, competitions, fliers, events and road shows to promote sustainable travel options  
• Promotion for specific initiatives and events  
• Engage staff and visitors with national campaigns e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week |
For further detail, refer to the Department for Transport (DfT) document ‘The Essential Guide to Travel Planning.’ (2007)

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

8  Marketing and Promotion

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

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

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

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

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

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

Listed below are examples of communication tools and promotional techniques:

<table>
<thead>
<tr>
<th>Printed materials</th>
<th>Electronic media</th>
<th>Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Site / company travel newsletter</td>
<td>• Travel Plan website</td>
<td>• Initiative launch events</td>
</tr>
<tr>
<td>• Travel Plan notice boards</td>
<td>• Travel information page on company / organisation website</td>
<td>• Events supporting national campaigns, e.g. Car Share Day, Bike Week, Walk to Work Week, European Mobility Week</td>
</tr>
<tr>
<td>• Poster campaigns</td>
<td>• E-mail bulletins to staff / regular visitors / online ticket purchasers</td>
<td></td>
</tr>
<tr>
<td>• Staff / visitor / resident travel information packs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Summary of incentives for staff / residents</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Press releases</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

29
- Travel road-shows
- Personalised travel planning
- Travel Plan news disseminated in staff meetings
- Media launches
- Competitions

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

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

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

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

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

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

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

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

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

9.4 Detail the appropriate remedial actions that will be taken if the Annual Review report shows that the Travel Plan targets have not been achieved, e.g. further funding allocated to provide support to the Travel Plan Co-ordinator.
A detailed action plan should be designed as a programme for the implementation of the measures proposed in the Travel Plan.

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

A template for an Action Plan is provided below:

This is a suggested action plan template with some examples of the type of information you may include. All tasks in the Travel Plan document should be included in the Travel Plan to ensure that nothing is overlooked by the Travel plan Coordinator. It is helpful to organise the table by objectives. This will ensure that each objective has tasks and SMART Targets.

<table>
<thead>
<tr>
<th>Objective: Reduce single occupancy vehicle use</th>
<th>Target</th>
<th>Action/Initiative</th>
<th>Tasks</th>
<th>Responsibility</th>
<th>Timescale</th>
<th>Cost and Funding Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase % of people using Public Transport</td>
<td>Notice board with timetables</td>
<td>Install notice board</td>
<td>Site Caretaker</td>
<td>Pre occupation</td>
<td>£80 - £150 Developer funding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Staff induction pack with alternative travel choices</td>
<td>Prepare packs with bus and train timetables</td>
<td>TP Coordinator</td>
<td>Pre Occupation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increase % people using bikes</td>
<td>Cycle Training Schemes</td>
<td>Book Trainers</td>
<td>Travel Plan Coordinator</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Installation of lockers</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
|                                               | Showers  
|                                               | • Installation  
|                                               | • maintenance |

<p>| Monitoring and Review                         | Initial Survey | Input iTrace data | Pre-occupation/At 3 months |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Annual Survey</td>
<td>Send out questionnaires and input data on iTrace</td>
<td>1 year after occupation</td>
<td>1 year after occupation and every year ongoing</td>
</tr>
<tr>
<td>Annual Report</td>
<td>Write report and forward to Sustainable Travel Team</td>
<td>1 year after occupation</td>
<td>1 year after occupation and every year ongoing</td>
</tr>
</tbody>
</table>

10.1  Design an action plan to outline the implementation of the proposed Travel Plan measures, including:
- Person or group responsible for each task
- Regularity / duration of each task
- Timescale for completion of each task

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

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

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

Sources of funding may include:
- Facilities budget
- Human resources budget
- Grant from a public body

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

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

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

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

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction – description of development site and company, current travel provisions, location map, reasons for producing the Travel Plan.</td>
</tr>
<tr>
<td>2</td>
<td>Scope of the Travel Plan – identifying the travel elements and trip generation of the activities of the organisation/company.</td>
</tr>
<tr>
<td>3</td>
<td>Travel survey – how the travel survey was collected, how people currently travel and how they would prefer to travel to the site, home location postcode plot and written analysis of results.</td>
</tr>
<tr>
<td>4</td>
<td>Aim and Objectives – high level aims of the Travel Plan and how the outcomes are locally beneficial, appropriate and relevant.</td>
</tr>
<tr>
<td>5</td>
<td>Targets – SMART targets with appropriate timescales linked to specific Travel Plan objectives (preferably listed in table format for easy reference).</td>
</tr>
<tr>
<td>6</td>
<td>Ownership – details of project management responsibility, Travel Plan Co-ordinator arrangements, steering/working groups and appropriate partner individuals or organisations.</td>
</tr>
<tr>
<td>7</td>
<td>Measures – detailed package of specific and site-relevant actions intended to achieve the targets and objectives. Clear responsibility, cost, funding and time scale</td>
</tr>
<tr>
<td>8</td>
<td>Marketing and Promotion – how the Travel Plan objectives and measures will be communicated and promoted to site occupiers and users.</td>
</tr>
<tr>
<td>9</td>
<td>Monitoring and Review – arrangements for the on-going monitoring of targets and commitment to an annual review of the Travel Plan.</td>
</tr>
<tr>
<td>10</td>
<td>Action Plan and Budget – programme for the implementation of Travel</td>
</tr>
<tr>
<td>Plan measures, financial implications of the Travel Plan, predicted overall expenditure and list of finance sources. Presented in tabular format with clear responsibility, timescale, cost and funding source.</td>
<td></td>
</tr>
</tbody>
</table>
Appendices

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

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

Examples of information to include in the appendices:

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

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

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