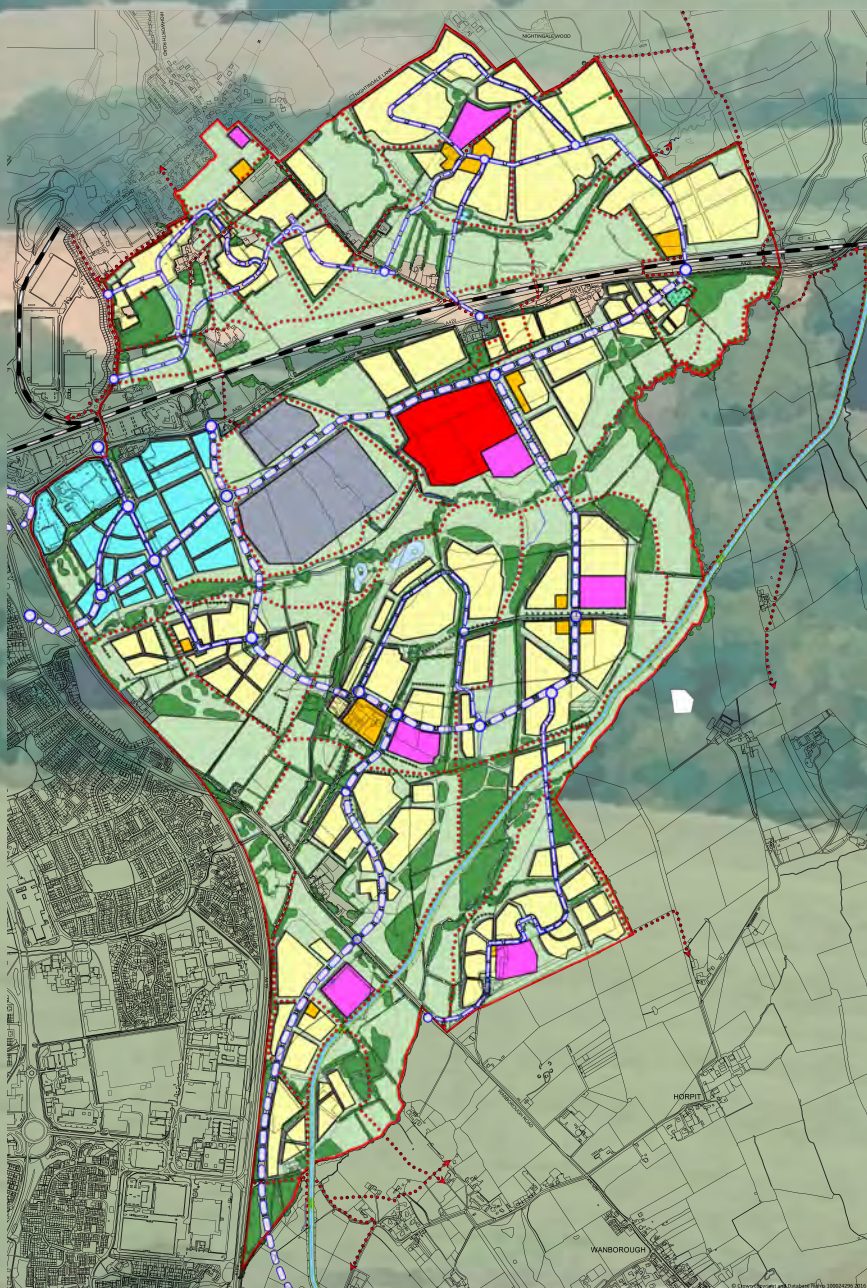


Swindon Borough Council

New Eastern Villages Framework Travel Plan Supplementary Planning Document



October 2016

**New Eastern Villages
Framework Travel Plan
Supplementary Planning Document**

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1) Introduction and Scope

- 1.1 Swindon Borough Council has prepared the New Eastern Villages (NEV) Framework Travel Plan Supplementary Planning Document (SPD) for the proposed mixed-use development of the New Eastern Villages (NEV) in Swindon. The NEV is the largest strategic allocation within the adopted Swindon Borough Local Plan 2026 (Local Plan).
- 1.2 The allocation is located to the east of Swindon, with the indicative layout shown on the Masterplan in Appendix 1.
- 1.3 It should be noted that this SPD sets out the principles and suggested management mechanisms that are recommended for adoption to reduce the number of single-occupancy car trips to the site. The SPD also outlines measures that will be considered for adoption in the specific travel plans for each site. The final measures for inclusion will be agreed with Swindon Borough Council (SBC) and Highways England, post-planning approval, by the residential developers and end-users of the employment uses as well as other commercial uses and schools.
- 1.4 A Framework Travel Plan (FTP) is the first stage in sustainable travel planning for the site. Significant research has been undertaken by the Department for Transport (DfT) on the car trip reducing impact of travel planning and smart choice measures. This SPD includes the measures that have been proven to give the best value for money and to maximise returns in terms of car trip reductions. Further, the site transport strategy and infrastructure proposals have been developed to enhance accessibility and work in conjunction with SBC's preferred transport strategy (as outlined in Swindon Local Transport Plan 3).
- 1.5 The NEV proposes a range of land uses including:
 - About 8,000 dwellings
 - About 40 hectares of employment land
 - Primary and secondary school provision
 - District Centre and Local Centres comprising retail, leisure, community and health facilities
- 1.6 A NEV transport strategy has been prepared and is underpinned by an evidence base, prepared in partnership with Highways England to support the public Local Plan Examination (JMP Eastern Villages Transport Study 2011).
- 1.7 Primary access to the NEV will be through additional and improved junction schemes from the A420. Additionally, a new Southern Connector Road will be constructed linking the southern area of the NEV to Commonhead Roundabout. A new bridge across the A419 – Great Stall bridge – will connect the NEV District Centre with East Swindon. Further junction improvements at Greenbridge, Nythe, Piccadilly and Coate roundabouts as well as White Hart

junction will enhance capacity and maintain journey time reliability on the strategic and local transport network.

- 1.8 The site layout will be designed to promote pedestrian and cyclist permeability between development islands, with a network of green infrastructure corridors offering dedicated non-vehicular routes. The public transport network will be supported by the walking and cycling network throughout the NEV, which will also link to the existing Swindon communities.

2) Travel Plan Principles

What is a travel plan?

- 2.1 DfT define a Travel Plan as “a long term management strategy for an organisation or development site that seeks to deliver sustainable transport and associated lifestyle objectives through action, and is articulated in a document that is regularly reviewed.”
- 2.2 A Travel Plan involves identifying an appropriate package of measures aimed at promoting sustainable travel, with an emphasis on meeting specific objectives and targets. Objectives and targets usually reflect national policy and site specific circumstances; are almost always centred upon reducing reliance on single occupancy car journeys; and often encourage measures to reduce the need to travel by car.
- 2.3 Travel Plans are now required for a wide range of land uses (residential, employment, education, leisure, health etc.) and are primarily secured through the planning process.

Benefits of a travel plan

- 2.4 Benefits of implementing successful Travel Plans can include (but are not limited to):
- Improving site accessibility and travel choice;
 - Supporting and encouraging the establishment of sustainable communities;
 - Reducing congestion and encouraging best use of existing highway capacity;
 - Providing choice and quality access to key services (such as health facilities; education and food retail shopping);
 - Meeting an organisation's environmental standards;
 - Increasing business efficiency and equality;
 - Reducing demand for parking spaces, thereby freeing land for other uses;
 - Reducing the need for costly junction or carriageway enhancements;
 - Ensuring adequate provision for people with disabilities;
 - Delivering local and global environmental improvements through reduced congestion, reduced pollution and noise;
 - Offering part of the solution to assist in reducing the transport sector's contribution to climate change in the short, medium and long term; and
 - Providing opportunities for safe, active, healthy travel, supporting Central Government's health agenda.

Travel Plan Policy Context

- 2.5 The primary national planning policy impetus for Travel Plans is through paragraph 35 of the National Planning Policy Framework (NPPF) (2012):

“Plans should protect and exploit opportunities for the use of sustainable transport modes for the movement of goods or people. Therefore, developments should be located and designed where practical to:

- *accommodate the efficient delivery of goods and supplies;*
- *give priority to pedestrian and cycle movements, and have access to high quality public transport facilities;*
- *create safe and secure layouts which minimise conflicts between traffic and cyclists or pedestrians, avoiding street clutter and where appropriate establishing home zones;*
- *incorporate facilities for charging plug-in and other ultra-low emission vehicles; and*
- *consider the needs of people with disabilities by all modes of transport.”*

2.6 Further to this, paragraph 36 states:

“A key tool to facilitate this will be a Travel Plan. All developments which generate significant amounts of movement should be required to provide a Travel Plan.”

2.7 The Planning Practice Guidance (PPG) also seeks to provide further guidance on the need and scope of a travel plan, as well providing advice as to what details should be included within a travel plan.

Swindon Borough Local Plan 2026 (adopted March 2015)

2.8 The Local Plan identifies a number of strategic housing allocations across the Borough. In relation to the delivery of the NEV, the key planning policies to realise these objectives are:

- Policy NC3 (New Eastern Villages including Rowborough and South Marston Village Expansion) which identifies the NEV as a strategic allocation to deliver about 8,000 new dwellings, about 40 hectares of employment, new secondary school and primary schools, retail, health and community facilities. Central to this policy is the proposed sustainable transport links which will connect the proposed villages together, as well integrating them with the existing communities of Swindon and the surrounding villages.
- Policy IN1 (Infrastructure Provision) seeks to ensure that all development should meet the cost of new infrastructure made necessary by the development and mitigate the impact of development on existing infrastructure.
- Policy TR1 (Sustainable Transport Networks) seeks to deliver a high quality transport network throughout the Borough, which supports economic growth, regeneration and housing growth.
- Policy TR2 (Transport and Development) seeks to ensure new development provides appropriate access arrangements, is designed to reduce the need to travel and encourages the use of sustainable transport. In particular, to assess and mitigate the impact of development and to

promote sustainable travel choices, proposals are required to submit a travel plan alongside a transport assessment and transport statement. This is in accordance with Department for Transport guidance and where proposed development is likely to have significant transport and related environmental impact.

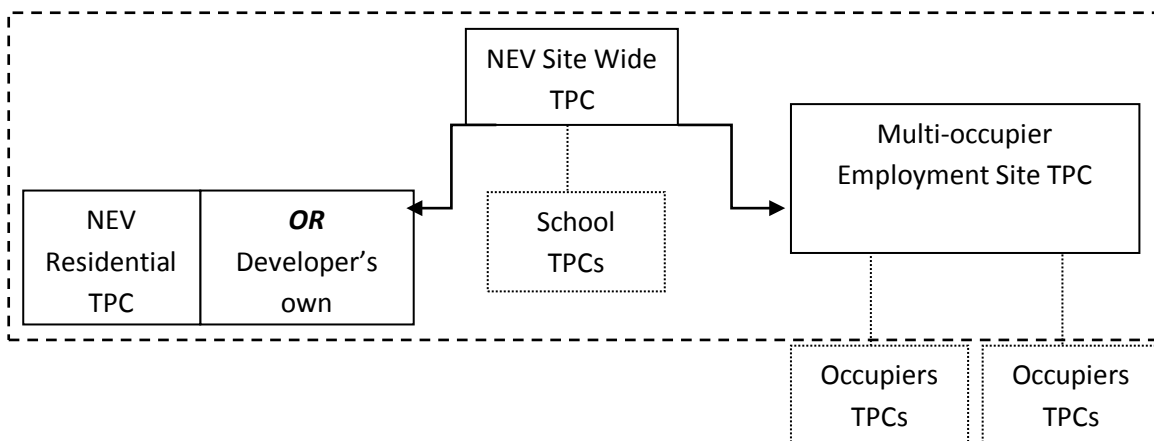
- Policy RA3 (South Marston) sets out the approach to delivering development at South Marston as part of the NEVs. The policy will ensure the expansion of South Marston creates an integrated village with a distinct rural and separate identity from Swindon and other settlements.
- 2.9 The White Paper 'Creating Growth, Cutting Carbon: Making Sustainable Local Transport Happen' (Jan 2011) released by the Department for Transport (DfT) seeks to "encourage and enable more sustainable transport choices" as part of the wider "strategy to reduce carbon emissions from transport."
- 2.10 There is an increased amount of best practice guidance and evidence relating to travel plans, both from the UK and abroad (where it is often referred to as travel demand or mobility management).
- 2.11 Travel planning forms one element of a package of measures and transport approaches labelled as 'Smarter Choices'. The UK Government is increasingly promoting the uptake of smarter choices as a complement, or even alternative, to highway expansion.
- 2.12 In 2005, a review of Smarter Choices, covering experience, evidence, benefits and the potential for their more widespread application was commissioned by the DfT. The output, 'Smarter Choices – Changing the Way We Travel', highlighted the strong cost benefit of widened uptake and implementation of transport initiatives, including the implementation of travel plans.
- 2.13 Key guidance documents that have been consulted in preparation of the NEV FTP includes (but not limited to):
- Good Practice Guidelines: Delivering Travel Plans through the Planning Process (DfT, 2009)
 - Smarter Choices - Changing the way we travel (June 2005);
 - Guidance on Transport Assessment, Appendix B (DfT, 2007) – this contains guidance thresholds for when Travel Plans are required. Swindon Borough Council's guidance on travel plans uses these thresholds;
 - Making Residential Travel Plans Work: Good Practice Guidelines for New Development (DfT, 2005);
 - Making Car Sharing and Car Clubs Work, A Good Practice Guide (DfT, 2005); and
 - Car clubs in property developments: An Information Pack for Local Authorities and Developers (Carplus, 2007);
 - Swindon Borough Council '2026 Transport Strategy'
 - Swindon Borough Council 'Local Transport Plan 3'
 - Swindon Borough Council 'Guidance for workplace travel plans'

- Swindon Borough Council 'Guidance for residential travel plans'
- Swindon Borough Council 'Guidance for mixed use framework travel plans'

- 2.14 In addition, the Council has on-going relationships with expert service providers in the delivery of specific elements of a travel plan including car club operators, public transport operators and car share database management companies.
- 2.15 An effective FTP should clearly set out an integrated approach to travel planning activities for the development that enables economies of scale to be achieved (and therefore removal of unnecessary repetition), and ensures that a coordinated approach is adopted across the site. A travel plan should consider all existing uses within close proximity to the proposed development.
- 2.16 Preparation of a FTP should not detract from the level of detail supplied within a site specific travel plan. The process does, however recognise that certain aspects of development and travel planning cannot be undertaken until final occupiers are known. Where necessary, the FTP sets the key parameters for future site specific travel plans and associated timelines.

Travel Plan Requirements

- 2.17 A FTP should be similar in format to a site specific plan, yet cover strategic objectives and targets, site wide measures, monitoring proposals and the strategy through which land use specific travel planning will be secured and delivered.
- 2.18 Guidance for site specific travel plans for the residential, education and employment elements of the development is detailed at Appendices 2 and 3; however these could be subject to change depending on the end occupier. The site specific travel plans for residential, education and employment uses will form the primary mechanisms for implementing the travel plan objectives set out within this SPD.
- 2.19 The travel planning measures for the residential and employment uses on the site will be implemented through this SPD, which will be driven by the NEV Travel Plan Group (TPG). Using a TPG model is well suited to a mixed use, multiple developers and multiple occupier sites such as the NEV.
- 2.20 Each of the land uses proposed would be represented at the NEV TPG, along with external stakeholders such as Swindon Borough Council, Highways England, bus operators and other interest groups. The group will be led by a site-wide Travel Plan Coordinator (TPC), with the post funded through Section 106 contributions. The role of the NEV FTP is as follows (the dashed box represents the membership of the Travel Plan Group):



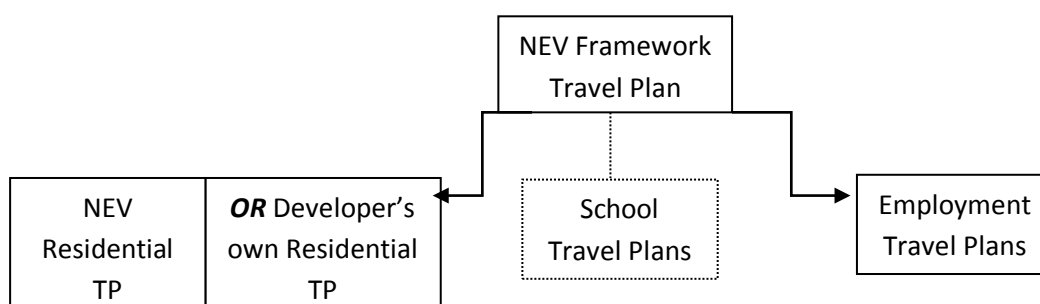
2.21 Travel planning for the NEV is a two-tier process. It is proposed that this SPD will act as the primary tier by being an overarching framework travel plan for all land uses within the NEV. The secondary tier consists of either:

- a) site specific travel plans submitted with each application within the NEV; and/or
- b) the NEV Residential Travel Plan.

2.22 Where an application comprises residential development, the Council is offering developers the chance to buy into its NEV Residential Travel Plan. This option has been made available by the Council to provide joint co-ordination, management, interventions, targets and monitoring of residential development across the whole of the NEV. For a cost per dwelling, the developer can benefit from the economies of scale that this approach brings. Further details about this approach are set out in Appendix 2, whilst Chapter 6 provides additional information on budget and contributions.

2.23 Site specific travel plans will be required for all non-residential uses including employment, retail and schools.

2.24 The structure of the NEV FTP is shown below.



2.25 It is acknowledged that there will be key travel plan measures which will benefit a range of the land uses simultaneously and that there will be some economies of scale across the site. It is beneficial to deliver those measures that provide

these economies of scale up front, to deliver the maximum benefit and to avoid unnecessary repetition.

- 2.26 Monitoring is also a key element of the travel plan, as assessing the relative benefits of the various travel plan measures is important to refine the document over future years. A monitoring strategy is recommended, further detail can be found in Chapter 7.
- 2.27 Residential, school and employment site specific travel plans will be secured through planning condition to ensure implementation. If a developer opts to buy into the NEV Residential Travel Plan, the Council will secure financial contributions to cover its costs via Section 106. Financial contributions secured by Section 106 will be payable in line with the phasing outlined in Chapter 6 (Table 6.2) and will be index linked.

3) Existing and Future Accessibility

Overview

- 3.1 One of the challenges that the NEV is likely to face will be to minimise the transport impact on the Strategic Road Network (SRN). The internalisation of trips within the site, and the implementation of robust travel plans to encourage alternative modes of transport to the private car, together with the promotion of local services and opportunities in the Swindon area will be required.
- 3.2 The NEV is adjacent to, and will have an influence on, various parts of the SRN and the local highway network, in particular the A419 and the A420. Public transport access is restricted to local and inter-urban bus services and a limited footway and cycleway network. This is caused in part by the positioning of the A419 dual carriageway, which forms an eastern boundary to the Swindon Urban Area, providing a strategic transport link to M4 Junction 15. Works are planned to increase capacity at Junction 15 of the M4 ahead of the NEV development.

Local Bus Service Provision

- 3.3 There is an existing bus route (Number 66) running from Swindon to Oxford via Farringdon. This service currently operates under the Stagecoach Gold branding, which is the premium level of service in the Stagecoach portfolio of local bus routes.

Table 3.1 – Service 66 Operating Schedule

Stagecoach ‘Gold’ Service 66 Every 20 minutes between Swindon and Oxford – operating via the New Eastern Villages site (along the A420)	
Day	Service frequency
Monday – Friday	05:30 – 08:15 Every 20 minutes. 08:15 – 15:45 Every 30 minutes 15:45 – 18:30 Every 20 minutes 18:30 – 21:30 Hourly
Saturday	08:30 – 18:30 Every 20 minutes 18:30 – 23:00 Hourly
Sunday	08:30 – 18:30 Every 30 minutes

- 3.4 The present journey time between Swindon Town Centre and Stratton Park (Sainsbury’s supermarket), currently, takes 11 minutes outbound (east) direction and 14 minutes inbound (west).

Rail

- 3.5 Swindon Railway Station is located in Swindon's town centre and is approximately 6 km away. Swindon lies on the Great Western main line railway and offers regular and easy access to London Paddington, Reading, Bristol, Bath, Gloucester, Cheltenham and South Wales. A pedestrian and cycle bridge is proposed across this railway, linking South Marston and Rowborough with development south of the railway line.

Proposed Infrastructure

- 3.6 White Hart junction improvements will provide improved east to west vehicular connections; it will also seek to offer an improved pedestrian and cycling linkages and mitigate queuing on the A419.
- 3.7 A series of junctions on the A420 will be upgraded (Gablecross, Police Station and Old Vicarage Lane) and two new junctions constructed in order to provide an additional access into the NEV. A Southern Connector road will also be constructed to link the development to the Commonhead roundabout.
- 3.8 To enhance accessibility from the NEV and the existing communities of east Swindon, a 'Great Stall Bridge' is proposed between the District Centre of the NEV and Covingham Drive/Merlin Way area. It is intended that the bridge will prioritise public transport and be of sufficient width to accommodate a footpath and cycleway.
- 3.9 Public transport will be critical to the delivery of a successful sustainable community at NEV and it is initially proposed that existing bus routes will be diverted to serve the NEV. A Bus Rapid Transit Route will route parallel to the A420, linking the Park and Ride (P&R) site and the District Centre. The remainder of the NEV will be served by a complementary bus network, to link all the development parcels.
- 3.10 As development progresses, bus accessibility will be divided amongst Core Bus Rapid Transit (very high frequency, infrequent stopper), Strategic Express Bus (high frequency, infrequent stopper but covers majority of NEV from north to south), and a local stopper (infrequent frequency, frequent stopper). This mix of public transport provision will evolve with the roll out of the development and subsequent demand.

Core Bus Rapid Transit

- 3.11 Long term, there is an aspiration that the principal access to sustainable transport will be through the initiation of a Core Bus Rapid Transit Route serving NEV and Swindon Town Centre via the Great Stall Bridge. The final routing for this service has yet to be confirmed; however the vision for this link is to provide increased quality of traditional/conventional bus services, with regular service frequency and enhancements in the vehicle design, particularly the on-board environment such as the provision of Wi-Fi, further legroom and

comfortable seating. The target for the service frequency is every 10 minutes once the delivery of the NEV is complete.

Bus Park and Ride Facility

- 3.12 A Park and Ride (P&R) facility is proposed as part of the transport infrastructure for the NEV development. The site towards the east of the NEV is proposed to accommodate up to 1,000 vehicles served by a high frequency service, which will be tied into the existing public transport provision. The landscaping and design of the P&R site will reflect its status as the gateway to Swindon and the eastern boundary of the town. Consideration will also be given to the impact of lighting in relation to the rural setting beyond.
- 3.13 The P&R feasibility study for Swindon identifies the site at the NEV as one of the most viable within the Borough. Its location to the south of the A420 is key to its success in terms of relieving congestion on the main route into Swindon from Oxfordshire.

Rail

- 3.14 There are significant developments taking place to the regional rail network. Electrification of passenger rail services, which are currently being delivered on the Great Western main line railway will enable faster journey times. The first phase is between London and Swindon, before being extended to stations at Bristol and South Wales.

Cycling and Walking Provision

- 3.15 There are a number of options for enhancing cycling and pedestrian connectivity from the NEV to existing Swindon communities to establish a safe and continuous network of routes for cyclists and walkers.
- 3.16 There is an opportunity to provide an Eastern Flyer scheme between Swindon Town Centre and the NEV. A shared footway/cycleway continues along the southern side of the A4312 Oxford Road west of the White Hart junction, providing onward cycle links towards Swindon Town Centre. Further to this the provision of the Great Stall Bridge will enhance sustainable transport links from the NEV to other parts of Swindon.
- 3.17 Through the delivery of the Southern Connector Road, a comprehensive pedestrian and cycle network will also link the NEV to Commonhead Roundabout.
- 3.18 Additional infrastructure provision could provide linkages to the Sustrans National Cycle Network Route 45, a key cycle route running north to south through the Borough. Further links to Route 45 could be made via the established communities of east Swindon and the Central Area.

Car Club

- 3.19 Swindon's first car club launched in 2012 and is operated by social enterprise, Co-Wheels. There are three cars for hire by the hour to club members in the town centre, and these have proved popular with residents.
- 3.20 The car club was introduced with Local Sustainable Transport Fund (LSTF) funding but within 3 years had gained enough members and utilisation to be self-sufficient. In the NEV, Co-Wheels cars should be available to residents (and employees if applicable) to give a wider range of travel choices. Research suggests car club members either sell a vehicle, or are dissuaded to purchase a vehicle; and as a result make fewer unnecessary journeys by car.
- 3.21 The NEV will have one car club vehicle per 500 households. According to guidance, this provides sufficient demand to ensure the car club remains viable.

4) Global Objectives and Targets

Vision

4.1 The Eastern Villages Draft SPD (2013) sets out the vision for the NEV.

VISION

The NEV development will create sustainable well-designed places where people want to live, work and spend time. It will:

- Be a high quality, sustainable development with an excellent level of strategic infrastructure that benefits Swindon as a whole;
- Form a new eastern gateway to Swindon that improves the image of the Town and maximises benefits to the wider economy with improved connectivity to the town centre;
- Sensitively and positively respond to the existing landscape context, natural and historic assets and the character and identity of the surrounding villages as well as enhancing biodiversity and green infrastructure;
- Comprise new distinct villages with individual identities and characters linked together by green spaces that integrate with the existing urban area and wider landscape setting;
- Provide facilities and services required for the new communities and opportunities for existing communities to benefit from the development.

4.2 The SPD aims to mitigate the impact of the development on the local environment. The SPD, along with site specific travel plans, outline measures that will enable residents, staff and visitors to the area to make informed, realistic choices with regards to their trips to and from the site.

Global Objectives

4.3 Table 4.1 sets out the global objectives and targets that will be used to measure the progress and success of a travel plan. Global objectives cover the entire NEV site, so it is important that the various end occupiers (including businesses) sign up to the SPD and its global targets. This can be secured through the planning process via the end user travel plans, and on a day to day basis the

NEV Travel Plan Co-ordinator (TPC) will ensure commitment is reinforced through a Memorandum of Understanding (MoU) signed by the occupier(s).

- 4.4 The global objectives and targets are high level aims of the SPD and these will be supported by site specific objectives and targets contained within the future employment, residential and school travel plans.

Table 4.1 – Global Objectives, Targets and Indicators

Objectives	Targets	Indicators
To establish a NEV Travel Plan Group, comprising all site operators, SBC, Highways England and any relevant interest groups.	To establish the group prior to first occupation of dwelling or business.	Group is established.
Achieve awareness of sustainable travel options amongst employers, employees, residents, visitors and other users.	To achieve 60% awareness and maintain during delivery.	Travel Plan Survey results.
To reduce the impact and frequency of single occupancy vehicle trips on the local community, meeting the mode share targets set out in table 4.2.	A percentage decrease in single occupancy vehicle trips by completion of the development.	Data from traffic counts. Air quality monitoring. Congestion monitoring.
	A percentage increase in walking, cycling and public transport trips over the full build out period.	Data from travel surveys. Cycle and pedestrian counts.
To annually increase the proportion of active travel (walking and cycling).	Achieve a mode shift from car trips to walking and cycling over the completion of the development.	Data provided from TPC (Take up of interventions). Data from travel surveys. Cycle and pedestrian counts.
To engage with residents on sustainable travel choices.	100% of new households to receive a travel pack and be offered additional resources through the Personalised Travel Planning (PTP) process within 6 months of occupation.	Data provided from TPC.

Global Mode Share Targets

- 4.5 In addition to the objectives above, there will be global mode share targets to cover the whole NEV development. Tables 4.2 to 4.5 below outlines the proposed mode share targets for both residential and employment sites, which

can be applied to each separate development, and monitored over a five year period from first occupation of the site. The baseline figures have been taken from 2011 census data for the ward, and a recommended 10% reduction in single occupancy car trips applied.

Table 4.2 – Residential Global Mode Share Targets

Residential	Walk	Cycle	Vehicle Driver	Passenger	Bus	Rail	PTW*	WFH*	Other
Base	7.00%	5.70%	69.50%	5.60%	5.70%	0.90%	1.30%	3.40%	0.90%
Year 1	7.50%	5.80%	68.50%	5.50%	6.00%	0.90%	1.30%	3.50%	1.00%
Year 2	8.00%	6.00%	67.00%	5.45%	6.50%	0.90%	1.30%	3.60%	1.00%
Year 3	8.60%	6.10%	66.00%	5.40%	7.00%	0.90%	1.30%	3.60%	1.00%
Year 4	9.30%	6.15%	64.50%	5.35%	7.50%	0.90%	1.30%	3.70%	1.00%
Year 5	10.00%	6.20%	63.60%	5.30%	8.00%	0.90%	1.30%	3.70%	1.00%

*PTW - Powered two wheelers; *WFH - Working from home

For flexibility, these targets can also be represented under broader categories:

Table 4.3 – Residential Broad Category Mode Share Targets

Residential	Active travel	Car Borne	Public Transport	Other
Base	12.70%	75.10%	6.60%	5.60%
Year 1	12.80%	74.00%	6.90%	6.30%
Year 2	14.00%	72.45%	7.40%	6.15%
Year 3	14.70%	71.40%	7.90%	6.00%
Year 4	15.45%	69.85%	8.40%	6.30%
Year 5	16.20%	68.90%	8.90%	6.00%

Active Travel = Cycling and Walking

Car Borne = Drivers and their passengers (including taxis)

Public Transport = Bus, coach and rail

Other = Powered two wheelers, home workers

Table 4.4 – Workplace Global Mode Share Targets

Workplaces	Walk	Cycle	Vehicle Driver	Passenger	Bus	Rail	PTW*	WFH*	Other
Base	6.00%	2.00%	81.00%	5.00%	3.00%	0.00%	1.00%	1.00%	1.00%
Year 1	6.00%	3.00%	79.00%	5.00%	4.00%	0.00%	1.00%	1.00%	1.00%
Year 2	6.00%	3.00%	77.00%	6.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 3	7.00%	3.00%	75.00%	7.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 4	8.00%	4.00%	73.00%	7.00%	5.00%	0.00%	1.00%	1.00%	1.00%
Year 5	8.00%	4.10%	72.90%	7.00%	5.00%	0.00%	1.00%	1.00%	1.00%

*PTW - Powered two wheelers; *WFH - Working from home

For flexibility, these targets can also be represented under broader categories:

Table 4.5 – Workplace Broad Category Mode Share Targets

Workplaces	Active Travel	Car Borne	Public Transport	Other
Base	8%	86%	3.00%	3.00%
Year 1	9%	84%	4.00%	3.00%
Year 2	10%	82%	5.00%	3.00%
Year 3	10%	82%	5.00%	3.00%
Year 4	12%	80%	5.00%	3.00%
Year 5	12.1%	79.9%	5.00%	3.00%

Active Travel = Cycling and Walking

Car Borne = Drivers and their passengers (including taxis)

Public Transport = Bus, coach and rail

Other = Powered two wheelers, home workers

- 4.6 There may be flexibility over targets, should there be alterations to the construction programme and delivery of infrastructure.

5) Wider Transport Strategy and Site Wide Infrastructure

5.1 In line with the Swindon Borough Local Plan 2026 (Policies CM1- 4 and TR1 – 2), Swindon Local Transport Plan 3 (2011 – 2026) and SBC's own guidance for developers, the NEV development aims to create:

1. Inclusive Communities
2. Low car dependency
3. Healthy and sustainable travel
4. Safe and secure walking and cycling routes
5. Low carbon emissions
6. Equality of access
7. Accessibility to key destinations in the town, particularly the town centre
8. Accessibility to key destinations within the NEV, especially the secondary school and district centre

Site Layout

5.2 The NEV strategically locates the required land uses to encourage the use of sustainable transport methods. Key facilities such as local centres are located centrally within each development island and are integrated with residential areas and the rest of the NEV through footway and cycle links.

5.3 The site layout should be developed in line with best practice in highway design (specifically 'Manual for Streets 1 and 2'). A permeable network of overlooked and well lit pedestrian and cycle routes will link all land uses and connect directly and efficiently to public transport hubs and external access junctions.

5.4 On street vehicular access routes will be designed to accord with previously acceptable, adopted standards in Swindon. Streets will be designed to encourage low vehicle speeds, prioritise safe movements for vulnerable road users and to cater for, but not encourage, car use.

5.5 The principles incorporated within the layout design include:

- A street and place design that gives pedestrians and cyclists priority
- Filtered permeability to provide journey time advantages to non-car modes
- Inclusion of green spine(s) with vehicle cross overs characterised by a speed reducing layout and vulnerable road user priority
- Provision of high profile public transport
- Appropriate levels of well-designed parking
- Fast, efficient links to local and town centre destinations and open space
- Measures to discourage rat-running through the site

Vehicular Access

- 5.6 Vehicular access to the NEV will be through further and improved junctions on the A420. Additionally, a new Southern Connector Road will be built to connect the NEV to Commonhead roundabout.
- 5.7 Great Stall Bridge will provide connectivity across the A419, whilst other enhancements will be made to a number of junctions and roundabouts within the existing highway network.

Pedestrian and Cycle Network

- 5.8 The quality, continuity and directness of pedestrian and cycle routes through the NEV are essential to the success of reducing reliance on the private car.
- 5.9 The following recommendations¹ are current best practice for active design considerations at the NEV:
- All destinations should be connected by a direct, legible and integrated network of walking and cycling routes.
 - Routes must be safe, welcoming, well maintained, durable, clearly signposted, well-lit and overlooked.
 - Active travel (walking and cycling) should be prioritised over other modes of transport
 - Measures should be in place prior to the first occupation of any new building on site.

Primary Routes (linking the islands and serving principal access points)

- 5.10 Segregated provision alongside primary roads is suitable providing compliance to Sustrans guidance for segregated cycle route provision (table H9 of Handbook for Cycle Friendly Design):
- Segregated cycle/pedestrian lanes of 4m, and on both sides of the carriageway to provide dual-directional flow where possible.
 - Wherever feasible (and subject to Road Safety Audits and Non-Motorised User Audits), junction design should give priority to cyclists when crossing a secondary road.

Secondary Roads (main roads within the islands - providing access to key community facilities)

- 5.11 Segregated provision alongside secondary roads is suitable providing:
- Segregated cycle/pedestrian lanes to a minimum of 3m, and on both sides of the carriageway to provide bi-directional flow where possible

¹ "Active Design" – Sport England and Public Health England, October 2015

- Wherever feasible (and subject to Road Safety Audits and Non-Motorised User Audits), ensure junction design gives priority to cyclists when crossing a secondary or tertiary road.

Tertiary Roads (residential streets)

5.12 No segregated provision is needed on tertiary roads as it is recognised that cyclists can use the carriageway. However, 20mph speed zones should be in place, along with traffic calming measures to encourage motorists to observe the speed limit.

Design that discourages cycling

5.13 Certain design features can serve to make cycling difficult, and make cyclists feel inconvenienced and unwelcome. The following should be avoided in the NEV:

- Signs that tell cyclists to dismount, or that it is the “end of route” - these should not be necessary if the correct infrastructure has been put in place to begin with, as continual, integrated routes should be delivered.
- Staggered barriers - often these are not navigable by trailers, adapted disability bicycles and some mobility scooters.
- Pedestrian refuges should comply with ‘Manual for Streets 2’ and allow sufficient road space, preventing cyclists from being “squeezed” in towards the kerb when cars overtake.
- Staggered pedestrian / cycle crossings - where possible, pedestrians and cyclists should be able to cross a carriageway in one attempt.

Safe routes to School

5.14 Particular attention will be paid to the infrastructure in the vicinity around a school, and on routes leading to the school. This is equally important for secondary schools as well as primary schools.

Rights of Way

5.15 Strategically designed rights of way will provide attractive access to and through the green infrastructure, using both adopted and non-adopted highway routes. This is crucial to providing a place where people will want to live and contribute to meeting objectives around the health and well-being agenda.

5.16 The nature of the site layout will produce primary roads connecting the built islands. From a Green Infrastructure stance, this is an opportunity to provide new tree lined routes to increase biodiversity and help combat pollution.

5.17 The route of the Wiltshire and Berkshire canal provides an opportunity for increased pedestrian and cycle movements within the NEV.

Transport Infrastructure

- 5.18 Public transport will be critical to the delivery of a successful sustainable community at the NEV. Initially, existing bus routes will be diverted to serve the first communities built, prior to the Bus Rapid Transit (BRT) being established.

Bus Routes

- 5.19 Trip generating land uses should be within 400m walk of a bus stop. Bus stops should also be located conveniently and prominently at key leisure, employment and retail sites.
- 5.20 Access to public transport stops should be paved, direct, signed, obstruction free and well lit from first occupation of the surrounding residential or commercial properties.

Bus Stops

- 5.21 All bus stops should contain hard standing, specialist kerbs (to allow for “kneeling” buses - to enhance accessibility), a shelter (to current Clearchannel standards) and casing for service information. Both local bus operators have demonstrated an interest in real time information, which would enhance the passenger experience. Bus stops should be equipped to display real time information from the outset.

Bus Rapid Transit

- 5.22 A Bus Rapid Transit corridor will be located parallel to the A420 to provide links to Swindon Town Centre. It is proposed that this link differs in the quality of traditional/conventional bus services, with regular service frequency and enhancements in the vehicle design, particularly the on-board environment such as the provision of Wi-Fi, further legroom and comfortable seating. This target for the service frequency is every 10 minutes once development at the NEV is complete.

Car Parking Provision

- 5.23 Provision for parking at the NEV should be implemented in accordance with the SBC's adopted parking standards. The current adopted parking standards are within the Development Control Guidance Note – ‘Technical Guidance on Parking Standards’ (2007) and detailed below.

Table 5.1 – SBC’ Adopted Parking Standards

Land Use	Car Parking Provision	Visitor Parking Provision
Family Dwellings - 5+ bedrooms Up to 4 bedrooms	3 per unit 2 per unit	1 per 5 units
Flats - One bedroom only 2+ bedrooms	1 per unit 2 per unit	1 per 5 units
B1 Business	1 per 30sqm	n/a
B2 General	1 per 50sqm	n/a
B8 Storage and Warehousing	1 per 200sqm	n/a

5.24 Allocated parking provision should be ‘on-plot’. Visitor bays may be on street, but outside of the vehicle path. A balance will be sought between maintaining ‘living streets’ that accommodate all modes of travel including parking for cars and ensuring that unattractive, large areas of parking are avoided.

5.25 Parking will be restricted on the primary routes (those linking the islands) and secondary routes (main routes within the island parcels) to ensure that there is no impact on the free flow of traffic or jeopardise road safety.

Cycle Parking Provision

5.26 Cycle parking infrastructure will be provided at local centres, employment uses and the residential areas within the scheme. Cycle parking will be provided in line with SBC’s cycle parking standards (2007) which currently advises that:

- Residential Units should each have 1no. cycle space (a garage is considered adequate). These must provide convenient access to the highway network (e.g. cycle parking to the rear where bicycles need to be brought through the property is not adequate).
- Employment development will provide 4no. cycle spaces, plus an additional 2no. spaces for every 500sqm.
- Education facilities will provide 1no. cycle space per 10 pupils / staff members.

5.27 Cycle parking should be covered, and located within 50m of all building entrances.

5.28 At local centres, plentiful cycle parking should be installed in convenient, overlooked and central locations.

5.29 All cycle parking should conform to the installation standards set out in the Swindon Cycle Parking Standards (www.swindontravelchoices.co.uk/media/42321/swindon_cycle_parking_standards_2013_final.pdf).

Car Club Bays

5.30 Co-Wheels car club is successfully operating in Swindon town centre, and a development such as NEV provides an ideal opportunity to offer residents an alternative to car ownership, without restricting their need to use a car on occasion.

Electric Charging Points

5.31 The growth of electric car ownership is steadily rising and provides benefits to the community of lower emissions and better air quality. To encourage electric car ownership and use, electric charging points should be installed where suitable opportunities exist (e.g. retail outlets, employers).

5.32 The installation and quantity of charging points provided can be discussed and secured as part of the planning process.

Table 5.2 – Overview of key sustainable transport infrastructure to support travel planning

Measure	Details	Principles
Internal site layout that is conducive to walking, cycling and public transport use	Master planning and detailed design of the site will be progressed according to current guidance for developers.	High quality urban design that takes account of transport and health objectives, aligns with SBC's Priority 1 and 3, and seeks to achieve living streets with direct walking and cycling routes.
Pedestrian Route Signage	A network of strategic pedestrian routes will be defined and signage provided on these routes.	All street names signed. Strategic pedestrian routes should be signed with consistent names, direction and travel time.
Pedestrian links to public transport	<p>All trip generating land uses within 400m of a bus stop.</p> <p>Key employment, education and retail hubs should have conveniently located stops closer than car parking areas.</p> <p>All pedestrian routes to public transport to be</p>	<p>All dwellings within 400m of a bus stop.</p> <p>High density employment and retail to have excellent accessibility to bus stops.</p> <p>All bus stops to have shelters, hard standing and specialist kerbs.</p>

	paved, direct, signed, and well lit.	
Cycle Parking	<p>Cycle parking to be provided within 50m of building entrances.</p> <p>Local centres to have plentiful cycle parking.</p> <p>Residential dwellings to be provided with secure cycle parking.</p>	SBC cycle parking standards to apply.
Showers and Changing	Provision of showers and changing areas to enable employees who wish to cycle to work to do so.	Secured through workplace travel plans through the planning process.
Car Club Bays	Provision of dedicated car club bays to enable easy access for members to collect and drop off the car.	One bay per 500 dwellings, sited in a high profile central location.
Electric Charging Points	To be agreed as part of the planning process.	To be agreed as part of the planning process.

6) “Soft” Measures

6.1 In addition to the infrastructure measures discussed in Table 5.1, there is an increased likelihood of behaviour change away from the car to sustainable travel modes, when the “hard” infrastructure measures are complemented by “soft” measures. This section of the FTP describes the “soft” measures that need to be in place for the development to achieve its targets and ensure maximum behaviour change. These include:

- Travel plan management
- Measures to encourage Active Travel (walking and cycling)
- Measures to encourage the use of public transport
- Measures to encourage more efficient car use (smarter driving, car sharing and car club)
- Marketing and information provision
- Budget

Travel Plan Management

6.2 The NEV TPC will take overall responsibility for adherence to the FTP, and chair the NEV Travel Plan Group². This role will be funded through the Residential Travel Plan scheme which developers are encouraged to sign up to. The NEV TPC will be appointed by SBC at least 3 months prior to the first occupation of the site. A list of the NEV TPC’s responsibilities is listed in Appendix 4.

6.3 Each residential development will be represented by a residential TPC (whether part of the NEV Residential Travel Plan, or independently appointed by a particular developer as part of their own residential travel plan).

6.4 Each employment site that triggers the need for a travel plan (the thresholds are given in the Workplace travel plan guidance at Appendix 3) will need to have a travel plan co-ordinator. As part of the planning conditions, the name and contact details of the occupier TPC will be provided to SBC.

6.5 Each school development will trigger the requirement for a travel plan and will need to have a travel plan co-ordinator. As part of the planning conditions, the name and contact details of the TPC will be provided to SBC.

6.6 Existing dwellings and communities should be considered within the production of Travel Plans where appropriate.

² The NEV Travel Plan group will consist of the travel plan co-ordinators for each development / land use, SBC officers, bus operators, Parish Councils, Highways England, a representative from Swindon BUG and be chaired by the NEV TPC. It is proposed that the group meet every 6 months initially and then reduce if necessary.

Measures to encourage Active Travel (walking and cycling)

Bicycle user group

- 6.7 Residents and employees will be encouraged to join a Bicycle User Group (BUG). This can be a subgroup of the Swindon BUG (www.swindonbug.co.uk) and established initially by the NEV TPC until there are sufficient members for it to be self-supporting. Details of the BUG will be available in the welcome packs, and on the websites associated with the NEV. The BUG will be involved with running quarterly meetings, supported by cycling roadshows to encourage attendance.

Cycling Roadshows

- 6.8 BUG meetings will be part of the cycling roadshows – held at least twice a year in the community. Local bicycle retailers will be invited to attend to provide free bike safety checks and advise on basic bike maintenance and repair. Alongside this will be free bike security marking, and a prize draw with the opportunity to win cycle related goods.
- 6.9 Employees at the workplaces within the NEV will be welcome to join the roadshows and BUG.

Borrow a Bike Scheme

- 6.10 Residents will be given the opportunity to “borrow a bike” for 6 weeks to see whether they enjoy cycling enough to purchase a bike. The scheme is run by Swindon Travel Choices as part of the NEV residential travel plan package.
- 6.11 Employers can offer the scheme to their employees, either by running a pool bike scheme of their own, or by buying into the Swindon Travel Choices scheme (see paragraph 6.31).

Active Swindon Challenge

- 6.12 The Active Swindon Challenge is an online competition, which runs between May and September each year. Residents and employees can register via the website or app and log the journeys they make by foot, bike or public transport. There are spot prizes each month, team certificates and an overall winner.
- 6.13 Participants can compete individually or sign up to a team – family, friends, workplace, department or community. The residential and workplace TPCs will be tasked with promoting the challenge and motivating teams.

Measures to encourage the use of public transport

Bus taster tickets

- 6.14 Each residential household will be able to apply for a free smartcard to try the bus for free. The smartcards will be preloaded with free travel (minimum 6 days) on the most appropriate bus operator, and an application form will be provided within the welcome packs.
- 6.15 Each workplace should offer employees the chance to try the bus for free. Deals can be negotiated with the individual operators, or developers can join Swindon Travel Choices scheme (see paragraph 6.31).

Bus timetables and information

- 6.16 Each household will be provided with a bus information pack, containing timetables for the service closest to their home, a fares guide, bus smartcard wallet and maps.
- 6.17 Workplaces should clearly display bus maps on noticeboards, and ensure current timetables are available to staff. Real time bus information screens should also be considered. Information shall be available on the related websites for the NEV development.

Measures to encourage more efficient car use (smarter driving, car sharing and car club)

Car Sharing

- 6.18 Residents and employees will be encouraged to use www.carshareswindon.com (a database through the national company liftshare.com). Free registration and a prize draw will encourage sign ups. If necessary, “private” groups can be set up if there is nervousness within a particular business or local area. Private groups will incur additional costs that will need to be met by the employer. It is also worth noting that private groups can restrict the pool of matches, and be less effective as a result.
- 6.19 An annual event will be held in each community for residents to meet each other with a view to car sharing. An informal meeting over tea and cake will help strangers make new contacts and discuss potential to share journeys together. Within businesses, TPCs will be responsible for organising similar events within the workplace, especially during National Liftshare Week (October).

Car Club³

- 6.20 Developers will be required to fund a car club vehicle in the community. One car should be made available for every 500 dwellings.
- 6.21 To encourage membership, developers will be required to fund a free membership for one of the occupants. It is envisioned that the contribution will be sufficient to also cover marketing materials (leaflets etc.) and annual promotional events to demonstrate the car club offer.
- 6.22 Where there is employment sited near to a car club bay, the NEV TPC will investigate whether corporate use of the car club vehicle is viable.
- 6.23 Allocated car spaces for car club use will be strategically located throughout the NEV to ensure they can be easily accessed. These will be secured by planning condition.

Marketing and information provision

Sales and Marketing

- 6.24 The NEV TPC will be responsible for training sales staff so that they can promote the positive benefits of sustainable travel to prospective residents at the NEV.
- 6.25 Any websites established by house builders will be encouraged to include travel information and details of the travel plan.

Welcome Packs

- 6.26 Welcome packs will be distributed to every household. As a minimum, the welcome pack will include an introductory leaflet about the travel plan and a bespoke travel guide for the local area, along with the relevant current bus timetable. Residents will also have the opportunity to order the following free information⁴:

- Swindon Cycle Map
- Local “Get Walking in Swindon” magazine
- “Get Cycling in Swindon” magazine
- Cycling advice leaflets from Swindon Travel Choices
- Information on car sharing
- Information about the car club
- Information about the BUG
- Details and application form for a free Bus smartcard

³ Car club costs quoted in table 6.1 have been sourced from Swindon’s operator, Co-wheels, and can be compared to advice from Gloucestershire County Council found at <http://www.gloucestershire.gov.uk/extra/CHttpHandler.ashx?id=30852&p=0>

⁴ This list is not exhaustive and can include additional relevant items as the NEV grows.

- Details and application form for the free “Borrow a bike” scheme
 - Details of the Swindon Travel Choices website and journey planner
 - Contact details and a prize draw entry postcard to collect householders details
- 6.27 This initiative should work alongside local initiatives (for instance from the Parish Council) which may also be producing welcome packs that cover a wider range of information.
- 6.28 A similar welcome pack should be developed for the employment uses, with information tailored to employees. Developers can purchase packs from Swindon Travel Choices, or develop their own.

Swindon Travel Choices and Journey Planner

- 6.29 The Swindon Travel Choices website is an existing resource that contains sustainable transport information for residents across the Borough. Local pages can be tailored to NEV specific information, reviewed monthly and updated as required. Information on local events and activity can be posted here.
- 6.30 The Journey Planner provides details of how to travel from A to B by bus, car, on foot or by bike. Residents and employees will have free access to the journey planner to be able to compare the ease, time, calorie burn and distance of journeys by a range of modes.

Monthly e-newsletter

- 6.31 A regular (monthly) targeted NEV newsletter will be distributed by email. Contact details will be collected through the welcome pack. The newsletter will advise on upcoming events, campaigns, competitions and information.

Budget

- 6.32 A travel plan cannot perform and hope to meet its targets without having budget to support the implementation of its measures. The following table outlines the key components of the NEV Residential Travel Plan package and provides a comparison with the approximate cost of a developer providing its own site specific travel plan. This package is offered to developers for a ‘per dwelling contribution’, enabling the Council to undertake all elements of the travel plan and comprehensively assess the impacts of development. Should the developer not wish to commit to the SBC NEV Residential FTP, then they will be required to undertake all duties independently. The cost of the NEV Residential Travel Plan for 8,000 dwellings has been included in the Infrastructure Delivery Plan (IDP) appended to the New Eastern Villages Planning Obligations Supplementary Planning Document (SPD).

Table 6.1 – NEV Residential Travel Plan

Key components of the Residential Travel Plan (see appendix 2 for further details)	Approximate costs for Developer Operated Residential Travel Plan	SBC NEV Residential Travel Plan Package
Travel Plan Document	<i>Developer to appoint consultant to prepare document for SBC's approval (£3 per dwelling)</i>	Total cost of £268.40* per dwelling for all components
Management (e.g. NEV/site specific Travel Plan Co-ordinators)	<i>Developer to appoint (£115 per dwelling)</i>	
Monitoring	<i>Developer to undertake as per specification agreed with SBC (£10 per dwelling)</i>	
Marketing Initiatives (inc. community website, welcome packs, newsletters and events)	<i>Developer to provide (£60 per dwelling)</i>	
Active Travel Schemes (including borrow a bike scheme)	<i>Developer to operate own scheme (£50 per dwelling)</i>	
Bus Promotions	<i>Developer to provide (£20 per dwelling)</i>	
Car Club & Car Share	<i>Developer to provide (£40 per dwelling)</i>	
Remedial Measures (see 7.9)	<i>£50 per dwelling</i>	
Total	<i>Approximately £348</i>	£268.40

* figure to be index linked

6.32 To ensure the travel plan duties are undertaken in a timely fashion, contributions via a Section 106 agreement will be requested in line with the trigger points outlines in Table 6.2.

Table 6.2 – Phasing of Section 106 contributions

Phase of development	% of contribution due
Commencement of development	25%
1 st occupation	15%
50% occupation of site	40%
100% occupation of site	20%

7) Monitoring and Review

- 7.1 Monitoring is an important part of any target based strategy. It enables progress towards the objectives to be assessed and understood, as the development is implemented. Regular surveys will allow for methods to be adapted during the travel plan implementation. They could also be used to raise awareness of the travel plan and the sustainable travel initiatives available to residents and employees.
- 7.2 Planning, commissioning and overseeing the monitoring is to be undertaken by the NEV Travel Plan Group, with the site wide NEV TPC ensuring that residential and workplace TPCs undertake surveys at the appropriate time.
- 7.3 Monitoring will be carried out to evaluate progress towards the targets stated in Chapter 4. Therefore, monitoring will be carried out with residential households, workplaces, and external vehicle trips generated by the development.
- 7.4 Permanent Automatic Traffic Counters (ATCs) should be fitted to all access points to each development parcel, in addition to cycle counters on key cycle network routes.
- 7.5 Monitoring will be carried out at certain trigger points, unique to each development. Table 7.1 below outlines the desired frequency of monitoring for each development.

Table 7.1 – Monitoring Schedule

Land Use	Type of survey	Trigger
Residential Surveys	Baseline survey	Within 6 months of first occupation.
	Follow up survey	Annually at the anniversary of the baseline, until 5 years after full occupation.
Workplace Surveys	Baseline survey	Within 6 months of first occupation.
	Follow up survey	Annually at the anniversary of the baseline, until 5 years after full occupation.
Global Development Monitoring	External ATC vehicle counts and cycle counts	Within 1 year of first occupation, then annually until 5 years after full occupation.
Global Development Monitoring	Manual counts of pedestrians, cyclists and bus passengers on key junctions (not served by ATCs)	Within 1 year of first occupation, then annually until 5 years after full occupation.

- 7.6 The results of these surveys and statistical analysis will form the basis of discussions with SBC and the NEV Travel Plan Group to examine how the travel plan is achieving the objectives of this framework plan, and to discuss further measures that could be incorporated within the plan to achieve further success.
- 7.7 The NEV TPC will monitor and review the progress and success of the travel plan and make all users aware of the progress being made. The use of email newsletters to residents and employees will inform them of survey results, presented in relation to targets.

Reporting

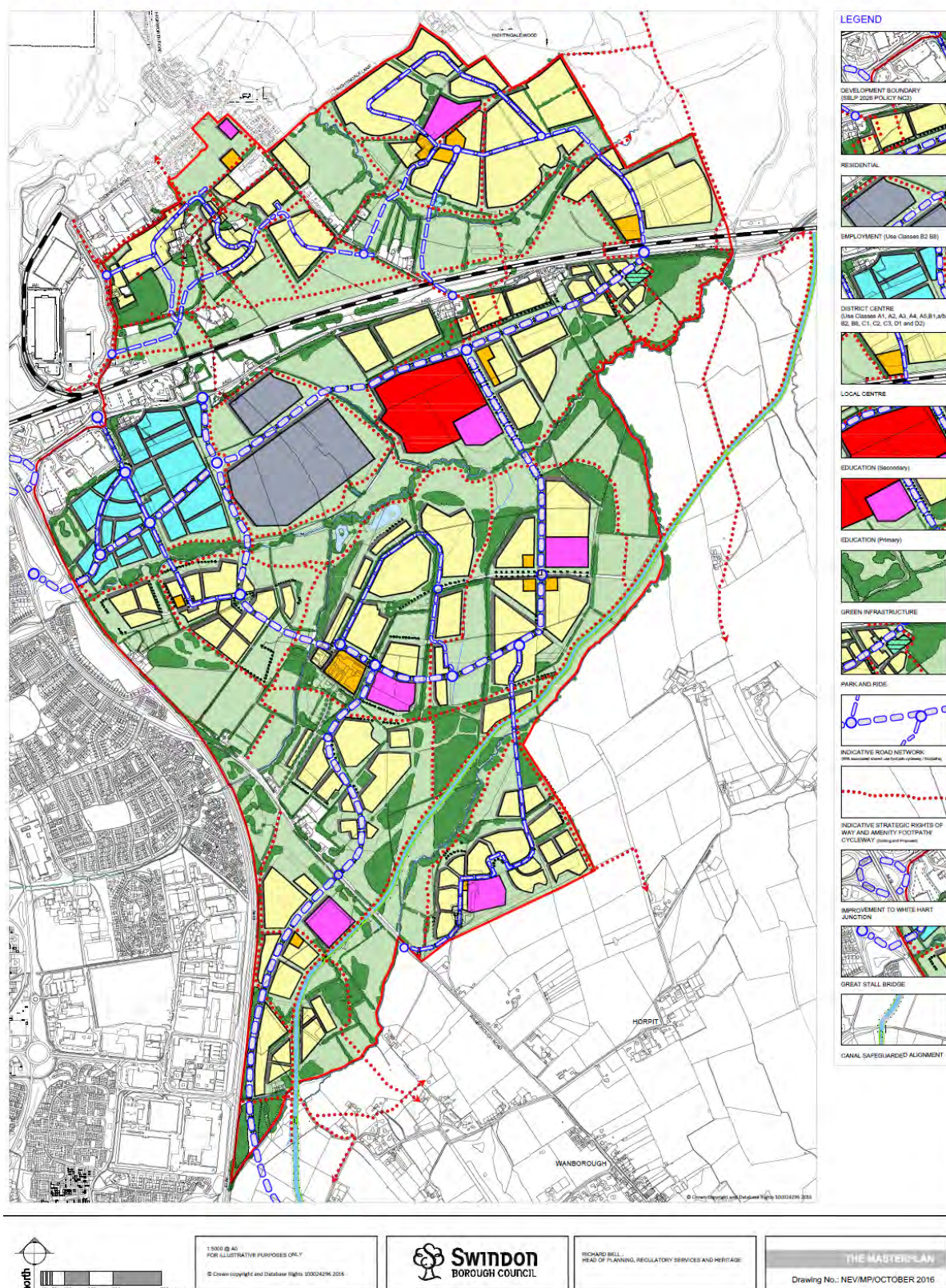
- 7.8 The NEV TPC will be responsible for compiling and providing annual monitoring reports until at least 5 years after full occupation of the development to SBC and Highways England. The reports will set out the latest results of travel surveys against the targets and objectives identified within this FTP. The following information should be included in the reports:

- Recap of the travel plan's objectives, measures and agreed targets
- Progress against the implementation of measures
- Monitoring methodology
- Summary of monitoring results, presented in relation to agreed targets
- Corrective measures to get the plan back on track, if targets are not being met
- Proposals to develop the travel plan further for the future

Remedial Measures

- 7.9 Should the recorded vehicle levels exceed those in the targets, or the mode share for vehicle driver is too high for the particular land use, remedial measures will be needed. Examples of remedial measures could include – but is not limited to:
- Priority car share spaces for workplaces (if not already provided)
 - Intensified PTP with households and / or workplaces
 - Additional promotional events (School, community or workplace)
 - Creation of walking groups for communities and / or employers
 - Cycle training for individuals or households
 - Use of video to promote infrastructure, or highlight routes, incentives and interventions
 - Traffic Regulation Orders (TROs)
 - Implementation of “real time” information boards
 - School safety zones.

Appendix 1: New Eastern Villages - The Masterplan



Appendix 2: New Eastern Villages Residential Travel Plan

Background

1. There are a significant number of new homes being built in the borough over the next 15 years. In the NEV, 8,000 homes, along with new schools, retail, leisure, healthcare and employment are planned. As part of any planning application, developers are required to detail how they would promote sustainable travel to new residents in a residential travel plan.
2. Evidence shows that the traditional approach of developer led travel plans can be ineffective as well as being limited by time, content and area of influence. In isolation, they can have limited reach and can be expensive, resource heavy and does little to promote sustainable travel initiatives.
3. Although each development could produce an individual travel plan, the NEV is proposed as a comprehensive, integrated allocation and as a result a strategic approach to travel planning is essential. It is therefore considered that a commitment by developers to sign up to NEV Residential Travel Plan package would be beneficial to all involved.
4. The residential travel plan package would require a 'per dwelling' contribution from each developer to SBC, who would then effectively adopt the management of the travel plans for the NEV.

Benefits of the NEV Residential Travel Plan

5. By committing to the NEV Residential Travel Plan the developer is benefitting from the scale and strategic nature of the NEV, rather than creating their own individual travel plan. A NEV wide travel plan allows for stronger connections to be made between the new development islands and existing communities, as well benefitting from economies of scale with NEV wide schemes, such as a car club and "borrow a bike". Committing to the NEV Residential Travel Plan will allow for consistency over different sites, making it easier for residents to understand schemes and travel more sustainably.
6. This approach enables the Council to provide households with the same range and quality of incentives, but with a broader and more comprehensive offer than any developer travel plan would be able to achieve.

What measures are included in the NEV Residential Travel Plan?

7. In 2011, SBC was successful in securing £4.2m from the Local Sustainable Transport Fund (LSTF), and set up the "Swindon Travel Choices" brand and interventions. Over five years, a range of Personalised Travel Planning (PTP) initiatives took place with residents and employees, along with promotion of sustainable transport options via a brand, website and social media. Schemes were developed and refined, working to achieve the objectives of delivering

economic growth and reducing congestion through the promotion of sustainable transport options across targeted areas.

8. The NEV Residential Travel Plan builds on the work and success of LSTF funded programme, and utilises its best practice to bring benefits to the new communities. The table below demonstrates measures to be promoted under the NEV Residential Travel Plan:

Table A – Monitoring Schedule

	What	Benefits gained
Management	Travel plan Co-ordination	Employment of residential travel plan co-ordinator, plus overheads Contribution towards overall NEV TPC
Monitoring	Travel Survey - Baseline	Software licence Adviser time engaging household to gather data
	Travel Survey – Annual Snapshot	Software licence (already counted above) Adviser time engaging household to gather data (x4 years)
	Annual Traffic Counts (per junction)	Physical trip counts across all modes at the key site and overall development entry and exit points
Marketing	STC Website (inc. community page)	Hosting, maintenance and web development
	STC journey planner (allows residents to plan journeys)	Hosting, maintenance
	Monthly Email Newsletter (with local tailored news)	Email fees. Officer time to write/edit newsletter.
	Welcome packs	Local bespoke travel map Swindon Cycle Map Local Get Walking magazine Swindon Cycling magazine Advice leaflets (range) Car share information Details of BUG Details of website / journey planner Car Club information Bus smartcard details and application form
	4 hour transport roadshow event in the community x 2 per year.	Stall of info Approximately 2 advisers Doctor bike and security marking Prize draw giveaways

Active Travel	Membership of the Active Swindon Challenge	Free registration to challenge website for all residents, ability to compete as local team, opportunity to win prizes. Free use of Android and iOS app.
	Borrow a Bike Scheme	Free use of a bicycle for 4 weeks to “try cycling” Discount voucher to purchase a bicycle afterwards
Bus Promotion	Bus pass trial	Week’s free pass to “try the bus” for free
	Bus timetable and other information	Pack containing bus maps, times, prices and useful information
Car Club	Membership	1 Free membership per household Marketing materials and demo days
	Contribution towards car	Provision of one car per 500 dwellings
Car Share	Database	Free registration to carshareswindon website for all residents
	Marketing	Annual event for residents to meet other residents with a view to sharing journeys (Hire of venue, tea and cake, 2 advisers) Leaflet about the car share database and Q&A leaflet

What level of funding are developers required to contribute to join the NEV Residential Travel Plan?

- The level of funding required to join the NEV Residential Travel Plan is **£268.40 per dwelling**. This has been calculated by estimating costs for the above measures over the proposed delivery period for the NEV. This approach is considered to offer greater benefits to SBC, developers and prospective residents, rather than through the delivery of piecemeal travel plans.

Is it a compulsory charge?

- Although it is not compulsory to pay the Residential Travel Plan contribution, SBC consider this is a more cost effective option for all concerned. Furthermore, the developer would be released from certain obligations such as monitoring their development for some 5-10 years after construction commences. Any travel plan submitted by a developer would need to meet the required specifications set out by SBC including the measures detailed in the table above. This would be secured through Section 106 agreement and/or condition and would need to be approved in writing by the Local Planning Authority.
- The latest residential travel plan guidance for Swindon can be downloaded at: <http://www.swindontravelchoices.co.uk/projects/swift/guidance.aspx>

Appendix 3: Workplace Travel Plan Guidance

The latest school and workplace travel plan guidance for Swindon can be downloaded at: <http://www.swindontravelchoices.co.uk/projects/swift/guidance.aspx>

Appendix 4: Role of the New Eastern Villages Travel Plan Co-ordinator

The key tasks of the NEV Travel Plan Coordinator are:

- To lead and manage the development and implementation of the NEV FTP.
- To act as a central point of contact for all site occupiers and external stakeholders in relation to the travel plan framework.
- To coordinate and manage the NEV Travel Plan Group, ensuring the meetings are held regularly and minutes and actions are communicated to all group members.
- To liaise with the individual TPCs to ensure coordination of measures and monitoring to maximise the effectiveness of the travel planning.
- To oversee the implementation of schemes and events which encourage walking, cycling and the use of public transport and the car club. This includes the delivery / management / procurement and overseeing of site wide travel plan measures.
- To oversee the implementation of the data collection and monitoring strategy set out in Chapter 7.
- To regularly review and evaluate the FTP and the operation of the Travel Plan Group, and provide feedback to the planning and highway authorities.
- To prepare progress reports, action plans and budget updates for the travel plan aimed at best meeting its objectives and targets.
- To liaise closely with the SBC Travel Plan Officer.
- To take responsibility for raising awareness of and championing sustainable transport.

This document is available on the internet at www.swindon.gov.uk.

It can be produced in a range of languages and formats (such as large print, Braille or other accessible formats) by contacting the Customer Services Department.

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