

DEVELOPMENT RELATED TRAVEL PLANS IN WILTSHIRE

GOOD PRACTICE GUIDE

DRAFT
November 2004



*North
Wiltshire
District
Council*



DEVELOPMENT RELATED TRAVEL PLANS IN WILTSHIRE GOOD PRACTICE GUIDE

**DRAFT
November 2004**

CONTENTS

	Page
1. Introduction	3
2. Background	3
3. What is a Travel Plan	3
4. Objectives and Targets of a Travel Plan	4
5. Benefits of Travel Plans	5
6. When is a Travel Plan Required	5
7. Procedure to prepare a Travel Plan	9
8. Producing and implementing a Travel Plan	10
9. Monitoring	15
10. Assessment Criteria and Evaluation	15
11. Enforcement	16
12. Conclusion	16
13. Contact Details	17
14. Comment Form	18

APPENDICES

Appendix 1	Extracts from PPG13 Transport
Appendix 2	Mapping the process
Appendix 3	Staff Travel Survey (sample)
Appendix 4a	Primary School Travel Survey (sample)
Appendix 4b	Secondary School Travel Survey (sample)
Appendix 5	Workplace Travel Plan Check List
Appendix 6	School Travel Plan Check List

1. Introduction

- 1.1 This document has been jointly produced by the Wiltshire Travel Plan Working Group which comprises transport planning, development control, enforcement and legal officers from Wiltshire County Council and Kennet, North Wiltshire, Salisbury and West Wiltshire District Councils.
- 1.2 The Good Practice Guide (GPG) aims to identify the circumstances when a Travel Plan will need to be submitted as part of a development proposal and provides guidance to developers on the production, implementation, monitoring, evaluation and enforcement of Travel Plans. The GPG will ensure that a consistent approach to the development of Travel Plans is followed within Wiltshire.

2. Background

- 2.1 The Government's White Paper 'A New Deal for Transport: Better for Everyone' (July 1998) promoted Travel Plans as a way of reducing traffic and easing congestion problems on the country's roads. The publication of the Planning Policy Guidance Note on Transport (PPG13) reaffirmed the Government's desire to see the widespread use of Travel Plans as a way of delivering its sustainable transport objectives, with local authorities expected to adopt their own Travel Plans and set targets for the adoption of Travel Plans by local businesses and other organisations.
- 2.2 Wiltshire's Local Transport Plan (LTP) sets out the County Council's objectives for transport and contains policies that aim to foster transport integration, improve safety, promote the economy, increase accessibility and protect the environment. Wiltshire's LTP incorporates a number of area-based transport strategies that have been developed in the County, including the Western Wiltshire Sustainable Transport Strategy, the Devizes Community Area Transport Plan and the Salisbury Transport Plan, where local road traffic reduction targets and initiatives to promote public transport, walking and cycling have been adopted.
- 2.3 The application of effective Travel Plans associated with new and expanded development will play a vital role in the County's Local Transport Plan objectives and Road Traffic Reduction targets. Furthermore, the widespread adoption of Travel Plans in the County will formalise the process of improving transport service provision, enhancing site accessibility and assist in achieving target mode share figures associated with the LTP, through the setting of individual site-specific mode share targets.

3. What is a Travel Plan

- 3.1 A Travel Plan is a package of measures to assist in managing the transport needs of an organisation. A successful Travel Plan will offer users of an organisation a choice of travel modes to and from the site and encourage more sustainable patterns of movement (for example reducing reliance on single occupancy car travel). Travel plans encourage the use of cleaner modes of transport, such as sharing a car, public transport, walking and cycling. By doing so, these plans reduce the environmental impacts of transport and increase travel choices to those people who do not have access to a car.

3.2 Examples of the measures implemented by Travel Plans:

- Making public transport information widely available;
- Providing cycling facilities;
- Negotiating improved public transport services;
- Setting up car-sharing schemes;
- Offering flexible working practices;
- Restricting and / or charging for car parking.

3.3 Examples of Travel Plans in operation can be found on

www.travelwise.org.uk/travelplans.htm. Local authorities are encouraged to promote the use of Travel Plans to assist in wider aims of reducing pollution, congestion and improving health. Full information on producing a Travel Plan is held at www.transportenergy.org.uk/bestpractice/.

4. Objectives and Targets of a Travel Plan

4.1 The primary objective of a Travel Plan is the development and implementation of a set of measures that reduce car-borne travel to and from the site in favour of walking, cycling and public transport. Typical outcomes of a successful Travel Plan will include some or all of the following:

- A reduction in the need to travel;
- A reduction in the number of vehicles attending the site;
- A reduction in on-site parking provision;
- An increase in walking, cycling, public transport patronage and modal integration.

4.2 It is vital that the Travel Plan has targets by which progress can be readily measured, thus allowing remedial action to be identified and undertaken if the plan appears to be failing. Such targets need to be challenging yet realistic and easily quantifiable. The principal target for any Travel Plan is a basic modal split target between single occupancy car traffic and all other modes, which would be met within a time period of 5 years. This is ultimately the target by which local authorities in Wiltshire will judge the success of the plan.

4.3 It may also be appropriate, however, to set other ancillary targets in order to gauge the performance of the different elements of the plan. These targets may relate, for instance, to increases in walking, cycling and the use of public transport, the reduction in single occupancy car journeys, or the reduction of car parking spaces on site. However, it is important that the chosen targets are achievable, relevant to the measures contained in the plan and facilitate progress towards the overall/ultimate modal split target.

4.4 Any targets have to be set in the context of the individual circumstances of each development. There are, therefore, no prescribed targets but they should be devised in consultation with highway authority and local planning authority, with reference to the local Road Traffic Reduction and Local Transport Plan targets, and should relate to the likely travel patterns to the site. For existing developments, current travel patterns can be obtained from surveys. For new or speculative development, travel patterns will need to be developed from the location and accessibility of the development, typical trip generation values, and the level of parking. In the event that targets for new or speculative development are not met there may be scope for the targets to be reviewed following monitoring.

5. Benefits of Travel Plans

5.1 Whilst workplace travel plans will clearly help to reduce congestion and traffic related pollution, there are also benefits to organisations namely:-

- Producing financial savings, particularly where there is a constrained/congested site, car parking costs are high, or parking areas could be put to higher value use;
- Providing a competitive advantage. Travel Plans can help employee recruitment and retention, create a better image and improve public relations, reduce employee stress through healthier forms of travel, encourage flexible working practices and produce a fair approach to travel subsidy;
- Widening choice of travel mode for all those travelling to and from the site;
- Increasing accessibility to employment for all, which can broaden the skills pool for employers.

5.2 A school travel plan provides a blueprint and a focus for schools and school communities through partnership and consultation, to develop plans and ideas that:

- Encourage more walking and cycling and the use of school and public transport on journeys to and from school;
- Reduce car congestion outside the school gates;
- Promote better health for pupils and parents;
- Promote road safety advice;
- Highlight improvements to routes for consideration for the provision of highway engineering safety measures.

6. When is a Travel Plan Required through a Planning Application

6.1 A Travel Plan that is required as part of a development proposal will be secured either through a planning condition or by a Section 106 agreement, and will require the preparation of a Travel Plan to be approved by the highway and local planning authorities prior to the occupation of the development.

Section 106 Agreement or Planning Condition

6.2 A Section 106 Agreement of Town and Country Planning Act 1990 is a useful method for securing Travel Plans from larger developments, as this method enables a local authority to be prescriptive about the requirements and objectives of a Travel Plan. The Section 106 would be drawn up with the developer/landowner who would then be responsible for the production of the Travel Plan. This is a stance that is supported in the Government's best practice guide 'Using the planning Process to Secure Travel Plans' (Chapter 10). This method will give elected representatives, officers and the developer a greater sense of purpose and confidence in what has been agreed. Travel Plans can also be secured through planning conditions, especially for smaller developments.

6.3 Both methods of securing travel plans have advantages listed below.

Table 1 - Advantages of Section 106 Agreements and Planning Conditions

Section 106 Agreement	Planning Condition
Promotes the application of high standards	Simpler and quicker to process within the planning application process
Secure monitoring arrangements	Secure monitoring arrangements
Enforceable	Enforceable – through BCNs (Breach of Condition Notices)
Ensures increased internal consistency	
Will accelerate the development of best practice	

Legal Mechanisms to Secure Travel Plans

6.4 Recommended wording for planning conditions and Section 106 Agreements, where the Travel Plan has not been agreed at the time of the determination of the planning application, may include the following (As per DfT Best Practice Guide ‘Using the planning process to secure travel plans’ p.51 and 78):

- i) *Development shall not be commenced until a Travel Plan has been submitted to and approved by the Local Planning Authority.*
- ii) *No part of the development shall be occupied prior to implementation of the Approved Travel Plan [or implementation of those parts identified in the Approved Travel Plan as capable of being implemented prior to occupation]. Those parts of the Approved Travel Plan that are identified therein as being capable of implementation after occupation shall be implemented in accordance with the timetable contained therein and shall continue to be implemented as long as any part of the development is occupied.*
- iii) *The records of implementation shall be made available to the Local Planning Authority if requested.*

(The above statements assume that the Approved Travel Plan is a defined term.)

Reason for planning condition or agreement: In order to promote sustainable modes of travel to and from the site, and to reduce reliance on the private car.

The wording of a planning condition or agreement will be tailored to suit the circumstances of a development.

Circumstances when a Travel Plan will be required

- 6.5 Planning Policy Guidance 13: Transport (PPG13) sets out the circumstances for when a Travel Plan should be submitted with development proposals. Paragraphs 87 to 91 of PPG13 relate directly to Travel Plans and are reproduced at **Appendix 1**).
- 6.6 Paragraph 89 stipulates: *travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for:-*
1. *All major developments comprising jobs, shopping, leisure and services (using the same thresholds as set out in annex D of PPG13). (These have been used to set the thresholds detailed in **Table 2** below, together with additional requirements);*
 2. *Smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, Air Quality Management Areas, and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses;*
 3. *New and expanded school facilities which should be accompanied by a school travel plan which promotes safe cycle and walking routes, restricts parking and car access at and around schools, and includes on-site changing and cycle storage facilities; and*
 4. *Where a travel plan would help address a particular local traffic problem associated with a planning application, which might otherwise have to be refused on local traffic grounds.*

However, unacceptable development should never be permitted because of the existence of a travel plan.

Table 2 – Thresholds according to Land Use Classes

USE CLASS ORDER	LAND USE	THRESHOLD Above which Travel Plans are required. (m ² refers to Gross Floor Area)
A1	Retail	1,000m ²
B1	Offices and light industrial	2,500m ²
B2	Industrial	4,000m ²
B8	Storage and Distribution	10,000m ²
D1	Schools (Primary and Secondary)	All schools
D1	Higher and further education	2,500m ²
D2	Cinemas and conference facilities excluding stadia	1,000m ²
D2	Stadia	1,500 seats

Please note:- Where a proposal is for an open use of land, or an outline planning application, the need for a travel plan will be assessed on the nature of the proposal on a case by case basis.

Extensions

- 6.7 It is difficult to apply rigid thresholds where an extension (either on site or off site) is proposed for an existing use. Some businesses develop gradually through extensions to existing premises or by developing on physically separate sites. Over time the transport impacts of the original use can change substantially. In these circumstances the introduction of a Travel Plan may allow organisations to reassess the cost and benefits of their existing travel patterns.
- 6.8 Travel Plans will be required in association with planning applications which seek a material increase in Gross Floor Area (GFA) where:-
- The existing site Gross Floor Area exceeds the thresholds set out in Table 2;
 - Where the combined Gross Floor Area of existing development plus the extension would exceed the threshold level.
- 6.9 A material increase will be regarded as a five percent increase of Gross Floor Area where the existing GFA falls below the threshold level, or a three percent increase where existing GFA exceeds the threshold level.
- 6.10 Travel Plans will also be required for any planning application that will result in a predicted increase in site generated traffic, where the existing site exceeds the thresholds in Table 1, regardless of the increase in GFA.

Smaller Developments

- 6.11 As stated in Paragraph 89.2 of PPG13, travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for:

“smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, Air Quality Management Areas, and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses;”

Mixed-use Developments and Multiple Occupation of One Site

- 6.12 Numerous small developments on one site may individually not require a Travel Plan, but together the cumulative transport implication means an ‘umbrella’ Travel Plan will be required for the entire site. This will require each occupier and new occupiers to prepare and implement subsidiary Travel Plans as appropriate to their particular use and travel characteristics.
- 6.13 The developer will be required to commit to taking part in the development of an umbrella travel plan. This requirement will be made through a planning condition or Section 106 agreement, and will be passed on to the owner/occupier of the site, as appropriate.

- 6.14 In circumstances where a site is possibly in multiple ownership and/or developed over time ('piece-meal' development), the local planning authority may require a Development Brief, which will require that an umbrella travel plan be implemented for the site.
- 6.15 Section 106 agreements or planning conditions may be attached to the development of a plot which forms part of a site owned by the same developer, which will require a travel plan for the whole site as it is developed.
- 6.16 For mixed-use developments, where the sum of the Gross Floor Area of the units exceeds the PPG13 Annex D, threshold for the largest use category will apply.

Major Household Developments

- 6.17 The local planning and highway authorities recognises that an effective change in travel behaviour is required and travel plans for major household developments will be encouraged as an important building block to achieving sustainable movement within local communities. The use of travel plans for large housing developments will contribute to the wider promotion of the use of sustainable modes of travel.

7. Procedure to prepare a Travel Plan

- 7.1 This document advises that regular contact be made with the local authority officers and relevant partners in the early stages of the planning and development. **Appendix 2** maps the process involved in securing a Travel Plan through the planning process. Permission may be granted dependant on the production of a satisfactory Travel Plan prior to commencement of building or prior to occupation.
- 7.2 Three different scenarios are possible with regards to requirements of Travel Plans as part of a planning application, this will be either for:
- a) a speculative development;
 - b) end occupier(s) known but new to the area;
 - c) where an existing occupier is extending on site or extending by constructing new premises elsewhere in the County.

The three possible scenarios are explained and summarised below:

a) A Speculative Development

In the case where the future occupants of a new development are unknown, the implementation of a Travel Plan will be secured through the commitment of the developer. An Interim Travel Plan should specify measures to be implemented before development and occupation as far as possible and include a framework and timetable for the final Approved Travel Plan.

An example of the process which may be written into a section 106 agreement is given below:

- Stage 1 No development until developer submits an Interim Travel Plan (covering key elements for the final Travel Plan) and interim plan has been approved by the District and County Councils.

- Stage 2 First occupier carries out surveys within agreed timescale.
- Stage 3 Submission and approval of final Travel Plan to agreed timescale.
- Stage 4 Implementation of final Travel Plan

The developer will be responsible for passing the requirement for a Travel Plan on to the occupier whether the occupier rents, leases or buys all or part of the development. The final implementation of a Travel Plan would then be the responsibility of the end occupier and the process of negotiating a Travel Plan may need to be done at a later stage. In these cases it is likely that the following clauses will be included into the Section 106 Agreement:-

Definition Clause within the Recital of the Deed

The expression “the developer” shall include any successors in title and assigns, in respect of all or part of the development.

Covenants

The developer shall annex a copy of the completed Section 106 Agreement to any contract for sale or part of the development, and shall expressly bring to the attention of any purchaser or lease the obligations therein. The developer shall inform the local planning authority of the identity of purchasers and lessee’s of the development within one month of any signed contract.

b) End occupier(s) known, new development

The occupier should produce an Approved Travel Plan when required by the local planning authority. This is because a decision usually cannot be made on the planning application until the local planning authority is satisfied of the provision made for a Travel Plan. It should subsequently be implemented within 6 months of the commencement of occupation. It is advisable for applicants to discuss Travel Plan requirements with the local planning authority and/or the highway authority well in advance.

c) Where an existing occupier is extending on site or extending by constructing new premises elsewhere in the County

The organisation requiring the development should ideally have an established Travel Plan, or develop one in conjunction with the application. If this is not the case the occupier should produce a Travel Plan when required by the planning authority (commencement of development or occupation may not be permitted unless an Approved Travel Plan has been agreed). It should subsequently be implemented on or shortly after occupation of the site/extension. It is advisable for applicants to discuss Travel Plan requirements with the Council well in advance. Details on the production and required measures of the Travel Plan are given in Section 8.

8. Producing and Implementing a Travel Plan

- 8.1 There is no established ‘blueprint’ for producing a Travel Plan and, as with targets, the measures to be adopted must be carefully considered and take account of the site’s location and land-use characteristics. No two Travel Plans will be the same and each plan will have its own unique mixture of measures that will be necessary to meet the plan objectives.

- 8.2 Full information on producing a Travel Plan is held at www.transportenergy.org.uk/bestpractice. Transport Energy offers up to five days of free on-site advice to help develop travel plans. For information look on the web site given above or call the Transport Energy Hotline on 0845 602 1425. Transport Energy was established in 1996 and is a division of the Energy Saving Trust. The division was developed with the specific aim of reducing greenhouse gas emissions from road transport to help the government meet the Kyoto climate change target to reduce greenhouse gas emissions to 12.5% below 1990 levels by the period 2008 to 2012.
- 8.3 Practical advice on travel planning can also be obtained by contacting the Travel Planning Officer at Wiltshire County Council, tel: 01225 713307, e-mail travelplanning@wiltshire.gov.uk.
- 8.4 The following text recommends steps to be taken when developing a Travel Plan:

STEP 1 – Site Audit

This is an essential part of preparing a Travel Plan. It is a tool for methodically assessing transport facilities on the site and transport links to it. In the process of carrying out a site audit, a list of actions to make it easier and more attractive to travel to the site on foot, by public transport and bicycle is drawn up for use in a Travel Plan. Useful information on carrying out a site assessment can be found from the Transport Energy web site given above.

For developments relating to schools, the school is advised to seek guidance from the School Travel Plan Team. More information can be obtained from TravelWise, tel: 01225 713388, e-mail: travelwise@wiltshire.gov.uk.

STEP 2 – Travel Survey

A Travel Survey is a crucial starting point as a way of establishing existing travel patterns and determining the users' preferences on proposed measures of the Travel Plan. Carrying out a Travel Survey will be required as part of all Travel Plans. The users of the site may be the employees, patients, visitors, customers, pupils/students, etc. Examples of surveys can be found in **Appendix 3** (Staff Travel Survey) and **Appendix 4** (Primary and Secondary School Travel Survey). The aim of the survey is to collect data on current transport methods and find out which incentives to adopt alternative modes would be acceptable and likely to be most effective. In the case of a speculative development, this may have to be delayed until prior to the occupation of the premises.

The Travel Survey should cover the following basic question topics:-

- Usual method of travel
- Second most used method of travel
- Incentives that may encourage users to use sustainable methods of transport (eg. walking, cycling, public transport, car sharing)
- Current car parking arrangements (e.g. where users usually park, charges, etc.)
- Home post code
- Gender
- Age group
- Whether the user has a disability that affects their travel arrangements

Advice of designing a travel survey can be obtained by contacting the Travel Planning Officer, see contact details on page 17.

STEP 3 – Drafting the Travel Plan and Setting Targets

The Travel Plan can then be drawn up and relevant measures included, based on the survey data collected. Components required in a Travel Plan are outlined on pages 13 and 14.

For school travel plans, it is recommended that the process is managed by a working group, usually including at least a member of staff, a parent and a school governor. The working group should draw up a draft school travel plan for approval by the relevant local authority officer/School Travel Plan advisor. School travel plans should have development tasks and longer term targets to try and achieve less car use on journeys to and from school and encourage more walking and cycling to school. Each travel plan is unique to each school and aims to make the journey to and from school safer. The school consults with parents and once agreed by governors, the school travel plan is circulated to relevant officers in Environmental Services and Education departments for action points to be considered. For schools which may not need to go through this process (e.g. for private schools or schools that are a condition of a large housing development) the school travel plan must still be agreed by the relevant local authority.

Targets must be set at the drafting stage of the Travel Plan, and must reflect the results of the Travel Survey. Targets are the measurable goals which will need to be set in order to assess whether or not the objectives of the Travel Plan have been achieved.

Modal split¹ or modal shift² targets provide a basis for measuring the effectiveness of a travel plan in terms of its impact on the levels of actual travel modes used in accessing a development site. The former are better for speculative developments and the latter for existing occupiers. The targets need to reflect the scope for improvement over the current situation. The information needed to set modal split or modal shift targets is derived from the travel survey, which is needed as a baseline for any travel plan, along with the total number of users of the site. (Please refer back to STEP 2).

STEP 4 – Submission of Travel Plan

As stated previously, Travel Plans are an integral part of the planning application preparation process. The submission of draft Travel Plans and their approval are a part of the iterative process of demonstrating how the development proposals do not unduly increase car usage. For new school developments, it is desirable to have a School Travel Plan in place prior to use and occupation. If this is not possible, then a School Travel Plan should be agreed within six months of occupation and use.

STEP 5 – Monitoring of a Travel Plan (Including review of initial targets)

Both workplace and school travel plans should be monitored annually by the Travel Plan Co-ordinator for the site and should be available for inspection by the Local Planning Authority. If the initial targets are reviewed, they must be agreed by the Local Planning Authority and the Wiltshire County Council Travel Planning Officer.

¹ MODAL SPLIT (also called 'Modal Share'): expressed as a percentage, it is the proportion of all person/trips using each mode of transport (e.g. car driver, car passenger, public transport, cycling, walking).

² MODAL SHIFT: the **change** in modal split for a particular mode of transport, which relates any increase or decrease to overall trips.

Components of a Travel Plan

- 8.5 Submitted travel plans will be judged against the Department for Transport's (DfT) Travel Plan Evaluation Tool. The check list below refers to recommended travel plan components as per the Best Practice Guide produced by the DfT – '*Using the planning process to secure travel plans*' (July 2002).
- 8.6 The choice of elements must work together as a package – elements and the way they are structured could undermine or increase the success of others. Some may be more effective than others in certain situations.

Travel Plan Components:

1. Setting objectives and targets
 - Clarify scope and objectives of the travel plan
 - Clarify specific, measurable, achievable, realistic and time-bound targets
2. Measures to promote and facilitate public transport use, including:
 - Physical works to provide routes, bus lanes, convenient bus stops, stations, etc.
 - Negotiate with operators to achieve service/route improvements, discounts on tickets and on-site promotion
 - Shuttle buses to stations/ other key destinations (free, dedicated)
 - Work buses
 - Financial incentives (e.g. discounts on tickets, interest free loans, bulk ticket purchase etc.)
3. Measures to reduce car use
 - Car parking restraint, charges and management (e.g. allocation of parking spaces through limited permits)
 - Restraint on off-site parking where necessary
 - Promotion of car sharing (e.g. matching service, guaranteed ride home, priority parking for sharers)
 - Use of pooled company vehicles and bicycles
 - Financial incentives (e.g. for not driving, for giving up a parking space, etc.)
4. Measures to promote and facilitate cycling
 - Safe cycle paths and secure parking
 - Bicycle User Group (BUGs)
 - Pool bikes
 - Changing facilities/ showers
 - Financial incentives (e.g. mileage allowance)
5. Measures to promote and facilitate walking
 - Improved walking access
 - On-site security and pedestrian route improvements
6. Promotion of practices/facilities that reduce the need for travel
 - Flexible working practices (e.g. Teleworking/ home working)
 - Local recruitment
 - Teleconferencing
 - Compressed working week
 - On site facilities for eating, shopping, etc.

7. Monitoring and review mechanisms
 - Clarify indicators i.e. the elements that will be monitored to assess whether targets have been achieved
 - Clarify monitoring and review arrangements
8. Travel Plan co-ordinators and associated support
 - Travel Plan Co-ordinator
 - Steering groups
 - Working groups
 - Links to other (e.g. umbrella Travel Plans/Travel forums/TravelWise)
9. Provision of travel information
 - Dedicated web site
 - Leaflets, site-specific travel information, displays, simplified timetables
 - Targeted promotion
 - Personalised journey planners
10. Marketing
 - Communication with all users of the site
 - Focus groups
 - Branding/slogans
 - Events

Appointment of Travel Plan Co-ordinator

- 8.7 One essential component of a Travel Plan is the appointment of a Travel Plan Co-ordinator from within the organisation who will be responsible for promoting and implementing the measures associated with the plan, and ensuring that all survey work required for monitoring is completed in due time. The appointment of a Travel Plan Co-ordinator need not mean the creation of a new position but may be a matter of extending the job profile of an existing employee, depending on the scale of the development and size of the organisation. The appointment or nomination of a Travel Plan Co-ordinator will be a requirement of the travel plan. The occupier must supply the local highway authority the name and contact details of the appointed person/s. The local authority must be informed as soon as the post holder changes. The post needs to be of sufficient seniority to undertake tasks associated with the post such as chairing steering groups. The role of the Travel Plan Co-ordinator will be to manage the Travel Plan, liaise with the local authority and provide monitoring information when agreed. Other duties the role may include are to:-
- a) Overseeing the development and implementation of the travel plan;
 - b) Obtaining and maintaining commitment and support from senior managers, staff, union representatives etc.
 - c) Designing and implementing effective marketing and awareness-raising campaigns to promote the Travel Plan;
 - d) Setting up, co-ordinating and attending Steering Groups, Working Groups etc;
 - e) Co-ordinating the necessary data collection exercise required to develop the Travel Plan;
 - f) Acting as a point of contact for all staff requiring information;
 - g) Depending on the size of the organisation, the role will entail to liaise with different departments;
 - h) Co-ordinating the monitoring programme and setting targets;
 - i) Presenting a business case to secure a budget for travel plan development and ensuring its efficient and effective use.

9. Monitoring

- 9.1 The developer/occupier of the site will be expected to carry out effective and continuous monitoring, as this is essential in order to gauge the performance of the Travel Plan and ensure that the agreed targets will be met. Thus, a Travel Plan must set out a monitoring programme that includes arrangements for assessing progress against targets. In this way remedial action can be identified and undertaken if the Plan appears to be failing.
- 9.2 The following issues must be addressed by the monitoring programme;
- When monitoring will take place
 - The nature of the monitoring
 - Who pays for the monitoring and who gets access to the results
 - The infrastructure that will be provided to undertake the monitoring
 - The course of action to be followed if the Plan is failing
 - The penalties for non-compliance
- 9.3 The Travel Plan Co-ordinator will be responsible for ensuring that the monitoring programme is followed and that monitoring is undertaken at appropriate times and in an appropriate manner to be representative of the site characteristics. A Monitoring Report will be submitted to the local planning authority by the Travel Plan Co-ordinator on an annual basis to illustrate any changes in site travel patterns and enable the performance of the Plan to be evaluated. The Monitoring Report should show progress towards meeting the sites modal share targets. Once submitted, the local authority will provide written comments on the report, which may require the review and modification of the original Travel Plan. The requirement to undertake continuous monitoring will form part of a travel plan.

10. Assessment Criteria and Evaluation

- 10.1 The Travel Plan will be assessed by the local highway authority based upon the potential to reduce the transport implications of the development and bring about a change in modal share. Research suggests that the most successful Travel Plans incorporate a comprehensive range of measures, both 'carrots' and 'sticks', with incentives introduced first.
- 10.2 There is clearly an element of subjectivity in the assessment of plans and how effective they are likely to be. To reduce this as much as possible, submitted travel plans will be judged against the Department for Transport's (DfT) Travel Plan Evaluation Tool (www.wsatkins-external.com/travel_plan_evaluation_tool.asp). Depending on local circumstances, the total evaluation score must be of at least 50%. Applicants are advised to follow the format set out in section 8 - Components of a Travel Plan. Please refer to **Appendix 5** for a Workplace Travel Plan check list evaluation form, and refer to **Appendix 6** for a School Travel Plan check list. These evaluation forms will be used by the local highway authority to feed back comments on submitted travel plans.

11. Enforcement

- 11.1 Effective and timely implementation of the Travel Plan is necessary to meet the agreed objectives and targets. Failure to develop a Travel Plan or ensure that targets are achieved will result in the imposition of financial penalties that will be agreed between the developer and the planning and highway authorities prior to occupation of the site.
- 11.2 The financial penalties that are payable will be used at the discretion of the highway authority to promote sustainable travel and implement transport improvements in the vicinity of the development. In this way shortfalls in Plan performance will be addressed in order to create a travel environment that will enable the Travel Plan targets to be met.
- 11.3 Sanctions included within a Section 106 Agreement ensure that any failure to deliver agreed measures and/or outcomes can be remedied. As per the DfT Best Practice Guide 'Using the planning process to secure travel plans' (p.66), sanctions can take a number of forms for examples:-
- Payments to the local authority to implement previously agreed measures;
 - Specified works that are expected to remedy the failure to achieve agreed outcomes e.g. reduction of car parking spaces;
 - Specified payments to the local authority to meet the cost of taking actions to achieve the agreed outcome e.g. the implementation of a car parking zone around the development;
 - Specified change in the way the site/development is used in order to achieve previously agreed outcomes e.g. the prevention of occupation of part of the development until a specified element of the travel plan has been implemented.

12. Conclusion

- 12.1 Wiltshire County Council and the four District Councils in Wiltshire are keen to promote the adoption of Travel Plans in association with new development in the County in order to help achieve the objectives of the Local Transport Plan.
- 12.2 This Guidance Note identifies the circumstances when a Travel Plan must be submitted by a developer and will ensure that they are dealt with in a consistent manner.
- 12.3 A Travel Plan comprises a suite of measures that aims to reduce car trips and increase sustainable travel to, from and within the development. The successful implementation of a Travel Plan has benefits for the employer, employees and the wider community.
- 12.4 A Travel Plan should be developed in consultation with the highway authority, relevant planning authority and transport providers, and will be secured by planning condition or a Section 106 agreement. The Travel Plan will include measurable objectives and targets, and incorporate arrangements for monitoring and enforcement.
- 12.5 Failure to develop a Travel Plan or meet agreed targets **may** result in enforcement action against the developer.

13. Contact Details

For further information on this document, Travel Plans and other transportation issues please contact:

Travel Plans Travel Planning Officer, Transportation and Development,
Environmental Services, Wiltshire County Council,
tel: 01225 713307, e-mail: travelplanning@wiltshire.gov.uk

TravelWise TravelWise Manager, Transportation and Development,
Environmental Services, Wiltshire County Council,
tel: 01225 713388, e-mail: travelwise@wiltshire.gov.uk,
web site: www.wiltshire.gov.uk/transport.

Local Transport Plan Transportation and Development,
Environmental Services, Wiltshire County Council,
tel: 01225 713444,
e-mail:, web site: www.wiltshire.gov.uk/transport.

Local Plans

Kennet District Council www.kennet.gov.uk

North Wiltshire District Council www.northwilts.gov.uk

Salisbury District Council www.salisbury.gov.uk

West Wiltshire District Council www.westwiltshire.gov.uk

Structure Plan Strategic Plan Manager, Strategic and Countryside Planning
Group, Environmental Services, Wiltshire County Council,
County Hall, Trowbridge, BA14 8JD or by email to:
structureplan@wiltshire.gov.uk
web site: www.wiltshire.gov.uk/environment

Other useful web-based information relating to this document can be found on:

National Guidance on Travel Plans:
www.localtransport.dft.gov.uk/travelplans/index.htm

Planning Policy Guidance Note 13: www.odpm.gov.uk/planning

To obtain a copy of the Travel Plan Resource Pack for Employers contact the
Transport Energy help line 0845 602 1425, or download it from the website:
www.transportenergy.org.uk/bestpractice.

14. Comment Form

Please let us know what you think of this document.

This Good Practice Guide on Development Related Travel Plans will form part of the new planning process of Local Development Frameworks. To ensure that the document evolves in a practical way, the local authorities of Wiltshire who worked in partnership to produce this document would be grateful to receive your comments and views on this document.

Q.1 Why did you need to use this Good Practice Guide?

- ☐ Developer needing to prepare a travel plan
- ☐ Owner of a site being developed or redeveloped and needing to prepare a travel plan
- ☐ Agent of a developer needing to prepare a travel plan
- ☐ Other (please state): _____

Q.2 Did you find this Good Practice Guide informative and useful?

- ☐ Yes
- ☐ No

Q.3 Which section of the document was most useful to you:

- ☐ What is a Travel Plan
- ☐ Objectives and Targets of a Travel Plan
- ☐ Benefits of Travel Plans
- ☐ When is a Travel Plan Required through a Planning Application
- ☐ Procedure to prepare a Travel Plan
- ☐ Producing and implementing a Travel Plan
- ☐ Monitoring
- ☐ Assessment Criteria and Evaluation
- ☐ Enforcement
- ☐ Contact Details

Q.4 Do you have any general comments you would like to make regarding this document?

Q.5 If you would like to be consulted directly with regards to the adoption of this document as a Supplementary Planning Document, please give your name and address or email address (preferred if available).

This sheet can be folded and posted without charge, please see instructions on reverse page. A copy of the results will be dispatched to everyone who provides their details. Thank you for your time and co-operation.

[2nd class pre-paid postal address printed with folding instructions]

BUSINESS REPLY SERVICE
Licence No BA 629

Transportation & Development
Environmental Services Department
Wiltshire County Council
County Hall
Bythesea Road
Trowbridge
Wiltshire
BA14 8JD

APPENDIX 1

EXTRACTS FROM PPG13 TRANSPORT

Paragraph 87:

‘The Government wants to help raise awareness of the impacts of travel decisions and promote the widespread use of travel plans amongst businesses, schools, hospitals and other organisations. Local authorities are expected to consider setting local targets for the adoption of travel plans by local businesses and other organisations and to set an example by adopting their own plans.’

Paragraph 88:

‘There is no standard format or content for travel plans, and they may have a variety of names (such as green transport plans, company travel plans and school travel plans). However, their relevance to planning lies in the delivery of sustainable transport objectives, including:

1. Reductions in car usage (particularly single occupancy journeys) and increased use of public transport, walking and cycling;
2. Reduced traffic speeds and improved road safety and personal security particularly for pedestrians and cyclists; and
3. More environmentally friendly delivery and freight movements, including home delivery services.’

Paragraph 89:

‘The Government considers that travel plans should be submitted alongside planning applications which are likely to have significant transport implications, including those for:

5. All major developments comprising jobs, shopping, leisure and services (using the same thresholds as set out in annex D of PPG13);
6. Smaller developments comprising jobs, shopping, leisure and services which would generate significant amounts of travel in, or near to, air quality management areas, and in other locations where there are local initiatives or targets set out in the development plan or local transport plan for the reduction of road traffic, or the promotion of public transport, walking and cycling. This particularly applies to offices, industry, health and education uses;
7. New and expanded school facilities which should be accompanied by a school travel plan which promotes safe cycle and walking routes, restricts parking and car access at and around schools, and includes on-site changing and cycle storage facilities; and

8. Where a travel plan would help address a particular local traffic problem associated with a planning application, which might otherwise have to be refused on local traffic grounds.

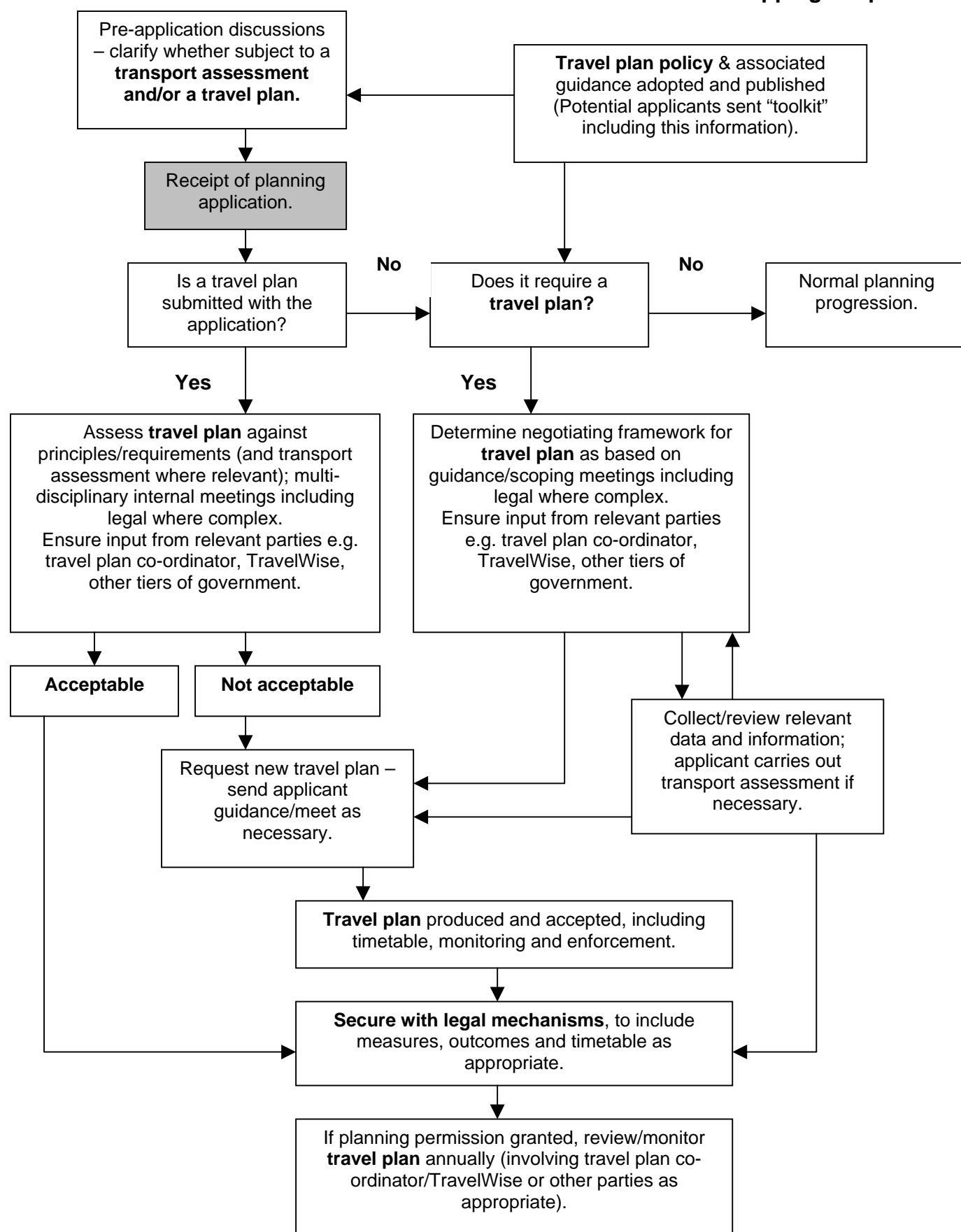
However, unacceptable development should never be permitted because of the existence of a travel plan.'

Paragraph 90:

'Where travel plans are to be submitted alongside a planning application, they should be worked up in consultation with the local authority and local transport providers. They should have measurable outputs, which might relate to targets in the local transport plan, and should set out the arrangements for monitoring the progress of the plan, as well as the arrangements for enforcement, in the event that agreed objectives are not met. They might be designed for the applicant only, or be part of a wider initiative, possibly organised by the local authority, involving other developments in the area.'

Paragraph 91:

'The weight to be given to a travel plan in a planning decision will be influenced by the extent to which it materially affects the acceptability of the development proposed and the degree to which it can be lawfully secured. Under certain circumstances some or all of a travel plan may be made binding either through conditions attached to a planning permission or through a related planning obligation. Conditions attached to a planning permission will be enforceable against any developer who implements that permission and any subsequent occupiers of the property. Planning obligations will be enforceable against the person who entered into the obligation and any person deriving title from that person.'



Acknowledgement: Crown Copyright - Office of the Deputy Prime Minister, *Using the Planning Process to Secure Travel Plans* – Best Practice Guide, July 2002.